

# Spotlight: Poland

Workers are stepping up pressure on the Government and service providers to deliver a digital network that is both affordable and fit for the future



More than 7 in 10 (71%) of workers in Poland state the reliability and quality of their broadband internet connection is important to their way of life.

An additional 71% feel everyone should be able to connect to fast, secure and reliable internet in public places across the country, even while they are on the move; 67% want the Government to speed up moves to improve services.

To meet these demands, lawmakers have committed to expanding FTTH network coverage to every household by the end of 2024.

The state has also agreed to subsidise FTTH broadband roll-out in rural areas where telcos are unlikely to invest. In total, the Government intends to dedicate €3bn to digital transformation.

## Connection concerns

Respondents feel there are good reasons for an upgrade to Poland's internet infrastructure.

Almost 7 in 10 (69%) of them see access to fast and reliable connectivity as being critical to the nation achieving future economic growth. A further 67% believe it's crucial to develop and maintain a well-educated and informed population.

At present, however, cost is deemed an issue – even if not always for respondents themselves. Some 64% state the high cost of broadband is preventing low-income families from getting online; and 49% think access to cheap, reliable broadband is set to be a widespread issue in years to come.

## Key takeaways



**More than 7 in 10** workers in Poland say they need reliable, high-quality broadband to get things done



**64%** of respondents claim hybrid working patterns must be aided by dramatic improvements to connectivity



**69%** of respondents say fast, reliable internet is needed for economic growth



**67%** of workers say Poland's Government should accelerate internet improvements

Nearly 6 in 10 (59%) respondents claim at least three people in their household are online at any one time, spending an average of more than seven hours actively engaged in internet activities.

With 38% of people working or running their business from home, pressure on the networks is intense and many respondents feel they are not getting the service they desire.

### The next network

Almost 4 in 10 respondents expect their household's internet usage to stay the same or increase in the year ahead.

While 3 in 10 (30%) claim they want to upgrade their internet service during the same period, more than 1 in 4 (27%) feel they already have access to the best connectivity on offer and will not seek to upgrade.

Overall, 64% think that broadband services must be made dramatically better if hybrid work is to be fully supported in future.

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

