

GO ON A DIET – OR END A RELATIONSHIP: RELISH REVEALS THE TOP 10 THINGS BRITONS WOULD RATHER DO THAN SWITCH BROADBAND PROVIDER



6.5 million Brits claim their broadband is unreliable, yet would prefer to do almost anything than change suppliers, opinion poll reveals

New research commissioned by Relish, London's wireless broadband provider, today lays bare the extreme lengths Brits would be willing to go to if it meant they could avoid the hassle of changing their broadband provider.

Recent regulation changes by Ofcom have made it easier than ever for consumers to switch their broadband supplier. However, although official figures show that almost 6.5 million Brits struggle with unreliable broadband connections, just 15% of those planning to switch suppliers this year are doing so in response to the regulatory changes.

Relish's polling – conducted among 2,000 18+ consumers – found that, such is the perceived "aggravation factor", people would rather 'go on a diet' or 'put up with increased monthly fees' if it meant they could avoid speaking to call centres and supervising installation visits. A desperate minority even felt that 'ending a relationship' would be preferable to changing their broadband provider.

Relish - which offers unlimited broadband in central London, without the need for a landline – found that **the top 10 things people would rather do than change their broadband provider** were:

1. Go on a diet
2. Pay increased broadband fees
3. Give up chocolate
4. Take to social media to complain
5. Suffer in silence and put up with poor service
6. Have a drastic haircut
7. End a relationship with a partner
8. Give a presentation at work
9. Stay late at work
10. Carry out online tasks while at work



Unsurprisingly, as the capital suffers some of the worst broadband speeds in Europe, Londoners are almost twice as likely to choose dieting as a preferable option to changing their broadband provider than the rest of the UK. And one in 40 respondents was so exasperated that they said they would resort to cutting off their own arm if it meant they could avoid changing their broadband provider.



Will Harnden, Relish's Chief Marketing Officer, said: *"Although our research is light-hearted, it highlights a serious issue for consumers. Many broadband providers lock people into long contracts with impenetrable small print, and make customers wait weeks and weeks for sub-standard services to be connected. It's hardly surprising that consumers are so hesitant when it comes to switching providers and looking for a better deal or a more reliable connection.*

"The Ofcom changes ought to be a positive step forward for the broadband industry, giving consumers more freedom to search out the best deals possible. They don't have to suffer in silence any more."

To become a Relish user, simply order online at www.relish.net and a new broadband hub will be delivered the next working day, ready for immediate installation. For more information please visit: www.relish.net

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For further information, stats and demographic / regional breakdown, please contact: relish@wcommunications.co.uk



Notes to editors

Research was conducted online by market research company OnePoll in accordance with the Market Research Society code of conduct. All participants in the survey are double opted in to take part in research.

About Relish

Relish is a new communications provider for Central London. We know London's people and businesses are always busy and on the move, so our services help them get online quickly and easily, without any hassle.

Our exclusive 4G and wireless networks mean that you can get online without needing to wait for a broadband installation guy, long contracts or unwanted landlines.

From our home and business broadband services through to our Dedicated Business Internet, if you're in need of fast internet without the kerfuffle, we've got you covered. Plus our Pocket Hub puts a Wi-Fi hotspot in your pocket when you're out and about

Relish. Broadband without the wires.



About UK Broadband

UK Broadband switched on the first 4G LTE system for commercial services in the UK, in February 2012, in London. We now provide 4G LTE services in a number of cities, towns and commercial campuses in the UK.

Additionally, UK Broadband provides other wireless data capacity, services and solutions to commercial enterprises, public sector organisations and channel partners throughout the UK.

Relish is operated by UK Broadband, part of the PCCW Group that includes HKT, Hong Kong's premier telecommunications service provider and largest mobile service operator.