

*Communications and media in
Australia series:*

How we use the internet
Executive summary and key findings

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Executive summary



Using this report

This report contains the executive summary and key findings from our *How we use the internet* report, which is part of our *Media and communications in Australia* series.

An [interactive version](#) of the full report can be accessed on our website. We recommend this document is read in conjunction with the entire report as the key findings reference charts in the report. The website also has links to the methodology used, a data quality statement and a glossary of terms for the report. The data for tables in the report can be directly exported.

How we use the internet

Australians' use of and access to the internet remains stable and near universal. Nearly all of us are online, have access to the internet at home and use our mobiles to go online. Four in 5 of us have the NBN connected at home, unchanged from 2022.

Smart devices continued to lead the charge in growth, with the number of smart TVs, wearables and other smart devices in the home continuing to increase.

Key findings

Access to the internet steadied and remained wide-reaching, with 99% of Australian adults going online in the 6 months to June – up from 90% in 2019.

At June 2023, 98% of us had internet access at home – including via the 4G/5G mobile network. For fixed or wireless services (excluding 4G/5G), 93% of Australian adults had home internet access – stable with 2022 levels. The majority were connected via the NBN (81%), also unchanged over the previous 12 months.

Mobile phones were the most used device to connect to the internet (95% of online adults) and most of us (86%) do so multiple times a day. While those aged 75 and over were less likely to use their mobile phones to go online compared with all other age groups, take-up for this age group has jumped from 33% in 2017 to 81%. Connecting to the internet via a tablet continued to decline (52%, from 56% in 2022) with reduced use among those aged 25–34 (45% from 53% in 2022) and 35–44 (54% from 64% in 2022).

Smart devices continued to grow in popularity, with more Australian adults using their smart TV to go online (62%, from 58% in 2022). A third of Australians had a wearable device connected to the internet (up from 27% in 2022); Bluetooth tracking tags and smart displays were also up from 2022.

We continue to rely heavily on the internet for everyday activities, including access to services, information and shopping. At June 2023, 95% of us went online for news and information and 87% bought goods or services online. While access to telehealth consultations declined in 2023 to 46%, use remains higher than before 2022.

The total volume of data downloaded across retail broadband internet and mobile services increased by 11% to 12.9 million terabytes in the 3 months to 30 June 2023, from 11.6 million terabytes in the same quarter of the previous year. While the volume of data downloaded over the NBN continued to rise, non-NBN broadband network downloads declined (4% since the 2022 June quarter). Downloads using mobile devices increased by 31% to 1.7 million terabytes from the previous June quarter.

About the research

This report is based on an ACMA-commissioned nationally representative tracking survey seeking to understand consumer take-up, views and attitudes around communications and media services. Information about the sample and the ACMA annual consumer survey is in the [methodology](#).

Key findings

1. Home internet access

Base: Australian adults, at June 2023

- > Overall, 98% had access to the internet at home, including via the 4G/5G mobile network.
- > 93% had a home internet connection, stable with 93% in 2022. The majority (81%) connected via the NBN. Those living in metropolitan areas were more likely to have an NBN connection (83%) than those in regional areas (75%).
- > 44% had a mobile broadband service.

2. Online vs offline Australians

Base: Australian adults, 6 months to June 2023

- > Almost all Australians (99%) continued to access the internet – this has been stable since it increased from 90% in 2019.
- > Internet use among those aged 65–74 increased from 98% in 2022, to 100% in 2023.

3. Devices connected to the internet

Base: Australian adults, 6 months to June 2023

- > Nearly all internet users (95%) used a mobile phone to go online – an 11-percentage point increase from 2017.
- > 62% used a smart TV to go online (up from 58% in 2022). Use among those aged 75+ increased from 35% in 2022 to 47% in 2023.
- > 81% of those aged 75+ used a mobile phone to go online – a considerable increase from 33% in 2017, even though they were less likely to go online via a mobile than all other age groups.
- > 52% used a tablet to go online, continuing steady declines since 2018 (62%). Over the previous 12 months, this decline was driven by those aged 25–34 (from 53% to 45%) and 35–44 (from 64% to 54%) along with males (from 56% to 50%) and those in regional areas (from 59% to 51%).

4. Number of devices connected to the internet

Base: Online Australian adults, 6 months to June 2023

- > On average, we used 4.0 different types of devices to access the internet, similar to 4.1 in 2022.
- > 37% used 5+ devices (stable with 39% in 2022). Those more likely to use 5+ devices lived in metropolitan areas (39%, compared with 34% in regional areas). Those least likely to use 5+ devices were aged 75+ (19%) compared with other age groups.

5. Smart devices connected to the internet

Base: Australian adults, 6 months to June 2023

- > 33% had a wearable device connected to the internet (up from 27% in 2022). This has more than doubled since 2019 (14%).

- > Over the previous 12 months, there was also growth for Bluetooth tracking tags (10%, up from 6% in 2022) and smart displays (9%, up from 8% on 2022).
- > Those with a connected smart device were more likely to live in metropolitan areas – 35% had a wearable device (29% in regional areas), 22% had a voice-controlled smart speaker (16% in regional areas) and 11% had a Bluetooth tracking tag (7% in regional areas).

6. Frequency of internet use

Base: Online Australian adults, 6 months to June 2023

- > Most internet users (89%) went online with a mobile phone at least once a day, and 86% did so multiple times a day.
- > 96% aged 18–24 went online with a mobile phone multiple times a day, compared with 72% of those aged 65–74, and 52% of those aged 75+. Females (88%) were more likely than males (83%) to use their mobile phone to go online multiple times a day.
- > 34% used a laptop computer multiple times a day to access the internet, and males (37%) were more likely than females (30%) to use a laptop to access the internet multiple times a day.

8. Volume of data downloaded

Base: Australian adults, 3 months to 30 June 2023

- > The total volume of data downloaded increased by 11% to 12.9 million terabytes (TB) (11.6 million TB in June 2022).
- > The volume of data downloaded over the NBN continued to rise while non-NBN broadband network downloads have declined.
- 83% (10.6 million TB) of total data downloaded was via NBN services, 13% (1.7 million TB) via mobile services and 4% (0.5 million TB) via non-NBN services.
- > Downloads using mobile services increased by 31% to 1.7 million TB (1.3 million TB in the previous June 2022 quarter).
- > Post-paid services accounted for just over half of data downloaded over mobile networks (0.8 million TB), more than triple the volume for prepaid services (0.2 million TB).

9. Activities performed online

Base: Online Australian adults, 6 months to June 2023

- > Online use was generally stable from 2022.
- > Accessing telehealth consultations declined from 52% in 2022 to 46%. The greatest decreases were seen among those aged 35–44 (59% to 46%) and 45–54 (53% to 44%). While there were similar decreases by gender and location, females (52%) remained more likely than males (40%) to access a telehealth consultation.
- > Those aged 75+ were least likely to shop online (67%) or access government services using an app (60%) compared with all other age groups.
- > Those aged 18–24 were most likely to study online from home (69%) compared with all other age groups.
- > Those in metropolitan areas (47%) were more likely than those in regional areas (34%) to work online from home, study online from home (32% compared with 21%), participate in video calling (65% compared with 53%) and access telehealth (48% compared with 42%).

10. Gambling activities performed online

Base: Australian adults who gambled online, 6 months to June 2023

- > Nearly a third (32%) of Australian adults undertook some form of online gambling – stable from 2022.
- > Lotteries were the most common online activity (79%), stable since 2019 (69%).
- > Those aged 18–24 (50%) and 25–34 (66%) were the least likely to participate in an online lottery compared with all other age groups.
- > Gambling activities differ depending on gender. Females were more likely than males to gamble online via pokies/slots (13% compared with 7%) and instant scratch tickets (7% compared with 3%). Males were more likely than females to participate in online sports betting (24% compared with 10%) and betting on racing (18% compared with 15%).
- > People in regional areas (23%) were more likely than those in metropolitan areas (13%) to bet on racing.