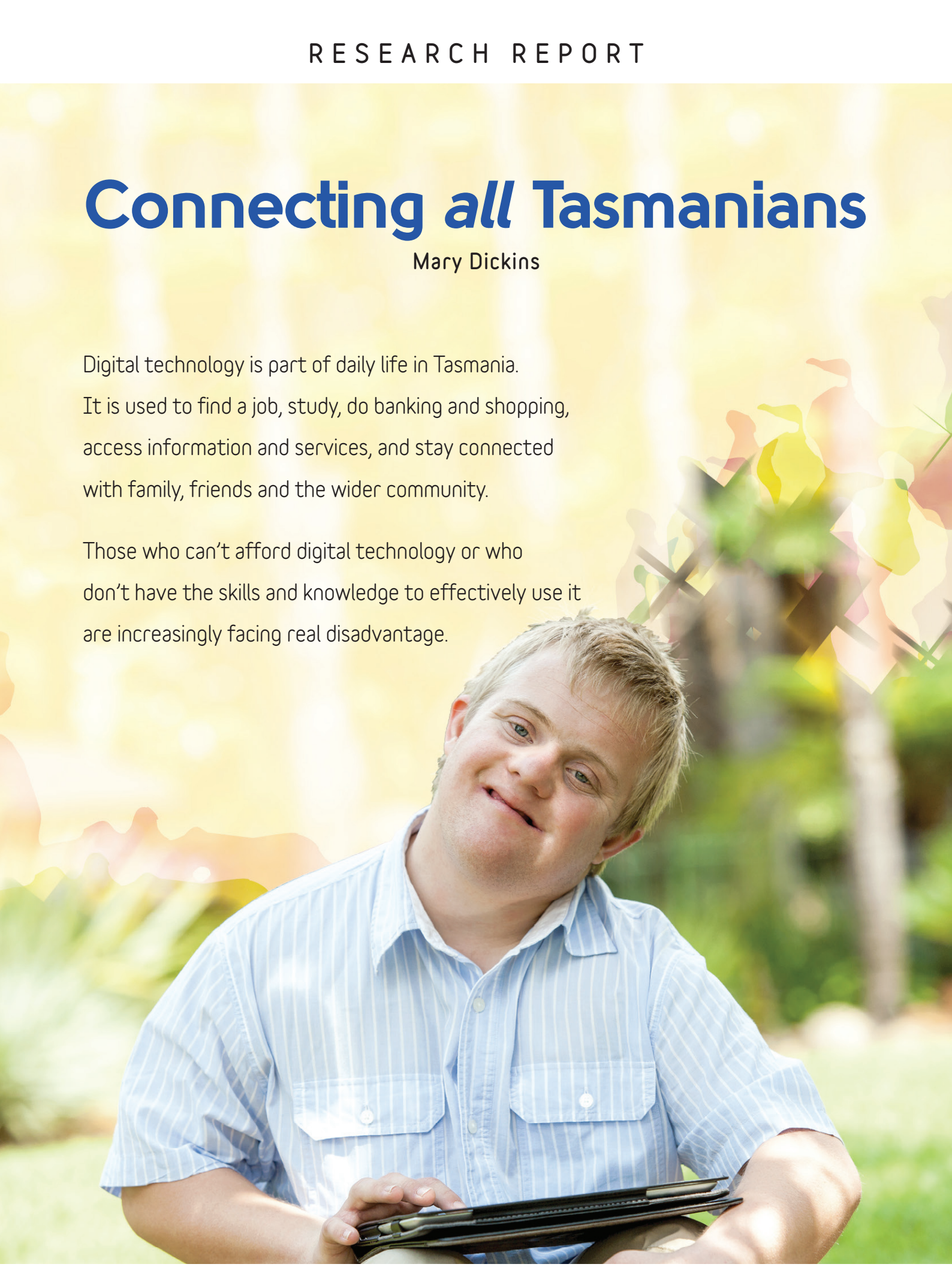
RESEARCH REPORT

Connecting *all* Tasmanians

Mary Dickins

Digital technology is part of daily life in Tasmania. It is used to find a job, study, do banking and shopping, access information and services, and stay connected with family, friends and the wider community.

Those who can't afford digital technology or who don't have the skills and knowledge to effectively use it are increasingly facing real disadvantage.



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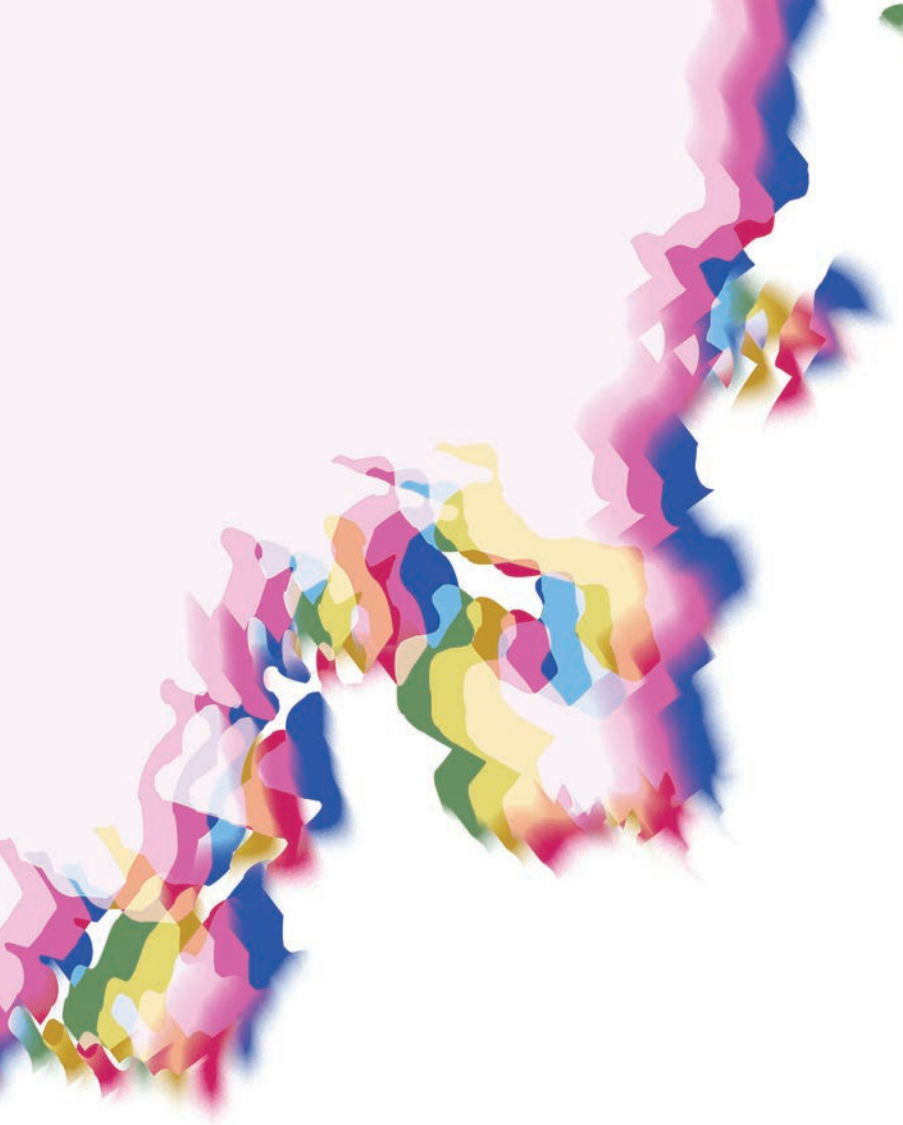

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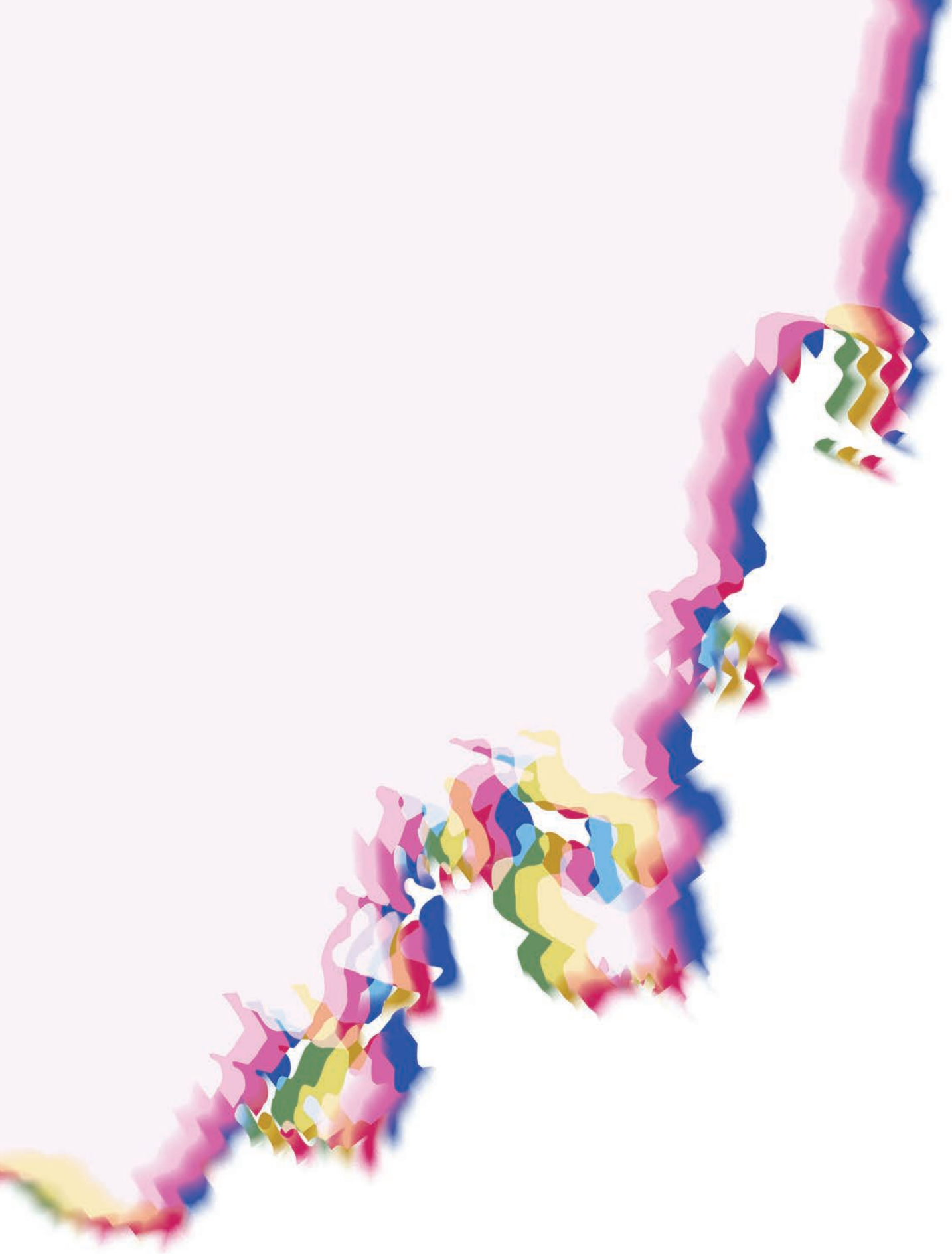
The research findings, conclusions and recommendations of this report are those of Anglicare and should not be attributed to any members of the Research Reference Group. Any errors in the report are the responsibility of SARC alone.



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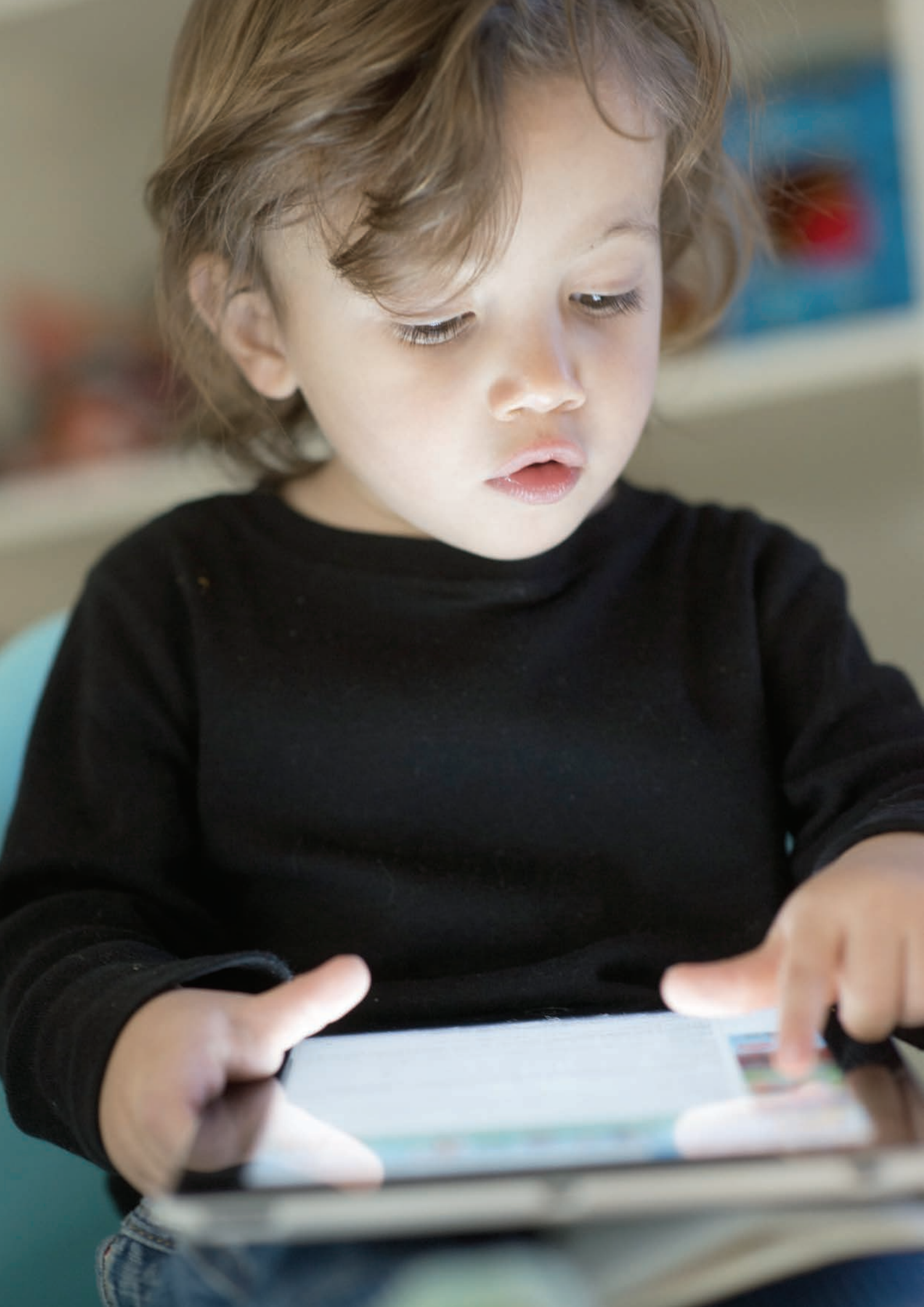


EXECUTIVE SUMMARY

The ability to access services and opportunities online via digital technologies such as personal computers and mobile phones is a key criterion for social inclusion. As government, other essential services and community organisations invest in the development of smartphone applications (apps) and expect people to go online in order to access services and gain employment, the consequences for those who are excluded from this technology or who are unable to use it to full advantage are increasingly severe.

Like the general population, Australians on low incomes have experienced a rise in digital technology access and use over the past decade. Yet little is known about the patterns of mobile and internet usage among low-income disadvantaged groups. This understanding is critical to the development of strategies and programs which are targeted to low-income communities and can counter their marginalisation.

In order to understand more about how Tasmanians on low incomes are using digital technology, Anglicare Tasmania surveyed 750 Tasmanians who had access to a mobile phone and had a Commonweath Health Care Card or Pension Concession Card.

The survey indicates the following about how Tasmanians on low incomes use digital technology:

- Uptake of smartphones remains limited. Consistent with this finding, online activities are predominantly done via a personal computer rather than a phone application.
- Compared to the general population, they are less likely to be engaging in social media or taking advantage of free Wi-Fi.
- Parents with dependent children have higher rates of social media usage than other Tasmanians on low incomes. This suggests that social media could be a useful tool for those services working with families.
- In terms of accessing services, banking and bill payment over the internet are well-established and many Tasmanians on low incomes are taking advantage of the convenience of this. However, they are yet to take up online grocery shopping and delivery.
- Tasmanians on low incomes are using the internet to search for information, including information about government and community services and about health. Yet they are less likely to make contact with government and community organisations online and many prefer to make contact by landline or in person. They overwhelmingly prefer to book and confirm medical appointments on the phone rather than online.
- There are differences in the use of digital technologies between groups such as older people, people with a disability and families with dependent children.
- There are a range of innovative digital inclusion initiatives and examples of how digital technology is being used to enhance and support government and community service delivery across Australia.

Survey findings demonstrate considerable scope for increasing the effective use of digital and assistive technologies among Tasmanians on low incomes and ensuring that users have the digital literacy and skills to fully benefit from being digitally engaged. In particular, more assistance and support is required to facilitate online communication and service access between low-income communities and government departments and community organisations. This is especially the case for older Tasmanians and those living with disabilities.

A key step towards achieving this would be the development of a Digital Inclusion Strategy for Tasmania. This should encompass strategies that look at:

- Awareness: that all Tasmanians know how mobile technology and the internet can benefit them.
- Affordability: that all Tasmanians have affordable access to the internet.
- Accessibility: that all Tasmanians have the means to take advantage of mobile technology and the internet.
- Development of skills and confidence: that all Tasmanians have the literacy, numeracy and training to appropriately and safely use mobile technology and the internet.
- Development of digital inclusion initiatives through government, community and private partnerships.

INTRODUCTION

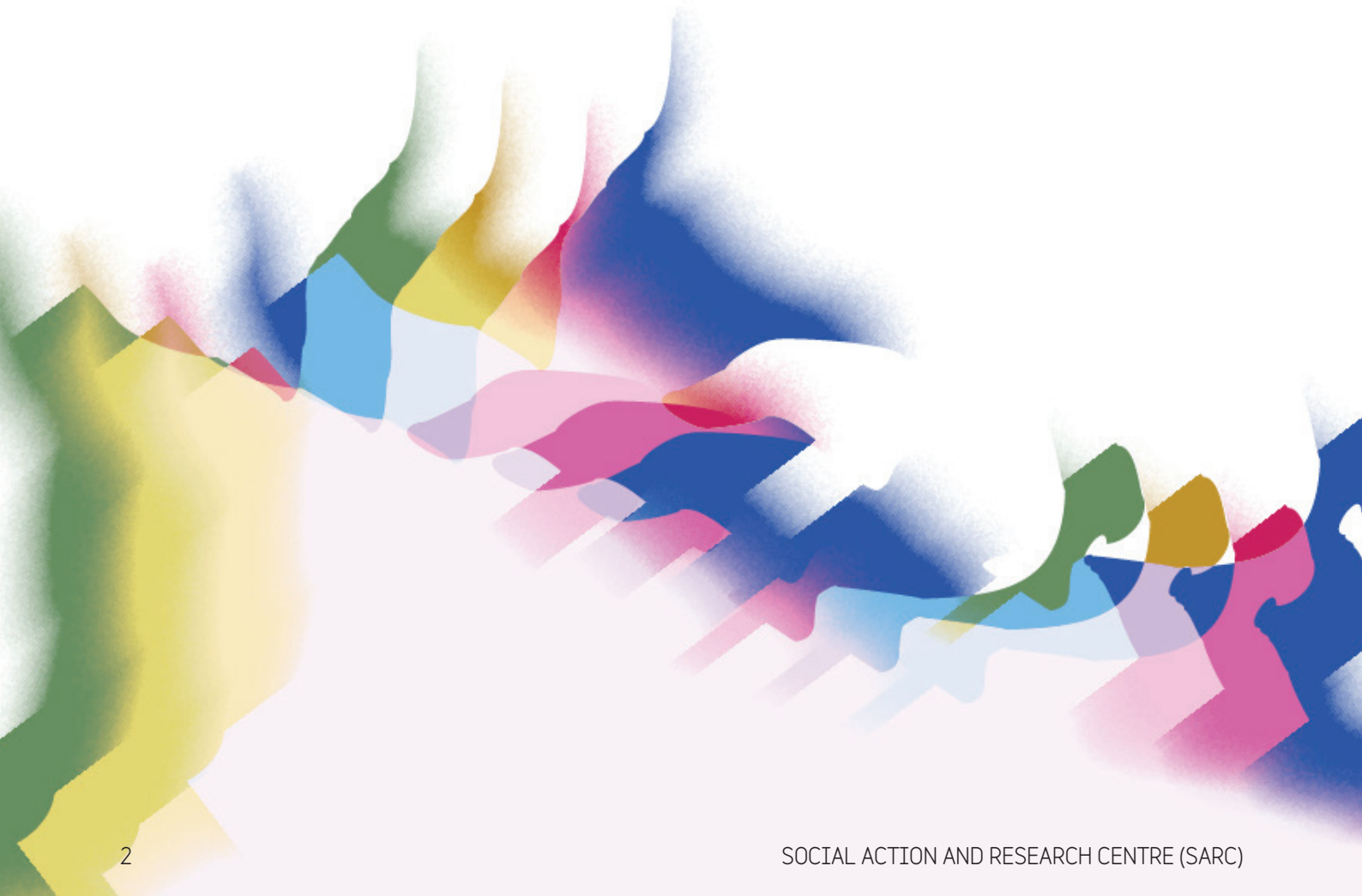
Anglicare's recent research into the cost of living for Tasmanians on low incomes (Flanagan & Flanagan 2011) and among Tasmanians with mental illness who are experiencing homelessness (Pryor 2011) suggested that people on low incomes, even those experiencing financial distress, have a higher than expected level of access to the internet through mobile broadband, given the data on the digital divide. The research also suggested that people on low incomes were increasingly using free social media as a means of maintaining communication with friends and family. Young people in particular saw access to mobile phones and the internet as essential, perhaps comparable with access to housing, transport, electricity and food.

These findings were surprising for the researchers working in a non-government service delivery environment which understood the digital divide as a simple division between those who had the financial means to access hardware and those who did not. It now appears that the digital divide is not a simple expression of social exclusion and that a better understanding is required of the relationships between people, technology and information.

Gaining a better understanding is timely in that:

- an increasing number of government and other essential services expect people to go online, use SMS and engage with social media to obtain information or to fill out or download forms;
- many community organisations are investing in the development of smartphone applications (apps) and engaging in social media;
- digital literacy is key to applying for jobs and gaining employment;
- there is a consensus in the research that digital technologies have the potential to improve living conditions for marginalised people; and
- there is limited information on how Tasmanians on low incomes use the internet and mobile technology.

Currently, although there are a range of innovative examples of digital technology being used to enhance and support government and community service delivery, there are no national or state plans to ensure digital inclusion for all Australians.



WHAT IS DIGITAL INCLUSION?

Digital inclusion refers to universal access among citizens to communication and information technologies. It is increasingly becoming one of the major social justice challenges of our time.

Digital inclusion is vital to employment participation, economic development, educational achievement, social and civic inclusion, and health and wellbeing (Walton et al. 2013, p.9.1). It is now recognised as critical to finding a job, gaining educational qualifications, social and community participation and health and wellbeing. Conversely, lack of access to digital technologies and services is increasingly recognised as a dimension of social exclusion (Eardley, Bruce & Goggin 2009).

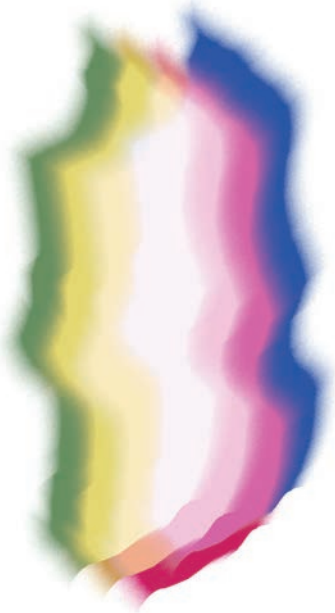
In the UK, recent research has found that there are significant social and economic benefits associated with digital inclusion (Walton et al. 2013). These include:

- improved educational achievement and lifetime earnings for individuals who have access to a computer at home;
- increased chances of unemployed people gaining work through online information and networks;
- potential personal savings through access to online shopping and banking transactions; and
- potential government savings as a consequence of people accessing government services online.

Yet despite these benefits, a digital divide persists in Australia. The ABS annual survey of household internet use indicates that higher income households are more likely to have internet access at home than lower income households. In 2012-13, 98% of households with income of $120,000 or more had internet access, compared to 57% of households with income of less than $40,000 (ABS 2014a). For people living with a disability, in a low-income household or dependent on a Parenting Payment, Age Pension, Disability Support Pension or Newstart Allowance, the likelihood of having no internet at home is twice to almost five times higher than the national average (Walton et al. 2013). The digital divide is also evident across Australia's states and territories, with Tasmania having the lowest proportion of households with internet access at home in Australia, 78% compared to 89% in the Australian Capital Territory (ABS 2014a).

Tasmanians on low incomes face a number of barriers in relation to full online participation. Low literacy and numeracy in Tasmania represents a substantial barrier to digital literacy (Goodes 2012). The ABS data indicates that in 2011 half (49%) of all Tasmanians were functionally illiterate and more than half (58%) functionally innumerate (ABS 2014b). A lack of technological knowledge, particularly for those who did not complete schooling or are not working in an area with computers, can lead to discomfort, anxiety and low confidence. Further barriers include:

- a lack of understanding of mobile phone and internet bill payments and structures;
- a lack of understanding about the process of rolling out the NBN;
- potential audio, visual and fine motor skill problems;
- the high costs of assistive technology;
- low levels of discretionary income; and
- the costs associated with calling free call numbers from mobile phones.



A RAPIDLY CHANGING DIGITAL LANDSCAPE

While inequalities in access to digital technologies persist in Australia, the digital landscape is changing with the emergence of new wireless technologies. The most dramatic change in online participation in Australia is the rise in the number of people accessing the internet via mobile phones rather than personal computers. A recent survey indicates that there has been a four-fold increase in access to the internet using a mobile device – from 8% of people in 2008 to 42% in 2013 (ACMA 2014). Australians are regularly using their mobile phones to access online content and to undertake activities such as banking, blogging, social networking and entertainment (ACMA 2013).

Research also shows that 82% of Australians expect to deal with businesses and government online and an increasing number of people are accessing government e-services (ACMA 2013). The most common activities conducted online by Australians in 2012 were:

- communication, including email, instant messaging, VoIP[1] (78%)
- research and information (77%)
- banking and finance (67%)
- entertainment and amusement (61%)
- general – browsing, surfing, downloading, software (60%)
- buying, selling, shopping (54%)
- blogs and online communities (38%)
- advertising (33%)
- interactive – entering competitions, registering on a website (25%).

Recent research in Tasmania indicates that participation in social media is growing. A survey conducted in 2013 found that two-thirds (67%) of all Tasmanians used at least one form of social media, an increase from 61% in February 2012 and 58% in 2011 (Font PR 2013). When asked why they were using social media, staying connected with family and friends was the main reason given across the age spectrum.

Like other Australians, Australians on low incomes are also recognising the benefits of digital technology access and online participation. A study conducted in 2006 and again in 2010 asked Australians on low incomes to rank in order of importance a list of 26 items that are considered essential to everyday life in Australia (Saunders & Wong 2011). Over the four-year period there were few changes in ranking, suggesting that views about the essentials of life are remarkably stable. However, there were notable exceptions in relation to digital technologies, with Australians on low incomes ranking 'internet access at home' and 'owning a mobile phone' much more highly over the four-year period. This is happening alongside a growing interest from government and community organisations in how digital technology and especially social media might be used to communicate with people using services.

[1] Voice over Internet Protocol

SUPPORTING DIGITAL INCLUSION

There are a number of innovative digital inclusion initiatives underway in Australia. These provide good demonstration models of what can be achieved through government, community and private partnerships.

Australian Government

At a federal level the Australian Government has implemented a number of plans and initiatives to improve affordability and accessibility and promote digital inclusion. These include:

- Centrepay, which allows Centrelink clients to pay communications bills out of their government income prior to them receiving it;
- the Digital First Initiative and eGovernment and Digital Economy Policy, which aim to provide a choice of communication methods for clients to interact with Australian Government agencies. While not everyone is digitally literate, 'by delivering fast and simply services to the large majority of citizens who can use them, more resources will be freed up to assist those who cannot help themselves' (Barger 2014);
- the Department of Veterans' Affairs, which offers free calls from mobiles to its 1800 number;
- the Digital Local Government Program to support local governments to provide more online services (DBCDE 2011);
- the Digital Hubs program to enable local communities to increase their online engagement and better understand the opportunities of the digital economy (McClure Report 2014); and
- the National Broadband Network, which offers potential benefits through increasing and improving mobile and internet coverage and developing ways to improve accessibility and affordability across Australia (McKell Institute 2013).

Currently the Australian Government does not have universal mobile telephone or internet access requirements. Instead, there are three national mobile phone networks offering services to the community and the Government's policy is that there is no need for regulatory intervention to ensure access to mobile telephone services (R Rogers 2014, pers. comm., 23 June; D Tangri 2014, pers. comm., 25 June).

Telstra

A key objective of the national *Telecommunications (Consumer Protection and Service Standards) Act 1999* is the availability of accessible and affordable carriage services that enhance the welfare of Australians. To fulfil this objective Telstra is responsible for meeting the Universal Service Obligation (USO) throughout Australia. The USO is 'designed to ensure that all people in Australia, no matter where they live or conduct business, have reasonable access, on an equitable basis, to standard telephone services and payphones' (Telstra 2014a). This means that while other telecommunications carriers contribute to the costs of providing the USO throughout Australia, specific requirements to offer services to low-income earners are solely Telstra's responsibility (Eardley, Bruce & Goggin 2009).

To meet the USO, Telstra's Carrier Licence Conditions require it to offer a package of products and services aimed at low-income consumers and to maintain and appropriately resource a Low Income Measures Assessment Committee (LIMAC). Telstra fulfils these obligations with its Access for Everyone program, launched in 2002, and regular LIMAC meetings. Access for Everyone offers services specifically for people who are on a low income, the long-term unemployed, people with a disability and people living in a remote or indigenous community (Telstra 2014b). Most of these services relate to maintaining or having access to a landline connection and budgeting services to be able to pay for landlines (D Tangri 2014, pers. comm., 25 June).

LIMAC includes representatives from national community organisations such as the Australian Council of Social Service and the Salvation Army (Telstra 2014c). It advises Telstra on how best to provide services to low-income customers and commissions research into the effectiveness of Access for Everyone each year (Eardley, Bruce & Goggin 2009; D Tangri 2014, pers. comm., 25 June).

Telstra's Hardship Team offers financial hardship assistance and works with customers to offer a range of payment and service options to keep people connected. The team can also refer people to local financial counselling services.

Tasmanian Government – Accessing services through an integrated hub

In 2013 the Tasmanian Government began looking at different options for improving accessibility to government services through the internet. It established the 'hub model' to bring together services such as Child and Family Centres, LINC Tasmania and Service Tasmania into one 'hub' location (DPaC 2013). The model is being delivered in the West Coast, Huon Valley, Bridgewater and Scottsdale regional communities and the government is investigating the viability of establishing 'mini-hubs' in more remote communities. The Government is also delivering 'integrated' services where a number of Tasmanian Government services are being offered over one counter in one place (DPaC 2013).

Service Tasmania, the Government's one-stop shop for government transactions, services and information, is offering a diverse range of contact options such as telephone, online and in-person for questions, forms, information and bill payments (DPaC 2013).

Infoxchange, Victoria – The Digital Inclusion Initiative

The Digital Inclusion Initiative (DII) is a program run by the non-profit social enterprise Infoxchange. The DII aims to 'eradicate the digital divide' by providing affordable access to hardware and bandwidth and developing community ICT capability through the provision of equipment and training (A.T. Kearney 2009, p.4).

The DII works in established communities such as public housing estates or aged care facilities. It brings together organisations already involved in the community such as local community houses and government departments, as well as corporate organisations such as Microsoft, in a whole-of-community approach.

Initially, Infoxchange rolled out the program in two disadvantaged communities: Atherton Gardens Estate, Fitzroy, and Collingwood Public Housing Estate. An independent evaluation of the social and economic value of the projects (A.T. Kearney 2009) found that in the first five years the Atherton Gardens project generated $5.9 million and Collingwood $6.8 million in benefits to the residents and broader community. These benefits included:

- employment and education through additional skills and access to new jobs;
- enhanced communication and greater social and economic connectivity;
- greater transactional efficiencies through using online tools and access;
- improvements to the health and wellbeing of residents;
- a greater feeling of empowerment and equality of access to new technologies;
- increased computer literacy, enabling greater interaction between residents;
- enhanced service and work practices supporting government and community services working together; and
- independent access to ICT by school-age children for their research, assignments and homework.

The success of these projects has been attributed to strong implementation experience, encouraging the adoption of new skills, transitioning to a sustainable community enterprise model and measuring the ongoing economic and social impact.

Since these initial projects, Infoxchange has rolled out a similar initiative at Wattle Hill Public Housing Estate in Burwood (Infoxchange 2013). Evidence from the Wattle Hill project points to the need for governments to target investment in communities at risk of digital exclusion with a clear strategy focused on the social outcomes of digital inclusion [See Fig 1 below].

INSIGHTS INTO DIGITAL TECHNOLOGY USE AMONG TASMANIANS ON LOW INCOMES

In order to understand more about how disadvantaged Tasmanians are using digital technology, Anglicare Tasmania surveyed 750 Tasmanians on low incomes who had access to a mobile phone.

About the survey

The survey was designed by the Social Action and Research Centre (SARC) in consultation with a reference group. In September 2013 the research company EMRS[2] conducted a stratified sampling telephone survey of 750 Tasmanians on low incomes. There was a quota for each region to ensure that the sample reflected the Tasmanian geographical profile. To be eligible participants had to be in receipt of a Commonwealth Health Care Card or Pension Concession Card and have access to a mobile phone.

Of the 750 survey respondents:

- 43% were male and 57% were female
- 50% lived in the Southern region, 25% in the North and North East region, and 25% in the North West and West region
- 4% were 18-24 years, 14% were 25-44 years, 41% were 45-64 years, and 42% were 65 years and over
- 12% did not finish year 10, 27% finished year 10, 22% finished year 11/12, and 39% had a post-school qualification.
- 22% received a Disability or Sickness Benefit (DSB)
- 19% had dependent children and 40% of these were sole parents
- 3% were of Aboriginal or Torres Strait Islander background
- 15% were not born in Australia and of these 3% had lived in Australia for less than five years
- 5% spoke a language other than English at home.

Typically older people and women are more likely to participate in telephone surveys (Mohorko 2013). This is reflected in our results, with only a small percentage of respondents aged under 25 years.

The survey data was analysed using the software package SPSS (Version 4).

[2] Enterprise Marketing and Research Services is a Tasmanian social and marketing research consultancy.

Access to digital technologies

Survey respondents were asked what kind of digital technologies they used. Over three-quarters (77%) of people used a personal computer (desktop or laptop) and a fifth (22%) used a tablet. A third (34%) used a smartphone. Recent estimates indicate that around half of the adult population nationally owns a smartphone (ACMA 2013). A low level of access to smartphones suggests that most Tasmanians on low incomes access the internet on a personal computer, rather than via a smartphone.

General use of digital technologies was relatively consistent across demographic groups. However, there were some key differences:

- younger people[3] were more likely than older people[4] to use a personal computer, tablet and/or a smartphone;
- people with higher levels of education were more likely than others to use a personal computer, tablet and/or smartphone; and
- households with dependent children were more likely to use personal computers and smartphones than those without dependent children.

A substantial proportion of Tasmanians on low incomes use payment plans to access mobile phone and internet services. More than half (58%) of our respondents paid for their mobile or smartphone with a plan, with 42% relying on pre-paid services. Over two-thirds (68%) paid for internet access via a plan.

How essential do Tasmanians on low incomes see access to mobile phones and the internet?

Respondents were asked how they prioritised their bill payments for rent/mortgage, groceries, electricity and their mobile phone. The results showed that while most Tasmanians on low incomes prioritised paying for groceries, housing and electricity costs above mobile phone bills, 4% gave top priority to their mobile phone bill over other payments.

[3] For this report younger people are defined as those aged less than 65 years.

[4] For this report older people are defined as those aged 65 or more years.

Table 1 Preferred way of making contact with services

Method	Tas.Gov. Services			Centrelink			Community services		
									
Personal computer	35%	27%	23%	56%	54%	42%	32%	31%	34%
Mobile or smartphone	11%	15%	6%	11%	15%	4%	13%	24%	9%
Landline	27%	26%	28%	15%	16%	22%	36%	36%	36%
In person	25%	27%	40%	14%	11%	24%	13%	7%	17%

Symbol key:
 All people.  People with disabilities.  Older people.

Wi-Fi use

Free Wi-Fi is widespread in other parts of the world, particularly developing countries, and governments and community organisations use this to provide services to large sections of their populations (Lambert, McQuire & Papastergiadis 2013). In Tasmania free Wi-Fi is generally limited to private spaces such as restaurants, cafes and educational institutions and is not often available in public places. When we asked people in our survey about free Wi-Fi, a quarter (26%) said they had made use of free Wi-Fi and about half (48%) said they would if it was available. Among those who were using free Wi-Fi, the most popular places for accessing it were:

- McDonalds (22%)
- family/friend's home (14%)
- cafes and restaurants (14%)
- when travelling (12%)
- hotels (5%)
- University/school (5%)
- library (5%)
- in public places – city, shopping malls (5%)
- airport (4%*)[5]
- community centre (3%*)

As well as reflecting a lack of access, low take-up of free Wi-Fi may be the result of a lack of understanding about free Wi-Fi and/or security concerns.

Accessing government and community services online

We asked respondents about their preferred way[6] of searching for and then making contact with Tasmanian Government departments, Centrelink and community organisations.

Our results show that a majority of Tasmanians on low incomes search for government information on their personal computer (59%). A further 8% used a mobile/smartphone, 11% used a landline telephone to call and enquire and 17% went in person.

Younger people and respondents with higher levels of education were more likely than others to use the internet with a personal computer or mobile device.

However, when it came to making contact with these organisations many preferred to do so in person (25%) or by using their landline telephone (27%). In particular, older people were much more likely to go in person to a Tasmanian Government agency.

Centrelink is a key government agency for many of our respondents. Over half (56%) of respondents who accessed Centrelink services preferred to use their personal computer. Again, many older people had a preference for contacting Centrelink using a landline or in person.

[5] As per the ABS convention, figures with a relative standard error of 25-50% are reported with an asterisk and should be interpreted with caution.

[6] Respondents were asked how they preferred to perform a range of activities. Only their first response for each activity is reported here. Very few participants gave more than one response.

Although personal computers may be the most popular device for accessing government services, this was not the case for community organisations. Instead around a third of respondents used a landline telephone, a third used a personal computer, 13% used a mobile/smartphone and a further 13% preferred to go in person. Women in particular were more likely to use a landline phone (41%) compared to men (28%).

Finding out about local events and clubs was typically done on a personal computer, with smaller numbers using their mobile or smartphone, going in person or using a landline telephone.

Health services

Many health services now set up and confirm appointments via SMS. We were interested in how well Tasmanians on low incomes were able to utilise this. Our results found that overwhelmingly they preferred to make medical appointments by landline telephone. Among those who reported making medical appointments almost three-quarters (71%) used a landline and 20% used their mobile/smartphone. This pattern did not vary between demographic groups.

By contrast, looking for health information was predominantly an online activity. Almost three-quarters (73%) of all respondents used their personal computer to look for health information, followed by 9% using a mobile/smartphone, 7% in person and 7% a tablet computer.

Education was a factor in how people sought information about health issues. Those with lower levels of education were more likely to look for health information in person than other groups. Those with a post-school qualification were the most likely to use a personal computer (79%) or a mobile/smart phone (9%).

Seeking information online

Like health information, seeking general information was predominantly an online activity. Again, almost three-quarters (73%) used a personal computer, with 12% using a mobile/smartphone. This widespread use of computers in looking for general information was much higher than for finding out about or contacting government departments (46%) or community services (32%).

Banking and bill payment online

Like the general population, Tasmanians on low incomes prefer to bank and pay bills online. In our survey 63% of those responsible for banking in their household used the internet and 9% used an application on their phone.

In relation to bill payment, just over half (53%) of those who managed and paid bills did so on their personal computer, with a further 10% using their mobile/smartphone and 3% using a tablet device.

While few respondents were banking (9%) or paying bills (5%) using a landline, a significant number – around a quarter (23%) – were doing their banking and paying their bills in person. Older people were more likely to go in person to do their banking (31%) and pay their bills (28%) than other age groups.

Shopping online

Online shopping can offer potential cost savings as well as benefits for those with mobility issues, those living in regional areas and people who do not have reliable transport. The big supermarkets as well as many smaller grocery stores and butchers offer online shopping and home delivery options in Tasmania. Are Tasmanians on low incomes making use of these options?

Our results show that 89% of Tasmanians on low incomes responsible for grocery shopping preferred to go to the supermarket or local store to shop, with only 7% making use of online grocery shopping services.

However, respondents were more likely to use the internet to shop for non-grocery items. Over half (53%) were shopping for non-grocery items online, although a third preferred to shop in person.

Younger people and women were more likely to shop online for groceries and for other goods. Those aged 25-44 years were the most likely to use a smartphone application to shop online, with 4%*[7] using an app for grocery shopping and 6%* using an app for other shopping.

[7] As per the ABS convention, figures with a relative standard error of 25-50% are reported with an asterisk and should be interpreted with caution.

Communicating with family and friends and using social media

Tasmanians on low incomes are using digital technology to communicate with family and friends. Although just under half (45%) preferred to use a landline telephone, almost a third (31%) used their mobile/smartphone and 18% used their personal computer to stay in touch. Older people were more likely to communicate with family and friends on a landline than younger age groups.

Many people (76%) used email to keep in touch with family and friends. The use of email increased with educational level. Ninety per cent of people with a post-school qualification used email compared to only 43% of people who had not finished year 10. Younger people were also more likely to use email than older people, with 91% of those aged 18-24 using email compared to only 69% of those aged 65 years or over.

While most people used a personal computer or tablet to receive and send emails (88%), 11% used a smartphone. Younger people were more likely to use a mobile/smartphone than older people.

Single parents were more likely to use their mobile/smartphone to communicate with family and friends than couple parents, with 41% of single parents using their mobile compared to 28% in couple families.

Facebook, Twitter and other social networking platforms are becoming a primary communication mechanism for many people. The fact that they are free and offer instantaneous access to other people from any location means that they provide a good mechanism for socialising and a way of maintaining relationships for people of all ages, especially those who lack transport or feel isolated.

An increasing number of services, particularly community organisations, have started communicating with clients via social media and are beginning to use it to provide immediate and useful support. Forty-six per cent of all survey respondents used social media.

Research (Font PR 2013) has estimated that two-thirds of all Tasmanians use at least one form of social media. In comparison, our survey estimated that less than half (46%) of Tasmanians on low incomes were using social media. Of these almost all (94%) used Facebook, followed by YouTube (2%* [8]) and Twitter (2%*). Overall 6% of respondents said social media was their main way of communicating with friends and family.

Use of social media was more prevalent among younger people, women and parents. More women (52%) than men (38%) reported engaging with social media. Notably, a high proportion of parents (68%) used social media, with almost all using Facebook.

Social media use was also associated with educational level. Half (51%) of those with a post-school qualification used social media, compared with 30% of those who did not finish year 10.

Entertainment

We were interested to see if Tasmanians on low incomes were using the internet or their mobile phone for entertainment, whether that was listening to music, watching videos, playing games or other activities. Over half (52%) of all respondents reported that they engaged in these types of entertainment. Of these:

- 56% used a personal computer
- 16% used their mobile/smartphone
- 10% used a tablet device.

People with higher education levels were more likely to use a personal computer for entertainment than those with lower levels of education. For example, 61% of those with a post-school qualification were using a personal computer for entertainment, compared to 41% of those who did not finish year 10.

Gambling online

Online gambling is growing in popularity in Australia. Eight per cent of survey respondents reported gambling. Of these, most (70%) preferred to gamble in person, with a fifth (20%) reporting that they had gambled online.

[8] As per the ABS convention, figures with a relative standard error of 25-50% are reported with an asterisk and should be interpreted with caution.

Job hunting

Being able to access and use information and community technologies is vital for people looking for employment (McClure Report 2014). We found that that 15% of respondents in the survey were looking for jobs. Seventy per cent of these used their personal computer to assist with job hunting and all the other participants used their mobile or smartphone or sought employment in person.

Are there regional differences?

Tasmania has the most regional and dispersed population of any state in Australia, with over 58% of the population living outside the greater Hobart area (DPAC 2013; TasCOSS 2011) and residing in rural areas, small towns and communities, often across the North of the state (TasCOSS 2011). Many people living in rural Tasmania have low incomes and rely on Government pensions and allowances as their major source of income (TasCOSS 2011).

Our survey indicates that there are no significant differences in access to and use of digital technologies among Tasmanians on low incomes living in regional areas. Like our survey respondents generally, people living in less populated centres were happy to seek out information online, use email and social media to keep in touch with family and friends, and use established online services such as banking and bill payment. Like their urban counterparts, many like to make contact with government and community services in person and on the phone.

WHAT ARE THE CHALLENGES FOR OLDER PEOPLE?

Communications technology has the potential to broaden social connections. Society is changing as a result of new technologies. With these changes come new opportunities for people to be involved in their communities. It is important that no one, no group and no place is left behind (COTA 2013).

Tasmania has the highest proportion of people aged 65 years and older in Australia at 16% (COTA 2013; ABS 2012). The number of older Tasmanians is also growing and expected to continue growing at a faster rate than the rest of the population (COTA 2013).

Many older people in Tasmania are experiencing financial hardship. Two-thirds (66%) of Tasmanians aged 65-74 years live in households reliant on government pensions and allowances as their main source of income. This rises to 81% for those aged 75 years and older (ABS 2010). The Census (ABS 2012) shows that almost two-thirds (64%) of older Tasmanians receive incomes below the poverty line (less than $400 per week).

Digital technology has the potential to provide social benefits for older Tasmanians, particularly those who live alone, by allowing them to connect with family and friends and by providing easier access to services. However, older Tasmanians face a number of barriers to becoming confident with new digital technologies. These include:

- a lack of technological knowledge, which can lead to discomfort, anxiety and low confidence;
- audio and visual problems in hearing mobile phones and seeing small text and keys;
- limitations in fine motor skills; and
- difficulties in finding small handsets quickly when they are ringing (Eardley, Bruce & Goggin 2009, p.20).

In addition, older people may have a strong attachment to their fixed line phone number. Research indicates this is one reason why older Australians tend to retain this technology and are reluctant to go mobile-only, as they fear losing a way for old friends and businesses to keep in touch (ACMA 2014).

Of the 750 Tasmanians on low incomes who participated in our survey, 315 (42%) were older Tasmanians, defined as people aged 65 years and over. We found that older people are less likely to:

- own a smartphone (24% compared to 41% of those under 65)
- use a mobile or smartphone to perform internet-related tasks
- use email (69% compared to 80%)
- access free Wi-Fi (18% compared to 32%)
- shop for groceries or non-grocery items online
- participate in social media (30% compared to 57%).

Our survey indicates that many older people are accessing the internet on a computer and are browsing and searching for information. However, when it comes to contacting and communicating with services, they prefer to talk on a landline or see someone in person. They are more likely than those in younger age groups to:

- communicate with family and friends using a telephone call, particularly via a landline;
- contact Centrelink using a landline;
- make contact with Tasmanian Government services and community organisations in person; and
- bank and make bill payments in person.

Many government departments, particularly Centrelink, are reducing frontline staff and heavily promoting online services, which present problems for older people who would rather talk to or see a person than communicate via the internet (ACCAN 2011).

There are a range of programs aimed at addressing barriers that may be preventing older people from accessing the internet and making use of technological devices. These include:

- a Telephone Allowance payment for Senior Health Card holders to receive quarterly payments to assist with the cost of maintaining a home telephone service (Eardley, Bruce & Goggin 2009);
- Telstra's EasyCall and EasyTouch phones specifically aimed at older people with easy to press buttons, large fonts, audible feedback to aid those with hearing impairments and a simpler menu;
- Broadband for Seniors, coinciding with the development of the National Broadband Network. This program is establishing 2000 free kiosks in community centres and clubs used by older people to provide computers, internet connections and training (Australian Government 2014);
- Telstra's Connected Seniors program, which offers training, self-teaching videos and worksheets for older Australians (Telstra 2014d); and
- the Tech Savvy Seniors program, a partnership between Telstra and the NSW Government which 'aims to help bridge the gap between those older Australians who use technology and those who are yet to embrace it' (Telstra 2014d). This began in 2013 and will continue for 18 months (NSW Government 2013).

iPad Essentials – Brotherhood of St Laurence

The Brotherhood of St Laurence has developed iPad Essentials, an accredited training course for seniors. The course consists of one session a week for eight weeks in local community centres. People need their own iPad to participate in the course. The iPad has proved a good tool for older people due to its weight, size, touch screen and multiple functions (internet, camera, entertainment, social media, email). An evaluation of iPad Essentials (Simons 2014) indicated that the course improved the lives of participants by:

- providing a greater feeling of connection to families, particularly through photos of and greater communication with grandchildren. This includes being able to communicate with relatives overseas and select a keyboard in the language of their birth country;
- exercising participants' brains, which can be particularly important for people with dementia;
- reducing boredom and connecting people, including with other participants;
- bringing online communities into homes. For example, participants who live alone can play card games with people from around the world;
- providing assistance with everyday life. Older people who can no longer hold books to read can read with an iPad reader or listen to audio books;
- improving self-esteem by providing confidence in new technologies; and
- increasing independence.
- iPad Essentials is an example of how mobile technology and the internet can connect older Australians to their immediate communities and to families and friends who may no longer live around them. It also shows the potential health and wellbeing benefits of providing entertainment, confidence and stimulation for older Australians

I like the iPad because I've been able to make contact through photos and emails with my grandchildren, it's just amazing the difference. I've got lots of photos I wouldn't have had before and I'm actually messaging my grandchildren back and forth.

I have a neurological disorder which gives me a touch of Parkinson's. I love my iPad because I am an avid reader … and with the iPad I have downloaded lots of mystery books … and I can sit there with my iPad on my table and I can read and if you can see my hand you can understand why I love the iPad.

It's made me feel good about it that I don't feel so dumb. Because everything now is so computerised, I feel fantastic, I don't feel like I'm on the outer because of my iPad.

iPad Essentials improved my confidence and given me a lot of friendship through the course and it's given me confidence in myself and seeking destinies of my future, I've made a terrific lot of friends … been a great fulfilment.

WHAT ARE THE CHALLENGES FOR PEOPLE WITH A DISABILITY?

Communication enables people with disabilities to fully enjoy all human rights and fundamental freedoms (UN 2006).

Tasmania has high rates of disability. In 2013, 17% of the population aged 15-64 years received a disability or sickness benefit (DSB). This is higher than the national rate of 11% (DSS 2013; ABS 2013).

We know that people with disabilities have higher rates of unemployment, lower educational qualifications and lower household incomes than those without a disability (DSS 2013). Many people with disabilities are also isolated and lonely (NPDCC 2009) and at high risk of social exclusion. Effective access to and use of digital technology can help promote their inclusion.

The accessibility of telecommunications for people with disabilities has been a longstanding problem and there is considerable research and policy literature on the barriers they encounter across a range of telecommunications, including mobile phone and internet products, services and technologies (Eardley, Bruce & Goggin 2009).

Our survey included 165 Tasmanians with a disability. Like other Tasmanians on low incomes, they are using digital technologies to seek out information online, access services, pay bills and communicate with family and friends. They reported slightly higher online participation than other Tasmanians on low incomes and are more likely than those without a disability to:

- find out about Tasmanian Government services online (66% compared to 59%);
- use their personal computer for entertainment (60% compared to 56%);
- make use of free Wi-Fi if it was offered in their community (53% compared to 49%);
- use their mobile phone or smartphone to find out about community services, local events and clubs (24% compared to 12%); and
- communicate with family and friends on their mobile or smartphone (40% compared to 31%).

Barriers for people living with disabilities who want to use the internet and mobile phone vary according to the type of disability a person has and the economic and human supports they have around them. This means that while new technologies can offer potential benefits to some people with disabilities, they may also hold drawbacks for others. Some examples include:

- touch screens with small buttons and fonts are challenging for those with visual problems and limited control of their hands;
- the costs of calling free call numbers from mobile phones;
- increasing reliance on speech and other auditory capabilities for those with hearing impairments; and
- the increasing array of complex options and features for those with cognitive impairments (Eardley, Burce & Goggin 2009).

The Australian Government and Telstra have tried to make telecommunications accessible for people with disability, but achieving it is complicated in practice. Mainstream services often require specialised options or expensive assistance or adaptive technologies. It can be easy for people with disabilities to fall between the cracks. Specialised communication equipment can be expensive and many consumers, particularly if they have a low income, are not aware of it and cannot afford it. Often there is an additional cost associated with support to learn how to use new assistive technologies (Eardley, Bruce & Goggin 2009).

Internationally, nationally and in Tasmania legislation exists to prevent organisations from discriminating against people with disabilities and to encourage them to provide accessible services. These include:

- United Nations Convention on the Rights of Persons with Disabilities
- National Telecommunications Act 1997
- National Disability Discrimination Act 1992
- Tasmanian Disability Services Act 2011
- Tasmanian Anti-Discrimination Act 1998
- Tasmanian Government National Disability Strategy 2010-2020
- Tasmanian Government Disability Framework for Action 2013-2017.

These regulations require government and community organisations to make their websites, call centres and other forms of communication accessible to Australians with disabilities.

The Australian Government and the Australian Human Rights Commission have both produced guides to assist Government and other organisations to develop accessible web sites (Australian Government 2011; Australian Human Rights Commission 2010). It is worth noting that some people with disabilities can fall between the gaps of this provision, depending on whether their requirement falls under the Universal Service Obligation, the Disability Discrimination Act, codes of practice in telecommunications, or state-based equipment schemes (Eardley, Bruce & Goggin 2009).

The Australian Government Department of Communications is responsible for communication in Australia. It has developed some specific programs for people with disabilities. These include ensuring that people with disability have access to the standard telephone service through:

- the National Relay Service (NRS), to assist people who have a hearing and/or speech impairment to access a standard telephone service;
- access to equipment – the Disability Discrimination Act 1992 and Telecommunications (Equipment for the Disabled) Regulations 1998 require the Government to enable people with disability to access appropriate equipment for the NRS; and
- access to emergency services – the NRS includes a dedicated teletypewriter emergency service for use in life-threatening or emergency services. NRS users can also request access to 000 through the internet relay service (National Relay Service 2013).

Telecommunication solutions for people with complex communication needs (CCN) – Telstra

Each year Telstra and the Telecommunications Journal of Australia award the Christopher Newell Prize for Telecommunications and Disability. One of the winners in 2012 was Novita Children's Services in South Australia for the development of the Newell Network website. The aim of this site is to share information, technology and best practice in communication ideas for people with complex communication needs (Novita 2012).

Novita identified that people with CCN often have no speech and rely on telecommunication solutions to participate fully in society. The website provides a space for people with CCN, their carers and technical experts to meet. Carers and clients can ask questions and post communication challenges and other members of the network respond. The technical experts find, test, use, troubleshoot and explore the costs related to various solutions (Novita 2011). So far Novita has found that most problems have solutions that the client was unaware of. Novita hopes the network will begin matching people with technical expertise with challenges faced by people living with CCN.

The project demonstrated that there are solutions for those with complex communication needs and community-minded individuals who are prepared to share their experience and knowledge (Novita 2011). It has been successful in creating a national network of people with CCN and their carers and there is considerable sharing of telecommunication assistive ideas, services and products. It has the potential to develop new solutions, innovate and invent new products.

WHAT ARE THE CHALLENGES FOR FAMILIES ON LOW INCOMES?

The ability of young people and families to access and effectively use the internet, broadband internet, and mobile phones is associated with potential social and economic benefits. Benefits include education and learning, social inclusion, access to services and personal safety and security (ACMA 2008)

Previous research shows that families with dependent children prioritise paying for home internet and having access to a mobile phone (over a landline) and prefer to access to up-to-date equipment to support their children's education (ACMA 2010, 2011, 2014; ABS 2014a). Nationally 93% of households with children under 15 have internet access at home. This compares with 75% of households without children. Anglicare Victoria found that clients with dependent children using its financial counselling and emergency food relief services had better access to home internet than clients without dependent children (Wise 2013).

We surveyed 142 parents and found that overall our results were consistent with national findings. Households with dependent children made greater use of digital devices than other households on low incomes including:

- smartphone (50% compared to 34%)
- tablet computer (32% compared to 22%)
- personal computer (88% compared to 77%).

They were more likely than other survey respondents to use their mobile/smartphone to make contact with Centrelink, pay bills, manage their banking, access entertainment and communicate with family and friends. They were also more likely to shop online both for groceries and other goods.

Sixty-eight per cent of parents also used social media, which is higher than for other groups. The majority of people were on Facebook.

Engaging parents through Facebook – Anglicare Tasmania

Recently, Anglicare Tasmania has sought to engage parents online by using Facebook pages. The Family Relationships team in Hobart, which provides counselling for parents and runs parenting courses, has created the 'Anglicare Tasmania Parenting Forum' Facebook page. Currently the page has 119 regular users and through its connections with other parenting forums it reaches over 4,000 parents. The page shares articles, best practice, books and stories about parenting and responds to questions parents have. It has high credibility and receives positive feedback from parents and other service providers. Almost every parent uses Facebook and most parents involved with the program join the Forum. The staff have also found that it is a useful way to interact with parents as a team as all the staff have access to discussions with any parent (M Lowry 2014, pers. comm., 2 April).

Similarly, the North West Early Start Therapeutic Support (NESTS) team created the 'NESTS Anglicare Tasmania' page. Currently the page has 245 active users. NESTS workers post articles, pictures, and quotes that reinforce the discussions they are having with parents. Users also 'like' other pages that would be of use to parents. The Facebook page broadens the reach of the parenting service and links parents to other services available in the community. Like the Family Relationships team, NESTS has found that almost every parent uses Facebook and that they are not scared to interact with the page and often share photos (E Oakley 2014, pers. comm. 2 April).

STEPS TOWARDS DIGITAL INCLUSION

...too often 'digital' is seen in the context of infrastructure, hardware and software. The real value, however, is in how digitisation can transform our economic, social and civic worlds, our public and private sector business models, and the life chances of individuals (Walton et al. 2013, p. 9.5).

The Australian Government has set a target that by 2017 'Australians will be able to complete the vast majority of their business with government online' (Department of Finance 2013). This research has shown that a better understanding of digital technology use among Tasmanians on low incomes is critical to meeting this target and ensuring that disadvantaged Tasmanians are not excluded from accessing and using essential services. While there are innovative examples of how digital technology is being used to enhance and support government and community service delivery, there is more work to do to overcome the multiple barriers that many Tasmanians on low incomes face in engaging with digital technology and in ensuring they have the digital literacy and skills to manage this transition.

Recommendations

Tasmanian Government

1. A key step towards achieving digital inclusion would be the establishment of a Digital Inclusion Strategy for Tasmania. This should encompass:
   - awareness: that all Tasmanians know how mobile technology and the internet can benefit them;
   - affordability: that all Tasmanians have affordable access to the internet;
   - accessibility: that all Tasmanians have the means to take advantage of mobile technology and the internet;
   - development of skills and confidence: that all Tasmanians have the literacy and numeracy levels and training to appropriately and safely use mobile technology and the internet; and
   - development of digital inclusion initiatives through government, community and private partnerships.

Implementing this Strategy could usefully build on the work of the Online Access Centres around the state to promote digital literacy and to provide training and technical support, including offering free Wi-Fi. One way forward might be for the Tasmanian Government to trial a Digital Inclusion Initiative at the Brighton Civic Centre, where a number of services are already offered in one place.

In the shorter term the Tasmanian Government should consider:

2. Moving all Tasmanian Government phone numbers to 1800 numbers as they will be free from mobile phones as of 1 January 2015.

3. Ensuring that all Tasmanian Government websites meet the national Web Content Accessibility Guidelines to Level AA (Australian Government 2011).

4. Ensuring that a range of options, including landlines and making contact in person, continue to be available to those seeking contact with Government services.

Australian Government

The Australian Government has already committed to its Digital First strategy and the national roll-out of the NBN. Initiatives under this strategy must include digital training to ensure all Australians can benefit from it. To achieve this we recommend that:

5. All Government phone numbers should be moved to 1800 numbers as they will be free from mobile phones as of 1 January 2015.

6. The Australian Government ensure that all Australian Government websites meet its own Web Content Accessibility Guidelines to Level AA (Australian Government 2011).

7. The Department of Communications continue and expand initiatives for older Australians such as Broadband for Seniors, Internet Safety for Seniors and the 'My Aged Care' website.

8. The National Disability Insurance Agency incorporate funding for training on how to use assistive technology for people with disabilities, their carers and their support workers. This should include covering ongoing costs like mobile phone and internet plans and the costs of maintaining and servicing equipment.

Telecommunications Industry

The telecommunications industry has changed substantially since the USO was established. It is now time to review Telstra's responsibility for meeting the USO to better take into account mobile and digital technology. Telstra should consider:

9. Expanding the current mobile programs provided under the Access for Everyone program to a greater number of people.

10. Promoting its Hardship Team so all community organisations and people working with low-income or disadvantaged communities are aware of these initiatives.

11. Developing a low-income internet and smartphone plan which can be offered to those living on a low income.

12. Promoting the Telstra EasyCall Phone and Telstra Easy Touch Discovery phones for people with disabilities and older people.

And in addition:

13. The telecommunications industry should implement the free phone 18/1800 numbers from mobile phones at no charge as mandated by ACMA (ACMA 2013b)

Community Organisations

As government moves more services online, community organisations need to ensure that they are supporting their clients to understand and use digital technologies and that their own services are also accessible. Community organisations should ensure that:

14. They offer 1800 phone numbers so that calling is free from mobile phones.

15. Their web sites meet the Australian Government Web Content Accessibility Guidelines to Level AA (Australian Government 2011). Financial counsellors are aware of phone credit applications that can support clients with their mobile phone and internet plans.

16. Staff are able to teach people how to use smartphones and other mobile devices more effectively and efficiently.

17. Staff who work with people with disabilities or older Tasmanians receive training on assistive technology, the options available and how to use them.

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GLOSSARY

ABS
Australian Bureau of Statistics

ACMA
The Australian Communications and Media Authority is the Commonwealth regulatory authority for broadcasting online content, radio communications and telecommunications.

App
Short for application. A computer program designed to run on smartphones, tablet computers or other mobile devices.

Broadband
Internet access with a download speed greater than or equal to 256kbit/s.

DBCDE
Department of Broadband, Communications and the Digital Economy (now the Department of Communications)

DDA
Disability Discrimination Act

DEP
Disability Equipment Program

Digital Divide
An economic and social inequality between categories of people in a given population regarding their access to, use of or knowledge of information and communication technologies.

Digital inclusion
Universal access among citizens to communication and information technologies.

Digital literacy
Being competent in the use of digital technology to achieve everyday tasks and goals.

DSB
Disability and/or Sickness Benefit

ICT
Information and communications technology

LIMAC
Low-Income Measures Assessment Committee

Mobile broadband
A marketing term for wireless internet access through a portable modem, mobile phone, USB wireless modem, tablet or other mobile device.

NBN
National Broadband Network. A high speed broadband network that is planned to reach all Australian premises with a combination of fibre, fixed wireless and satellite technologies.

NRS
National Relay Service. This provides access to the standard telephone service for people with a hearing or speech impairment through the relay of voice, modem or TTY communications.

Prepaid
A contract system in which users pay an amount up-front to purchase a certain amount of usage or credit.

Smartphone
A mobile phone that can connect to the internet using either WiFi or a mobile network.

SMS
Short message service, a mobile telecommunications data transmission service that allows users to send short text messages using a mobile handset.

Social media
Social media consists of virtual communities and networks where people create, share or exchange information and ideas in social interaction. It includes Facebook, Twitter, Pinterest, MySpace, LinkedIn and YouTube.

TTY
A telephone typewriter that allows communication to be typed after a call is connected, enabling people with a hearing or speech impairment to use voice telecommunications.

USO
Universal service obligation. An obligation under the Telecommunications Act 1997 to ensure that standard telephone services, payphones and prescribed carriage services are reasonably accessible to all people in Australia on an equitable basis.

VOIP
Voice over Internet Protocol is a technology that allows telephone calls to be made over computer networks like the Internet.

Wi-Fi
Wi-Fi is a local area wireless technology that allows an electronic device to exchange data or connect to the internet.

APPENDIX 1: SURVEY SCRIPT

Good afternoon/evening,

My name is calling from the Tasmanian research firm, EMRS, on behalf of Anglicare Tasmania. We are conducting a survey about mobile phone and internet use in Tasmania. May I please speak to the youngest male in the household who is 18 years or older and who is at home at the moment?

Could you spare about 8-10 minutes to answer a few questions?

Just to confirm, do you personally own and use a mobile phone?

If the respondent does not own a mobile phone ask to speak to someone in the household who does.

If no one in the household owns a mobile phone terminate with: "unfortunately we would like to speak to people who personally own and use a mobile phone".

IF YES: All of the information you provide will remain confidential to the research team.

Thank you for your co-operation to assist us in this important project.

South 1
North & North East 2
North West & West 3

Q1. Do you have a Centrelink or a Department of Veteran's Affairs (DVA) pension concession card or a Centrelink Health Care Card?

Yes 1
No – Terminate with thank you 2

Q2. Are you aged…

READ OUT

18-24 years 1
25-44 years 2
45-64 years 3
65 years or over 4
Prefer not to say – DO NOT READ OUT 5

Q3. Do you use…

READ OUT

1 = Yes
2 = No
3 = Don't know = DO NOT READ OUT

[READ ANSWERS IN RANDOM ORDER, EXCEPT THE LAST 1]

A mobile phone ..... __
A smartphone ..... __
A tablet computer ..... __
A desktop computer or laptop ..... __
Other devices (such as Apple TV or iPod) ..... __

Q3a. What other devices do you use?

.....

Q4. Now for completing the survey you can go into a draw to win an iPad. Would you like to?

IF YES: So you can be entered into the draw, we will record your name and number at the end of the survey.

Yes 1
No 2

Q5. To make sure we get a good representation of the population, may I ask you a few questions about yourself?

RECORD GENDER

Male 1
Female 2

Q6. What suburb do you live in?

Q7. Were you born in Australia?

Yes 1
No 2

[IF THE ANSWER TO QUESTION 7 IS 1, THEN SKIP TO QUESTION 8]

Q7a. Have you lived in Australia for more than five years?

Yes 1
No 2

Q8. Do you speak a language other than English at home?

Yes 1
No 2

Q9. Are you Aboriginal or a Torres Strait Islander?

Yes 1
No 2
Prefer not to say 3

Q10. Do you receive a disability or sickness benefit?

- Yes 1
- No 2
- Prefer not to say 3

Q11. Do you have any dependent children?

- Yes 1
- No 2
- Prefer not to say 3

[IF THE ANSWER TO QUESTION 11 IS 2, THEN SKIP TO QUESTION 12]

Q11a. Are you a sole parent?

- Yes 1
- No 2
- Prefer not to say 3

Q12. What is the highest level of education you have completed?

- Not finished year 10 1
- Year 10 or equivalent 2
- Year 11 or equivalent 3
- Year 12 or equivalent 4
- Post-school qualification 5
- Prefer not to say 6

Q13. I am now going to go through a list of internet-related activities. Can you please tell me if you ever do these activities and, if you do, can you please let me know what device you use to reach these services, and how you usually do it? For example, do you do your banking on your mobile using a special application, or on your laptop computer using a company site?

IF NECESSARY, PROMPT RESPONDENTS WITH THE OPTIONS GIVEN FOR THE DEVICE AND

MEDIUM

Q13.1a Do you do "banking"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.1a IS 2, THEN SKIP TO QUESTION 13.2a]

Q13.1b Which devices do you use to do your "banking"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.1c Which mediums do you use to do your "banking"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone .3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.2a Do you do "emailing"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.2a IS 2, THEN SKIP TO QUESTION 13.3a]

Q13.2b Which devices do you use to do your "emailing"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.2c Which mediums do you use to do your "emailing"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone .3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.3a Do you "access Centrelink services"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.3a IS 2, THEN SKIP TO QUESTION 13.4a]

Q13.3b Which devices do you use to "access Centrelink services"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.3c Which mediums do you use to "access Centrelink services"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone .3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.4a Do you "make medical appointments"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.4a IS 2, THEN SKIP TO QUESTION 13.5a]

Q13.4b Which devices do you use to "make medical appointments"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.4c Which mediums do you use to "make medical appointments"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone .3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.5a Do you "find out about Tasmanian government services (such as Housing Tasmania or Service Tasmania)"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.5a IS 2, THEN SKIP TO QUESTION 13.6a]

Q13.5b Which devices do you use to "find out about Tasmanian government services (such as Housing Tasmania or Service Tasmania)"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.5c Which mediums do you use to "find out about Tasmanian government services(such as Housing Tasmania or Service Tasmania)"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone .3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.6a Do you "make contact with Tasmanian government services (such as Housing Tasmania or Service Tasmania)?"

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.6a IS 2, THEN SKIP TO QUESTION 13.7a]

Q13.6b Which devices do you use to "make contact with Tasmanian government services (such as Housing Tasmania or Service Tasmania)"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.6c Which mediums do you use to "make contact with Tasmanian government services (such as Housing Tasmania or Service Tasmania)"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone 3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.7a Do you "find out about or contact community services"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.7a IS 2, THEN SKIP TO QUESTION 13.8a]

Q13.7b Which devices do you use to "find out about or contact community services"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.7c Which mediums do you use to "find out about or contact community services"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone 3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.8a Do you "find out about local events and clubs"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.8a IS 2, THEN SKIP TO QUESTION 13.9a]

Q13.8b Which devices do you use to "find out about local events and clubs"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.8c Which mediums do you use to "find out about local events and clubs"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone 3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.9a Do you "communicate with family and friends"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.9a IS 2, THEN SKIP TO QUESTION 13.10a]

Q13.9b Which devices do you use to "communicate with family and friends"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.9c Which mediums do you use to "communicate with family and friends"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone 3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.10a Do you "study"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.10a IS 2, THEN SKIP TO QUESTION 13.11a]

Q13.10b Which devices do you use to "study"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.10c Which mediums do you use to "study"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone 3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.11a Do you "gamble"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.11a IS 2, THEN SKIP TO QUESTION 13.12a]

Q13.11b Which devices do you use to "gamble"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.11c Which mediums do you use to "gamble"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone 3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.12a Do you "look for general information"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.12a IS 2, THEN SKIP TO QUESTION 13.13a]

Q13.12b Which devices do you use to "look for general information"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.12c Which mediums do you use to "look for general information"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone 3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.13a Do you use "entertainment (e.g. music, videos, playing games)"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.13a IS 2, THEN SKIP TO QUESTION 13.14a]

Q13.13b Which devices do you use for "entertainment (e.g. music, videos, playing games)"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.13c Which mediums do you use for "entertainment (e.g. music, videos, playing games)"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone .3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7

Q13.14a Do you do "grocery/ food shopping"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.14a IS 2, THEN SKIP TO QUESTION 13.15a]

Q13.14b Which devices do you use for "grocery/ food shopping"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.14c Which mediums do you use for "grocery/ food shopping"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone .3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.15a Do you do "other shopping"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.15a IS 2, THEN SKIP TO QUESTION 13.16a]

Q13.15b Which devices do you use for "other shopping"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.15c Which mediums do you use for "other shopping"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone .3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.16a Do you do "job hunting/ job seeking"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.16a IS 2, THEN SKIP TO QUESTION 13.17a]

Q13.16b Which devices do you use for "job hunting/ job seeking"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.16c Which mediums do you use for "job hunting/ job seeking"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone 3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.17a Do you look "for health information"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.17a IS 2, THEN SKIP TO QUESTION 13.18a]

Q13.17b Which devices do you use when looking "for health information"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.17c Which mediums do you use when looking "for health information"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone 3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q13.18a Do you "pay and manage your bills (e.g. rent, rates and electricity)"?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 13.18a IS 2, THEN SKIP TO QUESTION 14]

Q13.18b Which devices do you use when you "pay and manage your bills (e.g. rent, rates and electricity)"?

- Landline 1
- Mobile phone/ smartphone 2
- Tablet device 3
- Laptop 4
- In person 5
- Desktop computer 6
- Free WiFi offered in a public place 7
- Other 8
- Unsure 9

Q13.18c Which mediums do you use when you "pay and manage your bills (e.g. rent, rates and electricity)"?

- Phone calls 1
- Text/ message 2
- With an application for that service on my phone 3
- On the internet through a website 4
- Email 5
- Through social media (such as Facebook or Twitter) 6
- Other 7
- Unsure 8

Q14. Do you use social media?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 14 IS 2, THEN SKIP TO QUESTION 15]

Q14a. What top two social media platforms do you use?

RECORD TOP TWO PLATFORMS

PROMPT IF NECESSARY

- Facebook 1
- Twitter 2
- Tumblr 3
- Instagram 4
- Pinterest 5
- MySpace 6
- Flickr 7
- LinkedIn 8
- YouTube 9
- Google Plus 10
- Other – PLEASE SPECIFY 11

Q14b. Other

.....

For the next few questions, please indicate which answer would be the most accurate for you.

Q15. How do you pay for your mobile phone?

- Prepaid 1
- Plan 2
- Other – PLEASE SPECIFY 3
- Not applicable/ prefer not to say 4

Q15a. Other

.....

Q16. Do you personally own more than one SIM card?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 16 IS 2, THEN SKIP TO QUESTION 17]

Q16a. What is the reason for you owning more than one SIM card?

- Cost saving 1
- Coverage 2
- Different packages 3
- Work purposes 4
- Other – PLEASE SPECIFY 5

Q16b. Other

.....

Q17. I am going to read you a list of items that people spend most of their money on. Can

you please tell me in what order you prioritise paying for them?

[READ ANSWERS IN RANDOM ORDER]

- Rent/ mortgage 1
- Electricity 2
- Groceries 3
- Mobile phone bill 4

Q18. How do you pay for the internet for your laptop, personal computer or device?

- Prepaid 1
- Plan 2
- Other – PLEASE SPECIFY 3
- Not applicable/ prefer not to say 4

Q18a. Other

Q19. Do you ever make use of free WiFi?

- Yes 1
- No 2

[IF THE ANSWER TO QUESTION 19 IS 2, THEN SKIP TO QUESTION 20]

Q19a. Where do you make use of free WiFi?

Q20. If there was free WiFi in your community, would you use it?

- Yes 1
- No 2
- Unsure 3

Thank you for assisting us with this survey. Just to remind you that my name is ..... and that this survey has been conducted by EMRS on behalf of Anglicare Tasmania. May I please have your first name for validation purposes?

PD1. First name

.....

And what is your post code?

.....

This research has been carried out in compliance with national privacy legislation that respects the rights of all respondents. Your responses will remain confidential to the research team and there will be no way of linking them to any personal information you have given. If you have any questions about this survey, you can ring my supervisor at EMRS on 62 111 222.

- Unsure 8

Connecting *all* Tasmanians

SOCIAL
ACTION AND
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Research, policy, advocacy and social action to achieve positive social change
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