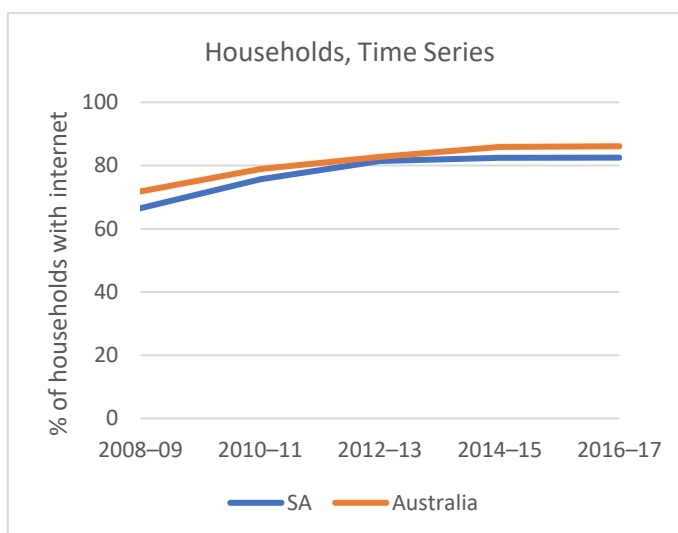
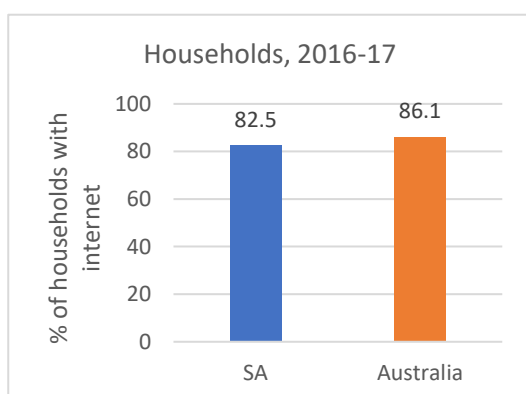


## Household Internet Use in South Australia, 2016-17

Household internet use is a key indicator of the ability of people and households to participate in the digital world. Where government services, education, employment, commerce and culture are all increasingly happening online, internet use is vital to ensuring that everyone can participate in a modern economy and society.

### Internet Connection

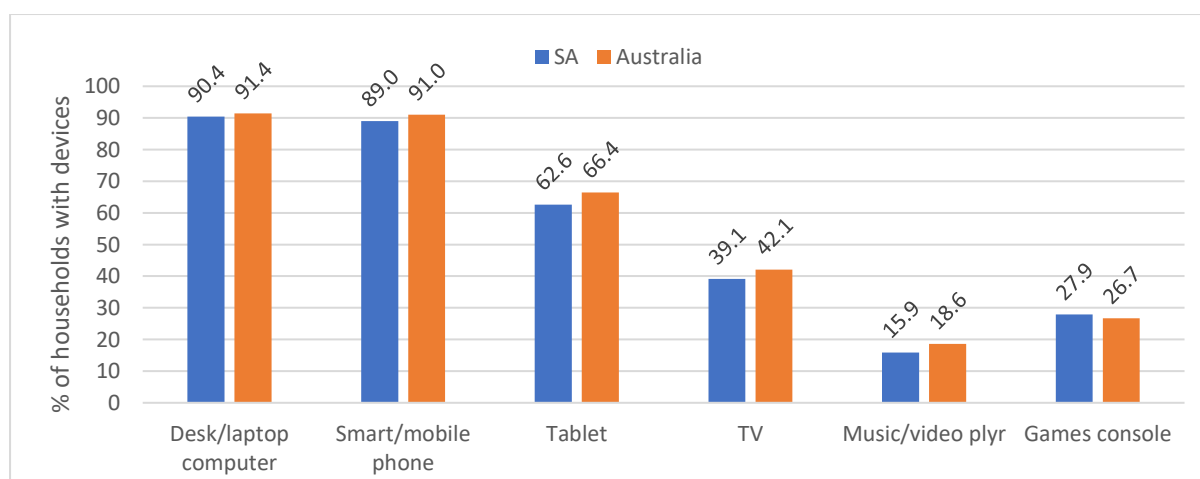
Most South Australian households have internet access at home, but the growth in the proportion of households connected has slowed in recent years and SA now lags behind the national average.



**Individuals: 15% of South Australian people, and 13.5% of all Australians do not use the internet.**

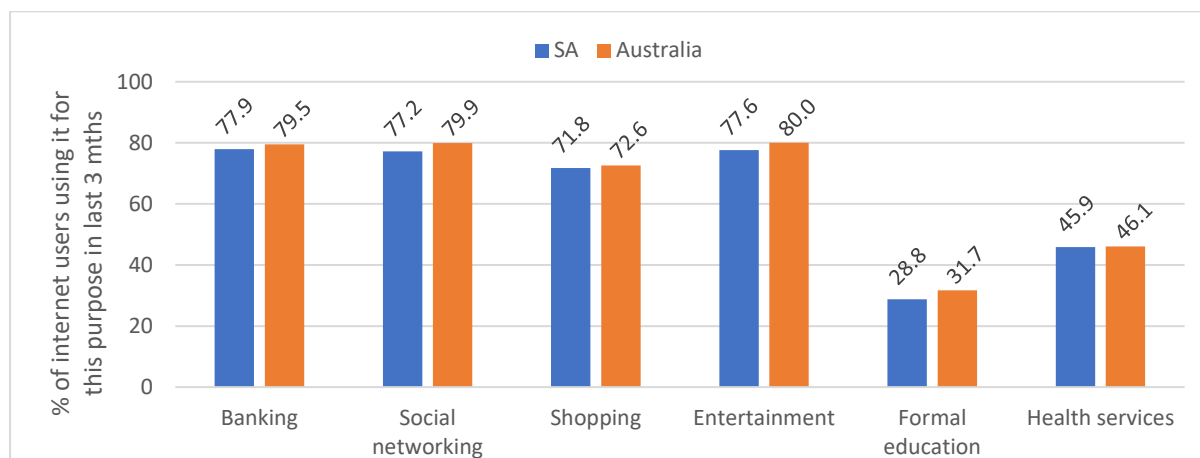
### Internet Connected Devices in Homes

South Australian households have an average of 5.9 internet connected devices per household. The national average is 6.2. The pattern of which devices are in households is fairly similar, although SA households were slightly less likely to have tablets, internet connected TVs and music/video players.



## Reasons for Accessing the Internet

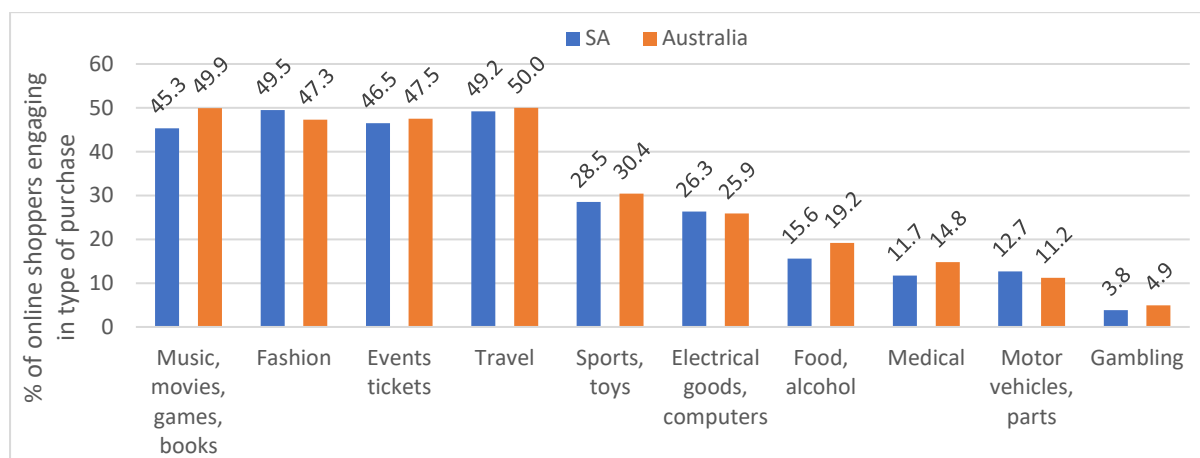
The reasons South Australians access the internet reflect national patterns, although South Australians were slightly less likely to use it for entertainment or formal education.



41.6% of South Australian employees accessed the internet at home for work use, by comparison with 44.6% of employees nationally.

## Types of Online Purchases

Again, South Australian online purchasing patterns reflect national patterns, but with a slightly higher proportion of SA consumers purchasing clothes, cosmetics and jewellery (fashion) online and a smaller proportion purchasing music/movies/books, food/alcohol, and medical items online.



## Cost of Internet Connection

SACOSS calculations from the ABS 2015-16 *Household Expenditure Survey* data show that SA households spend less on telecommunications (phone, internet and equipment) than the national average, but more as a proportion of household income. The Australian Digital Inclusion Index also showed that on average SA households got 6.2% less value for money for internet data.

	SA \$ p.w.	Australia \$ p.w.
Total Communication Equipment	9.40	10.60
Total Communication Charges	37.22	42.16
<b>TOTAL TELECOMMUNICATIONS EXPENDITURE</b>	<b>\$46.62</b>	<b>\$52.76</b>
% of Household Disposable Income	3.2%	3.1%