

## Different Aussie states love different technology

### Research shows Australians love their technology. It also reveals the buying habits of people in different states

Connection Research's Australian Digital Atlas 2009 report shows purchase and consumption patterns of technology differ depending on income level, family type and location.

Graeme Philipson, research director, at Connection Research said last year Australians bought over a million LCD and plasma TVs, with most households now on broadband Internet and more than half, watch digital TV. DVD players and digital cameras are almost ubiquitous.

"The technology however is not evenly distributed," he said. "Wealthier people buy more than those at the opposite end of the income spectrum," he said. "Households with children buy more games consoles. City dwellers are more likely than those in the bush to subscribe to pay TV."

The research also shows that Tasmania has the highest penetration of digital TV of any state, just ahead of the ACT but behind pockets of Brisbane and the northern suburbs of Sydney. Adelaide has the lowest usage rate of any major city.

Also PC ownership is generally higher in the bush than in the cities, though cities have a higher proportion of notebooks (especially Sydney). Many more laptops than desktops were purchased last year, and most PC-using households now have more than one machine.

Australian Digital Atlas 2009 report's data is based on an annual survey of Australian households. In the most recent survey, over 4000 households were polled.

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*"Wealthier people buy more than those at the opposite end of the income spectrum," - WOW .... that is some ground breaking research!! Who would have thought?*

Posted by **Chris**, Apr 16, 2009 9:34 AM

*I can't see a poll of 4000 being a good indication of the technology spreads. Whats 4000, 2 people per suburb/town/shire? Yep, that would really tell us a lot.*

Posted by **Ian**, Apr 16, 2009 10:17 AM