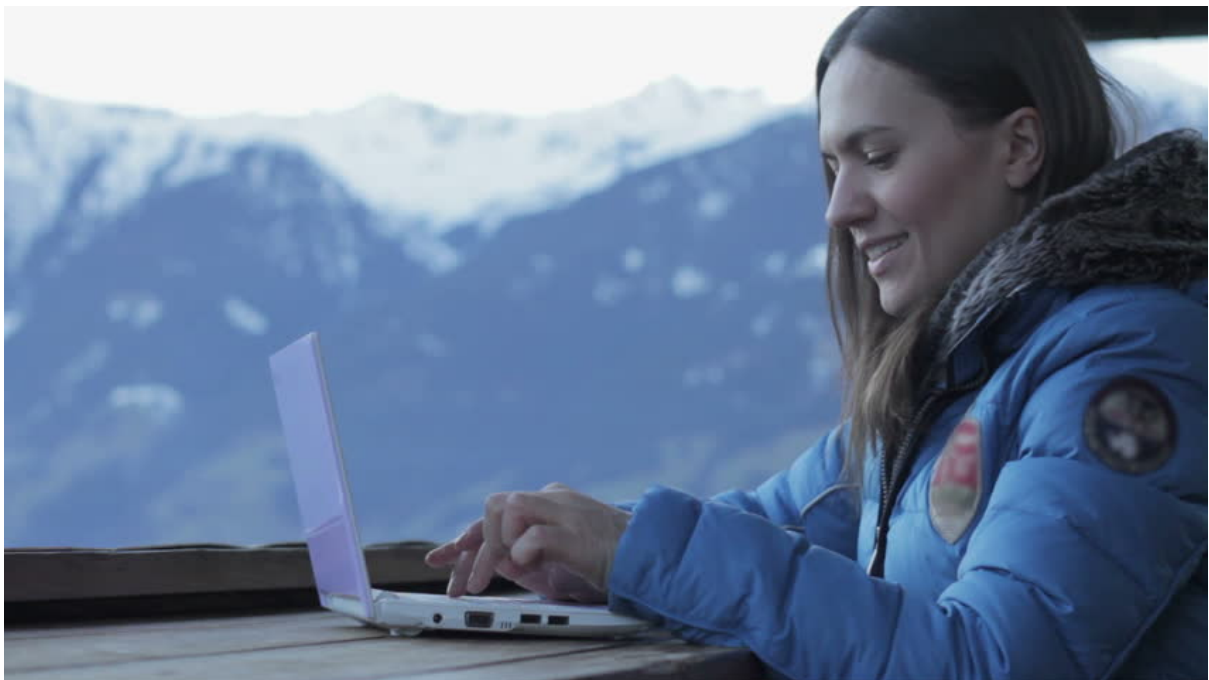


8 out of 10 Brits would rather freeze than lose their Internet connection!

Brits would put online browsing ahead of keeping warm, new research from [Gocompare.com](https://www.gocompare.com) **Broadband** has found.

Nearly one in ten (eight per cent) are willing to sacrifice heating their home for up to a month in exchange for an internet connection despite the colder, darker nights creeping in.



The study by the comparison site revealed that more than three quarters (76 per cent) of British adults view broadband as an essential utility, with around a third (36 per cent) saying they couldn't live without it.

The study also uncovered how broadband has become a deal breaker when it comes to property, with one in five (20 per cent) saying they wouldn't buy a house if it had a poor internet connection.

When faced with the choice between losing the internet or not having heating in their home for a week, one in eight (12 per cent) said they would rather have broadband, with 8 per cent saying they could go without heating for a month as long as they had internet.

Younger adults (18 – 24) were most likely to forgo heating in favour of broadband, with nearly a quarter (23 per cent) willing to go without heating for a week and 15 per cent happy to be left in the cold for a month. However, it was the over 65s who valued the internet the most,

with 81 per cent saying they thought it was an essential utility.

Ben Wilson, from [Gocompare.com Broadband](#) said: “These figures highlight just how important the internet has become in our daily lives, with the majority of people now considering it an essential utility, like energy or water.

“With the growth of online-based services, such as banking, grocery shopping, TV, tax and utilities, it’s understandable that consumers are beginning to feel more reliant on the internet than ever before.

“Ultimately, the best way to get a good deal on anything, whether it’s car insurance, Christmas presents or even flights, is to get online and shop around. Likewise, when it comes to financial services and energy most of the best deals are offered to new customers and those who are willing to manage their accounts online.

“The internet has quietly become a vital part in many people’s day-to-day lives and as such it’s now more important than ever to make sure you’re with the right provider at the right price. Whether you’re using broadband at home for personal use or running your business, make sure you’re regularly seeing what’s on offer from other providers, especially if you’ve been with your existing one for a few years.”