

International Benchmarking 3rd Quarter 2003

- 84% of adult (16 years and over) persons in Australia had Internet access in the 3rd Quarter 2003, compared to:



- 56% of Australian households had access to the Internet. Other countries' percentages were:



Additional statistics on the Information Economy available at <http://www.noie.gov.au/stateofplay>

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Australian Government

National Office for the Information Economy

Australia Online 3rd Qtr 2003 Statistics

**56% of households had Internet access at home
(up from 43% in 4th Quarter 2000):**

53% via home PC, 3% via other sources (TV, work PC, etc)
Points of Internet access for adult users (16+):

home 63%, work 40%, elsewhere (eg. library, Internet cafes) 56%.

	Sept 2001	Sept 2003
Households with PCs	67%	65%
Population 2+ with access via home PC	54%	59%
Population 16+ with access – any location	72%	84%
People 16-24 with access	n.a.	95%
People 25-34 with access	n.a.	92%
People 35-49 with access	n.a.	95%
People 50-64 with access	n.a.	80%
People 65+ with access	n.a.	45%
Males 16+ with access	73%	86%
Females 16+ with access	72%	82%

INTERNET CONNECTION SPEEDS (% home users)

	Sept 2001	Sept 2003
Local Area Network (LAN)	0.07%	0.17%
Cable	2.14%	8.06%
Digital Subscriber Line	0.36%	4.65%
Unspecified High Speed	2.89%	8.60%
Narrowband (incl. ISDN)	94.54%	78.52%

- In June 2003, Australians online by educational level (persons who accessed the Internet within each educational level) were represented as follows: degree 85%, trade/diploma/certificate 64%, upper secondary 61%, lower secondary 41%, primary/some secondary 40%.
- At September 2003, Internet activities participated in by Internet users 16+ in the previous 6 months were:
 - sending/receiving electronic mail 91%;
 - using instant messaging 35%;
 - accessing audio-video content 33%;
 - participating in interactive chat rooms 19%; and
 - using radio via the Internet 19%.
- In September 2003, each Internet user in Australia accessed the Internet an average of 18 times, each session lasting approx. 35 minutes. Online time per user was 10 hours and 31 minutes.
- 36% of home Internet users in Australia accessed government websites in September 2003 (up from 27% in April 2002).
- At September 2003, 33% of people aged 16+ had purchased goods/services online in the previous 6 months (up from 14% in September 2001).
- In the 12 months to June 2003, 36% of Internet users aged 14 years and over in Australia used the Internet for banking activities.

Australian Business Online - 2003

	June 2000	June 2003
Businesses with PCs	76%	83%
Businesses with Internet access	56%	71%
Businesses with website	16%	23%
Internet access by large businesses	95%	99%
Internet access by medium businesses	83%	91%
Internet access by small businesses	65%	81%
Internet access by very small bus.	50%	65%
Large businesses with website	68%	80%
Medium businesses with website	46%	51%
Small businesses with website	24%	33%
Very small bus. with website	9%	15%
Businesses* receiving online orders	15%	19%
Businesses* ordering online	18%	39%
Bus.* accessing government services	44%	71%
E-commerce revenue	\$5.1 billion	\$24.3 bill

*among businesses online.

Sources: Australian Bureau of Statistics, Nielsen//NetRatings, US Census

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**“In March 2003 34% of
home Internet users accessed
Government websites.”**