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Survey reveals majority of Australians don't understand the NBN

Research released today by broadband experts [iSelect](#) revealed **over half (54 per cent)** of Australian households do not understand how to properly connect to the NBN network when it becomes available in their area. **One in five** homes believe it happens automatically and **33 per cent** have no idea at all.

The Galaxy Research study, commissioned by iSelect to assess the attitudes of Australian households towards the NBN¹, also found that **60 per cent of Australian households** are not aware that they must move across to the NBN network within 18 months of it becoming available in their area.

The survey revealed a concerning lack of awareness about how the NBN network works, particularly among households who are yet to connect to the NBN network.

Laura Crowden, spokesperson for iSelect, said Australians that are eligible for the NBN network need to arrange their own connection to the service

“While NBN Co. is responsible for building and delivering the NBN across Australia, you can't actually buy a plan through them. These are available through the many of internet providers selling NBN plans.”

The matter of who sells NBN broadband plans is misunderstood by **47 per cent of Australians** who either 'don't know' who sells it or believe the service is sold by the Federal Government, State Government or NBN themselves.

“Once a household has confirmed via the [NBN website](#) that their home is NBN ready, they will need to contact a phone or internet service provider or a broadband expert to discuss their options.”

The majority of Australians plan to actively move across to the NBN network when it becomes available in their area but **60 per cent** do not know they have a choice in NBN speed tiers on broadband plans.

“Connecting to the NBN network will improve broadband performance and provide the ability for households to reliably utilise multiple devices at the same time.”

Laura said that the arrival of the NBN means for the first time, Australians will have the ability to choose their desired internet speed.

“It's important to choose the right speed tier to suit your needs, as a low speed tier could actually be slower than your current ADSL or cable service,” Laura explained.

“You also need to be aware that with different speed tiers come variable costs, so it's important to weigh-up your preferred speed and data allowances against your needs and budget.”

The survey also found that faster and more reliable internet services are seen to be the key improvements NBN will provide for Australians.

¹ In October 2016 iSelect commissioned a nationally representative consumer research study with Galaxy Research to assess the attitudes of over 1,100 Australian household decision makers towards the NBN

“Around **70 per cent** of households believes the NBN network will provide faster internet, with little difference between those who have already connected and those without it,” Laura said.

“But when it comes to reliability, **43 per cent of homes** without the NBN network believe it will improve reliability, compared to **over half** (51 per cent) of those who are already on the NBN network. This suggests the NBN is exceeding expectations when it comes to improved reliability.”

Entertainment (streaming movies, TV, music and online gaming) was believed to be the main benefit the NBN network would provide families, followed by connecting with loved ones.

Laura said that regardless of what your internet needs are, it can be difficult to navigate the transition across to the NBN network.

“There are a lot of factors you need to take into account when choosing the most appropriate NBN broadband plan. Not only do you need take into account phone and internet service provider, price and data allowance, but for the first time you will also have a choice when it comes to speed.”

Laura said iSelect’s broadband advisers are NBN experts, with 25% of iSelect’s current broadband sales for NBN plans.

“Our experts will cut through the confusion and help you understand the benefits of the NBN network. They’ll talk you through the available options and ensure you make the best choice at a price you can afford,” said Laura.

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