



Measuring Australia's Digital Divide

Dataset 2014-2020

Geographic Filters:

National, Capital Cities, Urban, Rural



Powered by Roy Morgan



OVERVIEW

This dataset filters ADII scores by four geographic divisions: Australia (national), Capital Cities, Urban, and Rural. State and Territory columns in each data in each sheet show index numbers for each State and Territory by geographic filter. For example, the Victoria column in the *Capitals (inc ACT)* sheet shows ADII figures for the Victorian Capital (Melbourne), while the Victorian column in the *Rural* sheet shows ADII figures for the rural areas of Victoria. Similarly, the demographic columns displayed in each sheet show index numbers for each demographic indicator by geographic filter. For example, the Employed column in the *Capitals (inc ACT)* sheet shows ADII figures for

NOTES

Geography-Australia: National data as reported in overall ADII Report.

Geography-Capital Cities: All State capital cities.

Geography-Urban: All capital cities, ACT and regional cities.

Geography-Rural: Not capital cities, ACT or regional cities.

Timeframe: data has been collected for seven years to date from the periods 2013–2014, 2014–2015, 2015–2016, 2016–2017, 2017–2018, 2018–2019 and 2019-2020. For each year, data was collected from April to March.

Sample sizes: small sample sizes can render results less reliable. Where asterisks appear in the tables, these signify small sample sizes for that particular group, as follows: *Sample size <150, exercise caution in interpretation; **Sample size <75, exercise extreme caution in interpretation.

Relative expenditure: this component of the Affordability sub-index is based on the share of household income spent on internet access. The current national average is 1.18% of household income. Affordability improves as this share decreases.

Value of expenditure: this component of the Affordability sub-index is based on the amount of data allowance obtained per dollar of expenditure. The current national average is 4.9GB per dollar. Affordability improves as this amount increases.

Age: scores for each state are captured across five different age brackets, from people aged 14–24 years to people aged 65+.

Income: this is presented in five household income ranges. Each range covers approximately 20% of the population (one quintile). The ranges from high to low income are: Q1: \$150,000 or more | Q2: \$100,000 to \$149,999 | Q3: \$60,000 to \$99,999 | Q4: \$35,000 to \$59,999 | Q5: under \$35,000.

Employment status: this is divided into three groups in this report – people in full or part-time employment (Employed), those seeking employment (Unemployed), and those not in the labour force (NILF) as they are not employed or seeking employment. The latter group is composed of retirees (60%), students (20%), and home

Educational attainment: this is divided into three levels of completion – Tertiary (degree or diploma), Secondary (completed secondary school), and Less (did not

Disability: people with disability are defined as those receiving either the disability support pension (DSP) from Centrelink, or the disability pension from the Department

Indigenous Australians: the term is used to define people that self-identify as being of Aboriginal or Torres Strait Islander origin. Note, the ADII does not capture data from Indigenous Australians in remote communities.

Culturally and Linguistically Diverse (CALD) migrants: people born in non-main English speaking countries that speak a language other than English at home.

Australia 2020	Australia	Australia							
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT*

ACCESS

Internet Access	87.9	87.9	88.3	87.5	86.9	89.4	84.8	90.6	79.9
Internet Technology	82.1	82.0	82.0	81.5	81.5	84.3	82.5	82.7	78.4
Internet Data Allowance	58.7	59.2	58.5	59.2	57.5	59.0	54.6	57.7	54.8
	76.3	76.4	76.3	76.1	75.3	77.5	74.0	77.0	71.0

AFFORDABILITY

Relative Expenditure	54.7	55.9	54.3	53.8	51.7	55.4	48.6	69.1	48.0
Value of Expenditure	67.0	67.4	67.1	65.6	67.4	67.5	67.1	70.7	61.7
	60.9	61.7	60.7	59.7	59.5	61.5	57.9	69.9	54.9

DIGITAL ABILITY

Attitudes	50.3	51.0	51.2	49.2	49.7	49.5	45.6	51.9	49.4
Basic Skills	59.4	59.9	59.0	58.2	59.0	62.2	54.7	64.2	51.7
Activities	46.1	46.7	46.3	44.8	44.3	48.5	41.0	51.2	38.6
	52.0	52.5	52.2	50.7	51.0	53.4	47.1	55.7	46.5

DIGITAL INCLUSION INDEX	63.0	63.5	63.1	62.2	61.9	64.1	59.6	67.5	57.5
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Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Australia 2019	Australia								
	Australia	NSW	VIC	QLD	SA	WA	TAS	ACT	NT*

ACCESS

Internet Access	87.9	87.5	88.9	87.5	87.8	88.2	83.9	91.8	85.6
Internet Technology	80.4	80.1	81.0	79.7	80.6	80.3	79.9	82.5	80.6
Internet Data Allowance	58.7	57.8	60.9	59.3	56.9	57.1	52.9	62.4	56.5
	75.7	75.1	76.9	75.5	75.1	75.2	72.2	78.9	74.3

AFFORDABILITY

Relative Expenditure	54.6	56.5	54.5	51.4	52.5	54.7	49.2	67.1	62.0
Value of Expenditure	63.9	63.3	66.1	64.4	61.7	60.8	62.6	66.5	63.9
	59.2	59.9	60.3	57.9	57.1	57.8	55.9	66.8	62.9

DIGITAL ABILITY

Attitudes	51.2	51.1	52.4	50.8	48.7	50.1	46.4	59.3	55.0
Basic Skills	58.1	57.5	60.5	56.1	56.6	58.8	52.8	62.6	60.8
Activities	43.1	42.6	45.1	41.4	40.3	43.6	39.6	49.8	51.1
	50.8	50.4	52.7	49.4	48.5	50.8	46.3	57.2	55.6

DIGITAL INCLUSION INDEX	61.9	61.8	63.3	60.9	60.2	61.3	58.1	67.6	64.3
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Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Australia 2018	Australia	Australia							
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT*

ACCESS

Internet Access	87.1	86.9	88.5	86.5	85.5	87.1	83.8	90.9	86.3
Internet Technology	78.6	78.6	79.6	78.3	76.8	77.7	80.3	78.8	79.9
Internet Data Allowance	54.5	54.7	55.9	54.6	51.0	53.2	50.7	57.9	48.6
	73.4	73.4	74.7	73.1	71.1	72.7	71.6	75.9	71.6

AFFORDABILITY

Relative Expenditure	54.3	56.8	53.9	51.6	51.5	54.3	48.9	65.9	51.0
Value of Expenditure	61.0	62.1	62.0	59.9	57.4	58.9	58.6	68.6	53.8
	57.6	59.5	58.0	55.8	54.4	56.6	53.7	67.2	52.4

DIGITAL ABILITY

Attitudes	50.9	51.4	52.1	49.5	48.8	51.1	45.1	54.2	50.2
Basic Skills	56.8	56.6	59.7	54.1	54.3	57.3	53.0	64.7	52.0
Activities	41.1	41.0	43.0	39.0	38.2	42.1	38.2	48.5	40.4
	49.6	49.6	51.6	47.6	47.1	50.2	45.5	55.8	47.5

DIGITAL INCLUSION INDEX	60.2	60.8	61.4	58.8	57.5	59.8	56.9	66.3	57.2
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Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Australia 2017	Australia	Australia							
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT**

ACCESS

Internet Access	85.4	85.4	86.4	84.5	83.8	86.3	79.8	88.1	81.5
Internet Technology	75.7	75.8	77.0	75.3	73.5	75.1	71.8	75.2	78.3
Internet Data Allowance	51.2	51.6	52.6	50.9	48.4	51.3	42.4	49.9	52.3
	70.8	70.9	72.0	70.2	68.6	70.9	64.7	71.1	70.7

AFFORDABILITY

Relative Expenditure	54.9	57.6	54.2	54.1	50.1	53.1	45.5	65.8	58.6
Value of Expenditure	56.9	59.6	57.4	55.6	53.1	54.6	45.9	55.0	63.3
	55.9	58.6	55.8	54.8	51.6	53.9	45.7	60.4	60.9

DIGITAL ABILITY

Attitudes	50.1	50.6	52.0	48.5	48.7	49.2	44.8	54.0	46.7
Basic Skills	53.3	53.7	55.6	50.9	51.1	53.7	44.1	59.7	49.4
Activities	38.4	39.3	39.2	36.5	35.9	39.5	30.8	46.1	37.9
	47.3	47.9	48.9	45.3	45.2	47.5	39.9	53.3	44.6

DIGITAL INCLUSION INDEX	58.0	59.1	58.9	56.8	55.1	57.4	50.1	61.6	58.8
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Source: Roy Morgan Single Source, March 2020.

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

Australia 2016	Australia	Australia							
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT*

ACCESS

Internet Access	84.4	84.5	85.5	84.2	82.2	84.0	80.5	88.0	84.2
Internet Technology	73.0	72.9	74.6	72.8	70.5	72.2	69.1	76.9	75.5
Internet Data Allowance	45.7	45.6	47.1	45.9	43.5	44.6	38.1	48.9	47.6
	67.7	67.7	69.0	67.6	65.4	66.9	62.6	71.3	69.1

AFFORDABILITY

Relative Expenditure	55.0	57.1	54.1	52.0	50.2	59.3	44.6	65.3	58.5
Value of Expenditure	52.9	54.2	55.9	51.3	47.3	50.5	43.8	54.3	53.2
	54.0	55.7	55.0	51.6	48.8	54.9	44.2	59.8	55.8

DIGITAL ABILITY

Attitudes	49.2	50.7	49.4	48.6	46.8	46.9	42.6	57.0	47.7
Basic Skills	51.7	51.3	53.9	50.8	47.8	52.2	43.8	62.2	47.8
Activities	37.2	37.2	38.7	36.1	32.8	38.0	31.7	48.2	35.9
	46.0	46.4	47.3	45.1	42.5	45.7	39.4	55.8	43.8

DIGITAL INCLUSION INDEX	55.9	56.6	57.1	54.8	52.2	55.8	48.7	62.3	56.2
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Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Australia 2015	Australia	Australia							
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT*

ACCESS

Internet Access	83.3	82.7	83.5	83.3	82.0	84.4	79.7	91.2	88.3
Internet Technology	69.1	68.7	70.4	68.3	67.3	69.8	66.5	74.0	70.9
Internet Data Allowance	41.5	42.1	42.2	40.7	38.1	42.0	37.4	46.8	43.4
	64.6	64.5	65.4	64.1	62.5	65.4	61.2	70.7	67.5

AFFORDABILITY

Relative Expenditure	58.7	59.5	58.3	56.0	52.5	64.9	53.9	74.6	65.0
Value of Expenditure	49.8	52.3	48.8	48.3	44.1	51.1	50.2	53.3	49.5
	54.3	55.9	53.6	52.1	48.3	58.0	52.0	64.0	57.3

DIGITAL ABILITY

Attitudes	47.3	47.4	47.2	47.5	45.8	48.0	42.9	53.3	49.0
Basic Skills	49.7	49.2	50.3	49.2	48.2	51.0	44.2	58.6	57.5
Activities	36.1	35.9	35.9	35.4	35.6	38.4	31.2	43.3	44.4
	44.4	44.2	44.5	44.0	43.2	45.8	39.4	51.7	50.3

DIGITAL INCLUSION INDEX	54.4	54.9	54.5	53.4	51.3	56.4	50.9	62.1	58.4
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Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Australia 2014	Australia	Australia							
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT*

ACCESS

Internet Access	82.7	82.1	82.8	83.5	80.7	83.4	78.2	89.3	83.5
Internet Technology	68.2	68.0	69.8	68.2	66.0	67.1	63.8	69.6	68.7
Internet Data Allowance	40.8	41.3	42.7	40.1	37.1	40.1	34.2	43.5	39.7
	63.9	63.8	65.1	64.0	61.3	63.5	58.7	67.5	64.0

AFFORDABILITY

Relative Expenditure	60.3	62.3	57.2	57.7	57.3	66.9	57.2	72.5	64.1
Value of Expenditure	51.6	55.1	52.9	47.6	46.8	50.0	49.8	51.8	51.0
	56.0	58.7	55.1	52.7	52.1	58.4	53.5	62.1	57.5

DIGITAL ABILITY

Attitudes	45.9	46.4	46.8	45.3	42.0	46.5	40.1	55.9	36.9
Basic Skills	46.6	46.4	46.6	47.5	41.4	47.4	45.0	56.5	49.2
Activities	34.2	33.9	34.4	34.8	29.8	34.9	31.8	41.6	38.3
	42.2	42.2	42.6	42.6	37.7	43.0	39.0	51.3	41.5

DIGITAL INCLUSION INDEX	54.0	54.9	54.3	53.1	50.3	55.0	50.4	60.3	54.3
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Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Australia 2020	Australia	Income Quintiles					Employment			Australia 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	93.9	93.7	90.3	82.7	73.5	92.9	87.6	79.3	91.7	86.6	76.0	90.4	92.3	93.4	88.1	74.9	76.2	82.6	89.0
Internet Technology	82.1	86.8	87.5	84.4	78.6	69.8	85.9	80.2	75.8	85.1	81.3	73.6	82.0	85.4	87.4	81.9	72.8	74.6	73.7	83.3
Internet Data Allowance	58.7	66.5	67.3	60.9	51.4	43.3	65.0	60.8	47.1	62.5	57.4	46.8	60.1	69.4	67.0	56.0	40.3	51.9	49.4	62.9
	76.3	82.4	82.8	78.5	70.9	62.2	81.3	76.2	67.4	79.8	75.1	65.5	77.5	82.4	82.6	75.3	62.7	67.6	68.5	78.4
AFFORDABILITY																				
Relative Expenditure	54.7	86.0	63.1	47.7	29.7	10.7	59.6	47.1	47.2	60.5	49.3	45.8	56.4	54.2	59.5	56.5	45.3	39.2	53.6	54.6
Value of Expenditure	67.0	70.9	72.0	68.5	62.9	54.8	69.5	68.2	62.0	69.9	64.3	59.8	67.2	70.3	71.4	66.4	58.1	61.8	54.3	67.6
	60.9	78.5	67.6	58.1	46.3	32.7	64.5	57.6	54.6	65.2	56.8	52.8	61.8	62.2	65.5	61.5	51.7	50.5	54.0	61.1
DIGITAL ABILITY																				
Attitudes	50.3	56.8	53.8	49.8	43.6	36.8	54.4	55.5	42.2	53.5	45.9	34.9	62.0	58.4	54.0	44.0	35.2	41.0	46.6	57.1
Basic Skills	59.4	69.8	68.7	61.3	50.7	41.4	66.8	61.9	46.0	67.4	56.9	40.6	57.0	70.1	69.5	58.1	40.8	44.1	46.0	60.8
Activities	46.1	55.1	53.6	46.9	38.2	30.8	52.0	53.2	34.3	52.9	41.7	29.0	47.3	56.8	54.4	42.9	28.5	34.4	35.7	49.0
	52.0	60.6	58.7	52.7	44.2	36.3	57.7	56.8	40.8	57.9	48.1	34.8	55.4	61.7	59.3	48.3	34.8	39.8	42.8	55.6
DIGITAL INCLUSION INDEX	63.0	73.8	69.7	63.1	53.8	43.8	67.8	63.6	54.3	67.6	60.0	51.0	64.9	68.8	69.1	61.7	49.7	52.6	55.1	65.1

Source: Roy Morgan Single Source, March 2020.

Australia 2019	Australia	Income Quintiles					Employment			Australia 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 2020.

Australia 2018	Australia	Income Quintiles					Employment			Australia 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 2020.

Australia 2017	Australia	Income Quintiles					Employment			Australia 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 2020.

Australia 2016	Australia	Income Quintiles					Employment			Australia 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 2020.

Australia 2015	Australia	Income Quintiles					Employment			Australia 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 2020.

Australia 2014	Australia	Income Quintiles					Employment			Australia 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 2020.

Capital Cities 2020	Capitals	Capital Cities							
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT
ACCESS									
Internet Access	89.1	89.0	89.1	88.5	88.7	90.0	88.9	n/a	n/a
Internet Technology	83.1	82.6	82.6	83.2	83.3	84.6	87.0	n/a	n/a
Internet Data Allowance	60.4	60.9	59.5	61.9	59.3	60.1	61.2	n/a	n/a
	77.5	77.5	77.1	77.9	77.1	78.2	79.0	n/a	n/a
AFFORDABILITY									
Relative Expenditure	57.9	61.0	56.7	57.9	52.7	57.2	52.2	n/a	n/a
Value of Expenditure	68.7	68.3	68.4	69.7	69.1	68.8	70.6	n/a	n/a
	63.3	64.6	62.5	63.8	60.9	63.0	61.4	n/a	n/a
DIGITAL ABILITY									
Attitudes	52.3	53.2	52.6	52.3	51.5	49.9	49.6	n/a	n/a
Basic Skills	61.7	62.2	60.5	61.7	62.0	63.6	60.5	n/a	n/a
Activities	48.5	49.2	48.0	48.4	46.5	50.0	46.1	n/a	n/a
	54.2	54.9	53.7	54.1	53.3	54.5	52.1	n/a	n/a
DIGITAL INCLUSION INDEX	65.0	65.7	64.4	65.3	63.8	65.2	64.2	n/a	n/a

Source: Roy Morgan Single Source, March 2020.

Capital Cities 2019	Capitals	Capital Cities							
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT

ACCESS

Internet Access	89.3	89.1	89.8	89.3	88.9	88.9	88.0	n/a	n/a
Internet Technology	81.2	80.9	81.4	81.8	81.2	80.6	83.9	n/a	n/a
Internet Data Allowance	60.5	59.9	62.3	61.7	58.0	58.2	56.6	n/a	n/a
	77.0	76.6	77.8	77.6	76.0	75.9	76.2	n/a	n/a

AFFORDABILITY

Relative Expenditure	56.7	59.4	56.5	53.4	54.6	55.8	55.6	n/a	n/a
Value of Expenditure	65.5	63.9	67.8	68.1	63.1	62.3	67.9	n/a	n/a
	61.1	61.7	62.1	60.7	58.8	59.0	61.7	n/a	n/a

DIGITAL ABILITY

Attitudes	53.3	54.4	54.4	52.5	49.6	51.3	53.9	n/a	n/a
Basic Skills	60.9	61.0	62.7	59.0	59.0	60.3	57.7	n/a	n/a
Activities	45.7	46.2	47.5	43.4	42.3	45.3	44.2	n/a	n/a
	53.3	53.8	54.8	51.7	50.3	52.3	51.9	n/a	n/a

DIGITAL INCLUSION INDEX	63.8	64.0	64.9	63.3	61.7	62.4	63.3	n/a	n/a
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Source: Roy Morgan Single Source, March 2020.

Capital Cities 2018	Capitals	Capital Cities							
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT
ACCESS									
Internet Access	88.8	88.7	90.1	88.2	87.6	87.9	87.7	n/a	n/a
Internet Technology	79.9	80.0	80.7	80.2	78.2	78.1	84.0	n/a	n/a
Internet Data Allowance	56.7	57.3	58.1	56.8	53.2	54.6	55.0	n/a	n/a
	75.1	75.3	76.3	75.1	73.0	73.5	75.6	n/a	n/a
AFFORDABILITY									
Relative Expenditure	56.9	60.6	56.2	54.7	52.5	55.0	53.2	n/a	n/a
Value of Expenditure	63.4	65.2	64.4	62.7	59.9	59.9	60.0	n/a	n/a
	60.1	62.9	60.3	58.7	56.2	57.4	56.6	n/a	n/a
DIGITAL ABILITY									
Attitudes	53.1	53.7	54.3	50.8	51.6	52.6	49.1	n/a	n/a
Basic Skills	59.5	58.8	62.1	58.0	55.9	59.3	58.7	n/a	n/a
Activities	43.9	43.6	45.9	42.9	39.9	43.9	42.8	n/a	n/a
	52.1	52.0	54.1	50.5	49.1	51.9	50.2	n/a	n/a
DIGITAL INCLUSION INDEX	62.5	63.4	63.5	61.4	59.5	61.0	60.8	n/a	n/a

Source: Roy Morgan Single Source, March 2020.

Capital Cities 2017	Capitals	Capital Cities								
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
ACCESS										
Internet Access	86.9	87.6	88.4	84.5	84.0	86.7	84.6	n/a	n/a	
Internet Technology	77.4	78.2	79.0	76.3	74.0	75.6	76.6	n/a	n/a	
Internet Data Allowance	53.6	54.3	55.5	52.3	49.2	52.7	47.8	n/a	n/a	
	72.7	73.4	74.3	71.0	69.1	71.7	69.6	n/a	n/a	
AFFORDABILITY										
Relative Expenditure	57.1	61.6	56.3	55.6	51.5	54.5	48.3	n/a	n/a	
Value of Expenditure	60.1	63.2	60.2	59.9	54.7	57.0	50.7	n/a	n/a	
	58.6	62.4	58.3	57.7	53.1	55.8	49.5	n/a	n/a	
DIGITAL ABILITY										
Attitudes	52.2	53.2	54.2	49.8	49.8	49.9	49.3	n/a	n/a	
Basic Skills	55.5	55.8	57.9	53.0	51.5	55.2	50.8	n/a	n/a	
Activities	40.3	41.4	41.2	37.8	36.3	41.4	36.2	n/a	n/a	
	49.3	50.1	51.1	46.9	45.9	48.8	45.4	n/a	n/a	
DIGITAL INCLUSION INDEX	60.2	62.0	61.2	58.5	56.0	58.8	54.8	n/a	n/a	

Source: Roy Morgan Single Source, March 2020.

Capital Cities 2016	Capitals	Capital Cities							
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT

ACCESS

Internet Access	86.1	86.5	87.3	86.4	83.4	84.6	81.7	n/a	n/a
Internet Technology	74.9	75.1	76.8	74.8	71.9	73.0	71.7	n/a	n/a
Internet Data Allowance	48.2	47.7	50.3	49.1	45.5	46.1	40.1	n/a	n/a
	69.7	69.8	71.4	70.1	67.0	67.9	64.5	n/a	n/a

AFFORDABILITY

Relative Expenditure	57.8	62.0	55.7	54.8	51.1	60.6	44.9	n/a	n/a
Value of Expenditure	56.8	57.4	60.3	55.9	49.2	54.2	48.7	n/a	n/a
	57.3	59.7	58.0	55.4	50.2	57.4	46.8	n/a	n/a

DIGITAL ABILITY

Attitudes	51.2	53.2	51.6	51.5	47.4	48.3	46.5	n/a	n/a
Basic Skills	53.9	53.3	56.6	53.3	49.0	53.9	46.6	n/a	n/a
Activities	39.3	39.4	41.3	38.5	33.8	39.5	35.9	n/a	n/a
	48.1	48.6	49.8	47.8	43.4	47.2	43.0	n/a	n/a

DIGITAL INCLUSION INDEX	58.4	59.4	59.8	57.7	53.5	57.5	51.4	n/a	n/a
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Source: Roy Morgan Single Source, March 2020.

Capital Cities 2015	Capitals	Capital Cities								
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
ACCESS										
Internet Access	85.2	85.5	85.4	85.2	84.6	85.2	80.9	n/a	n/a	
Internet Technology	71.2	71.4	72.3	70.7	69.3	70.7	67.9	n/a	n/a	
Internet Data Allowance	43.9	44.6	44.7	44.1	40.5	43.2	39.7	n/a	n/a	
	66.8	67.2	67.4	66.7	64.8	66.4	62.9	n/a	n/a	
AFFORDABILITY										
Relative Expenditure	61.6	62.6	60.9	60.2	54.8	66.8	56.5	n/a	n/a	
Value of Expenditure	52.8	55.0	51.7	53.0	47.1	53.4	53.7	n/a	n/a	
	57.2	58.8	56.3	56.6	50.9	60.1	55.1	n/a	n/a	
DIGITAL ABILITY										
Attitudes	49.3	50.3	48.4	50.4	48.7	48.2	46.8	n/a	n/a	
Basic Skills	53.0	52.6	53.4	55.8	51.4	51.2	48.4	n/a	n/a	
Activities	39.2	39.1	39.0	41.1	38.6	38.7	36.5	n/a	n/a	
	47.1	47.3	46.9	49.1	46.2	46.0	43.9	n/a	n/a	
DIGITAL INCLUSION INDEX	57.0	57.8	56.9	57.4	54.0	57.5	54.0	n/a	n/a	

Source: Roy Morgan Single Source, March 2020.

Capital Cities 2014	Capitals	Capital Cities								
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT	
ACCESS										
Internet Access	84.8	84.4	85.0	86.2	83.0	84.9	84.8	n/a	n/a	
Internet Technology	70.9	70.7	72.4	72.3	68.2	68.4	67.5	n/a	n/a	
Internet Data Allowance	44.1	44.4	45.8	45.1	40.1	42.0	38.4	n/a	n/a	
	66.6	66.5	67.7	67.9	63.7	65.1	63.5	n/a	n/a	
AFFORDABILITY										
Relative Expenditure	61.7	64.3	58.5	58.3	58.1	69.1	61.8	n/a	n/a	
Value of Expenditure	55.9	60.0	56.3	52.9	47.7	53.7	53.2	n/a	n/a	
	58.8	62.2	57.4	55.6	52.9	61.4	57.5	n/a	n/a	
DIGITAL ABILITY										
Attitudes	48.0	48.4	49.4	48.0	43.5	47.8	41.3	n/a	n/a	
Basic Skills	48.7	48.6	48.8	50.7	43.6	49.8	47.2	n/a	n/a	
Activities	36.1	36.3	36.4	36.4	32.5	37.6	33.3	n/a	n/a	
	44.3	44.4	44.9	45.0	39.9	45.1	40.6	n/a	n/a	
DIGITAL INCLUSION INDEX	56.6	57.7	56.7	56.2	52.2	57.2	53.9	n/a	n/a	

Source: Roy Morgan Single Source, March 2020.

Capital Cities 2020	Capitals	Capital Cities																		
		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	89.1	94.0	93.6	91.2	83.8	75.6	93.2	88.3	80.8	91.8	88.0	77.5	90.5	92.4	93.7	89.3	76.8	77.6	85.8	89.4
Internet Technology	83.1	87.2	86.9	84.4	79.6	72.4	86.2	81.3	77.3	85.0	83.0	75.8	82.7	84.8	87.9	83.3	74.5	77.4	78.3	83.3
Internet Data Allowance	60.4	67.6	67.2	61.9	52.4	45.8	66.2	63.0	48.3	63.2	59.1	48.3	61.4	69.3	68.7	57.2	41.2	55.6	53.4	62.9
	77.5	82.9	82.6	79.1	71.9	64.6	81.8	77.5	68.8	80.0	76.7	67.2	78.2	82.2	83.4	76.6	64.2	70.2	72.5	78.6
AFFORDABILITY																				
Relative Expenditure	57.9	87.5	65.0	49.0	29.2	10.2	62.5	50.4	50.1	62.6	53.1	49.2	58.6	56.9	62.4	60.7	48.1	40.3	58.2	55.6
Value of Expenditure	68.7	72.4	73.0	69.6	64.1	57.3	71.0	69.4	63.7	70.6	66.7	62.3	68.1	70.6	73.3	68.9	59.6	64.5	62.1	67.9
	63.3	79.9	69.0	59.3	46.7	33.7	66.7	59.9	56.9	66.6	59.9	55.7	63.4	63.8	67.9	64.8	53.9	52.4	60.2	61.7
DIGITAL ABILITY																				
Attitudes	52.3	58.2	53.9	51.6	44.8	39.1	55.8	57.8	44.0	54.2	47.1	36.5	63.5	59.6	55.3	45.5	36.3	44.6	53.8	57.0
Basic Skills	61.7	70.8	70.1	63.0	51.8	44.2	68.3	64.3	48.1	68.1	57.9	42.1	60.8	70.3	70.6	60.0	42.3	46.5	56.5	61.3
Activities	48.5	56.3	55.1	48.9	38.5	34.1	53.9	55.3	36.2	54.1	42.2	30.4	50.7	57.5	56.2	44.6	29.9	35.7	42.7	49.7
	54.2	61.7	59.7	54.5	45.0	39.1	59.3	59.1	42.8	58.8	49.1	36.3	58.4	62.4	60.7	50.0	36.2	42.3	51.0	56.0
DIGITAL INCLUSION INDEX	65.0	74.9	70.4	64.3	54.5	45.8	69.3	65.5	56.1	68.5	61.9	53.1	66.6	69.5	70.7	63.8	51.4	55.0	61.2	65.4

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Capital Cities 2019	Capitals	Capital Cities																		
		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	89.3	94.5	92.6	91.3	85.1	76.5	93.4	88.7	81.5	92.7	87.8	76.0	92.7	92.7	94.3	88.2	75.8	80.2	81.8	89.6
Internet Technology	81.2	86.4	83.8	83.5	78.0	70.4	84.1	79.4	76.2	84.0	80.6	71.4	82.1	84.8	85.0	80.4	71.8	74.2	76.0	81.4
Internet Data Allowance	60.5	69.0	65.4	63.4	54.7	45.0	66.4	59.6	49.4	64.3	60.9	47.0	61.6	70.7	67.4	57.3	41.1	53.1	55.3	64.1
	77.0	83.3	80.6	79.4	72.6	64.0	81.3	75.9	69.0	80.3	76.4	64.8	78.8	82.7	82.2	75.3	62.9	69.2	71.0	78.4
AFFORDABILITY																				
Relative Expenditure	56.7	85.7	65.9	45.6	29.2	10.0	60.8	50.3	49.7	60.2	53.7	48.5	59.8	52.8	59.7	61.0	48.1	39.4	49.6	54.6
Value of Expenditure	65.5	69.6	68.5	66.7	62.8	54.9	67.4	63.8	61.9	67.7	66.2	58.1	66.6	67.5	68.8	65.4	56.4	59.2	60.0	64.7
	61.1	77.6	67.2	56.2	46.0	32.5	64.1	57.1	55.8	63.9	59.9	53.3	63.2	60.2	64.3	63.2	52.2	49.3	54.8	59.6
DIGITAL ABILITY																				
Attitudes	53.3	59.8	55.9	55.2	45.3	39.2	57.7	55.2	44.7	56.7	47.0	35.8	64.5	63.4	55.6	46.1	35.4	46.3	51.0	61.6
Basic Skills	60.9	71.4	67.4	62.8	53.3	44.8	67.8	63.0	47.5	68.4	57.5	42.0	58.3	70.4	70.1	60.0	40.4	50.1	52.3	61.4
Activities	45.7	55.0	50.6	47.0	37.6	32.6	51.4	49.0	34.2	51.8	41.5	28.4	46.6	55.8	53.2	41.8	27.0	35.8	37.9	49.4
	53.3	62.1	58.0	55.0	45.4	38.9	59.0	55.7	42.1	59.0	48.7	35.4	56.5	63.2	59.6	49.3	34.3	44.1	47.1	57.5
DIGITAL INCLUSION INDEX	63.8	74.3	68.6	63.5	54.7	45.1	68.1	62.9	55.7	67.7	61.7	51.1	66.1	68.7	68.7	62.6	49.8	54.2	57.6	65.2

Source: Roy Morgan Single Source, March 2020.

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

Capital Cities 2018	Capitals	Income Quintiles					Employment			Capital Cities 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	88.8	94.5	92.5	90.5	84.8	74.8	92.8	89.2	81.1	91.9	87.9	76.0	92.6	92.9	93.5	87.4	75.0	77.0	83.2	87.9
Internet Technology	79.9	84.6	83.5	81.2	77.9	68.0	82.9	80.0	74.0	82.8	79.8	69.9	81.1	83.7	83.1	79.2	70.3	73.0	73.9	79.7
Internet Data Allowance	56.7	64.4	62.0	59.6	50.6	41.3	62.5	58.5	45.4	60.5	56.6	42.9	59.1	67.3	62.7	53.3	37.5	49.3	52.1	60.8
	75.1	81.2	79.4	77.1	71.1	61.4	79.4	75.9	66.8	78.4	74.7	62.9	77.6	81.3	79.8	73.3	60.9	66.5	69.7	76.1
AFFORDABILITY																				
Relative Expenditure	56.9	86.7	66.3	46.3	29.6	11.7	60.6	50.3	50.7	60.4	52.8	48.7	62.4	55.6	58.6	58.3	47.6	37.8	53.7	57.4
Value of Expenditure	63.4	66.3	64.7	63.9	60.3	52.5	65.2	64.3	59.2	65.9	63.2	54.3	66.4	66.7	64.9	62.5	54.1	54.1	51.9	66.5
	60.1	76.5	65.5	55.1	45.0	32.1	62.9	57.3	55.0	63.1	58.0	51.5	64.4	61.1	61.8	60.4	50.8	45.9	52.8	62.0
DIGITAL ABILITY																				
Attitudes	53.1	59.4	54.7	53.2	46.6	38.8	56.9	58.9	44.5	55.5	48.9	36.6	65.1	62.0	55.1	45.9	35.8	43.3	57.2	60.1
Basic Skills	59.5	70.5	69.0	62.0	50.3	40.8	66.5	61.1	45.8	67.0	56.6	39.6	59.7	69.8	68.1	56.5	38.4	40.4	50.0	56.5
Activities	43.9	53.1	49.9	45.6	35.7	28.8	49.4	49.0	32.3	50.7	38.9	25.8	47.0	54.8	50.7	37.8	25.4	29.4	36.8	44.6
	52.1	61.0	57.8	53.6	44.2	36.1	57.6	56.3	40.9	57.8	48.1	34.0	57.3	62.2	57.9	46.7	33.2	37.7	48.0	53.7
DIGITAL INCLUSION INDEX	62.5	72.9	67.6	61.9	53.4	43.2	66.6	63.2	54.2	66.4	60.3	49.5	66.4	68.2	66.5	60.1	48.3	50.0	56.8	63.9

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Capital Cities 2017	Capitals	Capital Cities																		
		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	94.8	92.4	89.4	82.6	72.3	92.1	87.0	77.6	91.3	84.8	72.5	90.5	91.5	92.6	85.8	70.8	73.4	76.6	85.1
Internet Technology	77.4	83.3	81.5	79.6	74.7	64.7	81.2	76.4	70.9	80.5	75.9	67.8	79.5	81.2	81.7	76.2	66.1	68.8	69.4	75.9
Internet Data Allowance	53.6	62.8	59.5	55.8	49.1	38.2	60.2	53.7	41.9	57.2	51.7	40.7	56.6	62.8	61.6	49.4	33.2	43.9	42.6	55.6
	72.7	80.3	77.8	74.9	68.8	58.4	77.9	72.4	63.4	76.3	70.8	60.3	75.5	78.5	78.6	70.5	56.7	62.0	62.9	72.2
AFFORDABILITY																				
Relative Expenditure	57.1	86.1	68.1	49.9	30.3	12.2	60.1	50.7	52.8	61.2	52.6	48.9	61.0	54.3	59.4	59.0	50.0	40.1	51.8	56.0
Value of Expenditure	60.1	63.9	61.1	60.0	57.4	51.3	62.2	60.6	55.7	62.7	56.4	52.8	62.8	59.5	64.3	59.4	51.2	57.6	43.4	60.4
	58.6	75.0	64.6	55.0	43.9	31.7	61.1	55.6	54.2	62.0	54.5	50.8	61.9	56.9	61.9	59.2	50.6	48.8	47.6	58.2
DIGITAL ABILITY																				
Attitudes	52.2	60.2	54.6	53.1	45.9	39.4	56.8	56.6	43.1	55.9	46.8	34.9	62.9	61.1	55.4	45.0	34.8	41.9	48.5	56.2
Basic Skills	55.5	69.5	66.0	58.2	46.4	38.7	62.4	58.2	42.5	63.5	52.2	37.3	51.4	66.6	66.6	52.8	33.7	41.7	44.2	50.1
Activities	40.3	50.6	46.1	41.7	32.7	27.6	45.3	44.9	30.4	46.6	35.1	23.4	41.4	49.4	47.8	35.5	23.2	29.3	33.9	38.3
	49.3	60.1	55.6	51.0	41.7	35.3	54.8	53.2	38.7	55.3	44.7	31.9	51.9	59.0	56.6	44.4	30.6	37.6	42.2	48.2
DIGITAL INCLUSION INDEX	60.2	71.8	66.0	60.3	51.4	41.8	64.6	60.4	52.1	64.5	56.7	47.7	63.1	64.8	65.7	58.0	46.0	49.5	50.9	59.5

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Capital Cities 2016	Capitals	Income Quintiles					Employment			Capital Cities 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	86.1	93.5	92.2	89.8	80.1	70.9	91.0	84.8	77.2	91.3	83.5	70.2	92.4	90.3	91.2	85.4	67.9	71.9	80.4	86.3
Internet Technology	74.9	81.1	80.0	77.9	70.8	62.4	78.9	73.3	67.9	78.6	73.5	64.2	77.8	78.4	78.2	75.4	62.4	65.4	67.4	74.7
Internet Data Allowance	48.2	55.3	56.3	52.2	41.2	33.5	54.0	46.9	37.5	52.4	46.4	35.0	52.0	57.3	52.2	46.0	30.3	38.8	43.3	50.1
	69.7	76.6	76.2	73.3	64.0	55.6	74.6	68.4	60.9	74.1	67.8	56.4	74.1	75.3	73.9	68.9	53.5	58.7	63.7	70.4
AFFORDABILITY																				
Relative Expenditure	57.8	87.3	70.2	49.4	30.9	13.7	60.8	48.6	53.9	62.7	53.0	50.6	61.7	51.4	60.7	60.4	52.2	46.1	58.9	54.2
Value of Expenditure	56.8	57.7	61.1	58.9	48.4	50.2	58.7	53.1	53.7	58.7	53.0	47.8	63.2	59.1	57.1	54.7	48.0	52.3	54.1	61.8
	57.3	72.5	65.6	54.2	39.7	32.0	59.7	50.9	53.8	60.7	53.0	49.2	62.5	55.2	58.9	57.6	50.1	49.2	56.5	58.0
DIGITAL ABILITY																				
Attitudes	51.2	57.4	54.7	51.5	45.6	40.3	54.3	57.1	44.1	55.1	46.5	33.0	66.3	62.3	51.7	42.7	32.6	43.6	47.5	57.6
Basic Skills	53.9	67.1	62.8	56.7	44.7	37.1	60.9	55.6	40.2	62.8	50.4	32.9	56.8	64.4	62.3	50.1	30.7	37.5	45.8	52.8
Activities	39.3	49.1	46.5	41.3	31.3	26.2	44.7	42.4	28.2	47.1	34.7	20.4	42.2	51.4	44.0	34.7	21.1	24.6	35.8	42.3
	48.1	57.9	54.7	49.9	40.5	34.5	53.3	51.7	37.5	55.0	43.9	28.7	55.1	59.4	52.7	42.5	28.1	35.2	43.0	50.9
DIGITAL INCLUSION INDEX	58.4	69.0	65.5	59.1	48.1	40.7	62.5	57.0	50.7	63.3	54.9	44.8	63.9	63.3	61.8	56.3	43.9	47.7	54.4	59.8

Source: Roy Morgan Single Source, March 2020.

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

Capital Cities 2015	Capitals	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	85.2	95.3	91.9	87.9	82.0	68.2	91.7	85.8	73.1	90.8	83.5	68.2	89.9	91.5	91.4	84.3	64.6	73.1	78.1	87.4
Internet Technology	71.2	78.4	77.3	74.1	68.8	58.9	75.9	71.0	62.6	75.5	69.9	60.0	73.3	74.9	76.3	71.0	57.1	61.4	63.6	72.4
Internet Data Allowance	43.9	53.4	51.7	47.0	40.4	30.9	50.2	42.7	32.7	49.0	42.1	32.2	44.2	49.8	51.2	42.5	27.1	34.0	41.5	46.8
	66.8	75.7	73.6	69.7	63.7	52.7	72.6	66.5	56.2	71.8	65.2	53.5	69.1	72.1	73.0	65.9	49.6	56.2	61.1	68.9
AFFORDABILITY																				
Relative Expenditure	61.6	89.3	70.2	57.0	37.3	16.8	63.5	55.8	58.9	65.1	57.8	56.0	63.0	59.9	61.3	65.5	56.6	43.5	45.2	60.0
Value of Expenditure	52.8	58.1	52.6	54.9	50.6	50.8	53.9	47.3	51.9	54.4	55.1	49.2	51.0	53.2	53.5	53.4	52.3	51.6	61.9	58.7
	57.2	73.7	61.4	55.9	44.0	33.8	58.7	51.5	55.4	59.8	56.4	52.6	57.0	56.5	57.4	59.4	54.5	47.6	53.5	59.3
DIGITAL ABILITY																				
Attitudes	49.3	55.9	53.1	49.9	45.1	35.1	53.0	54.5	41.1	53.9	43.2	33.0	61.1	58.1	51.4	43.5	31.4	39.8	41.0	55.6
Basic Skills	53.0	65.7	62.6	56.6	46.8	33.8	61.2	52.7	37.9	62.7	48.3	31.4	54.3	66.3	62.1	48.0	28.1	37.8	48.9	52.2
Activities	39.2	47.8	45.3	41.6	33.9	25.5	44.5	42.3	28.7	46.3	34.0	22.5	41.5	49.9	46.1	34.2	19.9	29.1	33.1	41.6
	47.1	56.5	53.6	49.4	41.9	31.5	52.9	49.8	35.9	54.3	41.9	29.0	52.3	58.1	53.2	41.9	26.4	35.6	41.0	49.8
DIGITAL INCLUSION INDEX	57.0	68.6	62.9	58.3	49.9	39.3	61.4	56.0	49.2	61.9	54.5	45.0	59.5	62.2	61.2	55.7	43.5	46.4	51.9	59.3

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Capital Cities 2014	Capitals	Income Quintiles					Employment			Capital Cities 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	84.8	93.8	92.4	88.2	83.0	66.1	91.5	84.5	72.7	91.0	82.1	67.9	91.0	91.3	91.2	83.0	63.1	70.3	80.8	85.9
Internet Technology	70.9	79.1	77.9	72.3	69.9	56.3	75.6	71.2	62.3	75.6	69.6	58.8	74.4	74.9	76.6	69.5	55.4	61.5	66.6	71.1
Internet Data Allowance	44.1	53.6	53.0	45.8	42.0	29.3	50.1	42.4	33.8	49.8	42.6	31.0	45.8	51.0	51.5	41.2	26.9	33.6	41.1	46.5
	66.6	75.5	74.4	68.8	65.0	50.6	72.4	66.0	56.3	72.1	64.8	52.6	70.4	72.4	73.1	64.6	48.4	55.2	62.9	67.8
AFFORDABILITY																				
Relative Expenditure	61.7	87.9	72.3	59.1	37.2	17.1	64.9	51.3	56.9	66.1	57.2	55.0	62.5	58.7	62.1	66.1	57.5	42.5	53.1	60.2
Value of Expenditure	55.9	55.2	55.8	54.2	55.9	53.3	54.7	52.0	59.4	56.0	55.4	52.6	57.4	50.8	54.9	56.7	62.4	52.9	43.9	59.4
	58.8	71.5	64.1	56.6	46.5	35.2	59.8	51.6	58.2	61.1	56.3	53.8	59.9	54.8	58.5	61.4	59.9	47.7	48.5	59.8
DIGITAL ABILITY																				
Attitudes	48.0	56.8	53.7	47.6	44.8	35.1	52.6	55.9	38.2	52.9	41.6	30.7	63.3	57.1	48.9	40.6	29.3	32.7	48.4	55.0
Basic Skills	48.7	64.0	59.9	51.5	44.1	28.1	57.8	47.5	32.4	59.3	42.9	28.5	49.8	62.3	58.4	43.9	22.9	30.9	47.3	48.6
Activities	36.1	46.5	43.6	38.5	33.2	22.0	42.1	40.0	24.6	44.3	30.9	18.7	38.8	47.3	41.9	31.2	17.7	23.1	29.2	40.7
	44.3	55.7	52.4	45.8	40.7	28.4	50.8	47.8	31.8	52.2	38.5	26.0	50.7	55.6	49.8	38.6	23.3	28.9	41.6	48.1
DIGITAL INCLUSION INDEX	56.6	67.6	63.6	57.1	50.7	38.0	61.0	55.2	48.7	61.8	53.2	44.1	60.3	60.9	60.4	54.8	43.9	43.9	51.0	58.6

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Urban 2020	Urban								
	Urban	NSW	VIC	QLD	SA	WA	TAS	ACT	NT*
ACCESS									
Internet Access	88.9	88.9	89.2	88.2	88.7	90.0	88.9	90.6	78.9
Internet Technology	82.9	82.8	82.6	82.4	83.3	84.6	87.0	82.7	78.9
Internet Data Allowance	60.0	60.6	59.4	60.4	59.3	60.1	61.2	57.7	56.0
	77.3	77.4	77.1	77.0	77.1	78.2	79.0	77.0	71.3
AFFORDABILITY									
Relative Expenditure	57.3	59.6	56.6	55.9	52.7	57.2	52.2	69.1	46.5
Value of Expenditure	68.4	68.5	68.3	67.6	69.1	68.8	70.6	70.7	63.2
	62.9	64.0	62.4	61.8	60.9	63.0	61.4	69.9	54.8
DIGITAL ABILITY									
Attitudes	51.6	52.1	52.6	50.7	51.5	49.9	49.6	51.9	49.8
Basic Skills	61.3	62.2	60.2	60.0	62.0	63.6	60.5	64.2	51.0
Activities	48.0	49.0	47.8	46.4	46.5	50.0	46.1	51.2	38.9
	53.7	54.4	53.5	52.4	53.3	54.5	52.1	55.7	46.6
DIGITAL INCLUSION INDEX	64.6	65.3	64.3	63.7	63.8	65.2	64.2	67.5	57.6

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Urban 2019	Urban								
	Urban	NSW	VIC	QLD	SA	WA	TAS	ACT	NT*
ACCESS									
Internet Access	89.1	88.7	89.9	88.7	88.9	88.9	88.0	91.8	85.4
Internet Technology	81.3	81.3	81.5	80.8	81.2	80.6	83.9	82.5	82.7
Internet Data Allowance	60.3	59.6	62.6	60.4	58.0	58.2	56.6	62.4	60.5
	76.9	76.6	78.0	76.6	76.0	75.9	76.2	78.9	76.2
AFFORDABILITY									
Relative Expenditure	56.7	58.8	56.5	53.4	54.6	55.8	55.6	67.1	60.1
Value of Expenditure	65.5	64.5	68.0	65.8	63.1	62.3	67.9	66.5	67.3
	61.1	61.6	62.3	59.6	58.8	59.0	61.7	66.8	63.7
DIGITAL ABILITY									
Attitudes	53.2	53.5	54.3	52.5	49.6	51.3	53.9	59.3	56.3
Basic Skills	60.4	60.3	62.8	58.0	59.0	60.3	57.7	62.6	60.6
Activities	45.4	45.5	47.5	42.7	42.3	45.3	44.2	49.8	50.3
	53.0	53.1	54.8	51.1	50.3	52.3	51.9	57.2	55.7
DIGITAL INCLUSION INDEX	63.6	63.8	65.0	62.4	61.7	62.4	63.3	67.6	65.2

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Urban 2018	Urban								
	Urban	NSW	VIC	QLD	SA	WA	TAS	ACT	NT*
ACCESS									
Internet Access	88.6	88.3	89.9	87.9	87.6	87.9	87.7	90.9	84.9
Internet Technology	79.8	80.1	80.5	79.7	78.2	78.1	84.0	78.8	79.8
Internet Data Allowance	56.5	56.7	58.0	56.7	53.2	54.6	55.0	57.9	49.2
	75.0	75.0	76.1	74.8	73.0	73.5	75.6	75.9	71.3
AFFORDABILITY									
Relative Expenditure	56.4	59.4	56.2	53.3	52.5	55.0	53.2	65.9	49.2
Value of Expenditure	63.1	64.6	64.2	62.2	59.9	59.9	60.0	68.6	54.4
	59.8	62.0	60.2	57.8	56.2	57.4	56.6	67.2	51.8
DIGITAL ABILITY									
Attitudes	52.7	53.2	54.1	50.5	51.6	52.6	49.1	54.2	50.1
Basic Skills	58.9	58.3	62.0	56.4	55.9	59.3	58.7	64.7	49.9
Activities	43.3	43.1	45.7	40.9	39.9	43.9	42.8	48.5	39.8
	51.6	51.5	53.9	49.3	49.1	51.9	50.2	55.8	46.6
DIGITAL INCLUSION INDEX	62.1	62.8	63.4	60.6	59.5	61.0	60.8	66.3	56.6

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Urban 2017	Urban								
	Urban	NSW	VIC	QLD	SA	WA	TAS	ACT	NT**
ACCESS									
Internet Access	86.7	87.2	88.3	84.9	84.0	86.7	84.6	88.1	82.4
Internet Technology	77.2	77.8	78.9	75.9	74.0	75.6	76.6	75.2	80.7
Internet Data Allowance	53.3	53.6	55.5	52.2	49.2	52.7	47.8	49.9	54.7
	72.4	72.9	74.3	71.0	69.1	71.7	69.6	71.1	72.6
AFFORDABILITY									
Relative Expenditure	56.9	59.9	56.1	55.7	51.5	54.5	48.3	65.8	59.5
Value of Expenditure	59.4	62.3	60.2	57.7	54.7	57.0	50.7	55.0	64.5
	58.1	61.1	58.2	56.7	53.1	55.8	49.5	60.4	62.0
DIGITAL ABILITY									
Attitudes	51.8	52.0	54.2	49.9	49.8	49.9	49.3	54.0	50.6
Basic Skills	55.2	55.8	57.9	52.1	51.5	55.2	50.8	59.7	50.0
Activities	40.1	41.0	41.1	37.4	36.3	41.4	36.2	46.1	36.1
	49.0	49.6	51.1	46.5	45.9	48.8	45.4	53.3	45.6
DIGITAL INCLUSION INDEX	59.8	61.2	61.2	58.1	56.0	58.8	54.8	61.6	60.1

Source: Roy Morgan Single Source, March 2020.

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

Urban 2016	Urban								
	Urban	NSW	VIC	QLD	SA	WA	TAS	ACT	NT*
ACCESS									
Internet Access	85.8	86.2	87.2	84.9	83.4	84.6	81.7	88.0	84.0
Internet Technology	74.5	74.6	76.6	73.3	71.9	73.0	71.7	76.9	77.4
Internet Data Allowance	47.7	47.4	50.1	47.0	45.5	46.1	40.1	48.9	48.8
	69.3	69.4	71.3	68.4	67.0	67.9	64.5	71.3	70.1
AFFORDABILITY									
Relative Expenditure	57.0	60.2	55.5	53.1	51.1	60.6	44.9	65.3	55.1
Value of Expenditure	55.7	56.7	59.9	52.7	49.2	54.2	48.7	54.3	49.6
	56.3	58.4	57.7	52.9	50.2	57.4	46.8	59.8	52.4
DIGITAL ABILITY									
Attitudes	50.8	52.7	51.4	49.2	47.4	48.3	46.5	57.0	49.3
Basic Skills	53.4	53.0	56.2	51.7	49.0	53.9	46.6	62.2	47.2
Activities	38.9	38.8	41.0	36.9	33.8	39.5	35.9	48.2	34.9
	47.7	48.2	49.6	45.9	43.4	47.2	43.0	55.8	43.8
DIGITAL INCLUSION INDEX	57.8	58.7	59.5	55.7	53.5	57.5	51.4	62.3	55.4

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Urban 2015	Urban	Urban							
		NSW	VIC	QLD	SA	WA	TAS	ACT	NT*
ACCESS									
Internet Access	84.9	84.5	85.2	84.8	84.6	85.2	80.9	91.2	87.6
Internet Technology	70.7	70.3	72.2	69.7	69.3	70.7	67.9	74.0	71.0
Internet Data Allowance	43.5	43.9	44.7	42.6	40.5	43.2	39.7	46.8	42.9
	66.4	66.2	67.4	65.7	64.8	66.4	62.9	70.7	67.2
AFFORDABILITY									
Relative Expenditure	60.7	60.8	60.7	58.0	54.8	66.8	56.5	74.6	66.8
Value of Expenditure	52.2	54.6	51.6	50.2	47.1	53.4	53.7	53.3	51.0
	56.5	57.7	56.2	54.1	50.9	60.1	55.1	64.0	58.9
DIGITAL ABILITY									
Attitudes	49.0	49.8	48.2	49.2	48.7	48.2	46.8	53.3	49.2
Basic Skills	52.3	51.9	53.3	52.1	51.4	51.2	48.4	58.6	57.3
Activities	38.4	38.1	38.7	37.9	38.6	38.7	36.5	43.3	44.7
	46.6	46.6	46.7	46.4	46.2	46.0	43.9	51.7	50.4
DIGITAL INCLUSION INDEX	56.5	56.8	56.8	55.4	54.0	57.5	54.0	62.1	58.8

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Urban 2014	Urban								
	Urban	NSW	VIC	QLD	SA	WA	TAS	ACT	NT*
ACCESS									
Internet Access	84.4	83.8	84.8	84.4	83.0	84.9	84.8	89.3	85.4
Internet Technology	70.1	69.9	72.1	69.9	68.2	68.4	67.5	69.6	69.0
Internet Data Allowance	43.3	43.9	45.4	41.8	40.1	42.0	38.4	43.5	41.1
	65.9	65.9	67.4	65.4	63.7	65.1	63.5	67.5	65.2
AFFORDABILITY									
Relative Expenditure	61.4	63.3	58.3	58.1	58.1	69.1	61.8	72.5	62.5
Value of Expenditure	54.2	57.8	55.9	49.4	47.7	53.7	53.2	51.8	52.2
	57.8	60.6	57.1	53.8	52.9	61.4	57.5	62.1	57.3
DIGITAL ABILITY									
Attitudes	47.8	48.1	49.4	46.6	43.5	47.8	41.3	55.9	37.7
Basic Skills	48.7	49.2	48.9	48.0	43.6	49.8	47.2	56.5	50.2
Activities	36.1	36.5	36.4	35.0	32.5	37.6	33.3	41.6	39.6
	44.2	44.6	44.9	43.2	39.9	45.1	40.6	51.3	42.5
DIGITAL INCLUSION INDEX	56.0	57.0	56.5	54.1	52.2	57.2	53.9	60.3	55.0

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Urban 2020	Urban	Income Quintiles					Employment			Urban 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	94.0	93.7	90.8	84.0	75.3	93.1	88.0	80.8	91.9	87.5	77.4	90.5	92.3	93.7	89.2	76.8	77.7	84.9	89.3
Internet Technology	82.9	87.0	87.2	84.4	79.6	71.8	86.0	80.6	77.3	85.2	82.2	75.2	82.2	85.0	87.7	83.1	74.6	76.8	77.3	83.4
Internet Data Allowance	60.0	66.9	67.4	61.9	52.5	45.3	65.7	62.1	48.6	63.0	58.5	47.9	60.6	69.7	68.0	57.1	41.7	55.1	54.8	63.1
	77.3	82.7	82.7	79.1	72.0	64.1	81.6	76.9	68.9	80.1	76.1	66.9	77.8	82.4	83.1	76.5	64.4	69.9	72.3	78.6
AFFORDABILITY																				
Relative Expenditure	57.3	87.4	64.6	49.1	29.1	10.2	61.9	49.5	49.6	62.3	52.7	47.8	58.5	56.2	62.0	59.8	47.6	40.2	57.7	55.2
Value of Expenditure	68.4	72.0	72.9	69.7	63.8	56.8	70.7	68.2	63.7	70.7	66.1	61.4	67.5	70.8	72.6	68.6	59.9	64.4	59.6	67.8
	62.9	79.7	68.7	59.4	46.4	33.5	66.3	58.9	56.6	66.5	59.4	54.6	63.0	63.5	67.3	64.2	53.8	52.3	58.6	61.5
DIGITAL ABILITY																				
Attitudes	51.6	57.4	54.0	50.8	44.6	38.1	55.2	56.9	43.6	53.9	46.2	36.0	63.0	59.1	54.7	44.9	36.5	42.6	51.2	57.1
Basic Skills	61.3	70.7	69.5	62.6	52.0	43.9	67.8	63.9	48.2	68.0	58.2	41.6	59.8	70.5	70.4	59.6	42.7	45.9	51.7	61.0
Activities	48.0	56.2	54.5	48.3	38.9	33.6	53.3	54.6	36.3	53.7	42.5	30.1	50.0	57.6	55.5	44.4	30.0	36.2	41.0	49.5
	53.7	61.4	59.3	53.9	45.2	38.5	58.8	58.4	42.7	58.5	49.0	35.9	57.6	62.4	60.2	49.6	36.4	41.6	48.0	55.9
DIGITAL INCLUSION INDEX	64.6	74.6	70.3	64.1	54.5	45.4	68.9	64.7	56.1	68.4	61.5	52.5	66.1	69.4	70.2	63.4	51.5	54.6	59.6	65.3

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Urban 2019	Urban	Income Quintiles					Employment			Urban 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	89.1	94.7	92.8	91.4	84.0	75.9	93.4	88.5	81.2	92.6	87.5	76.1	92.3	92.8	94.3	88.2	75.4	79.6	82.9	89.4
Internet Technology	81.3	86.6	84.4	83.4	77.5	70.0	84.4	79.1	75.9	84.0	80.2	72.0	82.0	84.8	85.4	80.5	71.5	74.0	73.0	81.1
Internet Data Allowance	60.3	68.9	66.0	63.5	54.2	44.4	66.4	58.8	49.3	64.0	60.0	47.8	61.3	70.6	67.7	57.2	41.1	53.1	52.7	63.9
	76.9	83.4	81.1	79.4	71.9	63.4	81.4	75.5	68.8	80.2	75.9	65.3	78.6	82.7	82.5	75.3	62.7	68.9	69.5	78.1
AFFORDABILITY																				
Relative Expenditure	56.7	85.2	65.8	46.5	29.5	10.4	61.1	49.5	49.5	60.2	53.7	48.5	60.2	53.2	59.7	60.4	47.8	40.0	51.9	55.0
Value of Expenditure	65.5	69.6	68.4	66.6	62.8	55.3	67.7	63.4	61.5	67.7	65.2	58.0	66.5	68.1	68.8	65.3	55.9	60.2	56.7	64.6
	61.1	77.4	67.1	56.6	46.1	32.9	64.4	56.4	55.5	64.0	59.5	53.2	63.4	60.7	64.2	62.9	51.8	50.1	54.3	59.8
DIGITAL ABILITY																				
Attitudes	53.2	60.3	56.4	54.7	44.8	38.7	57.8	55.1	44.2	56.6	47.3	36.0	64.9	62.6	55.9	45.9	35.5	45.5	53.4	61.3
Basic Skills	60.4	71.6	66.8	62.6	53.0	43.5	67.7	60.7	47.0	68.3	56.9	41.1	58.0	70.0	69.4	59.6	40.4	46.2	47.6	60.6
Activities	45.4	55.1	50.2	46.9	37.5	31.8	51.4	47.4	33.8	51.5	41.6	27.7	46.6	55.4	52.5	41.7	27.1	32.8	35.0	48.8
	53.0	62.3	57.8	54.8	45.1	38.0	58.9	54.4	41.6	58.8	48.6	34.9	56.5	62.6	59.3	49.1	34.3	41.5	45.3	56.9
DIGITAL INCLUSION INDEX	63.6	74.4	68.7	63.6	54.4	44.8	68.2	62.1	55.3	67.7	61.3	51.2	66.2	68.7	68.7	62.4	49.6	53.5	56.4	64.9

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Urban 2018	Urban	Income Quintiles					Employment			Urban 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	88.6	94.8	92.6	90.1	84.4	74.5	92.8	88.8	80.7	91.8	87.8	76.0	92.3	92.5	93.5	87.5	74.7	77.9	84.3	87.5
Internet Technology	79.8	84.9	83.9	81.2	77.2	68.1	83.0	79.9	73.8	82.7	79.8	70.1	80.9	83.7	83.4	79.3	70.0	73.5	75.4	79.5
Internet Data Allowance	56.5	64.7	62.2	59.1	50.2	40.9	62.4	58.3	45.3	60.3	56.5	43.0	58.5	67.0	63.0	53.2	37.5	52.0	53.6	60.3
	75.0	81.5	79.5	76.8	70.6	61.2	79.4	75.6	66.6	78.3	74.7	63.0	77.2	81.0	80.0	73.3	60.8	67.8	71.1	75.8
AFFORDABILITY																				
Relative Expenditure	56.4	86.5	65.6	46.3	30.3	11.9	60.2	50.4	49.9	59.9	52.5	48.4	61.7	54.6	58.7	58.0	46.9	38.4	52.6	56.5
Value of Expenditure	63.1	66.4	64.2	64.1	60.4	51.6	65.0	63.6	59.1	65.3	63.9	53.9	65.9	66.2	65.0	62.6	53.7	56.6	51.2	65.8
	59.8	76.4	64.9	55.2	45.3	31.8	62.6	57.0	54.5	62.6	58.2	51.2	63.8	60.4	61.8	60.3	50.3	47.5	51.9	61.1
DIGITAL ABILITY																				
Attitudes	52.7	59.0	55.0	52.8	46.0	38.6	56.6	57.8	44.3	55.1	49.0	36.6	64.9	61.3	54.8	46.0	35.7	44.7	57.6	59.7
Basic Skills	58.9	70.3	68.3	61.1	49.7	40.3	66.2	59.0	45.3	66.6	56.5	39.6	58.8	69.1	67.9	56.3	38.3	42.2	49.6	56.4
Activities	43.3	52.5	49.4	44.5	34.7	28.5	48.8	48.0	32.1	50.0	38.7	26.3	45.9	54.1	50.1	37.8	25.5	31.0	38.9	44.4
	51.6	60.6	57.6	52.8	43.5	35.8	57.2	54.9	40.6	57.2	48.0	34.1	56.5	61.5	57.6	46.7	33.2	39.3	48.7	53.5
DIGITAL INCLUSION INDEX	62.1	72.8	67.3	61.6	53.1	42.9	66.4	62.5	53.9	66.0	60.3	49.4	65.8	67.6	66.5	60.1	48.1	51.5	57.2	63.5

Source: Roy Morgan Single Source, March 2020.

Urban 2017	Urban	Income Quintiles					Employment			Urban 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	86.7	94.5	92.4	89.5	82.4	71.8	92.0	87.9	77.5	91.1	84.7	72.6	90.6	91.4	92.7	85.8	70.6	74.3	77.8	85.4
Internet Technology	77.2	83.1	81.4	79.4	74.2	64.4	81.0	76.8	70.6	80.1	75.7	67.6	79.2	81.0	81.5	76.4	65.7	69.1	69.2	75.9
Internet Data Allowance	53.3	62.1	59.5	55.8	48.2	38.1	59.8	54.4	41.8	56.5	51.7	40.6	56.3	63.0	61.2	49.2	33.2	44.5	44.6	55.4
	72.4	79.9	77.8	74.9	68.3	58.1	77.6	73.0	63.3	75.9	70.7	60.3	75.4	78.5	78.5	70.5	56.5	62.6	63.9	72.2
AFFORDABILITY																				
Relative Expenditure	56.9	85.8	67.8	49.6	30.2	12.6	60.1	49.6	52.3	61.1	51.9	48.5	61.8	53.9	59.2	58.4	49.1	39.0	54.3	56.4
Value of Expenditure	59.4	63.5	60.7	59.7	56.8	50.4	61.5	60.8	55.1	61.9	56.3	51.6	61.5	59.6	63.6	58.5	51.0	57.3	49.5	59.8
	58.1	74.6	64.2	54.7	43.5	31.5	60.8	55.2	53.7	61.5	54.1	50.1	61.7	56.8	61.4	58.5	50.0	48.1	51.9	58.1
DIGITAL ABILITY																				
Attitudes	51.8	59.5	54.6	52.5	46.3	39.0	56.2	57.6	43.0	55.2	47.1	35.1	62.9	60.9	55.0	44.7	34.5	41.5	51.0	56.5
Basic Skills	55.2	69.0	65.3	58.1	46.7	38.5	62.5	58.0	42.2	63.4	52.2	36.8	51.3	66.4	66.6	53.1	33.7	41.0	42.7	49.9
Activities	40.1	50.4	45.6	41.7	32.7	27.5	45.3	45.2	30.0	46.3	35.2	23.3	41.3	49.9	47.4	35.9	22.9	29.1	33.5	38.6
	49.0	59.6	55.2	50.8	41.9	35.0	54.6	53.6	38.4	55.0	44.8	31.7	51.8	59.1	56.3	44.6	30.4	37.2	42.4	48.4
DIGITAL INCLUSION INDEX	59.8	71.4	65.7	60.1	51.2	41.6	64.3	60.6	51.8	64.1	56.6	47.4	62.9	64.8	65.4	57.8	45.6	49.3	52.7	59.6

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Urban 2016	Urban	Income Quintiles					Employment			Urban 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	85.8	93.0	92.2	89.5	79.9	69.7	90.8	84.1	76.9	91.0	83.6	70.1	92.1	89.7	90.9	85.1	68.3	71.5	83.2	86.1
Internet Technology	74.5	80.7	79.6	77.4	70.4	61.5	78.5	72.8	67.7	78.2	73.3	63.7	77.5	78.0	77.8	74.7	62.5	64.8	69.4	74.7
Internet Data Allowance	47.7	54.8	55.8	51.9	41.0	32.2	53.6	45.2	37.4	51.9	46.1	34.4	51.7	56.5	51.8	45.4	30.7	38.0	44.7	49.9
	69.3	76.2	75.9	72.9	63.8	54.4	74.3	67.4	60.6	73.7	67.7	56.1	73.8	74.7	73.5	68.4	53.8	58.1	65.8	70.2
AFFORDABILITY																				
Relative Expenditure	57.0	87.1	69.0	49.3	30.9	14.6	60.1	47.4	53.0	61.7	52.5	50.1	60.5	50.9	59.7	60.1	51.1	47.8	49.7	54.1
Value of Expenditure	55.7	57.3	60.0	57.7	48.4	47.4	57.6	50.2	53.0	57.7	52.6	46.2	62.2	56.8	56.1	53.9	48.3	49.9	48.9	61.5
	56.3	72.2	64.5	53.5	39.6	31.0	58.8	48.8	53.0	59.7	52.6	48.2	61.3	53.9	57.9	57.0	49.7	48.8	49.3	57.8
DIGITAL ABILITY																				
Attitudes	50.8	56.3	54.1	51.1	44.8	38.8	54.0	55.9	43.8	54.9	46.3	32.4	66.3	61.7	50.9	42.6	32.9	42.9	48.7	57.5
Basic Skills	53.4	66.4	62.7	57.0	43.9	35.6	60.6	53.6	40.2	62.7	49.9	32.3	56.7	63.9	61.7	49.5	31.4	37.7	48.1	52.6
Activities	38.9	48.5	46.0	41.2	30.7	25.0	44.3	41.2	28.4	46.8	34.3	19.8	42.5	50.5	43.6	34.0	21.4	25.8	33.5	42.1
	47.7	57.1	54.3	49.8	39.8	33.1	53.0	50.2	37.4	54.8	43.5	28.2	55.2	58.7	52.1	42.0	28.6	35.5	43.4	50.7
DIGITAL INCLUSION INDEX	57.8	68.5	64.9	58.7	47.7	39.5	62.0	55.5	50.4	62.7	54.6	44.1	63.4	62.4	61.1	55.8	44.0	47.5	52.8	59.6

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Urban 2015	Urban	Income Quintiles					Employment			Urban 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	84.9	95.2	92.1	87.8	81.8	67.5	91.7	85.1	73.0	90.7	83.1	68.4	89.8	91.3	91.4	84.2	64.4	73.7	75.6	87.1
Internet Technology	70.7	78.4	76.8	73.6	68.5	57.9	75.7	69.9	62.0	75.1	69.4	59.4	72.6	74.4	76.2	70.5	56.5	61.5	59.0	72.0
Internet Data Allowance	43.5	53.8	50.9	46.6	40.2	30.2	50.0	42.8	32.3	48.9	41.5	31.9	44.1	49.1	51.2	42.2	26.9	34.5	36.3	46.2
	66.4	75.8	73.3	69.4	63.5	51.9	72.4	65.9	55.8	71.6	64.7	53.2	68.8	71.6	72.9	65.6	49.3	56.6	56.9	68.5
AFFORDABILITY																				
Relative Expenditure	60.7	88.1	70.8	55.9	36.5	16.6	62.6	53.9	58.7	64.9	56.9	53.9	62.4	58.9	60.0	65.1	56.3	42.8	50.4	59.5
Value of Expenditure	52.2	57.3	51.9	53.8	50.4	48.6	53.3	47.4	50.9	54.4	53.3	47.8	52.2	51.0	53.3	52.7	51.0	49.9	53.7	58.6
	56.5	72.7	61.4	54.9	43.4	32.6	58.0	50.6	54.8	59.6	55.1	50.8	57.3	55.0	56.6	58.9	53.7	46.3	52.0	59.0
DIGITAL ABILITY																				
Attitudes	49.0	55.7	52.8	49.6	45.3	34.9	53.0	53.5	41.1	53.9	43.9	32.8	60.8	57.6	51.6	43.3	31.5	41.4	39.7	55.5
Basic Skills	52.3	65.3	61.7	55.3	47.3	33.2	60.8	51.7	37.5	62.2	48.0	31.8	52.7	66.1	61.2	48.2	28.3	39.2	43.4	51.6
Activities	38.4	47.3	44.4	40.7	33.9	24.5	43.8	41.3	28.4	45.8	33.6	21.9	40.7	49.3	44.8	33.9	20.1	29.2	30.8	41.0
	46.6	56.1	53.0	48.6	42.2	30.9	52.5	48.8	35.7	54.0	41.8	28.8	51.4	57.7	52.5	41.8	26.6	36.6	38.0	49.4
DIGITAL INCLUSION INDEX	56.5	68.2	62.5	57.6	49.7	38.4	61.0	55.1	48.7	61.7	53.9	44.3	59.2	61.4	60.7	55.4	43.2	46.5	49.0	59.0

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Urban 2014	Urban	Income Quintiles					Employment			Urban 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	93.8	92.4	88.2	82.3	65.5	91.4	83.2	72.3	90.8	81.9	67.0	90.8	91.4	90.8	82.4	62.9	70.4	79.1	86.0
Internet Technology	70.1	78.4	77.1	72.0	68.9	55.5	75.0	69.9	61.6	75.0	68.9	57.9	73.9	74.8	75.6	68.4	55.0	61.2	65.8	70.8
Internet Data Allowance	43.3	53.0	51.9	45.6	40.5	28.2	49.4	40.6	33.1	49.1	41.4	30.1	45.6	51.0	50.0	39.8	26.4	32.9	39.6	45.9
	65.9	75.1	73.8	68.6	63.9	49.7	71.9	64.6	55.6	71.7	64.1	51.7	70.1	72.4	72.1	63.5	48.1	54.8	61.5	67.6
AFFORDABILITY																				
Relative Expenditure	61.4	87.6	73.0	59.5	37.9	17.3	64.5	53.7	56.4	65.7	56.5	55.3	62.7	58.2	61.8	65.7	57.0	44.4	53.1	61.0
Value of Expenditure	54.2	54.7	53.6	52.6	54.0	51.6	53.3	49.8	57.3	54.5	53.0	50.9	55.2	50.3	53.3	54.8	60.1	51.9	39.5	59.2
	57.8	71.2	63.3	56.1	46.0	34.4	58.9	51.8	56.8	60.1	54.8	53.1	58.9	54.2	57.5	60.3	58.5	48.1	46.3	60.1
DIGITAL ABILITY																				
Attitudes	47.8	57.1	52.5	48.0	44.0	34.1	52.4	54.8	38.2	52.9	42.3	29.8	63.8	57.6	48.6	40.0	29.3	33.3	46.0	54.9
Basic Skills	48.7	64.1	59.3	52.4	43.2	27.8	58.0	46.5	32.6	59.5	43.2	27.7	50.4	63.2	58.0	43.4	23.3	30.2	45.3	48.6
Activities	36.1	46.6	43.0	39.0	31.9	21.7	42.2	38.6	24.7	44.1	31.1	18.3	39.2	48.1	41.5	31.1	17.7	22.8	29.0	40.9
	44.2	55.9	51.6	46.5	39.7	27.9	50.9	46.6	31.9	52.2	38.9	25.3	51.1	56.3	49.4	38.2	23.4	28.8	40.1	48.1
DIGITAL INCLUSION INDEX	56.0	67.4	62.9	57.1	49.9	37.3	60.6	54.3	48.1	61.3	52.6	43.4	60.0	61.0	59.7	54.0	43.4	43.9	49.3	58.6

Source: Roy Morgan Single Source, March 2020.

Rural 2020	Rural								
	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT**
ACCESS									
Internet Access	84.6	84.9	84.8	85.1	80.6	86.8	81.5	n/a	85.3
Internet Technology	79.3	79.4	79.6	78.4	75.3	83.2	79.0	n/a	75.2
Internet Data Allowance	54.1	54.7	54.6	54.8	51.2	54.5	49.4	n/a	48.1
	72.7	73.0	73.0	72.8	69.0	74.8	70.0	n/a	69.5
AFFORDABILITY									
Relative Expenditure	45.3	43.5	44.9	46.2	47.6	48.4	45.8	n/a	56.4
Value of Expenditure	62.0	63.6	62.5	58.4	60.9	62.3	64.3	n/a	53.8
	53.6	53.5	53.7	52.3	54.2	55.4	55.1	n/a	55.1
DIGITAL ABILITY									
Attitudes	45.9	47.4	45.9	44.2	43.2	47.9	42.5	n/a	46.7
Basic Skills	52.8	52.3	54.3	52.2	48.8	56.8	50.2	n/a	55.4
Activities	39.4	39.2	40.1	39.1	36.7	42.8	36.9	n/a	36.5
	46.0	46.3	46.8	45.2	42.9	49.1	43.2	n/a	46.2
DIGITAL INCLUSION INDEX	57.4	57.6	57.8	56.8	55.4	59.8	56.1	n/a	56.9

Source: Roy Morgan Single Source, March 2020.

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

Rural 2019	Rural								
	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT**
ACCESS									
Internet Access	83.9	83.4	85.0	83.5	84.1	85.6	80.6	n/a	87.0
Internet Technology	77.3	76.3	79.0	76.1	78.5	79.0	76.9	n/a	68.8
Internet Data Allowance	53.1	51.5	54.0	55.7	53.0	52.9	50.1	n/a	33.9
	71.4	70.4	72.6	71.8	71.9	72.5	69.2	n/a	63.2
AFFORDABILITY									
Relative Expenditure	47.1	48.7	46.2	45.0	45.2	50.5	44.0	n/a	72.4
Value of Expenditure	58.3	59.1	58.3	59.5	56.7	54.7	58.4	n/a	37.9
	52.7	53.9	52.2	52.2	50.9	52.6	51.2	n/a	55.2
DIGITAL ABILITY									
Attitudes	44.2	43.2	44.9	45.1	45.5	45.0	40.6	n/a	47.3
Basic Skills	50.1	48.6	51.5	50.0	48.6	53.1	49.0	n/a	62.1
Activities	35.1	33.0	35.5	36.9	33.3	37.1	35.9	n/a	55.9
	43.1	41.6	44.0	44.0	42.4	45.1	41.8	n/a	55.1
DIGITAL INCLUSION INDEX	55.7	55.3	56.3	56.0	55.1	56.7	54.1	n/a	57.8

Source: Roy Morgan Single Source, March 2020.

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

Rural 2018	Rural								
	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT**
ACCESS									
Internet Access	82.3	82.4	83.1	81.9	78.1	84.3	80.8	n/a	93.5
Internet Technology	74.6	73.7	75.9	73.8	72.0	76.1	77.4	n/a	80.7
Internet Data Allowance	47.8	48.4	48.0	48.2	43.0	47.6	47.4	n/a	45.3
	68.2	68.2	69.0	68.0	64.3	69.4	68.6	n/a	73.1
AFFORDABILITY									
Relative Expenditure	47.1	48.0	45.0	45.9	47.6	51.4	45.6	n/a	60.2
Value of Expenditure	53.2	53.8	52.9	52.3	47.7	55.0	57.5	n/a	51.2
	50.1	50.9	48.9	49.1	47.7	53.2	51.5	n/a	55.7
DIGITAL ABILITY									
Attitudes	44.8	45.6	44.2	46.5	38.9	45.6	42.1	n/a	50.9
Basic Skills	49.7	51.0	50.5	47.0	48.6	49.5	48.8	n/a	62.6
Activities	33.6	34.2	32.5	32.9	32.5	35.3	34.8	n/a	43.6
	42.7	43.6	42.4	42.1	40.0	43.5	41.9	n/a	52.4
DIGITAL INCLUSION INDEX	53.7	54.2	53.4	53.1	50.7	55.4	54.0	n/a	60.4

Source: Roy Morgan Single Source, March 2020.

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

Rural 2017	Rural								
	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT**
ACCESS									
Internet Access	80.8	79.7	79.1	83.2	83.0	84.6	76.3	n/a	76.6
Internet Technology	70.7	69.6	69.5	73.1	71.9	73.1	68.3	n/a	65.8
Internet Data Allowance	44.6	45.5	41.5	47.0	45.6	46.0	38.4	n/a	39.8
	65.4	64.9	63.4	67.8	66.8	67.9	61.0	n/a	60.7
AFFORDABILITY									
Relative Expenditure	48.1	50.1	46.4	48.9	45.0	47.7	43.2	n/a	52.8
Value of Expenditure	48.0	50.7	45.7	48.9	47.6	45.0	41.7	n/a	56.1
	48.0	50.4	46.1	48.9	46.3	46.4	42.5	n/a	54.5
DIGITAL ABILITY									
Attitudes	44.7	46.2	43.7	43.8	44.6	46.4	41.4	n/a	26.7
Basic Skills	46.8	47.2	46.6	47.0	49.5	48.1	39.2	n/a	46.1
Activities	33.0	34.0	31.7	33.6	34.9	32.7	26.8	n/a	46.8
	41.5	42.5	40.7	41.5	43.0	42.4	35.8	n/a	39.9
DIGITAL INCLUSION INDEX	51.6	52.6	50.0	52.7	52.0	52.2	46.4	n/a	51.7

Source: Roy Morgan Single Source, March 2020.

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

Rural 2016	Rural								
	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT**
ACCESS									
Internet Access	79.8	78.9	78.7	81.7	78.1	81.9	79.7	n/a	84.9
Internet Technology	68.0	67.6	66.8	70.9	65.5	68.9	67.2	n/a	64.7
Internet Data Allowance	39.0	40.1	35.6	42.4	36.6	38.7	36.8	n/a	41.0
	62.3	62.2	60.4	65.0	60.1	63.2	61.2	n/a	63.5
AFFORDABILITY									
Relative Expenditure	48.1	46.7	48.2	48.1	47.0	54.0	44.4	n/a	79.0
Value of Expenditure	43.1	45.6	39.8	46.3	40.5	36.8	40.4	n/a	75.1
	45.6	46.1	44.0	47.2	43.8	45.4	42.4	n/a	77.1
DIGITAL ABILITY									
Attitudes	43.6	44.1	41.6	46.5	44.9	41.7	40.0	n/a	38.4
Basic Skills	45.7	45.9	44.9	47.8	43.8	45.7	41.8	n/a	51.2
Activities	31.4	31.8	29.8	33.2	29.4	32.2	28.8	n/a	41.9
	40.2	40.6	38.8	42.5	39.4	39.9	36.8	n/a	43.9
DIGITAL INCLUSION INDEX	49.4	49.6	47.7	51.6	47.7	49.5	46.8	n/a	61.5

Source: Roy Morgan Single Source, March 2020.

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

Rural 2015	Rural								
	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT**
ACCESS									
Internet Access	77.7	77.2	77.1	78.4	73.2	81.1	78.7	n/a	91.9
Internet Technology	63.9	63.7	64.0	63.9	60.3	66.1	65.5	n/a	70.4
Internet Data Allowance	34.9	36.3	33.2	34.6	29.8	37.3	35.7	n/a	46.8
	58.8	59.1	58.1	59.0	54.4	61.5	60.0	n/a	69.7
AFFORDABILITY									
Relative Expenditure	51.6	55.2	48.4	49.1	44.5	56.7	51.8	n/a	55.9
Value of Expenditure	41.3	44.7	37.2	41.2	33.2	41.1	47.5	n/a	40.8
	46.4	50.0	42.8	45.2	38.8	48.9	49.7	n/a	48.3
DIGITAL ABILITY									
Attitudes	41.6	40.1	43.3	42.0	35.7	46.8	40.0	n/a	47.8
Basic Skills	41.1	40.6	39.8	39.9	37.2	50.5	41.0	n/a	58.4
Activities	28.5	29.1	25.9	27.8	25.6	37.0	27.2	n/a	42.8
	37.1	36.6	36.3	36.6	32.8	44.8	36.1	n/a	49.7
DIGITAL INCLUSION INDEX	47.4	48.5	45.7	46.9	42.0	51.7	48.6	n/a	55.9

Source: Roy Morgan Single Source, March 2020.

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

Rural 2014	Rural								
	Rural	NSW	VIC	QLD	SA	WA	TAS	ACT	NT**
ACCESS									
Internet Access	77.5	76.9	76.4	80.7	73.6	79.3	72.8	n/a	69.4
Internet Technology	62.5	62.4	62.5	63.3	59.0	63.5	60.9	n/a	66.2
Internet Data Allowance	33.5	33.4	33.9	34.4	28.6	34.9	30.9	n/a	30.0
	57.8	57.5	57.6	59.5	53.8	59.2	54.9	n/a	55.2
AFFORDABILITY									
Relative Expenditure	56.3	58.8	53.1	54.9	52.8	60.6	52.8	n/a	75.9
Value of Expenditure	42.9	45.9	42.2	40.8	42.7	39.2	46.6	n/a	41.7
	49.6	52.4	47.7	47.8	47.7	49.9	49.7	n/a	58.8
DIGITAL ABILITY									
Attitudes	40.5	41.1	38.5	42.1	35.8	42.9	39.2	n/a	31.2
Basic Skills	40.7	38.2	39.4	47.0	33.7	40.6	43.1	n/a	41.2
Activities	28.6	26.4	28.2	34.4	20.7	27.6	30.5	n/a	29.0
	36.6	35.3	35.4	41.2	30.1	37.0	37.6	n/a	33.8
DIGITAL INCLUSION INDEX	48.0	48.4	46.9	49.5	43.8	48.7	47.4	n/a	49.3

Source: Roy Morgan Single Source, March 2020.

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

Rural 2020	Rural	Income Quintiles					Employment			Rural 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	84.6	93.1	93.7	88.8	80.0	70.1	91.6	86.4	75.2	90.5	84.4	73.2	90.0	92.2	91.9	84.8	69.8	73.5	79.1	85.1
Internet Technology	79.3	85.4	88.7	84.1	76.5	65.8	85.4	79.0	71.5	84.4	79.3	70.4	81.1	87.0	86.3	78.4	68.0	70.6	68.2	81.9
Internet Data Allowance	54.1	63.7	67.2	58.1	49.3	39.3	62.5	57.1	42.7	59.3	54.8	44.5	58.1	67.9	62.9	52.7	36.6	46.0	41.1	59.2
	72.7	80.7	83.2	77.0	68.6	58.4	79.8	74.2	63.2	78.1	72.9	62.7	76.4	82.4	80.4	71.9	58.1	63.3	62.8	75.4
AFFORDABILITY																				
Relative Expenditure	45.3	77.2	57.1	43.7	31.1	11.6	49.6	39.8	40.3	50.5	41.6	41.3	48.0	45.2	48.9	46.3	38.6	37.4	47.4	44.6
Value of Expenditure	62.0	64.1	68.7	65.4	61.0	50.8	64.5	68.2	57.0	65.1	60.1	56.3	66.0	67.8	66.6	59.4	53.1	56.9	46.3	65.2
	53.6	70.7	62.9	54.5	46.0	31.2	57.1	54.0	48.7	57.8	50.8	48.8	57.0	56.5	57.7	52.9	45.8	47.1	46.8	54.9
DIGITAL ABILITY																				
Attitudes	45.9	53.4	53.2	47.3	41.6	34.3	50.9	51.6	38.2	51.4	45.0	32.6	58.2	55.1	51.1	41.4	31.8	38.2	39.6	58.1
Basic Skills	52.8	64.3	65.6	57.8	48.0	36.5	62.3	56.0	39.9	64.1	54.0	38.6	46.3	68.3	65.5	53.4	35.6	40.8	37.4	57.2
Activities	39.4	48.6	49.8	43.1	36.8	25.4	46.3	48.8	28.8	48.2	39.9	26.6	37.0	53.2	49.7	38.3	24.5	31.0	27.6	39.4
	46.0	55.4	56.2	49.4	42.1	32.1	53.2	52.1	35.7	54.6	46.3	32.6	47.2	58.9	55.4	44.4	30.6	36.7	34.9	51.6
DIGITAL INCLUSION INDEX	57.4	68.9	67.4	60.3	52.2	40.6	63.4	60.1	49.2	63.5	56.7	48.0	60.2	65.9	64.5	56.4	44.9	49.1	48.2	60.6

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Rural 2019	Rural	Income Quintiles					Employment			Rural 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	93.0	92.4	88.0	81.3	71.3	90.6	86.5	76.5	91.0	83.9	72.5	92.7	89.6	90.3	84.4	69.6	76.3	80.1	85.7
Internet Technology	77.3	85.5	86.0	80.0	74.3	66.0	82.2	76.5	72.3	83.0	77.7	68.1	81.8	82.5	82.6	77.2	67.5	72.6	65.0	80.2
Internet Data Allowance	53.1	66.0	62.2	56.5	50.2	39.5	59.7	56.4	45.6	58.3	54.8	42.3	62.5	63.4	60.5	51.2	37.6	45.6	54.6	57.7
	71.4	81.5	80.2	74.8	68.6	58.9	77.5	73.1	64.8	77.4	72.1	61.0	79.0	78.5	77.8	70.9	58.2	64.8	66.6	74.5
AFFORDABILITY																				
Relative Expenditure	47.1	83.3	62.4	44.5	31.3	12.9	52.1	35.5	43.2	51.2	43.8	41.4	53.0	41.1	53.0	47.4	40.7	36.8	46.4	52.8
Value of Expenditure	58.3	65.4	65.1	56.8	57.2	48.9	59.2	69.0	55.7	60.5	56.9	51.7	68.9	61.4	62.3	55.5	48.4	54.5	52.7	56.0
	52.7	74.4	63.7	50.7	44.3	30.9	55.7	52.2	49.4	55.9	50.4	46.5	61.0	51.3	57.6	51.4	44.5	45.6	49.6	54.4
DIGITAL ABILITY																				
Attitudes	44.2	52.6	47.6	46.3	41.6	33.9	48.6	52.2	38.4	50.1	42.1	32.4	58.4	54.0	48.6	39.9	31.0	39.8	45.6	59.7
Basic Skills	50.1	66.4	61.9	57.5	45.4	35.2	58.9	49.8	40.8	59.7	53.2	35.7	48.4	62.8	61.1	51.0	34.2	44.3	45.7	57.7
Activities	35.1	46.6	45.4	39.0	29.3	25.3	41.2	39.1	28.1	43.5	33.3	23.7	37.1	46.1	43.1	33.7	22.7	31.2	37.2	48.9
	43.1	55.2	51.6	47.6	38.8	31.5	49.6	47.1	35.8	51.1	42.9	30.6	47.9	54.3	50.9	41.6	29.3	38.4	42.8	55.5
DIGITAL INCLUSION INDEX	55.7	70.4	65.2	57.7	50.5	40.4	60.9	57.5	50.0	61.5	55.1	46.0	62.6	61.3	62.1	54.6	44.0	49.6	53.0	61.5

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Rural 2018	Rural	Income Quintiles					Employment			Rural 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	82.3	93.6	92.2	87.0	79.2	67.6	89.8	85.2	73.0	90.0	84.4	68.6	89.5	91.0	90.7	81.6	66.1	69.7	78.8	85.5
Internet Technology	74.6	81.3	84.6	78.7	71.0	62.8	80.5	74.9	67.4	81.0	75.9	64.4	78.7	82.0	80.3	74.1	63.1	65.1	69.0	77.6
Internet Data Allowance	47.8	57.4	62.2	51.3	43.1	35.0	55.1	50.2	38.7	55.1	49.5	36.0	54.2	59.6	57.2	44.7	31.8	40.1	42.6	50.0
	68.2	77.5	79.7	72.3	64.4	55.2	75.1	70.1	59.7	75.4	69.9	56.4	74.1	77.5	76.1	66.8	53.6	58.3	63.5	71.0
AFFORDABILITY																				
Relative Expenditure	47.1	81.4	64.5	46.2	29.9	11.9	52.7	40.4	40.6	48.5	45.1	41.7	56.3	42.8	52.5	47.0	37.3	40.7	37.5	50.8
Value of Expenditure	53.2	54.4	64.4	53.2	47.1	46.5	54.8	52.2	51.1	56.4	52.3	46.2	57.3	54.8	58.7	52.4	43.8	48.5	51.6	54.3
	50.1	67.9	64.4	49.7	38.5	29.2	53.8	46.3	45.8	52.4	48.7	44.0	56.8	48.8	55.6	49.7	40.5	44.6	44.6	52.6
DIGITAL ABILITY																				
Attitudes	44.8	51.3	51.5	46.2	41.3	32.5	49.6	51.9	38.1	49.5	45.6	31.4	63.9	54.1	47.4	39.8	30.1	37.2	47.0	56.3
Basic Skills	49.7	66.9	63.8	56.4	44.6	34.0	59.1	50.9	38.3	62.8	51.6	33.2	50.7	63.5	61.8	49.3	30.8	37.1	42.2	48.6
Activities	33.6	45.1	43.2	37.3	30.2	23.5	39.5	36.2	26.2	43.1	32.2	20.8	37.7	45.5	41.0	31.7	19.7	25.7	26.6	36.7
	42.7	54.5	52.8	46.6	38.7	30.0	49.4	46.3	34.2	51.8	43.1	28.5	50.8	54.4	50.0	40.3	26.9	33.3	38.6	47.2
DIGITAL INCLUSION INDEX	53.7	66.6	65.6	56.2	47.2	38.1	59.4	54.3	46.6	59.9	53.9	42.9	60.6	60.2	60.6	52.2	40.4	45.4	48.9	56.9

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Rural 2017	Rural	Income Quintiles					Employment			Rural 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	80.8	92.4	90.7	85.6	78.1	66.8	88.4	83.3	71.0	87.9	83.5	66.9	89.2	90.0	88.9	80.0	62.2	70.4	74.1	80.8
Internet Technology	70.7	79.2	79.0	74.3	68.6	59.6	76.4	72.6	63.3	76.1	72.2	61.2	76.7	76.1	76.9	70.3	57.7	63.2	65.8	74.4
Internet Data Allowance	44.6	58.7	54.3	47.9	42.5	31.9	52.0	45.7	35.1	49.7	47.4	34.1	51.5	54.2	53.5	42.6	27.2	38.4	44.1	56.1
	65.4	76.7	74.7	69.2	63.1	52.8	72.3	67.2	56.5	71.2	67.7	54.1	72.5	73.4	73.1	64.3	49.0	57.3	61.3	70.4
AFFORDABILITY																				
Relative Expenditure	48.1	84.1	63.1	49.2	29.7	15.0	52.5	44.5	42.3	51.4	47.4	43.5	55.9	46.8	51.0	46.6	41.0	37.5	51.9	53.9
Value of Expenditure	48.0	55.5	50.0	46.9	48.3	40.0	49.6	45.0	46.1	50.4	49.2	41.5	54.3	51.4	50.4	44.9	41.0	46.3	36.5	65.6
	48.0	69.8	56.6	48.1	39.0	27.5	51.1	44.7	44.2	50.9	48.3	42.5	55.1	49.1	50.7	45.8	41.0	41.9	44.2	59.8
DIGITAL ABILITY																				
Attitudes	44.7	54.2	50.5	46.2	39.9	34.3	49.1	51.6	38.0	48.7	45.5	32.3	63.4	53.3	49.4	37.4	30.1	39.3	51.5	54.1
Basic Skills	46.8	58.3	59.4	54.3	43.9	33.3	55.0	49.4	36.3	57.8	47.5	31.9	49.8	65.3	56.2	43.7	27.9	41.7	39.2	46.0
Activities	33.0	41.5	43.4	36.9	30.2	24.0	38.4	37.9	25.4	41.0	33.0	20.6	39.3	46.7	40.7	27.8	18.4	30.3	26.4	35.4
	41.5	51.4	51.1	45.8	38.0	30.5	47.5	46.3	33.2	49.2	42.0	28.3	50.8	55.1	48.8	36.3	25.5	37.1	39.0	45.1
DIGITAL INCLUSION INDEX	51.6	66.0	60.8	54.4	46.7	36.9	56.9	52.7	44.6	57.1	52.7	41.6	59.5	59.2	57.5	48.8	38.5	45.4	48.2	58.4

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Rural 2016	Rural	Income Quintiles					Employment			Rural 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	92.3	90.8	84.4	77.6	64.6	87.6	78.9	70.2	88.7	82.4	64.1	85.0	88.1	88.7	79.4	62.1	71.0	66.7	79.5
Internet Technology	68.0	77.9	76.4	71.6	66.6	56.1	73.9	66.1	61.1	74.7	70.1	57.5	69.9	75.0	75.1	67.5	55.9	62.0	56.3	71.0
Internet Data Allowance	39.0	52.3	48.7	43.1	36.3	27.0	46.0	33.6	31.1	46.7	40.9	28.6	39.1	49.0	48.1	37.3	25.4	33.1	28.3	42.1
	62.3	74.2	72.0	66.4	60.2	49.2	69.2	59.6	54.1	70.0	64.5	50.1	64.7	70.7	70.6	61.4	47.8	55.4	50.4	64.2
AFFORDABILITY																				
Relative Expenditure	48.1	83.2	62.1	47.0	33.8	14.0	53.1	34.6	43.2	50.3	45.2	43.4	56.2	41.2	51.7	47.8	42.2	29.9	40.4	45.7
Value of Expenditure	43.1	49.0	45.8	45.1	41.6	34.3	45.2	33.6	41.4	47.2	44.3	37.4	42.4	41.7	48.2	42.1	39.3	42.2	23.9	40.0
	45.6	66.1	53.9	46.0	37.7	24.1	49.1	34.1	42.3	48.8	44.7	40.4	49.3	41.4	50.0	44.9	40.8	36.0	32.2	42.8
DIGITAL ABILITY																				
Attitudes	43.6	55.8	48.3	44.6	40.8	33.0	48.4	44.3	37.5	49.5	45.7	30.0	57.1	56.0	46.0	38.2	29.2	41.1	46.5	51.9
Basic Skills	45.7	62.3	59.1	54.1	40.9	30.0	55.6	47.8	33.2	58.7	46.3	29.6	46.1	60.7	58.8	41.9	27.2	34.7	35.3	48.0
Activities	31.4	41.6	39.0	37.9	28.8	20.1	37.6	37.8	22.8	41.3	31.8	19.1	32.6	44.6	38.8	28.7	17.9	23.0	24.5	38.7
	40.2	53.2	48.8	45.5	36.8	27.7	47.2	43.3	31.1	49.8	41.3	26.2	45.3	53.8	47.9	36.3	24.7	32.9	35.4	46.2
DIGITAL INCLUSION INDEX	49.4	64.5	58.2	52.6	44.9	33.7	55.2	45.7	42.5	56.2	50.2	38.9	53.1	55.3	56.2	47.5	37.8	41.5	39.3	51.1

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Rural 2015	Rural	Income Quintiles					Employment			Rural 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	77.7	89.6	87.7	83.3	74.4	64.7	84.4	81.7	68.7	87.5	79.1	64.2	83.5	85.7	86.0	77.6	60.0	65.4	71.5	80.6
Internet Technology	63.9	71.3	72.4	69.3	62.3	54.2	68.3	65.5	58.3	69.3	64.6	56.5	67.0	69.0	70.0	63.6	52.6	57.0	59.5	64.4
Internet Data Allowance	34.9	48.2	45.0	40.6	31.3	24.3	39.3	37.6	29.1	40.3	33.9	27.7	37.1	40.6	42.0	34.4	23.2	28.2	26.2	36.0
	58.8	69.7	68.4	64.4	56.0	47.7	64.0	61.6	52.0	65.7	59.2	49.5	62.5	65.1	66.0	58.5	45.3	50.2	52.4	60.4
AFFORDABILITY																				
Relative Expenditure	51.6	78.0	64.8	55.0	37.3	19.4	54.5	44.9	48.9	55.6	52.0	46.4	57.1	43.5	51.1	54.5	48.9	40.0	50.3	55.1
Value of Expenditure	41.3	42.3	41.1	43.0	39.6	37.0	38.3	47.7	44.1	41.1	37.8	41.5	39.1	34.8	43.8	43.0	42.5	41.6	27.1	39.8
	46.4	60.2	52.9	49.0	38.5	28.2	46.4	46.3	46.5	48.3	44.9	44.0	48.1	39.1	47.4	48.8	45.7	40.8	38.7	47.5
DIGITAL ABILITY																				
Attitudes	41.6	51.6	44.9	40.8	37.3	34.4	45.0	48.5	36.2	48.3	40.8	30.1	56.5	50.4	44.0	36.5	27.9	31.6	32.7	59.0
Basic Skills	41.1	60.6	53.3	47.5	36.4	30.4	49.2	46.1	30.2	55.9	42.3	28.5	39.6	52.9	52.2	41.5	23.5	31.6	29.9	42.5
Activities	28.5	41.4	35.8	34.2	24.5	20.3	33.4	37.0	21.0	40.3	27.6	18.4	29.4	37.5	36.3	27.7	15.7	22.9	19.0	32.0
	37.1	51.2	44.6	40.8	32.7	28.4	42.6	43.9	29.2	48.2	36.9	25.7	41.8	46.9	44.2	35.2	22.4	28.7	27.2	44.5
DIGITAL INCLUSION INDEX	47.4	60.4	55.3	51.4	42.4	34.8	51.0	50.6	42.6	54.1	47.0	39.7	50.8	50.4	52.5	47.5	37.8	39.9	39.4	50.8

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.

Rural 2014	Rural	Income Quintiles					Employment			Rural 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	77.5	91.3	88.5	84.1	73.2	58.9	86.7	81.7	64.7	86.5	81.3	60.4	86.9	88.7	87.0	76.4	52.4	64.6	71.1	84.6
Internet Technology	62.5	73.4	70.2	66.8	59.5	50.2	69.3	62.6	53.7	67.6	64.4	52.6	68.1	71.2	68.7	61.3	46.0	55.3	55.8	64.2
Internet Data Allowance	33.5	49.0	41.7	37.1	29.9	21.8	40.5	31.2	24.9	39.8	35.0	23.8	36.6	42.3	41.0	31.8	18.6	27.0	20.1	37.8
	57.8	71.2	66.8	62.6	54.2	43.6	65.5	58.5	47.7	64.6	60.2	45.6	63.9	67.4	65.6	56.5	39.0	49.0	49.0	62.2
AFFORDABILITY																				
Relative Expenditure	56.3	82.2	67.2	57.4	45.1	19.6	58.5	43.5	55.4	60.4	55.7	49.2	62.0	50.8	54.3	58.7	54.7	43.0	59.8	57.9
Value of Expenditure	42.9	42.7	36.3	43.3	44.9	40.6	41.9	39.3	45.6	42.2	42.5	42.4	43.3	36.2	41.7	44.4	51.0	46.9	29.7	52.4
	49.6	62.4	51.7	50.3	45.0	30.1	50.2	41.4	50.5	51.3	49.1	45.8	52.6	43.5	48.0	51.6	52.9	44.9	44.8	55.1
DIGITAL ABILITY																				
Attitudes	40.5	51.0	46.9	41.8	36.6	29.1	45.2	47.5	33.0	44.1	41.3	29.5	58.2	51.8	39.0	35.2	24.1	36.1	37.0	49.9
Basic Skills	40.7	60.2	51.2	47.2	35.1	26.0	49.9	46.7	27.6	52.7	44.2	25.5	44.4	57.0	52.0	36.5	18.3	26.6	21.7	41.0
Activities	28.6	36.2	37.0	32.9	26.0	18.1	34.4	37.2	19.4	37.7	31.0	15.8	33.1	41.9	34.4	25.0	12.8	20.6	13.2	35.2
	36.6	49.1	45.0	40.6	32.6	24.4	43.2	43.8	26.7	44.8	38.8	23.6	45.2	50.2	41.8	32.2	18.4	27.8	24.0	42.0
DIGITAL INCLUSION INDEX	48.0	60.9	54.5	51.2	43.9	32.7	53.0	47.9	41.6	53.6	49.4	38.3	53.9	53.7	51.8	46.8	36.7	40.6	39.3	53.1

Source: Roy Morgan Single Source, March 2020.

*Sample size <150, exercise caution in interpretation.