

# Spotlight: Japan

While not as forthright as workers globally about needing a more rapid roll-out of services, Japanese workers value reliable connectivity amid shifting work habits

More than half (54%) of hybrid workers say dramatic improvements to the digital network are needed if the nation's evolving way of working is to succeed.

That's the view of more than 6 in 10 (61%) respondents currently counting themselves as hybrid workers, and 56% of those who work from home full-time. Meanwhile, 59% state improvements to connectivity across the nation should be accelerated to provide a reliable and speedy service for all.

This is an interesting view since the Japanese Government hailed near-100% broadband coverage by 2020, and continues to invest in enhancing networks. Employers have also taken time during the pandemic to re-evaluate working models and connectivity, with a permanent trend towards work-from-home expected to take root.



## Cost of connection

Further competition between domestic and non-Japanese service providers is being actively encouraged by officials.

In the meantime, citizens question the expense of connecting: almost half (49%) of respondents think access to affordable, reliable broadband is becoming an issue. Nearly as many (46%) think low-income families will be inhibited by cost.

## Key takeaways



**61%** of respondents say everyone should be able to securely connect to fast and reliable internet regardless of location



**59%** say accelerating plans to create better connectivity across the country is vital



**54%** of respondents claim hybrid working patterns must be aided by dramatic improvements to connectivity



**56%** of respondents actively use their broadband at home for four hours or more each day

Perhaps due to cost concerns, fewer than 1 in 4 (23%) would be happy to pay for safer broadband services. That said, 61% believe secure, fast, reliable services should exist in all public places.

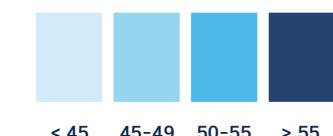
A majority (58%) feel reliable, quality broadband is important to them. Moreover, around 6 in 10 (61%) workers think it is critical for future economic growth. However, fewer (51%) state stable connectivity is vital to produce a well-informed wider population.

## Hindered hybrid work

With 1 in 4 workers (25%) using their home Internet service to do their job or run their own business, it's clear reliable connectivity will remain a crucial policy and service consideration.

Furthermore, more than 1 in 10 (11%) workers expect their household's Internet use to grow in the next 12 months. A large majority (65%) expect their usage to stay the same. Despite this, only 14% plan on to upgrade their service.

## Home broadband usage patterns anticipated over the next 12 months



% of workforce who expect usage to stay the same or increase

Kinki 75%

Chugoku 74%

