

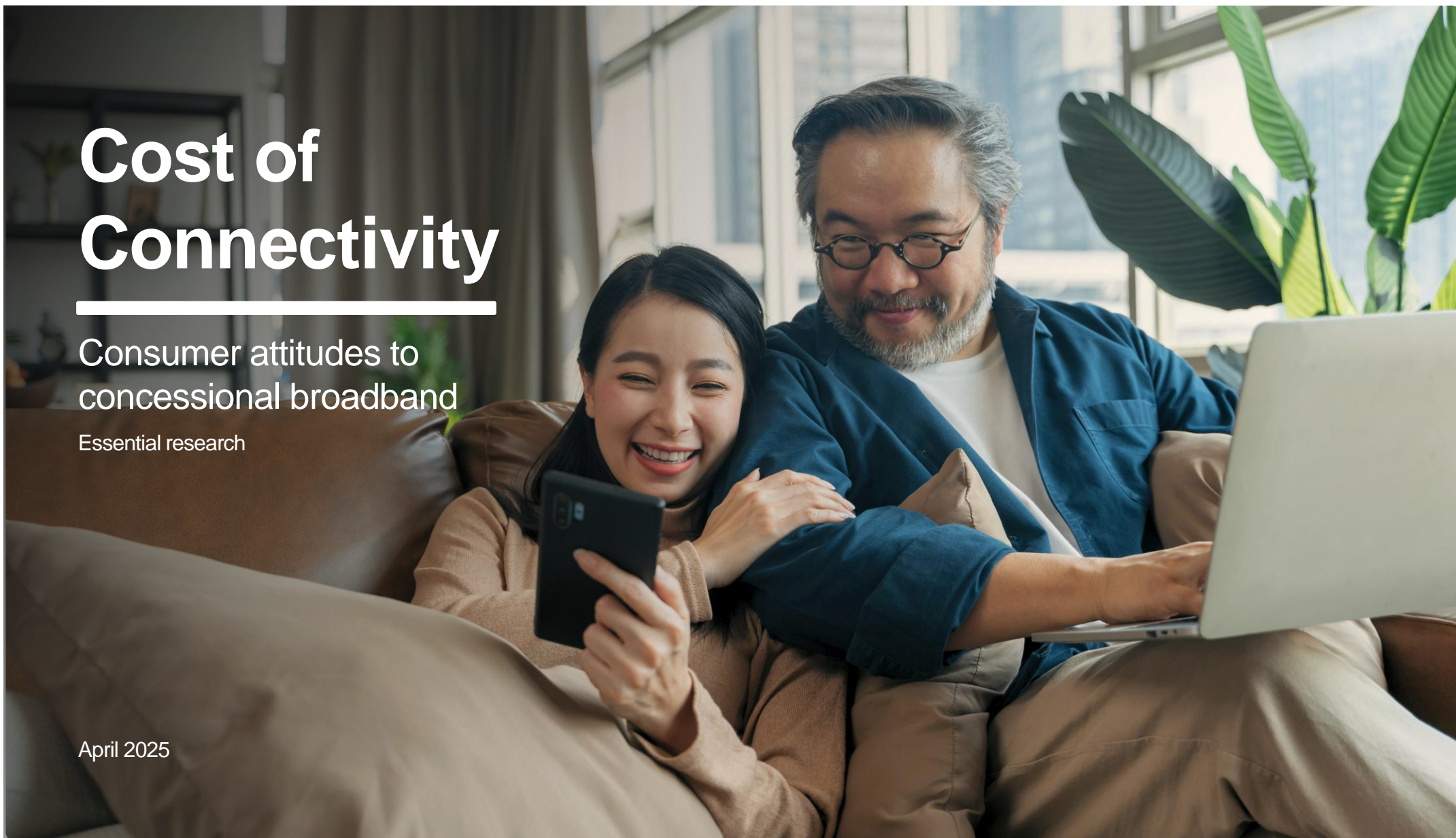
# Cost of Connectivity

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Consumer attitudes to  
concessional broadband

Essential research

April 2025



# Executive Summary

Affordable broadband is essential to provide every Australian with access to the internet, ensuring they can then participate in the digital economy and access education, work and health appointments among other important services.

Australians pay too much for access to broadband according to international affordability standards. Households should not be required to spend over 2% of their monthly income on an internet bundle.<sup>1</sup> However, in Australia, almost a third of households spend over 5% of their income on a standard internet bundle, while almost half spend 2-5% of their household income on internet connectivity.<sup>2</sup>

**Action is required to provide Australians with affordable internet access to ensure no Australian is left offline.**

This ACCAN research, conducted by Essential Media, shows the majority of Australians support a concessional broadband service through the *nbn* network. It highlights strong demand for cheaper broadband services, particularly for consumers doing it tough in a cost-of-living crisis.

[Click here](#) to learn more about ACCAN's call for a concessional broadband service to ensure that No Australian is Left Offline.

## ACCAN

ACCAN is the peak national consumer advocacy organisation for communications.

## Essential Research

Essential Research is a progressive strategic communications and research company.

1. Julian Thomas, Anthony McCosker, Sharon Parkinson, Kieran Hegarty, Daniel Featherstone, Jenny Kennedy, Indigo Holcombe-James, Lyndon Ormond-Parker and Lauren Ganley, '*Measuring Australia's digital divide: Australian digital inclusion index: 2023*' (Report, 2023) 18.

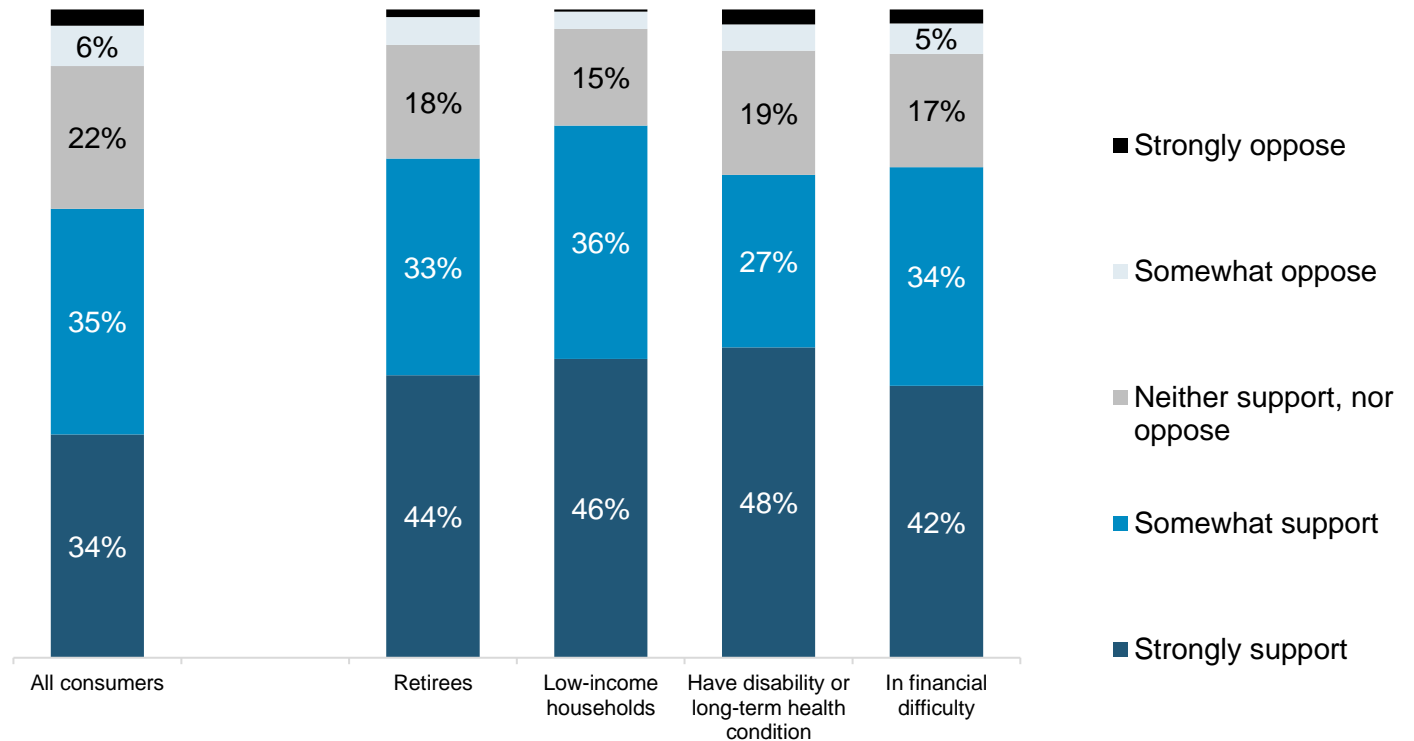
2. Ibid 19.

## Over two-thirds of consumers support the introduction of a low-cost broadband service made available to low-income households

Overall, 69% are supportive of the proposal to introduce concessional broadband. Of these, 34% are strongly supportive and 35% are somewhat supportive.

Support is highest among groups who would most benefit from this introduction – retirees (77% support), low-income households (<\$52k per annum) (82% support), those with a disability or long-term health condition (75% support) and those in serious financial difficulty (81% support).

Support for concessional broadband (%)



Q: There have been calls for the federal government to introduce a concessional broadband service. This would be a low-cost broadband service available to low-income households to ensure all Australians can access essential online services and resources, no matter their location or circumstances. To what extent would you support or oppose the idea of a concessional broadband service?

Base: All participants (n=1,065)

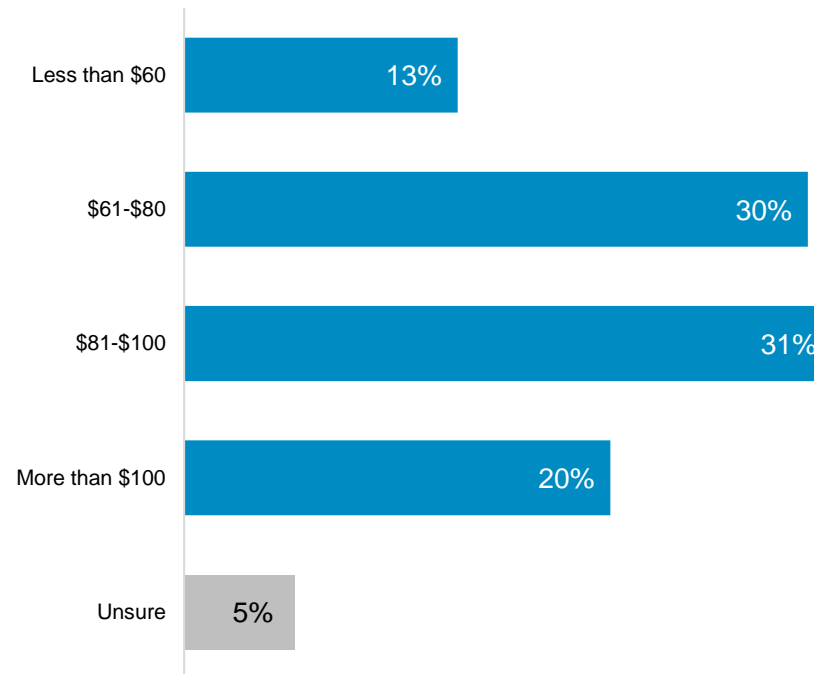
Results with <5% are not labelled on chart

## Currently, there are limited options for households wanting low-cost internet packages in the market

Just 13% of participants say they pay less than \$60 per month for home internet, with \$84 being the average monthly amount paid.

Despite being the lowest users of home internet, almost three quarters of households that download <50GB per month pay over \$60 per month (74%), with an average monthly bill of \$71.

Monthly home internet costs (%)



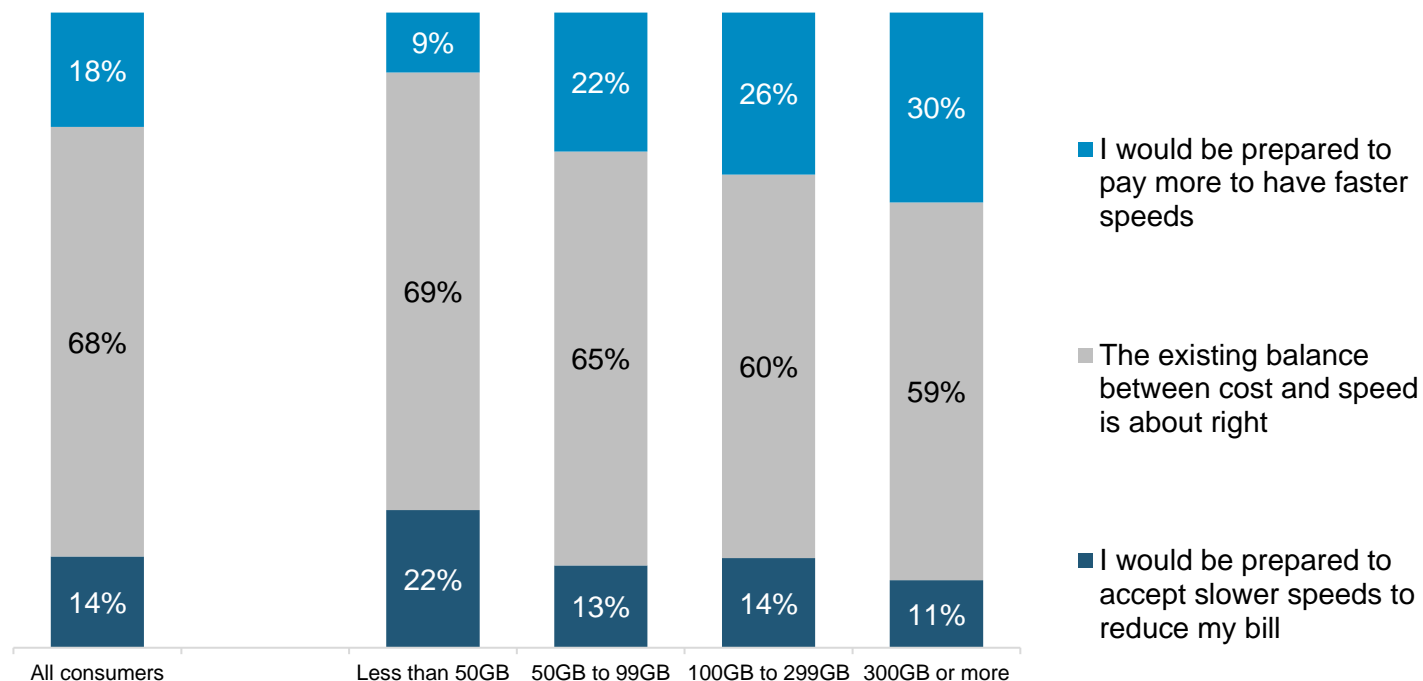
Q: How much do you pay for your home internet connection each month?  
Base: All home internet consumers (n=940)

## There is a demand among some audiences for cheaper options, who are prepared to receive slower download speeds for cheaper bills

Overall, 14% of home internet consumers say they would accept slower download speeds to reduce their bill.

This is higher among low-users (those who download <50GB per month) (22%).

Balance of internet download speeds and costs (%)



Q: Which of the following statements best reflects how you feel about the balance between the cost of your home internet and the upload and download speeds you receive?

Base: All home internet consumers (n=940)

## There is sentiment that competition between internet providers is not delivering lower costs for consumers

Around half of consumers agree that there is good competition between internet providers leading to lower prices (54%), with 20% disagreeing with this statement.

Disagreement is higher among retirees (26% disagreement), low-income households (24% disagreement) and those with a disability or long-term health condition (27% disagreement).

### Agreement that competition leads to lower prices (%)

There is good competition between internet providers leading to lower prices (TOTAL Strongly & Somewhat agree: 54%)



■ Strongly agree ■ Somewhat agree ■ Neither agree, nor disagree ■ Somewhat disagree ■ Strongly disagree

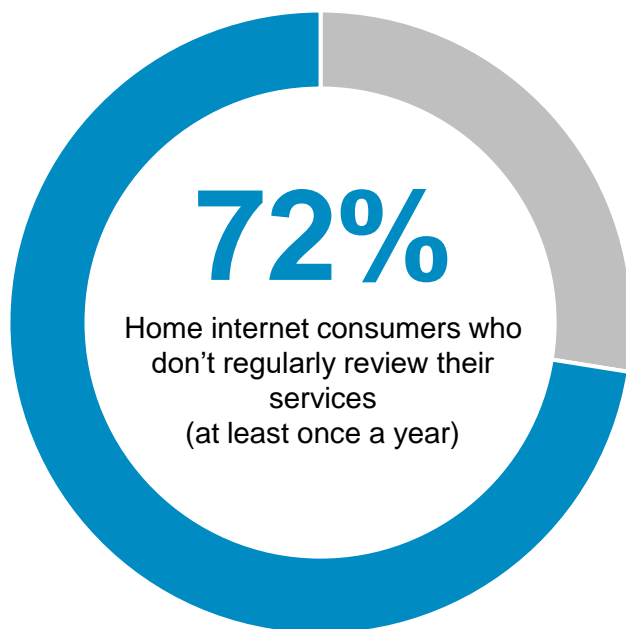
Q: To what extent do you agree or disagree with the following statements about the choice and competition in the internet market?

Base: All home internet consumers (n=940)

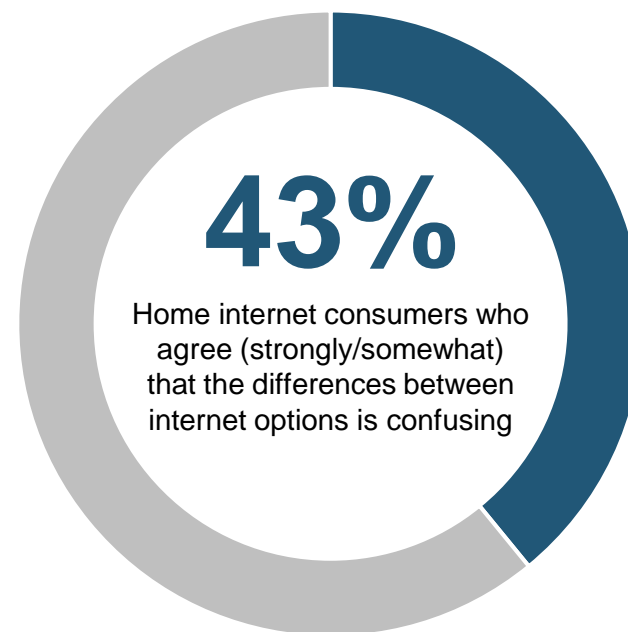
Results with <5% are not labelled on chart

## Comparing packages and understanding what is best for a household is difficult and confusing to many

Frequency of reviewing home internet services (%)



Agreement that it's confusing to be able to understand the features and differences between internet options (%)



Q: How frequently do you usually investigate changing your home internet for a better offer?

Q: To what extent do you agree or disagree with the following statements about the choice and competition in the internet market? **I find it confusing to be able to understand the features and differences between internet options**

Base: All home internet consumers (n=940)



# Methodology

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## Approach:

Online survey: Participants were invited to participate and completed the survey online without an interviewer present and incentives were offered for participation. Participants were sourced via Dynata's online panel.

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## Sample:

Australian residents aged 18+ who are consumers of either home or mobile internet services

Quotas were set to be representative of target population. Quotas applied for age, gender and location

The total sample for this project was n=1,065

- Home internet consumers (n=940)
  - Mobile consumers (n=767)
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## Fieldwork Dates:

28<sup>th</sup> February to 12<sup>th</sup> March 2025

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## Weighting & margin of error:

RIM weighting was applied to the data using information sourced from the Australian Bureau of Statistics (ABS). The factors used in the weighting were gender, age and location.

The weighting efficiency applied to the results at a national level is 98%, which gives an effective sample size of 1,041. The maximal margin of error at the overall sample size is  $\pm 3.0\%$  (95% confidence level).

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All Essential Research staff hold Research Society membership and are bound by professional codes of behaviour. This research is also compliant with the Australian Polling Council Quality Mark standards.





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