



Press release

Reliable Internet Now “More Important Than Affordable Childcare” when deciding where to live for Americans, New Study from DE-CIX Reveals

Nearly Half (44%) of American Citizens Would Consider Relocating to Maintain or Secure The Opportunity to Work Remotely, Highlighting Pressing Need for Resilient Internet Infrastructure

New York, 29 May 2024. A new study conducted by Censuswide on behalf of global Internet Exchange operator, [DE-CIX](#), has revealed significant trends in remote working preferences, migration factors, and the pivotal role of Internet reliability in the lives of Americans. The study, which surveyed more than 2,000 U.S. adults, highlights the changing dynamics in workplace requirements and residential choices influenced by digital connectivity.

DE-CIX’s latest research sheds light on a shift towards remote work that could redefine traditional employment and urban demographics. The study shows that nearly half (44%) of Americans would consider relocating if they could maintain their current job remotely, or secure a remote role. This sentiment is strongest among younger Americans (18-24 years old), with nearly 7 in 10 expressing a desire¹ to move and work remotely from a different location, compared to just a fifth of those aged 55 and above.

Businesses need to prepare for a future where remote work is not just a temporary adjustment but a permanent fixture in our professional landscape. "Our study indicates that the younger generations in the workforce—particularly Gen Zs — place a high value on flexibility and mobility, elements that will shape future workplace policies and urban planning of digital infrastructure," said Ivo Ivanov, CEO of DE-CIX.

Internet Reliability Over Childcare

Another surprising insight from the study is the value placed on reliable Internet access, rated more important than affordable childcare by the average U.S. parent when deciding where to live. This underscores the essential role of stable digital connectivity in today's family dynamics and economic decisions.

"In an era where both education and work are increasingly dependent on digital platforms, reliable Internet is not just a utility but a cornerstone of daily life," Ivanov adds. "This priority reflects broader societal changes where digital readiness is considered as much as childcare when it comes to education and career opportunities."

Local Findings Highlight Urban Mobility

The survey also highlighted a particular interest in remote work capabilities in major business hubs. Residents in cities like San Francisco, New York City, and Los Angeles showed a high propensity to relocate if remote work options were available, with over half of the respondents in these areas directly expressing a desire to move².

"These survey findings are a wake-up call for businesses and urban planners alike to invest in robust Internet infrastructure to retain and attract a vibrant, innovative workforce," noted Ivanov.

¹ Respondents who ‘strongly agreed’ or ‘somewhat agreed’ to the statement ‘I would consider moving away from my current location if I could work remotely’

² Respondents who ‘strongly agreed’ or ‘somewhat agreed’ to the statement ‘I would consider moving away from my current location if I could work remotely’

"Strengthening Internet Exchanges across America is no longer just about business continuity; it's about competitive advantage and community resilience."

Summary of key findings:

- **Remote Work Preference:** More than half (51%) of Americans value remote and flexible working arrangements, with younger demographics (18-24-year-olds) showing a much stronger preference compared to their older (+55 year old) colleagues (64% vs 31%).
- **Migration Considerations:** 44% of Americans would consider relocating if they could maintain their jobs remotely. The high percentages of residents wanting remote work to enable them to move were in cities like San Francisco (55%), New York City (49%), and Los Angeles (61%).
- **Internet vs. Childcare:** Reliable Internet access is prioritized over affordable childcare among U.S. parents of children under 18 (25% vs 16%) when deciding where to live, highlighting the essential role of Internet connectivity in modern family dynamics.
- **Internet Disruptions:** On average, Americans report experiencing Internet disruptions 53 times per year where they currently live, with 82% Americans acknowledging some level of Internet disruption. Younger people are facing more frequent interruptions compared to older age groups, with 50% of people aged 18-24 experiencing Internet disruptions once a week or more compared to 18% of people aged 55 or older.
- **Improvement Suggestions:** The top suggestions for improving Internet experience include a greater choice of Internet Service Providers (37%), more fiber/mobile rollout (34%), and increased state (22%) and federal investment (20%) in Internet infrastructure.

View the survey findings here: https://charts.censuswide.com/J13377CWMP/J13377CWMP_VIbox.html

About DE-CIX North America

DE-CIX North America Inc., which began operations in 2014, is a wholly owned subsidiary of DE-CIX International AG, the international arm of DE-CIX, the world's leading Internet Exchange operator. Together, the DE-CIX Internet Exchanges in New York, Dallas, Chicago, Richmond, and Phoenix, along with the dedicated Cloud Exchange in Seattle, create the largest neutral interconnection ecosystem in North America. DE-CIX provides network and data center-neutral peering and interconnection services in North America. With access to DE-CIX North America's Internet and Cloud Exchanges, customers gain more control of their networks and access to world-class content and cloud providers, as well as IP transit, Virtual Private Network (VPN), and Blackholing services to mitigate the effects of DDoS attacks.

DE-CIX New York is the 5th largest Internet Exchange in the US. It is carrier and data center-neutral and Open-IX certified. The DE-CIX platform is distributed across major carrier hotels and data centers throughout each metro region it serves. DE-CIX operates more access points than any other Internet Exchange operator in North America. For more information, please visit <https://de-cix.net/north-america>

Media Contact DE-CIX:

Judith Ellis, Nils Klute, Elisabeth Marcard, Viola Schreiber, Robert Stotzem & Carsten Titt – Global Public Relations – Telephone: +49 (0)69 1730902 130 – Email: media@de-cix.net

Media Contact Sonus:

Chevaan Seresinhe
Email: chevaan.seresinhe@sonuspr.com

About the Research

The nationally representative research was conducted by Censuswide of 2002 US respondents over the age of 18. Carried out between 12.04.2024 and 16.04.2024. Censuswide abides by and employs

members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.