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The internet in Australia in 2011

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Internet usage

	2007	2009	2011
Total population	72.6	80.6	86.8
Male	74.3	81.7	89.1
Female	70.9	79.5	84.7
Capital city	76.6	83.7	89.6
Non-capital city	65.4	75.1	81.8
Born in Australia	71.6	79.6	86.5
Born overseas	76.7	84.2	88.0

Internet use by age

	2007	2009	2011
18-24	95.1	97.5	99.2
25-34	90.6	94.3	97.7
35-49	83.7	90.8	95.8
50-64	66.1	79.2	84.4
65+	29.8	40.0	56.7

Internet usage

Household income		2007	2009	2011
	Less than \$30,000	42.6	58.3	67.2
	\$30,000 to less than \$60,000	72.2	77.9	82.5
	\$60,000 to less than \$100,000	85.8	90.5	95.9
	\$100,000 and more	92.5	96.1	98.3
Education status				
	Didn't finish high school	47.5	63.2	72.8
	Finished high school/vocational edn	69.5	77.6	83.3
	Attended university and higher	89.7	90.5	94.7

Household technologies

	2007	2009	2011
Broadband	56.9	75.9	82.8
Dial up	16.6	4.7	3.2
No connection	26.0	18.5	12.1
Desktop	70.1	72.5	72.3
Laptop	44.0	59.6	72.5
Wireless network	24.2	49.4	63.0
Tablet	n/d	n/d	20.7
Handheld reader	n/d	n/d	7.4
TV with built-in internet connection		n/d	20.7

Attitude to NBN

	The government should allocate funds for broadband		I support the NBN	
	2009	2011	2009	2011
Strongly agree	26.8	26.9	41.5	33.6
Agree	30.3	34.9	31.1	30.8
Neither	15.8	14.1	16.2	12.7
Disagree	18.1	14.3	5.3	12.9
Strongly disagree	7.7	7.1	3.4	6.8
Don't know	1.3	2.7	2.5	3.2

Will you connect to the NBN?

	Users	Non-users	Total
Definitely will	32.1	9.8	29.2
Probably will	23.6	8.3	21.6
Possibly	23.8	9.8	22.0
Probably not	6.1	9.8	6.6
Definitely not	6.2	49.2	11.9
Don't know	8.2	12.9	8.8

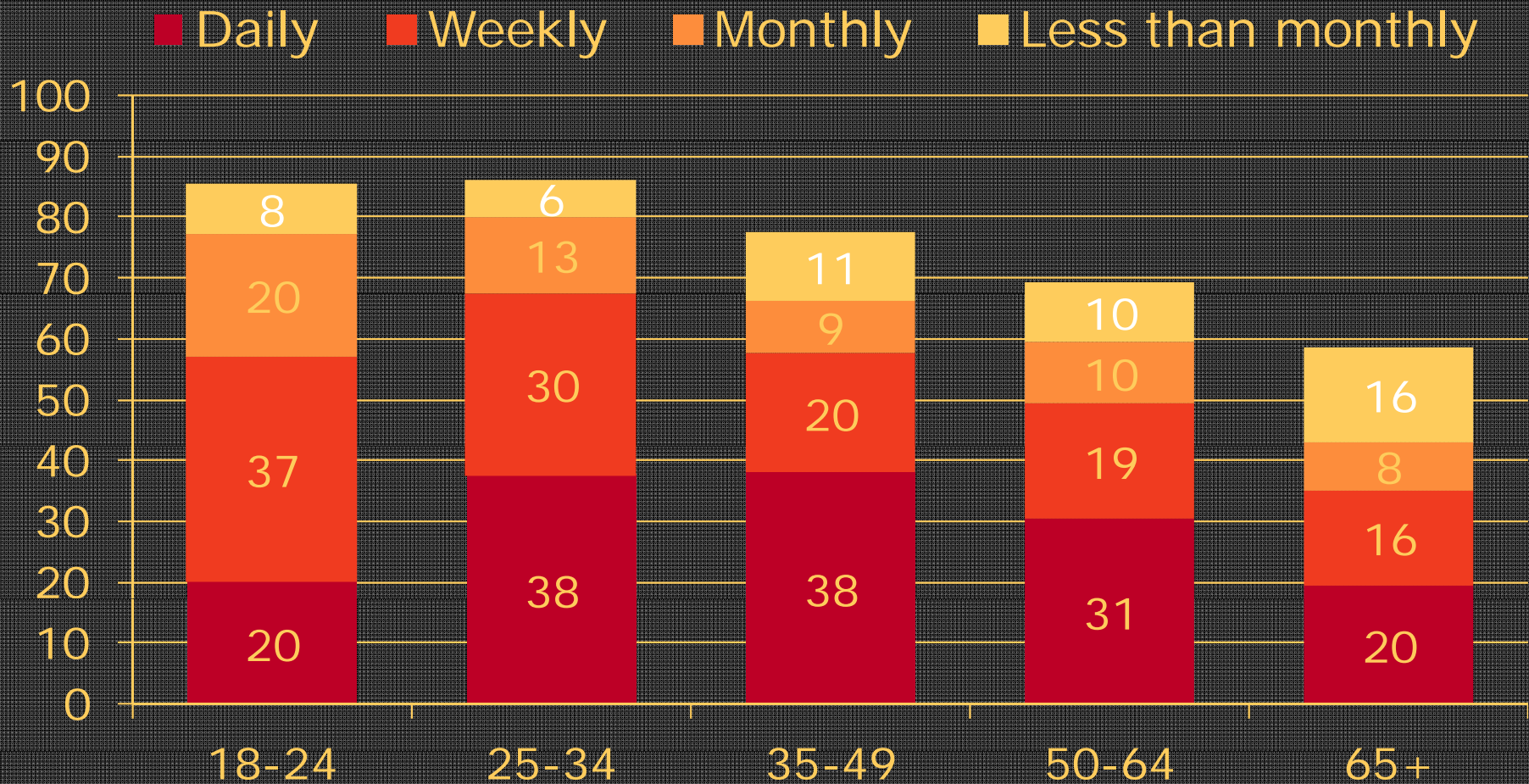
How important is the internet to your way of life?

	2007	2009	2011
Very important	49.4	54.7	54.9
Important	30.6	28.9	35.8
Not important	16.4	13.2	6.4
Not at all important	3.4	3.1	2.9

How important are the following media for news and information?

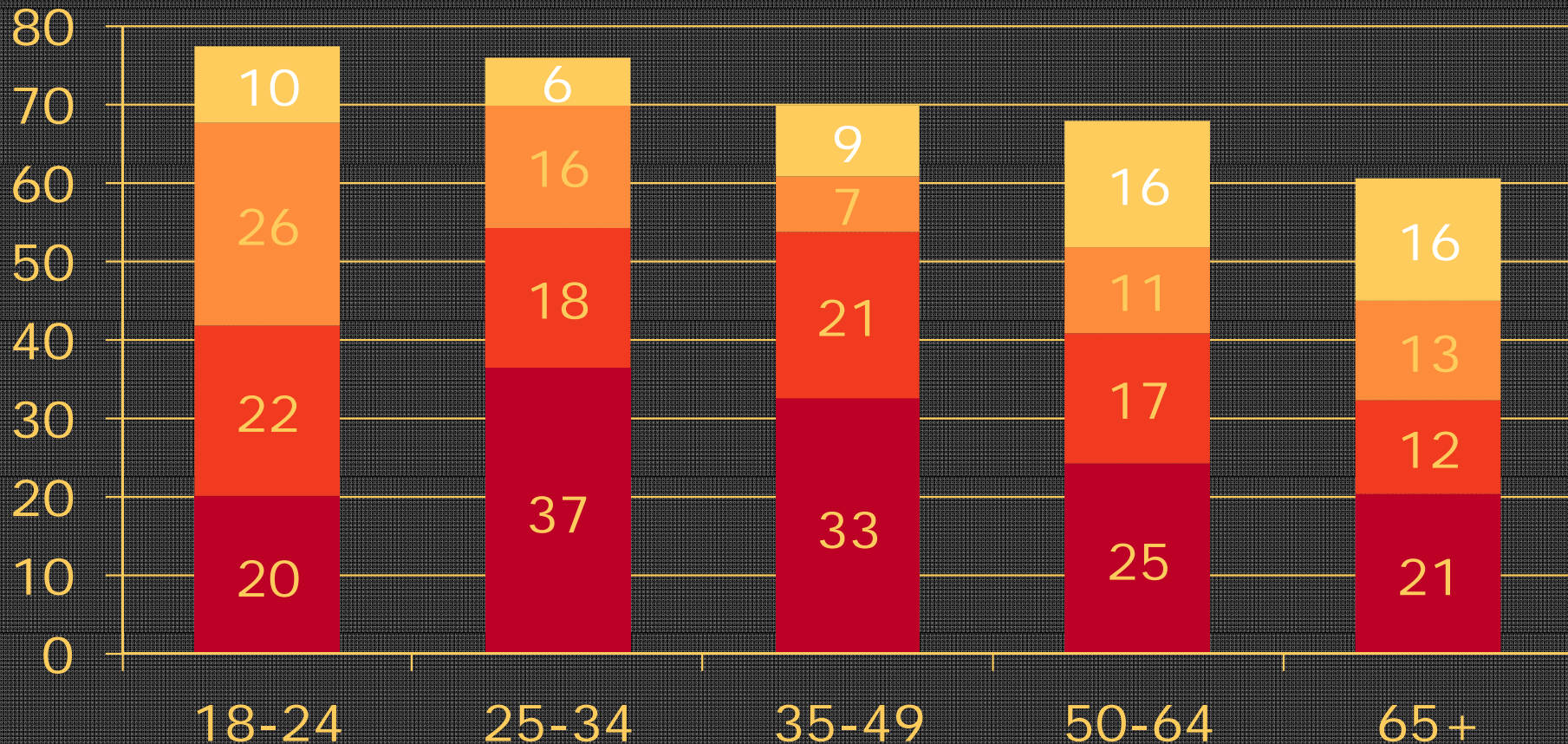
		2007	2009	2011
Television				
	Important	24.1	28.8	29.9
	Very important	8.5	8.9	8.9
	Total	32.6	37.8	38.8
Newspapers				
	Important	32.9	28.4	31.0
	Very important	13.8	10.6	12.1
	Total	46.7	38.9	43.1
Radio				
	Important	31.4	29.9	35.8
	Very important	14.5	15.1	13.0
	Total	45.9	45.0	48.8
Internet				
	Important	31.9	32.2	35.8
	Very important	36.7	41.2	40.5
	Total	68.6	73.4	76.3

How often do you look for national news online by age?

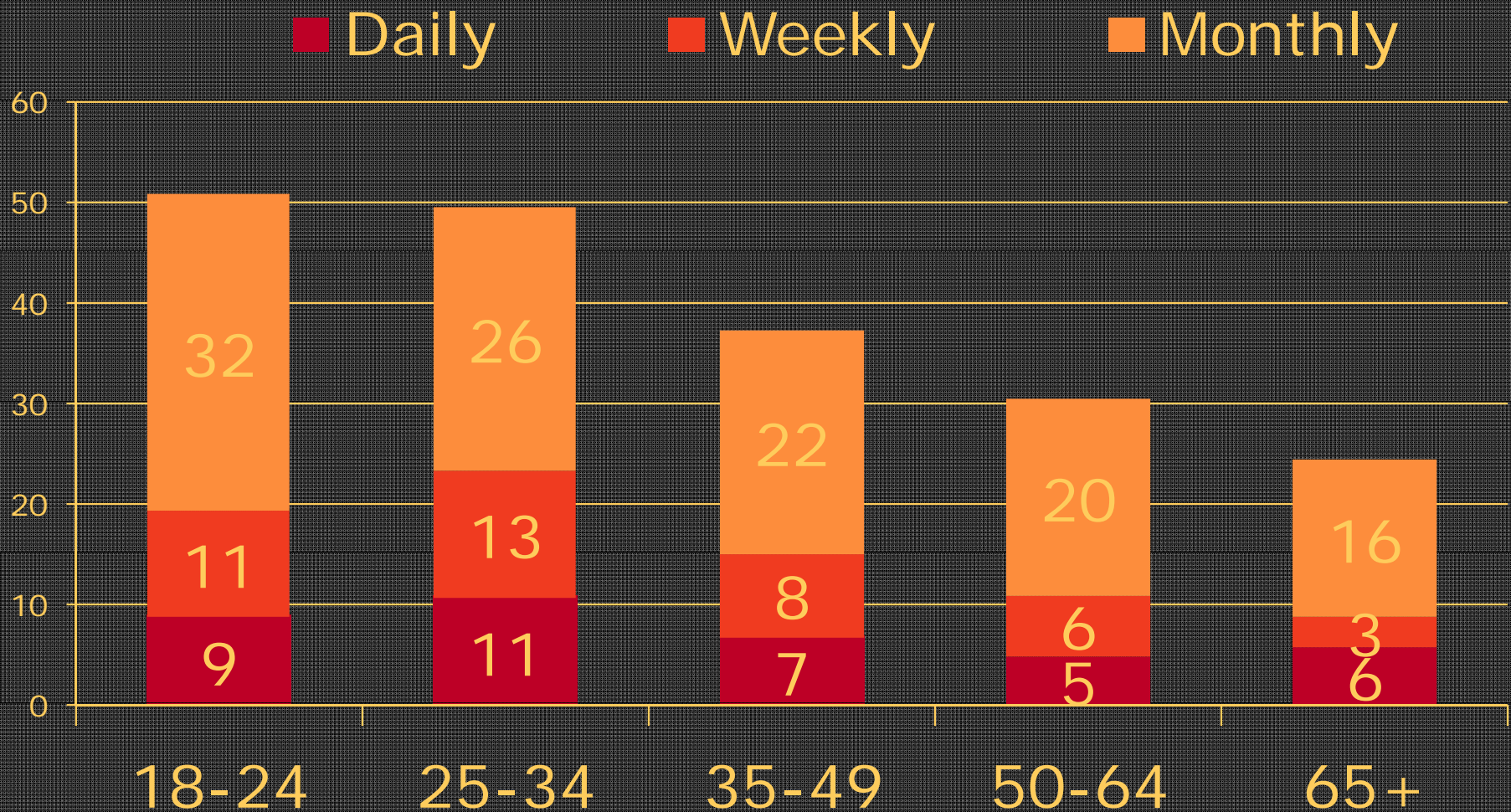


How often do you visit an official news site by age?

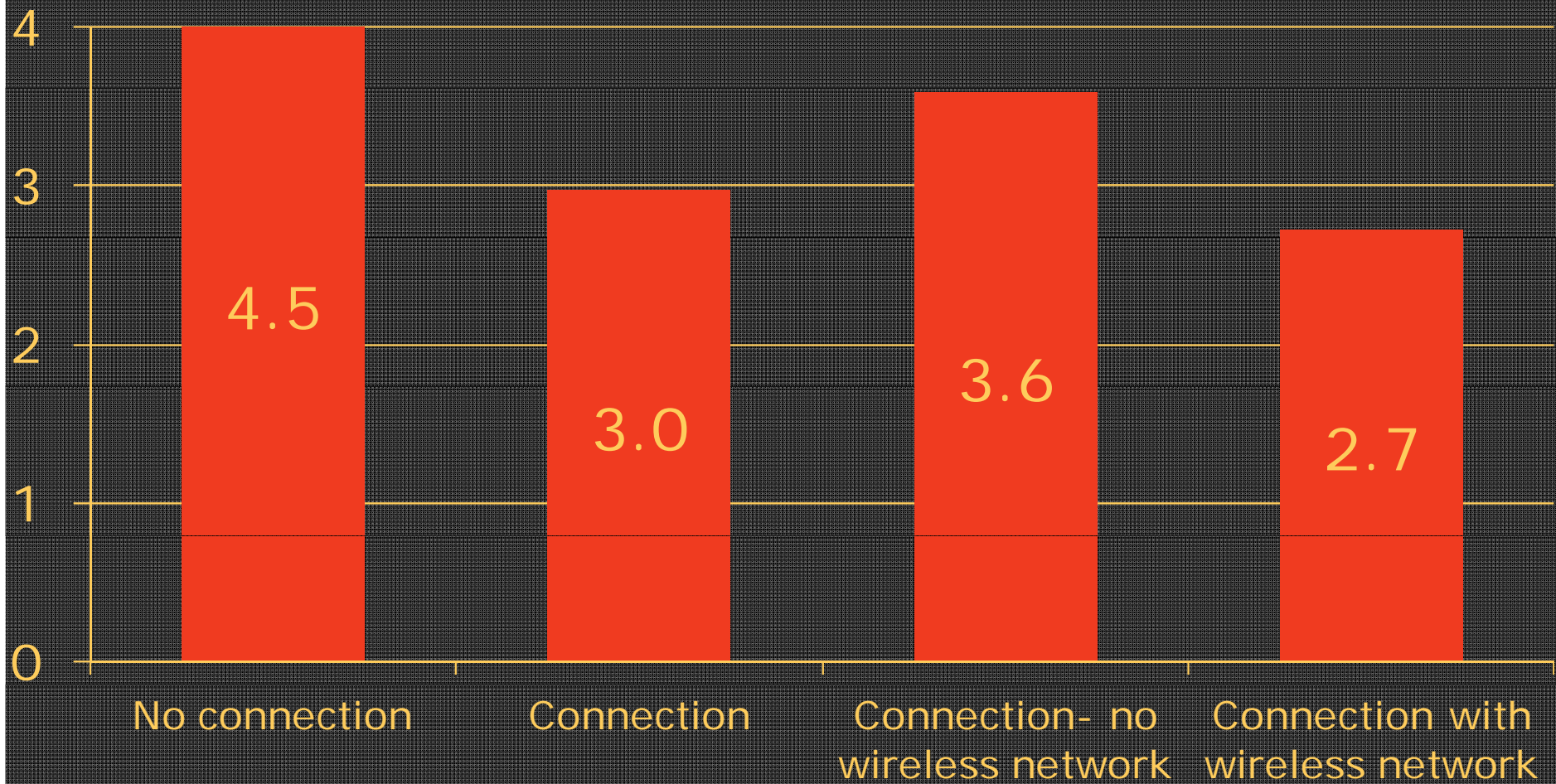
■ Daily ■ Weekly ■ Monthly ■ Less than monthly



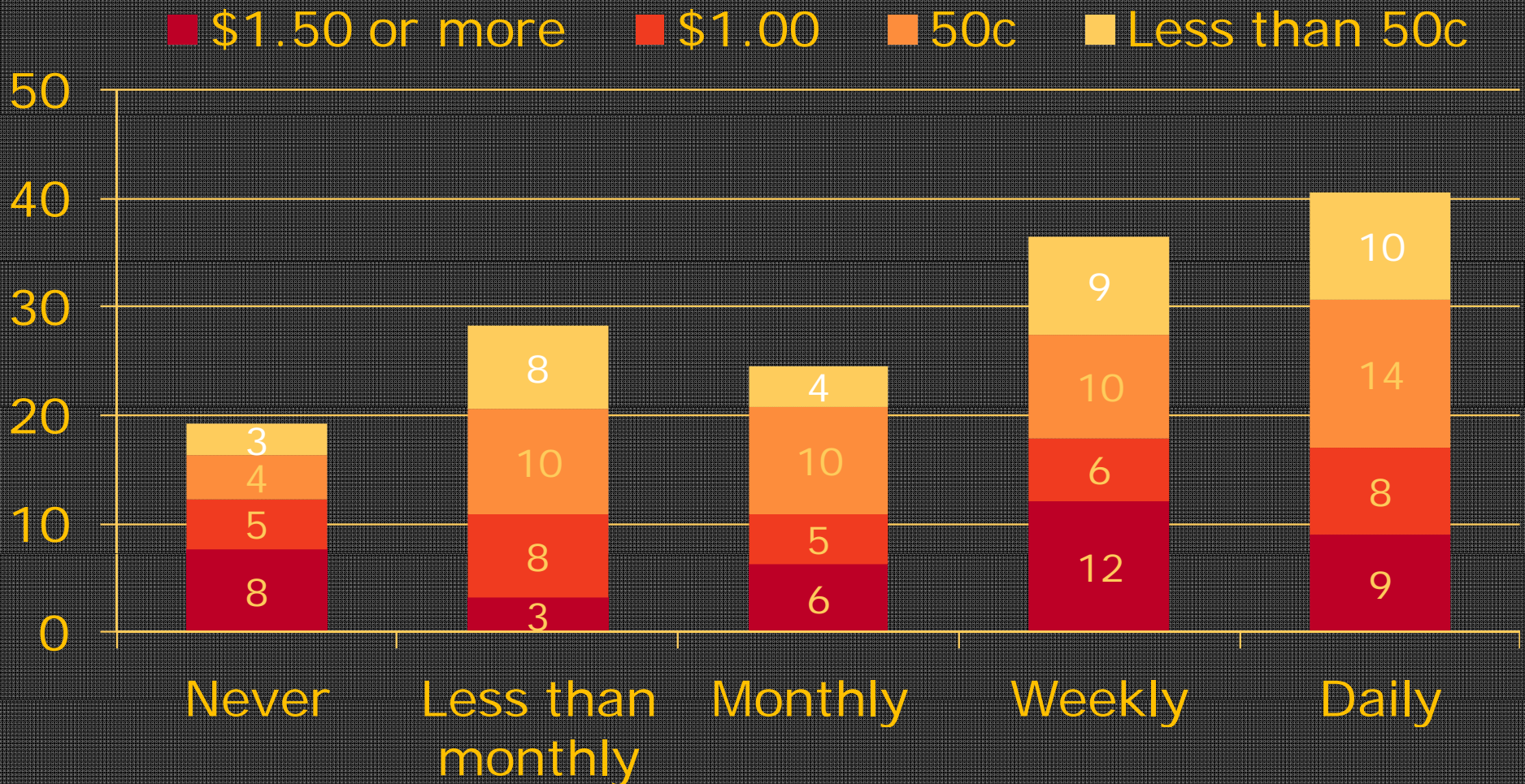
How often do you visit a news blog by age?



Newspaper reading (hrs per week) by connection type



Price for online newspaper by frequency of visit to official news site



How important are the following media for entertainment?

	Television			Internet		
	2007	2009	2011	2007	2009	2011
Not important at all	5.6	6.5	4.9	20.7	17.5	14.2
Not important	12.3	13.5	10.9	23.9	17.4	19.0
Neutral	30.0	25.8	24.4	23.9	21.9	22.1
Important	34.8	37.3	40.0	15.7	23.0	20.5
Very important	17.2	16.9	19.7	15.9	20.2	24.2

World Internet Project report to be published
mid-November

<http://www.cci.edu.au/projects/digital-futures>