

researchacma

Evidence
that informs

Communications and media in Australia series:

How we communicate Executive summary and key findings

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Executive summary



Using this report

This report contains the executive summary and key findings from our *How we communicate*, which is part of our *Media and communications in Australia* series.

An [interactive version](#) of the full report can be accessed on our website. We recommend this document is read in conjunction with the entire report as the key findings reference charts in the report. The website also has links to the methodology used, a data quality statement and a glossary of terms for the report. The data for all tables in the report can be directly exported from the interactive version.

How we communicate

Mobile phones remained the primary way Australians communicated in 2025, with almost all of us using them for calls or text messages. Our use of communication apps remained high and consistent with 2024 levels, while landline and payphone use declined.

Overall, our use of social media and communication websites or apps remained stable, though several platforms experienced notable shifts compared with 2024. Facebook was still the most widely used platform in 2025, followed by YouTube and Facebook Messenger, although Messenger usage fell compared with the previous year.

Services used to communicate

In 2025, mobile phones remained the dominant communication device, with almost all Australians using them for calls (98%) or SMS (96%) in the previous 6 months – unchanged from 2024. Landline use continued its long-term decline, falling to 12% (from 15% in 2024). This represents a substantial decline from 2017, when more than half of Australian adults (54%) used a landline phone for calls at home.

The drop in landline use was most pronounced among women (11%, down from 14%) and Australians aged 75 and over (34%, down from 45%). While those aged 75 and over were still most likely to use a landline, the rate of decline has been faster than that of younger Australians.

After an unexpected increase in 2024, the use of public payphones returned to 2% in 2025, with declines observed for all Australians aged over 25.

Use of communication apps, for messaging, voice calls or video calls, has remained steady since 2023. In 2025, 83% of us used at least one app to send messages or make video/voice call in the previous 6 months. While national use held steady, uptake increased in metropolitan areas, rising to 88% (up from 85% in 2024).

Communication preferences also varied by location. Australian adults in metropolitan areas were more likely than those in regional areas to use an app for messages, voice and video calls, and a tablet or computer for calls and texts. Meanwhile those in regional areas were more likely to use a landline for calls than those in metropolitan areas.

Communication and social media websites and apps

Almost all Australian adults (98%) used at least one communication or social media website/app for personal purposes in the previous 6 months, using an average of 5.5 platforms. These findings are consistent with 2024 results.

Facebook (78%) remained the most widely used platform in the previous 6 months, followed by YouTube (71%) and Facebook Messenger (71%). Messenger usage declined in 2025, from 74% in 2024. Other platforms recording declines compared with 2024 included Snapchat (21%, down from 24%) and X (14%, down from 16%).

Platforms that experienced growth in 2025 were Instagram (53%, from 50%), TikTok (30%, from 27%) and Reddit (25%, from 22%). Smaller platforms also saw gains, including Pinterest (20%, from 17%), Telegram (9%, from 7%) and Threads (8%, from 4%).

While most of us (82%) used a social media or communication website or app to actively engage with content, just over half (55%) used one to post or create content.

About the research

This report is based on an ACMA-commissioned nationally representative tracking survey seeking to understand consumer take-up, views and attitudes around communications and media services. Information about the sample and the ACMA annual consumer survey is in the [methodology](#).

Key findings

1. Services used

Base: Australian adults, 6 months to June 2025

- Mobile phone for calls or texts (SMS) were the 2 main communication services used for personal purposes.
 - Compared to 2024, more 25–34-year-olds used a mobile phone for calls (99%, up from 97%).
 - Fewer Australians aged 45–54 (97%, down from 99%) and 55–64 (96%, down from 99%) used mobile phones for text (SMS).
- Landline phone calls continued to fall (12%, down from 15% in 2024).
 - Females were less likely to use landlines (11%, down from 14% in 2024).
 - Despite those aged 75+ being the age group most likely to use landlines, their usage has dropped from 2024 (34%, down from 45%).
- Use of public payphones dropped after a record high in 2024 (2%, down from 4% in 2024).
 - Payphone usage fell for females (2% from 4%), and among those aged 25–34 (2%, from 6%), 45–54 (2%, from 5%), 65–74 (<0.5%, from 2%), and 75+ (0%, from 2%).
- Use of messaging/calling apps was stable in 2025, at 83%. However, usage increased for those living in metropolitan areas (88%, from 85% in 2024).
- Those living in metropolitan areas were more likely than those in regional areas to use: an app for messages, voice, or video calls (88%, compared to 79%), a tablet or computer for calls (36%, compared to 31%), and a tablet or computer for texts (31%, compared to 27%).

2. Use of apps for calls or messaging

Base: Australian adults, 6 months to June 2025

- Use of apps for messages was stable (77%) compared to 2024.
 - Females were more likely than males to use an app for messages (81%, compared to 72%), as were those living in metropolitan areas (82%, compared to 72% in regional areas).
- Voice calls via an app remained steady (63%) but were still lower than during the first COVID wave in 2020 (72%).
 - Females were more likely to use an app for voice calls (65%, compared to 60% of males).
 - Those living in metropolitan areas (68%) were more likely than those in regional areas (58%) to use an app for voice calls.
- Video calls via an app were used by 3 in 5 (61%), remaining stable from 2024 levels.
 - Females were more likely to use an app for video calls (66%, compared to 57% of males).
 - Those living in metropolitan areas (67%) were more likely than those in regional areas (56%) to use an app for video calls.

- Those aged 75+ were less likely than all younger age groups to have used an app for messages (48%), voice calls (36%) or video calls (32%).

3. Which websites or apps were used

Base: Australian adults, **6 months** to June 2025

- Almost all of us used a communication or social media website/app (98%, steady from 2024). Facebook (78%) remained the most widely used platform in the previous 6 months, followed by YouTube (71%) and Facebook Messenger (71%). Messenger usage declined in 2025, from 74% in 2024.
- Use of Instagram, TikTok, Reddit, Telegram, Threads and Pinterest increased from 2024.
 - Instagram increased to 53% (from 50%), with growth among those aged 35–44 (63%, from 57%), males (44%, from 40%), females (63%, from 60%) and those living in metropolitan areas (56%, from 52%).
 - TikTok increased to 30% (from 27%), with growth among those aged 35–44 (36%, from 28%) and 45–54 (25%, from 19%), males (23%, from 19%) and those living in metropolitan areas (33%, from 28%).
 - Reddit increased to 25% (from 22%), with growth among those aged 35–44 (33%, from 26%), 55–64 (14%, from 8%), and 75+ (5%, from <0.5%), females (23%, from 19%) and those living in metropolitan areas (28%, from 24%).
 - Pinterest increased to 20% (from 17%), with growth among those aged 25–34 (24%, from 18%), females (30%, from 26%) and those living in metropolitan areas (20%, from 16%).
 - Telegram increased to 9% (from 7%) and Threads increased to 8% (from 4%).
- Facebook Messenger, Snapchat and X usage declined from 2024.
 - Facebook Messenger usage declined to 71% (from 74%), with falls driven by females (78%, from 83%) and those living in metropolitan areas (70%, from 74%).
 - Snapchat declined to 21% (from 24%), with falls driven by females (27%, from 32%), those living in metropolitan areas (20%, from 23%), and those aged 18–24 (50%, from 60%).
 - X declined to 14% (from 16%).

Base: Australian adults, **previous 7 days** to June 2025

- Facebook (68%), Facebook Messenger (60%) and YouTube (56%) were the 3 most popular services.
- Instagram and TikTok use increased from 2024.
 - Instagram use increased to 45% (from 41%), with growth among those aged 35–44 (53%, from 47%), 45–54 (44%, from 37%), and 55–64 (33%, from 27%), males (35%, from 30%), females (55%, from 51%) and those living in metropolitan areas (47%, from 42%).
 - TikTok use increased to 23% (from 18%), with growth among those aged 18–24 (56%, from 46%), 35–44 (25%, from 17%), and 45–54 (17%, from 12%), males (16%, from 11%) and those living in metropolitan areas (25%, from 20%).
- Facebook Messenger and X use declined from 2024.

- Facebook Messenger use declined to 60% (from 63%), with falls driven by those aged 18–24 (50%, from 61%), females (67%, from 73%) and those living in metropolitan areas (58%, from 62%).
- X use declined to 9% (from 11%), with falls driven by those aged 18–24 (16%, from 24%) and 65–74 (4%, from 7%), and those living in regional areas (6%, from 9%).

4. The frequency of website/app use

Base: Australian adults who used each specific website/app, previous 6 months to June 2025

- 41% used Instagram multiple times a day, up from 37% in 2024. Increases from 2024 were among those aged 35–44 (49%, up from 34%) and 55–64 (25%, up from 17%), and males (38%, up from 30%).
 - Those in metropolitan areas (43%) were more likely than those in regional areas (35%) to use Instagram multiple times a day.
- 28% used WhatsApp multiple times a day, up from 24% in 2024. Increases from 2024 were among those aged 18–24 (27%, up from 12%) and 35–44 (42%, up from 35%), and males (30%, up from 25%).
 - Those aged 35–44 (42%) were more likely than all other age groups to use WhatsApp multiple times a day.
 - Those in metropolitan areas (31%) were more likely than those in regional areas (17%) to use WhatsApp multiple times a day.
- 7% used FaceTime multiple times a day, up from 5% in 2024. Increases from 2024 were among males (9%, up from 4%) and in those in metropolitan areas (8%, up from 5%).

5. What we used for messages and calls

Base: Australian adults, previous 7 days to June 2025

Used for messages

- Most of us used a communication or social media website/app for messages (84%), with females more likely than males (88%, compared to 81%).
- Use of Facebook Messenger, Facebook and Snapchat for messaging declined from 2024.
 - Facebook Messenger use declined to 55% (from 59%), with falls driven by those aged 18–24 (46%, from 59%) and 25–34 (67%, from 74%), females (62%, from 69%) and those living in metropolitan areas (52%, from 57%).
 - Facebook use declined to 14% (from 16%), with falls driven by those aged 45–54 (14%, from 20%), females (13%, from 16%) and those living in metropolitan areas (12%, from 15%).
 - Snapchat use declined to 12% (from 14%), with falls driven by those aged 25–34 (21%, from 27%), females (16% from 19%) and those living in metropolitan areas (10%, from 13%).
- Younger people (18–24) were heavier users of messaging on Instagram (51%), Snapchat (35%), TikTok (18%) and Discord (16%), compared to all other age groups.
- Females were more likely than males to use these websites/apps for sending messages – Facebook Messenger (62%, compared to 49%), Instagram (30%, compared to 18%), Snapchat (16%, compared to 8%), and TikTok (7%, compared to 4%).

- Males were more likely than females to use these website/apps for sending messages – Discord (8%, compared to 2%), Telegram (3%, compared to 2%).
- Those living in metropolitan areas were more likely than those living in regional areas to use these websites/apps for sending messages – WhatsApp (43%, compared to 25%), Instagram (26%, compared to 19%), Discord (7%, compared to 3%), TikTok (6%, compared to 4%).

Used for video/voice calls

- Almost 3 in 5 used a communication or social media website/app for video or voice calls (59%), with greater usage from 18–24-year-olds (78%) and those living in metropolitan areas (63%).
- Facebook Messenger (26%), WhatsApp (23%) and FaceTime (14%) were the 3 most used services for making video/voice calls.
 - WhatsApp use increased from 2024 (23%, up from 21%), with growth driven by those aged 18–24 (24%, from 16%) and males (25%, from 21%).
- Younger people (18–24) were more likely to use FaceTime (21%), Instagram (15%), Snapchat (15%) and Discord (11%) for video/voice calls compared to all other age groups.
- Females were more likely than males to use Facebook Messenger (30%, compared to 23%) and FaceTime (16%, compared to 11%) to make video/voice calls.

6. How websites or apps are used

Base: Australian adults, previous 7 days to June 2025

Used to actively engage with a piece of content

- 82%* of us used a website/app to actively engage with a piece of content. This includes sharing, commenting or liking a post.
- Facebook was the most popular platform to engage with content, and use has held steady at 48% overall. Even so, compared to 2024, there has been an increase in usage from those aged 18–24 (38%, up from 27%) and those living in regional areas (57%, up from 52%).
- Use of Instagram and TikTok to engage with content increased from 2024.
 - Active engagement with Instagram increased from 2024 (33%, up from 30%), with growth driven by those aged 45–54 (29%, from 24%) and 55–64 (22%, from 17%), males (26%, from 20%) and those living in metropolitan areas (35%, from 32%).
 - Active engagement with TikTok increased from 2024 (16%, up from 13%), with growth driven by those aged 18–24 (49%, from 40%) and 35–44 (16%, from 10%), males (11%, from 7%) and those living in metropolitan areas (18%, from 14%).
- The use of Facebook Messenger to engage with content declined to 31% (from 34%, in 2024), driven by those aged 55–64 (33%, from 40%), females (35%, from 42%) and those living in metropolitan areas (29%, from 33%).

Used to post or create a piece of content

- Just over half of us used a website/app to post or create content in 2025 (55%)*.
- Facebook (26%), Facebook Messenger (17%) and Instagram (17%) were the 3 most popular sites/apps for posting or creating a piece of content.

- Posting/creating content on Facebook was steady compared to 2024, although experienced increased use among those aged 18–24 (11%, up from 5%) and 25–34 (21%, up from 15%).
- Facebook Messenger use declined compared to 2024 (17%, down from 19%), driven by those aged 55–64 (21%, from 27%), females (19%, from 23%) and those living in metropolitan areas (15%, from 18%).
- Instagram use for posting or creating content was also steady from 2024 but saw increased use among those living in metropolitan areas (18% from 15%).

7. Number of websites or apps used – past 6 months

Base: Australian adults, 6 months to June 2025

- Almost three-quarters of us (72%) used an average of 4+ communication and social media websites/apps for personal purposes, with no major demographic shifts since 2024.
- Young adults aged 18–24 were more likely than all other age groups to use 4+ websites/apps (88%). As were females (77% compared to 67% of males) and those in metropolitan areas (75%, compared to 67% in regional areas).
- On average, we used 5.5 communication and social media websites/apps, stable from 2024.
- Adults aged 18–24 used a higher average number of websites/apps (7.2) than all other age groups, as did females (5.7, compared to 5.2 for males) and those living in metropolitan areas (5.7, compared to 4.9 in regional areas).

8. Number of websites apps used – past 7 days

Base: Australian adults, previous 7 days to June 2025

Used a communication and social media website/app

- Just over half of us (54%) used on average 4+ communication and social media websites/apps for personal purposes, a similar proportion to 2024.
- On average, we used 4.0 websites/apps, similar to 3.9 in 2024, with an increase for those aged 35–44 (4.7, up from 4.4) and males (3.8, up from 3.6).
- Those aged 18–24 used on average more websites/apps than all other age groups (5.3), as did females (4.3, compared to 3.8 for males) and people living in metropolitan areas (4.2, compared to 3.7 for regional areas).

Used to actively engage with a piece of content

- One-fifth (21%) used 4+ communication and social media websites to actively engage with content, stable from 2024.
- On average, we used 2.3 website/apps to actively engage with content, similar to 2.2 from 2024, with an increase for those aged 18–24 (3.3, up from 2.9) and males (2.1, up from 1.9).
- Females used more websites/apps to engage with content than males (2.4, compared to 2.1), as did people living in metropolitan areas (2.3, compared to 2.1 for regional areas).
- 18–24-year-olds used more websites/apps for engaging with content (3.3) than all other age groups.

Used for messages

- 9% of us used 4+ websites/apps for messages, a decline from 2024 (11%) across multiple demographics.
- Usage of 4+ websites/apps declined for those aged 18–24 (16%, from 23%), females (9% from 14%) and those living in metropolitan areas (9%, from 12%).
- We used an average of 1.7 social media or communication websites/apps for messages, less than in 2024 (1.8).
- Compared to 2024, those aged 18–24 used fewer websites or apps for messaging (2.3, from 2.6), as did females (1.8, from 2.0) and those living in metropolitan areas (1.8, from 1.9).
- Those aged 75+ were the least likely users of websites/apps for sending messages, with 48% having used no websites/apps for this purpose.

Used for voice or video calls

- On average, we use 0.9 social media or communication website/apps for voice or video calls.
- About 2 in 5 (41%) of us used no websites/apps to make a voice/video call, a decline from 2024 (45%), driven by 45–54-year-olds (40%, down from 48%) and males (43%, down from 48%).
- Those aged 75+ were more likely than all other age groups to have used no website/app to make a voice/video call.
- Those living in regional areas were more likely than their metropolitan counterparts to have not used a website/app for voice/video calls (49%, compared to 37%).

Used to post or create a piece of content

- We used, on average 1.1 social media or communication website/apps to post a piece of content, with close to half (46%) not using any website/app for this purpose.
- Despite no shift overall from 2024, there was a decline in those from metropolitan areas using no websites/apps to create content (44%, from 48%).
- Those aged 75+ were more likely than all other age groups to have not used a website/app to post or create content (61%).
- Males were more likely than females to not have used a website/app to post or create a piece of content (50%, compared to 41%).