



Online Communication in Australia Survey – Summer 2024

Methodology

This research was commissioned by Snap and executed by YouGov. Interviews were conducted online from June 20 through June 24, 2024, among a nationwide sample of n=1,000 Australian Adults (ages 18+) and n=500 Australian Teens (ages 13-17). Parental consent was required for minors between the ages of 13-17 before participation in the survey.

The figures have been weighted and are representative of Australian Teens and Adults based on the 2019 PEW Global Attitudes Survey. Results from the Adult sample have a margin of error of plus or minus 3.47 percentage points at the 95% confidence level, while results from the Teen sample have a margin of error of plus or minus 4.57 percentage points. Some percentages may add to more or less than 100% due to rounding.

Data Tables

| How satisfied or dissatisfied are you with the quality of the relationships you have with each of the following? <i>Showing % "Total Satisfied" (Very + Somewhat). Ranked by Teens.</i> | Teens | Adults |
|---|--------------|---------------|
| Family members | 96% | 89% |
| Close friends | 95% | 89% |
| Friends or acquaintances | 92% | 87% |
| Classmates or colleagues | 85% | 79% |

| In a typical week, how often do you interact with each of the following types of people on social media platforms, like Facebook, Instagram, X (formerly Twitter), or TikTok? <i>Showing % "At least Daily" (Multiple times a day + Daily). Ranked by Teens.</i> | Teens | Adults |
|--|--------------|---------------|
| Close friends | 76% | 32% |
| Friends or acquaintances | 55% | 20% |
| Classmates or colleagues | 52% | 15% |
| Family members | 49% | 36% |

| In a typical week, how often do you interact with each of the following types of people on messaging platforms, like Snapchat, WhatsApp, or iMessage? <i>Showing % "At least Daily" (Multiple times a day + Daily). Ranked by Teens.</i> | Teens | Adults |
|--|--------------|---------------|
| Close friends | 76% | 33% |
| Family members | 55% | 37% |
| Friends or acquaintances | 55% | 22% |
| Classmates or colleagues | 50% | 14% |

| When it comes to interacting with friends and family, please indicate whether you believe communication online via social media or messaging platforms is better for each of the following elements. <i>Showing % among <u>Teens</u>. Ranked by "Better via messaging platforms"</i> | Better via messaging platforms | Better via social media platforms | About the same |
|--|---------------------------------------|--|-----------------------|
| Being quick and convenient | 59% | 19% | 22% |
| Developing or fostering your relationship | 48% | 21% | 31% |
| Avoiding misunderstandings | 47% | 14% | 38% |
| Being your authentic self | 45% | 25% | 30% |
| Being creative and fun | 31% | 44% | 25% |

| When it comes to interacting with friends and family, please indicate whether you believe communication online via social media or messaging platforms is better for each of the following elements. <i>Showing % among <u>Adults</u>. Ranked by "Better via messaging platforms"</i> | Better via messaging platforms | Better via social media platforms | About the same |
|---|---------------------------------------|--|-----------------------|
| Being quick and convenient | 42% | 19% | 39% |
| Avoiding misunderstandings | 39% | 12% | 49% |
| Developing or fostering your relationship | 37% | 18% | 45% |
| Being your authentic self | 34% | 18% | 47% |
| Being creative and fun | 21% | 37% | 42% |

| Please tell us how happy or unhappy each of the following makes you. <i>Showing % "Total Happy" (Very + Somewhat). Ranked by Teens.</i> | Teens | Adults |
|---|--------------|---------------|
| Communicating with your friends and family on messaging platforms like Snapchat, WhatsApp, or iMessage | 86% | 63% |
| Communicating with your friends and family on social media platforms like Facebook, Instagram, or X (formerly Twitter) | 75% | 57% |

| How often do you use the following social media and messaging platforms? <i>Showing % "At least Daily" (Almost constantly + Several times a day + About once a day). Ranked by Teens.</i> | Teens | Adults |
|---|--------------|---------------|
| Snapchat | 59% | 19% |
| TikTok | 57% | 24% |
| Instagram | 56% | 38% |
| Facebook | 47% | 60% |
| WhatsApp | 42% | 26% |
| X, formerly known as Twitter | 18% | 16% |
| Reddit | 11% | 11% |
| LinkedIn | 10% | 10% |

| [IF USE PLATFORMS] Which of the following social media or messaging platforms do you <u>primarily</u> use to interact with your close friends and family? | Teens | Adults |
|--|--------------|---------------|
| Snapchat | 36% | 6% |
| WhatsApp | 22% | 19% |
| Facebook | 15% | 47% |
| Instagram | 15% | 9% |
| TikTok | 4% | 2% |
| LinkedIn | 1% | 1% |
| X, formerly known as Twitter | 0% | 2% |
| Reddit | 0% | 1% |

| When using social media platforms or messaging platforms, how important are each of the following things to you? <i>Showing % "Total Important" (Extremely + Very + Somewhat). Ranked by Teens.</i> | Teens | Adults |
|---|--------------|---------------|
| Interacting with immediate family and close friends | 96% | 85% |
| Interacting with people who share your interests, hobbies, or views | 91% | 72% |
| Being creative or feeling free to express yourself | 91% | 70% |
| Watching content from your favourite creators | 90% | 62% |
| Discovering new things or getting recommendations | 89% | 75% |
| Finding useful information or learning | 88% | 78% |
| Interacting with less close family and friends | 79% | 70% |
| Staying engaged with your local community or the place you live | 69% | 71% |
| Following the news | 53% | 72% |

| In general, does what you see on [social media / messaging apps] make you feel...? <i>Showing % "Yes" (Yes, a lot + Yes, a little) among <u>Teens</u>. Ranked by "Social Media".</i> | Social Media | Messaging Apps |
|--|---------------------|-----------------------|
| More in touch with what is going on in your friends' lives | 92% | 92% |
| Like you are expanding your knowledge about the world | 85% | 73% |
| Like you have a place where you can show your creative side | 84% | 77% |
| Like you have people who can support you through tough times | 82% | 87% |
| Connected to a community you would not have offline | 80% | 75% |
| More in touch with what is going on in your community or the place you live | 78% | 73% |
| Pressured to only post content that makes you look good to others | 59% | 51% |
| Pressured to post content that will get lots of comments or likes | 54% | 49% |
| Overwhelmed | 50% | 41% |

| In general, does what you see on [social media / messaging apps] make you feel...? <i>Showing % "Yes" (Yes, a lot + Yes, a little) among Adults. Ranked by "Social Media".</i> | Social Media | Messaging Apps |
|--|---------------------|-----------------------|
| More in touch with what is going on in your friends' lives | 78% | 75% |
| More in touch with what is going on in your community or the place you live | 73% | 60% |
| Like you are expanding your knowledge about the world | 70% | 55% |
| Connected to a community you would not have offline | 69% | 59% |
| Like you have people who can support you through tough times | 63% | 66% |
| Like you have a place where you can show your creative side | 57% | 49% |
| Overwhelmed | 44% | 32% |
| Pressured to only post content that makes you look good to others | 42% | 31% |
| Pressured to post content that will get lots of comments or likes | 35% | 32% |

| How often do you use the following common social media or messaging platform features? <i>Showing % "Total Often" (Always + Often + Some of the time). Ranked by Teens.</i> | Teens | Adults |
|---|--------------|---------------|
| Direct messaging, picture, or video sharing with family and close friends | 94% | 74% |
| Viewing short-form video content | 93% | 73% |
| Viewing "stories" or temporary posts by family and friends | 89% | 70% |
| Scrolling through your timeline or feed | 87% | 71% |
| Looking at content produced by influencers or celebrities | 83% | 49% |
| Commenting on posts, replying to comments, or reading replies to or comments on posts | 78% | 61% |
| Maintaining a daily "streak" of messages between yourself and another person | 78% | 42% |
| Posting text, picture, or video content to your account or page | 73% | 53% |
| Creating temporary posts or sending disappearing messages to family and friends | 64% | 39% |
| Following the news through your timeline or feed | 60% | 66% |

| How happy or unhappy do you feel when using each of the following social media or messaging platform features? <i>Showing % "Total Happy" (Very + Somewhat). Ranked by Teens.</i> | Teens | Adults |
|---|--------------|---------------|
| Direct messaging, picture, or video sharing with family and close friends | 82% | 73% |
| Viewing short-form video content | 82% | 62% |
| Viewing "stories" or temporary posts by family and friends | 75% | 64% |
| Posting text, picture, or video content to your account or page | 70% | 57% |
| Maintaining a daily "streak" of messages between yourself and another person | 69% | 53% |
| Looking at content produced by influencers or celebrities | 69% | 47% |
| Scrolling through your timeline or feed | 67% | 54% |
| Commenting on posts, replying to comments, or reading replies to or comments on posts | 67% | 53% |
| Creating temporary posts or sending disappearing messages to family and friends | 65% | 51% |
| Following the news through your timeline or feed | 52% | 49% |

| For each of the following common social media or messaging platform features, please rate how important each is to you personally. <i>Showing % "Total Important" (Very + Somewhat). Ranked by Teens.</i> | Teens | Adults |
|---|--------------|---------------|
| Direct messaging, picture, or video sharing with family and close friends | 92% | 84% |
| Viewing "stories" or temporary posts by family and friends | 84% | 72% |
| Viewing short-form video content | 80% | 58% |
| Scrolling through your timeline or feed | 78% | 64% |
| Maintaining a daily "streak" of messages between yourself and another person | 73% | 58% |
| Posting text, picture, or video content to your account or page | 72% | 62% |
| Commenting on posts, replying to comments, or reading replies to or comments on posts | 71% | 60% |
| Creating temporary posts or sending disappearing messages to family and friends | 69% | 60% |
| Looking at content produced by influencers or celebrities | 67% | 53% |
| Following the news through your timeline or feed | 62% | 69% |

| For each of the following common social media or messaging platform features, please select which platform you most closely associate this feature with. <i>Showing % Snapchat. Ranked by Teens.</i> | Teens | Adults |
|--|--------------|---------------|
| Maintaining a daily “streak” of messages between yourself and another person | 42% | 17% |
| Creating temporary posts or sending disappearing messages to family and friends | 39% | 15% |
| Direct messaging, picture, or video sharing with family and close friends | 27% | 5% |
| Viewing “stories” or temporary posts by family and friends | 22% | 6% |
| Posting text, picture, or video content to your account or page | 19% | 2% |
| Commenting on posts, replying to comments, or reading replies to or comments on posts | 15% | 1% |
| Scrolling through your timeline or feed | 12% | 3% |
| Viewing short-form video content | 8% | 2% |
| Following the news through your timeline or feed | 6% | 2% |
| Looking at content produced by influencers or celebrities | 5% | 2% |

| For each of the following common social media or messaging platform features, please select which platform you most closely associate this feature with. <i>Showing % Facebook. Ranked by Teens.</i> | Teens | Adults |
|--|--------------|---------------|
| Scrolling through your timeline or feed | 29% | 48% |
| Following the news through your timeline or feed | 29% | 40% |
| Commenting on posts, replying to comments, or reading replies to or comments on posts | 26% | 49% |
| Posting text, picture, or video content to your account or page | 21% | 43% |
| Viewing “stories” or temporary posts by family and friends | 20% | 40% |
| Direct messaging, picture, or video sharing with family and close friends | 19% | 40% |
| Creating temporary posts or sending disappearing messages to family and friends | 11% | 26% |
| Maintaining a daily “streak” of messages between yourself and another person | 10% | 27% |
| Viewing short-form video content | 10% | 24% |
| Looking at content produced by influencers or celebrities | 10% | 20% |

| For each of the following common social media or messaging platform features, please select which platform you most closely associate this feature with. <i>Showing % Instagram. Ranked by Teens.</i> | Teens | Adults |
|---|--------------|---------------|
| Viewing “stories” or temporary posts by family and friends | 29% | 23% |
| Posting text, picture, or video content to your account or page | 28% | 19% |
| Looking at content produced by influencers or celebrities | 27% | 22% |
| Scrolling through your timeline or feed | 27% | 16% |
| Commenting on posts, replying to comments, or reading replies to or comments on posts | 23% | 15% |
| Following the news through your timeline or feed | 17% | 11% |
| Creating temporary posts or sending disappearing messages to family and friends | 16% | 12% |
| Viewing short-form video content | 13% | 14% |
| Direct messaging, picture, or video sharing with family and close friends | 12% | 10% |
| Maintaining a daily “streak” of messages between yourself and another person | 9% | 6% |

| For each of the following common social media or messaging platform features, please select which platform you most closely associate this feature with. <i>Showing % WhatsApp. Ranked by Teens.</i> | Teens | Adults |
|--|--------------|---------------|
| Direct messaging, picture, or video sharing with family and close friends | 25% | 19% |
| Maintaining a daily “streak” of messages between yourself and another person | 15% | 10% |
| Creating temporary posts or sending disappearing messages to family and friends | 10% | 6% |
| Viewing “stories” or temporary posts by family and friends | 8% | 5% |
| Posting text, picture, or video content to your account or page | 7% | 5% |
| Commenting on posts, replying to comments, or reading replies to or comments on posts | 5% | 5% |
| Following the news through your timeline or feed | 4% | 1% |
| Scrolling through your timeline or feed | 3% | 3% |
| Viewing short-form video content | 3% | 3% |
| Looking at content produced by influencers or celebrities | 3% | 3% |

| For each of the following common social media or messaging platform features, please select which platform you most closely associate this feature with. <i>Showing % X, formerly known as Twitter. Ranked by Teens.</i> | Teens | Adults |
|--|--------------|---------------|
| Following the news through your timeline or feed | 7% | 7% |
| Commenting on posts, replying to comments, or reading replies to or comments on posts | 4% | 3% |
| Scrolling through your timeline or feed | 3% | 3% |
| Looking at content produced by influencers or celebrities | 2% | 3% |
| Posting text, picture, or video content to your account or page | 2% | 2% |
| Maintaining a daily “streak” of messages between yourself and another person | 2% | 1% |
| Creating temporary posts or sending disappearing messages to family and friends | 2% | 1% |
| Viewing short-form video content | 1% | 1% |
| Direct messaging, picture, or video sharing with family and close friends | 1% | 1% |
| Viewing “stories” or temporary posts by family and friends | 1% | 1% |

| For each of the following common social media or messaging platform features, please select which platform you most closely associate this feature with. <i>Showing % TikTok. Ranked by Teens.</i> | Teens | Adults |
|--|--------------|---------------|
| Viewing short-form video content | 40% | 18% |
| Looking at content produced by influencers or celebrities | 26% | 10% |
| Scrolling through your timeline or feed | 15% | 5% |
| Commenting on posts, replying to comments, or reading replies to or comments on posts | 12% | 3% |
| Posting text, picture, or video content to your account or page | 10% | 3% |
| Viewing “stories” or temporary posts by family and friends | 8% | 3% |
| Following the news through your timeline or feed | 8% | 3% |
| Direct messaging, picture, or video sharing with family and close friends | 6% | 2% |
| Creating temporary posts or sending disappearing messages to family and friends | 5% | 1% |
| Maintaining a daily “streak” of messages between yourself and another person | 4% | 2% |

| For each of the following common social media or messaging platform features, please select which platform you most closely associate this feature with. <i>Showing % YouTube. Ranked by Teens.</i> | Teens | Adults |
|---|--------------|---------------|
| Viewing short-form video content | 21% | 21% |
| Looking at content produced by influencers or celebrities | 18% | 9% |
| Following the news through your timeline or feed | 5% | 6% |
| Commenting on posts, replying to comments, or reading replies to or comments on posts | 5% | 3% |
| Scrolling through your timeline or feed | 4% | 2% |
| Posting text, picture, or video content to your account or page | 3% | 3% |
| Viewing “stories” or temporary posts by family and friends | 3% | 3% |
| Direct messaging, picture, or video sharing with family and close friends | 2% | 3% |
| Creating temporary posts or sending disappearing messages to family and friends | 2% | 3% |
| Maintaining a daily “streak” of messages between yourself and another person | 2% | 2% |

| For each of the following common social media or messaging platform features, please select which platform you most closely associate this feature with. <i>Showing % LinkedIn. Ranked by Teens.</i> | Teens | Adults |
|--|--------------|---------------|
| Viewing “stories” or temporary posts by family and friends | 1% | 2% |
| Commenting on posts, replying to comments, or reading replies to or comments on posts | 1% | 2% |
| Following the news through your timeline or feed | 1% | 2% |
| Scrolling through your timeline or feed | 1% | 1% |
| Viewing short-form video content | 1% | 1% |
| Direct messaging, picture, or video sharing with family and close friends | 1% | 1% |
| Creating temporary posts or sending disappearing messages to family and friends | 1% | 1% |
| Looking at content produced by influencers or celebrities | 1% | 0% |
| Posting text, picture, or video content to your account or page | 0% | 1% |
| Maintaining a daily “streak” of messages between yourself and another person | 0% | 1% |

| For each of the following common social media or messaging platform features, please select which platform you most closely associate this feature with. <i>Showing % Reddit. Ranked by Teens.</i> | Teens | Adults |
|--|--------------|---------------|
| Commenting on posts, replying to comments, or reading replies to or comments on posts | 2% | 2% |
| Looking at content produced by influencers or celebrities | 2% | 1% |
| Following the news through your timeline or feed | 1% | 2% |
| Scrolling through your timeline or feed | 1% | 1% |
| Direct messaging, picture, or video sharing with family and close friends | 1% | 1% |
| Posting text, picture, or video content to your account or page | 1% | 1% |
| Viewing "stories" or temporary posts by family and friends | 1% | 1% |
| Creating temporary posts or sending disappearing messages to family and friends | 1% | 1% |
| Viewing short-form video content | 1% | 0% |
| Maintaining a daily "streak" of messages between yourself and another person | 1% | 0% |

| Which of the following best describes your thoughts on the benefits and downsides of <u>social media platforms</u>, even if neither is completely accurate? | Teens | Adults |
|--|--------------|---------------|
| The benefits associated with social media outweigh the downsides it may create. | 74% | 58% |
| The downsides associated with social media outweigh the benefits it may create. | 26% | 42% |

| Which of the following best describes your thoughts on the benefits and downsides of <u>online messaging platforms</u>, even if neither is completely accurate? | Teens | Adults |
|--|--------------|---------------|
| The benefits associated with messaging platforms outweigh the downsides they may create. | 81% | 70% |
| The downsides associated with messaging platforms outweigh the benefits they may create. | 19% | 30% |

| For each of the following potential harms, please indicate whether you think the issue is more prevalent on social media apps or messaging platforms. <i>Showing % "More of an issue on social media platforms". Ranked by Teens.</i> | Teens | Adults |
|---|--------------|---------------|
| Spread of misinformation or disinformation | 73% | 69% |
| Negative social comparisons impacting mental health | 71% | 63% |
| Violent, extremist, or criminal content being spread | 63% | 61% |
| Personalized algorithms leading to addiction | 61% | 57% |
| Suicide, self-harm, or eating disorder related content | 59% | 59% |
| Inappropriate content being shown to minors | 57% | 58% |
| Online bullying or social exclusion | 54% | 56% |
| Online grooming or other inappropriate contact to minors | 48% | 44% |
| Scams and/or extortion | 44% | 46% |
| Creation and distribution of child sexual abuse material (CSAM) | 42% | 44% |
| Sale of illegal drugs, including vapes, to minors | 35% | 32% |

| For each of the following potential harms, please indicate whether you think the issue is more prevalent on social media apps or messaging platforms. <i>Showing % "More of an issue on messaging platforms". Ranked by Teens.</i> | Teens | Adults |
|--|--------------|---------------|
| Scams and/or extortion | 38% | 35% |
| Online bullying or social exclusion | 35% | 23% |
| Online grooming or other inappropriate contact to minors | 34% | 34% |
| Sale of illegal drugs, including vapes, to minors | 34% | 34% |
| Creation and distribution of child sexual abuse material (CSAM) | 27% | 26% |
| Inappropriate content being shown to minors | 26% | 20% |
| Suicide, self-harm, or eating disorder related content | 18% | 15% |
| Violent, extremist, or criminal content being spread | 15% | 15% |
| Spread of misinformation or disinformation | 15% | 13% |
| Personalized algorithms leading to addiction | 15% | 13% |
| Negative social comparisons impacting mental health | 14% | 13% |