



Measuring Australia's Digital Divide

The Australian Digital
Inclusion Index 2019

Dataset 2014–2019



Powered by Roy Morgan



2019	Australia	Capitals	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT*
	ACCESS										
Internet Access	87.9	89.3	83.9	87.5	88.9	87.5	87.8	88.2	83.9	91.8	85.6
Internet Technology	80.4	81.2	77.3	80.1	81.0	79.7	80.6	80.3	79.9	82.5	80.6
Internet Data Allowance	58.7	60.5	53.1	57.8	60.9	59.3	56.9	57.1	52.9	62.4	56.5
	75.7	77.0	71.4	75.1	76.9	75.5	75.1	75.2	72.2	78.9	74.3
AFFORDABILITY											
Relative Expenditure	54.6	56.7	47.1	56.5	54.5	51.4	52.5	54.7	49.2	67.1	62.0
Value of Expenditure	63.9	65.5	58.3	63.3	66.1	64.4	61.7	60.8	62.6	66.5	63.9
	59.2	61.1	52.7	59.9	60.3	57.9	57.1	57.8	55.9	66.8	62.9
DIGITAL ABILITY											
Attitudes	51.2	53.3	44.2	51.1	52.4	50.8	48.7	50.1	46.4	59.3	55.0
Basic Skills	58.1	60.9	50.1	57.5	60.5	56.1	56.6	58.8	52.8	62.6	60.8
Activities	43.1	45.7	35.1	42.6	45.1	41.4	40.3	43.6	39.6	49.8	51.1
	50.8	53.3	43.1	50.4	52.7	49.4	48.5	50.8	46.3	57.2	55.6
DIGITAL INCLUSION INDEX	61.9	63.8	55.7	61.8	63.3	60.9	60.2	61.3	58.1	67.6	64.3

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2018	Australia	Capitals	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT*
	ACCESS										
Internet Access	87.1	88.8	82.3	86.9	88.5	86.5	85.5	87.1	83.8	90.9	86.3
Internet Technology	78.6	79.9	74.6	78.6	79.6	78.3	76.8	77.7	80.3	78.8	79.9
Internet Data Allowance	54.5	56.7	47.8	54.7	55.9	54.6	51.0	53.2	50.7	57.9	48.6
	73.4	75.1	68.2	73.4	74.7	73.1	71.1	72.7	71.6	75.9	71.6
AFFORDABILITY											
Relative Expenditure	54.3	56.9	47.1	56.8	53.9	51.6	51.5	54.3	48.9	65.9	51.0
Value of Expenditure	61.0	63.4	53.2	62.1	62.0	59.9	57.4	58.9	58.6	68.6	53.8
	57.6	60.1	50.1	59.5	58.0	55.8	54.4	56.6	53.7	67.2	52.4
DIGITAL ABILITY											
Attitudes	50.9	53.1	44.8	51.4	52.1	49.5	48.8	51.1	45.1	54.2	50.2
Basic Skills	56.8	59.5	49.7	56.6	59.7	54.1	54.3	57.3	53.0	64.7	52.0
Activities	41.1	43.9	33.6	41.0	43.0	39.0	38.2	42.1	38.2	48.5	40.4
	49.6	52.1	42.7	49.6	51.6	47.6	47.1	50.2	45.5	55.8	47.5
DIGITAL INCLUSION INDEX	60.2	62.5	53.7	60.8	61.4	58.8	57.5	59.8	56.9	66.3	57.2

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2017	Australia	Capitals	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT**
	ACCESS										
Internet Access	85.4	86.9	80.8	85.4	86.4	84.5	83.8	86.3	79.8	88.1	81.5
Internet Technology	75.7	77.4	70.7	75.8	77.0	75.3	73.5	75.1	71.8	75.2	78.3
Internet Data Allowance	51.2	53.6	44.6	51.6	52.6	50.9	48.4	51.3	42.4	49.9	52.3
	70.8	72.7	65.4	70.9	72.0	70.2	68.6	70.9	64.7	71.1	70.7
AFFORDABILITY											
Relative Expenditure	54.9	57.1	48.1	57.6	54.2	54.1	50.1	53.1	45.5	65.8	58.6
Value of Expenditure	56.9	60.1	48.0	59.6	57.4	55.6	53.1	54.6	45.9	55.0	63.3
	55.9	58.6	48.0	58.6	55.8	54.8	51.6	53.9	45.7	60.4	60.9
DIGITAL ABILITY											
Attitudes	50.1	52.2	44.7	50.6	52.0	48.5	48.7	49.2	44.8	54.0	46.7
Basic Skills	53.3	55.5	46.8	53.7	55.6	50.9	51.1	53.7	44.1	59.7	49.4
Activities	38.4	40.3	33.0	39.3	39.2	36.5	35.9	39.5	30.8	46.1	37.9
	47.3	49.3	41.5	47.9	48.9	45.3	45.2	47.5	39.9	53.3	44.6
DIGITAL INCLUSION INDEX	58.0	60.2	51.6	59.1	58.9	56.8	55.1	57.4	50.1	61.6	58.8

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2016	Australia	Capitals	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT*
	ACCESS										
Internet Access	84.4	86.1	79.8	84.5	85.5	84.2	82.2	84.0	80.5	88.0	84.2
Internet Technology	73.0	74.9	68.0	72.9	74.6	72.8	70.5	72.2	69.1	76.9	75.5
Internet Data Allowance	45.7	48.2	39.0	45.6	47.1	45.9	43.5	44.6	38.1	48.9	47.6
	67.7	69.7	62.3	67.7	69.0	67.6	65.4	66.9	62.6	71.3	69.1
AFFORDABILITY											
Relative Expenditure	55.0	57.8	48.1	57.1	54.1	52.0	50.2	59.3	44.6	65.3	58.5
Value of Expenditure	52.9	56.8	43.1	54.2	55.9	51.3	47.3	50.5	43.8	54.3	53.2
	54.0	57.3	45.6	55.7	55.0	51.6	48.8	54.9	44.2	59.8	55.8
DIGITAL ABILITY											
Attitudes	49.2	51.2	43.6	50.7	49.4	48.6	46.8	46.9	42.6	57.0	47.7
Basic Skills	51.7	53.9	45.7	51.3	53.9	50.8	47.8	52.2	43.8	62.2	47.8
Activities	37.2	39.3	31.4	37.2	38.7	36.1	32.8	38.0	31.7	48.2	35.9
	46.0	48.1	40.2	46.4	47.3	45.1	42.5	45.7	39.4	55.8	43.8
DIGITAL INCLUSION INDEX	55.9	58.4	49.4	56.6	57.1	54.8	52.2	55.8	48.7	62.3	56.2

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2015	Australia	Capitals	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT*
	ACCESS										
Internet Access	83.3	85.2	77.7	82.7	83.5	83.3	82.0	84.4	79.7	91.2	88.3
Internet Technology	69.1	71.2	63.9	68.7	70.4	68.3	67.3	69.8	66.5	74.0	70.9
Internet Data Allowance	41.5	43.9	34.9	42.1	42.2	40.7	38.1	42.0	37.4	46.8	43.4
	64.6	66.8	58.8	64.5	65.4	64.1	62.5	65.4	61.2	70.7	67.5
AFFORDABILITY											
Relative Expenditure	58.7	61.6	51.6	59.5	58.3	56.0	52.5	64.9	53.9	74.6	65.0
Value of Expenditure	49.8	52.8	41.3	52.3	48.8	48.3	44.1	51.1	50.2	53.3	49.5
	54.3	57.2	46.4	55.9	53.6	52.1	48.3	58.0	52.0	64.0	57.3
DIGITAL ABILITY											
Attitudes	47.3	49.3	41.6	47.4	47.2	47.5	45.8	48.0	42.9	53.3	49.0
Basic Skills	49.7	53.0	41.1	49.2	50.3	49.2	48.2	51.0	44.2	58.6	57.5
Activities	36.1	39.2	28.5	35.9	35.9	35.4	35.6	38.4	31.2	43.3	44.4
	44.4	47.1	37.1	44.2	44.5	44.0	43.2	45.8	39.4	51.7	50.3
DIGITAL INCLUSION INDEX	54.4	57.0	47.4	54.9	54.5	53.4	51.3	56.4	50.9	62.1	58.4

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2014	Australia	Capitals	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT*
	ACCESS										
Internet Access	82.7	84.8	77.5	82.1	82.8	83.5	80.7	83.4	78.2	89.3	83.5
Internet Technology	68.2	70.9	62.5	68.0	69.8	68.2	66.0	67.1	63.8	69.6	68.7
Internet Data Allowance	40.8	44.1	33.5	41.3	42.7	40.1	37.1	40.1	34.2	43.5	39.7
	63.9	66.6	57.8	63.8	65.1	64.0	61.3	63.5	58.7	67.5	64.0
AFFORDABILITY											
Relative Expenditure	60.3	61.7	56.3	62.3	57.2	57.7	57.3	66.9	57.2	72.5	64.1
Value of Expenditure	51.6	55.9	42.9	55.1	52.9	47.6	46.8	50.0	49.8	51.8	51.0
	56.0	58.8	49.6	58.7	55.1	52.7	52.1	58.4	53.5	62.1	57.5
DIGITAL ABILITY											
Attitudes	45.9	48.0	40.5	46.4	46.8	45.3	42.0	46.5	40.1	55.9	36.9
Basic Skills	46.6	48.7	40.7	46.4	46.6	47.5	41.4	47.4	45.0	56.5	49.2
Activities	34.2	36.1	28.6	33.9	34.4	34.8	29.8	34.9	31.8	41.6	38.3
	42.2	44.3	36.6	42.2	42.6	42.6	37.7	43.0	39.0	51.3	41.5
DIGITAL INCLUSION INDEX	54.0	56.6	48.0	54.9	54.3	53.1	50.3	55.0	50.4	60.3	54.3

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2019	Australia	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	87.9	94.4	92.7	90.5	83.1	74.4	92.9	88.1	79.8	92.3	86.5	74.9	92.4	92.3	93.5	87.2	73.7	78.3	81.9	89.2
Internet Technology	80.4	86.4	84.7	82.5	76.4	68.7	84.0	78.5	74.9	83.9	79.5	70.7	82.0	84.4	84.9	79.6	70.3	73.5	69.9	81.1
Internet Data Allowance	58.7	68.5	65.3	61.6	52.8	42.8	65.2	58.3	48.2	63.0	58.5	45.9	61.6	69.4	66.2	55.6	40.1	50.2	53.4	63.5
	75.7	83.1	80.9	78.2	70.8	61.9	80.7	74.9	67.6	79.7	74.8	63.8	78.7	82.1	81.5	74.2	61.4	67.3	68.4	77.9
AFFORDABILITY																				
Relative Expenditure	54.6	84.9	65.1	46.0	30.1	11.3	59.4	46.5	47.7	58.7	50.9	46.1	58.8	51.3	58.4	57.1	45.8	38.8	49.7	54.9
Value of Expenditure	63.9	69.0	67.8	64.0	60.9	53.2	66.1	64.5	59.9	66.5	62.9	55.9	67.0	67.1	67.5	62.8	53.8	58.0	55.1	64.1
	59.2	77.0	66.5	55.0	45.5	32.2	62.8	55.5	53.8	62.6	56.9	51.0	62.9	59.2	62.9	59.9	49.8	48.4	52.4	59.5
DIGITAL ABILITY																				
Attitudes	51.2	59.2	54.7	52.5	43.7	37.1	56.1	54.5	42.5	55.5	45.8	34.8	63.6	61.2	54.4	44.3	34.2	43.3	50.4	61.2
Basic Skills	58.1	70.9	65.9	61.3	50.4	40.7	66.0	58.3	45.2	66.8	55.9	39.3	56.1	68.8	67.8	57.4	38.6	45.5	46.9	60.4
Activities	43.1	53.9	49.3	44.8	34.7	29.6	49.5	45.6	32.1	50.1	39.3	26.4	44.7	53.9	50.6	39.6	25.8	32.1	35.8	48.8
	50.8	61.4	56.6	52.9	42.9	35.8	57.2	52.8	40.0	57.5	47.0	33.5	54.8	61.3	57.6	47.1	32.8	40.3	44.4	56.8
DIGITAL INCLUSION INDEX	61.9	73.8	68.0	62.0	53.1	43.3	66.9	61.1	53.8	66.6	59.6	49.4	65.4	67.5	67.4	60.4	48.0	52.0	55.1	64.7

Source: Roy Morgan Single Source, March 2019.

2018	Australia	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	87.1	94.6	92.5	89.3	82.7	72.1	92.2	88.0	78.6	91.5	86.8	73.5	91.8	92.2	92.9	85.9	72.2	75.3	82.2	87.4
Internet Technology	78.6	84.5	84.0	80.6	75.2	66.2	82.5	78.8	72.0	82.5	78.7	68.2	80.4	83.4	82.8	77.9	68.0	70.8	73.0	79.4
Internet Data Allowance	54.5	63.8	62.2	57.2	47.9	38.8	60.9	56.5	43.4	59.4	54.5	40.7	57.6	65.7	61.8	51.0	35.9	48.2	49.4	59.6
	73.4	81.0	79.6	75.7	68.6	59.1	78.5	74.4	64.7	77.8	73.3	60.8	76.6	80.4	79.2	71.6	58.7	64.7	68.2	75.4
AFFORDABILITY																				
Relative Expenditure	54.3	85.9	65.4	46.2	30.1	11.9	58.7	48.2	47.4	58.1	50.4	46.3	60.6	52.6	57.4	55.2	44.3	39.1	47.1	56.2
Value of Expenditure	61.0	65.0	64.2	61.5	56.3	49.9	63.0	61.2	57.0	63.9	60.6	51.5	64.1	64.3	63.7	60.0	51.0	54.2	51.3	65.1
	57.6	75.4	64.8	53.9	43.2	30.9	60.9	54.7	52.2	61.0	55.5	48.9	62.3	58.4	60.6	57.6	47.7	46.7	49.2	60.6
DIGITAL ABILITY																				
Attitudes	50.9	58.1	54.3	51.2	44.5	36.4	55.2	56.5	42.6	54.1	48.0	34.8	64.7	60.1	53.3	44.4	34.1	42.3	53.6	59.5
Basic Skills	56.8	69.8	67.4	60.0	48.1	38.1	64.8	57.3	43.4	66.0	55.1	37.4	57.1	68.1	66.6	54.4	36.1	40.5	46.8	55.9
Activities	41.1	51.6	48.2	42.8	33.3	26.7	46.9	45.4	30.4	48.9	36.8	24.4	44.2	52.6	48.2	36.2	23.8	29.3	34.3	43.9
	49.6	59.8	56.6	51.3	42.0	33.7	55.7	53.1	38.8	56.3	46.6	32.2	55.3	60.3	56.0	45.0	31.4	37.4	44.9	53.1
DIGITAL INCLUSION INDEX	60.2	72.1	67.0	60.3	51.3	41.2	65.0	60.7	51.9	65.0	58.5	47.3	64.8	66.4	65.3	58.1	45.9	49.6	54.1	63.1

Source: Roy Morgan Single Source, March 2019.

2017	Australia	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	85.4	94.2	92.1	88.5	81.0	70.2	91.2	86.8	75.7	90.5	84.3	70.7	90.3	91.2	91.9	84.2	68.3	72.9	76.4	85.1
Internet Technology	75.7	82.5	80.9	78.0	72.3	62.8	80.1	75.8	68.7	79.4	74.7	65.5	78.7	80.2	80.5	74.8	63.5	67.0	68.0	75.8
Internet Data Allowance	51.2	61.7	58.4	53.7	46.3	36.0	58.2	52.3	40.0	55.3	50.5	38.4	55.3	61.5	59.6	47.4	31.6	42.4	44.4	55.5
	70.8	79.5	77.2	73.4	66.6	56.3	76.5	71.6	61.5	75.1	69.8	58.2	74.8	77.6	77.3	68.8	54.4	60.8	62.9	72.1
AFFORDABILITY																				
Relative Expenditure	54.9	85.6	66.9	49.5	30.1	13.4	58.5	48.4	49.8	59.4	50.6	46.9	60.6	52.7	57.5	55.3	47.0	38.5	53.4	56.3
Value of Expenditure	56.9	62.3	58.5	56.4	54.1	47.1	59.1	57.1	52.9	59.9	54.3	48.4	60.0	58.2	60.9	54.9	48.4	53.4	44.7	60.1
	55.9	74.0	62.7	52.9	42.1	30.3	58.8	52.7	51.3	59.7	52.5	47.6	60.3	55.4	59.2	55.1	47.7	45.9	49.0	58.2
DIGITAL ABILITY																				
Attitudes	50.1	58.7	53.8	50.8	44.2	37.4	54.7	56.1	41.7	54.0	46.6	34.1	63.0	59.5	53.8	42.7	33.3	40.8	51.2	56.4
Basic Skills	53.3	67.5	64.1	57.1	45.7	36.7	60.9	55.9	40.6	62.4	50.8	35.1	51.0	66.2	64.4	50.5	32.1	41.2	41.4	49.7
Activities	38.4	49.2	45.1	40.4	31.9	26.3	43.9	43.4	28.8	45.4	34.6	22.4	40.8	49.3	45.9	33.7	21.7	29.5	30.9	38.4
	47.3	58.5	54.3	49.4	40.6	33.5	53.2	51.8	37.0	53.9	44.0	30.6	51.6	58.4	54.7	42.3	29.0	37.2	41.2	48.2
DIGITAL INCLUSION INDEX	58.0	70.6	64.7	58.6	49.7	40.0	62.8	58.7	49.9	62.9	55.4	45.4	62.2	63.8	63.7	55.4	43.7	48.0	51.0	59.5

Source: Roy Morgan Single Source, March 2019.

2016	Australia	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	84.4	92.9	91.9	88.3	79.1	68.0	90.2	83.1	75.0	90.6	83.3	68.3	90.5	89.4	90.4	83.7	66.6	71.3	77.4	85.8
Internet Technology	73.0	80.2	78.9	76.1	69.2	59.7	77.5	71.5	65.8	77.6	72.4	61.8	75.8	77.5	77.2	72.9	60.7	63.9	64.8	74.5
Internet Data Allowance	45.7	54.4	54.4	49.8	39.5	30.5	52.1	42.9	35.6	51.0	44.7	32.6	48.9	55.1	51.0	43.4	29.2	36.3	38.9	49.5
	67.7	75.9	75.1	71.4	62.6	52.8	73.3	65.8	58.8	73.1	66.8	54.2	71.8	74.0	72.9	66.6	52.1	57.1	60.4	69.9
AFFORDABILITY																				
Relative Expenditure	55.0	86.4	67.6	48.7	31.8	14.4	58.7	45.0	50.4	59.7	50.5	48.1	59.5	49.2	58.0	57.1	48.7	41.7	46.7	53.7
Value of Expenditure	52.9	56.0	57.1	54.9	46.3	43.2	55.1	47.3	49.9	55.9	50.4	43.7	57.9	54.2	54.5	51.0	45.9	47.3	40.7	60.5
	54.0	71.2	62.3	51.8	39.0	28.8	56.9	46.1	50.1	57.8	50.4	45.9	58.7	51.7	56.3	54.1	47.3	44.5	43.7	57.1
DIGITAL ABILITY																				
Attitudes	49.2	56.2	52.9	49.6	43.5	36.9	52.9	53.6	42.0	53.9	46.2	31.6	64.3	60.7	49.9	41.5	31.8	42.2	48.0	57.2
Basic Skills	51.7	65.7	62.0	56.3	43.0	33.8	59.6	52.5	38.3	62.0	48.9	31.5	54.4	63.3	61.1	47.6	30.2	36.6	43.6	52.4
Activities	37.2	47.3	44.5	40.4	30.1	23.4	42.9	40.6	26.8	45.8	33.6	19.6	40.3	49.4	42.6	32.6	20.4	24.8	30.4	42.0
	46.0	56.4	53.2	48.8	38.8	31.4	51.8	48.9	35.7	53.9	42.9	27.6	53.0	57.8	51.2	40.6	27.5	34.6	40.6	50.5
DIGITAL INCLUSION INDEX	55.9	67.8	63.5	57.3	46.8	37.7	60.6	53.6	48.2	61.6	53.4	42.6	61.2	61.2	60.1	53.8	42.3	45.4	48.2	59.2

Source: Roy Morgan Single Source, March 2019.

2015	Australia	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	83.3	94.4	91.3	86.7	79.7	66.5	90.2	84.3	71.9	90.2	82.0	67.0	88.2	90.4	90.3	82.5	63.2	70.8	73.6	86.7
Internet Technology	69.1	77.4	75.9	72.6	66.7	56.7	74.2	68.9	61.0	74.2	68.1	58.5	71.2	73.4	74.9	68.7	55.4	59.9	59.2	71.5
Internet Data Allowance	41.5	53.0	49.7	45.2	37.7	28.2	47.8	41.6	31.4	47.5	39.4	30.5	42.3	47.6	49.2	40.2	25.8	32.3	31.5	45.5
	64.6	74.9	72.3	68.2	61.4	50.4	70.7	64.9	54.7	70.7	63.2	52.0	67.3	70.5	71.5	63.8	48.1	54.4	54.8	67.9
AFFORDABILITY																				
Relative Expenditure	58.7	86.7	69.7	55.7	36.7	17.5	61.0	51.8	56.1	63.5	55.7	51.5	61.1	56.4	58.3	62.5	54.3	41.9	50.3	59.2
Value of Expenditure	49.8	55.3	50.0	51.3	47.5	44.8	50.5	47.4	49.1	52.4	49.3	45.7	49.2	48.3	51.5	50.3	48.7	47.1	40.6	57.4
	54.3	71.0	59.8	53.5	42.1	31.2	55.7	49.6	52.6	57.9	52.5	48.6	55.2	52.4	54.9	56.4	51.5	44.5	45.5	58.3
DIGITAL ABILITY																				
Attitudes	47.3	55.1	51.2	47.5	43.0	34.7	51.3	52.4	39.8	53.0	43.0	31.9	59.8	56.4	50.0	41.5	30.5	38.0	36.3	55.7
Basic Skills	49.7	64.7	60.1	53.5	44.2	32.2	58.4	50.4	35.5	61.2	46.4	30.7	49.5	63.9	59.3	46.5	26.9	36.6	36.9	51.0
Activities	36.1	46.5	42.7	39.2	31.2	23.0	41.6	40.3	26.4	44.9	32.0	20.7	37.9	47.3	43.1	32.3	18.9	27.0	25.0	40.3
	44.4	55.4	51.3	46.7	39.5	30.0	50.5	47.7	33.9	53.0	40.5	27.8	49.0	55.9	50.8	40.1	25.4	33.8	32.7	49.0
DIGITAL INCLUSION INDEX	54.4	67.1	61.1	56.1	47.7	37.2	59.0	54.1	47.1	60.5	52.1	42.8	57.2	59.6	59.0	53.4	41.7	44.2	44.3	58.4

Source: Roy Morgan Single Source, March 2019.

2014	Australia	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	82.7	93.3	91.6	87.1	79.7	62.9	90.4	82.3	70.2	90.0	81.9	64.7	89.8	90.6	90.0	80.8	59.8	68.5	75.5	85.9
Internet Technology	68.2	77.5	75.6	70.6	66.1	53.6	73.7	67.8	59.4	73.6	67.7	56.2	72.4	74.0	74.2	66.4	52.4	59.1	61.6	70.3
Internet Data Allowance	40.8	52.3	49.7	43.3	37.3	25.8	47.4	37.9	30.8	47.4	39.7	28.0	43.3	49.1	48.1	37.6	24.1	30.7	31.9	45.2
	63.9	74.3	72.3	67.0	61.0	47.4	70.5	62.7	53.4	70.3	63.1	49.6	68.5	71.2	70.8	61.6	45.4	52.8	56.3	67.1
AFFORDABILITY																				
Relative Expenditure	60.3	86.7	72.0	58.8	39.9	18.0	63.3	51.3	56.1	64.9	56.7	53.5	62.5	56.8	60.3	64.0	56.3	44.3	55.4	60.7
Value of Expenditure	51.6	52.7	50.0	50.1	51.9	48.1	50.9	47.4	54.1	52.3	50.1	48.4	52.3	47.3	51.0	52.1	57.8	50.3	36.2	58.8
	56.0	69.7	61.0	54.5	45.9	33.1	57.1	49.3	55.1	58.6	53.4	51.0	57.4	52.0	55.6	58.1	57.1	47.3	45.8	59.7
DIGITAL ABILITY																				
Attitudes	45.9	55.8	51.4	46.3	41.9	32.2	50.8	52.2	36.7	51.2	42.2	29.8	62.2	56.3	46.6	38.8	27.8	34.5	42.2	54.5
Basic Skills	46.6	63.1	57.6	50.8	40.8	27.0	56.1	45.9	31.2	58.1	43.7	26.9	48.9	61.8	56.7	41.3	21.8	28.8	35.9	47.9
Activities	34.2	44.5	41.8	37.3	30.2	20.3	40.4	37.7	23.3	42.9	31.4	17.4	37.7	46.7	39.9	29.3	16.3	22.0	22.8	40.4
	42.2	54.5	50.2	44.8	37.6	26.5	49.1	45.3	30.4	50.7	39.1	24.7	49.6	54.9	47.7	36.5	22.0	28.4	33.6	47.6
DIGITAL INCLUSION INDEX	54.0	66.2	61.2	55.4	48.2	35.7	58.9	52.4	46.3	59.9	51.9	41.8	58.5	59.4	58.0	52.0	41.5	42.8	45.2	58.2

Source: Roy Morgan Single Source, March 2019.

2019	Australia	NSW	Sydney	Rural NSW	North	North West	South	Central	South West	Outer West	Gosford & Wyong	Newcastle	Wollongong	North East NSW	South Coast NSW	North West NSW	Murray & Murrumbidgee	Hunter*
ACCESS																		
Internet Access	87.9	87.5	89.2	83.4	90.6	88.4	87.6	91.9	86.7	89.3	87.2	86.0	88.5	82.2	85.8	86.7	79.8	82.9
Internet Technology	80.4	80.1	80.6	76.3	81.0	80.7	77.0	82.9	81.2	80.8	84.1	83.5	85.2	73.1	80.3	79.7	75.4	75.6
Internet Data Allowance	58.7	57.8	60.0	51.5	53.8	61.9	59.6	60.8	64.1	61.2	58.3	57.1	60.9	49.9	54.1	55.2	48.7	49.8
	75.7	75.1	76.6	70.4	75.1	77.0	74.7	78.5	77.3	77.1	76.5	75.5	78.2	68.4	73.4	73.8	67.9	69.4
AFFORDABILITY																		
Relative Expenditure	54.6	56.5	60.1	48.7	65.4	58.1	61.0	61.6	54.3	56.1	50.3	55.2	54.8	48.7	51.9	48.0	41.7	56.3
Value of Expenditure	63.9	63.3	63.7	59.1	62.1	63.0	63.8	63.6	65.6	66.4	67.4	69.2	66.2	54.8	62.9	60.7	62.6	60.3
	59.2	59.9	61.9	53.9	63.7	60.6	62.4	62.6	60.0	61.2	58.9	62.2	60.5	51.8	57.4	54.4	52.1	58.3
DIGITAL ABILITY																		
Attitudes	51.2	51.1	55.1	43.2	54.6	54.3	55.7	57.6	54.5	51.6	43.8	47.5	49.1	41.9	44.2	47.7	41.2	39.8
Basic Skills	58.1	57.5	61.1	48.6	63.1	58.8	58.0	67.7	56.2	61.2	59.2	56.6	55.1	49.7	45.9	50.8	45.9	50.3
Activities	43.1	42.6	46.5	33.0	50.0	45.5	42.4	53.7	40.3	42.7	41.4	41.8	40.9	32.7	32.4	35.0	31.8	33.9
	50.8	50.4	54.3	41.6	55.9	52.9	52.0	59.7	50.4	51.8	48.1	48.6	48.4	41.5	40.8	44.5	39.6	41.3
DIGITAL INCLUSION INDEX	61.9	61.8	64.2	55.3	64.9	63.5	63.1	66.9	62.5	63.4	61.2	62.1	62.4	53.9	57.2	57.6	53.2	56.3

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2018	Australia	NSW	Sydney	Rural NSW	North	North West	South	Central	South West	Outer West	Gosford & Wyong	Newcastle	Wollongong	North East NSW	South Coast NSW	North West NSW	Murray & Murrumbidgee	Hunter**
ACCESS																		
Internet Access	87.1	86.9	88.9	82.4	89.6	87.9	88.7	91.6	87.2	85.6	86.2	84.4	88.6	82.4	87.1	80.1	78.0	83.7
Internet Technology	78.6	78.6	79.8	73.7	78.7	81.5	78.1	82.4	78.9	75.6	82.6	80.0	83.6	71.8	75.9	76.9	71.8	74.0
Internet Data Allowance	54.5	54.7	57.4	48.4	54.1	58.5	58.1	61.4	58.2	48.8	55.1	51.0	57.8	46.9	50.0	54.0	45.1	45.6
	73.4	73.4	75.4	68.2	74.1	76.0	75.0	78.4	74.8	70.0	74.6	71.8	76.7	67.0	71.0	70.3	64.9	67.8
AFFORDABILITY																		
Relative Expenditure	54.3	56.8	61.4	48.0	64.0	60.9	60.1	65.4	56.8	55.5	50.3	51.4	53.4	44.0	56.0	45.5	46.7	56.9
Value of Expenditure	61.0	62.1	65.4	53.8	66.9	65.6	66.9	64.4	65.0	60.6	62.2	59.8	62.6	52.9	53.1	60.5	48.2	57.0
	57.6	59.5	63.4	50.9	65.5	63.3	63.5	64.9	60.9	58.0	56.3	55.6	58.0	48.4	54.6	53.0	47.4	56.9
DIGITAL ABILITY																		
Attitudes	50.9	51.4	54.1	45.6	51.6	53.4	53.9	58.9	55.8	45.6	48.9	48.6	52.6	44.0	51.4	46.0	44.1	39.5
Basic Skills	56.8	56.6	59.1	51.0	60.1	56.6	59.9	64.0	54.2	57.1	54.8	51.9	62.6	50.5	56.6	49.3	45.6	53.1
Activities	41.1	41.0	44.0	34.2	45.5	41.6	40.8	50.0	42.8	39.8	38.5	38.0	44.0	33.3	39.7	32.8	31.6	32.5
	49.6	49.6	52.4	43.6	52.4	50.5	51.5	57.6	50.9	47.5	47.4	46.2	53.1	42.6	49.2	42.7	40.4	41.7
DIGITAL INCLUSION INDEX	60.2	60.8	63.7	54.2	64.0	63.3	63.3	67.0	62.2	58.5	59.4	57.9	62.6	52.7	58.3	55.3	50.9	55.5

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2017	Australia	NSW	Sydney	Rural NSW	North	North West	South	Central	South West	Outer West	Gosford & Wyong	Newcastle	Wollongong*	North East NSW	South Coast NSW	North West NSW	Murray & Murrumbidgee	Hunter**
ACCESS																		
Internet Access	85.4	85.4	87.8	79.7	88.1	87.9	87.9	90.9	83.8	85.9	84.6	84.7	85.7	78.9	80.2	81.0	79.2	79.8
Internet Technology	75.7	75.8	78.3	69.6	79.7	78.8	78.5	78.7	74.2	79.4	77.1	73.3	79.1	69.5	71.0	69.8	68.1	68.0
Internet Data Allowance	51.2	51.6	54.5	45.5	53.7	55.1	55.9	56.7	50.2	54.3	50.9	48.0	52.6	45.3	43.7	48.7	43.8	47.6
	70.8	70.9	73.6	64.9	73.8	74.0	74.1	75.4	69.4	73.2	70.9	68.6	72.5	64.6	65.0	66.5	63.7	65.1
AFFORDABILITY																		
Relative Expenditure	54.9	57.6	62.4	50.1	71.5	59.0	62.2	67.6	51.6	53.5	50.6	51.9	46.2	49.1	57.9	45.2	53.0	38.4
Value of Expenditure	56.9	59.6	63.6	50.7	63.6	65.0	67.0	62.2	59.1	63.8	58.3	57.4	56.0	47.7	52.4	50.3	54.6	57.9
	55.9	58.6	63.0	50.4	67.6	62.0	64.6	64.9	55.4	58.6	54.4	54.7	51.1	48.4	55.1	47.7	53.8	48.1
DIGITAL ABILITY																		
Attitudes	50.1	50.6	53.2	46.2	56.5	52.6	49.5	58.7	47.9	50.1	52.2	46.8	42.7	46.6	44.7	46.4	45.1	50.7
Basic Skills	53.3	53.7	55.6	47.2	60.1	49.8	54.6	65.2	43.4	59.8	59.3	56.1	54.1	46.5	47.6	49.1	44.5	51.1
Activities	38.4	39.3	41.5	34.0	46.3	36.2	38.7	52.2	30.4	42.3	40.4	38.8	39.4	34.2	35.4	34.2	29.2	38.1
	47.3	47.9	50.1	42.5	54.3	46.2	47.6	58.7	40.6	50.7	50.6	47.3	45.4	42.4	42.6	43.2	39.6	46.6
DIGITAL INCLUSION INDEX	58.0	59.1	62.2	52.6	65.2	60.7	62.1	66.3	55.1	60.9	58.6	56.9	56.3	51.8	54.2	52.5	52.4	53.3

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2016	Australia	NSW	Sydney	Rural NSW	North	North West	South	Central	South West	Outer West	Gosford & Wyong	Newcastle	Wollongong	North East NSW	South Coast NSW	North West NSW	Murray & Murrumbidgee	Hunter*
ACCESS																		
Internet Access	84.4	84.5	87.0	78.9	88.8	85.9	85.6	91.3	84.6	82.5	80.3	82.1	88.2	78.7	79.0	78.3	82.1	73.9
Internet Technology	73.0	72.9	75.7	67.6	76.1	75.7	76.0	77.0	73.5	74.1	68.6	69.2	75.9	68.6	66.9	67.8	68.5	58.7
Internet Data Allowance	45.7	45.6	48.4	40.1	48.5	47.9	50.2	48.1	49.5	44.8	38.5	43.7	49.8	40.5	38.5	42.3	42.6	29.7
	67.7	67.7	70.4	62.2	71.1	69.8	70.6	72.1	69.2	67.2	62.4	65.0	71.3	62.6	61.5	62.8	64.4	54.1
AFFORDABILITY																		
Relative Expenditure	55.0	57.1	63.0	46.7	68.2	59.9	64.4	67.9	54.5	58.4	49.7	49.8	50.3	45.7	51.6	47.8	41.0	45.9
Value of Expenditure	52.9	54.2	58.5	45.6	56.3	61.1	61.5	58.0	55.8	56.4	43.7	49.4	57.4	50.6	40.1	45.4	44.9	32.4
	54.0	55.7	60.7	46.1	62.3	60.5	63.0	62.9	55.1	57.4	46.7	49.6	53.8	48.1	45.9	46.6	43.0	39.1
DIGITAL ABILITY																		
Attitudes	49.2	50.7	53.8	44.1	55.7	52.7	54.1	58.7	49.1	48.1	46.1	49.2	50.6	42.9	43.3	44.9	51.3	33.6
Basic Skills	51.7	51.3	53.8	45.9	55.1	51.8	52.3	63.1	45.3	52.9	46.6	50.4	54.0	46.8	45.6	46.2	47.8	33.3
Activities	37.2	37.2	40.0	31.8	40.0	37.9	38.8	50.2	33.1	35.2	32.6	34.3	38.1	31.1	35.3	30.9	31.5	25.8
	46.0	46.4	49.2	40.6	50.3	47.5	48.4	57.3	42.5	45.4	41.8	44.6	47.6	40.3	41.4	40.7	43.6	30.9
DIGITAL INCLUSION INDEX	55.9	56.6	60.1	49.6	61.2	59.3	60.7	64.1	55.6	56.7	50.3	53.1	57.6	50.3	49.6	50.0	50.3	41.4

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2015	Australia	NSW	Sydney	Rural NSW	North	North West	South	Central	South West	Outer West	Gosford & Wyong	Newcastle	Wollongong	North East NSW	South Coast NSW	North West NSW	Murray & Murrumbidgee	Hunter*
ACCESS																		
Internet Access	83.3	82.7	85.6	77.2	88.1	87.1	80.5	88.2	82.3	85.3	83.3	81.4	73.6	73.0	81.4	76.3	80.6	85.6
Internet Technology	69.1	68.7	71.7	63.7	72.4	74.7	70.4	71.2	68.7	70.0	68.0	64.4	62.5	63.4	65.3	61.0	62.8	71.7
Internet Data Allowance	41.5	42.1	44.6	36.3	43.1	49.5	45.8	43.7	39.9	41.9	44.3	43.3	33.3	33.3	38.5	35.8	38.0	48.5
	64.6	64.5	67.3	59.1	67.9	70.4	65.6	67.7	63.6	65.8	65.2	63.0	56.4	56.6	61.7	57.7	60.5	68.6
AFFORDABILITY																		
Relative Expenditure	58.7	59.5	63.1	55.2	75.6	55.3	67.1	63.0	56.1	59.6	55.0	45.8	60.7	51.9	60.6	62.1	49.4	48.2
Value of Expenditure	49.8	52.3	55.0	44.7	54.0	62.4	65.3	47.3	45.5	52.4	54.6	52.9	48.4	43.3	43.9	50.2	40.7	48.5
	54.3	55.9	59.1	50.0	64.8	58.8	66.2	55.2	50.8	56.0	54.8	49.4	54.5	47.6	52.2	56.2	45.1	48.3
DIGITAL ABILITY																		
Attitudes	47.3	47.4	50.3	40.1	53.3	52.7	45.0	51.9	47.5	47.9	49.7	47.1	47.2	39.3	37.4	42.0	39.8	50.4
Basic Skills	49.7	49.2	52.9	40.6	56.6	52.9	46.4	59.9	43.9	54.5	49.6	50.4	42.8	35.8	45.9	34.8	49.5	52.5
Activities	36.1	35.9	39.3	29.1	42.6	42.4	33.7	43.7	31.8	33.8	36.3	34.2	29.9	26.9	31.6	23.2	35.3	40.1
	44.4	44.2	47.5	36.6	50.8	49.3	41.7	51.8	41.1	45.4	45.2	43.9	40.0	34.0	38.3	33.3	41.5	47.7
DIGITAL INCLUSION INDEX	54.4	54.9	58.0	48.5	61.2	59.5	57.8	58.2	51.9	55.7	55.1	52.1	50.3	46.1	50.8	49.1	49.0	54.9

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2014	Australia	NSW	Sydney	Rural NSW	North	North West	South	Central	South West	Outer West	Gosford & Wyong	Newcastle	Wollongong	North East NSW	South Coast NSW	North West NSW	Murray & Murrum.	Hunter**
ACCESS																		
Internet Access	82.7	82.1	84.6	76.9	86.3	86.1	82.7	85.1	80.2	-	82.1	80.9	81.4	80.6	77.4	74.4	69.2	76.1
Internet Technology	68.2	68.0	71.0	62.4	74.6	72.5	69.8	67.9	68.8	-	65.7	67.0	64.7	63.8	62.7	61.2	58.2	65.8
Internet Data Allowance	40.8	41.3	44.8	33.4	47.4	46.9	42.4	42.7	42.8	-	39.1	42.6	38.6	35.2	33.5	31.8	28.3	38.2
	63.9	63.8	66.8	57.5	69.5	68.5	65.0	65.2	63.9	-	62.3	63.5	61.6	59.9	57.9	55.8	51.9	60.0
AFFORDABILITY																		
Relative Expenditure	60.3	62.3	65.1	58.8	68.5	63.6	69.1	65.0	58.7	-	53.8	58.2	57.1	59.9	55.3	64.4	45.4	75.8
Value of Expenditure	51.6	55.1	60.8	45.9	59.7	62.7	63.7	59.3	57.2	-	48.9	47.2	44.0	51.5	38.2	48.2	33.7	51.0
	56.0	58.7	62.9	52.4	64.1	63.2	66.4	62.2	57.9	-	51.4	52.7	50.5	55.7	46.7	56.3	39.5	63.4
DIGITAL ABILITY																		
Attitudes	45.9	46.4	48.8	41.1	55.8	46.8	47.0	49.9	43.3	-	42.4	45.0	50.2	40.4	43.9	39.6	40.3	43.5
Basic Skills	46.6	46.4	48.7	38.2	52.3	46.7	42.8	57.9	41.1	-	46.4	49.0	58.4	39.2	48.6	30.3	34.3	30.1
Activities	34.2	33.9	36.5	26.4	41.8	32.7	33.5	44.4	28.1	-	33.8	35.0	41.7	27.3	31.8	23.2	22.5	20.7
	42.2	42.2	44.7	35.3	49.9	42.1	41.1	50.7	37.5	-	40.9	43.0	50.1	35.7	41.4	31.0	32.3	31.4
DIGITAL INCLUSION INDEX	54.0	54.9	58.1	48.4	61.2	57.9	57.5	59.4	53.1	-	51.5	53.1	54.1	50.4	48.7	47.7	41.3	51.6

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2019	NSW	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	87.5	93.3	92.3	90.2	82.9	71.9	92.7	88.6	79.4	92.0	86.2	73.5	91.8	90.9	93.0	87.4	74.0	75.6	78.0	88.9
Internet Technology	80.1	86.3	83.9	82.0	75.5	68.1	83.7	79.7	74.8	83.4	78.7	70.9	81.9	83.5	83.8	79.9	71.3	70.4	69.3	81.3
Internet Data Allowance	57.8	67.1	66.1	59.4	50.2	42.4	64.6	58.7	47.1	62.3	56.8	46.8	59.1	67.4	64.2	56.6	41.1	48.0	50.6	63.6
	75.1	82.3	80.8	77.2	69.6	60.8	80.3	75.6	67.1	79.2	73.9	63.7	77.6	80.6	80.4	74.6	62.1	64.7	66.0	77.9
AFFORDABILITY																				
Relative Expenditure	56.5	84.3	64.2	47.6	32.6	13.1	60.6	49.6	51.1	60.4	53.4	46.6	59.6	54.5	59.3	60.3	47.3	39.3	50.3	56.3
Value of Expenditure	63.3	67.2	67.3	62.9	59.4	56.1	63.9	66.8	61.5	65.8	62.6	57.5	65.4	64.4	65.4	64.7	55.6	55.8	55.0	62.9
	59.9	75.8	65.8	55.3	46.0	34.6	62.3	58.2	56.3	63.1	58.0	52.1	62.5	59.5	62.4	62.5	51.5	47.5	52.6	59.6
DIGITAL ABILITY																				
Attitudes	51.1	60.4	55.8	49.6	42.5	35.5	56.8	50.8	42.3	54.3	44.8	34.4	65.5	59.7	53.4	45.5	33.9	37.9	42.3	61.4
Basic Skills	57.5	69.9	64.3	58.5	50.4	39.0	65.5	60.7	44.9	65.4	54.4	38.1	57.2	66.2	66.3	58.2	38.4	39.7	43.3	60.3
Activities	42.6	53.4	48.5	41.6	35.2	28.9	49.2	46.6	31.8	48.5	37.7	26.2	46.8	51.1	48.3	40.4	26.5	28.8	31.8	48.3
	50.4	61.2	56.2	49.9	42.7	34.5	57.2	52.7	39.7	56.1	45.6	32.9	56.5	59.0	56.0	48.0	32.9	35.5	39.1	56.7
DIGITAL INCLUSION INDEX	61.8	73.1	67.6	60.8	52.8	43.3	66.6	62.2	54.4	66.1	59.2	49.6	65.5	66.3	66.2	61.7	48.8	49.2	52.6	64.7

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2018	NSW	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians*	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	86.9	94.5	92.7	88.7	82.4	69.6	92.5	86.5	77.6	91.2	85.7	71.0	93.8	90.9	92.7	85.7	71.3	75.5	78.9	86.3
Internet Technology	78.6	84.9	85.1	79.7	75.1	63.4	82.9	76.5	71.8	82.7	77.8	65.8	82.2	83.6	81.3	78.4	68.0	70.4	70.1	79.6
Internet Data Allowance	54.7	63.8	64.2	56.1	47.8	36.4	61.5	53.8	43.6	60.8	53.6	37.0	59.4	67.5	59.7	52.5	35.4	47.3	41.2	60.3
	73.4	81.1	80.7	74.8	68.4	56.5	79.0	72.3	64.3	78.2	72.3	58.0	78.4	80.7	77.9	72.2	58.2	64.4	63.4	75.4
AFFORDABILITY																				
Relative Expenditure	56.8	87.3	66.1	48.6	31.2	13.6	61.8	47.5	49.0	60.2	53.4	47.3	63.6	54.3	59.6	58.0	47.0	43.1	45.0	59.1
Value of Expenditure	62.1	66.7	63.8	62.4	59.8	48.6	64.5	59.6	57.9	65.8	61.6	49.3	66.4	66.5	62.0	62.7	52.3	51.4	40.6	68.9
	59.5	77.0	64.9	55.5	45.5	31.1	63.2	53.6	53.4	63.0	57.5	48.3	65.0	60.4	60.8	60.4	49.7	47.3	42.8	64.0
DIGITAL ABILITY																				
Attitudes	51.4	59.5	53.9	51.6	44.1	35.2	56.7	53.8	42.1	54.7	46.0	33.5	68.0	58.2	54.2	45.2	34.0	42.3	50.8	60.5
Basic Skills	56.6	69.8	68.7	58.0	46.4	37.0	64.3	55.9	43.7	65.5	51.0	36.5	60.3	63.3	66.4	55.7	36.1	42.4	42.4	54.0
Activities	41.0	51.3	50.0	39.7	33.2	25.6	47.0	43.5	30.6	48.3	33.7	24.1	45.6	49.8	48.5	37.0	24.0	29.5	28.8	43.6
	49.6	60.2	57.5	49.8	41.2	32.6	56.0	51.1	38.8	56.2	43.5	31.4	57.9	57.1	56.4	45.9	31.4	38.1	40.7	52.7
DIGITAL INCLUSION INDEX	60.8	72.8	67.7	60.0	51.7	40.0	66.0	59.0	52.2	65.8	57.8	45.9	67.1	66.1	65.0	59.5	46.4	49.9	49.0	64.0

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2017	NSW	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians*	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	85.4	94.6	92.1	87.6	81.1	69.6	91.9	86.3	75.6	90.7	83.3	68.4	90.5	92.8	92.1	84.1	67.4	70.7	77.1	86.3
Internet Technology	75.8	83.0	80.6	78.2	72.1	63.1	80.2	76.1	69.2	80.0	73.3	63.4	78.5	81.4	80.6	74.9	63.5	65.7	67.8	76.6
Internet Data Allowance	51.6	63.5	58.9	53.7	46.6	35.4	59.0	54.0	40.4	56.2	48.7	36.9	56.2	62.5	60.9	46.9	31.7	39.3	42.5	56.8
	70.9	80.4	77.2	73.2	66.6	56.0	77.0	72.1	61.7	75.6	68.5	56.2	75.1	78.9	77.9	68.6	54.2	58.6	62.5	73.3
AFFORDABILITY																				
Relative Expenditure	57.6	87.5	69.0	50.9	30.5	12.6	61.2	50.9	52.9	62.4	50.7	48.7	65.6	55.2	59.9	57.3	49.0	39.2	56.5	60.2
Value of Expenditure	59.6	67.6	62.7	57.5	58.7	48.7	62.0	60.6	55.3	63.8	54.5	49.8	62.4	61.5	63.4	57.1	52.1	56.7	41.9	60.9
	58.6	77.5	65.8	54.2	44.6	30.7	61.6	55.8	54.1	63.1	52.6	49.3	64.0	58.3	61.6	57.2	50.6	47.9	49.2	60.5
DIGITAL ABILITY																				
Attitudes	50.6	57.5	54.5	49.7	45.3	37.3	55.0	56.6	43.1	53.5	45.7	34.7	64.2	60.6	53.6	43.5	34.0	39.0	55.4	55.9
Basic Skills	53.7	69.6	65.1	56.3	47.3	34.6	62.1	53.9	41.2	63.0	48.6	34.6	50.7	66.5	65.8	51.7	32.1	37.6	41.7	49.6
Activities	39.3	51.1	47.8	40.3	33.0	25.2	45.8	41.9	29.3	47.0	32.9	22.9	40.0	51.2	47.4	35.6	22.2	26.1	32.3	37.4
	47.9	59.4	55.8	48.8	41.8	32.3	54.3	50.8	37.9	54.5	42.4	30.7	51.7	59.4	55.6	43.6	29.4	34.2	43.1	47.7
DIGITAL INCLUSION INDEX	59.1	72.4	66.3	58.7	51.0	39.7	64.3	59.6	51.2	64.4	54.5	45.4	63.6	65.6	65.0	56.5	44.7	46.9	51.6	60.5

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2016	NSW	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	84.5	93.2	91.8	87.2	76.5	66.8	90.3	83.9	75.0	90.7	83.0	65.1	92.2	88.9	90.8	83.0	66.4	68.0	81.9	87.6
Internet Technology	72.9	80.9	78.9	74.8	67.6	58.9	77.5	71.7	65.6	78.1	71.8	59.5	75.7	77.0	77.9	72.5	60.5	62.6	68.9	75.4
Internet Data Allowance	45.6	54.9	55.4	48.1	38.1	29.4	52.5	43.9	34.8	52.1	44.2	29.5	49.5	54.4	52.4	42.8	28.8	33.5	42.4	50.9
	67.7	76.3	75.3	70.0	60.7	51.7	73.4	66.5	58.5	73.6	66.4	51.4	72.5	73.4	73.7	66.1	51.9	54.7	64.4	71.3
AFFORDABILITY																				
Relative Expenditure	57.1	87.2	67.7	50.7	32.4	15.9	62.1	43.5	50.9	60.8	50.0	50.6	60.8	49.5	61.0	60.0	50.8	34.2	47.8	58.9
Value of Expenditure	54.2	59.7	57.6	54.7	48.1	42.5	56.9	50.4	49.9	59.4	52.0	43.2	57.0	51.5	59.5	52.8	46.8	43.0	42.6	60.3
	55.7	73.4	62.6	52.7	40.2	29.2	59.5	46.9	50.4	60.1	51.0	46.9	58.9	50.5	60.3	56.4	48.8	38.6	45.2	59.6
DIGITAL ABILITY																				
Attitudes	50.7	55.9	55.2	51.1	44.2	36.2	54.5	56.5	43.3	56.1	45.5	31.1	67.4	62.2	52.4	41.7	32.7	44.5	49.8	60.1
Basic Skills	51.3	65.5	61.6	55.1	38.5	32.5	60.0	51.9	36.9	61.7	47.1	27.4	54.5	61.8	61.6	47.5	30.0	34.4	54.0	53.6
Activities	37.2	48.2	45.7	39.8	28.8	21.3	44.4	39.6	24.9	46.3	31.6	17.2	38.8	50.4	44.3	32.3	20.3	23.6	38.5	42.1
	46.4	56.5	54.2	48.7	37.2	30.0	53.0	49.3	35.1	54.7	41.4	25.2	53.6	58.1	52.8	40.5	27.6	34.2	47.4	51.9
DIGITAL INCLUSION INDEX	56.6	68.8	64.0	57.1	46.1	37.0	62.0	54.2	48.0	62.8	52.9	41.2	61.7	60.7	62.3	54.3	42.8	42.5	52.3	60.9

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2015	NSW	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians*	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	82.7	93.2	89.9	85.4	80.2	65.3	90.4	86.3	70.0	89.2	80.1	64.5	90.3	91.3	89.4	82.6	60.2	70.6	79.2	87.4
Internet Technology	68.7	76.1	74.8	71.7	67.5	56.0	74.7	70.1	59.0	73.8	67.2	55.9	72.8	73.4	75.1	67.8	53.4	59.3	60.4	73.0
Internet Data Allowance	42.1	51.3	49.5	44.6	40.6	28.5	49.9	45.4	29.4	48.1	38.8	29.4	46.1	48.6	50.8	39.5	24.6	34.7	36.4	48.6
	64.5	73.5	71.4	67.2	62.8	49.9	71.7	67.3	52.8	70.4	62.0	50.0	69.7	71.1	71.8	63.3	46.1	54.9	58.7	69.7
AFFORDABILITY																				
Relative Expenditure	59.5	88.1	67.8	60.0	37.9	17.3	62.0	50.1	57.2	64.3	56.8	53.5	58.3	56.0	59.4	66.7	54.7	35.1	45.1	59.1
Value of Expenditure	52.3	55.4	50.1	52.4	54.6	47.9	54.3	48.7	49.3	56.6	49.9	46.1	51.1	50.9	55.0	52.3	50.1	56.2	49.3	58.8
	55.9	71.8	58.9	56.2	46.2	32.6	58.2	49.4	53.3	60.4	53.3	49.8	54.7	53.4	57.2	59.5	52.4	45.7	47.2	59.0
DIGITAL ABILITY																				
Attitudes	47.4	56.6	49.1	45.2	43.3	34.2	51.8	54.3	39.1	52.4	42.3	32.4	60.0	59.7	49.5	42.5	29.4	39.1	35.7	57.0
Basic Skills	49.2	64.8	58.0	52.5	45.1	32.9	58.9	49.4	34.1	59.9	43.3	29.9	50.3	65.6	57.0	47.1	26.4	36.4	37.3	50.6
Activities	35.9	46.0	39.2	38.9	32.3	24.4	41.9	40.8	25.6	43.5	30.6	20.6	38.8	49.9	41.7	32.0	18.4	26.0	23.7	40.1
	44.2	55.8	48.8	45.6	40.2	30.5	50.9	48.2	33.0	51.9	38.7	27.6	49.7	58.4	49.4	40.5	24.7	33.8	32.2	49.2
DIGITAL INCLUSION INDEX	54.9	67.0	59.7	56.3	49.7	37.7	60.2	54.9	46.3	60.9	51.4	42.5	58.1	61.0	59.5	54.4	41.1	44.8	46.0	59.3

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2014	NSW	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians*	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	82.1	94.3	89.4	86.3	80.9	60.6	90.2	79.2	70.1	89.9	79.1	62.4	87.8	89.4	89.9	81.6	59.3	66.5	76.0	86.0
Internet Technology	68.0	78.1	73.7	70.7	67.4	51.4	73.6	67.9	59.4	73.8	66.2	54.0	72.3	74.0	74.0	66.2	52.1	56.5	62.0	70.4
Internet Data Allowance	41.3	53.2	49.1	43.8	40.2	24.0	47.7	40.6	31.4	48.7	37.0	27.5	43.2	51.1	48.5	37.8	24.4	29.2	29.7	47.3
	63.8	75.2	70.7	66.9	62.8	45.3	70.5	62.6	53.6	70.8	60.8	47.9	67.8	71.5	70.8	61.9	45.3	50.7	55.9	67.9
AFFORDABILITY																				
Relative Expenditure	62.3	87.4	75.8	62.2	42.0	16.3	66.8	46.1	56.6	67.5	58.1	53.1	63.7	59.1	62.6	66.3	57.2	44.8	67.9	62.9
Value of Expenditure	55.1	51.5	58.1	54.3	60.1	51.0	53.8	52.1	58.3	56.0	49.9	56.6	53.0	54.2	56.1	53.0	60.5	54.1	40.9	66.3
	58.7	69.5	66.9	58.2	51.0	33.7	60.3	49.1	57.4	61.7	54.0	54.8	58.4	56.6	59.3	59.7	58.8	49.4	54.4	64.6
DIGITAL ABILITY																				
Attitudes	46.4	56.2	48.9	50.0	42.5	30.2	51.3	50.0	38.0	50.4	40.1	29.8	64.3	55.2	47.0	39.0	27.5	35.0	39.1	53.4
Basic Skills	46.4	64.0	56.6	49.8	41.9	24.9	56.4	40.4	31.9	56.5	41.1	26.6	49.7	59.4	56.0	43.6	21.3	27.5	23.5	46.4
Activities	33.9	45.6	41.3	35.5	31.2	19.0	39.7	34.4	24.9	40.8	29.5	17.3	36.8	44.7	40.3	31.1	15.7	23.2	13.8	39.5
	42.2	55.3	48.9	45.1	38.5	24.7	49.2	41.6	31.6	49.2	36.9	24.6	50.3	53.1	47.8	37.9	21.5	28.6	25.5	46.4
DIGITAL INCLUSION INDEX	54.9	66.7	62.2	56.7	50.8	34.6	60.0	51.1	47.6	60.6	50.6	42.4	58.8	60.4	59.3	53.2	41.9	42.9	45.3	59.6

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2019	Australia	VIC	Melbourne	Rural VIC	West	North	Inner City	Central	Outer NE	Outer SE	Geelong*	West VIC	North West VIC	North VIC	East VIC
ACCESS															
Internet Access	87.9	88.9	89.8	85.0	88.7	91.0	95.1	91.4	89.2	85.8	91.0	87.0	85.9	81.3	85.0
Internet Technology	80.4	81.0	81.4	79.0	79.9	83.8	82.2	82.4	81.8	78.8	84.0	81.1	78.8	75.2	80.6
Internet Data Allowance	58.7	60.9	62.3	54.0	60.8	66.0	63.7	62.7	64.1	57.8	69.0	55.8	53.6	51.0	55.1
	75.7	76.9	77.8	72.6	76.5	80.3	80.3	78.8	78.4	74.1	81.3	74.6	72.8	69.1	73.6
AFFORDABILITY															
Relative Expenditure	54.6	54.5	56.5	46.2	54.1	60.1	54.7	60.1	54.2	53.4	57.4	47.4	43.8	45.4	47.9
Value of Expenditure	63.9	66.1	67.8	58.3	66.6	72.8	63.4	70.7	67.3	62.8	73.8	57.6	57.2	58.0	60.8
	59.2	60.3	62.1	52.2	60.3	66.5	59.0	65.4	60.7	58.1	65.6	52.5	50.5	51.7	54.4
DIGITAL ABILITY															
Attitudes	51.2	52.4	54.4	44.9	53.0	54.5	58.7	56.4	56.4	50.5	51.0	46.5	48.0	42.5	41.8
Basic Skills	58.1	60.5	62.7	51.5	62.6	64.3	74.0	63.1	62.9	55.1	64.7	53.9	49.9	48.0	53.6
Activities	43.1	45.1	47.5	35.5	46.1	49.6	56.8	48.9	47.1	40.8	47.9	37.6	35.1	32.5	36.4
	50.8	52.7	54.8	44.0	53.9	56.1	63.2	56.1	55.5	48.8	54.6	46.0	44.3	41.0	43.9
DIGITAL INCLUSION INDEX	61.9	63.3	64.9	56.3	63.6	67.6	67.5	66.8	64.9	60.3	67.2	57.7	55.9	53.9	57.3

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2018	Australia	VIC	Melbourne	Rural VIC	West	North	Inner City	Central	Outer NE	Outer SE	Geelong*	West VIC	North West VIC	North VIC	East VIC
ACCESS															
Internet Access	87.1	88.5	90.1	83.1	91.4	87.7	94.8	92.0	90.2	86.7	86.2	82.4	84.8	81.3	84.1
Internet Technology	78.6	79.6	80.7	75.9	82.6	77.6	81.0	82.0	81.7	80.1	76.0	74.2	75.6	75.4	79.0
Internet Data Allowance	54.5	55.9	58.1	48.0	62.0	53.7	60.0	57.1	57.9	58.9	55.9	45.5	49.7	47.0	50.6
	73.4	74.7	76.3	69.0	78.7	73.0	78.6	77.0	76.6	75.2	72.7	67.4	70.0	67.9	71.2
AFFORDABILITY															
Relative Expenditure	54.3	53.9	56.2	45.0	52.9	56.1	60.5	61.2	57.3	51.3	56.2	48.5	46.5	41.0	42.9
Value of Expenditure	61.0	62.0	64.4	52.9	65.8	62.9	67.3	65.4	62.9	62.7	60.5	53.5	47.9	51.1	59.9
	57.6	58.0	60.3	48.9	59.4	59.5	63.9	63.3	60.1	57.0	58.3	51.0	47.2	46.0	51.4
DIGITAL ABILITY															
Attitudes	50.9	52.1	54.3	44.2	54.2	51.2	62.0	56.5	54.4	51.5	50.2	44.0	49.3	39.8	43.2
Basic Skills	56.8	59.7	62.1	50.5	61.6	58.6	75.8	62.5	60.4	60.2	58.8	49.5	49.7	47.8	55.6
Activities	41.1	43.0	45.9	32.5	46.2	42.8	58.9	44.9	43.5	44.7	40.5	31.1	30.2	31.0	38.4
	49.6	51.6	54.1	42.4	54.0	50.9	65.6	54.7	52.8	52.1	49.8	41.5	43.1	39.6	45.7
DIGITAL INCLUSION INDEX	60.2	61.4	63.5	53.4	64.0	61.1	69.4	65.0	63.2	61.4	60.3	53.3	53.4	51.2	56.1

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2017	Australia	VIC	Melbourne	Rural VIC	West	North	Inner City*	Central	Outer NE	Outer SE	Geelong	West VIC	North West VIC	North VIC	East VIC
ACCESS															
Internet Access	85.4	86.4	88.4	79.1	85.7	89.0	89.4	90.5	90.1	86.9	86.4	84.0	75.6	77.4	78.5
Internet Technology	75.7	77.0	79.0	69.5	77.4	78.4	79.3	81.5	80.6	77.7	77.2	75.3	66.2	68.0	67.4
Internet Data Allowance	51.2	52.6	55.5	41.5	56.3	55.9	48.5	57.7	58.2	53.6	55.6	46.5	38.4	40.1	39.8
	70.8	72.0	74.3	63.4	73.1	74.4	72.4	76.6	76.3	72.7	73.1	68.6	60.1	61.8	61.9
AFFORDABILITY															
Relative Expenditure	54.9	54.2	56.3	46.4	55.1	53.1	62.4	59.7	55.6	54.7	51.5	48.9	49.4	40.7	45.7
Value of Expenditure	56.9	57.4	60.2	45.7	62.7	56.5	53.1	63.8	61.6	60.4	60.3	55.2	49.9	37.8	35.9
	55.9	55.8	58.3	46.1	58.9	54.8	57.7	61.7	58.6	57.6	55.9	52.1	49.7	39.3	40.8
DIGITAL ABILITY															
Attitudes	50.1	52.0	54.2	43.7	53.0	55.3	58.6	53.9	54.6	52.0	53.8	45.8	44.7	41.8	41.6
Basic Skills	53.3	55.6	57.9	46.6	57.3	59.0	63.1	58.0	57.3	54.8	58.3	52.6	43.7	43.9	44.8
Activities	38.4	39.2	41.2	31.7	39.1	42.1	45.2	42.7	41.8	38.2	41.0	35.5	30.8	28.4	31.2
	47.3	48.9	51.1	40.7	49.8	52.1	55.6	51.5	51.3	48.3	51.0	44.6	39.7	38.0	39.2
DIGITAL INCLUSION INDEX	58.0	58.9	61.2	50.0	60.6	60.5	61.9	63.3	62.1	59.5	60.0	55.1	49.8	46.4	47.3

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2016	Australia	VIC	Melbourne	Rural VIC	West	North	Inner City*	Central	Outer NE	Outer SE	Geelong	West VIC	North West VIC	North VIC	East VIC
ACCESS															
Internet Access	84.4	85.5	87.3	78.7	87.8	87.9	92.8	89.2	88.1	81.0	86.4	83.1	80.9	71.6	77.4
Internet Technology	73.0	74.6	76.8	66.8	76.3	77.0	77.6	80.6	78.6	71.2	72.4	69.7	68.4	63.0	64.9
Internet Data Allowance	45.7	47.1	50.3	35.6	49.8	50.8	53.0	53.0	49.5	46.5	45.1	37.7	37.8	30.3	35.7
	67.7	69.0	71.4	60.4	71.3	71.9	74.5	74.3	72.1	66.2	68.0	63.5	62.4	55.0	59.4
AFFORDABILITY															
Relative Expenditure	55.0	54.1	55.7	48.2	55.8	54.2	55.3	61.5	54.3	51.6	50.9	53.6	47.2	42.1	47.5
Value of Expenditure	52.9	55.9	60.3	39.8	60.4	59.8	69.1	62.4	59.2	54.8	50.7	42.0	38.3	38.8	39.3
	54.0	55.0	58.0	44.0	58.1	57.0	62.2	62.0	56.7	53.2	50.8	47.8	42.7	40.4	43.4
DIGITAL ABILITY															
Attitudes	49.2	49.4	51.6	41.6	50.9	49.9	55.7	57.0	51.4	46.3	47.3	43.6	47.8	33.5	39.6
Basic Skills	51.7	53.9	56.6	44.9	56.9	56.4	66.7	58.7	57.0	49.7	45.9	49.6	45.3	39.1	43.7
Activities	37.2	38.7	41.3	29.8	40.0	41.4	50.6	46.3	38.0	34.4	35.1	32.9	31.7	23.7	29.5
	46.0	47.3	49.8	38.8	49.3	49.3	57.7	54.0	48.8	43.5	42.7	42.0	41.6	32.1	37.6
DIGITAL INCLUSION INDEX	55.9	57.1	59.8	47.7	59.6	59.4	64.8	63.4	59.2	54.3	53.8	51.1	48.9	42.5	46.8

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2015	Australia	VIC	Melbourne	Rural VIC	West	North	Inner City*	Central	Outer NE	Outer SE	Geelong	West VIC	North West VIC	North VIC	East VIC
ACCESS															
Internet Access	83.3	83.5	85.4	77.1	83.9	88.9	89.5	86.3	83.8	81.1	81.5	80.7	77.3	76.4	72.8
Internet Technology	69.1	70.4	72.3	64.0	71.9	75.5	73.5	72.9	73.0	67.6	69.2	65.8	63.2	65.8	60.3
Internet Data Allowance	41.5	42.2	44.7	33.2	45.7	46.8	46.2	44.3	45.6	41.0	44.2	32.5	34.7	35.1	29.7
	64.6	65.4	67.4	58.1	67.1	70.4	69.7	67.8	67.5	63.2	65.0	59.7	58.4	59.1	54.2
AFFORDABILITY															
Relative Expenditure	58.7	58.3	60.9	48.4	60.6	60.6	65.1	66.7	56.6	55.5	56.1	46.0	53.4	46.9	46.7
Value of Expenditure	49.8	48.8	51.7	37.2	55.8	54.6	38.0	53.9	52.0	48.8	49.0	45.2	32.1	38.5	32.2
	54.3	53.6	56.3	42.8	58.2	57.6	51.6	60.3	54.3	52.2	52.5	45.6	42.8	42.7	39.5
DIGITAL ABILITY															
Attitudes	47.3	47.2	48.4	43.3	50.0	50.4	50.9	47.0	47.5	45.7	44.6	50.3	42.2	39.9	39.5
Basic Skills	49.7	50.3	53.4	39.8	51.6	53.3	68.1	54.5	49.7	49.7	49.2	45.0	36.3	41.6	34.9
Activities	36.1	35.9	39.0	25.9	39.3	37.0	52.3	39.9	37.3	34.8	32.0	30.0	24.9	24.6	23.2
	44.4	44.5	46.9	36.3	47.0	46.9	57.1	47.1	44.8	43.4	41.9	41.8	34.5	35.4	32.5
DIGITAL INCLUSION INDEX	54.4	54.5	56.9	45.7	57.4	58.3	59.5	58.4	55.5	52.9	53.1	49.0	45.2	45.7	42.1

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2014	Australia	VIC	Melbourne	Rural VIC	West	North	Inner City	Central	Outer NE	Outer SE	Geelong	West VIC	North West VIC	North VIC	East VIC
ACCESS															
Internet Access	82.7	82.8	85.0	76.4	85.6	82.8	90.2	87.5	81.7	83.1	79.4	76.5	76.5	76.6	76.1
Internet Technology	68.2	69.8	72.4	62.5	70.8	70.0	74.0	77.7	70.6	70.4	64.1	62.1	62.6	62.7	62.6
Internet Data Allowance	40.8	42.7	45.8	33.9	42.6	44.8	50.1	50.4	42.9	44.3	36.3	33.1	33.7	35.3	34.2
	63.9	65.1	67.7	57.6	66.3	65.9	71.4	71.9	65.1	65.9	59.9	57.2	57.6	58.2	57.6
AFFORDABILITY															
Relative Expenditure	60.3	57.2	58.5	53.1	58.7	63.8	55.2	62.3	56.5	51.6	53.6	47.4	53.0	59.4	54.4
Value of Expenditure	51.6	52.9	56.3	42.2	48.8	59.9	49.7	58.5	60.4	58.9	45.1	42.9	44.0	40.5	40.9
	56.0	55.1	57.4	47.7	53.7	61.9	52.5	60.4	58.5	55.2	49.4	45.1	48.5	49.9	47.6
DIGITAL ABILITY															
Attitudes	45.9	46.8	49.4	38.5	51.3	47.0	57.5	52.0	45.8	45.2	47.4	37.9	38.8	42.2	35.5
Basic Skills	46.6	46.6	48.8	39.4	48.4	47.1	60.1	53.2	45.9	41.8	49.3	40.6	35.0	41.6	41.8
Activities	34.2	34.4	36.4	28.2	37.5	33.4	48.0	39.6	33.2	30.5	35.3	31.5	24.5	29.6	27.7
	42.2	42.6	44.9	35.4	45.8	42.5	55.2	48.3	41.6	39.2	44.0	36.6	32.8	37.8	35.0
DIGITAL INCLUSION INDEX	54.0	54.3	56.7	46.9	55.3	56.7	59.7	60.2	55.1	53.4	51.1	46.3	46.3	48.6	46.7

Source: Roy Morgan Single Source, March 2019.

2019	VIC	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	88.9	95.4	93.7	89.6	83.9	76.6	92.9	89.6	81.3	92.9	87.3	75.2	93.5	93.2	93.3	88.2	75.1	84.7	86.6	89.3
Internet Technology	81.0	85.7	85.5	82.1	78.3	70.4	83.8	83.4	75.5	84.4	81.5	70.1	82.2	85.3	85.1	80.4	70.8	79.3	87.6	80.6
Internet Data Allowance	60.9	72.9	65.3	64.5	52.9	43.7	66.9	63.5	49.2	66.0	63.6	44.3	61.4	74.7	68.2	57.2	40.4	55.7	59.1	64.1
	76.9	84.6	81.5	78.7	71.7	63.6	81.2	78.9	68.7	81.1	77.5	63.2	79.0	84.4	82.2	75.3	62.1	73.2	77.7	78.0
AFFORDABILITY																				
Relative Expenditure	54.5	85.0	66.7	43.8	29.7	10.8	58.5	45.6	48.3	57.1	50.5	48.4	58.3	51.9	57.0	57.5	46.5	35.0	44.3	53.6
Value of Expenditure	66.1	73.6	71.1	66.1	58.2	52.9	69.0	70.8	59.4	69.2	67.0	54.8	67.7	73.3	69.6	64.1	53.3	64.0	66.1	64.6
	60.3	79.3	68.9	54.9	44.0	31.9	63.7	58.2	53.8	63.1	58.8	51.6	63.0	62.6	63.3	60.8	49.9	49.5	55.2	59.1
DIGITAL ABILITY																				
Attitudes	52.4	59.3	55.9	52.8	44.4	38.2	56.3	61.0	43.7	58.0	45.7	34.2	62.9	64.6	55.1	44.2	35.7	48.8	67.3	61.0
Basic Skills	60.5	74.2	68.8	62.2	52.7	43.4	68.3	61.1	46.1	69.4	58.6	40.0	57.8	72.3	70.5	58.5	39.9	56.4	63.0	62.8
Activities	45.1	56.9	52.3	43.8	35.5	31.4	51.5	50.1	32.4	52.5	40.8	26.9	45.2	59.6	52.5	39.7	26.3	40.1	46.5	51.0
	52.7	63.5	59.0	52.9	44.2	37.7	58.7	57.4	40.7	60.0	48.4	33.7	55.3	65.5	59.4	47.5	34.0	48.4	58.9	58.2
DIGITAL INCLUSION INDEX	63.3	75.8	69.8	62.2	53.3	44.4	67.9	64.8	54.4	68.1	61.5	49.5	65.8	70.8	68.3	61.2	48.7	57.1	63.9	65.1

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2018	VIC	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	88.5	96.1	92.4	89.2	84.0	74.2	92.6	90.2	81.0	92.0	87.8	76.8	90.6	93.6	94.2	87.7	74.9	79.5	84.9	87.7
Internet Technology	79.6	84.8	82.7	80.4	77.7	68.1	83.1	80.0	73.3	82.6	79.5	71.3	79.3	83.4	84.6	79.2	69.6	73.1	80.6	78.8
Internet Data Allowance	55.9	65.4	60.3	57.3	48.7	41.1	62.1	56.9	44.7	59.6	56.4	44.3	57.0	64.9	64.8	52.4	38.1	52.2	54.9	61.0
	74.7	82.1	78.5	75.6	70.1	61.1	79.3	75.7	66.4	78.1	74.6	64.1	75.6	80.6	81.2	73.1	60.9	68.3	73.5	75.8
AFFORDABILITY																				
Relative Expenditure	53.9	84.9	66.4	42.6	29.7	10.1	57.2	48.1	48.9	57.2	50.6	45.6	58.5	54.0	56.9	54.9	43.6	40.3	27.7	58.1
Value of Expenditure	62.0	65.9	63.9	58.7	57.2	53.0	64.3	60.0	57.7	64.0	62.6	53.4	61.2	65.3	66.2	61.9	52.4	58.4	59.8	63.1
	58.0	75.4	65.1	50.6	43.4	31.6	60.8	54.0	53.3	60.6	56.6	49.5	59.8	59.6	61.6	58.4	48.0	49.4	43.8	60.6
DIGITAL ABILITY																				
Attitudes	52.1	60.5	53.1	50.8	43.8	37.2	56.5	56.0	43.5	54.9	49.6	36.8	62.9	63.5	54.9	44.7	35.2	45.5	53.7	59.1
Basic Skills	59.7	73.4	68.1	63.3	51.3	39.5	67.2	64.9	45.1	66.9	57.9	42.1	58.4	72.3	68.4	58.4	37.7	44.4	47.4	59.1
Activities	43.0	54.2	49.0	46.0	34.0	27.9	48.6	49.0	31.7	49.9	37.7	26.7	45.6	55.2	49.4	38.8	24.2	33.5	42.0	45.1
	51.6	62.7	56.8	53.4	43.0	34.9	57.5	56.6	40.1	57.3	48.4	35.2	55.6	63.7	57.5	47.3	32.4	41.1	47.7	54.4
DIGITAL INCLUSION INDEX	61.4	73.4	66.8	59.9	52.2	42.5	65.8	62.1	53.3	65.3	59.9	49.6	63.7	68.0	66.8	59.6	47.1	52.9	55.0	63.6

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2017	VIC	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	86.4	96.1	93.6	89.1	81.9	70.6	92.2	82.6	76.4	91.4	86.7	70.1	91.2	90.8	92.8	85.2	70.7	74.4	80.8	84.5
Internet Technology	77.0	84.6	83.1	78.4	74.1	62.5	81.6	71.9	69.3	80.5	77.5	66.1	79.4	80.1	82.6	76.2	65.1	70.2	77.6	75.6
Internet Data Allowance	52.6	61.9	59.9	54.0	48.6	36.9	60.0	46.1	40.0	56.1	53.0	38.7	56.5	62.0	60.3	49.6	32.5	45.3	59.5	59.6
	72.0	80.9	78.9	73.8	68.2	56.6	77.9	66.9	61.9	76.0	72.4	58.3	75.7	77.6	78.5	70.3	56.1	63.3	72.7	73.2
AFFORDABILITY																				
Relative Expenditure	54.2	86.3	66.3	48.2	29.4	10.9	56.7	50.1	49.9	58.1	50.2	46.0	59.5	53.2	56.5	53.4	47.3	39.8	40.6	52.1
Value of Expenditure	57.4	61.8	57.9	59.0	53.0	45.1	60.6	48.2	52.7	60.3	54.1	49.5	60.7	57.0	62.3	56.9	47.2	54.2	67.1	61.0
	55.8	74.1	62.1	53.6	41.2	28.0	58.7	49.2	51.3	59.2	52.1	47.7	60.1	55.1	59.4	55.2	47.3	47.0	53.9	56.5
DIGITAL ABILITY																				
Attitudes	52.0	63.7	56.0	51.1	45.4	38.3	56.5	56.9	42.5	55.1	50.4	33.6	64.3	61.9	55.0	44.8	34.7	44.4	55.6	59.0
Basic Skills	55.6	69.5	68.2	60.9	47.6	37.8	62.5	57.8	42.0	64.1	54.9	35.8	51.3	69.6	66.0	53.2	34.0	45.9	57.2	56.1
Activities	39.2	50.7	45.7	41.6	32.8	26.7	44.2	43.2	29.0	44.9	35.9	22.0	41.4	49.5	46.0	35.2	22.3	33.0	38.1	42.2
	48.9	61.3	56.7	51.2	41.9	34.3	54.4	52.7	37.8	54.7	47.0	30.5	52.4	60.3	55.7	44.4	30.3	41.1	50.3	52.4
DIGITAL INCLUSION INDEX	58.9	72.1	65.9	59.6	50.4	39.6	63.7	56.2	50.3	63.3	57.2	45.5	62.7	64.3	64.5	56.6	44.6	50.5	58.9	60.7

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2016	VIC	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	85.5	94.9	92.3	90.8	80.3	71.1	91.2	85.0	75.3	91.8	84.1	67.2	90.4	91.5	91.8	85.3	66.8	76.1	77.3	85.5
Internet Technology	74.6	81.7	80.9	78.6	70.9	62.0	79.3	73.2	66.4	78.9	74.2	62.4	75.9	80.7	78.8	75.2	60.9	65.1	60.4	75.3
Internet Data Allowance	47.1	55.6	55.2	52.8	42.5	33.2	53.4	46.7	35.9	51.8	46.9	33.4	47.0	58.2	52.6	46.2	30.0	39.6	44.6	51.2
	69.0	77.4	76.1	74.1	64.6	55.4	74.7	68.3	59.2	74.2	68.4	54.3	71.1	76.8	74.4	68.9	52.6	60.3	60.8	70.7
AFFORDABILITY																				
Relative Expenditure	54.1	87.6	67.4	48.6	30.1	12.9	56.3	47.3	51.2	57.8	47.9	50.3	59.9	47.7	53.9	57.8	50.5	44.0	43.7	50.4
Value of Expenditure	55.9	56.1	59.1	59.0	49.4	49.2	58.2	55.6	51.2	57.2	51.2	48.4	62.2	60.1	55.5	53.9	48.1	59.1	60.2	65.6
	55.0	71.8	63.3	53.8	39.8	31.0	57.3	51.4	51.2	57.5	49.6	49.3	61.0	53.9	54.7	55.8	49.3	51.6	52.0	58.0
DIGITAL ABILITY																				
Attitudes	49.4	60.2	51.7	52.2	46.0	38.5	53.4	55.3	40.8	54.1	48.8	30.8	61.5	64.8	49.2	43.0	30.9	41.0	54.1	55.4
Basic Skills	53.9	68.2	67.0	61.2	47.6	38.3	62.0	57.4	38.4	63.2	53.6	32.0	57.1	68.7	63.7	48.6	29.4	37.7	33.8	54.6
Activities	38.7	48.4	48.2	43.6	32.2	28.3	44.4	45.3	26.8	47.2	36.2	19.4	41.7	55.2	43.5	33.4	19.5	23.2	27.4	42.2
	47.3	58.9	55.6	52.3	41.9	35.0	53.3	52.7	35.4	54.8	46.2	27.4	53.5	62.9	52.2	41.7	26.6	34.0	38.4	50.7
DIGITAL INCLUSION INDEX	57.1	69.4	65.0	60.1	48.8	40.5	61.7	57.5	48.6	62.2	54.7	43.7	61.9	64.5	60.4	55.5	42.8	48.6	50.4	59.8

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2015	VIC	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	83.5	94.8	90.6	88.8	79.5	68.7	89.9	82.9	72.6	90.2	82.0	66.3	85.5	90.7	90.8	83.5	64.6	70.2	64.7	85.1
Internet Technology	70.4	80.1	78.7	75.1	66.4	58.7	75.2	70.0	62.3	74.9	69.6	59.0	71.6	74.4	75.4	71.6	57.2	56.4	56.1	70.2
Internet Data Allowance	42.2	53.1	52.2	47.7	36.5	29.9	47.7	40.0	33.2	47.6	40.2	31.0	40.4	48.5	48.7	43.5	27.2	28.8	28.1	45.3
	65.4	76.0	73.8	70.5	60.8	52.4	70.9	64.3	56.1	70.9	63.9	52.1	65.8	71.2	71.6	66.2	49.7	51.8	49.6	66.9
AFFORDABILITY																				
Relative Expenditure	58.3	87.3	69.5	53.9	34.6	17.7	59.0	57.7	57.1	62.6	52.1	53.3	61.2	59.4	55.8	59.2	56.7	45.2	54.4	59.9
Value of Expenditure	48.8	55.5	52.8	40.1	42.9	42.9	48.6	47.2	49.7	50.4	49.0	43.7	43.1	50.0	51.1	49.8	47.7	40.6	30.0	61.2
	53.6	71.4	61.1	53.0	37.4	30.3	53.8	52.5	53.4	56.5	50.6	48.5	52.2	54.7	53.4	54.5	52.2	42.9	42.2	60.6
DIGITAL ABILITY																				
Attitudes	47.2	51.1	52.6	49.3	42.9	38.8	51.2	51.2	39.4	53.8	41.9	29.9	56.7	56.1	50.9	42.3	30.6	37.0	37.6	54.4
Basic Skills	50.3	67.2	62.5	55.9	42.9	35.2	58.3	53.4	36.2	60.8	47.0	30.8	47.0	61.3	62.5	49.1	27.5	34.1	38.8	49.1
Activities	35.9	46.8	43.2	39.8	29.2	24.2	40.9	43.3	26.0	44.5	30.5	19.7	36.3	44.0	44.3	34.7	17.8	26.9	23.4	38.4
	44.5	55.0	52.7	48.3	38.3	32.7	50.1	49.3	33.9	53.0	39.8	26.8	46.7	53.8	52.5	42.0	25.3	32.7	33.3	47.3
DIGITAL INCLUSION INDEX	54.5	67.5	62.6	57.3	45.5	38.5	58.3	55.4	47.8	60.1	51.4	42.5	54.9	59.9	59.2	54.3	42.4	42.5	41.7	58.2

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2014	VIC	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	82.8	92.6	94.3	88.3	78.8	66.0	91.0	83.3	69.8	90.5	81.4	65.1	90.3	90.8	90.8	78.8	62.4	67.7	71.5	85.2
Internet Technology	69.8	80.2	79.2	71.6	66.9	58.2	75.7	70.4	60.4	75.5	69.4	56.9	74.5	75.1	76.4	66.3	55.5	60.7	58.3	72.2
Internet Data Allowance	42.7	54.6	54.3	45.8	37.4	30.9	50.0	40.9	31.5	49.2	43.0	28.1	45.8	49.1	52.1	37.8	26.6	32.1	36.1	47.1
	65.1	75.8	75.9	68.6	61.0	51.7	72.2	64.9	53.9	71.7	64.6	50.0	70.2	71.7	73.1	61.0	48.2	53.5	55.3	68.2
AFFORDABILITY																				
Relative Expenditure	57.2	85.4	68.1	57.3	33.8	13.7	59.7	42.3	55.6	60.5	52.8	51.2	61.1	52.3	56.4	61.0	55.4	37.8	57.4	54.4
Value of Expenditure	52.9	56.7	49.4	53.0	49.7	50.5	52.3	43.5	56.6	53.3	52.9	49.1	54.6	44.8	53.7	53.1	59.8	56.0	43.7	57.1
	55.1	71.1	58.7	55.2	41.8	32.1	56.0	42.9	56.1	56.9	52.9	50.1	57.9	48.6	55.1	57.0	57.6	46.9	50.5	55.7
DIGITAL ABILITY																				
Attitudes	46.8	58.3	55.0	45.6	40.9	37.5	51.4	55.7	37.7	53.9	40.4	30.1	63.1	58.0	47.9	38.7	30.5	35.6	46.6	55.6
Basic Skills	46.6	63.9	60.4	52.9	38.5	31.7	55.3	48.1	32.6	59.7	42.1	25.0	48.4	62.9	55.9	39.7	25.0	31.6	50.2	50.6
Activities	34.4	45.6	45.0	38.6	28.3	24.4	40.5	39.2	23.8	45.0	30.1	16.5	38.3	46.6	40.6	27.5	19.1	25.1	34.2	41.9
	42.6	55.9	53.5	45.7	35.9	31.2	49.1	47.7	31.4	52.9	37.6	23.9	49.9	55.8	48.1	35.3	24.9	30.8	43.7	49.3
DIGITAL INCLUSION INDEX	54.3	67.6	62.7	56.5	46.2	38.3	59.1	51.8	47.1	60.5	51.7	41.3	59.3	58.7	58.8	51.1	43.5	43.7	49.8	57.8

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2019	Australia	Queensland	Brisbane	Rural Qld	City & North	West	South	East	Outer*	Gold Coast	Sunshine Coast	Cairns*	Townsville*	Central & SW QLD	Coastal QLD	North West QLD*
ACCESS																
Internet Access	87.9	87.5	89.3	83.5	88.0	91.8	91.3	89.6	83.7	89.5	87.9	81.8	87.3	85.4	83.8	78.3
Internet Technology	80.4	79.7	81.8	76.1	81.5	84.1	83.8	79.6	78.2	80.7	77.8	74.5	80.8	80.5	76.2	67.5
Internet Data Allowance	58.7	59.3	61.7	55.7	59.3	67.9	63.4	63.7	52.4	62.7	53.9	48.9	60.6	58.4	57.3	43.9
	75.7	75.5	77.6	71.8	76.2	81.2	79.5	77.6	71.4	77.6	73.2	68.4	76.2	74.8	72.4	63.2
AFFORDABILITY																
Relative Expenditure	54.6	51.4	53.4	45.0	51.6	62.2	51.4	55.4	48.5	56.0	52.6	47.9	52.1	50.6	43.9	38.9
Value of Expenditure	63.9	64.4	68.1	59.5	67.6	71.8	69.4	65.9	65.4	65.6	57.1	59.9	60.5	65.6	59.5	47.6
	59.2	57.9	60.7	52.2	59.6	67.0	60.4	60.7	57.0	60.8	54.8	53.9	56.3	58.1	51.7	43.2
DIGITAL ABILITY																
Attitudes	51.2	50.8	52.5	45.1	50.6	55.7	55.1	53.9	44.6	53.4	49.0	47.0	61.2	45.5	46.0	40.9
Basic Skills	58.1	56.1	59.0	50.0	57.2	62.9	63.8	56.9	49.8	59.1	58.6	43.5	56.5	47.5	52.3	44.2
Activities	43.1	41.4	43.4	36.9	41.3	45.9	50.0	40.6	34.2	42.2	44.2	31.7	43.8	32.1	39.4	34.9
	50.8	49.4	51.7	44.0	49.7	54.9	56.3	50.4	42.9	51.5	50.6	40.7	53.9	41.7	45.9	40.0
DIGITAL INCLUSION INDEX	61.9	60.9	63.3	56.0	61.8	67.7	65.4	62.9	57.1	63.3	59.5	54.3	62.1	58.2	56.7	48.8

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2018	Australia	Queensland	Brisbane	Rural Qld	City & North	West	South	East	Outer*	Gold Coast	Sunshine Coast	Cairns*	Townsville*	Central & SW QLD	Coastal QLD	North West QLD**
ACCESS																
Internet Access	87.1	86.5	88.2	81.9	88.7	91.2	87.0	88.8	83.7	87.8	86.8	85.2	88.8	83.0	81.1	83.6
Internet Technology	78.6	78.3	80.2	73.8	81.3	80.8	79.6	81.1	73.2	78.7	77.7	81.4	79.2	77.4	72.4	73.7
Internet Data Allowance	54.5	54.6	56.8	48.2	58.9	57.9	56.1	57.7	46.1	59.6	52.9	55.8	53.6	50.0	47.9	46.4
	73.4	73.1	75.1	68.0	76.3	76.7	74.2	75.9	67.7	75.4	72.5	74.1	73.8	70.1	67.1	67.9
AFFORDABILITY																
Relative Expenditure	54.3	51.6	54.7	45.9	54.9	60.9	50.5	59.2	47.0	51.7	51.4	47.8	51.3	52.2	43.0	46.7
Value of Expenditure	61.0	59.9	62.7	52.3	64.7	69.9	58.7	63.8	52.6	61.3	61.5	63.6	58.8	53.4	52.4	49.9
	57.6	55.8	58.7	49.1	59.8	65.4	54.6	61.5	49.8	56.5	56.4	55.7	55.0	52.8	47.7	48.3
DIGITAL ABILITY																
Attitudes	50.9	49.5	50.8	46.5	51.8	56.6	51.1	47.9	42.3	49.7	46.7	49.4	56.2	44.8	46.8	48.2
Basic Skills	56.8	54.1	58.0	47.0	56.6	62.5	56.8	62.5	50.2	54.8	55.9	51.8	48.2	44.4	48.2	46.8
Activities	41.1	39.0	42.9	32.9	42.1	48.1	41.7	46.0	34.6	38.7	37.4	34.5	37.1	30.5	34.9	28.8
	49.6	47.6	50.5	42.1	50.2	55.7	49.9	52.1	42.4	47.7	46.6	45.2	47.2	39.9	43.3	41.2
DIGITAL INCLUSION INDEX	60.2	58.8	61.4	53.1	62.1	65.9	59.6	63.2	53.3	59.9	58.5	58.3	58.7	54.3	52.7	52.5

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2017	Australia	Queensland	Brisbane	Rural Qld	City & North	West	South	East	Outer*	Gold Coast	Sunshine Coast	Cairns*	Townsville*	Central & SW QLD	Coastal QLD	North West QLD*
ACCESS																
Internet Access	85.4	84.5	84.5	83.2	82.2	92.0	87.1	83.6	76.7	86.5	82.7	85.6	88.2	85.5	84.2	74.7
Internet Technology	75.7	75.3	76.3	73.1	76.3	78.0	77.8	75.4	70.5	76.5	71.9	73.2	79.6	75.4	73.6	67.0
Internet Data Allowance	51.2	50.9	52.3	47.0	51.5	57.3	52.0	54.1	44.1	53.0	48.7	52.2	54.5	47.9	48.1	40.6
	70.8	70.2	71.0	67.8	70.0	75.8	72.3	71.0	63.8	72.0	67.7	70.3	74.1	69.6	68.6	60.8
AFFORDABILITY																
Relative Expenditure	54.9	54.1	55.6	48.9	54.9	60.0	55.1	54.6	55.6	60.0	54.7	48.9	53.4	50.8	48.2	48.3
Value of Expenditure	56.9	55.6	59.9	48.9	62.7	65.7	57.9	56.2	51.5	56.5	51.3	47.8	57.1	55.3	47.4	43.4
	55.9	54.8	57.7	48.9	58.8	62.9	56.5	55.4	53.6	58.3	53.0	48.3	55.3	53.1	47.8	45.9
DIGITAL ABILITY																
Attitudes	50.1	48.5	49.8	43.8	46.5	59.5	52.6	49.7	40.1	53.9	48.8	43.5	48.3	47.2	43.6	38.7
Basic Skills	53.3	50.9	53.0	47.0	49.6	63.4	54.1	54.0	46.5	49.0	49.4	55.7	51.2	47.3	49.1	37.3
Activities	38.4	36.5	37.8	33.6	34.2	46.1	41.1	38.1	29.6	34.6	36.0	44.0	37.6	34.2	34.1	30.5
	47.3	45.3	46.9	41.5	43.5	56.3	49.3	47.3	38.7	45.8	44.7	47.7	45.7	42.9	42.3	35.5
DIGITAL INCLUSION INDEX	58.0	56.8	58.5	52.7	57.4	65.0	59.3	57.9	52.0	58.7	55.2	55.5	58.4	55.2	52.9	47.4

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2016	Australia	Queensland	Brisbane	Rural Qld	City & North	West	South	East	Outer*	Gold Coast	Sunshine Coast	Cairns	Townsville	Central & SW QLD	Coastal QLD	North West QLD*
ACCESS																
Internet Access	84.4	84.2	86.4	81.7	86.0	93.4	86.1	83.3	84.8	82.4	83.1	80.0	81.9	83.2	83.2	72.9
Internet Technology	73.0	72.8	74.8	70.9	73.6	80.2	74.1	74.4	74.3	72.7	68.7	65.2	72.9	71.8	72.5	63.2
Internet Data Allowance	45.7	45.9	49.1	42.4	48.8	56.8	46.7	48.1	47.5	44.6	43.4	37.4	42.9	45.6	42.5	35.8
	67.7	67.6	70.1	65.0	69.5	76.8	69.0	68.6	68.8	66.6	65.1	60.9	65.9	66.9	66.1	57.3
AFFORDABILITY																
Relative Expenditure	55.0	52.0	54.8	48.1	53.4	63.0	52.0	58.7	46.0	50.5	46.9	52.9	52.1	49.1	47.6	48.0
Value of Expenditure	52.9	51.3	55.9	46.3	56.0	56.1	57.8	58.0	45.1	49.0	46.2	41.1	45.5	50.1	47.3	34.4
	54.0	51.6	55.4	47.2	54.7	59.6	54.9	58.4	45.6	49.7	46.6	47.0	48.8	49.6	47.5	41.2
DIGITAL ABILITY																
Attitudes	49.2	48.6	51.5	46.5	47.4	65.7	53.0	50.9	42.7	42.3	44.3	49.4	49.0	51.2	46.2	39.7
Basic Skills	51.7	50.8	53.3	47.8	55.6	66.8	48.9	49.9	41.1	51.2	47.6	48.2	44.5	51.0	47.9	42.4
Activities	37.2	36.1	38.5	33.2	38.0	54.0	34.7	37.4	28.9	34.4	36.1	32.7	30.6	34.6	32.9	31.7
	46.0	45.1	47.8	42.5	47.0	62.2	45.5	46.1	37.6	42.6	42.7	43.5	41.3	45.6	42.3	37.9
DIGITAL INCLUSION INDEX	55.9	54.8	57.7	51.6	57.1	66.2	56.5	57.7	50.7	53.0	51.4	50.4	52.0	54.0	52.0	45.5

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2015	Australia	Queensland	Brisbane	Rural Qld	City & North	West	South	East	Outer*	Gold Coast	Sunshine Coast	Cairns	Townsville	Central & SW QLD	Coastal QLD	North West QLD*
ACCESS																
Internet Access	83.3	83.3	85.2	78.4	87.8	90.5	82.7	83.9	75.3	84.5	84.5	80.9	85.9	82.8	76.6	78.1
Internet Technology	69.1	68.3	70.7	63.9	70.2	75.0	69.8	71.9	65.8	69.6	67.4	62.2	69.6	67.5	62.7	62.1
Internet Data Allowance	41.5	40.7	44.1	34.6	45.0	52.8	42.8	43.0	30.9	41.9	40.9	35.5	37.5	36.4	33.9	34.4
	64.6	64.1	66.7	59.0	67.7	72.8	65.1	66.3	57.3	65.3	64.3	59.5	64.4	62.3	57.7	58.2
AFFORDABILITY																
Relative Expenditure	58.7	56.0	60.2	49.1	65.5	65.8	53.5	57.2	52.3	56.2	50.6	57.2	52.4	53.1	47.9	46.3
Value of Expenditure	49.8	48.3	53.0	41.2	61.4	55.2	54.5	40.6	34.4	45.9	51.4	38.1	41.9	35.7	43.7	41.8
	54.3	52.1	56.6	45.2	63.4	60.5	54.0	48.9	43.3	51.0	51.0	47.7	47.2	44.4	45.8	44.0
DIGITAL ABILITY																
Attitudes	47.3	47.5	50.4	42.0	54.0	55.5	45.8	49.5	41.1	47.2	43.9	49.2	51.8	45.0	40.6	43.3
Basic Skills	49.7	49.2	55.8	39.9	58.8	61.9	53.0	55.7	40.6	48.2	45.5	38.2	46.9	41.4	38.9	41.7
Activities	36.1	35.4	41.1	27.8	44.8	44.5	38.6	40.3	27.5	33.4	31.9	30.1	32.7	30.9	27.1	24.2
	44.4	44.0	49.1	36.6	52.5	54.0	45.8	48.5	36.4	42.9	40.4	39.2	43.8	39.1	35.5	36.4
DIGITAL INCLUSION INDEX	54.4	53.4	57.4	46.9	61.2	62.4	55.0	54.6	45.7	53.1	51.9	48.8	51.8	48.6	46.3	46.2

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2014	Australia	Queensland	Brisbane	Rural Qld	City & North	West	South	East	Outer	Gold Coast	Sunshine Coast	Cairns	Townsville	Central & SW QLD*	Coastal QLD	North West QLD*
ACCESS																
Internet Access	82.7	83.5	86.2	80.7	84.0	88.2	87.0	87.3	-	80.8	82.6	79.0	83.8	79.2	83.8	69.5
Internet Technology	68.2	68.2	72.3	63.3	69.3	73.7	75.1	71.8	-	64.8	69.1	64.8	66.9	64.0	64.2	57.8
Internet Data Allowance	40.8	40.1	45.1	34.4	42.0	47.3	48.1	43.7	-	33.8	40.5	38.9	37.5	38.6	34.2	26.8
	63.9	64.0	67.9	59.5	65.1	69.8	70.1	67.6	-	59.8	64.1	60.9	62.7	60.6	60.7	51.3
AFFORDABILITY																
Relative Expenditure	60.3	57.7	58.3	54.9	57.9	54.5	56.8	65.0	-	60.1	58.3	53.3	54.0	53.7	55.2	56.3
Value of Expenditure	51.6	47.6	52.9	40.8	55.0	57.2	52.0	47.4	-	38.1	50.1	53.7	41.6	37.9	43.8	31.0
	56.0	52.7	55.6	47.8	56.5	55.8	54.4	56.2	-	49.1	54.2	53.5	47.8	45.8	49.5	43.6
DIGITAL ABILITY																
Attitudes	45.9	45.3	48.0	42.1	44.5	54.5	49.1	47.9	-	42.5	44.1	43.2	51.7	38.8	45.6	32.9
Basic Skills	46.6	47.5	50.7	47.0	51.6	53.1	49.0	50.5	-	41.8	46.4	40.3	48.8	46.1	50.5	32.5
Activities	34.2	34.8	36.4	34.4	38.3	38.9	33.9	35.3	-	30.6	32.5	32.6	39.4	32.5	37.1	26.1
	42.2	42.6	45.0	41.2	44.8	48.8	44.0	44.6	-	38.3	41.0	38.7	46.7	39.1	44.4	30.5
DIGITAL INCLUSION INDEX	54.0	53.1	56.2	49.5	55.5	58.1	56.2	56.1	-	49.1	53.1	51.0	52.4	48.5	51.5	41.8

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2019	Queensland	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD*
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	87.5	94.5	92.7	91.2	82.5	75.9	92.9	85.4	79.7	92.5	85.2	77.1	90.5	92.9	94.4	85.9	72.7	77.8	82.1	88.8
Internet Technology	79.7	86.6	85.1	82.8	74.9	68.4	84.2	71.6	74.9	83.9	78.3	71.0	79.1	83.5	86.3	78.9	69.4	73.2	62.7	80.8
Internet Data Allowance	59.3	67.8	67.7	64.2	56.3	43.7	66.5	51.5	50.3	63.5	57.7	48.3	62.9	68.1	68.9	55.5	39.9	49.9	55.1	60.5
	75.5	83.0	81.8	79.4	71.2	62.7	81.2	69.5	68.3	80.0	73.7	65.5	77.5	81.5	83.2	73.4	60.7	67.0	66.6	76.7
AFFORDABILITY																				
Relative Expenditure	51.4	85.5	62.8	44.5	28.8	10.2	58.4	40.1	42.8	57.6	47.4	43.9	55.8	47.5	57.5	51.5	42.3	41.8	49.8	54.4
Value of Expenditure	64.4	69.4	67.4	66.8	66.6	52.0	68.7	56.9	59.1	67.0	61.8	57.5	66.2	67.0	70.8	62.9	52.4	59.0	52.3	66.5
	57.9	77.4	65.1	55.6	47.7	31.1	63.5	48.5	51.0	62.3	54.6	50.7	61.0	57.2	64.2	57.2	47.3	50.4	51.1	60.4
DIGITAL ABILITY																				
Attitudes	50.8	58.9	55.1	54.5	43.8	37.2	56.1	51.5	42.6	55.1	48.8	34.7	62.4	60.2	55.6	43.7	33.5	46.0	50.6	61.8
Basic Skills	56.1	67.4	65.4	62.3	48.5	39.2	63.4	53.8	45.8	66.5	55.0	38.1	49.8	67.0	67.8	55.8	37.4	45.4	43.6	62.2
Activities	41.4	51.0	47.3	47.7	33.3	28.5	47.2	40.9	32.7	49.3	40.0	25.5	39.4	49.9	52.1	39.1	24.2	30.9	34.9	51.0
	49.4	59.1	55.9	54.8	41.9	35.0	55.6	48.7	40.4	57.0	48.0	32.8	50.5	59.0	58.5	46.2	31.7	40.8	43.0	58.3
DIGITAL INCLUSION INDEX	60.9	73.2	67.6	63.3	53.6	42.9	66.8	55.6	53.2	66.4	58.8	49.6	63.0	65.9	68.6	58.9	46.6	52.7	53.6	65.2

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2018	Queensland	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD*
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	86.5	94.5	93.0	90.0	82.3	72.7	91.5	88.0	78.1	91.5	88.3	73.7	90.2	92.0	92.2	85.3	71.6	76.2	85.0	87.0
Internet Technology	78.3	83.9	85.3	81.6	74.0	67.4	82.4	80.5	71.4	83.3	79.8	68.0	79.4	83.3	83.5	77.1	67.1	71.9	76.3	78.9
Internet Data Allowance	54.6	64.6	65.0	59.3	47.6	39.4	61.1	59.6	43.4	60.1	55.7	41.6	57.7	65.3	63.1	49.8	36.2	51.8	59.3	56.9
	73.1	81.0	81.1	77.0	68.0	59.8	78.3	76.0	64.3	78.3	74.6	61.1	75.8	80.2	79.6	70.7	58.3	66.6	73.5	74.3
AFFORDABILITY																				
Relative Expenditure	51.6	82.9	62.4	47.3	29.4	10.9	56.1	51.4	43.9	56.0	47.5	46.1	58.4	47.5	56.4	51.8	41.5	33.9	53.2	49.8
Value of Expenditure	59.9	65.0	64.7	65.0	53.2	48.3	62.1	64.0	55.1	63.4	58.8	53.1	63.9	62.0	64.6	57.8	49.0	57.1	60.2	59.1
	55.8	73.9	63.6	56.1	41.3	29.6	59.1	57.7	49.5	59.7	53.1	49.6	61.2	54.7	60.5	54.8	45.3	45.5	56.7	54.5
DIGITAL ABILITY																				
Attitudes	49.5	54.8	56.1	51.0	44.8	36.8	52.5	60.2	42.5	52.5	49.5	35.1	62.8	58.3	51.6	42.8	33.7	43.1	60.7	60.1
Basic Skills	54.1	66.8	65.2	58.7	46.2	37.1	62.5	53.0	41.3	64.5	56.0	35.9	53.5	67.0	63.9	49.1	35.8	39.6	55.7	56.5
Activities	39.0	50.0	45.7	42.0	31.5	26.8	44.6	46.0	28.8	46.9	38.4	24.2	42.2	51.5	45.4	32.3	23.9	30.1	43.5	43.2
	47.6	57.2	55.7	50.6	40.8	33.6	53.2	53.0	37.5	54.6	48.0	31.7	52.8	58.9	53.6	41.4	31.1	37.6	53.3	53.3
DIGITAL INCLUSION INDEX	58.8	70.7	66.8	61.2	50.0	41.0	63.5	62.2	50.5	64.2	58.6	47.5	63.3	64.6	64.6	55.7	44.9	49.9	61.2	60.7

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2017	Queensland	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD*
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	84.5	92.8	90.4	88.6	81.3	69.5	89.5	86.2	76.1	90.4	81.8	72.4	88.1	90.1	91.0	83.8	67.6	73.7	75.0	87.2
Internet Technology	75.3	81.2	79.8	78.8	72.3	62.1	79.5	76.6	68.1	79.0	73.1	67.1	78.3	79.0	80.5	74.6	62.4	67.5	64.1	75.8
Internet Data Allowance	50.9	61.2	56.7	55.0	46.2	35.0	57.1	53.0	40.4	55.5	49.7	39.9	53.1	61.6	59.3	47.5	31.4	43.7	39.9	48.1
	70.2	78.4	75.6	74.1	66.6	55.6	75.4	71.9	61.5	75.0	68.2	59.8	73.2	76.9	76.9	68.7	53.8	61.7	59.7	70.4
AFFORDABILITY																				
Relative Expenditure	54.1	83.8	67.7	49.2	29.4	15.9	59.2	47.9	46.0	58.4	51.2	47.5	59.7	51.5	58.7	54.5	42.6	35.7	63.4	56.9
Value of Expenditure	55.6	58.3	56.9	56.9	52.6	44.2	57.6	56.3	51.6	56.9	55.3	46.4	58.5	60.3	59.8	51.6	45.3	53.9	42.8	59.2
	54.8	71.0	62.3	53.0	41.0	30.0	58.4	52.1	48.8	57.7	53.2	46.9	59.1	55.9	59.3	53.0	43.9	44.8	53.1	58.1
DIGITAL ABILITY																				
Attitudes	48.5	57.0	51.6	50.6	42.6	36.1	52.6	56.6	40.2	53.6	45.1	34.0	61.9	55.6	53.8	39.5	32.1	43.3	43.2	56.0
Basic Skills	50.9	62.7	59.1	54.8	42.0	37.7	58.0	52.1	39.0	61.0	47.6	34.4	48.5	63.1	62.4	47.2	30.5	46.0	37.7	42.4
Activities	36.5	44.4	41.3	39.8	28.8	26.7	41.4	41.1	27.7	44.1	31.8	21.7	39.7	46.9	44.6	30.6	19.7	33.6	27.2	38.3
	45.3	54.7	50.6	48.4	37.8	33.5	50.7	49.9	35.6	52.9	41.5	30.0	50.0	55.2	53.6	39.1	27.4	41.0	36.0	45.6
DIGITAL INCLUSION INDEX	56.8	68.0	62.9	58.5	48.5	39.7	61.5	58.0	48.7	61.8	54.3	45.6	60.8	62.6	63.3	53.6	41.7	49.1	49.6	58.0

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2016	Queensland	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD*
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	84.2	92.0	92.2	88.0	82.2	68.1	90.4	82.5	75.1	90.2	84.6	71.1	89.2	87.9	90.3	83.7	66.9	73.8	72.2	83.9
Internet Technology	72.8	80.2	78.6	76.4	69.9	60.1	77.3	71.6	66.1	77.4	72.1	63.5	76.0	76.2	76.8	72.1	60.9	66.4	62.1	72.3
Internet Data Allowance	45.9	56.2	55.1	50.5	40.2	30.2	52.8	39.2	36.6	51.8	45.0	34.5	50.6	54.6	50.8	42.4	29.2	38.9	35.8	45.6
	67.6	76.2	75.3	71.7	64.1	52.8	73.5	64.4	59.3	73.1	67.2	56.4	71.9	72.9	72.6	66.1	52.3	59.7	56.7	67.3
AFFORDABILITY																				
Relative Expenditure	52.0	83.6	65.4	48.0	31.1	15.0	55.3	38.6	49.1	56.9	53.0	43.4	55.5	49.9	55.8	51.3	44.5	47.0	40.9	34.4
Value of Expenditure	51.3	59.6	55.6	55.9	44.2	40.1	54.5	36.1	48.6	54.3	50.9	42.1	56.1	55.3	50.6	49.0	44.2	44.6	28.2	56.8
	51.6	71.6	60.5	52.0	37.6	27.5	54.9	37.4	48.8	55.6	51.9	42.8	55.8	52.6	53.2	50.1	44.4	45.8	34.5	45.6
DIGITAL ABILITY																				
Attitudes	48.6	55.0	53.7	46.7	41.7	39.6	52.1	49.9	42.9	52.2	47.6	31.6	65.4	58.8	48.5	39.7	31.4	41.5	47.4	58.0
Basic Skills	50.8	66.4	60.2	55.8	43.6	32.6	58.3	51.1	39.3	62.6	47.9	33.0	53.0	62.6	58.1	45.6	31.8	39.7	37.6	51.9
Activities	36.1	46.3	42.6	38.9	29.7	21.8	40.6	40.9	28.3	44.8	34.1	20.9	39.8	46.4	40.0	31.2	21.5	27.5	21.9	45.6
	45.1	55.9	52.2	47.1	38.3	31.3	50.3	47.3	36.8	53.2	43.2	28.5	52.7	55.9	48.9	38.8	28.2	36.2	35.7	51.8
DIGITAL INCLUSION INDEX	54.8	67.9	62.7	56.9	46.7	37.2	59.6	49.7	48.3	60.6	54.1	42.5	60.1	60.5	58.2	51.7	41.6	47.2	42.3	54.9

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2015	Queensland	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD*
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	83.3	95.4	93.6	86.7	78.5	64.3	90.4	81.6	72.4	91.9	85.0	67.3	90.2	89.7	89.5	80.0	64.7	70.8	66.0	87.6
Internet Technology	68.3	78.1	74.9	72.6	65.9	54.4	73.4	64.3	61.0	74.3	68.7	58.7	70.4	71.2	75.2	66.3	55.6	62.5	57.4	69.1
Internet Data Allowance	40.7	55.7	47.9	46.8	36.4	24.7	46.9	38.0	31.3	47.9	40.7	28.7	44.2	44.5	48.6	37.8	25.2	31.2	23.9	40.6
	64.1	76.4	72.1	68.7	60.3	47.8	70.2	61.3	54.9	71.4	64.8	51.6	68.2	68.5	71.1	61.4	48.5	54.9	49.1	65.8
AFFORDABILITY																				
Relative Expenditure	56.0	83.1	69.9	49.2	34.3	16.6	57.6	47.9	54.8	59.2	56.9	48.1	61.9	51.7	53.9	60.0	52.4	40.3	60.6	48.3
Value of Expenditure	48.3	57.2	46.0	52.4	48.4	39.2	48.8	50.3	46.6	49.0	51.2	41.2	58.7	41.6	49.6	46.7	42.9	34.9	37.1	47.8
	52.1	70.1	57.9	50.8	41.4	27.9	53.2	49.1	50.7	54.1	54.0	44.7	60.3	46.7	51.8	53.4	47.6	37.6	48.9	48.1
DIGITAL ABILITY																				
Attitudes	47.5	56.0	53.5	47.9	43.7	34.0	51.7	52.5	39.8	53.5	47.3	32.5	60.7	53.3	50.9	40.3	31.9	39.6	31.8	55.9
Basic Skills	49.2	61.4	60.4	53.6	44.1	29.8	57.3	50.1	36.0	62.5	51.7	29.9	51.0	62.4	56.6	45.4	27.8	37.6	25.5	55.3
Activities	35.4	44.5	42.4	39.2	31.0	20.0	40.7	38.2	26.6	45.7	35.7	19.3	39.7	45.9	39.9	30.9	19.6	24.0	20.9	42.1
	44.0	54.0	52.1	46.9	39.6	27.9	49.9	46.9	34.1	53.9	44.9	27.2	50.4	53.9	49.1	38.9	26.4	33.7	26.1	51.1
DIGITAL INCLUSION INDEX	53.4	66.8	60.7	55.5	47.1	34.6	57.8	52.5	46.6	59.8	54.6	41.2	59.7	56.3	57.3	51.2	40.9	42.1	41.3	55.0

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2014	Queensland	Income Quintiles					Employment			Education			Age					Disability	Indigenous Australians**	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	83.5	93.0	93.0	87.9	80.0	64.4	90.7	85.3	71.4	90.3	85.6	67.1	92.5	92.0	90.6	80.7	57.7	71.8	76.5	87.1
Internet Technology	68.2	79.1	75.8	70.9	65.8	53.3	74.0	67.7	59.1	73.3	69.0	57.9	72.8	73.5	74.9	66.6	50.0	60.8	62.5	71.8
Internet Data Allowance	40.1	54.1	48.3	42.7	35.8	25.4	47.4	36.2	29.3	45.4	41.2	29.1	43.7	48.9	47.6	36.3	20.6	32.8	33.8	46.2
	64.0	75.4	72.4	67.2	60.5	47.7	70.7	63.1	53.3	69.6	65.3	51.4	69.7	71.5	71.0	61.2	42.8	55.1	57.6	68.4
AFFORDABILITY																				
Relative Expenditure	57.7	82.4	69.4	55.4	39.7	20.1	59.0	61.0	54.0	62.6	55.3	51.6	60.7	55.3	55.3	62.6	53.6	48.6	37.8	60.1
Value of Expenditure	47.6	49.2	43.6	42.8	45.2	48.1	47.5	48.6	47.5	45.9	51.2	40.8	51.5	45.5	43.8	49.5	50.3	45.9	33.7	53.4
	52.7	65.8	56.5	49.1	42.5	34.1	53.3	54.8	50.8	54.3	53.2	46.2	56.1	50.4	49.5	56.0	51.9	47.3	35.7	56.8
DIGITAL ABILITY																				
Attitudes	45.3	54.0	52.4	43.4	42.7	32.2	50.0	49.9	36.8	49.8	47.5	30.0	60.6	55.2	47.0	37.5	26.2	37.9	47.5	56.0
Basic Skills	47.5	61.3	56.6	51.2	43.4	26.3	57.9	49.3	30.3	58.6	49.6	28.1	51.9	64.4	57.8	38.7	20.2	28.8	35.5	55.8
Activities	34.8	43.7	40.3	37.8	30.5	19.8	42.0	42.5	21.6	42.3	38.2	18.3	42.1	48.9	39.2	28.0	14.2	21.0	24.9	47.6
	42.6	53.0	49.7	44.1	38.9	26.1	50.0	47.2	29.6	50.2	45.1	25.5	51.6	56.2	48.0	34.7	20.2	29.2	36.0	53.1
DIGITAL INCLUSION INDEX	53.1	64.7	59.5	53.5	47.3	36.0	58.0	55.0	44.5	58.0	54.5	41.0	59.1	59.4	56.2	50.6	38.3	43.9	43.1	59.4

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2019	Australia	WA	Perth	Rural WA	Central*	East	North	South West	South East	South West WA	Other WA
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ACCESS

Internet Access	87.9	88.2	88.9	85.6	88.1	85.8	90.6	88.5	89.4	87.0	84.9
Internet Technology	80.4	80.3	80.6	79.0	79.8	77.3	80.4	81.9	82.0	81.5	77.8
Internet Data Allowance	58.7	57.1	58.2	52.9	57.7	55.5	58.6	58.9	58.8	57.8	50.4
	75.7	75.2	75.9	72.5	75.2	72.9	76.5	76.5	76.7	75.4	71.0

AFFORDABILITY

Relative Expenditure	54.6	54.7	55.8	50.5	59.6	51.3	59.5	56.8	51.9	53.8	48.8
Value of Expenditure	63.9	60.8	62.3	54.7	64.0	56.0	60.1	66.1	64.4	60.2	52.1
	59.2	57.8	59.0	52.6	61.8	53.6	59.8	61.4	58.2	57.0	50.5

DIGITAL ABILITY

Attitudes	51.2	50.1	51.3	45.0	53.7	48.7	55.7	45.5	53.3	52.1	41.4
Basic Skills	58.1	58.8	60.3	53.1	64.8	53.5	63.4	60.5	59.3	52.0	53.7
Activities	43.1	43.6	45.3	37.1	50.8	37.8	47.7	44.4	46.3	37.6	36.9
	50.8	50.8	52.3	45.1	56.5	46.7	55.6	50.1	52.9	47.2	44.0

DIGITAL INCLUSION INDEX	61.9	61.3	62.4	56.7	64.5	57.7	64.0	62.7	62.6	59.9	55.2
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Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2018	Australia	WA	Perth	Rural WA	Central*	East	North	South West	South East	South West WA	Other WA
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ACCESS

Internet Access	87.1	87.1	87.9	84.3	94.2	86.3	87.3	88.9	86.3	84.7	84.2
Internet Technology	78.6	77.7	78.1	76.1	79.4	73.5	76.1	81.2	79.8	79.9	74.3
Internet Data Allowance	54.5	53.2	54.6	47.6	60.4	47.5	56.6	57.1	52.4	53.1	45.0
	73.4	72.7	73.5	69.4	78.0	69.1	73.3	75.7	72.9	72.6	67.8

AFFORDABILITY

Relative Expenditure	54.3	54.3	55.0	51.4	59.4	52.7	55.4	55.5	53.8	49.6	52.4
Value of Expenditure	61.0	58.9	59.9	55.0	60.3	57.0	61.6	60.6	58.7	58.2	53.4
	57.6	56.6	57.4	53.2	59.9	54.9	58.5	58.1	56.3	53.9	52.9

DIGITAL ABILITY

Attitudes	50.9	51.1	52.6	45.6	60.0	46.2	52.9	55.8	50.5	46.4	45.2
Basic Skills	56.8	57.3	59.3	49.5	71.0	50.6	62.6	60.2	56.0	53.0	47.9
Activities	41.1	42.1	43.9	35.3	55.8	34.6	45.3	45.8	42.3	35.8	35.0
	49.6	50.2	51.9	43.5	62.3	43.8	53.6	53.9	49.6	45.0	42.7

DIGITAL INCLUSION INDEX	60.2	59.8	61.0	55.4	66.7	55.9	61.8	62.6	59.6	57.2	54.5
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Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2017	Australia	WA	Perth	Rural WA	Central*	East	North	South West	South East	South West WA	Other WA
ACCESS											
Internet Access	85.4	86.3	86.7	84.6	91.5	85.1	85.5	86.8	87.5	85.6	84.2
Internet Technology	75.7	75.1	75.6	73.1	75.6	72.8	75.0	76.7	77.0	73.4	73.0
Internet Data Allowance	51.2	51.3	52.7	46.0	54.5	50.1	52.4	56.0	50.7	44.6	46.6
	70.8	70.9	71.7	67.9	73.9	69.3	71.0	73.2	71.7	67.8	67.9
AFFORDABILITY											
Relative Expenditure	54.9	53.1	54.5	47.7	64.9	52.1	54.8	50.7	56.2	57.0	43.0
Value of Expenditure	56.9	54.6	57.0	45.0	63.2	53.5	57.7	57.4	55.9	44.4	45.3
	55.9	53.9	55.8	46.4	64.1	52.8	56.3	54.0	56.1	50.7	44.2
DIGITAL ABILITY											
Attitudes	50.1	49.2	49.9	46.4	56.3	46.6	51.3	51.6	46.5	46.1	46.5
Basic Skills	53.3	53.7	55.2	48.1	64.6	50.9	55.6	54.7	55.0	45.2	49.6
Activities	38.4	39.5	41.4	32.7	49.4	36.9	42.1	41.2	40.9	31.7	33.1
	47.3	47.5	48.8	42.4	56.8	44.8	49.6	49.2	47.4	41.0	43.1
DIGITAL INCLUSION INDEX	58.0	57.4	58.8	52.2	64.9	55.6	59.0	58.8	58.4	53.2	51.7

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2016	Australia	WA	Perth	Rural WA	Central*	East	North	South West	South East	South West WA	Other WA
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ACCESS

Internet Access	84.4	84.0	84.6	81.9	83.5	86.4	83.3	86.2	83.5	85.3	80.4
Internet Technology	73.0	72.2	73.0	68.9	74.6	71.2	72.2	73.4	74.5	74.7	66.4
Internet Data Allowance	45.7	44.6	46.1	38.7	45.9	45.1	44.5	45.4	49.5	41.1	37.7
	67.7	66.9	67.9	63.2	68.0	67.6	66.7	68.4	69.2	67.0	61.5

AFFORDABILITY

Relative Expenditure	55.0	59.3	60.6	54.0	72.4	59.9	62.0	57.8	58.2	58.6	51.8
Value of Expenditure	52.9	50.5	54.2	36.8	56.3	51.1	55.1	54.7	54.2	42.8	34.0
	54.0	54.9	57.4	45.4	64.4	55.5	58.6	56.3	56.2	50.7	42.9

DIGITAL ABILITY

Attitudes	49.2	46.9	48.3	41.7	52.5	50.6	49.0	45.9	46.9	45.5	40.0
Basic Skills	51.7	52.2	53.9	45.7	58.8	52.3	50.8	52.4	58.5	47.7	44.9
Activities	37.2	38.0	39.5	32.2	44.4	35.3	36.8	37.6	45.9	36.9	30.2
	46.0	45.7	47.2	39.9	51.9	46.1	45.5	45.3	50.4	43.4	38.3

DIGITAL INCLUSION INDEX	55.9	55.8	57.5	49.5	61.4	56.4	56.9	56.6	58.6	53.7	47.6
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Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2015	Australia	WA	Perth	Rural WA	Central*	East	North	South West	South East	South West WA	Other WA
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ACCESS

Internet Access	83.3	84.4	85.2	81.1	84.9	85.7	87.9	82.3	84.7	79.1	82.0
Internet Technology	69.1	69.8	70.7	66.1	69.6	72.1	71.8	68.2	71.0	67.0	65.7
Internet Data Allowance	41.5	42.0	43.2	37.3	40.8	48.5	45.9	40.6	39.6	41.7	35.2
	64.6	65.4	66.4	61.5	65.1	68.8	68.5	63.7	65.1	62.6	61.0

AFFORDABILITY

Relative Expenditure	58.7	64.9	66.8	56.7	73.5	57.4	68.8	65.5	70.4	57.1	56.5
Value of Expenditure	49.8	51.1	53.4	41.1	62.2	51.1	55.1	51.3	51.8	46.9	38.5
	54.3	58.0	60.1	48.9	67.8	54.2	61.9	58.4	61.1	52.0	47.5

DIGITAL ABILITY

Attitudes	47.3	48.0	48.2	46.8	51.2	49.9	50.6	45.5	46.0	44.5	47.9
Basic Skills	49.7	51.0	51.2	50.5	54.5	54.8	52.3	47.1	50.0	52.3	49.7
Activities	36.1	38.4	38.7	37.0	43.3	41.5	39.9	33.4	38.8	39.0	36.1
	44.4	45.8	46.0	44.8	49.6	48.7	47.6	42.0	45.0	45.3	44.6

DIGITAL INCLUSION INDEX	54.4	56.4	57.5	51.7	60.9	57.2	59.4	54.7	57.1	53.3	51.0
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Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2014	Australia	WA	Perth	Rural WA	Central*	East	North	South West	South East	South West WA	Other WA
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ACCESS

Internet Access	82.7	83.4	84.9	79.3	89.1	86.9	83.9	84.7	82.9	78.0	80.4
Internet Technology	68.2	67.1	68.4	63.5	68.7	66.8	68.3	68.0	69.9	64.5	62.8
Internet Data Allowance	40.8	40.1	42.0	34.9	41.4	41.3	40.3	42.5	44.5	35.7	34.3
	63.9	63.5	65.1	59.2	66.4	65.0	64.2	65.1	65.7	59.4	59.2

AFFORDABILITY

Relative Expenditure	60.3	66.9	69.1	60.6	60.6	71.2	69.2	67.6	72.1	66.2	56.2
Value of Expenditure	51.6	50.0	53.7	39.2	53.0	56.7	47.1	61.8	53.4	41.5	37.3
	56.0	58.4	61.4	49.9	56.8	63.9	58.2	64.7	62.8	53.9	46.7

DIGITAL ABILITY

Attitudes	45.9	46.5	47.8	42.9	64.2	47.2	45.4	45.5	46.4	42.4	43.2
Basic Skills	46.6	47.4	49.8	40.6	60.5	51.2	52.8	46.4	42.8	43.9	38.2
Activities	34.2	34.9	37.6	27.6	48.7	34.2	40.9	36.3	32.0	29.9	25.8
	42.2	43.0	45.1	37.0	57.8	44.2	46.4	42.7	40.4	38.7	35.7

DIGITAL INCLUSION INDEX	54.0	55.0	57.2	48.7	60.3	57.7	56.2	57.5	56.3	50.7	47.2
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Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2019	WA	Income Quintiles					Employment			Education			Age					Disability*	Indigenous Australians**	CALD*
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	88.2	95.3	91.5	89.9	83.5	76.1	93.0	88.9	79.1	92.5	87.0	74.4	94.4	92.4	94.3	86.0	72.2	74.3	90.5	92.1
Internet Technology	80.3	86.8	83.5	81.4	76.1	69.0	84.0	78.6	73.7	83.9	79.1	70.4	83.8	85.5	84.8	77.8	68.3	71.8	80.3	84.7
Internet Data Allowance	57.1	67.1	60.9	58.2	51.4	42.5	63.3	60.4	44.8	60.6	57.3	42.7	63.0	67.1	65.9	50.9	36.4	45.8	56.7	68.0
	75.2	83.1	78.6	76.5	70.3	62.6	80.1	75.9	65.8	79.0	74.4	62.5	80.4	81.7	81.6	71.6	59.0	64.0	75.8	81.6
AFFORDABILITY																				
Relative Expenditure	54.7	86.2	64.9	45.1	30.4	9.7	59.1	54.0	46.3	57.7	52.3	46.9	60.4	50.5	61.2	55.2	43.3	47.5	69.8	49.4
Value of Expenditure	60.8	68.0	62.8	57.3	59.3	50.1	62.9	61.3	56.5	63.3	58.6	51.5	66.4	60.6	67.5	54.7	52.5	54.4	49.1	67.3
	57.8	77.1	63.8	51.2	44.9	29.9	61.0	57.7	51.4	60.5	55.4	49.2	63.4	55.5	64.4	54.9	47.9	50.9	59.4	58.3
DIGITAL ABILITY																				
Attitudes	50.1	55.5	50.4	54.5	44.3	39.0	54.7	56.9	39.8	55.1	43.3	34.6	62.6	60.8	53.5	42.1	32.2	45.0	56.7	66.4
Basic Skills	58.8	72.8	66.0	62.0	49.3	44.9	66.7	58.7	44.1	66.9	57.5	40.2	58.7	70.6	67.2	56.1	38.2	49.8	56.1	56.3
Activities	43.6	53.2	50.5	45.9	34.0	33.4	49.5	46.7	32.0	50.8	40.5	26.7	46.1	53.8	52.0	38.6	25.2	37.8	49.2	44.4
	50.8	60.5	55.6	54.2	42.5	39.1	57.0	54.1	38.7	57.6	47.1	33.9	55.8	61.7	57.5	45.6	31.9	44.2	54.0	55.7
DIGITAL INCLUSION INDEX	61.3	73.6	66.0	60.6	52.6	43.9	66.0	62.6	52.0	65.7	59.0	48.5	66.5	66.3	67.8	57.4	46.2	53.0	63.1	65.2

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2018	WA	Income Quintiles					Employment			Education			Age					Disability**	Indigenous Australians**	CALD*
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	87.1	93.4	90.8	91.3	82.9	73.1	91.6	87.9	78.2	91.4	86.8	75.7	91.2	93.2	92.4	85.0	71.4	67.2	79.9	89.9
Internet Technology	77.7	83.6	81.3	81.3	73.6	66.3	81.1	79.1	70.4	81.5	77.3	69.6	79.1	83.4	82.6	75.4	65.5	68.0	64.4	81.9
Internet Data Allowance	53.2	62.7	58.2	58.7	47.2	38.4	58.6	56.2	41.7	57.0	53.0	43.3	55.0	66.3	60.8	47.5	32.9	40.4	40.0	61.1
	72.7	79.9	76.8	77.1	67.9	59.3	77.1	74.4	63.4	76.6	72.3	62.9	75.1	80.9	78.6	69.3	56.6	58.6	61.4	77.6
AFFORDABILITY																				
Relative Expenditure	54.3	85.8	66.1	44.1	29.4	13.4	57.8	50.6	47.5	57.3	50.1	46.8	62.8	53.9	55.9	54.8	42.0	42.8	63.3	52.1
Value of Expenditure	58.9	62.8	64.0	59.9	53.0	49.0	59.5	60.6	57.2	62.0	58.0	53.4	61.0	63.1	63.6	55.4	47.8	53.2	39.0	70.4
	56.6	74.3	65.0	52.0	41.2	31.2	58.6	55.6	52.3	59.6	54.1	50.1	61.9	58.5	59.8	55.1	44.9	48.0	51.2	61.2
DIGITAL ABILITY																				
Attitudes	51.1	55.9	54.2	52.8	47.2	35.9	54.5	57.9	42.8	54.4	48.8	37.1	62.7	61.3	52.6	45.5	33.5	37.2	40.3	57.4
Basic Skills	57.3	70.1	65.5	61.9	49.3	40.7	64.3	57.3	43.4	67.2	59.5	38.9	54.4	70.1	67.7	54.2	34.5	38.1	37.0	53.1
Activities	42.1	52.9	46.4	46.0	34.9	28.2	47.4	46.4	30.6	50.4	41.9	25.2	43.8	52.8	50.9	36.5	22.7	24.3	21.0	43.0
	50.2	59.6	55.4	53.5	43.8	34.9	55.4	53.9	38.9	57.4	50.1	33.7	53.6	61.4	57.1	45.4	30.2	33.2	32.7	51.2
DIGITAL INCLUSION INDEX	59.8	71.3	65.7	60.9	51.0	41.8	63.7	61.3	51.5	64.5	58.8	48.9	63.5	66.9	65.1	56.6	43.9	46.6	48.4	63.3

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2017	WA	Income Quintiles					Employment			Education			Age					Disability*	Indigenous Australians**	CALD*
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	86.3	92.1	92.0	88.5	80.5	75.0	90.4	93.7	76.9	90.1	85.7	75.9	91.5	89.0	92.8	85.6	68.5	79.9	76.0	80.3
Internet Technology	75.1	80.0	79.8	76.9	72.0	64.8	78.1	79.4	68.6	78.2	74.4	67.6	79.4	78.6	79.1	73.6	62.2	69.6	67.2	73.3
Internet Data Allowance	51.3	59.4	58.6	53.7	43.9	38.7	57.0	55.8	40.1	55.2	50.6	41.4	55.9	58.5	60.2	47.0	30.0	45.3	41.7	47.6
	70.9	77.2	76.8	73.0	65.5	59.5	75.2	76.3	61.9	74.5	70.3	61.6	75.6	75.4	77.4	68.7	53.6	64.9	61.6	67.1
AFFORDABILITY																				
Relative Expenditure	53.1	82.8	61.9	50.5	28.9	12.7	57.3	46.4	47.2	55.6	51.5	48.4	53.7	51.3	55.9	55.8	46.1	43.3	29.6	55.4
Value of Expenditure	54.6	57.3	53.7	54.1	51.7	53.1	55.3	61.0	51.0	56.3	53.2	50.1	59.6	51.3	57.3	54.4	48.2	54.2	41.2	53.5
	53.9	70.0	57.8	52.3	40.3	32.9	56.3	53.7	49.1	55.9	52.3	49.3	56.6	51.3	56.6	55.1	47.1	48.7	35.4	54.4
DIGITAL ABILITY																				
Attitudes	49.2	55.8	50.4	50.6	45.5	39.6	53.8	54.2	39.7	54.1	45.1	35.6	60.8	57.4	52.4	42.4	31.4	42.7	63.4	52.3
Basic Skills	53.7	65.1	63.6	55.4	46.7	39.4	59.3	62.9	41.4	60.0	53.6	38.6	55.9	62.8	61.4	51.8	31.6	38.7	31.9	43.6
Activities	39.5	47.7	45.8	38.9	33.8	28.7	43.0	51.3	30.1	44.7	39.4	24.9	45.6	46.6	45.4	34.6	22.6	26.8	25.7	34.4
	47.5	56.2	53.3	48.3	42.0	35.9	52.1	56.1	37.1	52.9	46.1	33.1	54.1	55.6	53.1	42.9	28.5	36.1	40.3	43.5
DIGITAL INCLUSION INDEX	57.4	67.8	62.6	57.9	49.3	42.8	61.2	62.0	49.4	61.1	56.2	48.0	62.1	60.8	62.4	55.6	43.1	49.9	45.8	55.0

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2016	WA	Income Quintiles					Employment			Education			Age					Disability**	Indigenous Australians**	CALD*
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	84.0	89.7	90.1	88.0	77.9	67.3	87.5	82.3	76.4	89.3	80.9	73.6	89.2	90.6	86.2	83.3	66.6	81.9	83.4	81.3
Internet Technology	72.2	76.3	76.4	75.9	66.6	58.2	74.8	71.5	66.3	74.9	71.0	65.0	75.6	76.4	73.2	72.6	60.2	71.2	54.2	71.5
Internet Data Allowance	44.6	49.1	50.0	48.6	35.2	30.1	48.8	40.9	36.0	47.3	40.8	36.5	48.9	55.7	44.0	42.5	28.9	44.5	20.0	45.2
	66.9	71.7	72.2	70.8	59.9	51.9	70.4	64.9	59.6	70.5	64.2	58.4	71.2	74.2	67.8	66.1	51.9	65.9	52.5	66.0
AFFORDABILITY																				
Relative Expenditure	59.3	86.8	70.1	48.9	35.3	14.0	62.0	52.3	54.4	63.6	58.0	52.8	62.9	56.4	63.8	61.0	47.9	40.7	60.9	57.8
Value of Expenditure	50.5	45.9	58.1	49.4	42.5	41.8	50.3	49.0	51.5	48.9	46.0	44.2	58.1	57.7	45.9	48.1	42.1	59.1	75.8	53.4
	54.9	66.4	64.1	49.1	38.9	27.9	56.2	50.7	52.9	56.2	52.0	48.5	60.5	57.0	54.8	54.6	45.0	49.9	68.4	55.6
DIGITAL ABILITY																				
Attitudes	46.9	51.9	50.3	44.4	42.9	32.6	49.4	49.1	40.5	51.6	41.6	34.5	58.9	56.2	46.0	40.0	32.0	47.1	47.0	51.7
Basic Skills	52.2	62.6	60.8	51.4	43.7	35.1	56.4	54.7	41.8	62.4	46.6	38.5	53.6	59.2	59.2	51.9	30.3	43.7	43.3	46.9
Activities	38.0	42.9	45.0	38.6	31.8	24.3	41.2	40.8	29.8	45.5	33.4	24.5	44.3	43.8	39.6	38.0	20.1	33.0	39.1	42.5
	45.7	52.5	52.0	44.8	39.5	30.7	49.0	48.2	37.4	53.2	40.5	32.5	52.3	53.1	48.2	43.3	27.5	41.3	43.1	47.0
DIGITAL INCLUSION INDEX	55.8	63.5	62.8	54.9	46.1	36.8	58.5	54.6	50.0	60.0	52.3	46.5	61.3	61.5	57.0	54.7	41.5	52.3	54.7	56.2

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2015	WA	Income Quintiles					Employment			Education			Age					Disability*	Indigenous Australians**	CALD*
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	84.4	94.6	90.7	84.8	79.1	67.5	89.3	85.8	74.1	90.4	81.4	70.9	86.5	88.8	92.1	82.3	64.8	69.3	86.2	88.2
Internet Technology	69.8	75.3	74.8	70.1	66.8	57.8	71.9	74.2	63.9	73.3	67.8	61.6	71.7	73.7	75.0	68.2	54.7	62.7	67.2	74.1
Internet Data Allowance	42.0	52.3	48.2	42.2	36.6	31.4	44.7	47.4	34.8	45.7	39.7	35.0	38.9	48.8	49.8	39.2	26.8	36.6	31.9	44.9
	65.4	74.1	71.3	65.7	60.8	52.2	68.6	69.1	57.6	69.8	62.9	55.8	65.7	70.4	72.3	63.2	48.8	56.2	61.8	69.1
AFFORDABILITY																				
Relative Expenditure	64.9	89.3	70.9	59.9	42.8	17.7	69.5	53.1	58.7	72.0	59.4	54.3	68.6	61.9	67.9	66.4	54.4	60.8	33.2	73.8
Value of Expenditure	51.1	55.8	52.3	49.4	47.2	54.1	51.3	43.8	53.3	53.2	52.8	55.2	39.8	51.1	51.9	55.7	58.3	64.1	9.6	53.3
	58.0	72.5	61.6	54.7	45.0	35.9	60.4	48.4	56.0	62.6	56.1	54.8	54.2	56.5	59.9	61.0	56.3	62.4	21.4	63.5
DIGITAL ABILITY																				
Attitudes	48.0	55.8	49.4	44.5	40.5	32.4	50.5	52.2	41.5	52.5	40.2	31.6	63.9	56.3	48.2	39.1	29.5	27.4	45.9	51.6
Basic Skills	51.0	63.4	57.9	49.3	42.4	29.8	57.1	52.3	38.5	63.9	42.5	33.0	53.2	64.8	60.3	41.2	26.7	27.5	67.1	52.7
Activities	38.4	47.7	46.5	38.5	31.6	21.3	42.7	40.5	28.8	48.8	29.9	22.2	40.9	48.5	46.4	28.7	20.2	21.0	49.0	44.4
	45.8	55.6	51.3	44.1	38.2	27.8	50.1	48.3	36.3	55.1	37.5	29.0	52.7	56.5	51.7	36.3	25.5	25.3	54.0	49.6
DIGITAL INCLUSION INDEX	56.4	67.4	61.4	54.8	48.0	38.7	59.7	55.3	50.0	62.5	52.2	46.5	57.5	61.2	61.3	53.5	43.5	48.0	45.7	60.7

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2014	WA	Income Quintiles					Employment			Education			Age					Disability*	Indigenous Australians**	CALD
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	83.4	90.5	88.7	85.1	78.5	59.3	88.5	91.3	71.2	88.3	82.6	69.0	91.0	90.9	88.5	80.1	59.7	62.4	77.0	85.6
Internet Technology	67.1	73.2	73.9	67.5	64.1	48.3	71.2	67.8	58.3	71.2	65.9	58.9	69.1	72.9	71.1	66.9	50.2	56.4	55.1	67.8
Internet Data Allowance	40.1	48.1	48.3	39.1	36.1	20.8	44.5	35.4	32.0	44.9	39.8	30.6	40.3	46.6	44.4	40.4	23.6	30.3	23.5	38.8
	63.5	70.6	70.3	63.9	59.6	42.8	68.1	64.8	53.8	68.1	62.8	52.8	66.8	70.1	68.0	62.5	44.5	49.7	51.9	64.1
AFFORDABILITY																				
Relative Expenditure	66.9	88.8	70.0	65.2	44.7	24.5	68.4	61.5	64.3	71.9	60.0	61.6	66.5	67.3	68.9	66.2	62.8	38.0	88.5	75.1
Value of Expenditure	50.0	53.7	48.4	47.6	52.0	42.1	48.7	45.7	54.2	53.8	47.4	45.0	50.1	42.5	45.6	55.7	64.8	57.7	4.2	46.5
	58.4	71.3	59.2	56.4	48.4	33.3	58.6	53.6	59.3	62.9	53.7	53.3	58.3	54.9	57.3	60.9	63.8	47.8	46.4	60.8
DIGITAL ABILITY																				
Attitudes	46.5	50.4	52.9	44.3	44.3	26.3	51.1	61.6	33.8	51.1	43.2	32.0	61.1	56.2	43.9	41.1	26.4	26.2	35.8	55.8
Basic Skills	47.4	60.0	58.4	50.2	41.8	23.9	55.1	51.9	30.5	60.0	41.8	31.9	47.4	60.8	57.3	42.6	19.7	20.5	53.4	44.5
Activities	34.9	38.6	40.2	39.5	32.5	15.2	40.1	42.7	22.4	44.7	29.0	19.9	38.6	47.3	37.8	29.2	16.9	14.2	19.2	34.4
	43.0	49.7	50.5	44.7	39.5	21.8	48.8	52.1	28.9	51.9	38.0	27.9	49.0	54.8	46.3	37.6	21.0	20.3	36.1	44.9
DIGITAL INCLUSION INDEX	55.0	63.9	60.0	55.0	49.2	32.6	58.5	56.8	47.3	61.0	51.5	44.7	58.0	59.9	57.2	53.7	43.1	39.3	44.8	56.6

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2019	Australia	SA	Adelaide	Rural SA	North	West	East	South	Yorke & Murray	Eyre*	South East SA*
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ACCESS

Internet Access	87.9	87.8	88.9	84.1	86.4	89.5	92.3	88.8	84.0	83.9	84.8
Internet Technology	80.4	80.6	81.2	78.5	80.5	78.8	82.1	83.1	78.2	79.6	77.7
Internet Data Allowance	58.7	56.9	58.0	53.0	57.8	58.6	58.5	57.2	52.8	56.6	47.6
	75.7	75.1	76.0	71.9	74.9	75.6	77.6	76.4	71.7	73.4	70.0

AFFORDABILITY

Relative Expenditure	54.6	52.5	54.6	45.2	52.7	61.0	54.3	52.9	45.9	40.9	50.4
Value of Expenditure	63.9	61.7	63.1	56.7	63.4	65.9	62.5	61.3	56.9	58.8	52.5
	59.2	57.1	58.8	50.9	58.0	63.5	58.4	57.1	51.4	49.9	51.5

DIGITAL ABILITY

Attitudes	51.2	48.7	49.6	45.5	45.0	54.1	52.4	50.0	45.4	46.6	43.5
Basic Skills	58.1	56.6	59.0	48.6	56.1	62.1	63.9	56.4	47.5	54.9	41.1
Activities	43.1	40.3	42.3	33.3	38.3	46.9	45.5	41.6	33.1	36.1	28.8
	50.8	48.5	50.3	42.4	46.5	54.3	53.9	49.3	42.0	45.9	37.8

DIGITAL INCLUSION INDEX	61.9	60.2	61.7	55.1	59.8	64.5	63.3	60.9	55.0	56.4	53.1
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Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2018	Australia	SA	Adelaide	Rural SA	North	West	East	South	Yorke & Murray	Eyre*	South East SA**
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ACCESS

Internet Access	87.1	85.5	87.6	78.1	88.1	87.2	89.5	85.8	83.0	71.9	73.7
Internet Technology	78.6	76.8	78.2	72.0	79.9	74.2	76.7	80.2	75.9	66.2	69.9
Internet Data Allowance	54.5	51.0	53.2	43.0	56.5	50.2	51.2	53.1	50.5	33.4	36.2
	73.4	71.1	73.0	64.3	74.9	70.5	72.4	73.0	69.8	57.2	59.9

AFFORDABILITY

Relative Expenditure	54.3	51.5	52.5	47.6	51.5	52.4	58.6	48.7	46.1	49.6	49.6
Value of Expenditure	61.0	57.4	59.9	47.7	61.8	63.8	55.5	58.6	50.4	41.7	49.3
	57.6	54.4	56.2	47.7	56.6	58.1	57.0	53.7	48.2	45.7	49.5

DIGITAL ABILITY

Attitudes	50.9	48.8	51.6	38.9	52.2	52.7	53.4	48.9	45.8	32.2	29.0
Basic Skills	56.8	54.3	55.9	48.6	52.4	57.2	56.6	58.6	55.3	41.2	40.7
Activities	41.1	38.2	39.9	32.5	36.8	42.4	40.9	41.1	37.4	26.9	26.9
	49.6	47.1	49.1	40.0	47.1	50.8	50.3	49.5	46.1	33.4	32.2

DIGITAL INCLUSION INDEX	60.2	57.5	59.5	50.7	59.5	59.8	59.9	58.7	54.7	45.4	47.2
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Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2017	Australia	SA	Adelaide	Rural SA	North	West	East	South	Yorke & Murray	Eyre	South East SA
ACCESS											
Internet Access	85.4	83.8	84.0	83.0	81.2	85.4	88.0	83.2	81.4	87.0	80.6
Internet Technology	75.7	73.5	74.0	71.9	72.8	72.8	76.7	74.0	70.9	74.5	70.2
Internet Data Allowance	51.2	48.4	49.2	45.6	48.8	51.6	50.2	47.4	42.7	49.8	47.5
	70.8	68.6	69.1	66.8	67.6	69.9	71.6	68.2	65.0	70.4	66.1
AFFORDABILITY											
Relative Expenditure	54.9	50.1	51.5	45.0	48.1	54.1	52.2	53.0	45.6	45.7	41.4
Value of Expenditure	56.9	53.1	54.7	47.6	54.6	55.9	55.7	53.0	46.4	50.7	45.7
	55.9	51.6	53.1	46.3	51.4	55.0	53.9	53.0	46.0	48.2	43.5
DIGITAL ABILITY											
Attitudes	50.1	48.7	49.8	44.6	44.6	50.5	55.2	51.1	43.1	47.3	44.6
Basic Skills	53.3	51.1	51.5	49.5	47.4	55.8	52.8	52.4	48.8	50.8	49.2
Activities	38.4	35.9	36.3	34.9	32.8	37.7	38.2	37.8	34.1	36.5	34.4
	47.3	45.2	45.9	43.0	41.6	48.0	48.7	47.1	42.0	44.9	42.8
DIGITAL INCLUSION INDEX	58.0	55.1	56.0	52.0	53.5	57.6	58.1	56.1	51.0	54.5	50.8

Source: Roy Morgan Single Source, March 2019.

2016	Australia	SA	Adelaide	Rural SA	North	West	East	South	Yorke & Murray	Eyre*	South East SA
ACCESS											
Internet Access	84.4	82.2	83.4	78.1	83.5	80.6	83.6	85.0	77.0	80.7	77.0
Internet Technology	73.0	70.5	71.9	65.5	72.7	68.7	72.2	73.0	66.6	64.5	63.7
Internet Data Allowance	45.7	43.5	45.5	36.6	47.6	40.2	46.9	45.8	37.5	34.3	37.6
	67.7	65.4	67.0	60.1	67.9	63.2	67.6	67.9	60.4	59.8	59.4
AFFORDABILITY											
Relative Expenditure	55.0	50.2	51.1	47.0	50.8	50.3	57.5	46.9	47.8	45.2	47.7
Value of Expenditure	52.9	47.3	49.2	40.5	50.3	43.1	52.8	48.8	42.0	37.6	40.9
	54.0	48.8	50.2	43.8	50.5	46.7	55.1	47.8	44.9	41.4	44.3
DIGITAL ABILITY											
Attitudes	49.2	46.8	47.4	44.9	51.1	44.8	49.7	42.9	46.2	42.9	44.3
Basic Skills	51.7	47.8	49.0	43.8	50.3	48.0	47.6	49.4	45.8	40.8	42.9
Activities	37.2	32.8	33.8	29.4	32.6	34.7	33.6	34.6	30.0	29.0	28.0
	46.0	42.5	43.4	39.4	44.6	42.5	43.6	42.3	40.7	37.5	38.4
DIGITAL INCLUSION INDEX	55.9	52.2	53.5	47.7	54.4	50.8	55.4	52.7	48.6	46.3	47.4

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2015	Australia	SA	Adelaide	Rural SA	North	West	East	South	Yorke & Murray	Eyre*	South East SA**
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ACCESS

Internet Access	83.3	82.0	84.6	73.2	84.2	82.1	87.3	84.0	71.7	76.4	70.8
Internet Technology	69.1	67.3	69.3	60.3	69.1	65.5	69.1	72.0	59.9	61.2	59.4
Internet Data Allowance	41.5	38.1	40.5	29.8	41.9	32.9	41.2	42.5	29.6	30.9	28.0
	64.6	62.5	64.8	54.4	65.0	60.2	65.9	66.2	53.7	56.2	52.7

AFFORDABILITY

Relative Expenditure	58.7	52.5	54.8	44.5	56.6	55.7	55.1	51.6	46.7	40.2	47.9
Value of Expenditure	49.8	44.1	47.1	33.2	43.2	41.0	58.2	46.3	31.0	37.7	28.4
	54.3	48.3	50.9	38.8	49.9	48.4	56.7	48.9	38.8	39.0	38.2

DIGITAL ABILITY

Attitudes	47.3	45.8	48.7	35.7	46.9	53.0	46.8	50.0	35.5	32.2	46.9
Basic Skills	49.7	48.2	51.4	37.2	51.1	51.1	52.6	51.0	33.2	44.4	34.2
Activities	36.1	35.6	38.6	25.6	36.0	34.9	44.0	39.2	21.3	33.2	22.8
	44.4	43.2	46.2	32.8	44.7	46.3	47.8	46.7	30.0	36.6	34.6

DIGITAL INCLUSION INDEX	54.4	51.3	54.0	42.0	53.2	51.6	56.8	53.9	40.8	43.9	41.8
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Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2014	Australia	SA	Adelaide	Rural SA	North	West	East	South	Yorke & Murray*	Eyre*	South East SA**
	ACCESS										
Internet Access	82.7	80.7	83.0	73.6	81.9	84.3	84.4	82.2	74.1	70.5	78.8
Internet Technology	68.2	66.0	68.2	59.0	67.9	68.5	69.8	67.0	59.1	55.6	65.7
Internet Data Allowance	40.8	37.1	40.1	28.6	40.2	39.6	41.3	39.3	27.8	26.2	35.2
	63.9	61.3	63.7	53.8	63.3	64.1	65.2	62.8	53.7	50.8	59.9
AFFORDABILITY											
Relative Expenditure	60.3	57.3	58.1	52.8	58.0	51.4	64.5	57.6	50.8	58.8	46.7
Value of Expenditure	51.6	46.8	47.7	42.7	48.8	52.8	42.2	47.6	36.5	44.1	51.2
	56.0	52.1	52.9	47.7	53.4	52.1	53.4	52.6	43.7	51.5	48.9
DIGITAL ABILITY											
Attitudes	45.9	42.0	43.5	35.8	44.6	38.6	45.2	43.9	38.1	32.4	37.4
Basic Skills	46.6	41.4	43.6	33.7	38.8	41.4	48.3	46.7	38.4	31.2	28.9
Activities	34.2	29.8	32.5	20.7	28.8	32.6	37.9	32.0	22.4	19.1	20.0
	42.2	37.7	39.9	30.1	37.4	37.5	43.8	40.9	33.0	27.6	28.8
DIGITAL INCLUSION INDEX	54.0	50.3	52.2	43.8	51.4	51.3	54.1	52.1	43.4	43.3	45.9

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2019	SA	Income Quintiles					Employment			Education			Age					Disability*	Indigenous Australians**	CALD*
		Q1	Q2	Q3	Q4	Q5	Employed	Unemployed**	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	87.8	95.3	94.1	92.3	81.9	72.2	93.8	88.1	79.1	92.2	87.7	75.2	95.6	93.5	92.4	87.8	73.0	79.1	84.1	90.7
Internet Technology	80.6	87.0	85.3	85.2	76.7	66.7	84.7	81.1	74.7	83.8	80.4	71.7	86.5	85.1	83.4	81.0	69.7	73.1	62.6	81.4
Internet Data Allowance	56.9	64.7	62.2	61.6	53.6	39.8	62.3	63.2	48.1	59.7	55.9	45.2	68.2	64.7	61.5	55.6	39.0	52.3	36.4	63.5
	75.1	82.3	80.5	79.7	70.7	59.5	80.2	77.5	67.3	78.6	74.7	64.0	83.4	81.1	79.1	74.8	60.6	68.2	61.1	78.5
AFFORDABILITY																				
Relative Expenditure	52.5	82.0	68.6	47.7	27.7	10.7	56.9	47.0	46.1	57.2	51.0	43.8	55.8	46.1	54.7	57.4	46.9	29.8	34.1	55.3
Value of Expenditure	61.7	62.3	64.6	63.8	59.0	49.2	63.0	66.2	58.9	61.7	63.3	54.9	74.0	62.0	61.1	63.2	50.1	52.2	65.0	67.5
	57.1	72.1	66.6	55.7	43.4	30.0	60.0	56.6	52.5	59.4	57.2	49.4	64.9	54.0	57.9	60.3	48.5	41.0	49.5	61.4
DIGITAL ABILITY																				
Attitudes	48.7	57.5	49.4	51.8	44.6	37.4	53.3	52.5	41.4	52.1	44.2	36.8	62.4	58.9	52.2	43.0	33.0	44.2	52.3	54.6
Basic Skills	56.6	68.7	67.3	62.0	48.1	40.1	66.3	51.0	43.2	64.3	56.3	42.2	58.2	67.9	66.4	57.2	36.5	40.0	44.9	55.9
Activities	40.3	51.0	46.9	44.7	32.4	27.1	47.5	37.2	30.1	48.7	36.9	26.2	43.0	50.8	48.6	39.1	23.2	26.6	26.8	44.2
	48.5	59.1	54.5	52.8	41.7	34.9	55.7	46.9	38.2	55.0	45.8	35.1	54.5	59.2	55.8	46.5	30.9	36.9	41.3	51.6
DIGITAL INCLUSION INDEX	60.2	71.2	67.2	62.7	51.9	41.5	65.3	60.3	52.7	64.3	59.2	49.5	67.6	64.8	64.3	60.5	46.6	48.7	50.6	63.8

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2018	SA	Income Quintiles					Employment			Education			Age					Disability*	Indigenous Australians**	CALD*
		Q1*	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	85.5	91.8	92.5	91.1	81.9	71.2	92.2	89.7	74.8	90.4	85.5	70.1	94.0	93.1	91.5	83.6	69.2	67.0	87.9	89.3
Internet Technology	76.8	81.0	83.5	81.2	74.9	65.4	81.1	78.5	70.2	79.8	78.1	65.6	81.8	82.6	79.2	76.4	66.8	62.1	67.8	77.2
Internet Data Allowance	51.0	55.8	58.6	56.3	48.7	40.0	57.6	59.3	39.8	53.7	52.5	37.4	58.1	63.8	57.0	47.9	33.1	40.6	55.9	55.8
	71.1	76.2	78.2	76.2	68.5	58.9	77.0	75.9	61.6	74.6	72.0	57.7	78.0	79.8	75.9	69.3	56.4	56.6	70.5	74.1
AFFORDABILITY																				
Relative Expenditure	51.5	84.9	67.8	47.0	31.3	12.2	57.5	34.5	44.7	57.3	45.7	42.9	56.3	50.6	53.4	50.9	46.4	35.0	36.8	50.4
Value of Expenditure	57.4	52.5	64.0	60.1	52.8	52.3	59.4	66.4	52.5	57.8	58.0	47.5	67.9	59.4	57.4	54.5	49.5	42.3	62.6	54.8
	54.4	68.7	65.9	53.6	42.0	32.3	58.5	50.5	48.6	57.6	51.8	45.2	62.1	55.0	55.4	52.7	47.9	38.7	49.7	52.6
DIGITAL ABILITY																				
Attitudes	48.8	53.7	54.3	52.0	44.9	37.1	53.4	56.3	40.8	53.7	46.9	30.1	68.2	61.8	49.6	40.9	31.9	36.2	56.6	59.7
Basic Skills	54.3	66.1	69.3	59.8	49.5	35.4	64.7	50.6	39.4	64.6	54.2	31.7	56.2	72.4	64.9	49.8	33.1	31.5	44.0	52.6
Activities	38.2	47.9	46.0	43.9	33.2	24.9	45.9	36.3	27.3	47.3	35.2	20.1	43.0	55.0	44.7	32.2	22.0	21.5	21.3	41.0
	47.1	55.9	56.5	51.9	42.5	32.4	54.6	47.8	35.9	55.2	45.5	27.3	55.8	63.0	53.1	41.0	29.0	29.7	40.6	51.1
DIGITAL INCLUSION INDEX	57.5	66.9	66.9	60.6	51.0	41.2	63.4	58.0	48.7	62.5	56.4	43.4	65.3	66.0	61.4	54.3	44.4	41.7	53.6	59.3

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2017	SA	Income Quintiles					Employment			Education			Age					Disability*	Indigenous Australians**	CALD*
		Q1*	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	83.8	94.9	91.4	90.2	81.2	69.9	90.8	90.3	73.6	88.9	86.2	71.3	91.0	91.3	90.6	81.4	67.6	71.0	75.4	85.7
Internet Technology	73.5	81.2	79.6	76.8	71.7	63.0	78.2	77.1	66.9	76.6	76.6	65.4	78.2	78.7	78.8	71.4	62.5	63.4	69.1	76.2
Internet Data Allowance	48.4	58.1	58.2	52.2	46.5	37.6	55.0	55.9	38.5	51.5	53.3	37.7	55.2	58.4	57.5	44.4	30.1	44.1	57.6	53.0
	68.6	78.1	76.4	73.1	66.5	56.8	74.6	74.4	59.7	72.3	72.0	58.1	74.8	76.1	75.6	65.7	53.4	59.5	67.4	71.6
AFFORDABILITY																				
Relative Expenditure	50.1	81.3	65.1	50.1	31.6	15.7	53.5	41.9	47.0	55.5	49.1	42.0	52.8	48.1	50.7	51.1	47.2	36.1	39.2	52.4
Value of Expenditure	53.1	55.3	56.1	51.1	53.9	47.3	53.4	62.1	50.6	54.8	55.8	47.9	54.6	57.1	59.2	50.6	42.8	51.4	64.9	61.7
	51.6	68.3	60.6	50.6	42.8	31.5	53.4	52.0	48.8	55.2	52.4	45.0	53.7	52.6	55.0	50.9	45.0	43.8	52.1	57.1
DIGITAL ABILITY																				
Attitudes	48.7	61.4	56.2	56.2	42.0	36.8	54.3	56.6	39.9	55.9	46.5	33.1	60.2	62.8	52.3	42.6	31.5	35.8	35.8	56.2
Basic Skills	51.1	71.3	66.3	57.0	46.6	37.6	60.3	55.4	38.5	62.0	52.5	35.6	53.6	63.7	63.8	45.6	31.8	38.6	40.8	43.8
Activities	35.9	49.5	45.0	41.7	33.7	26.2	41.9	41.7	27.3	44.2	37.4	22.3	40.1	48.1	44.9	28.9	21.4	28.0	37.8	31.8
	45.2	60.8	55.8	51.6	40.8	33.6	52.1	51.2	35.2	54.0	45.5	30.3	51.3	58.2	53.7	39.1	28.2	34.1	38.1	43.9
DIGITAL INCLUSION INDEX	55.1	69.0	64.3	58.4	50.0	40.6	60.1	59.2	47.9	60.5	56.6	44.5	60.0	62.3	61.4	51.9	42.2	45.8	52.5	57.5

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2016	SA	Income Quintiles					Employment			Education			Age					Disability*	Indigenous Australians**	CALD*
		Q1*	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	82.2	92.5	92.6	90.4	78.9	67.1	89.5	80.1	73.3	89.3	82.5	68.4	89.8	87.2	90.6	82.2	64.8	60.3	63.1	86.5
Internet Technology	70.5	79.3	76.2	75.7	70.4	58.6	75.8	65.4	64.6	74.3	73.0	60.3	77.0	72.4	74.8	70.6	59.9	55.1	58.3	73.4
Internet Data Allowance	43.5	57.0	52.7	50.6	40.2	30.7	49.7	42.7	35.7	47.1	45.6	31.8	51.5	48.5	49.8	43.6	27.7	28.4	34.1	44.6
	65.4	76.3	73.8	72.2	63.2	52.2	71.7	62.7	57.9	70.2	67.0	53.5	72.7	69.4	71.8	65.5	50.8	47.9	51.8	68.1
AFFORDABILITY																				
Relative Expenditure	50.2	84.3	74.1	43.1	33.1	13.1	53.5	48.3	45.9	59.9	43.2	42.7	57.2	38.2	55.5	52.0	45.2	44.3	66.4	51.3
Value of Expenditure	47.3	50.0	51.6	49.2	43.1	42.7	49.2	35.4	47.4	48.5	47.8	37.0	55.4	40.9	49.4	47.4	42.7	32.7	50.6	54.5
	48.8	67.2	62.8	46.1	38.1	27.9	51.3	41.9	46.6	54.2	45.5	39.9	56.3	39.5	52.5	49.7	44.0	38.5	58.5	52.9
DIGITAL ABILITY																				
Attitudes	46.8	57.4	51.4	52.6	40.1	36.0	50.2	58.7	40.3	49.7	44.4	33.1	68.4	54.0	48.4	41.7	30.3	38.5	26.3	53.0
Basic Skills	47.8	64.6	54.2	57.7	42.7	30.9	56.4	45.9	37.3	59.4	47.7	30.9	52.4	57.5	60.5	44.3	28.7	30.0	29.1	45.2
Activities	32.8	47.4	30.9	40.6	28.7	22.0	37.6	31.9	26.8	41.7	31.6	18.0	39.1	42.2	39.7	28.0	19.8	19.5	19.3	34.9
	42.5	56.5	45.5	50.3	37.2	29.7	48.1	45.5	34.8	50.3	41.3	27.3	53.3	51.2	49.5	38.0	26.3	29.3	24.9	44.4
DIGITAL INCLUSION INDEX	52.2	66.7	60.7	56.2	46.1	36.6	57.0	50.0	46.4	58.2	51.3	40.2	60.8	53.4	57.9	51.0	40.3	38.6	45.1	55.1

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2015	SA	Income Quintiles					Employment			Education			Age					Disability*	Indigenous Australians**	CALD*
		Q1*	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24*	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	82.0	95.6	92.2	88.6	81.5	69.4	90.4	81.2	70.9	89.6	82.4	70.6	86.0	89.9	90.4	83.0	61.7	73.6	58.5	83.1
Internet Technology	67.3	77.2	76.4	72.0	67.3	58.3	73.0	61.2	60.6	73.3	66.5	61.0	67.4	73.5	71.8	68.7	55.5	61.1	52.0	62.9
Internet Data Allowance	38.1	54.4	51.4	41.7	35.5	28.5	45.2	28.1	30.3	44.5	36.0	33.1	37.0	44.7	45.2	38.6	24.9	31.9	31.2	32.9
	62.5	75.7	73.3	67.4	61.4	52.1	69.5	56.8	53.9	69.1	61.6	54.9	63.5	69.4	69.1	63.4	47.3	55.5	47.2	59.6
AFFORDABILITY																				
Relative Expenditure	52.5	82.6	70.9	56.7	36.0	18.3	55.6	46.7	48.4	55.4	53.9	47.3	60.4	48.5	53.5	53.7	45.8	33.6	48.4	42.5
Value of Expenditure	44.1	45.5	49.5	44.2	40.5	42.2	42.9	34.7	47.2	42.9	39.4	50.6	45.3	42.7	41.5	44.7	47.7	46.2	28.9	38.1
	48.3	64.1	60.2	50.5	38.2	30.2	49.2	40.7	47.8	49.1	46.7	48.9	52.9	45.6	47.5	49.2	46.7	39.9	38.6	40.3
DIGITAL ABILITY																				
Attitudes	45.8	57.6	52.4	52.4	41.5	32.1	49.9	49.6	39.6	50.3	42.7	35.5	61.4	50.4	50.9	39.7	29.3	42.5	28.1	59.0
Basic Skills	48.2	60.4	64.5	57.0	44.6	31.7	59.5	44.5	33.6	63.9	46.8	32.8	46.4	69.1	61.9	43.5	22.3	43.5	21.0	53.0
Activities	35.6	43.3	48.7	39.5	34.1	24.7	43.0	33.5	26.0	45.4	34.1	26.6	30.1	49.4	48.3	33.2	17.2	38.0	15.3	44.0
	43.2	53.8	55.2	49.6	40.0	29.5	50.8	42.5	33.0	53.2	41.2	31.7	46.0	56.3	53.7	38.8	22.9	41.3	21.5	52.0
DIGITAL INCLUSION INDEX	51.3	64.5	62.9	55.8	46.6	37.3	56.5	46.7	44.9	57.2	49.8	45.2	54.1	57.1	56.8	50.5	39.0	45.6	35.8	50.6

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2014	SA	Income Quintiles					Employment			Education			Age					Disability*	Indigenous Australians**	CALD*
		Q1*	Q2	Q3	Q4	Q5	Employed	Unemployed*	NILF	Tertiary	Secondary	Less	14-24	25-34	35-49	50-64	65+			
ACCESS																				
Internet Access	80.7	94.1	93.8	88.0	77.4	61.7	90.2	72.5	67.9	89.2	83.4	60.8	90.9	90.1	85.9	82.4	56.6	69.5	69.8	85.0
Internet Technology	66.0	74.0	77.2	70.6	62.5	52.7	71.9	60.7	58.2	71.2	68.1	53.2	73.9	72.2	69.2	66.6	50.2	59.0	59.4	65.0
Internet Data Allowance	37.1	47.7	47.7	41.1	33.4	23.4	44.1	27.4	28.6	44.9	37.9	23.3	43.9	44.8	41.5	36.3	21.3	28.4	27.8	39.5
	61.3	71.9	72.9	66.6	57.8	45.9	68.7	53.5	51.5	68.4	63.1	45.8	69.6	69.0	65.6	61.8	42.7	52.3	52.4	63.2
AFFORDABILITY																				
Relative Expenditure	57.3	89.0	78.8	52.3	41.6	23.1	62.2	55.2	47.9	61.1	56.3	55.1	57.3	47.5	62.9	61.6	52.7	39.5	37.9	50.7
Value of Expenditure	46.8	49.1	48.6	46.5	50.6	35.4	48.8	42.1	43.7	45.8	46.2	48.2	49.0	38.3	48.5	48.7	49.3	34.0	39.9	50.8
	52.1	69.1	63.7	49.4	46.1	29.2	55.5	48.6	45.8	53.4	51.2	51.6	53.1	42.9	55.7	55.1	51.0	36.7	38.9	50.7
DIGITAL ABILITY																				
Attitudes	42.0	55.7	47.3	43.6	39.0	30.6	48.2	47.4	31.4	48.1	40.0	27.5	57.7	56.0	40.5	37.8	24.4	25.3	37.0	52.1
Basic Skills	41.4	65.2	49.4	47.6	33.9	25.3	50.9	38.7	27.5	54.1	43.4	22.1	43.3	56.3	53.4	37.7	18.2	29.7	32.0	43.2
Activities	29.8	47.1	37.8	36.6	27.5	16.1	36.4	26.5	20.6	41.7	28.1	14.4	28.6	42.6	37.4	28.1	14.0	17.9	33.0	38.2
	37.7	56.0	44.9	42.6	33.5	24.0	45.2	37.5	26.5	48.0	37.2	21.3	43.2	51.6	43.8	34.5	18.9	24.3	34.0	44.5
DIGITAL INCLUSION INDEX	50.3	65.7	60.5	52.9	45.8	33.0	56.5	46.6	41.3	56.6	50.5	39.6	55.3	54.5	55.0	50.5	37.5	37.8	41.8	52.8

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2019	Australia	Tasmania	Hobart	Rural TAS	Launceston & NE TAS	Burnie & West TAS*	Southern TAS**
	ACCESS						
Internet Access	87.9	83.9	88.0	80.6	80.8	82.6	74.0
Internet Technology	80.4	79.9	83.9	76.9	78.2	79.8	63.3
Internet Data Allowance	58.7	52.9	56.6	50.1	50.5	54.2	36.8
	75.7	72.2	76.2	69.2	69.8	72.2	58.0
AFFORDABILITY							
Relative Expenditure	54.6	49.2	55.6	44.0	42.1	43.7	52.4
Value of Expenditure	63.9	62.6	67.9	58.4	57.8	65.9	38.0
	59.2	55.9	61.7	51.2	49.9	54.8	45.2
DIGITAL ABILITY							
Attitudes	51.2	46.4	53.9	40.6	43.1	40.7	30.9
Basic Skills	58.1	52.8	57.7	49.0	50.5	50.8	38.4
Activities	43.1	39.6	44.2	35.9	35.9	39.3	26.5
	50.8	46.3	51.9	41.8	43.1	43.6	31.9
DIGITAL INCLUSION INDEX	61.9	58.1	63.3	54.1	54.3	56.9	45.0

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2018	Australia	Tasmania	Hobart	Rural TAS	Launceston & NE TAS	Burnie & West TAS*	Southern TAS**
ACCESS							
Internet Access	87.1	83.8	87.7	80.8	82.7	78.7	80.1
Internet Technology	78.6	80.3	84.0	77.4	81.3	72.8	76.7
Internet Data Allowance	54.5	50.7	55.0	47.4	49.7	47.3	39.2
	73.4	71.6	75.6	68.6	71.2	66.3	65.4
AFFORDABILITY							
Relative Expenditure	54.3	48.9	53.2	45.6	44.0	45.0	53.3
Value of Expenditure	61.0	58.6	60.0	57.5	56.0	60.4	55.3
	57.6	53.7	56.6	51.5	50.0	52.7	54.3
DIGITAL ABILITY							
Attitudes	50.9	45.1	49.1	42.1	44.4	38.4	44.6
Basic Skills	56.8	53.0	58.7	48.8	49.4	47.6	50.0
Activities	41.1	38.2	42.8	34.8	35.3	35.1	32.3
	49.6	45.5	50.2	41.9	43.0	40.4	42.3
DIGITAL INCLUSION INDEX	60.2	56.9	60.8	54.0	54.7	53.1	54.0

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2017	Australia	Tasmania	Hobart	Rural TAS	Launceston & NE TAS	Burnie & West TAS*	Southern TAS**
	ACCESS						
Internet Access	85.4	79.8	84.6	76.3	79.0	73.3	75.1
Internet Technology	75.7	71.8	76.6	68.3	73.5	61.7	68.3
Internet Data Allowance	51.2	42.4	47.8	38.4	39.7	34.0	46.1
	70.8	64.7	69.6	61.0	64.1	56.3	63.2
AFFORDABILITY							
Relative Expenditure	54.9	45.5	48.3	43.2	46.1	38.9	43.8
Value of Expenditure	56.9	45.9	50.7	41.7	40.7	43.2	41.8
	55.9	45.7	49.5	42.5	43.4	41.1	42.8
DIGITAL ABILITY							
Attitudes	50.1	44.8	49.3	41.4	41.2	40.6	44.8
Basic Skills	53.3	44.1	50.8	39.2	39.1	37.0	46.2
Activities	38.4	30.8	36.2	26.8	27.5	23.5	33.9
	47.3	39.9	45.4	35.8	35.9	33.7	41.6
DIGITAL INCLUSION INDEX	58.0	50.1	54.8	46.4	47.8	43.7	49.2

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2016	Australia	Tasmania	Hobart	Rural TAS	Launceston & NE TAS	Burnie & West TAS	Southern TAS**
	ACCESS						
Internet Access	84.4	80.5	81.7	79.7	80.2	80.4	75.6
Internet Technology	73.0	69.1	71.7	67.2	68.1	68.2	61.4
Internet Data Allowance	45.7	38.1	40.1	36.8	38.3	37.3	29.5
	67.7	62.6	64.5	61.2	62.2	62.0	55.5
AFFORDABILITY							
Relative Expenditure	55.0	44.6	44.9	44.4	45.0	41.5	50.7
Value of Expenditure	52.9	43.8	48.7	40.4	38.2	46.1	31.9
	54.0	44.2	46.8	42.4	41.6	43.8	41.3
DIGITAL ABILITY							
Attitudes	49.2	42.6	46.5	40.0	41.0	39.9	36.1
Basic Skills	51.7	43.8	46.6	41.8	43.5	39.3	42.2
Activities	37.2	31.7	35.9	28.8	28.9	28.2	30.5
	46.0	39.4	43.0	36.8	37.8	35.8	36.3
DIGITAL INCLUSION INDEX	55.9	48.7	51.4	46.8	47.2	47.2	44.3

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2015	Australia	Tasmania	Hobart	Rural TAS	Launceston & NE TAS	Burnie & West TAS	Southern TAS**
	ACCESS						
Internet Access	83.3	79.7	80.9	78.7	82.3	77.4	66.3
Internet Technology	69.1	66.5	67.9	65.5	68.0	63.6	59.9
Internet Data Allowance	41.5	37.4	39.7	35.7	38.8	35.0	24.1
	64.6	61.2	62.9	60.0	63.0	58.7	50.1
AFFORDABILITY							
Relative Expenditure	58.7	53.9	56.5	51.8	50.9	53.9	48.4
Value of Expenditure	49.8	50.2	53.7	47.5	43.7	54.7	39.2
	54.3	52.0	55.1	49.7	47.3	54.3	43.8
DIGITAL ABILITY							
Attitudes	47.3	42.9	46.8	40.0	43.4	36.8	35.3
Basic Skills	49.7	44.2	48.4	41.0	47.7	32.7	37.9
Activities	36.1	31.2	36.5	27.2	31.0	22.4	25.7
	44.4	39.4	43.9	36.1	40.7	30.6	33.0
DIGITAL INCLUSION INDEX	54.4	50.9	54.0	48.6	50.4	47.9	42.3

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2014	Australia	Tasmania	Hobart	Rural TAS	Launceston & NE TAS	Burnie & West TAS	Southern TAS*
	ACCESS						
Internet Access	82.7	78.2	84.8	72.8	77.2	66.0	78.8
Internet Technology	68.2	63.8	67.5	60.9	64.8	55.4	63.6
Internet Data Allowance	40.8	34.2	38.4	30.9	35.2	25.4	32.8
	63.9	58.7	63.5	54.9	59.1	49.0	58.4
AFFORDABILITY							
Relative Expenditure	60.3	57.2	61.8	52.8	56.4	46.2	56.8
Value of Expenditure	51.6	49.8	53.2	46.6	50.4	43.9	35.5
	56.0	53.5	57.5	49.7	53.4	45.1	46.2
DIGITAL ABILITY							
Attitudes	45.9	40.1	41.3	39.2	40.7	34.9	49.3
Basic Skills	46.6	45.0	47.2	43.1	46.2	36.6	54.4
Activities	34.2	31.8	33.3	30.5	29.6	30.1	37.3
	42.2	39.0	40.6	37.6	38.9	33.9	47.0
DIGITAL INCLUSION INDEX	54.0	50.4	53.9	47.4	50.4	42.6	50.5

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2019	Tasmania	Income Quintiles					Employment			Education			Age					Disability*	Indigenous Australians**	CALD**
		Q1**	Q2**	Q3*	Q4*	Q5	Employed	Unemployed**	NILF	Tertiary	Secondary*	Less	14-24**	25-34**	35-49*	50-64	65+			
ACCESS																				
Internet Access	83.9	95.8	92.2	91.3	80.9	68.7	91.2	84.2	76.4	90.3	85.6	68.3	91.2	88.1	92.2	85.5	67.0	76.4	78.5	77.2
Internet Technology	79.9	91.8	87.5	85.0	79.5	66.3	84.9	77.0	75.2	86.0	82.1	66.9	83.6	81.4	89.5	78.0	69.8	73.4	67.4	76.0
Internet Data Allowance	52.9	68.0	62.5	58.4	49.2	42.6	58.4	43.8	48.3	56.7	56.6	38.2	59.3	60.4	62.4	49.4	39.0	46.8	49.2	56.0
	72.2	85.2	80.8	78.3	69.8	59.2	78.2	68.4	66.7	77.7	74.8	57.8	78.0	76.6	81.4	71.0	58.6	65.6	65.0	69.7
AFFORDABILITY																				
Relative Expenditure	49.2	83.6	66.9	47.8	29.6	11.3	56.8	45.4	41.3	54.2	42.9	44.6	55.9	43.5	56.0	51.6	38.1	38.3	45.0	63.0
Value of Expenditure	62.6	66.5	73.0	64.4	59.5	55.2	63.9	54.0	62.1	66.5	61.8	51.8	68.5	60.7	65.7	60.4	58.9	58.8	41.4	57.3
	55.9	75.1	69.9	56.1	44.6	33.3	60.4	49.7	51.7	60.4	52.3	48.2	62.2	52.1	60.9	56.0	48.5	48.6	43.2	60.1
DIGITAL ABILITY																				
Attitudes	46.4	59.8	51.1	50.6	38.7	35.0	52.0	57.8	39.8	52.7	44.2	32.0	58.5	55.6	54.0	42.4	30.1	36.8	41.6	46.9
Basic Skills	52.8	70.6	64.1	64.7	47.1	35.2	62.7	56.4	42.5	64.8	50.2	35.0	53.7	59.1	69.5	53.5	32.4	44.3	38.4	49.5
Activities	39.6	54.3	46.7	47.6	36.4	25.1	47.6	44.5	31.1	47.8	39.9	23.4	43.1	49.7	50.7	38.0	22.4	31.3	30.4	38.2
	46.3	61.5	54.0	54.3	40.8	31.8	54.1	52.9	37.8	55.1	44.8	30.1	51.8	54.8	58.1	44.6	28.3	37.5	36.8	44.8
DIGITAL INCLUSION INDEX	58.1	73.9	68.2	62.9	51.7	41.4	64.2	57.0	52.1	64.4	57.3	45.4	64.0	61.2	66.8	57.2	45.1	50.5	48.3	58.2

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2018	Tasmania	Income Quintiles					Employment			Education			Age					Disability**	Indigenous Australians**	CALD**
		Q1**	Q2**	Q3*	Q4*	Q5	Employed	Unemployed**	NILF	Tertiary	Secondary*	Less	14-24*	25-34**	35-49**	50-64	65+			
ACCESS																				
Internet Access	83.8	93.8	93.8	85.6	81.0	71.1	90.7	77.2	76.8	92.6	85.6	67.4	88.1	93.2	91.1	84.8	67.3	73.5	87.9	88.8
Internet Technology	80.3	90.2	90.2	82.1	77.4	69.6	85.6	73.1	75.2	85.5	81.7	67.6	82.2	88.0	86.9	80.5	67.8	72.7	85.7	78.7
Internet Data Allowance	50.7	62.9	62.7	52.0	47.7	37.9	57.0	44.1	44.3	57.3	54.5	35.3	53.3	62.7	60.7	50.2	32.8	42.1	59.2	43.5
	71.6	82.3	82.2	73.2	68.7	59.5	77.8	64.8	65.4	78.5	73.9	56.8	74.5	81.3	79.5	71.8	56.0	62.8	77.6	70.3
AFFORDABILITY																				
Relative Expenditure	48.9	83.2	66.5	49.7	27.6	9.9	55.0	55.8	40.3	49.8	47.8	44.6	62.5	44.1	52.7	53.4	32.0	31.7	51.3	50.6
Value of Expenditure	58.6	66.8	68.1	58.7	53.0	45.7	60.3	42.5	58.5	63.4	60.6	43.0	62.7	66.2	65.4	55.7	45.5	51.1	65.8	57.2
	53.7	75.0	67.3	54.2	40.3	27.8	57.6	49.1	49.4	56.6	54.2	43.8	62.6	55.1	59.0	54.5	38.8	41.4	58.5	53.9
DIGITAL ABILITY																				
Attitudes	45.1	57.4	52.9	42.8	41.1	35.6	50.5	49.2	38.4	50.7	46.2	28.9	54.5	60.4	48.3	41.5	30.4	40.3	45.5	58.4
Basic Skills	53.0	74.0	65.5	58.3	44.8	38.7	63.0	53.1	41.7	66.4	55.0	29.4	50.4	73.7	66.7	50.5	32.5	35.6	35.9	62.1
Activities	38.2	51.9	46.5	41.2	35.5	27.5	44.7	43.3	30.2	50.0	38.5	17.7	38.1	58.0	47.6	36.2	20.2	26.2	28.1	50.4
	45.5	61.1	55.0	47.4	40.5	34.0	52.7	48.6	36.7	55.7	46.6	25.4	47.7	64.0	54.2	42.7	27.7	34.0	36.5	57.0
DIGITAL INCLUSION INDEX	56.9	72.8	68.2	58.3	49.8	40.4	62.7	54.2	50.5	63.6	58.2	42.0	61.6	66.8	64.3	56.4	40.8	46.1	57.5	60.4

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2017	Tasmania	Income Quintiles					Employment			Education			Age					Disability**	Indigenous Australians**	CALD**
		Q1**	Q2**	Q3*	Q4*	Q5	Employed	Unemployed**	NILF	Tertiary	Secondary*	Less	14-24**	25-34**	35-49*	50-64*	65+			
ACCESS																				
Internet Access	79.8	95.3	89.0	85.4	73.2	67.4	89.9	82.6	70.9	88.2	82.2	63.8	84.0	87.1	87.8	80.0	64.5	64.5	69.7	71.5
Internet Technology	71.8	84.7	76.6	77.0	68.1	61.0	77.9	76.9	65.8	78.1	73.1	60.3	76.0	76.4	75.6	73.0	60.9	58.5	67.9	73.9
Internet Data Allowance	42.4	57.9	50.1	47.3	36.5	31.2	50.5	50.5	34.2	47.3	47.5	31.3	43.8	52.6	45.4	46.7	27.7	32.3	48.1	42.5
	64.7	79.3	71.9	69.9	59.3	53.2	72.8	70.0	57.0	71.2	67.6	51.8	67.9	72.0	69.6	66.6	51.0	51.8	61.9	62.6
AFFORDABILITY																				
Relative Expenditure	45.5	79.7	70.5	36.8	35.5	19.7	48.1	35.8	44.9	46.9	45.0	43.6	56.7	41.9	40.1	47.4	44.3	41.6	27.0	50.1
Value of Expenditure	45.9	59.4	50.0	39.1	37.2	41.3	45.9	54.2	44.1	47.5	49.2	36.9	57.1	36.0	40.4	50.0	46.4	37.6	24.4	56.2
	45.7	69.5	60.2	38.0	36.3	30.5	47.0	45.0	44.5	47.2	47.1	40.2	56.9	38.9	40.3	48.7	45.3	39.6	25.7	53.2
DIGITAL ABILITY																				
Attitudes	44.8	44.2	49.4	46.7	36.7	39.9	49.0	49.0	40.6	50.4	42.3	32.7	58.9	46.5	50.6	38.3	35.0	24.4	50.6	42.7
Basic Skills	44.1	54.0	56.8	53.0	33.4	35.3	54.3	49.9	34.7	57.9	45.8	27.0	35.9	61.9	58.8	40.8	29.0	26.8	36.4	40.9
Activities	30.8	38.9	41.3	34.0	21.6	25.3	35.7	39.3	25.2	40.6	28.7	17.6	31.2	43.1	40.0	25.7	19.7	20.0	24.5	36.7
	39.9	45.7	49.2	44.6	30.6	33.5	46.3	46.1	33.5	49.6	38.9	25.8	42.0	50.5	49.8	34.9	27.9	23.7	37.2	40.1
DIGITAL INCLUSION INDEX	50.1	64.8	60.4	50.8	42.1	39.1	55.4	53.7	45.0	56.0	51.2	39.3	55.6	53.8	53.2	50.1	41.4	38.4	41.6	51.9

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2016	Tasmania	Income Quintiles					Employment			Education			Age					Disability**	Indigenous Australians**	CALD**
		Q1**	Q2**	Q3*	Q4*	Q5	Employed	Unemployed**	NILF	Tertiary	Secondary	Less	14-24*	25-34**	35-49*	50-64	65+			
ACCESS																				
Internet Access	80.5	98.4	96.4	82.2	79.3	62.5	89.7	80.9	70.4	90.5	77.5	64.8	89.8	90.8	89.2	76.9	64.2	70.4	74.7	85.4
Internet Technology	69.1	80.7	86.2	67.6	68.2	56.4	75.4	71.9	61.7	77.5	66.9	58.1	73.6	72.2	77.5	66.7	59.4	61.6	67.0	66.9
Internet Data Allowance	38.1	50.6	58.8	40.1	33.0	23.4	44.2	43.5	30.7	47.0	38.6	26.7	42.9	42.7	49.2	34.4	27.0	28.4	33.8	32.1
	62.6	76.6	80.5	63.3	60.2	47.4	69.8	65.4	54.3	71.7	61.0	49.9	68.8	68.6	71.9	59.4	50.2	53.5	58.5	61.5
AFFORDABILITY																				
Relative Expenditure	44.6	89.0	51.4	44.5	29.0	14.8	45.3	41.2	44.3	47.7	41.6	37.9	56.3	30.5	43.5	44.7	44.3	34.3	54.0	39.1
Value of Expenditure	43.8	37.2	58.4	51.3	33.9	33.2	43.8	49.3	43.0	53.9	38.0	38.4	48.0	28.9	59.0	39.9	40.8	40.7	31.4	31.2
	44.2	63.1	54.9	47.9	31.4	24.0	44.6	45.3	43.6	50.8	39.8	38.2	52.2	29.7	51.2	42.3	42.5	37.5	42.7	35.1
DIGITAL ABILITY																				
Attitudes	42.6	58.4	45.8	46.4	42.7	29.9	49.4	40.2	35.7	47.5	41.4	28.0	53.4	57.6	46.4	34.2	32.3	35.7	39.9	47.5
Basic Skills	43.8	59.3	59.7	45.3	49.0	27.4	55.1	31.2	33.5	54.1	42.8	27.9	45.0	62.6	56.2	36.9	30.0	33.4	30.0	41.0
Activities	31.7	51.6	39.8	38.3	32.8	20.0	39.0	24.9	24.9	40.4	30.3	19.5	33.8	37.6	46.0	26.1	21.5	24.0	20.8	30.3
	39.4	56.4	48.4	43.3	41.5	25.8	47.8	32.1	31.4	47.3	38.2	25.1	44.1	52.6	49.5	32.4	28.0	31.0	30.2	39.6
DIGITAL INCLUSION INDEX	48.7	65.4	61.3	51.5	44.4	32.4	54.0	47.6	43.1	56.6	46.3	37.7	55.0	50.3	57.6	44.7	40.2	40.7	43.8	45.4

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2015	Tasmania	Income Quintiles					Employment			Education			Age					Disability*	Indigenous Australians**	CALD**
		Q1**	Q2*	Q3	Q4	Q5	Employed	Unemployed**	NILF	Tertiary	Secondary	Less	14-24*	25-34*	35-49*	50-64	65+			
ACCESS																				
Internet Access	79.7	93.6	92.3	87.1	76.7	64.2	89.3	86.2	68.9	89.9	80.8	59.1	91.7	85.6	87.5	81.3	60.3	64.0	70.3	71.9
Internet Technology	66.5	75.9	75.2	73.2	66.1	55.8	73.1	66.4	60.1	73.9	66.6	52.7	69.8	74.1	69.8	68.3	54.4	58.1	49.7	79.3
Internet Data Allowance	37.4	45.0	48.4	45.2	37.4	25.6	45.4	34.8	30.1	45.4	37.7	24.2	38.3	44.3	42.1	40.6	24.5	30.8	17.6	46.7
	61.2	71.5	72.0	68.5	60.1	48.6	69.2	62.5	53.1	69.7	61.7	45.3	66.6	68.0	66.5	63.4	46.4	51.0	45.8	66.0
AFFORDABILITY																				
Relative Expenditure	53.9	92.8	69.7	53.7	46.4	19.5	62.1	40.7	46.2	64.0	48.4	49.8	36.8	50.6	57.8	59.8	53.0	45.5	58.3	66.3
Value of Expenditure	50.2	58.7	45.4	51.2	48.7	48.8	50.0	50.5	50.4	54.6	42.0	48.3	54.2	46.2	44.8	53.7	51.4	64.2	36.2	62.1
	52.0	75.8	57.6	52.4	47.5	34.2	56.1	45.6	48.3	59.3	45.2	49.0	45.5	48.4	51.3	56.8	52.2	54.9	47.2	64.2
DIGITAL ABILITY																				
Attitudes	42.9	57.5	52.7	49.2	37.2	32.4	48.9	45.4	36.5	51.1	39.5	26.2	57.5	57.1	45.0	40.0	27.8	35.0	47.4	52.6
Basic Skills	44.2	65.2	64.4	53.3	43.9	29.2	56.3	50.7	31.0	55.5	48.5	23.4	43.8	63.5	56.5	41.7	23.2	36.8	43.0	59.3
Activities	31.2	44.4	45.6	39.9	28.9	19.3	37.6	46.5	21.8	40.0	30.4	15.3	40.5	44.9	40.5	26.1	15.4	24.5	31.5	43.5
	39.4	55.7	54.2	47.5	36.6	27.0	47.6	47.5	29.8	48.9	39.5	21.6	47.3	55.2	47.3	36.0	22.1	32.1	40.6	51.8
DIGITAL INCLUSION INDEX	50.9	67.7	61.3	56.1	48.1	36.6	57.6	51.9	43.7	59.3	48.8	38.7	53.1	57.2	55.0	52.0	40.2	46.0	44.6	60.7

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2014	Tasmania	Income Quintiles					Employment			Education			Age					Disability**	Indigenous Australians**	CALD**
		Q1**	Q2**	Q3	Q4	Q5	Employed	Unemployed**	NILF	Tertiary	Secondary	Less	14-24**	25-34**	35-49*	50-64	65+			
ACCESS																				
Internet Access	78.2	96.4	91.4	81.8	79.2	62.9	89.2	67.5	63.6	89.1	77.8	61.8	87.4	83.5	89.8	78.6	55.2	73.2	72.4	90.9
Internet Technology	63.8	75.6	73.1	68.6	65.0	53.4	70.7	61.6	53.9	69.7	64.3	56.2	63.5	74.0	71.7	65.1	47.6	63.1	62.0	61.2
Internet Data Allowance	34.2	50.2	42.4	39.1	35.3	22.9	40.4	30.8	25.7	41.0	33.6	27.7	29.6	50.6	40.7	33.9	21.3	28.5	29.2	27.1
	58.7	74.1	69.0	63.2	59.8	46.4	66.8	53.3	47.7	66.6	58.6	48.5	60.2	69.4	67.4	59.2	41.4	54.9	54.5	59.7
AFFORDABILITY																				
Relative Expenditure	57.2	89.8	74.3	57.5	44.5	24.7	61.7	19.7	57.7	65.4	59.7	53.0	50.5	37.4	56.2	68.4	62.8	37.5	54.6	30.1
Value of Expenditure	49.8	51.8	35.0	47.3	49.9	50.4	44.9	44.5	61.7	50.6	47.2	50.8	41.2	37.3	49.7	51.8	63.8	42.6	44.7	54.6
	53.5	70.8	54.7	52.4	47.2	37.6	53.3	32.1	59.7	58.0	53.4	51.9	45.8	37.4	52.9	60.1	63.3	40.1	49.7	42.3
DIGITAL ABILITY																				
Attitudes	40.1	48.6	55.1	43.0	39.7	29.9	47.1	36.4	30.2	48.2	42.0	25.1	50.8	55.8	44.1	37.6	23.7	32.0	26.6	44.2
Basic Skills	45.0	63.3	63.8	47.9	44.4	28.7	56.2	49.9	26.8	56.4	45.0	29.4	41.6	75.4	60.3	40.8	16.9	30.1	35.5	13.9
Activities	31.8	43.6	40.4	31.5	34.6	26.2	39.3	41.0	18.3	39.9	31.6	17.5	36.4	53.9	37.4	30.7	11.8	19.6	8.0	37.7
	39.0	51.8	53.1	40.8	39.6	28.3	47.6	42.4	25.1	48.1	39.5	24.0	42.9	61.7	47.3	36.4	17.5	27.2	23.4	31.9
DIGITAL INCLUSION INDEX	50.4	65.6	58.9	52.1	48.9	37.4	55.9	42.6	44.2	57.6	50.5	41.5	49.6	56.2	55.9	51.9	40.7	40.7	42.5	44.7

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

**Sample size <75, exercise extreme caution in interpretation.

2019	Australia	ACT
ACCESS		
Internet Access	87.9	91.8
Internet Technology	80.4	82.5
Internet Data Allowance	58.7	62.4
	75.7	78.9
AFFORDABILITY		
Relative Expenditure	54.6	67.1
Value of Expenditure	63.9	66.5
	59.2	66.8
DIGITAL ABILITY		
Attitudes	51.2	59.3
Basic Skills	58.1	62.6
Activities	43.1	49.8
	50.8	57.2
DIGITAL INCLUSION INDEX	61.9	67.6

Source: Roy Morgan Single Source, March 2019.

2018	Australia	ACT
ACCESS		
Internet Access	87.1	90.9
Internet Technology	78.6	78.8
Internet Data Allowance	54.5	57.9
	73.4	75.9
AFFORDABILITY		
Relative Expenditure	54.3	65.9
Value of Expenditure	61.0	68.6
	57.6	67.2
DIGITAL ABILITY		
Attitudes	50.9	54.2
Basic Skills	56.8	64.7
Activities	41.1	48.5
	49.6	55.8
DIGITAL INCLUSION INDEX	60.2	66.3

Source: Roy Morgan Single Source, March 2019.

2017	Australia	ACT
ACCESS		
Internet Access	85.4	88.1
Internet Technology	75.7	75.2
Internet Data Allowance	51.2	49.9
	70.8	71.1
AFFORDABILITY		
Relative Expenditure	54.9	65.8
Value of Expenditure	56.9	55.0
	55.9	60.4
DIGITAL ABILITY		
Attitudes	50.1	54.0
Basic Skills	53.3	59.7
Activities	38.4	46.1
	47.3	53.3
DIGITAL INCLUSION INDEX	58.0	61.6

Source: Roy Morgan Single Source, March 2019.

2016	Australia	ACT
ACCESS		
Internet Access	84.4	88.0
Internet Technology	73.0	76.9
Internet Data Allowance	45.7	48.9
	67.7	71.3
AFFORDABILITY		
Relative Expenditure	55.0	65.3
Value of Expenditure	52.9	54.3
	54.0	59.8
DIGITAL ABILITY		
Attitudes	49.2	57.0
Basic Skills	51.7	62.2
Activities	37.2	48.2
	46.0	55.8
DIGITAL INCLUSION INDEX	55.9	62.3

Source: Roy Morgan Single Source, March 2019.

2015	Australia	ACT
ACCESS		
Internet Access	83.3	91.2
Internet Technology	69.1	74.0
Internet Data Allowance	41.5	46.8
	64.6	70.7
AFFORDABILITY		
Relative Expenditure	58.7	74.6
Value of Expenditure	49.8	53.3
	54.3	64.0
DIGITAL ABILITY		
Attitudes	47.3	53.3
Basic Skills	49.7	58.6
Activities	36.1	43.3
	44.4	51.7
DIGITAL INCLUSION INDEX	54.4	62.1

Source: Roy Morgan Single Source, March 2019.

2014	Australia	ACT
ACCESS		
Internet Access	82.7	89.3
Internet Technology	68.2	69.6
Internet Data Allowance	40.8	43.5
	63.9	67.5
AFFORDABILITY		
Relative Expenditure	60.3	72.5
Value of Expenditure	51.6	51.8
	56.0	62.1
DIGITAL ABILITY		
Attitudes	45.9	55.9
Basic Skills	46.6	56.5
Activities	34.2	41.6
	42.2	51.3
DIGITAL INCLUSION INDEX	54.0	60.3

Source: Roy Morgan Single Source, March 2019.

2019	Australia	NT*
ACCESS		
Internet Access	87.9	85.6
Internet Technology	80.4	80.6
Internet Data Allowance	58.7	56.5
	75.7	74.3
AFFORDABILITY		
Relative Expenditure	54.6	62.0
Value of Expenditure	63.9	63.9
	59.2	62.9
DIGITAL ABILITY		
Attitudes	51.2	55.0
Basic Skills	58.1	60.8
Activities	43.1	51.1
	50.8	55.6
DIGITAL INCLUSION INDEX	61.9	64.3

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2018	Australia	NT*
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ACCESS

Internet Access	87.1	86.3
Internet Technology	78.6	79.9
Internet Data Allowance	54.5	48.6
	73.4	71.6

AFFORDABILITY

Relative Expenditure	54.3	51.0
Value of Expenditure	61.0	53.8
	57.6	52.4

DIGITAL ABILITY

Attitudes	50.9	50.2
Basic Skills	56.8	52.0
Activities	41.1	40.4
	49.6	47.5

DIGITAL INCLUSION INDEX**60.2** **57.2**

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2017	Australia	NT**
ACCESS		
Internet Access	85.4	81.5
Internet Technology	75.7	78.3
Internet Data Allowance	51.2	52.3
	70.8	70.7
AFFORDABILITY		
Relative Expenditure	54.9	58.6
Value of Expenditure	56.9	63.3
	55.9	60.9
DIGITAL ABILITY		
Attitudes	50.1	46.7
Basic Skills	53.3	49.4
Activities	38.4	37.9
	47.3	44.6
DIGITAL INCLUSION INDEX	58.0	58.8

Source: Roy Morgan Single Source, March 2019.

**Sample size <75, exercise extreme caution in interpretation.

2016	Australia	NT*
ACCESS		
Internet Access	84.4	84.2
Internet Technology	73.0	75.5
Internet Data Allowance	45.7	47.6
	67.7	69.1
AFFORDABILITY		
Relative Expenditure	55.0	58.5
Value of Expenditure	52.9	53.2
	54.0	55.8
DIGITAL ABILITY		
Attitudes	49.2	47.7
Basic Skills	51.7	47.8
Activities	37.2	35.9
	46.0	43.8
DIGITAL INCLUSION INDEX	55.9	56.2

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2015		
	Australia	NT*
ACCESS		
Internet Access	83.3	88.3
Internet Technology	69.1	70.9
Internet Data Allowance	41.5	43.4
	64.6	67.5
AFFORDABILITY		
Relative Expenditure	58.7	65.0
Value of Expenditure	49.8	49.5
	54.3	57.3
DIGITAL ABILITY		
Attitudes	47.3	49.0
Basic Skills	49.7	57.5
Activities	36.1	44.4
	44.4	50.3
DIGITAL INCLUSION INDEX	54.4	58.4

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.

2014	Australia	NT*
ACCESS		
Internet Access	82.7	83.5
Internet Technology	68.2	68.7
Internet Data Allowance	40.8	39.7
	63.9	64.0
AFFORDABILITY		
Relative Expenditure	60.3	64.1
Value of Expenditure	51.6	51.0
	56.0	57.5
DIGITAL ABILITY		
Attitudes	45.9	36.9
Basic Skills	46.6	49.2
Activities	34.2	38.3
	42.2	41.5
DIGITAL INCLUSION INDEX	54.0	54.3

Source: Roy Morgan Single Source, March 2019.

*Sample size <150, exercise caution in interpretation.