The Great British
DOWNTIME
Debacle

INTRODUCTION

For many of us, connectivity underpins everything we do, especially in our working lives.
In the business world, developments in tech have completely reshaped the way we do things
- from sending client emails, accessing files and responding to customer queries, to ordering
stock and communicating with colleagues.

So what does it mean for a business when the internet goes down?

Daisy research has revealed that downtime is not only distruptive but also has a knock-on effect
on staff productivity and motivation, as frustrated workers use unreliable connectivity as an
excuse to text, put the kettle on or even take part in a spot of retail therapy.

As a result, slow or redundant internet connections cost the UK economy **£11bn** a year in
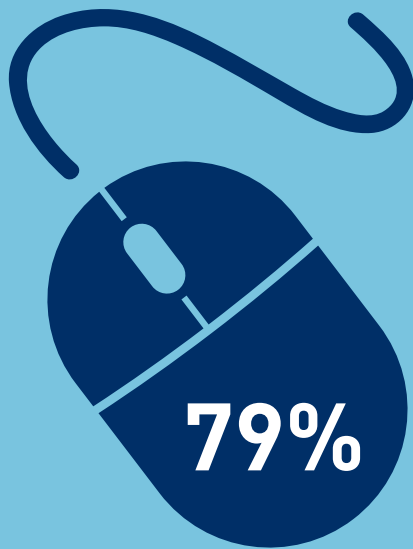lost productivity.

Can your business really afford to fall victim of poor connectivity?
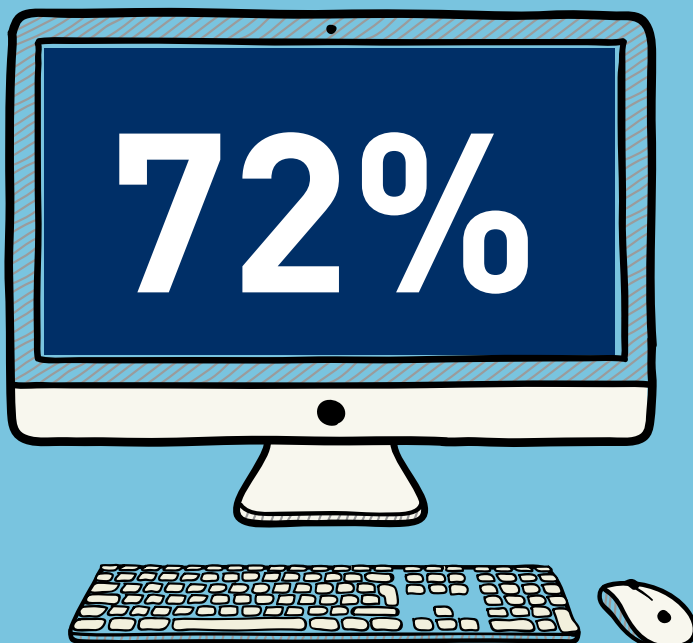
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2. How big is the 'downtime' problem?

3. What do people do during downtime?

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HOW **IMPORTANT** IS THE INTERNET IN THE MODERN BUSINESS WORLD?

79% of businesses say having a reliable **internet** connection is crucial to their ability to function.
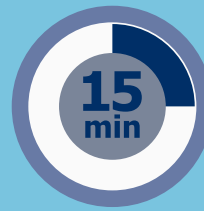
72% of people use the **internet** as part of their job.

HOW **BIG** IS THE 'DOWNTIME' PROBLEM?

daisy.

On average, workers **lose 38 hours** a year to downtime
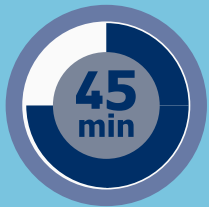**(the equivalent of 5 working days)**

79%
of people experience problems with internet access at **least once a week**

15 min is the average **amount of time lost due** to downtime at work, per occurance (the same amount of time it takes to send three emails, type up a one page document or connect with 10 people on LinkedIn)

45 min is the amount of time **lost per week on average**, due to poor/insufficient connectivity
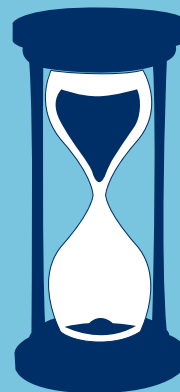
32%
of people experience **more than an hour** of downtime at work per week
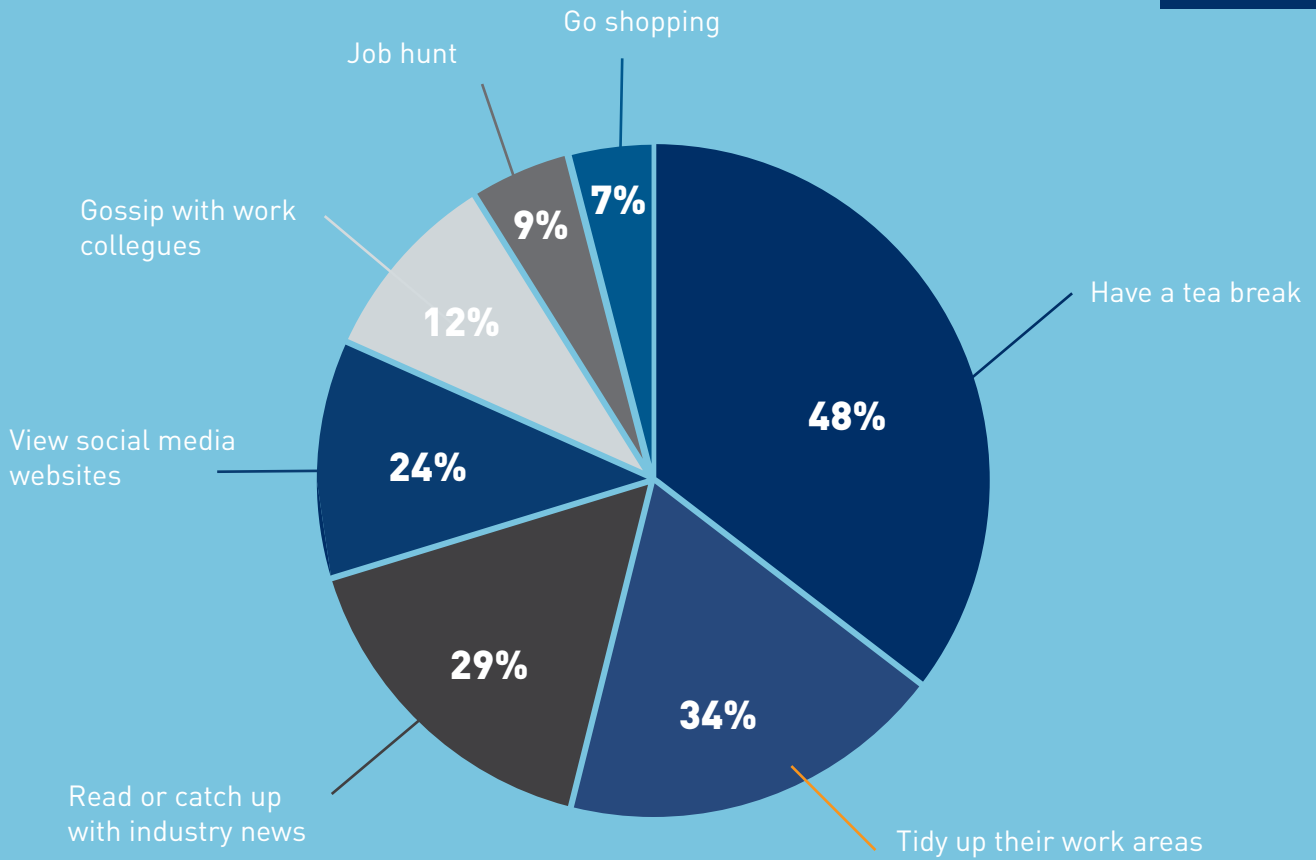
39%
of people say that their broadband speed at **home is much faster** than at work

£589
is the **average annual cost** of downtime per employee

WHAT DO PEOPLE DO DURING DOWNTIME?

Go shopping
Job hunt
Gossip with work collegues
View social media websites
Have a tea break
Read or catch up with industry news
Tidy up their work areas

- 7%
- 9%
- 12%
- 24%
- 48%
- 29%
- 34%

Please note: respondents may have ticked more than one answer

60%
of people admit spending time on personal business during the working day as a direct result of being distracted by downtime

1 in 5
people admit to having spent at least 30 minutes on personal business during the working day because they hadn't noticed that the internet connection has resumed following a connectivity issue

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DOWNTIME AWARENESS

52%

of businesses don't know how often they should review their internet connectivity

54%

of businesses don't know what causes their internet problems - such as latency, which results in internet connection failures

34%

of businesses don't know how often they experience internet connection problems

20%

of businesses acknowledge they regularly experience problems with internet connection and haven't taken steps to remedy it

78%

of businesses are unaware that the UK government is offering grants of up to £3,000 to help SMEs improve their internet connection*

?

For more information about Daisy's business grade connectivity

CLICK HERE

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