
MARKET FACTS!

MARKET FACT #342

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4/5

of AUSTRALIANS are on Social Networks. Total population is currently 26 MILLION people.

DATE: September 11, 2024

COMMENT: Despite the number of WEBSITES in the world being currently around 2 BILLION (with around 200 MILLION being active), Social Networks (which are websites) [have gathered 4/5 of Australia's population](#). We know that Generation Z and Millennials are probably the most guilty for that. This means that some are addicted to it, others are working with it. Nonetheless, ATTENTION on Social platforms have never been this big for Australia. One more thing: [¾ of Australians aged 12 to 17 have used Youtube and Instagram](#).

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