Digital Nation Australia 2019

Facts, Stats and Closing the Digital Divide

# Offline Nation

* Low Income
* Older
* Uneducated

We don’t have all the essential skills

2.5 million Australians are not online - Australian Digital Inclusion Index, 2018

12% my ability is poor - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

## Non users (never use the internet)

9% of the Australian population are non users of the internet - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

26% of over 65s never use the internet - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

25% of disabled people never use the internet - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

9% CALD people never use the internet - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

9% indigenous people never use the internet - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

The national average ADII score is 60.2 - Australian Digital Inclusion Index, 2018

## Most likely to be excluded

* People aged over 65 yrs
* People with a disability
* People with less than 12 years education
* People not in the labour force
* Indigenous people
* People who earn less than $35,000
* Mobile only users

Australian Digital Inclusion Index, 2018

Mobile only: My 42.7 ADII score is 17 points below the national average - Australian Digital Inclusion Index, 2018

## Mobile-only internet access

1 in 5 (4 million people) access the internet only on a mobile device **-** Australian Digital Inclusion Index, 2018

78% of homeless people access the internet on a mobile device - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

## Be Connected learners

51% increased own digital skills - Be Connected Learner Progression Survey, Good Things Foundation, 2019

54% are more confident with digital - Be Connected Learner Progression Survey, Good Things Foundation, 2019

58% are more confident staying safe online - Be Connected Learner Progression Survey, Good Things Foundation, 2019

## Limited users (rarely engage with the internet)

17% of people are limited users, rarely engaging with the internet - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

## Why we are not online

63% of non users and 56% of limited users have no interest in the internet - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

24% of non users and 19% of limited users don’t know how to use the internet - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

35% of non users and 20% of limited users don’t have access to the internet - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

# ADII scores

The national average Australian Digital Inclusion Index (ADII) score is 60.2 - Australian Digital Inclusion Index, 2018

The ADII score is 8.5 points lower in rural areas than in capital cities - Australian Digital Inclusion Index, 2018

The ADII scores for each Australian state and territory are:

* Western Australia - 59.9
* Northern Territory - 58.8
* South Australia - 57.9
* Queensland - 58.9
* New South Wales - 60.5
* ACT - 66.4
* Victoria - 61.4
* Tasmania - 58.1

- Australian Digital Inclusion Index, 2018

# Crossing the digital divide

Factors to help people to cross the digital divide:

* Ability
* Access
* Affordability
* Broadband connection
* Local marketing
* Digital mentors
* Online learning resources
* Trusted support in the community

# Online Nation

* Better off
* Young
* Educated

## Engaged users (use the internet daily)

74% of people are engaged users, using the internet daily - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

86% of households have internet access - Household Use of Information Technology, Australia, 2016-17

91% of connected households get online using a desktop or laptop - Household Use of Information Technology, Australia, 2016-17

66% of households use a tablet - Household Use of Information Technology, Australia, 2016-17

18% of engaged users are socialisers (Prefer social-related online behaviours (e.g. games and communication) - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

25% of engaged users are pragmatics (Largely prefer practical behaviours (e.g. banking and information) - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

31% of engaged users are enthusiasts (typically use the internet, regardless of the activity) - Australia Post/ BehaviourWorks Australia Digital Inclusion Study, July 2016

88% of Australians own a smartphone - Deloitte Mobile Consumer Survey 2017

## Connected users

96% of nbn users socialise on the internet, compared to 74% of non nbn users

nbn users are twice as likely to undertake an online course - Connecting Australia Report, NBN Co/AlphaBeta, 2018

## Essential Digital Skills

* Be safe, legal and confident
* Handle information and content
* Transact
* Problem solve
* Communicate

## Benefits

Public Services: By moving government services online, government can realise a present value benefit of £17.9 billion - Digital government transformation, Deloitte, 2015

Social: 65% of people use social media to connect with friends or family - Yellow Social Media Report, Yellow, 2018

Health: Telehealth could save up to $3 billion a year to the nation’s healthcare system -CSIRO, 2018

Rural: Digital agriculture could increase the gross value of Australian agriculture production by $20.3 billion - An Analysis of the Potential of Digital Agriculture for the Australian Economy, Farm Institute, 2018

Business: 80% of small and medium businesses are delaying the adoption of technology that could offer them long-term benefits - The Digital Economy Strategy: Opening up the Conversation, Department of Industry, Innovation and Science, 2018

# Description of Digital Nation Australia 2019 image

The image is of an Australian landscape, divided down the middle by a river. On the left-hand side are the Offline Nation statistics. On the right hand side are the statistics for the Online Nation. Near to and crossing the river are the factors that help people to cross the digital divide.

Along the bottom right hand side of the image are the Benefits statistics. In the sky of the landscape are the Essential Digital Skills and ADII scores by state/territory on a map of Australia.

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