

# Spotlight: United Kingdom

Gigabit broadband for all is in sight, but demand is already high for an affordable service that supports the whole population



As part of its Levelling Up the United Kingdom white paper, published in February 2022, the UK Government has committed to providing access to gigabit broadband of at least 1000 Mbps to all premises by 2030.

Already, 96% of homes in the country enjoy super-fast broadband connection with speeds from 30 Mbps. The Government's stated aim is to rapidly fill in coverage gaps - not least in remote rural areas as many people choose to live and work more flexibly.

These pledges come amid demand for more reliable Internet among a large majority of the UK population. With 47% of households already able to access to gigabit-capable connections there is still some way to go to future-proof the UK's digital infrastructure.

## Digital demands

It's clear from the research that most people see the importance of delivering a digitally inclusive recovery alongside investment to propel the economy.

Some 78% of respondents agree everyone should be able to securely connect to fast, reliable broadband regardless of where they live or work.

Meanwhile, 76% say excellent connectivity is crucial for economic growth. For the Government, this means considering even more ways to boost coverage and choice for consumers; by offering incentives to service providers to help maximise access and prioritise under-served areas, for example.

## Key takeaways



**76%** of workers claim fast, reliable Internet is critical for economic growth



**88%** of respondents actively use their broadband at home for four hours or more each day



**70%** believe Internet services must get better to fully support a switch to hybrid working



**More than 1 in 3** workers plan to upgrade their connectivity in the next 12 months

Notably, many UK workers are prepared to make investments of their own to improve connectivity. More than 1 in 3 (36%) plan to upgrade their Internet service in the next 12 months.

A further 15% would upgrade but claim it's too expensive. In fact, the price of Internet access is a hot topic: 55% of respondents think broadband should be free in the UK, and 60% suggest access to affordable yet reliable connectivity is set to become a major issue throughout the population.

With 73% stating broadband quality and reliability is important to them, connectivity is front of mind for most workers as well as Government officials and service providers.

### Embracing hybrid

A sizeable majority (70%) believe services must greatly improve to allow people to work from anywhere. This is key, because more than 4 in 10 (44%) already log on at home to work or to run their own business.

Security is also a concern: 53% of workers overall - along with 50% of hybrid workers and 63% of people permanently performing their role remotely - admit they'd pay more for a guaranteed safer Internet connection.

Furthermore, 67% of respondents would like to see policymakers accelerate plans to ensure high-speed and reliable internet is available to everyone.

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

