

The internet is fine. The house is the problem: first Geelong WiFi Census published

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While Australia was filling in the national Census last week, a Geelong WiFi specialist was finishing a different one. Why Oh WiFi has published the first **Geelong WiFi Census**: a year of room-by-room WiFi measurements taken in real homes and small businesses across Geelong, the Surf Coast and the Bellarine, recorded before and after problems were fixed.

Key findings

- The internet line coming into the building was the cause in **fewer than one job in ten**. Almost everything wrong was inside the house.
- Measured before and after on unchanged internet plans, **the typical room came out around four times faster**. The most extreme case, a pantry hiding the router, went from 2 Mbps to more than 700.
- Some rooms had **no usable WiFi at all**, including a child's bedroom that now streams comfortably.
- **One job in five was fixed without buying any equipment at all.**
- The most common complaint was not speed but **dropouts**: video calls freezing, shows buffering, and one room the WiFi "just doesn't reach".
- A warning for upgrading households: **the free nbn fibre upgrade can leave WiFi feeling worse** if the new connection box lands in the wrong corner of the house.

"People don't buy internet, they buy the movie not buffering and the card machine working at five o'clock," said founder Karl Misso. "The biggest surprise in a year of measuring is how often the fix was free. The equipment was fine. It was just in the wrong spot."

Karl Misso founded Why Oh WiFi in November 2025 after 16 years at Apple Australia. Every Google review the business has received is five stars. The Census will be published annually.

Full census (plain English, free): whyohwifi.com.au/wifi-decoded/geelong-wifi-census-2026/

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Interviews, anonymised local examples, photography and shareable graphics available on request.

Notes for editors: figures come from Why Oh WiFi's own job records, anonymised, December 2025 to mid-August 2026. The sample is homes and businesses that sought help, not a random survey of the region; all figures are floors, not ceilings.