



Consumer statistics.



The Yellow Social Media report is an annual survey of 2,012 Australian consumers and 1,020 small and medium-size businesses (SMBs) on how they use social networking sites such as Facebook, LinkedIn, Snapchat and Twitter.

At Yellow, we're all about making it as easy as possible for consumers to connect with businesses, and businesses with consumers. Social media has changed the way those connections happen, and that's why we've been researching and reporting on it for over eight years now - decoding the data to learn not just how we use social media, but why.

This year the consumer survey sample target increased from 1,516 to 2,012. Here are some of the key statistics from part one of the report, examining consumer behaviour.

Australians on social media and the internet.

- 56% of Australians use the internet more than 10 times a day.
- 27% do so in excess of 20 times a day.
- The average number of internet-enabled devices owned is 3.3.
- 31% claim the amount of time they spend on social media use has increased in the last year. 13% say it has decreased.

Social media platforms used.

- 89% of people use Facebook. It remains the most popular social media platform by a significant majority, however this is down slightly from last year (91%).
- YouTube is used by over half of Australians (54%) and it's the second most popular platform among men.
- 45% of respondents use Instagram, which is the second most popular among women.
- One in five Australians use Twitter, LinkedIn, Pinterest and Snapchat.
- No other social media platform is used by more than 7% of those surveyed.



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Frequency of social media use.

- 31% of people check social media more than 10 times a day, and 79% check at least once a day.
- 37% of women check social media at least 10 times a day compared to 25% of men.
- Younger generations check social media the most - 55% of those aged 18-29 check social media at least 10 times a day.
- The average user accesses Facebook 29 times a week, Instagram 28 times a week and Snapchat 27 times a week.

Time spent using social media.

- The average social media user accesses YouTube 23 times a week for an average of 30 minutes per session.
- Other platforms with significant usage time include Tik Tok (26 minutes per session), Tumblr (18 minutes), and Facebook and Pinterest (both 17 minutes).
- Averaged out, Australians spend 12 hours per person per week on YouTube, 8 hours on Facebook, 7 hours on Instagram, 6 hours on Snapchat and 4 hours on Twitter.
- 18% of Twitter users tweet daily and 38% at least once a week.

Social media usage by time of day.

- The most popular times for using social media are in the evening (59%) and first thing in the morning (58%).
- More than one in three people check social media on breaks from work (39%), and 33% use social media during lunch.

Where people are when they're online.

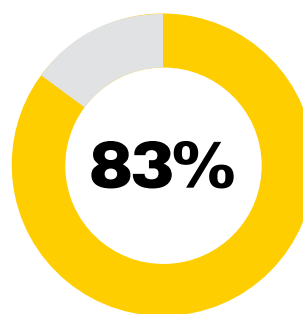
- The most popular place for Australians to check social media is at home (94%).
- Most people do it in the lounge room (77%), the bedroom (55%) or the study (25%).
- 64% check social media while watching TV. 28% of those are posting about what they're watching.
- 29% access social media at work, including 40% of those aged 18 to 50.
- 17% of people use social media in the toilet. This is more likely among those aged 18-29 (32%) and 30-39 (29%).
- 27% use social media while they commute. Australians also log in at restaurants, bars and parties (18%) and in the car (16%).

Why we use social media.

- A large majority of people (83%) use social media as a way of catching up with friends and family.
- Other reasons include sharing photos or videos (39%), watching videos (32%), finding or connecting with people who have similar interests (31%), and catching up on news and current affairs (30%).
- 14% of those surveyed follow the accounts of celebrities and bloggers.

Social media as a news source.

- Most people place more trust in news they see on traditional media (70%) than social media (14%).
- Those aged 18-29 (26%) and 30-39 (25%) place more trust in what they see on social media than other age groups.
- More than one in three people (35%) said they've reacted to something on social media they later found out was fake news - only slightly higher than in 2018 (33%).
- This is more common among women than men (40% vs 28%) and among those aged 18-29 (52%) and 30-39 (42%).



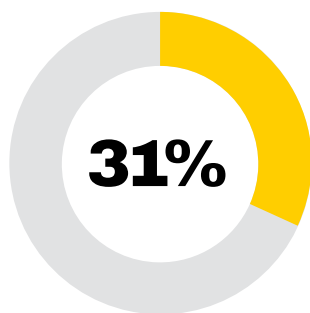
use social media as a way of catching up with friends and family.



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Psychological impact of social media.

- 31% of Australians (39% of women and 24% of men) say they spend too much time on social media. This is even more common among those aged 18-29 (49%) and 30-39 (37%).
- Almost a third of people (32%) say they feel 'excited' if something they post on social media receives more likes than usual. This is more common among women (38%) and those aged 18-29 (48%) or 30-39 (40%)
- 9% of respondents said that they feel 'anxious' when unable to access their social media accounts - higher among women (13%) and those aged 18-29 (16%).
- 27% of people say they've seen others bullied or harassed on social media, and 16% say they have been the victim of such behaviour. Among those aged 18-29, 38% say they've witnessed bullying and harassment, and 29% say they've a victim.
- Nearly a quarter of people (23%) check social media while eating with family or friends, with women twice as likely to do this as men (30% vs 16%). This is most common among those aged 18 to 39 (40%).
- 18% say they've posted something on social media they later regretted - more common among women than men (22% vs 14%).
- 16% of people say they're concerned their social media footprint could have a negative impact on their future.
- 5% say they've relied on social media for medical advice over advice given by their doctor.



31%
of Australians say they spend too much time on social media.

Social media and consumer behaviour.

- 39% follow businesses or brands on social media.
- 23% of Australians use social media to find out more about brands, businesses, offers and promotions.
- 82% of those who follow brands or businesses do it because they're interested in getting something in return, like discounts (62%), giveaways (47%) or product information (41%).
- When people use social media to research brands and business, they're most often looking for holidays, travel and accommodation (65%).
- Those who do their research on social media say it often leads to them making a purchase (61%), and these are made most often via an online transaction (80%).
- 51% are more likely to trust a brand that interacts positively with customers on social media.
- Brands also gain consumer trust by making content engaging and relevant (54%) and keeping it regularly updated (53%).
- 25% of Australian social media users say they've shared branded content on their social media feeds.
- 21% of people say they've created their own content at the request of a brand, most commonly those aged 18-29 (37%).
- 37% of those who have created their own content say they are comfortable with that content being shared by brands.
- 31% say they're happy to see ads on social media, and 30% say they're not. 38% say they click on ads in their social feeds to find out more.
- 15% say they're more likely to buy from a brand or business who pays social influencers or celebrities. 63% say that type of marketing makes them less likely to purchase.
- 43% of Australians say they've given ratings to products or services online in the last year. 42% of people say they've posted written online reviews.
- More than two thirds of Australian consumers (68%) read online reviews about products or services they're interested in.
- 26% of people said that if a business responded to their negative review, they would be open to changing their opinion of that business.



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Parental concerns regarding social media.

- 61% of parents place restrictions on their kids' social media use.
- The most common method is to restrict the amount of time allowed online (30%).
- 17% of parents take away access to social media as a form of punishment (17%).
- More than eight in 10 parents are concerned their children are at risk of coming into contact with dangerous people while online.
- More than a quarter (28%) of those surveyed say they don't have the computer skills required to minimise the risks, with 18% are unsure if they have the skills.

Social media use in metropolitan vs regional areas.

- Those in metropolitan areas are more likely to use social media 10 or more times a day (33% vs 26% in regional areas); are more likely to have increased their social media use in the last year (34% vs 27%); and are more likely to say they spend too much time on social networking (33% vs 28%).
- People in metro areas are more likely than those in regional areas to use social media during breaks (41% vs 30%), at lunchtime (36% vs 27%), last thing before bed (31% vs 25%), while commuting (27% vs 9%) and while working (13% vs 9%).
- Social media use outside the home is more common among those in metro areas.
- City dwellers are more likely to access social media in the bedroom (61% vs 45%), kitchen (22% vs 15%), in the toilet (19% vs 13%) and when watching TV (67% vs 59%).
- Use of Facebook, Pinterest and Tumblr does not vary much by location, but other social media sites are more popular among metro residents. For example Instagram (52% vs 34%), LinkedIn (25% vs 13%), Twitter (23% vs 15%) and Snapchat (22% vs 15%).
- Those living in metropolitan areas tend to have a higher number of friends, contacts or followers on the social media sites they use. For example Instagram (275 vs 168), Facebook (238 vs 168), LinkedIn (213 vs 160) and Twitter (211 vs 160).
- Following a brand or business on social media is more common in metropolitan areas (43% to 33%). Regional residents are less receptive to advertising on social network sites.
- Providing online ratings is less common among regional residents (38% to 46%). However, location does not appear to impact on the posting of online reviews.



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Social media use among men and women.

- According to the majority of findings from this report, women use and engage with social media more than men.
- 39% of women say they're spending too much time on social media, compared with 24% of men.
- Facebook is the most popular platform for both men and women. However, YouTube is the second most popular platform with men, and Instagram second most popular with women.
- 37% of women check social media at least 10 times a day compared to 25% of men.
- 74% of women check social media while they're watching TV compared to 55% of men.
- Women access major social media platforms more than men: Facebook (33 times a week vs 26 times a week), Instagram (31 vs 22), Snapchat (29 vs 22), Tik Tok (30 vs 13), Tumblr (27 vs 13) and WeChat (27 vs 20).
- Women are more likely than men to use social media during their commute (33% vs 21%).
- Sharing photos or videos on social media is more popular among women (46%) than it is among men (32%).
- 20% of women follow celebrities and bloggers on social media compared to 8% of men.
- 49% of women follow brands and businesses on social media compared to 29% of men.
- Women are more likely than men to be using social media to research clothing and fashion (69% vs 38%), hospitality (60% vs 41%), cosmetics and beauty (56% vs 15%) and personal services (35% vs 18%).
- Men are more likely than women to be researching computer hardware (41% vs 23%) and software (35% vs 18%).
- Fashion, cosmetics and beauty and personal services receive more online ratings and reviews from women, while men are much more likely to review computer hardware, software and video games.
- Women are twice as likely to check social media while eating with family or friends, compared to men (30% vs 16%).
- Women tend to have more friends, contacts or followers on Facebook, Instagram and Tumblr compared to men, while the opposite is true for Twitter, Snapchat, LinkedIn, YouTube, Pinterest, Tik Tok and WeChat.