



Published 31 August 2023

## nbn Home of the future study – full results

This study was conducted online between 21st – 26th July 2023. The sample is comprised of a nationally representative sample of 2,046 Australians aged 16 years and older and with a Wi-Fi connection at home. For brevity, these Australians will be referred to as ‘Wi-Fi connected Aussies’ throughout the report. Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.

### Security, health and eco-savvy technologies top wish list for Aussie home of the future

Q: Thinking about your home 10 years from now, and how technology can help you with everyday tasks, access new opportunities and experiences and help you lead a fulfilling life. Which five, if any, would be at the top of your wish list?

Green squares indicate the top 3 Nationally and for each state.

	National	NSW	VIC	QLD	SA	WA	NT, TAS & ACT (grouped)
Keep our home and occupants physically safe.	47%	45%	51%	47%	46%	46%	46%
Make our home more environmentally responsible.	36%	37%	40%	31%	37%	33%	46%
Support our health and wellbeing from home	33%	34%	31%	33%	30%	33%	48%
Help me or my elderly relatives enjoy independent living for longer	32%	32%	30%	35%	36%	31%	32%
Help protect our home and occupants during natural disasters.	32%	31%	33%	33%	37%	28%	32%
Personalise our home environment to individual occupants.	30%	29%	31%	29%	31%	30%	24%
Help me work from home more often and productively.	26%	30%	26%	21%	21%	23%	27%
Take some “life admin” off my hands.	22%	23%	25%	20%	19%	19%	25%
Not applicable / I don’t have anything on my wish list	18%	17%	15%	19%	16%	23%	17%
Make our home more accessible for occupants and visitors with disabilities.	15%	15%	14%	13%	20%	18%	19%
Provide “next level” online gaming experiences	13%	14%	14%	10%	13%	9%	12%
Other	0%	0%	0%	1%	0%	0%	1%

#### Additional insights:

- Wi-Fi connected Aussies with children under 18 at home are more likely (than those without) to say connectivity and technology that can personalise their home to individual occupants (33% compared to 28%), help them work from home more often and productively (32% compared to 22%), take some ‘life admin’ off their hands (27% compared to 20%) and provide gaming experiences such as 3D audio effects and CGI-level graphics (16% compared to 11%) would be at the top of their wish lists.
- Connectivity and technologies that can personalise the home environment to individual occupants (40%) and provide gaming experiences including 3D audio effects and CGI-level graphics (37%) are at the top of Wi-Fi connected Gen Z’s wish lists.

## 4 in 5 Aussies with a broadband connection also interested in adding immersive technologies to their homes.

Q: 'Immersive technologies' are emerging digital technologies that integrate virtual content with the physical environment in a way that allows the user to interact naturally with and immerse in a blended reality. If cost wasn't a factor, which, if any, of the following scenarios would you/ your household occupants use immersive technology for at home in the next 10 years? Respondents were asked to select all options that apply to them.

Green squares indicate the gender or generation with the highest percentage.

	Nationally	Male	Female	Gen Z 1997 - 2009	Millennials 1981 - 1996	Gen X 1965 - 1980	Baby Boomer 1946 - 1964	Silent 1918 - 1945
Total interested in immersive technologies for their homes in 10 years	81%	85%	77%	88%	88%	77%	72%	72%
To watch movies, live music, performances or live sport	51%	54%	48%	53%	49%	52%	51%	45%
To connect and interact with loved ones who live far away	44%	42%	45%	42%	40%	44%	48%	42%
For shopping	42%	42%	41%	44%	41%	45%	40%	37%
For health checks	39%	39%	38%	34%	34%	41%	45%	40%
To travel to places I want to see (e.g. the Colosseum in Rome, Pyramids of Egypt)	32%	32%	32%	32%	33%	32%	31%	30%
For education	29%	32%	27%	47%	35%	33%	14%	9%
For fitness / workouts	27%	26%	29%	38%	36%	27%	14%	8%
For gaming	25%	33%	17%	45%	34%	25%	7%	4%
To view real estate	22%	23%	22%	28%	23%	25%	18%	13%
For work meetings	21%	25%	16%	29%	31%	24%	6%	2%
Not interested	19%	15%	23%	12%	12%	23%	28%	28%

### Additional insights:

- Wi-Fi connected Gen Z's and Millennials are more likely than their older counterparts to be interested in immersive technology for their home in the next 10 years (88% each respectively compared to Gen X 77%, Baby Boomers 72% and Silent 72%).
- Those with a Wi-Fi connection at home in NSW and VIC are more likely than those in SA to be interested in using immersive technology at home in the next 10 years (82% and 82% compared to 75%).

Among those 16+ with a Wi-Fi connection at home who would be interested in immersive technology in their home in the next 10 years...

- Regionally, those in NSW and VIC are more likely than those in QLD to say they would use immersive technology for education (41% and 37% compared to 30%) or work meetings (32% and 28% compared to 17%).
- While those in QLD are more likely than those in NSW, SA and WA to say they would use immersive technology to watch movies, live music, performances or live sport (69% compared to 62%, 57% and 59%) at home.

## How we're using technology now:

Q: Which, if any, of the following devices/ technologies do you currently have access to in your home? Respondents were asked to select all that apply.

Green squares indicate the state with highest percentage.

	National	NSW	VIC	QLD	SA	WA	NT, TAS & ACT (grouped)
Broadband or Wi-Fi for streaming movies, sport or other entertainment	64%	62%	65%	66%	66%	59%	68%
Broadband or Wi-Fi to work or study from home	52%	53%	55%	48%	42%	52%	57%
Broadband or Wi-Fi for telehealth consultations from home	22%	21%	27%	21%	17%	16%	19%
Wi-Fi enabled technologies (e.g. robot vacuum, smart fridge) to help save time on domestic chores	20%	25%	17%	17%	17%	18%	21%
Wi-Fi enabled devices (e.g. cameras, baby monitors, door sensors) to keep our home and occupants safe	19%	19%	20%	19%	17%	20%	23%
Wi-Fi enabled smart plugs, smart bulbs and/ or smart sensors to save electricity	18%	22%	19%	18%	14%	12%	16%
Broadband or Wi-Fi to run a side hustle from home	12%	12%	12%	13%	14%	15%	10%
Wi-Fi enabled smart thermostats to regulate heat and air conditioning in the home	8%	12%	6%	7%	6%	8%	5%
Broadband or Wi-Fi for home workout equipment (e.g. internet-connected treadmills, bikes)	6%	7%	7%	5%	7%	1%	3%
Broadband or Wi-Fi enabled smart gardening devices (e.g. sprinklers that sense when the garden needs watering)	4%	4%	4%	3%	5%	3%	2%
None of these	9%	8%	7%	11%	11%	14%	8%

### Additional insights:

- Wi-Fi connected Households with children under 18 are also more likely (than those without) to use Wi-Fi enabled technologies to save time or domestic chores (33% vs 14%). They are also more likely (than those without) to use Wi-Fi enabled devices to keep their home and occupants safe (31% v 14%).
- Wi-Fi connected Millennials are most likely to report using Wi-Fi enabled devices to keep their home and occupants safe (28%), use Wi-Fi enabled smart plugs, smart lightbulbs and/or smart sensors to save electricity (27%), Wi-Fi enabled thermostats to regulate heat and air conditioning (14%) and home broadband / Wi-Fi for their home workout equipment (10%).
- Wi-Fi connected Gen Z's are most likely to use their home broadband/ Wi-Fi to work or study from home (71%).

### Looking at the next 12 months:

- More than one in two (54%) of Wi-Fi connected Aussies are planning to add smart / Wi-Fi enabled devices to their home in the next 12 months.

Among those 16+ with a Wi-Fi connection at home that plan to add smart/ Wi-Fi enabled devices to their home in the next 12 months...

- Those in NSW are more likely than those in VIC and WA to say they intend to add smart air conditioning, air quality sensors or Wi-Fi enabled smart thermostats (17% compared to 12% and 8%) to their homes in the next 12 months.
- Those living in one of the 5 capital cities are more likely (than those who aren't) to say they are planning to add a smart energy monitoring device to their homes in the next 12 months (18% compared to 12%), while those who don't live in one of the 5 capital cities are more likely than those who do to say they intend to add Wi-Fi enabled smart plugs, bulbs and / or dimmer switches (25% compared to 19%) to their homes in the next 12 months.

## The value of the internet

Q: When thinking about opportunities afforded to your household through a home broadband connection or Wi-Fi, which (if any) of the following do you agree with or are applicable to you? Please select all that apply.

Without a home broadband / Wi-Fi connection, I/we wouldn't be able to...	National	5 Capital Cities	Outside of 5 capital cities
Manage personal affairs (e.g. banking, filing tax returns, applying for passports etc.)	63%	64%	62%
Connect with loved ones	54%	55%	53%
Purchase goods (e.g. groceries, online shopping etc.)	52%	52%	50%
Watch sports, entertainment or arts performances	47%	49%	44%
Book flights, accommodation or other travel-related items	47%	48%	45%
Access educational opportunities.	30%	32%	28%
Access healthcare services.	30%	31%	26%
Work or run a business	29%	32%	24%
None of these	12%	10%	14%

### Lived experience from upgrading speed tiers:

- Among those who have upgraded their **nbn** home broadband speed tier in the last 12 months, nearly nine in ten (87%) have noticed benefits as a result of doing so.
- Millennials are most likely to have upgraded their **nbn** speed tier in the past 12 months and to have noticed benefits from doing so (92%).

Among those 16+ with a Wi-Fi connection and **nbn** home broadband that have upgraded their speed tier in the past 12 months and have noticed benefits...

- Those with children under 18 at home are more likely than those without to say:
  - They can now have more people and devices online at the same time with fewer interruptions (49% compared to 40%).
  - That their internet service is more reliable for gaming with less buffering and/ or dropouts (38% compared to 29%).
  - That they now get crystal clear video calls for personal Skyping, Facetiming, etc. (31% compared to 24%) and work conferencing (27% compared to 18%).

Among those 16+ with a Wi-Fi connection at home and anticipate needing a higher internet speed in the future...

- Baby Boomers are more likely than their younger counterparts to anticipate that they might need a higher internet speed in the future when or if they upgrade their TV (39% compared to Gen Z 18%, Millennials 30% and Gen X 30%).
- Those in NSW and VIC are more likely than those in QLD and WA to anticipate needing a higher internet speed when or if they launch a side hustle (20% and 21% compared to 12% and 9%).

**For any media enquiries, please contact the nbn media team:**

Ph: 02 9927 4200

Email: [media@nbnco.com.au](mailto:media@nbnco.com.au)