

Reference: 01761471

Information Requests
information.requests@ofcom.org.uk

16 January 2024

Freedom of Information request: Right to know request

Thank you for your request for information concerning the Communications Market Update 2023. Your request was received on 27 December 2023 and we have considered it under the Freedom of Information Act 2000 (the “FOI Act”).

Your request & our response

“I note that in the The Communications Market 2023 Report there is a figure the average monthly data volume by mobile user in 2022 of 8GB, but that your Telecommunications Market Data Update from October this year notes that mobile data usage grew, with volumes up 470 PB (27.0%) year-on-year to 2213 PB. however, there was not an updated average figure per consumer. Would you possibly have this figure or show me where I could find it?”

Average monthly data volume, excluding M2M connections (GB)

The Communications Market 2023 report shows that the average monthly data consumption per mobile data user (excluding M2M connections) was 8.0 GB across the calendar year 2022. It should be noted that as this figure is per mobile data user, it excludes mobile connections that do not use mobile data services.

Ofcom does not publish quarterly updates for average monthly mobile data usage figures, however, the latest data that we hold indicates that average monthly data consumption per mobile data user was 9.6 GB per month in Q2 (Quarter 2) 2023 a 19% increase year-on-year. The main reason that this increase is lower than the 27% growth in total mobile data volumes over the same period shown in the Q2 2023 Telecommunications Market Data Update is an increase in the number of mobile data users.

The mobile data usage and subscriptions figures provided above are based on data submitted quarterly to Ofcom by circa 15 mobile telecoms providers. They relate to data usage and subscription figures for handset, SIM-only and mobile broadband connections, and does not include M2M connections.

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

If you are unhappy with the response you have received in relation to your request for information and/or consider that your request was refused without a reason valid under the law, you may ask for an internal review. If you ask us for an internal review of our decision, it will be subject to an independent review within Ofcom.

The following outcomes are possible:

- the original decision is upheld; or
- the original decision is reversed or modified.

Timing

If you wish to exercise your right to an internal review **you should contact us within two months of the date of this letter**. There is no statutory deadline for responding to internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact information.requests@ofcom.org.uk

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. Further information about this, and the internal review process can be found on the Information Commissioner's Office [here](#). Alternatively, the Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF