

Spotlight: Netherlands

Workers in The Netherlands have embraced a shift in working, but seek improvements to meet high levels of demand



Remote and hybrid working is more prevalent than ever, with a total of 46% logging on at home to do their job or run their own business. This includes 59% of hybrid workers who say they connect under their own roof for professional purposes, along with 55% of full-time remote workers.

A similar proportion - 58% of respondents overall, including 60% of full-time remote workers and 55% of hybrid workers - warn broadband services must dramatically improve to support these shifts in working practice.

Meanwhile, more than 6 in 10 (61%) believe the country's Government should accelerate its digital improvement drive to ensure everyone has access to fast, reliable Internet.

Better connections

Policymakers in The Netherlands have set a goal of providing all citizens with fast, fixed-connection broadband of at least 100MB/s by 2023 - with a majority of the population enjoying 1GB/s, or 10 times the target speed in the same year.

With almost 2 in 3 (65%) workers stating secure, fast and reliable Internet connections should exist in all public places, the Government has also committed to offer additional support to municipalities where coverage remains patchy, such as rural areas.

Key takeaways



44% use some form of mobile technology to connect to the Internet from home



87% of actively use their broadband at home for four hours or more each day



65% of respondents say everyone should be able to securely connect to fast and reliable Internet, regardless of location



61% believe access to fast and reliable Internet is critical to economic growth

A majority (58%) say access to fast, reliable Internet is critical to having a well-informed population; 61% also claim it's vital to future economic growth.

Furthermore, 46% of respondents indicate that 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.

Despite indicating less concern than their European counterparts, security is still top of mind. Over one third of respondents (37%) would be willing to pay more for a safer broadband Internet connection.

Domestic demands

At present, 63% surveyed stated that the reliability and quality of their broadband connection was important to them.

More than half (51%) of workers say at least three people in their household are online simultaneously throughout the day; the same amount of respondents (51%) expect their household's Internet usage to climb or stay stable during the next 12 months.

Despite emerging connectivity habits, fewer than a quarter (24%) intend to upgrade their service in the year ahead, with 15% of workers worried about the cost of doing so.

Home broadband usage patterns anticipated over the next 12 months



< 45 45-49 50-55 > 55
% of workforce who expect usage to stay the same or increase

