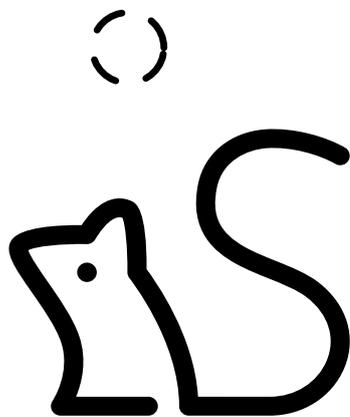
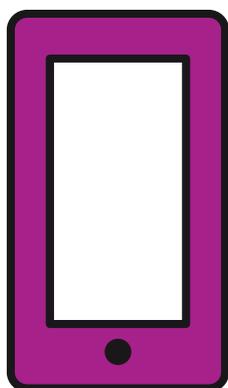
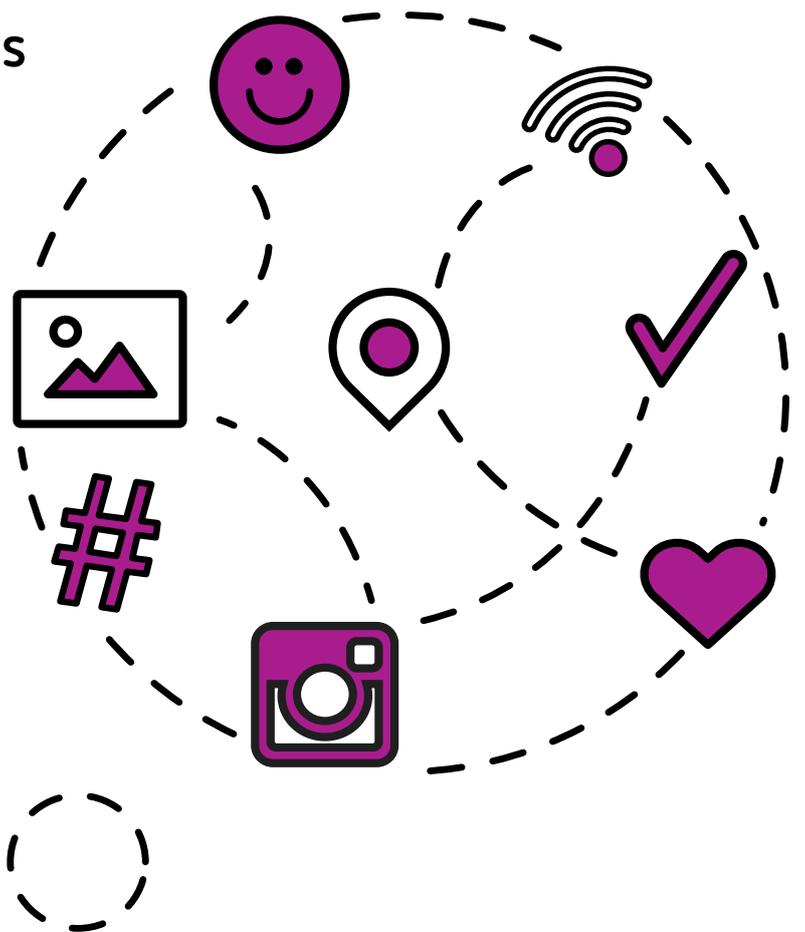


# Sensis Social Media Report 2017

## Chapter 1 – Australians and social media

Released 22 June 2017



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# Foreword

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**The 2017 Sensis Social Media Report has arrived and Australia's growing obsession with smartphones has driven more people onto social platforms than ever before. In fact, almost eight in 10 Australians (79%) are now on social media, which is up 10 points on last year.**

Each year for the report we speak to 800 consumers and 1,100 Australian businesses about how they are using social media. There was so much information to absorb this year that we have released the report in two parts, with the consumer survey findings out on 22 June and the business survey findings out on 29 June.

As you'll see in Chapter 2, there is a growing divide between the number of businesses and consumers using social media. For consumers however, there is no holding them back. And while usage is almost universal among 18-29 year olds (99%), the big jumps were in the 30-39 age group (up 14 points to 96%) and the 40-49 age group (up 16 points to 86%).

Driving the continued growth in social media use is our love of visual content. This trend has seen a rise in usage on Instagram (up from 31% to 46%) and Snapchat (up from 22% to 40%), with Twitter also seeing an uplift (up from 19% to 32%) after moving to a more visual layout. While these platforms have seen strong growth – perhaps at the expense of LinkedIn (down from 24% to 18%) – Facebook continues to dominate the social media landscape (95%).

Another factor is the increase in smartphone ownership, with 81% now preferring to use their device to access social media, as opposed to a laptop (30%) or desktop (28%). Our social norms are being tested dramatically because of how easy it is to access social media at any time of day from any location.

The 18 to 29 year age group is most likely to access social media first thing in the morning (79%), last thing at night (65%), at work (46%) and even on the toilet (29%) compared to any other age demographic. Almost three quarters in this age group are now also open to connecting with strangers.

Locations that were once taboo for accessing social media, such as at the gym (9%) and cinema (5%), are on the rise, while 30 to 39 year olds are the most likely to use social media while out to dinner with family and friends (33%).



While the majority of people are on social media to keep in contact with their family and friends (89%), there is also a negative side, with people in regional areas more likely to have witnessed bullying or harassment on social media (23% vs 15%) and twice as likely to have been bullied themselves (9% vs 4%).

It seems that while social media usage is now everywhere, we are still coming to terms with the impact it is having on society, and this presents both opportunities and challenges for businesses who are trying to engage with customers online.

Please enjoy the Sensis Social Media Report for 2017. If you'd like to know more we'll be holding a Tweet Chat on June 29. Feel free to jump in using #SensisSocial.

**Rob Tolliday**  
**Digital Spokesperson, Sensis**

# Executive summary

## About this report

Sensis surveyed 800 Australian consumers and 1,100 Australian businesses to continue this landmark study on how social media channels are being used.

This year the report has been released in two chapters, with the consumer survey results contained in this chapter and the business survey results contained in Chapter 2, which will be released on 29 June 2017.

For the purposes of this report, the term social media refers to:

- Social networking websites, such as Facebook, Google+, LinkedIn and Twitter
- Online blogs and online rating and review mechanisms

The findings detailed in this report aim to help Australian businesses to make more informed decisions about how to use these channels to engage with consumers.

## Australians and social media

Virtually everybody in our sample uses the Internet and more than half (56%) do so more than five times per day. The average number of Internet-enabled devices owned is three.

Smartphone penetration was five points higher this year at 81%, extending its leadership position over the laptop, which is down 11 points to 59%. There was a fall in the penetration of desktop computers (from 54% to 51%), tablets (from 53% to 45%) and devices such as the iPod touch (from 17% to 14%). Internet-enabled TVs have not increased their penetration (down one point to 28%) but wearable devices displayed some growth (up from 6% to 10%).

The dominant barrier to social media use remains lack of interest or appeal but almost eight in 10 Internet users now have a social media profile (79%), which is 10 points higher than in 2016. There was also growth in the frequency of using social networking sites with 59% doing so daily (up from 50%) and 35% checking in more than five times per day (up from 26%). For nearly six in ten (57%), social networking is one of the first things they do each morning. This behaviour has increased yearly since 2012 when it was 33%.

On average, social media users identified around five reasons for using social media. The dominant reason remains to catch up with family and friends (89%) while a majority also use it to share photos or videos (57%). The third most common reason is to watch videos (43%).

Smartphones continue to grow in popularity for accessing social media (up from 72% to 81%), while other devices have become less popular including laptops (30%), desktops (28%) and tablets



(25%). When on a smartphone an app is still clearly preferred to a website for accessing social media (70% vs 30%). In the under 50 age groups smartphones are used to access social media by more than nine in 10.

As was the case last year we found 96% of Australians using social media at home. There was solid growth in the proportions that are using social media in the lounge or living room (up from 69% to 84%), bedroom (up from 42% to 59%) and kitchen (up from 22% to 34%).

The most popular location for accessing social media outside the home is on public transport (43%) with usage in the car (37%), at work (35%) and restaurants, bars or parties (33%) not far behind. Thirty five percent use social media while watching TV, which is four points lower than in 2016.

Facebook remains almost universal (94%) among social media users. However, the average number of times people access Facebook has fallen from 32 times per week to 25, while the amount of time spent on each occasion has not really changed at just over 23 minutes. This means users are averaging almost 10 hours a week on Facebook, which compares with twelve and a half hours last year. The average number of Facebook friends is now 234, down from 272 in 2016.

# Executive summary

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New research also reveals that 81% use Facebook Messenger and 25% use Facebook Live to watch live or recently recorded videos, with 5% having published their own live video. More than one in three have published videos or pictures using the story function on Facebook (44%), Snapchat (37%) or Instagram (36%).

Twitter continues to rise in popularity lifting from 19% to 32% in terms of usage, while Instagram has risen from 31% to 46%. Snapchat has almost doubled in popularity, jumping from 22% to 40% of social media users.

Penetration of LinkedIn has dropped for the second year in succession, down from 28% in 2015 to 24% last year to 18% now. Google+ (10%) was unchanged.

Among people using any of these six sites – Facebook, Twitter, LinkedIn, Snapchat, Google+ or Instagram – their average number of friends, contacts or followers across those platforms is 469. Thirty nine percent have deleted friends and the average proportion of friends, contacts or followers where face-to-face contact occurred in the past year was 39%, which is the same as in 2015 and 2016.

Thirty-one percent of people say they have connected with strangers on social media, which is up from 17% last survey. However, fewer have dated someone they met online, down from 10% to 5%. Again we unearthed that 2% had ended a romantic relationship online, while the same proportion said this had happened to them.

Most people (61%) have watched a video on social media, while a significant number have shared someone else's post (46%) or posted a selfie (45%) or picture of their food (40%).

We again looked at social media as a forum for activism, by which we mean supporting topical issues or events or contributing to public dialogue on them. Last year we discovered 39% had been active in this manner, primarily because they felt passionately about an issue and social media proved an easy way to show support. This year it has dropped to 19%. Although we also found that 29% have liked, shared or commented on a post about Donald Trump. While more people are engaging with news content on social media, traditional media remains a more trusted news source (82% vs 12%).

Use of social media for retail research was two points higher at 16%. Items most likely to be researched via social media were electrical goods (47%) followed by furniture and homewares (42%). Clothing and fashion items (35%) were also fairly popular. In more than half the cases where someone researched an item online, it was subsequently purchased (52%) and most commonly via an online transaction (61%).

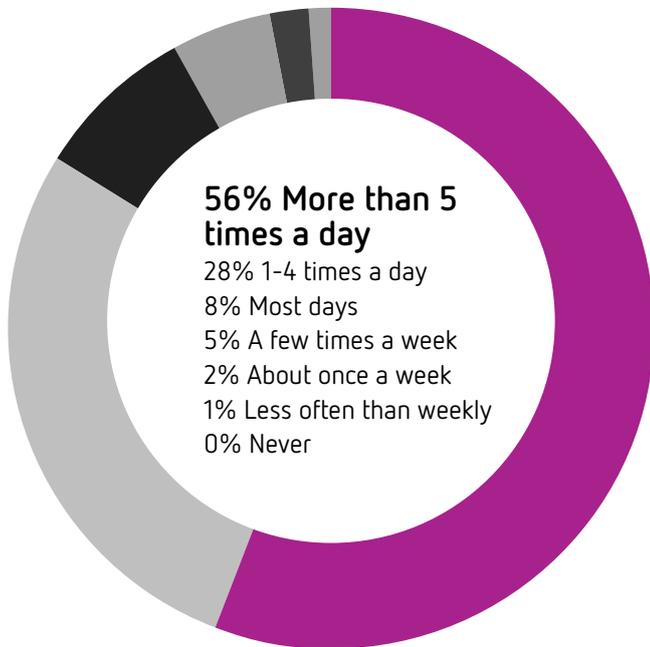
The proportion of people claiming to follow a social networking group associated with a brand or business fell from 36% to 24%. However, those who do follow businesses were increasingly after discounts (up from 41% to 54%) and give-aways (up from 30% to 48%).

There were increased levels of trust for brands that interact with customers in a positive way on social media (up from 52% to 64%) and businesses with engaging and relevant content (up from 52% to 63%). Factors most likely to deter people from following a company or brand include irrelevant or unappealing content, excessive content and too many ads.

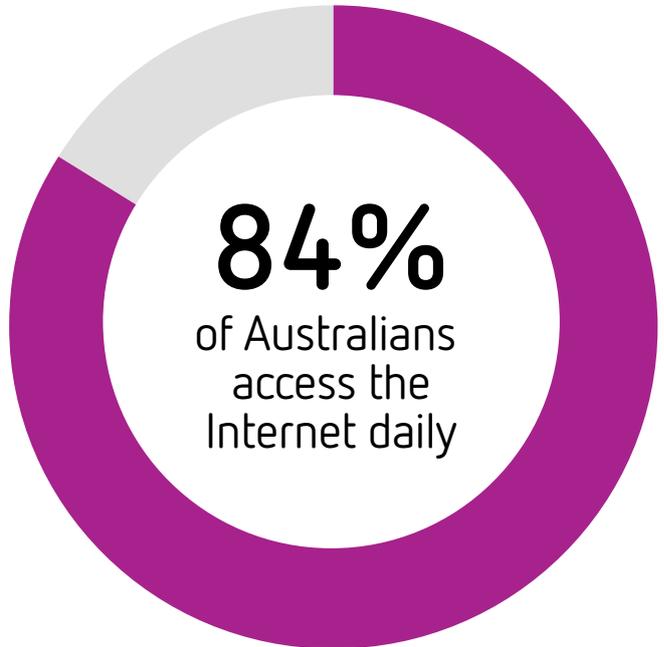
In 2016, we saw polarised views towards businesses advertising on social media but the latest survey reveals some softening attitudes. There were less users saying they don't like ads on social media or take no notice of them. People are also more likely to inspect a brand's social media presence before making an online purchase if they have not purchased from their website before. Therefore, it appears social media advertising or sponsorship is gaining greater acceptance as a marketing tool for brands.

# Report snapshot

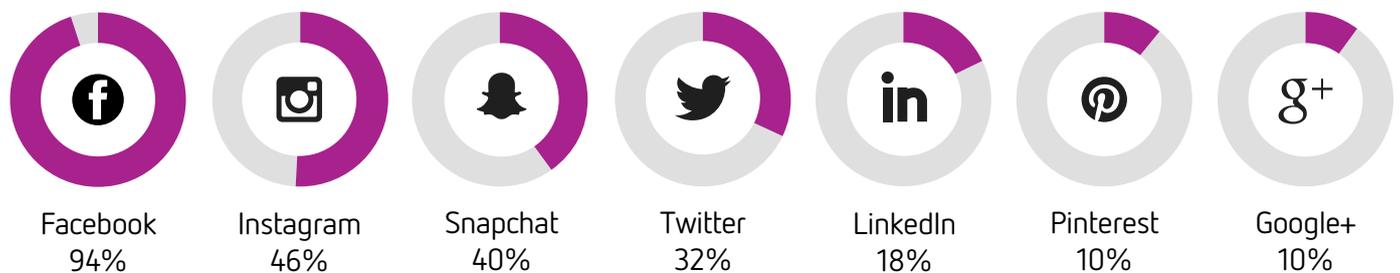
## Frequency of Internet use



## Proportion that access the Internet daily



## Social networking sites used this year



## Where we socially network at home

84%	Lounge/living room
59%	Bedroom
34%	Kitchen
20%	Study
14%	Bathroom
12%	Toilet

## When we socially network

71%	In the evening
57%	First thing in the morning
47%	Lunchtime
47%	Breaks
39%	Last thing before I go to bed
21%	During work
18%	Commuting

# Methodology

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This report contains the results of research conducted by Di Marzio Research and TKW from February 27 to March 31, 2017.

## Consumer survey – Chapter 1

This research consisted of a telephone survey with 800 randomly selected Australians. Quotas were applied to provide for adequate representations in each age group, as well as gender and location and to ensure coverage across metropolitan and regional areas in each state and territory.

### Sample size – consumer

State	Sample #
New South Wales	163
Victoria	141
Queensland	120
South Australia	100
Western Australia	100
Tasmania	80
Northern Territory	46
Australian Capital Territory	50
<b>Total</b>	<b>800</b>

Gender	Sample #
Males	400
Females	400

Age	Sample #
18 to 29 years of age	160
30 to 39 years of age	160
40 to 49 years of age	160
50 to 64 years of age	160
65 plus years of age	160
<b>Total</b>	<b>800</b>

# Chapter 1:

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# Australians and social media

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# Device ownership

All but two respondents owned an Internet enabled device with the average number of people owning three. Smartphones are now used by more than eight in ten adults, which further consolidates their ranking as the most popular device. There was also growth in the penetration of devices such as Apple Watches and Fit-Bits although only one in 10 own wearable devices. Laptops, tablets and similar devices continue to lose appeal although laptops and desktops are still found in most homes. However, desktops are slightly less popular than in 2016, as are Internet-enabled TVs.

Examining these results by gender, age and location reveals the following:

- Nearly all those aged under 40 have a smartphone, while penetration of a smartphone among those aged 65 plus is about half the level for the under 40s.
- In all age groups a majority own a laptop but this ranges from 51% of the under 30s to 66% of the 50-64 segment.

- Tablets hold far less appeal to the under 30s (16%) than other age groups where their penetration ranges from 42% in the 30-39 segment to 64% among the 50-64s.
- Internet-enabled TVs are most commonly found in the 30-49 age bracket.
- Devices such as the iPod Touch, Apple Watch and Fit-Bit lack appeal for the under 30s.
- Smartphone ownership ranges from 78% in Queensland to over 90% in SA and the NT. Laptops are found in around six in ten homes within NSW, Victoria, Queensland and WA but in fewer than four in ten NT homes. Desktops are much more popular in WA (58%) than in SA and the NT (42% each). Tablets struggle most for appeal in the NT (26%) where they are nearly half as popular as in Victoria and WA (49% each).

Device ownership	Total 2016	Total 2017	Male	Female	18-29	30-39	40-49	50-64	65+
Laptop	70%	59%	59%	59%	51%	59%	64%	66%	55%
Smartphone	76%	81%	83%	80%	99%	96%	88%	75%	47%
iPad or other tablet	53%	45%	41%	48%	16%	42%	51%	64%	50%
Desktop	54%	51%	50%	52%	26%	45%	53%	67%	66%
Internet-enabled TV	29%	28%	26%	29%	20%	39%	38%	27%	16%
iPod Touch or similar device	17%	14%	13%	15%	5%	16%	17%	18%	13%
A wearable device like an Apple Watch or Fitbit	6%	10%	9%	11%	4%	16%	13%	12%	6%
None of the above	1%	<1%	0%	<1%	0%	0%	0%	0%	<1%

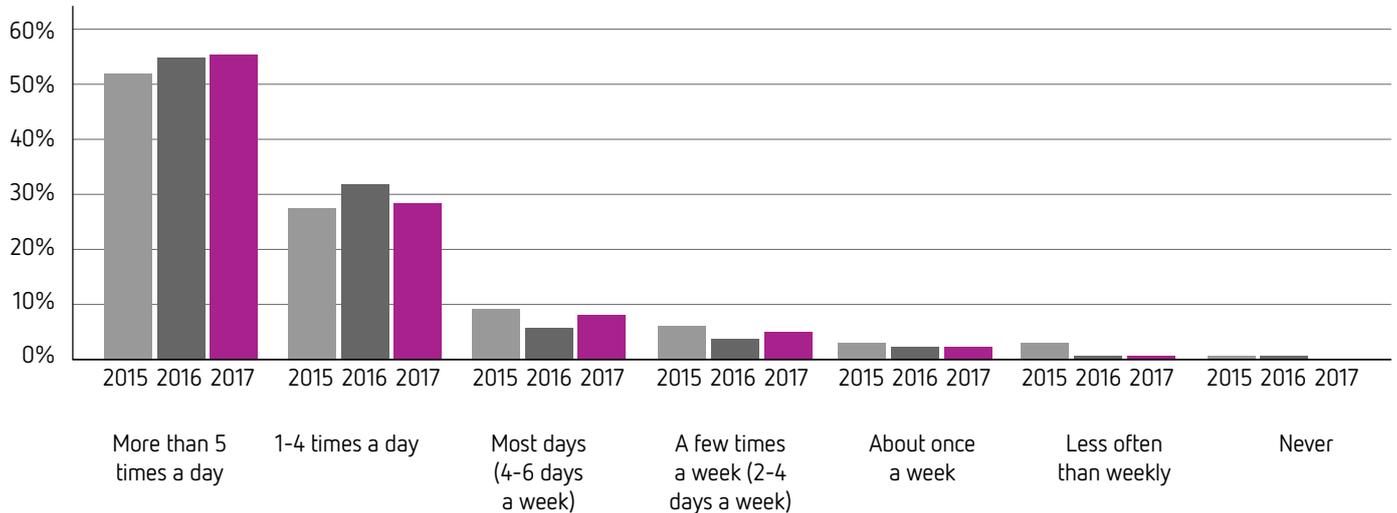
Device ownership	Total 2016	Total 2017	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Regional
Laptop	70%	59%	59%	63%	60%	48%	61%	44%	39%	53%	58%	62%
Smartphone	76%	81%	81%	80%	78%	91%	85%	88%	92%	84%	82%	79%
iPad or other tablet	53%	45%	45%	49%	41%	36%	49%	32%	26%	42%	45%	44%
Desktop	54%	51%	49%	55%	50%	42%	58%	49%	42%	51%	52%	49%
Internet-enabled TV	29%	28%	28%	25%	26%	26%	29%	32%	41%	45%	28%	27%
iPod Touch or similar	17%	14%	16%	13%	15%	10%	11%	6%	9%	8%	14%	14%
Wearable device like an Apple Watch or Fitbit	6%	10%	10%	14%	11%	6%	7%	<1%	2%	6%	10%	9%
None of the above	1%	<1%	<1%	0%	<1%	0%	0%	0%	0%	0%	<1%	0%

Base: All respondents (800).  
 Q1a. Which of the following do you own?  
 Note: <1% = less than 1%.

# Internet access

A universal level of Internet usage among adults was recorded. A majority access the Internet at least five times a day and over eight in 10 go online daily or more.

## Frequency of Internet use



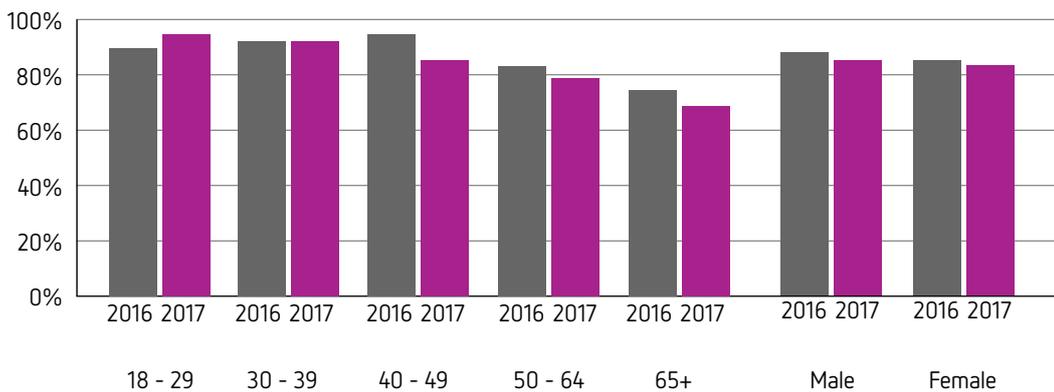
Base: All respondents (800).

Q1b. How often, if at all, do you access the Internet – either on a computer or on your mobile phone or other devices such as an iPad or iPod Touch?

Notes: Rounding occurs; <1% = less than 1%.

## Proportion that access the Internet daily

Frequency of Internet use is again seen to decrease with age. Daily use has become more prevalent among the under 30s but less common among people aged 40 and over.



**84%**  
of Australians  
access the Internet  
daily

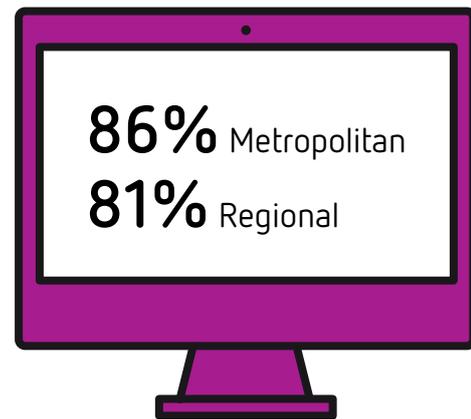


# Internet access

Daily Internet usage ranges from 83% in NSW, Victoria and WA to 96% in the NT. It is a little more common in metropolitan areas.

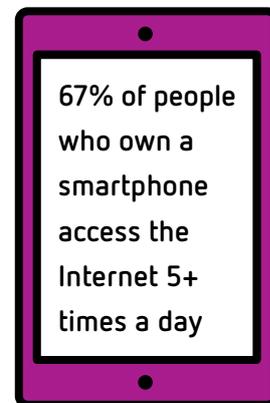
## Proportion that access the Internet daily

<b>84%</b>	<b>Total</b>
<b>96%</b>	Northern Territory
<b>90%</b>	South Australia
<b>89%</b>	Tasmania
<b>88%</b>	Australian Capital Territory
<b>85%</b>	Queensland
<b>83%</b>	Western Australia
<b>83%</b>	New South Wales
<b>83%</b>	Victoria



## Proportion that access the Internet 5+ times a day

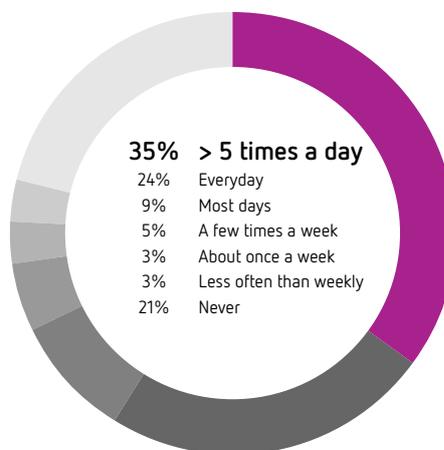
Proportion that access the internet 5+ times a day	2016	2017
<b>Total</b>	<b>56%</b>	<b>57%</b>
Own an Internet-enabled TV	71%	70%
Own a smartphone	63%	67%
Own a wearable device like an Apple Watch or Fitbit	75%	66%
Own an iPod touch (or something similar)	71%	60%
Own a laptop	62%	57%
Own a tablet (i.e. iPad)	64%	56%
Own a desktop	57%	49%



# Social networking site usage

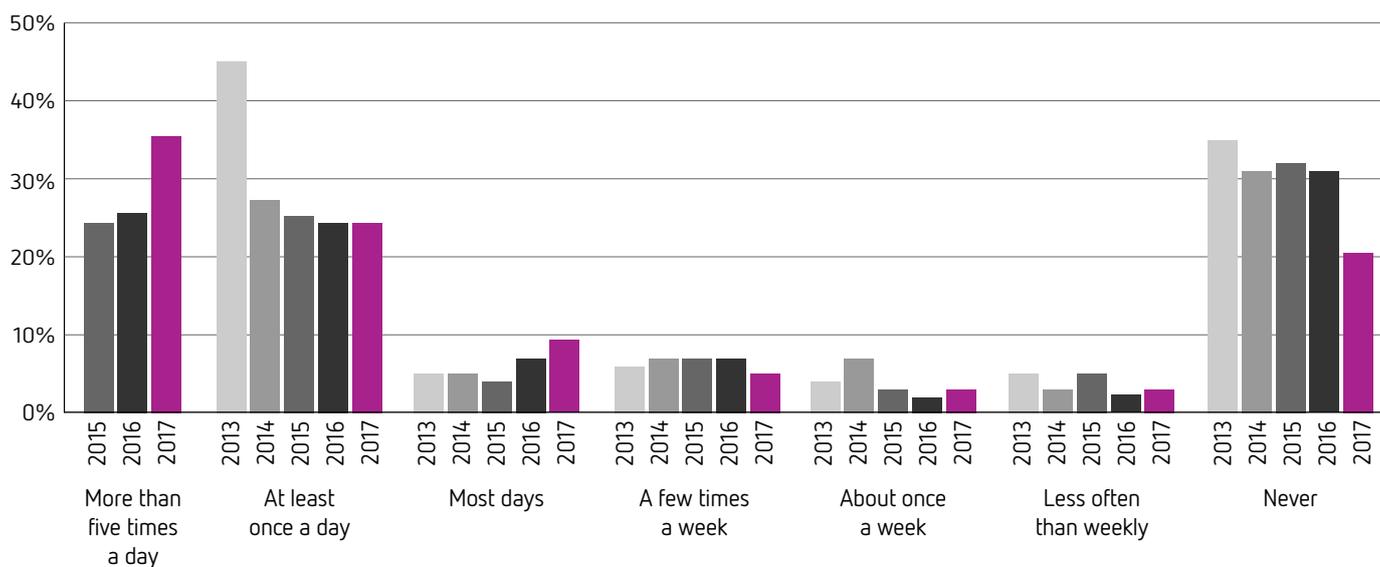
Seventy nine percent of Internet users now use social networking sites, which is 10 points higher than last year. Frequency of use has also grown with 59% now accessing these sites daily or more which compares with 50% in 2016. This number has almost doubled since 2011 when it was 30%. The proportion checking social media more than five times a day has increased from 26% to 35%.

Frequency of using social networking sites



Frequency of using social networking sites	2012	2013	2014	2015	2016	2017
More than five times a day	NA	NA	19%	24%	26%	35%
At least once a day	36%	45%	27%	25%	24%	24%
Most days	4%	5%	5%	4%	7%	9%
A few times a week	9%	6%	7%	7%	7%	5%
About once a week	6%	4%	7%	3%	2%	3%
Less often than weekly	6%	5%	3%	5%	3%	3%
Never	38%	35%	31%	32%	31%	21%

Frequency of using social networking sites – trends



Base: All Internet users (800).

Q2a. How often, if at all, do you use social networking sites such as Facebook, Twitter, MySpace or LinkedIn?

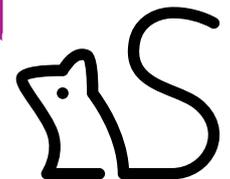
Note: Rounding occurs.

# Social networking site usage by age, gender and location

Usage and frequency of using social media declines with age although it remains popular with the older age groups. Comparing the genders, we see that platforms are used slightly more often by females than males.

Across the states and territories usage and frequency of use is greatest in the NT. Victorians are accessing social media platforms less frequently than elsewhere.

59% of Australians use social networking sites at least once a day



Frequency of using social networking sites	Total	Male	Female	18-29	30-39	40-49	50-64	65+
At least once a day	59%	58%	60%	89%	80%	61%	40%	23%
Most days	9%	8%	9%	7%	7%	13%	10%	5%
A few times a week	5%	4%	5%	2%	5%	4%	5%	8%
About once a week	3%	5%	2%	<1%	2%	3%	6%	6%
Less often than weekly	3%	4%	3%	1%	2%	5%	5%	5%
Never	21%	21%	21%	<1%	4%	14%	34%	53%

Frequency of using social networking sites	Total	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Regional
At least once a day	59%	62%	48%	57%	75%	61%	75%	82%	61%	59%	57%
Most days	9%	10%	10%	6%	5%	9%	3%	2%	2%	9%	9%
A few times a week	5%	4%	7%	4%	1%	4%	2%	4%	9%	4%	6%
About once a week	3%	4%	5%	3%	2%	2%	6%	-	4%	2%	6%
Less often than weekly	3%	4%	5%	4%	1%	1%	<1%	3%	2%	4%	3%
Never	21%	16%	25%	26%	16%	23%	14%	11%	24%	22%	19%

Base: All Internet users (800).

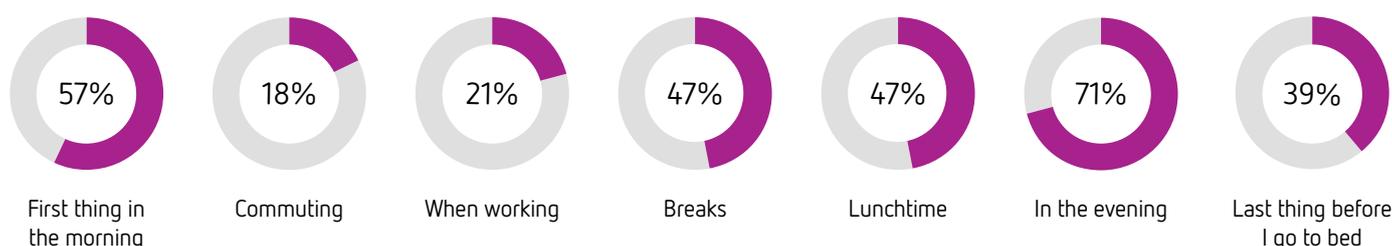
Q2a. How often, if at all, do you use social networking sites such as Facebook, Twitter, MySpace or LinkedIn?

Note: Rounding occurs.

# Social media usage by time of day

The growth in social media use observed in the previous section is accompanied by greater usage at various times throughout the day. The two most popular times last year – in the evening and first thing in the morning – have become even more appealing. Most people are now checking social media at those times. There has also been an increase in social networking sites being accessed during lunchtime and breaks, with nearly half the adult population accessing social media during those periods. Usage while commuting or working occurs among almost one in five while almost four in ten check social media last thing before bed.

The evening is still clearly the most popular time for social media usage across gender and age segments. The biggest gender differences are at lunchtime and during breaks, with males favouring those times considerably more. Those aged under 30 use social media much more than other age groups across all the times listed. For most of the options, usage declines markedly with age. By location, we see that evening usage is the most favoured time across all locations, followed by first thing in the morning.



When we socially network	2012	2013	2014	2015	2016	2017
First thing in the morning	33%	37%	43%	45%	49%	57%
Commuting	16%	16%	17%	20%	18%	18%
When working	NA	12%	21%	32%	22%	21%
Breaks	25%	22%	31%	27%	33%	47%
Lunchtime	25%	22%	30%	23%	36%	47%
In the evening	63%	53%	58%	40%	63%	71%
Last thing before I go to bed	40%	42%	48%	41%	35%	39%

When we socially network	Male	Female	18-29	30-39	40-49	50-64	65+
First thing in the morning	58%	56%	79%	58%	44%	43%	46%
Commuting	19%	17%	28%	17%	21%	10%	3%
When working	22%	19%	46%	14%	12%	9%	5%
Breaks	53%	41%	81%	54%	38%	18%	15%
Lunchtime	50%	44%	79%	56%	33%	22%	19%
In the evening	72%	70%	83%	66%	68%	68%	61%
Last thing before I go to bed	40%	37%	65%	42%	30%	19%	12%

When we socially network	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Regional
First thing in the morning	54%	51%	61%	59%	68%	60%	78%	59%	58%	56%
Commuting	17%	21%	14%	13%	26%	9%	29%	18%	20%	14%
When working	15%	24%	25%	12%	33%	16%	18%	18%	20%	21%
Breaks	44%	43%	48%	54%	53%	71%	52%	58%	48%	45%
Lunchtime	38%	42%	54%	54%	62%	60%	76%	54%	49%	44%
In the evening	67%	70%	73%	78%	74%	82%	88%	75%	71%	72%
Last thing before I go to bed	35%	41%	36%	36%	51%	28%	66%	29%	41%	33%

Base: Users of social media (634).

Q2b. When do you most commonly look at your social networking sites?

Notes: Multiple responses allowed. Rounding occurs.

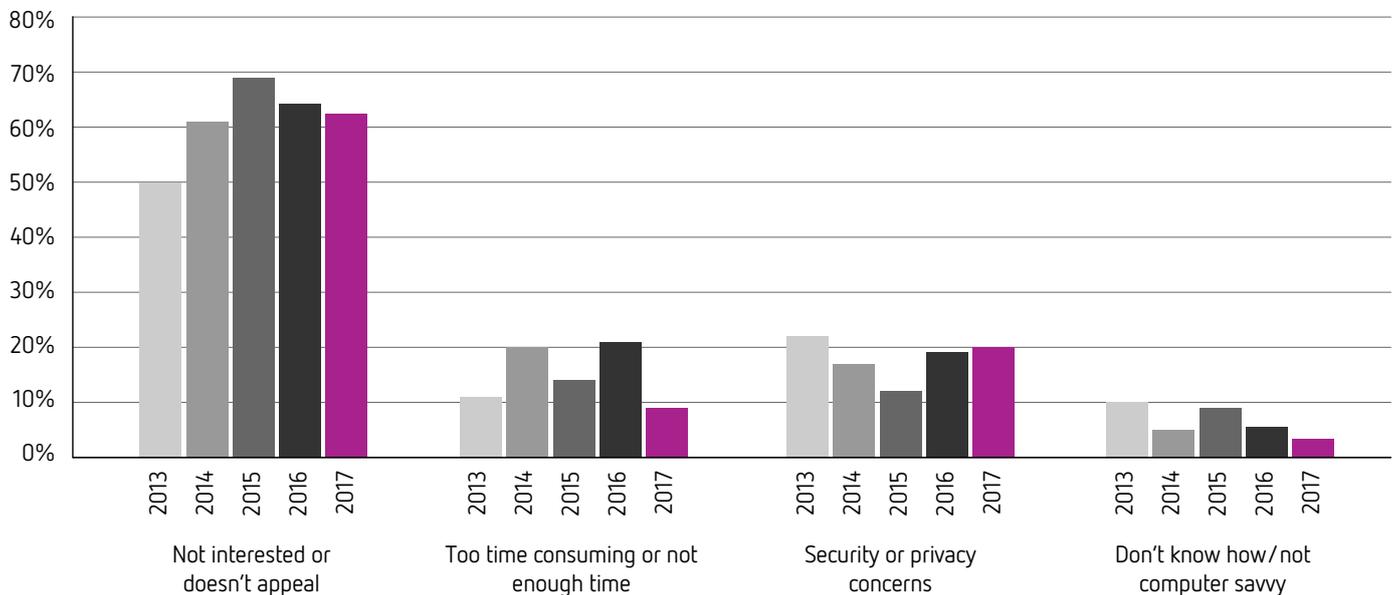
# Reasons for not using social media

Lack of interest or appeal remains the primary barrier to social media use. Compared to last year, the amount of time it consumes is less influential, while security or privacy concerns are similar.

## Reasons for not using social networking sites

62%	Not interested or doesn't appeal
10%	Security or privacy concerns
9%	Too time consuming or not enough time
7%	Prefer face to face social interaction
7%	Prefer phone to talk to friends
4%	Don't like to tell people about myself
3%	Don't know how or not computer savvy
3%	Prefer email to communicate
2%	Don't agree with or believe in them

## Reasons for not using social networking sites



Base: Non-users of social media (254 in 2016 and 166 in 2017).

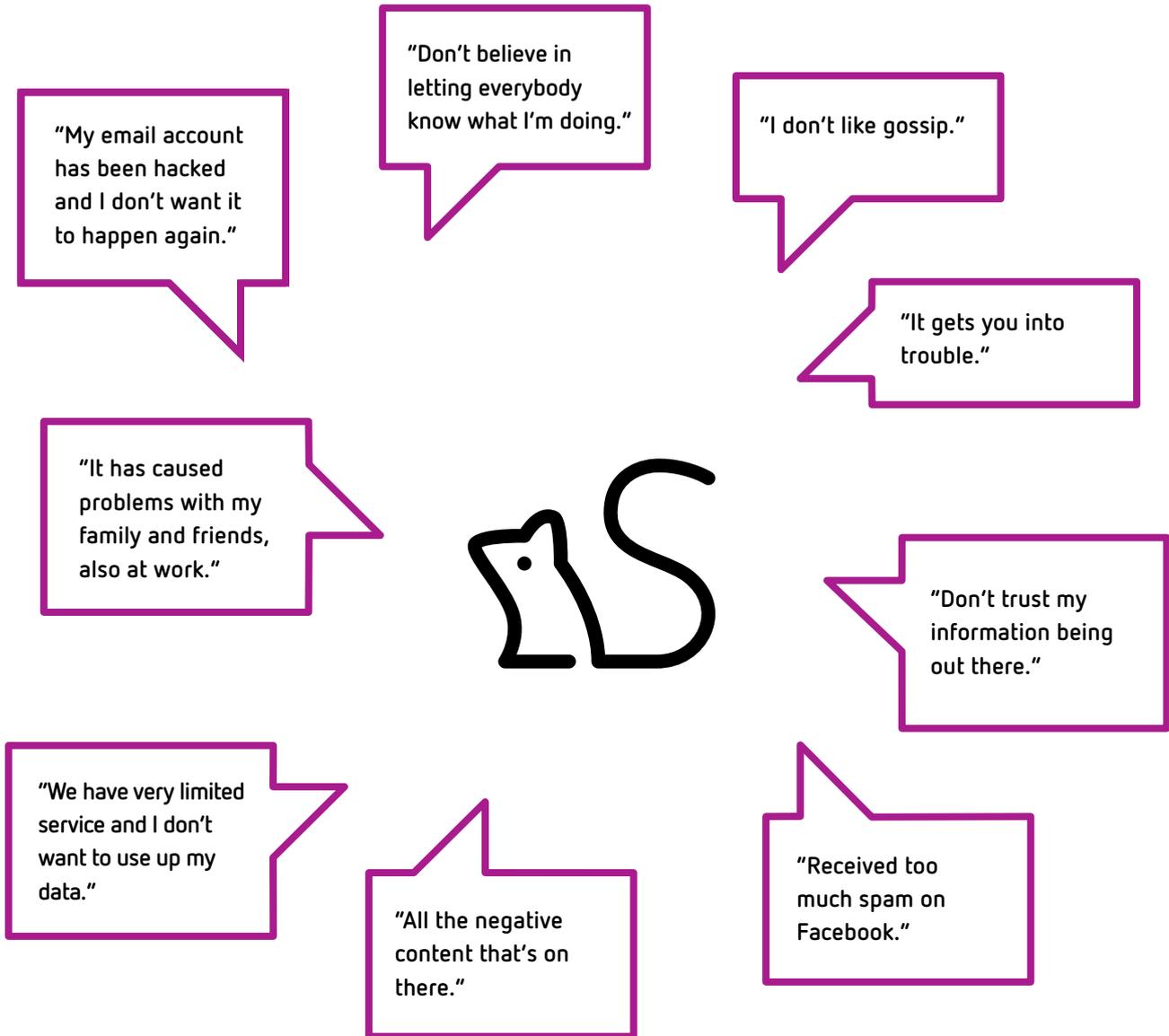
Q3a. Why don't you use social networking sites?

Notes: Multiple responses allowed.

# Reasons for not using social media

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A selection of the verbatim comments provided are highlighted below:



# Social networking sites used

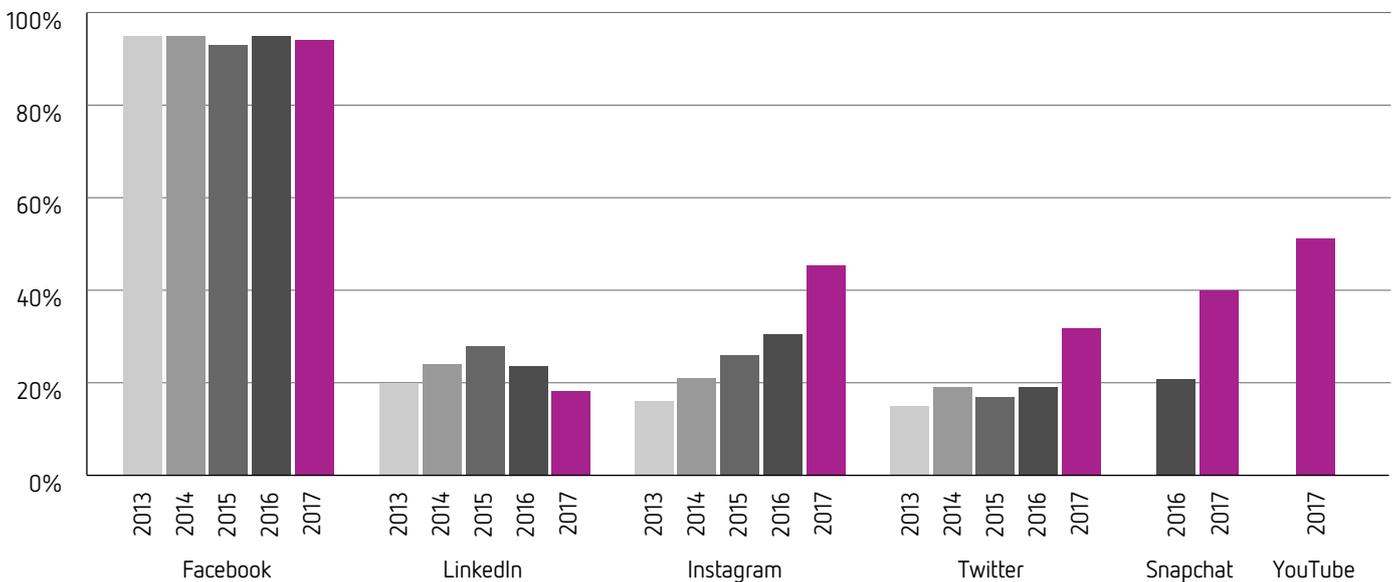
Facebook remains the dominant platform with 94% of social networkers maintaining a Facebook profile (95% last survey). Facebook is used by at least 90% across all gender, age and location segments. While Twitter has seen an increase in usage, the visual platforms – Instagram and Snapchat – have surged ahead. Google+, Pinterest and Tumblr are steady with each again attracting about one in 10 social media users. LinkedIn appears to be losing appeal.

Instagram, Snapchat, Twitter and YouTube appeal to 70% or more of the under 30s. Use of Instagram and Snapchat correlates inversely with age and to a large degree that is also the case with Twitter and YouTube. LinkedIn and Google+ lack appeal to the under 30s. Females use Facebook to a greater degree than males but all the other sites to a lesser extent.

## Social networking sites used

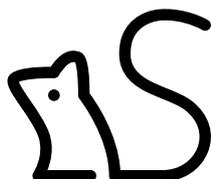
94%	Facebook
51%	YouTube
46%	Instagram
40%	Snapchat
32%	Twitter
18%	LinkedIn
11%	Tumblr
10%	Google+
10%	Pintrest
3%	Reddit
1%	Vine

## Social networking sites used



# Social networking sites used

Facebook continues to dominate as the most used site



Social networking sites used	Male	Female	18-29	30-39	40-49	50-64	65+
Facebook	91%	97%	94%	99%	90%	94%	91%
LinkedIn	22%	14%	10%	22%	22%	25%	9%
Instagram	50%	41%	81%	56%	35%	16%	9%
Google+	11%	10%	4%	9%	15%	16%	12%
Twitter	35%	28%	70%	20%	15%	17%	13%
Snapchat	43%	36%	77%	49%	25%	10%	4%
YouTube	60%	43%	75%	45%	54%	37%	26%

Social networking sites used	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Regional
Facebook	92%	92%	96%	97%	94%	97%	100%	100%	93%	95%
LinkedIn	18%	18%	22%	15%	16%	5%	18%	8%	20%	13%
Instagram	43%	41%	47%	56%	51%	64%	57%	50%	48%	42%
Google+	14%	7%	11%	5%	10%	5%	7%	6%	10%	12%
Twitter	27%	30%	41%	30%	39%	26%	27%	15%	33%	30%
Snapchat	32%	35%	46%	50%	46%	64%	58%	47%	42%	35%
YouTube	47%	52%	54%	53%	63%	46%	47%	43%	50%	54%

Base: Users of social media (544 in 2016 and 634 in 2017).  
Q2c. Which of these social networking sites do you use?

**Notes:**

- Multiple responses allowed. Rounding occurs. In 2016 wording of Google+ question changed to 'Google's social site Google+'.
- NA: These options were not included in the list of platforms read out.

# Messaging services used

This new question reveals that 88% of people on social media use messaging services with Facebook Messenger (81%) the most popular option, ahead of Viber (34%) and WhatsApp (18%). Facebook Messenger is the leading service used in each location and attracts more females than males but the reverse is true concerning Viber. Viber has quite a strong following in the two territories and Tasmania, while WhatsApp is most popular in WA and among the 40-64 age group.

## Social networking sites used

81%	Facebook Messenger
34%	Viber
18%	WhatsApp
12%	None
3%	Others

Messaging services used	Male	Female	18-29	30-39	40-49	50-64	65+
Facebook Messenger	77%	86%	92%	87%	82%	78%	47%
Viber	40%	28%	64%	32%	24%	17%	4%
WhatsApp	18%	17%	12%	17%	24%	25%	9%
Others	3%	3%	3%	3%	4%	2%	2%
None	15%	10%	1%	7%	12%	14%	48%

Messaging services used	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Regional
Facebook Messenger	79%	74%	82%	93%	89%	95%	100%	88%	82%	80%
Viber	28%	31%	33%	39%	41%	62%	85%	53%	36%	29%
WhatsApp	17%	16%	21%	17%	23%	15%	2%	3%	20%	14%
Others	3%	3%	5%	0%	3%	2%	0%	3%	3%	4%
None	16%	15%	11%	4%	8%	2%	0%	10%	12%	14%

Base: Users of social media (634).

Q2cc. Which of these messaging services do you use?

Notes: Multiple responses allowed. New question in 2017.

# Social networking sites we've stopped using

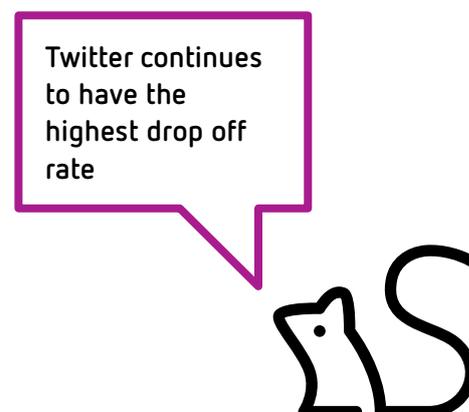
Twelve percent of social media users have stopped using such sites in the past year, which compares with 9% last year and 14% in 2015. Most of the sites lost at least some followers with Facebook ahead of Twitter and LinkedIn in this respect. The main catalyst is a lack of appeal, with words such as nonsense, pointless, boring and distracting noted among the leading reasons. Security and privacy do emerge but not as a powerful force.

## Social networking sites we've stopped using

Which sites Australians dropped in the past year	2014	2015	2016	2017
Twitter	45%	39%	34%	11%
Facebook	19%	18%	15%	15%
Instagram	4%	12%	13%	9%
LinkedIn	4%	13%	11%	11%
Snapchat	7%	17%	9%	2%
Pinterest	0%	6%	6%	5%
Google+	3%	9%	4%	8%
Vine	0%	2%	2%	1%
Tumblr	0%	9%	<1%	2%
Myspace	13%	0%	<1%	0%
Foursquare	0%	4%	0%	NA
Yelp	0%	2%	0%	NA
YouTube	NA	NA	NA	0%
Reddit	NA	NA	NA	0%

## Reasons stopped using social networking channels

16%	Nonsense / pointless
16%	Too time consuming / distracting / not enough time
15%	Not interested or doesn't appeal
12%	Same thing over and over / boring content
11%	Security or privacy concerns
10%	No benefit to me
8%	Don't know how or not computer savvy / can't work it out
2%	Too many unknown friend requests
2%	Couldn't be bothered



Base: Stopped using a social media channel in the past year (n=65).  
 Q2d. Over the past year, have you stopped using any social networking channels?  
 Q2e. Which ones?  
 Q2ee What is the main reason you have stopped using any social media channels? (New question in 2017).

Notes:  
 • In 2016 wording of Google+ question changed to 'Google's social site Google+'.  
 • NA = not included.

# Frequency of using social networking sites

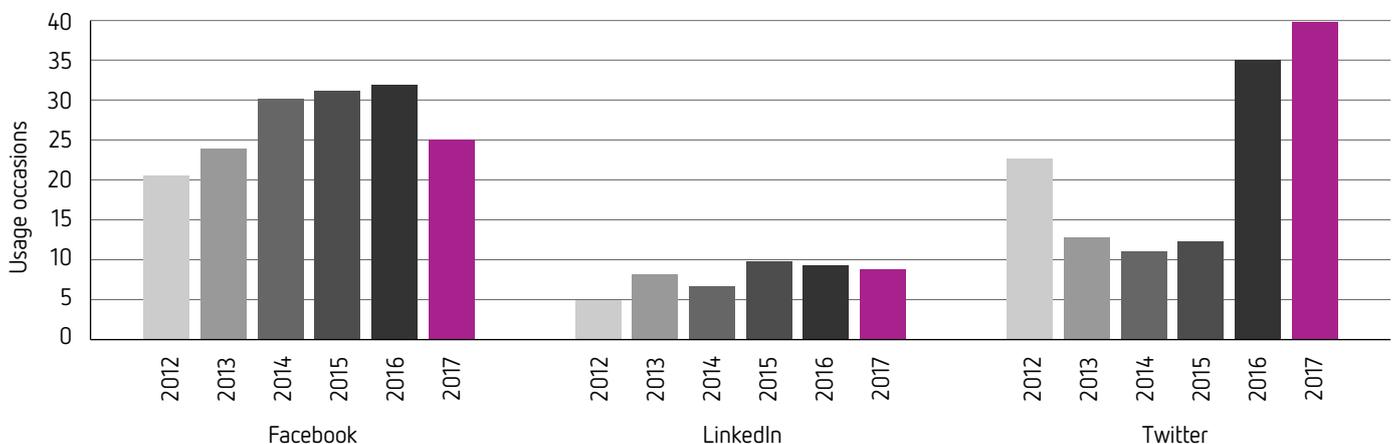
The number of times people use Facebook each week has decreased this year. This is the first time we've seen this occur since the survey began in 2011. From 2011 to 2016 the average weekly visits almost doubled from 16 to 31. Now it sits at 25 visits per week. Females are now slightly more frequent users than males. The under 30s are checking in less often, averaging approximately 24 visits weekly compared to over 40 in 2016. Those aged 30-49 are above average users while the 50 plus categories are well under the overall average. By state, frequency of use is below average in NSW, Victoria and Tasmania but above average elsewhere. Metropolitan and regional usage frequencies are similar.

The number of times people access Twitter increased markedly in 2016 and has grown again this year with average weekly usage now above Facebook. There has also been a significant lift in frequency of use with 67% tweeting more than five times a day compared to 26% last year. LinkedIn usage is slightly less frequent but Instagram continues to grow, rising from 23 occasions to almost 38 over the last four years. Snapchat is the most frequently accessed site averaging 42 visits weekly (not measured previously).

## Frequency of using social networking sites

Site	Proportion who use	Number of times per week						Average times per week
		Under 1	1 to 2	3 to 5	6 to 10	11 to 19	20+	
Facebook	94%	1%	11%	9%	24%	21%	34%	25
LinkedIn	18%	11%	38%	16%	20%	5%	10%	8.8
Instagram	46%	2%	9%	7%	6%	12%	62%	37.7
Twitter	32%	6%	11%	5%	3%	8%	65%	39.6
Snapchat	40%	2%	8%	3%	4%	14%	68%	41.7

## Average usage occasions per week



Base: Users of social media (634). Can't say responses not shown. Rounding occurs.  
Q6a. In a typical week, how many times would you use Facebook / LinkedIn / Instagram / Twitter / Pinterest?

How often do you tweet on average?	2014	2015	2016	2017
More than five times a day	5%	10%	26%	67%
Every day / most days	11%	12%	21%	5%
A few times a week	17%	20%	11%	4%
About once a week	3%	8%	8%	2%
Less than once a week	33%	33%	26%	10%
Do not tweet at all	31%	16%	8%	12%

Base: Users of Twitter (194).  
Q5dii. How often do you tweet on average?  
Note: Q5dii not asked prior to 2014 so no comparison available.

# Time spent on social networking sites

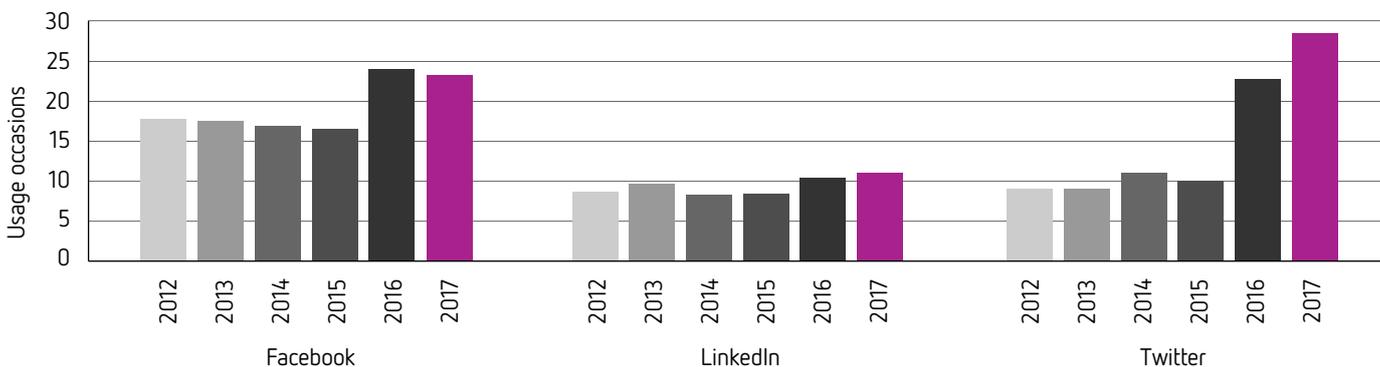
The average time spent on Facebook per visit increased last year from around 17 minutes to more than 23 minutes and it remains at that level this year. However, more time is now being spent on Twitter, Instagram and LinkedIn. Their weekly averages have risen from 23 to 28 minutes for Twitter, from 24 to 27 minutes for Instagram and from 10 to 11 minutes for LinkedIn. The weekly average recorded for Snapchat of 32 minutes is higher than for the other sites. This is the first time we have asked this question about Snapchat.

Multiplying average time spent by average usage occasions indicates that the typical user is spending almost 10 hours per week on Facebook, which compares with about 12 ½ hours in 2016. Using the same calculation people who use Snapchat are on the platform for more than three hours per day.

## Time spent on social networking sites

Site	Proportion who use	Average time spent on each usage occasion						Average time (min)
		Up to 2 minutes	3 to 5 minutes	6 to 10 minutes	11 to 15 minutes	16 to 30 minutes	Over 30 minutes	
Facebook	94%	6%	12%	17%	16%	21%	27%	23.2
LinkedIn	18%	20%	28%	18%	11%	12%	11%	11.0
Instagram	46%	8%	11%	8%	8%	24%	41%	26.9
Twitter	32%	10%	13%	5%	3%	26%	43%	28.1
Snapchat	40%	10%	8%	4%	3%	22%	52%	32.0

## Average time spent on each usage occasion (minutes)

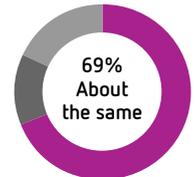


Base: Users of social media (634). Can't say responses not shown. Rounding occurs.  
Q6b. And roughly how long would you spend each time you use Facebook / LinkedIn / Instagram / Twitter / Pinterest?

# Users' views on time spent on social networking

Almost seven in 10 users feel they have not changed the amount of time spent on social media over the past year, while 18% said their usage had increased and 13% said it had decreased. Seventy one percent are comfortable with the time they spend on social media (up from 62%) with 21% feeling it is excessive (down from 31%). Eight in 10 expect to spend the same amount of time on social media in the coming year.

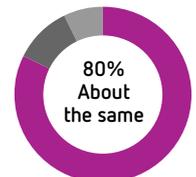
Change in time spent social networking over the past year	Total	Male	Female	18-29	30-39	40-49	50-64	65+
Increased	18%	18%	18%	16%	13%	18%	24%	21%
Decreased	13%	12%	13%	9%	11%	19%	15%	10%
About the same	69%	69%	69%	75%	76%	63%	62%	65%



Perception of time spent social networking	Total	Male	Female	18-29	30-39	40-49	50-64	65+
About right	71%	74%	67%	76%	61%	70%	75%	69%
Too much	21%	17%	26%	16%	29%	21%	18%	22%
Not enough	3%	4%	3%	3%	4%	3%	4%	2%



Expectations for time spent social networking	Total	Male	Female	18-29	30-39	40-49	50-64	65+
Increasing	7%	8%	6%	3%	9%	7%	8%	9%
Decreasing	10%	8%	11%	8%	14%	11%	7%	10%
About the same	80%	81%	79%	81%	77%	79%	83%	80%



Base: Users of social media (634).

Note: Don't know responses not shown.

Q6c. Compared to last year, have you increased, decreased or spent the same amount of time using social networking sites?

Q6d. When you think about the amount of time you currently spend on social networking sites, do you feel it is...?

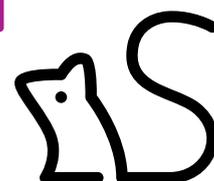
Q6e. And looking at the next twelve months, compared to the last year, do you think you will be increasing, decreasing or spending around the same amount of time using social networking sites?

# Number of friends, contacts or followers

The average number of social media friends and followers of 469 for the six platforms listed below for 2017 compares with 409 for across the five platforms measured in 2016. We cannot directly compare findings because Snapchat was added to the list of platforms this year.

As was the case last year, males reported having more contacts than females and there are significant differences by age group. The under 30s have over eight times as many contacts as those aged over 65. In each location, the average number of contacts exceeds 400 and is as high as 611 in the Northern Territory. Metropolitan residents average 29 more contacts than their regional counterparts.

The average user has 234 Facebook friends



Number of friends, contacts or followers	Total	Male	Female	18-29	30-39	40-49	50-64	65+
Facebook	234	243	225	296	324	215	142	77
LinkedIn	199	181	229	208	163	173	274	87
Twitter	260	264	254	301	246	281	94	25
Instagram	258	262	254	319	219	214	97	170
Google+	59	45	73	28	32	125	45	9
Snapchat	53	65	39	52	40	93	53	4
Overall average (above sites)	469	522	418	812	547	395	167	99

Number of friends, contacts or followers across all platforms	Total	Male	Female	18-29	30-39	40-49	50-64	65+
Average 2011	217	209	224	257	209	127	155	117
Average 2012	227	246	211	338	212	115	76	64
Average 2013	258	304	221	366	200	250	146	48
Average 2014	328	288	362	489	284	218	261	88
Average 2015	297	316	281	431	317	316	190	60
Average 2016* (for 5 sites only)	409	495	326	817	395	246	178	45
Average 2017* (for 6 sites only)	469	522	418	812	547	395	167	99

	Overall average	Facebook	LinkedIn	Twitter	Instagram	Google+	Snapchat
<b>Total</b>	<b>469</b>	234	199	260	258	59	53
New South Wales	429	241	274	267	254	41	59
Victoria	457	241	206	267	218	61	44
Queensland	546	234	142	255	308	106	63
South Australia	482	219	86	238	290	88	44
Western Australia	446	201	142	242	217	42	43
Tasmania	541	266	149	282	267	52	44
Northern Territory	611	268	74	331	331	117	73
ACT	464	221	209	262	321	53	52
Metropolitan	479	250	224	234	249	54	44
Regional	450	203	124	315	278	65	74
Base	630	602	96	194	311	56	281

Base: Users of social media (634).

Q5a. How many different friends, contacts or followers do you have on each of these social networking sites?

Notes:

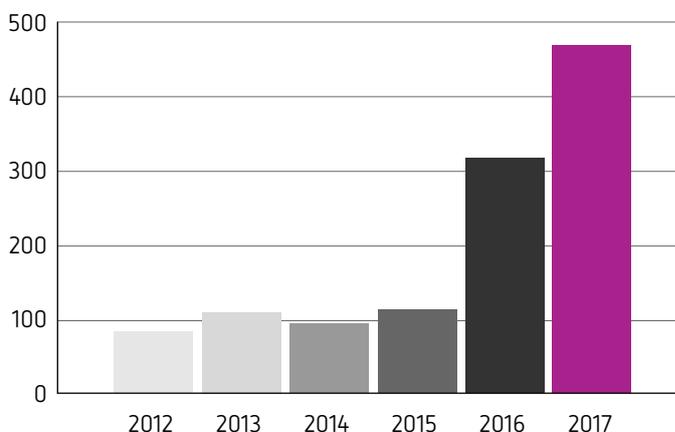
- Question 5a changed in 2016 asking specifically about the five social networking sites listed instead of all sites used. In 2017 Snapchat was added to the list. Hence, the 2016 and 2017 results are not comparable with earlier results.
- For Twitter, Instagram and Google+ there were one to two outliers which have been excluded from the mean calculations above.
- Caution: some sub-samples are very small such as the locational results for Google+.

# Number of friends, contacts or followers

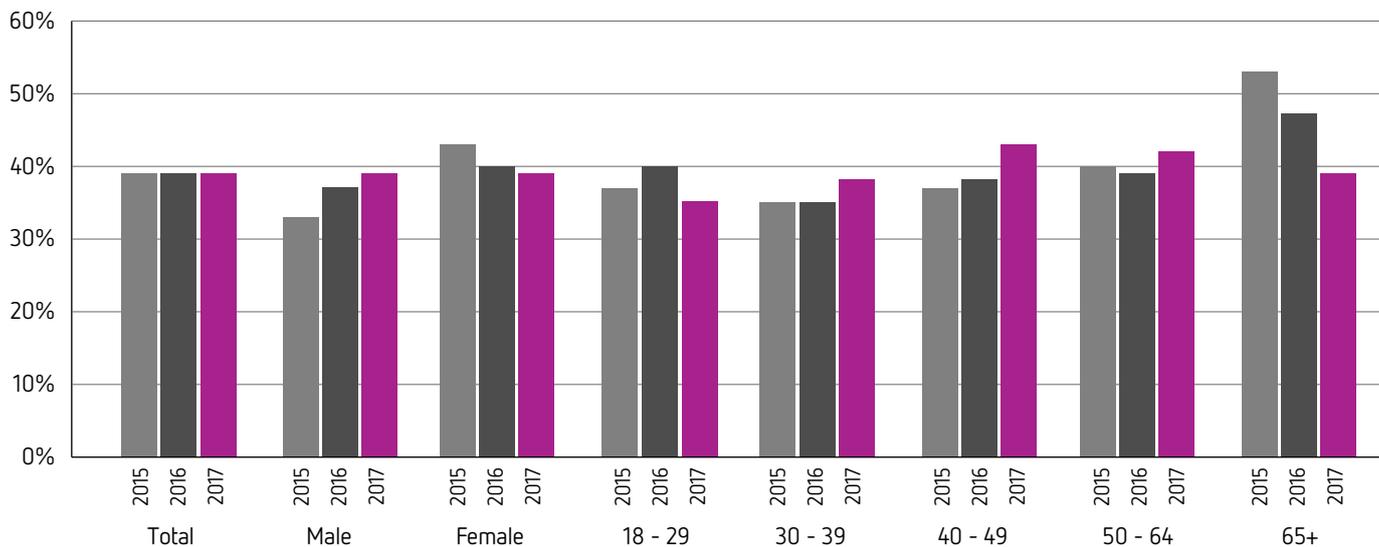
The number of people who see their social media contacts face-to-face has not changed since 2015 at 39%. There is little variation by gender or age group in this finding. By location, regional residents and those in NSW and Queensland are above average in having seen their social media friends in real life during the past year. Tasmanians are well below average.

The number of accounts followed by Twitter users continues to increase with the average number up from 315 to 480 this year.

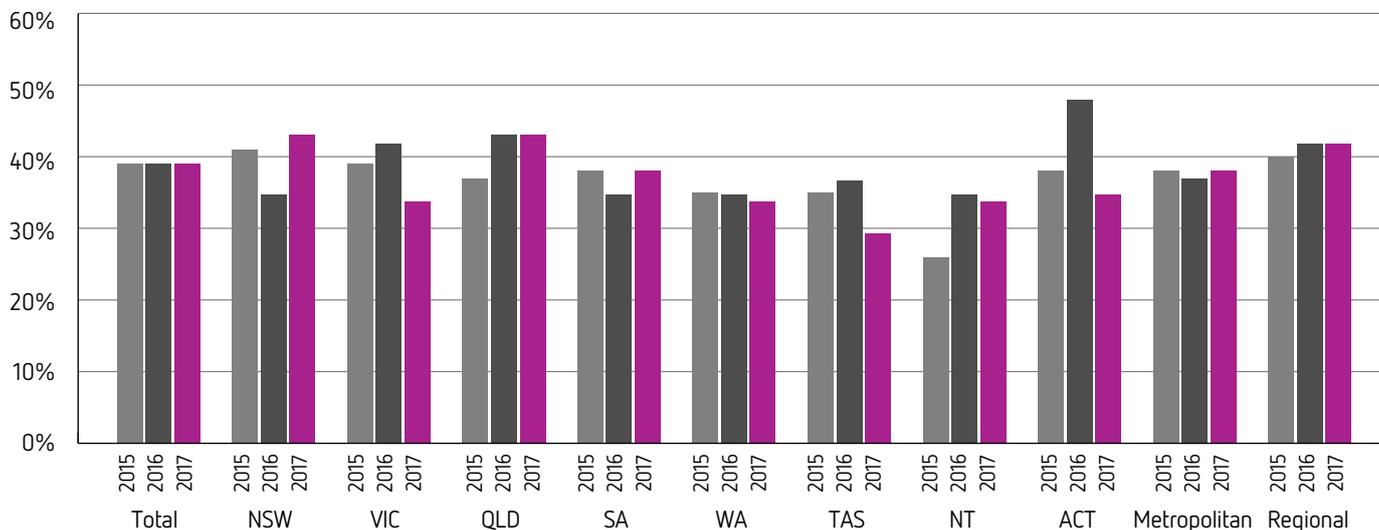
Average number of Twitter accounts followed



Proportion of friends and followers seen face-to-face in the past year by age



Proportion of friends and followers seen face-to-face in the past year by location



Base: Users of social media (634). Note the 18-29 results prior to 2015 were for 20-29s.

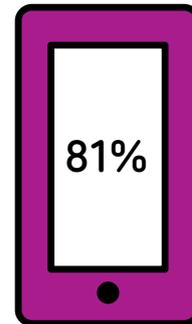
Q5b. What percentage of your social networking contacts would you have seen in person over the past twelve months?

Base: Users of Twitter (194).

Q5d. How many Twitter accounts do you follow?

# Devices and applications used to access social media

Smartphones are preferred to other devices for social networking, with usage increasing further this year. Eighty-one percent of social media users now access their social media accounts on a smartphone, which compares with 72% last year. Use of laptops (30%), desktops (28%) and tablets (25%) to access social media is lower than previously observed.



81% of people use smartphones to access social media

Devices used to access social media	Total	Male	Female	18-29	30-39	40-49	50-64	65+
Smartphone	81%	82%	80%	97%	96%	91%	60%	36%
Laptop computer	30%	33%	28%	24%	26%	29%	40%	39%
Tablet	25%	18%	31%	5%	24%	22%	50%	36%
Desktop computer	28%	31%	25%	16%	24%	29%	41%	36%
iPod Touch	2%	2%	2%	1%	5%	0%	2%	3%
Internet-enabled TV	2%	2%	2%	2%	3%	1%	2%	1%

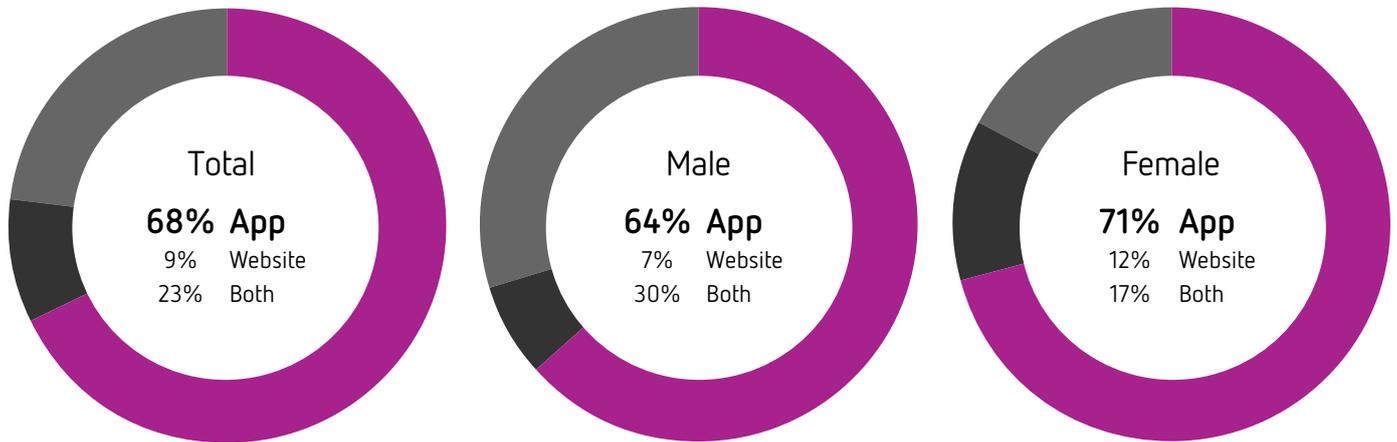
Devices used to access social media	2011	2012	2013	2014	2015	2016	2017
Smartphone	34%	53%	67%	71%	70%	72%	81%
Laptop computer	50%	69%	64%	55%	52%	39%	30%
Tablet	4%	18%	35%	39%	34%	30%	25%
Desktop computer	60%	54%	46%	38%	28%	30%	28%
iPod Touch	5%	6%	5%	6%	3%	1%	2%
Internet-enabled TV	NA	NA	NA	NA	2%	1%	2%

Base: Users of social media (634).  
Q7a(i). What devices do you use to access social network sites?

# Devices and applications used to access social media

Accessing social media on mobile devices via both apps and websites is increasing, but usage of apps is still the most common (91% vs 32%).

## How mobile users access social media

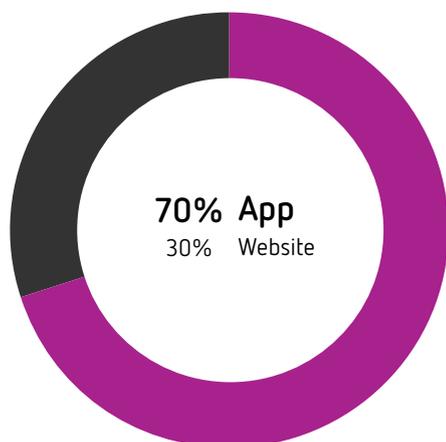


How mobile users access social media	Total	Male	Female	18-29	30-39	40-49	50-64	65+
App	68%	64%	71%	65%	72%	70%	66%	57%
Website	9%	7%	12%	3%	4%	6%	22%	40%
Both	23%	30%	17%	32%	23%	24%	12%	3%

How mobile users access social media	2016	2017
App	74%	68%
Website	14%	9%
Both	12%	23%

Base: Users of social media on mobile devices (560). Q7a(ii). And when you use social networking on your mobile device, do you use the platform's app or its website?

## Which platform do you prefer?



Base: Users of social media on mobile devices that access social media via apps and the website (158). Q7b. What devices do you prefer to use to access social network sites?

# Where are social networking sites used?

Usage has grown in almost every location this year. Accessing social media while on public transport, in the car and at restaurants, bars and parties has become much more common.

Social networking outside the home tends to be favoured more by males and under 30s. Venues outside the home were also less common for social media usage by the older demographics and those in regional areas. By state, there are also some major variations. Around seven in 10 people in the Northern Territory check in on public transport, in the car and at restaurants, bars and parties. In Western Australia, 51% use social media at work, while attending sporting events (24%) and school or college (23%) usage was also above average.

## Locations where social media is used

96%	At home
43%	On public transport
37%	In the car
35%	At work
33%	Restaurants/bars/parties
18%	At school or college
16%	At sporting events
9%	At the gym
5%	In the cinema

Locations where social media is used	2011	2012	2013	2014	2015	2016	2017
At home	97%	98%	96%	95%	93%	96%	96%
At work	22%	30%	34%	39%	32%	35%	35%
On public transport	10%	29%	32%	31%	26%	25%	43%
Restaurants/bars/parties	11%	22%	26%	30%	21%	19%	33%
In the car	10%	16%	18%	26%	19%	20%	37%
At sporting events	8%	17%	19%	21%	16%	14%	16%
At school or college	10%	12%	13%	12%	15%	14%	18%
At the gym	NA	NA	NA	NA	NA	8%	9%
In the cinema	NA	NA	NA	NA	NA	NA	5%

Locations where social media is used	Total	Male	Female	18-29	30-39	40-49	50-64	65+
At home	96%	96%	96%	98%	97%	92%	95%	98%
At work	35%	38%	32%	46%	43%	40%	22%	3%
On public transport	43%	47%	39%	72%	43%	44%	19%	14%
Restaurants/bars/parties	33%	36%	30%	55%	35%	28%	14%	9%
In the car	37%	38%	36%	67%	40%	28%	14%	9%
At sporting events	16%	17%	14%	17%	21%	13%	17%	3%
At school or college	18%	20%	16%	48%	11%	2%	7%	1%
At the gym	9%	9%	9%	17%	16%	3%	2%	2%
In the cinema	5%	4%	7%	9%	7%	4%	2%	2%

Locations where social media is used	Total	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Regional
At home	96%	96%	91%	98%	99%	99%	100%	100%	100%	95%	98%
At work	35%	34%	35%	28%	38%	51%	18%	36%	26%	36%	33%
On public transport	43%	42%	40%	41%	45%	50%	62%	69%	45%	47%	37%
Restaurants/bars/parties	33%	30%	32%	25%	38%	47%	46%	70%	36%	35%	29%
In the car	37%	33%	34%	35%	44%	43%	54%	72%	40%	39%	32%
At sporting events	16%	20%	11%	13%	9%	24%	15%	19%	8%	17%	13%
At school or college	18%	17%	17%	21%	14%	23%	11%	5%	13%	19%	16%
At the gym	9%	9%	5%	10%	11%	17%	13%	14%	10%	11%	6%
In the cinema	5%	5%	6%	3%	3%	11%	2%	2%	5%	6%	4%

Base: All social media users (634).

Q7c. Where do you use social networking sites – either on your computer or mobile device?

Note: Multiple responses allowed.

# Where are social networking sites used?

At home, all rooms except for the study have become more popular for using social media. Over eight in 10 social media users access social media when in the living room and the bedroom now also appeals to the majority of people (59%). The kitchen (34%) is also more popular this year.

Twelve percent admitted to social networking when on the toilet but this is favoured more by males than females and the under 30s stand out for this behaviour. The under 30s also use the kitchen and bathroom much more than older age groups to access social media.

Some locational variations are quite pronounced. The NT stands out for social media usage in the bedroom (83%), kitchen (63%) and toilet (35%). In WA, the study (31%) and toilet (29%) are also more commonly used than in most other locations. However, the living room is the most popular room for social media use in all states and territories.

## Social media use in the home

84%	Lounge/living room
59%	Bedroom
34%	Kitchen
20%	Study
14%	Toilet
12%	Bathroom

Where in the home social media is used	2011	2012	2013	2014	2015	2016	2017
Lounge/living room	48%	58%	66%	70%	72%	69%	84%
Bedroom	31%	41%	44%	49%	43%	42%	59%
Study	47%	43%	36%	37%	35%	29%	20%
Kitchen	11%	16%	21%	22%	24%	22%	34%
Bathroom	4%	5%	7%	10%	14%	9%	12%
Toilet	NA	5%	6%	10%	14%	12%	14%

Where in the home social media is used	Total	Male	Female	18-29	30-39	40-49	50-64	65+
Lounge/living room	84%	83%	84%	96%	88%	87%	74%	53%
Bedroom	59%	64%	54%	94%	67%	52%	26%	18%
Study	20%	20%	20%	16%	16%	19%	28%	29%
Kitchen	34%	34%	34%	56%	29%	29%	21%	19%
Bathroom	12%	12%	11%	22%	11%	9%	6%	2%
Toilet	14%	17%	12%	29%	14%	11%	4%	1%

Where in the home social media is used	Total	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Regional
Lounge/living room	84%	81%	81%	83%	89%	89%	91%	100%	96%	85%	81%
Bedroom	59%	49%	60%	60%	64%	71%	85%	83%	58%	62%	52%
Study	20%	23%	20%	15%	13%	31%	6%	4%	26%	20%	21%
Kitchen	34%	32%	38%	28%	34%	39%	35%	63%	21%	35%	32%
Bathroom	12%	13%	11%	10%	10%	14%	14%	2%	13%	11%	14%
Toilet	14%	12%	15%	8%	16%	29%	9%	35%	3%	16%	10%

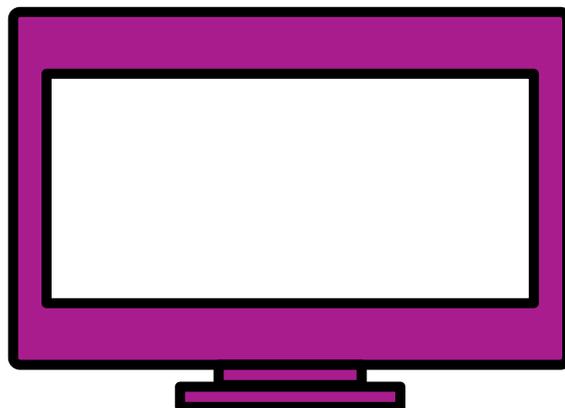
Base: Users of social media sites at home (616).

Q7d. Where would you normally use these sites at home? In which rooms of the house?

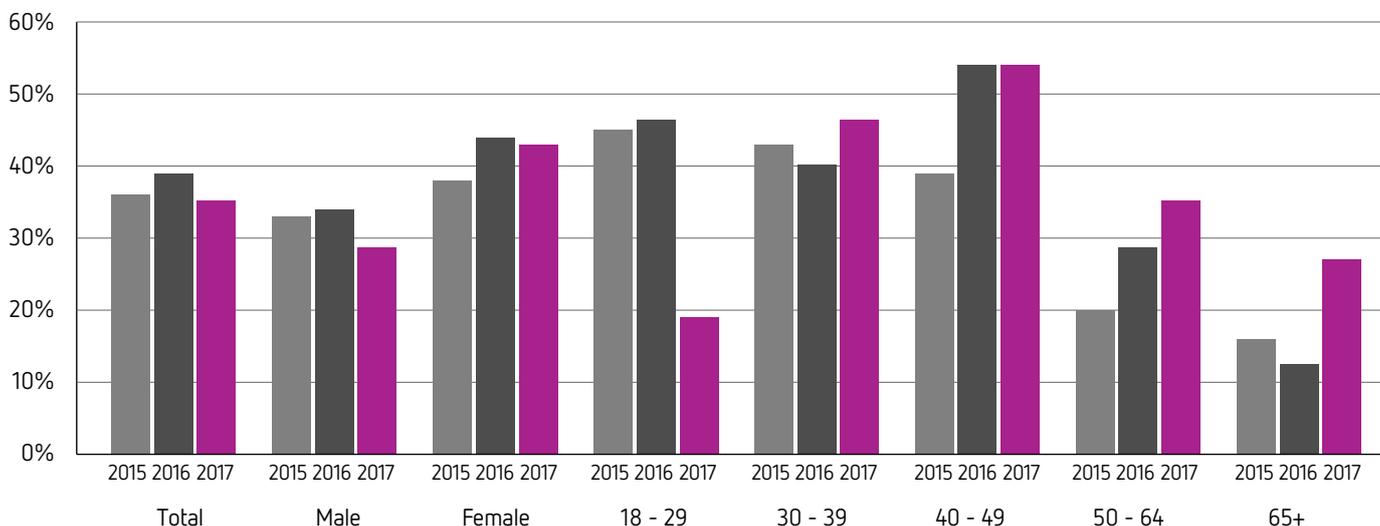
Note: Multiple responses allowed.

# TV and social networking

Not quite as many users are on social media while watching television this year – down four points to 35%. Once more, the 40-49s stand out, although this behaviour has become more common among the 30-39 and 50 plus age groups. Conversely, the under 30s are less inclined to access social media while watching TV than in 2016. Reality shows (43%) remain the most likely programs to be viewed while social networking but there were fewer mentions of all the program types listed, with double-figure falls evident for news, current affairs and movies.



## Proportion that use social media while watching TV



Base: All social media users (634).  
Q8a. Do you use social media when you watch TV?

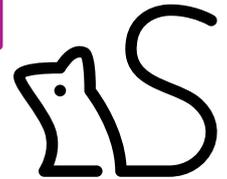
TV genres favoured while social networking	2012	2013	2014	2015	2016	2017
News and current affairs	42%	37%	44%	50%	44%	34%
Reality TV	31%	38%	31%	41%	44%	43%
Sport	31%	35%	32%	33%	27%	25%
Movies	27%	26%	25%	32%	41%	29%
Documentaries	22%	21%	28%	30%	27%	20%
Comedy shows	39%	33%	30%	31%	31%	23%
Dramas	28%	31%	36%	26%	30%	28%
Soaps	23%	19%	20%	25%	23%	14%

Q8b. Which types of shows do you mainly watch while using social media?

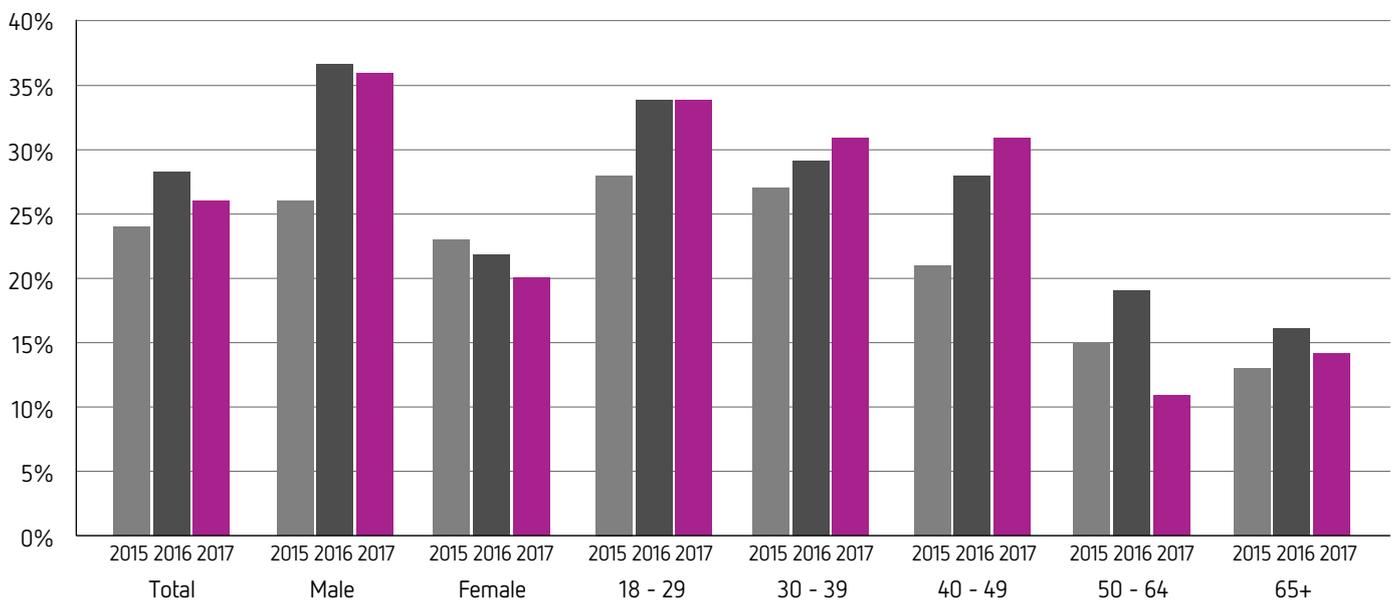
# TV and social networking

Over one in four people discuss the programs they are watching on social media, with males again more likely to be doing this than females. Such behaviour is much more pronounced among those aged under 50. New questioning reveals that 41% of people are more focused on their phone screen than on the TV screen when watching TV and accessing social media at the same time.

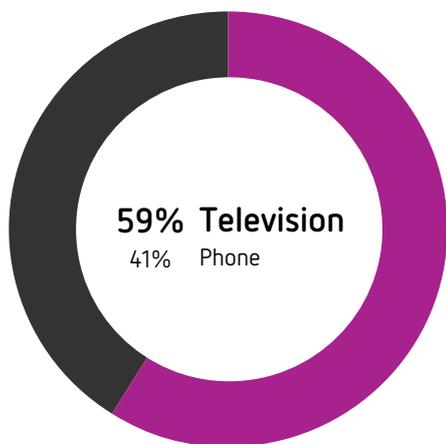
People are discussing programs on social media while watching television



## Discuss TV program on social media while watching



## Attention focus when watching TV while using social media



Base: Users of social media while watching TV (210).  
 Q8c. Do you discuss TV on social media during the program?  
 Q8d. When watching TV while using social media is your attention normally primarily focussed on your phone screen or the television screen? New question in 2017.  
 (Base = 57).

Notes: Multiple responses allowed for Q8b. Rounding occurs.

# Use of Facebook Live and the story function

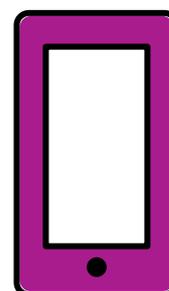
One in four people have used Facebook Live to watch video content that is live or recently recorded with those aged 30-49 most likely to do this, as is the case with NT residents. Watching live streams is also more common in metropolitan areas. Five percent have published their own video using Facebook Live.



Used Facebook Live to	Total	Male	Female	18-29	30-39	40-49	50-64	65+
Watch video content broadcast live or recently recorded	25%	24%	27%	13%	41%	38%	20%	12%
Publish your own live video	5%	5%	5%	4%	2%	4%	13%	6%
Neither of the above	72%	74%	70%	85%	58%	62%	74%	84%

Used Facebook Live to	Total	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Regional
Watch video content broadcast live or recently recorded	25%	23%	19%	22%	44%	25%	62%	88%	34%	30%	17%
Publish your own live video	5%	4%	5%	7%	5%	7%	<1%	0%	0%	6%	4%
Neither of the above	72%	74%	80%	73%	54%	74%	38%	12%	66%	68%	80%

A significant number have used the relatively new story functions on Facebook (44%), Snapchat (37%) and Instagram (36%) to publish pictures or videos. A slight majority (52%) has used at least one of these platforms in this way with males bigger users than females. There is also a strong inverse relationship between this behaviour and age. Almost nine in 10 of the under 30s have used the story functions but the numbers drop along the age spectrum to only 16% of over 65s.



Published pictures/videos using the story function on	Total	Male	Female	18-29	30-39	40-49	50-64	65+
Facebook	44%	48%	39%	65%	50%	43%	17%	14%
Snapchat	37%	43%	30%	76%	41%	21%	3%	0%
Instagram	36%	43%	29%	74%	40%	23%	<1%	1%
None of the above	48%	44%	52%	13%	44%	58%	81%	84%

Story function use on	Total	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Regional
Facebook	44%	42%	31%	50%	51%	49%	71%	90%	57%	46%	40%
Snapchat	37%	32%	27%	46%	47%	41%	65%	61%	52%	38%	33%
Instagram	36%	34%	25%	43%	46%	36%	58%	61%	55%	38%	32%
None of the above	48%	51%	59%	40%	43%	40%	25%	8%	40%	45%	54%

# Reasons for using social networking sites

Consistent with prior findings, around nine in 10 users of social media see it as a way of keeping in touch with friends or family. There has been an increase in the use of social media for sharing photos or videos, which has risen to 57%. There was a big jump in the use of social media to play games (up from 18% to 34%), to meet new friends (up from 14% to 30%) and to find or connect with people sharing the same interests (up from 16% to 26%). Another relatively prominent use is to follow celebrities, bloggers or social media personalities, which was mentioned by 28%.

57% of people use social media to share photos or videos



Reasons for using social media sites	2011	2012	2013	2014	2015	2016	2017
Catch up with family and friends	93%	94%	94%	95%	92%	91%	89%
Share photographs or videos	56%	51%	47%	64%	45%	36%	57%
Watch videos	NA	NA	NA	NA	NA	28%	43%
Get information on news and current events	NA	27%	29%	47%	40%	35%	37%
Play games	24%	18%	21%	26%	21%	18%	34%
Meet new friends	18%	14%	10%	20%	14%	14%	30%
Follow celebrities, bloggers or social media personalities	NA	NA	NA	NA	NA	NA	28%
Find or connect with people with the same interests	14%	13%	14%	22%	17%	16%	26%
Follow or find out about particular brands or businesses	15%	22%	25%	32%	24%	16%	18%
Find out about entertainment events	26%	23%	24%	32%	23%	17%	18%
Co-ordinate parties or other shared activities	32%	33%	29%	33%	24%	18%	17%
Follow particular brands to access offers or promotions	11%	18%	15%	29%	20%	13%	16%
Research products and services you might want to buy	12%	16%	20%	28%	19%	14%	16%
Learn more about someone you have just met	NA	NA	NA	NA	NA	NA	13%
Engage with brands (rather than email or phoning) for customer service issues	NA	NA	NA	NA	NA	NA	9%
Pressure from family and friends to use them	NA	11%	7%	9%	9%	5%	7%
Engage with a Government representative or department	5%	7%	6%	9%	8%	8%	7%
Provide reviews/blogs about products you have bought	6%	6%	8%	15%	11%	8%	6%
Learn more about someone you are yet to meet	NA	NA	NA	NA	NA	NA	6%

Average number of usage reasons	2011	2012	2013	2014	2015	2016	2017
Total	3.3	3.7	3.6	5.1	4.1	3.7	4.8
Male	2.8	4.0	3.7	5.0	4.1	3.6	4.9
Female	3.6	3.5	3.6	5.1	4.1	3.7	4.7
18 to 29	3.8	4.8	4.4	6.4	5.2	4.2	5.6
30 to 39	3.0	3.7	3.4	4.5	4.1	4.5	5.4
40 to 49	2.8	2.8	3.3	4.1	3.8	3.6	4.6
50 to 64	2.7	2.7	3.4	3.9	2.9	2.7	3.7
65+	2.2	2.9	2.3	4.6	3.8	2.7	3.6

Base: Users of social media (634).

Q4a. For what reasons do you use social networking sites? Remember, we are talking about sites such as Facebook or Twitter and not the Internet in general. For which of these reasons do you use these types of sites?

Notes:

- NA = response option not provided.
- Extra usage options were included in 2017.

# Reasons for using social networking sites

In the table below, we compare reasons for use by gender and age. Differences of five points or more exist in favour of females for catching up with family or friends, finding out about entertainment events and following or finding out about particular brands or businesses. Such differences in favour of males relate to sharing photos or videos, meeting new friends and following celebrities, bloggers and social media celebrities. Use of social media for the following purposes tends to correlate inversely with age – to share photos and videos, play games, meet new friends, watch videos and follow celebrities, bloggers and social media personalities. Each of those factors appeals to a clear majority of adults aged under 30.

87% of 18-29 year olds use social media to catch up with friends



Reasons for using social networking sites	Male	Female	18-29	30-39	40-49	50-64	65+
Catch up with family and friends	86%	93%	87%	93%	90%	88%	88%
Share photographs or videos	61%	54%	74%	67%	54%	40%	34%
Get information on news and current events	39%	36%	30%	43%	43%	36%	39%
Co-ordinate parties or other shared activities	15%	19%	15%	25%	19%	18%	4%
Follow or find out about particular brands or businesses	14%	23%	11%	27%	18%	22%	15%
Find out about entertainment events	16%	21%	12%	22%	25%	18%	15%
Play games	35%	32%	59%	37%	23%	15%	14%
Follow particular brands for offers or promotions	15%	18%	14%	22%	18%	14%	13%
Research products & services to buy	16%	16%	12%	18%	17%	16%	20%
Find or connect with people with same interests	27%	24%	33%	19%	25%	23%	26%
Meet new friends	37%	24%	67%	23%	16%	8%	13%
Provide reviews/blogs about products you bought	8%	4%	3%	9%	7%	6%	8%
Pressure from family and friends to use them	7%	6%	5%	5%	6%	9%	9%
Engage with Government representative or dept.	8%	6%	3%	6%	5%	10%	13%
Watch videos	44%	42%	54%	55%	48%	25%	18%
Follow celebrities, bloggers or social media personalities	31%	26%	58%	30%	20%	4%	6%
Learn more about someone you have just met	14%	11%	11%	20%	13%	9%	8%
Learn more about someone you are yet to meet	7%	5%	6%	8%	6%	4%	7%
Engage with brands (rather than email or phone) for customer service issues	11%	8%	5%	13%	12%	10%	9%

Base: Users of social media (634).

Q4a. For what reasons do you use social networking sites? Remember, we are talking about sites such as Facebook or Twitter and not the Internet in general. For which of these reasons do you use these types of sites?

Notes: Multiple responses allowed. SM =social media.

# Types of products or services researched on social networking sites

Social media as a means of research into products and services reached a high of 28% in 2014 falling to 14% last year. It is now up to 16%. Electrical goods (up two points to 47%) remain the most researched item on the list. Furniture and items for the home moved into second place (up four points to 42%). An increase was also recorded for software (up four points to 20%). There was a fall in the use of social media to research music (down seven points to 18%), computers and hardware (down five points to 23%), cosmetics, beauty and fragrances (down one point to 21%) and games (down two points to 18%).

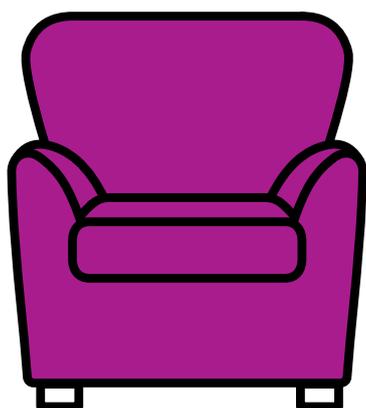
Products or services researched on social networking sites	2011	2012	2013	2014	2015	2016	2017
Clothing and fashion	42%	53%	44%	49%	53%	35%	35%
Electrical goods	39%	31%	26%	43%	44%	45%	47%
Furniture and things for the home	28%	17%	11%	29%	40%	38%	42%
Music	19%	32%	19%	20%	26%	25%	18%
Computers and hardware	21%	20%	21%	24%	24%	28%	23%
Cosmetics, beauty and fragrances	4%	22%	20%	12%	23%	22%	21%
Software	8%	14%	9%	18%	21%	16%	20%
Movies/TV Shows	NA	NA	NA	NA	NA	29%	29%
Games	9%	10%	15%	14%	9%	20%	18%

Base: Use social networking sites to research products or services (97).

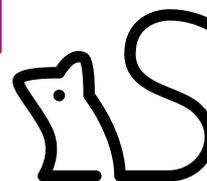
Q4c. You mentioned that you use social networking sites to research products or services you might want to buy. What types of products or services do you mainly look for?

Notes:

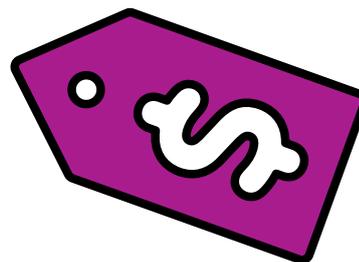
- Multiple responses allowed.
- NA = response option not provided.
- Some changes to the response options were made in 2016 but trend series results still shown. 'Videos' changed to 'Movies / TV Shows'. 'Computer games' changed to 'Games'.



This year more people are using social media to research things for the home



# Path to purchase

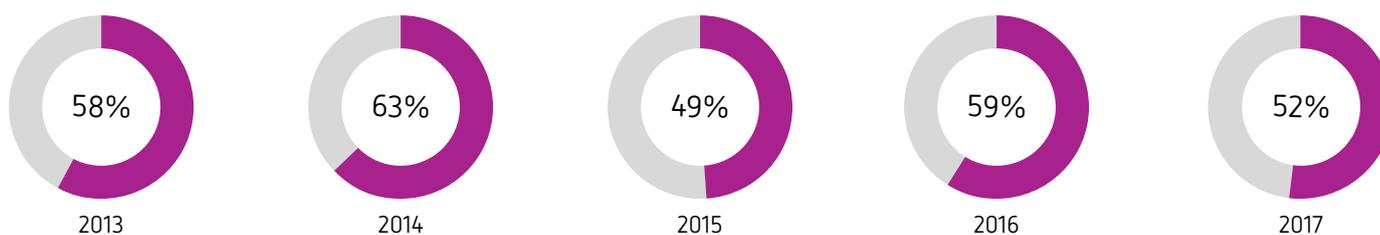


Among the 16% who use social media platforms to research products or services, the most common items they research are fashion items and electrical goods (17% each). This research is more likely to be conducted via a mobile device rather than a computer (52% vs 35%).

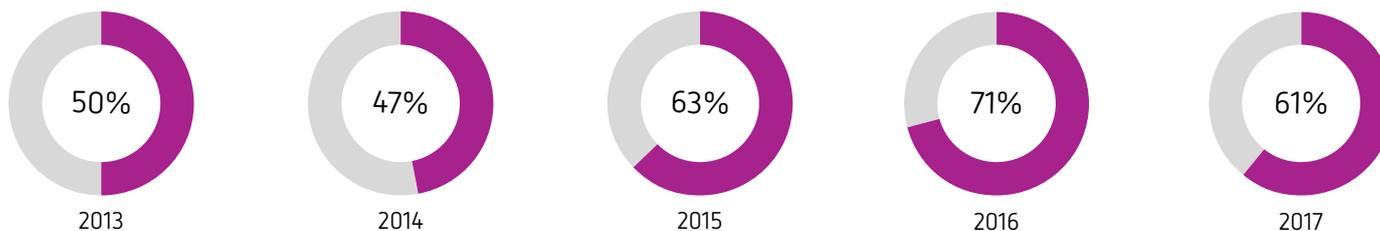
What were you looking for on the last search occasion?	2014	2015	2016	2017
Clothing and fashion	29%	25%	12%	17%
Appliances or electrical equipment	15%	16%	11%	17%
Furniture and things for the home	6%	10%	6%	8%
Holiday, travel and accommodation	11%	7%	21%	10%
Entertainment	6%	4%	8%	8%
Computer software	6%	5%	5%	<1%
Computer hardware	6%	5%	1%	6%
Music	2%	2%	3%	<1%
Games	2%	1%	1%	7%
Movies/TV Shows	NA	NA	3%	9%
Cosmetics/beauty	NA	NA	9%	2%
Other	10%	24%	21%	15%

How was that research conducted?	2011	2012	2013	2014	2015	2016	2017
Computer	79%	62%	67%	53%	43%	32%	35%
Mobile device	6%	18%	23%	40%	40%	44%	52%
Both	8%	8%	7%	7%	15%	17%	12%
Neither	8%	13%	3%	1%	3%	7%	1%

## Research which led to a purchase



## The resulting purchase was made online



Base: Ever research products/services on social networking sites (97).

Q9a. Thinking about the last time you used social networking sites to research something you might want to buy, what type of product or service were you looking for?

Q9b. Did you do that research on a computer or a mobile device?

Q9c. Did that research lead to a purchase?

Q9d. Was that purchase made online? Base: Those who made a purchase (48)

Notes: NA = response option not provided.

# Social media and brands

There has been a decline in the percentage of users following businesses or brands via social media. In the previous four surveys around one in three were doing this but now it is just under one in four. The drop off is evident in all locations and more so among males and those in the 18-29 age segment. Although there has been an increase among those aged 30-39.

Follows a social networking group associated with a particular brand or business	2011	2012	2013	2014	2015	2016	2017
Total	20%	25%	35%	33%	32%	36%	24%
Male	15%	25%	35%	27%	31%	36%	21%
Female	23%	25%	36%	37%	34%	35%	27%
18 to 29	20%	32%	42%	43%	48%	45%	18%
30 to 39	23%	38%	31%	41%	30%	35%	41%
40 to 49	8%	17%	31%	31%	25%	39%	28%
50 to 64	22%	14%	23%	18%	33%	30%	19%
65+	7%	17%	16%	11%	6%	17%	9%

## Follows a social networking group associated with a particular brand or business

24%	Total
31%	Victoria
26%	Queensland
26%	Western Australia
21%	New South Wales
17%	South Australia
14%	Northern Territory
13%	Tasmania
11%	Australian Capital Territory
23%	Metropolitan
26%	Regional

Base: All social networking users (634). Note the 18-29 results prior to 2015 were for 20-29s.  
Q10a. Do you follow any social networking group associated with any particular business or brand on social media?

# What do consumers want from businesses or brands they follow?

Just under three in ten (29%) said they are not after anything from businesses or brands on social media which compares with 34% in 2016. Discounts and give-aways are the most popular benefits people like to receive from brands they follow.

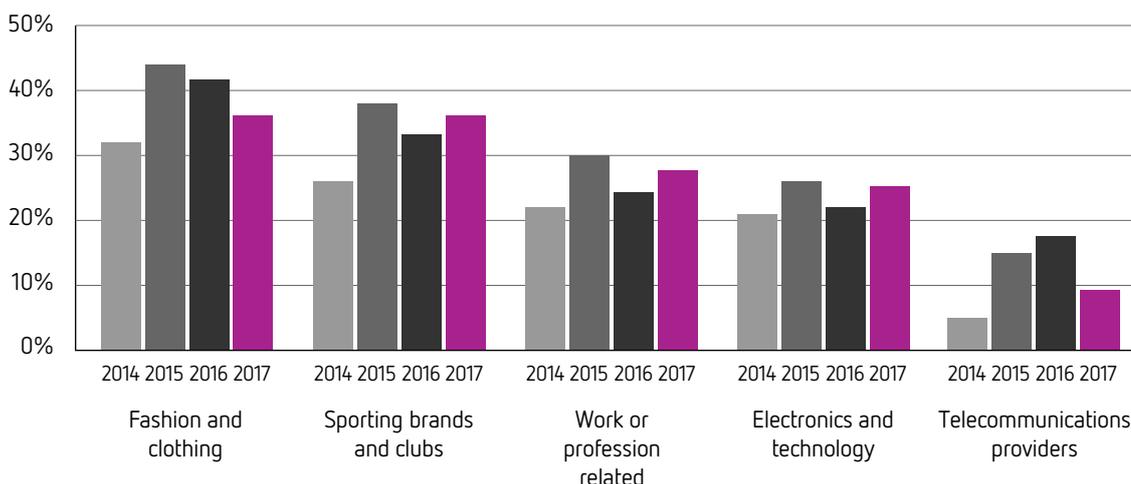
What do consumers want from businesses or brands that they follow?	2011	2012	2013	2014	2015	2016	2017
Discounts	57%	64%	66%	62%	45%	41%	54%
Give-aways	45%	54%	56%	51%	35%	30%	48%
Product information	41%	48%	49%	49%	27%	31%	30%
Invitations to events	41%	38%	38%	34%	26%	26%	22%
Tips and advice	n/a	41%	48%	45%	24%	26%	20%
Information about the company	32%	30%	35%	37%	24%	25%	22%
Feedback forums	32%	31%	34%	34%	20%	19%	19%
Industry information	NA	30%	32%	30%	21%	22%	14%
Entertainment	NA	NA	NA	NA	NA	30%	16%
None of these	NA	NA	NA	26%	34%	34%	29%

Base: Users of social media (634).

Q10b. Which of these things would you like to get from businesses or brands you might follow on social media?

Among Facebook users 19% follow brands or businesses, which compares with 28% last year. The most favoured category is still fashion brands but this is now equal with sports brands and sporting clubs.

## Types of brands/businesses followed on Facebook



Base: Use Facebook (602).

Q10e. Do you follow any particular brand or business on Facebook?

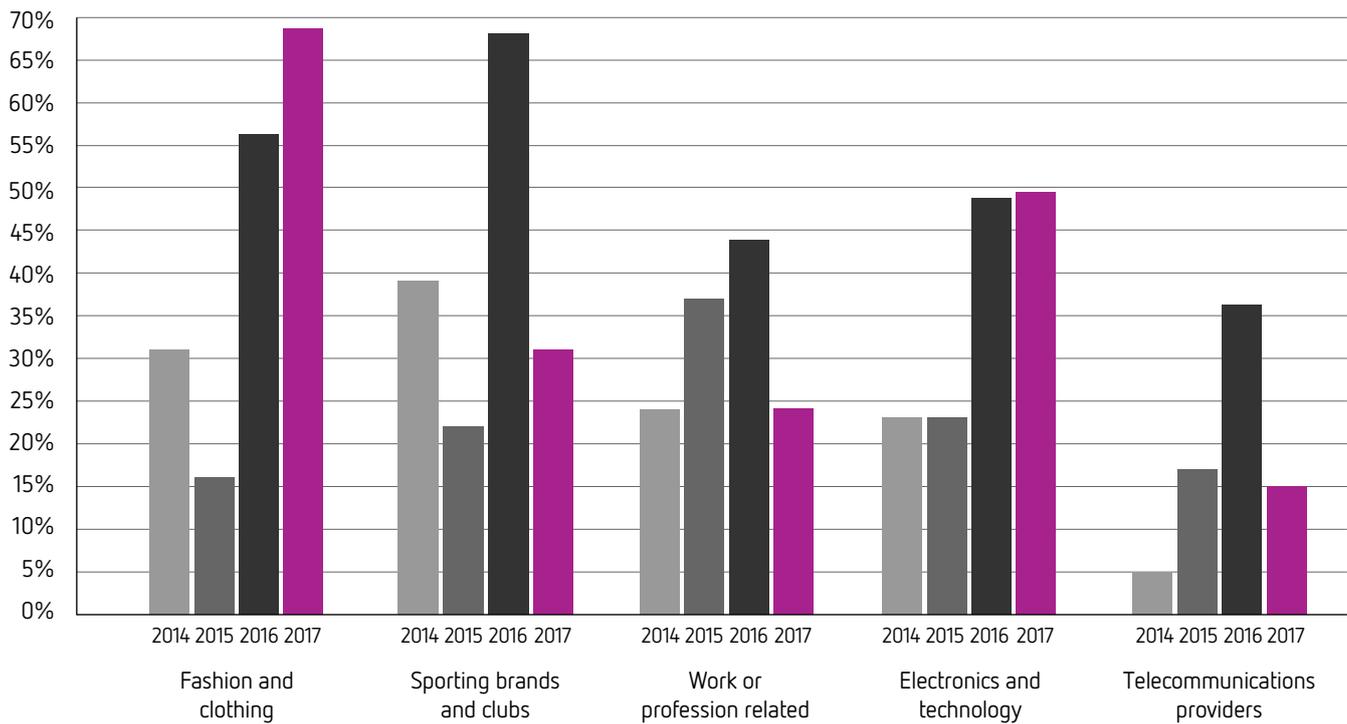
Q10f. What type of brands or businesses do you like to follow on Facebook? Base = Facebook users who follow brands on Facebook (n=99).

Notes: Multiple responses allowed for Q10f.

# What do consumers want from businesses or brands they follow?

Among Twitter users 16% follow brands or businesses, which is down on previous years (21% in 2016). There has been strong growth in the appeal of fashion and clothing brands on Twitter over the last two years. Compared to 2016 the use of Twitter to follow sporting clubs, telecommunications providers or for work or profession related reasons has decreased significantly.

## Types of brands/businesses followed on Twitter



Base: Use Twitter (194).

Q10c. Do you follow any particular brands or businesses on Twitter?

Q10d. What type of brands or businesses do you like to follow? Base: Twitter users who follow brands via Twitter (n=28).

Note: Multiple responses allowed for Q10d.

# Advertising on social networking sites

Attitudes towards advertising on social media have become more favourable. Fewer people ignore ads or are unhappy to see ads. People are also more likely to inspect a brand's social media presence before making an online purchase if they haven't purchased from that company before.



Attitudes towards advertising on social network sites	Agree		Disagree	
	2016	2017	2016	2017
I'm quite happy to see ads on social media	34%	30%	41%	30%
I take no notice of ads on social media	53%	44%	27%	24%
I'm turned off by companies or brands that advertise on social media	32%	30%	34%	28%
I sometimes click on ads I see on social network sites to find out more	43%	31%	44%	37%
I like sponsored posts from businesses I follow on social media	27%	25%	50%	36%
I ignore sponsored posts from businesses I don't follow	67%	57%	17%	13%
I will inspect a brand's social media presence before making an online purchase if I have not purchased from their website before	41%	37%	41%	25%

Base: Users of social networking sites (634).

Q12. How do you feel about businesses or brands advertising on social networking sites? Do you agree or disagree (or have no opinion either way) with the following statements?

Notes: Neutral responses not shown. Rounding occurs.

# Interaction with brands on social media

Last year 52% of people said they were more likely to trust brands if they interact positively with customers on social media. These views have become even more prevalent (64% in 2017) and the number of followers a brand has on social media has also become more influential on the trust customers have in that brand (46% in 2017).

Are you more likely to trust the brand if...?	Yes		No	
	2016	2017	2016	2017
They have a large number of followers across sites like Facebook, Instagram or Twitter	30%	46%	49%	40%
They interact with their customers in a positive way on social media	52%	64%	31%	23%
They regularly update their content	51%	59%	31%	25%
You find their content engaging and relevant to you	52%	63%	31%	26%

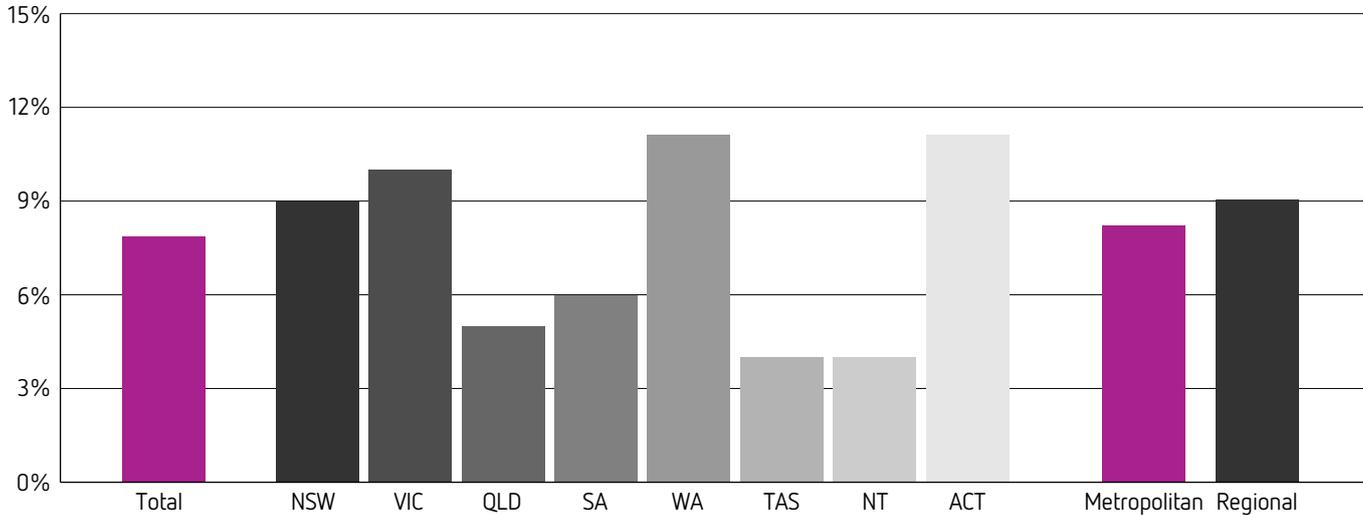
Base: Users of social networking sites (634).

Q12h. If or when you check a brand's social media presence, are you more likely to trust the brand if...?

Note: New question asked in 2016. Unsure responses not shown.

Eight percent stopped following at least one company or brand on social media in the three months prior to the survey, which compares with 11% in 2016. This incidence ranges from 11% in WA and the ACT to 4% in Tasmania and the NT.

## Stopped following any company / brand on social media in the last three months



Base: All social networking users (634).

Q12i. In the last 3 months have you stopped following any company or brand on social media?

Note: First asked in 2016.

# Interaction with brands on social media

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Irrelevant or unappealing content was again cited as the main factor that stopped people following a brand or company on social media in recent months. Too much advertising has become nearly as influential a factor as irrelevant or unappealing content.

## Reason for no longer following a company / brand on social media in the last three months

43%	Irrelevant or unappealing content
37%	Some other reason
35%	Too many ads
28%	Too much content
7%	Too little content

*Base: All social networking users who have stopped following any company / brand on social media (47). Q12j. Was that because of...?*

*Note: First asked in 2016.*

# Provision of online ratings

Twenty two percent of social media users have provided online ratings, which is down nine points. This decline occurred to a similar extent among males and females.

Among those who do provide ratings, the average number they posted this year increased from nine to 16, rising primarily among females and 18-29s. Hotels and motels are attracting more ratings than before, up from 40% to 51%.



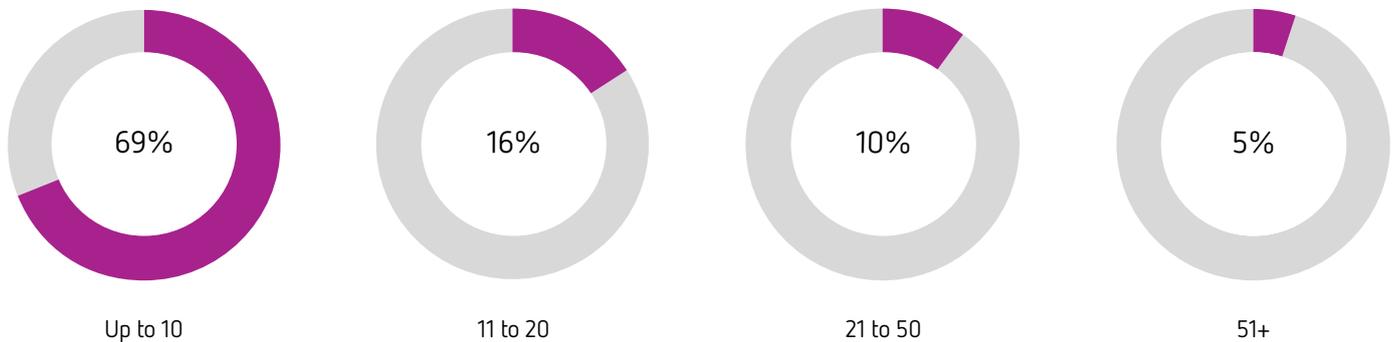
Proportion who have provided ratings online	2011	2012	2013	2014	2015	2016	2017
<b>Total</b>	<b>27%</b>	<b>24%</b>	<b>25%</b>	<b>30%</b>	<b>24%</b>	<b>31%</b>	<b>22%</b>
Male	28%	29%	29%	33%	25%	32%	24%
Female	26%	19%	21%	27%	24%	30%	21%
18 to 29	24%	28%	15%	32%	30%	33%	9%
30 to 39	26%	22%	31%	28%	28%	37%	30%
40 to 49	28%	18%	25%	28%	22%	31%	25%
50 to 64	31%	27%	27%	34%	27%	26%	28%
65+	24%	23%	27%	39%	14%	28%	21%

## Proportion who have provided ratings online by location

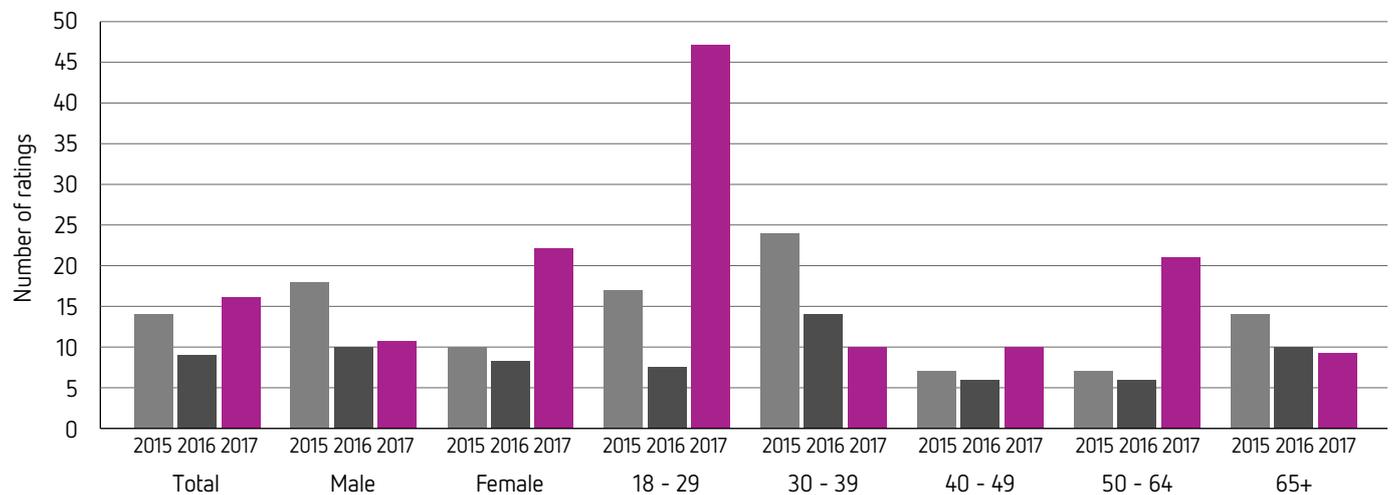
<b>22%</b>	<b>Total</b>
<b>29%</b>	Western Australia
<b>25%</b>	Australian Capital Territory
<b>24%</b>	New South Wales
<b>21%</b>	Queensland
<b>21%</b>	Victoria
<b>19%</b>	South Australia
<b>18%</b>	Tasmania
<b>2%</b>	Northern Territory
<b>24%</b>	<b>Metropolitan</b>
<b>20%</b>	<b>Regional</b>

# Provision of online ratings

## Number of ratings provided last year



## Average number of ratings provided last year



Base: Access the Internet (800).

Q13a. Now some questions on online ratings – where you go on to a company’s website to rate a particular product, service or entertainment by giving it a score out of 10 or a star rating of some kind. Do you ever provide these types of online ratings? (163).

Q13c. And in the last year, how many times do you think you would have provided an online rating?

Notes:

- Rounding occurs.
- Don’t know responses not shown.

Products and services rated	2014	2015	2016	2017
Hotels and motels	25%	44%	40%	51%
Restaurants/bars/cafes*	25%	33%	36%	36%
Stores	19%	31%	31%	22%
Movies	22%	26%	17%	9%
Mobile apps	13%	15%	15%	10%
Clothing	NA	NA	NA	9%
Trade services like plumbers, electricians	NA	NA	NA	19%
Personal services like hairdressing	NA	NA	NA	10%
Professional services like accountants	NA	NA	NA	9%

Base: Ever provide online ratings (163).

Q13b. For what types of products or services have you provided online ratings?

Notes:

- Rounding occurs.
- NA = not asked.
- \*Cafes added in 2017

# Use of online reviews or blogs

The percentage of people who read online reviews or blogs has fallen from 60% to 44%. Over the past year, both males and females, and the under 50 age groups, have become significantly less interested in online reviews and blogs. Most locations saw a drop although WA (50%) bucked the trend with the number reading online reviews and blogs up by five points this year. Metropolitan and regional residents barely differ on this measure. Most readers (61%) are still likely to look at between one and five reviews before deciding about products or services they are considering to purchase.

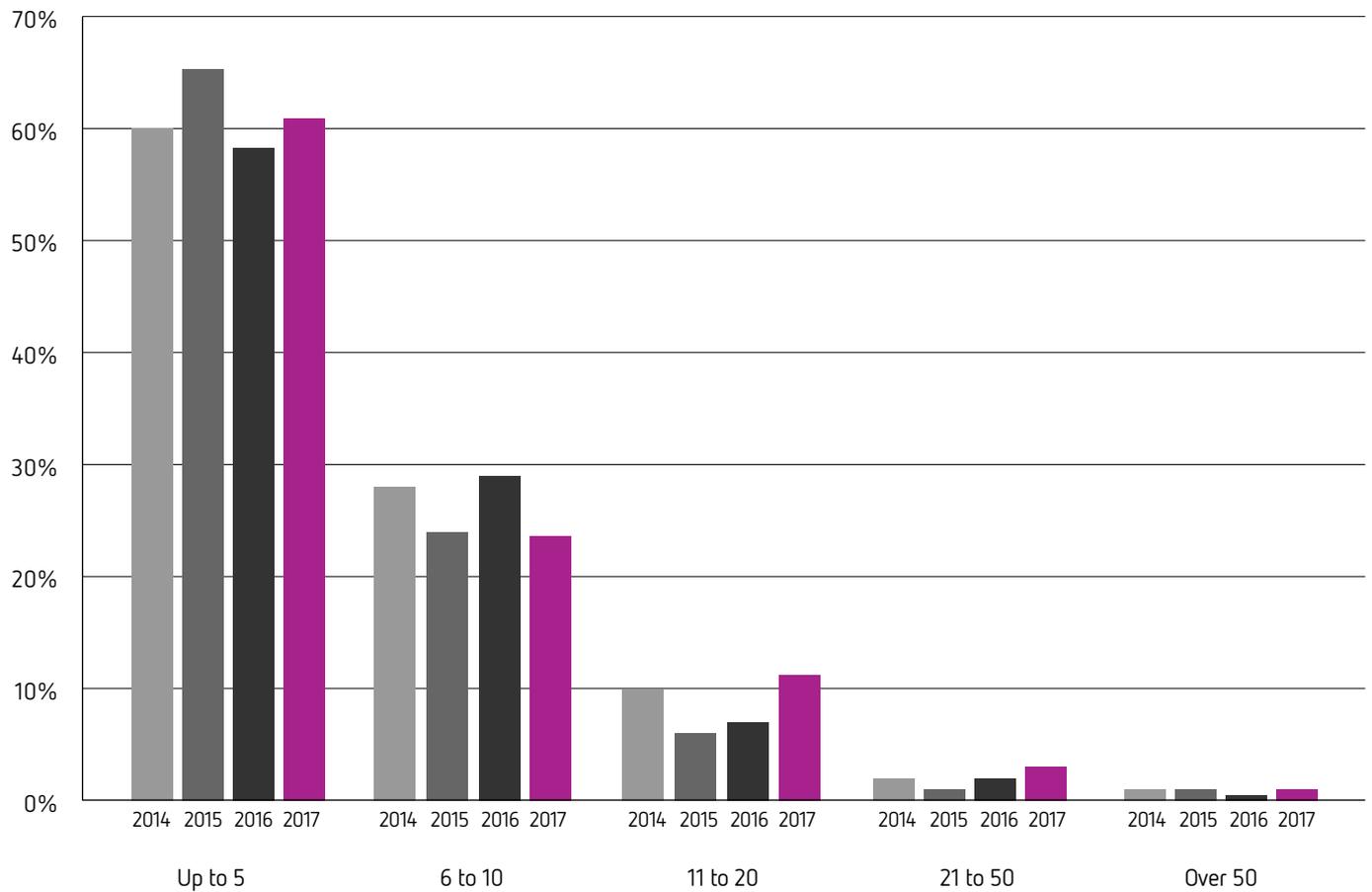
Proportion who have read online reviews or blogs	2011	2012	2013	2014	2015	2016	2017
Total	63%	68%	74%	67%	55%	60%	44%
Male	65%	73%	77%	73%	55%	56%	42%
Female	61%	64%	71%	61%	55%	63%	47%
18 to 29	75%	80%	80%	70%	67%	59%	19%
30 to 39	65%	65%	76%	77%	64%	65%	48%
40 to 49	72%	73%	76%	68%	55%	74%	57%
50 to 64	56%	57%	68%	60%	53%	57%	58%
65+	44%	73%	65%	53%	35%	44%	42%

## Proportion who have read online reviews or blogs

44%	Total
50%	Western Australia
47%	Victoria
46%	New South Wales
44%	Queensland
37%	South Australia
35%	Australian Capital Territory
26%	Tasmania
12%	Northern Territory
44%	Regional
45%	Metropolitan

# Use of online reviews or blogs

Number of reviews respondents expect to read before making a decision



Base: Access the Internet (800).

Q14a. Do you ever read online reviews or blogs to find out what other people think about products or services you might be interested in?

Q14b. Approximately how many reviews would you expect to read before you make a decision? Base: Those who look at online reviews (319).



# Posting of online reviews or blogs

Twenty one percent of Internet users have posted reviews or blogs, which is six points lower this year. Males and females remain similar in this behaviour. By age group, posting online reviews or blogs has become more common among those aged 50-64 at 34%, which was up 11 points from last year. The younger age segments are less likely to post, with only 9% of 18-29s and 26% of 30-39s having posted online review or blogs.

Across the states and territories, it is rare for people to post reviews and blogs in the NT (2%), while Tasmania (15%) is also below average. Other locations are close to the national average of 21%. Hotels, motels, restaurants and bars continue to attract reviews more than other types of product or service providers, with strong growth in these categories. The average number of reviews posted in the last year is 13.5 which compares with 14 last year.

Proportion who post online reviews or blogs	2011	2012	2013	2014	2015	2016	2017
Total	24%	24%	28%	28%	27%	27%	21%
Male	26%	31%	32%	34%	27%	27%	22%
Female	21%	17%	25%	22%	28%	27%	21%
18 to 29	23%	23%	25%	25%	31%	26%	9%
30 to 39	29%	24%	32%	35%	34%	34%	26%
40 to 49	21%	19%	39%	35%	27%	31%	23%
50 to 64	25%	28%	30%	30%	30%	23%	34%
65+	21%	22%	34%	20%	14%	21%	14%

## Proportion who post online reviews or blogs

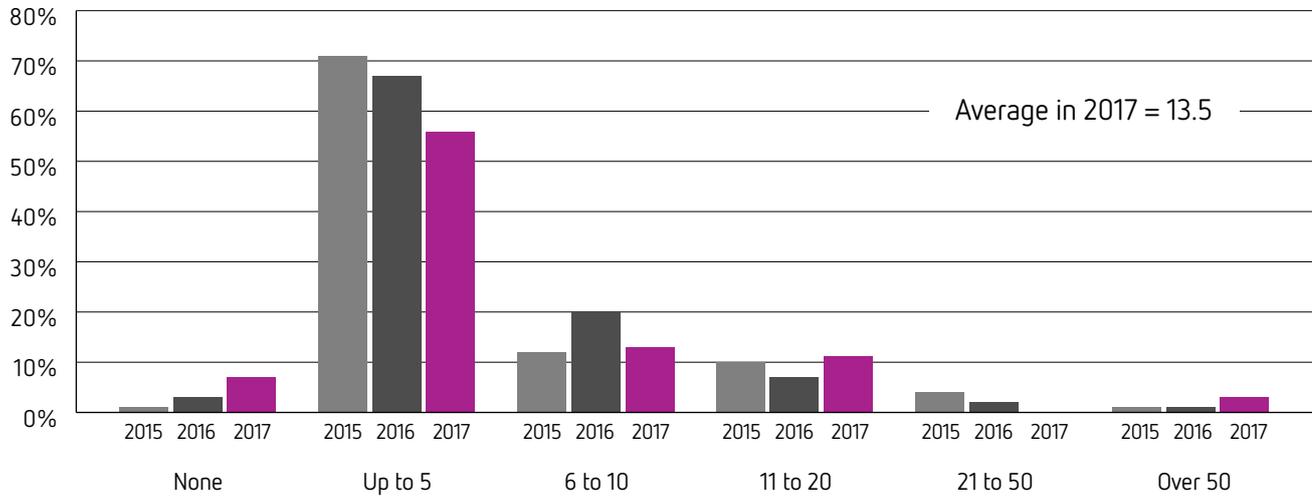
21%	Total
25%	Western Australia
23%	South Australia
21%	Queensland
21%	Australian Capital Territory
20%	Victoria
20%	New South Wales
15%	Tasmania
2%	Northern Territory
22%	Metropolitan
19%	Regional

Base: Access the Internet (800).

Q14c. Have you ever posted an online review or blog, where you provide your thoughts or opinions on products, services, or entertainment?

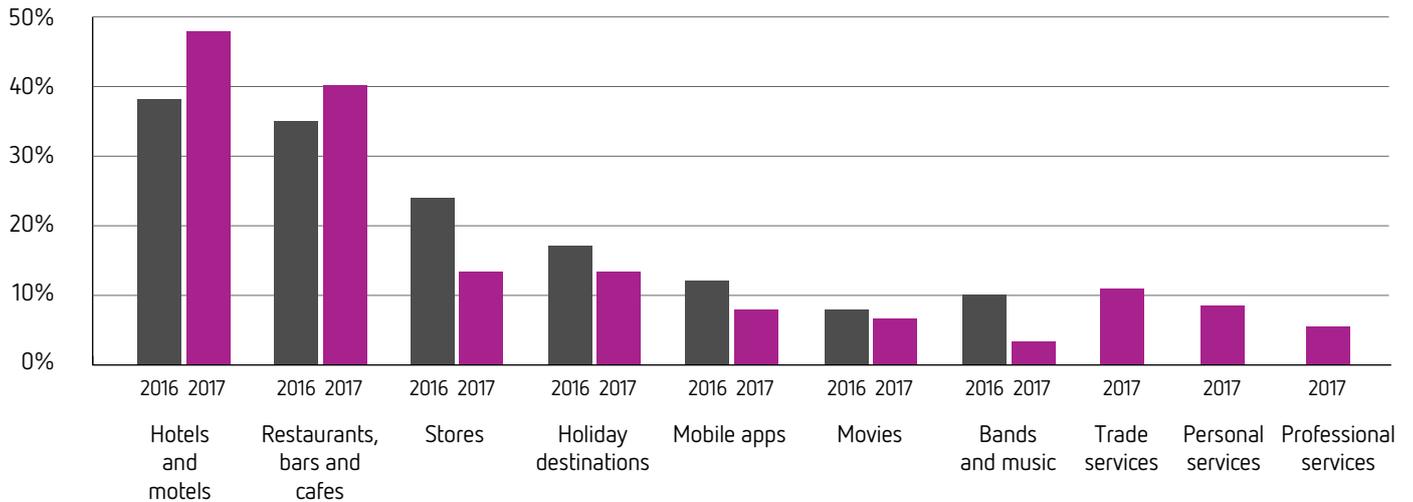
# Posting of online reviews or blogs

## Number of reviews provided last year



Base: Ever provided online reviews (151).  
 Q14f. In the last year how many times do you think you would have posted an online review or blog?

## Products and services reviewed

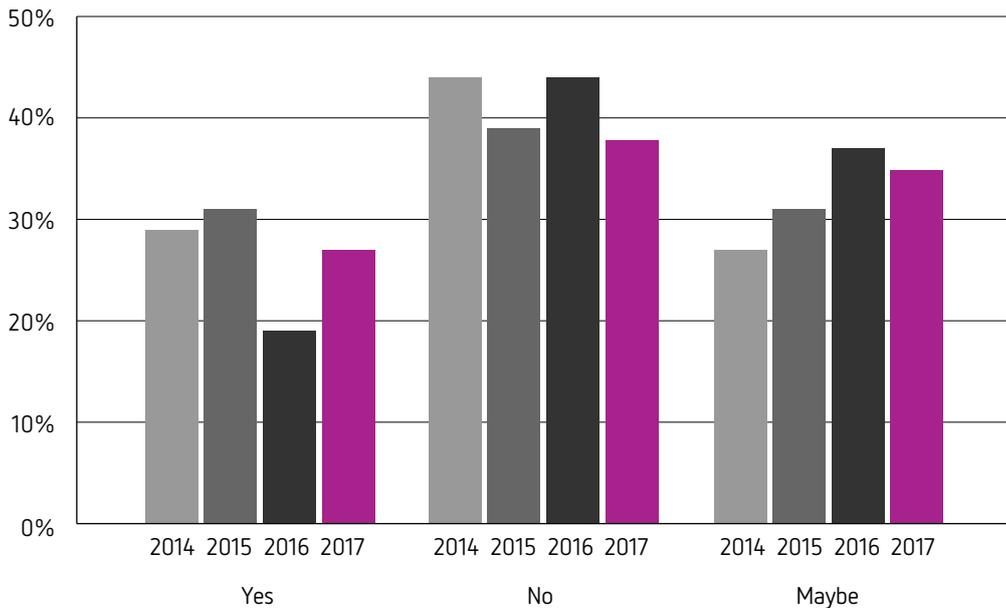


Base: Ever provided online reviews (151).  
 Q14d. For what types of products or services have you provided online reviews or blogs?

# Posting of online reviews or blogs

If a business responds to a negative review, an increasing number of people believe this will have a positive influence on their opinion of the business, up from 19% to 27% this year. Females and the 65 plus age groups are less likely to change their view than males and the younger age groups.

## Might change opinion if business responds to feedback on social media



## Might change opinion if business responds to feedback on social media

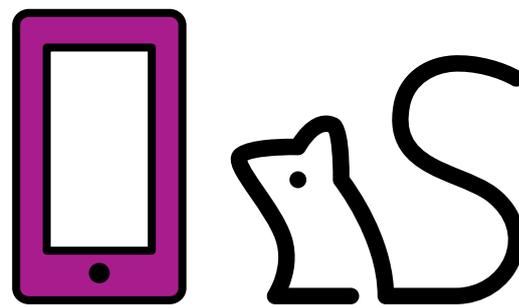
	Yes	No	Maybe
Total	27%	38%	35%
Male	33%	37%	30%
Female	22%	40%	39%
18 to 29	31%	59%	10%
30 to 39	29%	21%	50%
40 to 49	25%	42%	33%
50 to 64	29%	39%	32%
65+	21%	45%	34%

Base: Ever provided online reviews (151).

Q14e. If a business gets back to you after you have posted a bad review, would that change your opinion?

# Behaviour on social media

More than six in ten have watched a video on social media (61%), while the following behaviours are also common: sharing someone else's post (46%), posting a selfie (45%) posting a photo of your food (40%) and deleting friends (39%). Around three in 10 have accepted friend requests from people they don't know (31%), while the US election had a big impact in Australia as well, with 29% interacting with posts about Donald Trump. Few (5%) claim to have dated someone they met online or to have ended a romantic relationship on social media (2%).



## Which have you done on social media?

61%	Watched a video on social media
46%	Shared someone else's post on social media
45%	Posted a selfie on social media
40%	Posted a photo of your food on social media
39%	Deleted any friends
31%	Accepted requests to connect from people you don't know
29%	Liked, shared or commented on a post about Donald Trump
5%	Been on a date with someone you met online
2%	Ended a romantic relationship on social media
2%	Had someone end a romantic relationship with you on social media
25%	None of the above

Q15. Which, if any, of the following have you done on social media? (800)

Notes:

- New options in 2016 so some comparisons not available.
- Rounding occurs.

Which have you done on social media?	Male	Female	18-29	30-39	40-49	50-64	65+
Accepted requests to connect from people you don't know	36%	27%	74%	44%	21%	9%	5%
Deleted any friends	37%	40%	70%	53%	34%	19%	17%
Been on a date with someone you met online	5%	5%	10%	8%	7%	2%	0%
Ended a romantic relationship on social media	2%	1%	3%	1%	3%	1%	0%
Had someone end a romantic relationship with you on social media	3%	2%	1%	4%	3%	3%	0%
Posted a photo of your food on social media	43%	38%	82%	60%	38%	15%	6%
Posted a selfie on social media	47%	43%	88%	69%	45%	18%	5%
Watched a video on social media	64%	59%	91%	80%	69%	42%	24%
Shared someone else's post on social media	45%	46%	40%	67%	62%	41%	23%
Liked, shared or commented on a post about Donald Trump	31%	27%	42%	41%	30%	20%	14%
None of the above	23%	27%	2%	6%	17%	42%	58%
Base	400	400	160	160	160	160	160

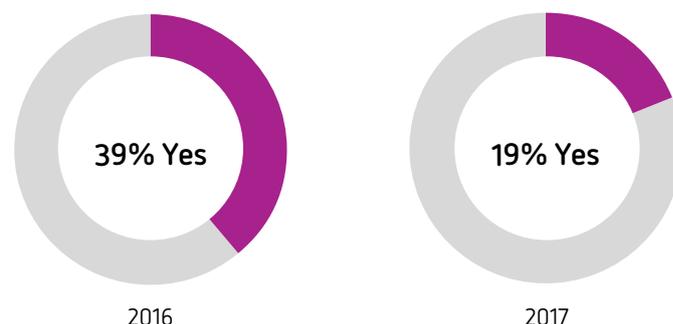
# Behaviour on social media

Which have you done on social media?	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Reg.
Accepted requests to connect from people you don't know	28%	27%	30%	36%	42%	45%	59%	39%	31%	31%
Deleted any friends	32%	38%	45%	38%	50%	33%	28%	37%	36%	43%
Been on a date with someone you met online	5%	5%	7%	4%	6%	2%	4%	2%	4%	7%
Ended a romantic relationship on social media	1%	1%	3%	2%	1%	3%	0%	0%	1%	3%
Had someone end a romantic relationship with you on social media	3%	1%	2%	2%	2%	2%	0%	2%	2%	3%
Posted a photo of your food on social media	39%	31%	45%	47%	47%	51%	56%	50%	43%	36%
Posted a selfie on social media	42%	37%	47%	58%	51%	69%	82%	58%	47%	43%
Watched a video on social media	63%	55%	57%	68%	67%	83%	84%	63%	63%	59%
Shared someone else's post on social media	47%	40%	43%	61%	45%	66%	74%	45%	44%	49%
Liked, shared or commented on a post about Donald Trump	29%	28%	27%	32%	31%	41%	23%	26%	28%	31%
None of the above	23%	29%	28%	20%	24%	10%	9%	26%	26%	24%
Base	163	141	120	100	100	80	46	50	520	280

Q15. Which, if any, of the following have you done on social media?

In 2016, we found 39% had used social media to support or discuss topical issues or events, but this year less than half that number claim to have done so (19%). Such 'activism' is undertaken more by females (23% to 16%) and people aged 30-39 years (29%) than other age groups, ranging from 26% in the 40-49 segment to 11% among 18-29s. Across the states and territories, this behaviour is well below average in Tasmania (7%) and the NT (6%).

Ever used any of your social media accounts to support topical issues or events, or to participate in public conversations about them?



Ever used any of your social media accounts to support topical issues or events, or to participate in public conversations about them?	Male	Female	18-29	30-39	40-49	50-64	65+
Yes	16%	23%	11%	29%	26%	22%	11%
Base	400	400	160	160	160	160	160

Ever used any of your social media accounts to support topical issues or events, or to participate in public conversations about them?	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Reg.
Yes	20%	22%	18%	17%	20%	7%	6%	16%	19%	21%
Base	163	141	120	100	100	80	46	50	520	280

Q16a. These days many different issues or events attract social media attention from members of the public. Have you ever used any of your social media accounts to support topical issues or events, or to participate in public conversations about them (for example writing a post or changing your profile picture in relation to issues such as marriage equality, asylum seekers or terrorist attacks)?

# Behaviour on social media

As was the case last year, the main driver of this behaviour is feeling passionate about a cause, which was just ahead of regarding social media as an easy way to show support, with the desire to be heard or make a difference also remaining influential for many. There are some age, gender and locational variations noted in the motivating factors for such behaviour but essentially the same primary influences are apparent across the board.

## What motivated you to use social media in that way?

73%	I felt passionate about the cause
68%	It was an easy way to show my support
58%	To make my voice heard
47%	I thought it would make a difference
5%	All my friends did so
1%	I felt pressured to do so
3%	None of the above

What motivated you to use social media in that way?	Male	Female	18-29	30-39	40-49	50-64	65+
All my friends did so	8%	3%	20%	7%	0%	1%	0%
I felt pressured to do so	2%	0%	0%	0%	0%	0%	9%
To make my voice heard	59%	58%	35%	47%	70%	66%	70%
It was an easy way to show my support	67%	69%	60%	63%	73%	72%	72%
I felt passionate about the cause	67%	76%	51%	75%	69%	81%	78%
I thought it would make a difference	54%	43%	33%	39%	45%	55%	68%
None of the above	8%	0%	18%	1%	0%	0%	8%
Base	58	78	18	39	29	33	17

What motivated you to use SM in that way?	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Reg.
All my friends did so	0%	7%	5%	6%	10%	26%	0%	0%	4%	6%
I felt pressured to do so	0%	3%	0%	0%	0%	0%	0%	0%	1%	0%
To make my voice heard	60%	56%	58%	47%	64%	69%	67%	73%	55%	65%
It was an easy way to show my support	77%	66%	56%	64%	68%	90%	100%	88%	67%	72%
I felt passionate about the cause	70%	74%	68%	78%	79%	96%	67%	73%	71%	75%
I thought it would make a difference	50%	36%	60%	58%	38%	32%	70%	48%	40%	60%
None of the above	6%	0%	5%	5%	0%	0%	0%	12%	5%	1%
Base	30	33	20	17	19	6	3	8	85	51

Q16b. (If YES in Q16a): Which, if any, of these reasons have motivated you to use social media in that way?

Notes: Some bases are quite small in the results above. Rounding occurs.

# Trust in social media as a news source

This new set of questions reveals that traditional media (82%) remains more trusted as a news source than social media (12%) or posts from family and friends about what is happening (7%). In all segments and locations, a clear majority nominated traditional media. The 18-29s are above average in trusting social media news sources (26%) and news-related posts from friends (12%). Males also are more trusting of social media news sources (15% vs 8%).

## Which of these three sources do you trust most for news?

82%	Traditional news sources such as radio, TV and print media
12%	News sources on social media
7%	Posts from friends or family on social media about what is happening

Which of these three sources do you trust most for news?	Male	Female	18-29	30-39	40-49	50-64	65+
Traditional news sources such as radio, TV and print media	77%	86%	63%	84%	85%	86%	93%
News sources on social media	15%	8%	26%	12%	8%	7%	3%
Posts from friends or family on social media about what is happening	8%	6%	12%	4%	6%	7%	5%

Which of these three sources do you trust most for news?	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Reg.
Traditional news sources such as radio, TV and print media	78%	86%	80%	87%	77%	87%	96%	91%	84%	76%
News sources on social media	14%	9%	12%	7%	16%	7%	2%	2%	10%	14%
Posts from friends or family on social media about what is happening	8%	5%	9%	6%	7%	6%	2%	7%	6%	10%

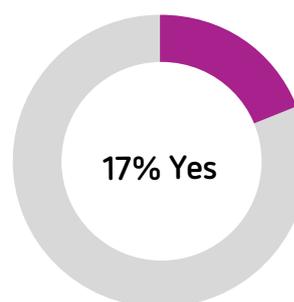
Q17. Which of these three sources do you trust most for news?

Notes:

- New question in 2017 so no comparisons available. The base answering Q17 was 800.
- Caution as some bases are quite small in the location results above. Rounding occurs.

Seventeen percent admitted to having reacted to something on social media which they later learnt to be untrue. This has happened to females more than males and people aged 30-49 years more than other age groups. By location, this has occurred more in NSW and Victoria than elsewhere (19% in each).

## Ever reacted to something on social media only to find out later that it was not true?



Ever reacted to something on social media only to find out later it was not true?	Male	Female	18-29	30-39	40-49	50-64	65+
Yes	12%	22%	12%	24%	22%	13%	16%

Ever reacted to something on social media only to find out later it was not true?	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Reg.
Yes	19%	19%	15%	16%	12%	8%	8%	15%	17%	18%

Q18. Have you ever reacted to something on social media only to find out later that it was not true?

Notes:

- New question in 2017 so no comparisons available. The base answering Q18 was 800.
- Rounding occurs. Some bases are quite small in the location results above.

# Social media experiences

This new set of questions reveals that one in three adults has been excited when one of their posts received more likes than usual on social media.

Six percent said they had been bullied or harassed on social media while 18% had witnessed this happen to somebody else. Regional residents are above average in witnessing bullying or harassment on social media.

Fifteen percent have felt anxious when unable to check their social media accounts but this is true for 37% of the under 30s and declines with age to only 2% of people aged 65 plus. Twelve percent have later regretted something they posted and 11% are worried their social media footprint may come back to haunt them.

Nineteen percent admitted having checked social media when dining with family or friends and this behaviour tends to be concentrated in the under 50s, while it is also more common among males.

## Which, if any, of these experiences have happened to you?

33%	Felt excited when a post received more likes than usual
19%	Checked your social media while eating meals with family or friends
18%	Witnessed someone else being bullied or harassed on social media
15%	Felt anxious when you haven't been able to check your social media accounts
12%	Posted something that you later regretted
11%	Worried your social media footprint might one day come back to haunt you
6%	Been bullied or harassed on social media
3%	Relied on social media for medical advice that was different to your doctors
48%	None of the above

Which, if any, of these experiences have happened to you?	Male	Female	18-29	30-39	40-49	50-64	65+
Felt excited when a post received more likes than usual	35%	32%	63%	54%	29%	13%	8%
Been bullied or harassed on social media	5%	6%	4%	7%	11%	4%	4%
Witnessed someone else being bullied or harassed on social media	15%	21%	15%	25%	28%	14%	9%
Posted something that you later regretted	14%	10%	23%	15%	11%	7%	3%
Worried your social media footprint might one day come back to haunt you	11%	11%	12%	15%	10%	13%	1%
Felt anxious when you haven't been able to check your social media accounts	14%	16%	37%	22%	11%	3%	2%
Checked your social media while eating meals with family or friends	21%	16%	29%	33%	23%	8%	1%
Relied on social media for medical advice that was different to your doctor's	3%	3%	4%	4%	2%	3%	2%
None of the above	46%	50%	26%	23%	45%	65%	81%

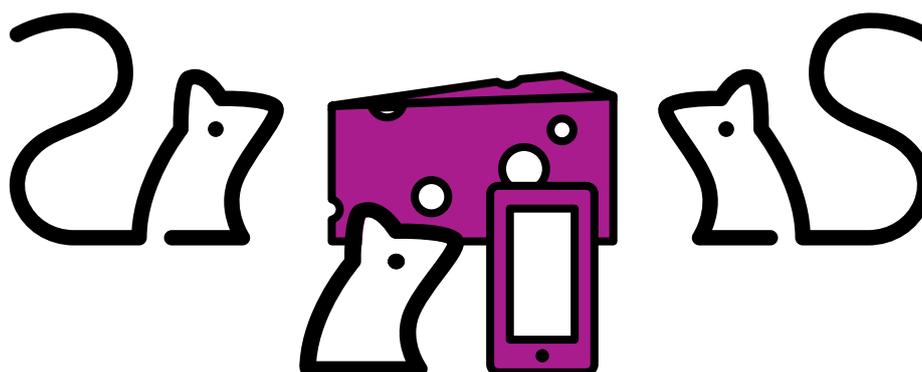
# Social media experiences

Which, if any, of these experiences have happened to you?	NSW	VIC	QLD	SA	WA	TAS	NT	ACT	Metro	Reg.
Felt excited when a post received more likes than usual	34%	29%	33%	42%	35%	35%	47%	34%	33%	35%
Been bullied or harassed on social media	6%	5%	7%	4%	6%	1%	4%	2%	4%	9%
Witnessed someone else being bullied or harassed on social media	18%	20%	15%	21%	17%	10%	4%	19%	15%	23%
Posted something that you later regretted	13%	11%	9%	12%	16%	10%	6%	13%	12%	12%
Worried your social media footprint might one day come back to haunt you	12%	11%	7%	8%	14%	10%	7%	18%	12%	8%
Felt anxious when you haven't been able to check your social media accounts	8%	12%	22%	21%	22%	28%	29%	12%	15%	15%
Checked your social media while eating meals with family or friends	15%	22%	20%	18%	21%	16%	14%	14%	19%	18%
Relied on social media for medical advice that was different to your doctor's	1%	6%	1%	5%	4%	2%	4%	0%	3%	3%
None of the above	47%	50%	52%	42%	42%	48%	45%	51%	49%	46%

Q19. Which, if any, of these experiences have happened to you?

Notes:

- New question in 2017 so no comparisons available (800).
- Caution as some bases are quite small in the location results above.
- Rounding occurs.



# About Sensis

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Sensis is Australia's #1 marketing services company. Our purpose is to help Aussie businesses thrive. We deliver on that promise through our leading digital consumer businesses (Yellow Pages, White Pages, True Local, Whereis and Skip), search engine marketing and optimisation services, website products, social, data and mapping solutions, and through our digital agency Found. Sensis is also Australia's largest print directory publisher including the Yellow Pages and White Pages.

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