

Measuring Australia's Digital Divide

The Australian Digital Inclusion Index 2017

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Our approach to DI: Three dimensions of inclusion



Access – where people are using the Internet, how often, how much, and through how many services



Affordability – relative expenditure, and value of that expenditure on internet services



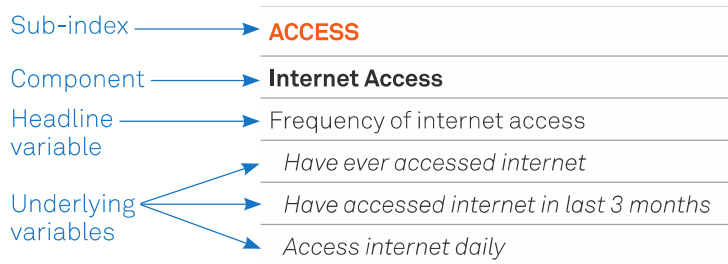
Digital Ability – attitudes towards digital technologies, and online skills and activities

Index data and structure

The data

- RMR Single Source survey, individuals aged 14+
- Covering the period 2014–18; First report 2014-16
- 550 sampling areas, 60 regions, 15,000 households each year
- Ongoing, annual, administered survey — personal interviews

Simplified index structure



Scores /100 enable comparisons

	Low	Medium	High
ACCESS	< 50	55-65	> 70
AFFORDABILITY	< 40	45-55	> 60
DIGITAL ABILITY	< 40	45-55	> 60
DIGITAL INCLUSION INDEX	<45	50-60	> 65

ADII 2017 outcomes, selected groups

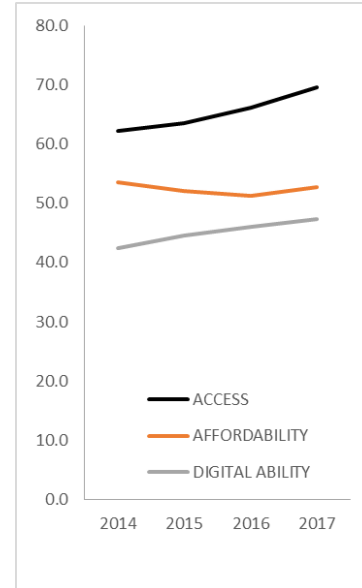
2017	Australia	Capital Cities	RURAL ADII#	Indigenous	Q2 (100-150k)	Q3 (60-100k)	Q4 (35-60k)	Q5 (Under 35k)	Employed FT	Employed PT	Unemployed	Aged 14-24	Aged 65+	Disability
ACCESS														
Internet Access	85.3	86.9	80.8	76.4	92.1	88.5	81.0	70.2	91.7	90.4	77.6	90.3	68.3	73.0
Internet Technology	72.1	74.0	67.1	64.1	78.2	74.6	68.0	58.7	77.4	76.1	65.8	75.0	59.1	63.3
Internet Data Allowance	51.2	53.6	44.5	44.4	58.4	53.7	46.3	36.0	59.7	55.7	42.1	55.3	31.5	42.4
	69.6	71.5	64.1	61.7	76.2	72.3	65.1	55.0	76.3	74.1	61.8	73.5	53.0	59.6
AFFORDABILITY														
Relative Expenditure	46.8	48.1	43.2	45.5	53.2	40.4	29.4	25.5	48.8	44.1	46.5	51.2	48.2	37.1
Value of Expenditure	58.5	61.7	49.8	45.8	64.0	61.0	54.7	44.4	63.3	63.7	52.0	61.0	45.0	51.6
	52.7	54.9	46.5	45.7	58.6	50.7	42.1	35.0	56.1	53.9	49.3	56.1	46.6	44.3
DIGITAL ABILITY														
Attitudes	50.1	52.2	44.7	51.2	53.8	50.8	44.2	37.4	55.7	53.0	44.1	63.0	33.3	40.7
Basic Skills	53.3	55.5	46.9	41.4	64.1	57.1	45.7	36.7	61.8	59.5	43.2	50.9	32.1	41.2
Activities	38.4	40.3	33.0	30.9	45.2	40.4	31.9	26.3	44.3	43.2	31.3	40.8	21.7	29.5
	47.3	49.3	41.5	41.2	54.3	49.5	40.6	33.5	53.9	51.9	39.5	51.6	29.0	37.1
DIGITAL INCLUSION INDEX	56.5	58.6	50.7	49.5	63.1	57.5	49.3	41.1	62.1	59.9	50.2	60.4	42.9	47.0

ADII – 2017 vs 2016

2017 vs 2016	Australia	Capital Cities	RURAL ADII#	Indigenous	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	ACT	Northern Territory*	Q1 (150k+)	Q5 (Under 35k)	Aged 14-24	Aged 65+	Disability
ACCESS																	
Internet Access	0.9	0.7	1.0	-0.4	1.1	0.7	0.3	1.5	2.7	-0.9	0.3	-2.8	1.4	1.8	-0.3	1.6	1.2
Internet Technology	3.5	3.3	3.7	3.2	4.1	2.7	3.5	3.9	4.1	2.9	0.3	2.4	3.5	3.6	3.6	3.2	4.1
Internet Data Allowance	5.7	5.6	5.6	5.6	6.2	5.5	5.2	5.2	6.8	4.4	1.7	5.3	7.4	5.5	6.4	2.5	6.3
	3.4	3.2	3.5	2.8	3.8	3.0	3.0	3.5	4.5	2.1	0.7	1.6	4.1	3.6	3.2	2.4	3.9
AFFORDABILITY																	
Relative Expenditure	-1.1	-1.5	-1.2	0.7	0.1	-1.9	0.6	-1.9	-5.8	0.3	1.4	1.4	-0.9	-3.5	1.2	-2.9	-5.6
Value of Expenditure	4.0	3.8	4.2	2.8	4.5	3.3	3.5	5.4	5.1	3.3	-0.1	7.9	4.3	4.4	2.2	3.2	6.8
	1.5	1.1	1.5	1.7	2.3	0.7	2.0	1.7	4.0	1.8	0.6	4.7	1.7	0.4	1.7	0.1	0.6
DIGITAL ABILITY																	
Attitudes	1.1	1.0	1.4	4.0	0.6	1.9	0.1	1.9	2.7	1.5	-2.0	-0.8	2.2	0.1	-1.3	1.1	-1.2
Basic Skills	1.6	1.5	1.7	3.4	2.3	1.8	0.1	2.2	2.0	1.5	-0.5	1.3	2.9	2.7	-3.5	2.1	3.7
Activities	1.1	0.4	2.2	4.0	1.9	0.2	0.6	2.1	1.8	-0.3	-0.8	1.8	2.1	2.4	0.1	1.2	4.4
	1.3	1.0	1.8	3.8	1.6	1.3	0.3	2.1	2.2	0.9	-0.1	0.8	2.4	1.7	-0.1	1.5	2.3
DIGITAL INCLUSION INDEX	2.0	1.8	2.2	2.8	2.6	1.6	1.8	2.4	2.1	1.6	0.1	2.3	2.7	1.9	1.1	1.3	2.2

ADII, 2014-2017

Australia	2014	2015	2016	2017
ACCESS	62.2	63.5	66.2	69.6
AFFORDABILITY	53.5	52.0	51.2	52.7
DIGITAL ABILITY	42.4	44.6	46.0	47.3
DIGITAL INCLUSION INDEX	52.7	53.4	54.5	56.5



General points on geography

- Digital inclusion is 7.9 points higher in state capitals than in rural areas (58.6 versus 50.7).
- The overall 'Capital–Country gap' has narrowed slightly since 2015, from 8.5 (2015), to 7.9 (2017), but remains higher than the 2014 level of 7.5 points.
- This trend is not consistent across the three sub-indices.
- The Access gap has consistently fallen each year since 2014 (from 8.6, to 7.8, to 7.6, to 7.4).
- The gap in Affordability has risen significantly, with only a slight recovery in 2017 (from 6.3, to 7.8, to 8.7 to 8.4).
- The Digital Ability gap has narrowed significantly since 2015, from 9.6, to 8.6, to 7.8 in 2017, but remains higher than the 2014 level of 7.5 points

Mobile only Australians

More than 4 million Australians (21.3%) are mobile-only internet users.

2017	Australia (Pop)	Australia (MO)	Percent MO/Pop
Internet Access	85.3	75.6	89%
Internet Technology	72.1	55.9	78%
Internet Data Allowance	51.2	30.7	60%
ACCESS	69.6	54.1	78%
Relative Expenditure	46.8	43.8	94%
Value of Expenditure	58.5	22.8	39%
AFFORDABILITY	52.7	33.3	63%
Attitudes	50.1	43.7	87%
Basic Skills	53.3	44.4	83%
Activities	38.4	30.4	79%
DIGITAL ABILITY	47.3	39.5	84%
DIGITAL INCLUSION INDEX	56.5	42.3	75%

Indigenous digital inclusion – high level findings

- Aboriginal and Torres Strait Islander people score lower on the DII than the overall population
- The gap has closed over the past three years (from 9.0 points in 2015, to 7.7 points in 2016, to 7.0 points in 2017).
- Access and ability have significantly improved, although affordability has declined
- The gap is not entirely explained by SES
- 49% of Indigenous Australians surveyed were mobile-only users of the internet (cf. 21% for whole population) — implications for access, affordability, ability
- Aboriginal and Torres Strait Islander people are scoring higher within the abilities category in their *attitudes* to digital technologies. More likely to see the technology as giving them greater control over their life; are interested in being able to access the internet wherever they are; and go out of their way to learn new things.