

# TALKTALK'S INTERNET INSIGHTS

Our data dashboard breaks down Britain's broadband habits, with bitesize insights into what makes our connected nation tick

December 2022

## WFH doesn't just mean home

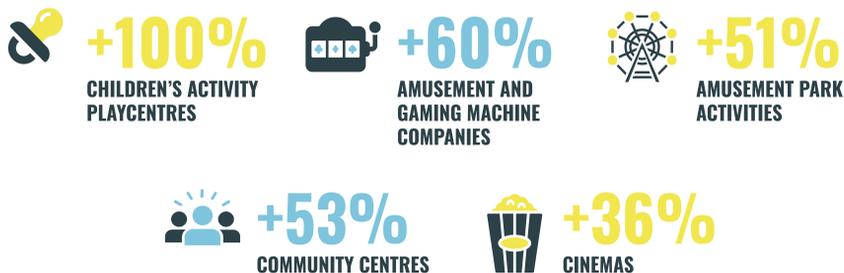
People are choosing to log on from their local library or coffee shop when they're not in the office, causing internet usage to spike

**52% of people** now spend time working from local venues – such as cafés, pubs and libraries – instead of their home according to new research from TalkTalk

TalkTalk Business internet usage comparing Nov 2020 – Oct 2021 vs Nov 2021 – Oct 2022. Consumer Research undertaken by Mortar Research in Nov 2022 among 1,003 workers who work from home at least one day a week.



Work hard, play hard - there's been a surge in usage at some of the nation's favourite activity venues



TalkTalk Business internet usage comparing Nov 2020 – Oct 2021 vs Nov 2021 – Oct 2022

## Not just for fun, but for fitness too...

People are making the most of the Wi-Fi at their favourite health and fitness centres



TalkTalk Business internet usage comparing Nov 2020 – Oct 2021 vs Nov 2021 – Oct 2022

## And our customers are playing more online at home too

We're a nation of gamers, and that's contributed to some of the biggest data spikes on TalkTalk's network

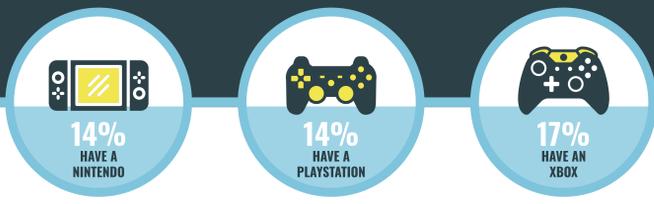


Research undertaken with 2,006 UK PC and console gamers in October 2022



## Top three gaming consoles

Across our customer base...



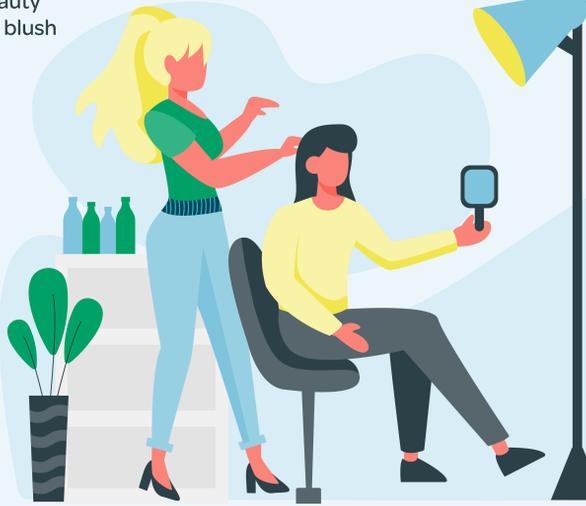
Data from a view of 1.2m TalkTalk customers in November 2022

## Beauty is blossoming

The increase in data usage at some beauty businesses is so uplifted it's making us blush



TalkTalk Business internet usage comparing Nov 2020 – Oct 2021 vs Nov 2021 – Oct 2022



## Internet usage reaches new heights

Our 2022 peak is almost three times that of 2017

### NETWORK USAGE (TB)



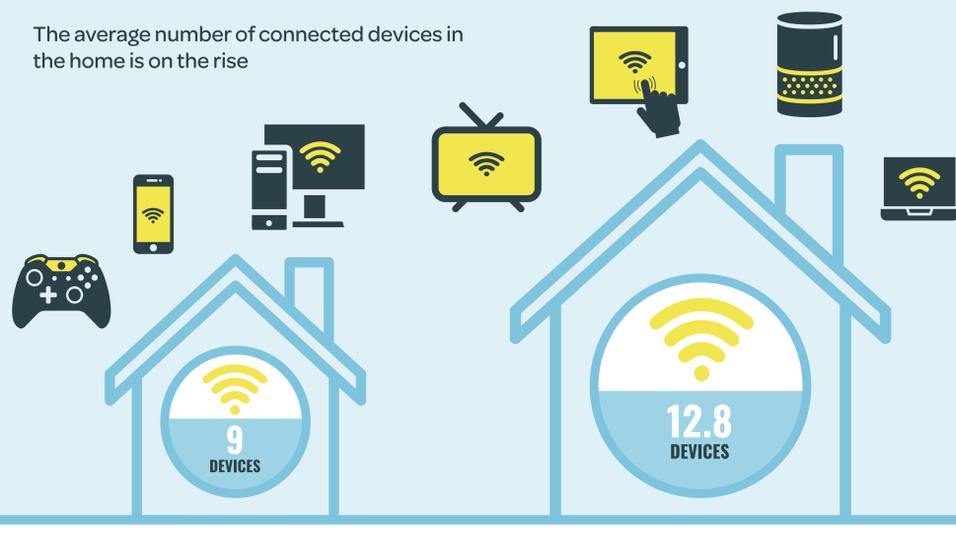
Network traffic across various cohorts of TalkTalk Group customers between 2017-2022

**New data spike 21:20, 19 October 22**  
That's equivalent to downloading 379 hours of HD video per second

The new peak of 9.105Tbps set on 19 October was due to several Premier League games being streamed on Amazon

## We're a connected nation – now more than ever

The average number of connected devices in the home is on the rise



View of a day in Dec 2019 and a day in Nov 2022. Average number of devices = intermittent devices connected during certain time periods in that day

**Data sets are taken from different cohorts and customer groups from across TalkTalk Consumer and Business customers during various calendar dates.**