



# Media Release

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## nbn™ network proving vital to jobs and business in regional areas

Regional Australians with access to services over the **nbn** are twice as likely as their counterparts who are not yet connected to use the internet to sell products and services or source business opportunities, a major study has revealed.

Data released today from the **nbn**™ Broadband Index shows that nine per cent of **nbn**-connected internet users in regional areas are using services over the network to sell products and services, or to source business opportunities. This compares to four per cent of regional Australians who are not yet connected to the **nbn**.

The gap is not quite as wide in metropolitan areas, where seven per cent of **nbn**-connected internet users are selling or sourcing business opportunities online, compared to four per cent of internet users who are not yet connected to the **nbn**.

The index also shows that regional internet users with services over the **nbn**™ network are more likely than those not yet connected to say that the internet is vital to their job or business.

### **nbn**™ spokesperson Michael Moore said:

“When it comes to work and business, the index shows that the **nbn** network is helping to bridge the digital divide between metro and regional Australia.

“Almost 30 per cent of **nbn**-connected internet users in both metro and regional areas say the internet is vital to their job or business – significantly higher than the results for areas yet to be connected.”

The **nbn** Broadband Index was undertaken on behalf of **nbn** – the company building Australia’s fast broadband network – by an independent research agency in June 2016. It surveyed 10,348 Australians across metropolitan, regional and remote areas.

Results released previously showed that in addition to the internet being crucial for work-related functions, people in regional areas also used it far more to connect with their community and to shop than consumers in metropolitan areas.

While **nbn**-connected and those yet to be connected internet users spent similar time online two years ago, the gap has widened over the past two years with **nbn** consumers spending more time on the internet than ever before.

For the latest data, click [here](#)

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## Resources



## Notes to editors

### About nbn:

- **nbn** is building a new and upgraded, fast wholesale broadband network to enable communities across Australia to access fast broadband from their retail service provider. Our goal is to connect eight million homes and businesses by 2020.
- Fast broadband such as that delivered via the **nbn**<sup>™</sup> network can provide a range of benefits for Australians such as opportunities to work from home, access to online education tools and options for on-demand entertainment.
- End-user experience, including the speeds actually achieved over the **nbn**<sup>™</sup> network, depends on the technology over which services are delivered to your premises and some factors outside our control such as equipment quality, software, broadband plans, signal reception and how the end-user's service provider designs its network. Access to your work network will depend on factors outside our control, such as your organisation's IT policy and infrastructure.

For more information, visit [www.nbn.com.au](http://www.nbn.com.au)