

Spotlight: Singapore

While the nation is already among the most digitised in the world, citizens seek faster connectivity with a shift to new ways of working



Alongside 83% of workers in Singapore stating the reliability and quality of their broadband Internet connection is important to them, 8 in 10 (80%) express concern that services must dramatically improve if the networks are to support new ways of working such as hybrid employment.

In an era when ‘work from anywhere’ is fast becoming a model for many professionals, 81% of respondents state everyone should be able to connect to secure, fast and stable Internet services in public places or while they’re on the move, no matter where they are.

A large majority (78%) feel plans to provide the entire population to access high-speed, reliable Internet should be accelerated.

Supercharging the future

The Singapore government’s Smart Nation plan is designed to foster innovation in pursuit of being the world’s leading digital economy. Singapore’s Infocomm Media Development Authority reported nearly nine million total broadband Internet subscriptions in November 2021, with almost 1.4 million residential wired and 7.2 million wireless broadband subscriptions.

Respondents agree this is vital: 80% say access to fast, reliable Internet is critical to developing and maintaining a well-educated and informed population; a further 80% state it’s crucial to future economic growth.

Key takeaways



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



8 in 10 respondents in Singapore say having access to fast and reliable Internet is critical to future economic growth



66% of respondents log on at home to work or run their own business



58% of respondents would be willing to pay more for a safer broadband connection

Nearly three quarters (71%) report strong Internet connections at home, with 73% stating their broadband reliability is good.

With 66% of workers in Singapore stating they use their household's Internet service to do their job or run their own business, it's clear why a large majority value the country's workforce being able to connect to reliable services away from professional premises.

Furthermore, 50% believe their household's Internet usage will increase or stay the same in the next 12 months, and 37% of respondents say they will seek to upgrade their service in the same period.

New worker demands

Affordability is an issue, however: 22% will not upgrade because they feel it's too expensive. That said, well over half (58%) of workers say they would be willing to pay more for a safer broadband connection, revealing security is front of mind for many respondents.

Workers value accessible connectivity as well, as 66% of 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.

Home broadband usage patterns anticipated over the next 12 months

