



## Press Release

# New DE-CIX survey reveals: 61% of Spaniards would switch Internet providers for a guaranteed stable connection

- *Nearly two-thirds (63%) of respondents say uninterrupted Internet access is now as important as, or nearly as important as having water or electricity at home.*
- *Half of users (50%) become frustrated when websites or online services take more than four seconds to respond.*
  - *32% of Spaniards feel broadband providers focus too heavily on bandwidth speed while overlooking connection stability.*

**Madrid (Spain), June 15, 2026** – Who hasn't experienced a frozen video call during an important meeting or endless buffering at the most exciting moment of a live event? As digital services become increasingly central to everyday life, Spanish consumers are showing less tolerance for interruptions, delays and unreliable online experiences.

A new nationwide survey by Netquest on behalf of DE-CIX, the world's leading Internet Exchange operator, reveals that six in ten (61%) of Spaniards would either switch Internet providers or seriously consider doing so if they were guaranteed a completely stable connection. The findings suggest that reliability has become one of the most important factors shaping how consumers evaluate their Internet service. Also, one in five (20%) respondents would be willing to pay an additional monthly fee for a connection offering a "No Delay Guarantee."

### **The Age of Digital Impatience and the Generation Gap**

The research highlights how dramatically expectations for digital performance have changed. Half of respondents (50%) become frustrated if a website, application or video takes more than four seconds to load or respond, while 14% expect a virtually instantaneous response – in less than one second.



This trend is underpinned by a general loss of patience over time: 29% of Spaniards say they have far less patience with the Internet today than they did five years ago.

When connectivity issues occur, the emotional impact is immediate. More than one third (36%) of respondents say they feel frustrated and powerless when online content freezes unexpectedly.

### **Internet has become an essential utility like electricity and running water**

The survey also demonstrates how deeply Internet connectivity has become integrated into everyday life. Nearly two-thirds (63%) of respondents say uninterrupted Internet access is now as important as, or nearly as important as having water or electricity at home. In fact, 88% of Spaniards consider that a poor or unstable internet service is sufficient reason (whether as a decisive or significant factor) to switch telecoms providers.

This growing dependence helps explain why certain connectivity failures are considered particularly unacceptable. Respondents identified online transactions such as payments and bookings (65%), work-related activities including video meetings (54%), and real-time communications such as video calls (48%) as the situations where Internet disruptions cause the greatest frustration.

“Spanish consumers today use many applications that demand not only instant, but also seamless digital experiences,” said Ivo Ivanov, CEO of DE-CIX. “Whether they are making a payment, joining a video meeting or streaming live content, even small changes in the connectivity can feel disruptive. The survey shows that users are no longer simply looking for faster connections; they want confidence that their connection will perform consistently whenever they need it. Reliability has become a key measure of Internet quality.”

### **Beyond bandwidth: The new measure of Internet quality**

Despite Spain benefiting from one of Europe’s most advanced broadband infrastructures and generally high levels of user satisfaction, the survey reveals a growing gap between what consumers are promised and what they actually value. Nearly one-third (32%) of respondents say they feel broadband providers



focus too heavily on advertised bandwidth speeds while overlooking the stability and consistency of the connection. At the same time, 82% of consumers continue to associate Internet quality primarily with bandwidth, even though factors such as latency, routing efficiency and network interconnection increasingly shape the quality of the online experience.

The findings point to what could be described as a new technology paradox: consumers buy speed, but often experience delays. For years, Internet performance has been measured by users primarily in terms of bandwidth. Today, however, users are increasingly judging their connection based on whether services work smoothly, reliably and without interruption.

“As digital experiences become more interactive and real-time, bandwidth alone is no longer enough,” Ivanov added. “The quality of the Internet experience increasingly depends on how efficiently data travels across networks. Reliability, responsiveness and resilient interconnection are becoming just as important as bandwidth speed in delivering the experience users expect.”

Overall, the DE-CIX survey suggest that for many consumers, the future of Internet quality is no longer defined by speed alone, but by the consistency and reliability of the experience delivered every day.

**\*About the Survey:**

The representative online survey was conducted in May 2026 by Netquest on behalf of DE-CIX among 1,504 respondents across Spain, with a margin error of  $\pm 2.5\%$ . The sample is representative of the Spanish population.

**About DE-CIX**

DE-CIX, pronounced DEE-KICKS [[d'i:-k'iks](#)], is the world's leading operator of Internet Exchanges (IXs). Founded in 1995, DE-CIX offers its interconnection services in 60 locations in Europe, Africa, North and South America, the Middle East, and Asia. Today, accessible from data centers in over 600 cities world-wide, DE-CIX interconnects thousands of network operators (carriers), Internet service providers (ISPs), content providers and enterprise networks from more than 100 countries, and offers peering, cloud and AI connectivity, and other interconnection services. DE-CIX Frankfurt is one of the largest Internet Exchanges in the world, with a data volume of over 48 Exabytes per year (as of 2025) and close to 1100 connected networks. More than 250 colleagues from over 35 different nations form the foundation of the DE-CIX success story in Germany and around the world. Since the beginning of the commercial Internet, DE-CIX has had a decisive influence – in a range of leading global bodies, such as the Internet Engineering Task Force (IETF) – on co-defining guiding principles for the Internet of the present and the future. As the operator of critical IT infrastructure, DE-CIX bears a great



responsibility for the seamless, fast, and secure data exchange between people, enterprises, and organizations at its locations around the globe.

Further information at [www.de-cix.net](http://www.de-cix.net)

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