

Spotlight: Mexico

Workers in Mexico seek affordable connectivity and acknowledge the importance of Internet infrastructure.



Judging by the 87% of workers who said the reliability and quality of their broadband internet connection is important to them, coupled with a similar total (86%) who believe broadband must dramatically improve to support hybrid employment, connectivity is a key concern across the country.

Mexicans are already going online in great numbers: by June 2021, the nation counted 84.1 million internet users - representing 72% of the population aged six or over - active online. This total grew by 10% compared to usage in the preceding year.

Meanwhile, 35% of this study's respondents - including 38% of hybrid workers - claim their household's internet usage will either increase or stay the same in the year ahead.

Modernising networks

Against this backdrop of pressure on the networks, more than 8 in 10 (84%) state plans to ensure fast, reliable Internet is available for all should accelerate.

Slightly more (86%) suggest everyone should be able to connect to speedy, stable, secure Internet services in public or on the move, regardless of location.

There is an effort to provide universal connectivity, with a particular focus on rural and underserved communities. They goes along with defining online regulations for cybersecurity, server localisation, data privacy, and more.

Key takeaways



84% say accelerating plans to create better connectivity across the country is vital



More than 8 in 10 respondents are demanding dramatic improvements in connectivity to support hybrid roles



Three or more people use the Internet at the same time in 80% of households



90% of respondents actively use their broadband at home for four hours or more each day

Industry experts predict Mexico is two to three years from finalising a fully operational 5G telecoms network.

With more than 6 in 10 (61%) workers saying they use the Internet at home to do their job or even run their own business, and 78% claiming three or more people are simultaneously online under their roof throughout the day, there is clear demand for quality services.

Meeting workers' demands

With all of these issues in mind, almost 6 in 10 (59%) professionals expect to seek an upgrade for their domestic Internet connection in the next 12 months. Of those who will not, close to 1 in 6 (16%) claim it's too expensive to seek a better service.

In fact, 82% of respondents think affordability of reliable broadband is set to become a major problem for the population of Mexico.

Meanwhile, more than 8 in 10 (81%) workers declare the cost of broadband is too high for low-income families to be able to get online.

Home broadband usage patterns anticipated over the next 12 months

