

AUSTRALIAN DEVICE OWNERSHIP AND TRENDS



nielsen

Sources: Nielsen DRM Sept 2016, aged 2+; IAB Australia Enumeration Study Sept 2016, ages 14+ (n=3000 per quarter)

In Sept.
2016:



19.8M
Australians
were online



61 hours
online per
person



16.7M Australians
have a smartphone
84%



9.1M
46%

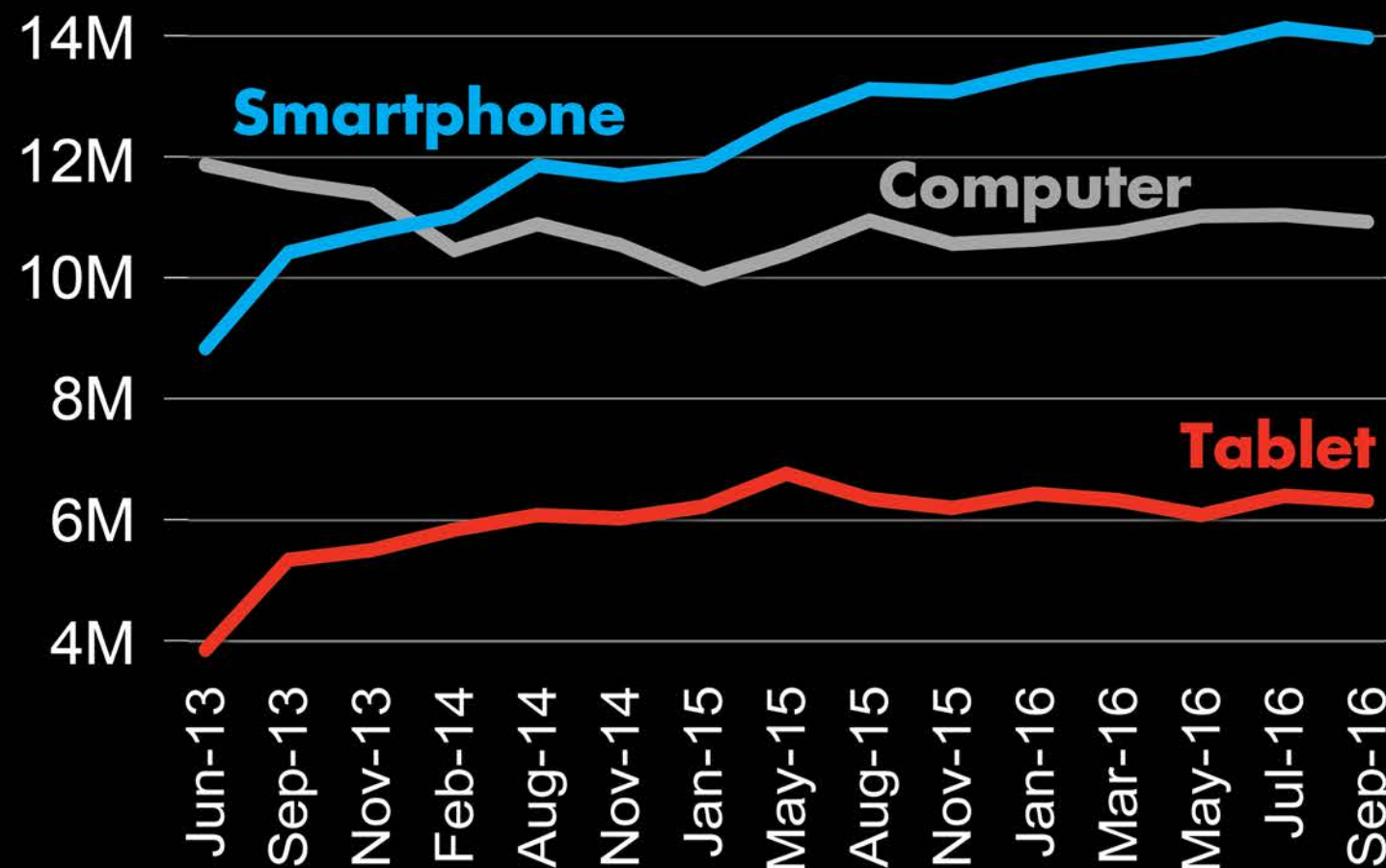


6.8M
34%

7% of Australians
own more than
one smartphone



70% of people
use internet on
phone daily



48% of Australians have
access to a work computer



29% of
people have
their own
computer



19% have
access to
a shared
computer



11.9M Australians
have a tablet
60%



8.7M
44%



3.2M
16%

6.3M people
use their
tablet daily



5M



1.3M