

Sensis Social Media Report May 2015

How Australian people and businesses are using social media

79%
Access the internet daily

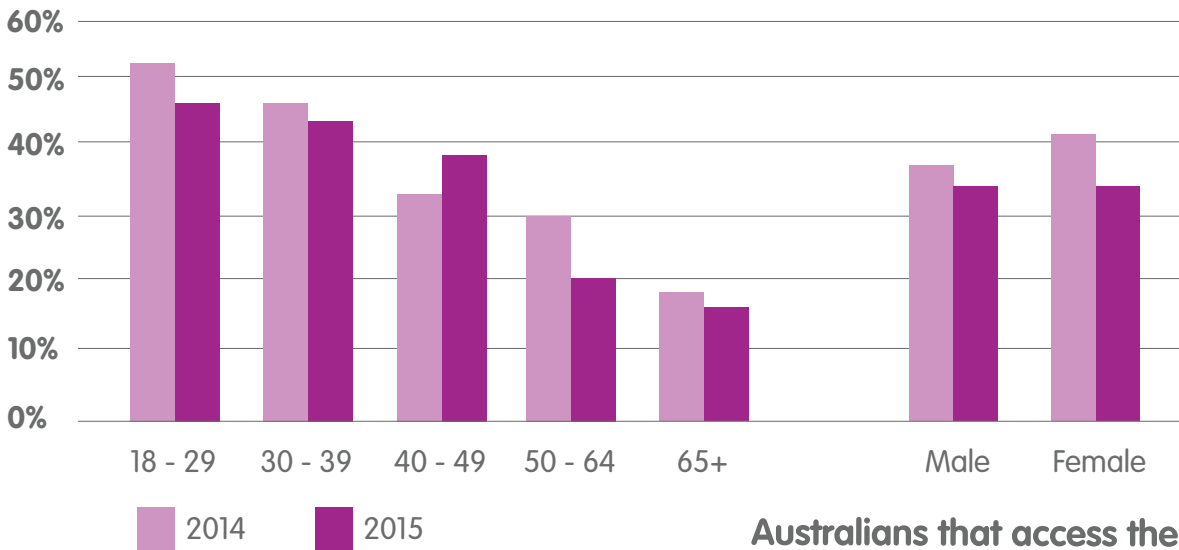
68%
of internet users have a social media profile

93%
of Australian social media users are on Facebook

The typical Australian Facebook user spends more than
8.5 hrs
on the site a week

38%
of Australian social media users don't mind seeing advertising

Proportion that use social media while watching television



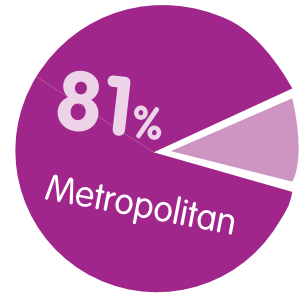
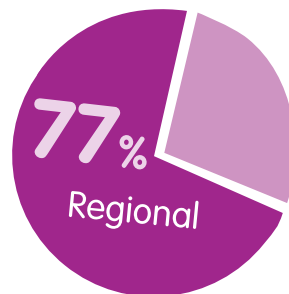
24%
follow brands or businesses on social media in order to find out more

20%
do so to receive offers and promotions or to research what to buy

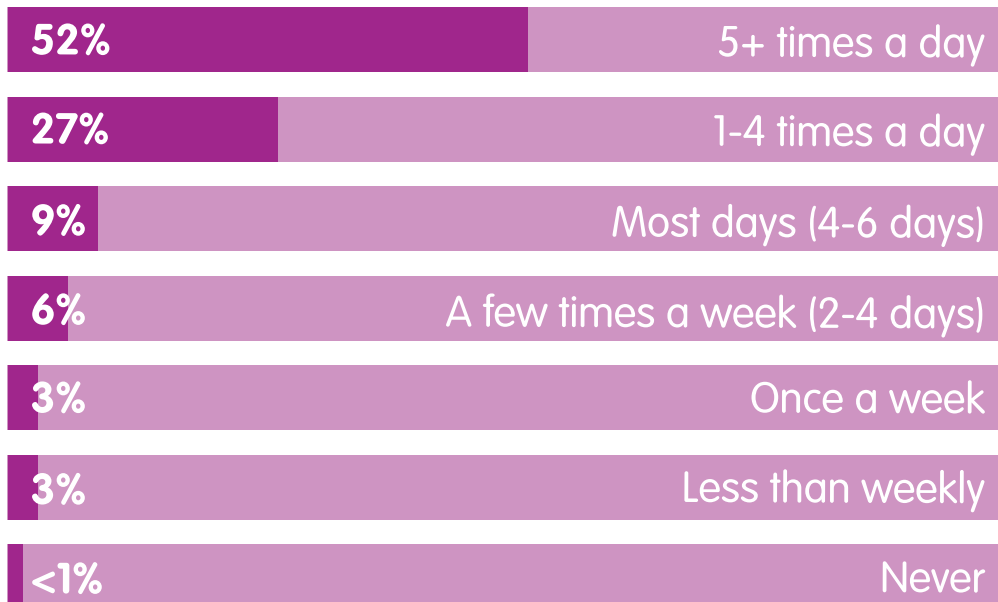
Australians that access the internet daily

55%
of internet users read reviews online prior to making a purchase

44%
of people who did research on products via social media did so on electrical goods



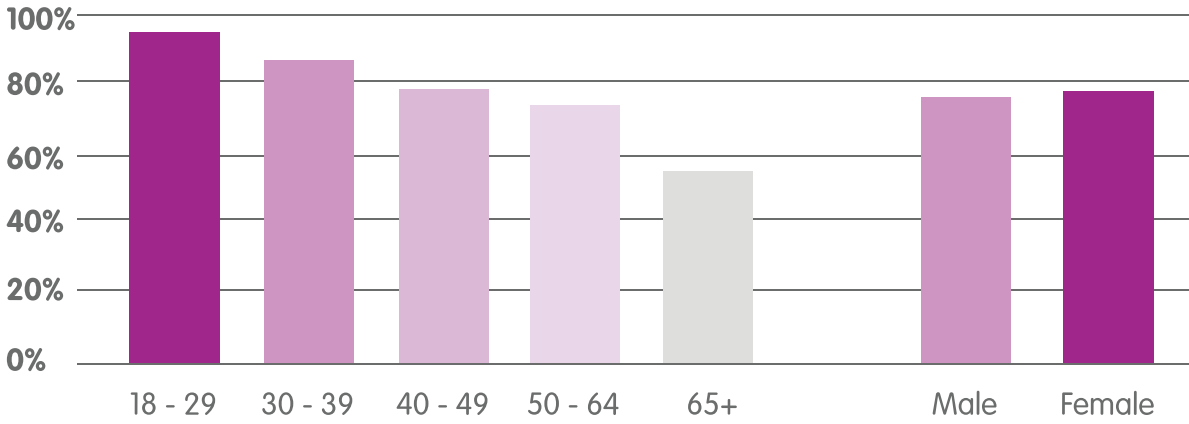
How often are we online



20%
of people use social media to follow brands for offers and promotions

42%
of social media users often click on an advertisement in order to find out more

Proportion that access the internet daily



less than **1%**
of Australians say that they never use the internet

45%
Are on social networks everyday

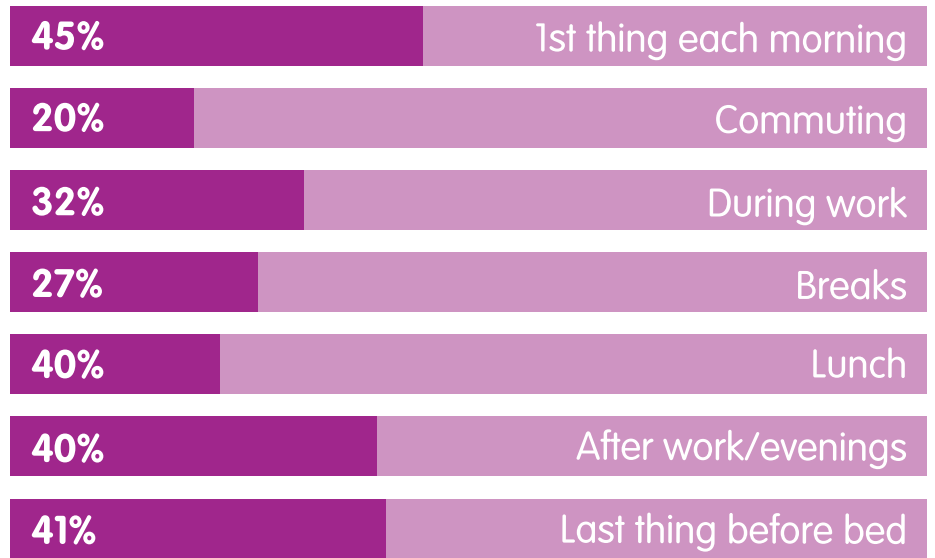
70%
of Australians own a smartphone

only **33%**
of businesses have a social media profile

32%
of social media users follow brands or businesses

84%
of large businesses used social media for two-way communication with their customers

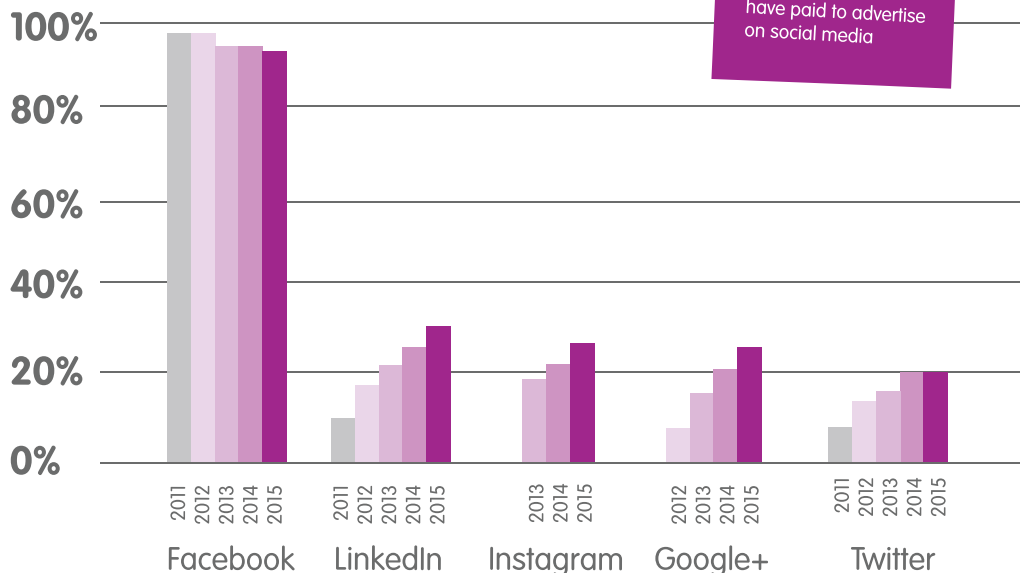
When we access the internet



46%
of large businesses have paid to advertise on social media

63%
of large businesses have a strategic plan for advertising on social media

Social Networking sites used



Greater than **\$10k**
is the average social media budget for large businesses