

Spotlight: Philippines

A majority of workers would like to see faster improvements in Internet services to support the switch to hybrid and remote employment

More than 9 in 10 (91%) respondents believe plans to improve the Internet infrastructure of the Philippines should be sped up to meet demands from citizens.

An equal number (91%) think broadband services must dramatically improve if workers are to be fully supported working from home, while in public places, or on the move.

In addition, just under 9 in 10 (87%) respondents 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.

With almost half (48%) of workers revealing they use their domestic Internet connection to work from home or run a business, demand for better connectivity everywhere is unlikely to waver.



Domestic pressure

Three-quarters (75%) of workers state three or more people in their households are simultaneously active online throughout the day, for an average of 10 hours per household. In terms of future Internet usage, 28% expect their household to be online more or the same amount during the 12 months ahead, 22% expect it to be used less than they currently do, but not like it was before the pandemic, while 43% expect changes as their household returns to the office or back to school.

Amid all this heavy demand, more than half (52%) respondents say they will seek to upgrade their home Internet service in the year to come. More than 1 in 5 (22%) workers indicate they won't upgrade because it's too expensive to do so.

Key takeaways



More than 9 in 10 respondents say good connectivity is vital to propel future economic growth



91% of workers in the Philippines think broadband must dramatically improve to support hybrid roles and e-commerce services for home/retail and small business



86% of respondents actively use their broadband at home for four hours or more each day



66% of respondents indicate that they would be willing to pay more for a safer broadband connection

A large majority (78%) of professionals in the Philippines feel access to affordable and reliable broadband will become a major issue for people. Respondents believe this is a particular problem for low-income families, with 87% saying the high cost of broadband is pricing those households out of connecting.

Internet for good

There are good financial and societal reasons to improve digital services across the nation, according to respondents.

More than 9 in 10 (92%) say fast, reliable connectivity is crucial for economic growth in the Philippines; a further 90% say it is the basis of developing a well-educated and informed population.

Besides affordability, workers place importance on reliability of services, with 91% stating stable, quality broadband is important to them.

Home broadband usage patterns anticipated over the next 12 months

