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## **USWITCH.COM COMMENTS ON OFCOM'S BROADBAND SPEEDS ANNOUNCEMENT**

- **Three million broadband users are dissatisfied with their online speed<sup>[1]</sup>**
- **Six million homes pay for an 8Mb service, but only two million (35%) receive it<sup>[2]</sup>**
- **Orange and AOL customers least satisfied with their broadband speed – O2 and Virgin Media customers the happiest<sup>[3]</sup>**
- **Customers say speed more important than price when choosing a broadband service<sup>[4]</sup>**

Ofcom has today released its latest research into UK fixed line broadband ISP speeds. The new data shows that the country's average download speeds have risen, while the gap between advertised and real-world performance remains significantly wide. Research by [uSwitch.com](http://uSwitch.com) of over 7,500 broadband customers backs up their findings, and shows the urgent need for greater clarity between what customers are sold and what they receive.

**Ernest Doku, technology expert at [uSwitch.com](http://uSwitch.com)**, comments: "We welcome the recommended new rules from Ofcom as it's clear that the current way of advertising speeds needs to be addressed – and fast. Customers should be aware of exactly what they can get when they sign up to a service, to avoid feeling short-changed. If their likely speed can't be clarified in a headline number, it needs to be told at the very next stage of the sign up process. With findings from the ASA public consultation due later in the year, we hope that this will kick start a long overdue industry change.

"For too long consumers have got short shrift when it comes to broadband speeds. They are still not receiving the speed that they have signed up for – while over 6 million have taken out an up to 8Mb service, just 2 million (35%) actually receive it<sup>[2]</sup>. Overall, three million customers have said that they are not happy with their speed<sup>[1]</sup>.

“Unfortunately there’s no quick fix to this longstanding problem. Broadband speeds are complex as there are so many factors to take into account – the distance from the exchange, the technology used to connect people and, especially in the case of cable, the number users at any one time. It’s perhaps for this reason that broadband speeds have been swept under the carpet for so long.”

Provider	% of customers satisfied with speed	Average speed experienced
O2	88%	6.3Mb
Virgin Media	79%	9.1Mb
Sky	74%	5.6Mb
PlusNet	70%	3.6Mb
BT	67%	4.8Mb
TalkTalk	66%	4.2Mb
AOL	63%	4.1Mb
Orange/ Wanadoo	63%	4.1Mb

Source: uSwitch poll of 7,500 customers conducted by YouGov 2010

For more information visit [www.uswitch.com](http://www.uswitch.com) or call 0800 093 0607

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#### Notes to Editors

##### Survey Statistics

Total sample size in the YouGov survey was 7,604 adults with direct responsibility for broadband purchasing. Fieldwork was undertaken between 1<sup>st</sup>-6<sup>th</sup> February 2010 with analysis conducted in July. The survey was carried out online. Data is unweighted. In some cases numbers have been multiplied up based on 17.3m broadband customers in the UK (Ofcom August 2009).

1. 15% of broadband users surveyed are either very or fairly dissatisfied with their broadband speeds. Assuming that 15% applies to 17.3million, this equates to 2.6 million. 25% rise in average speeds comes from Ofcom’s broadband speed research from July 2010, <http://media.ofcom.org.uk/2010/07/27/ofcom-research-reveals-increase-in-uk%E2%80%99s-average-actual-broadband-speed-but-consumers-still-not-achieving-advertised-speeds/>

2. 37% of respondents said that 8Mb was the maximum advertised speed of their broadband service, but just 13% said they actually received speeds of 8Mb or above. Assuming that 37% applies to 17.3million, this equates to 6.4million. Assuming that 13% applies to 17.3million, this equates to 2.2million.

3. 88% of O2 customers stated that they were very or fairly satisfied with their broadband speeds. 63% of Orange and AOL customers stated that they were very or fairly satisfied with their broadband speeds- a 25% difference.

4. 59% of broadband users cite speed as the most important aspect when choosing a service.

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