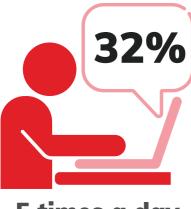


## Social media users in a are s Austr the most active in th orc

## % of Australian's using social media each day.



5 times a day



1-5 times a day



most days



**Average daily** time spent on

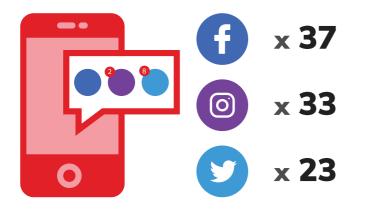
Average time on social platforms per week.



### social media.



# Average number of times each platform accessed per week.





**Almost two-thirds** of users check in to social media while watching television!

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Sources: https://www.yellow.com.au/wp-content/uploads/2018/06/Yellow-Social-Media-Report-2018-Consumer.pdf. We Are Social's Digital Oceania Report: https://www.slideshare.net/wearesocial/digital-in-2018-in-oceania-part-1-west. https://www.socialmedianews.com.au/social-media-statistics-australia-november-2018/.