DIGITAL NATION AUSTRALIA 2019

FACTS, STATS AND CLOSING THE DIGITAL DIVIDE

Good Things Foundation

26% 65yrs+

25% People with a disability

9% CALD

9% Indigenous

9% NON USERS
NEVER USE THE INTERNET

We don't have all the essential digital skills

2.5m Australians are not online

OFFLINE NATION

LOW INCOME
OLDER
UNEDUCATED

12% My ability is poor

ADII* SCORE 60.2 National Average

ADII* Australian Digital Inclusion Index

The ADII score is 8.5 points lower in rural areas than in capital cities

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

17% LIMITED USERS
RARELY ENGAGE WITH THE INTERNET

ONLINE NATION

BETTER OFF
YOUNG
EDUCATED

handle information + content
be safe, legal + confident
ESSENTIAL DIGITAL SKILLS
transact
problem solve
communicate

86% households have internet access

74% ENGAGED USERS
USE THE INTERNET DAILY

91% of connected households get online using a desktop or laptop

66% of households use a tablet

18% Socialisers
games + comms

25% Pragmatics
banking + info

31% Enthusiasts
all activities

88% Own a smartphone

Connected users
nbn™ 96% | non-nbn™ 74%
socialise on the internet
2 x more | 2 x less
likely to undertake an online course

MOST LIKELY TO BE EXCLUDED

WHY WE ARE NOT ONLINE

>65yrs

People with a disability

<12yrs Education

Not in LaborForce

Mobile Only

My 42.7 ADII score is 17 points below the national average

<$35k

Indigenous

24% 19% I don't know how to use the internet

35% 20% I don't have access to the internet

63% 56% I have no interest in the internet

BROADBAND CONNECTION

ABILITY

ACCESS

AFFORDABILITY

LOCAL MARKETING

DIGITAL MENTORS

ONLINE LEARNING RESOURCES

TRUSTED SUPPORT IN THE COMMUNITY

Mobile-only internet access

1 in 5 (4m)

78% of homeless people

Be Connected learners

51% increased own digital skills

54% more confident with digital

58% more confident staying safe online

Public Services
By moving services online, government can realise a present value benefit of $17.9 bn.

Social
85% of people use social media to connect with friends or family.

Health
Telehealth could save up to $3 bn a year to the nation's healthcare system.

Rural
Digital agriculture could increase the gross value of Australian agricultural production by $20.3 bn.

Business
80% of small and medium businesses are delaying the adoption of technology that could offer them long-term benefits.

www.goodthingsfoundation.org.au

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