

## YouGov Survey Results - Australia

Fieldwork: October 2016

	Gender		Age Group		
Total	Male	Female	18-34	35-54	55+

**Q1. Globalization is the word used to describe the increasing movement of products, ideas, money, jobs, culture and people around the world. Overall, do you think GLOBALIZATION is a force for good or bad for the world?**

Base	1000	490	510	310	350	340
Force for good	48%	49%	48%	51%	47%	48%
Force for bad	22%	28%	17%	19%	20%	28%
Don't know	29%	22%	36%	30%	33%	24%

**Q2. Thinking about international trade... Which ONE of the following comes closest to your view? - Australia**

Base	1000	490	510	310	350	340
Australia should be able to meet all of its own needs without needing to rely on imports from other countries	40%	39%	41%	39%	37%	43%
It's fine for Australia to import things it needs from other countries	54%	57%	51%	52%	55%	55%
Don't know	6%	4%	8%	8%	8%	2%

**Q3. Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Australia?**

Base	1000	490	510	310	350	340
Acceptable	37%	44%	30%	42%	38%	30%
Unacceptable	49%	46%	52%	36%	47%	64%
Don't know	14%	10%	18%	22%	15%	7%

**Q4. Overall, do you think immigrants from other countries into Australia have a positive or negative effect on the country?**

Base	1000	490	510	310	350	340
Positive	43%	50%	36%	45%	43%	40%
Neither positive nor negative	33%	29%	37%	32%	33%	34%
Negative	18%	18%	18%	15%	16%	23%
Don't know	6%	4%	9%	8%	8%	3%

## YouGov Survey Results - Australia

Fieldwork: October 2016

Total	Highest Education Level - Australia							
	Primary school (Year 1- Year 6)	Junior Secondary School (Year 7 - 10)	Senior Secondary School (Year 11- 12)	Diploma, Advanced diploma,Certificates I-IV, Associate degree or Vocational Education and Training and Higher Education	Bachelor degree and honours	Graduate Certificate, Graduate Diploma,Masters degree and Doctoral degree	Professional higher education (e.g. to qualify as a lawyer, accountant)	None of these

**Q1. Globalization is the word used to describe the increasing movement of products, ideas, money, jobs, culture and people around the world. Overall, do you think GLOBALIZATION is a force for good or bad for the world?**

Base	1000	-	98	182	330	232	98	44	17
Force for good	48%	-	42%	47%	44%	55%	54%	61%	34%
Force for bad	22%	-	22%	19%	26%	18%	28%	20%	18%
Don't know	29%	-	36%	34%	30%	27%	18%	19%	48%

**Q2. Thinking about international trade... Which ONE of the following comes closest to your view? - Australia**

Base	1000	-	98	182	330	232	98	44	17
Australia should be able to meet all of its own needs without needing to rely on imports from other countries	40%	-	55%	44%	44%	30%	29%	33%	40%
It's fine for Australia to import things it needs from other countries	54%	-	38%	51%	50%	63%	70%	60%	35%
Don't know	6%	-	7%	5%	6%	7%	2%	7%	24%

**Q3. Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Australia?**

Base	1000	-	98	182	330	232	98	44	17
Acceptable	37%	-	19%	28%	28%	52%	51%	67%	24%
Unacceptable	49%	-	71%	54%	56%	36%	40%	20%	53%
Don't know	14%	-	10%	18%	17%	11%	8%	13%	24%

**Q4. Overall, do you think immigrants from other countries into Australia have a positive or negative effect on the country?**

Base	1000	-	98	182	330	232	98	44	17
Positive	43%	-	25%	35%	38%	55%	53%	65%	11%
Neither positive nor negative	33%	-	43%	36%	32%	31%	27%	26%	47%
Negative	18%	-	29%	21%	23%	8%	14%	4%	29%
Don't know	6%	-	3%	8%	7%	6%	5%	5%	13%

## YouGov Survey Results - Australia

Fieldwork: October 2016

Total	Income Group			Marital Status						
	Lower income group (Below AUD 6,000)	Medium income group (AUD 6,000 - 7,999)	Higher income group (AUD 8,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

**Q1. Globalization is the word used to describe the increasing movement of products, ideas, money, jobs, culture and people around the world. Overall, do you think GLOBALIZATION is a force for good or bad for the world?**

Base	1000	554	77	187	452	126	56	19	73	29	245
Force for good	48%	49%	51%	53%	50%	50%	44%	43%	51%	61%	44%
Force for bad	22%	23%	30%	21%	21%	23%	23%	34%	26%	16%	23%
Don't know	29%	29%	18%	26%	29%	27%	32%	23%	24%	23%	33%

**Q2. Thinking about international trade... Which ONE of the following comes closest to your view? - Australia**

Base	1000	554	77	187	452	126	56	19	73	29	245
Australia should be able to meet all of its own needs without needing to rely on imports from other countries	40%	43%	43%	37%	44%	33%	46%	38%	44%	39%	34%
It's fine for Australia to import things it needs from other countries	54%	51%	53%	59%	52%	62%	47%	62%	54%	51%	56%
Don't know	6%	5%	5%	4%	4%	6%	7%	-	1%	10%	10%

**Q3. Generally speaking, do you think it is acceptable or unacceptable for foreign investors to buy companies in Australia?**

Base	1000	554	77	187	452	126	56	19	73	29	245
Acceptable	37%	33%	47%	42%	38%	35%	25%	14%	29%	39%	41%
Unacceptable	49%	53%	44%	43%	51%	42%	51%	86%	66%	48%	41%
Don't know	14%	14%	9%	14%	11%	23%	25%	-	5%	13%	18%

**Q4. Overall, do you think immigrants from other countries into Australia have a positive or negative effect on the country?**

Base	1000	554	77	187	452	126	56	19	73	29	245
Positive	43%	42%	48%	46%	42%	45%	32%	39%	38%	27%	47%
Neither positive nor negative	33%	35%	34%	24%	32%	32%	30%	42%	36%	50%	32%
Negative	18%	18%	15%	21%	20%	15%	31%	19%	24%	10%	13%
Don't know	6%	5%	3%	9%	5%	9%	7%	-	3%	13%	7%

	Gender		Age Group		
Total	Male	Female	18-34	35-54	55+

**Q5. Thinking about immigration... Which ONE of the following would you say is closest to your view?**

	Base	1000	490	510	310	350	340
Immigration is enriching and adding to the traditional culture of my country	44%	47%	40%	51%	42%	38%	
Immigration is eroding the traditional culture of my country	35%	36%	35%	22%	34%	49%	
Immigration has little effect on the traditional culture of my country	11%	11%	12%	13%	12%	9%	
Don't know	10%	6%	14%	14%	12%	4%	

**Q6. To what extent do you agree or disagree with each of the following statements? - Globalization has mostly benefited the wealthy rather than ordinary citizens**

	Base	1000	490	510	310	350	340
Strongly agree	26%	31%	21%	27%	21%	29%	
Somewhat agree	30%	32%	28%	27%	30%	32%	
Neither agree nor disagree	25%	21%	30%	26%	29%	21%	
Somewhat disagree	8%	9%	8%	7%	8%	9%	
Strongly disagree	4%	5%	3%	3%	4%	6%	
Don't know	7%	3%	10%	9%	8%	3%	
Mean	3.69	3.76	3.63	3.73	3.63	3.73	

**Q6. To what extent do you agree or disagree with each of the following statements? - A country is stronger when its people have a shared and common culture**

	Base	1000	490	510	310	350	340
Strongly agree	30%	33%	26%	26%	25%	37%	
Somewhat agree	37%	38%	36%	34%	36%	40%	
Neither agree nor disagree	21%	18%	25%	27%	24%	13%	
Somewhat disagree	7%	7%	6%	8%	8%	5%	
Strongly disagree	3%	3%	4%	3%	3%	3%	
Don't know	2%	1%	3%	1%	4%	1%	
Mean	3.84	3.92	3.77	3.73	3.75	4.04	

**Q6. To what extent do you agree or disagree with each of the following statements? - Multiculturalism is a negative result of globalization**

	Base	1000	490	510	310	350	340
Strongly agree	12%	15%	10%	12%	8%	16%	
Somewhat agree	16%	16%	16%	10%	16%	22%	
Neither agree nor disagree	25%	25%	26%	24%	28%	24%	
Somewhat disagree	21%	21%	20%	19%	22%	21%	
Strongly disagree	21%	21%	22%	31%	19%	15%	
Don't know	5%	2%	7%	4%	7%	2%	
Mean	2.76	2.82	2.70	2.50	2.71	3.04	

Highest Education Level - Australia									
Total	Primary school (Year 1- Year 6)	Junior Secondary School (Year 7 - 10)	Senior Secondary School (Year 11- 12)	Diploma, Advanced diploma,Certificates I-IV, Associate degree or Vocational Education and Training and Higher Education	Bachelor degree and honours	Graduate Certificate, Graduate Diploma,Masters degree and Doctoral degree	Professional higher education (e.g. to qualify as a lawyer, accountant)	None of these	

**Q5. Thinking about immigration... Which ONE of the following would you say is closest to your view?**

Base	1000	-	98	182	330	232	98	44	17
Immigration is enriching and adding to the traditional culture of my country	44%	-	28%	37%	35%	64%	51%	56%	11%
Immigration is eroding the traditional culture of my country	35%	-	52%	34%	44%	20%	28%	26%	52%
Immigration has little effect on the traditional culture of my country	11%	-	9%	14%	11%	10%	12%	16%	12%
Don't know	10%	-	11%	15%	10%	7%	9%	2%	25%

**Q6. To what extent do you agree or disagree with each of the following statements? - Globalization has mostly benefited the wealthy rather than ordinary citizens**

Base	1000	-	98	182	330	232	98	44	17
Strongly agree	26%	-	29%	21%	29%	25%	28%	20%	18%
Somewhat agree	30%	-	30%	27%	29%	29%	34%	42%	25%
Neither agree nor disagree	25%	-	17%	34%	22%	28%	23%	23%	35%
Somewhat disagree	8%	-	5%	7%	9%	9%	7%	5%	18%
Strongly disagree	4%	-	9%	3%	2%	5%	7%	7%	-
Don't know	7%	-	11%	8%	8%	4%	1%	4%	5%
Mean	3.69	-	3.74	3.60	3.80	3.62	3.71	3.68	3.45

**Q6. To what extent do you agree or disagree with each of the following statements? - A country is stronger when its people have a shared and common culture**

Base	1000	-	98	182	330	232	98	44	17
Strongly agree	30%	-	36%	23%	29%	28%	29%	29%	18%
Somewhat agree	37%	-	34%	38%	35%	37%	40%	41%	41%
Neither agree nor disagree	21%	-	16%	29%	20%	19%	21%	19%	30%
Somewhat disagree	7%	-	3%	7%	7%	8%	8%	7%	11%
Strongly disagree	3%	-	7%	2%	3%	4%	3%	-	-
Don't know	2%	-	3%	2%	3%	2%	-	4%	-
Mean	3.84	-	3.92	3.74	3.91	3.80	3.81	3.96	3.66

**Q6. To what extent do you agree or disagree with each of the following statements? - Multiculturalism is a negative result of globalization**

Base	1000	-	98	182	330	232	98	44	17
Strongly agree	12%	-	18%	11%	12%	10%	12%	13%	11%
Somewhat agree	16%	-	17%	16%	19%	13%	15%	13%	18%
Neither agree nor disagree	25%	-	26%	28%	28%	20%	17%	33%	48%
Somewhat disagree	21%	-	17%	22%	17%	26%	22%	16%	18%
Strongly disagree	21%	-	11%	19%	19%	27%	34%	25%	-
Don't know	5%	-	12%	3%	5%	5%	-	-	6%
Mean	2.76	-	3.15	2.79	2.88	2.50	2.49	2.74	3.23

Total	Income Group			Marital Status						
	Lower income group (Below AUD 6,000)	Medium income group (AUD 6,000 - 7,999)	Higher income group (AUD 8,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

**Q5. Thinking about immigration... Which ONE of the following would you say is closest to your view?**

Base	1000	554	77	187	452	126	56	19	73	29	245
Immigration is enriching and adding to the traditional culture of my country	44%	43%	55%	43%	42%	44%	43%	43%	43%	36%	47%
Immigration is eroding the traditional culture of my country	35%	36%	30%	37%	40%	35%	38%	43%	49%	32%	22%
Immigration has little effect on the traditional culture of my country	11%	11%	10%	14%	11%	10%	9%	14%	4%	9%	16%
Don't know	10%	10%	5%	6%	7%	11%	9%	-	5%	22%	15%

**Q6. To what extent do you agree or disagree with each of the following statements? - Globalization has mostly benefited the wealthy rather than ordinary citizens**

Base	1000	554	77	187	452	126	56	19	73	29	245
Strongly agree	26%	29%	21%	24%	26%	20%	33%	34%	30%	23%	26%
Somewhat agree	30%	29%	34%	32%	30%	30%	25%	28%	37%	42%	27%
Neither agree nor disagree	25%	25%	20%	21%	26%	25%	28%	24%	17%	9%	28%
Somewhat disagree	8%	7%	19%	9%	8%	13%	5%	9%	7%	10%	6%
Strongly disagree	4%	4%	1%	7%	4%	5%	4%	5%	-	-	4%
Don't know	7%	6%	4%	7%	6%	6%	4%	-	4%	16%	8%
Mean	3.69	3.76	3.58	3.61	3.69	3.50	3.82	3.77	3.83	3.92	3.70

**Q6. To what extent do you agree or disagree with each of the following statements? - A country is stronger when its people have a shared and common culture**

Base	1000	554	77	187	452	126	56	19	73	29	245
Strongly agree	30%	31%	25%	29%	33%	25%	21%	42%	30%	33%	26%
Somewhat agree	37%	36%	40%	36%	37%	34%	44%	48%	39%	51%	33%
Neither agree nor disagree	21%	23%	22%	16%	19%	28%	30%	10%	17%	6%	23%
Somewhat disagree	7%	6%	10%	10%	5%	8%	3%	-	5%	3%	12%
Strongly disagree	3%	2%	2%	6%	5%	1%	2%	-	5%	-	3%
Don't know	2%	2%	-	3%	1%	4%	-	-	4%	6%	2%
Mean	3.84	3.91	3.76	3.73	3.90	3.77	3.78	4.32	3.89	4.22	3.68

**Q6. To what extent do you agree or disagree with each of the following statements? - Multiculturalism is a negative result of globalization**

Base	1000	554	77	187	452	126	56	19	73	29	245
Strongly agree	12%	12%	7%	14%	14%	7%	12%	4%	19%	13%	10%
Somewhat agree	16%	15%	17%	19%	19%	16%	15%	19%	18%	23%	8%
Neither agree nor disagree	25%	27%	29%	16%	24%	26%	30%	38%	22%	19%	27%
Somewhat disagree	21%	20%	32%	23%	21%	21%	19%	14%	19%	25%	21%
Strongly disagree	21%	21%	15%	23%	17%	25%	20%	19%	16%	10%	30%
Don't know	5%	5%	-	5%	5%	4%	3%	5%	6%	10%	4%
Mean	2.76	2.76	2.70	2.78	2.91	2.58	2.80	2.75	3.04	3.03	2.45

	Gender		Age Group		
Total	Male	Female	18-34	35-54	55+

**Q7. Which ONE of the following best describes the way you feel about Australia?**

Base	1000	490	510	310	350	340
Australia is the best country in the world	34%	34%	34%	23%	31%	47%
Australia is better than most other countries	41%	43%	40%	41%	42%	41%
Australia is as good as most other countries	16%	15%	18%	24%	17%	8%
Australia is not as good as most other countries	4%	5%	4%	5%	6%	2%
Australia is the worst country in the world	1%	0%	1%	1%	0%	0%
Don't know	4%	3%	4%	6%	4%	2%

**Q8. If you had the opportunity to move to any country of your choice, would you take it? Please select the option that best applies.**

Base	1000	490	510	310	350	340
Yes, definitely	14%	15%	14%	20%	18%	5%
Yes, probably	26%	29%	24%	35%	26%	19%
No, probably not	28%	27%	30%	25%	26%	33%
No, definitely not	23%	23%	22%	10%	20%	37%
Don't know	8%	6%	11%	10%	9%	6%

**Q9. Who would you rather was president of the USA?**

Base	1000	490	510	310	350	340
Donald Trump	17%	23%	10%	16%	15%	19%
Hillary Clinton	60%	57%	63%	58%	63%	59%
Don't know	23%	20%	27%	26%	22%	22%

**Q10. Do you think the world has got better or worse in the past 12 months, or has there been no change?**

Base	1000	490	510	310	350	340
Better	6%	7%	4%	8%	6%	3%
No change	25%	27%	23%	27%	28%	21%
Worse	62%	63%	62%	54%	60%	73%
Don't know	7%	3%	10%	12%	6%	3%

Highest Education Level - Australia									
Total	Primary school (Year 1- Year 6)	Junior Secondary School (Year 7 - 10)	Senior Secondary School (Year 11- 12)	Diploma, Advanced diploma,Certificates I-IV, Associate degree or Vocational Education and Training and Higher Education	Bachelor degree and honours	Graduate Certificate, Graduate Diploma,Masters degree and Doctoral degree	Professional higher education (e.g. to qualify as a lawyer, accountant)	None of these	

**Q7. Which ONE of the following best describes the way you feel about Australia?**

Base	1000	-	98	182	330	232	98	44	17
Australia is the best country in the world	34%	-	56%	35%	37%	29%	18%	16%	35%
Australia is better than most other countries	41%	-	31%	43%	41%	43%	47%	47%	23%
Australia is as good as most other countries	16%	-	5%	13%	15%	20%	25%	28%	12%
Australia is not as good as most other countries	4%	-	1%	7%	4%	6%	2%	5%	6%
Australia is the worst country in the world	1%	-	1%	-	0%	-	4%	-	-
Don't know	4%	-	7%	3%	3%	3%	4%	4%	24%

**Q8. If you had the opportunity to move to any country of your choice, would you take it? Please select the option that best applies.**

Base	1000	-	98	182	330	232	98	44	17
Yes, definitely	14%	-	7%	12%	13%	18%	18%	18%	17%
Yes, probably	26%	-	14%	23%	23%	33%	34%	43%	5%
No, probably not	28%	-	28%	34%	26%	28%	30%	22%	17%
No, definitely not	23%	-	40%	22%	28%	15%	12%	6%	35%
Don't know	8%	-	10%	9%	9%	6%	7%	11%	25%

**Q9. Who would you rather was president of the USA?**

Base	1000	-	98	182	330	232	98	44	17
Donald Trump	17%	-	19%	18%	16%	13%	20%	18%	30%
Hillary Clinton	60%	-	57%	61%	60%	61%	66%	58%	29%
Don't know	23%	-	24%	21%	24%	25%	15%	24%	41%

**Q10. Do you think the world has got better or worse in the past 12 months, or has there been no change?**

Base	1000	-	98	182	330	232	98	44	17
Better	6%	-	1%	4%	4%	11%	7%	7%	5%
No change	25%	-	14%	25%	25%	30%	25%	25%	29%
Worse	62%	-	75%	63%	66%	52%	62%	62%	54%
Don't know	7%	-	9%	8%	5%	8%	6%	7%	12%



Total	Income Group			Marital Status						
	Lower income group (Below AUD 6,000)	Medium income group (AUD 6,000 - 7,999)	Higher income group (AUD 8,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

**Q7. Which ONE of the following best describes the way you feel about Australia?**

Base	1000	554	77	187	452	126	56	19	73	29	245
Australia is the best country in the world	34%	36%	34%	33%	41%	29%	29%	43%	43%	47%	20%
Australia is better than most other countries	41%	38%	40%	46%	41%	53%	34%	33%	40%	40%	40%
Australia is as good as most other countries	16%	17%	16%	13%	12%	14%	15%	14%	15%	7%	27%
Australia is not as good as most other countries	4%	4%	5%	4%	4%	3%	15%	10%	1%	-	5%
Australia is the worst country in the world	1%	0%	-	2%	0%	-	-	-	-	-	1%
Don't know	4%	4%	4%	3%	3%	2%	7%	-	1%	6%	7%

**Q8. If you had the opportunity to move to any country of your choice, would you take it? Please select the option that best applies.**

Base	1000	554	77	187	452	126	56	19	73	29	245
Yes, definitely	14%	13%	12%	17%	11%	15%	18%	9%	8%	23%	20%
Yes, probably	26%	25%	30%	29%	23%	30%	35%	5%	25%	6%	33%
No, probably not	28%	28%	29%	30%	31%	33%	19%	24%	27%	44%	23%
No, definitely not	23%	26%	21%	19%	28%	14%	24%	57%	32%	21%	11%
Don't know	8%	8%	8%	5%	7%	8%	4%	4%	7%	6%	13%

**Q9. Who would you rather was president of the USA?**

Base	1000	554	77	187	452	126	56	19	73	29	245
Donald Trump	17%	17%	14%	18%	17%	14%	25%	9%	21%	26%	13%
Hillary Clinton	60%	59%	61%	65%	60%	63%	54%	62%	50%	48%	64%
Don't know	23%	24%	25%	17%	22%	24%	21%	29%	29%	26%	22%

**Q10. Do you think the world has got better or worse in the past 12 months, or has there been no change?**

Base	1000	554	77	187	452	126	56	19	73	29	245
Better	6%	5%	6%	7%	6%	7%	2%	-	3%	10%	6%
No change	25%	26%	32%	25%	26%	24%	10%	24%	23%	39%	28%
Worse	62%	62%	57%	63%	62%	63%	78%	71%	71%	49%	57%
Don't know	7%	7%	5%	5%	6%	6%	10%	5%	3%	3%	10%

	Gender		Age Group		
Total	Male	Female	18-34	35-54	55+

**Social networks - member of**

<b>Base</b>	1000	490	510	310	350	340
Facebook	75%	71%	78%	80%	76%	68%
Facebook Messenger	42%	38%	45%	54%	44%	28%
Twitter	18%	18%	19%	26%	20%	10%
LinkedIn	21%	27%	15%	20%	23%	20%
Google+	26%	27%	25%	22%	23%	33%
MySpace	-	-	-	-	-	-
Pinterest	15%	9%	22%	22%	13%	11%
Tumblr	6%	6%	6%	14%	5%	1%
Instagram	22%	14%	30%	43%	19%	6%
Vine	-	-	-	-	-	-
Snapchat	-	-	-	-	-	-
WeChat	-	-	-	-	-	-
Line	-	-	-	-	-	-
Vimeo	-	-	-	-	-	-
Tinder	-	-	-	-	-	-
Mindtalk	-	-	-	-	-	-
Path	-	-	-	-	-	-
Bebo	-	-	-	-	-	-
BeeTalk	-	-	-	-	-	-
Skype	32%	36%	27%	34%	28%	33%
Whatsapp	26%	28%	23%	40%	25%	14%
Sina Weibo	-	-	-	-	-	-
Other	-	-	-	-	-	-
Don't Know	-	-	-	-	-	-
Not applicable - I am not currently a member of any social networks	10%	11%	10%	6%	10%	15%

**State Australia**

<b>Base</b>	1000	490	510	310	350	340
New South Wales	31%	29%	32%	39%	27%	27%
Victoria	27%	29%	25%	23%	30%	26%
Queensland	20%	18%	22%	16%	22%	21%
South Australia	7%	7%	7%	6%	8%	7%
Western Australia	11%	12%	10%	10%	9%	15%
Tasmania	1%	1%	1%	1%	1%	1%
Northern Territory	1%	1%	1%	1%	1%	1%
Australian Capital Territory	2%	2%	3%	4%	2%	2%

**State Australia - Combined**

<b>Base</b>	1000	490	510	310	350	340
ACT-NSW	33%	32%	34%	43%	29%	29%
TAS-VIC	28%	30%	26%	24%	32%	27%
NT-SA	8%	8%	8%	7%	9%	8%
QLD	20%	18%	22%	16%	22%	21%
WA	11%	12%	10%	10%	9%	15%

Highest Education Level - Australia									
	Total	Primary school (Year 1- Year 6)	Junior Secondary School (Year 7 - 10)	Senior Secondary School (Year 11- 12)	Diploma, Advanced diploma,Certificates I-IV, Associate degree or Vocational Education and Training and Higher Education	Bachelor degree and honours	Graduate Certificate, Graduate Diploma,Masters degree and Doctoral degree	Professional higher education (e.g. to qualify as a lawyer, accountant)	None of these
<b>Social networks - member of</b>									
Base	1000	-	98	182	330	232	98	44	17
Facebook	75%	-	71%	78%	75%	78%	68%	65%	65%
Facebook Messenger	42%	-	36%	49%	40%	45%	40%	38%	6%
Twitter	18%	-	11%	18%	19%	19%	23%	14%	18%
LinkedIn	21%	-	9%	11%	14%	31%	40%	42%	29%
Google+	26%	-	32%	28%	22%	28%	23%	22%	47%
MySpace	-	-	-	-	-	-	-	-	-
Pinterest	15%	-	12%	16%	16%	17%	14%	11%	12%
Tumblr	6%	-	3%	11%	5%	7%	7%	4%	6%
Instagram	22%	-	11%	32%	18%	27%	27%	7%	6%
Vine	-	-	-	-	-	-	-	-	-
Snapchat	-	-	-	-	-	-	-	-	-
WeChat	-	-	-	-	-	-	-	-	-
Line	-	-	-	-	-	-	-	-	-
Vimeo	-	-	-	-	-	-	-	-	-
Tinder	-	-	-	-	-	-	-	-	-
Mindtalk	-	-	-	-	-	-	-	-	-
Path	-	-	-	-	-	-	-	-	-
Bebo	-	-	-	-	-	-	-	-	-
BeeTalk	-	-	-	-	-	-	-	-	-
Skype	32%	-	24%	29%	26%	39%	39%	47%	23%
Whatsapp	26%	-	8%	18%	13%	46%	44%	49%	6%
Sina Weibo	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-
Don't Know	-	-	-	-	-	-	-	-	-
Not applicable - I am not currently a member of any social networks	10%	-	13%	14%	12%	7%	10%	5%	-
<b>State Australia</b>									
Base	1000	-	98	182	330	232	98	44	17
New South Wales	31%	-	21%	22%	33%	34%	33%	44%	38%
Victoria	27%	-	22%	30%	23%	33%	27%	21%	23%
Queensland	20%	-	28%	28%	20%	14%	16%	4%	22%
South Australia	7%	-	10%	7%	10%	6%	-	6%	-
Western Australia	11%	-	15%	10%	9%	9%	19%	15%	16%
Tasmania	1%	-	2%	1%	3%	-	-	2%	-
Northern Territory	1%	-	1%	0%	1%	1%	-	2%	-
Australian Capital Territory	2%	-	1%	3%	2%	2%	5%	5%	-
<b>State Australia - Combined</b>									
Base	1000	-	98	182	330	232	98	44	17
ACT-NSW	33%	-	22%	24%	35%	36%	38%	49%	38%
TAS-VIC	28%	-	23%	31%	25%	33%	27%	24%	23%
NT-SA	8%	-	11%	7%	11%	7%	-	8%	-
QLD	20%	-	28%	28%	20%	14%	16%	4%	22%
WA	11%	-	15%	10%	9%	9%	19%	15%	16%

**Social networks - member of**

	Total	Income Group			Marital Status						
		Lower income group (Below AUD 6,000)	Medium income group (AUD 6,000 - 7,999)	Higher income group (AUD 8,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single
Base	1000	554	77	187	452	126	56	19	73	29	245
Facebook	75%	72%	80%	82%	72%	77%	81%	62%	78%	67%	77%
Facebook Messenger	42%	38%	54%	47%	36%	49%	57%	19%	44%	41%	45%
Twitter	18%	17%	22%	22%	14%	21%	18%	5%	18%	17%	26%
LinkedIn	21%	18%	17%	33%	23%	29%	10%	19%	15%	22%	17%
Google+	26%	24%	20%	29%	28%	27%	15%	14%	28%	41%	22%
MySpace	-	-	-	-	-	-	-	-	-	-	-
Pinterest	15%	13%	21%	18%	15%	17%	16%	9%	17%	13%	16%
Tumblr	6%	3%	10%	12%	3%	8%	8%	-	3%	10%	12%
Instagram	22%	19%	29%	24%	15%	30%	40%	-	15%	20%	32%
Vine	-	-	-	-	-	-	-	-	-	-	-
Snapchat	-	-	-	-	-	-	-	-	-	-	-
WeChat	-	-	-	-	-	-	-	-	-	-	-
Line	-	-	-	-	-	-	-	-	-	-	-
Vimeo	-	-	-	-	-	-	-	-	-	-	-
Tinder	-	-	-	-	-	-	-	-	-	-	-
Mindtalk	-	-	-	-	-	-	-	-	-	-	-
Path	-	-	-	-	-	-	-	-	-	-	-
Bebo	-	-	-	-	-	-	-	-	-	-	-
BeeTalk	-	-	-	-	-	-	-	-	-	-	-
Skype	32%	30%	35%	36%	34%	28%	32%	33%	32%	22%	30%
Whatsapp	26%	21%	39%	31%	28%	24%	25%	10%	9%	22%	30%
Sina Weibo	-	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-
Don't Know	-	-	-	-	-	-	-	-	-	-	-
Currently a member of any social networks	10%	12%	7%	7%	12%	10%	4%	19%	14%	10%	9%

**State Australia**

<b>Base</b>	1000	554	77	187	452	126	56	19	73	29	245
New South Wales	31%	27%	45%	33%	30%	30%	33%	44%	27%	23%	32%
Victoria	27%	27%	26%	25%	25%	25%	20%	19%	31%	29%	32%
Queensland	20%	23%	16%	16%	22%	19%	24%	18%	19%	22%	16%
South Australia	7%	8%	4%	9%	6%	10%	9%	9%	9%	10%	7%
Western Australia	11%	11%	5%	11%	13%	12%	8%	9%	9%	13%	8%
Tasmania	1%	2%	-	-	2%	1%	2%	-	1%	-	1%
Northern Territory	1%	0%	-	3%	0%	1%	-	-	-	3%	2%
Australian Capital Territory	2%	1%	5%	3%	2%	2%	5%	-	4%	-	2%

**State Australia - Combined**

<b>Base</b>	1000	554	77	187	452	126	56	19	73	29	245
ACT-NSW	33%	29%	50%	36%	33%	32%	38%	44%	31%	23%	34%
TAS-VIC	28%	29%	26%	25%	26%	26%	21%	19%	32%	29%	33%
NT-SA	8%	8%	4%	12%	6%	10%	9%	9%	9%	13%	9%
QLD	20%	23%	16%	16%	22%	19%	24%	18%	19%	22%	16%
WA	11%	11%	5%	11%	13%	12%	8%	9%	9%	13%	8%