

Study: Australians like their IT in the home

Statistical analysis from research firm has found Australians are active in taking up and using technology

A study into ownership levels of technology across Australia has found a healthy uptake in households.

In its Digital Atlas 2009, Research firm, Connection Research, combined a survey of 4000 households with Australian Bureau of Statistics census data. It then split Australia into 65 statistical regions – providing demographic breakdowns of household income, ages, technology owned, and rankings in comparison to other regions.

“The main result was that there is not a lot of difference between regions,” said the firm’s research director, Graeme Philipson. “There might be a difference of as much as 15 per cent between the highest and lowest ranked regions in any area, but as a whole Australia is very homogenous with all demographics taking up technology at the same rate.”

Philipson said the other key finding was the high overall uptake of technology.

“We found that overall there were 2.29 PCs per household. Generally, those households with technology have multiple units of that technology,” he said.

Technologies covered by the research include Digital TV, Pay TV, dial-up Internet, broadband Internet, desktop and notebook PCs, CRT TVs, flat panel TVs, DVD players and recorders, games consoles, digital cameras and camcorders.

In its second edition, the Digital Atlas research shows all areas of technology experienced an increase in install base over last year, with the exceptions of dial-up internet and CRT TVs.

Philipson said in years ahead the install base for technologies should continue to increase.

He highlighted the government’s NBN network as a key driver in the uptake of technology.

“There was a study in the US that found that connection to broadband is a key driver in the usage of all digital technologies in the home,” Philipson said. “With the NBN some technologies will move much closer to being universal.”