

Spotlight: China

Workers have voiced strong desires about the future of digital services, stating these must continue to improve to underpin economic growth



When it comes to connecting the country workers in China seek continued improvement. More than 4 in 5 (85%) want plans accelerated to boost high-speed, reliable Internet services for people regardless of where they live and work.

Furthermore, a similar proportion (83%) take the view that dramatic improvements in service are required to support hybrid work models. This includes almost 9 in 10 (89%) respondents currently in a hybrid working role.

In this context, it's hardly surprising that a large majority (87%) of workers overall say high-quality, reliable internet service is important to them.

Universal connection

As nearly 2 in 3 households (64%) have more than three people online simultaneously, supporting strong web services is vital. Some 84% of workers argue that secure, fast and reliable Internet should also be available in all locations outside the home.

Accessibility is a key component in the emerging expectations of workers, as 76% say they were unable to access critical services such as online medical appointments, online education, social care and utility services during lockdown, due to an unreliable broadband connection.

The Chinese Government will point to the creation of the world's biggest broadband infrastructure, transforming industries and improving quality of life across the population. A focus on 5G roll-out to meet consumer demand seems certain.

Key takeaways



87% of workers in China state fast, reliable internet service is crucial to their daily lives



85% say accelerating plans to create better connectivity across the country is vital



Nearly 1 in 5 people will increase their internet usage in the next 12 months



64% of respondents state that on average, three or more members of their household use the same Internet connection at the same time throughout the day

As hybrid working takes off, people will become used to connecting in many different settings: in the office, at home, in public places and even on the move.

Respondents are also keen on more secure services. A large majority (86%) of hybrid workers think secure connection should be available in all locations, and almost three-quarters (72%) of the same group would pay higher bills for safer broadband.

Economic and social boom

Most respondents are on the same page when it comes to recognising the financial and societal gains that can be made from fast and reliable internet services.

More than 4 in 5 (83%) workers think this is critical to developing and maintaining a well-educated and informed population, with almost as many claiming it will drive future economic growth.

With almost 1 in 5 (19%) expecting to use the internet more during the next year, and 68% feeling certain that they will seek to upgrade their service in the same period, it is clear that workers are relying on fast and dependable connectivity.

Home broadband usage patterns anticipated over the next 12 months

