

Reference: 01795561

Information Requests
information.requests@ofcom.org.uk

4 April 2024

Freedom of Information request: Right to know request

Thank you for your request for information about Broadband Statistics.

We received this request on 19 March 2024 and we have considered your request under the Freedom of Information Act 2000 (“the FOI Act”).

Your request & our response

To whom it concerns,

I am currently doing research into different broadband suppliers in the UK. I have been looking through the website but can't seem to find the information I am looking for, I was wondering if you could provide any of the below information that I am after;

1. What are the main broadband deals consumers are going for? (Are they looking at lowest price, bundle deals, contract length etc)

Our Switching Experience Tracker covers reasons for considering switching and includes factors taken into account when making this decision. The data tables and questionnaire from the latest wave (2022) can be found in the November section of our 2022 Statistical Release calendar:

[Statistical release calendar 2022](#).

We have also conducted research on broadband terminology, which included a section on what information broadband customers would find useful when deciding on a new provider. While this research did not directly ask what people look for in a deal, the relative importance of each factor is indicative of what potential customers are looking for. The research can be found here: [Broadband terminology research](#).

Our Technology Tracker covers broadband providers used. The latest data can be found in the June section of the 2023 Statistical Release calendar: [Statistical release calendar 2023](#).

2. Who are the most popular broadband providers and how have they achieved this? If you believe anything else would be useful please do let me know. That would be great!

While we may hold information on which providers are ‘most popular’ by specific market share or volume of subscribers, we consider that this information is exempt from disclosure under section 44(1) of the FOI Act. Section 44(1) of the FOI Act provides that information is exempt from disclosure if its disclosure is prohibited by or under any enactment. The enactment that prohibits the disclosure of this information is section 393(1) of the Communications Act 2003 (“the Communications Act”). Under this section, we are prohibited from disclosing information with respect to a particular business that has been obtained in the exercise of our regulatory functions, unless that business consents or one of the statutory gateways under section 393(2) of the Communications Act is met, neither of which apply here. Section 44 of the FOI Act is an absolute exemption and therefore is not subject to the public interest test.

However, you may be interested to know that our Quarterly Complaints Report measures providers’ performance by the amount of complaints Ofcom has received relating to them per 100,000 subscribers a provider has. We complete this report for all providers with more than 1.5% market share so the broadband section of the report will include the most used providers as of that quarter as well as ranking them by who has the least complaints relative to their user base. We do not comment on how the least complained about provider achieved their performance. The Quarterly Complaints report can be found here: [Report: Complaints about broadband, landline, mobile and pay-TV services](#).

I hope this information is helpful. If you have any further queries, then please send them to information.requests@ofcom.org.uk – quoting the reference number above in any future communications.

Yours sincerely,

Information Requests

Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress.

Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commissioner’s Office](#).