

	Page	Table	Title	Base Description	Base
●	1	1	S1: First of all, which of the following best describes the sector in which you operate?	Base: All respondents	
●	2	1	S1: First of all, which of the following best describes the sector in which you operate?	Base: All respondents	
●	3	2	S2a: Which of the following best describes how much control your organisation has when it comes to making purchasing decisions in relation to communications services? This would include decisions about your landline, mobile phone and internet services (including both email and web access), as well as relevant support services.	Base: All respondents	
●	4	2	S2a: Which of the following best describes how much control your organisation has when it comes to making purchasing decisions in relation to communications services? This would include decisions about your landline, mobile phone and internet services (including both email and web access), as well as relevant support services.	Base: All respondents	
●	5	3	S2b: And which of the following best describes the responsibility you personally have for making purchasing decisions in relation to these communications services for the organisation?	Base: All respondents	
●	6	3	S2b: And which of the following best describes the responsibility you personally have for making purchasing decisions in relation to these communications services for the organisation?	Base: All respondents	
●	7	4	S2c: In that case can I just double check - do you have managerial responsibilities, and can you comment in detail on your organisation's experiences using communications providers and services?	Base: All respondents	

	Page	Table	Title	Base Description	Base
	8	4	S2c: In that case can I just double check - do you have managerial responsibilities, and can you comment in detail on your organisation's experiences using communications providers and services?	Base: All respondents	2109
	9	5	S3: Could I please confirm your exact job title?	Base: All respondents	2109
	10	5	S3: Could I please confirm your exact job title?	Base: All respondents	2109
	11	6	S4b: Is your organisation a network or service provider, or a reseller of telecoms or IT?	Base: All respondents	2109
	12	6	S4b: Is your organisation a network or service provider, or a reseller of telecoms or IT?	Base: All respondents	2109
	13	7	S5a/b: Including yourself, how many people does your organisation currently employ in the UK either full or part time?	Base: All respondents	2109
	14	7	S5a/b: Including yourself, how many people does your organisation currently employ in the UK either full or part time?	Base: All respondents	2109
	15	7	S5a/b: Including yourself, how many people does your organisation currently employ in the UK either full or part time?	Base: All respondents	2109
	16	7	S5a/b: Including yourself, how many people does your organisation currently employ in the UK either full or part time?	Base: All respondents	2109
	17	8	S6: How many sites or offices does your organisation operate from in the UK? Please exclude home working where it's not the primary place of business.	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	18	8	S6: How many sites or offices does your organisation operate from in the UK? Please exclude home working where it's not the primary place of business.	Base: All respondents	2109
●	19	9	S7: Are you [SOLE TRADER] / members of your organisation...?	Base: All respondents	2109
●	20	9	S7: Are you [SOLE TRADER] / members of your organisation...?	Base: All respondents	2109
●	21	10	S8: And what were working arrangements prior to the start of the COVID-19 pandemic?	Base: All respondents	2109
●	22	10	S8: And what were working arrangements prior to the start of the COVID-19 pandemic?	Base: All respondents	2109
●	23	11	S9/10: Which of the following best describes the location of your organisation's head office? Please give your best estimate if you don't know exactly. If home is the primary place of business please use this location.	Base: All respondents	2109
●	24	11	S9/10: Which of the following best describes the location of your organisation's head office? Please give your best estimate if you don't know exactly. If home is the primary place of business please use this location.	Base: All respondents	2109
●	25	12	S11: And in which of the following regions is your organisation's head office? If home is the primary place of business please use this location.	Base: All respondents	2109
●	26	12	S11: And in which of the following regions is your organisation's head office? If home is the primary place of business please use this location.	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	27	13	QA1a/b: Which of the following does your organisation use for business purposes?/Which of the following does your company use for internet connectivity?	Base: All respondents	2109
●	28	13	QA1a/b: Which of the following does your organisation use for business purposes?/Which of the following does your company use for internet connectivity?	Base: All respondents	2109
●	29	13	QA1a/b: Which of the following does your organisation use for business purposes?/Which of the following does your company use for internet connectivity?	Base: All respondents	2109
●	30	13	QA1a/b: Which of the following does your organisation use for business purposes?/Which of the following does your company use for internet connectivity?	Base: All respondents	2109
●	31	14	QA1a/b: Summary table for number of services	Base: All respondents	2109
●	32	14	QA1a/b: Summary table for number of services	Base: All respondents	2109
●	33	15	QA2a: Which of the following fixed broadband services do you receive?	Base: All with fixed line broadband	1464
●	34	15	QA2a: Which of the following fixed broadband services do you receive?	Base: All with fixed line broadband	1464
	35	16	QA2b: Which of the following dedicated internet access do you use?	Base: All with dedicated internet access	260
	36	16	QA2b: Which of the following dedicated internet access do you use?	Base: All with dedicated internet access	260
●	37	17	QA2c (mobile): What is the name of the company that is the main provider of your mobile service?	Base: All with mobile service	1477

	Page	Table	Title	Base Description	Base
	38	17	QA2c (mobile): What is the name of the company that is the main provider of your mobile service?	Base: All with mobile service	1654
●	39	17	QA2c (mobile): What is the name of the company that is the main provider of your mobile service?	Base: All with mobile service	1477
	40	17	QA2c (mobile): What is the name of the company that is the main provider of your mobile service?	Base: All with mobile service	1654
●	41	18	QA2c (landline): What is the name of the company that is the main provider of your landline service?	Base: All with landline service	1306
●	42	18	QA2c (landline): What is the name of the company that is the main provider of your landline service?	Base: All with landline service	1080
●	43	18	QA2c (landline): What is the name of the company that is the main provider of your landline service?	Base: All with landline service	1306
●	44	18	QA2c (landline): What is the name of the company that is the main provider of your landline service?	Base: All with landline service	1080
●	45	19	QA2c (broadband/ internet): What is the name of the company that is the main provider of your broadband/internet connectivity?	Base: All with broadband/ internet service	1994
●	46	19	QA2c (broadband/ internet): What is the name of the company that is the main provider of your broadband/internet connectivity?	Base: All with broadband/ internet service	1976
●	47	19	QA2c (broadband/ internet): What is the name of the company that is the main provider of your broadband/internet connectivity?	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
	48	19	QA2c (broadband/ internet): What is the name of the company that is the main provider of your broadband/internet connectivity?	Base: All with broadband/ internet service	1976
●	49	20	QA2d: Thinking about the mobile phones and smartphones that you or staff at your organisation use for business purposes (including business or personal phones, whether or not your organisation pays for or contributes towards them), how many are used by your business?	Base: All with mobile service	1474
●	50	20	QA2d: Thinking about the mobile phones and smartphones that you or staff at your organisation use for business purposes (including business or personal phones, whether or not your organisation pays for or contributes towards them), how many are used by your business?	Base: All with mobile service	1474
●	51	21	QA2e: Does your organisation cover any of the cost of personal mobile devices/services that you or other staff use for business purposes?	Base: All with mobile service	1474
●	52	21	QA2e: Does your organisation cover any of the cost of personal mobile devices/services that you or other staff use for business purposes?	Base: All with mobile service	1474
	53	22	QA2f: Which of the following mobile broadband connections does your business use?	Base: All with mobile internet access	482
●	54	22	QA2f: Which of the following mobile broadband connections does your business use?	Base: All with mobile internet access	482
●	55	23	QA3(1): Fixed Landline For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	1272

	Page	Table	Title	Base Description	Base
●	56	23	QA3(1): Fixed Landline For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	1272
●	57	24	QA3(2): Mobile phone (including smartphone) For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	1412
	58	24	QA3(2): Mobile phone (including smartphone) For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	1412
●	59	25	QA3(3): Broadband/Cable/Fibre internet For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	1343
●	60	25	QA3(3): Broadband/Cable/Fibre internet For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	1343
	61	26	QA3(4): Mobile broadband via a device with an embedded SIM card, e.g. a tablet which has a mobile SIM For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	116
	62	26	QA3(4): Mobile broadband via a device with an embedded SIM card, e.g. a tablet which has a mobile SIM For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	116

	Page	Table	Title	Base Description	Base
	63	27	QA3(5): Mobile broadband via a dongle or a cellular router such as a 'MiFi' unit For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	128
	64	27	QA3(5): Mobile broadband via a dongle or a cellular router such as a 'MiFi' unit For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	128
	65	28	QA3(6): Dial up internet For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	14
	66	28	QA3(6): Dial up internet For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	14
	67	29	QA3(7): Fixed wireless broadband For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	411
	68	29	QA3(7): Fixed wireless broadband For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	411
	69	30	QA3(8): Leased lines/private circuits For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	88
	70	30	QA3(8): Leased lines/private circuits For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	88

	Page	Table	Title	Base Description	Base
	71	31	QA3(9): Dedicated internet access For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	243
	72	31	QA3(9): Dedicated internet access For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	243
	73	32	QA3(10): Satellite broadband For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	38
	74	32	QA3(10): Satellite broadband For each service you have, which ones are bundled together in a package with a single provider?	Base: All users of each service	38
●	75	33	QA3: SUMMARY TABLE - BUNDLED	Base: All using more than one service	1838
●	76	33	QA3: SUMMARY TABLE - BUNDLED	Base: All using more than one service	1838
●	77	34	QA3: SUMMARY TABLE - BUNDLED	Base: All respondents	2109
●	78	34	QA3: SUMMARY TABLE - BUNDLED	Base: All respondents	2109
	79	35	QA4a: Thinking about your leased lines, are you considering switching from using leased lines to using a fibre broadband service instead in the next 12 months?	Base: All that have leased lines or private circuits and do not have fibre broadband	201
	80	35	QA4a: Thinking about your leased lines, are you considering switching from using leased lines to using a fibre broadband service instead in the next 12 months?	Base: All that have leased lines or private circuits and do not have fibre broadband	201

	Page	Table	Title	Base Description	Base
●	81	36	QA4b: Thinking about your fibre / superfast broadband service, did this service replace a leased line service? If yes, was this in the last 12 months or longer ago? By fibre/superfast we mean any of the three types of fibre broadband.	Base: All that have fibre broadband and do not have leased lines or private circuits	864
●	82	36	QA4b: Thinking about your fibre / superfast broadband service, did this service replace a leased line service? If yes, was this in the last 12 months or longer ago? By fibre/superfast we mean any of the three types of fibre broadband.	Base: All that have fibre broadband and do not have leased lines or private circuits	864
●	83	37	QA5: Thinking now about any mobile phones your organisation uses, which of the following do you or your staff ever use a smartphone for for business purposes?	Base: All with mobile service	1474
●	84	37	QA5: Thinking now about any mobile phones your organisation uses, which of the following do you or your staff ever use a smartphone for for business purposes?	Base: All with mobile service	1653
●	85	37	QA5: Thinking now about any mobile phones your organisation uses, which of the following do you or your staff ever use a smartphone for for business purposes?	Base: All with mobile service	1474
●	86	37	QA5: Thinking now about any mobile phones your organisation uses, which of the following do you or your staff ever use a smartphone for for business purposes?	Base: All with mobile service	1653
●	87	38	QA6: Which, if any, of the following internet applications does your organisation use for business purposes?	Base: All respondents	2109
●	88	38	QA6: Which, if any, of the following internet applications does your organisation use for business purposes?	Base: All respondents	2109
●	89	38	QA6: Which, if any, of the following internet applications does your organisation use for business purposes?	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	90	38	QA6: Which, if any, of the following internet applications does your organisation use for business purposes?	Base: All respondents	2109
●	91	39	QA6: Which, if any, of the following internet applications does your organisation use for business purposes?	Base: All with broadband/ internet service	1994
●	92	39	QA6: Which, if any, of the following internet applications does your organisation use for business purposes?	Base: All with broadband/ internet service	1976
●	93	39	QA6: Which, if any, of the following internet applications does your organisation use for business purposes?	Base: All with broadband/ internet service	1994
●	94	39	QA6: Which, if any, of the following internet applications does your organisation use for business purposes?	Base: All with broadband/ internet service	1976
●	95	40	QA7: 1st ranked - And which are the three most important internet applications for your business?	Base: All respondents	2109
●	96	40	QA7: 1st ranked - And which are the three most important internet applications for your business?	Base: All respondents	2109
●	97	40	QA7: 1st ranked - And which are the three most important internet applications for your business?	Base: All respondents	2109
●	98	40	QA7: 1st ranked - And which are the three most important internet applications for your business?	Base: All respondents	2109
●	99	41	QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?	Base: All respondents	2109
●	100	41	QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	101	41	QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?	Base: All respondents	2109
●	102	41	QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?	Base: All respondents	2109
●	103	42	QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?	Base: All respondents	2109
●	104	42	QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?	Base: All respondents	2109
●	105	42	QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?	Base: All respondents	2109
●	106	42	QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?	Base: All respondents	2109
●	107	43	QA7: 1st ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	1994
	108	43	QA7: 1st ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	1976
●	109	43	QA7: 1st ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	1994
●	110	43	QA7: 1st ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	1976
●	111	44	QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
■	112	44	QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	
■	113	44	QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	
■	114	44	QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	
■	115	45	QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	
	116	45	QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	
■	117	45	QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	
■	118	45	QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	
■	119	46	QA8: What, if any, back-up communications services do you have in place for your business, for example if your mobile or internet goes down, or isn't working at the level you need?	Base: All respondents	
■	120	46	QA8: What, if any, back-up communications services do you have in place for your business, for example if your mobile or internet goes down, or isn't working at the level you need?	Base: All respondents	
■	121	47	QA9: If your business has Wi-Fi, do you make use of any devices to boost or extend the signal from your Wi-Fi? If yes, when did you start using these?	Base: All with broadband/ internet service	

	Page	Table	Title	Base Description	Base
●	122	47	QA9: If your business has Wi-Fi, do you make use of any devices to boost or extend the signal from your Wi-Fi? If yes, when did you start using these?	Base: All with broadband/ internet service	1994
●	123	48	QF2: Which of the following communications services, if any, are you actively looking at acquiring or upgrading in the next 12 months?	Base: All respondents	2109
●	124	48	QF2: Which of the following communications services, if any, are you actively looking at acquiring or upgrading in the next 12 months?	Base: All respondents	2109
●	125	48	QF2: Which of the following communications services, if any, are you actively looking at acquiring or upgrading in the next 12 months?	Base: All respondents	2109
●	126	48	QF2: Which of the following communications services, if any, are you actively looking at acquiring or upgrading in the next 12 months?	Base: All respondents	2109
	127	49	QF3: Is your intention to acquire VoIP because of the coming migration from traditional to IP-based voice telephony?	Base: All actively looking to acquire VoIP	63
	128	49	QF3: Is your intention to acquire VoIP because of the coming migration from traditional to IP-based voice telephony?	Base: All actively looking to acquire VoIP	63
●	129	50	QF4(1): Fixed phone line services (this includes standard lines and ISDN lines) Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All with fixed phone line service	1306

	Page	Table	Title	Base Description	Base
	130	50	QF4(1): Fixed phone line services (this includes standard lines and ISDN lines) Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All with fixed phone line service	1306
	131	51	QF4(2): Leased lines or private circuits used for purposes other than dedicated internet access Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All with leased lines or private circuits used for purposes other than dedicated internet acces	125
	132	51	QF4(2): Leased lines or private circuits used for purposes other than dedicated internet access Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All with leased lines or private circuits used for purposes other than dedicated internet acces	125
	133	52	QF4(3): Mobile phone services (this includes smartphones and standard mobile phones) Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All with mobile phone services	1474
	134	52	QF4(3): Mobile phone services (this includes smartphones and standard mobile phones) Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All with mobile phone services	1474

	Page	Table	Title	Base Description	Base
	135	53	QF4(4): Fixed internet services (this includes: dedicated lines, dial up, broadband and cable) Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All with fixed internet services	1892
	136	53	QF4(4): Fixed internet services (this includes: dedicated lines, dial up, broadband and cable) Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All with fixed internet services	1892
	137	54	QF4(5): Mobile internet services (this includes mobile internet via smartphone, dongle or USB modem) Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All with mobile internet services	482
	138	54	QF4(5): Mobile internet services (this includes mobile internet via smartphone, dongle or USB modem) Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All with mobile internet services	482
	139	55	QF4(6): Satellite broadband service Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All with satellite broadband service	40
	140	55	QF4(6): Satellite broadband service Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All with satellite broadband service	40

	Page	Table	Title	Base Description	Base
●	141	56	QF4(7): At least one form of voice service, e.g. landline phone, mobile phone etc. Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All respondents	2109
●	142	56	QF4(7): At least one form of voice service, e.g. landline phone, mobile phone etc. Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All respondents	2109
	143	57	QF4: SUMMARY TABLE Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All respondents using each service	1306
●	144	58	QF4: SUMMARY TABLE (% 8-10) Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All respondents using each service	2109
●	145	58	QF4: SUMMARY TABLE (% 8-10) Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?	Base: All respondents using each service	2109
●	146	59	QF5(1): Fixed phone line services For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All with fixed phone line services operating before the pandemic	1281
	147	59	QF5(1): Fixed phone line services For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All with fixed phone line services operating before the pandemic	1281

	Page	Table	Title	Base Description	Base
	148	60	QF5(2): Leased lines or private circuits used for purposes other than dedicated internet access For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All with leased lines or private circuits used for purposes other than dedicated internet access operating before the pandemic	123
	149	60	QF5(2): Leased lines or private circuits used for purposes other than dedicated internet access For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All with leased lines or private circuits used for purposes other than dedicated internet access operating before the pandemic	123
	150	61	QF5(3): Mobile phone services For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All with mobile phone services operating before the pandemic	1433
	151	61	QF5(3): Mobile phone services For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All with mobile phone services operating before the pandemic	1433
	152	62	QF5(4): Fixed internet services (this includes: dedicated lines, dial up, broadband and cable) For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All with fixed internet services operating before the pandemic	1846
	153	62	QF5(4): Fixed internet services (this includes: dedicated lines, dial up, broadband and cable) For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All with fixed internet services operating before the pandemic	1846

	Page	Table	Title	Base Description	Base
	154	63	QF5(5): Mobile internet services (this includes mobile internet via smartphone, dongle or USB modem) For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All with mobile internet services operating before the pandemic	466
	155	63	QF5(5): Mobile internet services (this includes mobile internet via smartphone, dongle or USB modem) For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All with mobile internet services operating before the pandemic	466
	156	64	QF5(6): Satellite broadband services For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All with satellite broadband services operating before the pandemic	38
	157	64	QF5(6): Satellite broadband services For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All with satellite broadband services operating before the pandemic	38
	158	65	QF5(7): At least one form of voice service, e.g. landline phone, mobile phone etc. For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All operating before the pandemic	2046
	159	65	QF5(7): At least one form of voice service, e.g. landline phone, mobile phone etc. For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All operating before the pandemic	2046
	160	66	QF5: SUMMARY TABLE - NET responses for any services For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
	161	66	QF5: SUMMARY TABLE - NET responses for any services For each service, to what extent has this changed since the start of the COVID-19 pandemic?	Base: All respondents	2109
	162	67	QF6a: Which of the following best describes how reliant your business is on the internet? Without internet access...	Base: All respondents asked	2073
	163	67	QF6a: Which of the following best describes how reliant your business is on the internet? Without internet access...	Base: All respondents asked	2073
	164	68	QF6a: Which of the following best describes how reliant your business is on the internet? Without internet access...	Base: All with internet connectivity asked	1958
	165	68	QF6a: Which of the following best describes how reliant your business is on the internet? Without internet access...	Base: All with internet connectivity asked	1958
	166	69	QF6b: To what extent has your organisation's reliance on the internet changed since the start of the COVID-19 pandemic?	Base: All respondents asked	2077
	167	69	QF6b: To what extent has your organisation's reliance on the internet changed since the start of the COVID-19 pandemic?	Base: All respondents asked	2077
	168	70	QF6b: To what extent has your organisation's reliance on the internet changed since the start of the COVID-19 pandemic?	Base: All with internet connectivity operating before the pandemic asked	1908
	169	70	QF6b: To what extent has your organisation's reliance on the internet changed since the start of the COVID-19 pandemic?	Base: All with internet connectivity operating before the pandemic asked	1908
	170	71	QF7a: How important is it for staff and/or customers to have good quality wireless connectivity on your business premises?	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
●	171	71	QF7a: How important is it for staff and/or customers to have good quality wireless connectivity on your business premises?	Base: All with broadband/ internet service	1994
●	172	72	QF7a: How important is it for staff and/or customers to have good quality wireless connectivity on your business premises?	Base: All respondents	2109
●	173	72	QF7a: How important is it for staff and/or customers to have good quality wireless connectivity on your business premises?	Base: All respondents	2109
●	174	73	QF7b: What is your wireless connectivity used for?	Base: All using wireless connectivity and asked	1895
●	175	73	QF7b: What is your wireless connectivity used for?	Base: All using wireless connectivity and asked	1839
●	176	73	QF7b: What is your wireless connectivity used for?	Base: All using wireless connectivity and asked	1895
●	177	73	QF7b: What is your wireless connectivity used for?	Base: All using wireless connectivity and asked	1839
●	178	74	QF7b: What is your wireless connectivity used for?	Base: All with broadband/ internet service and asked	1936
●	179	74	QF7b: What is your wireless connectivity used for?	Base: All with broadband/ internet service and asked	1899
●	180	74	QF7b: What is your wireless connectivity used for?	Base: All with broadband/ internet service and asked	1936
●	181	74	QF7b: What is your wireless connectivity used for?	Base: All with broadband/ internet service and asked	1899

	Page	Table	Title	Base Description	Base
■	182	75	QF7b: What is your wireless connectivity used for?	Base: All respondents asked	
■	183	75	QF7b: What is your wireless connectivity used for?	Base: All respondents asked	
■	184	75	QF7b: What is your wireless connectivity used for?	Base: All respondents asked	
■	185	75	QF7b: What is your wireless connectivity used for?	Base: All respondents asked	
■	186	76	<p>QF8(1): We are confident that we know which new communications products or services are valuable for the business</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All respondents	
■	187	76	<p>QF8(1): We are confident that we know which new communications products or services are valuable for the business</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All respondents	

	Page	Table	Title	Base Description	Base
	188	77	QF8(2): We feel well informed about how communications services can help our business survive and grow The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109
	189	77	QF8(2): We feel well informed about how communications services can help our business survive and grow The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109
	190	78	QF8(3): The needs of our business are well-catered for in the communications market The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
	191	78	QF8(3): The needs of our business are well-catered for in the communications market The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109
	192	79	QF8(4): We are aware of the regulations that protect our business when buying and using communications services The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109
	193	79	QF8(4): We are aware of the regulations that protect our business when buying and using communications services The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	194	80	QF8(5): Communications services are fundamental to our business, without them we could not function as a business The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109
●	195	80	QF8(5): Communications services are fundamental to our business, without them we could not function as a business The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109
●	196	81	QF8(6): We are worried about possible breaches of security in the communications services our business uses The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
	197	81	QF8(6): We are worried about possible breaches of security in the communications services our business uses The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109
	198	82	QF8(7): We are confident we understand what different communications services can provide for our business The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109
	199	82	QF8(7): We are confident we understand what different communications services can provide for our business The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
	200	83	QF8(8): Our business is looking to grow over the next few years The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109
	201	83	QF8(8): Our business is looking to grow over the next few years The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109
	202	84	QF8(9): We are willing to pay more for a better service The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109
	203	84	QF8(9): We are willing to pay more for a better service The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
	204	85	<p>QF8(10): We invest time to get the best value for money from our communications services</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All respondents	2109
	205	85	<p>QF8(10): We invest time to get the best value for money from our communications services</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All respondents	2109
	206	86	<p>QF8(11): We trust our communications providers to look out for our business</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All respondents	2109
	207	86	<p>QF8(11): We trust our communications providers to look out for our business</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
	208	87	QF8: SUMMARY TABLE - AGREE STRONGLY The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All	2109
	209	87	QF8: SUMMARY TABLE - AGREE STRONGLY The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All	2109
	210	87	QF8: SUMMARY TABLE - AGREE STRONGLY The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All	2109
	211	87	QF8: SUMMARY TABLE - AGREE STRONGLY The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All	2109

	Page	Table	Title	Base Description	Base
●	212	88	<p>QF8: SUMMARY TABLE - NET AGREE</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All	2109
●	213	88	<p>QF8: SUMMARY TABLE - NET AGREE</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All	2109
●	214	88	<p>QF8: SUMMARY TABLE - NET AGREE</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All	2109
●	215	88	<p>QF8: SUMMARY TABLE - NET AGREE</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All	2109

	Page	Table	Title	Base Description	Base
	216	89	<p>QF8: SUMMARY TABLE - DISAGREE STRONGLY</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All	2109
	217	89	<p>QF8: SUMMARY TABLE - DISAGREE STRONGLY</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All	2109
	218	89	<p>QF8: SUMMARY TABLE - DISAGREE STRONGLY</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All	2109
	219	89	<p>QF8: SUMMARY TABLE - DISAGREE STRONGLY</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All	2109

	Page	Table	Title	Base Description	Base
	220	90	<p>QF8: SUMMARY TABLE - NET DISAGREE</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All	2109
	221	90	<p>QF8: SUMMARY TABLE - NET DISAGREE</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All	2109
	222	90	<p>QF8: SUMMARY TABLE - NET DISAGREE</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All	2109
	223	90	<p>QF8: SUMMARY TABLE - NET DISAGREE</p> <p>The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.</p> <p>For each one please can you say how much you agree or disagree with it, using the following scale...</p>	Base: All	2109

	Page	Table	Title	Base Description	Base
	224	91	QF8: SUMMARY TABLE The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All respondents	2109
	225	92	QF9: Now thinking about data security and sharing data online, has your business ever experienced any of the following?	Base: All respondents	2109
	226	92	QF9: Now thinking about data security and sharing data online, has your business ever experienced any of the following?	Base: All respondents	2109
	227	93	QB1(1): Mobile service Thinking about the following services your organisation uses, please can you say how satisfied or dissatisfied you are with your overall experience, using the following scale.	Base: All with mobile service	1474
	228	93	QB1(1): Mobile service Thinking about the following services your organisation uses, please can you say how satisfied or dissatisfied you are with your overall experience, using the following scale.	Base: All with mobile service	1474
	229	94	QB1(2): Landline service Thinking about the following services your organisation uses, please can you say how satisfied or dissatisfied you are with your overall experience, using the following scale.	Base: All with landline service	1306
	230	94	QB1(2): Landline service Thinking about the following services your organisation uses, please can you say how satisfied or dissatisfied you are with your overall experience, using the following scale.	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
●	231	95	QB1(3): Broadband/ internet Thinking about the following services your organisation uses, please can you say how satisfied or dissatisfied you are with your overall experience, using the following scale.	Base: All with broadband/ internet service	1994
●	232	95	QB1(3): Broadband/ internet Thinking about the following services your organisation uses, please can you say how satisfied or dissatisfied you are with your overall experience, using the following scale.	Base: All with broadband/ internet service	1994
●	233	96	QB2(1): The reliability of the reception or signal strength Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.	Base: All with mobile service	1474
●	234	96	QB2(1): The reliability of the reception or signal strength Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
■	235	97	<p>QB2(2): The repair time for faults with the connection Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
■	236	97	<p>QB2(2): The repair time for faults with the connection Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
■	237	98	<p>QB2(3): The geographic availability of the service (i.e. the breadth of coverage) Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
	238	98	<p>QB2(3): The geographic availability of the service (i.e. the breadth of coverage)</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
	239	99	<p>QB2(4): The ease of contacting the provider's customer service department</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
	240	99	<p>QB2(4): The ease of contacting the provider's customer service department</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
	241	100	<p>QB2(5): The quality of the service provided by the provider's customer service staff</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
	242	100	<p>QB2(5): The quality of the service provided by the provider's customer service staff</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
	243	101	<p>QB2(6): The value for money of the service provided</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
	244	101	<p>QB2(6): The value for money of the service provided Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
	245	102	<p>QB2(7): The level of compensation provided by the provider when something goes wrong Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
	246	102	<p>QB2(7): The level of compensation provided by the provider when something goes wrong</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
	247	103	<p>QB2: SUMMARY TABLE - VERY SATISFIED</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
	248	103	<p>QB2: SUMMARY TABLE - VERY SATISFIED</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
	249	104	<p>QB2: SUMMARY TABLE - NET SATISFIED</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
	250	104	<p>QB2: SUMMARY TABLE - NET SATISFIED</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
	251	105	<p>QB2: SUMMARY TABLE - VERY DISSATISFIED</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
	252	105	<p>QB2: SUMMARY TABLE - VERY DISSATISFIED</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
	253	106	<p>QB2: SUMMARY TABLE - NET DISSATISFIED</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
	254	106	<p>QB2: SUMMARY TABLE - NET DISSATISFIED</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
	255	107	<p>QB2: SUMMARY TABLE</p> <p>Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.</p> <p>For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.</p>	Base: All with mobile service	1474
	256	108	QB3: What, if any, issues or problems has your organisation encountered with your mobile phone service in the last 12 months?	Base: All with mobile service	1474
	257	108	QB3: What, if any, issues or problems has your organisation encountered with your mobile phone service in the last 12 months?	Base: All with mobile service	1653
	258	108	QB3: What, if any, issues or problems has your organisation encountered with your mobile phone service in the last 12 months?	Base: All with mobile service	1474
	259	108	QB3: What, if any, issues or problems has your organisation encountered with your mobile phone service in the last 12 months?	Base: All with mobile service	1653
	260	109	QB4: And on a scale of 1 to 10 where 1 denotes "No impact at all" and 10 denotes "Very great impact", to what extent did this/these problem(s) with your mobile service have an impact your business?	Base: All experiencing any problems with their mobile service	483
	261	109	QB4: And on a scale of 1 to 10 where 1 denotes "No impact at all" and 10 denotes "Very great impact", to what extent did this/these problem(s) with your mobile service have an impact your business?	Base: All experiencing any problems with their mobile service	483

	Page	Table	Title	Base Description	Base
	262	110	QB5(1): The reliability of the landline service/connection (e.g. being able to make a call when you need to and getting a dialling tone reliably) The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
	263	110	QB5(1): The reliability of the landline service/connection (e.g. being able to make a call when you need to and getting a dialling tone reliably) The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
	264	111	QB5(2): The clarity of the line (e.g. being able to clearly hear the other person on the call) The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
	265	111	QB5(2): The clarity of the line (e.g. being able to clearly hear the other person on the call) The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
	266	112	QB5(3): The repair time for faults with the connection The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
●	267	112	QB5(3): The repair time for faults with the connection The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
●	268	113	QB5(4): The ease of contacting the provider's customer service department The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
●	269	113	QB5(4): The ease of contacting the provider's customer service department The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
●	270	114	QB5(5): The quality of the service provided by the provider's customer service staff The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
●	271	114	QB5(5): The quality of the service provided by the provider's customer service staff The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
●	272	115	QB5(6): The value for money of the service provided The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
●	273	115	QB5(6): The value for money of the service provided The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
●	274	116	QB5(7): The level of compensation provided by the provider when something goes wrong The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
●	275	116	QB5(7): The level of compensation provided by the provider when something goes wrong The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
●	276	117	QB5(8): The ease of installation The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
	277	117	QB5(8): The ease of installation The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
	278	118	QB5: SUMMARY TABLE - VERY SATISFIED The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
	279	118	QB5: SUMMARY TABLE - VERY SATISFIED The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
	280	119	QB5: SUMMARY TABLE - NET SATISFIED The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
	281	119	QB5: SUMMARY TABLE - NET SATISFIED The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
	282	120	QB5: SUMMARY TABLE - VERY DISSATISFIED The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
●	283	120	QB5: SUMMARY TABLE - VERY DISSATISFIED The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
	284	121	QB5: SUMMARY TABLE - NET DISSATISFIED The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
●	285	121	QB5: SUMMARY TABLE - NET DISSATISFIED The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
	286	122	QB5: SUMMARY TABLE The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?	Base: All with landline service	1306
●	287	123	QB6: What, if any, issues or problems has your organisation encountered with your landline service in the last 12 months?	Base: All with landline service	1306
●	288	123	QB6: What, if any, issues or problems has your organisation encountered with your landline service in the last 12 months?	Base: All with landline service	1306
	289	124	QB7: And on a scale of 1 to 10 where 1 denotes "No impact at all" and 10 denotes "Very great impact", to what extent did this/these problem(s) with your landline service have an impact your business?	Base: All experiencing any problems with their landline service	353

	Page	Table	Title	Base Description	Base
	290	124	QB7: And on a scale of 1 to 10 where 1 denotes "No impact at all" and 10 denotes "Very great impact", to what extent did this/these problem(s) with your landline service have an impact your business?	Base: All experiencing any problems with their landline service	353
	291	125	QB8(1): The reliability of the connection The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
	292	125	QB8(1): The reliability of the connection The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
	293	126	QB8(2): The repair time for faults with the connection The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
	294	126	QB8(2): The repair time for faults with the connection The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
	295	127	QB8(3): The geographic availability of the service (i.e. the ability to obtain the service where your company is based) The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
●	296	127	QB8(3): The geographic availability of the service (i.e. the ability to obtain the service where your company is based) The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	297	128	QB8(4): The ease of contacting the provider's customer service department The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	298	128	QB8(4): The ease of contacting the provider's customer service department The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	299	129	QB8(5): The quality of the service provided by the provider's customer service staff The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	300	129	QB8(5): The quality of the service provided by the provider's customer service staff The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
●	301	130	QB8(6): The speed of service while online The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	302	130	QB8(6): The speed of service while online The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	303	131	QB8(7): The value for money of the service provided The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	304	131	QB8(7): The value for money of the service provided The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	305	132	QB8(8): The level of compensation provided by the provider when something goes wrong The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
●	306	132	QB8(8): The level of compensation provided by the provider when something goes wrong The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	307	133	QB8(9): The ease of installation The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	308	133	QB8(9): The ease of installation The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	309	134	QB8: SUMMARY TABLE - VERY SATISFIED The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	310	134	QB8: SUMMARY TABLE - VERY SATISFIED The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
●	311	135	QB8: SUMMARY TABLE - NET SATISFIED The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
	312	135	QB8: SUMMARY TABLE - NET SATISFIED The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
	313	136	QB8: SUMMARY TABLE - VERY DISSATISFIED The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
	314	136	QB8: SUMMARY TABLE - VERY DISSATISFIED The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
	315	137	QB8: SUMMARY TABLE - NET DISSATISFIED The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
	316	137	QB8: SUMMARY TABLE - NET DISSATISFIED The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994
	317	138	QB8: SUMMARY TABLE The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
■	318	139	QB9: What, if any, issues or problems has your organisation encountered with your internet service in the last 12 months?	Base: All with broadband/ internet service	
■	319	139	QB9: What, if any, issues or problems has your organisation encountered with your internet service in the last 12 months?	Base: All with broadband/ internet service	
■	320	140	QB10: And on a scale of 1 to 10 where 1 denotes "No impact at all" and 10 denotes "Very great impact", to what extent did this/these problem(s) with your internet service have an impact your business?	Base: All experiencing any problems with their broadband/ internet service	
	321	140	QB10: And on a scale of 1 to 10 where 1 denotes "No impact at all" and 10 denotes "Very great impact", to what extent did this/these problem(s) with your internet service have an impact your business?	Base: All experiencing any problems with their broadband/ internet service	
■	322	141	QB11: What impact did the problems with your internet service have on your business?	Base: All for whom issues had an impact	
■	323	141	QB11: What impact did the problems with your internet service have on your business?	Base: All for whom issues had an impact	
■	324	142	QC1: Have you ever switched your mobile phone service provider? If so, when was this?	Base: All with mobile service	
■	325	142	QC1: Have you ever switched your mobile phone service provider? If so, when was this?	Base: All with mobile service	
■	326	143	QC2: Have you ever switched your landline service provider? If so, when was this?	Base: All with landline service	
■	327	143	QC2: Have you ever switched your landline service provider? If so, when was this?	Base: All with landline service	

	Page	Table	Title	Base Description	Base
●	328	144	QC3: Have you ever switched your internet service provider? If so, when was this?	Base: All with broadband/ internet service	1994
●	329	144	QC3: Have you ever switched your internet service provider? If so, when was this?	Base: All with broadband/ internet service	1994
●	330	145	QC4: At any time in the last two years, have you considered switching your mobile phone service provider?	Base: All never switched mobile service	750
●	331	145	QC4: At any time in the last two years, have you considered switching your mobile phone service provider?	Base: All never switched mobile service	750
●	332	146	QC5: At any time in the last two years, have you considered switching your landline service provider?	Base: All never switched landline service	704
●	333	146	QC5: At any time in the last two years, have you considered switching your landline service provider?	Base: All never switched landline service	704
●	334	147	QC6: At any time in the last two years, have you considered switching your internet service provider?	Base: All never switched broadband/ internet service	1027
●	335	147	QC6: At any time in the last two years, have you considered switching your internet service provider?	Base: All never switched broadband/ internet service	1027
●	336	148	QC1/QC4: Mobile switching summary table	Base: All with mobile service	1474
●	337	148	QC1/QC4: Mobile switching summary table	Base: All with mobile service	1474
●	338	149	QC2/QC5: Landline switching summary table	Base: All with landline service	1306
●	339	149	QC2/QC5: Landline switching summary table	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
■	340	150	QC3/QC6: Internet switching summary table	Base: All with broadband/ internet service	
■	341	150	QC3/QC6: Internet switching summary table	Base: All with broadband/ internet service	
■	342	151	Total Switcher Summary (QC1/QC2/QC3/QC4/QC5/QC6)	Base: All respondents	
■	343	151	Total Switcher Summary (QC1/QC2/QC3/QC4/QC5/QC6)	Base: All respondents	
■	344	152	QC7(1): There is a good choice of providers available to my business The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	
■	345	152	QC7(1): There is a good choice of providers available to my business The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	
■	346	153	QC7(2): There is a good choice of products and/or services available to my business The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	

	Page	Table	Title	Base Description	Base
●	347	153	QC7(2): There is a good choice of products and/or services available to my business The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	348	154	QC7(3): It is difficult to make comparisons between providers on price The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	349	154	QC7(3): It is difficult to make comparisons between providers on price The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	350	155	QC7(4): It is difficult to make comparisons between providers on quality of service The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	351	155	QC7(4): It is difficult to make comparisons between providers on quality of service The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
	352	156	QC7(5): The prices of services are clear and transparent The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
	353	156	QC7(5): The prices of services are clear and transparent The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
	354	157	QC7(6): I am able to negotiate effectively with my provider on tariffs and services The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
	355	157	QC7(6): I am able to negotiate effectively with my provider on tariffs and services The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
	356	158	QC7(7): There is not much difference between the providers on the market The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
	357	158	QC7(7): There is not much difference between the providers on the market The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
	358	159	QC7(8): I am aware I am able to transfer my existing number/s to a new provider The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
	359	159	QC7(8): I am aware I am able to transfer my existing number/s to a new provider The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
	360	160	QC7(9): It is difficult to make comparisons between providers because my service needs are complex The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
●	361	160	QC7(9): It is difficult to make comparisons between providers because my service needs are complex The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	362	161	QC7(10): I find price comparison sites useful to help me compare providers The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	363	161	QC7(10): I find price comparison sites useful to help me compare providers The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	364	162	QC7: SUMMARY TABLE - AGREE STRONGLY The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	365	162	QC7: SUMMARY TABLE - AGREE STRONGLY The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
●	366	163	QC7: SUMMARY TABLE - NET AGREE The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	367	163	QC7: SUMMARY TABLE - NET AGREE The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	368	164	QC7: SUMMARY TABLE - DISAGREE STRONGLY The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	369	164	QC7: SUMMARY TABLE - DISAGREE STRONGLY The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	370	165	QC7: SUMMARY TABLE - NET DISAGREE The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474

	Page	Table	Title	Base Description	Base
●	371	165	QC7: SUMMARY TABLE - NET DISAGREE The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
	372	166	QC7: SUMMARY TABLE The following are statements that businesses have made about switching mobile phone service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with mobile service	1474
●	373	167	QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?	Base: All mobile non-switchers and non-recent switchers	1210
●	374	167	QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?	Base: All mobile non-switchers and non-recent switchers	1383
●	375	167	QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?	Base: All mobile non-switchers and non-recent switchers	1210
●	376	167	QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?	Base: All mobile non-switchers and non-recent switchers	1383
●	377	168	QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?	Base: All mobile non-switchers only	750
●	378	168	QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?	Base: All mobile non-switchers only	883

	Page	Table	Title	Base Description	Base
●	379	168	QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?	Base: All mobile non-switchers only	750
●	380	168	QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?	Base: All mobile non-switchers only	883
	381	169	QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?	Base: All mobile non-recent switchers only	460
●	382	169	QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?	Base: All mobile non-recent switchers only	500
	383	169	QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?	Base: All mobile non-recent switchers only	460
●	384	169	QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?	Base: All mobile non-recent switchers only	500
	385	170	QC9 (past considerers): What were your reasons for considering switching your mobile phone provider?	Base: All mobile past considerers	120
	386	170	QC9 (past considerers): What were your reasons for considering switching your mobile phone provider?	Base: All mobile past considerers	156
	387	170	QC9 (past considerers): What were your reasons for considering switching your mobile phone provider?	Base: All mobile past considerers	120
	388	170	QC9 (past considerers): What were your reasons for considering switching your mobile phone provider?	Base: All mobile past considerers	156

	Page	Table	Title	Base Description	Base
	389	171	QC9 (switchers): What were your reasons for switching your mobile phone provider?	Base: All mobile switchers	
	390	171	QC9 (switchers): What were your reasons for switching your mobile phone provider?	Base: All mobile switchers	
	391	171	QC9 (switchers): What were your reasons for switching your mobile phone provider?	Base: All mobile switchers	
	392	171	QC9 (switchers): What were your reasons for switching your mobile phone provider?	Base: All mobile switchers	
	393	172	QC10: When you switched your mobile provider, did you keep your mobile telephone number(s) or did you get a new number?	Base: All mobile switchers	
	394	172	QC10: When you switched your mobile provider, did you keep your mobile telephone number(s) or did you get a new number?	Base: All mobile switchers	
	395	173	QC11: Which, if any, of the following did you experience difficulty with when switching your mobile phone provider?	Base: All mobile switchers	
	396	173	QC11: Which, if any, of the following did you experience difficulty with when switching your mobile phone provider?	Base: All mobile switchers	
	397	173	QC11: Which, if any, of the following did you experience difficulty with when switching your mobile phone provider?	Base: All mobile switchers	
	398	173	QC11: Which, if any, of the following did you experience difficulty with when switching your mobile phone provider?	Base: All mobile switchers	

	Page	Table	Title	Base Description	Base
	399	174	QC12(1): There is a good choice of providers available to my business The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	400	174	QC12(1): There is a good choice of providers available to my business The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	401	175	QC12(2): There is a good choice of products and/or services available to my business The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	402	175	QC12(2): There is a good choice of products and/or services available to my business The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	403	176	QC12(3): It is difficult to make comparisons between providers on price The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
●	404	176	QC12(3): It is difficult to make comparisons between providers on price The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
●	405	177	QC12(4): It is difficult to make comparisons between providers on quality of service The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
●	406	177	QC12(4): It is difficult to make comparisons between providers on quality of service The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
●	407	178	QC12(5): The prices of services are clear and transparent The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
●	408	178	QC12(5): The prices of services are clear and transparent The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
	409	179	QC12(6): I am able to negotiate effectively with my provider on tariffs and services The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	410	179	QC12(6): I am able to negotiate effectively with my provider on tariffs and services The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	411	180	QC12(7): There is not much difference between the providers on the market The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	412	180	QC12(7): There is not much difference between the providers on the market The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	413	181	QC12(8): I am aware I am able to transfer my existing number/s to a new provider The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
	414	181	QC12(8): I am aware I am able to transfer my existing number/s to a new provider The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	415	182	QC12(9): It is difficult to make comparisons between providers because my service needs are complex The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	416	182	QC12(9): It is difficult to make comparisons between providers because my service needs are complex The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	417	183	QC12(10): I find price comparison sites useful to help me compare providers The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
	418	183	QC12(10): I find price comparison sites useful to help me compare providers The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	419	184	QC12: SUMMARY TABLE - AGREE STRONGLY The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	420	184	QC12: SUMMARY TABLE - AGREE STRONGLY The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	421	185	QC12: SUMMARY TABLE - NET AGREE The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	422	185	QC12: SUMMARY TABLE - NET AGREE The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
	423	186	QC12: SUMMARY TABLE - DISAGREE STRONGLY The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	424	186	QC12: SUMMARY TABLE - DISAGREE STRONGLY The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	425	187	QC12: SUMMARY TABLE - NET DISAGREE The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	426	187	QC12: SUMMARY TABLE - NET DISAGREE The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306
	427	188	QC12: SUMMARY TABLE The following are statements that businesses have made about switching landline service providers. For each one please can you say how much you agree or disagree with it, using the following scale...	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
●	428	189	QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?	Base: All landline non-switchers and non-recent switchers	1084
●	429	189	QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?	Base: All landline non-switchers and non-recent switchers	913
●	430	189	QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?	Base: All landline non-switchers and non-recent switchers	1084
●	431	189	QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?	Base: All landline non-switchers and non-recent switchers	913
●	432	190	QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?	Base: All landline non-switchers only	704
●	433	190	QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?	Base: All landline non-switchers only	572
●	434	190	QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?	Base: All landline non-switchers only	704
	435	190	QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?	Base: All landline non-switchers only	572
	436	191	QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?	Base: All landline non-recent switchers only	380

	Page	Table	Title	Base Description	Base
	437	191	QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?	Base: All landline non-recent switchers only	341
	438	191	QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?	Base: All landline non-recent switchers only	380
	439	191	QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?	Base: All landline non-recent switchers only	341
	440	192	QC14 (past considerers): What were your reasons for considering switching your landline service provider?	Base: All landline past considerers	110
	441	192	QC14 (past considerers): What were your reasons for considering switching your landline service provider?	Base: All landline past considerers	109
	442	192	QC14 (past considerers): What were your reasons for considering switching your landline service provider?	Base: All landline past considerers	110
	443	192	QC14 (past considerers): What were your reasons for considering switching your landline service provider?	Base: All landline past considerers	109
	444	193	QC14: What were your reasons for switching your landline service provider?	Base: All landline switchers	222
	445	193	QC14: What were your reasons for switching your landline service provider?	Base: All landline switchers	167
	446	193	QC14: What were your reasons for switching your landline service provider?	Base: All landline switchers	222
	447	193	QC14: What were your reasons for switching your landline service provider?	Base: All landline switchers	167

	Page	Table	Title	Base Description	Base
	448	194	QC15: Which, if any, of the following did you experience difficulty with when switching your landline service provider?	Base: All landline switchers	
	449	194	QC15: Which, if any, of the following did you experience difficulty with when switching your landline service provider?	Base: All landline switchers	
	450	194	QC15: Which, if any, of the following did you experience difficulty with when switching your landline service provider?	Base: All landline switchers	
	451	194	QC15: Which, if any, of the following did you experience difficulty with when switching your landline service provider?	Base: All landline switchers	
●	452	195	QC16(1): There is a good choice of providers available to my business The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	
●	453	195	QC16(1): There is a good choice of providers available to my business The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	
●	454	196	QC16(2): There is a good choice of products and/or services available to my business The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	

	Page	Table	Title	Base Description	Base
●	455	196	QC16(2): There is a good choice of products and/or services available to my business The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
●	456	197	QC16(3): It is difficult to make comparisons between providers on price The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
●	457	197	QC16(3): It is difficult to make comparisons between providers on price The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
●	458	198	QC16(4): It is difficult to make comparisons between providers on quality of service The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
●	459	198	QC16(4): It is difficult to make comparisons between providers on quality of service The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
	460	199	QC16(5): The prices of services are clear and transparent The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
	461	199	QC16(5): The prices of services are clear and transparent The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
	462	200	QC16(6): I am able to negotiate effectively with my provider on tariffs and services The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
	463	200	QC16(6): I am able to negotiate effectively with my provider on tariffs and services The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
	464	201	QC16(7): There is not much difference between the providers on the market The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
●	465	201	QC16(7): There is not much difference between the providers on the market The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
●	466	202	QC16(8): It is difficult to make comparisons between providers because my service needs are complex The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
●	467	202	QC16(8): It is difficult to make comparisons between providers because my service needs are complex The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
●	468	203	QC16(9): I find price comparison sites useful to help me compare providers The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
	469	203	QC16(9): I find price comparison sites useful to help me compare providers The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
	470	204	QC16: SUMMARY TABLE - AGREE STRONGLY The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
	471	204	QC16: SUMMARY TABLE - AGREE STRONGLY The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
	472	205	QC16: SUMMARY TABLE - NET AGREE The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
	473	205	QC16: SUMMARY TABLE - NET AGREE The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
	474	206	QC16: SUMMARY TABLE - DISAGREE STRONGLY The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
	475	206	QC16: SUMMARY TABLE - DISAGREE STRONGLY The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
	476	207	QC16: SUMMARY TABLE - NET DISAGREE The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
	477	207	QC16: SUMMARY TABLE - NET DISAGREE The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994
	478	208	QC16: SUMMMARY TABLE The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
●	479	209	QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?	Base: All broadband/ internet non-switchers and non-recent switchers	1607
●	480	209	QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?	Base: All broadband/ internet non-switchers and non-recent switchers	1631
●	481	209	QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?	Base: All broadband/ internet non-switchers and non-recent switchers	1607
●	482	209	QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?	Base: All broadband/ internet non-switchers and non-recent switchers	1631
●	483	210	QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?	Base: All broadband/ internet non-switchers only	1027
●	484	210	QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?	Base: All broadband/ internet non-switchers only	1070
●	485	210	QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?	Base: All broadband/ internet non-switchers only	1027
●	486	210	QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?	Base: All broadband/ internet non-switchers only	1070
●	487	211	QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?	Base: All broadband/ internet non-recent switchers only	580

	Page	Table	Title	Base Description	Base
●	488	211	QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?	Base: All broadband/ internet non-recent switchers only	560
●	489	211	QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?	Base: All broadband/ internet non-recent switchers only	580
●	490	211	QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?	Base: All broadband/ internet non-recent switchers only	560
	491	212	QC18 (past considerers): What were your reasons for considering switching your internet service provider?	Base: All broadband/ internet past considerers	176
	492	212	QC18 (past considerers): What were your reasons for considering switching your internet service provider?	Base: All broadband/ internet past considerers	259
	493	212	QC18 (past considerers): What were your reasons for considering switching your internet service provider?	Base: All broadband/ internet past considerers	176
	494	212	QC18 (past considerers): What were your reasons for considering switching your internet service provider?	Base: All broadband/ internet past considerers	259
	495	213	QC18 (switchers): What were your reasons for switching your internet service provider?	Base: All broadband/ internet switchers	387
●	496	213	QC18 (switchers): What were your reasons for switching your internet service provider?	Base: All broadband/ internet switchers	345
●	497	213	QC18 (switchers): What were your reasons for switching your internet service provider?	Base: All broadband/ internet switchers	387
	498	213	QC18 (switchers): What were your reasons for switching your internet service provider?	Base: All broadband/ internet switchers	345

	Page	Table	Title	Base Description	Base
	499	214	QC19: Which, if any, of the following did you experience any difficulties with when switching your internet service provider?	Base: All broadband/ internet switchers	387
	500	214	QC19: Which, if any, of the following did you experience any difficulties with when switching your internet service provider?	Base: All broadband/ internet switchers	345
	501	214	QC19: Which, if any, of the following did you experience any difficulties with when switching your internet service provider?	Base: All broadband/ internet switchers	387
	502	214	QC19: Which, if any, of the following did you experience any difficulties with when switching your internet service provider?	Base: All broadband/ internet switchers	345
	503	215	QC20(1): The reliability of the service Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	504	215	QC20(1): The reliability of the service Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	505	216	QC20(2): The cost of the service Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	506	216	QC20(2): The cost of the service Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	507	217	QC20(3): Download speed Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
	508	217	QC20(3): Download speed Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	509	218	QC20(4): Upload speed Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	510	218	QC20(4): Upload speed Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	511	219	QC20(5): Customer service / support from the provider Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	512	219	QC20(5): Customer service / support from the provider Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	513	220	QC20(6): The service level agreement (SLA) offered by the provider Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	514	220	QC20(6): The service level agreement (SLA) offered by the provider Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
●	515	221	QC20(7): The reputation of the provider Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
●	516	221	QC20(7): The reputation of the provider Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
●	517	222	QC20(8): The provider being well known / having many users Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
●	518	222	QC20(8): The provider being well known / having many users Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	519	223	QC20(9): Other (please type in) Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	86
	520	223	QC20(9): Other (please type in) Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	86
●	521	224	QC20: SUMMARY TABLE - TOP Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994

	Page	Table	Title	Base Description	Base
	522	224	QC20: SUMMARY TABLE - TOP Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	523	225	QC20: SUMMARY TABLE - MEDIUM Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	524	225	QC20: SUMMARY TABLE - MEDIUM Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	525	226	QC20: SUMMARY TABLE - LOWER Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	526	226	QC20: SUMMARY TABLE - LOWER Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	527	227	QC20: SUMMARY TABLE Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?	Base: All with broadband/ internet service	1994
	528	228	QD1(1): I am aware of the key terms and conditions of the contract (including charges due on early termination of the service) Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	529	228	QD1(1): I am aware of the key terms and conditions of the contract (including charges due on early termination of the service) Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	530	229	QD1(2): I find that my contract terms and conditions are clear and easily understood Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	531	229	QD1(2): I find that my contract terms and conditions are clear and easily understood Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	532	230	QD1(3): I am able to access the terms of my contract easily (either because they were sent in a written format or are available online) Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	533	230	QD1(3): I am able to access the terms of my contract easily (either because they were sent in a written format or are available online) Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	534	231	QD1(4): It would be helpful to have all key terms presented as an upfront summary within a contract Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	535	231	QD1(4): It would be helpful to have all key terms presented as an upfront summary within a contract Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	536	232	QD1(5): I always read the Terms and Conditions of my communication contracts Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	537	232	QD1(5): I always read the Terms and Conditions of my communication contracts Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	538	233	QD1(6): I have experienced negative consequences as a result of terms and conditions I was unaware of Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	539	233	QD1(6): I have experienced negative consequences as a result of terms and conditions I was unaware of Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	540	234	QD1: SUMMARY TABLE - AGREE STRONGLY Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	541	234	QD1: SUMMARY TABLE - AGREE STRONGLY Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	542	235	QD1: SUMMARY TABLE - NET AGREE Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	543	235	QD1: SUMMARY TABLE - NET AGREE Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	544	236	QD1: SUMMARY TABLE - DISAGREE STRONGLY Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	545	236	QD1: SUMMARY TABLE - DISAGREE STRONGLY Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	546	237	QD1: SUMMARY TABLE - NET DISAGREE Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	547	237	QD1: SUMMARY TABLE - NET DISAGREE Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
	548	238	QD1: SUMMARY TABLE Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?	Base: All respondents	2109
●	549	239	QD2: Mobile service For each of your communications services, does your organisation have a specific business contract or do you just use an ordinary personal/residential service, or do you have both?	Base: All with mobile service	1474
●	550	239	QD2: Mobile service For each of your communications services, does your organisation have a specific business contract or do you just use an ordinary personal/residential service, or do you have both?	Base: All with mobile service	1474
●	551	240	QD3: Landline service For each of your communications services, does your organisation have a specific business contract or do you just use an ordinary personal/residential service, or do you have both?	Base: All with landline service	1306
●	552	240	QD3: Landline service For each of your communications services, does your organisation have a specific business contract or do you just use an ordinary personal/residential service, or do you have both?	Base: All with landline service	1306

	Page	Table	Title	Base Description	Base
●	553	241	QD4: Internet service For each of your communications services, does your organisation have a specific business contract or do you just use an ordinary personal/residential service, or do you have both?	Base: All with broadband/ internet service	1994
●	554	241	QD4: Internet service For each of your communications services, does your organisation have a specific business contract or do you just use an ordinary personal/residential service, or do you have both?	Base: All with broadband/ internet service	1994
●	555	242	QD5a: Why have you chosen not to have a business service for your mobile service?	Base: All who do not have a business contract for mobile service	552
●	556	242	QD5a: Why have you chosen not to have a business service for your mobile service?	Base: All who do not have a business contract for mobile service	552
●	557	243	QD5b: Why have you chosen not to have a business service for your landline service?	Base: All who do not have a business contract for landline service	332
●	558	243	QD5b: Why have you chosen not to have a business service for your landline service?	Base: All who do not have a business contract for landline service	332
●	559	244	QD5c Why have you chosen not to have a business service for your internet service?	Base: All who do not have a business contract for internet service	552
●	560	244	QD5c Why have you chosen not to have a business service for your internet service?	Base: All who do not have a business contract for internet service	552

	Page	Table	Title	Base Description	Base
●	561	245	QD6a: In the last 12 months, have you taken any action as a result of receiving a notification about the status of your contract for your mobile service?	Base: All with mobile service	1474
●	562	245	QD6a: In the last 12 months, have you taken any action as a result of receiving a notification about the status of your contract for your mobile service?	Base: All with mobile service	1474
●	563	246	QD6b: In the last 12 months, have you taken any action as a result of receiving a notification about the status of your contract for your landline and/or internet services?	Base: All with landline and/or internet services	2048
●	564	246	QD6b: In the last 12 months, have you taken any action as a result of receiving a notification about the status of your contract for your landline and/or internet services?	Base: All with landline and/or internet services	2048
●	565	247	QN1(1): Email For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
	566	247	QN1(1): Email For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	567	248	QN1(2): Online banking For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	568	248	QN1(2): Online banking For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	569	249	QN1(3): Online advertising For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	570	249	QN1(3): Online advertising For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	571	250	QN1(4): Other online marketing (i.e. marketing via email, Facebook or Twitter) For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	572	250	QN1(4): Other online marketing (i.e. marketing via email, Facebook or Twitter) For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	573	251	QN1(5): VoIP (i.e. making calls over the internet using services such as Skype) For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	574	251	QN1(5): VoIP (i.e. making calls over the internet using services such as Skype) For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	575	252	QN1(6): Paying for goods and services via BACS For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	576	252	QN1(6): Paying for goods and services via BACS For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	577	253	QN1(7): Ordering goods and services online For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	578	253	QN1(7): Ordering goods and services online For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
	579	254	QN1(8): Taking orders for goods and services online For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
	580	254	QN1(8): Taking orders for goods and services online For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
	581	255	QN1(9): Taking payment for goods and services online For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
	582	255	QN1(9): Taking payment for goods and services online For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
	583	256	QN1(10): Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns) For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	584	256	QN1(10): Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns) For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	585	257	QN1(11): Using bespoke software or applications (e.g. accountancy packages) For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	586	257	QN1(11): Using bespoke software or applications (e.g. accountancy packages) For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	587	258	QN1(12): File Transfer Protocol or FTP For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	588	258	QN1(12): File Transfer Protocol or FTP For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	589	259	QN1(13): Online data storage or back-up For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	590	259	QN1(13): Online data storage or back-up For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	591	260	QN1(14): Online video conferencing For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	592	260	QN1(14): Online video conferencing For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	593	261	QN1(15): Gaming websites For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	594	261	QN1(15): Gaming websites For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	595	262	QN1(16): Adult websites For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	596	262	QN1(16): Adult websites For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	597	263	QN1(17): Shopping websites For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	598	263	QN1(17): Shopping websites For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	599	264	QN1(18): Music videos For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	600	264	QN1(18): Music videos For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	601	265	QN1(19): Links to possible fraudulent/ scam websites For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
	602	265	QN1(19): Links to possible fraudulent/ scam websites For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
	603	266	QN1(20): Money mining/ trading websites (e.g. Bitcoin) For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
	604	266	QN1(20): Money mining/ trading websites (e.g. Bitcoin) For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
	605	267	QN1(21): Anything else (please type in) For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
	606	267	QN1(21): Anything else (please type in) For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
	607	268	QN1: SUMMARY TABLE - PRIORITISE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
608	268	QN1: SUMMARY TABLE - PRIORITISE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109	
609	268	QN1: SUMMARY TABLE - PRIORITISE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109	
610	268	QN1: SUMMARY TABLE - PRIORITISE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109	
611	269	QN1: SUMMARY TABLE - BLOCK For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109	
612	269	QN1: SUMMARY TABLE - BLOCK For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109	
613	269	QN1: SUMMARY TABLE - BLOCK For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109	

	Page	Table	Title	Base Description	Base
	614	269	QN1: SUMMARY TABLE - BLOCK For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	615	270	QN1: SUMMARY TABLE - ACCESS BUT NOT PRIORITISE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	616	270	QN1: SUMMARY TABLE - ACCESS BUT NOT PRIORITISE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	617	270	QN1: SUMMARY TABLE - ACCESS BUT NOT PRIORITISE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	618	270	QN1: SUMMARY TABLE - ACCESS BUT NOT PRIORITISE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109
●	619	271	QN1: SUMMARY TABLE - DO NOT USE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
620	271	QN1: SUMMARY TABLE - DO NOT USE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109	
621	271	QN1: SUMMARY TABLE - DO NOT USE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109	
622	271	QN1: SUMMARY TABLE - DO NOT USE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109	
623	272	QN1: SUMMARY TABLE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109	
624	272	QN1: SUMMARY TABLE For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.	Base: All respondents	2109	
625	273	QN2: Again, assuming it was possible to specify which types of sites/ content could be prioritised or blocked, which of the following methods of control would you prefer to have available from your Internet Service Provider (ISP)?	Base: All respondents	2109	

	Page	Table	Title	Base Description	Base
●	626	273	QN2: Again, assuming it was possible to specify which types of sites/ content could be prioritised or blocked, which of the following methods of control would you prefer to have available from your Internet Service Provider (ISP)?	Base: All respondents	2109
●	627	274	P1: Which of the following ranges comes closest to your organisation's total annual spend on landline, mobile and internet services (including email, web access and any related data services).	Base: All respondents	2109
●	628	274	P1: Which of the following ranges comes closest to your organisation's total annual spend on landline, mobile and internet services (including email, web access and any related data services).	Base: All respondents	2109
●	629	275	P2: Which of the following ranges comes closest to your organisation's annual turnover / the budget you had available for the last financial year (2020/21)?	Base: All respondents	2109
●	630	275	P2: Which of the following ranges comes closest to your organisation's annual turnover / the budget you had available for the last financial year (2020/21)?	Base: All respondents	2109
●	631	276	P3: Is your business VAT registered?	Base: All respondents	2109
●	632	276	P3: Is your business VAT registered?	Base: All respondents	2109
●	633	277	P4: Which of the following do you do on a regular basis, i.e. once a month or more often? / Which of the following do your organisation's employees do on a regular basis, i.e. as a regular arrangement as part of their normal working pattern, not just occasionally?	Base: All respondents	2109

	Page	Table	Title	Base Description	Base
●	634	277	P4: Which of the following do you do on a regular basis, i.e. once a month or more often? / Which of the following do your organisation's employees do on a regular basis, i.e. as a regular arrangement as part of their normal working pattern, not just occasionally?	Base: All respondents	2109
●	635	278	P5: Are your customers or clients...?	Base: All respondents	2109
●	636	278	P5: Are your customers or clients...?	Base: All respondents	2109
●	637	279	P6: And are your customers...?	Base: All private sector	1717
●	638	279	P6: And are your customers...?	Base: All private sector	1717
	639	280	P7: Are your sites...?	Base: All multi-site organisations	486
	640	280	P7: Are your sites...?	Base: All multi-site organisations	486
●	641	281	P8: Is your business based...	Base: All single site organisations	1588
●	642	281	P8: Is your business based...	Base: All single site organisations	1588
	643	282	P9: How long have you been based on an industrial estate or business park?	Base: All based on an industrial site or business park	233
	644	282	P9: How long have you been based on an industrial estate or business park?	Base: All based on an industrial site or business park	233
	645	283	P10: Do you have to buy any of your communication services from a provider or providers chosen by the site owner or landlord or are you able to choose which providers you use?	Base: All based on an industrial site or business park	233

	Page	Table	Title	Base Description	Base
	646	283	P10: Do you have to buy any of your communication services from a provider or providers chosen by the site owner or landlord or are you able to choose which providers you use?	Base: All based on an industrial site or business park	233
	647	284	P11: Has your business ever wanted to move to a different location but not been able to due to the communications services your business requires not being available in the chosen location?	Base: All respondents	2109
	648	284	P11: Has your business ever wanted to move to a different location but not been able to due to the communications services your business requires not being available in the chosen location?	Base: All respondents	2109

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 1

Absolutes/col percents

Table 1

S1: First of all, which of the following best describes the sector in which you operate?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Private sector - primary (agriculture, manufacturing, construction)	311	167	144	311	-	55	76	139	270	16	16	9	258	52
	15% d	16%	14%	17% d	-	14%	15%	15%	15%	22%	13%	16%	14%	19%
Private sector - retail/ wholesale	390	184	206	390	-	95	91	147	332	21	22	15	351	39
	18% d	17%	20%	21% d	-	23%	17%	16%	18%	28% rh	17%	28%	19%	14%
Private sector - services	1148	531	617	1148	-	212	262	546	1019	31	78	20	996	152
	54% dlh	50%	58%	62% d	-	52%	50%	59%	55% klk	42%	60% lk	38%	54%	54%
Public sector - central government	7	4	3	-	7	1	1	3	5	-	2	*	7	*
	*	*	*	-	3% u C	*	*	*	*	-	2% h	*	*	*
Public sector - regional government	16	5	11	-	16	1	5	10	16	-	*	1	16	*
	1%	*	1%	-	6% z C	*	1%	1%	1%	-	*	1%	1%	*
Public sector - local government	52	43	9	-	52	5	26	16	48	2	1	1	42	10
	2% C	4% b	1%	-	20% z C	1%	5%	2%	3%	2%	1%	3%	2%	4%
Public sector - other	54	26	28	-	54	7	23	21	50	2	1	1	51	3
	3% C	2%	3%	-	21% z C	2%	4%	2%	3%	3%	1%	1%	3%	1%
Third sector, including charities, NGOs, quangos, not for profits etc.	131	94	37	-	131	29	38	46	113	2	9	7	108	23
	6% C	9% b	4%	-	50% z C	7%	7%	5%	6%	3%	7%	13%	6%	8%
NET Private sector	1849	882	967	1849	-	362	428	831	1622	68	117	43	1605	244
	88% d	84%	92% A	100% z D	-	90%	82%	90% f	88%	92%	90%	82%	88%	87%
NET Public sector	129	79	51	-	129	13	55	50	118	4	4	3	116	13
	6% C	7%	5%	-	50% z C	3%	10% e	5%	6%	5%	3%	5%	6%	5%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 1

S1: First of all, which of the following best describes the sector in which you operate?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Private sector - primary (agriculture, manufacturing, construction)	311 15%	100 11%	65 12%	146 23% aAb	294 15%	255 15%	136 13%	42 15%	30 9%	82 16%	52 16%	61 15%	44 15%
Private sector - retail/ wholesale	390 18%	221 24% bc	80 15%	89 14%	370 19%	278 17%	214 20%	43 16%	40 12%	114 23% cd	70 22%	77 19%	46 16%
Private sector - services	1148 54%	517 55%	296 55%	334 53%	1072 54%	975 59%	571 53%	162 59%	213 64% cdk	244 49%	156 50%	197 49%	175 61%
Public sector - central government	7 *	6 1%	1 *	* *	7 *	4 *	4 *	* *	1 *	1 *	2 1%	3 1%	* *
Public sector - regional government	16 1%	8 1%	8 1%	* *	11 1%	16 1%	11 1%	* *	* *	9 2%	2 1%	- -	5 2%
Public sector - local government	52 2%	16 2%	12 2%	24 4%	51 3%	24 1%	36 3%	11 4%	18 5%	4 1%	6 2%	10 3%	2 1%
Public sector - other	54 3%	23 2%	20 4%	11 2%	53 3%	29 2%	34 3%	2 1%	7 2%	13 3%	5 2%	24 6% d	2 1%
Third sector, including charities, NGOs, quangos, not for profits etc.	131 6%	47 5%	53 10%	31 5%	117 6%	72 4%	76 7%	15 5%	21 6%	29 6%	21 7%	32 8%	13 5%
NET Private sector	1849 88%	838 89% bc	442 82%	569 90%	1736 88%	1508 91% f	921 85%	247 90%	283 86%	439 89%	278 88%	335 83%	266 92%
NET Public sector	129 6%	53 6%	41 8%	35 6%	123 6%	73 4%	83 8%	13 5%	26 8%	27 6%	16 5%	37 9%	9 3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 2

S2a: Which of the following best describes how much control your organisation has when it comes to making purchasing decisions in relation to communications services?

This would include decisions about your landline, mobile phone and internet services (including both email and web access), as well as relevant support services.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
We hold our own budget and can decide how to use it	2055	1026	1030	1821	234	390	507	906	1803	73	129	50	1781	275
	97% D	97%	98%	99% D	90%	96%	97%	98%	97%	99%	99%	95%	97%	98%
We have an input but not a complete say	47	23	25	28	20	14	9	20	43	*	1	2	42	5
	2%	2%	2%	1%	8% C	4%	2%	2%	2%	1%	1%	4%	2%	2%
We only implement decisions that are made elsewhere (parent company, PCT or Head Office)	6	6	*	-	6	*	5	1	6	*	*	*	6	-
	*	1%	*	-	2% C	*	1%	*	*	*	*	*	*	-

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 2

S2a: Which of the following best describes how much control your organisation has when it comes to making purchasing decisions in relation to communications services?

This would include decisions about your landline, mobile phone and internet services (including both email and web access), as well as relevant support services.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
We hold our own budget and can decide how to use it	2055 97%	919 98%	510 95%	626 99%	1924 97%	1626 98%	1043 97%	270 98%	327 99%	474 96%	310 98%	390 96%	286 99%
We have an input but not a complete say	47 2%	14 1%	25 5%	9 1%	47 2%	26 2%	31 3%	6 2%	4 1%	17 3%	5 2%	13 3%	2 1%
We only implement decisions that are made elsewhere (parent company, PCT or Head Office)	6 *	6 1%	1 *	- -	5 *	1 *	6 1%	* *	* *	5 1%	* *	1 *	* *

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 3

S2b: And which of the following best describes the responsibility you personally have for making purchasing decisions in relation to these communications services for the organisation?

Absolutes/col percents

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
I am solely responsible	1801	875	927	1636	165	351	437	793	1581	64	116	40	1576	226
	85% ^D	83%	88%	89% ^D	64%	87%	84%	86%	85%	87%	89%	77%	86%	81%
I am jointly responsible with somebody else	294	167	127	213	81	53	78	127	258	9	14	12	240	54
	14%	16%	12%	11%	31% ^{2C}	13%	15%	14%	14%	13%	11%	23%	13%	19%
Someone else has primary responsibility	14	13	1	-	14	1	6	7	13	*	*	*	13	1
	1%	1%	*	-	5% ^{2C}	*	1%	1%	1%	*	*	*	1%	*

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 3

S2b: And which of the following best describes the responsibility you personally have for making purchasing decisions in relation to these communications services for the organisation?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
I am solely responsible	1801	808	421	573	1684	1471	906	249	301	403	268	348	233
	85%b	86%b	79%	90%b	85%	89%l	84%	90%	91%	81%	85%	86%	81%
I am jointly responsible with somebody else	294	124	113	57	279	176	167	27	30	87	41	54	55
	14%	13%	21%aC	9%	14%	11%	15%	10%	9%	18%	13%	13%	19%
Someone else has primary responsibility	14	7	2	5	13	6	8	*	*	5	6	2	*
	1%	1%	*	1%	1%	*	1%	*	*	1%	2%	*	*

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 7

Absolutes/col percents

Table 4
S2c: In that case can I just double check - do you have managerial responsibilities, and can you comment in detail on your organisation's experiences using communications providers and services?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Yes	14	13	1	-	14	1	6	7	13	*	*	*	13	1
	1%	1%	*	-	5%zC	*	1%	1%	1%	*	*	*	1%	*
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Solely/Jointly responsible	2095	1042	1054	1849	246	404	515	920	1839	74	130	52	1816	279
	99% D	99%	100%	100% D	95%	100%	99%	99%	99%	100%	100%	100%	99%	100%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 4
S2c: In that case can I just double check - do you have managerial responsibilities, and can you comment in detail on your organisation's experiences using communications providers and services?

Base: All respondents

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
564	241	171	158	533	414	320	67	76	155	77	108	91
14	7	2	5	13	6	8	*	*	5	6	2	*
1%	1%	*	1%	1%	*	1%	*	*	1%	2%	*	*
-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-
2095	932	534	630	1963	1647	1072	275	331	490	309	402	288
99%	99%	100%	99%	99%	100%	99%	100%	100%	99%	98%	100%	100%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 9

Table 5

S3: Could I please confirm your exact job title?

Absolutes/col percents

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Owner / Proprietor	1568	697	871	1491	77	306	380	686	1372	57	106	32	1361	207
	74% ad	66%	83% 2A	81% 2D	30%	76%	73%	74%	74%	78%	82% k	61%	74%	74%
Managing Director	99	80	19	87	12	28	21	42	90	4	2	3	75	24
	5% b	8% B	2%	5%	5%	7%	4%	5%	5%	6%	2%	5%	4%	9% I
Other senior manager	82	58	23	53	28	20	30	21	71	2	7	2	71	11
	4%	6% b	2%	3%	11% C	5%	6%	2%	4%	3%	5%	4%	4%	4%
Partner / Managing Partner	61	27	34	51	10	12	12	28	51	2	3	5	54	7
	3%	3%	3%	3%	4%	3%	2%	3%	3%	2%	3%	9% 2h	3%	2%
PA / Office manager	39	24	14	29	10	7	9	19	35	1	1	1	35	3
	2%	2%	1%	2%	4%	2%	2%	2%	2%	2%	1%	3%	2%	1%
Chief Finance Director / Finance Director	25	9	16	16	9	4	2	18	24	*	*	*	23	1
	1%	1%	2%	1%	3%	1%	*	2%	1%	*	*	1%	1%	*
Chief Executive Officer	17	7	10	10	7	2	7	6	14	*	2	1	13	4
	1%	1%	1%	1%	3%	*	1%	1%	1%	*	2%	2%	1%	1%
IT/Telecoms Director / Manager or other ITC specialist	17	6	11	8	9	2	2	13	16	*	*	*	16	*
	1%	1%	1%	*	3% c	*	*	1%	1%	*	*	1%	1%	*
Chief Operations Director / Operations Director	12	5	7	10	2	6	2	1	10	1	*	*	11	1
	1%	*	1%	1%	1%	2%	*	*	1%	1%	*	1%	1%	*
Other (please type in)	190	140	50	93	97	20	56	94	170	6	7	7	168	22
	9% bc	13% B	5%	5%	37% 2C	5%	11%	10%	9%	8%	5%	14%	9%	8%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 5

S3: Could I please confirm your exact job title?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Owner / Proprietor	1568	693	386	489	1479	1299	779	227	248	362	238	284	210
	74%	74%	72%	77%	75%	79% ¹	72%	82%	75%	73%	76%	70%	73%
Managing Director	99	42	28	29	91	73	50	11	8	31	18	15	16
	5%	5%	5%	5%	5%	4%	5%	4%	2%	6%	6%	4%	6%
Other senior manager	82	28	27	26	73	41	54	4	6	25	10	27	10
	4%	3%	5%	4%	4%	3%	5%	2%	2%	5%	3%	7%	3%
Partner / Managing Partner	61	25	22	15	59	40	43	4	7	21	15	9	5
	3%	3%	4%	2%	3%	2%	4%	1%	2%	4%	5%	2%	2%
PA / Office manager	39	24	11	5	34	20	29	3	3	10	6	9	8
	2%	3%	2%	1%	2%	1%	3%	1%	1%	2%	2%	2%	3%
Chief Finance Director / Finance Director	25	14	5	6	24	22	15	1	8	7	1	7	*
	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	*	2%	*
Chief Executive Officer	17	4	4	9	17	13	11	4	3	6	1	3	*
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*
IT/Telecoms Director / Manager or other ITC specialist	17	11	5	1	17	11	10	*	1	2	8	2	3
	1%	1%	1%	*	1%	1%	1%	*	*	*	2%	1%	1%
Chief Operations Director / Operations Director	12	6	4	2	12	8	9	3	*	3	2	2	1
	1%	1%	1%	*	1%	*	1%	1%	*	1%	1%	*	*
Other (please type in)	190	91	44	55	169	125	80	18	46	28	17	46	35
	9%	10%	8%	9%	9%	8%	7%	7%	14% ¹	6%	5%	11%	12%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 6

S4b: Is your organisation a network or service provider, or a reseller of telecoms or IT?**Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
No	2109	1054	1054	1849	260	405	521	927	1853	74	130	52	1829	280
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 6

S4b: Is your organisation a network or service provider, or a reseller of telecoms or IT?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
No	2109	938	536	635	1976	1653	1080	276	331	496	315	404	288
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 7

55a/b: Including yourself, how many people does your organisation currently employ in the UK either full or part time?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
1, work on your own/no employees	1662	831	831	1473	189	321	425	712	1458	61	106	37	1439	223
79%		79%	79%	80%	73%	79%	81%	77%	79%	82%	82%	70%	79%	79%
2, you plus one partner or employee	138	72	66	123	16	25	36	62	123	4	10	1	119	20
7%		7%	6%	7%	6%	6%	7%	7%	7%	6%	7%	2%	6%	7%
3-4	130	61	68	115	15	25	24	66	115	4	4	7	112	18
6%		6%	6%	6%	6%	6%	5%	7%	6%	6%	3%	13%	6%	6%
5-9	93	46	46	74	19	16	21	43	80	3	6	3	82	11
4%		4%	4%	4%	7%	4%	4%	5%	4%	4%	5%	6%	4%	4%
10-19	38	23	14	29	9	7	7	19	33	1	2	1	32	6
2%		2%	1%	2%	4%	2%	1%	2%	2%	1%	2%	3%	2%	2%
20-49	36	14	22	27	9	7	6	18	32	1	1	2	33	3
2%		1%	2%	1%	3%	2%	1%	2%	2%	1%	1%	4%	2%	1%
50-99	7	4	3	5	2	2	1	3	6	*	*	*	6	1
*		*	*	*	1%	*	*	*	*	*	*	*	*	*
100-249	6	2	4	4	2	1	1	3	5	*	*	*	5	*
*		*	*	*	1%	*	*	*	*	*	*	*	*	*
NET 1-4	1930	965	965	1710	219	371	484	840	1696	69	120	45	1670	260
92%		92%	92%	93% ^d	84%	92%	93%	91%	92%	94%	92%	86%	91%	93%
NET 1-9	2023	1011	1011	1784	238	388	505	883	1776	72	126	48	1752	270
96%		96%	96%	96%	92%	96%	97%	95%	96%	97%	97%	92%	96%	97%
NET 10-49	74	37	37	56	18	14	13	37	65	2	4	4	65	9
4%		4%	4%	3%	7%	4%	3%	4%	4%	2%	3%	7%	4%	3%
NET 50-249	13	6	6	9	4	3	2	6	11	*	1	*	12	1
1%		1%	1%	*	2%	1%	*	1%	1%	*	*	1%	1%	*
NET 1	1662	831	831	1473	189	321	425	712	1458	61	106	37	1439	223
79%		79%	79%	80%	73%	79%	81%	77%	79%	82%	82%	70%	79%	79%
NET 2-4	268	134	134	237	30	50	59	128	238	8	14	8	231	37
13%		13%	13%	13%	12%	12%	11%	14%	13%	11%	10%	16%	13%	13%
NET 5-9	93	46	46	74	19	16	21	43	80	3	6	3	82	11
4%		4%	4%	4%	7%	4%	4%	5%	4%	4%	5%	6%	4%	4%
NET 10-19	38	23	14	29	9	7	7	19	33	1	2	1	32	6
2%		2%	1%	2%	4%	2%	1%	2%	2%	1%	2%	3%	2%	2%
NET 20-49	36	14	22	27	9	7	6	18	32	1	1	2	33	3
2%		1%	2%	1%	3%	2%	1%	2%	2%	1%	1%	4%	2%	1%
NET 50-99	7	4	3	5	2	2	1	3	6	*	*	*	6	1
*		*	*	*	1%	*	*	*	*	*	*	*	*	*

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 7

S5a/b: Including yourself, how many people does your organisation currently employ in the UK either full or part time?

Absolutes/col percents

Base: All respondents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
6	2	4	4	2	1	1	3	5	*	*	*	5	*
*	*	*	*	1%	*	*	*	*	*	*	*	*	*
3.01	2.85	3.17	2.72	5.02	2.99	2.51	3.34	3.03	2.29	2.40	4.70	3.10	2.41
10.91	9.90	11.84	9.78	16.81	10.35	9.06	12.36	11.08	7.03	8.17	14.69	11.37	7.23

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 7

55a/b: Including yourself, how many people does your organisation currently employ in the UK either full or part time?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
1, work on your own/no employees	1662	739	382	541	1558	1358	809	232	272	349	264	322	224
	79% b	79%	71%	85% b	79%	82% f	75%	84% i	82%	70%	84% j	80%	78%
2, you plus one partner or employee	138	63	39	35	128	102	74	15	27	44	12	21	20
	7%	7%	7%	6%	6%	6%	7%	6%	8%	9%	4%	5%	7%
3-4	130	61	42	26	120	85	84	11	21	46	14	22	16
	6%	7%	8%	4%	6%	5%	8%	4%	6%	9%	4%	5%	6%
5-9	93	43	33	17	89	56	58	9	6	29	13	23	14
	4%	5%	6%	3%	4%	3%	5%	3%	2%	6%	4%	6%	5%
10-19	38	16	14	8	36	22	24	4	1	13	5	7	7
	2%	2%	3%	1%	2%	1%	2%	2%	*	3%	2%	2%	2%
20-49	36	12	18	6	34	22	22	3	4	11	6	7	5
	2%	1%	3%	1%	2%	1%	2%	1%	1%	2%	2%	2%	2%
50-99	7	3	4	1	6	5	5	*	1	3	1	1	1
	*	*	1%	*	*	*	*	*	*	1%	*	*	*
100-249	6	1	3	1	6	4	4	*	*	2	1	1	1
	*	*	1%	*	*	*	*	*	*	*	*	*	*
NET 1-4	1930	863	464	602	1806	1545	968	259	320	438	289	365	260
	92%	92%	87%	95% b	91%	93%	90%	94%	97% i	88%	92%	90%	90%
NET 1-9	2023	906	497	620	1895	1601	1025	267	326	466	302	387	274
	96%	97%	93%	98% b	96%	97%	95%	97%	98%	94%	96%	96%	95%
NET 10-49	74	28	32	14	69	44	47	8	5	24	11	14	12
	4%	3%	6%	2%	4%	3%	4%	3%	1%	5%	3%	4%	4%
NET 50-249	13	4	7	2	12	8	8	1	1	5	2	2	2
	1%	*	1%	*	1%	1%	1%	*	*	1%	1%	1%	1%
NET 1	1662	739	382	541	1558	1358	809	232	272	349	264	322	224
	79% b	79%	71%	85% b	79%	82% f	75%	84% i	82%	70%	84% j	80%	78%
NET 2-4	268	125	82	61	248	187	158	27	47	89	25	43	37
	13%	13%	15%	10%	13%	11%	15%	10%	14%	18% j	8%	11%	13%
NET 5-9	93	43	33	17	89	56	58	9	6	29	13	23	14
	4%	5%	6%	3%	4%	3%	5%	3%	2%	6%	4%	6%	5%
NET 10-19	38	16	14	8	36	22	24	4	1	13	5	7	7
	2%	2%	3%	1%	2%	1%	2%	2%	*	3%	2%	2%	2%
NET 20-49	36	12	18	6	34	22	22	3	4	11	6	7	5
	2%	1%	3%	1%	2%	1%	2%	1%	1%	2%	2%	2%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 7

S5a/b: Including yourself, how many people does your organisation currently employ in the UK either full or part time?

Base: All respondents

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
7	3	4	1	6	5	5	*	1	3	1	1	1
*	*	1%	*	*	*	*	*	*	1%	*	*	*
6	1	3	1	6	4	4	*	*	2	1	1	1
*	*	1%	*	*	*	*	*	*	*	*	*	*
3.01	2.64	4.70	2.12	3.03	2.62	3.52	2.23	1.94	4.03	2.95	3.03	3.24
10.91	8.90	16.10	7.55	11.09	9.99	12.46	7.43	5.76	14.22	11.08	10.89	11.42

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 8

S6: How many sites or offices does your organisation operate from in the UK? Please exclude home working where it's not the primary place of business.**Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
1	1936	977	958	1712	224	373	496	828	1698	69	123	46	1674	262
	92%	93%	91%	93%	86%	92%	95%	89%	92%	94%	94%	87%	92%	93%
2	67	37	30	56	11	9	13	34	56	1	6	5	57	10
	3%	4%	3%	3%	4%	2%	3%	4%	3%	1%	4%	9% ^h	3%	4%
3	16	10	7	10	6	3	5	6	14	1	1	1	16	*
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	*
4	15	2	13	13	2	1	1	12	14	1	*	*	14	1
	1%	*	1%	1%	1%	*	*	1%	1%	1%	*	1%	1%	*
5-9	25	13	12	21	4	1	2	21	24	*	*	*	21	4
	1%	1%	1%	1%	1%	*	*	2%	1%	*	*	*	1%	1%
10-49	5	3	2	4	1	1	1	3	4	*	*	*	5	*
	*	*	*	*	1%	*	*	*	*	*	*	*	*	*
50 or more	5	2	3	3	2	2	*	2	5	-	*	-	4	*
	*	*	*	*	1%	1%	*	*	*	-	*	-	*	*
Don't know	19	9	11	9	10	4	4	11	19	*	*	-	18	1
	1%	1%	1%	*	4% ^c	1%	1%	1%	1%	*	*	-	1%	1%
Refused	21	1	19	21	-	9	1	9	19	2	*	-	19	1
	1%	*	2% ^a	1%	-	2%	*	1%	1%	2%	*	-	1%	*
NET 1	1936	977	958	1712	224	373	496	828	1698	69	123	46	1674	262
	92%	93%	91%	93%	86%	92%	95%	89%	92%	94%	94%	87%	92%	93%
NET 2-3	84	47	37	67	17	12	18	40	70	2	6	6	73	10
	4%	4%	3%	4%	7%	3%	3%	4%	4%	2%	5%	11% ^h	4%	4%
NET 4+	50	20	29	40	9	6	3	39	48	1	1	1	44	5
	2%	2%	3%	2%	4%	1%	1%	4% ^f	3%	1%	1%	1%	2%	2%
Mean	1.38	1.37	1.39	1.31	1.88	1.60	1.10	1.51	1.41	1.09	1.15	1.25	1.40	1.25
SD	3.87	3.73	4.02	3.35	6.50	6.03	1.15	4.14	4.10	0.99	1.65	1.57	4.01	2.87

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 8
S6: How many sites or offices does your organisation operate from in the UK? Please exclude home working where it's not the primary place of business.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
1	1936	887	488	561	1810	1535	989	259	304	454	284	368	267
	92%	95% c	91%	88%	92%	93%	92%	94%	92%	92%	90%	91%	93%
2	67	25	21	21	67	45	51	9	7	17	18	9	7
	3%	3%	4%	3%	3%	3%	5%	3%	2%	3%	6%	2%	2%
3	16	4	10	2	15	9	11	2	1	6	1	4	2
	1%	*	2%	*	1%	1%	1%	1%	*	1%	*	1%	1%
4	15	11	3	1	15	3	5	1	9	2	1	3	*
	1%	1%	1%	*	1%	*	*	*	3%	*	*	1%	*
5-9	25	3	4	18	23	21	14	2	10	1	1	4	7
	1%	*	1%	3% a	1%	1%	1%	1%	3%	*	*	1%	2%
10-49	5	2	2	1	4	3	3	*	*	*	1	*	*
	*	*	*	*	*	*	*	*	*	*	*	*	*
50 or more	5	1	1	4	3	4	2	1	*	*	-	2	*
	*	*	*	1%	*	*	*	*	*	*	-	1%	*
Don't know	19	5	3	11	18	14	4	*	-	8	-	11	*
	1%	1%	1%	2%	1%	1%	*	*	-	2%	-	3%	*
Refused	21	*	3	18	21	20	2	-	*	6	9	2	4
	1%	*	*	3% a	1%	1%	*	-	*	1%	3%	*	1%
NET 1	1936	887	488	561	1810	1535	989	259	304	454	284	368	267
	92%	95% c	91%	88%	92%	93%	92%	94%	92%	92%	90%	91%	93%
NET 2-3	84	29	32	23	82	54	61	12	7	23	19	14	8
	4%	3%	6%	4%	4%	3%	6%	4%	2%	5%	6%	3%	3%
NET 4+	50	17	10	23	45	31	24	4	20	5	3	10	8
	2%	2%	2%	4%	2%	2%	2%	1%	6% d	1%	1%	2%	3%
Mean	1.38	1.19	1.33	1.72	1.31	1.37	1.36	1.44	1.41	1.25	1.17	1.67	1.35
SD	3.87	2.23	3.10	5.92	3.16	4.02	3.46	5.04	2.90	2.48	1.49	6.09	3.35

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 9

S7: Are you [SOLE TRADER] / members of your organisation...?

Base: All respondents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
564	229	367	500	65	133	148	192	455	69	87	42	455	149
665	349	316	588	77	139	172	278	588	24	34	19	594	71
32%	33%	30%	32%	29%	34%	33%	30%	32%	33%	26%	36%	32%	25%
274	121	153	250	23	54	47	143	244	7	15	8	232	41
13%	11%	14%	14%	9%	13%	9%	15%	13%	9%	12%	13%	13%	15%
536	306	229	442	94	121	137	192	449	21	48	18	446	89
25%	29% ^b	22%	24%	36% ^c	30%	26%	21%	24%	28%	37% ^d	34%	24%	32%
204	92	112	188	16	16	47	107	171	10	20	4	178	26
10% ^e	9%	11%	10%	6%	4%	9%	12% ^e	9%	13%	15%	8%	10%	9%
431	187	245	381	50	74	118	207	400	13	14	4	379	53
20% ^f	18%	23%	21%	19%	18%	23%	22%	22% ^g	18%	11%	8%	21%	19%
1444	705	739	1261	184	266	349	649	1264	50	97	34	1235	209
68%	67%	70%	68%	71%	66%	67%	70%	68%	67%	74%	64%	68%	75%
1678	868	810	1468	210	330	403	719	1453	61	116	48	1450	227
80%	82%	77%	79%	81%	82%	77%	78%	78%	82%	89% ^h	92% ^h	79%	81%
938	470	468	838	100	193	219	421	832	31	49	27	826	112
44%	45%	44%	45%	38%	48%	42%	45%	45%	41%	37%	51%	45%	40%
635	278	357	569	66	91	166	314	571	23	34	8	556	79
30% ⁱ	26%	34%	31%	26%	22%	32%	34% ^e	31% ^k	31%	26%	16%	30%	28%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 9

S7: Are you [SOLE TRADER] / members of your organisation...?

Base: All respondents

Absolutes/col percents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Entirely office based	665	665	-	-	613	455	376	89	111	137	93	147	87
		32%BC	71%ZBC		31%	28%	35%e	32%	33%	28%	30%	36%	30%
Mainly office based	274	274	-	-	268	218	147	47	49	60	50	35	32
		13%BC	29%ZBC		14%	13%	14%	17%	15%	12%	16%	9%	11%
A mix of in and out of an office	536	-	536	-	495	451	252	67	56	180	76	85	72
		25%AC	100%ZAC		25%	27%	23%	24%	17%	36%ZHK	24%	21%	25%
Mainly work away from an office	204	-	-	204	199	182	120	37	38	32	33	27	38
		10%AB		32%ZAB	10%	11%	11%	13%	12%	6%	10%	7%	13%
Entirely work away from an office	431	-	-	431	401	347	185	36	77	86	62	110	59
		20%AB		68%ZAB	20%	21%	17%	13%	23%	17%	20%	27%g	21%
NET Any home working	1444	274	536	635	1363	1198	704	186	220	358	221	257	201
		68%AB	100%ZA	100%ZA	69%	72%I	65%	68%	67%	72%	70%	64%	70%
NET Any office working	1678	938	536	204	1576	1306	896	240	254	409	253	294	229
		80%BC	100%ZC	32%	80%	79%	83%	87%k	77%	83%	80%	73%	79%
NET Entirely/mainly office based	938	938	-	-	882	673	523	136	160	198	144	182	119
		44%BC	100%ZBC		45%	41%	48%e	49%	48%	40%	46%	45%	41%
NET Entirely/mainly home based	635	-	-	635	599	529	305	72	115	118	95	137	97
		30%AB		100%ZAB	30%	32%	28%	26%	35%	24%	30%	34%	34%

Proportions/Means. Columns tested (1% 5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 21

Table 10

S8: And what were working arrangements prior to the start of the COVID-19 pandemic?

Absolutes/col percents

Base: All respondents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
564	229	367	500	65	133	148	192	455	69	87	42	455	149
661	328	333	589	72	135	153	293	581	22	38	20	591	69
31%	31%	32%	32%	28%	33%	29%	32%	31%	29%	29%	39%	32%	25%
226	107	119	208	18	40	39	117	196	6	16	8	195	31
11%	10%	11%	11%	7%	10%	8%	13%	11%	9%	12%	16%	11%	11%
521	305	216	432	89	111	143	193	447	18	39	16	429	92
25%	29%b	21%	23%	34%	28%	27%	21%	24%	25%	30%	31%	23%	33%cl
189	75	113	175	14	19	47	95	161	6	19	3	153	36
9%	7%	11%	9%	5%	5%	9%	10%	9%	9%	14%	6%	8%	13%
410	179	231	352	58	73	119	184	376	16	14	3	362	48
19%kl	17%	22%	19%	22%	18%	23%	20%	20%jk	22%k	11%	6%	20%	17%
102	61	42	94	8	27	19	45	91	5	5	2	98	4
5%	6%	4%	5%	3%	7%	4%	5%	5%	7%	4%	3%	5%	1%
1346	666	680	1166	180	243	348	589	1181	47	88	30	1139	207
64%	63%	64%	63%	69%	60%	67%	64%	64%	64%	67%	58%	62%	74%cl
1597	815	781	1403	193	305	382	698	1385	53	111	48	1368	228
76%	77%	74%	76%	74%	75%	73%	75%	75%	71%	85%hl	91%hl	75%	82%
887	435	452	797	90	175	193	410	777	28	53	28	787	100
42%	41%	43%	43%	35%	43%	37%	44%	42%	38%	41%	54%	43%	36%
599	254	345	526	72	92	166	279	537	22	33	6	515	84
28%kl	24%	33%a	28%	28%	23%	32%	30%	29%kk	30%k	25%	12%	28%	30%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 10

S8: And what were working arrangements prior to the start of the COVID-19 pandemic?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Entirely office based	661	633	15	13	609	463	362	84	98	135	100	150	94
		31%BC	67%ZBC	3%	31%	28%	34%	30%	30%	27%	32%	37%	32%
Mainly office based	226	187	33	6	223	182	111	42	41	45	41	31	27
		11%C	20%ZBC	6%C	11%	11%	10%	15%	12%	9%	13%	8%	9%
A mix of in and out of an office	521	58	441	23	486	448	264	59	68	180	80	68	65
		25%AC	82%ZAC	4%	25%	27%	24%	21%	21%	36%Zghkl	26%	17%	23%
Mainly work away from an office	189	19	14	155	184	161	120	47	26	34	25	27	29
		9%AB	2%	3%	9%	10%	11%	17%zlk	8%	7%	8%	7%	10%
Entirely work away from an office	410	19	12	379	380	317	201	37	96	65	40	109	63
		19%AB	2%	2%	19%	19%	19%	14%	29%glj	13%	13%	27%glj	22%
Not applicable - organisation started since the pandemic began	102	23	22	58	94	82	23	5	2	37	29	19	10
		5%kl	2%	4%	9%uA	5%l	5%l	2%	1%	7%h	9%h	5%	4%
NET Any home working	1346	283	499	564	1273	1108	695	186	231	324	186	234	184
		64%A	30%	93%ZA	64%	67%	64%	68%	70%	65%	59%	58%	64%
NET Any office working	1597	897	502	198	1502	1254	857	233	233	394	246	276	215
		76%C	96%ZC	94%ZC	76%	76%	79%	84%hkl	70%	80%kl	78%	68%	75%
NET Entirely/mainly office based	887	820	47	20	832	645	473	126	139	180	140	181	120
		42%BC	87%ZBC	9%C	42%	39%	44%	46%	42%	36%	45%	45%	42%
NET Entirely/mainly home based	599	38	26	535	564	478	320	85	122	99	65	136	92
		28%ABl	4%	5%	29%	29%	30%	31%	37%klj	20%	21%	34%kl	32%kl

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/ij/kl.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 11

S9/10: Which of the following best describes the location of your organisation's head office?

Please give your best estimate if you don't know exactly. If home is the primary place of business please use this location.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Large City (population: more than 500,000)	451 21%EFJIKM	221 21%	230 22%	398 22%	53 20%	28 7%	29 6%	378 41%ZEF	436 24%IK	1 2%	13 10%I	1 2%	451 25%M	-
Smaller city / large town (population: 100,000 - 500,000)	372 18%KM	192 18%	179 17%	333 18%	39 15%	84 21%g	119 23%g	117 13%	320 17%	13 17%	29 22%	10 19%	372 20%M	-
Medium town (population: 15,000 - 99,999)	636 30%KM	329 31%	307 29%	532 29%	104 40%	159 39%+G	194 37%g	232 25%	585 32%J	15 20%	22 17%	13 24%	636 35%M	-
Small town (population: 2,000 - 14,999) within 10 miles of a large settlement	316 15%KM	147 14%	169 16%	295 16%	22 8%	85 21%G	83 16%	99 11%	267 14%	23 31%ZHp	21 16%	6 11%	316 17%KM	-
Small town (population: 2,000 - 14,999) further than 10 miles from a large settlement	55 3%	25 2%	30 3%	48 3%	7 3%	5 1%	8 2%	10 1%	23 1%	6 8%ZH	23 17%ZH	4 7%K	55 3%K	-
Rural area (population: less than 2,000) within 10 miles of a large settlement	227 11%L	115 11%	112 11%	192 10%	34 13%	39 10%	72 14%	81 9%	192 10%	11 15%	8 6%	15 29%ZHI	-	227 81%ZL
Rural area (population: less than 2,000) further than 10 miles of a large settlement	53 3%L	25 2%	28 3%	52 3%	2 1%	5 1%	16 3%	9 1%	30 2%	5 7%+H	14 11%ZH	4 8%K	-	53 19%ZL
NET Urban	1829 87%KM	914 87%	914 87%	1605 87%	224 86%	361 89%	433 83%	836 90%I	1630 86%IK	57 78%	108 63%K	33 63%	1829 100%ZM	-
NET Rural	227 11%L	115 11%	112 11%	192 10%	34 13%	39 10%	72 14%	81 9%	192 10%	11 15%	8 6%	15 29%ZHI	-	227 81%ZL
NET Remote rural	53 3%L	25 2%	28 3%	52 3%	2 1%	5 1%	16 3%	9 1%	30 2%	5 7%+H	14 11%ZH	4 8%K	-	53 19%ZL
NET All rural	280 13%L	140 13%	140 13%	244 13%	36 14%	44 11%	88 17%g	90 10%	222 12%	16 22%+h	22 17%	19 37%ZHI	-	280 100%ZL
NET Large city/ smaller city/ large town	822 39%efikM	413 39%	409 39%	731 40%	92 35%	113 28%	148 28%	495 53%ZEF	756 41%IK	14 19%	42 32%	11 21%	822 45%M	-
NET Medium town	636 30%KM	329 31%	307 29%	532 29%	104 40%	159 39%+G	194 37%g	232 25%	585 32%J	15 20%	22 17%	13 24%	636 35%M	-
NET Small town	371 18%KM	172 16%	199 19%	343 19%	28 11%	89 22%g	91 18%	109 12%	289 16%	29 39%ZHK	44 34%ZH	9 18%	371 20%M	-

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/ef/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 24

Absolutes/col percents

Table 11

S9/10: Which of the following best describes the location of your organisation's head office?

Please give your best estimate if you don't know exactly. If home is the primary place of business please use this location.

Base: All respondents

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
564	241	171	158	533	414	320	67	76	155	77	108	91
451	192	89	170	409	390	216	68	89	100	65	85	43
21%	20%	17%	27%b	21%	24%	20%	25%	27%	20%	21%	21%	15%
372	146	96	130	348	285	206	44	38	99	68	66	56
18%	16%	18%	20%	18%	17%	19%	16%	12%	20%	22%	16%	20%
636	315	177	144	605	465	291	90	99	121	110	130	85
30%	34%c	33%c	23%	31%	28%	27%	33%	30%	24%	35%	32%	30%
316	153	69	94	289	268	156	45	59	65	32	67	49
15%	16%	13%	15%	15%	16%	14%	16%	18%	13%	10%	17%	17%
55	21	16	18	55	42	40	3	7	15	7	17	5
3%	2%	3%	3%	3%	3%	4%	1%	2%	3%	2%	4%	2%
227	93	68	65	221	161	140	20	31	74	24	32	46
11%	10%	13%	10%	11%	10%	13%	7%	9%	15%	8%	8%	16%
53	19	21	14	49	43	32	6	8	20	9	7	3
3%	2%	4%	2%	2%	3%	3%	2%	3%	4%	3%	2%	1%
1829	826	446	556	1706	1449	909	250	292	401	282	365	239
87%	88%	83%	88%	86%	88%	84%	91%	88%	81%	90%	90%a	83%
227	93	68	65	221	161	140	20	31	74	24	32	46
11%	10%	13%	10%	11%	10%	13%	7%	9%	15%	8%	8%	16%
53	19	21	14	49	43	32	6	8	20	9	7	3
3%	2%	4%	2%	2%	3%	3%	2%	3%	4%	3%	2%	1%
280	112	89	79	270	204	171	25	39	95	33	39	49
13%	12%	17%	12%	14%	12%	16%	9%	12%	15%a	10%	10%	17%
822	337	185	300	757	674	422	112	128	199	133	151	100
39%	36%	34%	47%ab	38%	41%	39%	41%	39%	40%	42%	37%	35%
636	315	177	144	605	465	291	90	99	121	110	130	85
30%	34%c	33%c	23%	31%	28%	27%	33%	30%	24%	35%	32%	30%
371	174	85	112	344	310	196	48	65	80	39	84	54
18%	19%	16%	18%	17%	19%	18%	17%	20%	16%	13%	21%	19%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 12

S11: And in which of the following regions is your organisation's head office? If home is the primary place of business please use this location.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
North East	58	29	29	51	7	58	-	-	58	-	-	-	53	4
	3%g	3%	3%	3%	3%	14%ZFG	-	-	3%	-	-	-	3%	1%
North West	198	99	99	171	27	198	-	-	198	-	-	-	176	23
	9%FGUJK	9%	9%	9%	10%	49%ZFG	-	-	11%UK	-	-	-	10%	8%
Yorkshire and the Humber	149	74	74	140	9	149	-	-	149	-	-	-	132	17
	7%FGUJ	7%	7%	8%	3%	37%ZFG	-	-	8%U	-	-	-	7%	6%
East Midlands	140	70	70	121	19	-	140	-	140	-	-	-	112	28
	7%LEGUJ	7%	7%	7%	7%	-	27%ZEG	-	8%J	-	-	-	6%	10%
West Midlands	170	85	85	135	35	-	170	-	170	-	-	-	148	22
	8%EGUJ	8%	8%	7%	13%	-	33%ZEG	-	9%UK	-	-	-	8%	8%
East of England	211	105	105	171	39	-	211	-	211	-	-	-	173	38
	10%EGUJK	10%	10%	9%	15%	-	40%ZEG	-	11%UK	-	-	-	9%	13%
South East	329	164	164	312	17	-	-	329	329	-	-	-	276	52
	16%deFJK	16%	16%	17%cd	6%	-	-	35%ZEF	18%UK	-	-	-	15%	19%
South West	198	99	99	177	21	-	-	198	198	-	-	-	161	37
	9%EFJK	9%	9%	10%	8%	-	-	21%ZEF	11%UK	-	-	-	9%	13%
London	400	200	200	342	58	-	-	400	400	-	-	-	399	1
	19%EFUJKM	19%	19%	18%	22%	-	-	43%ZEF	22%UK	-	-	-	22%M	*
NET England	1853	926	926	1622	231	405	521	927	1853	-	-	-	1630	222
	88%UJKM	88%	88%	88%	89%	100%Z	100%Z	100%Z	100%ZUK	-	-	-	89%M	79%
Wales	74	37	37	68	6	-	-	-	-	74	-	-	57	16
	3%efGH	3%	3%	4%	2%	-	-	-	-	100%ZHN	-	-	3%	6%
Scotland	130	65	65	117	14	-	-	-	-	-	130	-	108	22
	6%efGHI	6%	6%	6%	5%	-	-	-	-	-	100%ZHN	-	6%	8%
Northern Ireland	52	26	26	43	9	-	-	-	-	-	-	52	33	19
	2%gh	2%	2%	2%	4%	-	-	-	-	-	-	100%ZHU	2%	7%ZL

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/ef/fg - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 12

S11: And in which of the following regions is your organisation's head office? If home is the primary place of business please use this location.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
North East	58	30	13	15	51	43	27	3	6	14	7	18	9
	3%	3%	2%	2%	3%	3%	2%	1%	2%	3%	2%	4%	3%
North West	198	83	66	50	186	137	104	29	17	52	38	32	30
	9%	9%	12%	8%	9%	8%	10%	11%	5%	10%	12%	8%	10%
Yorkshire and the Humber	149	80	43	26	141	114	73	18	15	32	23	35	26
	7%	9%	8%	4%	7%	7%	7%	7%	4%	6%	7%	9%	9%
East Midlands	140	57	38	44	122	115	60	19	19	38	20	23	21
	7%	6%	7%	7%	6%	7%	6%	7%	6%	8%	6%	6%	7%
West Midlands	170	71	51	48	154	124	90	26	14	48	29	24	29
	8%	8%	10%	8%	8%	7%	8%	9%	4%	10%	9%	6%	10%
East of England	211	91	47	73	209	167	121	27	56	42	25	40	20
	10%	10%	9%	11%	11%	10%	11%	10%	17%	9%	8%	10%	7%
South East	329	160	72	96	312	264	155	33	61	74	53	55	53
	16%	17%	13%	15%	16%	16%	14%	12%	18%	15%	17%	14%	18%
South West	198	66	53	79	190	168	91	28	24	46	23	49	28
	9%	7%	10%	13%	10%	10%	8%	10%	7%	9%	7%	12%	10%
London	400	195	66	139	371	335	206	62	86	78	60	76	37
	19% b	21% b	12%	22% b	19%	20%	19%	23%	26% kl	16%	19%	19%	13%
NET England	1853	832	449	571	1737	1466	927	246	300	423	279	353	253
	88%	89%	84%	90%	88%	89%	86%	89%	90%	85%	88%	87%	88%
Wales	74	31	21	23	70	51	39	6	8	18	12	16	13
	3%	3%	4%	4%	4%	3%	4%	2%	2%	4%	4%	4%	5%
Scotland	130	49	48	34	120	99	80	14	20	40	17	26	13
	6%	5%	9%	5%	6%	6%	7%	5%	6%	8%	5%	6%	5%
Northern Ireland	52	27	18	8	50	37	34	10	4	14	7	9	9
	2%	3%	3%	1%	3%	2%	3%	4%	1%	3%	2%	2%	3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 27

Absolutes/col percents

Table 13
QA1a/b: Which of the following does your organisation use for business purposes?/Which of the following does your company use for internet connectivity?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Standard phone	1032	395	637	878	154	197	261	425	884	39	80	30	865	167
	49%a	37%	60%a	47%	59%	49%	50%	46%	48%	52%	61%ah	58%	47%	60%al
ISDN 2 / 2e	51	13	38	46	5	3	10	32	45	1	1	4	47	4
	2%	1%	4%	2%	2%	1%	2%	3%	2%	1%	1%	8%hj	3%	1%
ISDN 30	16	4	12	14	2	4	1	10	15	*	*	*	15	1
	1%	*	1%	1%	1%	1%	*	1%	1%	*	*	1%	1%	*
Managed VoIP	143	100	44	132	12	33	25	69	127	8	4	5	119	24
	7%	9%b	4%	7%	4%	8%	5%	7%	7%	10%	3%	10%	7%	9%
Other VoIP or video conferencing	344	178	166	307	36	44	76	184	304	8	25	6	308	36
	16%	17%	16%	17%	14%	11%	15%	20%e	16%	12%	19%	11%	17%	13%
Mobile phones	1653	805	848	1508	145	294	405	767	1466	51	99	37	1449	204
	78%b	76%	80%	82%b	56%	73%	78%	83%e	79%	69%	76%	71%	79%	73%
Leased line or private circuit used for services OTHER THAN a dedicated internet connection	37	20	17	31	5	8	8	11	27	2	6	1	29	8
	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	5%ah	2%	2%	3%
Advanced voice services	16	1	15	15	1	6	1	8	15	*	*	1	16	*
	1%	*	1%	1%	1%	1%	*	1%	1%	*	*	1%	1%	*
Fixed-line broadband	1480	644	835	1311	169	273	374	654	1302	49	91	38	1271	208
	70%a	61%	79%a	71%	65%	68%	72%	71%	70%	66%	70%	73%	70%	74%
Dedicated internet access	90	43	47	63	26	15	28	36	79	2	4	4	81	8
	4%	4%	4%	3%	10%a	4%	5%	4%	4%	3%	3%	7%	4%	3%
Mobile broadband delivered by a mobile phone network	481	189	291	434	47	107	117	209	432	19	23	7	426	55
	23%	18%	28%a	23%	18%	26%	22%	23%	23%	25%	18%	13%	23%	20%
Fixed-wireless broadband	360	202	157	317	42	67	94	144	304	20	27	8	296	64
	17%	19%	15%	17%	16%	16%	18%	16%	16%	28%ah	21%	15%	16%	23%
Dial-up	2	1	1	2	*	*	1	1	2	-	-	*	2	-
	*	*	*	*	*	*	*	*	*	-	-	*	*	-
Satellite broadband service	35	22	14	28	7	12	3	18	33	2	*	*	30	6
	2%	2%	1%	2%	3%	3%	1%	2%	2%	2%	*	1%	2%	2%
Other (please type in)	18	8	10	16	2	3	6	5	14	1	3	1	14	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%
NET Mobile	1653	805	848	1508	145	294	405	767	1466	51	99	37	1449	204
	78%b	76%	80%	82%b	56%	73%	78%	83%e	79%	69%	76%	71%	79%	73%
NET Landline	1080	408	673	921	160	204	271	452	927	39	80	34	909	171
	91%a	39%	64%a	50%	61%	50%	52%	49%	50%	53%	61%	65%	50%	61%af

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 13
QA1a/b: Which of the following does your organisation use for business purposes?/Which of the following does your company use for internet connectivity?

Absolutes/col percents

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
NET Internet	1976	934	1042	1736	240	378	486	873	1737	70	120	50	1706	270
	94%a	89%	99%zA	94%	92%	93%	93%	94%	94%	95%	92%	95%	93%	97%
NET Other services	479	263	215	431	47	77	103	239	419	16	34	10	418	60
	23%	25%	20%	23%	18%	19%	20%	26%	23%	22%	26%	19%	23%	21%
NET Mobile & internet any	1543	707	836	1406	137	270	372	727	1369	48	91	35	1346	197
	73%b	67%	79%zA	76%bD	53%	67%	71%	76%e	74%	65%	70%	66%	74%	70%
NET Mobile & landline any	759	243	516	694	65	128	183	352	664	21	53	22	645	114
	36%a	23%	49%zA	38%	25%	32%	35%	38%	36%	28%	41%	42%	35%	41%
NET Internet & landline any	1044	381	664	898	146	200	268	427	895	38	77	34	876	169
	50%a	36%	63%zA	49%	56%	49%	51%	46%	48%	52%	59%	64%	48%	60%zL
NET Mobile, landline & internet	746	238	508	682	64	127	183	341	650	20	53	22	632	114
	35%a	23%	48%zA	37%	25%	31%	35%	37%	35%	28%	41%	42%	35%	41%
NET Only mobile	88	84	3	81	6	22	27	27	77	3	6	2	81	7
	4%b	8%zB	*	4%	2%	5%	5%	3%	4%	4%	4%	4%	4%	2%
NET Only landline	21	21	*	9	12	2	2	14	18	*	3	*	19	3
	1%	2%b	*	*	5%zC	*	*	1%	1%	*	2%	1%	1%	1%
NET Only internet	56	19	36	43	13	19	15	20	54	*	1	*	47	8
	3%	2%	3%	2%	5%	5%	3%	2%	3%	*	1%	1%	3%	3%
NET Mobile & internet only	604	351	253	554	51	113	141	289	543	22	30	9	542	62
	29%	33%b	24%	30%	19%	28%	27%	31%	29%	30%	23%	17%	30%	22%
NET Mobile & landline only	12	3	9	11	1	*	1	10	11	*	*	*	11	*
	1%	*	1%	1%	*	*	*	1%	1%	*	*	*	1%	*
NET Internet & landline only	280	136	144	199	81	71	83	75	230	15	24	12	230	50
	13%	13%	14%	11%	31%zC	18%G	16%g	8%	12%	21%	18%	22%	13%	18%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 13
QA1a/b: Which of the following does your organisation use for business purposes?/Which of the following does your company use for internet connectivity?

Absolutes/col percents

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Standard phone	1032	491	242	299	996	730	1032	146	199	224	155	180	127
	49%	52%	45%	47%	50%	44%	96%ZDE	53%	60%IM	45%	49%	45%	44%
ISDN 2 / 2e	51	26	11	14	51	31	51	7	13	15	3	9	4
	2%	3%	2%	2%	3%	2%	5%e	2%	4%	3%	1%	2%	1%
ISDN 30	16	12	3	1	16	9	16	1	2	6	1	3	2
	1%	1%	1%	*	1%	1%	1%	*	1%	1%	*	1%	1%
Managed VoIP	143	83	44	16	140	77	39	9	11	47	27	28	21
	7%id	9%c	8%e	3%	7%id	5%	4%	3%	3%	10%	8%	7%	7%
Other VoIP or video conferencing	344	150	98	96	334	320	166	48	44	107	41	56	48
	16%	16%	18%	15%	17%	19%	15%	18%	13%	22%	13%	14%	16%
Mobile phones	1653	673	451	529	1543	1653	759	216	260	387	272	296	221
	78%id	72%	84%A	83%A	78%id	100%ZDE	70%	79%	79%	78%	87%ik	73%	77%
Leased line or private circuit used for services OTHER THAN a dedicated internet connection	37	16	16	5	36	29	16	1	3	10	10	4	8
	2%	2%	3%	1%	2%	2%	1%	*	1%	2%	3%	1%	3%
Advanced voice services	16	6	9	1	16	15	16	*	2	10	1	1	2
	1%	1%	2%	*	1%	1%	1%	*	*	2%	*	*	1%
Fixed-line broadband	1480	666	378	435	1480	1163	840	210	246	358	224	245	196
	70%	71%	71%	69%	75%	70%	78%id	76%ik	74%	72%	71%	61%	68%
Dedicated internet access	90	53	27	10	90	62	63	4	21	28	11	16	10
	4%	6%e	5%	2%	5%	4%	6%	2%	6%	6%	4%	4%	3%
Mobile broadband delivered by a mobile phone network	481	161	138	182	481	453	246	56	48	131	92	90	63
	23%	17%	26%A	29%A	24%	27%	23%	20%	15%	26%h	29%h	22%	22%
Fixed-wireless broadband	360	171	80	108	360	270	180	42	52	72	63	77	54
	17%	18%	15%	17%	18%	16%	17%	15%	16%	15%	20%	19%	19%
Dial-up	2	1	*	1	2	1	2	*	-	1	*	1	*
	*	*	*	*	*	*	*	*	-	*	*	*	*
Satellite broadband service	35	23	8	4	35	35	27	10	6	5	1	6	7
	2%	2%	2%	1%	2%	2%	3%	4%	2%	1%	*	2%	3%
Other (please type in)	18	8	5	5	18	8	8	4	1	4	2	*	6
	1%	1%	1%	1%	1%	*	1%	2%	*	1%	1%	*	2%
NET Mobile	1653	673	451	529	1543	1653	759	216	260	387	272	296	221
	78%id	72%	84%A	83%A	78%id	100%ZDE	70%	79%	79%	78%	87%ik	73%	77%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 13
QA1a/b: Which of the following does your organisation use for business purposes?/Which of the following does your company use for internet connectivity?

Absolutes/col percents

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
NET Landline	1080	523	252	305	1044	759	1080	153	204	241	159	190	134
	51%	56%	47%	48%	53% e	46%	100% zDE	55%	62%	49%	50%	47%	46%
NET Internet	1976	882	495	599	1976	1543	1044	269	321	473	296	352	264
	94% h	94%	92%	94%	100% zEF	93%	97% e	98% k	97% k	95% k	94%	87%	92%
NET Other services	479	233	131	114	466	380	198	59	53	152	70	78	67
	23%	25%	24%	18%	24%	23%	18%	22%	16%	31% h k	22%	19%	23%
NET Mobile & internet any	1543	624	416	503	1543	1543	746	212	252	366	255	260	199
	73%	66%	78% a	79% A	78% f	93% zDE	69%	77%	76%	74%	81% k	64%	69%
NET Mobile & landline any	759	337	201	221	746	759	759	110	147	166	135	118	84
	36%	36%	38%	35%	38%	46% z d	70% zDE	40%	44% h l	34%	43%	29%	29%
NET Internet & landline any	1044	514	242	288	1044	746	1044	149	202	235	157	171	131
	50%	55%	45%	45%	53% e	45%	97% zDE	54%	61% h l	47%	50%	42%	46%
NET Mobile, landline & internet	746	335	196	214	746	746	746	108	146	162	134	113	83
	35%	36%	37%	34%	38%	45% z d	69% zDE	39%	44% h l	33%	43% k	28%	29%
NET Only mobile	88	42	28	18	-	88	-	2	8	10	17	30	21
	4% DF	4%	5%	3%	-	5% DF	-	1%	2%	2%	5%	8% g l	7% g l
NET Only landline	21	7	4	10	-	-	21	2	1	2	*	15	1
	1% g d	1%	1%	2%	-	-	2% DE	1%	*	*	*	4% z	*
NET Only internet	56	25	16	15	56	-	-	9	8	13	4	19	3
	3% EF	3%	3%	2%	3% EF	-	-	3%	2%	3%	1%	5%	1%
NET Mobile & internet only	604	191	169	244	604	604	-	85	89	129	96	112	94
	29% a F	20%	32% A	38% a A	31% F	37% zF	-	31%	27%	26%	30%	28%	33%
NET Mobile & landline only	12	1	4	7	-	12	12	2	-	3	1	5	1
	1%	*	1%	1%	-	1%	1% d	1%	-	1%	*	1%	*
NET Internet & landline only	280	171	40	70	280	-	280	38	56	67	18	55	46
	13% DE	18% B	7%	11%	14% E	-	26% zDE	14%	17% J	14%	6%	14%	16% J

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 14

QA1a/b: Summary table for number of services**Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
1	161	125	36	130	32	43	42	61	145	3	10	3	144	17
	8% B	12% B	3%	7%	12%	11%	8%	7%	8%	5%	8%	6%	8%	6%
2-3	1542	796	746	1365	178	281	393	673	1347	59	94	43	1336	207
	73%	76%	71%	74%	68%	69%	75%	73%	73%	80%	72%	82%	73%	74%
4-5	353	102	252	307	47	67	73	176	316	8	24	5	305	49
	17% A	10%	24% 2A	17%	18%	17%	14%	19%	17%	11%	18%	10%	17%	17%
6-10	52	31	20	48	4	14	14	17	44	3	3	1	44	7
	2%	3%	2%	3%	2%	3%	3%	2%	2%	4%	2%	2%	2%	3%
11+	*	-	*	*	*	*	-	*	*	-	-	-	*	-
	*	-	*	*	*	*	-	*	*	-	-	-	*	-
Mean	2.73 A	2.49	2.97 2A	2.76	2.51	2.63	2.71	2.78	2.73	2.73	2.79	2.71	2.72	2.82
SD	1.12	1.12	1.08	1.12	1.13	1.20	1.09	1.11	1.13	1.09	1.13	1.12	1.12	1.15

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 14

QA1a/b: Summary table for number of services

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
1	161	70	48	43	52	88	21	13	16	22	21	64	25
	8% z	7%	9%	7%	3%	5% ef	2%	5%	5%	5%	7%	16% zgh	9%
2-3	1542	695	375	472	1520	1167	726	209	255	365	225	283	205
	73%	74%	70%	74%	77% ef	71%	67%	76%	77%	74%	72%	70%	71%
4-5	353	152	85	116	352	347	289	51	57	94	55	47	49
	17%	16%	16%	18%	18%	21%	27% z	19%	17%	19%	17%	12%	17%
6-10	52	20	26	5	52	51	44	2	3	14	14	10	9
	2%	2%	5% c	1%	3%	3%	4%	1%	1%	3%	4%	2%	3%
11+	*	-	*	-	*	*	*	-	-	-	*	*	*
	*	-	*	-	*	*	*	-	-	-	*	*	*
Mean	2.73	2.71	2.82	2.69	2.83	2.94 z	3.20 z	2.74	2.75	2.84 k	2.87 k	2.51	2.67
SD	1.12	1.07	1.31	1.02	1.08	1.14	1.15	0.97	0.96	1.19	1.20	1.15	1.16

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 15

QA2a: Which of the following fixed broadband services do you receive?**Base: All with fixed line broadband**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1464	595	869	1207	257	327	314	443	1084	126	146	108	1149	315
Base	1480	644	835	1311	169*	273	374	654	1302	49*	91*	38**	1271	208
Effective base	409	142	287	359	50	98	110	139	332	46	61	25	325	114
Standard broadband provided using the traditional copper network (ADSL or SDSL)	439 30%	245 36% b	194 23%	368 28%	71 42% c	90 33%	134 36% g	157 24%	381 29%	15 32%	33 37%	10 25%	367 29%	72 35%
Fibre/superfast provided using a cable network (nearly always provided by Virgin Media, provided by WightFibre in the Is)	426 29% m	136 21%	290 35% A	378 29%	48 28%	86 31%	74 20%	214 33% f	374 29%	9 18%	32 35%	11 30%	391 31% M	35 17%
Fibre/superfast provided using the traditional copper network - Fibre to the Cabinet (FTTC)	260 18% Ad	54 8%	207 25% A	254 19% D	6 4%	44 16%	62 17%	122 19%	228 18%	14 28% j	12 13%	7 17%	203 16%	57 27% L
"Full-fibre"/Fibre/ superfast using new fibre networks - Fibre to the Premises (FTTP)	152 10%	90 14% b	62 7%	144 11%	8 5%	37 14%	37 10%	59 9%	134 10%	4 9%	7 8%	7 19%	125 10%	28 13%
Fibre/superfast - don't know/not sure on type	162 11%	69 11%	93 11%	138 11%	24 14%	23 8%	55 15%	69 10%	146 11%	4 8%	8 8%	4 11%	138 11%	24 12%
Don't know	86 6% b	65 10% b	20 2%	71 5%	14 8%	11 4%	24 6%	46 7%	80 6%	4 8%	1 2%	1 1%	82 6%	4 2%
NET Fibre/superfast	976 66% Ad	342 53%	634 76% A	890 68% d	86 51%	182 67%	221 59%	455 70%	858 66%	30 61%	59 64%	29 76%	839 66%	137 66%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 15

QA2a: Which of the following fixed broadband services do you receive?

Base: All with fixed line broadband

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1464	640	516	308	1464	1014	972	151	145	495	192	275	206
Base	1480	666	378	435	1480	1163	840	210*	246*	358	224*	245	196*
Effective base	409	182	115	114	409	292	265	55	55	112	53	85	61
Standard broadband provided using the traditional copper network (ADSL or SDSL)	439	210	101	128	439	334	280	69	69	99	71	84	47
	30%	32%	27%	29%	30%	29%	33%	33%	28%	28%	32%	34%	24%
Fibre/superfast provided using a cable network (nearly always provided by Virgin Media, provided by WightFibre in the Is)	426	176	102	149	426	317	226	46	66	90	65	91	69
	29%	26%	27%	34%	29%	27%	27%	22%	27%	25%	29%	37%	35%
Fibre/superfast provided using the traditional copper network - Fibre to the Cabinet (FTTC)	260	122	57	81	260	216	185	37	57	59	40	33	35
	18%	18%	15%	19%	18%	19%	22%	18%	23%	16%	18%	13%	18%
Full-fibre/Fibre/ superfast using new fibre networks - Fibre to the Premises (FTTP)	152	57	59	37	152	132	60	17	6	76	15	17	21
	10%	9%	15%	8%	10%	11%	7%	8%	2%	21%ZgHjk	7%	7%	11%
Fibre/superfast - don't know/not sure on type	162	85	30	46	162	125	79	24	44	30	20	12	33
	11%	13%	8%	11%	11%	11%	9%	11%	18%k	8%	9%	5%	17%k
Don't know	86	38	41	7	86	71	34	22	5	18	22	17	2
	6%	6%	11%G	2%	6%	6%	4%	10%l	2%	5%	10%	7%	1%
NET Fibre/superfast	976	428	240	308	976	771	536	121	173	246	134	148	154
	66%	64%	63%	71%	66%	66%	64%	58%	70%	69%	60%	60%	79%ugjk

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 16

QA2b: Which of the following dedicated internet access do you use?**Base: All with dedicated internet access**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	260	54	206	206	54	60	52	91	203	14	20	23	229	31
Base	90**	43**	47**	63**	26**	15**	28**	36**	79**	2**	4**	4**	81**	8**
Effective base	28	10	21	32	4	5	6	13	22	3	4	7	24	4
Fibre Ethernet leased line (sometimes called Ethernet Access Direct/ EAD or Full Fibre Ethernet)	21	5	16	17	4	5	7	8	19	*	*	1	20	*
	23%	11%	34%	26%	16%	32%	25%	21%	25%	8%	3%	28%	25%	6%
Ethernet over copper (EoC) leased line (sometimes called Ethernet in the First Mile (EFM))	10	6	4	9	*	1	3	3	8	*	1	1	6	4
	11%	14%	8%	15%	1%	9%	10%	9%	10%	3%	23%	24%	7%	47%
Ethernet over Fibre To The Cabinet (EoFTTC) leased line (sometimes called Generic Ethernet Access (GEA) over FTTC)	7	1	6	6	*	1	*	5	6	*	*	*	7	*
	8%	2%	13%	10%	2%	5%	*	15%	8%	16%	3%	3%	8%	3%
Ethernet over Fibre To The Premises (EoFTTP) leased line (sometimes called Generic Ethernet Access (GEA) over FTTP)	5	3	2	5	*	1	*	1	3	1	*	*	5	*
	5%	8%	4%	7%	1%	10%	1%	4%	4%	53%	8%	3%	6%	1%
Dedicated Fixed Wireless Access	7	4	4	7	*	1	*	3	4	*	2	1	7	*
	8%	8%	8%	11%	2%	4%	1%	9%	6%	2%	45%	20%	8%	4%
Links provided by managed network provider as an IP-VPN	2	*	1	1	1	*	*	1	1	*	*	*	1	*
	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	*	3%	2%	1%
Links provided by managed network provider, exact connectivity unknown	1	-	1	*	*	*	*	1	1	-	-	-	1	*
	1%	-	2%	1%	2%	*	1%	2%	1%	-	-	-	1%	*
Other type of dedicated internet access / leased line (please specify)	10	10	-	1	10	-	10	1	10	-	-	-	10	-
	12%	24%	-	1%	37%	-	34%	2%	13%	-	-	-	13%	-
Don't know	34	17	17	24	11	7	8	18	32	1	1	1	31	3
	38%	40%	37%	37%	40%	44%	27%	49%	40%	21%	18%	25%	38%	41%
NET Ethernet	39	13	26	35	5	8	11	15	34	2	2	2	35	5
	44%	32%	55%	54%	19%	53%	37%	43%	43%	79%	37%	55%	43%	56%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 36

Absolutes/col percents

Table 16

QA2b: Which of the following dedicated internet access do you use?

Base: All with dedicated internet access

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	260	126	105	29	260	197	179	19	19	95	42	49	36
Base	90**	53**	27**	10**	90**	62**	63**	4**	21**	28**	11**	16**	10**
Effective base	28	13	12	5	28	22	16	5	4	9	3	7	10
Fibre Ethernet leased line (sometimes called Ethernet Access Direct/ EAD or Full Fibre Ethernet)	21	9	11	1	21	16	10	2	1	9	2	2	4
	23%	16%	43%	6%	23%	26%	16%	42%	7%	34%	19%	13%	41%
Ethernet over copper (EoC) leased line (sometimes called Ethernet in the First Mile (EFM))	10	4	3	3	10	6	8	*	5	2	*	1	1
	11%	7%	10%	30%	11%	10%	13%	1%	24%	9%	1%	9%	8%
Ethernet over Fibre To The Cabinet (EoFTTC) leased line (sometimes called Generic Ethernet Access (GEA) over FTTC)	7	5	1	*	7	1	2	*	2	1	1	3	*
	8%	10%	4%	5%	8%	2%	4%	3%	10%	4%	5%	16%	4%
Ethernet over Fibre To The Premises (EoFTTP) leased line (sometimes called Generic Ethernet Access (GEA) over FTTP)	5	3	1	*	5	4	2	*	-	1	1	1	1
	5%	6%	5%	2%	5%	7%	3%	1%	-	5%	13%	5%	12%
Dedicated Fixed Wireless Access	7	4	1	3	7	6	4	1	-	4	1	1	*
	8%	7%	3%	25%	8%	10%	7%	31%	-	15%	7%	3%	5%
Links provided by managed network provider as an IP-VPN	2	1	1	*	2	1	1	*	*	1	*	*	*
	2%	1%	3%	1%	2%	2%	2%	1%	*	2%	3%	1%	4%
Links provided by managed network provider, exact connectivity unknown	1	*	1	*	1	1	*	*	*	*	*	*	*
	1%	*	3%	*	1%	2%	1%	1%	2%	1%	1%	*	2%
Other type of dedicated internet access / leased line (please specify)	10	10	-	-	10	-	10	-	10	-	-	1	-
	12%	20%	-	-	12%	-	15%	-	47%	-	-	4%	-
Don't know	34	19	12	4	34	32	30	2	2	12	6	8	3
	38%	36%	43%	36%	38%	51%	48%	53%	10%	42%	54%	53%	36%
NET Ethernet	39	21	15	4	39	25	20	2	9	13	4	6	5
	44%	39%	55%	40%	44%	41%	32%	47%	41%	46%	36%	40%	56%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 17

QA2c (mobile): What is the name of the company that is the main provider of your mobile service?

Absolutes/col percents

Base: All with mobile service

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1477	544	933	1258	219	322	339	455	1116	117	148	96	1169	308
1654	805	850	1510	145**	294	405	769	1468	51*	99*	37**	1451	204
414	161	279	376	38	93	111	150	340	46	63	26	338	108
341	196	145	322	19	40	62	210	312	12	12	6	294	48
21%	24%	17%	21%	13%	13%	15%	27% net	21%	23%	13%	16%	20%	23%
312	152	159	294	18	73	53	144	270	12	28	1	280	32
19%	19%	19%	19%	12%	25% f	13%	19%	18%	24%	28%	3%	19%	16%
293	161	132	278	15	43	103	116	262	6	14	11	251	42
18%	20%	16%	18%	10%	15%	25% g	15%	18%	12%	14%	31%	17%	21%
190	62	129	165	25	42	46	70	159	5	15	11	159	31
12%	8%	15% a	11%	17%	14%	11%	9%	11%	10%	16%	29%	11%	15%
116	49	68	100	17	13	24	65	102	2	9	3	112	5
7%	6%	8%	7%	12%	5%	6%	8%	7%	4%	9%	8%	8%	2%
105	44	61	87	18	13	24	61	97	3	4	*	92	13
6%	5%	7%	6%	12%	4%	6%	8%	7%	6%	4%	*	6%	6%
69	23	46	62	7	11	19	29	59	2	5	4	60	9
4%	3%	5%	4%	5%	4%	5%	4%	4%	3%	5%	10%	4%	4%
68	25	43	62	6	19	18	24	61	3	4	-	59	9
4%	3%	5%	4%	4%	6%	4%	3%	4%	6%	4%	-	4%	4%
35	17	18	33	2	12	15	5	33	*	2	-	33	2
2%	2%	2%	2%	1%	4% g	4%	1%	2%	*	2%	-	2%	1%
22	8	14	17	5	5	5	8	18	4	-	-	22	*
1%	1%	2%	1%	4%	2%	1%	1%	1%	8% 2H	-	-	2%	*
2	1	*	2	*	-	1	*	2	-	*	-	2	-
*	*	*	*	*	-	*	*	*	-	*	-	*	-
1	*	1	1	*	*	*	1	1	*	-	-	1	*
*	*	*	*	*	*	*	*	*	*	-	-	*	*
*	-	*	*	-	-	*	-	*	-	-	*	*	*
*	-	*	*	-	-	*	-	*	-	-	*	*	*
*	-	*	*	-	-	-	*	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-	-	-	*	-	-	-	*	*
*	-	*	*	-	-								

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 17

QA2c (mobile): What is the name of the company that is the main provider of your mobile service?**Base: All with mobile service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	1654	805	850	1510	145**	294	405	769	1468	51*	99*	37**	1451	204
Wessex Internet	*	-	*	*	-	-	-	-	-	*	-	-	*	-
	*	-	*	*	-	-	-	-	-	*	-	-	*	-
Resourced internally	4	*	4	4	*	1	1	2	4	-	-	*	4	-
	*	*	*	*	*	*	*	*	*	-	-	*	*	-
Other (please type in)	78	55	23	68	10	14	27	31	72	2	4	*	68	10
	5%	7%	3%	4%	7%	5%	7%	4%	5%	3%	4%	*	5%	5%
Don't know	17	12	4	14	3	7	6	3	15	*	-	1	14	3
	1%	2%	1%	1%	2%	2%	1%	*	1%	1%	-	2%	1%	1%

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 17

QA2c (mobile): What is the name of the company that is the main provider of your mobile service?

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1477	542	578	357	1396	1474	867	155	145	488	217	274	198
Base	1654	673	453	529	1544	1653	759	216*	262*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Vodafone	341	132	65	144	308	341	140	43	56	91	71	48	33
	21%	20%	14%	27% ^b	20%	21%	18%	20%	21%	24%	26%	16%	15%
Everything Everywhere/EE	312	138	89	85	290	310	147	18	62	80	42	63	46
	19%	21%	20%	16%	19%	19%	19%	8%	24% ^g	21%	15%	21%	21%
O2	293	104	103	87	270	293	139	75	19	58	65	45	32
	18% ^h	15%	23%	16%	17%	18%	18%	34% ²² ^{HH}	7%	15%	24% ^h	15%	14%
BT	190	74	68	48	182	190	100	21	38	44	22	27	39
	12%	11%	15%	9%	12%	12%	13%	10%	14%	11%	8%	9%	17%
Virgin Media	116	67	19	30	114	116	56	8	14	37	16	31	11
	7%	10%	4%	6%	7%	7%	7%	4%	5%	10%	6%	10%	5%
"3"	105	42	28	35	104	105	38	15	32	20	3	17	16
	6%	6%	6%	7%	7%	6%	5%	7%	12% ^j	5%	1%	6%	7%
Tesco Telecom	69	30	12	27	62	69	30	6	12	10	10	19	12
	4%	4%	3%	5%	4%	4%	4%	3%	5%	2%	4%	6%	6%
Sky / Skytalk	68	34	12	21	67	68	34	5	12	11	14	6	20
	4%	5%	3%	4%	4%	4%	4%	2%	5%	3%	5%	2%	9%
Plusnet	35	6	16	13	35	35	15	10	-	12	6	4	3
	2%	1%	4%	2%	2%	2%	2%	5%	-	3%	2%	1%	1%
Talk Talk	22	8	5	9	22	22	12	3	5	1	9	1	3
	1%	1%	1%	2%	1%	1%	2%	2%	2%	*	3%	*	1%
G.Network	2	*	*	1	1	2	*	-	-	*	-	*	1
	*	*	*	*	*	*	*	-	-	*	-	*	1%
Daisy	1	*	1	-	1	1	1	-	-	1	*	*	-
	*	*	*	-	*	*	*	-	-	*	*	*	-
Fibribus	*	*	-	*	*	*	*	*	-	*	-	-	-
	*	*	-	*	*	*	*	*	-	*	-	-	-
Post Office	*	-	-	*	*	*	*	-	*	*	-	-	-
	*	-	-	*	*	*	*	-	*	*	-	-	-
Broadway Parters	*	-	*	-	*	*	*	*	-	-	-	-	-
	*	-	*	-	*	*	*	*	-	-	-	-	-
Verizon	*	-	*	-	*	*	*	-	-	-	-	*	-
	*	-	*	-	*	*	*	-	-	-	-	*	-
Gamma	*	-	*	-	*	*	*	-	-	*	-	-	-
	*	-	*	-	*	*	*	-	-	*	-	-	-
CallFlow	*	-	*	-	*	*	*	-	-	*	-	-	-
	*	-	*	-	*	*	*	-	-	*	-	-	-

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 17

QA2c (mobile): What is the name of the company that is the main provider of your mobile service?**Base: All with mobile service**

	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Total (z)												
1654	673	453	529	1544	1653	759	216*	262*	387	272*	296	221*
*	-	*	-	*	*	*	-	-	*	-	-	-
*	-	*	-	*	*	*	-	-	*	-	-	-
*	-	*	-	*	*	*	-	-	*	-	-	-
*	-	*	-	*	*	*	-	-	*	-	-	-
4	2	*	2	4	4	*	*	3	1	*	*	*
*	*	*	*	*	*	*	*	1%	*	*	*	*
78	30	24	24	70	78	41	11	7	20	11	24	4
5%	5%	5%	4%	5%	5%	5%	5%	3%	5%	4%	8%	2%
17	5	10	2	13	17	6	1	2	1	2	10	1
1%	1%	2%	*	1%	1%	1%	*	1%	*	1%	3%	1%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 18

QA2c (landline): What is the name of the company that is the main provider of your landline service?

Absolutes/col percents

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
BT	424	162	262	367	56	66	120	168	354	13	33	23	339	85
	39%	40%	39%	40%	35%	33%	44%	37%	38%	33%	42%	68%	37%	49% <i>l</i>
Virgin Media	133	42	92	105	28	21	24	67	112	3	13	5	130	3
	12% <i>l</i>	10%	14%	11%	18%	10%	9%	15%	12%	8%	16%	15%	14% <i>l</i>	2%
Talk Talk	115	47	68	98	17	24	24	58	107	2	4	2	109	5
	11% <i>l</i>	11%	10%	11%	11%	12%	9%	13%	11%	6%	5%	5%	12% <i>l</i>	3%
Plusnet	100	35	65	81	19	27	16	50	93	4	4	-	77	24
	9%	9%	10%	9%	12%	13%	6%	11%	10%	10%	5%	-	8%	14%
Sky / Skytalk	95	32	63	79	17	25	23	38	85	6	4	*	82	13
	9%	8%	9%	9%	10%	12%	8%	8%	9%	15%	5%	*	9%	7%
Vodafone	63	18	46	57	6	6	18	33	57	*	3	3	52	11
	6%	4%	7%	6%	4%	3%	7%	7%	6%	*	4%	8%	6%	6%
Everything Everywhere/EE	21	4	16	21	*	4	5	4	13	*	7	-	16	4
	2%	1%	2%	2%	*	2%	2%	1%	1%	1%	9% <i>z</i> <i>h</i>	-	2%	3%
KCom (Kingston Communications)	11	7	4	10	1	11	-	-	11	-	-	-	11	*
	1%	2%	1%	1%	1%	6% <i>z</i> <i>g</i>	-	-	1%	-	-	-	1%	*
O2	8	2	6	7	1	1	1	5	7	-	1	-	4	4
	1%	1%	1%	1%	1%	*	*	1%	1%	-	2%	-	*	2%
"3"	6	4	2	4	3	*	3	3	6	-	-	-	4	3
	1%	1%	*	*	2%	*	1%	1%	1%	-	-	-	*	2%
Daisy	6	4	2	5	1	1	1	2	4	2	*	-	5	1
	1%	1%	*	1%	1%	1%	*	*	*	4%	*	-	1%	*
Post Office	3	-	3	3	-	-	1	-	1	-	2	-	3	-
	*	-	1%	*	-	-	1%	-	*	-	2% <i>z</i> <i>h</i>	-	*	-
Unicom / Universal Utilities	1	1	*	*	1	-	1	*	1	-	*	-	1	-
	*	*	*	*	*	-	*	*	*	-	*	-	*	-
Opal Communications/ Pipex	1	-	1	-	1	1	-	-	1	-	-	-	1	-
	*	-	*	-	*	*	-	-	*	-	-	-	*	-
G.Network	*	-	*	*	-	-	-	*	*	-	-	-	*	-
	*	-	*	*	-	-	-	*	*	-	-	-	*	-
Verizon	*	*	-	*	-	-	-	-	-	-	*	-	*	-
	*	*	-	*	-	-	-	-	-	-	*	-	*	-
Fibrus	*	-	*	*	-	*	*	-	*	-	-	-	*	*
	*	-	*	*	-	*	*	-	*	-	-	-	*	*
Colt	*	-	*	-	*	-	*	-	*	-	-	-	*	-
	*	-	*	-	*	-	*	-	*	-	-	-	*	-
Gamma	*	-	*	*	-	-	-	*	*	*	-	-	*	-
	*	-	*	*	-	-	-	*	*	*	-	-	*	-

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 42

Absolutes/col percents

Table 18

QA2c (landline): What is the name of the company that is the main provider of your landline service?

Base: All with landline service

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
*	-	*	*	-	-	*	-	*	-	-	-	*	-
*	-	*	*	-	-	*	-	*	-	-	-	*	-
10	1	9	9	*	*	2	7	8	1	*	-	7	2
1%	*	1%	1%	*	*	1%	1%	1%	2%	*	-	1%	1%
57	39	18	53	4	7	25	12	45	7	4	1	45	11
5%	9%b	3%	6%	2%	4%	9%	3%	5%	18%	5%	3%	5%	7%
26	11	15	21	5	9	8	4	21	1	4	*	21	5
2%	3%	2%	2%	3%	4%	3%	1%	2%	2%	4%	1%	2%	3%

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 18

QA2c (landline): What is the name of the company that is the main provider of your landline service?**Base: All with landline service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
BT	424	238	122	63	417	297	424	52	81	111	67	64	48
		39% C	46% C	49% C		40%	39%	34%	40%	46%	42%	34%	36%
Virgin Media	133	58	25	51	119	85	133	29	5	25	22	37	16
		12% H	11%	10%	11%	11%	12%	19% H	2%	10%	14%	19% H	12% H
Talk Talk	115	44	22	48	115	76	115	23	32	23	8	19	9
		8%	9%	16%	11%	10%	11%	15%	16%	10%	5%	10%	7%
Plusnet	100	35	22	43	98	70	100	13	37	10	18	4	19
		9%	7%	9%	9%	9%	9%	8%	18% ik	4%	12%	2%	14% ik
Sky / Skytalk	95	56	11	28	94	79	95	15	17	21	8	16	18
		9%	11%	4%	9%	10%	9%	10%	8%	9%	5%	9%	14%
Vodafone	63	19	11	33	59	58	63	1	9	7	22	21	3
		6%	4%	11% ad	6%	8%	6%	1%	5%	3%	14%	11%	2%
Everything Everywhere/EE	21	11	4	5	21	15	21	-	4	4	5	3	5
		2%	2%	2%	2%	2%	2%	-	2%	2%	3%	2%	4%
KCom (Kingston Communications)	11	9	1	2	11	1	11	*	-	10	-	1	*
		1%	2%	*	1%	*	1%	*	-	4% z	-	1%	*
O2	8	4	3	-	8	8	8	4	1	1	1	*	1
		1%	1%	1%	1%	1%	1%	3%	*	*	1%	*	1%
"3"	6	1	2	3	6	3	6	1	3	*	2	-	-
		1%	*	1%	1%	*	1%	1%	1%	*	1%	-	-
Daisy	6	5	1	*	5	4	6	-	2	2	*	2	*
		1%	1%	*	1%	1%	1%	-	1%	1%	*	1%	*
Post Office	3	1	-	3	3	3	3	-	-	3	-	-	-
		*	-	1%	*	*	*	-	-	1%	-	-	-
Unicom / Universal Utilities	1	1	*	-	1	*	1	-	-	1	*	*	-
		*	*	-	*	*	*	-	-	*	*	*	-
Opal Communications/ Pipex	1	1	-	-	1	1	1	1	-	-	-	-	-
		*	-	-	*	*	*	*	-	-	-	-	-
G.Network	*	-	*	-	*	*	*	-	-	*	-	-	-
		*	*	-	*	*	*	-	-	*	-	-	-
Verizon	*	*	-	-	*	-	*	-	-	*	-	-	-
		*	-	-	*	-	*	-	-	*	-	-	-
Fibrus	*	-	*	*	*	*	*	*	-	-	-	-	-
		*	*	*	*	*	*	*	-	-	-	-	-
Colt	*	*	-	*	*	*	*	-	-	*	-	-	-
		*	-	*	*	-	*	-	-	*	-	-	-

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 18

QA2c (landline): What is the name of the company that is the main provider of your landline service?

Absolutes/col percents

Base: All with landline service

	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Total (z)												
1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
*	*	*	*	*	*	*	-	-	*	*	-	-
*	*	*	-	*	*	*	-	-	*	*	-	-
*	-	*	-	*	-	*	-	-	*	-	-	-
*	-	*	-	*	-	*	-	-	*	-	-	-
10	1	7	1	8	8	10	1	-	2	*	2	4
1%	*	3%	*	1%	1%	1%	1%	-	1%	*	1%	3%
57	24	11	21	55	35	57	8	10	15	1	17	6
5%	5%	4%	7%	5%	5%	5%	5%	5%	6%	1%	9%	5%
26	14	8	3	22	14	26	4	4	5	4	6	2
2%	3%	3%	1%	2%	2%	2%	3%	2%	2%	3%	3%	2%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 19

QA2c (broadband/ internet): What is the name of the company that is the main provider of your broadband/internet connectivity?

Absolutes/col percents

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
BT	678	305	373	592	86	109	170	301	580	21	50	27	543	135
	34%	33%	36%	34%	36%	29%	35%	35%	33%	30%	42%	54%	32%	50%ZL
Virgin Media	307	135	172	267	41	43	77	151	272	9	19	8	297	10
	16%MM	14%	17%	15%	17%	11%	16%	17%	16%	13%	16%	16%	17%MM	4%
Sky / Skytalk	187	83	103	175	12	45	45	71	162	13	10	1	168	18
	9%	9%	10%	10%	5%	12%	9%	8%	9%	19%CH	9%	2%	10%	7%
Talk Talk	172	81	91	154	18	37	47	76	160	5	4	2	164	8
	9%MM	9%	9%	9%	8%	10%	10%	9%	9%	7%	4%	5%	10%MM	3%
Plusnet	139	43	96	113	26	42	21	65	128	4	7	*	113	26
	7%	5%	9%MM	7%	11%	11%MM	4%	7%	7%	6%	6%	*	7%	10%
Vodafone	119	60	59	113	6	17	21	74	112	*	3	3	104	15
	6%	6%	6%	6%	3%	5%	4%	9%	6%	*	3%	6%	6%	5%
Everything Everywhere/EE	95	40	56	85	10	25	22	36	82	3	9	2	85	10
	5%	4%	5%	5%	4%	7%	5%	4%	5%	4%	7%	3%	5%	4%
"3"	31	22	9	28	3	9	15	5	30	*	-	1	27	4
	2%	2%	1%	2%	1%	2%	3%	1%	2%	1%	-	2%	2%	2%
O2	22	13	10	20	2	2	7	11	20	*	3	*	16	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	*	1%	2%
KCom (Kingston Communications)	15	9	6	14	1	13	*	-	13	-	2	-	15	*
	1%	1%	1%	1%	*	3%MG	*	-	1%	-	2%	-	1%	*
Verizon	10	10	-	10	-	-	-	10	10	-	*	-	10	-
	1%	1%	-	1%	-	-	-	1%	1%	-	*	-	1%	-
Daisy	8	4	5	7	1	2	*	3	5	2	-	1	7	1
	*	*	*	*	1%	*	*	*	*	3%ZH	-	1%	*	*
Post Office	5	-	5	5	-	2	1	*	1	2	2	-	4	*
	*	-	*	*	-	-	*	*	*	2%ZH	2%JH	-	*	*
WightFibre Limited	3	-	3	3	-	-	-	3	3	-	-	-	-	3
	*	-	*	*	-	-	-	*	*	-	-	-	-	1%L
Broadway Parters	2	*	2	2	-	*	-	2	2	-	-	*	2	*
	*	*	*	*	-	*	-	*	*	-	-	*	*	*
Zzoomm	1	-	1	1	-	-	-	1	1	-	-	-	1	-
	*	-	*	*	-	-	-	*	*	-	-	-	*	-
Glide	1	1	-	1	-	-	*	1	1	-	-	-	1	-
	*	*	-	*	-	-	*	*	*	-	-	-	*	-
Fibrus	1	1	*	1	*	*	-	-	*	-	-	1	1	-
	*	*	*	*	*	*	-	-	*	-	-	2%	*	-
Gamma	1	1	*	*	1	*	-	1	1	*	-	-	1	-
	*	*	*	*	*	*	-	*	*	*	-	-	*	-

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 19

QA2c (broadband/ internet): What is the name of the company that is the main provider of your broadband/internet connectivity?**Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Wessex Internet	1	1	*	1	-	-	-	1	1	*	-	-	1	-
	*	*	*	*	-	-	-	*	*	*	-	-	*	-
Unicom / Universal	1	1	*	-	1	-	1	*	1	-	-	-	1	-
Utilities	*	*	*	-	*	-	*	*	*	-	-	-	*	-
Opal Communications/	1	-	1	-	1	1	-	-	1	-	-	-	1	-
Pipex	*	-	*	-	*	*	-	-	*	-	-	-	*	-
G.Network	*	-	*	*	-	-	-	*	*	-	-	-	*	-
	*	-	*	*	-	-	-	*	*	-	-	-	*	-
Janet	*	*	*	*	*	-	*	*	*	-	-	-	*	-
	*	*	*	*	*	-	*	*	*	-	-	-	*	-
Global Crossing	*	*	-	*	-	*	-	-	*	-	-	-	*	-
	*	*	-	*	-	*	-	-	*	-	-	-	*	-
Colt	*	-	*	*	-	*	-	-	*	-	-	-	*	-
	*	-	*	*	-	*	-	-	*	-	-	-	*	-
Community Fibre	*	-	*	-	*	*	-	-	*	-	-	-	*	-
	*	-	*	-	*	*	-	-	*	-	-	-	*	-
Resourced internally	10	4	6	9	2	1	1	7	9	1	*	*	9	1
	1%	*	1%	*	1%	*	*	1%	*	2%	*	1%	1%	*
Other (please type in)	126	95	31	106	19	18	51	39	108	7	7	3	99	27
	6% g	10% g	3%	6%	8%	5%	11% g	4%	6%	11%	6%	6%	6%	10%
Don't know	41	26	14	31	10	15	7	14	35	2	3	1	36	5
	2%	3%	1%	2%	4%	4%	1%	2%	2%	2%	3%	1%	2%	2%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 47

Absolutes/col percents

Table 19

QA2c (broadband/ internet): What is the name of the company that is the main provider of your broadband/internet connectivity?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
BT	678	361	175	142	678	520	385	88	113	165	99	106	107
	34% c	41% C	35% c	24%	34%	34%	37%	33%	35%	35%	34%	30%	41%
Virgin Media	307	132	83	92	307	250	131	53	24	89	38	76	27
	16%	15%	17%	15%	16%	16%	13%	20% h	8%	19% h	13%	22% h	10%
Sky / Skytalk	187	74	27	86	187	165	89	23	37	36	17	33	41
	9%	8%	6%	14% b	9%	11%	9%	8%	12%	8%	6%	9%	16% j
Talk Talk	172	65	34	73	172	116	119	43	32	36	18	23	20
	9%	7%	7%	12%	9%	8%	11%	16%	10%	8%	6%	7%	7%
Plusnet	139	57	29	53	139	104	97	18	37	14	25	20	25
	7%	6%	6%	9%	7%	7%	9%	7%	11% i	3%	9%	6%	10% j
Vodafone	119	43	24	52	119	112	58	8	17	24	45	17	8
	6%	5%	5%	9%	6%	7%	6%	3%	5%	5%	15% z g h	5%	3%
Everything Everywhere/EE	95	27	36	32	95	82	38	13	7	22	21	25	6
	5%	3%	7% d	5%	5%	5%	4%	5%	2%	5%	5%	7%	2%
"3"	31	3	16	12	31	26	4	5	5	13	-	3	4
	2%	*	3% a	2%	2%	2%	*	2%	1%	3%	-	1%	2%
O2	22	6	9	7	22	19	6	1	5	6	6	3	1
	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%
KCom (Kingston Communications)	15	10	2	2	15	4	11	*	2	12	-	1	*
	1%	1%	*	*	1%	*	1%	*	1%	2%	-	*	*
Verizon	10	10	-	-	10	10	*	-	10	*	-	-	-
	1%	1%	-	-	1%	1%	*	-	3% u	*	-	-	-
Daisy	8	7	1	*	8	4	8	*	5	1	*	1	*
	*	1%	*	*	*	*	1%	*	2%	*	*	*	*
Post Office	5	1	-	4	5	5	3	-	*	4	-	-	-
	*	*	-	1%	*	*	*	-	*	1%	-	-	-
WightFibre Limited	3	-	-	3	3	-	-	-	-	-	-	3	-
	*	-	-	*	*	-	-	-	-	-	-	1%	-
Broadway Parters	2	2	*	-	2	*	2	*	2	-	-	-	-
	*	*	*	-	*	*	*	*	1%	-	-	-	-
Zzoomm	1	-	1	-	1	1	-	-	-	-	-	-	1
	*	-	*	-	*	*	-	-	-	-	-	-	*
Glide	1	1	-	-	1	*	-	-	-	1	*	-	-
	*	*	-	-	*	*	-	-	-	*	*	-	-
Fibrus	1	*	-	1	1	*	*	-	-	1	-	*	-
	*	*	-	*	*	*	*	-	-	*	-	*	-

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 19

QA2c (broadband/ internet): What is the name of the company that is the main provider of your broadband/internet connectivity?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Gamma	1	*	1	-	1	1	1	-	-	*	1	-	*
	*	*	*	-	*	*	*	-	-	*	*	-	*
Wessex Internet	1	-	*	1	1	*	*	-	-	*	-	-	1
	*	-	*	*	*	*	*	-	-	*	-	-	*
Unicom / Universal Utilities	1	1	*	-	1	*	1	-	-	1	-	-	*
	*	*	*	-	*	*	*	-	-	*	-	-	*
Opal Communications/ PipeX	1	1	-	-	1	1	1	1	-	-	-	-	-
	*	*	-	-	*	*	*	*	-	-	-	-	-
G.Network	*	-	*	-	*	*	*	-	-	*	-	-	-
	*	-	*	-	*	*	*	-	-	*	-	-	-
Janet	*	-	*	-	*	*	*	-	-	*	-	*	-
	*	-	*	-	*	*	*	-	-	*	-	*	-
Global Crossing	*	*	-	-	*	-	-	-	-	*	-	-	-
	*	*	-	-	*	-	-	-	-	*	-	-	-
Colt	*	*	-	-	*	-	*	-	-	*	-	-	-
	*	*	-	-	*	-	*	-	-	*	-	-	-
Community Fibre	*	*	-	-	*	-	*	-	-	-	-	-	*
	*	*	-	-	*	-	*	-	-	-	-	-	*
Resourced internally	10	3	4	3	10	8	3	*	-	5	2	1	2
	1%	*	1%	1%	1%	1%	*	*	-	1%	1%	*	1%
Other (please type in)	126	67	29	30	126	87	73	12	22	35	15	27	14
	6%	8%	6%	5%	6%	6%	7%	4%	7%	7%	5%	8%	5%
Don't know	41	13	22	6	41	27	14	4	3	8	8	12	5
	2%	1%	4%	1%	2%	2%	1%	1%	1%	2%	3%	3%	2%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 20

QA2d: Thinking about the mobile phones and smartphones that you or staff at your organisation use for business purposes (including business or personal phones, whether or not your organisation pays for or contributes towards them), how many are used by your business?

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
0	13	12	*	11	1	1	1	7	9	*	2	1	11	2
	1%	2%	*	1%	1%	*	*	1%	1%	*	2%	2%	1%	1%
1	1208	648	560	1111	97	229	295	558	1082	36	71	19	1072	136
	73%b	81%b	66%	74%	67%	78%	73%	73%	74%	71%	72%	52%	74%	67%
2	232	79	153	224	8	30	67	106	203	9	10	10	194	38
	14%	10%	18%a	15%	6%	10%	17%	14%	14%	17%	10%	27%	13%	18%
3	83	27	56	69	14	14	12	45	71	2	8	2	70	12
	5%	3%	7%	5%	10%	5%	3%	6%	5%	4%	8%	6%	5%	6%
4	42	15	27	35	7	6	13	16	35	1	3	3	33	9
	3%	2%	3%	2%	5%	2%	3%	2%	2%	2%	3%	8%	2%	4%
5	14	3	11	13	1	2	3	7	12	*	2	*	13	1
	1%	*	1%	1%	1%	1%	1%	1%	1%	*	2%	*	1%	1%
6	9	3	6	8	1	2	1	5	8	*	1	*	8	1
	1%	*	1%	*	1%	1%	*	1%	1%	*	1%	1%	1%	*
7	7	1	6	6	1	1	1	4	7	*	*	*	6	1
	*	*	1%	*	1%	*	*	*	*	*	*	*	*	*
8	10	5	5	6	4	*	4	5	9	*	1	*	9	1
	1%	1%	1%	*	3%	*	1%	1%	1%	*	1%	1%	1%	*
9	4	1	3	3	*	1	1	1	3	*	*	-	3	1
	*	*	*	*	*	*	*	*	*	1%	*	-	*	*
10+	32	11	21	23	9	8	6	14	28	2	1	1	30	3
	2%	1%	3%	2%	6%	3%	1%	2%	2%	5%	1%	3%	2%	1%
NET 1	1208	648	560	1111	97	229	295	558	1082	36	71	19	1072	136
	73%b	81%b	66%	74%	67%	78%	73%	73%	74%	71%	72%	52%	74%	67%
NET 2-3	315	106	209	292	22	44	79	151	274	11	18	12	265	50
	19%	13%	25%a	19%	15%	15%	19%	20%	19%	21%	18%	32%	18%	24%
NET 4+	118	39	79	94	24	20	30	51	102	4	7	5	101	16
	7%	5%	9%	6%	16%	7%	7%	7%	7%	8%	7%	14%	7%	8%
Mean	1.96	1.56	2.33	1.81	3.48	2.06	1.81	1.99	1.96	1.90	1.79	2.65	1.96	1.98
SD	5.06	2.78	6.48	4.38	9.48	6.02	3.51	5.53	5.16	2.66	4.07	5.82	5.02	5.33

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 20

QA2d: Thinking about the mobile phones and smartphones that you or staff at your organisation use for business purposes (including business or personal phones, whether or not your organisation pays for or contributes towards them), how many are used by your business?

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
0	13	1	3	8	11	13	1	*	-	9	2	1	1
	1%	*	1%	1%	1%	1%	*	*	-	2%	1%	*	*
1	1208	524	299	386	1116	1208	509	167	211	245	198	226	162
	73%	78% ^b	66%	73%	72%	73%	67%	77%	81% ⁱ	63%	73%	76%	73%
2	232	87	67	77	223	232	127	26	30	61	42	39	34
	14%	13%	15%	15%	14%	14%	17%	12%	11%	16%	16%	13%	15%
3	83	29	28	26	81	83	46	9	5	31	14	14	11
	5%	4%	6%	5%	5%	5%	6%	4%	2%	8%	5%	5%	5%
4	42	12	20	10	40	42	27	6	8	13	7	2	6
	3%	2%	4%	2%	3%	3%	4%	3%	3%	3%	2%	1%	3%
5	14	4	5	4	14	14	9	3	2	4	1	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
6	9	4	3	2	8	9	6	2	9	5	*	1	1
	1%	1%	1%	*	1%	1%	1%	1%	*	1%	*	*	*
7	7	3	2	2	7	7	5	*	1	4	1	1	*
	*	*	*	*	*	*	1%	*	*	1%	*	*	*
8	10	*	5	5	8	10	8	*	2	3	1	3	1
	1%	*	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%
9	4	1	2	1	4	4	2	*	-	1	1	-	1
	*	*	*	*	*	*	*	*	-	*	*	-	*
10+	32	7	17	9	31	32	18	3	3	12	6	6	3
	2%	1%	4%	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%
NET 1	1208	524	299	386	1116	1208	509	167	211	245	198	226	162
	73%	78% ^b	66%	73%	72%	73%	67%	77%	81% ⁱ	63%	73%	76%	73%
NET 2-3	315	116	95	103	305	315	174	35	35	92	56	53	45
	19%	17%	21%	19%	20%	19%	23%	16%	13%	24%	21%	18%	20%
NET 4+	118	32	54	32	111	118	76	14	15	42	16	16	14
	7%	5%	12% ^a	6%	7%	7%	10%	7%	6%	11%	6%	5%	6%
Mean	1.96	1.62	2.65	1.80	1.98	1.96	2.30	1.76	1.56	2.53	1.85	1.88	1.90
SD	5.06	3.42	7.27	4.42	5.16	5.06	6.18	4.30	2.51	7.21	4.13	4.45	5.28

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 21

QA2e: Does your organisation cover any of the cost of personal mobile devices/services that you or other staff use for business purposes?**Base: All with mobile service**

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
414	161	278	375	38	93	111	150	339	46	63	26	338	108
315	149	167	280	35	61	66	149	276	8	22	9	277	38
19%	18%	20%	19%	24%	21%	16%	19%	19%	16%	23%	24%	19%	19%
316	105	211	285	31	46	92	144	282	8	24	3	283	32
19%	13%	25%A	19%	21%	16%	23%	19%	19%	15%	24%	7%	20%	16%
786	473	313	739	46	134	179	381	694	28	42	23	691	95
48%B	59%B	37%	49%	32%	45%	44%	50%	47%	55%	42%	61%	48%	47%
116	35	80	97	19	33	33	37	103	5	7	*	97	19
7%	4%	9%A	6%	13%	11%	8%	5%	7%	10%	7%	1%	7%	9%
74	23	52	65	9	10	16	43	69	1	3	1	64	10
4%	3%	6%	4%	6%	3%	4%	6%	5%	2%	3%	4%	4%	5%
15	9	7	15	1	8	7	*	15	*	*	*	14	2
1%	1%	1%	1%	*	3%g	2%	*	1%	1%	*	*	1%	1%
32	13	18	27	4	4	12	14	30	1	*	1	25	7
2%	2%	2%	2%	3%	1%	3%	2%	2%	2%	*	2%	2%	3%
990	538	452	916	74	183	235	461	879	34	52	25	864	127
60%	67%B	53%	61%	51%	62%	58%	60%	60%	67%	53%	67%	60%	62%
631	253	378	565	66	107	158	293	558	16	46	12	561	71
38%	31%	45%A	37%	46%	36%	39%	38%	38%	31%	47%	31%	39%	35%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 52

Absolutes/col percents

Table 21

QA2e: Does your organisation cover any of the cost of personal mobile devices/services that you or other staff use for business purposes?

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
No - personal mobiles are not used for business purposes	315 19%	136 20%	89 20%	90 17%	273 18%	315 19%	122 16%	39 18%	22 9%	87 23% H	48 18%	58 20%	61 27% H
No - personal mobiles are used for business purposes but business does not cover any of the cost	316 19%	145 22%	76 17%	94 18%	304 20%	316 19%	172 23%	41 19%	76 29% L	65 17%	40 15%	63 21%	31 14%
Yes - business pays the full cost directly	786 48%	306 45%	207 46%	273 52%	750 49%	786 48%	347 46%	99 46%	128 49%	174 45%	138 51%	143 48%	105 47%
Yes - business partially reimburses employee	116 7%	32 5%	56 12% ac	28 5%	115 7%	116 7%	53 7%	14 6%	18 7%	37 10%	16 6%	16 5%	15 7%
Yes - business fully reimburses employee	74 4%	32 5%	14 3%	28 5%	68 4%	74 4%	40 5%	11 5%	10 4%	18 5%	18 7%	9 3%	9 4%
Yes - other arrangement (please specify)	15 1%	5 1%	8 2%	3 1%	14 1%	15 1%	11 1%	4 2%	3 1%	1 *	7 2%	* *	- -
Don't know/not sure	32 2%	19 3%	1 *	12 2%	20 1%	32 2%	14 2%	9 4%	3 1%	4 1%	6 2%	7 2%	2 1%
NET Yes	990 60%	372 55%	285 63%	333 63%	946 61%	990 60%	451 59%	127 59%	158 61%	230 60%	178 65%	168 57%	128 58%
NET No	631 38%	282 42%	165 37%	184 35%	576 37%	631 38%	294 39%	80 37%	99 38%	152 39%	88 32%	121 41%	91 41%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 22

QA2f: Which of the following mobile broadband connections does your business use?**Base: All with mobile internet access**

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
482	121	361	416	66	110	118	155	383	33	39	27	391	91
481	189**	291	434	47**	107**	117**	209*	432	19**	23**	7**	426	55**
128	39	98	116	12	29	39	44	107	14	15	11	106	32
375	141	233	342	33	82	94	159	335	16	22	3	333	42
78%	75%	80%	79%	70%	77%	81%	76%	77%	83%	93%	47%	78%	76%
88	32	56	82	6	22	11	44	77	5	5	*	77	11
18%	17%	19%	19%	12%	21%	9%	21%	18%	29%	22%	5%	18%	19%
126	50	76	107	19	40	15	59	113	4	9	*	117	9
26%	26%	26%	25%	41%	37%	13%	28%	26%	21%	37%	4%	27%	17%
49	23	26	39	10	11	11	22	45	4	*	*	48	1
10%	12%	9%	9%	22%	10%	10%	11%	10%	19%	1%	6%	11%	3%
40	20	21	40	*	11	17	4	32	4	2	3	30	11
8%	10%	7%	9%	*	10%	14%	2%	7%	20%	7%	49%	7%	19%
15	6	9	14	1	1	*	13	15	-	*	-	14	1
3%	3%	3%	3%	2%	1%	*	6%	3%	-	1%	-	3%	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 22

QA2f: Which of the following mobile broadband connections does your business use?

Base: All with mobile internet access

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
482	151	214	117	482	431	314	46	37	175	76	86	62
481	161*	138*	182*	481	453	246	56**	48**	131**	92**	90**	63**
128	43	49	41	128	117	75	13	12	40	21	23	21
375	114	102	159	375	355	212	45	40	99	66	73	51
78%	71%	74%	87%	78%	78%	86%	81%	83%	75%	72%	81%	81%
88	31	25	32	88	79	59	5	13	36	24	3	8
18%	20%	18%	17%	18%	18%	24%	8%	26%	28%	26%	3%	12%
126	48	49	30	126	123	65	23	12	19	29	14	29
26%	30%	35%	16%	26%	27%	27%	40%	25%	15%	31%	16%	46%
49	12	24	12	49	47	17	8	3	9	7	19	3
10%	8%	18%	7%	10%	10%	7%	14%	6%	7%	8%	21%	5%
40	13	22	6	40	35	11	*	4	16	5	7	9
8%	8%	16%	3%	8%	8%	5%	*	8%	12%	5%	8%	14%
15	13	2	*	15	15	2	*	-	2	8	5	-
3%	8%	1%	*	3%	3%	1%	*	-	1%	9%	6%	-

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 23

QA3(1): Fixed Landline

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

Absolutes/col percents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1272	440	832	1031	241	285	284	363	932	108	131	101	999	273
1058	385	673	911	147**	201	269	438	909	39**	77*	34**	889	169
316	94	231	280	38	79	82	99	248	39	53	23	244	95
296	93	203	244	52	67	99	102	267	7	15	7	256	39
28%	24%	30%	27%	35%	33%	37%g	23%	29%	19%	19%	20%	29%	23%
760	292	467	664	95	133	170	336	640	31	62	27	630	129
72%	76%	69%	73%	65%	66%	63%	77%l	70%	81%	81%	80%	71%	77%
2	*	2	2	*	2	*	*	2	*	*	-	2	*
*	*	*	*	*	1%	*	*	*	1%	*	-	*	*
*	-	*	*	*	-	-	*	*	-	-	-	*	-
*	*	*	*	*	-	-	*	*	-	-	-	*	-

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 56

Absolutes/col percents

Table 23

QA3(1): Fixed Landline

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1272	591	448	233	1252	867	1272	126	123	436	164	239	184
Base	1058	516	247	295	1044	759	1058	151*	203*	239	158**	176*	132*
Effective base	316	144	115	75	311	213	316	41	46	116	38	52	47
Not bundled - Standalone service	296 28%	157 30%	70 28%	69 23%	284 27%	205 27%	296 28%	47 31%	34 17%	77 32%h	31 20%	74 42%kH	32 24%
Bundled - Provider 1	760 72%h	359 70%	174 71%	226 77%	758 73%	552 73%	760 72%	104 69%	169 83%hK	161 68%	126 80%	102 58%	98 74%
Bundled - Provider 2	2 *	* *	2 1%	- -	2 *	2 *	2 *	* *	- -	* *	* *	- -	2 1%
Bundled - Provider 3	* *	- -	* *	* *	* *	* *	* *	- -	- -	* *	- -	- -	* *

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 24

QA3(2): Mobile phone (including smartphone)

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

Absolutes/col percents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1412	490	922	1205	207	312	322	435	1069	112	139	92	1117	295
Base	1556	712	844	1418	138**	272	373	738	1383	48*	91*	35**	1359	197
Effective base	391	140	276	355	37	90	103	144	322	43	58	24	318	103
Not bundled - Standalone service	1201	504	697	1094	107	211	292	548	1051	39	79	32	1052	149
	77%	71%	83%A	77%	78%	78%	78%	74%	76%	81%	87%	93%	77%	76%
Bundled - Provider 1	336	201	135	313	23	55	78	180	313	9	12	2	289	47
	22%	28%B	16%	22%	17%	20%	21%	24%	23%	18%	13%	7%	21%	24%
Bundled - Provider 2	19	6	12	11	8	6	2	11	18	*	-	*	18	*
	1%	1%	1%	1%	5%	2%	1%	1%	1%	*	-	*	1%	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 24

QA3(2): Mobile phone (including smartphone)

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1412	522	552	338	1392	1412	867	150	136	470	208	262	186
Base	1556	626	420	510	1542	1556	759	214*	253*	370	255*	265*	199*
Effective base	391	149	122	123	386	391	213	48	55	103	58	75	58
Not bundled - Standalone service	1201	485	334	382	1190	1201	582	182	191	289	189	199	152
	77%	77%	80%	75%	77%	77%	77%	85%	75%	78%	74%	75%	76%
Bundled - Provider 1	336	134	83	120	334	336	159	30	61	71	61	65	48
	22%	21%	20%	23%	22%	22%	21%	14%	24%	19%	24%	25%	24%
Bundled - Provider 2	19	8	3	8	19	19	19	2	1	10	6	*	*
	1%	1%	1%	2%	1%	1%	2%	1%	*	3%	2%	*	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 25

QA3(3): Broadband/Cable/Fibre internet

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1343	508	835	1115	228	303	298	403	1004	107	136	96	1050	293
Base	1394	591	804	1241	153*	247	359	619	1225	45*	89*	35**	1201	194
Effective base	378	125	273	334	44	90	104	128	306	42	59	22	300	108
Not bundled - Standalone service	647	297	350	563	84	122	189	271	582	19	34	12	572	75
	46%	50%	44%	45%	55%	49%	53%	44%	47%	42%	39%	33%	48%	38%
Bundled - Provider 1	739	292	446	677	62	125	170	340	636	25	54	24	619	119
	53%	50%	56%	55%	40%	51%	47%	55%	52%	55%	61%	67%	52%	61%
Bundled - Provider 2	9	1	8	2	8	*	*	8	8	1	*	*	9	*
	1%	*	1%	*	5% zC	*	*	1%	1%	3%	*	*	1%	*
Bundled - Provider 3	*	-	*	*	*	-	-	*	*	-	-	*	*	-
	*	-	*	*	*	-	-	*	*	-	-	*	*	-

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 60

Absolutes/col percents

Table 25

QA3(3): Broadband/Cable/Fibre internet

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1343	577	476	290	1343	1014	972	143	136	450	178	252	184
Base	1394	619	357	418	1394	1163	840	199*	241*	333	214*	222	186*
Effective base	378	164	108	107	378	292	265	52	53	102	49	76	56
Not bundled - Standalone service	647	280	180	187	647	575	222	103	76	166	92	136	74
	46% h	45%	50%	45%	46% F	49% F	26%	51% h	32%	50% h	43%	61% h	40%
Bundled - Provider 1	739	331	176	231	739	578	610	97	165	159	122	86	111
	53% h	54%	49%	55%	53%	50%	73% z	48%	68% z	48%	57% k	39%	60% k
Bundled - Provider 2	9	8	1	-	9	9	8	-	-	8	-	*	1
	1%	1%	*	-	1%	1%	1%	-	-	2%	-	*	1%
Bundled - Provider 3	*	-	*	-	*	*	*	*	-	-	*	-	-
	*	-	*	-	*	*	*	*	-	-	*	-	-

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 26

QA3(4): Mobile broadband via a device with an embedded SIM card, e.g. a tablet which has a mobile SIM

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	116	24	92	101	15	27	26	42	95	8	7	6	95	21
Base	88**	32**	56**	82**	6**	22**	11**	44**	77**	5**	5**	***	77**	11**
Effective base	23	6	19	21	2	6	7	9	18	4	3	5	19	5
Not bundled - Standalone service	50	13	37	44	5	7	7	28	42	3	4	*	42	8
	57%	41%	66%	54%	96%	33%	60%	64%	54%	63%	86%	72%	54%	79%
Bundled - Provider 1	32	13	19	31	*	9	4	15	29	2	1	*	29	2
	36%	40%	34%	38%	3%	42%	40%	34%	37%	37%	14%	28%	38%	20%
Bundled - Provider 2	6	6	*	6	-	6	-	1	6	*	-	-	6	*
	7%	19%	*	8%	-	25%	-	2%	8%	1%	-	-	8%	*
Bundled - Provider 3	*	-	*	*	*	-	*	*	*	-	-	-	*	-
	*	-	*	*	1%	-	*	*	*	-	-	-	*	-

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 62

Absolutes/col percents

Table 26

QA3(4): Mobile broadband via a device with an embedded SIM card, e.g. a tablet which has a mobile SIM

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Total (z)												
116	41	55	20	116	105	85	8	10	47	23	14	14
88**	31**	25**	32**	88**	79**	59**	5**	13**	36**	24**	3**	8**
23	13	9	5	23	19	17	2	3	8	6	6	5
50	20	15	15	50	47	37	4	8	16	17	2	3
57%	64%	60%	46%	57%	59%	62%	98%	60%	44%	68%	75%	45%
32	11	9	11	32	26	16	*	4	20	2	1	4
36%	35%	36%	36%	36%	33%	27%	1%	35%	56%	9%	24%	55%
6	*	1	6	6	6	6	*	1	*	6	*	-
7%	*	3%	18%	7%	8%	11%	1%	5%	*	23%	1%	-
*	*	*	-	*	*	*	-	-	-	*	-	*
*	*	*	-	*	*	*	-	-	-	*	-	-

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 63

Absolutes/col percents

Table 27

QA3(5): Mobile broadband via a dongle or a cellular router such as a 'MiFi' unit

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	128	36	92	113	15	24	32	43	99	11	6	12	109	19
Base	85**	40**	45**	74**	10**	20**	26**	26**	72**	7**	2**	4**	73**	12**
Effective base	28	11	17	28	2	5	11	7	21	5	2	5	22	8
Not bundled - Standalone service	39	20	19	36	3	11	11	10	32	3	2	3	31	8
	46%	49%	43%	49%	25%	56%	41%	38%	44%	37%	92%	75%	42%	71%
Bundled - Provider 1	39	20	19	32	8	7	13	14	34	5	*	1	36	3
	46%	51%	43%	43%	74%	34%	51%	53%	47%	63%	8%	25%	49%	29%
Bundled - Provider 2	6	-	6	6	-	2	2	2	6	*	-	-	6	*
	8%	-	14%	9%	-	10%	8%	9%	9%	*	-	-	9%	*
Bundled - Provider 3	*	-	*	-	*	-	-	*	*	-	-	-	*	-
	*	-	*	-	1%	-	-	*	*	-	-	-	*	-

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 64

Absolutes/col percents

Table 27

QA3(5): Mobile broadband via a dongle or a cellular router such as a 'MiFi' unit

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Total (z)												
128	40	67	21	128	113	86	11	4	44	23	27	19
85**	24**	44**	16**	85**	79**	27**	8**	5**	23**	12**	26**	12**
28	9	13	6	28	25	23	2	3	8	3	6	8
39	11	16	12	39	37	10	1	2	14	3	13	6
46%	45%	36%	75%	46%	46%	35%	7%	42%	61%	30%	52%	46%
39	13	25	2	39	36	11	5	3	6	8	12	5
46%	54%	55%	11%	46%	45%	41%	66%	58%	28%	70%	48%	38%
6	*	4	2	6	6	6	2	-	2	*	*	2
8%	*	9%	14%	8%	8%	23%	27%	-	11%	*	*	16%
*	-	*	-	*	*	*	-	-	-	*	-	*
*	-	*	-	*	*	*	-	-	-	*	-	*

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 65

Absolutes/col percents

Table 28

QA3(6): Dial up internet

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	14	3	11	11	3	1	4	8	13	-	-	1	14	-
Base	2**	1**	1**	2**	***	***	1**	1**	2**	1**	1**	***	2**	1**
Effective base	5	3	5	5	3	1	2	4	5	-	-	1	5	-
Not bundled - Standalone	1	*	*	1	*	-	*	*	1	-	-	-	1	-
service	35%	22%	60%	36%	23%	-	30%	73%	37%	-	-	-	35%	-
Bundled - Provider 1	1	1	*	1	-	*	1	-	1	-	-	-	1	-
	52%	78%	2%	55%	-	100%	70%	-	55%	-	-	-	52%	-
Bundled - Provider 2	*	-	*	*	*	-	-	*	*	-	-	*	*	-
	11%	-	32%	8%	77%	-	-	20%	6%	-	-	100%	11%	-
Bundled - Provider 3	*	-	*	*	-	-	-	*	*	-	-	-	*	-
	2%	-	5%	2%	-	-	-	7%	2%	-	-	-	2%	-

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 66

Absolutes/col percents

Table 28

QA3(6): Dial up internet

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	14	6	2	14	12	12	1	-	5	2	4	2
Base	2**	1**	***	1**	2**	2**	***	..**	1**	***	1**	***
Effective base	5	3	4	2	5	5	1	-	2	2	2	2
Not bundled - Standalone service	1	*	*	*	1	1	-	-	*	*	*	-
Bundled - Provider 1	35%	52%	8%	30%	35%	45%	35%	-	-	35%	37%	43%
Bundled - Provider 2	1	*	-	1	*	1	-	-	1	-	*	*
Bundled - Provider 3	52%	48%	-	70%	52%	32%	54%	-	-	62%	-	51%
Bundled - Provider 1	*	-	*	-	*	*	*	-	*	*	-	*
Bundled - Provider 2	11%	-	79%	-	11%	19%	9%	100%	-	3%	63%	-
Bundled - Provider 3	*	-	*	-	*	*	*	-	-	-	*	-
Bundled - Provider 3	2%	-	13%	-	2%	3%	2%	-	-	-	5%	-

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 67

Absolutes/col percents

Table 29

QA3(7): Fixed wireless broadband

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
411	174	237	343	68	81	85	122	288	42	48	33	322	89
329	177*	152*	289	41**	59**	86**	132**	277	20**	24**	7**	270	60**
100	46	58	92	9	23	33	27	75	18	17	13	77	25
155	69	86	145	10	22	44	63	130	11	11	3	137	18
47%	39%	57%	50%	25%	37%	52%	48%	47%	55%	46%	44%	51%	30%
170	107	63	140	30	35	42	68	145	8	13	4	129	42
52%	60%	42%	48%	75%	59%	48%	52%	52%	38%	54%	55%	48%	70%
3	1	2	3	-	2	*	*	2	1	-	*	3	-
1%	1%	1%	1%	-	3%	*	*	1%	7%	-	1%	1%	-
*	-	*	*	*	-	*	*	*	-	-	*	*	-
*	-	*	*	*	-	*	*	*	-	-	*	*	-

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 68

Absolutes/col percents

Table 29

QA3(7): Fixed wireless broadband

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	411	164	168	79	411	329	281	33	30	149	60	76	63
Base	329	150*	73**	106**	329	270	180*	36**	48**	71**	54**	70**	50**
Effective base	100	41	39	29	100	85	57	8	12	36	15	18	22
Not bundled - Standalone service	155	69	35	51	155	150	47	29	22	31	20	36	18
	47%	46%	48%	48%	47%	55%	26%	79%	45%	44%	37%	52%	36%
Bundled - Provider 1	170	81	34	55	170	117	131	8	26	40	34	34	29
	52%	54%	47%	52%	52%	43%	73% ed	21%	55%	56%	62%	48%	58%
Bundled - Provider 2	3	*	3	-	3	3	2	*	-	*	*	*	3
	1%	*	5%	-	1%	1%	1%	*	-	*	1%	*	6%
Bundled - Provider 3	*	*	*	*	*	*	*	-	-	*	*	-	*
	*	*	*	*	*	*	*	-	-	*	*	-	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 30

QA3(8): Leased lines/private circuits

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	88	7	81	75	13	21	17	35	73	3	6	6	84	4
Base	16**	1**	15**	15**	1**	6**	1**	8**	15**	***	***	1**	16**	***
Effective base	11	4	9	9	2	3	5	5	9	2	3	2	10	1
Not bundled - Standalone service	9	*	9	9	*	4	1	4	9	*	*	*	9	*
	56%	33%	58%	60%	6%	63%	48%	54%	57%	97%	36%	6%	55%	95%
Bundled - Provider 1	7	1	6	5	1	2	1	3	6	*	*	*	7	*
	42%	63%	40%	37%	89%	35%	52%	43%	41%	3%	64%	69%	42%	5%
Bundled - Provider 2	*	*	*	*	*	*	-	*	*	-	-	*	*	-
	1%	4%	1%	1%	5%	2%	-	1%	1%	-	-	7%	2%	-
Bundled - Provider 3	*	-	*	*	-	-	-	*	*	-	-	*	*	-
	1%	-	1%	1%	-	-	-	1%	1%	-	-	19%	1%	-

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 30

QA3(8): Leased lines/private circuits

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
88	38	40	10	88	74	88	3	4	43	11	17	10
16**	6**	9**	1**	16**	15**	16**	***	2**	10**	1**	1**	2**
11	4	5	3	11	9	11	3	1	5	3	5	5
9	3	5	1	9	8	9	-	2	6	*	*	1
56%	44%	62%	78%	56%	56%	56%	-	99%	60%	42%	28%	32%
7	3	3	*	7	6	7	*	*	4	*	1	1
42%	54%	35%	20%	42%	41%	42%	53%	1%	40%	54%	56%	66%
*	*	*	*	*	*	*	-	-	*	*	*	*
1%	1%	2%	2%	1%	1%	1%	-	-	*	4%	11%	2%
*	*	*	-	*	*	*	*	-	*	-	*	-
1%	1%	2%	-	1%	1%	1%	47%	-	*	-	5%	-

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 31

QA3(9): Dedicated internet access

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	243	49	194	194	49	60	49	82	191	13	19	20	214	29
Base	81**	41**	40**	57**	24**	15**	26**	30**	71**	2**	4**	4**	73**	8**
Effective base	24	9	18	29	4	5	5	11	19	3	4	6	21	4
Not bundled - Standalone service	37	20	18	23	14	3	19	9	31	2	3	2	37	1
	46%	47%	44%	40%	60%	17%	71%	31%	43%	88%	62%	54%	50%	9%
Bundled - Provider 1	44	21	22	34	9	12	7	21	40	*	2	2	36	7
	54%	52%	55%	60%	39%	83%	28%	69%	57%	12%	35%	45%	50%	90%
Bundled - Provider 2	*	*	*	*	-	-	*	*	*	-	*	*	*	*
	*	*	*	1%	-	-	*	*	*	-	3%	*	*	2%
Bundled - Provider 3	*	-	*	*	*	-	-	*	*	-	-	-	*	-
	*	-	*	*	*	-	-	*	*	-	-	-	*	-

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 72

Absolutes/col percents

Table 31

QA3(9): Dedicated internet access

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Total (z)												
243	116	98	29	243	197	179	19	18	88	38	46	34
81**	47**	24**	10**	81**	62**	63**	4**	18**	25**	11**	13**	10**
24	11	10	5	24	22	16	5	3	8	3	5	10
37	26	5	6	37	25	26	1	12	9	3	10	3
46%	55%	21%	62%	46%	41%	41%	12%	66%	35%	25%	76%	34%
44	21	19	4	44	36	37	4	6	16	8	3	6
54%	45%	78%	38%	54%	59%	59%	88%	34%	64%	75%	23%	65%
*	*		*	*	*	*	-	-	*	-	*	*
*	*	1%	*	*	*	*	-	-	1%	-	1%	*
*	*	*	-	*	*	*	-	-	-	-	*	*
*	*	*	-	*	*	*	-	-	-	-	*	*

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 32

QA3(10): Satellite broadband

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Method		Sector		Collapsed region			Nation				Urbanity	
Total (z)	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	38	11	27	28	10	6	12	28	2	4	4	28	10
Base	35**	22**	13**	28**	12**	3**	18**	33**	2**	***	***	29**	6**
Effective base	7	3	6	5	3	2	3	6	1	3	3	5	2
Not bundled - Standalone service	10	2	9	9	1	1	8	10	*	*	*	8	2
	29%	7%	64%	31%	11%	18%	44%	30%	3%	86%	65%	27%	39%
Bundled - Provider 1	25	20	5	19	10	3	10	23	2	*	-	21	3
	70%	93%	35%	69%	89%	82%	56%	70%	97%	14%	-	72%	61%
Bundled - Provider 2	*	-	*	*	-	-	*	*	-	-	*	*	-
	1%	-	1%	*	-	-	*	*	-	-	35%	1%	-

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 74

Absolutes/col percents

Table 32

QA3(10): Satellite broadband

For each service you have, which ones are bundled together in a package with a single provider?

Base: All users of each service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	38	9	20	9	38	34	28	4	1	18	3	5	7
Base	35**	23**	8**	4**	35**	35**	27**	10**	6**	5**	1**	6**	7**
Effective base	7	3	4	4	7	7	5	1	1	6	1	3	2
Not bundled - Standalone service	10 29%	6 26%	2 26%	2 49%	10 29%	10 28%	6 23%	* 3%	- 6	4 82%	1 94%	* 2%	5 70%
Bundled - Provider 1	25 70%	17 74%	6 72%	2 51%	25 70%	25 71%	21 76%	10 96%	6 100%	1 18%	- -	6 98%	2 29%
Bundled - Provider 2	* 1%	- -	* 2%	- -	* 1%	* 1%	* 1%	* 1%	- -	- -	* 6%	- -	* 1%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/eff - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 33

QA3: SUMMARY TABLE - BUNDLED**Base: All using more than one service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1838	699	1139	1515	323	410	405	551	1366	153	183	136	1452	386
Base	1862	857	1005	1641	220*	345	461	828	1635	66*	114	47**	1610	252
Effective base	493	179	345	439	55	119	130	168	398	60	76	35	396	135
NET LANDLINE AND INTERNET	749 40%	282 33%	467 46% a	654 40%	95 43%	133 39%	160 35%	335 40%	628 38%	31 47%	62 55% zH	27 57%	620 38%	129 51% zL
NET LANDLINE AND MOBILE	148 8%	68 8%	80 8%	137 8%	11 5%	25 7%	36 8%	74 9%	135 8%	5 7%	7 6%	1 2%	123 8%	25 10%
NET MOBILE AND INTERNET	341 18%	197 23% b	144 14%	311 19%	30 14%	59 17%	71 15%	189 23%	318 19%	9 13%	12 10%	2 5%	294 18%	47 19%
NET LANDLINE, INTERNET AND MOBILE	135 7%	57 7%	77 8%	124 8%	10 5%	23 7%	26 6%	72 9%	122 7%	5 7%	7 6%	1 2%	110 7%	25 10%
ANY SERVICES BUNDLED	948 51%	426 50%	522 52%	840 51%	108 49%	163 47%	213 46%	442 53%	818 50%	35 53%	67 58%	28 60%	797 49%	151 60% d
NET No services bundled	899 48%	423 49%	476 47%	788 48%	111 51%	179 52%	243 53%	382 46%	804 49%	31 46%	47 41%	17 38%	799 50% en	100 40%
NET Bundle with one supplier only	940 51%	426 50%	514 51%	839 51%	101 46%	159 46%	216 47%	435 53%	810 50%	34 51%	68 59%	29 62%	788 49%	152 60% zL
NET Bundle with 2 suppliers	22 1%	8 1%	14 1%	15 1%	8 3%	2 2%	2 *	11 1%	20 1%	2 2%	* *	* *	22 1%	* *
NET Bundle with 3 suppliers	* *	- -	* *	* *	* *	- -	* *	* *	* *	- -	- -	* *	* *	- -

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 76

Absolutes/col percents

Table 33

QA3: SUMMARY TABLE - BUNDLED

Base: All using more than one service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1838	779	668	391	1818	1412	1272		180	610	254	343	259
Base	1862	810	467	585	1848	1556	1058	255*	310*	446	279*	323	249
Effective base	493	208	146	144	488	391	316	61	68	136	66	93	78
NET LANDLINE AND INTERNET	749	359	175	215	749	541	749	103	169	160	126	92	99
	40%k	44%	38%	37%	41%	35%	71%ZDE	40%	54%zIK	36%	45%k	28%	40%
NET LANDLINE AND MOBILE	148	58	42	47	146	148	148	12	31	26	34	30	16
	8%	7%	9%	8%	8%	10%	14%ZD	5%	10%	6%	12%	9%	6%
NET MOBILE AND INTERNET	341	140	85	116	341	341	164	31	62	80	67	55	47
	18%	17%	18%	20%	18%	22%I	16%	12%	20%	18%	24%	17%	19%
NET LANDLINE, INTERNET AND MOBILE	135	58	41	36	135	135	135	10	31	25	34	20	15
	7%	7%	9%	6%	7%	9%	13%ZD	4%	10%	6%	12%	6%	6%
ANY SERVICES BUNDLED	948	434	215	298	946	740	771	122	199	206	153	137	130
	51%	54%	46%	51%	51%	48%	79%ZDE	48%	64%zIK	46%	55%	42%	52%
NET No services bundled	899	368	247	284	887	807	285	133	110	235	123	185	113
	48%FH	45%	53%	49%	48%F	52%F	27%	52%	36%	53%h	44%	57%H	45%
NET Bundle with one supplier only	940	434	213	293	938	727	752	120	199	201	149	138	133
	51%	54%	46%	50%	51%	47%	71%ZDE	47%	64%zIK	45%	54%	43%	53%
NET Bundle with 2 suppliers	22	8	7	8	22	22	21	2	1	10	6	*	3
	1%	1%	1%	1%	1%	1%	2%	1%	*	2%	2%	*	1%
NET Bundle with 3 suppliers	*	*	*	*	*	*	*	*	-	*	*	*	*
	*	*	*	*	*	*	*	*	-	*	*	*	*

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 77

Absolutes/col percents

Table 34

QA3: SUMMARY TABLE - BUNDLED

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
NET LANDLINE AND INTERNET	749	282	467	654	95	133	160	335	628	31	62	27	620	129
	36%a	27%	44%zA	35%	36%	33%	31%	36%	34%	43%	48%zh	51%zh	34%	46%zL
NET LANDLINE AND MOBILE	148	68	80	137	11	25	36	74	135	5	7	1	123	25
	7%	6%	8%	7%	4%	6%	7%	8%	7%	7%	6%	2%	7%	9%
NET MOBILE AND INTERNET	341	197	144	311	30	59	71	189	318	9	12	2	294	47
	16%b	19%	14%	17%	12%	15%	14%	20%	17%k	12%	9%	5%	16%	17%
NET LANDLINE, INTERNET AND MOBILE	135	57	77	124	10	23	26	72	122	5	7	1	110	25
	6%	5%	7%	7%	4%	6%	5%	8%	7%	7%	6%	2%	6%	9%
ANY SERVICES BUNDLED	948	426	522	840	108	163	213	442	818	35	67	28	797	151
	45%	40%	50%a	45%	41%	40%	41%	48%	44%	48%	51%	54%	44%	54%L
NET No services bundled	899	423	476	788	111	179	243	382	804	31	47	17	799	100
	43%	40%	45%	43%	43%	44%	47%	41%	43%	42%	36%	33%	44%	36%
NET Bundle with one supplier only	940	426	514	839	101	159	216	435	810	34	68	29	788	152
	45%	40%	49%a	45%	39%	39%	41%	47%	44%	46%	52%	55%	43%	54%L
NET Bundle with 2 suppliers	22	8	14	15	8	8	2	11	20	2	*	*	22	*
	1%	1%	1%	1%	3%	2%	*	1%	1%	2%	*	*	1%	*
NET Bundle with 3 suppliers	*	-	*	*	*	-	*	*	*	-	-	*	*	-
	*	-	*	*	*	-	*	*	*	-	-	*	*	-
Only use one service	247	198	49	208	40	59	60	99	218	8	16	6	219	28
	12%b	19%aB	5%	11%	15%	15%	12%	11%	12%	10%	12%	11%	12%	10%

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 78

Absolutes/col percents

Table 34

QA3: SUMMARY TABLE - BUNDLED

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
NET LANDLINE AND INTERNET	749	359	175	215	749	541	749	103	169	160	126	92	99
	36% k	38%	33%	34%	38%	33%	69% zDE	37% k	51% zIKI	32%	40% k	23%	34%
NET LANDLINE AND MOBILE	148	58	42	47	146	148	148	12	31	26	34	30	16
	7%	6%	8%	7%	7%	9%	14% zDw	4%	9%	5%	11%	7%	5%
NET MOBILE AND INTERNET	341	140	85	116	341	341	164	31	62	80	67	55	47
	16%	15%	16%	18%	17%	21%	15%	11%	19%	16%	21%	14%	16%
NET LANDLINE, INTERNET AND MOBILE	135	58	41	36	135	135	135	10	31	25	34	20	15
	6%	6%	8%	6%	7%	8%	12% zD	4%	9%	5%	11%	5%	5%
ANY SERVICES BUNDLED	948	434	215	298	946	740	771	122	199	206	153	137	130
	45% k	46%	40%	47%	48%	45%	71% zDE	44%	60% zIK	42%	49% k	34%	45%
NET No services bundled	899	368	247	284	887	807	285	133	110	235	123	185	113
	43% k	39%	46%	45%	45% F	49% F	26%	48%	33%	47% h	39%	46%	39%
NET Bundle with one supplier only	940	434	213	293	938	727	752	120	199	201	149	138	133
	45% k	46%	40%	46%	47%	44%	70% zDE	44%	60% zIK	41%	47%	34%	46%
NET Bundle with 2 suppliers	22	8	7	8	22	22	21	2	1	10	6	*	3
	1%	1%	1%	1%	1%	1%	2%	1%	*	2%	2%	*	1%
NET Bundle with 3 suppliers	*	*	*	*	*	*	*	*	-	*	*	*	*
	*	*	*	*	*	*	*	*	-	*	*	*	*
Only use one service	247	128	69	51	128	97	23	20	21	50	36	81	39
	12% DE	14%	13%	8%	6% F	6% F	2%	7%	6%	10%	12%	20% zgh	13%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 79

Absolutes/col percents

Table 35

QA4a: Thinking about your leased lines, are you considering switching from using leased lines to using a fibre broadband service instead in the next 12 months?

Base: All that have leased lines or private circuits and do not have fibre broadband

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	201	46	155	155	46	39	43	71	153	13	15	20	173	28
Base	64**	33**	31**	46**	18**	7**	25**	23**	55**	1**	5**	3**	55**	9**
Effective base	23	8	26	29	3	12	5	19	18	4	4	6	19	6
Yes - Fibre/superfast provided using a cable network (nearly always provided by Virgin Media, or provided by WightFibre)	9 14%	* 1%	9 28%	6 14%	3 15%	1 12%	3 11%	5 23%	9 16%	- -	* 1%	* 4%	9 16%	* 1%
Yes - Fibre/superfast provided using the traditional copper network - Fibre to the Cabinet (FTTC)	7 11%	1 3%	6 20%	7 16%	* *	* 1%	1 2%	5 20%	5 9%	- -	1 21%	1 33%	6 11%	1 14%
Yes - "Full-fibre"/ Fibre/superfast using new fibre networks - Fibre to the Premises (FTTP)	7 11%	2 6%	5 16%	7 15%	* 1%	1 10%	* 1%	4 18%	5 9%	- -	2 38%	-	7 13%	* *
Yes - Fibre/superfast, but not sure which type	9 14%	3 10%	6 19%	7 16%	2 10%	* 1%	3 11%	4 18%	7 12%	* 8%	1 28%	1 23%	6 11%	3 31%
No	27 43%	25 76%	2 6%	16 35%	11 61%	3 46%	18 74%	5 20%	26 48%	* 24%	* 10%	* 11%	23 42%	4 44%
Not sure	7 11%	1 4%	6 19%	5 10%	2 13%	2 30%	* 2%	3 12%	5 10%	1 67%	* 2%	1 29%	6 11%	1 10%
NET Yes - any	30 47%	7 20%	23 75%	25 55%	5 26%	2 24%	6 24%	16 68%	23 43%	* 8%	4 89%	2 60%	26 47%	4 46%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 80

Absolutes/col percents

Table 35

QA4a: Thinking about your leased lines, are you considering switching from using leased lines to using a fibre broadband service instead in the next 12 months?

Base: All that have leased lines or private circuits and do not have fibre broadband

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	201	95	87	19	199	143	124	17	18	65	35	36	30
Base	64**	39**	20**	5**	62**	35**	40**	4**	22**	13**	7**	12**	6**
Effective base	23	10	22	3	23	22	11	4	4	12	7	5	11
Yes - Fibre/superfast provided using a cable network (nearly always provided by Virgin Media, or provided by WightFibre)	9	6	3	*	9	4	1	*	2	5	*	1	1
	14%	15%	15%	2%	14%	11%	4%	2%	10%	38%	7%	6%	9%
Yes - Fibre/superfast provided using the traditional copper network - Fibre to the Cabinet (FTTC)	7	5	2	*	7	1	4	*	2	3	*	2	*
	11%	13%	10%	3%	12%	4%	10%	1%	10%	20%	1%	18%	2%
Yes - "Full-fibre"/ Fibre/superfast using new fibre networks - Fibre to the Premises (FTTP)	7	4	3	*	7	5	2	*	-	3	2	*	1
	11%	11%	14%	*	11%	14%	5%	10%	-	20%	33%	3%	24%
Yes - Fibre/superfast, but not sure which type	9	5	4	1	9	8	5	3	2	2	2	*	1
	14%	12%	18%	11%	14%	24%	13%	67%	9%	13%	26%	3%	10%
No	27	18	5	4	26	15	22	*	14	2	1	7	2
	43%	47%	25%	74%	42%	42%	55%	1%	65%	12%	22%	61%	40%
Not sure	7	3	3	1	7	4	5	1	1	2	1	1	1
	11%	7%	18%	10%	11%	12%	13%	20%	6%	14%	12%	9%	15%
NET Yes - any	30	17	11	1	30	16	13	3	6	9	4	4	3
	47%	45%	57%	15%	47%	46%	32%	79%	28%	73%	66%	30%	45%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 36

QA4b: Thinking about your fibre / superfast broadband service, did this service replace a leased line service?
If yes, was this in the last 12 months or longer ago? By fibre/superfast we mean any of the three types of fibre broadband.

Base: All that have fibre broadband and do not have leased lines or private circuits

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
864	298	566	736	128	190	193	268	651	67	87	59	694	170
924	317*	607	850	74**	170*	211	433	815	27**	55**	28**	794	130*
265	70	205	243	22	63	75	93	216	24	36	16	211	71
100	35	65	87	13	33	28	28	89	6	6	2	77	22
11%	11%	11%	10%	17%	20%	13%	6%	11%	14%	10%	6%	10%	17%
195	63	132	178	17	18	42	104	164	3	13	15	167	28
21%	20%	22%	21%	23%	11%	20%	24%	20%	10%	23%	54%	21%	21%
515	183	332	479	36	97	110	251	458	17	32	8	444	71
56%	58%	55%	56%	49%	57%	52%	58%	56%	62%	58%	30%	56%	55%
115	36	79	107	8	22	32	50	104	4	5	3	106	9
12%	11%	13%	13%	11%	13%	15%	12%	13%	14%	9%	10%	13%	7%
294	98	196	265	30	51	69	132	253	6	18	16	244	50
32%	31%	32%	31%	40%	30%	33%	31%	31%	24%	33%	60%	31%	38%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 82

Absolutes/col percents

Table 36

QA4b: Thinking about your fibre / superfast broadband service, did this service replace a leased line service?

If yes, was this in the last 12 months or longer ago? By fibre/superfast we mean any of the three types of fibre broadband.

Base: All that have fibre broadband and do not have leased lines or private circuits

	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Total (z)												
864	363	307	194	864	622	549	95	86	262	122	160	139
924	403	221*	300	924	726	503	120**	171**	226*	121**	141*	145*
265	116	70	80	265	192	167	38	36	63	37	51	48
100	36	15	48	100	75	50	9	11	27	11	23	18
11%	9%	7%	16%	11%	10%	10%	8%	6%	12%	9%	16%	12%
195	95	43	58	195	153	102	29	44	54	12	29	27
21%	23%	19%	19%	21%	21%	20%	24%	25%	24%	10%	21%	18%
515	234	141	141	515	407	278	58	86	122	94	75	81
56%	58%	64%	47%	56%	56%	55%	48%	50%	54%	78%	53%	56%
115	39	23	54	115	91	73	24	31	23	4	14	19
12%	10%	10%	18%	12%	13%	15%	20%	18%	10%	3%	10%	13%
294	131	57	106	294	228	152	38	54	81	23	53	45
32%	32%	26%	35%	32%	31%	30%	32%	32%	36%	19%	37%	31%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 83

Absolutes/col percents

Table 37

QA5: Thinking now about any mobile phones your organisation uses, which of the following do you or your staff ever use a smartphone for for business purposes?

Base: All with mobile service

	Method		Sector		Collapsed region			Nation				Urbanity	
Total (z)	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
414	161	278	375	38	93	111	150	339	46	63	26	338	108
1378	748	630	1265	113	229	344	661	1234	39	79	27	1197	181
83%b	93%zB	74%	84%	78%	78%	85%	86%	84%	76%	80%	72%	83%	89%
1345	716	629	1230	115	243	331	629	1203	39	78	25	1162	183
81%b	89%zB	74%	82%	79%	83%	82%	82%	82%	76%	79%	67%	80%	90%zI
1330	710	620	1223	106	220	334	633	1188	36	80	26	1162	168
80%b	88%zB	73%	81%	74%	75%	83%	83%	81%	71%	81%	70%	80%	82%
1185	673	512	1074	111	208	282	576	1066	33	68	18	1039	146
72%b	84%zB	60%	71%	77%	71%	70%	75%	73%	65%	69%	48%	72%	72%
1076	618	458	980	96	187	254	517	958	32	63	23	953	123
65%b	77%zB	54%	65%	66%	64%	63%	67%	65%	63%	64%	63%	66%	60%
894	574	320	803	91	166	242	390	797	26	48	22	770	125
54%b	71%zB	38%	53%	63%	56%	60%	51%	54%	52%	49%	59%	53%	61%
846	503	343	773	73	157	207	392	755	30	49	12	757	88
51%b	62%zB	40%	51%	50%	53%	51%	51%	52%	58%	49%	32%	52%	43%
789	461	328	728	61	129	181	391	702	22	49	16	694	95
48%b	57%zB	39%	48%	42%	44%	45%	51%	48%	43%	50%	43%	48%	47%
645	384	261	595	50	95	136	351	582	16	36	12	588	56
39%bm	48%b	31%	39%	35%	32%	34%	46%ef	40%	31%	36%	32%	41%bm	28%
378	200	178	358	21	59	75	206	340	19	14	6	343	35
23%	25%	21%	24%	14%	20%	18%	27%	23%	37%zHJ	15%	15%	24%	17%
267	175	93	249	18	48	44	152	243	9	12	3	232	36
16%	22%b	11%	17%	12%	16%	11%	20%	17%	17%	12%	9%	16%	17%
26	14	12	18	8	3	-	23	25	*	-	1	25	1
2%	2%	1%	1%	6%	1%	-	3%	2%	1%	-	2%	2%	1%
77	6	71	72	5	15	13	33	61	2	9	6	66	12
5%a	1%	8%zA	5%	3%	5%	3%	4%	4%	3%	9%	16%	5%	6%
15	3	12	13	2	5	*	4	10	3	1	1	14	1
1%	*	1%	1%	1%	2%	*	1%	1%	6%zH	1%	2%	1%	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 37

QA5: Thinking now about any mobile phones your organisation uses, which of the following do you or your staff ever use a smartphone for for business purposes?

Absolutes/col percents

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
NET Low complexity (basic comms)	1622	793	829	1482	140	286	404	754	1443	46	97	35	1420	202
	98%	99%	98%	98%	97%	97%	100%	98%	98%	90%	99%	96%	98%	99%
NET Medium complexity (advanced comms & document sharing)	1256	701	555	1147	109	218	312	583	1113	37	80	27	1101	155
	76% b	87% zB	65%	76%	75%	74%	77%	76%	76%	72%	81%	72%	76%	76%
NET High complexity (payment processing)	464	266	198	437	27	82	92	245	419	20	19	6	409	55
	28%	33% b	23%	29%	19%	28%	23%	32%	29%	39% j	20%	17%	28%	27%

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 37

QA5: Thinking now about any mobile phones your organisation uses, which of the following do you or your staff ever use a smartphone for for business purposes?

Absolutes/col percents

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Making and receiving voice calls	1378 83%	565 84%	397 88% c	416 79%	1277 83%	1378 83%	630 83%	182 84%	227 87%	327 85%	224 82%	235 79%	183 83%
Sending and receiving texts	1345 81%	537 80%	389 86%	419 79%	1240 80%	1345 81%	610 80%	182 84%	230 88%	307 79%	221 81%	232 78%	174 79%
Sending and receiving emails	1330 80% a	548 81%	387 86% c	395 75%	1231 80%	1330 80%	581 77%	189 87% k	214 82%	308 80%	222 81%	201 68%	196 89% k
Web browsing	1185 72%	471 70%	356 79% c	358 68%	1104 72%	1185 72%	513 68%	167 77%	165 63%	296 77% k	205 75%	185 62%	167 76%
Sending/receiving messages or calls using instant messaging services such as WhatsApp, i-message, BB Messenger, Google Talk, FaceTime	1076 65%	416 62%	331 73% a	330 62%	998 65%	1076 65%	462 61%	159 73% k	166 64%	257 66%	186 68%	161 54%	147 67%
Working out of office hours	894 54%	354 53%	289 64% a c	251 47%	825 53%	894 54%	394 52%	127 59%	140 54%	222 57%	140 51%	143 48%	122 55%
Using social media for business purposes	846 51% a h	339 50%	255 57%	251 48%	781 51% f	846 51% f	305 40%	139 64% k	93 36%	211 55% k	162 59% k	108 36%	133 60% k
Accessing business documents, systems and applications while away from the office	789 48%	314 47%	263 58% a c	211 40%	730 47%	789 48%	324 43%	121 56%	98 38%	202 52%	150 55% k	112 38%	105 48%
Video conferencing e.g. using Microsoft Teams, Google Meet, Zoom	645 39%	256 38%	209 46% c	180 34%	603 39%	645 39%	261 34%	102 47% k	89 34%	165 43%	115 42%	85 29%	88 40%
Taking any payments from customers e.g. using PayPal, Paym	378 23% h	156 23%	91 20%	131 25%	370 24%	378 23%	131 17%	80 37% h	28 11%	89 23% h	65 24%	66 22%	50 23%
Taking credit/debit card payments at the point of sale from customers via a card reader device connected to your smartphone	267 16%	110 16%	81 18%	76 14%	256 17%	267 16%	103 14%	51 24% h	20 8%	64 17%	41 15%	62 21% h	29 13%
Other (please type in)	26 2%	12 2%	1 *	13 2%	25 2%	26 2%	12 2%	- -	9 3%	5 1%	1 *	7 2%	5 2%
No staff use smartphones for business purposes	77 5%	25 4%	22 5%	31 6%	77 5%	77 5%	42 5%	13 6%	4 1%	16 4%	13 5%	18 6%	13 6%
Don't know	15 1%	1 *	9 2%	5 1%	14 1%	15 1%	9 1%	* *	1 *	9 2%	- -	4 1%	* *

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 86

Table 37

QA5: Thinking now about any mobile phones your organisation uses, which of the following do you or your staff ever use a smartphone for for business purposes?

Absolutes/col percents

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
NET Low complexity (basic comms)	1622 98%	667 99%	440 98%	515 97%	1514 98%	1622 98%	745 98%	216 100%	258 99%	376 97%	267 98%	284 96%	221 100%
NET Medium complexity (advanced comms & document sharing)	1256 76%	518 77%	364 81%	374 71%	1166 76%	1256 76%	534 70%	177 82%	186 71%	297 77%	213 78%	205 69%	179 81%
NET High complexity (payment processing)	464 28%h	176 26%	136 30%	153 29%	451 29%	464 28%	175 23%	83 38%h	32 12%	120 31%h	89 33%h	80 27%h	60 27%h

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 38

QA6: Which, if any, of the following internet applications does your organisation use for business purposes?

Absolutes/col percents

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Email	1918	966	953	1694	224	351	489	847	1686	66	118	47	1666	252
	91%	92%	90%	92%	86%	87%	94% e	91%	91%	90%	91%	90%	91%	90%
Online banking	1643	800	842	1491	152	296	392	747	1435	60	108	39	1424	219
	78% d	76%	80%	81% d	58%	73%	75%	81%	77%	81%	83%	75%	78%	78%
Web access	1409	808	601	1234	175	261	346	625	1232	51	97	30	1223	186
	67% b	77% zB	57%	67%	67%	65%	66%	67%	66%	69%	74% k	57%	67%	66%
Ordering goods and services online	1283	668	615	1162	121	240	294	577	1111	48	90	34	1088	195
	61% a	63%	58%	63% d	47%	59%	56%	62%	60%	65%	69%	65%	59%	70% zL
Paying for goods and services online	1270	645	625	1140	130	231	286	585	1102	50	88	31	1084	186
	60%	61%	59%	62%	50%	57%	55%	63%	59%	68%	67%	58%	59%	67%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	1179	606	573	1079	100	218	296	517	1031	41	77	29	1031	148
	56% d	57%	54%	58% d	38%	54%	57%	56%	56%	55%	59%	56%	56%	53%
Company website	1064	710	354	941	124	232	258	451	941	37	66	21	918	146
	50% b	67% zD	34%	51%	48%	57%	49%	49%	51%	50%	50%	40%	50%	52%
Online data storage or back-up	881	517	365	784	97	154	213	401	768	31	59	24	762	120
	42% b	49% b	35%	42%	37%	38%	41%	43%	41%	42%	45%	46%	42%	43%
Tracking goods and services online	876	492	385	791	86	169	174	437	779	28	51	17	772	104
	42%	47% b	36%	43%	33%	42%	33%	47% f	42%	39%	39%	33%	42%	37%
Cloud services	850	488	362	758	93	144	187	409	740	31	56	24	732	118
	40%	46% b	34%	41%	36%	35%	36%	44%	40%	42%	43%	45%	40%	42%
Looking for advice on regulation or other general business advice	843	512	331	754	89	167	177	391	735	23	62	23	727	116
	40% b	49% zD	31%	41%	34%	41%	34%	42%	40%	32%	47%	44%	40%	42%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams,	831	505	326	719	112	132	203	406	741	26	48	16	732	99
	39% b	48% zD	31%	39%	43%	33%	39%	44% e	40%	35%	37%	31%	40%	35%
Taking orders for goods and services online	799	442	356	737	61	155	199	341	695	27	52	23	699	99
	38% d	42% b	34%	40% d	24%	38%	38%	37%	38%	37%	40%	45%	38%	35%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	787	451	336	715	72	179	180	330	689	33	49	17	691	97
	37%	43% b	32%	39%	28%	44%	34%	36%	37%	44%	37%	33%	38%	35%
Taking payment for goods and services online	743	392	351	686	57	148	175	342	665	26	36	16	666	77
	35% d	37%	33%	37% d	22%	37%	34%	37%	36%	35%	28%	31%	36% m	28%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 38

QA6: Which, if any, of the following internet applications does your organisation use for business purposes?

Absolutes/col percents

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Tracking online sales	568	339	229	537	31	127	115	263	505	26	25	12	513	55
	27%D	32%B	22%	29%D	12%	31%	22%	28%	27%	36% j	19%	22%	28% m	20%
Video streaming	563	326	237	492	71	100	147	244	491	18	39	15	499	64
	27%	31%B	23%	27%	27%	25%	28%	26%	27%	24%	30%	29%	27%	23%
Web hosting	526	331	196	461	65	108	98	257	463	18	37	8	470	56
	25%B	31%B	19%	25%	25%	27%	19%	28%	25%	24%	29%	15%	26%	20%
Using bespoke software or applications (e.g. accountancy packages)	523	342	181	463	60	106	108	242	456	17	39	11	451	73
	25%B	32%B	17%	25%	23%	26%	21%	26%	25%	23%	30%	22%	25%	26%
Remote log-in to your work PC or laptop	386	261	125	320	66	70	82	182	334	15	26	10	329	57
	18%B	25%B	12%	17%	25%	17%	16%	20%	18%	21%	20%	18%	18%	20%
File Transfer Protocol or FTP	351	258	94	321	30	54	64	179	297	12	32	10	300	51
	17%B	24%B	9%	17%	12%	13%	12%	19%	16%	16%	25%B	19%	16%	18%
Remote login to work server (VPN)	325	226	99	299	26	62	53	177	291	10	20	3	282	43
	15%B	21%B	9%	16%	10%	15%	10%	19%B	16%	13%	16%	7%	15%	15%
Company intranet (i.e. an internal private network that is contained within the organisation)	6	3	4	4	2	1	1	3	6	*	*	*	6	*
	*	*	*	*	1%	*	*	*	*	*	*	*	*	*
Company extranet (i.e. a private network to securely share part of a business's information or operations with external	4	1	2	2	1	1	*	2	3	*	*	*	3	*
	*	*	*	*	1%	*	*	*	*	*	*	*	*	*
Other (please specify)	36	26	10	26	10	7	7	22	36	*	*	*	35	1
	2%	2%	1%	1%	4%	2%	1%	2%	2%	*	*	*	2%	*
Don't know	5	3	2	3	2	2	*	1	3	*	1	1	4	1
	*	*	*	*	1%	*	*	*	*	*	1%	2%	*	*
None	58	44	14	41	16	12	16	18	46	3	7	2	50	8
	3%	4%B	1%	2%	6%	3%	3%	2%	2%	4%	5%	3%	3%	3%
NET Low complexity (basic comms)	1976	986	990	1747	229	375	500	863	1738	68	121	49	1709	267
	94%	94%	94%	95%D	88%	93%	96%	93%	94%	92%	93%	93%	93%	95%
NET Medium complexity (advanced comms & document sharing)	1445	820	625	1259	186	255	372	651	1279	47	84	35	1253	192
	69%B	78%B	59%	68%	71%	63%	71%	70%	69%	64%	64%	68%	69%	69%
NET High complexity (payment processing & e-commerce)	1935	937	998	1728	207	360	489	848	1697	69	120	49	1681	254
	92%B	89%	95%B	93%D	80%	89%	94%	91%	92%	93%	92%	94%	92%	91%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 38

QA6: Which, if any, of the following internet applications does your organisation use for business purposes?

Base: All respondents

Absolutes/col percents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Email	1918	846	494	578	1808	1553	969	258	300	439	304	352	265
	91%	90%	92%	91%	91%	94% f	90%	94%	91%	89%	97% ik	87%	92%
Online banking	1643	723	444	476	1563	1349	847	237	265	394	238	275	235
	78% h	77%	83%	75%	79%	82%	78%	86% h	80%	79% h	76%	68%	81% h
Web access	1409	638	392	378	1323	1136	720	201	167	343	260	228	211
	67% h	68%	73% h	60%	67%	69%	67%	73% h	50%	69% h	83% z h	56%	73% h
Ordering goods and services online	1283	544	374	365	1229	1031	644	179	176	314	214	198	201
	61% h	58%	70% z h	57%	62%	62%	60%	65% h	53%	63% h	68% h	49%	70% h
Paying for goods and services online	1270	570	340	360	1210	1015	672	188	176	304	222	180	201
	60% h	61%	64%	57%	61%	61%	62%	68% h	53%	61% h	70% h	45%	70% h
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	1179	518	331	329	1133	983	597	182	170	296	206	166	159
	56% h	55%	62%	52%	57%	59%	55%	66% h	51%	60% h	65% h	41%	55% h
Company website	1064	501	309	254	1009	853	494	158	127	285	203	152	139
	50% h	53% h	58% h	40%	51%	52%	46%	57% h	38%	58% h	64% z h	38%	48%
Online data storage or back-up	881	384	276	220	831	746	418	107	128	236	156	107	147
	42% h	41%	52% z h	35%	42%	45%	39%	39%	39%	48% h	50% h	26%	51% h
Tracking goods and services online	876	365	222	289	851	699	448	136	102	206	168	127	137
	42% h	39%	41%	46%	43%	42%	42%	49% h	31%	42%	53% z h	31%	48% h
Cloud services	850	389	258	203	821	710	425	127	135	226	139	104	120
	40% h	41%	48% h	32%	42%	43%	39%	46% h	41% h	46% h	44% h	26%	42% h
Looking for advice on regulation or other general business advice	843	365	243	235	806	712	423	124	115	212	154	113	125
	40% h	39%	45%	37%	41%	43%	39%	45% h	35%	43% h	49% h	28%	44% h
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams,	831	356	242	233	779	682	415	134	121	185	147	109	135
	39% h	38%	45%	37%	39%	41%	38%	49% h	36%	37%	47% h	27%	47% h
Taking orders for goods and services online	799	343	215	241	771	637	442	138	69	204	179	108	100
	38% h	37%	40%	38%	39%	39%	41%	50% h	21%	41% h	57% z h	27%	35% h
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	787	351	226	211	748	630	346	98	53	220	163	120	132
	37% h	37%	42%	33%	38%	38%	32%	36% h	16%	44% h	52% z h	30% h	46% h

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 90

Absolutes/col percents

Table 38

QA6: Which, if any, of the following internet applications does your organisation use for business purposes?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Taking payment for goods and services online	743 35%h	353 38%	160 30%	230 36%	716 36%	565 34%	381 35%	143 52%ZHIK	72 22%	170 34%h	125 40%h	123 31%	110 38%h
Tracking online sales	568 27%	233 25%	139 26%	195 31%	558 28%	439 27%	281 26%	101 37%hK	57 17%	127 26%	125 40%ZHIK	77 19%	81 28%
Video streaming	563 27%h	204 22%	191 36%ZA	168 26%	538 27%	473 29%	283 26%	102 37%K	89 27%	129 26%	99 31%K	66 16%	79 27%
Web hosting	526 25%	238 25%	148 28%	140 22%	514 26%	429 26%	226 21%	93 34%K	67 20%	137 28%	76 24%	72 18%	82 28%
Using bespoke software or applications (e.g. accountancy packages)	523 25%h	236 25%	174 32%ZC	114 18%	509 26%	411 25%	247 23%	68 25%	55 17%	161 35%hK	110 35%hK	61 15%	68 23%
Remote log-in to your work PC or laptop	386 18%	146 16%	137 26%ZAC	102 16%	377 19%	295 18%	204 19%	48 17%	35 10%	111 22%h	65 21%	72 18%	55 19%
File Transfer Protocol or FTP	351 17%	135 14%	127 24%ZAC	89 14%	338 17%	301 18%	154 14%	54 20%	40 12%	119 24%ZHK	52 17%	38 9%	48 17%
Remote login to work server (VPN)	325 15%	150 16%	103 19%ZC	72 11%	312 16%	252 15%	180 17%	59 21%	34 10%	102 21%HI	49 15%	51 13%	30 10%
Company intranet (i.e. an internal private network that is contained within the organisation)	6 *	2 *	3 1%	1 *	6 *	5 *	4 *	* *	1 *	2 *	1 *	2 *	1 *
Company extranet (i.e. a private network to securely share part of a business's information or operations with external)	4 *	1 *	2 *	* *	3 *	3 *	3 *	* *	* *	1 *	* *	1 *	1 *
Other (please specify)	36 2%	11 1%	2 *	23 4%b	19 1%	22 1%	21 2%	4 2%	2 1%	11 2%	1 *	12 3%	6 2%
Don't know	5 *	2 *	1 *	2 *	4 *	3 *	2 *	1 1%	- -	2 *	- -	1 *	* *
None	58 3%	26 3%	13 2%	19 3%	50 3%	26 2%	27 2%	6 2%	16 5%	12 2%	3 1%	14 3%	7 3%
NET Low complexity (basic comms)	1976 94%	876 93%	509 95%	591 93%	1865 94%	1588 96%	1006 93%	267 97%	306 93%	457 92%	311 99%hK	361 90%	274 95%
NET Medium complexity (advanced comms & document sharing)	1445 69%hK	606 65%	431 81%ZAC	408 64%	1369 69%	1171 71%	735 68%	202 73%K	213 64%	372 75%K	243 77%K	200 50%	215 75%K
NET High complexity (payment processing & e- commerce)	1935 92%	878 94%ZC	499 93%	557 88%	1837 93%	1547 94%	1005 93%	265 96%K	306 92%	448 90%	300 95%K	347 86%	269 93%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 91

Absolutes/col percents

Table 39

QA6: Which, if any, of the following internet applications does your organisation use for business purposes?

Base: All with broadband/ internet service

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
533	201	362	470	63	128	139	182	430	65	81	38	427	142
1808	867	940	1592	215	328	454	804	1585	65	112	45	1563	245
91%	93%	90%	92%	90%	87%	93%	92%	91%	92%	94%	91%	92%	90%
1563	732	830	1417	146	285	363	713	1362	58	105	38	1351	212
79% D	78%	80%	82% D	61%	75%	75%	82%	78%	83%	87%	77%	78%	78%
1323	730	594	1156	167	244	312	599	1155	49	91	28	1144	179
67% b	78% zB	57%	67%	70%	65%	64%	67%	67%	70%	76%	56%	67%	66%
1229	619	611	1115	114	232	275	555	1062	46	88	33	1040	189
62% d	66%	59%	64% d	48%	61%	57%	64%	61%	66%	73% h	67%	61%	70%
1210	590	619	1086	124	222	273	556	1051	48	82	29	1030	180
61%	63%	59%	63%	52%	59%	56%	64%	60%	68%	69%	58%	60%	66%
1133	569	564	1034	99	215	284	492	990	39	75	28	988	145
57% d	61%	54%	60% D	41%	57%	58%	56%	57%	56%	63%	57%	58%	54%
1009	657	352	888	121	224	235	433	892	35	62	20	869	140
51% b	70% zB	34%	51%	50%	59%	48%	50%	51%	50%	52%	40%	51%	52%
851	468	383	766	85	167	169	422	758	27	49	17	750	101
43%	50% b	37%	44%	35%	44%	35%	48% f	44%	39%	41%	33%	44%	37%
831	468	363	735	96	147	192	383	721	30	57	24	716	115
42% b	50% b	35%	42%	40%	39%	39%	44%	42%	42%	47%	48%	42%	43%
821	461	361	729	92	140	177	400	717	29	52	23	708	113
42% b	49% b	35%	42%	38%	37%	36%	46%	41%	42%	44%	46%	42%	42%
806	477	329	719	87	159	162	382	702	23	58	23	693	112
41% b	51% zB	32%	41%	36%	42%	33%	44%	40%	33%	48%	46%	41%	42%
779	453	326	669	110	124	185	382	691	25	46	16	681	98
39% b	49% zB	31%	39%	46%	33%	38%	44%	40%	36%	39%	33%	40%	36%
771	423	348	715	56	154	191	327	672	27	48	23	674	97
39% d	45% b	33%	41% D	23%	41%	39%	38%	39%	39%	41%	47%	40%	36%
748	416	331	677	71	175	164	316	655	31	45	17	655	93
38%	45% b	32%	39%	30%	46% d	34%	36%	38%	45%	38%	34%	38%	34%
716	370	346	659	57	146	172	319	638	26	36	16	641	74
36%	40%	33%	38% d	24%	39%	35%	37%	37%	36%	30%	32%	38% m	28%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 39

QA6: Which, if any, of the following internet applications does your organisation use for business purposes?

Absolutes/col percents

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Tracking online sales	558	334	225	528	31	126	113	259	497	25	25	12	506	53
	28%bDm	36%b	22%	30%bD	13%	33%	23%	30%	29%	36%j	21%	23%	30%b	19%
Video streaming	538	303	235	473	65	98	140	232	470	18	35	15	475	63
	27%	32%b	23%	27%	27%	26%	29%	27%	27%	25%	30%	30%	28%	23%
Web hosting	514	319	194	448	65	108	97	248	453	18	35	8	458	55
	26%b	34%bD	19%	26%	27%	29%	20%	28%	26%	25%	30%	15%	27%	20%
Using bespoke software or applications (e.g. accountancy packages)	509	328	180	450	59	105	103	234	442	17	39	11	440	69
	26%bD	35%bD	17%	26%	25%	28%	21%	27%	25%	24%	32%	23%	26%	26%
Remote log-in to your work PC or laptop	377	252	125	312	65	70	81	177	327	15	24	10	321	56
	19%bD	27%bD	12%	18%	27%	18%	17%	20%	19%	22%	20%	19%	19%	21%
File Transfer Protocol or FTP	338	244	93	308	30	52	58	174	284	12	32	10	287	51
	17%bD	26%bD	9%	18%	12%	14%	12%	20%	16%	17%	27%bD	20%	17%	19%
Remote login to work server (VPN)	312	213	99	287	25	61	51	170	282	9	18	3	270	42
	16%bD	23%bD	9%	17%	10%	16%	10%	20%bD	16%	12%	15%	7%	16%	16%
Company intranet (i.e. an internal private network that is contained within the organisation)	6	2	3	3	2	1	1	3	5	*	*	*	5	*
	*	*	*	*	1%	*	*	*	*	*	*	*	*	*
Company extranet (i.e. a private network to securely share part of a business's information or operations with external)	3	1	2	2	1	1	*	2	3	*	*	*	3	*
	*	*	*	*	1%	*	*	*	*	*	*	*	*	*
Other (please specify)	19	9	10	19	*	*	7	12	19	*	*	*	18	1
	1%	1%	1%	1%	*	*	1%	1%	1%	*	*	*	1%	*
Don't know	4	2	2	2	2	1	-	1	2	-	1	1	2	1
	*	*	*	*	1%	*	-	*	*	-	1%	2%	*	*
None	50	36	14	35	14	11	16	17	45	2	2	1	44	6
	3%	4%	1%	2%	6%	3%	3%	2%	3%	3%	2%	2%	3%	2%
NET Low complexity (basic comms)	1865	887	978	1645	220	352	465	820	1637	66	115	47	1606	259
	94%	95%	94%	95%	92%	93%	96%	94%	94%	94%	97%	94%	94%	96%
NET Medium complexity (advanced comms & document sharing)	1369	748	621	1191	178	243	344	622	1209	46	80	34	1182	187
	69%bD	80%bD	60%	69%	74%	64%	71%	71%	70%	65%	67%	69%	69%	69%
NET High complexity (payment processing & e-commerce)	1837	851	986	1637	200	344	454	811	1609	66	114	47	1590	247
	93%bD	91%	95%	94%bD	83%	91%	93%	93%	93%	95%	96%	96%	93%	91%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 39

QA6: Which, if any, of the following internet applications does your organisation use for business purposes?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Email	1808	795	458	554	1808	1452	946	252	296	418	286	312	242
	91%	90%	93%	92%	91%	94%	91%	94%	92%	88%	97% <i>l</i>	89%	92%
Online banking	1563	685	417	461	1563	1275	828	231	263	380	232	244	212
	79% <i>h</i>	78%	84%	77%	79%	83%	79%	86% <i>h</i>	82%	80% <i>h</i>	78%	69%	80%
Web access	1323	603	359	361	1323	1058	706	195	164	322	243	210	189
	67% <i>h</i>	68%	73% <i>h</i>	60%	67%	69%	68%	73% <i>h</i>	51%	68% <i>h</i>	82% <i>z</i> <i>h</i> <i>h</i>	60%	71% <i>h</i>
Ordering goods and services online	1229	516	355	358	1229	982	631	176	173	306	202	185	187
	62%	59%	72% <i>z</i> <i>h</i> <i>h</i>	60%	62%	64%	60%	65%	54%	65%	68% <i>h</i>	52%	71% <i>h</i> <i>h</i>
Paying for goods and services online	1210	541	317	352	1210	962	657	183	174	294	211	160	189
	61% <i>h</i>	61%	64%	59%	61%	62%	63%	68% <i>h</i>	54%	62% <i>h</i>	71% <i>h</i> <i>h</i>	46%	71% <i>h</i> <i>h</i>
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	1133	493	323	318	1133	940	581	179	168	284	203	150	149
	57% <i>h</i>	56%	65% <i>h</i>	53%	57%	61%	56%	66% <i>h</i>	52%	60% <i>h</i>	69% <i>h</i> <i>h</i>	42%	56%
Company website	1009	472	293	244	1009	804	484	153	126	274	197	137	123
	51% <i>h</i> <i>h</i>	53% <i>h</i>	59% <i>h</i>	41%	51%	52%	46%	57% <i>h</i> <i>h</i>	39%	58% <i>h</i> <i>h</i>	66% <i>z</i> <i>h</i> <i>h</i>	39%	47%
Tracking goods and services online	851	351	215	285	851	678	443	135	101	200	167	116	133
	43%	40%	43%	48%	43%	44%	42%	50% <i>h</i> <i>h</i>	31%	42%	56% <i>z</i> <i>h</i> <i>h</i>	33%	50% <i>h</i> <i>h</i>
Online data storage or back-up	831	355	262	214	831	700	411	105	127	226	145	94	133
	42% <i>h</i>	40%	53% <i>z</i> <i>h</i> <i>h</i>	36%	42%	45%	39%	39%	40%	48% <i>h</i>	49% <i>h</i>	27%	50% <i>h</i>
Cloud services	821	380	245	197	821	684	418	123	134	215	133	101	115
	42% <i>h</i>	43% <i>h</i>	49% <i>h</i>	33%	42%	44%	40%	46% <i>h</i>	42%	45% <i>h</i>	45% <i>h</i>	29%	43% <i>h</i>
Looking for advice on regulation or other general business advice	806	355	228	223	806	679	414	120	113	195	151	111	117
	41%	40%	46%	37%	41%	44%	40%	44%	35%	41%	51% <i>h</i>	31%	44%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams,	779	326	227	226	779	634	408	134	119	175	139	91	121
	39% <i>h</i>	37%	46%	38%	39%	41%	39%	50% <i>h</i>	37%	37%	47% <i>h</i>	26%	46% <i>h</i>
Taking orders for goods and services online	771	337	202	232	771	613	430	136	67	198	177	102	91
	39% <i>h</i>	38%	41%	39%	39%	40%	41%	51% <i>h</i> <i>h</i>	21%	42% <i>h</i> <i>h</i>	60% <i>z</i> <i>h</i> <i>h</i>	29%	35%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	748	336	209	204	748	593	337	97	51	212	153	112	123
	38% <i>h</i>	38%	42%	34%	38%	38%	32%	36% <i>h</i>	16%	45% <i>h</i> <i>h</i>	52% <i>z</i> <i>h</i> <i>h</i>	32% <i>h</i>	47% <i>h</i> <i>h</i>

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 39

QA6: Which, if any, of the following internet applications does your organisation use for business purposes?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Taking payment for goods and services online	716 36% h	335 38%	154 31%	227 38%	716 36%	542 35%	373 36%	141 52% hHhK	71 22%	166 35% h	124 42% h	106 30%	108 41% h
Tracking online sales	558 28%	230 26%	134 27%	194 32%	558 28%	431 28%	276 26%	100 37% hK	57 18%	123 26%	124 42% hHhK	77 22%	79 30%
Video streaming	538 27% h	202 23%	176 36% zA	160 27%	538 27%	450 29%	280 27%	99 37% K	87 27%	124 26%	99 33% K	59 17%	70 26%
Web hosting	514 26%	236 27%	140 28%	137 23%	514 26%	417 27%	222 21%	91 34% K	67 21%	136 29%	76 26%	66 19%	78 30%
Using bespoke software or applications (e.g. accountancy packages)	509 26%	232 26%	168 34% zC	109 18%	509 26%	398 26%	242 23%	65 24%	55 17%	157 33% hK	106 36% hK	60 17%	66 25%
Remote log-in to your work PC or laptop	377 19%	142 16%	134 27% zAc	101 17%	377 19%	288 19%	200 19%	47 18%	33 10%	108 23% h	65 22%	71 20%	53 20%
File Transfer Protocol or FTP	338 17%	128 15%	124 25% zAc	85 14%	338 17%	289 19%	149 14%	53 20%	38 12%	112 24% hK	51 17%	37 10%	46 18%
Remote login to work server (VPN)	312 16%	146 17%	97 20% C	69 11%	312 16%	243 16%	175 17%	57 21%	33 10%	98 21% hI	47 16%	50 14%	28 11%
Company intranet (i.e. an internal private network that is contained within the organisation)	6 *	2 *	3 1%	1 *	6 *	4 *	4 *	* *	* *	2 *	1 *	2 *	1 *
Company extranet (i.e. a private network to securely share part of a business's information or operations with external)	3 *	1 *	2 *	* *	3 *	3 *	2 *	* *	* *	1 *	* *	1 *	1 *
Other (please specify)	19 1%	11 1%	1 *	7 1%	19 1%	15 1%	11 1%	4 2%	1 *	5 1%	1 *	2 *	6 2%
Don't know	4 *	1 *	1 *	1 *	4 *	3 *	1 *	1 *	- *	2 *	- *	1 *	* *
None	50 3%	22 2%	11 2%	17 3%	50 3%	20 1%	25 2%	6 2%	11 3%	11 2%	2 1%	12 4%	7 3%
NET Low complexity (basic comms)	1865 94%	824 94%	473 95%	568 95%	1865 94%	1487 96%	983 94%	261 97%	303 94%	435 92%	293 99% hK	322 91%	252 95%
NET Medium complexity (advanced comms & document sharing)	1369 69% hK	573 65%	401 81% zAc	396 66%	1369 69%	1101 71%	722 69%	198 74% K	209 65%	359 76% K	231 78% K	179 51%	193 73% K
NET High complexity (payment processing & e- commerce)	1837 93%	827 94%	469 95%	540 90%	1837 93%	1458 95%	983 94%	259 96%	302 94%	432 91%	283 95%	314 89%	247 93%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 95

Absolutes/col percents

Table 40

QA7: 1st ranked - And which are the three most important internet applications for your business?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Email	747	357	390	642	106	110	205	337	652	21	53	22	648	100
	35%	34%	37%	35%	41%	27%	39% 4e	36%	35%	28%	41%	42%	35%	36%
Online banking	233	97	135	209	24	55	76	78	209	6	13	5	206	27
	11%	9%	13%	11%	9%	14%	15%	8%	11%	9%	10%	9%	11%	9%
Web access	198	98	100	174	24	42	52	86	180	7	8	4	162	36
	9%	9%	10%	9%	9%	10%	10%	9%	10%	9%	6%	7%	9%	13%
Company website	110	59	51	99	11	28	21	45	94	6	8	2	83	27
	5%	6%	5%	5%	4%	7%	4%	5%	5%	9%	6%	4%	5%	10% 4d
Taking orders for goods and services online	97	35	62	91	6	21	22	43	86	4	7	1	88	9
	5%	3%	6%	5%	2%	5%	4%	5%	5%	5%	5%	2%	5%	3%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	81	47	34	73	8	5	25	45	75	2	3	1	73	8
	4%	4%	3%	4%	3%	1%	5%	5%	4%	3%	2%	2%	4%	3%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	80	53	27	75	6	28	15	28	72	2	6	1	75	5
	4%	5%	3%	4%	2%	7%	3%	3%	4%	3%	5%	1%	4%	2%
Ordering goods and services online	76	46	30	75	1	15	16	36	67	2	5	2	68	8
	4%	4%	3%	4%	1%	4%	3%	4%	4%	3%	4%	3%	4%	3%
Cloud services	53	37	16	39	14	13	10	24	47	2	1	3	42	11
	2%	3%	2%	2%	5%	3%	2%	3%	3%	2%	1%	6% 4j	2%	4%
Paying for goods and services online	38	10	28	35	3	8	6	15	29	6	2	1	35	3
	2%	1%	3%	2%	1%	2%	1%	2%	2%	6% 2H	2%	2%	2%	1%
Using bespoke software or applications (e.g. accountancy packages)	37	12	25	33	4	13	1	15	30	1	6	*	34	3
	2%	1%	2%	2%	2%	3% 4d	*	2%	2%	2%	5%	1%	2%	1%
Remote login to work server (VPN)	29	12	18	28	1	1	1	22	24	3	1	1	18	11
	1%	1%	2%	2%	*	*	*	2%	1%	4% 4h	1%	2%	1%	4% 4L
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	29	6	23	28	2	4	12	11	27	1	1	*	26	3
	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	*	1%	1%	1%
Tracking goods and services online	28	23	5	18	10	1	3	20	24	2	2	*	27	1
	1%	2%	*	1%	4%	*	1%	2%	1%	3%	1%	*	1%	*
Web hosting	27	18	9	27	*	4	2	15	21	1	4	1	26	1
	1%	2%	1%	1%	*	1%	*	2%	1%	2%	3%	2%	1%	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75). **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 96

Table 40

QA7: 1st ranked - And which are the three most important internet applications for your business?

Absolutes/col percents

Base: All respondents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
23	10	13	22	*	10	3	5	18	1	1	2	19	4
1%	1%	1%	1%	*	3%	1%	1%	1%	2%	1%	3%	1%	1%
19	12	7	18	1	1	6	12	18	*	*	1	19	*
1%	1%	1%	1%	*	*	1%	1%	1%	*	*	1%	1%	*
19	9	10	18	1	2	5	9	16	*	*	3	16	3
1%	1%	1%	1%	*	*	1%	1%	1%	*	*	9%2M	1%	1%
18	10	8	17	1	2	10	5	18	-	*	*	17	1
1%	1%	1%	1%	1%	1%	2%	1%	1%	-	*	*	1%	*
17	12	5	16	1	1	3	13	16	*	*	-	16	1
1%	1%	*	1%	*	*	*	1%	1%	1%	*	-	1%	*
14	2	12	13	1	6	3	5	14	-	-	*	14	-
1%	*	1%	1%	*	1%	1%	1%	1%	-	-	*	1%	-
3	1	3	3	*	2	-	1	3	-	*	*	3	*
*	*	*	*	*	1%	-	*	*	-	*	*	*	*
1	*	*	*	1	*	1	*	1	*	*	*	1	*
*	*	*	*	*	*	*	*	*	*	*	*	*	*
*	-	*	*	-	*	*	*	*	*	*	*	*	*
*	-	*	*	-	*	*	*	*	*	*	*	*	*
7	6	*	6	*	6	*	-	6	*	-	*	6	1
*	1%	*	*	*	1%	*	-	*	*	-	*	*	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 40

QA7: 1st ranked - And which are the three most important internet applications for your business?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Email	747	328	188	231	697	635	423	94	156	178	116	120	84
	35%	35%	35%	36%	35%	38%	39%	34%	47%kl	36%	37%	30%	29%
Online banking	233	87	66	80	218	206	105	30	31	62	29	52	29
	11%	9%	12%	13%	11%	12%	10%	11%	9%	13%	9%	13%	10%
Web access	198	94	54	51	192	147	118	38	18	52	23	35	32
	9%	10%	10%	8%	10%	9%	11%	14%	5%	10%	7%	9%	11%
Company website	110	49	36	25	100	75	58	4	17	24	23	24	18
	5%	5%	7%	4%	5%	5%	5%	2%	5%	5%	7%	6%	6%
Taking orders for goods and services online	97	50	16	30	91	54	57	22	8	17	27	18	7
	5%	5%	3%	5%	5%	3%	5%	8%	2%	3%	8%	4%	2%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	81	47	18	16	81	65	37	31	15	5	20	3	7
	4%	5%	3%	2%	4%	4%	3%	11%ziH	5%	1%	6%ik	1%	2%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	80	20	44	17	74	74	33	1	1	28	14	14	24
	4%	2%	5%zAc	3%	4%	4%	3%	*	*	6%h	4%	3%	8%gH
Ordering goods and services online	76	40	12	25	71	55	17	2	7	11	14	28	13
	4%	4%	2%	4%	4%	3%	2%	1%	2%	2%	5%	7%	5%
Cloud services	53	30	18	4	51	40	26	7	6	15	5	15	5
	2%	3%	3%	1%	3%	2%	2%	2%	2%	3%	2%	4%	2%
Paying for goods and services online	38	13	1	23	38	28	15	1	14	9	*	6	8
	2%	1%	*	4%b	2%	2%	1%	*	4%	2%	*	2%	3%
Using bespoke software or applications (e.g. accountancy packages)	37	23	6	8	37	29	23	*	3	10	11	1	12
	2%	2%	1%	1%	2%	2%	2%	*	1%	2%	3%	*	4%k
Remote login to work server (VPN)	29	13	11	5	29	26	14	3	1	18	3	3	2
	1%	1%	2%	1%	1%	2%	1%	1%	*	4%	1%	1%	1%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	29	15	6	8	29	21	20	3	7	4	6	7	2
	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%
Tracking goods and services online	28	23	3	2	28	15	12	11	1	5	*	10	*
	1%	2%	1%	*	1%	1%	1%	4%	*	1%	*	3%	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 98

Absolutes/col percents

Table 40

QA7: 1st ranked - And which are the three most important internet applications for your business?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Web hosting	27 1%	13 1%	8 2%	6 1%	27 1%	24 1%	6 1%	3 1%	2 1%	11 2%	5 2%	5 1%	2 1%
Taking payment for goods and services online	23 1%	14 2%	3 *	6 1%	22 1%	10 1%	14 1%	6 2%	3 1%	4 1%	3 1%	1 *	7 2%
Online data storage or back-up	19 1%	5 1%	2 *	13 2%	19 1%	18 1%	4 *	1 *	* *	2 *	* *	1 *	15 5%Zhijs
Tracking online sales	19 1%	8 1%	2 *	9 1%	19 1%	15 1%	9 1%	6 2%	- -	3 1%	2 1%	5 1%	2 1%
Remote log-in to your work PC or laptop	18 1%	6 1%	3 1%	9 1%	18 1%	16 1%	8 1%	1 *	3 1%	6 1%	3 1%	2 *	5 2%
Looking for advice on regulation or other general business advice	17 1%	16 2%	1 *	* *	17 1%	11 1%	5 *	* *	12 4%	2 *	* *	2 *	1 *
Video streaming	14 1%	3 *	7 1%	4 1%	13 1%	13 1%	10 1%	3 1%	2 1%	1 *	3 1%	3 1%	2 1%
File Transfer Protocol or FTP	3 *	2 *	* *	* *	3 *	3 *	3 *	2 1%	- -	- -	- -	1 *	* *
Company intranet (i.e. an internal private network that is contained within the organisation)	1 *	* *	* *	1 *	1 *	1 *	1 *	* *	- -	* *	* *	1 *	* *
Company extranet (i.e. a private network to securely share part of a business's information or operations with external parties e.g. clients/providers)	* *	* *	* *	- -	* *	* *	* *	- -	- -	* *	* *	- -	- -
Other	7 *	* *	1 *	6 1%	1 *	6 *	1 *	- -	* *	6 1%	- -	- -	- -

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 41

QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Email	1093	522	572	953	140	170	288	500	958	34	72	30	927	166
	52%	49%	54%	52%	54%	42%	55%	54%	52%	46%	55%	57%	51%	59%
Online banking	566	228	338	513	53	121	141	241	503	19	32	12	497	69
	27%	22%	32%	28%	20%	30%	27%	26%	27%	25%	25%	24%	27%	25%
Web access	450	245	205	394	56	76	126	196	398	14	30	8	391	60
	21%	23%	19%	21%	22%	19%	24%	21%	21%	20%	23%	16%	21%	21%
Company website	206	124	82	186	20	52	34	92	178	8	17	3	167	39
	10%	12%	8%	10%	8%	13%	7%	10%	10%	11%	13%	5%	9%	14%
Taking orders for goods and services online	177	70	107	164	12	38	47	70	156	7	9	5	163	14
	8%	7%	10%	9%	5%	9%	9%	8%	8%	10%	7%	9%	9%	5%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	172	109	63	160	12	48	34	76	157	4	8	3	154	17
	8%	10%	6%	9%	4%	12%	7%	8%	8%	5%	6%	6%	8%	6%
Cloud services	159	88	71	132	27	31	27	93	151	2	2	4	141	18
	8%	8%	7%	7%	11%	8%	5%	10%	8%	3%	2%	7%	8%	6%
Ordering goods and services online	157	68	89	149	8	32	37	68	137	5	13	3	143	14
	7%	6%	8%	8%	3%	8%	7%	7%	7%	6%	10%	5%	8%	5%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	152	86	67	120	32	15	46	78	139	5	4	4	138	14
	7%	8%	6%	6%	12%	4%	9%	8%	8%	7%	3%	7%	8%	5%
Taking payment for goods and services online	113	54	59	110	3	31	29	31	91	6	9	6	102	11
	5%	5%	6%	6%	1%	8%	6%	3%	5%	9%	7%	11%	6%	4%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	110	32	78	102	9	28	42	25	95	5	6	4	95	15
	5%	3%	7%	5%	3%	7%	8%	3%	5%	7%	4%	8%	5%	5%
Paying for goods and services online	101	35	66	84	17	13	21	47	82	6	12	1	83	18
	5%	3%	6%	5%	7%	3%	4%	5%	4%	8%	9%	3%	5%	7%
Tracking goods and services online	69	44	25	57	11	9	11	39	59	5	4	1	65	4
	3%	4%	2%	3%	4%	2%	2%	4%	3%	6%	3%	1%	4%	1%
Using bespoke software or applications (e.g. accountancy packages)	62	25	36	51	11	16	12	24	52	2	6	2	58	4
	3%	2%	3%	3%	4%	4%	2%	3%	3%	2%	5%	3%	3%	1%
Online data storage or back-up	60	25	35	56	3	4	15	31	49	2	4	4	54	6
	3%	2%	3%	3%	1%	1%	3%	3%	3%	3%	3%	8%	3%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 41

QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?**Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Remote login to work server (VPN)	40 2%	20 2%	20 2%	39 2%	1 1%	1 *	3 1%	29 3%	33 2%	4 5%	2 1%	1 2%	29 2%	11 4% l
Tracking online sales	37 2%	16 1%	21 2%	31 2%	6 2%	8 2%	7 1%	16 2%	32 2%	2 3%	* *	3 5% l	33 2%	4 1%
Video streaming	37 2%	16 2%	21 2%	26 1%	10 4%	9 2%	12 2%	14 2%	35 2%	* *	1 1%	1 2%	35 2%	2 1%
Web hosting	36 2%	22 2%	14 1%	36 2%	* *	7 2%	4 1%	16 2%	26 1%	1 2%	8 6% h	1 2%	31 2%	5 2%
Looking for advice on regulation or other general business advice	34 2%	26 2%	9 1%	34 2%	1 *	11 3%	3 1%	15 2%	29 2%	1 2%	2 2%	2 3%	32 2%	3 1%
Remote log-in to your work PC or laptop	34 2%	21 2%	13 1%	28 2%	6 2%	11 3%	13 3%	9 1%	33 2%	* *	1 1%	* *	24 1%	10 3%
File Transfer Protocol or FTP	7 *	3 *	4 *	7 *	* *	3 1%	* *	1 *	4 *	1 2% h	2 1%	* *	6 *	2 1%
Company intranet (i.e. an internal private network that is contained within the organisation)	1 *	* *	1 *	1 *	1 *	* *	1 *	* *	1 *	* *	* *	* *	1 *	* *
Company extranet(i.e. a private network to securely share part of a business's information or operations with external parties e.g. clients/providers)	1 *	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *
Other	11 1%	6 1%	5 *	11 1%	* *	6 1%	1 *	4 *	11 1%	* *	- -	* *	10 1%	1 *

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 101

Absolutes/col percents

Table 41

QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Email	1093	467	277	349	1019	906	588	128	203	278	168	179	138
	52%	50%	52%	55%	52%	55%	54%	47%	61%k	56%	53%	44%	48%
Online banking	566	278	141	147	519	490	259	81	100	122	70	111	81
	27%	30%	26%	23%	26%	30%	24%	29%	30%	25%	22%	28%	28%
Web access	450	195	114	142	423	365	223	82	53	108	67	71	69
	21%	21%	21%	22%	21%	22%	21%	30%	16%	22%	21%	18%	24%
Company website	206	103	61	42	192	149	115	17	22	43	45	47	31
	10%	11%	11%	7%	10%	9%	11%	6%	7%	9%	14%	12%	11%
Taking orders for goods and services online	177	83	39	55	169	114	106	34	15	33	55	27	13
	8%	9%	7%	9%	9%	7%	10%	12%	4%	7%	17%zhkl	7%	5%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	172	72	64	35	160	147	62	20	14	40	31	34	32
	8%	8%	12%	6%	8%	9%	6%	7%	4%	8%	10%	8%	11%
Cloud services	159	87	43	29	157	139	92	15	40	49	23	26	6
	8%	9%	8%	5%	8%	8%	9%	5%	12%kl	10%kl	7%	6%	2%
Ordering goods and services online	157	76	28	53	150	108	76	13	20	31	28	37	28
	7%	8%	5%	8%	8%	7%	7%	5%	6%	6%	9%	9%	10%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	152	68	53	32	146	124	65	44	23	16	23	31	15
	7%	7%	10%	5%	7%	8%	6%	16%kl	7%	3%	7%	8%	5%
Taking payment for goods and services online	113	58	22	33	112	76	67	15	22	30	11	21	14
	5%	6%	4%	5%	6%	5%	6%	6%	7%	6%	3%	5%	5%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	110	49	37	25	109	96	61	17	14	22	13	25	19
	5%	5%	7%	4%	6%	6%	6%	6%	4%	4%	4%	6%	6%
Paying for goods and services online	101	46	13	43	95	71	61	10	20	19	10	30	11
	5%	5%	2%	7%	5%	4%	6%	4%	6%	4%	3%	7%	4%
Tracking goods and services online	69	38	14	17	68	42	38	24	14	13	3	13	2
	3%	4%	3%	3%	3%	3%	4%	9%kl	4%	3%	1%	3%	1%
Using bespoke software or applications (e.g. accountancy packages)	62	31	18	12	60	49	34	1	5	23	13	6	14
	3%	3%	3%	2%	3%	3%	3%	*	1%	5%	4%	2%	5%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 41

QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?**Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Online data storage or back-up	60 3%	18 2%	12 2%	30 5%	58 3%	53 3%	30 3%	3 1%	8 2%	11 2%	7 2%	4 1%	27 9% ^{z,g,j,k}
Remote login to work server (VPN)	40 2%	15 2%	13 2%	12 2%	40 2%	35 2%	23 2%	3 1%	1 *	20 4%	4 1%	4 1%	8 3%
Tracking online sales	37 2%	17 2%	4 1%	16 2%	36 2%	25 2%	19 2%	10 3%	* *	6 1%	9 3%	6 2%	7 2%
Video streaming	37 2%	7 1%	18 3% ^a	12 2%	36 2%	27 2%	19 2%	8 3%	3 1%	4 1%	12 4%	4 1%	6 2%
Web hosting	36 2%	14 1%	13 2%	10 2%	36 2%	30 2%	13 1%	3 1%	2 1%	15 3%	5 2%	5 1%	6 2%
Looking for advice on regulation or other general business advice	34 2%	22 2%	3 *	10 2%	34 2%	26 2%	11 1%	1 1%	14 4%	12 2%	4 1%	2 1%	1 *
Remote log-in to your work PC or laptop	34 2%	12 1%	11 2%	11 2%	33 2%	22 1%	15 1%	2 1%	4 1%	13 3%	5 1%	3 1%	9 3%
File Transfer Protocol or FTP	7 *	5 1%	1 *	1 *	7 *	6 *	5 1%	3 1%	* *	2 *	* *	1 *	* *
Company intranet (i.e. an internal private network that is contained within the organisation)	1 *	* *	* *	1 *	1 *	1 *	1 *	* *	- -	* *	* *	1 *	* *
Company extranet (i.e. a private network to securely share part of a business's information or operations with external parties e.g. clients/providers)	1 *	* *	* *	* *	* *	* *	* *	- -	* *	* *	* *	* *	- -
Other	11 1%	5 1%	1 *	6 1%	5 *	11 1%	5 *	- -	* *	11 2%	- -	* *	- -

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 42

QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?

Absolutes/col percents

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Email	1342	655	687	1171	170	233	369	574	1176	44	88	34	1153	189
	64%	62%	65%	63%	65%	58%	71% e	62%	63%	60%	67%	64%	63%	67%
Online banking	847	354	493	763	85	156	202	389	746	28	55	18	729	118
	40%	34%	47% a	41%	33%	38%	39%	42%	40%	39%	42%	35%	40%	42%
Web access	590	319	271	512	78	103	158	249	510	26	43	11	522	68
	28%	30%	26%	28%	30%	25%	30%	27%	28%	35%	33%	21%	29%	24%
Company website	345	218	127	295	50	86	74	151	311	9	21	4	295	50
	16%	21% b	12%	16%	19%	21%	14%	16%	17%	12%	16%	8%	16%	18%
Ordering goods and services online	294	111	183	275	19	58	67	128	252	9	23	11	257	38
	14%	11%	17% a	15%	7%	14%	13%	14%	14%	12%	18%	20%	14%	13%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	273	161	112	257	16	67	50	130	247	6	16	5	250	23
	13%	15%	11%	14%	6%	17%	10%	14%	13%	8%	12%	9%	14%	8%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	256	167	90	214	43	30	64	131	225	9	17	6	229	27
	12%	16% b	9%	12%	16%	7%	12%	14%	12%	12%	13%	11%	13%	10%
Cloud services	225	120	105	192	33	35	39	138	212	4	4	5	200	25
	11%	11%	10%	10%	13%	9%	8%	15% f	11% j	6%	3%	10%	11%	9%
Taking orders for goods and services online	215	86	129	200	15	45	60	85	191	8	11	5	195	20
	10%	8%	12%	11%	6%	11%	12%	9%	10%	11%	8%	10%	11%	7%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	212	54	158	191	21	52	71	66	189	7	10	6	190	22
	10% a	5%	15% a	10%	8%	13%	14% g	7%	10%	9%	8%	12%	10%	8%
Taking payment for goods and services online	188	84	104	183	4	48	53	60	161	11	10	6	165	22
	9% d	8%	10%	10% d	2%	12%	10%	6%	9%	14%	8%	12%	9%	8%
Paying for goods and services online	185	75	110	165	19	28	37	88	153	12	15	5	152	33
	9%	7%	10%	9%	7%	7%	7%	9%	8%	16% h	12%	9%	8%	12%
Using bespoke software or applications (e.g. accountancy packages)	111	47	63	91	20	29	23	40	92	2	11	5	96	15
	5%	4%	6%	5%	8%	7%	4%	4%	5%	3%	8%	10%	5%	5%
Online data storage or back-up	101	43	57	91	10	9	21	57	87	3	6	4	90	11
	5%	4%	5%	5%	4%	2%	4%	6%	5%	4%	5%	8%	5%	4%
Tracking online sales	87	42	46	80	7	24	11	45	80	2	2	3	81	6
	4%	4%	4%	4%	3%	6%	2%	5%	4%	3%	2%	6%	4%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 104

Absolutes/col percents

Table 42

QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Tracking goods and services online	85 4%	49 5%	36 3%	74 4%	11 4%	11 3%	15 3%	49 5%	75 4%	5 6%	5 4%	1 1%	76 4%	9 3%
Looking for advice on regulation or other general business advice	68 3%	42 4%	26 2%	64 3%	4 2%	25 6%	11 2%	22 2%	58 3%	1 2%	4 3%	5 9% ^{ch}	59 3%	9 3%
Web hosting	67 3%	26 2%	42 4%	55 3%	13 5%	11 3%	6 1%	36 4%	53 3%	2 3%	8 6%	4 8%	58 3%	9 3%
Remote login to work server (VPN)	50 2%	22 2%	28 3%	47 3%	3 1%	3 1%	6 1%	34 4%	43 2%	4 5%	3 2%	1 2%	38 2%	12 4%
Video streaming	49 2%	21 2%	29 3%	36 2%	13 5%	12 3%	17 3%	16 2%	45 2%	2 2%	1 1%	1 2%	47 3%	2 1%
Remote log-in to your work PC or laptop	45 2%	23 2%	22 2%	38 2%	7 3%	11 3%	14 3%	18 2%	43 2%	* 1%	1 1%	1 2%	35 2%	10 4%
File Transfer Protocol or FTP	24 1%	16 1%	8 1%	23 1%	1 *	4 1%	10 2%	7 1%	21 1%	1 2%	2 1%	* *	21 1%	3 1%
Company intranet (i.e. an internal private network that is contained within the organisation)	2 *	1 *	1 *	1 *	1 *	* *	1 *	1 *	2 *	* *	* *	* *	2 *	* *
Company extranet (i.e. a private network to securely share part of a business's information or operations with external parties e.g. clients/providers)	1 *	* *	1 *	1 *	* *	* *	* *	* *	* *	* *	* *	* *	1 *	* *
Other	16 1%	11 1%	5 *	16 1%	* *	6 1%	5 1%	4 *	16 1%	* *	- -	* *	15 1%	1 *

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 42

QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?

Absolutes/col percents

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Email	1342	574	369	399	1245	1109	711	160	229	319	214	236	183
	64%	61%	69%	63%	63%	67%	66%	58%	69%	64%	68%	58%	64%
Online banking	847	389	203	255	790	725	432	110	153	180	124	160	121
	40%	41%	38%	40%	40%	44%	40%	40%	46%	36%	39%	40%	42%
Web access	590	253	159	179	549	459	287	97	75	130	95	109	86
	28%	27%	30%	28%	28%	28%	27%	35%	23%	26%	30%	27%	30%
Company website	345	191	83	71	319	250	168	33	47	82	74	68	41
	16%	20% c	15%	11%	16%	15%	16%	12%	14%	16%	23%	17%	14%
Ordering goods and services online	294	139	52	103	280	222	155	33	46	54	43	60	59
	14%	15%	10%	16%	14%	13%	14%	12%	14%	11%	14%	15%	21% d
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	273	121	91	61	252	233	94	34	19	77	53	47	43
	13%	13%	17% c	10%	13%	14% d	9%	12%	6%	15% h	17% h	12%	15% h
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	256	116	78	62	242	212	105	49	50	32	40	45	40
	12%	12%	15%	10%	12%	13%	10%	18% d	15% d	6%	13%	11%	14% d
Cloud services	225	122	63	40	223	196	132	32	53	71	25	29	15
	11%	13% c	12%	6%	11%	12%	12%	12%	16% d	14% d	8%	7%	5%
Taking orders for goods and services online	215	90	56	69	207	148	128	34	16	54	60	29	21
	10%	10%	10%	11%	10%	9%	12%	13%	5%	11%	19% c,d,h,i	7%	7%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	212	95	60	57	211	186	115	41	45	32	31	37	27
	10%	10%	11%	9%	11%	11%	11%	15%	14%	6%	10%	9%	9%
Taking payment for goods and services online	188	86	42	60	184	138	113	31	24	51	27	32	22
	9%	9%	8%	9%	9%	8%	10%	11%	7%	10%	9%	8%	8%
Paying for goods and services online	185	79	38	68	167	135	107	32	27	34	20	48	23
	9%	8%	7%	11%	8%	8%	10%	11%	8%	7%	6%	12%	8%
Using bespoke software or applications (e.g. accountancy packages)	111	57	36	18	108	81	55	13	9	40	16	12	21
	5%	6%	7%	3%	5%	5%	5%	5%	3%	8%	5%	3%	7%
Online data storage or back-up	101	37	30	34	99	89	55	7	16	24	14	6	34
	5%	4%	6%	5%	5%	5%	5%	2%	5%	5%	4%	1%	12% d,g,h

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 106

Absolutes/col percents

Table 42

QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Tracking online sales	87 4%	43 5%	6 1%	38 6% ^b	86 4%	65 4%	40 4%	24 9%	16 5%	20 4%	10 3%	9 2%	8 3%
Tracking goods and services online	85 4%	43 5%	15 3%	28 4%	84 4%	51 3%	51 5%	30 11% ^z ^{ijl}	14 4%	18 4%	6 2%	14 3%	3 1%
Looking for advice on regulation or other general business advice	68 3%	34 4%	8 1%	27 4%	62 3%	57 3%	28 3%	5 2%	17 5%	26 5%	10 3%	8 2%	2 1%
Web hosting	67 3%	38 4%	18 3%	11 2%	67 3%	58 4%	40 4%	3 1%	4 1%	31 6%	14 4%	7 2%	9 3%
Remote login to work server (VPN)	50 2%	18 2%	17 3%	15 2%	49 3%	42 3%	29 3%	3 1%	1 *	23 5%	5 2%	7 2%	11 4%
Video streaming	49 2%	10 1%	19 4%	21 3%	48 2%	36 2%	27 2%	12 4%	4 1%	9 2%	12 4%	6 2%	6 2%
Remote log-in to your work PC or laptop	45 2%	19 2%	13 3%	12 2%	45 2%	30 2%	20 2%	3 1%	4 1%	18 4%	5 2%	6 1%	10 3%
File Transfer Protocol or FTP	24 1%	13 1%	7 1%	4 1%	24 1%	20 1%	8 1%	10 4%	* *	8 2%	1 *	4 1%	1 *
Company intranet (i.e. an internal private network that is contained within the organisation)	2 *	* *	1 *	1 *	2 *	1 *	1 *	* *	- .	1 *	* *	1 *	* *
Company extranet (i.e. a private network to securely share part of a business's information or operations with external parties e.g. clients/providers)	1 *	* *	* *	* *	1 *	1 *	* *	* *	* *	* *	* *	* *	* *
Other	16 1%	5 1%	1 *	11 2%	10 *	16 1%	5 *	- .	* *	11 2%	- .	* *	5 2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 107

Absolutes/col percents

Table 43

QA7: 1st ranked - And which are the three most important internet applications for your business?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Email	697	309	388	593	104	103	191	313	607	20	49	21	598	99
35%		33%	37%	34%	43%	27%	39% <i>le</i>	36%	35%	29%	41%	42%	35%	37%
Online banking	218	86	132	200	19	47	70	78	194	6	13	5	193	25
11%		9%	13%	11%	8%	12%	14%	9%	11%	9%	11%	9%	11%	9%
Web access	192	91	100	167	24	41	47	86	173	7	8	4	156	36
10%		10%	10%	10%	10%	11%	10%	10%	10%	10%	7%	7%	9%	13%
Company website	100	49	51	89	11	28	18	39	85	6	8	1	77	23
5%		5%	5%	5%	4%	7%	4%	4%	5%	9%	7%	2%	5%	9%
Taking orders for goods and services online	91	34	58	85	6	21	22	37	80	4	7	1	82	9
5%		4%	6%	5%	3%	6%	4%	4%	5%	5%	6%	2%	5%	3%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	81	47	34	73	8	5	25	45	75	2	3	1	73	8
4%		5%	3%	4%	3%	1%	5%	5%	4%	3%	2%	2%	4%	3%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	74	50	25	69	6	28	15	26	69	1	4	1	69	5
4%		5%	2%	4%	2%	7%	3%	3%	4%	1%	4%	2%	4%	2%
Ordering goods and services online	71	41	30	69	1	15	10	36	62	2	5	2	62	8
4%		4%	3%	4%	1%	4%	2%	4%	4%	3%	4%	4%	4%	3%
Cloud services	51	35	16	37	14	13	10	23	45	2	1	3	40	11
3%		4%	2%	2%	6%	3%	2%	3%	3%	3%	1%	7%	2%	4%
Paying for goods and services online	38	10	28	35	3	8	6	15	29	6	2	1	35	3
2%		1%	3%	2%	1%	2%	1%	2%	2%	8% <i>zh</i>	2%	2%	2%	1%
Using bespoke software or applications (e.g. accountancy packages)	37	12	25	33	4	13	1	15	29	1	6	*	34	2
2%		1%	2%	2%	2%	4% <i>l</i>	*	2%	2%	2%	5%	1%	2%	1%
Remote login to work server (VPN)	29	12	18	28	1	1	1	22	24	3	1	1	18	11
1%		1%	2%	2%	*	*	*	2%	1%	9% <i>h</i>	1%	2%	1%	4% <i>ul</i>
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	29	5	23	27	2	4	12	11	26	1	1	*	25	3
1%		1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%
Tracking goods and services online	28	23	5	18	10	1	3	20	24	2	2	*	27	1
1%		2%	1%	1%	4%	*	1%	2%	1%	3%	2%	*	2%	*
Web hosting	27	18	9	27	*	4	2	15	21	1	4	1	26	1
1%		2%	1%	2%	*	1%	*	2%	1%	2%	3%	2%	2%	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 108

Table 43

QA7: 1st ranked - And which are the three most important internet applications for your business?

Absolutes/col percents

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Taking payment for goods and services online	22	9	13	22	*	9	3	5	17	1	1	2	18	4
1%	1%	1%	1%	1%	*	3%	1%	1%	1%	2%	1%	4%	1%	1%
Tracking online sales	19	9	10	18	1	2	5	9	16	*	*	3	16	3
1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	*	6%	1%	1%
Online data storage or back-up	19	12	7	18	1	1	6	11	18	*	*	1	19	*
1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	*	1%	1%	*
Remote log-in to your work PC or laptop	18	10	8	17	1	2	10	5	18	-	*	*	17	1
1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	*	*	1%	*
Looking for advice on regulation or other general business advice	17	12	5	16	1	1	3	13	16	*	*	-	16	1
1%	1%	1%	*	1%	*	*	1%	2%	1%	1%	*	-	1%	*
Video streaming	13	1	12	12	1	6	3	4	13	-	-	*	13	-
1%	*	1%	1%	1%	*	2%	1%	*	1%	-	-	*	1%	-
File Transfer Protocol or FTP	3	1	3	3	*	2	-	1	3	-	*	*	3	*
*	*	*	*	*	*	1%	-	*	*	-	*	*	*	*
Company intranet (i.e. an internal private network that is contained within the organisation)	1	*	*	*	1	*	*	*	1	*	*	*	1	*
*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Company extranet(i.e. a private network to securely share part of a business's information or operations with external parties e.g. clients/providers)	*	-	*	*	-	*	*	*	*	*	*	*	*	*
*	*	-	*	*	-	*	*	*	*	*	*	*	*	*
Other	1	*	*	1	*	-	*	-	*	*	-	*	-	1
*	*	*	*	*	*	-	*	-	*	*	-	*	-	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 43

QA7: 1st ranked - And which are the three most important internet applications for your business?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Email	697	300	175	223	697	589	415	91	152	168	103	102	82
	35%	34%	35%	37%	35%	38%	40%	34%	47%kl	36%	35%	29%	31%
Online banking	218	81	60	77	218	192	105	30	31	62	29	44	22
	11%	9%	12%	13%	11%	12%	10%	11%	10%	13%	10%	13%	8%
Web access	192	93	48	51	192	142	116	38	18	51	23	35	26
	10%	11%	10%	8%	10%	9%	11%	14%	6%	11%	8%	10%	10%
Company website	100	43	33	24	100	66	57	4	17	24	20	17	17
	5%	5%	7%	4%	5%	4%	5%	2%	5%	5%	7%	5%	7%
Taking orders for goods and services online	91	49	16	26	91	50	51	21	8	17	27	13	6
	5%	6%	3%	4%	5%	3%	5%	8%	2%	4%	9%	4%	2%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	81	47	18	16	81	65	37	31	15	5	19	3	7
	4%	5%	4%	3%	4%	4%	4%	12%zll	5%	1%	7%ik	1%	2%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	74	19	38	17	74	68	31	1	1	26	12	14	21
	4%	2%	6%zAc	3%	4%	4%	3%	*	*	5%h	4%	4%	6%gh
Ordering goods and services online	71	35	11	25	71	49	17	2	7	11	14	28	8
	4%	4%	2%	4%	4%	3%	2%	1%	2%	2%	5%	8%zi	3%
Cloud services	51	30	17	4	51	39	25	6	6	14	5	15	5
	3%	3%	3%	1%	3%	2%	2%	2%	2%	3%	2%	4%	2%
Paying for goods and services online	38	13	1	23	38	28	15	1	14	9	*	6	8
	2%	2%	*	4%b	2%	2%	1%	*	4%	2%	*	2%	3%
Using bespoke software or applications (e.g. accountancy packages)	37	23	6	8	37	28	23	*	3	10	11	1	12
	2%	3%	1%	1%	2%	2%	2%	*	1%	2%	4%	*	4%k
Remote login to work server (VPN)	29	13	11	5	29	26	14	3	1	18	3	3	2
	1%	1%	2%	1%	1%	2%	1%	1%	*	4%	1%	1%	1%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	29	14	6	8	29	20	19	3	7	4	6	7	2
	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	2%	2%	1%
Tracking goods and services online	28	23	3	2	28	15	12	11	1	5	*	10	*
	1%	3%	1%	*	1%	1%	1%	4%	*	1%	*	3%	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 43

QA7: 1st ranked - And which are the three most important internet applications for your business?**Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Web hosting	27 1%	13 1%	8 2%	6 1%	27 1%	24 2%	6 1%	3 1%	2 1%	11 2%	5 2%	5 1%	2 1%
Taking payment for goods and services online	22 1%	13 2%	3 1%	6 1%	22 1%	10 1%	13 1%	6 2%	3 1%	3 1%	3 1%	1 *	7 3%
Tracking online sales	19 1%	8 1%	2 *	9 1%	19 1%	15 1%	9 1%	6 2%	- 1%	3 1%	2 1%	5 2%	2 1%
Online data storage or back-up	19 1%	4 *	2 *	13 2%	19 1%	18 1%	3 *	1 *	* *	2 *	* *	* *	15 6% ^{zhi}
Remote log-in to your work PC or laptop	18 1%	6 1%	3 1%	9 1%	18 1%	16 1%	8 1%	1 *	3 1%	6 1%	3 1%	2 1%	5 2%
Looking for advice on regulation or other general business advice	17 1%	16 2%	1 *	- -	17 1%	10 1%	5 *	- -	12 4%	2 *	* *	2 1%	1 *
Video streaming	13 1%	3 *	7 1%	3 *	13 1%	12 1%	10 1%	1 *	2 1%	1 *	3 1%	3 1%	2 1%
File Transfer Protocol or FTP	3 *	2 *	* *	* *	3 *	3 *	3 *	2 1%	- -	- -	- -	1 *	* *
Company intranet (i.e. an internal private network that is contained within the organisation)	1 *	* *	* *	1 *	1 *	1 *	1 *	* *	- -	* *	* *	1 *	* *
Company extranet (i.e. a private network to securely share part of a business's information or operations with external parties e.g. clients/providers)	* *	* *	* *	- -	* *	* *	* *	- -	- -	* *	* *	- -	- -
Other	1 *	* *	1 *	- -	1 *	1 *	1 *	- -	* *	* *	- -	- -	- -

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 111

Absolutes/col percents

Table 44

QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Email	1019	452	568	882	138	149	269	473	891	32	68	28	855	164
	52%a	48%	54%	51%	58%	39%	55%e	54%e	51%	45%	57%	57%	50%	61%l
Online banking	519	190	330	471	48	112	123	225	460	19	29	12	452	67
	26%	20%	32%a	27%	20%	30%	25%	26%	26%	26%	24%	25%	27%	25%
Web access	423	220	203	373	51	69	109	194	372	14	30	8	365	59
	21%	24%	19%	21%	21%	18%	23%	22%	21%	20%	25%	16%	21%	22%
Company website	192	110	82	173	19	52	30	83	166	8	17	2	157	35
	10%	12%	8%	10%	8%	14%e	6%	10%	10%	11%	14%	4%	9%	13%
Taking orders for goods and services online	169	68	101	156	12	38	47	62	148	7	9	5	155	14
	9%	7%	10%	9%	5%	10%	10%	7%	9%	11%	7%	9%	9%	5%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	160	99	61	149	11	47	34	67	149	3	6	3	143	17
	8%	11%b	6%	9%	5%	12%	7%	8%	9%	4%	5%	6%	8%	6%
Cloud services	157	86	71	130	27	31	25	93	149	2	2	4	139	18
	8%	9%	7%	7%	11%	8%	5%	11%	9%j	3%	2%	7%	8%	7%
Ordering goods and services online	150	61	89	142	8	32	31	67	130	5	13	3	136	14
	8%	7%	9%	8%	3%	8%	6%	8%	7%	7%	11%	6%	8%	5%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	146	80	67	114	32	15	46	72	134	5	4	4	132	14
	7%	9%	6%	7%	14%e	4%	10%	8%	8%	7%	3%	8%	8%	5%
Taking payment for goods and services online	112	53	59	109	3	30	29	30	90	6	9	6	101	11
	6%	6%	6%	6%	1%	8%	6%	3%	5%	9%	8%	12%	6%	4%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	109	31	78	100	9	28	42	24	94	5	6	4	94	15
	6%	3%	8%a	6%	4%	7%g	9%g	3%	5%	8%	5%	8%	6%	6%
Paying for goods and services online	95	30	65	78	17	13	17	47	77	6	10	1	81	14
	5%	3%	6%	4%	7%	3%	3%	5%	4%	8%	9%	3%	5%	5%
Tracking goods and services online	68	43	25	57	11	9	10	39	58	5	4	1	64	4
	3%	5%	2%	3%	5%	2%	2%	4%	3%	7%	4%	1%	4%	1%
Using bespoke software or applications (e.g. accountancy packages)	60	24	36	50	11	16	12	23	51	2	6	2	57	3
	3%	3%	3%	3%	4%	4%	3%	3%	3%	2%	5%	3%	3%	1%
Online data storage or back-up	58	24	35	56	3	4	14	30	48	2	4	4	53	5
	3%	3%	3%	3%	1%	1%	3%	3%	3%	3%	3%	8%	3%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 44

QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?**Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Remote login to work server (VPN)	40 2%	20 2%	20 2%	39 2%	1 1%	1 *	3 1%	29 3%	33 2%	4 5%	2 2%	1 2%	29 2%	11 4%
Tracking online sales	36 2%	15 2%	21 2%	30 2%	6 3%	8 2%	7 2%	16 2%	31 2%	2 3%	* *	3 6%	33 2%	4 1%
Web hosting	36 2%	22 2%	14 1%	36 2%	* *	7 2%	4 1%	16 2%	26 2%	1 2%	8 6% 2H	1 2%	31 2%	5 2%
Video streaming	36 2%	15 2%	21 2%	25 1%	10 4%	9 2%	12 2%	13 1%	34 2%	* *	1 1%	1 2%	33 2%	2 1%
Looking for advice on regulation or other general business advice	34 2%	26 3%	9 1%	33 2%	1 *	11 3%	3 1%	15 2%	29 2%	1 2%	2 2%	2 3%	32 2%	3 1%
Remote log-in to your work PC or laptop	33 2%	20 2%	13 1%	28 2%	6 2%	11 3%	13 3%	8 1%	32 2%	* *	1 1%	* 1%	24 1%	10 4%
File Transfer Protocol or FTP	7 *	3 *	4 *	7 *	* *	3 1%	* *	1 *	4 *	1 2% h	2 1%	* *	6 *	2 1%
Company intranet (i.e. an internal private network that is contained within the organisation)	1 *	* *	1 *	1 *	1 *	* *	1 *	* *	1 *	* *	* *	* *	1 *	* *
Company extranet(i.e. a private network to securely share part of a business's information or operations with external parties e.g. clients/providers)	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *
Other	5 *	* *	5 *	5 *	* *	- -	* *	4 1%	5 *	* *	- -	* *	4 *	1 *

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 113

Absolutes/col percents

Table 44

QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Email	1019	431	257	331	1019	837	578	124	199	260	153	151	131
	52%	49%	52%	55%	52%	54%	55%	46%	62%k	55%	52%	43%	50%
Online banking	519	253	129	137	519	444	253	81	99	115	70	87	67
	26%	29%	26%	23%	26%	29%	24%	30%	31%	24%	24%	25%	25%
Web access	423	181	103	139	423	340	219	80	53	106	56	71	58
	21%	21%	21%	23%	21%	22%	21%	30%	17%	22%	19%	20%	22%
Company website	192	95	57	40	192	139	111	16	21	43	42	40	30
	10%	11%	12%	7%	10%	9%	11%	6%	7%	9%	14%	11%	11%
Taking orders for goods and services online	169	82	37	50	169	108	98	33	15	31	55	22	13
	9%	9%	7%	8%	9%	7%	9%	12%	5%	7%	19%ZHKU	6%	5%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	160	66	59	35	160	136	59	20	14	37	30	29	29
	8%	7%	12%	6%	8%	9%	6%	8%	4%	8%	10%	8%	11%
Cloud services	157	86	42	29	157	137	92	14	40	49	22	26	6
	8%	10%	8%	5%	8%	9%	9%	5%	12%l	10%l	7%	7%	2%
Ordering goods and services online	150	71	27	52	150	101	76	13	20	29	28	37	24
	8%	8%	5%	9%	8%	7%	7%	5%	6%	6%	9%	10%	9%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	146	67	47	32	146	118	65	44	23	16	23	26	15
	7%	8%	10%	5%	7%	8%	6%	16%ll	7%	3%	8%	7%	6%
Taking payment for goods and services online	112	57	22	33	112	76	67	15	22	29	11	21	14
	6%	6%	4%	5%	6%	5%	6%	6%	7%	6%	4%	6%	5%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	109	48	37	25	109	95	60	17	14	21	13	25	19
	6%	5%	7%	4%	6%	6%	6%	6%	5%	4%	4%	7%	7%
Paying for goods and services online	95	45	7	42	95	67	59	10	20	19	8	28	10
	5%	5%	1%	7%b	5%	4%	6%	4%	6%	4%	3%	8%	4%
Tracking goods and services online	68	38	13	17	68	42	37	24	14	12	3	13	2
	3%	4%	3%	3%	3%	3%	4%	9%llj	4%	3%	1%	4%	1%
Using bespoke software or applications (e.g. accountancy packages)	60	31	18	12	60	48	34	*	5	23	13	6	14
	3%	4%	4%	2%	3%	3%	3%	*	1%	5%	4%	2%	5%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 44

QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?**Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Online data storage or back-up	58 3%	17 2%	12 2%	30 5%	58 3%	52 3%	29 3%	3 1%	8 2%	11 2%	7 2%	3 1%	27 10% zghkl
Remote login to work server (VPN)	40 2%	15 2%	13 3%	12 2%	40 2%	35 2%	23 2%	3 1%	1 *	20 4%	4 1%	4 1%	8 3%
Tracking online sales	36 2%	16 2%	4 1%	16 3%	36 2%	25 2%	18 2%	10 4%	* *	6 1%	9 3%	6 2%	6 2%
Web hosting	36 2%	13 2%	13 3%	10 2%	36 2%	30 2%	12 1%	3 1%	2 1%	15 3%	5 2%	5 1%	6 2%
Video streaming	36 2%	7 1%	18 4%	11 2%	36 2%	26 2%	19 2%	7 3%	3 1%	4 1%	12 4%	4 1%	6 2%
Looking for advice on regulation or other general business advice	34 2%	22 2%	3 1%	10 2%	34 2%	26 2%	11 1%	1 1%	14 4%	12 2%	4 1%	2 1%	1 *
Remote log-in to your work PC or laptop	33 2%	12 1%	11 2%	11 2%	33 2%	22 1%	14 1%	2 1%	4 1%	13 3%	5 2%	2 1%	9 3%
File Transfer Protocol or FTP	7 *	5 1%	1 *	1 *	7 *	6 *	5 1%	3 1%	* *	2 *	* *	1 *	* *
Company intranet (i.e. a private network that is contained within the organisation)	1 *	* *	* *	1 *	1 *	1 *	1 *	* *	- -	* *	* *	1 *	* *
Company extranet (i.e. a private network to securely share part of a business's information or operations with external parties e.g. clients/providers)	* *	* *	* *	* *	* *	* *	* *	- -	* *	* *	* *	* *	- -
Other	5 *	5 1%	1 *	- -	5 *	5 *	5 *	- -	* *	5 1%	- -	- -	- -

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 115

Table 45

QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?

Absolutes/col percents

Base: All with broadband/ internet service

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
533	201	362	470	63	128	139	182	430	65	81	38	427	142
1245	568	677	1083	162	212	336	540	1087	42	84	32	1063	182
63%	61%	65%	62%	68%	56%	69% e	62%	63%	60%	70%	64%	62%	67%
790	305	485	712	79	146	182	365	694	28	51	18	675	116
40%	33%	47% A	41%	33%	38%	38%	42%	40%	40%	42%	37%	40%	43%
549	280	269	477	72	95	141	239	475	25	40	10	482	67
28%	30%	26%	27%	30%	25%	29%	27%	27%	35%	33%	21%	28%	25%
319	193	126	270	49	80	65	141	286	9	21	3	273	46
16%	21% B	12%	16%	20%	21%	13%	16%	16%	13%	17%	6%	16%	17%
280	97	183	261	19	51	60	127	238	9	23	10	244	36
14%	10%	18% a	15%	8%	14%	12%	15%	14%	12%	19%	20%	14%	13%
252	145	107	237	15	65	44	120	229	5	14	4	229	23
13%	16%	10%	14%	6%	17% d	9%	14%	13%	6%	12%	9%	13%	9%
242	152	90	200	42	30	58	124	212	9	15	6	215	27
12%	16% B	9%	12%	18%	8%	12%	14%	12%	12%	13%	12%	13%	10%
223	118	105	190	33	35	38	137	210	4	4	5	198	25
11%	13%	10%	11%	14%	9%	8%	16% f	12% j	6%	3%	10%	12%	9%
211	53	158	190	21	52	71	66	188	7	10	6	189	22
11% a	6%	15% aA	11%	9%	14%	15% g	8%	11%	10%	9%	12%	11%	8%
207	85	122	192	15	45	60	78	183	8	11	5	187	20
10%	9%	12%	11%	6%	12%	12%	9%	11%	11%	9%	11%	11%	7%
184	82	102	180	4	48	53	57	157	11	10	6	162	22
9% d	9%	10%	10% d	2%	13%	11%	7%	9%	15%	8%	13%	9%	8%
167	59	108	148	19	28	33	77	138	11	14	4	139	28
8%	6%	10%	9%	8%	7%	7%	9%	8%	16% h	11%	8%	8%	10%
108	45	63	89	19	28	23	39	90	2	11	5	94	14
5%	5%	6%	5%	8%	8%	5%	4%	5%	3%	9%	11%	6%	5%
99	42	57	90	9	9	20	57	86	3	6	4	89	10
5%	4%	6%	5%	4%	2%	4%	6%	5%	4%	5%	9%	5%	4%
86	41	46	79	7	24	11	44	79	2	2	3	81	6
4%	4%	4%	5%	3%	6%	2%	5%	5%	3%	2%	6%	5%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC
Fieldwork: January-April 2022
BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 116

Absolutes/col percents

Table 45

QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Tracking goods and services online	84	48	36	73	11	11	15	49	74	5	5	1	75	9
	4%	5%	3%	4%	5%	3%	3%	6%	4%	7%	4%	1%	4%	3%
Web hosting	67	26	42	55	13	11	6	36	53	2	8	4	58	9
	3%	3%	4%	3%	5%	3%	1%	4%	3%	3%	6%	8%	3%	3%
Looking for advice on regulation or other general business advice	62	36	26	58	4	19	11	22	52	1	4	5	53	9
	3%	4%	3%	3%	2%	5%	2%	3%	3%	2%	3%	10%	3%	3%
Remote login to work server (VPN)	49	21	28	46	3	3	6	33	42	4	3	1	37	12
	3%	2%	3%	3%	1%	1%	1%	4%	2%	5%	2%	2%	2%	5%
Video streaming	48	20	28	35	13	12	17	15	44	2	1	1	46	2
	2%	2%	3%	2%	5%	3%	3%	2%	3%	2%	1%	3%	3%	1%
Remote log-in to your work PC or laptop	45	23	22	38	7	11	14	17	42	*	1	1	34	10
	2%	2%	2%	2%	3%	3%	3%	2%	2%	1%	1%	2%	2%	4%
File Transfer Protocol or FTP	24	15	8	23	1	4	9	7	20	1	2	*	20	3
	1%	2%	1%	1%	*	1%	2%	1%	1%	2%	1%	*	1%	1%
Company intranet (i.e. an internal private network that is contained within the organisation)	2	1	1	1	1	*	1	1	2	*	*	*	2	*
	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Company extranet (i.e. a private network to securely share part of a business's information or operations with external parties e.g. clients/providers)	1	*	1	1	*	*	*	*	*	*	*	*	1	*
	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Other	10	5	5	10	*	-	5	4	10	*	-	*	9	1
	*	1%	*	1%	*	-	1%	1%	1%	*	-	*	1%	*

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 45

QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Email	1245	531	339	375	1245	1019	694	155	226	301	197	203	165
	63%	60%	68%	63%	63%	66%	66%	57%	70%	64%	66%	57%	62%
Online banking	790	356	190	245	790	671	423	109	151	169	124	131	106
	40%	40%	38%	41%	40%	43%	40%	40%	47%	36%	42%	37%	40%
Web access	549	239	136	174	549	422	280	93	74	128	82	100	72
	28%	27%	28%	29%	28%	27%	27%	35%	23%	27%	28%	28%	27%
Company website	319	173	79	67	319	227	163	30	46	77	70	56	39
	16%	20% c	16%	11%	16%	15%	16%	11%	14%	16%	24%	16%	15%
Ordering goods and services online	280	127	52	102	280	209	154	33	45	52	37	58	54
	14%	14%	10%	17%	14%	14%	15%	12%	14%	11%	12%	17%	21%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	252	110	85	57	252	212	91	34	18	74	46	40	41
	13%	12%	17% c	10%	13%	14% d	9%	12%	5%	16% h	16% h	11%	15% h
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	242	116	65	61	242	199	103	49	50	29	39	39	35
	12%	13%	13%	10%	12%	13%	10%	18% d	16% d	6%	13%	11%	13%
Cloud services	223	122	62	39	223	194	131	31	53	71	24	29	14
	11%	14% c	13%	6%	11%	13%	13%	12%	17% d	15% d	8%	8%	5%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	211	94	60	57	211	185	113	41	45	31	31	37	27
	11%	11%	12%	10%	11%	12%	11%	15%	14%	7%	11%	10%	10%
Taking orders for goods and services online	207	89	53	65	207	141	120	33	16	51	60	25	21
	10%	10%	11%	11%	10%	9%	11%	12%	5%	11%	20% h	7%	8%
Taking payment for goods and services online	184	85	39	60	184	136	109	31	24	48	27	32	22
	9%	10%	8%	10%	9%	9%	10%	11%	7%	10%	9%	9%	8%
Paying for goods and services online	167	68	32	68	167	120	105	32	27	33	17	37	21
	8%	8%	6%	11%	8%	8%	10%	12%	9%	7%	6%	10%	8%
Using bespoke software or applications (e.g. accountancy packages)	108	56	35	18	108	78	55	12	9	40	16	12	20
	5%	6%	7%	3%	5%	5%	5%	4%	3%	8%	5%	3%	8%
Online data storage or back-up	99	36	29	34	99	89	54	7	16	24	14	5	34
	5%	4%	6%	6%	5%	6%	5%	3%	5%	5%	5%	1%	13% g

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 45

QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?**Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Tracking online sales	86 4%	42 5%	6 1%	38 6% ^b	86 4%	65 4%	40 4%	24 9%	16 5%	20 4%	10 3%	9 3%	7 3%
Tracking goods and services online	84 4%	43 5%	14 3%	28 5%	84 4%	51 3%	50 5%	30 11% ^{z(i)}	14 4%	18 4%	6 2%	14 4%	3 1%
Web hosting	67 3%	38 4%	18 4%	11 2%	67 3%	58 4%	40 4%	3 1%	4 1%	31 6%	14 5%	7 2%	9 3%
Looking for advice on regulation or other general business advice	62 3%	34 4%	8 2%	21 3%	62 3%	51 3%	28 3%	4 2%	17 5%	20 4%	10 3%	8 2%	2 1%
Remote login to work server (VPN)	49 3%	17 2%	17 3%	15 3%	49 3%	42 3%	28 3%	3 1%	1 *	23 5%	5 2%	7 2%	11 4%
Video streaming	48 2%	10 1%	19 4%	19 3%	48 2%	35 2%	26 3%	10 4%	4 1%	9 2%	12 4%	6 2%	6 2%
Remote log-in to your work PC or laptop	45 2%	19 2%	13 3%	12 2%	45 2%	30 2%	20 2%	3 1%	4 1%	18 4%	5 2%	5 1%	10 4%
File Transfer Protocol or FTP	24 1%	13 1%	7 1%	4 1%	24 1%	19 1%	8 1%	10 4%	* *	8 2%	1 *	4 1%	1 *
Company intranet (i.e. an internal private network that is contained within the organisation)	2 *	* *	1 *	1 *	2 *	1 *	1 *	* *	- .	1 *	* *	1 *	* *
Company extranet (i.e. a private network to securely share part of a business's information or operations with external parties e.g. clients/providers)	1 *	* *	* *	* *	1 *	1 *	* *	* *	* *	* *	* *	* *	* *
Other	10 *	5 1%	1 *	5 1%	10 *	10 1%	5 *	- .	* *	5 1%	- .	- .	5 2%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 46

QA8: What, if any, back-up communications services do you have in place for your business, for example if your mobile or internet goes down, or isn't working at the level you need?**Base: All respondents**

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
564	229	367	500	65	133	148	192	455	69	87	42	455	149
290	114	176	255	35	37	72	149	258	3	23	5	265	25
14%a	11%	17%a	14%	13%	9%	14%	16%	14%a	4%	18%a	10%	14%	9%
189	71	118	156	33	53	55	63	170	7	5	7	169	20
9%	7%	11%	8%	13%	13%	10%	7%	9%	10%	3%	12%j	9%	7%
169	151	17	138	31	30	31	98	159	4	4	2	152	16
8%b	14%zB	2%	7%	12%	7%	6%	11%	9%	5%	3%	4%	8%	6%
75	37	38	66	9	9	31	28	68	2	3	3	67	8
4%	4%	4%	4%	3%	2%	6%	3%	4%	3%	2%	5%	4%	3%
70	47	23	68	2	4	22	42	68	*	1	1	67	3
3%	5%	2%	4%	1%	1%	4%	5%	4%	*	*	2%	4%	1%
2	1	1	2	*	1	-	1	1	*	-	-	2	-
*	*	*	*	*	*	-	*	*	1%	-	-	*	-
1315	656	659	1170	145	273	321	540	1133	56	90	36	1112	203
62%	62%	62%	63%	56%	67%	62%	58%	61%	76%uB	69%	68%	61%	72%uI
73	14	60	65	8	12	17	35	65	1	6	1	61	12
3%	1%	6%A	4%	3%	3%	3%	4%	3%	2%	5%	2%	3%	4%
721	385	336	614	107	120	183	352	654	16	35	16	656	65
34%im	36%	32%	33%	41%	30%	35%	38%	35%a	22%	27%	30%	36%uI	23%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 46

QA8: What, if any, back-up communications services do you have in place for your business, for example if your mobile or internet goes down, or isn't working at the level you need?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Tethering to mobile/ creating mobile hotspot for internet connectivity on other devices	290 14%	110 12%	105 20%ac	74 12%	284 14%	255 15%	146 13%	39 14%	56 17%	60 12%	41 13%	44 11%	50 17%
Have more than one mobile provider/contract	189 9%	84 9%	47 9%	58 9%	182 9%	134 8%	112 10%	17 6%	16 5%	60 12%	31 10%	35 9%	29 10%
Other (please type in)	169 8%	70 7%	52 10%	47 7%	157 8%	139 8%	75 7%	13 5%	22 7%	50 10%	27 9%	37 9%	19 6%
Have more than one internet provider/ contract	75 4%	34 4%	22 4%	19 3%	68 3%	55 3%	33 3%	2 1%	9 3%	36 7%agk	11 4%	7 2%	9 3%
Have more than one landline provider/ contract	70 3%	30 3%	12 2%	28 4%	60 3%	63 4%	24 2%	11 4%	8 3%	12 3%	4 1%	29 7%	7 2%
Have more than one provider/contract for another service (please type in)	2 *	1 *	1 *	- -	2 *	1 *	1 *	- -	- -	* *	1 *	- -	1 *
None	1315 62%	594 63%	306 57%	415 65%	1223 62%	1020 62%	677 63%	182 66%	218 66%	274 55%	211 67%	245 61%	184 64%
Don't know	73 3%	34 4%	17 3%	22 3%	69 4%	54 3%	56 5%	15 5%	3 1%	28 6%	3 1%	16 4%	8 3%
NET Any Backup	721 34%	311 33%	212 40%	198 31%	684 35%	579 35%	348 32%	79 29%	109 33%	194 39%	100 32%	142 35%	96 33%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 121

Table 47

QA9: If your business has Wi-Fi, do you make use of any devices to boost or extend the signal from your Wi-Fi? If yes, when did you start using these?

Absolutes/col percents

Base: All with broadband/ internet service

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
533	201	362	470	63	128	139	182	430	65	81	38	427	142
293	117	176	252	41	55	53	155	262	7	10	13	248	45
15%	12%	17%	14%	17%	15%	11%	18%	15%	11%	8%	26%	15%	17%
230	102	128	209	21	28	39	128	195	10	19	6	189	41
12%	11%	12%	12%	9%	7%	8%	15%	11%	14%	16%	13%	11%	15%
1340	674	666	1167	173	262	365	553	1181	49	82	29	1171	169
68%	72%b	64%	67%	72%	69%	75%g	63%	68%	70%	68%	57%	69%	63%
76	26	50	73	4	23	14	30	68	1	6	1	69	8
4%	3%	5%	4%	1%	6%	3%	3%	4%	2%	5%	2%	4%	3%
37	16	22	35	2	9	15	6	31	3	3	1	30	8
2%	2%	2%	2%	1%	3%	3%	1%	2%	4%	3%	2%	2%	3%
522	218	304	461	62	83	91	283	457	17	29	19	437	86
26%	23%	29%	27%	26%	22%	19%	32%ef	26%	24%	24%	39%	26%	32%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 47

QA9: If your business has Wi-Fi, do you make use of any devices to boost or extend the signal from your Wi-Fi? If yes, when did you start using these?

Base: All with broadband/ internet service

	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
533	230	157	151	533	387	311	64	72	147	72	103	84
293	151	68	74	293	235	147	32	36	94	49	36	46
15%	17%	14%	12%	15%	15%	14%	12%	11%	20%	16%	10%	17%
230	119	68	43	230	194	126	35	36	74	37	23	25
12%	13%	14%	7%	12%	13%	12%	13%	11%	16%	12%	7%	10%
1340	567	323	449	1340	1035	722	176	242	278	203	270	173
68%	64%	65%	75%	68%	67%	69%	65%	75%	59%	68%	77%	65%
76	28	26	22	76	57	32	16	3	18	6	16	18
4%	3%	5%	4%	4%	4%	3%	6%	1%	4%	2%	5%	7%
37	17	10	11	37	22	18	11	4	9	3	8	3
2%	2%	2%	2%	2%	1%	2%	4%	1%	2%	1%	2%	1%
522	269	136	117	522	429	272	66	73	168	85	59	71
26%	31%	27%	20%	26%	28%	26%	25%	23%	36%	29%	17%	27%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 48

QF2: Which of the following communications services, if any, are you actively looking at acquiring or upgrading in the next 12 months?

Absolutes/col percents

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
5G services	252	23	229	223	29	58	67	97	222	6	16	8	223	29
	12%	2%	22% ^{2A}	12%	11%	14%	13%	10%	12%	8%	12%	16%	12%	10%
Fibre/superfast	111	33	78	102	9	17	26	55	98	3	8	3	96	15
Broadband, but not sure which type	5%	3%	7% ^a	6%	3%	4%	5%	6%	5%	4%	6%	5%	5%	5%
"Full-fibre"/Fibre/ superfast Broadband using new fibre networks - Fibre to the Premises (FTTP)	103	19	84	101	2	28	18	41	87	3	8	5	81	22
	5%	2%	8% ^A	5%	1%	7%	4%	4%	5%	5%	6%	9%	4%	8%
Mobile Broadband through a USB Modem or 'dongle'	55	19	36	43	12	12	20	17	48	3	4	*	48	7
	3%	2%	3%	2%	5%	3%	4%	2%	3%	3%	3%	*	3%	3%
Fibre/superfast	51	13	38	40	11	18	11	19	49	*	*	2	48	3
Broadband provided using a cable network (nearly always provided by Virgin Media, provided by WightFibre)	2%	1%	4%	2%	4%	5%	2%	2%	3%	*	*	4%	3%	1%
Fibre/superfast	51	13	39	36	15	10	23	12	45	4	2	*	37	14
Broadband provided using the traditional copper network - Fibre to the Cabinet (FTTC)	2%	1%	4%	2%	6%	2%	4%	1%	2%	5%	2%	1%	2%	5% ^d
Video conferencing	50	11	39	39	10	10	10	22	42	2	5	1	41	9
	2%	1%	4% ^a	2%	4%	3%	2%	2%	2%	3%	4%	1%	2%	3%
4G Mobile service	47	7	40	42	5	7	9	22	38	3	3	3	41	5
	2%	1%	4% ^a	2%	2%	2%	2%	2%	2%	4%	2%	5%	2%	2%
VPN	46	2	44	44	1	11	10	22	43	2	1	1	38	8
	2%	*	4% ^A	2%	*	3%	2%	2%	2%	2%	*	2%	2%	3%
Voice over Internet Protocol or VoIP	24	6	18	20	5	3	5	13	21	1	2	*	21	3
	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	*	1%	1%
Ethernet	16	4	12	13	3	1	5	9	15	*	*	1	11	4
	1%	*	1%	1%	1%	*	1%	1%	1%	*	*	2%	1%	2%
Standard PSTN landline telephones	15	12	2	14	1	2	10	2	14	-	*	*	14	1
	1%	1%	*	1%	*	1%	2%	*	1%	-	*	*	1%	*
ADSL Broadband (Internet via fixed line)	13	1	12	11	2	*	4	7	11	1	*	-	12	1
	1%	*	1%	1%	1%	*	1%	1%	1%	2%	*	-	1%	*
Leased lines or private circuits	9	1	7	8	*	*	*	6	7	1	-	1	9	-
	*	*	1%	*	*	*	*	1%	*	2%	-	2%	*	-
ISDN 2/2e	4	-	4	3	*	*	1	3	4	-	*	*	4	*
	*	-	*	*	*	*	*	*	*	-	*	*	*	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 48

QF2: Which of the following communications services, if any, are you actively looking at acquiring or upgrading in the next 12 months?**Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
ISDN 30	1	*	1	1	*	*	*	1	1	-	*	*	1	*
	*	*	*	*	*	*	*	*	*	-	*	1%h	*	*
Other (please type in)	28	26	2	15	13	4	7	12	23	2	2	1	26	2
	1%	2%b	*	1%	5%aC	1%	1%	1%	1%	2%	2%	2%	1%	1%
Not looking to acquire or upgrade any services	1570	930	640	1387	183	300	395	690	1386	55	95	34	1363	207
	74%a	88%zB	61%	75%	70%	74%	76%	74%	75%	75%	73%	64%	75%	74%
NET Any fixed broadband	302	72	230	266	35	65	72	127	265	9	18	10	255	47
	14%a	7%	22%ZA	14%	14%	16%	14%	14%	14%	12%	14%	19%	14%	17%
NET Any fibre/superfast	295	72	223	260	35	65	72	121	258	9	18	10	247	47
	14%a	7%	21%ZA	14%	13%	16%	14%	13%	14%	12%	14%	19%	14%	17%
NET looking to acquire any service	539	125	414	462	77	104	126	237	467	18	35	19	466	73
	26%a	12%	39%ZA	25%	30%	26%	24%	26%	25%	25%	27%	36%	25%	26%
Mean number of mentions	0.41A	0.18	0.65ZA	0.41	0.46	0.45	0.43	0.39	0.41	0.40	0.40	0.50	0.41	0.44
SD	0.87	0.58	1.03	0.86	0.93	0.88	0.95	0.83	0.87	0.86	0.77	0.79	0.85	0.94
NET NUMBER OF SERVICES														
1	331	82	249	274	56	45	71	167	283	12	22	13	284	46
	16%a	8%	24%ZA	15%	22%	11%	14%	18%	15%	16%	17%	25%	16%	17%
2	135	30	105	125	11	50	30	41	121	2	8	5	123	12
	6%a	3%	10%ZA	7%	4%	12%aG	6%	4%	7%	2%	6%	9%	7%	4%
3+	73	13	60	63	10	10	25	28	63	5	5	1	59	15
	3%	1%	6%a	3%	4%	2%	5%	3%	3%	6%	4%	2%	3%	5%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 48

QF2: Which of the following communications services, if any, are you actively looking at acquiring or upgrading in the next 12 months?**Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
5G services	252	105	62	84	247	216	150	42	28	78	42	37	24
	12%	11%	12%	13%	12%	13%	14%	15%	9%	16%	13%	9%	8%
Fibre/superfast	111	36	36	39	106	100	82	27	20	30	22	5	8
Broadband, but not sure which type	5%	4%	7%	6%	5%	6%	8%	10%K	6%	6%K	7%K	1%	3%
Full-fibre/Fibre/ superfast Broadband using new fibre networks - Fibre to the Premises (FTTP)	103	42	37	24	100	88	61	13	18	29	21	7	14
	5%	4%	7%	4%	5%	5%	6%	5%	5%	6%	7%	2%	5%
Mobile Broadband through a USB Modem or 'dongle'	55	20	24	11	54	49	29	17	4	23	2	6	3
	3%	2%	4%	2%	3%	3%	3%	6%	1%	5%	1%	2%	1%
Fibre/superfast Broadband provided using a cable network (nearly always provided by Virgin Media, provided by WightFibre)	51	26	15	10	51	43	27	9	4	20	12	5	1
	2%	3%	3%	2%	3%	3%	2%	3%	1%	4%	4%	1%	*
Fibre/superfast Broadband provided using the traditional copper network - Fibre to the Cabinet (FTTC)	51	25	11	15	51	41	30	9	16	10	3	10	2
	2%	3%	2%	2%	3%	2%	3%	3%	5%	2%	1%	2%	1%
Video conferencing	50	21	17	12	49	41	34	7	6	17	9	6	4
	2%	2%	3%	2%	2%	2%	3%	3%	2%	4%	3%	1%	1%
4G Mobile service	47	12	21	13	46	35	32	19	3	13	2	6	4
	2%	1%	4%	2%	2%	2%	3%	7%K	1%	3%	1%	1%	1%
VPN	46	27	8	10	46	31	32	17	6	8	8	4	3
	2%	3%	2%	2%	2%	2%	3%	6%K	2%	2%	3%	1%	1%
Voice over Internet Protocol or VoIP	24	11	9	4	24	21	19	4	5	10	1	2	2
	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	*	1%	1%
Ethernet	16	6	4	5	16	12	11	4	*	8	*	3	*
	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	*	1%	*
Standard PSTN landline telephones	15	7	8	*	10	15	8	1	*	11	1	*	2
	1%	1%	1%	*	*	1%	1%	*	*	2%	*	*	1%
ADSL Broadband (Internet via fixed line)	13	5	3	5	13	10	12	4	2	3	*	*	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%
Leased lines or private circuits	9	3	1	4	9	6	6	1	2	4	*	*	1
	*	*	*	1%	*	*	1%	*	1%	1%	*	*	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 48

QF2: Which of the following communications services, if any, are you actively looking at acquiring or upgrading in the next 12 months?

Absolutes/col percents

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
ISDN 2/2e	4	1	3	*	4	1	3	1	-	3	*	*	*
	*	*	1%	*	*	*	*	*	-	1%	*	*	*
ISDN 30	1	1	1	*	1	1	1	*	-	1	*	*	*
	*	*	*	*	*	*	*	*	-	*	*	*	*
Other (please type in)	28	7	7	14	18	12	19	*	1	12	*	12	2
	1%	1%	1%	2%	1%	1%	2%	*	*	2%	*	3%	1%
Not looking to acquire or upgrade any services	1570	717	382	471	1461	1211	745	203	250	317	228	335	237
	74%	76%	71%	74%	74%	73%	69%	74%	76%	64%	73%	83%	82%
NET Any fixed broadband	302	123	93	87	293	258	193	51	59	87	55	25	25
	14%	13%	17%	14%	15%	16%	18%	18%	18%	17%	17%	6%	9%
NET Any fibre/superfast	295	118	92	84	286	252	186	51	57	84	55	25	23
	14%	13%	17%	13%	14%	15%	17%	18%	17%	17%	17%	6%	8%
NET looking to acquire any service	539	221	154	164	515	442	336	73	81	179	86	69	51
	26%	24%	29%	26%	26%	27%	31%	26%	24%	36%	27%	17%	18%
Mean number of mentions	0.41	0.38	0.50	0.40	0.43	0.44	0.52	0.64	0.36	0.56	0.40	0.26	0.26
SD	0.87	0.82	1.00	0.81	0.88	0.89	0.97	1.26	0.77	0.90	0.76	0.70	0.65
NET NUMBER OF SERVICES													
1	331	128	96	106	314	274	211	22	60	106	57	50	35
	16%	14%	18%	17%	16%	17%	20%	8%	18%	21%	18%	12%	12%
2	135	69	28	38	129	105	71	26	13	53	24	10	10
	6%	7%	5%	6%	7%	6%	7%	9%	4%	11%	8%	3%	3%
3+	73	23	30	20	72	64	54	25	8	20	5	9	6
	3%	2%	6%	3%	4%	4%	5%	9%	2%	4%	2%	2%	2%

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 49

QF3: Is your intention to acquire VoIP because of the coming migration from traditional to IP-based voice telephony?

Absolutes/col percents

Base: All actively looking to acquire VoIP

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
63	17	46	48	15	12	13	31	56	2	3	2	53	10
24**	6**	18**	20**	5**	3**	5**	13**	21**	1**	2**	***	21**	3**
15	12	9	11	7	4	4	7	13	1	1	2	13	4
6	3	3	4	2	1	4	1	6	-	*	*	6	*
26%	52%	18%	22%	45%	28%	88%	9%	29%	-	2%	100%	30%	2%
9	*	9	8	2	1	1	5	6	1	2	-	6	3
38%	3%	50%	39%	33%	38%	12%	34%	29%	100%	98%	-	30%	85%
3	3	*	2	1	*	-	3	3	-	-	-	3	*
12%	46%	1%	12%	15%	2%	-	22%	14%	-	-	-	12%	12%
6	-	6	5	*	1	*	5	6	-	-	-	6	-
24%	-	31%	27%	7%	32%	*	36%	27%	-	-	-	27%	-
16	3	12	12	4	2	5	6	12	1	2	*	13	3
64%	54%	67%	61%	78%	66%	100%	42%	59%	100%	100%	100%	60%	88%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 49

QF3: Is your intention to acquire VoIP because of the coming migration from traditional to IP-based voice telephony?

Base: All actively looking to acquire VoIP

	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Total (z)												
63	24	30	9	61	49	44	8	4	26	6	11	8
24**	11**	9**	4**	24**	21**	19**	4**	5**	10**	1**	2**	2**
15	5	10	3	15	12	10	3	1	10	4	5	4
6	1	5	1	6	6	6	2	*	1	1	1	1
26%	7%	55%	16%	27%	29%	31%	65%	1%	12%	59%	46%	66%
9	3	3	3	9	7	6	1	1	6	*	1	1
38%	26%	37%	72%	39%	34%	33%	17%	18%	57%	41%	38%	34%
3	2	1	*	2	2	1	1	-	2	-	*	-
12%	16%	8%	12%	10%	11%	7%	19%	-	22%	-	2%	-
6	6	-	-	6	5	5	-	4	1	-	*	-
24%	51%	-	-	24%	26%	28%	-	82%	10%	-	13%	-
16	4	8	4	16	13	12	3	1	7	1	2	2
64%	34%	92%	88%	66%	63%	65%	81%	18%	68%	100%	84%	100%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 50

QF4(1): Fixed phone line services (this includes standard lines and ISDN lines)**Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?****Base: All with fixed phone line service**

	Method		Sector		Collapsed region			Nation				Urbanity	
Total (z)	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	98
1 Not at all important	85	36	49	77	8	13	30	73	2	10	*	70	15
	8%	9%	7%	8%	5%	6%	11%	7%	8%	6%	12%	*	8%
2	61	9	52	56	5	15	13	28	56	*	2	3	6
	6%	2%	8%a	6%	3%	7%	5%	6%	6%	*	3%	8%	4%
3	47	11	36	46	1	3	10	23	36	4	5	3	13
	4%	3%	5%	5%	*	1%	4%	5%	4%	9%	6%	9%	8%
4	35	4	31	35	*	3	15	14	31	*	2	2	7
	3%	1%	5%	4%	*	1%	6%	3%	3%	*	3%	5%	4%
5	103	36	67	87	15	32	8	49	90	6	6	1	17
	10%	9%	10%	9%	10%	16%F	3%	11%	10%	16%	7%	3%	10%
6	97	19	78	89	8	23	12	47	82	4	6	5	19
	9%	5%	12%a	10%	5%	11%	4%	10%	9%	9%	8%	15%	11%
7	101	36	65	85	16	20	26	41	87	4	8	2	10
	9%	9%	10%	9%	10%	10%	10%	9%	9%	10%	10%	5%	6%
8	166	63	103	134	32	22	36	93	151	3	9	3	23
	15%	15%	15%	15%	20%	11%	13%	21%	16%	8%	11%	9%	13%
9	85	24	61	77	8	12	24	35	71	4	9	1	9
	8%	6%	9%	8%	5%	6%	9%	8%	8%	10%	11%	3%	5%
10 Absolutely vital	293	168	125	226	67	62	91	93	245	12	22	14	48
	27%b	41%zB	19%	25%	42%	30%	33%g	20%	26%	30%	27%	42%	28%
Don't know	8	3	6	8	*	*	5	1	7	-	1	*	3
	1%	1%	1%	1%	*	*	2%	*	1%	-	1%	1%	2%
NET 1-3	193	55	137	179	14	30	54	80	164	6	17	6	34
	18%	14%	20%	19%	9%	15%	20%	18%	18%	15%	21%	17%	20%
NET 4-7	336	95	241	297	39	78	61	150	290	14	22	10	54
	31%	23%	36%a	32%	24%	38%I	23%	33%	31%	36%	28%	29%	32%
NET 8-10	544	255	289	437	107	95	151	220	467	19	40	18	80
	50%	62%aB	43%	47%	67%	47%	56%	49%	50%	48%	50%	54%	47%
Mean	6.82	7.52zB	6.39	6.64	7.83	6.88	6.98	6.66	6.80	7.02	6.72	7.30	6.85
SD	2.94	2.92	2.87	2.97	2.57	2.86	3.20	2.79	2.93	2.81	3.16	2.89	3.02

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 50

QF4(1): Fixed phone line services (this includes standard lines and ISDN lines)**Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?****Base: All with fixed phone line service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
1 Not at all important	85	53	10	22	84	69	85	10	11	22	28	5	9
	8%	10%	4%	7%	8%	9%	8%	6%	5%	9%	18%	3%	7%
2	61	12	23	26	53	52	61	13	19	9	8	11	1
	6%	2%	9% A	9% a	5%	7%	6%	9%	9%	4%	5%	6%	*
3	47	28	9	10	45	37	47	8	10	17	*	9	3
	4%	5%	4%	3%	4%	5%	4%	5%	5%	7%	*	5%	2%
4	35	13	11	12	35	29	35	3	10	9	7	1	5
	3%	2%	4%	4%	3%	4%	3%	2%	5%	4%	5%	1%	4%
5	103	54	27	22	100	74	103	10	19	31	19	11	13
	10%	10%	11%	7%	10%	10%	10%	6%	9%	13%	12%	6%	10%
6	97	45	38	14	97	82	97	22	19	10	15	17	14
	9%	9%	15% c	5%	9%	11%	9%	14% d	9%	4%	9%	9%	11%
7	101	33	26	41	100	75	101	27	11	28	11	22	2
	9%	6%	10%	14%	10%	10%	9%	17% d	6%	12% d	7%	11%	2%
8	166	83	28	55	154	118	166	12	29	29	28	45	23
	15%	16%	11%	18%	15%	16%	15%	8%	14%	12%	18%	24% g	17%
9	85	37	16	32	84	53	85	13	32	16	4	10	10
	8%	7%	6%	10%	8%	7%	8%	9%	16%	7%	3%	5%	7%
10 Absolutely vital	293	160	64	69	285	165	293	36	43	66	35	59	54
	27%	31%	25%	23%	27%	22%	27%	24%	21%	27%	22%	31%	40% h
Don't know	8	5	1	3	8	6	8	*	-	4	2	2	-
	1%	1%	*	1%	1%	1%	1%	*	-	2%	1%	1%	-
NET 1-3	193	93	42	58	182	158	193	31	40	48	37	24	13
	18%	18%	17%	19%	17%	21%	18%	20%	20%	20%	23%	13%	9%
NET 4-7	336	145	102	89	332	259	336	60	59	78	52	51	35
	31%	28%	40% a	29%	32%	34%	31%	40%	29%	33%	33%	27%	26%
NET 8-10	544	281	108	156	523	336	544	62	104	111	68	114	86
	50%	54%	43%	51%	50%	44%	50%	40%	51%	46%	43%	60%	65% l
Mean	6.82	6.92	6.67	6.77	6.83	6.44	6.82	6.62	6.67	6.64	6.07	7.43	7.59
SD	2.94	3.02	2.79	2.93	2.93	2.96	2.94	2.88	2.94	3.02	3.22	2.57	2.74

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table S1
QF4(2): Leased lines or private circuits used for purposes other than dedicated internet access
Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?

Base: All with leased lines or private circuits used for purposes other than dedicated internet acces

	Method		Sector		Collapsed region			Nation				Urbanity	
Total (z)	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
125	38	87	105	20	32	20	47	99	8	10	8	105	20
37**	20**	17**	31**	5**	8**	8**	11**	27**	2**	6**	1**	29**	8**
29	16	13	24	5	11	5	7	21	2	5	5	26	4
8	7	1	6	1	2	1	3	6	1	-	*	4	4
21%	36%	3%	20%	22%	30%	7%	29%	23%	71%	-	4%	13%	47%
3	-	3	3	-	-	3	-	3	-	-	*	3	*
7%	-	16%	9%	-	-	33%	-	9%	-	-	10%	9%	2%
2	*	2	2	-	-	-	*	*	-	2	-	2	*
6%	2%	12%	8%	-	-	-	4%	1%	-	31%	-	7%	5%
1	-	1	1	-	-	1	*	1	-	-	1	1	-
3%	-	7%	4%	-	-	7%	*	2%	-	-	48%	4%	-
6	3	3	6	-	1	1	3	5	-	1	-	6	-
16%	16%	18%	19%	-	14%	17%	26%	20%	-	9%	-	21%	-
1	*	1	*	1	1	*	*	1	*	-	-	1	*
4%	1%	7%	1%	18%	12%	1%	2%	5%	4%	-	-	4%	3%
1	*	1	1	*	*	-	*	*	-	1	*	1	*
3%	2%	5%	3%	7%	3%	-	1%	1%	-	10%	10%	4%	*
5	2	2	4	*	2	*	1	2	-	2	*	4	*
12%	12%	13%	14%	3%	21%	*	5%	9%	-	31%	19%	15%	3%
2	2	*	2	1	2	*	*	2	-	*	-	2	*
6%	10%	2%	6%	9%	20%	6%	1%	8%	-	*	-	8%	1%
7	4	3	5	2	*	2	3	5	*	1	*	4	3
19%	21%	17%	16%	38%	2%	26%	29%	20%	20%	19%	9%	14%	38%
*	*	*	*	*	*	-	*	*	*	-	-	*	*
1%	*	1%	*	2%	*	-	1%	1%	5%	-	-	*	1%
13	7	5	12	1	2	3	4	9	1	2	*	8	4
35%	38%	31%	37%	22%	30%	41%	33%	34%	71%	31%	14%	29%	54%
10	4	6	8	1	2	2	3	8	*	1	1	10	*
27%	19%	36%	27%	25%	28%	26%	30%	28%	4%	19%	58%	33%	3%
14	9	6	11	3	4	3	4	10	*	3	*	11	3
38%	43%	33%	36%	51%	42%	33%	36%	37%	20%	50%	28%	37%	42%
5.49	5.40	5.60	5.26	6.85	5.48	5.23	5.47	5.40	3.07	6.49	5.27	5.62	5.00
3.40	3.81	2.96	3.33	3.88	3.40	3.69	3.75	3.49	-	2.89	-	3.11	4.55

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table S1

QF4(2): Leased lines or private circuits used for purposes other than dedicated internet access

Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?

Base: All with leased lines or private circuits used for purposes other than dedicated internet acces

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	125	48	61	16	123	101	71	6	10	48	17	24	20
Base	37**	16**	16**	5**	36**	29**	16**	1**	3**	10**	10**	4**	8**
Effective base	29	11	16	4	28	24	18	3	5	9	6	7	5
1 Not at all important	8	4	4	*	6	7	3	*	2	*	*	1	4
	21%	23%	23%	6%	18%	26%	18%	29%	53%	2%	4%	27%	47%
2	3	3	-	*	3	3	-	-	-	*	3	-	-
	7%	16%	-	3%	8%	9%	-	-	-	1%	27%	-	-
3	2	-	*	2	2	2	-	-	-	2	-	-	-
	6%	-	3%	42%	7%	8%	-	-	-	23%	-	-	-
4	1	1	*	-	1	1	1	-	-	1	-	-	*
	3%	4%	3%	-	3%	4%	7%	-	-	7%	-	-	5%
5	6	3	2	1	6	2	4	*	1	2	2	-	1
	16%	20%	14%	12%	17%	8%	23%	14%	17%	22%	20%	-	14%
6	1	*	1	*	1	1	1	-	-	1	*	*	*
	4%	*	7%	5%	4%	5%	8%	-	-	12%	*	2%	*
7	1	1	*	*	1	1	1	*	-	*	-	*	*
	3%	4%	1%	7%	3%	2%	5%	41%	-	5%	-	2%	3%
8	5	1	3	*	5	2	2	*	1	*	2	1	*
	12%	8%	20%	1%	13%	8%	10%	16%	17%	4%	21%	24%	5%
9	2	1	1	*	2	2	2	-	*	*	*	1	1
	6%	6%	6%	10%	7%	8%	14%	-	2%	1%	1%	29%	9%
10 Absolutely vital	7	3	3	1	7	6	2	-	*	2	3	1	1
	19%	19%	22%	13%	20%	20%	14%	-	12%	21%	28%	16%	14%
Don't know	*	*	*	*	*	*	*	-	-	*	-	-	*
	1%	*	1%	2%	1%	1%	1%	-	-	1%	-	-	1%
NET 1-3	13	6	4	2	12	13	3	*	2	3	3	1	4
	35%	39%	26%	51%	32%	43%	18%	29%	53%	26%	31%	27%	47%
NET 4-7	10	5	4	1	10	6	7	*	1	5	2	*	2
	27%	29%	25%	24%	27%	19%	43%	55%	17%	46%	20%	4%	23%
NET 8-10	14	5	8	1	14	10	6	*	1	3	5	3	2
	38%	33%	48%	24%	39%	36%	39%	16%	31%	26%	49%	69%	28%
Mean	5.49	5.08	6.03	5.10	5.64	5.15	5.98	5.16	4.08	5.81	6.09	6.67	4.35
SD	3.40	3.52	3.46	3.24	3.36	3.62	3.10	-	4.19	2.78	3.47	4.00	3.85

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 52

QF4(3): Mobile phone services (this includes smartphones and standard mobile phones)

Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?

Base: All with mobile phone services

Absolutes/col percents

	Method		Sector		Collapsed region			Nation				Urbanity	
Total (z)	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
414	161	278	375	38	93	111	150	339	46	63	26	338	108
13	8	5	12	1	1	2	8	12	*	*	1	13	*
1%	1%	1%	1%	*	*	1%	1%	1%	*	*	2%	1%	*
5	1	4	5	*	1	4	-	5	-	*	-	3	2
*	*	*	*	*	*	1%	-	*	-	*	-	*	1%
29	12	17	28	*	1	8	18	26	1	1	-	27	2
2%	1%	2%	2%	*	*	2%	2%	2%	2%	1%	-	2%	1%
17	3	14	15	2	4	2	6	12	*	6	-	14	3
1%	*	2%	1%	1%	1%	*	1%	1%	*	6%ZH	-	1%	2%
52	26	27	42	11	14	5	25	44	2	6	*	45	7
3%	3%	3%	3%	7%	5%	1%	3%	3%	4%	6%	1%	3%	4%
68	27	41	59	9	3	27	32	61	3	2	2	65	3
4%	3%	5%	4%	6%	1%	7%a	4%	4%	5%	2%	5%	4%	2%
84	37	47	71	13	39	13	26	78	1	3	1	78	6
5%	5%	6%	5%	9%	13%ZFG	3%	3%	5%	3%	3%	3%	5%	3%
166	55	112	147	19	29	34	88	151	4	6	5	149	18
10%	7%	13%a	10%	13%	10%	8%	11%	10%	9%	6%	13%	10%	9%
221	54	167	204	17	40	45	108	193	6	15	6	191	30
13%a	7%	20%ZA	14%	12%	14%	11%	14%	13%	12%	15%	17%	13%	15%
991	581	410	919	72	161	263	456	879	33	58	21	863	128
60%b	72%ZB	48%	61%	50%	55%	65%	59%	60%	64%	59%	57%	60%	63%
6	1	5	5	1	1	3	*	4	-	1	1	1	5
*	*	1%	*	1%	*	1%	*	*	-	1%	2%	*	2%L
46	21	25	45	1	3	13	26	42	1	2	1	43	3
3%	3%	3%	3%	1%	1%	3%	3%	3%	3%	2%	2%	3%	2%
222	93	129	187	35	60	47	89	196	6	17	3	202	20
13%	12%	15%	12%	24%	20%	12%	12%	13%	12%	17%	9%	14%	10%
1378	690	688	1270	108	230	342	652	1224	43	79	32	1203	175
83%	86%	81%	84%	75%	78%	85%	85%	83%	85%	80%	87%	83%	86%
8.91	9.14b	8.69	8.94	8.58	8.82	9.01	8.89	8.91	9.01	8.76	9.03	8.88	9.10
1.82	1.76	1.85	1.82	1.82	1.70	1.80	1.86	1.81	1.76	2.01	1.69	1.84	1.66

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table S2
QF4(3): Mobile phone services (this includes smartphones and standard mobile phones)
Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?

Base: All with mobile phone services

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
1 Not at all important	13	3	1	9	13	13	5	-	-	6	2	3	2
	1%	*	*	2%	1%	1%	1%	-	-	2%	1%	1%	1%
2	5	2	*	2	5	5	3	2	-	2	-	*	*
	*	*	*	*	*	*	*	1%	-	1%	-	*	*
3	29	16	1	12	29	29	17	*	10	14	1	4	-
	2%	2%	*	2%	2%	2%	2%	*	4%	4%	*	1%	-
4	17	8	4	5	17	17	11	3	-	3	3	6	2
	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%
5	52	25	10	18	45	52	29	6	4	6	9	18	9
	3%	4%	2%	3%	3%	3%	4%	3%	2%	1%	3%	6%	4%
6	68	35	19	14	68	68	53	3	25	26	3	12	*
	4%	5%	4%	3%	4%	4%	7%	1%	9% lj	7% li	1%	4%	*
7	84	34	18	32	77	84	36	5	10	21	12	28	8
	5%	5%	4%	6%	5%	5%	5%	2%	4%	5%	5%	10%	4%
8	166	84	39	44	155	166	94	35	38	21	28	35	10
	10%	12%	9%	8%	10%	10%	12%	15% li	15%	5%	10%	12%	4%
9	221	58	60	104	215	221	114	39	44	51	24	32	31
	13%	9%	13%	20% A	14%	13%	15%	18%	17%	13%	9%	11%	14%
10 Absolutely vital	991	406	299	286	914	991	393	123	129	235	190	156	159
	60%	60%	66% c	54%	59%	60%	52%	57%	49%	61%	70% hhk	53%	72% hhk
Don't know	6	4	*	2	5	6	4	*	1	2	1	2	-
	*	1%	*	*	*	*	1%	*	*	1%	*	1%	-
NET 1-3	46	21	3	23	46	46	25	2	10	22	3	7	3
	3%	3%	1%	4%	3%	3%	3%	1%	4%	6%	1%	2%	1%
NET 4-7	222	101	51	70	208	222	128	17	39	55	27	65	20
	13%	15%	11%	13%	13%	13%	17%	8%	15%	14%	10%	22% gl	9%
NET 8-10	1378	547	397	434	1284	1378	602	198	211	307	241	223	199
	83%	81%	88%	82%	83%	83%	79%	91% kk	81%	80%	89% kk	75%	90% kk
Mean	8.91	8.82	9.20 c	8.77	8.89	8.91	8.65	9.07	8.70	8.77	9.21 k	8.58	9.29 k
SD	1.82	1.88	1.44	2.00	1.84	1.82	1.93	1.49	1.78	2.10	1.57	1.97	1.57

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 53

QF4(4): Fixed internet services (this includes: dedicated lines, dial up, broadband and cable)**Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?****Base: All with fixed internet services**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1892	758	1134	1548	344	407	406	575	1388	165	195	144	1495	397
Base	1805	824	981	1583	222*	328	453	798	1579	65*	115	46**	1547	258
Effective base	501	184	342	443	59	119	133	169	402	62	78	34	398	136
1 Not at all important	26	15	12	22	4	9	2	14	24	*	2	-	24	3
	1%	2%	1%	1%	2%	3%	*	2%	2%	*	2%	-	2%	1%
2	10	1	9	9	1	7	-	3	10	-	-	-	9	*
	1%	*	1%	1%	*	2%	-	*	1%	-	-	-	1%	*
3	10	3	8	8	2	-	4	4	8	2	-	*	9	1
	1%	*	1%	1%	1%	-	1%	1%	1%	3% zh	-	*	1%	1%
4	8	1	7	4	3	*	6	1	7	*	1	*	6	2
	*	*	1%	*	2%	*	1%	*	*	*	*	*	*	1%
5	74	39	34	65	9	23	8	36	68	2	2	1	63	10
	4%	5%	4%	4%	4%	7% f	2%	5%	4%	3%	2%	3%	4%	4%
6	42	13	29	41	1	6	7	20	33	7	1	2	37	5
	2%	2%	3%	3%	1%	2%	2%	3%	2%	10% zu	1%	4%	2%	2%
7	121	62	59	99	22	31	31	45	107	4	7	2	110	11
	7%	8%	6%	6%	10%	9%	7%	6%	7%	6%	6%	5%	7%	4%
8	183	65	118	166	17	37	42	84	162	3	11	6	158	25
	10%	8%	12%	10%	8%	11%	9%	10%	10%	5%	10%	13%	10%	10%
9	198	50	148	165	34	36	62	85	183	2	9	4	167	31
	11%	6%	15% A	10%	15%	11%	14%	11%	12%	3%	8%	8%	11%	12%
10 Absolutely vital	1120	575	545	992	128	179	284	501	964	45	81	31	954	166
	62%	70% B	56%	63%	58%	55%	63%	63%	61%	69%	70%	67%	62%	64%
Don't know	14	1	13	13	*	1	7	5	12	-	1	*	10	3
	1%	*	1%	1%	*	*	2%	1%	1%	-	1%	*	1%	1%
NET 1-3	46	18	28	39	7	16	6	21	42	2	2	*	42	4
	3%	2%	3%	2%	3%	5%	1%	3%	3%	3%	2%	*	3%	2%
NET 4-7	244	115	129	208	36	61	52	103	215	13	11	5	216	28
	14%	14%	13%	13%	16%	19%	11%	13%	14%	20%	9%	12%	14%	11%
NET 8-10	1501	690	811	1322	179	251	388	670	1309	50	101	40	1279	223
	83%	84%	83%	84%	81%	77%	86%	84%	83%	77%	88%	88%	83%	86%
Mean	9.94 e	9.06	8.84	8.96	8.81	8.54	9.13 e	8.95	8.92	8.88	9.22	9.19	8.92	9.09
SD	1.84	1.82	1.85	1.82	1.96	2.21	1.52	1.85	1.86	1.92	1.64	1.38	1.86	1.69

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 53

QF4(4): Fixed internet services (this includes: dedicated lines, dial up, broadband and cable)

Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?

Base: All with fixed internet services

Absolutes/col percents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1892	832	681	379	1892	1309	1219	193	184	622	262	359	272
Base	1805	836	440	530	1805	1383	997	252*	306*	418	275*	314	241
Effective base	501	221	145	139	501	358	308	63	68	138	66	100	79
1 Not at all important	26	14	3	9	26	25	8	2	6	4	*	8	6
	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	*	3%	3%
2	10	8	-	2	10	4	8	*	3	*	*	6	-
	1%	1%	-	*	1%	*	1%	*	1%	*	*	2%	-
3	10	4	4	2	10	6	3	*	1	8	-	1	-
	1%	*	1%	*	1%	*	*	*	*	2%	-	*	-
4	8	1	3	3	8	7	7	*	1	3	*	3	*
	*	*	1%	1%	*	*	1%	*	*	1%	*	1%	*
5	74	18	27	28	74	56	30	4	4	16	13	25	13
	4%	2%	6%a	5%	4%	4%	3%	2%	1%	4%	5%	8%h	5%
6	42	9	21	12	42	37	20	1	9	20	*	8	4
	2%	1%	5%a	2%	2%	3%	2%	1%	3%	5%	*	2%	2%
7	121	46	28	47	121	90	57	35	13	27	5	32	10
	7%	6%	6%	9%	7%	7%	6%	14%ajl	4%	6%	2%	10%j	4%
8	183	81	49	53	183	141	134	23	33	46	34	35	12
	10%	10%	11%	10%	10%	10%	13%	9%	11%	11%	12%	11%	5%
9	198	78	55	65	198	160	119	30	49	36	12	43	28
	11%	9%	13%	12%	11%	12%	12%	12%	16%j	9%	4%	14%j	12%
10 Absolutely vital	1120	570	247	304	1120	848	602	156	183	255	209	151	166
	62%k	68%bc	56%	57%	62%	61%	60%	62%	60%	61%k	76%zhik	48%	69%K
Don't know	14	6	2	6	14	10	9	*	2	4	2	2	3
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
NET 1-3	46	26	7	13	46	34	19	3	10	12	*	15	6
	3%	3%	2%	2%	3%	2%	2%	1%	3%	3%	*	5%	3%
NET 4-7	244	75	79	90	244	190	115	40	27	65	18	67	26
	14%	9%	18%A	17%a	14%	14%	12%	16%	9%	16%	7%	22%shu	11%
NET 8-10	1501	729	351	421	1501	1148	854	209	266	337	255	229	206
	83%k	87%a	80%	79%	83%	83%	86%	83%	87%k	81%	93%zIK	73%	85%k
Mean	8.94K	9.12	8.79	8.80	8.94	8.92	9.00	9.10k	8.99	8.86	9.41zIK	8.36	9.09k
SD	1.84	1.79	1.81	1.91	1.84	1.86	1.69	1.47	1.84	1.86	1.25	2.26	1.91

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 54

QF4(5): Mobile internet services (this includes mobile internet via smartphone, dongle or USB modem)

Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?

Base: All with mobile internet services

Absolutes/col percents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	482	121	361	416	66	110	118	155	383	33	39	27	391	91
Base	481	189**	291	434	47**	107**	117**	209*	432	19**	23**	7**	426	55**
Effective base	128	39	98	116	12	29	39	44	107	14	15	11	106	32
1 Not at all important	11	6	5	11	*	1	-	9	10	-	*	-	9	2
	2%	3%	2%	2%	*	1%	-	4%	2%	-	1%	-	2%	3%
2	2	2	1	2	*	1	-	-	1	1	*	-	2	*
	*	1%	*	*	1%	1%	-	-	*	6%	1%	-	*	*
3	3	-	3	3	-	-	2	1	3	-	1	-	3	-
	1%	-	1%	1%	-	-	2%	*	1%	-	2%	-	1%	-
4	7	2	5	2	4	*	3	4	7	*	-	*	7	-
	1%	1%	2%	1%	10%	*	2%	2%	2%	*	-	2%	2%	-
5	25	13	12	23	2	1	3	19	23	*	1	1	24	1
	5%	7%	4%	5%	4%	*	3%	9%	5%	1%	5%	12%	6%	2%
6	23	6	17	23	*	2	4	16	23	*	*	-	21	2
	5%	3%	6%	5%	*	2%	4%	8%	5%	*	1%	-	5%	3%
7	40	12	28	31	10	9	5	20	34	1	5	*	38	2
	8%	6%	10%	7%	21%	8%	5%	10%	8%	3%	21%	7%	9%	4%
8	72	23	49	64	7	13	12	42	67	*	3	1	65	7
	15%	12%	17%	15%	16%	12%	10%	20%	16%	1%	14%	17%	15%	13%
9	51	15	37	48	3	8	21	16	44	5	2	*	42	9
	11%	8%	13%	11%	6%	7%	18%	8%	10%	25%	9%	2%	10%	17%
10 Absolutely vital	242	111	131	222	20	73	64	81	218	12	9	4	212	30
	50%	59%	45%	51%	43%	68%	55%	39%	50%	63%	37%	61%	50%	54%
Don't know	4	-	4	4	*	*	2	-	2	-	2	-	2	2
	1%	-	1%	1%	*	*	1%	-	*	-	9%	-	*	3%
NET 1-3	16	7	9	16	*	2	2	10	14	1	1	-	14	2
	3%	4%	3%	4%	1%	2%	2%	5%	3%	6%	5%	-	3%	4%
NET 4-7	95	33	62	80	16	11	15	60	87	1	6	1	90	5
	20%	17%	21%	18%	34%	11%	13%	29%	20%	5%	27%	20%	21%	9%
NET 8-10	365	149	216	335	30	93	97	139	330	17	14	5	319	46
	76%	79%	74%	77%	65%	87%	84%	67%	76%	89%	60%	80%	75%	84%
Mean	8.51	8.62	8.43	8.54	8.16	9.16	8.92	7.92	8.49	9.05	8.18	8.75	8.46	8.87
SD	2.08	2.20	1.99	2.08	2.06	1.60	1.69	2.32	2.08	2.08	2.11	1.98	2.09	1.96

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 54

QF4[5]: Mobile internet services (this includes mobile internet via smartphone, dongle or USB modem)**Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?****Base: All with mobile internet services**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	482	151	214	117	482	431	314	46	37	175	76	86	62
Base	481	161*	138*	182*	481	453	246	56**	48**	131**	92**	90**	63**
Effective base	128	43	49	41	128	117	75	13	12	40	21	23	21
1 Not at all important	11	1	3	7	11	11	5	-	-	7	-	4	-
	2%	1%	2%	4%	2%	2%	2%	-	-	5%	-	5%	-
2	2	-	1	1	2	2	*	-	-	1	-	-	1
	*	-	1%	*	*	*	*	-	-	1%	-	-	2%
3	3	-	3	1	3	3	1	-	-	3	1	-	-
	1%	-	2%	*	1%	1%	*	-	-	2%	1%	-	-
4	7	2	*	4	7	7	6	1	*	2	*	3	-
	1%	1%	*	2%	1%	2%	2%	2%	*	2%	*	4%	-
5	25	*	9	15	25	25	12	2	6	3	1	12	3
	5%	*	7%	8%	5%	5%	5%	3%	12%	2%	1%	13%	4%
6	23	6	3	14	23	23	16	2	8	7	5	*	*
	5%	4%	2%	8%	5%	5%	7%	4%	16%	6%	6%	*	1%
7	40	20	10	11	40	39	22	4	9	4	8	10	6
	8%	12%	7%	6%	8%	9%	9%	7%	18%	3%	9%	11%	9%
8	72	20	11	41	72	67	43	2	8	16	34	9	3
	15%	12%	8%	23%	15%	15%	18%	3%	17%	13%	37%	10%	5%
9	51	12	17	23	51	48	30	9	1	17	6	5	14
	11%	8%	12%	12%	11%	11%	12%	15%	3%	13%	7%	6%	22%
10 Absolutely vital	242	98	81	63	242	227	106	36	17	71	37	44	36
	50%	61% c	59% c	35%	50%	50%	43%	65%	35%	54%	40%	49%	58%
Don't know	4	2	*	2	4	2	4	*	-	-	-	4	-
	1%	1%	*	1%	1%	*	1%	*	-	-	-	4%	-
NET 1-3	16	1	7	8	16	16	6	-	-	10	1	4	1
	3%	1%	5%	4%	3%	3%	3%	-	-	8%	1%	5%	2%
NET 4-7	95	28	22	45	95	94	56	9	22	16	14	25	9
	20%	18%	16%	25%	20%	21%	23%	17%	45%	13%	15%	27%	14%
NET 8-10	365	130	108	127	365	342	179	47	26	104	77	57	53
	76%	81%	79%	70%	76%	76%	73%	83%	55%	80%	84%	64%	84%
Mean	8.51	8.99 c	8.67	7.95	8.51	8.47	8.35	9.12	7.88	8.44	8.60	8.08	9.02
SD	2.08	1.58	2.16	2.27	2.08	2.10	2.04	1.56	1.84	2.48	1.39	2.53	1.64

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 55

QF4(6): Satellite broadband service**Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?****Base: All with satellite broadband service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	40	11	29	29	11	10	6	13	29	2	4	5	30	10
Base	35**	22**	14**	28**	7**	12**	3**	18**	33**	2**	***	***	30**	6**
Effective base	7	3	6	5	3	3	2	3	6	1	3	4	5	2
4	*	-	*	*	-	*	-	-	*	-	-	-	*	-
	*	-	*	*	-	*	-	-	*	-	-	-	*	-
5	*	-	*	-	*	*	-	-	*	-	-	-	*	-
	*	-	*	-	*	*	-	-	*	-	-	-	*	-
6	1	*	1	-	1	-	-	1	1	-	-	*	1	*
	4%	*	9%	-	19%	-	-	7%	4%	-	-	11%	4%	1%
7	6	6	1	6	-	6	1	*	6	-	-	-	6	-
	18%	26%	7%	23%	-	48%	17%	2%	20%	-	-	-	22%	-
8	*	-	*	*	*	-	*	*	*	-	*	-	*	*
	*	-	1%	*	1%	-	*	*	*	-	7%	-	*	*
9	4	3	1	1	4	4	*	*	4	-	*	*	*	4
	13%	16%	7%	3%	52%	32%	11%	1%	13%	-	7%	26%	1%	71%
10 Absolutely vital	23	12	10	21	2	2	2	16	21	2	*	*	21	1
	64%	58%	74%	73%	28%	20%	65%	89%	62%	100%	86%	63%	72%	24%
Don't know	*	-	*	*	-	*	*	-	*	-	-	-	*	*
	1%	-	2%	1%	-	*	7%	-	1%	-	-	-	*	4%
NET 4-7	8	6	2	7	1	6	1	2	8	-	-	*	8	*
	22%	26%	16%	23%	19%	48%	17%	9%	24%	-	-	11%	26%	1%
NET 8-10	27	16	11	22	6	6	3	16	25	2	*	*	22	5
	77%	74%	82%	76%	81%	52%	76%	91%	76%	100%	100%	89%	74%	95%
Mean	9.16	9.06	9.32	9.27	8.70	8.24	9.32	9.64	9.11	10.00	9.79	9.28	9.15	9.22
SD	1.33	1.31	1.41	1.29	1.50	1.32	1.41	1.13	1.35	-	-	-	1.44	0.59

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 55

QF4(6): Satellite broadband service

Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?

Base: All with satellite broadband service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	40	9	21	10	40	34	28	4	1	20	3	5	7
Base	35**	23**	8**	4**	35**	35**	27**	10**	6**	5**	1**	6**	7**
Effective base	7	3	4	4	7	7	5	1	1	7	1	3	2
4	*	*	-	-	*	-	*	-	-	*	-	-	-
	*	*	-	-	*	-	*	-	-	*	-	-	-
5	*	-	*	-	*	-	-	-	-	-	-	-	*
	*	-	*	-	*	-	-	-	-	-	-	-	*
6	1	-	-	1	1	1	*	-	-	1	-	-	*
	4%	-	-	29%	4%	4%	*	-	-	25%	-	-	1%
7	6	6	*	1	6	6	6	-	6	1	-	-	-
	18%	26%	*	13%	18%	18%	24%	-	100%	19%	-	-	-
8	*	-	*	-	*	*	*	*	-	*	-	-	*
	*	-	1%	-	*	*	*	*	-	1%	-	-	1%
9	4	*	4	*	4	4	4	*	-	1	-	3	-
	13%	1%	53%	*	13%	13%	16%	1%	-	17%	-	54%	-
10 Absolutely vital	23	17	4	3	23	22	16	10	-	2	1	3	7
	64%	73%	43%	57%	64%	65%	59%	99%	-	33%	100%	46%	99%
Don't know	*	*	*	-	*	*	*	-	-	*	-	-	-
	1%	*	3%	-	1%	1%	1%	-	-	5%	-	-	-
NET 4-7	8	6	*	2	8	7	7	-	6	2	-	-	*
	22%	26%	1%	42%	22%	22%	24%	-	100%	44%	-	-	1%
NET 8-10	27	17	8	3	27	27	21	10	-	3	1	6	7
	77%	74%	97%	58%	77%	78%	75%	100%	-	51%	100%	100%	99%
Mean	9.16	9.21	9.41	8.44	9.16	9.18	9.10	9.99	7.00	8.13	10.00	9.46	9.95
SD	1.33	1.35	0.62	2.10	1.33	1.31	1.28	0.12	0.00	1.90	-	0.54	0.46

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 56
QF4(7): At least one form of voice service, e.g. landline phone, mobile phone etc.
Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?

Absolutes/col percents

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
1 Not at all important	105	70	35	83	22	27	35	35	97	3	4	1	95	10
	5%	7%	3%	4%	8%	7%	7%	4%	5%	4%	3%	1%	5%	4%
2	37	14	22	33	3	4	11	15	30	*	3	4	34	3
	2%	1%	2%	2%	1%	1%	2%	2%	2%	*	2%	7% ch	2%	1%
3	28	11	17	25	3	6	12	6	24	*	4	-	27	1
	1%	1%	2%	1%	1%	1%	2%	1%	1%	*	3%	-	1%	*
4	17	12	6	16	1	3	1	9	13	*	4	*	13	4
	1%	1%	1%	1%	*	1%	*	1%	1%	*	3%	*	1%	1%
5	157	97	60	118	39	46	20	72	139	8	9	2	137	20
	7%	9%	6%	6%	15% cc	11% f	4%	8%	7%	10%	7%	3%	8%	7%
6	86	37	49	83	3	25	9	40	74	5	4	3	79	6
	4%	3%	5%	4%	1%	6%	2%	4%	4%	6%	3%	6%	4%	2%
7	151	59	92	124	27	34	37	57	128	6	14	2	137	14
	7%	6%	9%	7%	10%	9%	7%	6%	7%	8%	11%	4%	7%	5%
8	223	84	138	194	29	37	53	92	182	10	21	10	205	18
	11%	8%	13% ca	11%	11%	9%	10%	10%	10%	14%	16%	20% ch	11%	7%
9	216	64	152	195	21	45	57	95	197	3	8	8	174	42
	10%	6%	14% ca	11%	8%	11%	11%	10%	11%	4%	6%	15%	10%	15%
10 Absolutely vital	1035	567	468	927	108	157	268	494	919	36	58	22	882	153
	49% ce	54% cb	44%	50%	42%	39%	51% ce	52% ce	50%	49%	44%	42%	48%	55%
Don't know	55	39	16	50	5	20	18	12	49	3	2	1	46	9
	3%	4%	2%	3%	2%	5% cg	3%	1%	3%	4%	2%	2%	3%	3%
NET 1-3	170	95	74	142	28	37	58	56	151	3	10	4	155	14
	8%	9%	7%	8%	11%	9%	11%	6%	8%	5%	8%	8%	8%	5%
NET 4-7	411	204	206	341	69	109	68	178	355	18	31	7	367	44
	19%	19%	20%	18%	27%	27% f	13%	19%	19%	25%	23%	13%	20%	16%
NET 8-10	1474	716	758	1316	158	239	378	681	1297	50	87	40	1261	213
	70% ce	68%	72%	71%	61%	59%	72% ce	73% ce	70%	67%	67%	76%	69%	76%
Mean	8.16	8.09	8.22	8.24	7.60	7.69	8.20	8.36 ce	8.17	8.21	7.98	8.20	8.10	8.56
SD	2.58	2.78	2.37	2.53	2.86	2.73	2.75	2.42	2.60	2.38	2.51	2.42	2.61	2.34

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table S6

QF4(7): At least one form of voice service, e.g. landline phone, mobile phone etc.**Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
1 Not at all important	105	56	9	40	103	83	34	11	14	19	21	27	13
	5%	6% b	2%	6% b	5%	5%	3%	4%	4%	4%	7%	7%	4%
2	37	20	8	9	36	25	21	8	6	7	-	15	*
	2%	2%	1%	1%	2%	2%	2%	3%	2%	1%	-	4%	*
3	28	7	12	8	24	15	10	5	2	7	5	5	2
	1%	1%	2%	1%	1%	1%		2%	1%	1%	2%	1%	1%
4	17	1	10	5	12	13	7	*	*	4	1	10	3
	1%	*	2% a	1%	1%	1%	1%	*	*	1%	*	2%	1%
5	157	56	32	69	140	109	95	22	8	40	35	40	13
	7%	6%	6%	11%	7%	7%	9%	8%	2%	8%	11% h	10% h	5%
6	86	41	24	21	83	70	37	5	21	27	2	22	8
	4%	4%	4%	3%	4%	4%	3%	2%	6%	5%	1%	5%	3%
7	151	56	42	52	146	116	82	22	23	39	11	44	12
	7%	6%	8%	8%	7%	7%	8%	8%	7%	8%	4%	11%	4%
8	223	106	64	53	216	166	106	36	37	52	24	50	25
	11%	11%	12%	8%	11%	10%	10%	13%	11%	10%	8%	12%	9%
9	216	72	60	84	213	185	130	36	32	63	29	30	26
	10%	8%	11%	13%	11%	11%	12%	13%	10%	13%	9%	8%	9%
10 Absolutely vital	1035	489	258	288	957	826	518	126	174	230	172	148	184
	49% k	52%	48%	45%	48%	50%	48%	46%	53% k	46%	55% k	37%	64% z g k
Don't know	55	34	17	4	46	45	40	5	13	9	14	12	3
	3%	4%	3%	1%	2%	3%	4%	2%	4%	2%	4%	3%	1%
NET 1-3	170	83	29	58	164	123	65	24	22	33	26	48	15
	8%	9%	5%	9%	8%	7%	6%	9%	7%	7%	8%	12%	5%
NET 4-7	411	154	109	148	381	309	221	48	52	110	49	116	36
	19%	16%	20%	23%	19%	19%	20%	17%	16%	22%	16%	29% h j	12%
NET 8-10	1474	667	382	425	1385	1176	754	198	243	344	226	228	234
	70% k	71%	71%	67%	70%	71%	70%	72% k	74% k	69% k	72% k	56%	81% z k
Mean	8.16 K	8.21	8.35	7.93	8.15	8.25	8.27	8.15	8.46 k	8.17 k	8.26 k	7.41	8.75 z K
SD	2.58	2.65	2.25	2.70	2.59	2.53	2.40	2.53	2.39	2.45	2.71	2.84	2.29

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table S7

QF4: SUMMARY TABLE**Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?****Base: All respondents using each service**

	Fixed phone line services (this includes standard lines and ISDN lines)	Leased lines or private circuits used for purposes other than dedicated internet access	Mobile phone services (this includes smartphones and standard mobile phones)	Fixed internet services (this includes: dedicated lines, dial up, broadband and cable)	Mobile internet services (this includes mobile internet via smartphone, dongle or USB modem)	Satellite broadband service	At least one form of voice service, e.g. landline phone, mobile phone etc.
Unweighted base	1306	125	1474	1892	482	40	2109
Base	1080	37	1653	1805	481	35	2109
Effective base	320	29	414	501	128	7	564
1 Not at all important	85 8%	8 21%	13 1%	26 1%	11 2%	-	105 5%
2	61 6%	3 7%	5 *	10 1%	2 *	-	37 2%
3	47 4%	2 6%	29 2%	10 1%	3 1%	-	28 1%
4	35 3%	1 3%	17 1%	8 *	7 1%	*	17 1%
5	103 10%	6 16%	52 3%	74 4%	25 5%	*	157 7%
6	97 9%	1 4%	68 4%	42 2%	23 5%	1 4%	86 4%
7	101 9%	1 3%	84 5%	121 7%	40 8%	6 18%	151 7%
8	166 15%	5 12%	166 10%	183 10%	72 15%	*	223 11%
9	85 8%	2 6%	221 13%	198 11%	51 11%	4 13%	216 10%
10 Absolutely vital	293 27%	7 19%	991 60%	1120 62%	242 50%	23 64%	1035 49%
Don't know	8 1%	* 1%	6 *	14 1%	4 1%	*	55 3%
NET 1-3	193 18%	13 35%	46 3%	46 3%	16 3%	-	170 8%
NET 4-7	336 31%	10 27%	222 13%	244 14%	95 20%	8 22%	411 19%
NET 8-10	544 50%	14 38%	1378 83%	1501 83%	365 76%	27 77%	1474 70%
Mean	6.82	5.49	8.91	8.94	8.51	9.16	8.16
SD	2.94	3.40	1.82	1.84	2.08	1.33	2.58

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 144

Absolutes/col percents

Table 58

QF4: SUMMARY TABLE (% 8-10)

Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?

Base: All respondents using each service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Fixed phone line services (this includes standard lines and ISDN lines)	544	255	289	437	107	95	151	220	467	19	40	18	464	80
	50%	62%±0	43%	47%	67%	47%	56%	49%	50%	48%	50%	54%	51%	47%
Leased lines or private circuits used for purposes other than dedicated internet access	14	9	6	11	3	4	3	4	10	*	3	*	11	3
	38%	43%	33%	36%	51%	42%	33%	36%	37%	20%	50%	28%	37%	42%
Mobile phone services (this includes smartphones and standard mobile phones)	1378	690	688	1270	108	230	342	652	1224	43	79	32	1203	175
	83%	86%	81%	84%	75%	78%	85%	85%	83%	85%	80%	87%	83%	86%
Fixed internet services (this includes: dedicated lines, dial up, broadband and cable)	1501	690	811	1322	179	251	388	670	1309	50	101	40	1279	223
	83%	84%	83%	84%	81%	77%	86%	84%	83%	77%	88%	88%	83%	86%
Mobile internet services (this includes mobile internet via smartphone, dongle or USB modem)	365	149	216	335	30	93	97	139	330	17	14	5	319	46
	76%	79%	74%	77%	65%	87%	84%	67%	76%	89%	60%	80%	75%	84%
Satellite broadband service	27	16	11	22	6	6	3	16	25	2	*	*	22	5
	77%	74%	82%	76%	81%	52%	76%	91%	76%	100%	100%	89%	74%	95%
At least one form of voice service, e.g. landline phone, mobile phone etc.	1474	716	758	1316	158	239	378	681	1297	50	87	40	1261	213
	70%	68%	72%	71%	61%	59%	72%±e	73%±e	70%	67%	67%	76%	69%	76%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 58

QF4: SUMMARY TABLE (% 8-10)

Thinking about each of the communications services your organisation uses, how important is each of these to your organisation?

Base: All respondents using each service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Fixed phone line services (this includes standard lines and ISDN lines)	544	281	108	156	523	336	544	62	104	111	68	114	86
	50%	54%	43%	51%	50%	44%	50%	40%	51%	46%	43%	60%	65%g
Leased lines or private circuits used for purposes other than dedicated internet access	14	5	8	1	14	10	6	*	1	3	5	3	2
	38%	33%	48%	24%	39%	36%	39%	16%	31%	26%	49%	69%	28%
Mobile phone services (this includes smartphones and standard mobile phones)	1378	547	397	434	1284	1378	602	198	211	307	241	223	199
	83%	81%	88%	82%	83%	83%	79%	91%k	81%	80%	89%k	75%	90%k
Fixed internet services (this includes: dedicated lines, dial up, broadband and cable)	1501	729	351	421	1501	1148	854	209	266	337	255	229	206
	83%k	87%c	80%	79%	83%	83%	86%	83%	87%k	81%	93%z,k	73%	85%k
Mobile internet services (this includes mobile internet via smartphone, dongle or USB modem)	365	130	108	127	365	342	179	47	26	104	77	57	53
	76%	81%	79%	70%	76%	76%	73%	83%	55%	80%	84%	64%	84%
Satellite broadband service	27	17	8	3	27	27	21	10	-	3	1	6	7
	77%	74%	97%	58%	77%	78%	75%	100%	-	51%	100%	100%	99%
At least one form of voice service, e.g. landline phone, mobile phone etc.	1474	667	382	425	1385	1176	754	198	243	344	226	228	234
	70%k	71%	71%	67%	70%	71%	70%	72%k	74%k	69%k	72%k	56%	81%z,k

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 59

QF5(1): Fixed phone line services

For each service, to what extent has this changed since the start of the COVID-19 pandemic?

Base: All with fixed phone line services operating before the pandemic

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1281	451	830	1033	248	290	288	360	938	108	132	103	1005	276
Base	1058	394	663	900	158**	203	264	443	909	38**	78*	33**	888	170
Effective base	311	94	227	277	37	80	81	97	244	38	53	23	239	96
Become more important	166	94	72	137	29	40	38	67	145	6	8	8	145	21
	16%	24% ^b	11%	15%	19%	20%	15%	15%	16%	15%	10%	25%	16%	12%
Become less important	84	21	63	79	5	17	20	35	72	3	6	3	72	13
	8%	5%	10%	9%	3%	8%	8%	8%	8%	9%	8%	8%	8%	7%
No change	778	263	515	677	101	145	188	332	665	29	62	22	643	135
	74%	67%	78% ^a	75%	64%	71%	71%	75%	73%	76%	80%	67%	72%	79%
Don't know/not sure	30	17	13	7	23	1	17	10	28	-	2	*	29	1
	3%	4%	2%	1%	15%	1%	7%	2%	3%	-	2%	*	3%	1%

Proportions/Mean. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 147

Absolutes/col percents

Table 59

QF5(1): Fixed phone line services

For each service, to what extent has this changed since the start of the COVID-19 pandemic?

Base: All with fixed phone line services operating before the pandemic

	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Total (z)												
Unweighted base	597	453	231	1232	853	1281	129	124	433	163	244	188
Base	512	245	301*	1026	743	1058	153*	203*	231	155**	184*	132*
Effective base	311	143	73	304	207	311	42	46	113	37	51	47
Become more important	166	78	35	163	105	166	27	20	29	29	30	31
16%	15%	14%	18%	16%	14%	16%	18%	10%	12%	18%	16%	24%
Become less important	84	31	26	81	69	84	12	17	25	20	5	5
8%	6%	11%	9%	8%	9%	8%	8%	8%	11%	13%	3%	4%
No change	778	380	182	753	558	778	108	154	167	104	148	96
74%	74%	75%	72%	73%	75%	74%	71%	76%	72%	67%	81%	72%
Don't know/not sure	30	23	1	29	10	30	6	12	10	2	1	*
3%	4%	*	2%	3%	1%	3%	4%	6%	4%	1%	*	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 60

QF5(2): Leased lines or private circuits used for purposes other than dedicated internet access

For each service, to what extent has this changed since the start of the COVID-19 pandemic?

Base: All with leased lines or private circuits used for purposes other than dedicated internet access operating before the pandemic

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
123	37	86	104	19	31	20	47	98	7	10	8	103	20
37**	20**	17**	31**	5**	8**	8**	11**	27**	2**	6**	1**	29**	8**
29	16	13	24	5	11	5	7	21	2	5	5	26	4
5	4	1	3	2	1	*	2	3	1	*	*	5	*
14%	20%	6%	11%	29%	13%	2%	19%	12%	80%	4%	10%	17%	2%
1	1	1	1	-	*	-	1	1	-	-	1	1	*
4%	3%	5%	4%	-	1%	-	6%	3%	-	-	49%	4%	2%
30	15	15	26	4	7	8	8	23	*	6	*	23	8
83%	77%	89%	85%	71%	86%	98%	75%	85%	20%	96%	41%	79%	96%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 149

Absolutes/col percents

Table 60

QF5(2): Leased lines or private circuits used for purposes other than dedicated internet access

For each service, to what extent has this changed since the start of the COVID-19 pandemic?

Base: All with leased lines or private circuits used for purposes other than dedicated internet access operating before the pandemic

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	123	48	60	15	121	100	70	6	10	47	17	24	19
Base	37**	16**	16**	5**	35**	29**	15**	1**	3**	10**	10**	4**	8**
Effective base	29	11	16	4	28	23	18	3	5	9	6	7	5
Become more important	5	2	3	-	5	4	4	*	*	1	1	2	1
	14%	13%	18%	-	14%	15%	23%	15%	1%	11%	7%	49%	9%
Become less important	1	*	1	1	1	1	1	-	-	*	1	*	1
	4%	1%	3%	15%	4%	5%	4%	-	-	2%	6%	2%	6%
No change	30	14	13	4	29	23	11	1	3	9	8	2	7
	83%	86%	79%	85%	82%	80%	73%	85%	99%	87%	86%	49%	85%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b/c - z/d/ef - z/gh/il/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 61

QF5(3): Mobile phone services

For each service, to what extent has this changed since the start of the COVID-19 pandemic?

Base: All with mobile phone services operating before the pandemic

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1433	519	914	1218	215	313	333	436	1082	113	142	96	1130	303
Base	1571	758	812	1428	143**	278	389	726	1392	47*	94*	37**	1369	202
Effective base	393	151	267	355	38	88	107	141	321	44	60	26	317	106
Become more important	467	231	236	409	57	80	125	206	411	13	34	9	408	58
	30%	30%	29%	29%	40%	29%	32%	28%	29%	28%	36%	25%	30%	29%
Become less important	24	8	16	21	3	5	4	13	21	2	*	1	24	*
	2%	1%	2%	1%	2%	2%	1%	2%	2%	4%	*	2%	2%	*
No change	1053	497	556	975	78	193	257	488	938	32	58	25	911	143
	67%	66%	68%	68%	55%	70%	66%	67%	67%	68%	62%	67%	67%	71%
Don't know/not sure	27	23	5	23	4	*	3	20	23	*	2	2	26	1
	2%	3%	1%	2%	3%	*	1%	3%	2%	*	2%	6%	2%	1%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 61

QF5(3): Mobile phone services**For each service, to what extent has this changed since the start of the COVID-19 pandemic?****Base: All with mobile phone services operating before the pandemic**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1433	534	564	335	1358	1433	853	152	143	470	208	268	192
Base	1571	663	434	475	1467	1571	743	212*	260*	357	250*	282*	211*
Effective base	393	153	126	117	368	393	207	47	58	99	58	75	61
Become more important	467	187	136	144	443	467	208	70	59	112	80	104	41
	30%	28%	31%	30%	30%	30%	28%	33%	23%	31%	32%	37%	20%
Become less important	24	4	15	6	24	24	19	3	8	5	6	2	*
	2%	1%	3%	1%	2%	2%	3%	1%	3%	1%	2%	1%	*
No change	1053	454	279	321	976	1053	509	125	192	235	162	169	169
	67%	68%	64%	67%	67%	67%	68%	59%	74%	66%	65%	60%	80%2gk
Don't know/not sure	27	18	5	4	25	27	7	13	1	5	2	6	-
	2%	3%	1%	1%	2%	2%	1%	6%	*	1%	1%	2%	-

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/ij/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 62

QF5(4): Fixed internet services (this includes: dedicated lines, dial up, broadband and cable)**For each service, to what extent has this changed since the start of the COVID-19 pandemic?****Base: All with fixed internet services operating before the pandemic**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1846	730	1116	1510	336	396	400	561	1357	160	188	141	1457	389
Base	1737	792	945	1522	215*	309	436	774	1519	61*	112	45**	1482	255
Effective base	481	176	331	426	56	112	129	164	386	59	76	33	380	133
Become more important	544 31%	284 36%	260 28%	461 30%	83 39%	87 28%	123 28%	263 34%	473 31%	19 31%	36 32%	16 36%	468 32%	75 29%
Become less important	28 2%	11 1%	17 2%	24 2%	4 2%	2 1%	4 1%	19 2%	25 2%	* 1%	1 1%	1 3%	24 2%	4 1%
No change	1116 64%	459 58%	657 69%a	1006 66%a	110 51%	214 69%	288 66%	473 61%	976 64%	42 69%	72 64%	26 58%	946 64%	170 67%
Don't know/not sure	49 3%	38 5%b	12 1%	32 2%	18 8%aC	6 2%	20 5%	20 3%	46 3%	* *	3 2%	1 2%	43 3%	7 3%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 62

QF5(4): Fixed internet services (this includes: dedicated lines, dial up, broadband and cable)**For each service, to what extent has this changed since the start of the COVID-19 pandemic?****Base: All with fixed internet services operating before the pandemic**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1846	814	671	361	1846	1282	1199	190	182	606	253	350	265
Base	1737	815	429	493	1737	1333	979	247*	305*	399	254*	301	232
Effective base	481	215	141	130	481	344	301	61	67	130	63	96	76
Become more important	544	252	144	147	544	419	287	92	82	135	94	69	72
	31%	31%	34%	30%	31%	31%	29%	37%	27%	34%	37%	23%	31%
Become less important	28	4	20	4	28	21	9	2	3	17	2	5	*
	2%	*	5%2A	1%	2%	2%	1%	1%	1%	4%	1%	2%	*
No change	1116	522	261	332	1116	866	654	136	209	240	155	222	153
	64%	64%	61%	67%	64%	65%	67%	55%	69%	60%	61%	74%6I	66%
Don't know/not sure	49	36	4	9	49	28	28	17	10	7	3	6	6
	3%	4%	1%	2%	3%	2%	3%	7%	3%	2%	1%	2%	3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/ij/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 63

QF5(5): Mobile internet services (this includes mobile internet via smartphone, dongle or USB modem)

For each service, to what extent has this changed since the start of the COVID-19 pandemic?

Base: All with mobile internet services operating before the pandemic

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	466	113	353	401	65	107	115	149	371	31	37	27	376	90
Base	434	161**	273	388	47**	100**	109**	182**	391	16**	21**	7**	380	54**
Effective base	119	33	94	107	12	28	37	39	100	13	14	11	97	31
Become more important	179	78	100	159	20	38	52	81	172	3	3	2	164	15
	41%	49%	37%	41%	43%	38%	48%	45%	44%	16%	13%	24%	43%	27%
Become less important	24	3	21	16	8	6	2	15	22	-	2	-	19	5
	6%	2%	8%	4%	17%	6%	2%	8%	6%	-	11%	-	5%	10%
No change	231	79	152	213	19	56	55	86	197	14	16	5	197	34
	53%	49%	56%	55%	40%	56%	50%	47%	50%	84%	77%	76%	52%	63%
Don't know/not sure	*	-	*	*	-	-	-	*	*	-	-	-	*	-
	*	-	*	*	-	-	-	*	*	-	-	-	*	-

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 63

QF5(5): Mobile internet services (this includes mobile internet via smartphone, dongle or USB modem)**For each service, to what extent has this changed since the start of the COVID-19 pandemic?****Base: All with mobile internet services operating before the pandemic**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	466	147	210	109	466	416	309	45	37	169	71	83	61
Base	434	154*	128*	153**	434	407	236*	54**	48**	114**	77**	79**	62**
Effective base	119	41	47	36	119	108	72	13	12	36	19	21	20
Become more important	179	68	53	58	179	170	86	25	16	39	37	46	16
	41%	44%	41%	38%	41%	42%	36%	46%	32%	34%	48%	58%	26%
Become less important	24	15	4	5	24	22	24	*	16	4	2	2	*
	6%	10%	3%	3%	6%	5%	10%	*	33%	3%	3%	3%	*
No change	231	71	71	90	231	215	126	30	17	71	37	31	46
	53%	46%	55%	59%	53%	53%	54%	54%	35%	62%	48%	39%	74%
Don't know/not sure	*	*	-	-	*	*	*	-	-	-	*	-	-
	*	*	-	-	*	*	*	-	-	-	*	-	-

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 64

QF5(6): Satellite broadband services

For each service, to what extent has this changed since the start of the COVID-19 pandemic?

Base: All with satellite broadband services operating before the pandemic

Absolutes/col percents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
38	11	27	29	9	9	6	12	27	2	4	5	28	10
34**	22**	12**	28**	6**	12**	3**	17**	32**	2**	***	***	28**	6**
7	3	5	5	2	3	2	2	6	1	3	4	5	2
14	11	3	12	2	*	*	12	12	2	*	*	14	*
42%	52%	24%	43%	37%	2%	*	71%	38%	97%	100%	89%	49%	7%
19	10	9	16	4	11	3	5	19	*	-	*	14	5
57%	48%	74%	56%	63%	98%	93%	29%	61%	3%	-	11%	51%	89%
*	-	*	*	-	*	*	-	*	-	-	-	*	*
1%	-	2%	1%	-	*	7%	-	1%	-	-	-	*	4%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 157

Absolutes/col percents

Table 64

QF5(6): Satellite broadband services

For each service, to what extent has this changed since the start of the COVID-19 pandemic?

Base: All with satellite broadband services operating before the pandemic

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	38	9	20	9	38	33	28	4	1	19	3	5	6
Base	34**	23**	8**	3**	34**	33**	27**	10**	6**	4**	1**	6**	7**
Effective base	7	3	4	3	7	6	5	1	1	6	1	3	2
Become more important	14	10	1	3	14	14	11	10	-	1	1	2	1
	42%	45%	17%	80%	42%	41%	41%	97%	-	31%	100%	28%	10%
No change	19	12	7	1	19	19	16	*	6	2	-	5	7
	57%	54%	80%	20%	57%	58%	59%	3%	100%	62%	-	72%	90%
Don't know/not sure	*	*	*	-	*	*	*	-	-	*	-	-	-
	1%	*	3%	-	1%	1%	1%	-	-	6%	-	-	-

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b/c - z/d/ef - z/gh/il/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 65

QF5(7): At least one form of voice service, e.g. landline phone, mobile phone etc.

For each service, to what extent has this changed since the start of the COVID-19 pandemic?

Base: All operating before the pandemic

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2046	860	1186	1665	381	443	444	616	1503	177	205	161	1616	430
2007	994	1013	1755	252*	378	502	882	1762	69*	125	51**	1731	276
536	214	353	475	62	126	142	181	432	65	84	40	428	145
477	266	211	414	62	79	115	224	418	13	29	17	407	69
24%	27%	21%	24%	25%	21%	23%	25%	24%	19%	23%	33%	24%	25%
60	14	46	42	18	12	8	29	49	3	7	1	53	6
3%	1%	5%a	2%	7%a	3%	2%	3%	3%	4%	6%	2%	3%	2%
1403	661	742	1252	151	270	357	608	1234	51	86	31	1213	190
70%	67%	73%	71%	60%	71%	71%	69%	70%	75%	69%	62%	70%	69%
67	53	14	46	21	17	22	21	60	2	3	2	57	10
3%	5%b	1%	3%	8%a	5%	4%	2%	3%	2%	3%	3%	3%	4%

Proportions/Mean. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 65

QF5(7): At least one form of voice service, e.g. landline phone, mobile phone etc.**For each service, to what extent has this changed since the start of the COVID-19 pandemic?****Base: All operating before the pandemic**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2046	883	751	412	1940	1433	1281	207	201	673	277	389	299
Base	2007	916	514	577	1882	1571	1058	270*	329	459	286*	385	278
Effective base	536	234	163	144	508	393	311	65	75	143	71	102	88
Become more important	477	211	129	136	463	366	241	92	53	118	69	89	56
	24%	23%	25%	24%	25%	23%	23%	34%h	16%	26%	24%	23%	20%
Become less important	60	28	15	17	57	46	29	6	7	25	10	7	4
	3%	3%	3%	3%	3%	3%	3%	2%	2%	5%	4%	2%	1%
No change	1403	632	359	412	1306	1119	757	155	254	304	200	280	212
	70%g	69%	70%	71%	69%	71%	72%	57%	77%g	66%	70%	73%g	76%g
Don't know/not sure	67	45	11	12	55	39	32	18	16	12	7	9	6
	3%	5%	2%	2%	3%	3%	3%	7%	5%	3%	2%	2%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 160

Table 66

QF5: SUMMARY TABLE - NET responses for any services

For each service, to what extent has this changed since the start of the COVID-19 pandemic?

Base: All respondents

Absolutes/col percents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
564	229	367	500	65	133	148	192	455	69	87	42	455	149
759	402	356	646	113	135	181	342	658	25	53	22	661	97
36%	38%	34%	35%	43%	33%	35%	37%	36%	34%	40%	42%	36%	35%
171	45	126	139	32	31	29	89	149	6	12	4	155	16
8%	4%	12% ^A	8%	12%	8%	6%	10%	8%	9%	9%	8%	8%	6%
1561	724	838	1389	173	292	383	694	1369	55	102	36	1350	211
74%	69%	79% ^A	75%	66%	72%	73%	75%	74%	74%	78%	70%	74%	75%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 161

Absolutes/col percents

Table 66

QF5: SUMMARY TABLE - NET responses for any services

For each service, to what extent has this changed since the start of the COVID-19 pandemic?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Become more important	759	341	220	197	732	614	383	122	107	181	130	133	86
	36%	36%	41%	31%	37%	37%	35%	44%	32%	37%	41%	33%	30%
Become less important	171	68	57	46	168	141	123	19	43	61	29	13	6
	8%	7%	11%	7%	8%	9%	11%	7%	13%KL	12%KL	9%	3%	2%
No change	1561	705	398	458	1463	1262	857	197	270	355	226	297	217
	74%	75%	74%	72%	74%	76%	79%	71%	82%	72%	72%	73%	75%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 67

QF6a: Which of the following best describes how reliant your business is on the internet? Without internet access...**Base: All respondents asked**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2073	889	1184	1687	386	446	443	627	1516	180	214	163	1636	437
Base	2055	1023	1032	1797	258*	382	502	918	1802	71*	130	52*	1776	279
Effective base	552	224	357	489	64	128	147	189	444	67	87	41	443	148
The business would not be able to operate at all	800	303	497	722	77	101	242	357	700	24	57	19	697	103
	39% z	30%	48% zA	40%	30%	26%	46% zE	35% z	39%	34%	44%	37%	39%	37%
The business would be able to do some things without it, but not having access would have quite a big impact	743	386	356	640	102	159	168	316	644	33	42	24	639	103
	36%	38%	35%	36%	40%	42%	33%	34%	36%	46%	32%	46%	36%	37%
We would be unable to do many things, but it would not affect the business too much	149	81	68	131	18	18	26	89	133	2	12	2	121	28
	7%	8%	7%	7%	7%	5%	5%	10%	7%	2%	9%	4%	7%	10%
We would still be able to operate the majority of our business without it	164	91	73	131	33	45	24	78	147	6	8	3	138	26
	8%	9%	7%	7%	13%	12% f	5%	9%	8%	9%	6%	6%	8%	9%
There would be no impact on our business if we did not have it	67	42	25	60	6	32	7	24	63	3	-	1	58	9
	3%	4%	2%	3%	2%	8% zFg	1%	3%	3%	4% j	-	2%	3%	3%
NET Very reliant	1542	689	853	1363	180	260	410	673	1343	57	100	43	1336	207
	75% z	67%	83% zA	76%	70%	68%	82% zE	73%	75%	80%	76%	83%	75%	74%
NET Not very reliant	380	213	166	322	58	95	57	191	343	11	20	6	317	62
	18% z	21%	16%	18%	22%	25% F	11%	21% f	19%	15%	15%	12%	18%	22%
NET Do not use the internet	133	121	12	113	20	26	35	54	116	3	11	3	123	10
	6% z	12% zA	1%	6%	8%	7%	7%	6%	6%	5%	8%	5%	7%	3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 67

QF6a: Which of the following best describes how reliant your business is on the internet? Without internet access...

Base: All respondents asked

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2073	893	751	429	1958	1445	1295	209	201	676	286	398	303
Base	2055	925	513	617	1922	1602	1062	271*	328*	472	309*	391	284
Effective base	552	236	167	156	521	403	320	66	75	149	75	108	89
The business would not be able to operate at all	800	387	154	259	800	627	407	138	126	172	160	108	96
		39% b	42% b	30%	42%	39%	38%	51% k	38%	36%	52% z k	28%	34%
The business would be able to do some things without it, but not having access would have quite a big impact	743	318	238	187	743	579	417	94	126	190	108	107	117
	36%	34%	46% z c	30%	39%	36%	39%	35%	38%	40% k	35%	27%	41% k
We would be unable to do many things, but it would not affect the business too much	149	76	31	42	149	117	69	21	26	44	1	41	16
	7%	8%	6%	7%	8%	7%	7%	8% j	8% j	9% j	*	10% j	6%
We would still be able operate the majority of our business without it	164	53	44	67	164	119	107	9	22	33	19	55	27
	8%	6%	9%	11%	9%	7%	10%	3%	7%	7%	6%	14% z g	9%
There would be no impact on our business if we did not have it	67	34	5	27	67	50	26	2	19	11	3	29	4
	3%	4%	1%	4%	3%	3%	2%	1%	6%	2%	1%	7% z g j	1%
NET Very reliant	1542	705	392	445	1542	1206	824	232	252	361	268	215	214
	75% k	76%	76%	72%	80% z	75%	78%	86% k	77% k	77% k	86% z k	55%	75% k
NET Not very reliant	380	163	80	136	380	286	202	32	66	88	23	125	46
	18% j	18%	16%	22%	20%	18%	19%	12%	20% j	19% j	7%	32% z g j	16%
NET Do not use the internet	133	57	40	36	-	110	36	6	10	23	19	51	24
	6% d	6%	8%	6%	-	7% d	3% d	2%	3%	5%	6%	13% z g h	8%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 164

Table 68

QF6a: Which of the following best describes how reliant your business is on the internet? Without internet access...

Absolutes/col percents

Base: All with internet connectivity asked

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity			
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)		
1958	792	1166	1601	357	424	416	594	1434	169	201	154	1545	413		
1922	902	1020	1684	237*	355	466	864	1686	68*	120	49**	1653	269		
521	197	352	459	62	123	138	179	419	63	81	38	415	141		
800	303	497	722	77	101	242	357	700	24	57	19	697	103		
42% z		34%	49% a		43%	52% d		41% e		42%	35%	48%	38%	42%	38%
743	386	356	640	102	159	168	316	644	33	42	24	639	103		
	39%	43%	38%	43%	45%	36%	37%	38%	49%	35%	49%	39%	38%		
149	81	68	131	18	18	26	89	133	2	12	2	121	28		
8%	9%	7%	8%	8%	5%	6%	10%	8%	2%	10%	5%	7%	10%		
164	91	73	131	33	45	24	78	147	6	8	3	138	26		
9%	10%	7%	8%	14%	13% f		5%	9%	9%	6%	6%	8%	10%		
67	42	25	60	6	32	7	24	63	3	-	1	58	9		
3%	5%	2%	4%	3%	9% d		1%	3%	5% j		-	3%	3%		
1542	689	853	1363	180	260	410	673	1343	57	100	43	1336	207		
80%	76%	84% a	81%	76%	73%	88% d		78%	80%	84%	83%	87%	81%	77%	
380	213	166	322	58	95	57	191	343	11	20	6	317	62		
20% f		24% b	16%	24%	27% f		12%	22% f		20%	16%	17%	13%	19%	23%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 165

Table 68

QF6a: Which of the following best describes how reliant your business is on the internet? Without internet access...

Absolutes/col percents

Base: All with internet connectivity asked

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
1958	847	710	401	1958	1364	1241	198	190	646	270	372	282
1922	868	472	581	1922	1492	1026	264*	318*	449	291*	340	260
521	225	153	148	521	376	310	63	71	141	70	105	82
800	387	154	259	800	627	407	138	126	172	160	108	96
42%b	45%b	33%	44%b	42%	42%	40%	52%k	40%	38%	55%zkl	32%	37%
743	318	238	187	743	579	417	94	126	190	108	107	117
39%	37%	50%aC	32%	39%	39%	41%	36%	40%	42%	37%	32%	45%
149	76	31	42	149	117	69	21	26	44	1	41	16
8%j	9%	7%	7%	8%	8%	7%	8%j	8%j	10%j	1%	12%j	6%
164	53	44	67	164	119	107	9	22	33	19	55	27
9%	6%	9%	12%	9%	8%	10%	3%	7%	7%	6%	16%aGj	10%
67	34	5	27	67	50	26	2	19	11	3	29	4
3%	4%	1%	5%	3%	3%	3%	1%	6%	2%	1%	8%zgj	2%
1542	705	392	445	1542	1206	824	232	252	361	268	215	214
80%k	81%	83%	77%	80%	81%	80%	88%k	79%k	80%k	92%zhlk	63%	82%k
380	163	80	136	380	286	202	32	66	88	23	125	46
20%l	19%	17%	23%	20%	19%	20%	12%	21%j	20%j	8%	37%zGHUL	18%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 166

Table 69

QF6b: To what extent has your organisation's reliance on the internet changed since the start of the COVID-19 pandemic?

Absolutes/col percents

Base: All respondents asked

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2077	891	1186	1690	387	448	444	627	1519	181	214	163	1639	438
Base	2064	1029	1035	1806	258*	388	504	918	1810	72*	130	52*	1784	280
Effective base	554	225	358	490	64	128	148	189	446	68	87	41	445	148
Become more reliant	732	368	364	602	130	118	188	337	643	28	38	23	653	79
	35%	36%	35%	33%	50% c	30%	37%	37%	36%	38%	29%	46%	37%	28%
Become less reliant	22	3	19	22	1	4	7	9	20	*	2	*	20	2
	1%	*	2%	1%	*	1%	1%	1%	1%	*	2%	*	1%	1%
No change	1078	480	598	981	98	213	255	476	944	36	76	24	895	183
	52% d	47%	58% A	54% d	38%	55%	51%	52%	52%	49%	58%	46%	50%	66% z
Don't know/not sure	4	2	2	3	1	1	1	2	3	-	1	*	2	2
	*	*	*	*	1%	*	*	*	*	-	1%	*	*	1%
Not applicable - organisation started since the pandemic began	94	55	39	86	8	26	19	40	85	5	3	2	90	4
	5%	5%	4%	5%	3%	7%	4%	4%	5%	7%	2%	3%	5%	1%
Do not use the internet	133	121	12	113	20	26	35	54	116	3	11	3	123	10
	6% b	12% a	1%	6%	8%	7%	7%	6%	6%	5%	8%	5%	7%	3%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 167

Absolutes/col percents

Table 69

QF6b: To what extent has your organisation's reliance on the internet changed since the start of the COVID-19 pandemic?

Base: All respondents asked

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2077	893	752	432	1962	1449	1295	209	201	678	288	398	303
Base	2064	925	519	620	1931	1611	1062	271*	328*	479	312	391	284
Effective base	554	236	167	157	523	405	320	66	75	149	76	108	89
Become more reliant	732	334	218	180	732	572	388	133	119	149	131	117	84
	35%	36%	42% c	29%	38%	35%	36%	49% ziki	36%	31%	42%	30%	30%
Become less reliant	22	10	9	3	22	10	16	4	3	9	1	5	1
	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	*	1%	*
No change	1078	502	234	342	1078	840	601	122	195	263	132	201	166
	52%	54%	45%	55%	56%	52%	57%	45%	59% j	55%	42%	51%	58% j
Don't know/not sure	4	2	*	2	4	4	3	1	-	3	*	*	-
	*	*	*	*	*	*	*	*	-	1%	*	*	-
Not applicable - organisation started since the pandemic began	94	21	17	56	94	76	18	4	2	32	29	18	10
	5% l	2%	3%	9% ab	5% f	5% f	2%	2%	1%	7% h	9% gh	5%	3%
Do not use the internet	133	57	40	36	-	110	36	6	10	23	19	51	24
	6% h	6%	8%	6%	-	7% df	3% d	2%	3%	5%	6%	13% aghi	8%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b/c - z/d/ef - z/g/h/ij/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 168

Absolutes/col percents

Table 70

QF6b: To what extent has your organisation's reliance on the internet changed since the start of the COVID-19 pandemic?

Base: All with internet connectivity operating before the pandemic asked

	Method		Sector		Collapsed region			Nation				Urbanity	
Total (z)	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1908	760	1148	1559	349	412	410	577	1399	164	194	151	1503	405
1837	854	983	1607	230*	335	450	824	1610	63*	116	47**	1571	266
498	185	341	440	59	116	133	170	400	60	78	36	394	139
732	368	364	602	130	118	188	337	643	28	38	23	653	79
40% <i>zm</i>	43%	37%	37%	57% <i>zc</i>	35%	42%	41%	40%	44%	32%	50%	42% <i>zm</i>	30%
22	3	19	22	1	4	7	9	20	*	2	*	20	2
1%	*	2%	1%	*	1%	1%	1%	1%	*	2%	*	1%	1%
1078	480	598	981	98	213	255	476	944	36	76	24	895	183
59% <i>zl</i>	56%	61%	61% <i>D</i>	43%	64%	57%	58%	59%	56%	65%	50%	57%	69% <i>zl</i>
4	2	2	3	1	1	1	2	3	-	1	*	2	2
*	*	*	*	1%	*	*	*	*	-	1%	*	*	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 169

Absolutes/col percents

Table 70

QF6b: To what extent has your organisation's reliance on the internet changed since the start of the COVID-19 pandemic?

Base: All with internet connectivity operating before the pandemic asked

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
1908	829	699	380	1908	1333	1221	195	188	628	260	362	275
1837	847	461	528	1837	1425	1008	260*	316*	424	264*	322	250
498	219	147	136	498	359	303	62	70	132	65	100	80
732	334	218	180	732	572	388	133	119	149	131	117	84
40%	39%	47% c	34%	40%	40%	38%	51% h	38%	35%	50%	36%	34%
22	10	9	3	22	10	16	4	3	9	1	5	1
1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	*	2%	*
1078	502	234	342	1078	840	601	122	195	263	132	201	166
59%	51%	51%	65% b	59%	59%	60%	47%	62%	62% g	50%	62%	66% g
4	2	*	2	4	4	3	1	-	3	*	*	-
*	*	*	*	*	*	*	*	-	1%	*	*	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 71

QF7a: How important is it for staff and/or customers to have good quality wireless connectivity on your business premises?

Absolutes/col percents

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
1 - not at all important	157	120	37	138	19	39	42	58	139	10	7	1	136	21
	8% b	13% uB	4%	8%	8%	10%	9%	7%	8%	14%	6%	2%	8%	8%
2	22	9	14	19	4	12	7	4	22	*	-	-	22	1
	1%	1%	1%	1%	2%	3% g	1%	*	1%	*	-	-	1%	*
3	50	32	18	38	12	14	6	22	42	4	2	2	40	10
	3%	3%	2%	2%	5%	4%	1%	2%	2%	6%	2%	3%	2%	4%
4	46	27	19	44	2	3	4	29	35	*	10	*	41	5
	2%	3%	2%	3%	1%	1%	1%	3%	2%	*	8% zH	*	2%	2%
5	86	39	47	77	9	27	20	30	77	3	2	4	74	12
	4%	4%	5%	4%	4%	7%	4%	3%	4%	4%	2%	7%	4%	4%
6	75	23	52	60	14	14	16	40	70	2	2	*	65	9
	4%	2%	5%	3%	6%	4%	3%	5%	4%	3%	2%	1%	4%	3%
7	113	37	76	95	17	23	38	42	103	1	5	5	100	12
	6%	4%	7%	5%	7%	6%	8%	5%	6%	1%	4%	9%	6%	5%
8	235	78	156	211	24	40	48	119	207	5	14	9	205	30
	12%	8%	15% a	12%	10%	11%	10%	14%	12%	6%	12%	18%	12%	11%
9	198	51	147	176	22	40	50	87	177	5	12	4	175	23
	10% b	5%	14% A	10%	9%	11%	10%	10%	10%	7%	10%	8%	10%	8%
10 - absolutely vital	688	379	309	592	96	117	176	299	593	30	49	16	579	109
	35%	41% B	30%	34%	40%	31%	36%	34%	34%	43%	41%	33%	34%	40%
Don't know	247	110	137	231	16	43	61	117	221	8	12	6	220	28
	13%	12%	13%	13%	7%	11%	12%	13%	13%	12%	10%	12%	13%	10%
Do not use wireless connectivity	60	29	31	56	4	6	18	26	51	2	3	4	49	11
	3%	3%	3%	3%	2%	2%	4%	3%	3%	3%	3%	7%	3%	4%
NET 1-3	230	161	69	195	35	65	55	83	203	14	10	3	198	32
	12% b	17% uB	7%	11%	14%	17% g	11%	10%	12%	20% uH	8%	5%	12%	12%
NET 4-7	319	125	194	276	43	67	77	141	285	6	19	9	281	38
	16%	13%	19%	16%	18%	18%	16%	16%	16%	9%	16%	17%	16%	14%
NET 8-10	1120	508	612	978	142	198	274	505	977	39	75	29	959	162
	57%	54%	59%	56%	59%	52%	56%	58%	56%	56%	63%	58%	56%	60%
Mean	7.63	7.31	7.93 a	7.63	7.63	7.15	7.73	7.76	7.61	7.30	7.90	8.11	7.61	7.80
SD	2.94	3.39	2.43	2.93	2.97	3.18	2.95	2.79	2.94	3.53	2.83	2.28	2.94	2.94

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 71

QF7a: How important is it for staff and/or customers to have good quality wireless connectivity on your business premises?**Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
1 - not at all important	157	53	41	64	157	124	73	22	19	37	33	41	5
	8%	6%	8%	11%	8%	8%	7%	8%	6%	8%	11%	12%	2%
2	22	9	6	7	22	12	10	*	6	10	*	2	4
	1%	1%	1%	1%	1%	1%	1%	*	2%	2%	*	1%	2%
3	50	33	12	5	50	17	36	5	4	14	3	16	7
	3%	4%	2%	1%	3%	1%	3%	2%	1%	3%	1%	5%	3%
4	46	24	5	17	46	38	30	12	1	8	2	22	1
	2%	3%	1%	3%	2%	2%	3%	5%	*	2%	1%	6%	*
5	86	36	25	25	86	71	54	8	7	26	12	26	7
	4%	4%	5%	4%	4%	5%	5%	3%	2%	6%	4%	7%	3%
6	75	38	14	22	75	49	47	11	10	33	3	14	4
	4%	4%	3%	4%	4%	3%	4%	4%	3%	7%	1%	4%	2%
7	113	52	36	24	113	94	60	17	21	35	21	15	4
	6%	6%	7%	4%	6%	6%	6%	6%	7%	7%	7%	4%	1%
8	235	133	35	66	235	185	139	28	62	39	26	37	43
	12%	15%	7%	11%	12%	12%	13%	10%	19%	8%	9%	11%	16%
9	198	88	50	60	198	169	115	19	55	37	25	36	27
	10%	10%	10%	10%	10%	11%	11%	7%	17%	8%	8%	10%	10%
10 - absolutely vital	688	278	198	212	688	530	334	96	77	162	133	85	135
	35%	32%	40%	35%	35%	34%	32%	36%	24%	34%	45%	24%	51%
Don't know	247	93	69	85	247	202	113	39	40	65	31	48	24
	13%	11%	14%	14%	13%	13%	11%	14%	12%	14%	11%	14%	9%
Do not use wireless connectivity	60	44	4	12	60	52	35	12	21	6	8	10	3
	3%	5%	1%	2%	3%	3%	3%	4%	7%	1%	3%	3%	1%
NET 1-3	230	95	59	76	230	153	118	28	28	61	36	60	17
	12%	11%	12%	13%	12%	10%	11%	10%	9%	13%	12%	17%	6%
NET 4-7	319	150	81	88	319	252	191	48	39	102	37	77	16
	16%	17%	16%	15%	16%	16%	18%	18%	12%	22%	13%	22%	6%
NET 8-10	1120	499	283	338	1120	883	587	143	193	238	183	158	204
	57%	57%	57%	56%	57%	57%	56%	53%	60%	50%	62%	45%	77%
Mean	7.63K	7.63	7.77	7.52	7.63	7.72	7.55	7.62	7.54k	7.40	7.90k	6.70	8.67Zghk
SD	2.94	2.78	2.98	3.13	2.94	2.88	2.85	2.97	2.57	3.00	3.07	3.21	2.22

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 72

QF7a: How important is it for staff and/or customers to have good quality wireless connectivity on your business premises?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
1 - not at all important	157	120	37	138	19	39	42	58	139	10	7	1	136	21
	7% a	11% b	4%	7%	7%	10%	8%	6%	7%	14% k	6%	2%	7%	8%
2	22	9	14	19	4	12	7	4	22	*	-	-	22	1
	1%	1%	1%	1%	1%	3% g	1%	*	1%	*	-	-	1%	*
3	50	32	18	38	12	14	6	22	42	4	2	2	40	10
	2%	3%	2%	2%	5%	3%	1%	2%	2%	6%	2%	3%	2%	4%
4	46	27	19	44	2	3	4	29	35	*	10	*	41	5
	2%	3%	2%	2%	1%	1%	1%	3%	2%	*	8% zH	*	2%	2%
5	86	39	47	77	9	27	20	30	77	3	2	4	74	12
	4%	4%	4%	4%	3%	7%	4%	3%	4%	4%	1%	7%	4%	4%
6	75	23	52	60	14	14	16	40	70	2	2	*	65	9
	4%	2%	5%	3%	5%	3%	3%	4%	4%	3%	2%	1%	4%	3%
7	113	37	76	95	17	23	38	42	103	1	5	5	100	12
	5%	4%	7%	5%	7%	6%	7%	5%	6%	1%	4%	9%	5%	4%
8	235	78	156	211	24	40	48	119	207	5	14	9	205	30
	11%	7%	15% a	11%	9%	10%	9%	13%	11%	6%	11%	17%	11%	11%
9	198	51	147	176	22	40	50	87	177	5	12	4	175	23
	9% b	5%	14% a	10%	8%	10%	10%	9%	10%	7%	9%	7%	10%	8%
10 - absolutely vital	688	379	309	592	96	117	176	299	593	30	49	16	579	109
	33%	36%	29%	32%	37%	29%	34%	32%	32%	41%	37%	31%	32%	39%
Don't know	247	110	137	231	16	43	61	117	221	8	12	6	220	28
	12%	10%	13%	12%	6%	11%	12%	13%	12%	11%	10%	11%	12%	10%
Do not use wireless connectivity	60	29	31	56	4	6	18	26	51	2	3	4	49	11
	3%	3%	3%	3%	2%	1%	4%	3%	3%	3%	2%	7%	3%	4%
Don't have internet connectivity	133	121	12	113	20	26	35	54	116	3	11	3	123	10
	6% b	11% b	1%	6%	8%	7%	7%	6%	6%	5%	8%	5%	7%	3%
NET 1-3	230	161	69	195	35	65	55	83	203	14	10	3	198	32
	11% b	15% b	7%	11%	13%	16% g	11%	9%	11%	19% zhjk	8%	5%	11%	11%
NET 4-7	319	125	194	276	43	67	77	141	285	6	19	9	281	38
	15%	12%	18% a	15%	16%	17%	15%	15%	15%	8%	14%	17%	15%	14%
NET 8-10	1120	508	612	978	142	198	274	505	977	39	75	29	959	162
	53%	48%	58% a	53%	55%	49%	53%	55%	53%	53%	58%	56%	52%	58%
Mean	7.63	7.31	7.93 a	7.63	7.63	7.15	7.73	7.76	7.61	7.30	7.90	8.11	7.61	7.80
SD	2.94	3.39	2.43	2.93	2.97	3.18	2.95	2.79	2.94	3.53	2.83	2.28	2.94	2.94

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 72

QF7a: How important is it for staff and/or customers to have good quality wireless connectivity on your business premises?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
1 - not at all important	157	53	41	64	157	124	73	22	19	37	33	41	5
	7% <i>l</i>	6%	8%	10%	8%	8%	7%				10% <i>l</i>	10% <i>l</i>	2%
2	22	9	6	7	22	12	10	*	6	10	*	2	4
	1%	1%	1%	1%	1%	1%	1%	*	2%	2%	*	1%	1%
3	50	33	12	5	50	17	36	5	4	14	3	16	7
	2%	4%	2%	1%	3%	1%	3% <i>e</i>	2%	1%	3%	1%	4%	3%
4	46	24	5	17	46	38	30	12	1	8	2	22	1
	2%	3%	1%	3%	2%	2%	3%	5%	*	2%	*	5% <i>h</i>	*
5	86	36	25	25	86	71	54	8	7	26	12	26	7
	4%	4%	5%	4%	4%	4%	5%	3%	2%	5%	4%	6%	2%
6	75	38	14	22	75	49	47	11	10	33	3	14	4
	4%	4%	3%	3%	4%	3%	4%	4%	3%	7% <i>l</i>	1%	3%	1%
7	113	52	36	24	113	94	60	17	21	35	21	15	4
	5%	6%	7%	4%	6%	6%	6%	6%	6%	7% <i>l</i>	7%	4%	1%
8	235	133	35	66	235	185	139	28	62	39	26	37	43
	11%	14% <i>b</i>	7%	10%	12%	11%	13%	10%	19% <i>l</i>	8%	8%	9%	15%
9	198	88	50	60	198	169	115	19	55	37	25	36	27
	9%	9%	9%	9%	10%	10%	11%	7%	16% <i>l</i>	7%	8%	9%	9%
10 - absolutely vital	688	278	198	212	688	530	334	96	77	162	133	85	135
	33% <i>k</i>	30%	37%	33%	35%	32%	31%	35% <i>k</i>	23%	33% <i>k</i>	42% <i>h</i> <i>k</i>	21%	47% <i>z</i> <i>h</i> <i>k</i>
Don't know	247	93	69	85	247	202	113	39	40	65	31	48	24
	12%	10%	13%	13%	13%	12%	10%	14%	12%	13%	10%	12%	8%
Do not use wireless connectivity	60	44	4	12	60	52	35	12	21	6	8	10	3
	3%	5% <i>b</i>	1%	2%	3%	3%	3%	4%	6% <i>l</i>	1%	2%	2%	1%
Don't have internet connectivity	133	57	40	36	-	110	36	6	10	23	19	51	24
	6% <i>l</i>	6%	8%	6%	-	7% <i>d</i> <i>f</i>	3% <i>d</i>	2%	3%	5%	6%	13% <i>z</i> <i>g</i> <i>h</i>	8%
NET 1-3	230	95	59	76	230	153	118	28	28	61	36	60	17
	11%	10%	11%	12%	12%	9%	11%	10%	9%	12%	12%	15% <i>l</i>	6%
NET 4-7	319	150	81	88	319	252	191	48	39	102	37	77	16
	15% <i>l</i>	16%	15%	14%	16%	15%	18%	17% <i>l</i>	12%	21% <i>l</i>	12%	19% <i>l</i>	6%
NET 8-10	1120	499	283	338	1120	883	587	143	193	238	183	158	204
	53% <i>k</i>	53%	53%	53%	57%	53%	54%	52%	58% <i>k</i>	48%	59% <i>k</i>	39%	71% <i>z</i> <i>g</i> <i>h</i> <i>k</i>
Mean	7.63K	7.63	7.77	7.52	7.63	7.72	7.55	7.62	7.84% <i>k</i>	7.40	7.90% <i>k</i>	6.70	8.67% <i>z</i> <i>g</i> <i>h</i> <i>k</i>
SD	2.94	2.78	2.98	3.13	2.94	2.88	2.85	2.97	2.57	3.00	3.07	3.21	2.22

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 174

Absolutes/col percents

Table 73

QF7b: What is your wireless connectivity used for?

Base: All using wireless connectivity and asked

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1895	779	1116	1548	347	418	403	576	1397	165	187	146	1503	392
Base	1839	876	964	1609	230*	354	444	822	1621	65*	111*	42**	1594	246
Effective base	500	194	330	441	59	118	134	171	405	60	75	37	403	130
Staff connectivity to internet	983	467	515	876	106	183	218	465	866	33	61	22	852	130
	53%	53%	53%	54%	46%	52%	49%	57%	53%	50%	55%	52%	53%	53%
Wireless printers	780	310	470	712	68	140	205	346	691	25	45	20	672	108
	42%	35%	49% a	44% d	30%	40%	46%	42%	43%	39%	40%	47%	42%	44%
Sending/ receiving/ accessing business data (e.g. sales records, information about stock etc.)	488	184	304	425	63	88	132	205	425	13	33	17	414	74
	27%	21%	32% a	26%	27%	25%	30%	25%	26%	20%	30%	40%	26%	30%
Wi-Fi reliant video conferencing	444	147	297	392	53	84	101	201	386	15	32	11	396	49
	24% a	17%	31% a	24%	23%	24%	23%	24%	24%	24%	29%	26%	25%	20%
Wi-Fi reliant calls	407	196	212	355	52	74	80	205	359	14	26	8	355	52
	22%	22%	22%	22%	23%	21%	18%	25%	22%	22%	23%	20%	22%	21%
Access to data stored on the cloud	376	91	285	343	34	77	74	166	318	16	32	11	313	63
	20% a	10%	30% a	21%	15%	22%	17%	20%	20%	24%	28%	27%	20%	26%
Staff connectivity to internal network	249	149	100	211	38	49	43	129	221	6	16	7	209	41
	14%	17% b	10%	13%	16%	14%	10%	16%	14%	9%	14%	16%	13%	17%
Contactless / card payments / EPOS sales tills	245	115	130	216	29	50	34	129	213	8	16	7	215	30
	13%	13%	14%	13%	12%	14%	8%	16% d	13%	13%	14%	16%	14%	12%
Offsite working	229	47	182	203	26	36	51	117	204	5	14	6	201	28
	12% a	5%	19% a	13%	11%	10%	12%	14%	13%	8%	12%	14%	13%	11%
Stock updates/processing orders	171	58	113	163	8	38	38	75	151	10	7	3	147	23
	9%	7%	12%	10%	3%	11%	8%	9%	9%	16%	6%	6%	9%	10%
CCTV	139	60	79	123	16	33	41	52	126	3	7	2	124	15
	8%	7%	8%	8%	7%	9%	9%	6%	8%	4%	7%	6%	8%	6%
Provision of unlimited Wi-Fi to clients/ customers	116	37	79	101	15	30	34	32	97	4	9	6	91	25
	6%	4%	8%	6%	6%	9%	8%	4%	6%	6%	8%	14%	6%	10%
Authentication	99	29	70	84	14	29	28	23	81	7	9	2	82	17
	5%	3%	7%	5%	6%	8% g	6%	3%	5%	10%	8%	4%	5%	7%
GPS location data	90	22	68	86	4	25	15	39	79	5	5	2	76	15
	5%	3%	7% a	5%	2%	7%	3%	5%	5%	8%	4%	4%	5%	6%
Staff clock-in systems	14	7	7	12	2	2	3	7	12	*	1	*	13	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*
Other (please type in)	270	235	34	216	54	55	67	118	241	12	12	5	243	27
	15% b	27% b	4%	13%	23% c	16%	15%	14%	15%	18%	11%	11%	15%	11%
Don't know/not sure	86	32	54	69	17	19	20	37	76	6	2	2	70	16
	5%	4%	6%	4%	7%	5%	5%	5%	5%	9%	2%	4%	4%	7%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 73

QF7b: What is your wireless connectivity used for?

Base: All using wireless connectivity and asked

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	1839	876	964	1609	230*	354	444	822	1621	65*	111*	42**	1594	246
NET Low complexity (basic comms & information provision)	1428	604	824	1268	160	273	342	641	1256	45	93	33	1235	193
	78%a	69%	85%aA	79%	70%	77%	77%	78%	78%	70%	84%	79%	77%	79%
NET Medium complexity (advanced comms & document sharing)	229	47	182	203	26	36	51	117	204	5	14	6	201	28
	12%a	5%	19%aA	13%	11%	10%	12%	14%	13%	8%	12%	14%	13%	11%
NET High complexity (payment processing & e- commerce)	628	240	388	554	74	121	152	269	542	20	44	22	538	90
	34%	27%	40%aA	34%	32%	34%	34%	33%	33%	31%	39%	51%	34%	37%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/fg - z/h/ij/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 73

QF7b: What is your wireless connectivity used for?

Base: All using wireless connectivity and asked

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1895	814	694	387	1892	1320	1198	186	181	638	259	349	282
Base	1839	797	474	568	1839	1427	973	252*	287*	451	273*	323	253
Effective base	500	216	148	139	500	361	296	58	69	137	68	93	80
Staff connectivity to internet	983	446	258	278	983	786	553	164	126	237	157	154	145
	53%	56%	55%	49%	53%	55%	57%	65%hk	44%	53%	58%	48%	57%
Wireless printers	780	378	205	197	780	649	472	127	118	190	114	101	131
	42%k	47%k	43%	35%	42%	46%	48%	50%k	41%	42%	42%	31%	52%K
Sending/ receiving/ accessing business data (e.g. sales records, information about stock etc.)	488	179	118	192	488	369	274	59	72	100	78	96	82
	27%	22%	25%	34%a	27%	26%	28%	24%	25%	22%	29%	30%	33%
Wi-Fi reliant video conferencing	444	152	143	149	444	384	244	58	67	94	101	53	71
	24%	19%	30%a	26%	24%	27%	25%	23%	23%	21%	37%zlk	16%	28%
Wi-Fi reliant calls	407	166	114	128	407	331	221	39	67	101	79	53	66
	22%	21%	24%	22%	22%	23%	23%	16%	23%	22%	29%	17%	26%
Access to data stored on the cloud	376	139	99	138	376	319	235	58	63	87	61	38	68
	20%	17%	21%	24%	20%	22%	24%	23%	22%	19%	22%	12%	27%k
Staff connectivity to internal network	249	138	53	59	249	179	140	35	24	58	47	43	42
	14%	17%	11%	10%	14%	13%	14%	14%	8%	13%	17%	13%	17%
Contactless / card payments / EPOS sales tills	245	121	54	70	245	170	132	30	31	39	38	58	49
	13%	15%	11%	12%	13%	12%	14%	12%	11%	9%	14%	18%l	19%l
Offsite working	229	76	71	83	229	196	147	31	41	59	24	32	43
	12%	9%	15%	15%	12%	14%	15%	12%	14%	13%	9%	10%	17%
Stock updates/processing orders	171	91	28	52	171	120	99	13	26	27	36	34	34
	9%	11%	6%	9%	9%	8%	10%	5%	9%	6%	13%	11%	13%
CCTV	139	48	56	35	139	109	81	20	12	55	15	13	24
	8%	6%	12%a	6%	8%	8%	8%	8%	4%	12%k	5%	4%	9%
Provision of unlimited Wi-Fi to clients/ customers	116	51	41	23	116	83	72	11	25	37	18	5	19
	6%	6%	9%	4%	6%	6%	7%	4%	9%k	8%k	7%	2%	7%
Authentication	99	44	28	27	99	79	72	20	8	25	9	15	22
	5%	5%	6%	5%	5%	6%	7%	8%	3%	5%	3%	5%	9%
GPS location data	90	28	25	37	90	79	59	16	5	20	6	13	30
	5%	3%	5%	7%	5%	6%	6%	6%	2%	4%	2%	4%	12%zhjk
Staff clock-in systems	14	6	6	2	14	11	8	3	1	4	1	2	2
	1%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%
Other (please type in)	270	99	91	80	269	204	98	18	43	80	37	68	23
	15%	12%	19%	14%	15%	14%	10%	7%	15%	18%	14%	21%g	9%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 73

QF7b: What is your wireless connectivity used for?

Base: All using wireless connectivity and asked

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	1839	797	474	568	1839	1427	973	252*	287*	451	273*	323	253
Don't know/not sure	86	49	18	19	86	53	48	7	25	28	5	18	3
	5%	6%	4%	3%	5%	4%	5%	3%	9%	6%	2%	6%	1%
NET Low complexity (basic comms & information provision)	1428	622	370	435	1428	1154	795	222	205	341	229	214	218
	78%	78%	78%	77%	78%	81%	82%	88% HIK	71%	75%	84% IK	66%	86% HIK
NET Medium complexity (advanced comms & document sharing)	229	76	71	83	229	196	147	31	41	59	24	32	43
	12%	9%	15%	15%	12%	14%	15%	12%	14%	13%	9%	10%	17%
NET High complexity (payment processing & e- commerce)	628	258	155	215	627	453	356	74	90	129	105	119	110
	34%	32%	33%	38%	34%	32%	37%	30%	31%	29%	39%	37%	43% IK

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 74

QF7b: What is your wireless connectivity used for?**Base: All with broadband/ internet service and asked**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1936	790	1146	1582	354	424	414	589	1427	169	191	149	1532	404
Base	1899	905	994	1665	234*	361	463	848	1672	67*	114	46**	1642	257
Effective base	511	197	341	451	60	121	135	175	413	63	77	38	410	136
Staff connectivity to internet	983	467	515	876	106	183	218	465	866	33	61	22	852	130
	52%	52%		53%	45%	51%	47%	55%	52%	49%	54%	48%	52%	51%
Wireless printers	780	310	470	712	68	140	205	346	691	25	45	20	672	108
	41%	34%	47%A	43% d	29%	39%	44%	41%	41%	37%	39%	41%	41%	42%
Sending/ receiving/ accessing business data (e.g. sales records, information about stock etc.)	488	184	304	425	63	88	132	205	425	13	33	17	414	74
	26%	20%	31%A	26%	27%	24%	29%	24%	25%	19%	29%	37%	25%	29%
Wi-Fi reliant video conferencing	444	147	297	392	53	84	101	201	386	15	32	11	396	49
	23%	16%	30%A	24%	22%	23%	22%	24%	23%	23%	28%	24%	24%	19%
Wi-Fi reliant calls	407	196	212	355	52	74	80	205	359	14	26	8	355	52
	21%	22%	21%	21%	22%	21%	17%	24%	21%	21%	22%	18%	22%	20%
Access to data stored on the cloud	376	91	285	343	34	77	74	166	318	16	32	11	313	63
	20%A	10%	29%A	21%	14%	21%	16%	20%	19%	23%	28%	25%	19%	25%
Staff connectivity to internal network	249	149	100	211	38	49	43	129	221	6	16	7	209	41
	13%	17%B	10%	13%	16%	13%	9%	15%	13%	9%	14%	15%	13%	16%
Contactless / card payments / EPOS sales tills	245	115	130	216	29	50	34	129	213	8	16	7	215	30
	13%	13%	13%	13%	12%	14%	7%	15% d	13%	13%	14%	15%	13%	12%
Offsite working	229	47	182	203	26	36	51	117	204	5	14	6	201	28
	12%A	5%	16%A	12%	11%	10%	11%	14%	12%	8%	12%	13%	12%	11%
Stock updates/processing orders	171	58	113	163	8	38	38	75	151	10	7	3	147	23
	9%	6%	11%	10%	3%	11%	8%	9%	9%	15%	6%	6%	9%	9%
CCTV	139	60	79	123	16	33	41	52	126	3	7	2	124	15
	7%	7%	8%	7%	7%	9%	9%	6%	8%	4%	6%	5%	8%	6%
Provision of unlimited Wi-Fi to clients/ customers	116	37	79	101	15	30	34	32	97	4	9	6	91	25
	6%	4%	8%	6%	6%	8%	7%	4%	6%	6%	7%	13%	6%	10%
Authentication	99	29	70	84	14	29	28	23	81	7	9	2	82	17
	5%	3%	7%	5%	6%	8%B	6%	3%	5%	10%	8%	4%	5%	6%
GPS location data	90	22	68	86	4	25	15	39	79	5	5	2	76	15
	5%	2%	7%A	5%	2%	7%	3%	5%	5%	8%	4%	4%	5%	6%
Staff clock-in systems	14	7	7	12	2	2	3	7	12	*	1	*	13	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*
Other (please type in)	270	235	34	216	54	55	67	118	241	12	12	5	243	27
	14%B	26%B	3%	13%	23% c	15%	15%	14%	14%	18%	11%	10%	15%	10%
Don't know/not sure	86	32	54	69	17	19	20	37	76	6	2	2	70	16
	5%	4%	5%	4%	7%	5%	4%	4%	5%	8%	2%	4%	4%	6%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 74

QF7b: What is your wireless connectivity used for?

Base: All with broadband/ internet service and asked

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	1899	905	994	1665	234*	361	463	848	1672	67**	114	46**	1642	257
Do not use wireless connectivity	60 3%	29 3%	31 3%	56 3%	4 2%	6 2%	18 4%	26 3%	51 3%	2 3%	3 3%	4 8%	49 3%	11 4%
NET Low complexity (basic comms & information provision)	1428 75%	604 67%	824 83%	1268 76%	160 69%	273 76%	342 74%	641 76%	1256 75%	45 68%	93 81%	33 73%	1235 75%	193 75%
NET Medium complexity (advanced comms & document sharing)	229 12%	47 5%	182 18%	203 12%	26 11%	36 10%	51 11%	117 14%	204 12%	5 8%	14 12%	6 13%	201 12%	28 11%
NET High complexity (payment processing & e-commerce)	628 33%	240 26%	388 39%	554 33%	74 31%	121 34%	152 33%	269 32%	542 32%	20 30%	44 38%	22 47%	538 33%	90 35%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 74

QF7b: What is your wireless connectivity used for?

Base: All with broadband/ internet service and asked

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1936	837	703	396	1933	1351	1219	192	187	650	263	361	283
Base	1899	841	477	581	1899	1478	1008	264*	308*	457	280*	333	257
Effective base	511	222	150	144	511	370	302	62	69	141	70	97	81
Staff connectivity to internet	983	446	258	278	983	786	553	164	126	237	157	154	145
	52%	53%	54%	48%	52%	53%	55%	62%h	41%	52%	56%	46%	56%
Wireless printers	780	378	205	197	780	649	472	127	118	190	114	101	131
	41%k	45%k	43%	34%	41%	44%	47%	48%k	38%	41%	41%	30%	51%k
Sending/ receiving/ accessing business data (e.g. sales records, information about stock etc.)	488	179	118	192	488	369	274	59	72	100	78	96	82
	26%	21%	25%	33%a	26%	25%	27%	22%	23%	22%	28%	29%	32%
Wi-Fi reliant video conferencing	444	152	143	149	444	384	244	58	67	94	101	53	71
	23%	18%	30%a	26%	23%	26%	24%	22%	22%	21%	36%z,k	16%	28%
Wi-Fi reliant calls	407	166	114	128	407	331	221	39	67	101	79	53	66
	21%	20%	24%	22%	21%	22%	22%	15%	22%	22%	28%	16%	26%
Access to data stored on the cloud	376	139	99	138	376	319	235	58	63	87	61	38	68
	20%	17%	21%	24%	20%	22%	23%	22%	21%	19%	22%	11%	27%k
Staff connectivity to internal network	249	138	53	59	249	179	140	35	24	58	47	43	42
	13%	16%	11%	10%	13%	12%	14%	13%	8%	13%	17%	13%	16%
Contactless / card payments / EPOS sales tills	245	121	54	70	245	170	132	30	31	39	38	58	49
	13%	14%	11%	12%	13%	12%	13%	11%	10%	8%	14%	17%a	19%a
Offsite working	229	76	71	83	229	196	147	31	41	59	24	32	43
	12%	9%	15%	14%	12%	13%	15%	12%	13%	13%	8%	10%	17%
Stock updates/processing orders	171	91	28	52	171	120	99	13	26	27	36	34	34
	9%	11%	6%	9%	9%	8%	10%	5%	8%	6%	13%	10%	13%
CCTV	139	48	56	35	139	109	81	20	12	55	15	13	24
	7%	6%	12%a	6%	7%	7%	8%	8%	4%	12%a	5%	4%	9%
Provision of unlimited Wi-Fi to clients/ customers	116	51	41	23	116	83	72	11	25	37	18	5	19
	6%	6%	9%	4%	6%	6%	7%	4%	8%k	8%k	7%	2%	7%
Authentication	99	44	28	27	99	79	72	20	8	25	9	15	22
	5%	5%	6%	5%	5%	5%	7%	8%	3%	5%	3%	4%	9%
GPS location data	90	28	25	37	90	79	59	16	5	20	6	13	30
	5%	3%	5%	6%	5%	5%	6%	6%	2%	4%	2%	4%	12%z,h,j,k
Staff clock-in systems	14	6	6	2	14	11	8	3	1	4	1	2	2
	1%	1%	1%	*	1%	1%	1%	1%	*	1%	*	1%	1%
Other (please type in)	270	99	91	80	269	204	98	18	43	80	37	68	23
	14%	12%	19%	14%	14%	14%	10%	7%	14%	18%g	13%	20%g,l	9%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 181

Absolutes/col percents

Table 74

QF7b: What is your wireless connectivity used for?

Base: All with broadband/ internet service and asked

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	1899	841	477	581	1899	1478	1008	264*	308*	457	280*	333	257
Don't know/not sure	86	49	18	19	86	53	48	7	25	28	5	18	3
	5%	6%	4%	3%	5%	4%	5%	3%	8% kl	6%	2%	5%	1%
Do not use wireless connectivity	60	44	4	12	60	52	35	12	21	6	8	10	3
	3%	5% b	1%	2%	3%	4%	3%	4%	7% kl	1%	3%	3%	1%
NET Low complexity (basic comms & information provision)	1428	622	370	435	1428	1154	795	222	205	341	229	214	218
	75% kl	74%	78%	75%	75%	78%	79%	84% hkl	67%	74%	82% hkl	64%	85% hkl
NET Medium complexity (advanced comms & document sharing)	229	76	71	83	229	196	147	31	41	59	24	32	43
	12%	9%	15%	14%	12%	13%	15%	12%	13%	13%	8%	10%	17%
NET High complexity (payment processing & e- commerce)	628	258	155	215	627	453	356	74	90	129	105	119	110
	33%	31%	32%	37%	33%	31%	35%	28%	29%	28%	38%	36%	43% kl

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/ij/kl.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 75

QF7b: What is your wireless connectivity used for?

Absolutes/col percents

Base: All respondents asked

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2048	886	1162	1666	382	446	440	621	1507	179	204	158	1620	428
Base	2032	1025	1006	1778	254*	387	498	902	1787	70*	125	48*	1765	266
Effective base	542	224	346	480	63	126	145	185	438	66	83	41	438	143
Staff connectivity to internet	983	467	515	876	106	183	218	465	866	33	61	22	852	130
	48%	46%	51%	49%	42%	47%	44%	52%	48%	46%	49%	46%	48%	49%
Wireless printers	780	310	470	712	68	140	205	346	691	25	45	20	672	108
	38% a	30%	47% a	40% d		36%	41%	38%	39%	36%	36%	41%	38%	40%
Sending/ receiving/ accessing business data (e.g. sales records, information about stock etc.)	488	184	304	425	63	88	132	205	425	13	33	17	414	74
	24%	18%	30% a	24%	25%	23%	27%	23%	24%	18%	26%	35%	23%	28%
Wi-Fi reliant video conferencing	444	147	297	392	53	84	101	201	386	15	32	11	396	49
	22% a	14%	30% a	22%	21%	22%	20%	22%	22%	22%	26%	23%	22%	18%
Wi-Fi reliant calls	407	196	212	355	52	74	80	205	359	14	26	8	355	52
	20%	19%	21%	20%	21%	19%	16%	23%	20%	20%	21%	17%	20%	20%
Access to data stored on the cloud	376	91	285	343	34	77	74	166	318	16	32	11	313	63
	19% a	9%	28% a	19%	13%	20%	15%	18%	18%	22%	25%	23%	18%	24%
Staff connectivity to internal network	249	149	100	211	38	49	43	129	221	6	16	7	209	41
	12%	15%	10%	12%	15%	13%	9%	14%	12%	9%	12%	14%	12%	15%
Contactless / card payments / EPOS sales tills	245	115	130	216	29	50	34	129	213	8	16	7	215	30
	12%	11%	13%	12%	11%	13%	7%	14% d	12%	12%	13%	14%	12%	11%
Offsite working	229	47	182	203	26	36	51	117	204	5	14	6	201	28
	11% a	5%	18% a	11%	10%	9%	10%	13%	11%	7%	11%	12%	11%	10%
Stock updates/processing orders	171	58	113	163	8	38	38	75	151	10	7	3	147	23
	8%	6%	11% a	9%	3%	10%	8%	8%	8%	15% j	5%	6%	8%	9%
CCTV	139	60	79	123	16	33	41	52	126	3	7	2	124	15
	7%	6%	8%	7%	6%	9%	8%	6%	7%	4%	6%	5%	7%	6%
Provision of unlimited Wi-Fi to clients/ customers	116	37	79	101	15	30	34	32	97	4	9	6	91	25
	6%	4%	8% a	6%	6%	8%	7%	4%	5%	6%	7%	12%	5%	9%
Authentication	99	29	70	84	14	29	28	23	81	7	9	2	82	17
	5%	3%	7% a	5%	6%	7% g	6%	3%	5%	10%	7%	4%	5%	6%
GPS location data	90	22	68	86	4	25	15	39	79	5	5	2	76	15
	4%	2%	7% a	5%	2%	6%	3%	4%	4%	7%	4%	4%	4%	5%
Staff clock-in systems	14	7	7	12	2	2	3	7	12	*	1	*	13	*
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*
Other (please type in)	270	235	34	216	54	55	67	118	241	12	12	5	243	27
	13% b	23% b	3%	12%	21% c	14%	14%	13%	13%	17%	10%	10%	14%	10%
Don't know/not sure	86	32	54	69	17	19	20	37	76	6	2	2	70	16
	4%	3%	5%	4%	7%	5%	4%	4%	4%	8% j	2%	4%	4%	6%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 75

QF7b: What is your wireless connectivity used for?**Base: All respondents asked**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	2032	1025	1006	1778	254*	387	498	902	1787	70*	125	48*	1765	266
Do not use wireless connectivity	60 3%	29 3%	31 3%	56 3%	4 2%	6 2%	18 4%	26 3%	51 3%	2 3%	3 3%	4 7%	49 3%	11 4%
Do not use the internet	133 7% B	121 12% B	12 1%	113 6%	20 8%	26 7%	35 7%	54 6%	116 6%	3 5%	11 9%	3 5%	123 7%	10 4%
NET Low complexity (basic comms & information provision)	1428 70% A	604 59%	824 82% 2A	1268 71%	160 63%	273 71%	342 69%	641 71%	1256 70%	45 64%	93 74%	33 69%	1235 70%	193 73%
NET Medium complexity (advanced comms & document sharing)	229 11% A	47 5%	182 18% 2A	203 11%	26 10%	36 9%	51 10%	117 13%	204 11%	5 7%	14 11%	6 12%	201 11%	28 10%
NET High complexity (payment processing & e-commerce)	628 31% A	240 23%	388 39% 2A	554 31%	74 29%	121 31%	152 31%	269 30%	542 30%	20 28%	44 35%	22 44%	538 30%	90 34%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 75

QF7b: What is your wireless connectivity used for?

Absolutes/col percents

Base: All respondents asked

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2048	881	743	424	1933	1432	1270	202	197	680	279	387	303
Base	2032	898	517	617	1899	1589	1044	270*	318*	480	299	384	280
Effective base	542	233	164	151	511	397	311	65	72	148	75	101	88
Staff connectivity to internet	983	446	258	278	983	786	553	164	126	237	157	154	145
	48%	50%	50%	45%	52%	49%	53%	61%hk	40%	49%	53%	40%	52%
Wireless printers	780	378	205	197	780	649	472	127	118	190	114	101	131
	38%k	42%k	40%	32%	41%	41%	45%	47%K	37%	39%k	38%	26%	47%K
Sending/ receiving/ accessing business data (e.g. sales records, information about stock etc.)	488	179	118	192	488	369	274	59	72	100	78	96	82
	24%	20%	23%	31%a	26%	23%	26%	22%	23%	21%	26%	25%	29%
Wi-Fi reliant video conferencing	444	152	143	149	444	384	244	58	67	94	101	53	71
	22%	17%	28%a	24%	23%	24%	23%	22%	21%	20%	34%zlk	14%	25%k
Wi-Fi reliant calls	407	166	114	128	407	331	221	39	67	101	79	53	66
	20%	18%	22%	21%	21%	21%	21%	14%	21%	21%	27%k	14%	24%
Access to data stored on the cloud	376	139	99	138	376	319	235	58	63	87	61	38	68
	19%k	16%	19%	22%	20%	20%	22%	22%k	20%	18%	20%	10%	24%K
Staff connectivity to internal network	249	138	53	59	249	179	140	35	24	58	47	43	42
	12%	15%	10%	10%	13%	11%	13%	13%	7%	12%	16%	11%	15%
Contactless / card payments / EPOS sales tills	245	121	54	70	245	170	132	30	31	39	38	58	49
	12%	13%	10%	11%	13%	11%	13%	11%	10%	8%	13%	15%	17%l
Offsite working	229	76	71	83	229	196	147	31	41	59	24	32	43
	11%	8%	14%	13%	12%	12%	14%	11%	13%	12%	8%	8%	15%
Stock updates/processing orders	171	91	28	52	171	120	99	13	26	27	36	34	34
	8%	10%	5%	8%	9%	8%	9%	5%	8%	6%	12%	9%	12%
CCTV	139	48	56	35	139	109	81	20	12	55	15	13	24
	7%	5%	11%a	6%	7%	7%	8%	8%	4%	11%k	5%	3%	8%
Provision of unlimited Wi-Fi to clients/ customers	116	51	41	23	116	83	72	11	25	37	18	5	19
	6%	6%	8%	4%	6%	5%	7%	4%	8%k	8%k	6%	1%	7%k
Authentication	99	44	28	27	99	79	72	20	8	25	9	15	22
	5%	5%	5%	4%	5%	5%	7%	8%	2%	5%	3%	4%	8%
GPS location data	90	28	25	37	90	79	59	16	5	20	6	13	30
	4%	3%	5%	6%	5%	5%	6%	6%	2%	4%	2%	3%	11%zhjk
Staff clock-in systems	14	6	6	2	14	11	8	3	1	4	1	2	2
	1%	1%	1%	*	1%	1%	1%	1%	*	1%	*	*	1%
Other (please type in)	270	99	91	80	269	204	98	18	43	80	37	68	23
	13%	11%	18%	13%	14%l	13%	9%	7%	13%	17%	12%	19%g	8%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/elf - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 185

Absolutes/col percents

Table 75

QF7b: What is your wireless connectivity used for?

Base: All respondents asked

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2032	898	517	617	1899	1589	1044	270*	318*	480	299	384	280
Don't know/not sure	86 4%	49 5%	18 4%	19 3%	86 5%	53 3%	48 5%	7 3%	25 8% d	28 6%	5 2%	18 5%	3 1%
Do not use wireless connectivity	60 3%	44 5% b	4 1%	12 2%	60 3%	52 3%	35 3%	12 4%	21 7% d	6 1%	8 3%	10 3%	3 1%
Do not use the internet	133 7% d	57 6%	40 8%	36 6%	- -	110 7% d	36 3% d	6 2%	10 3%	23 5%	19 6%	51 13% g h i	24 8%
NET Low complexity (basic comms & information provision)	1428 70% k	622 69%	370 72%	435 71%	1428 75%	1154 73%	795 76%	222 82% g h k	205 65%	341 71% k	229 77% k	214 56%	218 78% k
NET Medium complexity (advanced comms & document sharing)	229 11%	76 8%	71 14%	83 13%	229 12%	196 12%	147 14%	31 11%	41 13%	59 12%	24 8%	32 8%	43 15%
NET High complexity (payment processing & e- commerce)	628 31%	258 29%	155 30%	215 35%	627 33%	453 29%	356 34%	74 28%	90 28%	129 27%	105 35%	119 31%	110 39% i

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 186

Absolutes/col percents

Table 76

QF8(1): We are confident that we know which new communications products or services are valuable for the business

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 510	337	174	448	62	105	113	231	448	19	27	15	451	59
		24%b	32%aB	24%	24%	26%	22%	25%	24%	26%	21%	29%	25%	21%
Agree slightly	(4) 823	396	427	735	88	149	207	364	720	29	54	19	702	121
		39%	40%	40%	34%	37%	40%	39%	39%	40%	42%	37%	38%	43%
Neither agree nor disagree	(3) 365	104	262	326	39	66	97	157	320	13	20	11	313	52
		17%A	10%	18%	15%	16%	19%	17%	17%	18%	16%	21%	17%	19%
Disagree slightly	(2) 285	155	130	245	40	58	75	122	255	10	17	3	255	30
		14%	12%	13%	15%	14%	14%	13%	14%	13%	13%	6%	14%	11%
Disagree strongly	(1) 55	34	21	49	6	13	8	24	45	1	7	2	45	10
		3%	2%	3%	2%	3%	2%	3%	2%	1%	5%	3%	2%	4%
Don't know	71	29	41	46	25	14	21	28	64	1	5	2	63	8
		3%	4%	2%	10%aC	4%	4%	3%	3%	1%	4%	3%	3%	3%
NET Agree	1333	733	600	1183	150	254	320	595	1169	49	81	35	1153	180
		70%b	57%	64%	58%	63%	61%	64%	63%	66%	62%	66%	63%	64%
NET Disagree	340	188	151	294	46	71	83	146	300	11	24	5	300	40
		16%	14%	16%	18%	18%	16%	16%	16%	15%	18%	9%	16%	14%
Mean	3.71	3.83b	3.59	3.71	3.68	3.70	3.68	3.73	3.71	3.77	3.62	3.85	3.71	3.70
SD	1.07	1.14	0.98	1.07	1.11	1.12	1.03	1.07	1.07	1.03	1.13	1.04	1.08	1.04

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 187

Absolutes/col percents

Table 76

QF8(1): We are confident that we know which new communications products or services are valuable for the business

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 510	203	153	154	451	403	232	3	37	145	72	112	140
	24%GH	22%	29%	24%	23%	24%	21%	1%	11%g	29%GH	23%G	28%GH	49%ZGHUK
Agree slightly	(4) 823	390	204	230	785	655	434	44	129	209	170	162	110
	39%G	42%	38%	36%	40%	40%	40%	16%	39%G	42%G	54%+GI	40%G	38%G
Neither agree nor disagree	(3) 365	164	75	126	360	286	209	83	87	76	30	64	24
	17%I	17%	14%	20%	18%	17%	19%	30%+IUKL	26%IUKL	15%	10%	16%	8%
Disagree slightly	(2) 285	115	73	97	271	219	146	113	48	36	39	39	10
	14%IL	12%	14%	15%	14%	13%	13%	41%ZHIUKL	14%I	7%	12%I	10%	4%
Disagree strongly	(1) 55	23	14	18	51	36	19	28	8	5	1	12	-
	3%	2%	3%	3%	3%	2%	2%	10%ZUKL	2%	1%	*	3%	-
Don't know	71	43	17	11	57	54	41	4	22	24	2	15	5
	3%	5%	3%	2%	3%	3%	4%	1%	7%	5%	1%	4%	2%
NET Agree	1333	593	357	383	1236	1058	666	47	166	354	242	274	250
	63%GH	63%	67%	60%	63%	64%	62%	17%	50%G	71%GH	77%+GH	68%Gh	87%ZGHUK
NET Disagree	340	138	87	115	323	255	164	141	56	42	40	51	10
	16%IL	15%	16%	18%	16%	15%	15%	51%ZHIUKL	17%L	8%	13%I	13%I	4%
Mean	3.71GH	3.71	3.79	3.65	3.68	3.73	3.69	2.56	3.45G	3.96+GH	3.87GH	3.83GH	4.34ZGHUK
SD	1.07	1.04	1.10	1.10	1.06	1.05	1.03	0.92	0.98	0.94	0.92	1.05	0.78

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 77

QF8(2): We feel well informed about how communications services can help our business survive and grow**The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.****For each one please can you say how much you agree or disagree with it, using the following scale...****Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 479	314	165	417	62	77	135	216	428	20	19	13	413	67
		23%b	30%aB	23%	24%	19%	26%	23%	23%	27%i	14%	25%	23%	24%
Agree slightly	(4) 829	418	411	730	99	177	185	361	723	29	59	18	720	110
		39%	40%	40%	38%	44%	36%	39%	39%	39%	45%	35%	39%	39%
Neither agree nor disagree	(3) 484	165	319	430	54	85	144	199	429	16	30	10	417	67
		23%a	16%	23%	21%	21%	28%	21%	23%	22%	23%	19%	23%	24%
Disagree slightly	(2) 218	99	119	195	22	36	39	113	188	4	18	8	196	22
		10%	9%	11%	9%	9%	7%	12%	10%	6%	14%	15%	11%	8%
Disagree strongly	(1) 61	40	21	50	10	23	9	18	50	4	4	2	53	8
		3%	4%	3%	4%	6%g	2%	2%	3%	6%	3%	5%	3%	3%
Don't know	37	19	19	25	13	6	10	20	36	*	1	1	31	6
	2%	2%	2%	1%	5%c	1%	2%	2%	2%	*	*	2%	2%	2%
NET Agree	1309	732	577	1148	161	254	320	577	1151	49	78	32	1132	176
		62%b	69%aB	55%	62%	63%	61%	62%	62%	66%	60%	60%	62%	63%
NET Disagree	279	139	140	246	33	59	48	131	238	9	22	10	248	30
		13%	13%	13%	13%	15%	9%	14%	13%	12%	17%	19%	14%	11%
Mean	3.70b	3.84B	3.56	3.70	3.72	3.62	3.78	3.71	3.71	3.76	3.54	3.62	3.69	3.75
SD	1.03	1.08	0.96	1.02	1.07	1.07	0.98	1.02	1.02	1.09	1.01	1.16	1.03	1.01

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 77

QF8(2): We feel well informed about how communications services can help our business survive and grow

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 479	216	112	151	449	393	212	10	54	116	81	91	126
	23%G	23%	21%	24%	23%	24%	20%	4%	16%g	23%G	26%G	23%G	44%ZGHjk
Agree slightly	(4) 829	354	222	253	762	619	438	49	119	208	171	152	131
	39%G	38%	42%	40%	39%	37%	41%	18%	36%g	42%G	54%zGHk	38%G	46%G
Neither agree nor disagree	(3) 484	201	141	142	470	390	240	105	103	125	29	94	29
	23%JL	21%	26%	22%	24%	24%	22%	38%ZJkL	31%JL	25%JL	9%	23%Jl	10%
Disagree slightly	(2) 218	116	44	58	206	178	144	84	41	25	27	41	-
	10%JL	12%	8%	9%	10%	11%	13%	31%ZHIJL	12%L	5%Jl	8%L	10%L	-
Disagree strongly	(1) 61	35	14	12	58	53	26	24	11	7	3	15	*
	3%	4%	3%	2%	3%	3%	2%	9%zJL	3%	1%	1%	4%	*
Don't know	37	16	3	19	32	20	21	3	4	16	4	10	1
	2%	2%	*	3%	2%	1%	2%	1%	1%	3%	1%	3%	*
NET Agree	1309	571	334	404	1211	1012	650	59	173	323	252	244	257
	62%G	61%	62%	64%	61%	61%	60%	21%	52%G	65%G	80%ZGHK	60%G	89%ZGHK
NET Disagree	279	151	58	70	264	231	169	109	51	32	30	56	*
	13%JL	16%	11%	11%	13%	14%	16%	39%ZHIJL	15%L	7%Jl	9%L	14%L	*
Mean	3.70G	3.65	3.70	3.77	3.69	3.69	3.63	2.77	3.51G	3.83Gh	3.97zGH	3.67G	4.33ZGHJK
SD	1.03	1.08	0.97	0.99	1.03	1.05	1.03	0.97	1.01	0.91	0.89	1.06	0.67

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 78

QF8(3): The needs of our business are well-catered for in the communications market

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 719	401	318	641	78	165	171	293	629	31	37	21	628	91
		34%	38% ^b	35%	30%	41%	33%	32%	34%	43%	29%	41%	34%	32%
Agree slightly	(4) 902	454	448	782	120	135	217	433	785	28	66	23	789	113
		43%	43%	42%	46%	33%	42%	47% ^e	42%	37%	51%	44%	43%	40%
Neither agree nor disagree	(3) 317	103	214	281	36	58	98	131	287	10	17	3	277	40
		15% ^a	10%	15%	14%	14%	19%	14%	16%	13%	13%	6%	15%	14%
Disagree slightly	(2) 77	47	30	65	13	13	19	35	67	2	6	2	58	20
		4%	4%	3%	5%	3%	4%	4%	4%	2%	5%	4%	3%	7% ^f
Disagree strongly	(1) 25	20	5	22	3	6	7	6	20	1	3	1	19	6
		1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%
Don't know	69	29	39	58	11	26	9	29	64	2	1	2	59	10
		3%	3%	3%	4%	7% ^d	2%	3%	3%	2%	1%	3%	3%	4%
NET Agree	1621	855	766	1423	198	300	388	726	1414	59	104	44	1417	204
		77%	81% ^b	77%	76%	74%	74%	78%	76%	80%	79%	85%	77%	73%
NET Disagree	102	67	35	87	16	19	27	41	87	3	9	3	76	26
		5%	6%	5%	6%	5%	5%	4%	5%	4%	7%	6%	4%	9% ^d
Mean	4.08	4.14	4.03	4.09	4.03	4.16	4.03	4.08	4.08	4.19	4.00	4.22	4.10	3.97
SD	0.87	0.91	0.83	0.87	0.87	0.93	0.90	0.83	0.87	0.91	0.90	0.88	0.85	1.00

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 78

QF8(3): The needs of our business are well-catered for in the communications market

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly (5)	719	355	167	196	683	584	357	61	139	120	121	136	142
	34%g	38%	31%	31%	35%	35%	33%	22%	42%gi	24%	38%gi	34%	49%zGIL
Agree slightly (4)	902	386	229	287	830	674	463	97	136	205	158	185	122
	43%	41%	43%	45%	42%	41%	43%	35%	41%	41%	50%	46%	42%
Neither agree nor disagree (3)	317	117	94	106	307	260	178	74	41	102	30	48	23
	15%	13%	18%	17%	16%	16%	16%	27%zhjkl	12%	21%ji	9%	12%	8%
Disagree slightly (2)	77	34	22	22	76	61	44	23	3	50	1	*	*
	4%k	4%	4%	3%	4%	4%	4%	8%hjk	1%	10%zhjkl	*	*	*
Disagree strongly (1)	25	7	11	6	24	19	8	1	5	15	-	3	1
	1%	1%	2%	1%	1%	1%	1%	1%	2%	3%	-	1%	*
Don't know	69	39	12	18	56	55	29	20	7	3	6	33	*
	3%	4%	2%	3%	3%	3%	3%	7%il	2%	1%	2%	8%kIL	*
NET Agree	1621	741	396	483	1512	1258	821	158	276	325	278	321	264
	77%GI	79%	74%	76%	77%	76%	76%	57%	83%GI	66%	88%GI	79%GI	91%zGIL
NET Disagree	102	41	33	28	101	80	53	25	8	65	1	3	1
	5%k	4%	6%	4%	5%	5%	5%	9%kl	2%	13%zhjkl	*	1%	*
Mean	4.08GI	4.17b	3.99	4.04	4.08	4.09	4.06	3.75	4.24GI	3.74	4.29zGI	4.22GI	4.40zGI
SD	0.87	0.85	0.93	0.85	0.88	0.88	0.86	0.94	0.83	1.03	0.64	0.72	0.66

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 79

QF8(4): We are aware of the regulations that protect our business when buying and using communications services

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 370	245	125	324	47	82	89	148	319	15	25	11	309	61
		18%b	23%b	17%	18%	20%	17%	16%	17%	21%	19%	21%	17%	22%
Agree slightly	(4) 816	392	424	724	92	146	207	375	727	25	44	20	717	98
		39%	40%	39%	35%	36%	40%	40%	39%	34%	33%	38%	39%	35%
Neither agree nor disagree	(3) 421	127	295	389	32	102	94	170	367	17	29	8	358	63
		20%A	28%A	21%	12%	25%	18%	18%	20%	23%	23%	16%	20%	23%
Disagree slightly	(2) 273	150	122	220	53	41	74	117	232	8	21	11	240	33
		13%	12%	12%	20%	10%	14%	13%	13%	11%	16%	21%	13%	12%
Disagree strongly	(1) 108	67	41	95	14	23	19	54	96	2	9	1	95	13
		5%	4%	5%	5%	6%	4%	6%	5%	3%	7%	2%	5%	5%
Don't know	121	73	48	98	23	11	38	62	111	6	3	2	109	12
		6%	5%	5%	9%	3%	7%	7%	6%	8%	2%	3%	6%	4%
NET Agree	1186	637	548	1047	138	227	296	523	1047	40	68	31	1027	159
		56%	60%b	57%	53%	56%	57%	56%	56%	55%	52%	58%	56%	57%
NET Disagree	381	217	164	314	67	65	93	171	328	11	30	12	335	46
		18%	16%	17%	26%	16%	18%	18%	18%	14%	23%	23%	18%	16%
Mean	3.54	3.61	3.46	3.55	3.44	3.56	3.57	3.52	3.54	3.63	3.42	3.56	3.53	3.60
SD	1.11	1.21	0.99	1.09	1.20	1.11	1.08	1.11	1.10	1.07	1.18	1.11	1.11	1.11

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 79

QF8(4): We are aware of the regulations that protect our business when buying and using communications services

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 370	178	103	89	340	285	188	*	45	117	39	59	110
	18%G	19%	19%	14%	17%	17%	17%		14%G	24%GJ	12%G	15%G	38%ZGHJK
Agree slightly	(4) 816	319	215	281	777	654	390	25	131	211	160	156	131
	39%G	34%	40%	44%a	39%	40%	36%	9%	40%G	43%G	51%uG	39%G	46%G
Neither agree nor disagree	(3) 421	211	100	111	412	325	240	57	66	112	59	96	32
	20%I	23%	19%	17%	21%	20%	22%	21%	20%	23%I	19%	24%I	11%
Disagree slightly	(2) 273	112	81	80	243	207	148	116	38	29	37	45	8
	13%II	12%	15%	13%	12%	13%	14%	42%ZHIJL	11%I	6%	12%I	11%I	3%
Disagree strongly	(1) 108	55	19	35	102	92	53	59	11	4	15	17	2
	5%II	6%	3%	6%	5%	6%	5%	21%ZHIJL	3%	1%	5%	4%	1%
Don't know	121	63	19	39	103	90	62	19	39	22	6	31	4
	6%	7%	3%	6%	5%	5%	6%	7%	12%IIJL	4%	2%	8%I	1%
NET Agree	1186	497	318	371	1117	938	578	26	177	328	199	215	242
	56%G	53%	59%	58%	57%	57%	53%	9%	53%G	66%uGk	63%G	53%G	84%ZGHJK
NET Disagree	381	167	99	115	344	299	201	175	49	33	51	63	10
	18%II	18%	19%	18%	17%	18%	19%	63%ZHIJL	15%I	7%	16%II	16%II	4%
Mean	3.54G	3.52	3.59	3.52	3.54	3.53	3.50	2.19	3.55G	3.86ZGHJK	3.55G	3.52G	4.20ZGHJK
SD	1.11	1.13	1.08	1.08	1.09	1.11	1.11	0.90	1.03	0.89	1.01	1.04	0.80

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 194

Absolutes/col percents

Table 80

QF8(5): Communications services are fundamental to our business, without them we could not function as a business

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 1164	653	511	1037	127	204	293	515	1011	44	73	36	989	175
		95%b	62%b	56%	49%	50%	56%	56%	55%	60%	56%	70%	54%	62%
Agree slightly	(4) 592	244	347	522	70	97	160	271	528	16	39	9	527	64
		28%	23%	28%	27%	24%	31%	29%	29%	21%	30%	17%	29%	23%
Neither agree nor disagree	(3) 158	37	121	136	22	49	36	59	144	4	6	3	134	23
		7%a	3%	7%	8%	12%	7%	6%	8%	6%	5%	6%	7%	8%
Disagree slightly	(2) 136	85	51	115	21	35	26	55	116	6	12	2	127	9
		6%	8%	6%	8%	9%	5%	6%	6%	8%	9%	4%	7%	3%
Disagree strongly	(1) 43	28	15	29	14	18	1	18	37	4	1	1	37	6
		2%	3%	2%	5%	5% <i>f</i>	*	2%	2%	5%	1%	2%	2%	2%
Don't know	17	7	9	10	7	2	5	9	16	-	-	1	14	3
		1%	1%	1%	3%	1%	1%	1%	1%	-	-	1%	1%	1%
NET Agree	1756	897	858	1559	197	301	452	786	1539	60	112	45	1516	239
		83%a	85%	84%	76%	74%	87% <i>E</i>	85% <i>ae</i>	83%	81%	85%	86%	83%	85%
NET Disagree	179	113	66	144	35	53	27	73	153	10	13	3	164	15
		8%	11%	8%	13%	13% <i>f</i>	5%	8%	8%	13%	10%	6%	9%	5%
Mean	4.29e	4.35	4.23	4.32	4.09	4.08	4.39E	4.32e	4.29	4.22	4.30	4.50	4.27	4.42
SD	1.00	1.05	0.94	0.96	1.18	1.18	0.84	0.97	0.99	1.18	0.98	0.93	1.01	0.93

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 195

Absolutes/col percents

Table 80

QF8(5): Communications services are fundamental to our business, without them we could not function as a business

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 1164	553	281	330	1100	950	573	171	192	284	220	114	183
		59%	53%	52%	56%	57%	53%	62%K	58%K	57%K	70%K	28%	63%K
Agree slightly	(4) 592	220	182	190	555	451	306	76	93	142	84	116	82
	28%	23%	34%a	30%	28%	27%	28%	28%	28%	29%	27%	29%	28%
Neither agree nor disagree	(3) 158	91	20	46	151	114	91	23	21	43	10	53	8
	7%	10%b	4%	7%	8%	7%	8%	8%	6%	9%	3%	13%JL	3%
Disagree slightly	(2) 136	45	40	51	118	94	78	5	14	11	1	93	12
	6%JL	5%	7%	8%	6%	6%	7%	2%	4%	2%	*	23%ZGHJL	4%
Disagree strongly	(1) 43	22	9	12	40	35	21	-	7	10	-	24	2
	2%	2%	2%	2%	2%	2%	2%	-	2%	2%	-	6%gJ	1%
Don't know	17	8	3	6	12	9	12	*	3	5	1	4	3
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%
NET Agree	1756	772	464	519	1655	1400	879	247	285	426	303	230	264
	83%K	82%	87%	82%	84%	85%	81%	90%K	86%K	86%K	96%ZHIK	57%	92%K
NET Disagree	179	67	49	63	158	129	99	5	22	22	1	116	13
	8%J	7%	9%	10%	8%	8%	9%	2%	7%J	4%	*	29%ZGHJL	5%
Mean	4.29K	4.33	4.29	4.23	4.30	4.33	4.25	4.50K	4.37K	4.38K	4.66ZHIK	3.51	4.52K
SD	1.00	1.00	0.97	1.02	0.99	0.98	1.01	0.73	0.95	0.90	0.55	1.28	0.79

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 196

Absolutes/col percents

Table 81

QF8(6): We are worried about possible breaches of security in the communications services our business uses

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 422	242	180	370	52	60	106	209	374	13	26	8	385	37
	20%	23%	17%	20%	20%	15%	20%	23%	20%	18%	20%	15%	21% um	13%
Agree slightly	(4) 659	311	348	586	73	120	172	292	583	18	40	18	577	82
	31%	29%	33%	32%	28%	30%	33%	31%	31%	24%	31%	33%	32%	29%
Neither agree nor disagree	(3) 402	105	297	365	37	72	102	179	353	17	23	8	334	68
	19% a	10%	28% zA	20%	14%	18%	20%	19%	19%	24%	18%	16%	18%	24%
Disagree slightly	(2) 409	254	155	358	51	103	84	169	356	14	26	13	343	66
	19%	24% b	15%	19%	20%	25%	16%	18%	19%	20%	20%	24%	19%	23%
Disagree strongly	(1) 192	126	66	151	40	40	49	72	162	11	15	4	166	25
	9%	12% b	6%	8%	16%	10%	9%	8%	9%	15%	11%	8%	9%	9%
Don't know	26	17	9	19	7	10	9	5	24	*	*	2	23	2
	1%	2%	1%	1%	3%	2%	2%	1%	1%	*	*	3%	1%	1%
NET Agree	1081	553	528	955	126	180	278	500	958	31	67	26	962	119
	51%	52%	50%	52%	48%	44%	53%	54%	52%	42%	51%	49%	53% um	42%
NET Disagree	601	380	221	509	91	143	133	242	518	25	40	17	510	91
	28% b	36% zB	21%	28%	35%	35%	26%	26%	28%	34%	31%	32%	28%	32%
Mean	3.34	3.28	3.40	3.36	3.18	3.14	3.39	3.45 e	3.36	3.11	3.29	3.25	3.37	3.14
SD	1.26	1.37	1.12	1.23	1.39	1.25	1.25	1.24	1.25	1.32	1.31	1.23	1.26	1.19

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 197

Absolutes/col percents

Table 81

QF8(6): We are worried about possible breaches of security in the communications services our business uses

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 422	209	97	116	408	367	238	85	95	101	129	10	2
	20%KL	22%	18%	18%	21%	22%	22%	31%KL	29%KL	20%KL	41%ZIKL	3%	1%
Agree slightly	(4) 659	272	184	203	631	543	345	110	131	168	145	71	35
	31%KL	29%	34%	32%	32%	33%	32%	40%KL	40%KL	34%KL	46%ZKL	17%	12%
Neither agree nor disagree	(3) 402	160	109	133	388	300	191	47	65	119	38	76	57
	19%	17%	20%	21%	20%	18%	18%	17%	20%	24%J	12%	19%	20%
Disagree slightly	(2) 409	213	93	102	377	286	202	21	35	74	*	164	115
	19%KL	23%	17%	16%	19%	17%	19%	8%J	10%J	15%J	*	41%ZGHJ	40%ZGHJ
Disagree strongly	(1) 192	71	50	70	154	138	90	12	4	26	*	72	78
	9%KL	8%	9%	11%	8%	8%	8%	5%	1%	5%J	*	18%ZGHJ	27%ZGHJ
Don't know	26	13	3	10	19	19	15	-	1	9	2	12	2
	1%	1%	1%	2%	1%	1%	1%	-	*	2%	1%	3%	1%
NET Agree	1081	481	281	319	1039	910	583	195	226	268	274	81	36
	51%KL	51%	52%	50%	53%	55%	54%	71%ZIKL	68%ZIKL	54%KL	87%ZGHKL	20%	13%
NET Disagree	601	285	143	173	531	424	291	34	38	100	*	235	193
	28%GHIJ	30%	27%	27%	27%	26%	27%	12%J	12%J	20%J	*	58%ZGHJ	67%ZGHJ
Mean	3.34KL	3.36	3.35	3.31	3.39	3.44	3.41	3.85ZIKL	3.85ZIKL	3.50KL	4.29ZGHKL	2.45	2.19
SD	1.26	1.27	1.23	1.26	1.23	1.25	1.25	1.08	0.99	1.14	0.68	1.07	0.99

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 82

QF8(7): We are confident we understand what different communications services can provide for our business

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 520	342	178	465	56	93	127	244	464	17	30	9	444	76
		25% b	32% dB	25%	21%	23%	24%	26%	25%	23%	23%	17%	24%	27%
Agree slightly	(4) 931	455	476	797	134	175	218	417	809	33	59	29	810	121
	44%	43%	45%	43%	52%	43%	42%	45%	44%	45%	46%	56%	44%	43%
Neither agree nor disagree	(3) 366	117	249	331	35	89	101	132	322	15	22	6	322	44
	17% a	11%	24% aA	18%	13%	22%	19%	14%	17%	21%	17%	12%	18%	16%
Disagree slightly	(2) 191	95	95	175	16	33	52	84	169	4	12	6	165	25
	9%	9%	9%	9%	6%	8%	10%	9%	9%	5%	9%	11%	9%	9%
Disagree strongly	(1) 41	16	25	23	18	7	14	16	37	1	3	*	35	6
	2%	2%	2%	1%	7% aC	2%	3%	2%	2%	1%	2%	1%	2%	2%
Don't know	60	28	32	58	2	8	10	33	51	3	4	2	52	8
	3%	3%	3%	3%	1%	2%	2%	4%	3%	5%	3%	3%	3%	3%
NET Agree	1451	797	654	1261	190	268	345	661	1273	50	89	38	1254	197
	69% b	76% d	62%	68%	73%	66%	66%	71%	69%	68%	69%	73%	69%	70%
NET Disagree	232	112	120	198	34	40	66	100	206	5	15	6	200	32
	11%	11%	11%	11%	13%	10%	13%	11%	11%	6%	12%	12%	11%	11%
Mean	3.83 b	3.96 aB	3.67	3.84	3.75	3.79	3.76	3.88	3.83	3.89	3.80	3.80	3.82	3.86
SD	0.98	0.98	0.95	0.96	1.08	0.95	1.02	0.97	0.98	0.87	0.99	0.89	0.97	1.00

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 199

Absolutes/col percents

Table 82

QF8(7): We are confident we understand what different communications services can provide for our business

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 520	224	136	159	483	408	256	13	72	126	90	76	143
	25% G	24%	25%	25%	24%	25%	24%	5%	22% G	25% G	25% G	19% G	49% ZGHUK
Agree slightly	(4) 931	422	247	263	870	739	470	82	150	211	150	204	134
	44% G	45%	46%	41%	44%	45%	43%	30%	45%	42%	48% G	51% G	47% G
Neither agree nor disagree	(3) 366	145	93	128	360	280	189	73	56	111	49	68	9
	17% L	15%	17%	20%	18%	17%	18%	26% L	17% L	22% L	15% L	17% L	3%
Disagree slightly	(2) 191	93	42	56	176	143	106	81	29	26	21	32	1
	9% L	10%	8%	9%	9%	9%	10%	29% ZHIUKL	9% L	5% L	7% L	8% L	*
Disagree strongly	(1) 41	23	9	9	39	29	29	18	8	9	2	4	-
	2% L	3%	2%	1%	2%	2%	3%	7% L	2%	2%	1%	1%	-
Don't know	60	31	9	20	48	54	29	8	17	12	3	19	1
	3%	3%	2%	3%	2%	3%	3%	3%	5%	2%	1%	5%	1%
NET Agree	1451	646	383	422	1353	1148	726	96	221	337	240	280	277
	69% G	69%	72%	66%	68%	69%	67%	35%	67% G	68% G	76% G	69% G	96% ZGHUK
NET Disagree	232	116	51	65	215	172	136	99	37	36	24	36	1
	11% L	12%	10%	10%	11%	10%	13%	36% ZHIUKL	11% L	7% L	8% L	9% L	*
Mean	3.83 G	3.80	3.87	3.83	3.82	3.85	3.78	2.97	3.79 G	3.86 G	3.97 G	3.82 G	4.46 ZGHUK
SD	0.98	1.01	0.94	0.97	0.98	0.96	1.02	1.04	0.98	0.93	0.89	0.88	0.57

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 83

QF8(8): Our business is looking to grow over the next few years

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 660	461	198	612	48	129	137	316	582	27	35	16	588	72
		31% ab	44% 2B		33% d	32%	26%	34%	31%	36%	27%	30%	32%	26%
Agree slightly	(4) 544	255	289	473	71	96	143	242	481	16	34	13	483	61
	26%	24%	27%	26%	27%	24%	27%	26%	26%	22%	26%	25%	26%	22%
Neither agree nor disagree	(3) 444	122	322	381	62	114	122	153	389	15	30	10	381	63
	21% A	12%	31% 2A	21%	24%	28% g	23%	17%	21%	21%	23%	19%	21%	23%
Disagree slightly	(2) 243	89	154	195	48	36	49	129	214	8	15	5	196	47
	12%	8%	15% a	11%	19%	9%	9%	14%	12%	11%	12%	10%	11%	17% l
Disagree strongly	(1) 192	120	72	163	29	25	64	72	162	7	16	7	160	32
	9%	11%	7%	9%	11%	6%	12%	8%	9%	10%	12%	14%	9%	11%
Don't know	26	7	19	25	1	4	6	14	24	*	*	2	21	5
	1%	1%	2%	1%	*	1%	1%	2%	1%	*	*	3%	1%	2%
NET Agree	1204	717	487	1085	119	226	280	558	1063	43	69	29	1071	133
	57% 8m	68% 2B	46%	59% d	46%	56%	54%	60%	57%	58%	53%	55%	59% 8m	47%
NET Disagree	435	209	226	357	78	61	113	202	376	15	31	12	356	79
	21%	20%	21%	19%	30% c	15%	22%	22%	20%	21%	24%	24%	19%	28% cl
Mean	3.59 8dm	3.81 2B	3.37	3.65 d	3.23	3.67	3.46	3.66	3.61	3.64	3.44	3.48	3.63 m	3.34
SD	1.29	1.38	1.16	1.28	1.27	1.19	1.31	1.30	1.28	1.34	1.33	1.40	1.28	1.34

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 201

Absolutes/col percents

Table 83

QF8(8): Our business is looking to grow over the next few years

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 660	340	195	125	605	521	269	105	*	225	133	89	108
		31%CH	36%CH	38%CH	31%	32%CH	25%	38%CH		45%ZHK	42%CH	22%CH	38%CH
Agree slightly	(4) 544	206	160	178	498	427	268	66	3	157	119	141	59
		26%CH	22%	30%	25%	26%	25%	24%CH	1%	32%CH	38%CH	35%CH	20%CH
Neither agree nor disagree	(3) 444	179	100	165	434	356	255	75	89	80	50	83	67
		21%	19%	26%	22%	22%	24%	27%	27%	16%	16%	20%	23%
Disagree slightly	(2) 243	106	54	83	238	167	144	15	136	13	5	47	27
		12%CH	11%	13%	12%	10%	13%	5%	41%ZGUKL	3%	2%	12%CH	9%CH
Disagree strongly	(1) 192	94	24	74	180	158	124	6	102	17	4	36	27
		9%CH	10%CH	4%	9%	10%	11%	2%	31%ZGUKL	3%	1%	9%CH	9%CH
Don't know	26	13	3	11	20	24	20	8	-	4	4	9	1
		1%	1%	2%	1%	1%	2%	3%	-	1%	1%	2%	*
NET Agree	1204	546	355	303	1103	948	537	172	3	381	251	229	167
		57%CH	58%CH	66%CH	56%	57%CH	50%	62%CH	1%	77%ZgHKL	80%ZgHKL	57%CH	58%CH
NET Disagree	435	200	78	157	418	325	268	21	239	30	9	83	53
		21%CH	21%	25%CH	21%	20%	25%	8%	72%ZGUKL	6%	3%	21%CH	19%CH
Mean	3.59CH	3.64C	3.84ZC	3.31	3.57	3.61F	3.39	3.93ZHK	1.98	4.14ZHKL	4.20ZHKL	3.50H	3.68H
SD	1.29	1.34	1.16	1.26	1.29	1.29	1.31	1.05	0.79	1.01	0.86	1.22	1.31

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 84

QF8(9): We are willing to pay more for a better service**The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.****For each one please can you say how much you agree or disagree with it, using the following scale...****Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 269	173	96	246	23	61	59	112	232	14	14	9	244	25
	13%	16% B	9%	13%	9%	15%	11%	12%	12%	19%	11%	16%	13%	9%
Agree slightly	(4) 795	349	446	710	85	135	190	371	695	29	53	18	702	93
	38%	33%	42% A	38%	33%	33%	36%	40%	38%	39%	40%	34%	38%	33%
Neither agree nor disagree	(3) 532	189	343	464	68	93	154	218	465	18	38	11	446	86
	25% A	18%	32% A	25%	26%	23%	29%	23%	25%	24%	29%	21%	24%	31%
Disagree slightly	(2) 261	154	107	208	53	57	66	112	235	6	13	7	209	52
	12%	15%	10%	11%	20% C	14%	13%	12%	13%	8%	10%	14%	11%	19% D
Disagree strongly	(1) 208	159	49	186	23	45	29	109	183	7	12	6	191	18
	10% D	15% A	5%	10%	9%	11%	6%	12%	10%	10%	9%	11%	10%	6%
Don't know	44	30	14	35	9	13	24	6	43	*	*	1	38	6
	2%	3%	1%	2%	4%	3% G	5% G	1%	2%	*	*	2%	2%	2%
NET Agree	1064	522	541	956	108	196	249	482	927	43	67	27	945	118
	50%	50%	51%	52%	41%	48%	48%	52%	50%	59%	51%	51%	52% un	42%
NET Disagree	469	313	156	394	76	102	95	221	418	13	25	13	400	70
	22% B	30% B	15%	21%	29%	25%	18%	24%	23%	17%	19%	26%	22%	25%
Mean	3.32	3.22	3.41 A	3.34	3.13	3.28	3.37	3.29	3.31	3.51	3.34	3.31	3.33	3.20
SD	1.16	1.32	0.96	1.16	1.12	1.22	1.04	1.18	1.16	1.18	1.10	1.25	1.17	1.06

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 203

Absolutes/col percents

Table 84

QF8(9): We are willing to pay more for a better service

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 269	133	67	69	256	213	127	37	48	97	16	12	59
		14%	12%	11%	13%	13%	12%	13%K	15%K	20%ZJK	5%	3%	21%ZJK
Agree slightly	(4) 795	362	196	237	770	649	446	120	152	193	138	60	131
		39%	37%	37%	39%	39%	41%	44%K	46%K	39%K	44%K	15%	45%K
Neither agree nor disagree	(3) 532	230	157	145	499	405	275	81	84	114	74	127	51
		24%	29%	23%	25%	25%	25%	29%	26%	23%	24%	32%I	18%
Disagree slightly	(2) 261	131	50	81	239	175	132	17	22	51	47	99	25
		14%	9%	13%	12%	11%	12%	6%	7%	10%	15%	25%ZGHIL	9%
Disagree strongly	(1) 208	67	48	93	176	177	85	13	19	26	39	92	19
		7%	9%	15%a	9%	11%	8%	5%	6%	5%	12%	23%ZGHIL	6%
Don't know	44	16	18	10	36	34	16	7	5	14	1	13	4
		2%	3%	2%	2%	2%	1%	2%	1%	3%	*	3%	1%
NET Agree	1064	494	262	307	1026	862	572	157	201	290	154	72	190
		50%K	53%	48%	52%	52%	53%	57%K	61%K	59%K	49%K	18%	66%ZJK
NET Disagree	469	198	98	173	415	352	217	30	41	77	86	191	43
		22%gh	21%	27%	21%	21%	20%	11%	12%	16%	27%ghi	47%ZGHIL	15%
Mean	3.32K	3.39	3.35	3.18	3.36	3.34	3.37	3.50JK	3.58JK	3.59ZJK	3.14K	2.49	3.66ZJK
SD	1.16	1.12	1.11	1.23	1.13	1.17	1.10	0.97	1.01	1.09	1.13	1.10	1.10

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 85

QF8(10): We invest time to get the best value for money from our communications services**The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.****For each one please can you say how much you agree or disagree with it, using the following scale...****Base: All respondents**

		Method		Sector		Collapsed region			Nation				Urbanity		
		Total (z)	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base		2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base		2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base		564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5)	475	313	162	421	54	104	128	184	416	17	29	13	401	74
		23% B	30% B	15%	23%	21%	26%	25%	20%	22%	23%	23%	26%	22%	26%
Agree slightly	(4)	817	436	381	718	99	139	202	356	696	36	61	24	710	107
		39%	41%	36%	39%	38%	34%	39%	38%	38%	49%	47%	45%	39%	38%
Neither agree nor disagree	(3)	429	106	323	399	30	91	114	186	392	9	24	4	367	62
		20% A	10%	31% 2A	22%	12%	23%	22%	20%	21% A	12%	18%	8%	20%	22%
Disagree slightly	(2)	251	138	113	202	49	53	44	127	224	8	10	9	226	25
		12%	13%	11%	11%	19%	13%	8%	14%	12%	11%	8%	17%	12%	9%
Disagree strongly	(1)	100	41	60	87	14	16	21	55	92	2	5	2	95	5
		5%	4%	6%	5%	5%	4%	4%	6%	5%	3%	3%	3%	5%	2%
Don't know		37	21	16	23	14	1	12	19	33	2	1	1	30	7
		2%	2%	1%	1%	5% C	*	2%	2%	2%	2%	1%	2%	2%	2%
NET Agree		1292	749	543	1139	153	243	330	540	1112	53	90	37	1111	181
		61% B	71% 2B	52%	62%	59%	60%	63%	58%	60%	72%	69%	71%	61%	65%
NET Disagree		351	179	172	288	62	69	65	182	316	10	15	10	321	30
		17%	17%	16%	16%	24%	17%	13%	20%	17%	14%	11%	19%	18%	11%
Mean		3.64 D	3.62 2B	3.46	3.65	3.53	3.65	3.73	3.54	3.62	3.79	3.78	3.75	3.61	3.80
SD		1.11	1.12	1.06	1.09	1.19	1.12	1.06	1.14	1.12	1.03	1.00	1.12	1.12	1.00

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 205

Absolutes/col percents

Table 85

QF8(10): We invest time to get the best value for money from our communications services

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 475	199	131	145	439	383	238	22	51	145	114	49	94
	23%Gh	21%	25%	23%	22%	23%	22%	8%	15%	29%GhK	36%ZGHN	12%	33%ZGHK
Agree slightly	(4) 817	361	234	223	771	646	395	90	122	177	119	154	157
	39%	38%	44%	35%	39%	39%	37%	33%	37%	36%	38%	38%	54%ZGHJK
Neither agree nor disagree	(3) 429	185	101	144	418	320	250	72	86	108	56	83	24
	20%L	20%	19%	23%	21%	19%	23%	26%L	26%L	22%L	18%	20%L	8%
Disagree slightly	(2) 251	136	54	61	227	195	137	70	52	30	17	75	6
	12%L	14%	10%	10%	11%	12%	13%	25%ZUL	16%L	6%	5%	19%L	2%
Disagree strongly	(1) 100	45	9	46	94	85	37	20	19	25	4	27	5
	5%	5%	2%	7%b	5%	5%	3%	7%	6%	5%	1%	7%	2%
Don't know	37	13	7	16	27	23	22	1	1	11	4	16	3
	2%	1%	1%	3%	1%	1%	2%	*	*	2%	1%	4%	1%
NET Agree	1292	559	365	368	1210	1029	634	112	173	322	233	202	250
	61%Gh	60%	68%	58%	61%	62%	59%	41%	52%	65%Gk	74%ZGHN	50%	87%ZGHJK
NET Disagree	351	181	63	107	320	280	175	90	71	56	21	102	10
	17%L	19%b	12%	17%	16%	17%	16%	33%ZUL	21%L	11%L	7%	25%L	4%
Mean	3.64GK	3.57	3.80a	3.58	3.63	3.64	3.62	3.09	3.41	3.80GhK	4.04ZGHK	3.31	4.16ZGHJK
SD	1.11	1.12	0.98	1.16	1.10	1.12	1.08	1.10	1.10	1.09	0.94	1.13	0.79

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 206

Absolutes/col percents

Table 86

QF8(11): We trust our communications providers to look out for our business

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 477	260	217	416	60	103	124	196	422	19	22	14	413	64
	23%	25%	21%	23%	23%	25%	24%	21%	23%	25%	17%	27%	23%	23%
Agree slightly	(4) 767	359	408	657	110	120	222	342	684	25	40	19	658	109
	36%	34%	39%	36%	42%	30%	43% e	37%	37%	34%	30%	36%	36%	39%
Neither agree nor disagree	(3) 498	195	303	462	36	113	112	205	430	18	41	9	431	67
	24%	18%	29% A	25% d	14%	28%	21%	22%	23%	24%	31%	17%	24%	24%
Disagree slightly	(2) 216	136	80	194	22	41	34	110	186	6	19	5	191	25
	10%	13% b	8%	10%	9%	10%	7%	12%	10%	9%	15%	9%	10%	9%
Disagree strongly	(1) 127	94	33	97	30	24	26	60	110	6	8	3	117	10
	6% c	9% B	3%	5%	12% c	6%	5%	7%	6%	8%	6%	5%	6%	4%
Don't know	25	10	15	23	2	5	2	14	21	*	*	3	19	6
	1%	1%	1%	1%	1%	1%	*	1%	1%	*	*	6% 2Hj	1%	2%
NET Agree	1244	619	625	1074	170	222	346	537	1106	43	62	33	1071	173
	59% i	59%	59%	58%	65%	55%	66% e	58%	60% j	59%	47%	63%	59%	62%
NET Disagree	343	231	112	290	53	65	61	171	296	12	27	8	308	35
	16% k	22% B	11%	16%	20%	16%	12%	18%	16%	17%	21%	14%	17%	12%
Mean	3.60	3.53	3.67	3.60	3.57	3.59	3.74	3.55	3.61	3.60	3.37	3.74	3.59	3.70
SD	1.13	1.25	0.99	1.11	1.26	1.15	1.05	1.15	1.12	1.19	1.12	1.14	1.14	1.04

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 86

QF8(11): We trust our communications providers to look out for our business

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 477	250	110	117	450	386	234	38	52	58	96	83	150
	23% <i>kl</i>	27%	20%	18%	23%	23%	22%	14%	16%	12%	30% <i>ghi</i>	20%	52% <i>ZGHIK</i>
Agree slightly	(4) 767	315	200	252	732	574	397	81	101	156	158	168	104
	36% <i>kl</i>	34%	37%	40%	37%	35%	37%	29%	30%	31%	50% <i>zghi</i>	42%	36%
Neither agree nor disagree	(3) 498	217	124	157	478	403	282	91	114	149	49	68	27
	24% <i>kl</i>	23%	23%	25%	24%	24%	26%	33% <i>kl</i>	35% <i>zkl</i>	30% <i>kl</i>	15%	17%	9%
Disagree slightly	(2) 216	95	63	57	194	175	92	37	41	64	11	61	3
	10% <i>kl</i>	10%	12%	9%	10%	11%	9%	13% <i>kl</i>	12% <i>kl</i>	13% <i>kl</i>	3%	15% <i>kl</i>	1%
Disagree strongly	(1) 127	55	32	40	103	96	57	25	21	63	*	18	*
	6% <i>kl</i>	6%	6%	6%	5%	6%	5%	9% <i>kl</i>	6% <i>kl</i>	13% <i>zkl</i>	*	4%	*
Don't know	25	6	7	12	18	20	18	4	2	7	1	7	4
	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	*	2%	1%
NET Agree	1244	565	310	369	1182	960	632	119	153	214	254	250	254
	59% <i>ghi</i>	60%	58%	58%	60%	58%	58%	43%	46%	43%	81% <i>ZGHIK</i>	62% <i>ghi</i>	88% <i>ZGHIK</i>
NET Disagree	343	150	95	97	298	271	149	62	62	126	11	79	3
	16% <i>kl</i>	16%	18%	15%	15%	16%	14%	22% <i>kl</i>	19% <i>kl</i>	25% <i>zkl</i>	3%	20% <i>kl</i>	1%
Mean	3.60 <i>kl</i>	3.65	3.55	3.56	3.63	3.60	3.62	3.26	3.37	3.17	4.08 <i>ZGHIK</i>	3.60 <i>kl</i>	4.41 <i>ZGHIK</i>
SD	1.13	1.15	1.12	1.09	1.10	1.13	1.08	1.14	1.09	1.19	0.77	1.11	0.71

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 87

QF8: SUMMARY TABLE - AGREE STRONGLY

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
564	229	367	500	65	133	148	192	455	69	87	42	455	149
510	337	174	448	62	105	113	231	448	19	27	15	451	59
24%b	32%aB	16%	24%	24%	26%	22%	25%	24%	26%	21%	29%	25%	21%
479	314	165	417	62	77	135	216	428	20	19	13	413	67
23%b	30%aB	16%	23%	24%	19%	26%	23%	23%	27%j	14%	25%	23%	24%
719	401	318	641	78	165	171	293	629	31	37	21	628	91
34%	38%b	30%	35%	30%	41%	33%	32%	34%	43%	29%	41%	34%	32%
370	245	125	324	47	82	89	148	319	15	25	11	309	61
18%b	23%b	12%	17%	18%	20%	17%	16%	17%	21%	19%	21%	17%	22%
1164	653	511	1037	127	204	293	515	1011	44	73	36	989	175
55%b	62%b	48%	56%	49%	50%	56%	56%	55%	60%	56%	70%	54%	62%
422	242	180	370	52	60	106	209	374	13	26	8	385	37
20%	23%	17%	20%	20%	15%	20%	23%	20%	18%	20%	15%	21%a	13%
520	342	178	465	56	93	127	244	464	17	30	9	444	76
25%b	32%aB	17%	25%	21%	23%	24%	26%	25%	23%	23%	17%	24%	27%
660	461	198	612	48	129	137	316	582	27	35	16	588	72
31%b	44%aB	19%	33%a	18%	32%	26%	34%	31%	36%	27%	30%	32%	26%
269	173	96	246	23	61	59	112	232	14	14	9	244	25
13%	16%b	9%	13%	9%	15%	11%	12%	12%	19%	11%	16%	13%	9%
475	313	162	421	54	104	128	184	416	17	29	13	401	74
23%b	30%aB	15%	23%	21%	26%	25%	20%	22%	23%	23%	26%	22%	26%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 87

QF8: SUMMARY TABLE - AGREE STRONGLY

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
477	260	217	416	60	103	124	196	422	19	22	14	413	64
23%	25%	21%	23%	23%	25%	24%	21%	23%	25%	17%	27%	23%	23%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 87

QF8: SUMMARY TABLE - AGREE STRONGLY

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
We are confident that we know which new communications products or services are valuable for the business	510	203	153	154	451	403	232	3	37	145	72	112	140
	24%GH	22%	29%	24%	23%	24%	21%	1%	11%g	23%GH	23%G	28%GH	49%ZGHUJK
We feel well informed about how communications services can help our business survive and grow	479	216	112	151	449	393	212	10	54	116	81	91	126
	23%G	23%	21%	24%	23%	24%	20%	4%	16%g	23%G	26%G	23%G	44%ZGHUJK
The needs of our business are well-catered for in the communications market	719	355	167	196	683	584	357	61	139	120	121	136	142
	34%gi	38%	31%	31%	35%	35%	33%	22%	42%gi	24%	38%gi	34%	49%ZGH
We are aware of the regulations that protect our business when buying and using communications services	370	178	103	89	340	285	188	*	45	117	39	59	110
	18%G	19%	19%	14%	17%	17%	17%	*	14%G	24%Gj	12%G	15%G	38%ZGHUJK
Communications services are fundamental to our business, without them we could not function as a business	1164	553	281	330	1100	950	573	171	192	284	220	114	183
	55%K	59%	53%	52%	56%	57%	53%	62%K	58%K	57%K	70%K	28%	63%K
We are worried about possible breaches of security in the communications services our business uses	422	209	97	116	408	367	238	85	95	101	129	10	2
	20%KL	22%	18%	18%	21%	22%	22%	31%KL	29%KL	20%KL	41%ZIKL	3%	1%
We are confident we understand what different communications services can provide for our business	520	224	136	159	483	408	256	13	72	126	90	76	143
	25%G	24%	25%	25%	24%	25%	24%	5%	22%G	25%G	29%G	19%G	49%ZGHUJK
Our business is looking to grow over the next few years	660	340	195	125	605	521	269	105	*	225	133	89	108
	31%CIH	36%G	36%G	20%	31%	32%I	25%	38%HK	*	45%ZHK	42%HK	22%G	38%HK
We are willing to pay more for a better service	269	133	67	69	256	213	127	37	48	97	16	12	59
	13%JK	14%	12%	11%	13%	13%	12%	13%K	15%K	20%ZJK	5%	3%	21%ZJK

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 87

QF8: SUMMARY TABLE - AGREE STRONGLY

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base												
2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
We invest time to get the best value for money from our communications services	475	199	131	439	383	238	22	51	145	114	49	94
	23%GL	21%	25%	22%	23%	22%	8%	15%	29%GHK	36%ZGHN	12%	33%rGHK
We trust our communications providers to look out for our business	477	250	110	450	386	234	38	52	58	96	83	150
	23%I	27%	20%	23%	23%	22%	14%	16%	12%	30%gH	20%	52%ZGHUN

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 88

QF8: SUMMARY TABLE - NET AGREE

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
We are confident that we know which new communications products or services are valuable for the business	1333 63%	733 70%b	600 57%	1183 64%	150 58%	254 63%	320 61%	595 64%	1169 63%	49 66%	81 62%	35 66%	1153 63%	180 64%
We feel well informed about how communications services can help our business survive and grow	1309 62%b	732 69%b	577 55%	1148 62%	161 62%	254 63%	320 61%	577 62%	1151 62%	49 66%	78 60%	32 60%	1132 62%	176 63%
The needs of our business are well-catered for in the communications market	1621 77%	855 81%b	766 73%	1423 77%	198 76%	300 74%	388 74%	726 78%	1414 76%	59 80%	104 79%	44 85%	1417 77%	204 73%
We are aware of the regulations that protect our business when buying and using communications services	1186 56%	637 60%b	548 52%	1047 57%	138 53%	227 56%	296 57%	523 56%	1047 56%	40 55%	68 52%	31 58%	1027 56%	159 57%
Communications services are fundamental to our business, without them we could not function as a business	1756 83%b	897 85%	858 81%	1559 84%	197 76%	301 74%	452 87%e	786 85%e	1539 83%	60 81%	112 85%	45 86%	1516 83%	239 85%
We are worried about possible breaches of security in the communications services our business uses	1081 51%	553 52%	528 50%	955 52%	126 48%	180 44%	278 53%	500 54%	958 52%	31 42%	67 51%	26 49%	962 53%b	119 42%
We are confident we understand what different communications services can provide for our business	1451 69%b	797 76%b	654 62%	1261 68%	190 73%	268 66%	345 66%	661 71%	1273 69%	50 68%	89 69%	38 73%	1254 69%	197 70%
Our business is looking to grow over the next few years	1204 57%b	717 68%b	487 46%	1085 59%b	119 46%	226 56%	280 54%	558 60%	1063 57%	43 58%	69 53%	29 55%	1071 59%b	133 47%
We are willing to pay more for a better service	1064 50%	522 50%	541 51%	956 52%	108 41%	196 48%	249 48%	482 52%	927 50%	43 59%	67 51%	27 51%	945 52%b	118 42%
We invest time to get the best value for money from our communications services	1292 61%b	749 71%b	543 52%	1139 62%	153 59%	243 60%	330 63%	540 58%	1112 60%	53 72%	90 69%	37 71%	1111 61%	181 65%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 88

QF8: SUMMARY TABLE - NET AGREE

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
1244	619	625	1074	170	222	346	537	1106	43	62	33	1071	173
59%	59%	59%	58%	65%	55%	66%e	58%	60%g	59%	47%	63%	59%	62%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 88

QF8: SUMMARY TABLE - NET AGREE

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
We are confident that we know which new communications products or services are valuable for the business	1333	593	357	383	1236	1058	666	47	166	354	242	274	250
	63%Gh	63%	67%	60%	63%	64%	62%	17%	50%G	71%GH	77%zGH	68%Gh	87%zGHh
We feel well informed about how communications services can help our business survive and grow	1309	571	334	404	1211	1012	650	59	173	323	252	244	257
	62%G	61%	62%	64%	61%	61%	60%	21%	52%G	65%G	80%zGHh	60%G	89%zGHh
The needs of our business are well-catered for in the communications market	1621	741	396	483	1512	1258	821	158	276	325	278	321	264
	77%Gh	79%	74%	76%	77%	76%	76%	57%	63%Gh	66%	88%zGh	79%Gh	91%zGh
We are aware of the regulations that protect our business when buying and using communications services	1186	497	318	371	1117	938	578	26	177	328	199	215	242
	56%G	53%	59%	58%	57%	57%	53%	9%	53%G	66%zGk	63%G	53%G	84%zGHh
Communications services are fundamental to our business, without them we could not function as a business	1756	772	464	519	1655	1400	879	247	285	426	303	230	264
	83%K	82%	87%	82%	84%	85%	81%	90%K	86%K	86%K	96%zHh	57%	92%zK
We are worried about possible breaches of security in the communications services our business uses	1081	481	281	319	1039	910	583	195	226	268	274	81	36
	51%Kl	51%	52%	50%	53%	55%	54%	71%zKl	68%zKl	54%Kl	87%zGHh	20%	13%
We are confident we understand what different communications services can provide for our business	1451	646	383	422	1353	1148	726	96	221	337	240	280	277
	69%G	69%	72%	66%	68%	69%	67%	35%	67%G	68%G	76%G	69%G	96%zGHh
Our business is looking to grow over the next few years	1204	546	355	303	1103	948	537	172	3	381	251	229	167
	57%zHh	58%z	66%zC	48%	56%	57%z	50%	62%zH	1%	77%zGHh	80%zGHh	57%zH	58%zH
We are willing to pay more for a better service	1064	494	262	307	1026	862	572	157	201	290	154	72	190
	50%K	53%	49%	48%	52%	52%	53%	57%K	61%K	59%K	49%K	18%	66%zK

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 88

QF8: SUMMARY TABLE - NET AGREE

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
We invest time to get the best value for money from our communications services	1292	559	365	368	1210	1029	634	112	173	322	233	202	250
	61%GK	60%	68%	58%	61%	62%	59%	41%	52%	65%GK	74%GHIK	50%	87%ZGHJK
We trust our communications providers to look out for our business	1244	565	310	369	1182	960	632	119	153	214	254	250	254
	59%ghi	60%	58%	58%	60%	58%	58%	43%	46%	43%	81%ZGHJK	62%ghi	88%ZGHJK

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 89

QF8: SUMMARY TABLE - DISAGREE STRONGLY

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
564	229	367	500	65	133	148	192	455	69	87	42	455	149
55	34	21	49	6	13	8	24	45	1	7	2	45	10
3%	3%	2%	3%	2%	3%	2%	3%	2%	1%	5%	3%	2%	4%
61	40	21	50	10	23	9	18	50	4	4	2	53	8
3%	4%	2%	3%	4%	6%	2%	2%	3%	6%	3%	5%	3%	3%
25	20	5	22	3	6	7	6	20	1	3	1	19	6
1%	2%	*	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%
108	67	41	95	14	23	19	54	96	2	9	1	95	13
5%	6%	4%	5%	5%	6%	4%	6%	5%	3%	7%	2%	5%	5%
43	28	15	29	14	18	1	18	37	4	1	1	37	6
2%	3%	1%	2%	5%	5%	*	2%	2%	5%	1%	2%	2%	2%
192	126	66	151	40	40	49	72	162	11	15	4	166	25
9%	12%b	6%	8%	16%	10%	9%	8%	9%	15%	11%	8%	9%	9%
41	16	25	23	18	7	14	16	37	1	3	*	35	6
2%	2%	2%	1%	7%aC	2%	3%	2%	2%	1%	2%	1%	2%	2%
192	120	72	163	29	25	64	72	162	7	16	7	160	32
9%	11%	7%	9%	11%	6%	12%	8%	9%	10%	12%	14%	9%	11%
208	159	49	186	23	45	29	109	183	7	12	6	191	18
10%b	15%aB	5%	10%	9%	11%	6%	12%	10%	10%	9%	11%	10%	6%
100	41	60	87	14	16	21	55	92	2	5	2	95	5
5%	4%	6%	5%	5%	4%	4%	6%	5%	3%	3%	3%	5%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 89

QF8: SUMMARY TABLE - DISAGREE STRONGLY

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
127	94	33	97	30	24	26	60	110	6	8	3	117	10
6%b	9%b	3%	5%	12%c	6%	5%	7%	6%	8%	6%	5%	6%	4%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 89

QF8: SUMMARY TABLE - DISAGREE STRONGLY

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
We are confident that we know which new communications products or services are valuable for the business	55 3%	23 2%	14 3%	18 3%	51 3%	36 2%	19 2%	28 10% zijk	8 2%	5 1%	1 *	12 3%	- -
We feel well informed about how communications services can help our business survive and grow	61 3%	35 4%	14 3%	12 2%	58 3%	53 3%	26 2%	24 9% zjl	11 3%	7 1%	3 1%	15 4%	* *
The needs of our business are well-catered for in the communications market	25 1%	7 1%	11 2%	6 1%	24 1%	19 1%	8 1%	1 1%	5 2%	15 3%	- -	3 1%	1 *
We are aware of the regulations that protect our business when buying and using communications services	108 5%	55 6%	19 3%	35 6%	102 5%	92 6%	53 5%	59 21% zhiukl	11 3%	4 1%	15 5%	17 4%	2 1%
Communications services are fundamental to our business, without them we could not function as a business	43 2%	22 2%	9 2%	12 2%	40 2%	35 2%	21 2%	- -	7 2%	10 2%	- -	24 6% zjl	2 1%
We are worried about possible breaches of security in the communications services our business uses	192 9% h	71 8%	50 9%	70 11%	154 8%	138 8%	90 8%	12 5%	4 1%	26 5% j	* *	72 18% zghu	78 27% zghu
We are confident we understand what different communications services can provide for our business	41 2%	23 3%	9 2%	9 1%	39 2%	29 2%	29 3%	18 7% zkl	8 2%	9 2%	2 1%	4 1%	- -
Our business is looking to grow over the next few years	192 9% ij	94 10% b	24 4%	74 12% b	180 9%	158 10%	124 11%	6 2%	102 31% zgujk	17 3%	4 1%	36 9% j	27 9% j
We are willing to pay more for a better service	208 10%	67 7%	48 9%	93 15% a	176 9%	177 11%	85 8%	13 5%	19 6%	26 5%	39 12%	92 23% zghu	19 6%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 89

QF8: SUMMARY TABLE - DISAGREE STRONGLY

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
We invest time to get the best value for money from our communications services	100 5%	45 5%	9 2%	46 7%b	94 5%	85 5%	37 3%	20 7%	19 6%	25 5%	4 1%	27 7%	5 2%
We trust our communications providers to look out for our business	127 6%j	55 6%	32 6%	40 6%	103 5%	96 6%	57 5%	25 9%hL	21 6%j	63 13%z,hL	* *	18 4%	* *

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 90

QF8: SUMMARY TABLE - NET DISAGREE

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
564	229	367	500	65	133	148	192	455	69	87	42	455	149
340	188	151	294	46	71	83	146	300	11	24	5	300	40
16%	18%	14%	16%	18%	18%	16%	16%	16%	15%	18%	9%	16%	14%
279	139	140	246	33	59	48	131	238	9	22	10	248	30
13%	13%	13%	13%	13%	15%	9%	14%	13%	12%	17%	19%	14%	11%
102	67	35	87	16	19	27	41	87	3	9	3	76	26
5%	6%	3%	5%	6%	5%	5%	4%	5%	4%	7%	6%	4%	9% <i>ul</i>
381	217	164	314	67	65	93	171	328	11	30	12	335	46
18%	21%	16%	17%	26%	16%	18%	18%	18%	14%	23%	23%	18%	16%
179	113	66	144	35	53	27	73	153	10	13	3	164	15
8%	11%	6%	8%	13%	13% <i>ul</i>	5%	8%	8%	13%	10%	6%	9%	5%
601	380	221	509	91	143	133	242	518	25	40	17	510	91
28% <i>b</i>	36% <i>aB</i>	21%	28%	35%	35%	26%	26%	28%	34%	31%	32%	28%	32%
232	112	120	198	34	40	66	100	206	5	15	6	200	32
11%	11%	11%	11%	13%	10%	13%	11%	11%	6%	12%	12%	11%	11%
435	209	226	357	78	61	113	202	376	15	31	12	356	79
21%	20%	21%	19%	30% <i>c</i>	15%	22%	22%	20%	21%	24%	24%	19%	28% <i>ul</i>
469	313	156	394	76	102	95	221	418	13	25	13	400	70
22% <i>b</i>	30% <i>aB</i>	15%	21%	29%	25%	18%	24%	23%	17%	19%	26%	22%	25%
351	179	172	288	62	69	65	182	316	10	15	10	321	30
17%	17%	16%	16%	24%	17%	13%	20%	17%	14%	11%	19%	18%	11%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 90

QF8: SUMMARY TABLE - NET DISAGREE

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
343	231	112	290	53	65	61	171	296	12	27	8	308	35
16% a	22% b	11%	16%	20%	16%	12%	18%	16%	17%	21%	14%	17%	12%

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 90

QF8: SUMMARY TABLE - NET DISAGREE

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
We are confident that we know which new communications products or services are valuable for the business	340	138	87	115	323	255	164	141	56	42	40	51	10
	16%kl	15%	16%	18%	16%	15%	15%	51%ZHIJKL	17%kl	8%	13%kl	13%kl	4%
We feel well informed about how communications services can help our business survive and grow	279	151	58	70	264	231	169	109	51	32	30	56	*
	13%kl	16%	11%	11%	13%	14%	16%	39%ZHIJKL	15%kl	7%kl	9%kl	14%kl	*
The needs of our business are well-catered for in the communications market	102	41	33	28	101	80	53	25	8	65	1	3	1
	5%kl	4%	6%	4%	5%	5%	5%	9%kl	2%	13%ZHIJKL	*	1%	*
We are aware of the regulations that protect our business when buying and using communications services	381	167	99	115	344	299	201	175	49	33	51	63	10
	18%kl	18%	19%	18%	17%	18%	19%	63%ZHIJKL	15%kl	7%	16%kl	16%kl	4%
Communications services are fundamental to our business, without them we could not function as a business	179	67	49	63	158	129	99	5	22	22	1	116	13
	8%kl	7%	9%	10%	8%	8%	9%	2%	7%kl	4%	*	29%ZGHIJL	5%
We are worried about possible breaches of security in the communications services our business uses	601	285	143	173	531	424	291	34	38	100	*	235	193
	28%ZGHIJL	30%	27%	27%	27%	26%	27%	12%kl	12%kl	20%kl	*	58%ZGHIJL	67%ZGHIJL
We are confident we understand what different communications services can provide for our business	232	116	51	65	215	172	136	99	37	36	24	36	1
	11%kl	12%	10%	10%	11%	10%	13%	36%ZHIJKL	11%kl	7%kl	8%kl	9%kl	*
Our business is looking to grow over the next few years	435	200	78	157	418	325	268	21	239	30	9	83	53
	21%gkl	21%	14%	25%b	21%	20%	25%	8%	72%ZGHIJL	6%	3%	21%gkl	19%gkl
We are willing to pay more for a better service	469	198	98	173	415	352	217	30	41	77	86	191	43
	22%gkl	21%	18%	27%	21%	21%	20%	11%	12%	16%	27%gkl	47%ZGHIJL	15%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/ij/kl.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 90

QF8: SUMMARY TABLE - NET DISAGREE

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
We invest time to get the best value for money from our communications services	351	181	63	107	320	280	175	90	71	56	21	102	10
	17% <i>jl</i>	19% <i>h</i>	12%	17%	16%	17%	16%	33% <i>zjl</i>	21% <i>jl</i>	11% <i>l</i>	7%	25% <i>kl</i>	4%
We trust our communications providers to look out for our business	343	150	95	97	298	271	149	62	62	126	11	79	3
	16% <i>jl</i>	16%	18%	15%	15%	16%	14%	22% <i>jl</i>	19% <i>jl</i>	25% <i>zjl</i>	3%	20% <i>jl</i>	1%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 91

QF8: SUMMARY TABLE

The following are a number of statements that people have made about their organisation's attitude towards communications technology and services and other areas. For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All respondents

	We are confident that we know which new communications products or services are valuable for the business	We feel well informed about how communications services can help our business survive and grow	The needs of our business are well-catered for in the communications market	We are aware of the regulations that protect our business when buying and using communications services	Communications services are fundamental to our business, without them we could not function as a business	We are worried about possible breaches of security in the communications services our business uses	We are confident we understand what different communications services can provide for our business	Our business is looking to grow over the next few years	We are willing to pay more for a better service	We invest time to get the best value for money from our communications services	We trust our communications providers to look out for our business
Unweighted base	2109	2109	2109	2109	2109	2109	2109	2109	2109	2109	2109
Base	2109	2109	2109	2109	2109	2109	2109	2109	2109	2109	2109
Effective base	564	564	564	564	564	564	564	564	564	564	564
Agree strongly (5)	510 24%	479 23%	719 34%	370 18%	1164 55%	422 20%	520 25%	660 31%	269 13%	475 23%	477 23%
Agree slightly (4)	823 39%	829 39%	902 43%	816 39%	592 28%	659 31%	931 44%	544 26%	795 38%	817 39%	767 36%
Neither agree nor disagree (3)	365 17%	484 23%	317 15%	421 20%	158 7%	402 19%	366 17%	444 21%	532 25%	429 20%	498 24%
Disagree slightly (2)	285 14%	218 10%	77 4%	273 13%	136 6%	409 19%	191 9%	243 12%	261 12%	251 12%	216 10%
Disagree strongly (1)	55 3%	61 3%	25 1%	108 5%	43 2%	192 9%	41 2%	192 9%	208 10%	100 5%	127 6%
Don't know	71 3%	37 2%	69 3%	121 6%	17 1%	26 1%	60 3%	26 1%	44 2%	37 2%	25 1%
NET Agree	1333 63%	1309 62%	1621 77%	1186 56%	1756 83%	1081 51%	1451 69%	1204 57%	1064 50%	1292 61%	1244 59%
NET Disagree	340 16%	279 13%	102 5%	381 18%	179 8%	601 28%	232 11%	435 21%	469 22%	351 17%	343 16%
Mean	3.71	3.70	4.08	3.54	4.29	3.34	3.83	3.59	3.32	3.64	3.60
SD	1.07	1.03	0.87	1.11	1.00	1.26	0.98	1.29	1.16	1.11	1.13

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 225

Table 92

QF9: Now thinking about data security and sharing data online, has your business ever experienced any of the following?

Absolutes/col percents

Base: All respondents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
564	229	367	500	65	133	148	192	455	69	87	42	455	149
1456	820	636	1306	149	288	358	627	1274	46	97	39	1249	207
	69% b	78% aB	71% d	57%	71%	69%	68%	69%	63%	75%	74%	68%	74%
1141	629	511	1025	115	200	263	529	991	39	80	30	989	151
54%	60% B	48%	55%	44%	49%	50%	57%	54%	53%	61%	57%	54%	54%
1116	656	461	1022	95	229	261	490	980	37	71	28	976	141
	53% bBd	62% aB	55% D	36%	56%	50%	53%	53%	51%	54%	54%	53%	50%
520	321	198	485	34	102	140	215	457	19	31	12	461	59
	25% bBd	30% B	26% d	13%	25%	27%	23%	25%	26%	24%	24%	25%	21%
137	96	41	124	13	15	19	89	122	3	8	3	125	12
6%	9% b	4%	7%	5%	4%	4%	10% eB	7%	5%	6%	6%	7%	4%
134	110	25	125	9	23	33	63	119	5	7	3	128	6
	6% B	10% B	7%	3%	6%	6%	7%	6%	6%	6%	5%	7% m	2%
10	5	5	9	1	1	1	7	9	1	*	1	9	1
*	*	*	*	*	*	*	1%	*	1%	*	2%	*	*
426	148	279	346	81	84	107	183	374	23	22	7	365	61
	20% a	26% aA	19%	31% aC	21%	20%	20%	20%	31% aBjBk	17%	14%	20%	22%
1683	907	776	1503	179	321	415	744	1479	51	108	45	1464	219
	80% bBd	86% aB	81% d	69%	79%	80%	80%	80% d	69%	83% d	86% d	80%	78%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 226

Table 92

QF9: Now thinking about data security and sharing data online, has your business ever experienced any of the following?

Absolutes/col percents

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Received scam messages via e-mail (phishing)	1456	647	412	396	1366	1203	720	204	238	356	234	232	190
	69%k	69%	77%k,c	62%	69%	73%	67%	74%k	72%k	72%k	74%k	58%	66%
Received scam messages via phone call (landline or mobile)	1141	509	312	319	1076	964	590	181	203	267	177	170	143
	54%k	54%	58%	50%	54%	58%	55%	66%kl	61%k	54%	56%	42%	50%
Received scam messages via text/SMS (smishing)	1116	472	312	333	1027	968	530	176	180	279	176	153	153
	53%k	50%	58%	52%	52%	59%kl	49%	64%k	54%k	56%k	56%k	38%	53%k
Received scam messages via communications services like WhatsApp, Messenger, Signal etc.	520	216	125	179	482	460	224	81	60	132	115	57	74
	25%k	23%	23%	28%	24%	28%l	21%	30%k	18%	27%k	37%klh	14%	26%k
Cyber-attacks	137	73	35	29	134	124	66	32	7	48	31	12	6
	6%	8%	7%	5%	7%	8%	6%	12%hkl	2%	10%hkl	10%hl	3%	2%
Security breach involving communication services	134	50	31	53	131	111	58	24	16	33	27	27	7
	6%	5%	6%	8%	7%	7%	5%	9%	5%	7%	9%	7%	3%
Anything else (please type in)	10	7	1	2	10	7	1	*	1	7	*	1	1
	*	1%	*	*	1%	*	*	*	*	1%	*	*	*
None	426	207	71	149	400	269	237	41	54	97	28	140	67
	20%b	22%b	13%	23%b	20%	16%	22%e	15%	16%	19%	9%	35%zGHJ	23%j
NET Experienced any	1683	731	465	487	1576	1384	843	235	277	399	287	264	221
	80%k	78%	87%k,c	77%	80%	84%l	78%	85%K	84%K	81%K	91%kl	65%	77%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 93

Q81(1): Mobile service

Thinking about the following services your organisation uses, please can you say how satisfied or dissatisfied you are with your overall experience, using the following scale.

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Very satisfied	(5) 830	349	481	752	78	154	192	378	725	28	56	21	733	97
	50%	43%	57%A	50%	54%	53%	47%	49%	49%	55%	57%	58%	51%	48%
Fairly satisfied	(4) 642	351	291	597	46	103	175	308	586	17	31	9	568	74
	39%	44%	34%	40%	32%	35%	43%	40%	40%	33%	32%	24%	39%	36%
Neither satisfied nor dissatisfied	(3) 103	53	50	91	11	29	23	44	96	2	3	2	88	15
	6%	7%	6%	6%	8%	10%	6%	6%	7%	4%	3%	5%	6%	7%
Fairly dissatisfied	(2) 50	32	18	42	8	8	11	25	44	2	2	3	36	14
	3%	4%	2%	3%	5%	3%	3%	3%	3%	3%	2%	9%	2%	7% <i>id</i>
Very dissatisfied	(1) 24	19	5	24	*	*	2	11	13	3	7	1	22	2
	1%	2%	1%	2%	*	*	*	1%	1%	5% <i>id</i>	7% <i>id</i>	2%	2%	1%
Don't know	*	*	*	*	*	*	-	-	*	-	-	-	*	-
	*	*	*	*	*	*	-	-	*	-	-	-	*	-
Not applicable	3	1	2	2	1	-	2	1	3	-	-	1	3	1
	*	*	*	*	1%	-	1%	*	*	-	-	2%	*	*
NET Satisfied	1473	700	773	1349	124	257	367	686	1310	45	87	30	1301	171
	89%	87%	91%	89%	86%	88%	91%	89%	89%	87%	88%	82%	90%	84%
NET Dissatisfied	74	51	23	66	8	8	13	36	57	4	9	4	58	17
	4%	6%	3%	4%	6%	3%	3%	5%	4%	9%	9%	11%	4%	8%
Mean	4.34	4.22	4.45A	4.34	4.35	4.37	4.35	4.33	4.34	4.28	4.29	4.29	4.35	4.23
SD	0.84	0.91	0.75	0.84	0.87	0.77	0.75	0.84	0.80	1.07	1.12	1.08	0.82	0.94

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 93

Q81(1): Mobile service

Thinking about the following services your organisation uses, please can you say how satisfied or dissatisfied you are with your overall experience, using the following scale.

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Very satisfied	(5) 830	359	198	274	782	830	380	85	140	132	150	151	172
	50% z	53%	44%	52%	51%	50%	50%	39%	54% h	34%	55% j	51% k	78% zghuk
Fairly satisfied	(4) 642	243	189	211	587	642	305	97	110	140	116	130	49
	39% z	36%	42%	40%	38%	39%	40%	45% h	42% h	36%	43% j	44% kl	22%
Neither satisfied nor dissatisfied	(3) 103	35	35	33	100	103	41	25	8	54	4	12	-
	6% z	5%	8%	6%	7%	6%	5%	12% h	3%	14% zghkl	1%	4%	-
Fairly dissatisfied	(2) 50	30	15	5	48	50	24	7	2	39	2	*	-
	3% z	4%	3%	1%	3%	3%	3%	3%	1%	10% zghkl	1%	*	-
Very dissatisfied	(1) 24	4	14	6	23	24	7	3	-	21	-	-	-
	1% z	1%	3%	1%	1%	1%	1%	1%	-	5% zk	-	-	-
Don't know	*	-	*	-	*	*	*	-	-	-	-	*	-
	*	-	*	-	*	*	*	-	-	-	-	*	-
Not applicable	3	2	-	1	2	3	2	-	-	-	1	3	-
	*	*	-	*	*	*	*	-	-	-	*	1%	-
NET Satisfied	1473	601	387	484	1369	1473	685	181	251	272	266	281	221
	89% z	89%	86%	92%	89%	89%	90%	84%	96% gh	70%	98% zgh	95% gh	100% zgh
NET Dissatisfied	74	34	30	11	70	74	31	10	2	60	2	*	-
	4% z	5%	7%	2%	5%	4%	4%	5%	1%	16% zghkl	1%	*	-
Mean	4.34 l	4.37	4.20	4.40	4.34	4.34	4.36	4.17	4.50 gh	3.84	4.52 gh	4.47 gh	4.78 zghkl
SD	0.84	0.83	0.95	0.74	0.85	0.84	0.80	0.86	0.60	1.16	0.57	0.58	0.42

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 94

Q81(2): Landline service**Thinking about the following services your organisation uses, please can you say how satisfied or dissatisfied you are with your overall experience, using the following scale.****Base: All with landline service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Very satisfied	(5) 393 36%	127 31%	265 39%	348 38%	44 28%	74 36%	103 38%	135 30%	312 34%	21 55%	39 49%h	20 60%	335 37%	58 34%
Fairly satisfied	(4) 495 46%	208 51%	287 43%	425 46%	71 44%	95 47%	113 42%	238 53%	446 48%j	11 27%	27 33%	12 37%	416 46%	79 46%
Neither satisfied nor dissatisfied	(3) 119 11%	45 11%	74 11%	92 10%	27 17%	20 10%	33 12%	52 12%	105 11%	1 4%	12 15%	* 1%	97 11%	22 13%
Fairly dissatisfied	(2) 46 4%	15 4%	32 5%	35 4%	11 7%	8 4%	11 4%	20 4%	40 4%	4 11%	2 3%	* 1%	44 5%	2 1%
Very dissatisfied	(1) 11 1%	6 1%	5 1%	8 1%	3 2%	2 1%	5 2%	2 *	9 1%	* 1%	1 1%	1 2%	7 1%	4 2%
Don't know	1 *	- *	1 *	1 *	* *	1 *	* *	* *	1 *	- *	- *	- *	1 *	- *
Not applicable	16 1%	7 2%	9 1%	13 1%	3 2%	3 2%	6 2%	5 1%	15 2%	1 2%	- -	- -	8 1%	7 4%l
NET Satisfied	888 82%	336 82%	552 82%	773 84%	115 72%	169 83%	216 80%	373 82%	758 82%	32 82%	66 82%	33 96%	752 83%	136 80%
NET Dissatisfied	57 5%	20 5%	36 5%	43 5%	14 9%	11 5%	16 6%	22 5%	49 5%	5 12%	3 3%	1 3%	51 6%	6 4%
Mean	4.14	4.09	4.17	4.18	3.91	4.15	4.12	4.08	4.11	4.27	4.26	4.51	4.14	4.12
SD	0.85	0.84	0.86	0.83	0.96	0.85	0.92	0.79	0.84	1.04	0.86	0.78	0.85	0.86

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 94

Q81(2): Landline service

Thinking about the following services your organisation uses, please can you say how satisfied or dissatisfied you are with your overall experience, using the following scale.

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Very satisfied	(5) 393	201	92	100	387	280	393	40	83	57	53	80	81
	36%	38%	37%	33%	37%	37%	36%	26%	41% <i>l</i>	24%	33%	42% <i>l</i>	61% <i>z</i> <i>gl</i>
Fairly satisfied	(4) 495	217	121	156	474	355	495	81	91	91	85	101	46
	46%	42%	48%	51%	45%	47%	46%	53%	45%	38%	54%	53%	35%
Neither satisfied nor dissatisfied	(3) 119	61	27	31	116	76	119	20	27	42	20	5	5
	11%	12%	11%	10%	11%	10%	11%	13% <i>k</i>	13%	18% <i>kl</i>	13%	2%	4%
Fairly dissatisfied	(2) 46	36	6	5	45	32	46	9	1	36	-	-	1
	4%	7%	2%	2%	4%	4%	4%	6%	*	15% <i>z</i> <i>HKL</i>	-	-	1%
Very dissatisfied	(1) 11	4	3	4	11	5	11	1	-	10	-	-	-
	1%	1%	1%	1%	1%	1%	1%	*	-	4% <i>z</i>	-	-	-
Don't know	1	*	*	1	1	*	1	-	-	1	-	*	-
	*	*	*	*	*	*	*	-	-	*	-	*	-
Not applicable	16	5	1	10	11	11	16	3	3	4	*	5	*
	1%	1%	*	3%	1%	1%	1%	2%	1%	2%	*	3%	*
NET Satisfied	888	418	214	256	861	636	888	121	174	148	138	180	127
	82%	80%	85%	84%	82%	84%	82%	79% <i>l</i>	85% <i>l</i>	61%	87%	95% <i>z</i> <i>gl</i>	95% <i>z</i> <i>gl</i>
NET Dissatisfied	57	40	9	8	56	37	57	9	1	46	-	-	1
	5%	8%	4%	3%	5%	5%	5%	6%	*	19% <i>z</i> <i>g</i> <i>HKL</i>	-	-	1%
Mean	4.14 ^l	4.11	4.17	4.17	4.14	4.17	4.14	4.00 ^l	4.27 ^l	3.63	4.21	4.40 ^z <i>gl</i>	4.56 ^z <i>gl</i>
SD	0.85	0.91	0.81	0.77	0.86	0.82	0.85	0.82	0.70	1.13	0.65	0.54	0.60

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 95

Q81(3): Broadband/ internet

Thinking about the following services your organisation uses, please can you say how satisfied or dissatisfied you are with your overall experience, using the following scale.

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Very satisfied	(5) 806 41%	354 38%	452 43%	709 41%	97 40%	172 46%	189 39%	330 38%	692 40%	32 46%	57 48%	25 50%	707 41%	99 37%
Fairly satisfied	(4) 838 42%	374 40%	463 44%	742 43%	96 40%	150 40%	189 39%	416 48%	755 43%	22 31%	44 37%	17 34%	724 42%	113 42%
Neither satisfied nor dissatisfied	(3) 181 9%	105 11%	77 7%	154 9%	27 11%	37 10%	64 13%	69 8%	169 10% l	5 8%	3 3%	4 7%	155 9%	27 10%
Fairly dissatisfied	(2) 95 5%	61 7%	34 3%	89 5%	5 2%	15 4%	24 5%	33 4%	72 4%	7 10% h	13 11% zh	4 7%	71 4%	24 9% l
Very dissatisfied	(1) 52 3%	37 4%	15 1%	39 2%	13 5%	2 1%	18 4%	24 3%	44 3%	4 6%	3 2%	1 2%	46 3%	6 2%
Don't know	1 *	- *	1 *	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- *	1 *
Not applicable	3 *	3 *	1 *	1 *	2 1%	1 *	1 *	1 *	3 *	- -	- -	- -	3 *	- -
NET Satisfied	1643 83%	728 78%	915 88% A	1451 84%	193 80%	322 85%	378 78%	746 86%	1447 83%	54 77%	101 85%	42 84%	1431 84%	212 78%
NET Dissatisfied	147 7%	98 11% zb	49 5%	129 7%	18 8%	17 4%	42 9%	57 7%	116 7%	11 16% zh	15 13% zh	4 9%	117 7%	30 11%
Mean	4.14	4.02	4.25 A	4.15	4.08	4.27	4.05	4.14	4.14	4.01	4.17	4.22	4.16	4.02
SD	0.95	1.06	0.84	0.94	1.05	0.83	1.03	0.92	0.93	1.21	1.05	1.00	0.94	1.02

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 95

Q81(3): Broadband/ internet

Thinking about the following services your organisation uses, please can you say how satisfied or dissatisfied you are with your overall experience, using the following scale.

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Very satisfied	(5) 806	406	163	237	806	632	428	60	125	82	162	172	204
		41%GI	46%b	33%	41%	41%	41%	22%	39%GI	17%	55%GI	49%GI	77%ZGHUK
Fairly satisfied	(4) 838	331	245	261	838	664	444	152	145	193	121	169	59
		42%L	38%	50%a	42%	43%	42%	57%ZIL	45%L	41%L	41%L	48%L	22%
Neither satisfied nor dissatisfied	(3) 181	68	37	76	181	140	93	37	42	81	9	11	*
		9%KL	8%	7%	9%	9%	9%	14%JKL	13%JKL	17%ZJKL	3%	3%	*
Fairly dissatisfied	(2) 95	52	29	14	95	72	59	15	7	70	4	-	-
		5%KL	6%	2%	5%	5%	6%	5%KL	2%	15%ZHKL	1%	-	-
Very dissatisfied	(1) 52	21	20	11	52	34	20	4	3	45	-	-	-
		3%	4%	2%	3%	2%	2%	2%	1%	10%ZghKL	-	-	-
Don't know	1	1	-	-	1	-	-	-	-	1	-	-	-
	*	*	-	-	*	-	-	-	-	*	-	-	-
Not applicable	3	2	1	-	3	1	1	1	-	1	-	1	1
	*	*	*	-	*	*	*	*	-	*	-	*	*
NET Satisfied	1643	737	409	498	1643	1296	871	212	270	275	283	340	263
		83%L	84%	83%	83%	84%	83%	79%GI	84%L	58%	96%ZGHI	97%ZGHI	99%ZGHI
NET Dissatisfied	147	73	49	25	147	106	79	19	10	115	4	-	-
		7%KL	8%	4%	7%	7%	8%	7%KL	3%	24%ZGHUKL	1%	-	-
Mean	4.14I	4.19	4.02	4.17	4.14	4.16	4.15	3.93I	4.19I	3.42	4.49ZGHI	4.46ZGHI	4.77ZGHUK
SD	0.95	0.98	1.00	0.87	0.95	0.93	0.94	0.85	0.80	1.21	0.62	0.56	0.42

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 96

QB2(1): The reliability of the reception or signal strength**Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes****(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.****For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.****Base: All with mobile service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Very satisfied	(5) 647	260	387	597	51	113	171	283	566	25	38	17	574	74
	39%	32%	46%A	40%	35%	38%	42%	37%	39%	50%	39%	46%	40%	36%
Fairly satisfied	(4) 647	344	302	579	67	125	150	310	584	17	35	11	579	67
	39%	43%	36%	38%	46%	42%	37%	40%	40%	33%	35%	29%	40%	33%
Neither satisfied nor dissatisfied	(3) 159	56	102	149	9	23	37	76	136	5	14	3	136	23
	10%	7%	12%	10%	6%	8%	9%	10%	9%	9%	15%	9%	9%	11%
Fairly dissatisfied	(2) 122	83	39	113	9	22	24	66	111	3	4	4	107	15
	7%	10%B	5%	7%	6%	7%	6%	9%	8%	5%	4%	11%	7%	7%
Very dissatisfied	(1) 67	59	8	58	8	10	21	26	57	1	7	2	42	25
	4%B	7%B	1%	4%	6%	4%	5%	3%	4%	2%	7%	4%	3%	12%L
Don't know	6	1	5	5	*	*	3	2	5	*	*	*	5	*
	*	*	1%	*	*	*	1%	*	*	*	*	-	*	*
Not applicable / have not experienced this issue	6	1	6	6	*	1	*	5	6	-	*	*	6	-
	*	*	1%	*	*	*	*	1%	*	-	*	*	*	-
NET Satisfied	1294	605	689	1176	118	238	321	592	1150	42	73	28	1153	141
	78% <i>m</i>	75%	81%	78%	81%	81%	79%	77%	78%	83%	74%	76%	80% <i>m</i>	69%
NET Dissatisfied	189	142	46	171	17	32	45	92	168	4	11	6	149	40
	11%B	16%B	5%	11%	12%	11%	11%	12%	11%	7%	11%	15%	10%	19% <i>l</i>
Mean	4.03 <i>m</i>	3.83	4.22 <i>zA</i>	4.03	3.99	4.05	4.06	4.00	4.02	4.24	3.96	4.03	4.07 <i>M</i>	3.74
SD	1.07	1.20	0.90	1.07	1.09	1.04	1.11	1.06	1.07	0.98	1.15	1.19	1.02	1.35

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 96

QB2(1): The reliability of the reception or signal strength**Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes****(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.****For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.****Base: All with mobile service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Very satisfied	(5) 647 39%	247 37%	151 34%	249 47%b	622 40%	647 39%	309 41%	62 29%	107 41%	120 31%	126 46%	103 35%	130 59%ZGK
Fairly satisfied	(4) 647 39%	258 38%	193 43%	197 37%	577 37%	647 39%	278 37%	72 33%	97 37%	135 35%	122 45%	142 48%	78 35%
Neither satisfied nor dissatisfied	(3) 159 10%j	73 11%	49 11%	37 7%	152 10%	159 10%	81 11%	48 22%ZJkL	34 13%jl	49 13%jl	3 1%	19 6%	6 3%
Fairly dissatisfied	(2) 122 7%	62 9%	38 8%	22 4%	114 7%	122 7%	51 7%	25 11%kl	5 2%	58 15%ZHjL	10 3%	22 8%	2 1%
Very dissatisfied	(1) 67 4%	29 4%	18 4%	20 4%	66 4%	67 4%	37 5%	10 4%	18 7%	23 6%	11 4%	2 1%	3 1%
Don't know	6 *	3 *	3 1%	* *	6 *	6 *	1 *	* *	- -	1 *	- -	5 2%	* *
Not applicable / have not experienced this issue	6 *	1 *	* *	4 1%	6 *	6 *	1 *	- -	- -	* *	* *	4 1%	2 1%
NET Satisfied	1294 78%gl	505 75%	344 76%	445 84%	1199 78%	1294 78%	587 77%	134 62%	204 78%	256 66%	248 91%gI	245 83%gl	208 94%ZGhK
NET Dissatisfied	189 11%h	91 14%	56 12%	42 8%	180 12%	189 11%	89 12%	34 16%l	23 9%	81 21%ZhJkL	21 8%	24 8%	5 2%
Mean	4.03gl	3.94	3.94	4.21ab	4.03	4.03	4.02	3.70	4.04	3.71	4.26GI	4.12gl	4.51ZGHK
SD	1.07	1.11	1.07	1.01	1.09	1.07	1.11	1.13	1.11	1.22	0.96	0.88	0.73

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 97

Q82(2): The repair time for faults with the connection**Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes****(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.****For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.****Base: All with mobile service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Very satisfied	(5) 218	88	130	207	11	27	59	99	184	11	15	7	195	23
	13%	11%	15%	14%	8%	9%	15%	13%	13%	21%	16%	20%	13%	11%
Fairly satisfied	(4) 340	192	148	326	14	46	77	184	308	9	18	5	295	45
	21%	24%	17%	22%	9%	16%	19%	24%	21%	18%	18%	15%	20%	22%
Neither satisfied nor dissatisfied	(3) 266	133	133	225	41	34	58	153	245	6	10	5	237	29
	16%	16%	16%	15%	28%	12%	14%	20%	17%	12%	10%	14%	16%	14%
Fairly dissatisfied	(2) 44	21	22	40	4	8	11	17	37	*	5	2	36	7
	3%	3%	3%	3%	2%	3%	3%	2%	2%	1%	5%	5%	3%	4%
Very dissatisfied	(1) 20	17	3	14	5	7	10	1	18	1	*	-	18	2
	1%	2%	*	1%	4%	2%	3%	*	1%	2%	*	-	1%	1%
Don't know	45	22	23	44	1	4	18	19	41	1	2	*	38	7
	3%	3%	3%	3%	*	1%	4%	2%	3%	2%	2%	1%	3%	3%
Not applicable / have not experienced this issue	721	332	388	651	70	167	172	294	633	22	48	17	630	91
	44%	41%	46%	43%	48%	57% 46	42%	38%	43%	44%	49%	46%	43%	45%
NET Satisfied	558	280	278	534	25	73	137	283	492	20	33	13	490	68
	34%	35%	33%	35%	17%	25%	34%	37%	34%	40%	34%	34%	34%	33%
NET Dissatisfied	63	38	25	54	9	15	21	19	55	1	5	2	54	9
	4%	5%	3%	4%	6%	5%	5%	2%	4%	3%	5%	5%	4%	4%
Mean	3.78	3.69	3.87	3.83	3.29	3.64	3.76	3.80	3.76	4.05	3.89	3.93	3.78	3.76
SD	0.95	0.96	0.92	0.93	1.02	1.07	1.06	0.83	0.94	1.01	1.00	1.02	0.95	0.93

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 97

Q82(2): The repair time for faults with the connection

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes

(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.

For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Very satisfied	(5) 218 13%	84 12%	48 11%	87 16%	206 13%	218 13%	101 13%	26 12%	27 10%	39 10%	39 14%	39 13%	47 21%
Fairly satisfied	(4) 340 21%	147 22%	75 17%	118 22%	301 19%	340 21%	134 18%	29 13%	47 18%	89 23%	60 22%	68 23%	47 21%
Neither satisfied nor dissatisfied	(3) 266 16%	116 17%	86 19%	63 12%	243 16%	266 16%	113 15%	63 29%zhk	29 11%	83 21%	42 16%	43 14%	5 2%
Fairly dissatisfied	(2) 44 3%	14 2%	20 4%	10 2%	38 2%	44 3%	25 3%	3 2%	3 1%	18 5%	* *	18 6%	* *
Very dissatisfied	(1) 20 1%	10 2%	8 2%	2 *	20 1%	20 1%	5 1%	3 1%	1 1%	10 3%	- -	6 2%	* *
Don't know	45 3%	28 4%	9 2%	9 2%	42 3%	45 3%	14 2%	4 2%	1 *	16 4%	2 1%	18 6%	5 2%
Not applicable / have not experienced this issue	721 44%	274 41%	206 46%	240 45%	694 45%	721 44%	368 48%	89 41%	152 58%zlk	131 34%	128 47%	105 35%	116 53%lk
NET Satisfied	558 34%	231 34%	123 27%	205 39%b	506 33%	558 34%	235 31%	55 25%	74 28%	128 33%	100 37%	107 36%	94 43%
NET Dissatisfied	63 4%	24 4%	28 6%	11 2%	58 4%	63 4%	30 4%	6 3%	5 2%	28 7%jl	* *	24 8%jl	* *
Mean	3.78	3.75	3.57	4.00b	3.79	3.78	3.80	3.58	3.88	3.54	3.97	3.67	4.42
SD	0.95	0.94	1.01	0.85	0.96	0.95	0.95	0.92	0.87	0.99	0.77	1.04	0.61

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 98

Q82(3): The geographic availability of the service (i.e. the breadth of coverage)**Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes****(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.****For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.****Base: All with mobile service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Very satisfied	(5) 677	305	372	635	42	112	170	320	601	19	39	17	609	68
	41%	38%	44%	42%	29%	38%	42%	42%	41%	38%	40%	46%	42%	33%
Fairly satisfied	(4) 685	352	333	615	70	126	160	327	613	22	39	11	593	91
	41%	44%	39%	41%	48%	43%	39%	43%	42%	43%	39%	29%	41%	45%
Neither satisfied nor dissatisfied	(3) 125	47	78	114	11	24	36	47	106	7	6	5	102	23
	8%	6%	9%	8%	8%	8%	9%	6%	7%	15%	6%	13%	7%	11%
Fairly dissatisfied	(2) 96	62	35	85	12	20	27	37	84	1	9	3	84	12
	6%	8%	4%	6%	8%	7%	7%	5%	6%	2%	9%	8%	6%	6%
Very dissatisfied	(1) 49	36	13	39	9	7	5	31	43	1	4	1	40	9
	3%	4%	1%	3%	7%	2%	1%	4%	3%	2%	4%	3%	3%	4%
Don't know	11	1	10	11	*	1	5	5	11	*	*	*	11	*
	1%	*	1%	1%	*	*	1%	1%	1%	1%	*	-	1%	*
Not applicable / have not experienced this issue	11	2	9	9	1	5	2	1	8	-	2	*	10	1
	1%	*	1%	1%	1%	2%	1%	*	1%	-	2%	*	1%	*
NET Satisfied	1362	657	704	1251	111	238	330	647	1214	41	78	28	1203	159
	82%	82%	83%	83%	77%	81%	81%	84%	83%	81%	79%	76%	83%	78%
NET Dissatisfied	145	98	47	124	21	27	32	67	127	2	12	4	123	21
	9%	12%b	6%	8%	15%	9%	8%	9%	9%	4%	12%	11%	9%	10%
Mean	4.13	4.03	4.23	4.16	3.85	4.09	4.16	4.14	4.14	4.14	4.06	4.08	4.15	3.97
SD	0.99	1.07	0.89	0.97	1.13	0.98	0.94	1.01	0.98	0.88	1.08	1.10	0.98	1.04

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 238

Absolutes/col percents

Table 98

Q82(3): The geographic availability of the service (i.e. the breadth of coverage)

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes

(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.

For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Very satisfied	(5) 677	259	162	256	639	677	329	63	115	106	135	112	146
		38%	36%	48%b	41%	41%	43%	29%	44%l	27%	50%gl	38%	66%ZGHK
Fairly satisfied	(4) 685	279	199	207	629	685	286	94	97	166	118	138	72
		41%	44%	39%	41%	41%	38%	43%	37%	43%	43%	47%	32%
Neither satisfied nor dissatisfied	(3) 125	53	33	39	122	125	70	26	22	49	8	17	3
		8%	7%	7%	8%	8%	9%	12%l	9%	13%j	3%	6%	1%
Fairly dissatisfied	(2) 96	50	33	13	82	96	46	13	25	26	8	24	*
		7%	7%	3%	5%	6%	6%	6%	10%l	7%l	3%	8%l	*
Very dissatisfied	(1) 49	21	22	6	48	49	16	11	*	36	1	*	*
		3%	5%	1%	3%	3%	2%	5%	*	9%zhjkl	*	*	*
Don't know	11	8	*	3	11	11	6	5	-	1	2	3	-
		1%	*	1%	1%	1%	1%	2%	-	*	1%	1%	-
Not applicable / have not experienced this issue	11	3	2	6	11	11	6	6	*	2	*	2	*
		*	1%	1%	1%	1%	1%	3%	*	1%	*	1%	*
NET Satisfied	1362	538	362	462	1269	1362	615	157	212	272	253	251	218
		82%l	80%	87%	82%	82%	81%	72%	81%	70%	93%zGI	85%l	99%ZGHK
NET Dissatisfied	145	72	54	19	131	145	62	24	26	62	9	24	*
		9%	11%c	12%c	8%	9%	8%	11%l	10%l	16%jL	3%	8%l	*
Mean	4.13l	4.06	4.00	4.33zaB	4.14	4.13	4.16	3.90	4.16l	3.73	4.40zGI	4.16l	4.65ZGHjK
SD	0.99	1.03	1.08	0.81	0.99	0.99	0.97	1.07	0.95	1.21	0.72	0.86	0.51

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/lj/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 99

QB2(4): The ease of contacting the provider's customer service department**Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes****(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.****For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.****Base: All with mobile service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Very satisfied	(5) 452	228	224	427	25	92	113	185	390	15	33	14	393	59
	27%	28%	26%	28%	17%	31%	28%	24%	27%	30%	34%	37%	27%	29%
Fairly satisfied	(4) 562	285	277	501	60	90	119	306	516	14	25	7	509	53
	34%	35%	33%	33%	42%	31%	29%	40%	35%	27%	26%	19%	35%	26%
Neither satisfied nor dissatisfied	(3) 187	67	120	180	7	23	51	96	170	3	6	8	151	36
	11%	8%	14%	12%	5%	8%	13%	12%	12%	6%	6%	23%	10%	18%
Fairly dissatisfied	(2) 100	58	42	96	4	36	19	34	89	5	5	2	89	11
	6%	7%	5%	6%	3%	12% zfg	5%	4%	6%	10%	5%	4%	6%	5%
Very dissatisfied	(1) 65	39	25	54	10	7	11	39	57	1	6	1	50	15
	4%	5%	3%	4%	7%	2%	3%	5%	4%	2%	6%	1%	3%	7%
Don't know	21	13	8	19	2	1	4	10	16	*	4	1	18	3
	1%	2%	1%	1%	1%	*	1%	1%	1%	1%	4%	2%	1%	1%
Not applicable / have not experienced this issue	268	115	153	232	36	45	87	97	230	12	20	5	240	27
	16%	14%	18%	15%	25%	15%	22%	13%	16%	24%	20%	15%	17%	13%
NET Satisfied	1013	513	500	928	85	181	232	492	905	29	58	20	902	112
	61%	64%	59%	62%	59%	62%	57%	64%	62%	57%	59%	55%	62%	55%
NET Dissatisfied	165	98	67	150	14	43	30	72	146	6	11	2	138	26
	10%	12%	8%	10%	10%	15%	7%	9%	10%	12%	11%	6%	10%	13%
Mean	3.91	3.89	3.92	3.91	3.80	3.90	3.97	3.86	3.90	3.97	3.99	4.02	3.93	3.74
SD	1.09	1.14	1.03	1.08	1.14	1.14	1.04	1.07	1.08	1.12	1.24	1.05	1.06	1.24

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 99

QB2(4): The ease of contacting the provider's customer service department**Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes****(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.****For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.****Base: All with mobile service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Very satisfied (5)	452	191	104	157	423	452	218	18	58	68	80	91	137
	27%G	28%	23%	30%	27%	27%	29%	8%	22%	18%	30%G	31%GI	62%ZGHJK
Fairly satisfied (4)	562	235	148	178	512	562	243	64	105	140	90	125	38
	34%L	35%	33%	34%	33%	34%	32%	29%	40%L	36%L	33%L	42%L	17%
Neither satisfied nor dissatisfied (3)	187	85	56	46	177	187	107	36	25	64	35	14	12
	11%	13%	12%	9%	11%	11%	14%	17%k	10%	17%L	13%	5%	6%
Fairly dissatisfied (2)	100	55	30	15	84	100	45	29	7	20	24	16	4
	6%	8%	7%	3%	5%	6%	6%	14%L	3%	5%	9%	5%	2%
Very dissatisfied (1)	65	23	13	28	65	65	20	13	6	33	11	2	*
	4%	3%	3%	5%	4%	4%	3%	6%	2%	9%L	4%	1%	*
Don't know	21	7	4	9	17	21	14	9	2	3	2	5	-
	1%	1%	1%	2%	1%	1%	2%	4%	1%	1%	1%	2%	-
Not applicable / have not experienced this issue	268	77	95	95	265	268	112	48	58	59	30	44	30
	16%	11%	21%a	18%	17%	16%	15%	22%	22%	15%	11%	15%	13%
NET Satisfied	1013	426	252	335	935	1013	461	82	163	208	171	215	175
	61%G	63%	56%	63%	61%	61%	61%	38%	62%g	54%	63%g	73%GI	79%ZGHJK
NET Dissatisfied	165	77	44	44	148	165	65	42	13	53	35	18	4
	10%L	11%	10%	8%	10%	10%	9%	19%L	5%	14%L	13%L	6%	2%
Mean	3.91I	3.88	3.85	3.99	3.91	3.91	3.94	3.28	4.01I	3.58	3.86	4.15I	4.60ZHIJK
SD	1.09	1.08	1.06	1.11	1.09	1.09	1.04	1.13	0.90	1.18	1.12	0.86	0.72

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 100

Q82(5): The quality of the service provided by the provider's customer service staff**Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes****(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.****For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.****Base: All with mobile service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Very satisfied	(5) 515	243	272	479	36	99	130	212	441	18	38	19	452	63
	31%	30%	32%	32%	25%	34%	32%	28%	30%	35%	38%	51%	31%	31%
Fairly satisfied	(4) 613	325	288	561	52	107	146	312	565	17	21	10	558	55
	37%	40%	34%	37%	36%	36%	36%	41%	39%	34%	22%	26%	39%	27%
Neither satisfied nor dissatisfied	(3) 152	46	106	147	5	17	35	83	135	6	8	3	113	39
	9%	6%	12%	10%	4%	6%	9%	11%	9%	11%	8%	8%	8%	19%L
Fairly dissatisfied	(2) 67	24	44	58	9	23	5	33	61	1	4	1	64	3
	4%	3%	5%	4%	6%	8%	1%	4%	4%	3%	5%	2%	4%	2%
Very dissatisfied	(1) 34	29	5	28	6	2	13	14	29	*	3	1	22	12
	2%	4%	1%	2%	4%	1%	3%	2%	2%	1%	3%	2%	2%	6%L
Don't know	18	10	8	17	1	1	4	9	13	1	3	1	13	4
	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	3%	2%	1%	2%
Not applicable / have not experienced this issue	254	128	125	218	35	46	72	104	222	8	20	3	226	28
	15%	16%	15%	14%	24%	16%	18%	14%	15%	16%	21%	9%	16%	14%
NET Satisfied	1128	568	560	1040	88	206	276	524	1006	35	59	28	1010	118
	68%	71%	66%	69%	61%	70%	68%	68%	69%	69%	60%	77%	70%	58%
NET Dissatisfied	101	53	49	86	15	25	18	47	90	2	8	2	86	15
	6%	7%	6%	6%	10%	8%	4%	6%	6%	3%	8%	4%	6%	7%
Mean	4.09	4.09	4.09	4.10	3.96	4.12	4.14	4.03	4.08	4.20	4.14	4.36	4.12	3.90
SD	0.94	0.98	0.91	0.93	1.11	0.95	0.95	0.92	0.94	0.86	1.12	0.94	0.91	1.13

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 100

Q82(5): The quality of the service provided by the provider's customer service staff**Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes****(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.****For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.****Base: All with mobile service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Very satisfied (5)	515	219	115	181	477	515	256	26	78	91	91	96	134
	31%g	33%	25%	34%	31%	31%	34%	12%	30%g	23%	33%g	33%g	60%ZGHJK
Fairly satisfied (4)	613	250	178	185	566	613	264	86	110	130	103	124	61
	37%	37%	40%	35%	37%	37%	35%	40%	42%	34%	38%	42%	28%
Neither satisfied nor dissatisfied (3)	152	74	45	33	150	152	87	31	20	60	23	15	2
	9%L	11%	10%	6%	10%	9%	12%	14%L	8%	16%L	8%	5%	1%
Fairly dissatisfied (2)	67	30	16	21	49	67	37	17	2	29	3	15	1
	4%	5%	3%	4%	3%	4%	5%	8%L	1%	7%L	1%	5%	*
Very dissatisfied (1)	34	10	8	16	34	34	8	7	6	19	1	*	*
	2%	1%	2%	3%	2%	2%	1%	3%	2%	5%L	*	*	*
Don't know	18	5	4	9	15	18	13	6	2	3	1	6	-
	1%	1%	1%	2%	1%	1%	2%	3%	1%	1%	*	2%	-
Not applicable / have not experienced this issue	254	85	85	83	251	254	95	43	42	54	50	41	24
	15%	13%	19%	16%	16%	15%	12%	20%	16%	14%	18%	14%	11%
NET Satisfied	1128	469	293	366	1043	1128	519	112	188	221	194	220	194
	68%g	70%	65%	69%	68%	68%	68%	52%	72%g	57%	71%g	74%g	88%ZGHJK
NET Dissatisfied	101	40	24	37	83	101	45	24	9	48	4	15	1
	6%	6%	5%	7%	5%	6%	6%	11%L	3%	12%L	1%	5%	*
Mean	4.09I	4.09	4.04	4.13	4.10	4.09	4.11	3.63	4.16I	3.74	4.27I	4.20I	4.66ZHIJK
SD	0.94	0.93	0.90	1.00	0.94	0.94	0.92	1.01	0.86	1.13	0.73	0.81	0.53

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 101

Q82(6): The value for money of the service provided

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes

(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.

For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Very satisfied	(5) 584	260	324	539	45	108	155	253	516	20	33	14	518	66
	35%	32%	38%	36%	31%	37%	38%	33%	35%	40%	33%	38%	36%	32%
Fairly satisfied	(4) 736	379	357	673	63	135	156	365	656	22	44	14	649	87
	45%	47%	42%	45%	44%	46%	38%	48%	45%	43%	45%	38%	45%	43%
Neither satisfied nor dissatisfied	(3) 216	93	123	201	15	31	52	113	197	6	10	3	180	36
	13%	11%	15%	13%	10%	11%	13%	15%	13%	13%	10%	8%	12%	18%
Fairly dissatisfied	(2) 75	46	30	70	5	8	29	26	64	1	6	4	64	11
	5%	6%	3%	5%	4%	3%	7%	3%	4%	3%	6%	11%	4%	6%
Very dissatisfied	(1) 28	21	7	15	14	9	9	6	24	1	3	1	26	3
	2%	3%	1%	1%	10%	3%	2%	1%	2%	1%	3%	3%	2%	1%
Don't know	5	2	3	4	1	*	3	*	4	*	*	1	4	1
	*	*	*	*	1%	*	1%	*	*	*	*	2%	*	1%
Not applicable / have not experienced this issue	8	4	5	7	1	1	1	4	6	-	2	*	8	-
	1%	*	1%	*	1%	*	*	1%	*	-	2%	*	1%	-
NET Satisfied	1320	639	681	1212	108	243	311	618	1172	42	77	28	1168	152
	80%	79%	80%	80%	75%	83%	77%	81%	80%	83%	79%	76%	81%	75%
NET Dissatisfied	104	67	37	85	19	18	37	32	87	2	9	5	89	14
	6%	8%	4%	6%	13%	6%	9%	4%	6%	4%	9%	13%	6%	7%
Mean	4.08	4.02	4.14	4.10	3.84	4.11	4.05	4.09	4.08	4.18	4.02	4.01	4.09	3.99
SD	0.91	0.95	0.86	0.87	1.19	0.93	1.00	0.82	0.90	0.86	1.00	1.09	0.90	0.92

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 101

Q82(6): The value for money of the service provided

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes

(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.

For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Very satisfied (5)	584	214	171	199	531	584	240	39	89	101	108	104	142
	35%g	32%	38%	38%	34%	35%	32%	18%	34%	26%	40%g	35%g	64%ZGHUK
Fairly satisfied (4)	736	311	191	234	706	736	336	102	117	167	122	157	72
	45%	46%	42%	44%	46%	45%	44%	47%	45%	43%	45%	53%h	32%
Neither satisfied nor dissatisfied (3)	216	94	59	63	198	216	121	52	52	81	8	21	3
	13%h	14%	13%	12%	13%	13%	16%	24%zJKL	20%zJKL	21%zJKL	3%	7%	2%
Fairly dissatisfied (2)	75	40	13	22	67	75	49	17	2	19	31	7	*
	5%	6%	3%	4%	4%	5%	6%	8%h	1%	5%	11%zhh	2%	*
Very dissatisfied (1)	28	8	15	6	28	28	7	7	*	16	3	2	*
	2%	1%	3%	1%	2%	2%	1%	3%	*	4%	1%	1%	*
Don't know	5	3	1	1	4	5	2	-	-	1	1	3	*
	*	*	*	*	*	*	*	-	-	*	*	1%	*
Not applicable / have not experienced this issue	8	3	2	3	8	8	5	-	-	2	*	3	3
	1%	*	1%	1%	1%	1%	1%	-	-	*	*	1%	1%
NET Satisfied	1320	525	361	433	1237	1320	576	141	206	268	230	261	214
	80%g	78%	80%	82%	80%	80%	76%	65%	79%	69%	85%g	88%G	97%ZGHU
NET Dissatisfied	104	48	28	28	95	104	55	24	3	35	34	8	*
	6%h	7%	6%	5%	6%	6%	7%	11%h	1%	9%h	12%hkl	3%	*
Mean	4.08G	4.03	4.09	4.14	4.07	4.08	4.00	3.69	4.12g	3.83	4.11g	4.22G	4.63ZGHUK
SD	0.91	0.90	0.96	0.87	0.90	0.91	0.90	0.96	0.76	1.01	0.98	0.73	0.53

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 102

QB2(7): The level of compensation provided by the provider when something goes wrong**Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes****(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.****For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.****Base: All with mobile service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Very satisfied	(5) 128	49	79	119	9	28	39	36	103	6	13	6	110	18
	8%	6%	9%	8%	6%	10%	10%	5%	7%	12%	13%	17%	8%	9%
Fairly satisfied	(4) 219	109	110	208	12	32	54	116	202	7	6	4	191	29
	13%	14%	13%	14%	8%	11%	13%	15%	14%	14%	7%	10%	13%	14%
Neither satisfied nor dissatisfied	(3) 254	105	149	221	33	44	66	113	223	12	17	2	227	27
	15%	13%	18%	15%	23%	15%	16%	15%	15%	23%	17%	6%	16%	13%
Fairly dissatisfied	(2) 62	29	33	59	3	14	7	31	52	*	7	2	57	5
	4%	4%	4%	4%	2%	5%	2%	4%	4%	1%	7%	4%	4%	2%
Very dissatisfied	(1) 32	15	17	30	2	8	12	4	25	1	5	2	28	4
	2%	2%	2%	2%	1%	3%	3%	1%	2%	1%	5%	4%	2%	2%
Don't know	67	35	32	54	13	1	20	40	61	3	2	*	57	10
	4%	4%	4%	4%	9%	*	5%	5%	4%	6%	2%	1%	4%	5%
Not applicable / have not experienced this issue	892	464	428	818	74	166	208	427	800	22	48	21	781	111
	54%	58%	50%	54%	51%	57%	51%	56%	55%	43%	49%	57%	54%	54%
NET Satisfied	347	158	190	327	21	60	93	152	305	14	19	10	301	47
	21%	20%	22%	22%	14%	20%	23%	20%	21%	27%	19%	27%	21%	23%
NET Dissatisfied	93	44	50	89	5	23	19	35	77	1	12	3	84	9
	6%	5%	6%	6%	3%	8%	5%	5%	5%	2%	12%th	9%	6%	4%
Mean	3.50	3.48	3.52	3.51	3.40	3.45	3.56	3.49	3.50	3.72	3.30	3.73	3.49	3.62
SD	1.04	1.03	1.04	1.04	0.94	1.15	1.09	0.89	1.01	0.93	1.29	1.41	1.03	1.05

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 102

Q82(7): The level of compensation provided by the provider when something goes wrong

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes

(whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience.

For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Very satisfied	(5) 128	53	31	44	123	128	56	5	10	30	21	30	33
	8%	8%	7%	8%	8%	8%	7%	2%	4%	8%	8%	10%	15% ^{gh}
Fairly satisfied	(4) 219	89	61	70	190	219	97	22	32	51	40	46	28
	13%	13%	13%	13%	12%	13%	13%	10%	12%	13%	15%	15%	13%
Neither satisfied nor dissatisfied	(3) 254	79	84	91	246	254	105	28	32	86	38	57	13
	15%	12%	19%	17%	16%	15%	14%	13%	12%	22% ^h	14%	19% ^h	6%
Fairly dissatisfied	(2) 62	19	31	11	61	62	35	17	10	26	5	3	*
	4%	3%	7%	2%	4%	4%	5%	8% ^h	4%	7% ^h	2%	1%	*
Very dissatisfied	(1) 32	9	12	11	30	32	15	13	1	14	*	2	1
	2%	1%	3%	2%	2%	2%	2%	6%	*	4%	*	1%	1%
Don't know	67	41	9	17	63	67	36	14	5	26	6	10	6
	4%	6%	2%	3%	4%	4%	5%	6%	2%	7%	2%	3%	3%
Not applicable / have not experienced this issue	892	384	224	284	830	892	416	118	171	154	161	149	139
	54% ^h	57%	50%	54%	54%	54%	55%	54%	66% ^h	40%	59% ^h	50%	63% ^h
NET Satisfied	347	142	92	114	314	347	153	27	41	81	62	75	61
	21%	21%	20%	22%	20%	21%	20%	13%	16%	21%	23%	25%	28%
NET Dissatisfied	93	28	43	22	91	93	50	30	11	40	5	5	2
	6%	4%	10%	4%	6%	6%	7%	14% ^h ^{kl}	4%	10% ^h ^{kl}	2%	2%	1%
Mean	3.50	3.63	3.31	3.55	3.49	3.50	3.47	2.87	3.46	3.27	3.74	3.72	4.19
SD	1.04	1.02	1.06	1.01	1.05	1.04	1.06	1.14	0.90	1.08	0.85	0.88	0.87

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 247

Absolutes/col percents

Table 103

Q82: SUMMARY TABLE - VERY SATISFIED

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
414	161	278	375	38	93	111	150	339	46	63	26	338	108
647	260	387	597	51	113	171	283	566	25	38	17	574	74
39%	32%	46%A	40%	35%	38%	42%	37%	39%	50%	39%	46%	40%	36%
218	88	130	207	11	27	59	99	184	11	15	7	195	23
13%	11%	15%	14%	8%	9%	15%	13%	13%	21%	16%	20%	13%	11%
677	305	372	635	42	112	170	320	601	19	39	17	609	68
41%	38%	44%	42%	29%	38%	42%	42%	41%	38%	40%	46%	42%	33%
452	228	224	427	25	92	113	185	390	15	33	14	393	59
27%	28%	26%	28%	17%	31%	28%	24%	27%	30%	34%	37%	27%	29%
515	243	272	479	36	99	130	212	441	18	38	19	452	63
31%	30%	32%	32%	25%	34%	32%	28%	30%	35%	38%	51%	31%	31%
584	260	324	539	45	108	155	253	516	20	33	14	518	66
35%	32%	38%	36%	31%	37%	38%	33%	35%	40%	33%	38%	36%	32%
128	49	79	119	9	28	39	36	103	6	13	6	110	18
8%	6%	9%	8%	6%	10%	10%	5%	7%	12%	13%	17%	8%	9%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 103

Q82: SUMMARY TABLE - VERY SATISFIED

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
The reliability of the reception or signal strength	647 39%	247 37%	151 34%	249 47%b	622 40%	647 39%	309 41%	62 29%	107 41%	120 31%	126 46%	103 35%	130 59%ZGik
The repair time for faults with the connection	218 13%	84 12%	48 11%	87 16%	206 13%	218 13%	101 13%	26 12%	27 10%	39 10%	39 14%	39 13%	47 21%l
The geographic availability of the service (i.e. the breadth of coverage)	677 41%a	259 38%	162 36%	256 48%b	639 41%	677 41%	329 43%	63 29%	115 44%l	106 27%	135 50%gl	112 38%	146 66%ZGHW
The ease of contacting the provider's customer service department	452 27%ghl	191 28%	104 23%	157 30%	423 27%	452 27%	218 29%	18 8%	58 22%	68 18%	80 30%G	91 31%Gi	137 62%ZGHUk
The quality of the service provided by the provider's customer service staff	515 31%G	219 33%	115 25%	181 34%	477 31%	515 31%	256 34%	26 12%	78 30%g	91 23%	91 33%G	96 33%G	134 60%ZGHUk
The value for money of the service provided	584 35%g	214 32%	171 38%	199 38%	531 34%	584 35%	240 32%	39 18%	89 34%	101 26%	108 40%g	104 35%g	142 64%ZGHUk
The level of compensation provided by the provider when something goes wrong	128 8%	53 8%	31 7%	44 8%	123 8%	128 8%	56 7%	5 2%	10 4%	30 8%	21 8%	30 10%	33 15%gh

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 249

Absolutes/col percents

Table 104

QB2: SUMMARY TABLE - NET SATISFIED

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
414	161	278	375	38	93	111	150	339	46	63	26	338	108
1294	605	689	1176	118	238	321	592	1150	42	73	28	1153	141
78%nm	75%	81%	78%	81%	81%	79%	77%	78%	83%	74%	76%	80%nm	69%
558	280	278	534	25	73	137	283	492	20	33	13	490	68
34%	35%	33%	35%	17%	25%	34%	37%	34%	40%	34%	34%	34%	33%
1362	657	704	1251	111	238	330	647	1214	41	78	28	1203	159
82%	82%	83%	83%	77%	81%	81%	84%	83%	81%	79%	76%	83%	78%
1013	513	500	928	85	181	232	492	905	29	58	20	902	112
61%	64%	59%	62%	59%	62%	57%	64%	62%	57%	59%	55%	62%	55%
1128	568	560	1040	88	206	276	524	1006	35	59	28	1010	118
68%nm	71%	66%	69%	61%	70%	68%	68%	69%	69%	60%	77%	70%nm	58%
1320	639	681	1212	108	243	311	618	1172	42	77	28	1168	152
80%	79%	80%	80%	75%	83%	77%	81%	83%	80%	79%	76%	81%	75%
347	158	190	327	21	60	93	152	305	14	19	10	301	47
21%	20%	22%	22%	14%	20%	23%	20%	21%	27%	19%	27%	21%	23%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 104

Q82: SUMMARY TABLE - NET SATISFIED

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
The reliability of the reception or signal strength	1294	505	344	445	1199	1294	587	134	204	256	248	245	208
	78% ^{gl}	75%	76%	84%		78%	77%	62%	78%	66%	91% ^{zGl} 83% ^{gl} 94% ^{zGhkl}		
The repair time for faults with the connection	558	231	123	205	506	558	235	55	74	128	100	107	94
	34%	34%	27%	39% ^b	33%	34%	31%	25%	28%	33%	37%	36%	43%
The geographic availability of the service (i.e. the breadth of coverage)	1362	538	362	462	1269	1362	615	157	212	272	253	251	218
	82% ^{gl}	80%	80%	87%	82%	82%	81%	72%	81%	70%	93% ^{zGl} 85% ^{gl} 99% ^{zGHkl}		
The ease of contacting the provider's customer service department	1013	426	252	335	935	1013	461	82	163	208	171	215	175
	61% ^{gl}	63%	56%	63%	61%	61%	61%	38%	62% ^{gl}	54%	63% ^{gl} 73% ^{Gl} 79% ^{zGHl}		
The quality of the service provided by the provider's customer service staff	1128	469	293	366	1043	1128	519	112	188	221	194	220	194
	68% ^{gl}	70%	65%	69%	68%	68%	68%	52%	72% ^{gl}	57%	71% ^{gl} 74% ^{gl} 86% ^{zGHljk}		
The value for money of the service provided	1320	525	361	433	1237	1320	576	141	206	268	230	261	214
	80% ^{gl}	78%	80%	82%		80%	76%	65%	79%	69%	85% ^{gl} 88% ^{Gl} 97% ^{zGHl}		
The level of compensation provided by the provider when something goes wrong	347	142	92	114	314	347	153	27	41	81	62	75	61
	21%	21%	20%	22%	20%	21%	20%	13%	16%	21%	23%	25%	28%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 251

Absolutes/col percents

Table 105

Q82: SUMMARY TABLE - VERY DISSATISFIED

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
The reliability of the reception or signal strength	67 4%b	59 7%b	8 1%	58 4%	8 6%	10 4%	21 5%	26 3%	57 4%	1 2%	7 7%	2 4%	42 3%	25 12%zL
The repair time for faults with the connection	20 1%	17 2%	3 *	14 1%	5 4%	7 2%	10 3%	1 *	18 1%	1 2%	* *	- -	18 1%	2 1%
The geographic availability of the service (i.e. the breadth of coverage)	49 3%	36 4%	13 1%	39 3%	9 7%	7 2%	5 1%	31 4%	43 3%	1 2%	4 4%	1 3%	40 3%	9 4%
The ease of contacting the provider's customer service department	65 4%	39 5%	25 3%	54 4%	10 7%	7 2%	11 3%	39 5%	57 4%	1 2%	6 6%	1 1%	50 3%	15 7%
The quality of the service provided by the provider's customer service staff	34 2%	29 4%b	5 1%	28 2%	6 4%	2 1%	13 3%	14 2%	29 2%	* 1%	3 3%	1 2%	22 2%	12 6%zL
The value for money of the service provided	28 2%	21 3%	7 1%	15 1%	14 10%	9 3%	9 2%	6 1%	24 2%	1 1%	3 3%	1 3%	26 2%	3 1%
The level of compensation provided by the provider when something goes wrong	32 2%	15 2%	17 2%	30 2%	2 1%	8 3%	12 3%	4 1%	25 2%	1 1%	5 5%	2 4%	28 2%	4 2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 252

Absolutes/col percents

Table 105

Q82: SUMMARY TABLE - VERY DISSATISFIED

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
The reliability of the reception or signal strength	67 4%	29 4%	18 4%	20 4%	66 4%	67 4%	37 5%	10 4%	18 7%	23 6%	11 4%	2 1%	3 1%
The repair time for faults with the connection	20 1%	10 2%	8 2%	2 *	20 1%	20 1%	5 1%	3 1%	1 1%	10 3%	- -	6 2%	* *
The geographic availability of the service (i.e. the breadth of coverage)	49 3%	21 3%	22 5%	6 1%	48 3%	49 3%	16 2%	11 5%	* *	36 9%z/h/k	1 *	* *	* *
The ease of contacting the provider's customer service department	65 4%	23 3%	13 3%	28 5%	65 4%	65 4%	20 3%	13 6%	6 2%	33 9%z/h/l	11 4%	2 1%	* *
The quality of the service provided by the provider's customer service staff	34 2%	10 1%	8 2%	16 3%	34 2%	34 2%	8 1%	7 3%	6 2%	19 5%z/h	1 *	* *	* *
The value for money of the service provided	28 2%	8 1%	15 3%	6 1%	28 2%	28 2%	7 1%	7 3%	* *	16 4%	3 1%	2 1%	* *
The level of compensation provided by the provider when something goes wrong	32 2%	9 1%	12 3%	11 2%	30 2%	32 2%	15 2%	13 6%	1 *	14 4%	* *	2 1%	1 1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 253

Absolutes/col percents

Table 106

Q82: SUMMARY TABLE - NET DISSATISFIED

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
The reliability of the reception or signal strength	189	142	46	171	17	32	45	92	168	4	11	6	149	40
	11% a	16% a b	5%	11%	12%	11%	11%	12%	11%	7%	11%	15%	10%	19% a L
The repair time for faults with the connection	63	38	25	54	9	15	21	19	55	1	5	2	54	9
	4%	5%	3%	4%	6%	5%	5%	2%	4%	3%	5%	5%	4%	4%
The geographic availability of the service (i.e. the breadth of coverage)	145	98	47	124	21	27	32	67	127	2	12	4	123	21
	9%	12% b	6%	8%	15%	9%	8%	9%	9%	4%	12%	11%	9%	10%
The ease of contacting the provider's customer service department	165	98	67	150	14	43	30	72	146	6	11	2	138	26
	10%	12%	8%	10%	10%	15%	7%	9%	10%	12%	11%	6%	10%	13%
The quality of the service provided by the provider's customer service staff	101	53	49	86	15	25	18	47	90	2	8	2	86	15
	6%	7%	6%	6%	10%	8%	4%	6%	6%	3%	8%	4%	6%	7%
The value for money of the service provided	104	67	37	85	19	18	37	32	87	2	9	5	89	14
	6%	8%	4%	6%	13%	6%	9%	4%	6%	4%	9%	13%	6%	7%
The level of compensation provided by the provider when something goes wrong	93	44	50	89	5	23	19	35	77	1	12	3	84	9
	6%	5%	6%	6%	3%	8%	5%	5%	5%	2%	12% a h	9%	6%	4%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 254

Absolutes/col percents

Table 106

Q82: SUMMARY TABLE - NET DISSATISFIED

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
The reliability of the reception or signal strength	189 11%	91 14%	56 12%	42 8%	180 12%	189 11%	89 12%	34 16%	23 9%	81 21%	21 8%	24 8%	5 2%
The repair time for faults with the connection	63 4%	24 4%	28 6%	11 2%	58 4%	63 4%	30 4%	6 3%	5 2%	28 7%	* *	24 8%	* *
The geographic availability of the service (i.e. the breadth of coverage)	145 9%	72 11%	54 12%	19 4%	131 8%	145 9%	62 8%	24 11%	26 10%	62 16%	9 3%	24 8%	* *
The ease of contacting the provider's customer service department	165 10%	77 11%	44 10%	44 8%	148 10%	165 10%	65 9%	42 19%	13 5%	53 14%	35 13%	18 6%	4 2%
The quality of the service provided by the provider's customer service staff	101 6%	40 6%	24 5%	37 7%	83 5%	101 6%	45 6%	24 11%	9 3%	48 12%	4 1%	15 5%	1 *
The value for money of the service provided	104 6%	48 7%	28 6%	28 5%	95 6%	104 6%	55 7%	24 11%	3 1%	35 9%	34 12%	8 3%	* *
The level of compensation provided by the provider when something goes wrong	93 6%	28 4%	43 10%	22 4%	91 6%	93 6%	50 7%	30 14%	11 4%	40 10%	5 2%	5 2%	2 1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 255

Absolutes/col percents

Table 107

QB2: SUMMARY TABLE

Thinking specifically about the mobile phones (including smartphones) that you or staff at your organisation use for business purposes (whether or not your organisation pays for or contributes towards them), the following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your organisation's mobile phone service, using the following scale.

Base: All with mobile service

		The reliability of the reception or signal strength	The repair time for faults with the connection	The geographic availability of the service (i.e. the breadth of coverage)	The ease of contacting the provider's customer service department	The quality of the service provided by the provider's customer service staff	The value for money of the service provided	The level of compensation provided by the provider when something goes wrong
Unweighted base		1474	1474	1474	1474	1474	1474	1474
Base		1653	1653	1653	1653	1653	1653	1653
Effective base		414	414	414	414	414	414	414
Very satisfied	(5)	647 39%	218 13%	677 41%	452 27%	515 31%	584 35%	128 8%
Fairly satisfied	(4)	647 39%	340 21%	685 41%	562 34%	613 37%	736 45%	219 13%
Neither satisfied nor dissatisfied	(3)	159 10%	266 16%	125 8%	187 11%	152 9%	216 13%	254 15%
Fairly dissatisfied	(2)	122 7%	44 3%	96 6%	100 6%	67 4%	75 5%	62 4%
Very dissatisfied	(1)	67 4%	20 1%	49 3%	65 4%	34 2%	28 2%	32 2%
Don't know		6 *	45 3%	11 1%	21 1%	18 1%	5 *	67 4%
Not applicable / have not experienced this issue		6 *	721 44%	11 1%	268 16%	254 15%	8 1%	892 54%
NET Satisfied		1294 78%	558 34%	1362 82%	1013 61%	1128 68%	1320 80%	347 21%
NET Dissatisfied		189 11%	63 4%	145 9%	165 10%	101 6%	104 6%	93 6%
Mean		4.03	3.78	4.13	3.91	4.09	4.08	3.50
SD		1.07	0.95	0.99	1.09	0.94	0.91	1.04

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 108

QB3: What, if any, issues or problems has your organisation encountered with your mobile phone service in the last 12 months?

Absolutes/col percents

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Poor mobile coverage	188	83	105	160	28	28	44	94	166	3	13	6	161	27
	11%	10%	12%	11%	19%	10%	11%	12%	11%	6%	13%	16%	11%	13%
Poor mobile internet coverage	118	34	84	107	11	25	31	43	99	3	13	3	100	18
	7%	4%	10%a	7%	8%	8%	8%	6%	7%	6%	13%	7%	7%	9%
Calls dropping out when making a voice call	113	35	78	104	10	24	23	57	104	2	4	3	95	18
	7%	4%	9%	7%	7%	8%	6%	7%	7%	4%	5%	8%	7%	9%
Slow speeds connecting to/ when connected to internet	71	19	52	60	12	10	12	39	61	1	8	1	61	10
	4%	2%	6%	4%	8%	3%	3%	5%	4%	2%	8%	2%	4%	5%
Unable to connect to Wi-Fi	68	3	66	50	19	9	22	25	56	1	11	1	57	12
	4%a	*	8%a	3%	13%	3%	5%	3%	4%	2%	11%aH	2%	4%	6%
Delays in receiving texts/ messages	51	5	46	50	1	12	14	18	44	2	4	1	43	9
	3%	1%	5%A	3%	1%	4%	4%	2%	3%	5%	4%	2%	3%	4%
Unsolicited/nuisance or silent calls	48	1	46	36	11	3	8	28	39	1	7	-	39	9
	3%a	*	5%A	2%	8%	1%	2%	4%	3%	2%	7%	-	3%	4%
Poor customer service	43	7	36	31	12	5	10	22	36	*	5	1	36	7
	3%	1%	4%a	2%	8%	2%	3%	3%	2%	1%	5%	2%	2%	4%
Slow upload speeds	42	2	40	31	11	8	8	18	34	1	7	*	37	5
	3%	*	5%A	2%	8%	3%	2%	2%	2%	2%	7%h	1%	3%	3%
Poor voice quality	42	10	32	39	3	8	16	12	37	1	3	2	34	8
	3%	1%	4%	3%	2%	3%	4%	2%	2%	1%	3%	5%	2%	4%
Increased charges	35	1	33	27	7	3	8	16	28	-	7	*	31	4
	2%	*	4%A	2%	5%	1%	2%	2%	2%	-	7%aH	1%	2%	2%
Unable to send texts/ messages	35	4	31	35	*	6	6	21	33	1	1	*	27	8
	2%	*	4%a	2%	*	2%	1%	3%	2%	1%	1%	1%	2%	4%
Unexpected additional charges	28	9	18	27	*	9	*	16	25	-	2	*	27	*
	2%	1%	2%	2%	*	3%	*	2%	2%	-	2%	*	2%	*
Lack of provider support/assistance outside typical office hours	18	2	15	16	2	3	1	12	16	*	1	*	15	3
	1%	*	2%	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%
Unable to download documents / pictures	13	3	10	11	2	5	2	5	12	*	-	*	11	2
	1%	*	1%	1%	1%	2%	*	1%	1%	1%	-	*	1%	1%
Mis-selling (service received was not what was sold originally)	10	1	8	10	*	*	2	7	9	*	1	*	7	3
	1%	*	1%	1%	*	*	*	1%	1%	*	1%	*	*	1%
Terms and conditions (e.g. those you were not aware of)	6	3	3	6	*	4	*	2	6	-	-	*	6	*
	*	*	*	*	*	1%	*	*	*	-	-	*	*	*

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 257

Table 108

QB3: What, if any, issues or problems has your organisation encountered with your mobile phone service in the last 12 months?

Absolutes/col percents

Base: All with mobile service

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
45	26	19	43	3	5	16	16	37	1	4	3	33	12
3%	3%	2%	3%	2%	2%	4%	2%	2%	3%	4%	8%	2%	6%
1218	646	572	1129	89	217	298	574	1089	42	62	25	1076	142
74%	80%B	67%	75%	62%	74%	73%	75%	74%	82% <i>j</i>	63%	68%	74%	70%
435	159	276	379	56	77	107	194	378	9	36	12	373	62
26%	20%	33%A	25%	38%	26%	27%	25%	26%	18%	37% <i>l</i>	32%	26%	30%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE.
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 108

QB3: What, if any, issues or problems has your organisation encountered with your mobile phone service in the last 12 months?

Absolutes/col percents

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Poor mobile coverage	188	104	57	27	179	188	95	46	26	59	20	30	7
	11% ^d	15% ^c	13% ^c	5%	12%	11%	12%	21% ^{z,j,l}	10%	15% ⁱ	7%	10%	3%
Poor mobile internet coverage	118	63	24	31	115	118	57	39	12	23	12	23	9
	7%	9%	5%	6%	7%	7%	7%	18% ^{z,h,j}	4%	6%	4%	8%	4%
Calls dropping out when making a voice call	113	52	29	32	111	113	69	33	17	45	10	7	2
	7%	8%	6%	6%	7%	7%	9%	15% ^{z,j,k,l}	7%	12% ^{k,l}	4%	2%	1%
Slow speeds connecting to/ when connected to internet	71	36	21	14	69	71	38	29	7	19	5	10	2
	4%	5%	5%	3%	4%	4%	5%	15% ^{z,h,j}	3%	5%	2%	3%	1%
Unable to connect to Wi- Fi	68	34	18	16	68	68	45	18	1	36	4	9	*
	4%	5%	4%	3%	4%	4%	6%	8% ^{h,l}	*	9% ^{z,h,j}	1%	3%	*
Delays in receiving texts/ messages	51	24	15	12	49	51	37	16	6	12	5	7	4
	3%	4%	3%	2%	3%	3%	5%	8%	2%	3%	2%	2%	2%
Unsolicited/nuisance or silent calls	48	20	18	10	47	48	23	11	9	12	6	9	1
	3%	3%	4%	2%	3%	3%	3%	5%	4%	3%	2%	3%	*
Poor customer service	43	21	11	11	35	43	31	5	1	22	5	10	*
	3%	3%	2%	2%	2%	3%	4%	2%	1%	6%	2%	3%	*
Slow upload speeds	42	13	17	12	42	42	21	10	1	16	2	11	1
	3%	2%	4%	2%	3%	3%	3%	5%	*	4%	1%	4%	*
Poor voice quality	42	15	16	10	41	42	27	17	2	16	3	2	*
	3%	2%	4%	2%	3%	3%	4%	8% ^{z,k,l}	1%	4%	1%	1%	*
Increased charges	35	16	7	12	35	35	28	9	*	11	7	8	*
	2%	2%	1%	2%	2%	2%	4%	4%	*	3%	3%	3%	*
Unable to send texts/ messages	35	22	12	1	34	35	12	6	7	10	8	2	2
	2%	3%	3%	*	2%	2%	2%	3%	3%	2%	3%	1%	1%
Unexpected additional charges	28	11	2	15	16	28	9	5	1	7	8	5	1
	2%	2%	*	3%	1%	2%	1%	3%	*	2%	3%	2%	1%
Lack of provider support/assistance outside typical office hours	18	13	2	3	18	18	7	6	*	4	8	*	*
	1%	2%	*	1%	1%	1%	1%	3%	*	1%	3%	*	*
Unable to download documents / pictures	13	4	4	4	11	13	9	4	1	4	2	1	*
	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	*	*
Mis-selling (service received was not what was sold originally)	10	9	1	1	10	10	5	2	2	6	-	*	-
	1%	1%	*	*	1%	1%	1%	1%	1%	1%	-	*	-

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 108

QB3: What, if any, issues or problems has your organisation encountered with your mobile phone service in the last 12 months?**Base: All with mobile service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Terms and conditions (e.g. those you were not aware of)	6 *	4 1%	2 *	* *	5 *	6 *	4 *	2 1%	3 1%	1 *	* *	* *	- -
Other (please type in)	45 3%	20 3%	14 3%	11 2%	43 3%	45 3%	23 3%	5 2%	12 4%	15 4%	3 1%	9 3%	1 1%
No issues experienced in the last 12 months	1218 74% q	483 72%	330 73%	405 77%	1136 74%	1218 74%	545 72%	129 59%	193 74%	239 62%	235 86% qGI	218 74%	204 92% ZGHM
NET Experienced any issue	435 26% IL	190 28%	122 27%	123 23%	407 26%	435 26%	215 28%	88 41% qIL	67 26% I	148 38% qIL	37 14%	78 26% L	17 8%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 260

Table 109

QB4: And on a scale of 1 to 10 where 1 denotes "No impact at all" and 10 denotes "Very great impact", to what extent did this/these problem(s) with your mobile service have an impact your business?

Base: All experiencing any problems with their mobile service

Absolutes/col percents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	483	125	358	402	81	105	107	158	370	32	47	34	373	110
Base	435	159**	276	379	56**	77**	107*	194*	378	9**	36**	12**	373	62**
Effective base	127	33	104	112	15	26	41	42	101	15	21	12	101	36
1 No impact at all	39	19	20	36	2	15	7	14	36	*	2	*	37	1
	9%	12%	7%	10%	4%	19%	7%	7%	10%	*	7%	1%	10%	2%
2	39	8	31	35	4	7	12	14	33	1	5	-	31	9
	9%	5%	11%	9%	7%	9%	11%	7%	9%	14%	15%	-	8%	14%
3	62	31	31	61	1	4	13	38	56	1	5	*	57	5
	14%	20%	11%	16%	2%	6%	12%	20%	15%	13%	15%	2%	15%	8%
4	21	8	12	18	3	*	8	10	17	1	2	*	20	*
	5%	5%	5%	5%	5%	*	7%	5%	5%	13%	5%	1%	5%	*
5	44	20	23	39	4	8	9	17	35	2	5	2	35	8
	10%	13%	8%	10%	8%	11%	9%	9%	9%	23%	13%	17%	9%	14%
6	46	11	36	41	5	8	9	18	35	2	9	-	42	5
	11%	7%	13%	11%	9%	10%	8%	9%	9%	22%	26%	-	11%	8%
7	58	15	42	51	7	13	20	23	56	1	1	*	46	12
	13%	10%	15%	14%	12%	16%	19%	12%	15%	6%	4%	3%	12%	19%
8	79	22	57	61	18	14	13	41	69	*	4	6	71	8
	18%	14%	20%	16%	32%	19%	12%	21%	18%	1%	12%	46%	19%	12%
9	16	5	12	14	2	2	6	8	15	*	*	1	12	4
	4%	3%	4%	4%	3%	2%	5%	4%	4%	4%	*	10%	3%	7%
10 Very great impact	31	18	13	21	10	6	10	11	26	*	1	2	21	10
	7%	11%	5%	6%	17%	8%	9%	5%	7%	3%	4%	21%	6%	16%
NET 1-3 Low Impact	140	59	81	133	7	26	32	66	124	2	13	*	125	15
	32%	37%	29%	35%	13%	34%	30%	34%	33%	27%	36%	3%	33%	25%
NET 4-7	169	55	114	150	19	29	46	68	143	6	17	3	143	25
	39%	34%	41%	40%	33%	38%	43%	35%	38%	65%	48%	21%	38%	40%
NET 8-10 High Impact	126	45	81	96	30	22	29	60	110	1	6	9	104	22
	29%	28%	29%	25%	53%	28%	27%	31%	29%	8%	16%	76%	28%	35%
Mean	5.46	5.28	5.56	5.26	6.84	5.30	5.58	5.46	5.46	4.86	4.84	7.75	5.34	6.18
SD	2.70	2.87	2.60	2.67	2.55	2.96	2.74	2.64	2.73	2.10	2.37	1.98	2.68	2.76

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 109

QB4: And on a scale of 1 to 10 where 1 denotes "No impact at all" and 10 denotes "Very great impact", to what extent did this/these problem(s) with your mobile service have an impact your business?

Base: All experiencing any problems with their mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	483	168	213	102	460	483	286	68	44	219	48	74	30
Base	435	190*	122*	123*	407	435	215*	88**	67**	148*	37**	78**	17**
Effective base	127	48	41	40	119	127	75	21	20	47	12	22	9
1 No impact at all	39	20	6	13	32	39	17	7	9	7	*	13	2
	9%	10%	5%	11%	8%	9%	8%	7%	14%	5%	*	17%	11%
2	39	13	7	20	35	39	31	3	7	12	1	13	4
	9%	7%	5%	16%	9%	9%	14%	4%	10%	8%	3%	16%	23%
3	62	28	26	9	62	62	15	16	5	15	8	11	7
	14%	15%	21%	7%	15%	14%	7%	18%	7%	10%	23%	14%	42%
4	21	6	5	10	18	21	5	*	10	9	2	*	*
	5%	3%	4%	9%	4%	5%	2%	*	14%	6%	4%	*	1%
5	44	15	13	16	34	44	22	7	8	15	1	11	1
	10%	8%	11%	13%	8%	10%	10%	9%	12%	10%	2%	15%	7%
6	46	12	15	19	45	46	27	13	1	19	9	3	1
	11%	7%	12%	16%	11%	11%	12%	14%	2%	13%	24%	4%	4%
7	58	34	10	14	56	58	39	13	17	12	6	9	2
	13%	18%	8%	11%	14%	13%	18%	14%	26%	8%	16%	11%	9%
8	79	40	28	11	79	79	36	23	9	30	5	12	*
	18%	21%	23%	9%	19%	18%	17%	26%	14%	20%	13%	15%	1%
9	16	6	6	5	16	16	12	1	1	10	3	1	*
	4%	3%	5%	4%	4%	4%	5%	2%	2%	6%	7%	1%	3%
10 Very great impact	31	16	8	7	30	31	11	5	-	19	3	4	-
	7%	8%	7%	5%	7%	7%	5%	6%	-	13%	8%	5%	-
NET 1-3 Low Impact	140	61	38	41	129	140	63	26	21	34	10	37	13
	32%	32%	31%	34%	32%	32%	29%	29%	31%	23%	26%	48%	77%
NET 4-7	169	67	42	60	153	169	93	33	36	55	17	24	3
	39%	35%	34%	48%	38%	39%	43%	37%	54%	37%	46%	31%	20%
NET 8-10 High Impact	126	62	42	22	124	126	59	29	11	58	10	17	1
	29%	33%	34%	18%	31%	29%	27%	33%	16%	40%	28%	21%	4%
Mean	5.46	5.66	5.68	4.94	5.56	5.46	5.56	5.80	4.89	6.09	6.04	4.56	3.35
SD	2.70	2.79	2.57	2.63	2.69	2.70	2.67	2.54	2.49	2.71	2.34	2.83	2.01

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 110

Q85(1): The reliability of the landline service/connection (e.g. being able to make a call when you need to and getting a dialling tone reliably)**The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?****Base: All with landline service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Very satisfied	(5) 514 48%	201 49%	313 47%	445 48%	69 43%	99 48%	147 54%	188 42%	434 47%	18 46%	39 49%	22 66%	435 48%	78 46%
Fairly satisfied	(4) 402 37%	159 39%	243 36%	340 37%	62 39%	77 38%	84 31%	188 42%	348 38%	16 41%	27 34%	10 30%	347 38%	55 32%
Neither satisfied nor dissatisfied	(3) 79 7%	19 5%	60 9%	70 8%	9 5%	18 9%	20 7%	31 7%	70 8%	2 5%	7 9%	* 1%	58 6%	21 12%
Fairly dissatisfied	(2) 30 3%	10 3%	20 3%	22 2%	8 5%	6 3%	11 4%	12 3%	28 3%	* 1%	1 1%	1 2%	19 2%	11 6%
Very dissatisfied	(1) 18 2%	5 1%	12 2%	16 2%	2 1%	2 1%	1 *	13 3%	16 2%	2 4%	* 1%	* *	17 2%	1 1%
Don't know	15 1%	* *	14 2%	7 1%	8 5%	- -	2 1%	12 3%	14 2%	- -	* *	- -	14 2%	* *
Not applicable / have not experienced this issue	23 2%	13 3%	10 2%	20 2%	3 2%	2 1%	7 2%	8 2%	17 2%	1 3%	5 6%	* *	18 2%	5 3%
NET Satisfied	915 85%	360 88%	556 83%	785 85%	131 82%	176 86%	231 85%	376 83%	783 84%	34 87%	66 83%	33 96%	782 86%	133 78%
NET Dissatisfied	48 4%	16 4%	32 5%	39 4%	9 6%	7 4%	12 4%	25 5%	44 5%	2 5%	2 2%	1 3%	36 4%	12 7%
Mean	4.31	4.37	4.27	4.31	4.27	4.32	4.39	4.22	4.29	4.28	4.38	4.59	4.33	4.20
SD	0.86	0.81	0.89	0.86	0.87	0.81	0.83	0.92	0.87	0.95	0.78	0.69	0.85	0.94

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 110

Q85(1): The reliability of the landline service/connection (e.g. being able to make a call when you need to and getting a dialling tone reliably)**The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?****Base: All with landline service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Very satisfied	(5) 514	245	119	151	495	369	514	65	105	75	80	94	95
	48%	47%	47%	49%	47%	49%	48%	42%	51%	31%	51%	50%	71%2g%
Fairly satisfied	(4) 402	214	100	87	391	275	402	67	70	102	64	74	25
	37%	41%	40%	29%	37%	36%	37%	44%	34%	42%	41%	39%	19%
Neither satisfied nor dissatisfied	(3) 79	33	20	26	78	59	79	8	10	34	12	12	2
	7%	6%	8%	9%	7%	8%	7%	5%	5%	14%	8%	6%	2%
Fairly dissatisfied	(2) 30	8	7	15	29	12	30	4	8	10	2	1	6
	3%	2%	3%	5%	3%	2%	3%	2%	4%	4%	1%	*	4%
Very dissatisfied	(1) 18	8	2	8	18	14	18	5	8	5	*	1	-
	2%	1%	1%	3%	2%	2%	2%	3%	4%	2%	*	*	-
Don't know	15	8	*	6	10	15	15	2	-	8	-	4	-
	1%	1%	*	2%	1%	2%	1%	1%	-	3%	-	2%	-
Not applicable / have not experienced this issue	23	8	4	11	23	17	23	3	3	7	-	4	6
	2%	2%	1%	4%	2%	2%	2%	2%	1%	3%	-	2%	4%
NET Satisfied	915	459	219	238	886	644	915	132	175	177	145	168	120
	85%	88%	87%	78%	85%	85%	85%	86%	86%	73%	91%	88%	89%
NET Dissatisfied	48	16	9	23	46	26	48	8	16	15	2	2	6
	4%	3%	4%	8%	4%	3%	4%	5%	8%	6%	1%	1%	4%
Mean	4.311	4.34	4.31	4.25	4.30	4.34	4.31	4.24	4.27	4.03	4.40	4.431	4.632g1
SD	0.86	0.79	0.81	1.01	0.86	0.85	0.86	0.90	1.00	0.92	0.69	0.68	0.74

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 264

Absolutes/col percents

Table 111

Q85(2): The clarity of the line (e.g. being able to clearly hear the other person on the call)

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Very satisfied	(5) 427 39%	155 38%	272 40%	387 42%	40 25%	91 45%	103 38%	162 36%	356 38%	17 43%	36 45%	17 51%	365 40%	62 36%
Fairly satisfied	(4) 421 39%	166 41%	256 38%	337 37%	84 53%	81 40%	110 41%	175 39%	366 39%	16 40%	26 32%	14 43%	342 38%	79 46%
Neither satisfied nor dissatisfied	(3) 113 10%	40 10%	73 11%	101 11%	12 8%	24 12%	26 10%	56 12%	105 11%	1 3%	6 8%	* 1%	97 11%	16 9%
Fairly dissatisfied	(2) 62 6%	28 7%	34 5%	53 6%	9 6%	6 3%	20 7%	25 6%	51 5%	4 9%	7 9%	1 3%	53 6%	10 6%
Very dissatisfied	(1) 8 1%	4 1%	4 1%	6 1%	2 1%	2 1%	3 1%	1 *	5 1%	1 3%	* 1%	1 2%	7 1%	1 *
Don't know	17 2%	3 1%	14 2%	8 1%	9 6%	* *	2 1%	13 3%	15 2%	- -	2 3%	- -	17 2%	* *
Not applicable / have not experienced this issue	33 3%	12 3%	21 3%	29 3%	3 2%	1 1%	7 3%	21 5%	29 3%	1 2%	2 3%	* *	29 3%	4 2%
NET Satisfied	848 78%	321 79%	527 78%	724 79%	124 78%	172 84%	214 79%	336 74%	722 78%	32 83%	62 77%	32 94%	707 78%	141 82%
NET Dissatisfied	70 6%	33 8%	37 6%	59 6%	11 7%	7 4%	22 8%	26 6%	56 6%	5 12%	8 10%	2 5%	60 7%	11 6%
Mean	4.16	4.12	4.19	4.18	4.03	4.25	4.11	4.13	4.15	4.13	4.19	4.38	4.16	4.15
SD	0.90	0.93	0.88	0.91	0.84	0.83	0.94	0.88	0.89	1.07	0.98	0.85	0.91	0.85

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 265

Absolutes/col percents

Table 111

Q85(2): The clarity of the line (e.g. being able to clearly hear the other person on the call)

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Very satisfied (5)	427	207	100	120	419	313	427	45	62	77	73	81	88
	39%	39%	40%	39%	40%	41%	39%	30%	31%	32%	46%	43%	86%ZGHM
Fairly satisfied (4)	421	192	102	127	400	282	421	57	106	85	64	80	30
	39%	37%	41%	42%	38%	37%	39%	37%	52%L	35%	40%	42%J	22%
Neither satisfied nor dissatisfied (3)	113	67	27	19	111	84	113	33	13	28	19	12	8
	10%	13%	11%	6%	11%	11%	10%	22%hkl	6%	12%	12%	6%	6%
Fairly dissatisfied (2)	62	40	15	8	61	44	62	12	8	32	2	8	-
	6%	8%	6%	3%	6%	6%	6%	8%	4%	13%ZL	1%	4%	-
Very dissatisfied (1)	8	5	2	*	8	4	8	1	-	6	-	1	-
	1%	1%	1%	*	1%	1%	1%	1%	-	2%	-	*	-
Don't know	17	8	2	6	13	15	17	2	-	8	1	4	2
	2%	2%	1%	2%	1%	2%	2%	1%	-	3%	*	2%	1%
Not applicable / have not experienced this issue	33	4	3	25	32	18	33	3	15	5	-	4	6
	3%	1%	1%	8%AB	3%	2%	3%	2%	7%	2%	-	2%	5%
NET Satisfied	848	399	202	247	820	595	848	102	168	163	136	162	118
	78%	76%	80%	81%	79%	78%	78%	67%	83%J	67%	86%	85%J	88%J
NET Dissatisfied	70	45	17	8	69	48	70	13	8	38	2	9	-
	6%	9%	7%	3%	7%	6%	6%	9%	4%	16%ZHL	1%	5%	-
Mean	4.10L	4.09	4.15	4.31	4.16	4.18	4.16	3.90	4.18	3.86	4.31	4.28J	4.63ZGHK
SD	0.90	0.97	0.91	0.73	0.90	0.90	0.90	0.96	0.73	1.11	0.74	0.80	0.60

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/ij/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 266

Absolutes/col percents

Table 112

Q85(3): The repair time for faults with the connection

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Very satisfied	(5) 130 12%	58 14%	72 11%	115 12%	15 10%	28 14%	38 14%	34 7%	100 11%	10 25%	11 14%	9 28%	112 12%	18 10%
Fairly satisfied	(4) 248 23%	99 24%	149 22%	203 22%	45 28%	44 21%	71 26%	93 20%	208 22%	12 32%	20 25%	8 23%	203 22%	44 26%
Neither satisfied nor dissatisfied	(3) 130 12%	36 9%	94 14%	108 12%	23 14%	31 15%	20 7%	63 14%	114 12%	4 12%	7 8%	6 17%	110 12%	20 12%
Fairly dissatisfied	(2) 70 6%	30 7%	40 6%	43 5%	27 17%	3 1%	20 7%	38 8%	60 7%	4 10%	5 6%	1 3%	51 6%	18 11%
Very dissatisfied	(1) 28 3%	9 2%	18 3%	22 2%	6 4%	5 2%	7 3%	13 3%	25 3%	* 1%	2 3%	* 3%	27 3%	* 3%
Don't know	22 2%	7 2%	15 2%	20 2%	3 2%	4 2%	6 2%	9 2%	18 2%	- -	4 6%	- -	20 2%	2 1%
Not applicable / have not experienced this issue	453 42%	168 41%	285 42%	411 45%	41 26%	90 44%	110 40%	203 45%	403 43%	9 22%	31 39%	10 30%	385 42%	68 39%
NET Satisfied	378 35%	157 39%	220 33%	318 34%	60 38%	72 35%	109 40%	126 28%	308 33%	22 56%	31 39%	17 51%	315 35%	62 36%
NET Dissatisfied	97 9%	39 10%	58 9%	65 7%	33 20%	8 4%	27 10%	51 11%	86 9%	4 10%	7 8%	1 3%	78 9%	19 11%
Mean	3.63	3.72	3.58	3.71	3.32	3.79	3.73	3.40	3.59	3.90	3.75	4.07	3.64	3.60
SD	1.08	1.10	1.07	1.06	1.12	1.00	1.11	1.08	1.08	1.03	1.09	0.92	1.10	0.99

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 112

Q85(3): The repair time for faults with the connection**The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?****Base: All with landline service**

		Home/office working			Users			Segments					
		Entirely/mainly office working	Add in hybrid working/mix of office and home working	Entirely/mainly home working	Internet service users	Mobile service users	Landline service users	Segment 1	Segment 2	Segment 3	Segment 4	Segment 5	Segment 6
	Total (z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Very satisfied	(5) 130	65	30	36	127	81	130	13	11	19	28	30	29
	12%	12%	12%	12%	12%	11%	12%	8%	6%	8%	18%	16%	22%hi
Fairly satisfied	(4) 248	114	70	64	241	168	248	47	47	70	28	32	24
	23%	22%	28%	21%	23%	22%	23%	31%	23%	29%	17%	17%	18%
Neither satisfied nor dissatisfied	(3) 130	66	33	32	127	87	130	26	27	48	7	17	5
	12%	13%	13%	10%	12%	11%	12%	17%l	13%	20%+L	4%	9%	4%
Fairly dissatisfied	(2) 70	30	14	25	58	42	70	16	16	20	3	15	*
	6%	6%	6%	8%	6%	6%	6%	10%l	8%	8%l	2%	8%	*
Very dissatisfied	(1) 28	9	13	5	22	26	28	5	9	9	-	4	*
	3%	2%	5%	2%	2%	3%	3%	3%	5%	4%	-	2%	*
Don't know	22	11	4	7	21	10	22	4	7	2	*	3	6
	2%	2%	2%	2%	2%	1%	2%	2%	4%	1%	*	1%	5%
Not applicable / have not experienced this issue	453	228	89	136	447	345	453	43	86	72	93	89	69
	42%l	44%	35%	45%	43%	45%	42%	28%	42%	30%	58%	47%l	52%gl
NET Satisfied	378	179	100	99	368	249	378	59	58	89	56	62	53
	35%	34%	40%	33%	35%	33%	35%	39%	29%	37%	35%	33%	40%
NET Dissatisfied	97	40	27	31	81	68	97	20	25	29	3	20	*
	9%l	8%	11%	10%	8%	9%	9%	13%l	12%l	12%l	2%	10%l	*
Mean	3.63	3.68	3.57	3.61	3.68	3.58	3.63	3.45	3.32	3.42	4.23	3.69	4.41
SD	1.08	1.04	1.13	1.10	1.05	1.11	1.08	1.02	1.11	1.02	0.83	1.19	0.67

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 268

Absolutes/col percents

Table 113

Q85(4): The ease of contacting the provider's customer service department

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Very satisfied	(5) 263 24%	113 28%	149 22%	232 25%	31 19%	65 32%g	63 23%	84 19%	212 23%	12 32%	24 30%	15 43%	212 23%	51 30%
Fairly satisfied	(4) 343 32%	155 38%	188 28%	291 32%	52 33%	71 35%	100 37%	128 28%	299 32%	13 34%	23 28%	8 23%	305 34%u	38 22%
Neither satisfied nor dissatisfied	(3) 151 14%	23 6%	128 19%A	129 14%	22 14%	25 12%	27 10%	83 18%	136 15%	4 9%	9 11%	2 7%	119 13%	32 18%
Fairly dissatisfied	(2) 92 9%	40 10%	52 8%	70 8%	22 14%	16 8%	23 8%	36 8%	75 8%	8 20%	6 7%	3 9%	77 8%	15 9%
Very dissatisfied	(1) 44 4%	23 6%	21 3%	29 3%	15 9%	3 1%	7 3%	25 6%	35 4%	* 1%	4 5%	3 10%	38 4%	5 3%
Don't know	19 2%	2 1%	17 2%	17 2%	2 1%	4 2%	3 1%	10 2%	17 2%	- -	2 2%	* -	15 2%	4 2%
Not applicable / have not experienced this issue	170 16%	52 13%	118 18%	153 17%	17 10%	19 9%	48 18%	85 19%	152 16%	1 3%	13 17%	3 8%	142 16%	28 16%
NET Satisfied	605 56%	268 66%B	337 50%	522 57%	83 52%	136 67%G	163 60%	212 47%	511 55%	26 66%	46 58%	22 66%	517 57%	88 51%
NET Dissatisfied	136 13%	62 15%	73 11%	99 11%	36 23%	19 9%	30 11%	62 14%	111 12%	8 21%	10 12%	6 19%	116 13%	20 12%
Mean	3.77	3.84	3.73	3.83	3.44	3.99g	3.86	3.59	3.76	3.78	3.85	3.87	3.76	3.82
SD	1.12	1.18	1.09	1.08	1.28	1.01	1.05	1.16	1.11	1.15	1.20	1.40	1.12	1.15

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 269

Absolutes/col percents

Table 113

Q85(4): The ease of contacting the provider's customer service department

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Very satisfied	(5) 263	158	51	54	259	182	263	8	27	45	44	57	81
		24%g	30%g	20%	25%	24%	24%	5%	13%	19%g	27%	30%g	61%zghm
Fairly satisfied	(4) 343	175	89	80	333	224	343	56	72	77	46	63	30
		32%	33%	26%	32%	30%	32%	37%	35%	32%	29%	33%	22%
Neither satisfied nor dissatisfied	(3) 151	65	42	44	150	114	151	33	31	51	14	20	3
		14%l	12%	14%	14%	15%	14%	22%l	15%l	21%l	9%	10%	2%
Fairly dissatisfied	(2) 92	38	28	27	90	62	92	19	28	26	9	9	2
		9%	7%	9%	9%	8%	9%	12%l	14%l	11%l	6%	4%	1%
Very dissatisfied	(1) 44	13	6	25	32	28	44	18	1	14	*	11	-
		4%	2%	8%	3%	4%	4%	12%zh	*	6%	*	6%	-
Don't know	19	3	6	11	15	17	19	6	1	2	1	10	*
		2%	*	4%	1%	2%	2%	4%	*	1%	1%	5%	*
Not applicable / have not experienced this issue	170	73	32	65	166	132	170	13	44	27	45	22	18
		16%	14%	21%	16%	17%	16%	8%	22%	11%	29%	11%	14%
NET Satisfied	605	332	140	134	592	406	605	64	99	122	89	120	111
		56%	63%g	44%	57%	54%	56%	42%	49%	51%	56%	63%g	83%zghm
NET Dissatisfied	136	51	33	52	122	90	136	37	29	39	9	20	2
		13%	10%	17%	12%	12%	13%	24%l	14%l	16%l	6%	10%	1%
Mean	3.77	3.95c	3.71	3.49	3.81	3.77	3.77	3.13	3.61	3.54	4.10	3.92	4.65zlk
SD	1.12	1.05	1.05	1.27	1.09	1.12	1.12	1.15	0.98	1.14	0.92	1.15	0.60

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 270

Absolutes/col percents

Table 114

Q85(5): The quality of the service provided by the provider's customer service staff

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Very satisfied	(5) 289	143	145	241	48	62	88	83	233	16	28	12	250	39
	27%	35%b	22%	26%	30%	31%	32%g	18%	25%	40%	35%	37%	27%	23%
Fairly satisfied	(4) 365	140	225	331	34	81	74	168	322	15	17	10	311	54
	34%	34%	33%	36%	22%	40%	27%	37%	35%	40%	21%	30%	34%	32%
Neither satisfied nor dissatisfied	(3) 150	40	111	122	29	20	28	84	132	1	14	3	121	30
	14%	10%	16%	13%	18%	10%	10%	19%	14%	2%	17%	10%	13%	17%
Fairly dissatisfied	(2) 42	13	29	31	11	4	7	20	32	4	6	*	39	3
	4%	3%	4%	3%	7%	2%	3%	4%	3%	11%	8%	*	4%	2%
Very dissatisfied	(1) 43	24	19	24	19	2	14	21	37	*	*	5	35	8
	4%	6%	3%	3%	12%	1%	5%	5%	4%	*	1%	16%	4%	5%
Don't know	23	3	20	19	3	2	9	11	22	*	*	*	18	5
	2%	1%	3%	2%	2%	1%	3%	2%	2%	1%	*	*	2%	3%
Not applicable / have not experienced this issue	169	45	124	154	15	32	52	66	150	2	15	2	136	33
	16%	11%	18%	17%	10%	16%	19%	15%	16%	6%	18%	6%	15%	19%
NET Satisfied	654	283	371	571	83	143	161	251	555	31	45	23	561	93
	61%	69%b	55%	62%	52%	70%g	59%	55%	60%	80%	56%	67%	62%	54%
NET Dissatisfied	85	37	48	55	30	6	21	41	68	4	7	6	74	11
	8%	9%	7%	6%	19%	3%	8%	9%	7%	11%	9%	17%	8%	6%
Mean	3.92	4.01	3.85	3.98	3.58	4.16G	4.02	3.72	3.90	4.16	4.00	3.76	3.93	3.85
SD	1.05	1.12	1.00	0.97	1.38	0.82	1.13	1.04	1.04	0.98	1.05	1.44	1.05	1.06

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 114

Q85(5): The quality of the service provided by the provider's customer service staff

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Very satisfied	(5) 289	156	65	68	286	193	289	14	51	43	52	62	67
	27%	30%	26%	22%	27%	25%	27%	9%	25%	18%	33%	33%GI	50%ZGM
Fairly satisfied	(4) 365	179	84	102	352	268	365	52	69	80	54	69	42
	34%	34%	33%	33%	34%	35%	34%	34%	34%	33%	34%	36%	31%
Neither satisfied nor dissatisfied	(3) 150	59	51	41	147	106	150	49	22	45	16	15	3
	14%	11%	20%a	13%	14%	14%	14%	32%ZHKL	11%	18%L	10%	8%	2%
Fairly dissatisfied	(2) 42	25	11	6	40	33	42	9	12	18	1	1	1
	4%	5%	4%	2%	4%	4%	4%	6%	6%	8%a	1%	*	1%
Very dissatisfied	(1) 43	17	8	18	32	19	43	10	-	18	*	15	-
	4%	3%	3%	6%	3%	2%	4%	6%	-	7%aH	*	8%aH	-
Don't know	23	5	5	13	18	19	23	3	3	4	2	9	*
	2%	1%	2%	4%	2%	3%	2%	2%	2%	2%	1%	5%	*
Not applicable / have not experienced this issue	169	83	29	57	168	121	169	15	47	34	33	19	21
	16%	16%	12%	19%	16%	16%	16%	10%	23%	14%	20%	10%	16%
NET Satisfied	654	335	149	170	638	462	654	66	120	123	106	131	108
	61%	64%	59%	56%	61%	61%	61%	43%	59%	51%	67%	69%gi	81%ZGM
NET Dissatisfied	85	42	18	25	72	51	85	19	12	36	2	16	1
	8%	8%	7%	8%	7%	7%	8%	13%I	6%	15%L	1%	8%	1%
Mean	3.92I	3.99	3.86	3.83	3.96	3.94	3.92	3.38	4.04	3.55	4.26	4.04I	4.55
SD	1.05	1.04	1.01	1.12	1.01	0.98	1.05	1.02	0.88	1.17	0.75	1.15	0.60

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 272

Absolutes/col percents

Table 115

Q85(6): The value for money of the service provided

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Very satisfied	(5) 219	96	123	187	33	61	48	65	174	12	19	15	187	33
	20%	24%	18%	20%	21%	30%G	18%	14%	19%	31%	23%	43%	21%	19%
Fairly satisfied	(4) 420	180	240	354	66	84	114	163	362	14	36	10	346	74
	39%	44%	36%	38%	41%	41%	42%	36%	39%	35%	44%	29%	38%	43%
Neither satisfied nor dissatisfied	(3) 219	44	175	200	19	24	40	129	193	7	16	1	185	34
	20%	11%	26%A	22%	12%	12%	15%	25%I	21%	19%	20%	4%	20%	20%
Fairly dissatisfied	(2) 135	47	87	118	16	18	46	59	124	4	3	4	119	16
	12%	12%	13%	13%	10%	9%	17%	13%	13%	10%	3%	13%	13%	9%
Very dissatisfied	(1) 47	20	26	35	12	6	8	24	38	1	5	4	44	3
	4%	5%	4%	4%	8%	3%	3%	5%	4%	2%	6%	10%	5%	2%
Don't know	20	6	14	15	4	6	3	9	19	*	*	*	15	5
	2%	2%	2%	2%	3%	3%	1%	2%	2%	*	*	1%	2%	3%
Not applicable / have not experienced this issue	20	14	7	11	9	3	12	3	18	1	2	*	14	6
	2%	3%	1%	1%	6%	2%	4%	1%	2%	2%	2%	*	2%	4%
NET Satisfied	640	276	363	541	99	145	162	228	535	26	54	24	533	107
	59%	68%b	54%	59%	62%	71%G	60%	50%	58%	66%	68%	72%	59%	63%
NET Dissatisfied	182	68	114	153	28	24	54	83	162	5	7	8	163	19
	17%	17%	17%	17%	18%	12%	20%	18%	17%	12%	9%	23%	18%	11%
Mean	3.61	3.73	3.53	3.60	3.62	3.91zG	3.57	3.42	3.57	3.86	3.79	3.82	3.58	3.74
SD	1.09	1.12	1.07	1.08	1.19	1.05	1.08	1.07	1.08	1.06	1.04	1.40	1.11	0.96

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 115

Q85(6): The value for money of the service provided**The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?****Base: All with landline service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Very satisfied	(5) 219	132	56	31	216	160	219	7	25	30	46	48	63
		20%g	25%g	22%g	21%	21%	20%	5%	12%	13%	29%	25%gi	47%zghk
Fairly satisfied	(4) 420	193	100	127	410	275	420	40	102	88	69	76	46
		39%	37%	40%	39%	36%	39%	26%	50%g	37%	43%	40%	35%
Neither satisfied nor dissatisfied	(3) 219	92	47	79	216	176	219	56	40	67	22	22	13
		20%	18%	19%	21%	23%	20%	36%kl	19%	28%kl	14%	11%	10%
Fairly dissatisfied	(2) 135	71	33	31	131	106	135	32	24	31	16	24	9
		12%	13%	13%	13%	14%	12%	21%	12%	13%	10%	13%	6%
Very dissatisfied	(1) 47	21	7	19	32	28	47	12	3	11	5	15	1
		4%	4%	6%	3%	4%	4%	8%	1%	5%	3%	8%	1%
Don't know	20	5	5	10	19	7	20	4	8	4	-	4	*
		2%	1%	3%	2%	1%	2%	3%	4%	2%	-	2%	*
Not applicable / have not experienced this issue	20	11	3	7	20	8	20	3	3	10	1	3	1
		2%	1%	2%	2%	1%	2%	2%	1%	4%	*	1%	1%
NET Satisfied	640	325	156	159	626	435	640	47	127	118	114	124	110
		59%g	62%	52%	60%	57%	59%	30%	62%g	49%g	72%	65%g	82%zghk
NET Dissatisfied	182	91	40	50	163	134	182	44	26	42	21	39	9
		17%	16%	17%	16%	18%	17%	29%kl	13%	17%	14%	20%	7%
Mean	3.61	3.68	3.68	3.42	3.64	3.58	3.61	2.98	3.64	3.42	3.84	3.65	4.23zghk
SD	1.09	1.12	1.06	1.04	1.05	1.09	1.09	1.01	0.91	1.04	1.06	1.22	0.92

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 274

Absolutes/col percents

Table 116

Q85(7): The level of compensation provided by the provider when something goes wrong

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Very satisfied	(5) 95 9%	38 9%	58 9%	91 10%	5 3%	23 11%	27 10%	22 5%	73 8%	7 18%	10 13%	6 17%	81 9%	14 8%
Fairly satisfied	(4) 133 12%	50 12%	83 12%	107 12%	27 17%	23 11%	53 19%G	39 9%	115 12%	5 13%	9 11%	4 12%	116 13%	17 10%
Neither satisfied nor dissatisfied	(3) 168 16%	68 17%	100 15%	149 16%	19 12%	41 20%	28 10%	73 16%	142 15%	9 22%	13 16%	6 17%	143 16%	26 15%
Fairly dissatisfied	(2) 58 5%	15 4%	44 6%	43 5%	15 10%	9 5%	13 5%	27 6%	49 5%	1 3%	8 10%	* *	51 6%	7 4%
Very dissatisfied	(1) 32 3%	14 3%	19 3%	30 3%	2 1%	3 1%	13 5%	11 2%	26 3%	2 4%	2 3%	2 7%	26 3%	6 4%
Don't know	39 4%	8 2%	30 5%	29 3%	9 6%	10 5%	7 2%	17 4%	33 4%	2 5%	2 3%	1 3%	28 3%	10 6%
Not applicable / have not experienced this issue	554 51%	215 53%	339 50%	472 51%	82 52%	95 47%	131 48%	264 58%	490 53%	13 34%	37 46%	15 44%	463 51%	91 53%
NET Satisfied	229 21%	88 22%	141 21%	197 21%	31 20%	47 23%	80 29%G	61 14%	188 20%	12 31%	19 23%	10 29%	197 22%	31 18%
NET Dissatisfied	91 8%	28 7%	62 9%	74 8%	17 11%	12 6%	25 9%	38 8%	75 8%	3 7%	10 13%	2 7%	77 8%	14 8%
Mean	3.41	3.45	3.39	3.44	3.26	3.56	3.51	3.20	3.39	3.63	3.39	3.60	3.42	3.36
SD	1.13	1.12	1.13	1.15	0.98	1.04	1.19	1.06	1.11	1.18	1.21	1.33	1.12	1.19

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 116

Q85(7): The level of compensation provided by the provider when something goes wrong**The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?****Base: All with landline service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Very satisfied (5)	95	59	21	15	93	69	95	6	4	12	25	26	22
	9%	11%	8%	5%	9%	9%	9%	4%	2%	5%	16%	13%h	16%h
Fairly satisfied (4)	133	61	37	36	129	82	133	20	37	35	14	13	14
	12%	12%	15%	12%	12%	11%	12%	13%	18%	14%	9%	7%	11%
Neither satisfied nor dissatisfied (3)	168	61	45	63	163	114	168	41	30	54	7	25	12
	16%	12%	18%	21%	16%	15%	16%	27%l	15%	22%l	4%	13%	9%
Fairly dissatisfied (2)	58	33	17	8	57	52	58	13	13	25	6	2	*
	5%	6%	7%	3%	5%	7%	5%	8%	6%	10%kl	3%	1%	*
Very dissatisfied (1)	32	16	11	6	32	25	32	10	-	20	1	1	*
	3%	3%	4%	2%	3%	3%	3%	7%	-	8%zhm	1%	*	*
Don't know	39	13	13	13	38	20	39	5	7	5	5	10	7
	4%	2%	5%	4%	4%	3%	4%	3%	3%	2%	3%	5%	5%
Not applicable / have not experienced this issue	554	281	108	165	532	398	554	57	113	91	101	115	78
	51%l	54%	43%	54%	51%	52%	51%	37%	95%l	38%	63%	60%gl	58%l
NET Satisfied	229	120	58	51	222	150	229	26	41	47	39	39	36
	21%	23%	23%	17%	21%	20%	21%	17%	20%	19%	25%	20%	27%
NET Dissatisfied	91	49	28	14	89	77	91	23	13	45	7	3	*
	8%h	9%	11%	5%	9%	10%	8%	15%kl	6%	18%zhkl	4%	1%	*
Mean	3.41l	3.50	3.31	3.37	3.41	3.34	3.41	2.99	3.39	2.97	4.05	3.92	4.18
SD	1.13	1.22	1.14	0.93	1.13	1.17	1.13	1.06	0.81	1.14	1.13	0.99	0.85

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 276

Absolutes/col percents

Table 117

Q85(8): The ease of installation

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Very satisfied	(5) 429	180	249	371	58	89	109	161	359	17	37	16	363	65
	40%	44%	37%	40%	36%	44%	40%	36%	39%	43%	46%	48%	40%	38%
Fairly satisfied	(4) 361	133	227	318	43	78	89	147	314	13	25	9	300	60
	33%	33%	34%	35%	27%	38%	33%	32%	34%	32%	31%	26%	33%	35%
Neither satisfied nor dissatisfied	(3) 110	24	86	96	14	21	18	55	94	3	10	3	90	20
	10%	6%	13%	10%	9%	10%	7%	12%	10%	9%	13%	8%	10%	12%
Fairly dissatisfied	(2) 19	9	10	11	8	1	6	7	14	1	1	3	17	2
	2%	2%	2%	1%	5%	*	2%	1%	1%	3%	2%	9%	2%	1%
Very dissatisfied	(1) 29	18	11	19	10	1	7	20	28	1	*	-	27	2
	3%	4%	2%	2%	6%	1%	2%	4%	3%	3%	*	-	3%	1%
Don't know	41	15	26	34	6	5	9	17	32	3	3	3	36	5
	4%	4%	4%	4%	4%	3%	3%	4%	3%	7%	4%	9%	4%	3%
Not applicable / have not experienced this issue	92	28	63	72	20	9	33	46	87	1	4	*	75	16
	8%	7%	9%	8%	12%	4%	12%	10%	9%	2%	4%	*	8%	10%
NET Satisfied	789	313	476	689	101	167	198	308	673	30	62	25	664	126
	73%	77%	71%	75%	63%	82%	73%	68%	73%	76%	77%	74%	73%	73%
NET Dissatisfied	48	27	21	31	18	2	13	26	41	3	2	3	44	4
	4%	7%	3%	3%	11%	1%	5%	6%	4%	7%	2%	9%	5%	2%
Mean	4.20	4.23	4.19	4.24	3.98	4.33	4.25	4.09	4.19	4.20	4.31	4.26	4.20	4.23
SD	0.94	1.03	0.88	0.89	1.21	0.74	0.93	1.04	0.95	1.02	0.82	0.98	0.96	0.84

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 117

Q85(8): The ease of installation**The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?****Base: All with landline service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Very satisfied	(5) 429	230	86	113	424	319	429	25	89	62	86	70	97
		44%	34%	37%	41%	42%	40%	16%	44%GI	26%	54%	37%g	72%IGHM
Fairly satisfied	(4) 361	165	96	100	347	246	361	56	58	95	60	65	26
		32%	38%	33%	33%	32%	33%	37%	29%	40%I	38%	34%	20%
Neither satisfied nor dissatisfied	(3) 110	46	35	29	110	85	110	31	18	41	2	16	2
		10%	14%	10%	11%	11%	10%	20%L	9%	17%L	1%	8%	2%
Fairly dissatisfied	(2) 19	9	4	6	18	9	19	4	2	4	3	5	1
		2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	3%	1%
Very dissatisfied	(1) 29	8	7	14	14	18	29	4	-	9	-	16	*
		1%	3%	5%	1%	2%	3%	3%	-	4%	-	6%zh	*
Don't know	41	20	9	12	40	28	41	13	13	7	3	3	1
		4%	4%	4%	4%	4%	4%	9%	6%	3%	2%	2%	1%
Not applicable / have not experienced this issue	92	46	15	31	91	54	92	19	23	22	6	16	6
		9%	6%	10%	9%	7%	8%	13%	11%	9%	4%	8%	4%
NET Satisfied	789	395	182	212	771	565	789	81	148	157	145	135	123
		71%G	76%	70%	74%	74%	73%	53%	72%	65%	92%	71%	92%IGHM
NET Dissatisfied	48	17	11	21	33	27	48	8	2	13	3	21	1
		4%	4%	7%	3%	4%	4%	5%	1%	5%	2%	11%h	1%
Mean	4.20I	4.31	4.10	4.11	4.26	4.24	4.20	3.78	4.39	3.93	4.52	3.99	4.72ZIK
SD	0.94	0.86	0.94	1.06	0.86	0.91	0.94	0.94	0.74	0.97	0.63	1.21	0.55

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 118

Q85: SUMMARY TABLE - VERY SATISFIED**The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?****Base: All with landline service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
The reliability of the landline service/ connection (e.g. being able to make a call when you need to and getting a dialling tone reliably)	514 48%	201 49%	313 47%	445 48%	69 43%	99 48%	147 54%	188 42%	434 47%	18 46%	39 49%	22 66%	435 48%	78 46%
The clarity of the line (e.g. being able to clearly hear the other person on the call)	427 39%	155 38%	272 40%	387 42%	40 25%	91 45%	103 38%	162 36%	356 38%	17 43%	36 45%	17 51%	365 40%	62 36%
The repair time for faults with the connection	130 12%	58 14%	72 11%	115 12%	15 10%	28 14%	38 14%	34 7%	100 11%	10 25%	11 14%	9 28%	112 12%	18 10%
The ease of contacting the provider's customer service department	263 24%	113 28%	149 22%	232 25%	31 19%	65 32%g	63 23%	84 19%	212 23%	12 32%	24 30%	15 43%	212 23%	51 30%
The quality of the service provided by the provider's customer service staff	289 27%	143 35%b	145 22%	241 26%	48 30%	62 31%	88 32%g	83 18%	233 25%	16 40%	28 35%	12 37%	250 27%	39 23%
The value for money of the service provided	219 20%	96 24%	123 18%	187 20%	33 21%	61 30%g	48 18%	65 14%	174 19%	12 31%	19 23%	15 43%	187 21%	33 19%
The level of compensation provided by the provider when something goes wrong	95 9%	38 9%	58 9%	91 10%	5 3%	23 11%	27 10%	22 5%	73 8%	7 18%	10 13%	6 17%	81 9%	14 8%
The ease of installation	429 40%	180 44%	249 37%	371 40%	58 36%	89 44%	109 40%	161 36%	359 39%	17 43%	37 46%	16 48%	363 40%	65 38%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 118

Q85: SUMMARY TABLE - VERY SATISFIED

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
The reliability of the landline service/ connection (e.g. being able to make a call when you need to and getting a dialling tone reliably)	514 48% 100%	245 47%	119 47%	151 49%	495 47%	369 49%	514 48%	65 42%	105 51% 100%	75 31%	80 51%	94 50% 100%	95 71% 100%
The clarity of the line (e.g. being able to clearly hear the other person on the call)	427 39%	207 39%	100 40%	120 39%	419 40%	313 41%	427 39%	45 30%	62 31%	77 32%	73 46%	81 43%	88 66% 100%
The repair time for faults with the connection	130 12%	65 12%	30 12%	36 12%	127 12%	81 11%	130 12%	13 8%	11 6%	19 8%	28 18%	30 16%	29 22% 100%
The ease of contacting the provider's customer service department	263 24% 100%	158 30% 100%	51 20%	54 18%	259 25%	182 24%	263 24%	8 5%	27 13%	45 19% 100%	44 27%	57 30% 100%	81 61% 100%
The quality of the service provided by the provider's customer service staff	289 27% 100%	156 30%	65 26%	68 22%	286 27%	193 25%	289 27%	14 9%	51 25%	43 18%	52 33%	62 33% 100%	67 50% 100%
The value for money of the service provided	219 20% 100%	132 25% 100%	56 22% 100%	31 10%	216 21%	160 21%	219 20%	7 5%	25 12%	30 13%	46 29%	48 25% 100%	63 47% 100%
The level of compensation provided by the provider when something goes wrong	95 9%	59 11%	21 8%	15 5%	93 9%	69 9%	95 9%	6 4%	4 2%	12 5%	25 16%	26 13% 100%	22 16% 100%
The ease of installation	429 40% 100%	230 44%	86 34%	113 37%	424 41%	319 42%	429 40%	25 16%	89 44% 100%	62 26%	86 54%	70 37% 100%	97 72% 100%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 119

Q85: SUMMARY TABLE - NET SATISFIED**The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?****Base: All with landline service**

	Method		Sector		Collapsed region			Nation				Urbanity	
Total (z)	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	98
The reliability of the landline service/ connection (e.g. being able to make a call when you need to and getting a dialling tone reliably)	915	360	556	785	131	176	231	376	783	34	66	33	133
	85%	88%	83%	85%	82%	86%	85%	83%	84%	87%	83%	96%	86%
The clarity of the line (e.g. being able to clearly hear the other person on the call)	848	321	527	724	124	172	214	336	722	32	62	32	141
	78%	79%	78%	79%	78%	84%	79%	74%	78%	83%	77%	94%	82%
The repair time for faults with the connection	378	157	220	318	60	72	109	126	308	22	31	17	62
	35%	39%	33%	34%	38%	35%	40%	28%	33%	56%	39%	51%	36%
The ease of contacting the provider's customer service department	605	268	337	522	83	136	163	212	511	26	46	22	88
	56%	66% b	50%	57%	52%	67% g	60%	47%	55%	66%	58%	66%	51%
The quality of the service provided by the provider's customer service staff	654	283	371	571	83	143	161	251	555	31	45	23	93
	61%	69% b	55%	62%	52%	70% g	59%	55%	60%	80%	56%	67%	54%
The value for money of the service provided	640	276	363	541	99	145	162	228	535	26	54	24	107
	59%	68% b	54%	59%	62%	71% g	60%	50%	58%	66%	68%	72%	63%
The level of compensation provided by the provider when something goes wrong	229	88	141	197	31	47	80	61	188	12	19	10	31
	21%	22%	21%	21%	20%	23%	29% g	14%	20%	31%	23%	29%	18%
The ease of installation	789	313	476	689	101	167	198	308	673	30	62	25	126
	73%	77%	71%	75%	63%	82% g	73%	68%	73%	76%	77%	74%	73%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 281

Absolutes/col percents

Table 119

Q85: SUMMARY TABLE - NET SATISFIED

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
The reliability of the landline service/ connection (e.g. being able to make a call when you need to and getting a dialling tone reliably)	915	459	219	238	886	644	915	132	175	177	145	168	120
	85%	88%	87%	78%	85%	85%	85%	86%	86%	73%	91%	88% kl	89% kl
The clarity of the line (e.g. being able to clearly hear the other person on the call)	848	399	202	247	820	595	848	102	168	163	136	162	118
	78% kl	76%	80%	81%	79%	78%	78%	67%	83% kl	67%	86%	85% gl	88% gl
The repair time for faults with the connection	378	179	100	99	368	249	378	59	58	89	56	62	53
	35%	34%	40%	33%	35%	33%	35%	39%	29%	37%	35%	33%	40%
The ease of contacting the provider's customer service department	605	332	140	134	592	406	605	64	99	122	89	120	111
	56%	63% C	55%	44%	57%	54%	56%	42%	49%	51%	56%	63% g	83% ZGHkl
The quality of the service provided by the provider's customer service staff	654	335	149	170	638	462	654	66	120	123	106	131	108
	61% gl	64%	59%	56%	61%	61%	61%	43%	59%	51%	67%	69% gl	81% ZGHkl
The value for money of the service provided	640	325	156	159	626	435	640	47	127	118	114	124	110
	59% gl	62%	62%	52%	60%	57%	59%	30%	62% g	49% gl	72%	65% g	82% ZGHkl
The level of compensation provided by the provider when something goes wrong	229	120	58	51	222	150	229	26	41	47	39	39	36
	21%	23%	23%	17%	21%	20%	21%	17%	20%	19%	25%	20%	27%
The ease of installation	789	395	182	212	771	565	789	81	148	157	145	135	123
	73% g	76%	72%	70%	74%	74%	73%	53%	72%	65%	92%	71%	92% ZGHkl

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 120

Q85: SUMMARY TABLE - VERY DISSATISFIED**The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?****Base: All with landline service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
The reliability of the landline service/ connection (e.g. being able to make a call when you need to and getting a dialling tone reliably)	18 2%	5 1%	12 2%	16 2%	2 1%	2 1%	1 *	13 3%	16 2%	2 4%	* 1%	* *	17 2%	1 1%
The clarity of the line (e.g. being able to clearly hear the other person on the call)	8 1%	4 1%	4 1%	6 1%	2 1%	2 1%	3 1%	1 *	5 1%	1 3%	* 1%	1 2%	7 1%	1 *
The repair time for faults with the connection	28 3%	9 2%	18 3%	22 2%	6 4%	5 2%	7 3%	13 3%	25 3%	* 1%	2 3%	* *	27 3%	* *
The ease of contacting the provider's customer service department	44 4%	23 6%	21 3%	29 3%	15 9%	3 1%	7 3%	25 6%	35 4%	* 1%	4 5%	3 10%	38 4%	5 3%
The quality of the service provided by the provider's customer service staff	43 4%	24 6%	19 3%	24 3%	19 12%	2 1%	14 5%	21 5%	37 4%	* *	* 1%	5 16%	35 4%	8 5%
The value for money of the service provided	47 4%	20 5%	26 4%	35 4%	12 8%	6 3%	8 3%	24 5%	38 4%	1 2%	5 6%	4 10%	44 5%	3 2%
The level of compensation provided by the provider when something goes wrong	32 3%	14 3%	19 3%	30 3%	2 1%	3 1%	13 5%	11 2%	26 3%	2 4%	2 3%	2 7%	26 3%	6 4%
The ease of installation	29 3%	18 4%	11 2%	19 2%	10 6%	1 1%	7 2%	20 4%	28 3%	1 3%	* *	- -	27 3%	2 1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 283

Absolutes/col percents

Table 120

Q85: SUMMARY TABLE - VERY DISSATISFIED

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
The reliability of the landline service/ connection (e.g. being able to make a call when you need to and getting a dialling tone reliably)	18 2%	8 1%	2 1%	8 3%	18 2%	14 2%	18 2%	5 3%	8 4%	5 2%	* *	1 *	- -
The clarity of the line (e.g. being able to clearly hear the other person on the call)	8 1%	5 1%	2 1%	* *	8 1%	4 1%	8 1%	1 1%	- -	6 2%	- -	1 *	- -
The repair time for faults with the connection	28 3%	9 2%	13 5%	5 2%	22 2%	26 3%	28 3%	5 3%	9 5%	9 4%	- -	4 2%	* *
The ease of contacting the provider's customer service department	44 4%	13 2%	6 2%	25 8%	32 3%	28 4%	44 4%	18 12% zhl	1 *	14 6%	* *	11 6%	- -
The quality of the service provided by the provider's customer service staff	43 4%	17 3%	8 3%	18 6%	32 3%	19 2%	43 4%	10 6%	- -	18 7% zhl	* *	15 8% h	- -
The value for money of the service provided	47 4%	21 4%	7 3%	19 6%	32 3%	28 4%	47 4%	12 8%	3 1%	11 5%	5 3%	15 8%	1 1%
The level of compensation provided by the provider when something goes wrong	32 3%	16 3%	11 4%	6 2%	32 3%	25 3%	32 3%	10 7%	- -	20 8% zhl	1 1%	1 *	* *
The ease of installation	29 3%	8 1%	7 3%	14 5%	14 1%	18 2%	29 3%	4 3%	- -	9 4%	- -	16 8% zhl	* *

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 121

Q85: SUMMARY TABLE - NET DISSATISFIED**The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?****Base: All with landline service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
The reliability of the landline service/ connection (e.g. being able to make a call when you need to and getting a dialling tone reliably)	48 4%	16 4%	32 5%	39 4%	9 6%	7 4%	12 4%	25 5%	44 5%	2 5%	2 2%	1 3%	36 4%	12 7%
The clarity of the line (e.g. being able to clearly hear the other person on the call)	70 6%	33 8%	37 6%	59 6%	11 7%	7 4%	22 8%	26 6%	56 6%	5 12%	8 10%	2 5%	60 7%	11 6%
The repair time for faults with the connection	97 9%	39 10%	58 9%	65 7%	33 20%	8 4%	27 10%	51 11%	86 9%	4 10%	7 8%	1 3%	78 9%	19 11%
The ease of contacting the provider's customer service department	136 13%	62 15%	73 11%	99 11%	36 23%	19 9%	30 11%	62 14%	111 12%	8 21%	10 12%	6 19%	116 13%	20 12%
The quality of the service provided by the provider's customer service staff	85 8%	37 9%	48 7%	55 6%	30 19%	6 3%	21 8%	41 9%	68 7%	4 11%	7 9%	6 17%	74 8%	11 6%
The value for money of the service provided	182 17%	68 17%	114 17%	153 17%	28 18%	24 12%	54 20%	83 18%	162 17%	5 12%	7 9%	8 23%	163 18%	19 11%
The level of compensation provided by the provider when something goes wrong	91 8%	28 7%	62 9%	74 8%	17 11%	12 6%	25 9%	38 8%	75 8%	3 7%	10 13%	2 7%	77 8%	14 8%
The ease of installation	48 4%	27 7%	21 3%	31 3%	18 11%	2 1%	13 5%	26 6%	41 4%	3 7%	2 2%	3 9%	44 5%	4 2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 285

Absolutes/col percents

Table 121

Q85: SUMMARY TABLE - NET DISSATISFIED

The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
The reliability of the landline service/ connection (e.g. being able to make a call when you need to and getting a dialling tone reliably)	48 4%	16 3%	9 4%	23 8%	46 4%	26 3%	48 4%	8 5%	16 8%	15 6%	2 1%	2 1%	6 4%
The clarity of the line (e.g. being able to clearly hear the other person on the call)	70 6%	45 9%	17 7%	8 3%	69 7%	48 6%	70 6%	13 9%	8 4%	38 16% 2hkl	2 1%	9 5%	- -
The repair time for faults with the connection	97 9%	40 8%	27 11%	31 10%	81 8%	68 9%	97 9%	20 13% l	25 12% l	29 12% l	3 2%	20 10% l	* *
The ease of contacting the provider's customer service department	136 13%	51 10%	33 13%	52 17%	122 12%	90 12%	136 13%	37 24% kl	29 14% l	39 16% l	9 6%	20 10%	2 1%
The quality of the service provided by the provider's customer service staff	85 8%	42 8%	18 7%	25 8%	72 7%	51 7%	85 8%	19 13% l	12 6%	36 15% kl	2 1%	16 8%	1 1%
The value for money of the service provided	182 17%	91 17%	40 16%	50 17%	163 16%	134 18%	182 17%	44 29% kl	26 13%	42 17%	21 14%	39 20%	9 7%
The level of compensation provided by the provider when something goes wrong	91 8%	49 9%	28 11%	14 5%	89 9%	77 10%	91 8%	23 15% kl	13 6%	45 18% 2hkl	7 4%	3 1%	* *
The ease of installation	48 4%	17 3%	11 4%	21 7%	33 3%	27 4%	48 4%	8 5%	2 1%	13 5%	3 2%	21 11% h	1 1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 122

Q85: SUMMARY TABLE**The following are some different aspects of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this aspect of your landline service?****Base: All with landline service**

		The reliability of the landline service/ connection (e.g. being able to make a call when you need to and getting a dialling tone reliably)	The clarity of the line (e.g. being able to clearly hear the other person on the call)	The repair time for faults with the connection	The ease of contacting the provider's customer service department	The quality of the service provided by the provider's customer service staff	The value for money of the service provided	The level of compensation provided by the provider when something goes wrong	The ease of installation
Unweighted base		1306	1306	1306	1306	1306	1306	1306	1306
Base		1080	1080	1080	1080	1080	1080	1080	1080
Effective base		320	320	320	320	320	320	320	320
Very satisfied	(5)	514 48%	427 39%	130 12%	263 24%	289 27%	219 20%	95 9%	429 40%
Fairly satisfied	(4)	402 37%	421 39%	248 23%	343 32%	365 34%	420 39%	133 12%	361 33%
Neither satisfied nor dissatisfied	(3)	79 7%	113 10%	130 12%	151 14%	150 14%	219 20%	168 16%	110 10%
Fairly dissatisfied	(2)	30 3%	62 6%	70 6%	92 9%	42 4%	135 12%	58 5%	19 2%
Very dissatisfied	(1)	18 2%	8 1%	28 3%	44 4%	43 4%	47 4%	32 3%	29 3%
Don't know		15 1%	17 2%	22 2%	19 2%	23 2%	20 2%	39 4%	41 4%
Not applicable / have not experienced this issue		23 2%	33 3%	453 42%	170 16%	169 16%	20 2%	554 51%	92 8%
NET Satisfied		915 85%	848 78%	378 35%	605 56%	654 61%	640 59%	229 21%	789 73%
NET Dissatisfied		48 4%	70 6%	97 9%	136 13%	85 8%	182 17%	91 8%	48 4%
Mean		4.31	4.16	3.63	3.77	3.92	3.61	3.41	4.20
SD		0.86	0.90	1.08	1.12	1.05	1.09	1.13	0.94

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 287

Table 123

QB6: What, if any, issues or problems has your organisation encountered with your landline service in the last 12 months?

Absolutes/col percents

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Poor service reliability (loss of service/ technical fault)	106 10%	42 10%	63 9%	85 9%	21 13%	28 13%	24 9%	44 10%	95 10%	2 4%	8 10%	1 3%	83 9%	23 13%
Unsolicited/nuisance or silent calls	64 6%	12 3%	52 8%	62 7%	1 1%	10 5%	26 10%	25 6%	61 7%	2 4%	1 1%	*	55 6%	9 5%
Increased charges	61 6%	12 3%	48 7%	55 6%	5 3%	11 5%	31 11%g	15 3%	57 6%	3 7%	*	1 3%	46 5%	14 8%
Poor voice quality	56 5%	13 3%	42 6%	50 5%	5 3%	7 4%	15 5%	19 4%	41 4%	4 9%	8 10%	4 11%	51 6%	5 3%
Poor customer service	32 3%	6 2%	25 4%	31 3%	1 1%	7 3%	7 2%	15 3%	29 3%	*	*	3 8%	29 3%	3 1%
Lack of provider support/assistance outside typical office hours	24 2%	11 3%	13 2%	20 2%	3 2%	2 1%	13 5%	8 2%	23 3%	-	*	*	21 2%	2 1%
Unexpected additional charges	22 2%	4 1%	18 3%	13 1%	9 6%	4 2%	2 1%	16 3%	21 2%	1 2%	*	*	22 1%	1 *
Terms and conditions (e.g. those you were not aware of)	9 1%	1 *	8 1%	8 1%	1 *	2 1%	5 2%	2 1%	9 1%	-	*	*	7 1%	2 1%
Mis-selling (service received was not what was sold originally)	5 *	2 1%	3 *	5 *	1 *	4 2%	1 *	1 *	5 1%	*	-	-	4 *	1 1%
Other (please type in)	27 3%	16 4%	12 2%	25 3%	2 1%	6 3%	3 1%	9 2%	19 2%	3 8%	2 3%	3 9%	18 2%	10 6%
No issues experienced in the last 12 months	838 78%	333 82%	505 75%	716 78%	122 77%	156 76%	205 75%	353 78%	713 77%	30 76%	67 84%	28 83%	712 78%	126 73%
NET Experienced any issue	242 22%	75 18%	168 25%	205 22%	37 23%	48 24%	67 25%	100 22%	214 23%	9 24%	13 16%	6 17%	197 22%	45 27%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 288

Absolutes/col percents

Table 123

QB6: What, if any, issues or problems has your organisation encountered with your landline service in the last 12 months?

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Poor service reliability (loss of service/ technical fault)	106 10%	45 9%	28 11%	32 10%	103 10%	78 10%	106 10%	17 11%	33 16%kl	38 16%kl	9 6%	4 2%	4 3%
Unsolicited/nuisance or silent calls	64 6%	38 7%	16 6%	10 3%	63 6%	53 7%	64 6%	19 13%k	16 8%	19 8%	3 2%	3 2%	4 3%
Increased charges	61 6%	40 8%	9 4%	12 4%	60 6%	47 6%	61 6%	11 7%	15 7%	17 7%	1 1%	9 5%	8 6%
Poor voice quality	56 5%	29 6%	15 6%	12 4%	53 5%	42 5%	56 5%	19 13%kl	6 3%	27 11%kl	2 1%	1 1%	* *
Poor customer service	32 3%	19 4%	9 3%	4 1%	27 3%	28 4%	32 3%	8 6%	2 1%	15 6%	* *	* *	5 4%
Lack of provider support/assistance outside typical office hours	24 2%	20 4%	1 *	2 1%	23 2%	19 3%	24 2%	7 4%	12 6%	2 1%	* *	1 1%	* *
Unexpected additional charges	22 2%	16 3%	4 2%	2 1%	20 2%	18 2%	22 2%	1 1%	1 1%	15 6%kl	* *	* *	4 3%
Terms and conditions (e.g. those you were not aware of)	9 1%	3 1%	3 1%	3 1%	9 1%	6 1%	9 1%	1 *	2 1%	5 2%	- -	2 1%	- -
Mis-selling (service received was not what was sold originally)	5 *	2 *	3 1%	1 *	4 *	3 *	5 *	1 *	1 1%	3 1%	* *	* *	- -
Other (please type in)	27 3%	13 3%	6 2%	8 3%	21 2%	18 2%	27 3%	7 4%	- -	12 5%	* *	6 3%	2 1%
No issues experienced in the last 12 months	838 78%kl	397 76%	200 79%	242 79%	814 78%	577 76%	838 78%	111 72%	150 73%	152 63%	144 91%	167 88%kl	115 86%kl
NET Experienced any issue	242 22%	127 24%	52 21%	63 21%	230 22%	182 24%	242 22%	42 28%	54 27%	89 37%2kl	15 9%	23 12%	19 14%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 124

QB7: And on a scale of 1 to 10 where 1 denotes "No impact at all" and 10 denotes "Very great impact", to what extent did this/these problem(s) with your landline service have an impact your business?

Base: All experiencing any problems with their landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	353	95	258	289	64	80	84	114	278	27	29	19	274	79
Base	242	75**	168*	205	37**	48**	67**	100**	214**	9**	13**	6**	197*	45**
Effective base	85	22	64	77	9	19	23	29	70	10	10	4	62	30
1 No impact at all	28	10	18	28	*	4	8	13	24	*	3	*	17	11
	12%	14%	11%	14%	*	8%	11%	13%	11%	5%	24%	1%	9%	23%
2	19	-	19	16	4	1	8	9	18	-	2	-	16	3
	8%	-	12%	8%	10%	1%	11%	9%	8%	-	13%	-	8%	7%
3	16	2	14	16	*	5	3	9	16	*	*	*	14	3
	7%	3%	8%	8%	1%	10%	4%	9%	8%	1%	*	1%	7%	6%
4	5	1	3	4	1	1	2	2	5	-	-	*	4	1
	2%	2%	2%	2%	2%	2%	3%	2%	2%	-	-	2%	2%	2%
5	31	11	20	30	1	11	10	8	29	1	1	1	23	8
	13%	15%	12%	15%	3%	23%	15%	8%	13%	6%	11%	12%	12%	17%
6	36	10	25	26	9	4	5	25	35	*	1	*	31	5
	15%	14%	15%	13%	25%	9%	8%	26%	16%	1%	4%	1%	16%	10%
7	49	12	37	34	15	14	10	21	45	2	2	*	42	7
	20%	15%	22%	16%	41%	28%	15%	21%	21%	19%	15%	3%	21%	15%
8	18	5	14	15	4	6	4	3	13	3	2	*	17	2
	8%	6%	8%	7%	10%	12%	5%	3%	6%	35%	19%	4%	8%	4%
9	25	11	14	25	1	*	14	8	22	-	*	3	23	2
	11%	15%	8%	12%	2%	1%	22%	8%	11%	-	1%	48%	12%	5%
10 Very great impact	14	11	2	12	2	3	3	2	7	3	2	2	9	5
	6%	15%	1%	6%	5%	6%	4%	2%	3%	34%	12%	28%	5%	10%
NET 1-3 Low Impact	64	13	51	59	4	9	18	31	58	1	5	*	47	17
	26%	17%	31%	29%	12%	19%	27%	31%	27%	6%	38%	2%	24%	36%
NET 4-7	121	35	86	94	27	30	28	56	114	2	4	1	101	20
	50%	46%	52%	46%	72%	63%	42%	56%	53%	25%	30%	18%	51%	45%
NET 8-10 High Impact	58	27	30	51	6	9	21	13	42	6	4	5	49	9
	24%	37%	18%	25%	17%	19%	32%	13%	20%	69%	32%	80%	25%	19%
Mean	5.63	6.39	5.29	5.50	6.32	5.77	5.73	5.17	5.48	7.92	5.18	8.44	5.79	4.94
SD	2.69	2.85	2.55	2.79	1.91	2.27	2.89	2.53	2.60	2.27	3.40	2.05	2.58	3.03

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 124

QB7: And on a scale of 1 to 10 where 1 denotes "No impact at all" and 10 denotes "Very great impact", to what extent did this/these problem(s) with your landline service have an impact your business?

Base: All experiencing any problems with their landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	353	148	137	68	342	252	353	46	26	176	31	45	29
Base	242	127**	52**	63**	230	182*	242	42**	54**	89*	15**	23**	19**
Effective base	85	36	36	23	80	57	85	16	11	41	6	12	9
1 No impact at all	28	14	3	11	28	25	28	6	4	7	3	2	5
	12%	11%	5%	17%	12%	14%	12%	14%	8%	8%	20%	11%	28%
2	19	4	7	8	15	16	19	2	2	5	1	8	2
	8%	3%	14%	13%	6%	9%	8%	5%	4%	6%	5%	33%	11%
3	16	9	1	6	16	14	16	5	2	5	*	1	3
	7%	7%	3%	10%	7%	8%	7%	11%	4%	6%	3%	5%	16%
4	5	2	3	*	4	4	5	*	-	*	2	2	*
	2%	1%	5%	1%	2%	2%	2%	1%	-	*	16%	7%	1%
5	31	17	5	9	27	13	31	2	15	12	1	1	*
	13%	13%	10%	14%	12%	7%	13%	4%	28%	13%	9%	4%	1%
6	36	17	8	10	35	33	36	15	8	9	*	3	1
	15%	14%	16%	16%	15%	18%	15%	35%	14%	10%	*	14%	6%
7	49	32	8	9	48	39	49	5	8	25	5	1	6
	20%	25%	15%	14%	21%	22%	20%	12%	14%	28%	35%	3%	32%
8	18	8	5	6	18	12	18	1	3	9	1	3	1
	8%	6%	9%	9%	8%	7%	8%	3%	6%	11%	7%	13%	3%
9	25	18	7	*	25	19	25	5	12	6	*	2	*
	11%	14%	14%	*	11%	10%	11%	12%	22%	7%	2%	8%	*
10 Very great impact	14	7	4	3	13	6	14	2	*	10	*	1	*
	6%	5%	8%	4%	6%	3%	6%	4%	*	12%	2%	3%	2%
NET 1-3 Low Impact	64	26	11	26	59	55	64	12	9	17	4	11	10
	26%	21%	22%	41%	26%	30%	26%	29%	16%	19%	28%	49%	54%
NET 4-7	121	68	24	29	114	90	121	22	30	46	9	6	8
	50%	54%	47%	45%	50%	49%	50%	52%	56%	52%	61%	27%	40%
NET 8-10 High Impact	58	32	16	9	57	37	58	8	15	26	2	6	1
	24%	26%	32%	14%	25%	20%	24%	19%	28%	29%	12%	24%	5%
Mean	5.63	5.97	5.98	4.65	5.69	5.41	5.63	5.46	5.97	6.22	4.96	4.46	4.15
SD	2.69	2.60	2.70	2.66	2.70	2.71	2.69	2.65	2.41	2.60	2.72	2.90	2.83

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 291

Absolutes/col percents

Table 125

Q88(1): The reliability of the connection

The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Very satisfied	(5) 720 36%	333 36%	386 37%	651 37%	69 29%	132 35%	171 35%	307 35%	610 35%	30 43%	55 46%	25 50%	640 38%	80 30%
Fairly satisfied	(4) 869 44%	421 45%	448 43%	774 45%	95 40%	187 50%	202 42%	387 44%	777 45%	27 38%	49 41%	17 34%	757 44%	112 41%
Neither satisfied nor dissatisfied	(3) 190 10% j	70 7%	120 12%	161 9%	29 12%	32 9%	60 12%	84 10%	177 10% j	6 8%	3 3%	4 8%	151 9%	39 14%
Fairly dissatisfied	(2) 116 6%	64 7%	52 5%	87 5%	29 12% c	21 5%	31 6%	47 5%	99 6%	4 6%	10 9%	3 6%	89 5%	26 10% l
Very dissatisfied	(1) 65 3%	36 4%	28 3%	52 3%	13 5%	1 *	17 4%	40 5% e	59 3%	3 4%	3 2%	1 2%	52 3%	13 5%
Don't know	12 1%	5 1%	7 1%	10 1%	2 1%	2 1%	4 1%	6 1%	12 1%	* *	- *	* *	12 1%	- *
Not applicable / have not experienced this issue	4 *	3 *	1 *	3 *	2 1%	2 1%	1 *	1 *	4 *	- -	* *	- -	4 *	* *
NET Satisfied	1589 80% d m	755 81%	834 80%	1424 82% d	165 69%	320 85%	373 77%	694 80%	1387 80%	57 81%	104 87%	42 84%	1397 82% M	192 71%
NET Dissatisfied	181 9%	101 11%	80 8%	139 8%	42 17% c c	22 6%	48 10%	87 10%	157 9%	7 10%	13 11%	4 7%	141 8%	39 15% l
Mean	4.05 d m	4.03	4.08	4.09 d	3.76	4.15	3.99	4.01	4.04	4.10	4.20	4.25	4.09 M	3.81
SD	1.00	1.03	0.97	0.97	1.16	0.82	1.03	1.04	1.00	1.07	0.99	0.96	0.97	1.11

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 125

Q88(1): The reliability of the connection**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Very satisfied	(5) 720	360	153	207	720	571	369	72	113	100	134	133	168
		36%	41%b	31%	35%	36%	37%	27%	35%	21%	45%gl	38%l	63%ZGHJK
Fairly satisfied	(4) 869	349	245	276	869	668	454	125	156	209	121	177	81
		44%	40%	49%	44%	43%	43%	46%	48%	44%	41%	50%L	31%
Neither satisfied nor dissatisfied	(3) 190	82	42	66	190	148	110	46	22	57	20	33	12
		10%	9%	8%	11%	10%	11%	17%l	7%	12%	7%	9%	4%
Fairly dissatisfied	(2) 116	56	33	27	116	96	65	8	21	68	12	4	2
		6%	6%	7%	5%	6%	6%	3%	7%	14%ZgJKL	4%	1%	1%
Very dissatisfied	(1) 65	29	15	20	65	46	45	18	10	37	1	-	-
		3%	3%	3%	3%	3%	4%	7%kl	3%	8%JJKL	*	-	-
Don't know	12	2	8	2	12	10	*	*	-	*	7	5	-
	1%	*	2%	*	1%	1%	*	*	-	*	3%	1%	-
Not applicable / have not experienced this issue	4	3	*	1	4	3	2	*	-	1	-	2	1
	*	*	*	*	*	*	*	*	-	*	-	*	*
NET Satisfied	1589	709	398	483	1589	1239	822	197	269	310	255	310	249
		80%	80%	81%	80%	80%	79%	73%	84%	65%	86%gl	88%gl	94%ZGHJK
NET Dissatisfied	181	85	48	47	181	143	110	26	31	104	13	4	2
		9%o	10%	8%	9%	9%	10%	10%kl	10%kl	22%ZghJKL	4%	1%	1%
Mean	4.05l	4.09	4.00	4.04	4.05	4.06	4.00	3.83	4.06l	3.57	4.30zGI	4.27zGI	4.57ZGHJK
SD	1.00	1.03	0.98	0.97	1.00	1.00	1.05	1.07	0.97	1.19	0.80	0.67	0.62

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 293

Absolutes/col percents

Table 126

Q88(2): The repair time for faults with the connection

The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Very satisfied	(5) 314 16%	140 15%	174 17%	277 16%	37 15%	71 19%	75 15%	120 14%	267 15%	13 19%	21 17%	13 27%	262 15%	52 19%
Fairly satisfied	(4) 501 25%	216 23%	285 27%	446 26%	55 23%	68 18%	139 29%	236 27%	444 26%	13 18%	37 31%	8 16%	443 26%	58 22%
Neither satisfied nor dissatisfied	(3) 300 15%	135 14%	165 16%	270 16%	30 12%	65 17%	67 14%	133 15%	265 15%	12 17%	16 13%	7 15%	253 15%	47 17%
Fairly dissatisfied	(2) 117 6%	56 6%	61 6%	94 5%	24 10%	17 5%	33 7%	53 6%	103 6%	5 7%	5 4%	4 9%	98 6%	19 7%
Very dissatisfied	(1) 65 3%	44 5%	21 2%	50 3%	15 6%	5 1%	23 5%	26 3%	55 3%	3 4%	6 5%	2 4%	55 3%	10 4%
Don't know	39 2%	23 2%	16 2%	24 1%	15 6%aC	6 2%	15 3%	14 2%	35 2%	* *	4 3%	* *	35 2%	5 2%
Not applicable / have not experienced this issue	640 32%	319 34%	321 31%	575 33%	65 27%	146 38%	133 27%	289 33%	568 33%	25 35%	32 27%	15 30%	560 33%	79 29%
NET Satisfied	815 41%	356 38%	459 44%	724 42%	91 38%	139 37%	214 44%	357 41%	710 41%	26 37%	57 48%	21 42%	704 41%	111 41%
NET Dissatisfied	182 9%	101 11%	82 8%	144 8%	39 16%aC	22 6%	56 12%	79 9%	158 9%	8 11%	10 9%	6 13%	153 9%	29 11%
Mean	3.68	3.59	3.75	3.71	3.47	3.81	3.62	3.65	3.67	3.64	3.74	3.76	3.68	3.66
SD	1.09	1.16	1.01	1.06	1.25	1.04	1.14	1.06	1.08	1.19	1.11	1.25	1.08	1.14

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 126

Q88(2): The repair time for faults with the connection**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Very satisfied	(5) 314	143	68	103	314	238	178	21	38	49	68	63	74
	16%	16%	14%	17%	16%	15%	17%	8%	12%	10%	23% gl	18%	28% ZGH
Fairly satisfied	(4) 501	203	119	179	501	388	236	78	54	149	68	112	38
	25% h	23%	24%	30%	25%	25%	23%	29% li	17%	32% hL	23%	32% hL	15%
Neither satisfied nor dissatisfied	(3) 300	128	78	94	300	231	171	72	50	73	32	51	22
	15%	14%	16%	16%	15%	15%	16%	27% qjL	16%	16%	11%	14%	8%
Fairly dissatisfied	(2) 117	53	32	32	117	95	60	22	23	53	10	8	2
	6% li	6%	6%	5%	6%	6%	6%	8% li	7% li	11% qjKL	3%	2%	1%
Very dissatisfied	(1) 65	29	27	9	65	47	36	11	3	42	1	7	1
	3%	3%	5%	2%	3%	3%	3%	4%	1%	9% ZhjkL	*	2%	*
Don't know	39	18	13	8	39	22	19	4	10	2	8	8	7
	2%	2%	3%	1%	2%	1%	2%	1%	3%	*	3%	2%	3%
Not applicable / have not experienced this issue	640	308	157	175	640	521	343	61	142	104	109	103	120
	32% li	35%	32%	29%	32%	34%	33%	23%	44% zGH	22%	37% li	29%	45% zGH
NET Satisfied	815	346	188	282	815	627	414	100	92	199	137	176	112
	41% h	39%	38%	47%	41%	41%	40%	37%	29%	42%	46% h	50% h	43%
NET Dissatisfied	182	82	59	41	182	141	97	32	26	95	11	15	3
	9% li	9%	12%	7%	9%	9%	9%	12% L	8% li	20% ZhKL	4%	4%	1%
Mean	3.68 ^l	3.68	3.52	3.80	3.68	3.68	3.67	3.38	3.59	3.30	4.08 ^{zGH}	3.90 ^{GI}	4.33 ^{ZGHik}
SD	1.09	1.11	1.17	0.97	1.09	1.08	1.11	0.99	1.04	1.21	0.91	0.93	0.85

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 295

Absolutes/col percents

Table 127

QB8(3): The geographic availability of the service (i.e. the ability to obtain the service where your company is based)

The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Very satisfied	(5) 702	308	395	642	61	173	181	239	593	31	57	21	613	89
	36%g	33%	38%	37%	25%	46%aG	37%	27%	34%	45%	48%ah	42%	36%	33%
Fairly satisfied	(4) 808	412	397	728	80	130	183	417	729	26	36	17	702	106
	41%	44%	38%	42%	33%	34%	38%	48%a	42%j	37%	30%	34%	41%	39%
Neither satisfied nor dissatisfied	(3) 189	55	134	165	24	20	57	91	168	4	12	4	159	30
	10%	6%	13%A	10%	10%	5%	12%	10%	10%	6%	10%	8%	9%	11%
Fairly dissatisfied	(2) 104	71	33	71	33	24	29	40	93	3	5	3	90	14
	5%	8%b	3%	4%	14%ZC	6%	6%	5%	5%	4%	4%	6%	5%	5%
Very dissatisfied	(1) 59	39	21	40	20	6	12	30	48	3	4	4	39	20
	3%	4%	2%	2%	8%aC	2%	2%	3%	3%	4%	3%	9%	2%	7%aL
Don't know	51	26	25	48	3	13	6	29	48	1	1	1	49	2
	3%	3%	2%	3%	1%	3%	1%	3%	3%	1%	1%	2%	3%	1%
Not applicable / have not experienced this issue	63	25	38	44	19	12	17	27	56	2	4	*	53	10
	3%	3%	4%	3%	8%aC	3%	3%	3%	3%	3%	4%	*	3%	4%
NET Satisfied	1510	719	791	1369	141	303	364	656	1323	57	93	38	1315	195
	76%aD	77%	76%	79%aD	59%	80%	75%	75%	76%	82%	77%	76%	77%	72%
NET Dissatisfied	163	109	54	110	53	31	41	70	142	6	9	7	130	34
	8%	12%b	5%	6%	22%ZC	8%	8%	8%	8%	9%	7%	14%	8%	12%
Mean	4.07D	4.00	4.13	4.13D	3.59	4.24g	4.06	3.97	4.06	4.18	4.21	3.97	4.10m	3.89
SD	0.99	1.06	0.92	0.93	1.29	0.96	1.00	0.97	0.98	1.05	1.02	1.24	0.96	1.17

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 127

Q88(3): The geographic availability of the service (i.e. the ability to obtain the service where your company is based)**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Very satisfied	(5) 702	332	169	201	702	562	386	78	98	92	130	135	169
		36%	38%	34%	36%	36%	37%	29%	31%	20%	44% ij	38% ij	64% zGHij
Fairly satisfied	(4) 808	351	193	264	808	631	410	117	140	189	128	161	73
		41%	40%	39%	41%	41%	39%	43% ij	43% ij	40%	43% ij	46% ij	28%
Neither satisfied nor dissatisfied	(3) 189	76	45	67	189	146	101	22	28	84	20	28	7
		10%	9%	11%	10%	9%	10%	8%	9%	18% zjkl	7%	8%	3%
Fairly dissatisfied	(2) 104	20	50	33	104	79	51	15	20	42	10	11	6
		5%	2%	10% zA	6%	5%	5%	6%	6%	9% ij	3%	3%	2%
Very dissatisfied	(1) 59	39	17	4	59	38	42	9	1	46	*	1	1
		3%	4% c	3%	3%	2%	4%	4%	*	10% zHJKL	*	*	*
Don't know	51	28	11	11	51	41	21	16	12	7	7	10	-
	3%	3%	2%	2%	3%	3%	2%	6% ij	4%	1%	2%	3%	-
Not applicable / have not experienced this issue	63	34	10	18	63	44	34	12	22	12	1	6	9
	3%	4%	2%	3%	3%	3%	3%	5%	7% j	2%	*	2%	3%
NET Satisfied	1510	683	362	465	1510	1193	796	195	238	282	258	296	242
	76% ij	78%	73%	78%	76%	77%	76%	73%	74% ij	60%	87% zgj	84% ij	91% zGHij
NET Dissatisfied	163	59	67	37	163	118	93	24	21	88	10	13	7
	8%	7%	14% zAc	6%	8%	8%	9%	9%	7%	19% zHJKL	3%	4%	2%
Mean	4.071	4.12	3.94	4.10	4.07	4.10	4.06	3.991	4.091	3.53	4.311	4.241	4.582
SD	0.99	1.01	1.09	0.87	0.99	0.97	1.04	1.01	0.87	1.21	0.75	0.78	0.69

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 128

QB8(4): The ease of contacting the provider's customer service department**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Very satisfied	(5) 464	227	238	403	61	104	114	174	392	21	33	18	393	72
	24%	24%	23%	23%	26%	27%	23%	20%	23%	31%	28%	36%	23%	27%
Fairly satisfied	(4) 652	312	340	586	66	115	172	290	577	22	40	13	578	74
	33%	33%	33%	34%	28%	30%	35%	33%	33%	31%	34%	26%	34%	27%
Neither satisfied nor dissatisfied	(3) 237	59	178	214	24	34	54	128	216	10	7	4	204	34
	12%	6%	17% dA	12%	10%	9%	11%	15%	12%	15%	6%	8%	12%	12%
Fairly dissatisfied	(2) 159	61	99	144	16	23	34	82	139	3	12	5	134	25
	8%	6%	9%	8%	7%	6%	7%	9%	8%	4%	10%	11%	8%	9%
Very dissatisfied	(1) 155	106	49	124	32	12	41	83	135	6	9	6	129	27
	8%	11% B	5%	7%	13%	3%	8%	9% e	8%	8%	7%	12%	8%	10%
Don't know	40	23	17	35	5	5	7	25	38	*	*	1	31	8
	2%	2%	2%	2%	2%	1%	2%	3%	2%	1%	*	2%	2%	3%
Not applicable / have not experienced this issue	268	146	123	231	37	85	64	90	239	8	18	3	237	31
	14%	16%	12%	13%	15%	23% dG	13%	10%	14%	12%	15%	6%	14%	12%
NET Satisfied	1116	539	578	989	127	218	286	465	969	43	74	31	970	146
	56%	58%	55%	57%	53%	58%	59%	53%	56%	61%	62%	62%	57%	54%
NET Dissatisfied	315	167	148	267	47	35	74	165	274	8	21	11	263	51
	16%	18%	14%	15%	20%	9%	15%	19% e	16%	12%	17%	23%	15%	19%
Mean	3.67	3.64	3.68	3.68	3.55	3.95 zG	3.69	3.52	3.65	3.82	3.76	3.69	3.68	3.60
SD	1.24	1.35	1.14	1.21	1.41	1.09	1.23	1.26	1.23	1.22	1.27	1.42	1.22	1.33

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 128

Q88(4): The ease of contacting the provider's customer service department

The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Very satisfied	(5) 464	229	81	155	464	355	287	22	59	58	91	99	134
		24%GI	26%b	16%		24%	23%	8%	12%	12%	31%GI	28%GI	51%ZGHJH
Fairly satisfied	(4) 652	278	168	206	652	492	316	85	128	152	102	126	59
		33%I	32%	34%		33%	32%	31%	40%I	32%	35%	36%I	22%
Neither satisfied nor dissatisfied	(3) 237	137	58	42	237	203	149	49	39	83	24	34	7
		12%I	16%c	12%		12%	13%	18%I	12%I	18%I	8%	10%	3%
Fairly dissatisfied	(2) 159	48	43	68	159	132	72	29	41	34	26	22	7
		8%	5%	9%		8%	9%	11%I	13%I	7%	9%	6%	3%
Very dissatisfied	(1) 155	65	51	39	155	123	75	35	8	87	6	6	14
		8%h	7%	10%		8%	8%	13%hJK	2%	18%ZHIJKL	2%	2%	5%
Don't know	40	21	14	5	40	29	15	14	8	3	7	7	1
	2%	2%	3%	1%		2%	2%	5%I	2%	1%	2%	2%	*
Not applicable / have not experienced this issue	268	104	80	85	268	208	130	35	38	56	40	58	42
	14%	12%	16%	14%		14%	13%	13%	12%	12%	13%	16%	16%
NET Satisfied	1116	506	249	361	1116	847	603	107	188	210	194	225	193
		56%gi	57%	60%		56%	58%	40%	58%g	44%	65%GI	64%GI	73%ZGI
NET Dissatisfied	315	114	94	107	315	255	147	64	49	121	32	28	21
		16%h	13%	18%		16%	17%	24%JKL	15%	26%ZJKL	11%	8%	8%
Mean	3.67GI	3.73b	3.46	3.73	3.67	3.63	3.74	3.14	3.69gi	3.15	3.99GI	4.01zGI	4.322GHI
SD	1.24	1.20	1.28	1.24	1.24	1.24	1.22	1.24	1.06	1.35	1.04	0.98	1.11

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 129

QB8(5): The quality of the service provided by the provider's customer service staff**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Very satisfied	(5) 518	278	241	448	70	132	119	181	432	21	46	19	447	72
	26%	30%	23%	26%	29%	35% zG	25%	21%	25%	31%	38% zh	38%	26%	26%
Fairly satisfied	(4) 735	305	430	674	61	120	176	358	654	28	39	13	646	89
	37%	33%	41% a	39% d	25%	32%	36%	41%	38%	40%	33%	26%	38%	33%
Neither satisfied nor dissatisfied	(3) 249	86	163	212	36	36	83	103	223	7	12	7	200	48
	13%	9%	16% a	12%	15%	10%	17%	12%	13%	9%	10%	15%	12%	18%
Fairly dissatisfied	(2) 125	70	55	108	17	13	20	76	110	2	9	4	111	14
	6%	7%	5%	6%	7%	4%	4%	9%	6%	3%	8%	9%	7%	5%
Very dissatisfied	(1) 104	76	28	89	15	6	31	59	97	4	1	3	95	9
	5%	8% b	3%	5%	6%	2%	6%	7% e	6%	6%	1%	6%	6%	3%
Don't know	31	22	9	30	1	2	4	23	30	1	*	1	27	4
	2%	2%	1%	2%	1%	1%	1%	3%	2%	1%	*	2%	2%	1%
Not applicable / have not experienced this issue	214	97	116	174	39	67	53	71	191	8	12	2	179	35
	11%	10%	11%	10%	16%	18% zG	11%	8%	11%	11%	10%	5%	10%	13%
NET Satisfied	1253	583	671	1123	131	253	295	539	1087	50	85	32	1093	160
	63%	62%	64%	65%	55%	67%	61%	62%	63%	71%	71%	64%	64%	59%
NET Dissatisfied	230	146	83	197	32	20	52	135	206	6	10	7	206	23
	12% e	16% b	8%	11%	13%	5%	11%	15% E	12%	8%	9%	15%	12%	9%
Mean	3.83	3.78	3.87	3.84	3.77	4.16 zFG	3.77	3.68	3.80	3.99	4.12 zh	3.87	3.83	3.86
SD	1.12	1.26	0.97	1.10	1.23	0.94	1.12	1.16	1.12	1.07	0.98	1.24	1.13	1.05

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 129

Q88(5): The quality of the service provided by the provider's customer service staff**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

		Home/office working			Users			Segments						
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)	
		Total (z)												
Unweighted base		1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base		1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base		533	230	157	151	533	387	311	64	72	147	72	103	84
Very satisfied	(5)	518	243	106	170	518	400	296	38	71	84	91	98	136
		26%g	28%	21%	28%	26%	26%	28%	14%	22%	18%	31%g	28%g	51%zGHJK
Fairly satisfied	(4)	735	322	184	229	735	591	394	87	140	163	137	150	58
		37%h	36%	37%	38%	37%	38%	38%	32%	43%h	34%h	46%h	43%h	22%
Neither satisfied nor dissatisfied	(3)	249	118	62	69	249	179	160	61	42	83	16	36	11
		13%h	13%	12%	11%	13%	12%	15%	22%zJKL	13%	18%jL	5%	10%	4%
Fairly dissatisfied	(2)	125	40	41	44	125	111	50	27	29	41	11	6	11
		6%	5%	8%	7%	6%	7%	5%	10%k	9%k	9%k	4%	2%	4%
Very dissatisfied	(1)	104	61	29	14	104	83	31	27	1	68	1	3	4
		5%	7%z	6%	2%	5%	5%	3%	10%hJKI	*	14%zHJKL	*	1%	1%
Don't know		31	16	12	3	31	25	8	10	3	2	7	8	-
		2%	2%	3%	*	2%	2%	1%	4%	1%	*	2%	2%	-
Not applicable / have not experienced this issue		214	81	61	71	214	154	106	19	36	33	32	51	44
		11%	9%	12%	12%	11%	10%	10%	7%	11%	7%	11%	14%	17%h
NET Satisfied		1253	565	290	399	1253	991	689	125	211	247	228	248	194
		63%GI	64%	59%	67%	63%	64%	66%	46%	66%g	52%	77%zGI	70%GI	73%GI
NET Dissatisfied		230	101	70	58	230	194	82	54	30	109	12	9	15
		12%h	11%	14%	10%	12%	13%f	8%	20%JKI	9%	23%zHJKL	4%	3%	6%
Mean		3.83GI	3.82	3.70	3.94	3.83	3.82	3.94	3.34	3.89GI	3.35	4.19zGI	4.14zGI	4.41ZGHJK
SD		1.12	1.16	1.15	1.01	1.12	1.13	1.00	1.20	0.91	1.32	0.77	0.79	0.93

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 301

Absolutes/col percents

Table 130

Q88(6): The speed of service while online

The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Very satisfied	(5) 701 35%	325 35%	376 36%	637 37%	64 27%	143 38%	165 34%	288 33%	596 34%	27 39%	54 45%	24 49%	621 36%	80 30%
Fairly satisfied	(4) 861 44%	435 47%	426 41%	770 44%	91 38%	169 45%	208 43%	400 46%	777 45%	28 40%	41 34%	15 30%	745 44%	116 43%
Neither satisfied nor dissatisfied	(3) 202 10%	62 7%	141 14%A	178 10%	24 10%	18 5%	46 10%	116 13% e	179 10%	3 5%	13 11%	7 13%	173 10%	30 11%
Fairly dissatisfied	(2) 120 6%	52 6%	68 6%	84 5%	36 15% 2C	33 9%	42 9%	32 4%	106 6%	5 7%	6 5%	2 5%	97 6%	23 8%
Very dissatisfied	(1) 68 3%	54 6%B	14 1%	49 3%	20 8% c	7 2%	18 4%	34 4%	59 3%	4 6%	3 3%	2 3%	48 3%	20 7% dL
Don't know	5 *	1 *	5 *	5 *	* *	1 *	2 *	2 *	4 *	* 1%	* *	* *	3 *	2 1%
Not applicable / have not experienced this issue	19 1%	5 1%	14 1%	14 1%	5 2%	8 2%	5 1%	2 *	15 1%	2 2%	2 2%	- -	19 1%	- -
NET Satisfied	1562 79% d	760 81%	802 77%	1407 81% d	155 65%	312 82%	372 77%	688 79%	1373 79%	56 79%	95 79%	39 79%	1366 80%	196 73%
NET Dissatisfied	188 9%	106 11%	81 8%	132 8%	55 23% 2C	40 11%	60 12%	65 7%	165 9%	9 13%	10 8%	4 8%	145 9%	43 16% dL
Mean	4.03 Dm	4.00	4.06	4.08 D	3.62	4.10	3.96	4.01	4.02	4.02	4.15	4.17	4.07 M	3.80
SD	1.01	1.08	0.94	0.96	1.26	0.98	1.06	0.98	1.00	1.15	1.02	1.04	0.98	1.17

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 130

Q88(6): The speed of service while online**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Very satisfied	(5) 701 35%kl	333 38%	146 30%	221 37%	701	551 36%	363 35%	66 24%	88 27%	94 20%	155 52%ZGHik	125 35%kl	174 66%ZGHik
Fairly satisfied	(4) 861 44%kl	379 43%	223 45%	260 43%	861	669 43%	421 40%	138 51%kl	165 51%kl	191 40%kl	106 36%	189 54%kl	72 27%
Neither satisfied nor dissatisfied	(3) 202 10%kl	89 10%	39 8%	74 12%	202	169 11%	135 13%	32 12%kl	33 10%kl	79 17%kl	28 9%kl	25 7%	5 2%
Fairly dissatisfied	(2) 120 6%	41 5%	44 9%	35 6%	120	79 5%	78 7%	18 7%	26 8%	58 12%ZJKI	4 1%	6 2%	8 3%
Very dissatisfied	(1) 68 3%	24 3%	36 7%ac	8 1%	68	60 4%	34 3%	11 4%	7 2%	48 10%ZhJKI	* *	* *	1 *
Don't know	5 *	4 *	1 *	* *	5 *	3 *	2 *	2 1%	* *	* *	* *	3 1%	- -
Not applicable / have not experienced this issue	19 1%	12 1%	6 1%	2 *	19	10 1%	12 1%	3 1%	2 1%	2 *	3 1%	4 1%	4 2%
NET Satisfied	1562 79%kl	712 81%	369 75%	481 80%	1562	1221 79%	784 75%	204 76%kl	253 79%kl	285 60%	261 88%kl	314 89%zgl	246 93%ZGHik
NET Dissatisfied	188 9%kl	65 7%	80 16%ac	43 7%	188	139 9%	112 11%	29 11%kl	33 10%kl	106 22%ZghJKI	4 1%	6 2%	9 3%
Mean	4.03bl	4.10B	3.82	4.09b	4.03	4.03	3.97	3.87l	3.94l	3.48	4.41ZGHI	4.26zhl	4.57ZGHik
SD	1.01	0.96	1.17	0.92	1.01	1.02	1.04	1.00	0.95	1.23	0.72	0.67	0.72

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 131

Q88(7): The value for money of the service provided**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Very satisfied	(5) 490	231	259	418	72	105	114	194	413	21	38	18	420	70
	25%	25%	25%	24%	30%	28%	24%	22%	24%	29%	31%	37%	25%	26%
Fairly satisfied	(4) 833	398	435	747	86	154	211	373	739	30	50	15	724	109
	42%	43%	42%	43%	36%	41%	44%	43%	43%	42%	42%	30%	42%	40%
Neither satisfied nor dissatisfied	(3) 329	116	213	301	28	64	94	130	289	11	17	13	275	54
	17%	12%	20%a	17%	12%	17%	19%	15%	17%	15%	14%	25%	16%	20%
Fairly dissatisfied	(2) 191	101	91	169	22	34	29	114	177	6	7	2	168	23
	10%	11%	9%	10%	9%	9%	6%	13%b	10%	8%	6%	3%	10%	8%
Very dissatisfied	(1) 83	55	28	61	22	4	32	36	72	2	7	2	73	10
	4%	6%	3%	4%	9%c	1%	7%e	4%	4%	3%	6%	3%	4%	4%
Don't know	31	21	10	29	2	3	3	22	29	1	1	1	27	4
	2%	2%	1%	2%	1%	1%	1%	3%	2%	2%	*	1%	2%	2%
Not applicable / have not experienced this issue	19	13	6	11	8	13	1	4	19	-	1	*	19	*
	1%	1%	1%	1%	3%	4%df	*	*	1%	-	*	*	1%	*
NET Satisfied	1323	629	694	1165	158	260	326	567	1152	50	88	33	1144	179
	67%	67%	67%	67%	66%	69%	67%	65%	66%	72%	73%	66%	67%	66%
NET Dissatisfied	274	155	119	230	44	38	61	150	249	8	14	3	242	32
	14%	17%	11%	13%	18%	10%	13%	17%	14%	11%	12%	7%	14%	12%
Mean	3.76	3.72	3.78	3.76	3.72	3.89	3.72	3.68	3.74	3.88	3.88	3.95	3.75	3.78
SD	1.07	1.14	1.01	1.04	1.26	0.97	1.09	1.09	1.07	1.04	1.11	1.04	1.08	1.04

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 131

Q88(7): The value for money of the service provided

The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Very satisfied	(5) 490	208	96	186	490	354	275	45	74	67	88	86	131
	25%	24%	19%	31% b	25%	23%	26%	17%	23%	14%	30% l	24% l	49% ZGHJK
Fairly satisfied	(4) 833	414	199	220	833	664	406	105	122	180	137	180	110
	42%	47% c	40%	37%	42%	43%	39%	39%	38%	38%	46%	51% l	41%
Neither satisfied nor dissatisfied	(3) 329	110	89	130	329	278	206	68	66	98	36	51	11
	17% l	12%	18%	22% a	17%	18%	20%	25% L	21% L	21% L	12%	15% l	4%
Fairly dissatisfied	(2) 191	77	63	51	191	145	109	26	49	63	25	25	2
	10% l	9%	13%	9%	10%	9%	10%	10% l	15% L	13% L	8% l	7% l	1%
Very dissatisfied	(1) 83	47	27	8	83	66	35	11	7	61	2	2	-
	4%	5% c	6% c	1%	4%	4%	3%	4%	2%	13% ZgHKL	1%	1%	-
Don't know	31	19	9	3	31	24	7	13	3	2	7	4	2
	2%	2%	2%	*	2%	2%	1%	5% l	1%	*	2%	1%	1%
Not applicable / have not experienced this issue	19	6	12	1	19	13	6	2	-	2	2	4	9
	1%	1%	2%	*	1%	1%	1%	1%	-	*	1%	1%	3%
NET Satisfied	1323	622	295	406	1323	1018	681	150	196	247	224	266	240
	67% l	71% b	60%	68%	67%	66%	65%	56%	61%	52%	76% l	75% GH	91% ZGHJK
NET Dissatisfied	274	124	90	60	274	211	144	37	57	124	28	27	2
	14% l	14%	18% c	10%	14%	14%	14%	14% L	18% L	26% ZgJKL	9% l	8% l	1%
Mean	3.76 ^l	3.77	3.58	3.88 ^b	3.76	3.73	3.75	3.58	3.65 ^l	3.27	3.98 ^l	3.94 ^l	4.46 ^{ZGHJK}
SD	1.07	1.08	1.12	0.99	1.07	1.06	1.07	1.03	1.07	1.24	0.93	0.86	0.62

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 132

QB8(8): The level of compensation provided by the provider when something goes wrong**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Very satisfied	(5) 164	67	97	150	14	34	53	61	148	4	10	2	148	16
	8%	7%	9%	9%	6%	9%	11%	7%	9%	6%	8%	5%	9%	6%
Fairly satisfied	(4) 255	104	151	235	20	46	72	100	219	14	12	9	210	45
	13%	11%	15%	14%	8%	12%	15%	11%	13%	21%	10%	19%	12%	16%
Neither satisfied nor dissatisfied	(3) 325	131	194	287	38	66	65	151	283	16	19	7	293	32
	16%	14%	19%	17%	16%	18%	13%	17%	16%	22%	16%	15%	17%	12%
Fairly dissatisfied	(2) 107	47	61	103	5	19	26	47	92	5	7	3	90	18
	5%	5%	6%	6%	2%	5%	5%	5%	5%	7%	6%	7%	5%	6%
Very dissatisfied	(1) 121	73	48	103	18	11	42	49	101	3	13	3	110	11
	6%	8%	5%	6%	7%	3%	9%	6%	6%	5%	11%	7%	6%	4%
Don't know	88	35	53	64	24	16	26	39	81	1	6	*	77	11
	4%	4%	5%	4%	10% c	4%	5%	4%	5%	1%	5%	1%	4%	4%
Not applicable / have not experienced this issue	916	478	438	794	122	186	202	425	814	27	52	23	778	138
	46%	51% b	42%	46%	51%	49%	42%	49%	47%	38%	44%	47%	46%	51%
NET Satisfied	419	171	248	385	34	80	125	161	367	18	22	12	359	60
	21%	18%	24%	22%	14%	21%	26%	18%	21%	26%	19%	24%	21%	22%
NET Dissatisfied	228	120	109	206	22	30	67	96	193	8	20	7	200	28
	12%	13%	10%	12%	9%	8%	14%	11%	11%	12%	17%	14%	12%	10%
Mean	3.24	3.11	3.34	3.26	3.09	3.42	3.27	3.19	3.26	3.26	2.99	3.15	3.23	3.31
SD	1.22	1.30	1.15	1.21	1.28	1.11	1.33	1.18	1.22	1.05	1.35	1.19	1.23	1.14

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 132

Q88(8): The level of compensation provided by the provider when something goes wrong

The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Very satisfied	(5) 164	93	31	39	164	124	103	7	9	25	46	39	38
	8%	11%	6%	7%	8%	8%	10%	3%	3%	5%	15%gHi	11%h	14%ghi
Fairly satisfied	(4) 255	92	58	105	255	189	120	31	39	63	25	63	34
	13%	10%	12%	19%a	13%	12%	11%	12%	12%	13%	9%	18%	13%
Neither satisfied nor dissatisfied	(3) 325	101	103	120	325	249	180	46	47	113	39	53	28
	16%	11%	21%a	20%a	16%	16%	17%	17%	15%	24%i	13%	15%	10%
Fairly dissatisfied	(2) 107	50	33	24	107	84	63	14	32	42	3	10	6
	5%	6%	7%	4%	5%	5%	6%	5%	10%j	9%j	1%	3%	2%
Very dissatisfied	(1) 121	49	47	24	121	92	55	40	10	58	1	11	2
	6%g	6%	10%	4%	6%	6%	5%	15%zhJKL	3%	12%zhJKL	*	3%	1%
Don't know	88	57	19	11	88	61	48	19	26	15	12	13	4
	4%	6%c	4%	2%	4%	4%	5%	7%	8%	3%	4%	4%	2%
Not applicable / have not experienced this issue	916	439	203	274	916	743	475	112	158	157	170	164	154
	46%k	50%	41%	46%	46%	48%	45%	42%	49%j	33%	58%i	47%i	58%ugl
NET Satisfied	419	185	90	145	419	313	223	39	48	88	71	102	71
	21%	21%	18%	24%	21%	20%	21%	14%	15%	19%	24%	29%gh	27%
NET Dissatisfied	228	100	80	48	228	176	118	54	42	100	3	21	7
	12%h	11%	16%c	8%	12%	11%	11%	20%jKL	13%j	21%ZJKL	1%	6%	3%
Mean	3.24l	3.34	2.98	3.36b	3.24	3.23	3.30	2.66	3.04	2.85	3.99	3.62z	3.94
SD	1.22	1.32	1.22	1.05	1.22	1.22	1.22	1.26	1.04	1.20	0.96	1.08	0.99

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 307

Absolutes/col percents

Table 133

Q88(9): The ease of installation

The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Very satisfied	(5) 814 41%	362 39%	452 43%	738 43%	75 31%	174 46%	191 39%	337 39%	703 40%	26 37%	63 52%h	23 45%	710 42%	104 39%
Fairly satisfied	(4) 753 38%	376 40%	377 36%	665 38%	88 37%	133 35%	194 40%	340 39%	668 38%	26 37%	43 36%	16 33%	650 38%	103 38%
Neither satisfied nor dissatisfied	(3) 195 10%	81 9%	114 11%	162 9%	33 14%	50 13%	43 9%	86 10%	179 10%	6 9%	6 5%	4 8%	159 9%	36 13%
Fairly dissatisfied	(2) 34 2%	20 2%	14 1%	29 2%	5 2%	6 2%	4 1%	19 2%	29 2%	3 4%	* 1%	1 3%	30 2%	4 2%
Very dissatisfied	(1) 49 2%	40 4%b	9 1%	44 3%	5 2%	2 *	20 4%	23 3%	45 3%	1 2%	1 1%	2 3%	43 3%	6 2%
Don't know	45 2%	17 2%	28 3%	38 2%	8 3%	2 1%	5 1%	31 4%	38 2%	2 3%	2 2%	3 6%	41 2%	5 2%
Not applicable / have not experienced this issue	86 4%	39 4%	48 5%	60 3%	26 11%a	11 3%	28 6%	36 4%	75 4%	6 8%	5 4%	* 1%	74 4%	12 4%
NET Satisfied	1567 79%g	737 79%	829 80%	1403 81%d	163 68%	307 81%	386 79%	678 78%	1371 79%	52 74%	105 88%l	39 78%	1359 80%	208 77%
NET Dissatisfied	83 4%	60 6%b	23 2%	73 4%	10 4%	8 2%	24 5%	42 5%	74 4%	4 6%	2 2%	3 6%	73 4%	10 4%
Mean	4.22	4.14	4.29	4.24	4.08	4.29	4.18	4.18	4.20	4.15	4.46zhi	4.22	4.23	4.17
SD	0.90	0.99	0.80	0.90	0.92	0.80	0.96	0.92	0.91	0.95	0.73	1.01	0.90	0.90

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 133

Q88(9): The ease of installation

The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?

Base: All with broadband/ internet service

		Home/office working			Users			Segments						
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)	
		Total (z)												
Unweighted base		1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base		1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base		533	230	157	151	533	387	311	64	72	147	72	103	84
Very satisfied	(5)	814	381	186	247	814	669	425	73	144	141	152	121	183
		41%g	43%	38%	41%	41%	43%	41%	27%	45%gi	30%	51%GIK	34%	69%ZGHJK
Fairly satisfied	(4)	753	305	189	259	753	573	383	106	125	176	107	173	66
		38%h	35%	38%	43%	38%	37%	37%	39%	39%	37%	36%	49%L	25%
Neither satisfied nor dissatisfied	(3)	195	81	51	63	195	154	122	47	15	90	20	19	5
		10%h	9%	10%	10%	10%	10%	12%	17%hKL	5%	19%ZHKL	7%	5%	2%
Fairly dissatisfied	(2)	34	21	12	1	34	22	16	7	1	14	3	7	2
		2%	2%	2%	*	2%	1%	2%	3%	*	3%	1%	2%	1%
Very dissatisfied	(1)	49	34	12	3	49	38	15	15	*	28	1	1	3
		2%	4%c	2%	1%	2%	2%	1%	6%hk	*	6%zhjk	*	*	1%
Don't know		45	14	19	12	45	38	29	10	14	9	7	5	1
		2%	2%	4%	2%	2%	3%	3%	4%	4%	2%	2%	1%	*
Not applicable / have not experienced this issue		86	46	27	14	86	49	54	11	22	16	6	26	5
		4%	5%	5%	2%	4%	3%	5%	4%	7%	3%	2%	7%	2%
NET Satisfied		1567	685	375	506	1567	1242	808	179	269	317	259	295	248
		79%gi	78%	76%	84%	79%	81%	77%	66%	84%gi	67%	88%GI	84%gi	94%ZGHK
NET Dissatisfied		83	55	24	4	83	60	32	22	1	42	4	9	5
		4%c	6%C	5%c	1%	4%	4%	3%	8%h	*	9%zhjk	1%	2%	2%
Mean		4.22GI	4.19	4.17	4.30	4.22	4.25	4.23	3.86	4.44GI	3.87	4.43GI	4.26GI	4.64ZGK
SD		0.90	1.00	0.92	0.72	0.90	0.90	0.85	1.07	0.62	1.09	0.71	0.71	0.67

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 134

Q88: SUMMARY TABLE - VERY SATISFIED**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
The reliability of the connection	720	333	386	651	69	132	171	307	610	30	55	25	640	80
	36%	36%	37%	37%	29%	35%	35%	35%	35%	43%	46%	50%	38%	30%
The repair time for faults with the connection	314	140	174	277	37	71	75	120	267	13	21	13	262	52
	16%	15%	17%	16%	15%	19%	15%	14%	15%	19%	17%	27%	15%	19%
The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	702	308	395	642	61	173	181	239	593	31	57	21	613	89
	36%	33%	38%	37%	25%	45% ^z _g	37%	27%	34%	45%	48% ^z _h	42%	36%	33%
The ease of contacting the provider's customer service department	464	227	238	403	61	104	114	174	392	21	33	18	393	72
	24%	24%	23%	23%	26%	27%	23%	20%	23%	31%	28%	36%	23%	27%
The quality of the service provided by the provider's customer service staff	518	278	241	448	70	132	119	181	432	21	46	19	447	72
	26%	30%	23%	26%	29%	35% ^z _g	25%	21%	25%	31%	38% ^z _h	38%	26%	26%
The speed of service while online	701	325	376	637	64	143	165	288	596	27	54	24	621	80
	35%	35%	36%	37%	27%	38%	34%	33%	34%	39%	45%	49%	36%	30%
The value for money of the service provided	490	231	259	418	72	105	114	194	413	21	38	18	420	70
	25%	25%	25%	24%	30%	28%	24%	22%	24%	29%	31%	37%	25%	26%
The level of compensation provided by the provider when something goes wrong	164	67	97	150	14	34	53	61	148	4	10	2	148	16
	8%	7%	9%	9%	6%	9%	11%	7%	9%	6%	8%	5%	9%	6%
The ease of installation	814	362	452	738	75	174	191	337	703	26	63	23	710	104
	41%	39%	43%	43%	31%	46%	39%	39%	40%	37%	52% ^z _h	45%	42%	39%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 134

Q88: SUMMARY TABLE - VERY SATISFIED

The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
The reliability of the connection	720	360	153	207	720	571	369	72	113	100	134	133	168
	36% <i>z</i>	41% <i>b</i>	31%	35%	36%	37%	35%	27%	35% <i>h</i>	21%	45% <i>g</i> <i>l</i>	38% <i>d</i>	63% <i>z</i> <i>g</i> <i>h</i> <i>j</i> <i>k</i>
The repair time for faults with the connection	314	143	68	103	314	238	178	21	38	49	68	63	74
	16%	16%	14%	17%	16%	15%	17%	8%	12%	10%	23% <i>g</i> <i>l</i>	18%	28% <i>z</i> <i>g</i> <i>h</i>
The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	702	332	169	201	702	562	386	78	98	92	130	135	169
	36% <i>z</i>	38%	34%	34%	36%	36%	37%	29%	31%	20%	44% <i>l</i>	38% <i>d</i>	64% <i>z</i> <i>g</i> <i>h</i> <i>j</i> <i>k</i>
The ease of contacting the provider's customer service department	464	229	81	155	464	355	287	22	59	58	91	99	134
	24% <i>g</i> <i>l</i>	26% <i>b</i>	16%	26% <i>b</i>	24%	23%	28%	8%	18%	12%	31% <i>g</i> <i>l</i>	28% <i>g</i> <i>l</i>	51% <i>z</i> <i>g</i> <i>h</i> <i>j</i> <i>k</i>
The quality of the service provided by the provider's customer service staff	518	243	106	170	518	400	296	38	71	84	91	98	136
	26% <i>g</i> <i>l</i>	28%	21%	28%	26%	26%	28%	14%	22%	18%	31% <i>g</i> <i>l</i>	28% <i>g</i>	51% <i>z</i> <i>g</i> <i>h</i> <i>j</i> <i>k</i>
The speed of service while online	701	333	146	221	701	551	363	66	88	94	155	125	174
	35% <i>z</i>	38%	30%	37%	35%	36%	35%	24%	27%	20%	52% <i>z</i> <i>g</i> <i>h</i> <i>j</i> <i>k</i>	35% <i>d</i>	66% <i>z</i> <i>g</i> <i>h</i> <i>j</i> <i>k</i>
The value for money of the service provided	490	208	96	186	490	354	275	45	74	67	88	86	131
	25% <i>z</i>	24%	19%	31% <i>b</i>	25%	23%	26%	17%	23%	14%	30% <i>h</i>	24% <i>h</i>	49% <i>z</i> <i>g</i> <i>h</i> <i>j</i> <i>k</i>
The level of compensation provided by the provider when something goes wrong	164	93	31	39	164	124	103	7	9	25	46	39	38
	8%	11%	6%	7%	8%	8%	10%	3%	3%	5%	15% <i>g</i> <i>h</i>	11% <i>h</i>	14% <i>g</i> <i>h</i>
The ease of installation	814	381	186	247	814	669	425	73	144	141	152	121	183
	41% <i>g</i>	43%	38%	41%	41%	43%	41%	27%	45% <i>g</i>	30%	51% <i>g</i> <i>h</i>	34%	69% <i>z</i> <i>g</i> <i>h</i> <i>j</i> <i>k</i>

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 135

Q88: SUMMARY TABLE - NET SATISFIED**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
The reliability of the connection	1589	755	834	1424	165	320	373	694	1387	57	104	42	1397	192
	80% dm	81%	80%	82% d	69%	85%	77%	80%	80%	81%	87%	84%	82% MM	71%
The repair time for faults with the connection	815	356	459	724	91	139	214	357	710	26	57	21	704	111
	41%	38%	44%	42%	38%	37%	44%	41%	41%	37%	48%	42%	41%	41%
The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	1510	719	791	1369	141	303	364	656	1323	57	93	38	1315	195
	76% d	77%	76%	79% D	59%	80%	75%	75%	76%	82%	77%	76%	77%	72%
The ease of contacting the provider's customer service department	1116	539	578	989	127	218	286	465	969	43	74	31	970	146
	56%	58%	55%	57%	53%	58%	59%	53%	56%	61%	62%	62%	57%	54%
The quality of the service provided by the provider's customer service staff	1253	583	671	1123	131	253	295	539	1087	50	85	32	1093	160
	63%	62%	64%	65%	55%	67%	61%	62%	63%	71%	71%	64%	64%	59%
The speed of service while online	1562	760	802	1407	155	312	372	688	1373	56	95	39	1366	196
	79% dm	81%	77%	81% D	65%	82%	77%	79%	79%	79%	79%	79%	80%	73%
The value for money of the service provided	1323	629	694	1165	158	260	326	567	1152	50	88	33	1144	179
	67%	67%	67%	67%	66%	69%	67%	65%	66%	72%	73%	66%	67%	66%
The level of compensation provided by the provider when something goes wrong	419	171	248	385	34	80	125	161	367	18	22	12	359	60
	21%	18%	24%	22%	14%	21%	26%	18%	21%	26%	19%	24%	21%	22%
The ease of installation	1567	737	829	1403	163	307	386	678	1371	52	105	39	1359	208
	79% d	79%	80%	81% d	68%	81%	79%	78%	79%	74%	88% d	78%	80%	77%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 135

Q88: SUMMARY TABLE - NET SATISFIED

The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
The reliability of the connection	1589	709	398	483	1589	1239	822	197	269	310	255	310	249
	80% <i>l</i>	80%	80%	81%	80%	80%	79%	73%	84% <i>l</i>	65%	86% <i>l</i>	88% <i>gl</i>	94% <i>zGHl</i>
The repair time for faults with the connection	815	346	188	282	815	627	414	100	92	199	137	176	112
	41% <i>h</i>	39%	38%	47%	41%	41%	40%	37%	29%	42%	46% <i>h</i>	50% <i>H</i>	43%
The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	1510	683	362	465	1510	1193	796	195	238	282	258	296	242
	76% <i>l</i>	78%	73%	78%	76%	77%	76%	73%	74% <i>l</i>	60%	87% <i>zgl</i>	84% <i>l</i>	91% <i>zGHl</i>
The ease of contacting the provider's customer service department	1116	506	249	361	1116	847	603	107	188	210	194	225	193
	56% <i>gl</i>	57%	50%	60%	56%	55%	58%	40%	58% <i>g</i>	44%	65% <i>Gl</i>	64% <i>Gl</i>	73% <i>zGl</i>
The quality of the service provided by the provider's customer service staff	1253	565	290	399	1253	991	689	125	211	247	228	248	194
	63% <i>Gl</i>	64%	59%	67%	63%	64%	66%	46%	66% <i>g</i>	52%	77% <i>zGl</i>	70% <i>Gl</i>	73% <i>Gl</i>
The speed of service while online	1562	712	369	481	1562	1221	784	204	253	285	261	314	246
	79% <i>l</i>	81%	75%	80%	79%	79%	75%	76% <i>l</i>	79% <i>l</i>	60%	88% <i>l</i>	83% <i>zgl</i>	93% <i>zGHl</i>
The value for money of the service provided	1323	622	295	406	1323	1018	681	150	196	247	224	266	240
	67% <i>l</i>	71% <i>b</i>	60%	68%	67%	66%	65%	56%	61%	52%	76% <i>gl</i>	75% <i>Ghl</i>	91% <i>zGHljk</i>
The level of compensation provided by the provider when something goes wrong	419	185	90	145	419	313	223	39	48	88	71	102	71
	21%	21%	18%	24%	21%	20%	21%	14%	15%	19%	24%	29% <i>gh</i>	27%
The ease of installation	1567	685	375	506	1567	1242	808	179	269	317	259	295	248
	79% <i>gl</i>	78%	76%	84%	79%	81%	77%	66%	84% <i>gl</i>	67%	88% <i>Gl</i>	84% <i>gl</i>	94% <i>zGHljk</i>

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 136

Q88: SUMMARY TABLE - VERY DISSATISFIED

The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
The reliability of the connection	65	36	28	52	13	1	17	40	59	3	3	1	52	13
3%	3%	4%	3%	3%	5%	*	4%	5% de	3%	4%	2%	2%	3%	5%
The repair time for faults with the connection	65	44	21	50	15	5	23	26	55	3	6	2	55	10
3%	3%	5%	2%	3%	6%	1%	5%	3%	3%	4%	5%	4%	3%	4%
The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	59	39	21	40	20	6	12	30	48	3	4	4	39	20
3%	3%	4%	2%	2%	8% LC	2%	2%	3%	3%	4%	3%	9%	2%	7% LC
The ease of contacting the provider's customer service department	155	106	49	124	32	12	41	83	135	6	9	6	129	27
8%	8%	11% de	5%	7%	13%	3%	8%	5% de	8%	8%	7%	12%	8%	10%
The quality of the service provided by the provider's customer service staff	104	76	28	89	15	6	31	59	97	4	1	3	95	9
5%	5%	8% de	3%	5%	6%	2%	6%	7% de	6%	6%	1%	6%	6%	3%
The speed of service while online	68	54	14	49	20	7	18	34	59	4	3	2	48	20
3%	3%	6% de	1%	3%	8% de	2%	4%	4%	3%	6%	3%	3%	3%	7% LC
The value for money of the service provided	83	55	28	61	22	4	32	36	72	2	7	2	73	10
4%	4%	6%	3%	4%	9% de	1%	7% de	4%	4%	3%	6%	3%	4%	4%
The level of compensation provided by the provider when something goes wrong	121	73	48	103	18	11	42	49	101	3	13	3	110	11
6%	6%	8%	5%	6%	7%	3%	9%	6%	6%	5%	11%	7%	6%	4%
The ease of installation	49	40	9	44	5	2	20	23	45	1	1	2	43	6
2%	2%	4% de	1%	3%	2%	*	4%	3%	3%	2%	1%	3%	3%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 136

Q88: SUMMARY TABLE - VERY DISSATISFIED**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
The reliability of the connection	65	29	15	20	65	46	45	18	10	37	1	-	-
	3%	3%	3%	3%	3%	3%	4%	7%kl	3%	8%ijkl	*	-	-
The repair time for faults with the connection	65	29	27	9	65	47	36	11	3	42	1	7	1
	3%	3%	5%	2%	3%	3%	3%	4%	1%	9%zhjk	*	2%	*
The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	59	39	17	4	59	38	42	9	1	46	*	1	1
	3%	4% c	3%	1%	3%	2%	4%	4%	*	10%zhjkl	*	*	*
The ease of contacting the provider's customer service department	155	65	51	39	155	123	75	35	8	87	6	6	14
	8% kl	7%	10%	6%	8%	8%	7%	13%hjk	2%	16%zhjkl	2%	2%	5%
The quality of the service provided by the provider's customer service staff	104	61	29	14	104	83	31	27	1	68	1	3	4
	5%	7% c	6%	2%	5%	5%	3%	10%hjk	*	14%zhjkl	*	1%	1%
The speed of service while online	68	24	35	8	68	60	34	11	7	48	*	*	1
	3%	3%	7% la c	1%	3%	4%	3%	4%	2%	10%zhjkl	*	*	*
The value for money of the service provided	83	47	27	8	83	66	35	11	7	61	2	2	-
	4%	5% c	6% c	1%	4%	4%	3%	4%	2%	13%zgHJKL	1%	1%	-
The level of compensation provided by the provider when something goes wrong	121	49	47	24	121	92	55	40	10	58	1	11	2
	6% kl	6%	10%	4%	6%	6%	5%	15%zhjkl	3%	12%zhjkl	*	3%	1%
The ease of installation	49	34	12	3	49	38	15	15	*	28	1	1	3
	2%	4% c	2%	1%	2%	2%	1%	6%hk	*	6%zhjk	*	*	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 137

Q88: SUMMARY TABLE - NET DISSATISFIED**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
The reliability of the connection	181	101	80	139	42	22	48	87	157	7	13	4	141	39
9%		11%	8%	8%	17%ac	6%	10%	10%	9%	10%	11%	7%	8%	15%cl
The repair time for faults with the connection	182	101	82	144	39	22	56	79	158	8	10	6	153	29
9%		11%	8%	8%	16%cd	6%	12%	9%	9%	11%	9%	13%	9%	11%
The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	163	109	54	110	53	31	41	70	142	6	9	7	130	34
	8%	12%db	5%	6%	22%zc	8%	8%	8%	8%	9%	7%	14%	8%	12%
The ease of contacting the provider's customer service department	315	167	148	267	47	35	74	165	274	8	21	11	263	51
16%		18%	14%	15%	20%	9%	15%	15%de	16%	12%	17%	23%	15%	19%
The quality of the service provided by the provider's customer service staff	230	146	83	197	32	20	52	135	206	6	10	7	206	23
	12%e	16%db	8%	11%	13%	5%	11%	15%e	12%	8%	9%	15%	12%	9%
The speed of service while online	188	106	81	132	55	40	60	65	165	9	10	4	145	43
9%		11%	8%	8%	23%zc	11%	12%	7%	9%	13%	8%	8%	9%	16%cl
The value for money of the service provided	274	155	119	230	44	38	61	150	249	8	14	3	242	32
14%		17%	11%	13%	18%	10%	13%	17%	14%	11%	12%	7%	14%	12%
The level of compensation provided by the provider when something goes wrong	228	120	109	206	22	30	67	96	193	8	20	7	200	28
12%		13%	10%	12%	9%	8%	14%	11%	11%	12%	17%	14%	12%	10%
The ease of installation	83	60	23	73	10	8	24	42	74	4	2	3	73	10
4%		6%b	2%	4%	4%	2%	5%	5%	4%	6%	2%	6%	4%	4%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 137

Q88: SUMMARY TABLE - NET DISSATISFIED**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
The reliability of the connection	181	85	48	47	181	143	110	26	31	104	13	4	2
	9%kl	10%	10%	8%	9%	9%	10%	10%kl	10%kl	22%zghjkl	4%	1%	1%
The repair time for faults with the connection	182	82	59	41	182	141	97	32	26	95	11	15	3
	9%kl	9%	12%	7%	9%	9%	9%	12%kl	8%kl	20%zhjkl	4%	4%	1%
The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	163	59	67	37	163	118	93	24	21	88	10	13	7
	8%	7%	14%zac	6%	8%	8%	9%	9%	7%	15%zhjkl	3%	4%	2%
The ease of contacting the provider's customer service department	315	114	94	107	315	255	147	64	49	121	32	28	21
	16%kl	13%	19%	18%	16%	17%	14%	24%jkl	15%	26%zjkl	11%	8%	8%
The quality of the service provided by the provider's customer service staff	230	101	70	58	230	194	82	54	30	109	12	9	15
	12%kl	11%	14%	10%	12%	13%kl	8%	20%kl	9%	23%zhjkl	4%	3%	6%
The speed of service while online	188	65	80	43	188	139	112	29	33	106	4	6	9
	9%kl	7%	16%zac	7%	9%	9%	11%	11%jk	10%jk	22%zghjkl	1%	2%	3%
The value for money of the service provided	274	124	90	60	274	211	144	37	57	124	28	27	2
	14%kl	14%	18%ac	10%	14%	14%	14%	14%kl	18%kl	26%zghjkl	9%kl	8%kl	1%
The level of compensation provided by the provider when something goes wrong	228	100	80	48	228	176	118	54	42	100	3	21	7
	12%kl	11%	16%ac	8%	12%	11%	11%	20%kl	13%kl	21%zjkl	1%	6%	3%
The ease of installation	83	55	24	4	83	60	32	22	1	42	4	9	5
	4%ac	6%ac	5%ac	1%	4%	4%	3%	8%h	*	9%abhjkl	1%	2%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 138

QB8: SUMMARY TABLE**The following are some different areas of the service experience. For each one, please can you say how satisfied or dissatisfied you are with this area of your internet service?****Base: All with broadband/ internet service**

		The reliability of the connection	The repair time for faults with the connection	The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	The ease of contacting the provider's customer service department	The quality of the service provided by the provider's customer service staff	The speed of service while online	The value for money of the service provided	The level of compensation provided by the provider when something goes wrong	The ease of installation
Unweighted base		1994	1994	1994	1994	1994	1994	1994	1994	1994
Base		1976	1976	1976	1976	1976	1976	1976	1976	1976
Effective base		533	533	533	533	533	533	533	533	533
Very satisfied	(5)	720 36%	314 16%	702 36%	464 24%	518 26%	701 35%	490 25%	164 8%	814 41%
Fairly satisfied	(4)	869 44%	501 25%	808 41%	652 33%	735 37%	861 44%	833 42%	255 13%	753 38%
Neither satisfied nor dissatisfied	(3)	190 10%	300 15%	189 10%	237 12%	249 13%	202 10%	329 17%	325 16%	195 10%
Fairly dissatisfied	(2)	116 6%	117 6%	104 5%	159 8%	125 6%	120 6%	191 10%	107 5%	34 2%
Very dissatisfied	(1)	65 3%	65 3%	59 3%	155 8%	104 5%	68 3%	83 4%	121 6%	49 2%
Don't know		12 1%	39 2%	51 3%	40 2%	31 2%	5 *	31 2%	88 4%	45 2%
Not applicable / have not experienced this issue		4 *	640 32%	63 3%	268 14%	214 11%	19 1%	19 1%	916 46%	86 4%
NET Satisfied		1589 80%	815 41%	1510 76%	1116 56%	1253 63%	1562 79%	1323 67%	419 21%	1567 79%
NET Dissatisfied		181 9%	182 9%	163 8%	315 16%	230 12%	188 9%	274 14%	228 12%	83 4%
Mean		4.05	3.68	4.07	3.67	3.83	4.03	3.76	3.24	4.22
SD		1.00	1.09	0.99	1.24	1.12	1.01	1.07	1.22	0.90

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 139

QB9: What, if any, issues or problems has your organisation encountered with your internet service in the last 12 months?

Absolutes/col percents

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Poor service reliability (loss of service/ technical fault)	373 19%	175 19%	198 19%	315 18%	58 24%	58 15%	99 20%	170 19%	327 19%	12 17%	30 25%	4 7%	309 18%	64 24%
Slow download speeds	285 14%a	69 7%	215 21%a	255 15%	30 12%	53 14%	84 17%	124 14%	261 15%	8 12%	11 9%	4 8%	237 14%	48 18%
Slow upload speeds	216 11%	64 7%	152 15%a	179 10%	37 15%	34 9%	72 15%	85 10%	191 11%	9 12%	13 11%	3 6%	179 11%	37 14%
Increased charges	145 7%a	15 2%	130 12%a	133 8%	12 5%	29 8%	39 8%	58 7%	126 7%	3 4%	9 8%	7 14%	130 8%	16 6%
Poor customer service	95 5%	25 3%	71 7%a	88 5%	8 3%	8 2%	40 8%a	33 4%	82 5%	1 1%	5 4%	8 17%	84 5%	12 4%
Poor installation of service by engineer	47 2%	30 3%	17 2%	41 2%	5 2%	6 2%	23 5%	13 2%	42 2%	3 4%	2 2%	* *	41 2%	6 2%
Lack of provider support/assistance outside typical office hours	35 2%	7 1%	28 3%	32 2%	3 1%	6 2%	11 2%	15 2%	32 2%	1 2%	1 1%	* *	31 2%	4 1%
Unexpected additional charges	19 1%	2 *	17 2%	16 1%	3 1%	10 3%	3 1%	5 1%	18 1%	* *	* *	* *	17 1%	3 1%
Terms and conditions (e.g. those you were not aware of)	18 1%	6 1%	11 1%	12 1%	6 2%	6 2%	7 2%	3 *	16 1%	- -	1 1%	1 1%	16 1%	1 *
Mis-selling (service received was not what was sold originally)	14 1%	1 *	14 1%	14 1%	* *	9 2%g	4 1%	1 *	14 1%	* *	- -	* 1%	10 1%	5 2%
Other (please type in)	96 5%af	75 8%b	20 2%	93 5%	2 1%	6 1%	3 1%	75 9%af	84 5%	6 9%	5 4%	1 3%	83 5%	13 5%
No issues experienced in the last 12 months	1233 62%	646 69%b	587 56%	1087 63%	146 61%	263 70%	302 62%	518 59%	1084 62%	44 63%	72 60%	34 68%	1074 63%	159 59%
NET Experienced any issue	743 38%	288 31%	455 44%a	649 37%	94 39%	115 30%	184 38%	354 41%	653 38%	26 37%	48 40%	16 32%	632 37%	111 41%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 139

QB9: What, if any, issues or problems has your organisation encountered with your internet service in the last 12 months?

Absolutes/col percents

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Poor service reliability (loss of service/ technical fault)	373	182	87	104	373	310	220	70	66	129	55	31	22
	19%kl	21%	17%	17%	19%	20%	21%	26%kl	20%kl	27%kl	19%	9%	8%
Slow download speeds	285	131	62	92	285	240	169	69	53	92	16	42	13
	14%kl	15%	12%	15%	14%	16%	16%	26%kl	17%kl	19%kl	5%	12%	5%
Slow upload speeds	216	99	55	62	216	178	135	39	58	73	14	20	12
	11%	11%	11%	10%	11%	12%	13%	15%kl	18%kl	15%kl	5%	6%	4%
Increased charges	145	74	24	47	145	119	90	35	32	36	12	28	3
	7%kl	8%	5%	8%	7%	8%	9%	13%kl	10%kl	8%kl	4%	8%kl	1%
Poor customer service	95	52	21	22	95	83	58	27	13	36	9	7	3
	5%	6%	4%	4%	5%	5%	6%	10%kl	4%	8%kl	3%	2%	1%
Poor installation of service by engineer	47	32	8	7	47	33	24	8	10	17	1	2	9
	2%	4%	2%	1%	2%	2%	2%	3%	3%	4%	*	*	4%
Lack of provider support/assistance outside typical office hours	35	20	8	8	35	29	18	13	2	16	3	1	-
	2%	2%	2%	1%	2%	2%	2%	5%	1%	3%	1%	*	-
Unexpected additional charges	19	11	3	5	19	17	12	9	*	3	4	2	*
	1%	1%	1%	1%	1%	1%	1%	3%	*	1%	1%	1%	*
Terms and conditions (e.g. those you were not aware of)	18	16	1	1	18	8	15	7	*	8	2	*	*
	1%	2%	*	*	1%	1%	1%	3%	*	2%	1%	*	*
Mis-selling (service received was not what was sold originally)	14	4	7	3	14	13	10	1	2	7	-	4	2
	1%	*	1%	*	1%	1%	1%	*	1%	1%	-	1%	1%
Other (please type in)	96	56	23	16	96	85	32	18	15	40	10	10	3
	5%	6%	5%	3%	5%	5%	3%	7%	5%	9%kl	3%	3%	1%
No issues experienced in the last 12 months	1233	524	325	384	1233	944	638	129	180	220	223	256	225
	62%kl	59%	66%	64%	62%	61%	61%	48%	56%	47%	75%kl	73%kl	85%2GHkl
NET Experienced any issue	743	358	170	215	743	599	406	140	141	253	73	96	39
	38%kl	41%	34%	36%	38%	39%	39%	52%kl	44%kl	53%2JKL	25%	27%kl	15%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 140

QB10: And on a scale of 1 to 10 where 1 denotes "No impact at all" and 10 denotes "Very great impact", to what extent did this/these problem(s) with your internet service have an impact your business?

Base: All experiencing any problems with their broadband/ internet service

Absolutes/col percents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	781	265	516	645	136	158	161	266	585	64	78	54	592	189
Base	743	288*	455	649	94**	115*	184*	354	653	26**	48**	16**	632	111*
Effective base	214	64	161	187	27	49	63	76	173	26	32	13	166	72
1 No impact at all	52	43	9	51	1	12	9	25	46	3	3	*	41	11
	7% b	15% b	2%	8%	1%	11%	5%	7%	7%	10%	6%	*	6%	10%
2	47	17	30	44	3	3	7	27	37	2	7	*	45	2
	6%	6%	7%	7%	3%	2%	4%	8%	6%	9%	15%	1%	7%	1%
3	62	29	32	53	9	13	10	33	57	2	3	1	53	9
	8%	10%	7%	8%	10%	11%	6%	9%	9%	7%	5%	6%	8%	8%
4	44	11	33	44	*	4	20	17	42	2	*	*	39	5
	6%	4%	7%	7%	*	4%	11%	5%	6%	7%	*	2%	6%	4%
5	69	35	34	59	10	10	13	41	65	2	3	*	58	11
	9%	12%	7%	9%	11%	9%	7%	12%	10%	7%	6%	1%	9%	10%
6	79	30	48	72	7	16	22	28	66	2	7	4	61	18
	11%	11%	11%	11%	7%	14%	12%	8%	10%	7%	15%	26%	10%	16%
7	106	21	85	94	12	15	37	45	96	2	5	4	90	16
	14%	7%	19% a	14%	13%	13%	20%	13%	15%	6%	11%	23%	14%	15%
8	115	10	105	99	15	15	21	66	101	5	6	3	102	12
	15% a	4%	23% A	15%	16%	13%	11%	18%	15%	19%	13%	18%	16%	11%
9	63	30	33	53	10	10	17	28	56	2	4	1	55	8
	8%	10%	7%	8%	11%	9%	9%	8%	9%	8%	9%	6%	9%	7%
10 Very great impact	106	61	45	80	26	16	28	45	89	5	9	3	87	19
	14%	21% b	10%	12%	28%	14%	15%	13%	14%	20%	19%	17%	14%	17%
NET 1-3 Low Impact	161	90	71	148	13	28	27	85	140	7	13	1	139	22
	22%	31% b	16%	23%	14%	25%	15%	24%	21%	26%	26%	8%	22%	19%
NET 4-7	298	97	201	269	29	46	91	131	268	7	15	8	248	50
	40%	34%	44%	41%	31%	40%	50%	37%	41%	27%	32%	52%	39%	45%
NET 8-10 High Impact	284	101	183	232	52	41	65	139	245	12	20	7	244	39
	38%	35%	40%	36%	55%	36%	36%	39%	38%	47%	41%	41%	39%	36%
Mean	6.21	5.81	6.47	6.06	7.31	6.07	6.44	6.09	6.19	6.23	6.27	7.15	6.20	6.29
SD	2.76	3.23	2.39	2.76	2.51	2.85	2.58	2.78	2.74	3.16	3.02	1.99	2.76	2.77

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 140

QB10: And on a scale of 1 to 10 where 1 denotes "No impact at all" and 10 denotes "Very great impact", to what extent did this/these problem(s) with your internet service have an impact your business?

Base: All experiencing any problems with their broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	781	332	281	168	781	568	483	104	73	373	72	111	48
Base	743	358	170*	215*	743	599	406	140**	141**	253	73**	96**	39**
Effective base	214	96	53	67	214	160	132	38	29	84	22	30	20
1 No impact at all	52	33	3	17	52	50	19	-	13	13	3	16	7
	7%	9%	2%	8%	7%	8%	5%	-	9%	5%	4%	16%	18%
2	47	19	17	10	47	40	26	14	14	6	2	9	1
	6%	5%	10%	5%	6%	7%	6%	10%	10%	2%	3%	9%	4%
3	62	18	20	24	62	56	23	10	21	17	4	5	4
	8%	5%	12%	11%	8%	9%	6%	7%	15%	7%	5%	5%	10%
4	44	23	6	15	44	37	29	5	13	9	3	10	5
	6%	7%	3%	7%	6%	6%	7%	3%	9%	4%	5%	10%	12%
5	69	28	21	20	69	46	37	8	4	33	12	5	8
	9%	8%	13%	9%	9%	8%	9%	6%	3%	13%	17%	5%	19%
6	79	44	12	23	79	60	50	18	14	27	10	7	3
	11%	12%	7%	11%	11%	10%	12%	13%	10%	11%	13%	7%	8%
7	106	51	17	38	106	83	75	23	30	31	7	12	2
	14%	14%	10%	18%	14%	14%	19%	17%	21%	12%	10%	13%	5%
8	115	63	21	31	115	90	62	15	15	44	19	19	3
	15%	18%	12%	14%	15%	15%	15%	11%	11%	18%	26%	20%	7%
9	63	29	18	17	63	60	35	24	7	20	8	1	4
	8%	8%	10%	8%	8%	10%	9%	17%	5%	8%	11%	1%	9%
10 Very great impact	106	49	35	22	106	76	51	22	11	52	4	13	3
	14%	14%	21%	10%	14%	13%	12%	16%	8%	21%	6%	14%	8%
NET 1-3 Low Impact	161	71	40	50	161	146	67	25	48	36	9	30	12
	22%	20%	24%	23%	22%	24%	17%	18%	34%	14%	13%	31%	32%
NET 4-7	298	146	56	96	298	227	191	54	61	100	33	33	17
	40%	41%	33%	45%	40%	38%	47%	39%	43%	39%	45%	34%	45%
NET 8-10 High Impact	284	141	74	69	284	226	148	61	33	116	31	34	9
	38%	39%	43%	32%	38%	38%	36%	44%	23%	46%	42%	35%	24%
Mean	6.21	6.25	6.45	5.96	6.21	6.08	6.36	6.77	5.37	6.78	6.40	5.53	4.97
SD	2.76	2.77	2.84	2.67	2.76	2.83	2.55	2.58	2.75	2.62	2.32	3.09	2.87

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 141

QB11: What impact did the problems with your internet service have on your business?**Base: All for whom issues had an impact**

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
740	237	503	607	133	148	156	249	553	60	74	53	564	176
691	245*	446	598	93**	103*	174*	329*	607	24**	45**	16**	591	100*
203	56	156	176	27	48	60	72	164	23	30	13	158	68
195	98	97	170	25	26	68	78	171	4	15	5	158	37
28%	40%b	22%	28%	27%	25%	39%	24%	28%	18%	33%	30%	27%	37%
185	30	155	161	24	27	42	92	161	4	19	2	155	30
27%a	12%	35%a	27%	26%	26%	24%	28%	26%	16%	43%	10%	26%	30%
184	37	146	152	32	34	55	79	169	5	7	3	162	22
27%	15%	33%a	25%	34%	33%	31%	24%	28%	21%	15%	20%	27%	22%
180	43	138	162	19	38	60	70	168	3	7	2	146	35
26%	17%	31%	27%	20%	37%	34%	21%	28%	13%	16%	16%	25%	35%
136	28	108	120	16	23	38	59	120	6	9	1	111	25
20%	11%	24%a	20%	17%	23%	22%	18%	20%	24%	20%	4%	19%	25%
110	62	47	97	13	20	27	45	92	4	11	3	98	11
16%	25%b	11%	16%	14%	20%	15%	14%	15%	15%	25%	17%	17%	11%
81	32	50	71	11	18	24	34	76	2	2	1	69	12
12%	13%	11%	12%	11%	18%	14%	10%	13%	10%	4%	6%	12%	12%
64	31	34	58	6	4	19	39	62	1	*	2	61	3
9%	12%	8%	10%	6%	4%	11%	12%	10%	4%	1%	10%	10%	3%
138	74	64	112	26	10	29	80	119	6	9	4	125	14
20%	30%b	14%	19%	28%	10%	17%	24%	20%	26%	21%	26%	21%	14%
67	21	46	61	6	13	20	28	61	2	*	4	56	11
10%	9%	10%	10%	6%	12%	12%	8%	10%	8%	1%	27%	9%	11%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 323

Absolutes/col percents

Table 141

QB11: What impact did the problems with your internet service have on your business?

Base: All for whom issues had an impact

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	740	313	272	155	740	535	462	104	69	357	70	101	39
Base	691	325	167*	199*	691	549	387	140**	128**	240	70**	81**	32**
Effective base	203	91	51	61	203	150	123	38	29	79	21	27	16
Unable to provide services to customers	195 28%	111 34% c	47 28%	37 19%	195 28%	149 27%	106 27%	46 33%	23 18%	71 29%	30 43%	13 16%	12 38%
Unable to conduct searches for information	185 27%	76 23%	45 27%	64 32%	185 27%	165 30%	128 33%	44 31%	47 37%	53 22%	16 22%	17 21%	9 29%
Unable to upload content	184 27%	81 25%	47 28%	55 28%	184 27%	160 29%	100 26%	53 38%	17 13%	57 24%	29 41%	20 24%	8 26%
Unable to download other content	180 26%	75 23%	37 22%	69 35%	180 26%	151 28%	112 29%	55 39%	28 22%	55 23%	16 22%	16 20%	11 36%
Unable to complete online transactions, e.g. paying bills, taking payments	136 20%	67 21%	27 16%	42 21%	136 20%	116 21%	89 23%	25 18%	29 23%	54 22%	17 24%	8 10%	3 10%
Lost business	110 16%	69 21%	20 12%	21 10%	110 16%	77 14%	75 19%	22 16%	24 19%	47 19%	9 13%	3 4%	4 14%
Unable to download a software update/patch	81 12%	42 13%	25 15%	15 7%	81 12%	72 13%	52 13%	14 10%	18 14%	32 13%	9 14%	5 6%	3 10%
Damaged reputation with clients/customers	64 9% c	50 15% c	12 7%	2 1%	64 9%	52 9%	34 9%	24 17%	5 4%	24 10%	10 15%	1 1%	1 3%
Other (please type in)	138 20%	50 16%	45 27%	43 22%	138 20%	127 23%	68 18%	25 18%	35 27%	48 20%	9 13%	14 17%	9 28%
Don't know	67 10%	23 7%	18 11%	26 13%	67 10%	48 9%	25 7%	15 11%	11 9%	20 8%	2 3%	16 19%	3 11%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 142

QC1: Have you ever switched your mobile phone service provider? If so, when was this?**Base: All with mobile service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Yes, in the last 6 months	76	35	41	67	9	10	26	34	70	3	*	2	72	4
	5%	4%	5%	4%	6%	3%	6%	4%	5%	6%	*	7%	5%	2%
Yes, 7 - 12 months ago	94	55	39	82	12	20	25	44	89	1	3	1	80	14
	6%	7%	5%	5%	8%	7%	6%	6%	6%	1%	3%	3%	6%	7%
Yes, 13 - 18 months ago	59	28	31	58	1	17	14	21	53	3	2	1	54	5
	4%	3%	4%	4%	1%	6%	4%	3%	4%	6%	2%	3%	4%	3%
Yes, 1.5 to 2 years ago	42	5	37	39	3	7	13	17	36	*	5	1	36	6
	3%	1%	4%a	3%	2%	2%	3%	2%	2%	*	6%	1%	2%	3%
Yes, 2 to 3 years ago	85	21	65	80	5	26	16	30	73	6	6	1	73	12
	5%	3%	8%a	5%	4%	9%	4%	4%	5%	11%	6%	3%	5%	6%
Yes, more than 3 years ago	414	116	299	387	27	63	82	210	355	9	38	12	354	60
	25%a	14%	35%zA	26%	19%	21%	20%	27%	24%	18%	38%thi	34%	24%	29%
No, never changed provider	883	546	337	795	88	150	229	412	791	29	45	18	781	102
	53%b	68%zB	40%	53%	61%	51%	56%	54%	54%	57%	45%	49%	54%	50%
NET All ever switched	770	259	511	713	57	144	176	355	676	22	54	19	669	101
	47%a	32%	60%zA	47%	39%	49%	44%	46%	46%	43%	55%	51%	46%	50%
NET Switched last 12 months	169	90	80	149	21	30	52	77	159	4	3	4	152	18
	10%	11%	9%	10%	14%	10%	13%	10%	11%	7%	3%	10%	10%	9%
NET Switched last 2 years	270	123	148	246	24	55	78	115	248	7	11	5	241	29
	16%	15%	17%	16%	17%	19%	19%	15%	17%	13%	11%	14%	17%	14%
NET Switched more than 2 years ago	500	136	363	467	33	89	98	240	428	15	43	14	427	72
	30%a	17%	43%zA	31%	23%	30%	24%	31%	29%	29%	44%th	37%	29%	35%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 325

Absolutes/col percents

Table 142

QC1: Have you ever switched your mobile phone service provider? If so, when was this?

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Yes, in the last 6 months	76	23	27	26	64	76	29	15	4	24	8	15	10
	5%	3%	6%	5%	4%	5%	4%	7%	1%	6%	3%	5%	4%
Yes, 7 - 12 months ago	94	47	26	21	85	94	38	25	11	18	13	6	19
	6%	7%	6%	4%	5%	6%	5%	12% k	4%	5%	5%	2%	9%
Yes, 13 - 18 months ago	59	36	11	11	52	59	26	7	8	5	12	21	5
	4%	5%	2%	2%	3%	4%	3%	3%	3%	1%	4%	7% l	2%
Yes, 1.5 to 2 years ago	42	15	10	17	42	42	28	4	9	7	12	7	4
	3%	2%	2%	3%	3%	3%	4%	2%	4%	2%	4%	2%	2%
Yes, 2 to 3 years ago	85	43	20	23	83	85	53	16	9	22	14	6	18
	5%	6%	4%	4%	5%	5%	7%	7%	3%	6%	5%	2%	8%
Yes, more than 3 years ago	414	178	79	157	404	414	233	64	92	84	68	62	44
	25%	26%	18%	30% b	26%	25%	31%	30%	35%	22%	25%	21%	20%
No, never changed provider	883	330	279	274	813	883	352	85	128	225	145	180	121
	53%	49%	62% d	52%	53%	53%	46%	39%	49%	58% e	53%	61% e	55%
NET All ever switched	770	343	172	255	730	770	407	131	133	161	127	117	100
	47%	51% b	38%	48%	47%	47%	54%	61% k	51%	42%	47%	39%	45%
NET Switched last 12 months	169	70	53	47	149	169	68	40	14	43	22	21	29
	10%	10%	12%	9%	10%	10%	9%	19% h	5%	11%	8%	7%	13%
NET Switched last 2 years	270	122	74	75	243	270	121	51	32	55	46	49	38
	16%	18%	16%	14%	16%	16%	16%	24%	12%	14%	17%	17%	17%
NET Switched more than 2 years ago	500	221	99	180	487	500	286	80	101	106	82	67	62
	30%	33% b	22%	34% b	32%	30%	38%	37%	39% k	28%	30%	23%	28%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 326

Absolutes/col percents

Table 143

QC2: Have you ever switched your landline service provider? If so, when was this?

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Yes, in the last 6 months	50	15	35	41	9	11	15	19	45	2	3	1	44	6
	5%	4%	5%	4%	6%	6%	5%	4%	5%	6%	3%	2%	5%	4%
Yes, 7 - 12 months ago	39	22	17	34	5	13	14	5	32	2	4	*	26	13
	4%	5%	2%	4%	3%	7%	5%	1%	3%	4%	5%	1%	3%	7%
Yes, 13 - 18 months ago	36	13	23	24	12	4	8	21	33	2	1	*	31	5
	3%	3%	3%	3%	7%	2%	3%	5%	4%	4%	2%	*	3%	3%
Yes, 1.5 to 2 years ago	42	10	32	40	2	8	8	24	40	1	1	*	32	10
	4%	2%	5%	4%	1%	4%	3%	5%	4%	2%	1%	1%	4%	6%
Yes, 2 to 3 years ago	63	14	49	55	8	10	16	26	51	4	3	5	49	14
	6%	4%	7%	6%	5%	5%	6%	6%	6%	10%	4%	14%	5%	8%
Yes, more than 3 years ago	278	64	214	255	23	32	66	143	241	10	22	5	240	38
	26%	16%	32%	28%	14%	16%	24%	32%	26%	26%	27%	16%	26%	22%
No, never changed provider	572	270	302	471	101	126	145	214	485	18	46	22	487	85
	53%	66%	45%	51%	63%	62%	53%	47%	52%	47%	58%	66%	54%	50%
NET All ever switched	508	138	370	449	59	78	127	238	442	21	34	12	422	86
	47%	34%	55%	49%	37%	38%	47%	53%	48%	53%	42%	34%	46%	50%
NET Switched last 12 months	89	37	52	75	14	25	28	24	77	4	7	1	70	19
	8%	9%	8%	8%	9%	12%	10%	5%	8%	10%	8%	3%	8%	11%
NET Switched last 2 years	167	59	108	139	28	36	45	69	150	6	9	2	133	34
	15%	15%	16%	15%	17%	18%	17%	15%	16%	16%	11%	5%	15%	20%
NET Switched more than 2 years ago	341	79	263	310	31	42	82	169	292	14	25	10	289	52
	32%	19%	39%	34%	19%	20%	30%	37%	31%	37%	31%	30%	32%	31%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 327

Table 143

QC2: Have you ever switched your landline service provider? If so, when was this?

Absolutes/col percents

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Yes, in the last 6 months	50	19	14	18	44	39	50	*	3	21	12	9	4
	5%	4%	5%	6%	4%	5%	5%	*	2%	9%g	7%	5%	3%
Yes, 7 - 12 months ago	39	19	8	12	37	28	39	3	*	12	1	13	9
	4%	4%	3%	4%	4%	4%	4%	2%	*	5%	*	7%	7%
Yes, 13 - 18 months ago	36	7	7	22	26	20	36	5	2	5	10	13	2
	3%	1%	3%	7%a	3%	3%	3%	3%	1%	2%	6%	7%	1%
Yes, 1.5 to 2 years ago	42	16	12	15	42	36	42	7	13	12	1	6	3
	4%	3%	5%	5%	4%	5%	4%	4%	6%	5%	1%	3%	2%
Yes, 2 to 3 years ago	63	32	16	15	62	47	63	12	4	11	20	4	12
	6%	6%	6%	5%	6%	6%	6%	8%	2%	5%	12%	2%	9%
Yes, more than 3 years ago	278	141	38	99	277	217	278	54	94	52	26	24	27
	26%bk	27%b	15%	32%b	27%	29%	26%	35%k	46%zkl	22%	17%	13%	20%
No, never changed provider	572	290	158	124	555	372	572	72	87	126	89	121	76
	53%	55%c	63%G	41%	53%	49%	53%	47%	43%	52%	56%	64%h	57%
NET All ever switched	508	234	94	181	489	387	508	80	116	115	70	69	58
	47%	45%	37%	59%ab	47%	51%	47%	53%	57%k	48%	44%	36%	43%
NET Switched last 12 months	89	37	21	30	81	68	89	3	4	34	12	22	14
	8%	7%	8%	10%	8%	9%	8%	2%	2%	14%gh	8%	12%	10%
NET Switched last 2 years	167	60	40	67	150	123	167	15	18	52	24	41	19
	15%	11%	16%	22%a	14%	16%	15%	10%	9%	21%	15%	21%	14%
NET Switched more than 2 years ago	341	174	54	114	340	264	341	66	98	64	46	28	39
	32%bk	33%b	21%	37%b	33%	35%	32%	43%kK	48%clK	26%	29%	15%	29%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 144

QC3: Have you ever switched your internet service provider? If so, when was this?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Yes, in the last 6 months	83 4%	37 4%	46 4%	79 5%	4 2%	19 5%	32 7%	24 3%	75 4%	3 4%	3 3%	2 4%	72 4%	11 4%
Yes, 7 - 12 months ago	122 6%	79 8%b	43 4%	110 6%	12 5%	28 7%	43 9%	36 4%	106 6%	4 6%	7 6%	4 8%	107 6%	15 6%
Yes, 13 - 18 months ago	68 3%	18 2%	51 5%	66 4%	2 1%	17 5%	22 5%	23 3%	62 4%	2 2%	4 3%	* 1%	59 3%	9 3%
Yes, 1.5 to 2 years ago	72 4%	19 2%	53 5%	62 4%	10 4%	20 5%	8 2%	40 5%	69 4%	1 1%	1 1%	1 3%	59 3%	13 5%
Yes, 2 to 3 years ago	121 6%a	23 2%	98 9%A	103 6%	18 8%	20 5%	22 4%	61 7%	103 6%	8 11%	5 4%	6 12%	100 6%	21 8%
Yes, more than 3 years ago	439 22%A	120 13%	319 31%ZA	404 23%	36 15%	65 17%	110 23%	202 23%	377 22%	17 24%	34 28%	12 24%	381 22%	58 21%
No, never changed provider	1070 54%b	638 68%ZB	432 41%	913 53%	157 65%	209 55%	249 51%	487 56%	945 54%	36 51%	65 55%	24 48%	927 54%	143 53%
NET All ever switched	906 46%A	296 32%	610 59%ZA	823 47%	83 35%	169 45%	237 49%	386 44%	792 46%	34 49%	54 45%	26 52%	778 46%	128 47%
NET Switched last 12 months	205 10%	116 12%	89 9%	188 11%	16 7%	47 12%	75 15%g	59 7%	182 10%	7 10%	10 9%	6 12%	179 10%	26 10%
NET Switched last 2 years	345 17%	152 16%	193 19%	316 18%	29 12%	84 22%	106 22%	123 14%	313 18%	9 13%	16 13%	8 15%	297 17%	48 18%
NET Switched more than 2 years ago	560 28%A	143 15%	417 40%ZA	507 29%	54 22%	85 23%	131 27%	263 30%	479 28%	25 35%	38 32%	18 36%	481 28%	80 29%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 329

Absolutes/col percents

Table 144

QC3: Have you ever switched your internet service provider? If so, when was this?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Yes, in the last 6 months	83	35	17	32	83	72	35	7	2	21	22	11	21
	4%	4%	3%	5%	4%	5%	3%	2%	1%	4%	7%h	3%	8%h
Yes, 7 - 12 months ago	122	51	34	37	122	98	49	18	19	35	17	17	16
	6%	6%	7%	6%	6%	6%	5%	7%	6%	7%	6%	5%	6%
Yes, 13 - 18 months ago	68	40	8	19	68	62	31	7	6	19	18	15	4
	3%	5%	2%	3%	3%	4%	3%	3%	2%	4%	6%	4%	1%
Yes, 1.5 to 2 years ago	72	27	15	30	72	66	49	7	12	24	3	13	14
	4%	3%	3%	5%	4%	4%	5%	3%	4%	5%	1%	4%	5%
Yes, 2 to 3 years ago	121	63	36	22	121	99	61	15	9	20	26	20	31
	6%	7%	7%	4%	6%	6%	6%	6%	3%	4%	9%	6%	12%h
Yes, more than 3 years ago	439	190	81	168	439	356	293	83	121	77	60	45	53
	22%h	22%	16%	28%b	22%	23%	28%	31%k	38%zijk	16%	20%	13%	20%
No, never changed provider	1070	475	304	291	1070	791	526	133	153	277	151	232	126
	54%	54%	61%g	49%	54%	51%	50%	49%	48%	59%	51%	66%zghi	48%
NET All ever switched	906	407	191	308	906	752	518	136	168	196	146	121	139
	46%h	46%	39%	51%b	46%	49%	50%	51%k	52%k	41%	49%	34%	52%k
NET Switched last 12 months	205	86	50	68	205	169	84	24	21	56	39	28	37
	10%	10%	10%	11%	10%	11%	8%	9%	6%	12%	13%	8%	14%
NET Switched last 2 years	345	154	74	118	345	297	164	38	38	99	59	56	55
	17%	17%	15%	20%	17%	19%	16%	14%	12%	21%	20%	16%	21%
NET Switched more than 2 years ago	560	253	117	190	560	455	354	98	130	97	86	65	84
	28%h	29%	24%	32%	28%	30%	34%	36%ik	40%clik	21%	29%	18%	32%k

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 330

Absolutes/col percents

Table 145

QC4: At any time in the last two years, have you considered switching your mobile phone service provider?

Base: All never switched mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	750	361	389	617	133	144	171	241	556	68	74	52	597	153
Base	883	546	337	795	88**	150*	229*	412	791	29**	45**	18**	781	102*
Effective base	211	107	125	187	25	43	53	82	175	27	31	14	175	49
Yes, and actively started looking	70	51	19	66	4	4	25	38	67	1	*	2	65	5
	8%	9%	6%	8%	5%	3%	11%	9%	9%	4%	1%	8%	8%	5%
Yes, but did not start looking	86	51	35	81	5	14	8	54	76	*	10	*	78	8
	10%	9%	10%	10%	6%	9%	3%	13%	10%	*	23%	1%	10%	8%
Considered switching, but more than two years ago	63	9	53	61	1	11	20	25	56	2	4	*	52	10
	7% a	2%	16% 2A	8%	2%	8%	9%	6%	7%	8%	9%	1%	7%	10%
Never considered switching	664	435	229	587	77	120	176	295	592	26	30	16	585	79
	75% b	80% b	68%	74%	88%	80%	77%	72%	75%	88%	68%	90%	75%	77%
NET Considered switching last 2 years	156	102	54	147	9	18	33	92	143	1	11	2	143	14
	18%	19%	16%	19%	11%	12%	14%	22%	18%	4%	24%	9%	18%	13%
NET Considered switching ever	219	111	108	209	11	30	53	117	199	3	14	2	195	24
	25%	20%	32% a	26%	12%	20%	23%	28%	25%	12%	32%	10%	25%	23%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 331

Absolutes/col percents

Table 145

QC4: At any time in the last two years, have you considered switching your mobile phone service provider?

Base: All never switched mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	750	275	300	175	692	750	419	69	73	233	102	160	113
Base	883	330*	279*	274*	813	883	352	85**	128**	225*	145**	180*	121**
Effective base	211	73	74	65	193	211	100	19	29	56	31	45	33
Yes, and actively started looking	70 8%	43 13% c	21 8%	7 2%	68 8%	70 8%	34 10%	15 18%	13 10%	18 8%	12 8%	12 7%	1 1%
Yes, but did not start looking	86 10%	36 11%	29 10%	21 8%	83 10%	86 10%	38 11%	13 16%	9 7%	37 16% c	2 1%	7 4%	18 15%
Considered switching, but more than two years ago	63 7%	30 9%	17 6%	16 6%	61 7%	63 7%	37 10%	7 8%	13 10%	11 5%	13 9%	9 5%	10 8%
Never considered switching	664 75%	222 67%	212 76%	230 84% a	601 74%	664 75%	243 69%	49 58%	92 72%	159 71%	119 82%	152 85%	92 76%
NET Considered switching last 2 years	156 18%	79 24% c	50 18%	28 10%	151 19%	156 18%	72 21%	29 34%	22 17%	55 25%	13 9%	19 10%	19 16%
NET Considered switching ever	219 25%	108 23% c	67 24%	44 16%	212 26%	219 25%	109 31%	36 42%	35 28%	66 29%	26 18%	27 15%	29 24%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 332

Table 146

QC5: At any time in the last two years, have you considered switching your landline service provider?

Absolutes/col percents

Base: All never switched landline service

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
704	323	381	548	156	166	138	189	493	67	83	61	556	148
572	270*	302	471	101**	126*	145**	214*	485	18**	46**	22**	487	85*
175	66	118	148	27	50	34	55	134	20	33	14	138	48
47	33	13	44	3	3	15	18	35	2	6	4	38	8
8%	12%	4%	9%	3%	2%	10%	8%	7%	11%	12%	17%	8%	10%
62	16	46	56	6	14	14	30	58	*	3	1	58	4
11%	6%	15%	12%	6%	11%	9%	14%	12%	2%	7%	5%	12%	5%
32	5	27	30	2	10	1	16	27	*	5	*	24	7
6%	2%	9%	6%	2%	8%	1%	7%	5%	1%	10%	2%	5%	9%
432	216	216	342	90	99	115	151	366	16	33	17	366	66
75%	80%	71%	72%	89%	79%	80%	71%	75%	86%	71%	76%	75%	77%
109	50	59	100	9	17	29	48	93	2	9	5	97	12
19%	18%	20%	21%	9%	13%	20%	22%	19%	13%	19%	22%	20%	14%
140	54	86	130	11	27	30	63	119	3	13	5	121	19
25%	20%	29%	28%	11%	21%	20%	29%	25%	14%	29%	24%	25%	23%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 333

Table 146

QC5: At any time in the last two years, have you considered switching your landline service provider?

Absolutes/col percents

Base: All never switched landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	704	344	257	103	665	438	704	67	66	212	98	150	111
Base	572	290	158*	124**	555	372	572	72**	87**	126*	89**	121**	76**
Effective base	175	81	65	34	166	108	175	21	21	64	24	31	27
Yes, and actively started looking	47 8%	29 10%	8 5%	9 7%	45 8%	41 11%	47 8%	4 6%	11 13%	14 11%	1 1%	13 10%	4 5%
Yes, but did not start looking	62 11%	18 6%	28 17% 	16 13%	60 11%	44 12%	62 11%	15 20%	11 13%	14 11%	4 4%	8 6%	11 15%
Considered switching, but more than two years ago	32 6%	13 4%	9 6%	10 8%	32 6%	24 6%	32 6%	1 1%	5 6%	3 3%	15 16%	3 3%	5 6%
Never considered switching	432 75%	230 79%	112 71%	90 72%	418 75%	263 71%	432 75%	53 73%	60 68%	95 75%	69 78%	98 81%	57 75%
NET Considered switching last 2 years	109 19%	47 16%	36 23%	25 20%	105 19%	85 23%	109 19%	19 26%	22 26%	28 22%	5 5%	20 17%	15 19%
NET Considered switching ever	140 25%	60 21%	45 29%	35 28%	137 25%	109 29%	140 25%	19 27%	28 32%	31 25%	19 22%	23 19%	19 25%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 147

QC6: At any time in the last two years, have you considered switching your internet service provider?**Base: All never switched broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1027	536	491	815	212	220	195	308	723	103	114	87	807	220
Base	1070	638	432	913	157*	209*	249*	487	945	36**	65*	24**	927	143*
Effective base	269	131	164	228	41	66	58	100	218	34	46	18	217	70
Yes, and actively started looking	113	86	27	97	16	7	46	45	98	4	6	5	99	14
	11%	13% b	6%	11%	10%	3%	19% c	9%	10%	10%	10%	21%	11%	10%
Yes, but did not start looking	146	66	80	143	4	29	13	93	135	2	7	2	131	15
	14% d	10%	19% a	16% d	2%	14%	5%	15% f	14%	6%	11%	7%	14%	11%
Considered switching, but more than two years ago	69	17	52	63	6	21	16	23	61	3	5	1	57	12
	6%	3%	12% eA	7%	4%	10%	7%	5%	6%	9%	7%	3%	6%	9%
Never considered switching	742	469	273	610	132	152	173	326	651	27	47	16	641	101
	69%	74%	63%	67%	84% c	73%	70%	67%	69%	75%	72%	68%	69%	71%
NET Considered switching last 2 years	259	152	107	240	19	35	60	137	233	6	14	7	230	29
	24%	24%	25%	26%	12%	17%	24%	28%	25%	16%	21%	29%	25%	20%
NET Considered switching ever	328	169	159	303	25	57	76	161	293	9	18	8	286	42
	31%	26%	37%	33% d	16%	27%	30%	33%	31%	25%	28%	32%	31%	29%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 335

Absolutes/col percents

Table 147

QC6: At any time in the last two years, have you considered switching your internet service provider?

Base: All never switched broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1027	443	394	190	1027	668	625	99	94	324	134	226	150
Base	1070	475	304	291*	1070	791	526	133**	153**	277*	151**	232*	126**
Effective base	269	114	88	68	269	183	153	30	33	73	36	62	39
Yes, and actively started looking	113	63	37	13	113	95	60	20	25	31	12	18	7
	11%	13%	12%	4%	11%	12%	11%	15%	16%	11%	8%	8%	5%
Yes, but did not start looking	146	61	51	34	146	117	59	25	18	52	3	34	14
	14%	13%	17%	12%	14%	15%	11%	19%	12%	19%	2%	15%	11%
Considered switching, but more than two years ago	69	27	24	18	69	49	36	11	10	15	18	5	11
	6%	6%	8%	6%	6%	6%	7%	8%	6%	5%	12%	2%	9%
Never considered switching	742	323	192	227	742	530	371	76	100	179	118	175	94
	69%	68%	63%	78% ^b	69%	67%	71%	58%	65%	65%	78%	75%	75%
NET Considered switching last 2 years	259	124	88	47	259	211	118	46	43	83	15	52	20
	24%	26%	29%	16%	24%	27%	22%	34%	28%	30%	10%	22%	16%
NET Considered switching ever	328	152	112	64	328	261	155	56	53	98	33	57	31
	31%	32%	37% ^c	22%	31%	33%	29%	42%	35%	35%	22%	25%	25%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 148

QC1/QC4: Mobile switching summary table**Base: All with mobile service**

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
1653	805	848	1508	145**	294	405	767	1486	51*	99*	37**	1449	204
414	161	278	375	38	93	111	150	339	46	63	26	338	108
76	35	41	67	9	10	26	34	70	3	*	2	72	4
5%	4%	5%	4%	6%	3%	6%	4%	5%	6%	*	7%	5%	2%
94	55	39	82	12	20	25	44	89	1	3	1	80	14
6%	7%	5%	5%	8%	7%	6%	6%	6%	1%	3%	3%	6%	7%
59	28	31	58	1	17	14	21	53	3	2	1	54	5
4%	3%	4%	4%	1%	6%	4%	3%	4%	6%	2%	3%	4%	3%
42	5	37	39	3	7	13	17	36	*	5	1	36	6
3%	1%	4%a	3%	2%	2%	3%	2%	2%	*	6%	1%	2%	3%
85	21	65	80	5	26	16	30	73	6	6	1	73	12
5%	3%	8%a	5%	4%	9%	4%	4%	5%	11%	6%	3%	5%	6%
414	116	299	387	27	63	82	210	355	9	38	12	354	60
25%a	14%	35%zA	26%	19%	21%	20%	27%	24%	18%	38%zhi	34%	24%	29%
70	51	19	66	4	4	25	38	67	1	*	2	65	5
4%	6%b	2%	4%	3%	2%	6%	5%	5%	2%	*	4%	4%	3%
86	51	35	81	5	14	8	54	76	*	10	*	78	8
5%	6%	4%	5%	4%	5%	2%	7%	5%	*	10%l	*	5%	4%
63	9	53	61	1	11	20	25	56	2	4	*	52	10
4%	1%	6%A	4%	1%	4%	5%	3%	4%	5%	4%	1%	4%	5%
664	435	229	587	77	120	176	295	592	26	30	16	585	79
40%b	54%zB	27%	39%	53%	41%	43%	39%	40%	50%j	31%	44%	40%	39%
270	123	148	246	24	55	78	115	248	7	11	5	241	29
16%	15%	17%	16%	17%	19%	19%	15%	17%	13%	11%	14%	17%	14%
726	444	283	648	79	131	196	320	648	28	34	17	638	89
44%b	55%zB	33%	43%	54%	45%	48%	42%	44%	55%j	34%	45%	44%	44%
500	136	363	467	33	89	98	240	428	15	43	14	427	72
30%a	17%	43%zA	31%	23%	30%	24%	31%	29%	29%	44%zh	37%	29%	35%
156	102	54	147	9	18	33	92	143	1	11	2	143	14
9%	13%b	6%	10%	6%	6%	8%	12%	10%	2%	11%	5%	10%	7%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 148

QC1/QC4: Mobile switching summary table**Base: All with mobile service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Yes, in the last 6 months	76	23	27	26	64	76	29	15	4	24	8	15	10
Yes, 7 - 12 months ago	5%	3%	6%	5%	4%	5%	4%	7%	1%	6%	3%	5%	4%
Yes, 13 - 18 months ago	94	47	26	21	85	94	38	25	11	18	13	6	19
Yes, 19 - 24 months ago	6%	7%	6%	4%	5%	6%	5%	12% k	4%	5%	5%	2%	9%
Yes, 25 - 30 months ago	59	36	11	11	52	59	26	7	8	5	12	21	5
Yes, 31 - 36 months ago	4%	5%	2%	2%	3%	4%	3%	3%	3%	1%	4%	7% l	2%
Yes, 37 - 42 months ago	42	15	10	17	42	42	28	4	9	7	12	7	4
Yes, 43 - 48 months ago	3%	2%	2%	3%	3%	3%	4%	2%	4%	2%	4%	2%	2%
Yes, 49 - 54 months ago	85	43	20	23	83	85	53	16	9	22	14	6	18
Yes, 55 - 60 months ago	5%	6%	4%	4%	5%	5%	7%	7%	3%	6%	5%	2%	8%
Yes, more than 61 months ago	414	178	79	157	404	414	233	64	92	84	68	62	44
Never considered switching	25%	26%	18%	30% b	26%	25%	31%	30%	35%	22%	25%	21%	20%
Considered and actively started looking	70	43	21	7	68	70	34	15	13	18	12	12	1
Considered but did not start looking	4%	6% c	5%	1%	4%	4%	4%	7%	5%	5%	4%	4%	*
Considered switching, but more than two years ago	86	36	29	21	83	86	38	13	9	37	2	7	18
Never considered switching	5%	5%	6%	4%	5%	5%	5%	6%	4%	10% j	1%	2%	8% j
Considered switching, but more than two years ago	63	30	17	16	61	63	37	7	13	11	13	9	10
Never considered switching	4%	4%	4%	3%	4%	4%	5%	3%	5%	3%	5%	3%	5%
NET Switchers	664	222	212	230	601	664	243	49	92	159	119	152	92
NET Non-switchers	40% g	33%	47% a	43%	39%	40% f	32%	23%	35%	41% g	44% g	51% G	42% g
NET Past considerers	270	122	74	75	243	270	121	51	32	55	46	49	38
NET Non-recent switchers	16%	18%	16%	14%	16%	16%	16%	24%	12%	14%	17%	17%	17%
NET Past considerers	726	252	229	246	662	726	280	56	105	170	132	161	102
NET Non-recent switchers	44% g	37%	51% a	46%	43%	44%	37%	26%	40%	44% g	48% g	54% G	46% g
NET Past considerers	500	221	99	180	487	500	286	80	101	106	82	67	62
NET Non-recent switchers	30%	33% b	22%	34% b	32%	30%	38%	37%	39% k	28%	30%	23%	28%
NET Past considerers	156	79	50	28	151	156	72	29	22	55	13	19	19
NET Non-recent switchers	9%	12%	11%	5%	10%	9%	10%	13%	8%	14%	5%	6%	8%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 149

QC2/QC5: Landline switching summary table**Base: All with landline service**

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
320	99	231	285	38	81	83	100	250	39	55	23	247	98
50	15	35	41	9	11	15	19	45	2	3	1	44	6
5%	4%	5%	4%	6%	6%	5%	4%	5%	6%	3%	2%	5%	4%
39	22	17	34	5	13	14	5	32	2	4	*	26	13
4%	5%	2%	4%	3%	7%g	5%	1%	3%	4%	5%	1%	3%	7%l
36	13	23	24	12	4	8	21	33	2	1	*	31	5
3%	3%	3%	3%	7%	2%	3%	5%	4%	4%	2%	*	3%	3%
42	10	32	40	2	8	8	24	40	1	1	*	32	10
4%	2%	5%	4%	1%	4%	3%	5%	4%	2%	1%	1%	4%	6%
63	14	49	55	8	10	16	26	51	4	3	5	49	14
6%	4%	7%	6%	5%	5%	6%	6%	6%	10%	4%	14%	5%	8%
278	64	214	255	23	32	66	143	241	10	22	5	240	38
26%a	16%	32%A	28%	14%	16%	24%	32%e	26%	26%	27%	16%	26%	22%
47	33	13	44	3	3	15	18	35	2	6	4	38	8
4%	8%b	2%	5%	2%	1%	6%	4%	4%	5%	7%	11%	4%	5%
62	16	46	56	6	14	14	30	58	*	3	1	58	4
6%	4%	7%	6%	4%	7%	5%	7%	6%	1%	4%	3%	6%	2%
32	5	27	30	2	10	1	16	27	*	5	*	24	7
3%	1%	4%	3%	1%	5%	*	3%	3%	*	6%	1%	3%	4%
432	216	216	342	90	99	115	151	366	16	33	17	366	66
40%	53%A,B	32%	37%	56%	49%g	42%	33%	39%	41%	41%	50%	40%	38%
167	59	108	139	28	36	45	69	150	6	9	2	133	34
15%	15%	16%	15%	17%	18%	17%	15%	16%	16%	11%	5%	15%	20%
463	220	243	372	92	109	116	167	392	16	38	17	390	73
43%	54%B	36%	40%	57%	54%g	43%	37%	42%	41%	47%	51%	43%	43%
341	79	263	310	31	42	82	169	292	14	25	10	289	52
32%a	19%	39%A	34%	19%	20%	30%	37%e	31%	37%	31%	30%	32%	31%
109	50	59	100	9	17	29	48	93	2	9	5	97	12
10%	12%	9%	11%	6%	8%	11%	11%	10%	6%	11%	14%	11%	7%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Base: All with landline service

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
1306	611	459	236	1252	867	1306	129	125	443	168	250	191
1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
320	147	118	75	311	213	320	42	46	119	39	52	48
50	19	14	18	44	39	50	*	3	21	12	9	4
5%	4%	5%	6%	4%	5%	5%	*	2%	9%	7%	5%	3%
39	19	8	12	37	28	39	3	*	12	1	13	9
4%	4%	3%	4%	4%	4%	4%	2%	*	5%	*	7%	7%
36	7	7	22	26	20	36	5	2	5	10	13	2
3%	1%	3%	7%	3%	3%	3%	3%	1%	2%	6%	7%	1%
42	16	12	15	42	36	42	7	13	12	1	6	3
4%	3%	5%	5%	4%	5%	4%	4%	6%	5%	1%	3%	2%
63	32	16	15	62	47	63	12	4	11	20	4	12
6%	6%	6%	5%	6%	6%	6%	8%	2%	5%	12%	2%	9%
278	141	38	99	277	217	278	54	94	52	26	24	27
26%	27%	15%	32%	27%	29%	26%	35%	46%	22%	17%	13%	20%
47	29	8	9	45	41	47	4	11	14	1	13	4
4%	6%	3%	3%	4%	5%	4%	3%	5%	6%	1%	7%	3%
62	18	28	16	60	44	62	15	11	14	4	8	11
6%	3%	11%	5%	6%	6%	6%	10%	6%	6%	2%	4%	8%
32	13	9	10	32	24	32	1	5	3	15	3	5
3%	2%	4%	3%	3%	3%	3%	1%	3%	1%	9%	2%	3%
432	230	112	90	418	263	432	53	60	95	69	98	57
40%	44%	45%	29%	40%	35%	40%	35%	29%	39%	44%	52%	42%
167	60	40	67	150	123	167	15	18	52	24	41	19
15%	11%	16%	22%	14%	16%	15%	10%	9%	21%	15%	21%	14%
463	242	122	99	450	286	463	54	65	98	84	101	61
43%	46%	48%	32%	43%	38%	43%	35%	32%	41%	53%	53%	46%
341	174	54	114	340	264	341	66	98	64	46	28	39
32%	33%	21%	37%	33%	35%	32%	43%	48%	26%	29%	15%	29%
109	47	36	25	105	85	109	19	22	28	5	20	15
10%	9%	14%	8%	10%	11%	10%	12%	11%	12%	3%	11%	12%

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 150

QC3/QC6: Internet switching summary table**Base: All with broadband/ internet service**

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
533	201	362	470	63	128	139	182	430	65	81	38	427	142
83	37	46	79	4	19	32	24	75	3	3	2	72	11
4%	4%	4%	5%	2%	5%	7%	3%	4%	4%	3%	4%	4%	4%
122	79	43	110	12	28	43	36	106	4	7	4	107	15
6%	8%b	4%	6%	5%	7%	9%	4%	6%	6%	6%	8%	6%	6%
68	18	51	66	2	17	22	23	62	2	4	*	59	9
3%	2%	5%	4%	1%	5%	5%	3%	4%	2%	3%	1%	3%	3%
72	19	53	62	10	20	8	40	69	1	1	1	59	13
4%	2%	5%	4%	4%	5%	2%	5%	4%	1%	1%	3%	3%	5%
121	23	98	103	18	20	22	61	103	8	5	6	100	21
6%a	2%	9%a	6%	8%	5%	4%	7%	6%	11%	4%	12%	6%	8%
439	120	319	404	36	65	110	202	377	17	34	12	381	58
22%a	13%	31%2a	23%	15%	17%	23%	23%	24%	24%	28%	24%	22%	21%
113	86	27	97	16	7	46	45	98	4	6	5	99	14
6%b	9%b	3%	6%	7%	2%	10%e	5%	6%	5%	5%	10%	6%	5%
146	66	80	143	4	29	13	93	135	2	7	2	131	15
7%f	7%	8%	8%	1%	8%	3%	11%f	8%	3%	6%	4%	8%	6%
69	17	52	63	6	21	16	23	61	3	5	1	57	12
3%	2%	5%	4%	3%	6%	3%	3%	3%	5%	4%	1%	3%	5%
742	469	273	610	132	152	173	326	651	27	47	16	641	101
38%b	50%2b	26%	35%	55%2c	40%	36%	37%	38%	39%	39%	33%	38%	37%
345	152	193	316	29	84	106	123	313	9	16	8	297	48
17%	16%	19%	18%	12%	22%	22%	14%	18%	13%	13%	15%	17%	18%
811	486	325	673	138	174	189	349	712	30	52	17	698	114
41%b	52%2b	31%	39%	57%aC	46%	39%	40%	41%	43%	43%	34%	41%	42%
560	143	417	507	54	85	131	263	479	25	38	18	481	80
28%a	15%	40%2a	29%	22%	23%	27%	30%	28%	35%	32%	36%	28%	29%
259	152	107	240	19	35	60	137	233	6	14	7	230	29
13%	16%b	10%	14%	8%	9%	12%	16%	13%	8%	11%	14%	13%	11%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 150

QC3/QC6: Internet switching summary table**Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Yes, in the last 6 months	83	35	17	32	83	72	35	7	2	21	22	11	21
Yes, 7 - 12 months ago	4%	4%	3%	5%	4%	5%	3%	2%	1%	4%	7%h	3%	8%h
Yes, 13 - 18 months ago	122	51	34	37	122	98	49	18	19	35	17	17	16
Yes, 19 - 24 months ago	6%	6%	7%	6%	6%	6%	5%	7%	6%	7%	6%	5%	6%
Yes, 25 - 30 months ago	68	40	8	19	68	62	31	7	6	19	18	15	4
Yes, 31 - 36 months ago	3%	5%	2%	3%	3%	4%	3%	3%	2%	4%	6%	4%	1%
Yes, 37 - 42 months ago	72	27	15	30	72	66	49	7	12	24	3	13	14
Yes, 43 - 48 months ago	4%	3%	3%	5%	4%	4%	5%	3%	4%	5%	1%	4%	5%
Yes, 49 - 54 months ago	121	63	36	22	121	99	61	15	9	20	26	20	31
Yes, 55 - 60 months ago	6%	7%	7%	4%	6%	6%	6%	6%	3%	4%	9%	6%	12%h
Yes, more than 61 months ago	439	190	81	168	439	356	293	83	121	77	60	45	53
Considered and actively started looking	22%a	22%	16%	28%b	22%	23%	28%	31%k	38%zijk	16%	20%	13%	20%
Considered but did not start looking	113	63	37	13	113	95	60	20	25	31	12	18	7
Considered switching, but more than two years ago	6%	7%c	7%c	2%	6%	6%	6%	8%	8%	7%	4%	5%	3%
Never considered switching	146	61	51	34	146	117	59	25	18	52	3	34	14
NET Switchers	7%j	7%	10%	6%	7%	8%	6%	9%j	6%	11%j	1%	10%j	5%
NET Non-switchers	69	27	24	18	69	49	36	11	10	15	18	5	11
NET Non-recent switchers	3%	3%	5%	3%	3%	3%	3%	4%	3%	3%	6%	1%	4%
NET Past considerers	742	323	192	227	742	530	371	76	100	179	118	175	94
NET Past considerers	38%	37%	39%	38%	38%	34%	36%	28%	31%	38%	40%	50%zgh	36%
NET Switchers	345	154	74	118	345	297	164	38	38	99	59	56	55
NET Non-switchers	17%	17%	15%	20%	17%	19%	16%	14%	12%	21%	20%	16%	21%
NET Non-recent switchers	811	350	216	245	811	579	408	87	110	194	135	180	105
NET Past considerers	41%	40%	44%	41%	41%	38%	39%	32%	34%	41%	46%	51%gh	40%
NET Switchers	560	253	117	190	560	455	354	98	130	97	86	65	84
NET Non-switchers	28%a	29%	24%	32%	28%	30%	34%	36%k	40%zrk	21%	29%	18%	32%k
NET Past considerers	259	124	88	47	259	211	118	46	43	83	15	52	20
NET Past considerers	13%	14%	18%c	8%	13%	14%	11%	17%j	13%	18%jl	5%	15%j	8%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 151

Total Switcher Summary (QC1/QC2/QC3/QC4/QC5/QC6)**Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Total Switchers	523	231	292	470	54	117	146	212	475	14	24	10	456	67
	25%	22%	28%	25%	21%	29%	28%	23%	26%	20%	18%	20%	25%	24%
Switched one service only	305	145	160	271	34	64	78	137	279	6	13	7	275	30
	14%	14%	15%	15%	13%	16%	15%	15%	15%	9%	10%	13%	15%	11%
Switched two services	177	71	106	166	11	47	54	56	157	8	9	3	148	29
	8%	7%	10%	9%	4%	12%	10%	6%	8%	11%	7%	6%	8%	10%
Switched three services	41	16	25	33	8	6	15	19	39	*	1	1	34	8
	2%	2%	2%	2%	3%	1%	3%	2%	2%	*	1%	1%	2%	3%
Not switched any service in the past 2 years	1586	823	763	1379	207	288	375	714	1377	59	107	42	1372	213
	75%	78%	72%	75%	79%	71%	72%	77%	74%	80%	82%	80%	75%	76%
Total Non-switchers	152	70	82	136	16	30	47	55	132	6	8	5	127	24
	7%	7%	8%	7%	6%	8%	9%	6%	7%	9%	6%	10%	7%	9%
Total Non-recent switchers	156	44	111	142	14	23	20	91	135	4	15	2	136	20
	7%	4%	11%A	8%	5%	6%	4%	10%I	7%	6%	11%	4%	7%	7%
Total Past considerers	41	32	9	40	1	3	11	27	40	1	*	-	36	5
	2%	3%	1%	2%	*	1%	2%	3%	2%	1%	*	-	2%	2%
TOTAL SWITCHERS	523	231	292	470	54	117	146	212	475	14	24	10	456	67
	25%	22%	28%	25%	21%	29%	28%	23%	26%	20%	18%	20%	25%	24%
TOTAL NON-SWITCHERS	977	589	388	819	158	204	246	393	843	38	68	28	840	137
	46%B	56%B	37%	44%	61%CC	50%	47%	42%	46%	52%	52%	53%	46%	49%
TOTAL NON-RECENT SWITCHERS	467	133	334	423	45	65	105	234	404	17	33	13	408	59
	22%A	13%	32%DA	23%	17%	16%	20%	25%EE	22%	23%	25%	24%	22%	21%
TOTAL PAST CONSIDERERS	141	101	40	138	3	19	24	87	130	4	6	2	125	17
	7%	10%B	4%	7%	1%	5%	5%	9%	7%	5%	5%	3%	7%	6%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 151

Total Switcher Summary (QC1/QC2/QC3/QC4/QC5/QC6)

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Total Switchers	523	225	132	167	479	460	267	77	53	122	92	102	76
	25%	24%	25%	26%	24%	28%	25%	28%	16%	25%	29%	25%	26%
Switched one service only	305	131	87	87	260	271	121	58	21	56	59	69	42
	14%	14%	16%	14%	13%	16% ^f	11%	21% ^h	6%	11%	19% ^h	17% ^h	15%
Switched two services	177	76	35	66	177	148	104	12	29	49	30	24	33
	8%	8%	6%	10%	9%	9%	10%	4%	9%	10%	10%	6%	11%
Switched three services	41	17	11	13	41	41	41	7	3	17	3	10	1
	2%	2%	2%	2%	2%	2%	4%	3%	1%	3%	1%	2%	*
Not switched any service in the past 2 years	1586	714	404	468	1497	1193	814	198	278	374	223	302	212
	75%	76%	75%	74%	76%	72%	75%	72%	84%	75%	71%	75%	74%
Total Non-switchers	152	65	53	33	152	152	152	9	16	44	32	39	11
	7%	7%	10%	5%	8%	9%	14% ^{zD+}	3%	5%	9%	10%	10%	4%
Total Non-recent switchers	156	85	17	54	156	156	156	33	47	23	27	18	7
	7% ^b	9% ^b	3%	9% ^b	8%	9%	14% ^{zD+}	12% ⁱ	14% ^{zJL}	5%	8%	4%	3%
Total Past considerers	41	26	9	5	41	41	41	1	14	4	*	10	10
	2%	3%	2%	1%	2%	2%	4%	1%	4%	1%	*	3%	4%
TOTAL SWITCHERS	523	225	132	167	479	460	267	77	53	122	92	102	76
	25%	24%	25%	26%	24%	28%	25%	28%	16%	25%	29%	25%	26%
TOTAL NON-SWITCHERS	977	414	279	283	906	727	478	79	153	236	152	220	136
	46% ^G	44%	52%	45%	46%	44%	44%	29%	46% ^G	48% ^G	48% ^G	55% ^G	47% ^G
TOTAL NON-RECENT SWITCHERS	467	223	83	161	453	370	272	83	102	99	66	57	61
	22%	24% ^b	16%	25% ^b	23%	22%	25%	30% ^k	31% ^K	20%	21%	14%	21%
TOTAL PAST CONSIDERERS	141	76	41	24	138	96	64	37	23	39	5	24	14
	7%	8%	8%	4%	7%	6%	6%	13% ^J	7%	8% ^J	1%	6%	5%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 152

QC7(1): There is a good choice of providers available to my business

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Agree strongly	(5) 518	261	257	481	37	102	127	234	464	18	23	13	466	52
	31%	32%	30%	32%	25%	35%	31%	31%	32%	35%	24%	34%	32%	26%
Agree slightly	(4) 714	332	382	642	72	118	176	346	640	15	43	15	642	72
	43%	41%	45%	43%	50%	40%	43%	45%	44%	30%	44%	40%	44%	35%
Neither agree nor disagree	(3) 270	110	160	253	18	46	63	127	235	11	18	6	235	36
	16%	14%	19%	17%	12%	16%	16%	17%	16%	22%	18%	15%	16%	18%
Disagree slightly	(2) 61	39	21	53	8	18	11	22	51	2	6	2	36	25
	4%	5%	3%	4%	5%	6%	3%	3%	3%	3%	6%	5%	2%	12%Z1
Disagree strongly	(1) 25	19	6	25	*	3	8	11	22	1	2	*	16	9
	2%	2%	1%	2%	*	1%	2%	1%	2%	2%	2%	1%	1%	4%I
Don't know	65	43	23	55	11	7	19	28	54	4	6	2	55	11
	4%	5%	3%	4%	7%	2%	5%	4%	4%	8%	6%	5%	4%	5%
NET Agree	1231	593	638	1123	108	220	303	580	1104	33	67	28	1108	124
	74%MM	74%	75%	74%	75%	75%	75%	76%	75%	65%	68%	75%	76%MM	61%
NET Disagree	86	59	27	78	8	21	20	33	73	3	8	2	52	33
	5%	7%	3%	5%	5%	7%	5%	4%	5%	5%	8%	6%	4%	16%Z1
Mean	4.03M	4.02	4.04	4.03	4.02	4.04	4.04	4.04	4.04	4.02	3.87	4.07	4.08M	3.69
SD	0.89	0.96	0.82	0.90	0.81	0.93	0.90	0.86	0.88	0.97	0.94	0.90	0.84	1.13

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 152

QC7(1): There is a good choice of providers available to my business

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Agree strongly (5)	518	213	131	175	480	518	241	32	90	62	111	82	141
	31% gi	32%	29%	33%	31%	31%	32%	15%	35% gi	16%	41% gi	28%	64% ZGHJK
Agree slightly (4)	714	296	176	242	656	714	317	108	124	140	145	120	76
	43%	44%	39%	46%	43%	43%	42%	50%	48%	36%	53% il	40%	34%
Neither agree nor disagree (3)	270	95	86	89	264	270	141	58	32	100	11	69	1
	16% kl	14%	19%	17%	17%	16%	19%	27% kl	12% kl	26% hkl	4%	23% kl	*
Disagree slightly (2)	61	35	20	6	61	61	20	7	1	35	4	13	*
	4%	5%	5%	1%	4%	4%	3%	3%	*	9% zhjl	1%	4%	*
Disagree strongly (1)	25	10	7	8	21	25	8	3	-	22	*	*	-
	2%	2%	2%	1%	1%	2%	1%	1%	-	6% zjk	*	*	-
Don't know	65	24	31	10	61	65	32	9	13	27	1	12	3
	4%	4%	7% ls	2%	4%	4%	4%	4%	5%	7%	1%	4%	2%
NET Agree	1231	509	307	416	1136	1231	558	140	214	203	256	202	217
	74% i	76%	68%	79% lb	74%	74%	74%	65%	82% gi	52%	94% ZGIK	68% j	98% ZGHJK
NET Disagree	86	45	28	13	82	86	28	10	1	57	4	13	*
	5%	7%	6%	2%	5%	5%	4%	4%	*	15% ZHKL	1%	5%	*
Mean	4.031	4.03	3.96	4.10	4.02	4.03	4.05	3.77	4.23 GI	3.52	4.34 ZGIK	3.95 i	4.64 ZGHJK
SD	0.89	0.91	0.93	0.82	0.89	0.89	0.86	0.79	0.68	1.08	0.63	0.85	0.49

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 346

Absolutes/col percents

Table 153

QC7(2): There is a good choice of products and/or services available to my business

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Agree strongly	(5) 440	207	233	413	27	86	108	185	378	13	31	18	379	61
	27%	26%	27%	27%	19%	29%	27%	24%	26%	26%	32%	48%	26%	30%
Agree slightly	(4) 746	372	374	670	76	129	166	381	676	21	36	12	681	65
	45% m	46%	44%	44%	52%	44%	41%	50%	46%	42%	37%	33%	47% m	32%
Neither agree nor disagree	(3) 324	130	194	296	28	52	90	148	291	12	18	4	278	46
	20%	16%	23%	20%	20%	18%	22%	19%	20%	23%	18%	10%	19%	23%
Disagree slightly	(2) 51	30	21	48	3	18	10	17	45	*	4	2	40	11
	3%	4%	2%	3%	2%	6%	2%	2%	3%	*	4%	6%	3%	5%
Disagree strongly	(1) 24	22	3	24	*	2	12	9	22	*	2	*	16	8
	1%	3% b	*	2%	*	1%	3%	1%	2%	1%	2%	*	1%	4% j
Don't know	67	44	23	57	10	7	20	27	54	4	8	1	54	12
	4%	5%	3%	4%	7%	2%	5%	3%	4%	8%	8%	3%	4%	6%
NET Agree	1186	579	607	1083	103	215	273	566	1054	34	68	30	1060	126
	72% m	72%	72%	72%	71%	73%	67%	74%	72%	67%	69%	80%	73% m	62%
NET Disagree	76	52	24	72	3	19	22	26	67	*	6	3	56	19
	5%	6%	3%	5%	2%	6%	5%	3%	5%	1%	6%	7%	4%	10% j
Mean	3.96	3.94	3.99	3.96	3.94	3.98	3.90	3.97	3.95	4.00	4.00	4.24	3.98	3.83
SD	0.87	0.93	0.81	0.88	0.72	0.88	0.94	0.81	0.86	0.79	0.95	0.93	0.83	1.07

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 153

QC7(2): There is a good choice of products and/or services available to my business

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Agree strongly (5)	440	167	122	152	422	440	202	24	51	60	105	71	130
	27%g	25%	27%	29%	27%	27%	27%	11%	19%	16%	39%GHI	24%	59%ZGHIJK
Agree slightly (4)	746	309	193	244	689	746	333	110	150	147	113	148	78
	45%	46%	43%	46%	45%	45%	44%	51%	58%II	38%	41%	50%	36%
Neither agree nor disagree (3)	324	132	91	102	309	324	167	61	45	117	30	71	*
	20%k	20%	20%	19%	20%	20%	22%	28%JL	17%L	30%JL	11%J	24%JL	*
Disagree slightly (2)	51	36	12	4	39	51	21	12	4	23	7	1	5
	3%	5%c	3%	1%	3%	3%	3%	5%	2%	6%k	2%	*	2%
Disagree strongly (1)	24	17	1	6	19	24	5	*	-	22	2	-	-
	1%	3%	*	1%	1%	1%	1%	*	-	6%Zk	1%	-	-
Don't know	67	13	33	21	65	67	31	10	11	17	16	6	8
	4%	2%	7%a	4%	4%	4%	4%	5%	4%	4%	6%	2%	4%
NET Agree	1186	476	314	396	1111	1186	535	133	201	207	218	218	208
	72%g	71%	70%	75%	72%	72%	70%	62%	77%I	54%	80%gl	74%J	94%ZGHIJK
NET Disagree	76	53	13	10	58	76	26	12	4	45	9	1	5
	5%	8%c	3%	2%	4%	5%	3%	6%	2%	12%Zhkl	3%	*	2%
Mean	3.96I	3.87	4.01	4.05	3.98	3.96	3.97	3.70	3.99gl	3.54	4.22zGI	3.99gl	4.56ZGHIJK
SD	0.87	0.94	0.80	0.80	0.85	0.87	0.83	0.75	0.67	1.03	0.81	0.71	0.62

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/ij/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 154

QC7(3): It is difficult to make comparisons between providers on price

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Agree strongly	(5) 138	79	59	127	11	31	29	57	117	6	13	2	127	11
	8%	10%	7%	8%	7%	11%	7%	7%	8%	11%	13%	6%	9%	6%
Agree slightly	(4) 458	208	250	403	55	65	117	228	410	14	24	11	412	46
	28%	26%	29%	27%	38%	22%	29%	30%	28%	27%	24%	30%	28%	23%
Neither agree nor disagree	(3) 364	128	236	335	29	75	90	155	320	13	20	10	298	66
	22%	16%	28%A	22%	20%	26%	22%	20%	22%	25%	21%	28%	21%	32%id
Disagree slightly	(2) 424	208	217	396	28	76	107	189	372	13	32	8	379	46
	26%	26%	26%	26%	20%	26%	26%	25%	25%	25%	32%	22%	26%	22%
Disagree strongly	(1) 196	120	76	185	11	37	40	103	179	4	9	4	171	25
	12%	15%	9%	12%	8%	13%	10%	13%	12%	8%	9%	10%	12%	12%
Don't know	73	62	11	63	10	10	23	36	69	2	1	2	64	9
	4%b	8%b	1%	4%	7%	3%	6%	5%	5%	4%	1%	4%	4%	5%
NET Agree	596	288	308	530	66	96	146	285	527	19	37	13	538	58
	36%	36%	36%	35%	46%	33%	36%	37%	36%	37%	37%	36%	37%	28%
NET Disagree	620	327	293	581	40	113	146	292	551	17	41	12	549	71
	38%	41%	35%	38%	27%	39%	36%	38%	38%	33%	41%	31%	38%	35%
Mean	2.95	2.89	3.00	2.93	3.19	2.92	2.97	2.93	2.94	3.07	3.00	3.01	2.96	2.86
SD	1.18	1.27	1.10	1.19	1.12	1.20	1.14	1.20	1.19	1.16	1.22	1.11	1.20	1.10

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 154

QC7(3): It is difficult to make comparisons between providers on price

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Agree strongly (5)	138 8%	70 10%	31 7%	37 7%	127 8%	138 8%	64 8%	35 16% JL	15 6%	31 8%	4 1%	45 15% JL	8 4%
Agree slightly (4)	458 28% JL	224 33%	108 24%	126 24%	428 28%	458 28%	234 31%	118 54% ZHJL	96 37% JL	100 26% JL	32 12%	105 35% JL	7 3%
Neither agree nor disagree (3)	364 22%	121 18%	113 25%	130 25%	344 22%	364 22%	182 24%	29 13%	41 16%	112 29% g	46 17%	87 29% g	48 22%
Disagree slightly (2)	424 25% gk	169 25%	119 26%	136 26%	403 26%	424 26%	155 20%	22 10%	77 30% gk	92 24% k	106 39% zGJK	35 12%	92 42% zGJK
Disagree strongly (1)	196 12% gk	66 10%	56 12%	74 14%	171 11%	196 12%	91 12%	2 1%	13 5%	45 12% g	63 23% zGHK	12 4%	62 28% zGHK
Don't know	73 4%	24 4%	24 5%	25 5%	70 5%	73 4%	33 4%	11 5%	17 7%	7 2%	21 8%	12 4%	4 2%
NET Agree	596 35% JL	293 44% bc	140 31%	163 31%	555 36%	596 36%	298 39%	152 70% ZHIJL	112 43% JL	131 34% JL	36 13%	150 51% JL	15 7%
NET Disagree	620 38% GK	235 35%	175 39%	210 40%	574 37%	620 38%	246 32%	24 11%	90 34% GK	136 35% GK	169 62% ZGHK	47 16%	154 70% ZGHK
Mean	2.95 JL	3.09	2.86	2.83	2.96	2.95	3.03	3.78 ZHIJL	3.10 JL	2.95 JL	2.23	3.48 ZHJL	2.11
SD	1.18	1.20	1.15	1.17	1.17	1.18	1.18	0.89	1.08	1.14	1.01	1.03	0.97

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 155

QC7(4): It is difficult to make comparisons between providers on quality of service**The following are statements that businesses have made about switching mobile phone service providers.****For each one please can you say how much you agree or disagree with it, using the following scale...****Base: All with mobile service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Agree strongly	(5) 288	171	117	279	9	57	55	135	247	6	30	5	259	29
	17%	21% b	14%	19%	6%	19%	14%	18%	17%	13%	30% hi	14%	18%	14%
Agree slightly	(4) 619	275	343	577	42	84	166	310	560	19	33	7	550	68
	37%	34%	40%	38%	29%	29%	41%	40%	38%	38%	33%	18%	38%	34%
Neither agree nor disagree	(3) 403	163	240	369	34	74	105	168	347	14	26	16	343	60
	24%	20%	28%	24%	24%	25%	26%	22%	24%	28%	26%	44%	24%	29%
Disagree slightly	(2) 201	110	92	162	40	57	39	93	189	4	6	1	178	23
	12%	14%	11%	11%	27%	19% f	10%	12%	13%	8%	7%	4%	12%	11%
Disagree strongly	(1) 86	46	41	84	2	20	23	33	76	3	1	6	72	14
	5%	6%	5%	6%	1%	7%	6%	4%	5%	6%	1%	17%	5%	7%
Don't know	56	39	16	38	18	2	17	29	48	4	3	1	47	9
	3%	5%	2%	3%	12%	1%	4%	4%	3%	7%	3%	3%	3%	4%
NET Agree	907	447	460	856	51	141	221	445	807	26	62	12	809	98
	55%	56%	54%	57%	35%	48%	55%	58%	55%	50%	63%	32%	56%	48%
NET Disagree	288	155	132	246	42	77	62	126	265	7	8	8	250	37
	17%	19%	16%	16%	29%	26% d	15%	16%	18% j	14%	8%	21%	17%	18%
Mean	3.51	3.54	3.49	3.55	3.13	3.35	3.49	3.57	3.50	3.46	3.67% hi	3.09	3.53	3.38
SD	1.09	1.16	1.02	1.09	0.99	1.19	1.05	1.06	1.09	1.06	0.97	1.25	1.09	1.11

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 155

QC7(4): It is difficult to make comparisons between providers on quality of service

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

Absolutes/col percents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Agree strongly (5)	288	149	71	68	276	288	137	83	68	68	15	32	22
	17%	22% c	16%	13%	18%	17%	18%	38% ZIJKL	26% JM	17% j	6%	11%	10%
Agree slightly (4)	619	267	175	176	581	619	292	80	135	148	89	114	52
	37% kl	40%	39%	33%	38%	37%	38%	37%	52% zJL	38% kl	33%	39%	23%
Neither agree nor disagree (3)	403	155	100	148	380	403	200	44	26	111	55	107	60
	24% kl	23%	22%	28%	25%	24%	26%	20%	10%	29% H	20%	36% zHJ	27% kl
Disagree slightly (2)	201	61	70	70	175	201	71	6	6	36	66	32	55
	12% ghl	9%	16%	13%	11%	12%	9%	3%	2%	9%	24% zGHIH	11%	25% zGHIH
Disagree strongly (1)	86	29	16	42	76	86	31	-	10	15	28	7	27
	5%	4%	4%	8%	5%	5%	4%	-	4%	4%	10% g	2%	12% zGik
Don't know	56	12	19	25	54	56	29	3	15	9	19	4	6
	3%	2%	4%	5%	4%	3%	4%	1%	6%	2%	7%	1%	3%
NET Agree	907	417	247	243	857	907	429	163	203	216	104	147	73
	55% kl	62% C	55%	46%	56%	55%	56%	75% ZIJKL	78% ZIJKL	56% JL	38%	50%	33%
NET Disagree	288	90	86	112	251	288	102	6	16	51	94	39	82
	17% ghl	13%	19%	21%	16%	17%	13%	3%	6%	13% g	35% ZGHK	13% g	37% ZGHK
Mean	3.51 JL	3.68 C	3.50	3.31	3.54	3.51	3.59	4.13 ZIJKL	4.00 ZIJKL	3.58 JL	2.99	3.45 JL	2.94
SD	1.09	1.06	1.06	1.12	1.08	1.09	1.03	0.83	0.92	1.01	1.14	0.91	1.18

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 156

QC7(5): The prices of services are clear and transparent

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Agree strongly (5)	441	260	181	410	31	82	107	206	395	12	22	11	383	57
	27%	32% b	21%	27%	21%	28%	26%	27%	27%	24%	23%	30%	26%	28%
Agree slightly (4)	625	306	319	569	56	103	156	299	558	23	31	13	562	63
	38%	38%	38%	38%	39%	35%	38%	39%	38%	45%	32%	34%	39%	31%
Neither agree nor disagree (3)	290	75	215	255	35	61	75	130	267	5	11	7	259	31
	18% a	9%	25% a	17%	24%	21%	19%	17%	18%	10%	11%	18%	18%	15%
Disagree slightly (2)	172	80	92	161	10	31	46	69	146	4	18	4	138	34
	10%	10%	11%	11%	7%	11%	11%	9%	10%	9%	18%	10%	10%	17% d
Disagree strongly (1)	85	61	24	76	9	13	13	44	70	4	10	1	74	11
	5%	8% b	3%	5%	6%	5%	3%	6%	5%	8%	10%	1%	5%	6%
Don't know	41	24	18	37	4	3	9	19	31	2	6	2	34	8
	3%	3%	2%	2%	3%	1%	2%	3%	2%	4%	6%	6%	2%	4%
NET Agree	1065	566	500	978	87	185	263	505	953	35	54	24	945	120
	64%	70% b	59%	65%	60%	63%	65%	66%	65%	69%	54%	64%	65%	59%
NET Disagree	257	141	116	238	19	44	58	113	216	9	28	4	212	45
	16%	17%	14%	16%	13%	15%	14%	15%	15%	17%	28% a	12%	15%	22%
Mean	3.72 _j	3.80	3.65	3.73	3.64	3.72	3.75	3.74	3.74 _j	3.70	3.40	3.86	3.74	3.62
SD	1.13	1.22	1.03	1.13	1.09	1.12	1.07	1.13	1.11	1.19	1.34	1.05	1.12	1.23

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 156

QC7(5): The prices of services are clear and transparent

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Agree strongly (5)	441	172	109	160	413	441	186	14	52	70	106	97	102
	27%G	26%	24%	30%	27%	27%	25%	7%	20%	18%	39%GHI	33%GI	46%ZGHI
Agree slightly (4)	625	252	169	203	571	625	250	60	106	137	125	97	99
	38%	37%	37%	38%	37%	38%	33%	28%	41%	35%	46%	33%	45%
Neither agree nor disagree (3)	290	119	78	93	274	290	176	61	60	86	32	42	9
	18%L	18%	17%	18%	18%	18%	23%	28%JL	23%L	22%L	12%	14%L	4%
Disagree slightly (2)	172	85	51	35	163	172	88	43	31	52	6	32	7
	10%J	13%	11%	7%	11%	10%	12%	20%JL	12%J	13%JL	2%	11%J	3%
Disagree strongly (1)	85	37	30	19	81	85	42	32	12	27	3	11	-
	5%	5%	7%	4%	5%	5%	6%	15%ZJKL	5%	7%J	1%	4%	-
Don't know	41	9	14	19	40	41	16	5	*	14	1	17	4
	3%	1%	3%	4%	3%	3%	2%	3%	*	4%	*	6%	2%
NET Agree	1065	424	278	363	984	1065	436	74	158	207	231	195	201
	64%G	63%	62%	69%	64%	64%	57%	34%	60%G	53%g	85%ZGHIK	66%G	91%ZGHIK
NET Disagree	257	122	81	54	244	257	131	76	43	79	9	43	7
	16%L	18%	18%	10%	16%	16%	17%	35%ZJKL	17%JL	21%JL	3%	14%JL	3%
Mean	3.72GI	3.66	3.63	3.88	3.71	3.72	3.60	2.91	3.59G	3.48G	4.20ZGHIK	3.85GI	4.37ZGHIK
SD	1.13	1.15	1.17	1.04	1.14	1.13	1.15	1.17	1.08	1.16	0.81	1.13	0.71

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 157

QC7(6): I am able to negotiate effectively with my provider on tariffs and services

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Agree strongly	(5) 324	191	134	299	26	61	90	136	287	13	18	7	297	27
	20%	24% b	16%	20%	18%	21%	22%	18%	20%	25%	19%	19%	20%	13%
Agree slightly	(4) 530	263	267	494	36	97	107	259	463	15	35	16	456	74
	32%	33%	32%	33%	25%	33%	26%	34%	32%	29%	36%	44%	31%	36%
Neither agree nor disagree	(3) 377	142	235	346	31	73	92	180	346	11	13	7	325	52
	23%	18%	28% a	23%	22%	25%	23%	24%	24%	21%	14%	19%	22%	25%
Disagree slightly	(2) 210	91	119	178	32	33	55	105	193	3	12	3	195	15
	13%	11%	14%	12%	22%	11%	14%	14%	13%	5%	12%	8%	13%	8%
Disagree strongly	(1) 101	78	23	97	3	18	30	38	86	3	9	3	83	18
	6% b	10% b	3%	6%	2%	6%	7%	5%	6%	6%	9%	7%	6%	9%
Don't know	110	40	70	95	16	11	30	50	91	7	11	1	93	17
	7%	5%	8%	6%	11%	4%	7%	6%	6%	14% h	11%	3%	6%	8%
NET Agree	855	454	401	793	62	158	198	394	750	27	54	23	753	102
	52%	56%	47%	53%	43%	54%	49%	51%	51%	54%	55%	63%	52%	50%
NET Disagree	311	169	142	275	36	51	85	143	279	6	21	6	278	33
	19%	21%	17%	18%	25%	17%	21%	19%	19%	11%	21%	15%	19%	16%
Mean	3.50	3.52	3.48	3.51	3.38	3.53	3.46	3.49	3.49	3.72	3.48	3.61	3.51	3.42
SD	1.16	1.26	1.04	1.16	1.14	1.14	1.23	1.11	1.15	1.15	1.25	1.12	1.16	1.13

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 355

Absolutes/col percents

Table 157

QC7(6): I am able to negotiate effectively with my provider on tariffs and services

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Agree strongly (5)	324	120	86	118	290	324	140	25	49	45	49	85	72
	20%	18%	19%	22%	19%	20%	18%	11%	19%	12%	18%	29%g	32%zG
Agree slightly (4)	530	195	131	204	501	530	245	49	84	120	99	106	73
	32%	29%	29%	39%	32%	32%	32%	22%	32%	31%	36%	36%	33%
Neither agree nor disagree (3)	377	145	112	120	368	377	185	46	43	105	71	59	53
	23%	21%	25%	23%	24%	23%	24%	21%	16%	27%	26%	20%	24%
Disagree slightly (2)	210	116	62	33	194	210	97	63	38	56	27	21	6
	13%z	17%z	14%z	6%	13%	13%	13%	29%zIJKL	15%z	14%z	10%	7%	3%
Disagree strongly (1)	101	53	35	13	83	101	37	17	14	43	9	7	11
	6%	8%z	8%z	2%	5%	6%	5%	8%	5%	11%z	3%	2%	5%
Don't know	110	45	24	42	107	110	56	17	34	18	17	17	8
	7%	7%	5%	8%	7%	7%	7%	8%	13%	5%	6%	6%	3%
NET Agree	855	315	218	321	790	855	385	73	133	165	148	192	144
	52%g	47%	48%	61%ab	51%	52%	51%	34%	51%	43%	54%g	65%zGI	65%zGI
NET Disagree	311	169	97	45	277	311	134	80	51	98	37	28	16
	19%z	25%z	22%z	9%	18%	19%	18%	37%zIKL	20%	25%zKL	13%	10%	7%
Mean	3.50GI	3.34	3.40	3.78zAB	3.50	3.50	3.50	3.00	3.51g	3.19	3.59gj	3.86zGI	3.89zGI
SD	1.16	1.22	1.20	0.97	1.13	1.16	1.11	1.18	1.17	1.18	1.03	1.02	1.06

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 158

QC7(7): There is not much difference between the providers on the market**The following are statements that businesses have made about switching mobile phone service providers.****For each one please can you say how much you agree or disagree with it, using the following scale...****Base:** All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Agree strongly	(5) 210	128	82	195	15	44	43	96	183	8	16	4	186	24
	13%	16%	10%	13%	11%	15%	10%	13%	12%	15%	16%	11%	13%	12%
Agree slightly	(4) 610	278	332	557	53	110	154	285	548	19	29	14	548	62
	37%	35%	39%	37%	37%	37%	38%	37%	37%	37%	30%	37%	38%	31%
Neither agree nor disagree	(3) 359	145	214	334	25	64	86	162	311	15	28	4	297	62
	22%	18%	25%	22%	17%	22%	21%	21%	21%	30%	29%	12%	21%	30%
Disagree slightly	(2) 247	106	141	225	22	44	55	118	217	6	17	7	212	35
	15%	13%	17%	15%	15%	15%	14%	15%	15%	12%	17%	20%	15%	17%
Disagree strongly	(1) 117	59	58	105	12	20	16	73	109	*	4	4	106	11
	7%	7%	7%	7%	9%	7%	4%	9%	7%	1%	4%	11%	7%	5%
Don't know	109	89	20	92	17	13	52	33	98	3	5	3	100	9
	7%b	11%b	2%	6%	12%	4%	13%reg	4%	7%	5%	5%	9%	7%	4%
NET Agree	820	406	414	752	69	154	196	381	731	27	45	18	734	87
	50%	50%	49%	50%	47%	52%	48%	50%	50%	52%	45%	49%	51%	43%
NET Disagree	365	165	199	330	34	64	72	191	326	6	20	11	318	46
	22%	21%	23%	22%	24%	22%	18%	25%	22%	13%	21%	30%	22%	23%
Mean	3.36	3.43	3.29	3.36	3.29	3.41	3.43	3.29	3.35	3.57	3.38	3.21	3.37	3.28
SD	1.13	1.18	1.08	1.13	1.18	1.14	1.04	1.18	1.14	0.94	1.09	1.26	1.14	1.08

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 158

QC7(7): There is not much difference between the providers on the market

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Agree strongly	(5) 210	85	48	77	190	210	105	30	38	45	44	38	15
	13%	13%	11%	15%	12%	13%	14%	14%	15%	12%	16%	13%	7%
Agree slightly	(4) 610	255	180	175	556	610	266	122	58	108	81	154	88
	37%h	38%	40%	33%	36%	37%	35%	56%zHj	22%	28%	30%	52%rHj	40%h
Neither agree nor disagree	(3) 359	129	106	123	344	359	174	36	71	89	56	44	63
	22%	19%	24%	23%	22%	22%	23%	17%	27%	23%	20%	15%	29%k
Disagree slightly	(2) 247	121	57	70	236	247	117	18	31	83	56	35	25
	15%	18%	13%	13%	15%	15%	15%	8%	12%	21%g	20%	12%	11%
Disagree strongly	(1) 117	37	35	46	110	117	45	*	26	30	27	10	24
	7%	5%	8%	9%	7%	7%	6%	*	10%g	8%g	10%g	3%	11%g
Don't know	109	47	25	37	107	109	52	10	36	32	9	15	6
	7%	7%	6%	7%	7%	7%	7%	5%	14%j	8%	3%	5%	3%
NET Agree	820	340	228	252	746	820	372	152	96	152	125	192	103
	50%	50%	51%	48%	48%	50%	49%	70%zHj	37%	39%	46%	65%rHj	47%
NET Disagree	365	157	92	116	346	365	162	18	57	113	83	45	49
	22%g	23%	20%	22%	22%	22%	21%	8%	22%	25%Gk	30%Gk	15%	22%g
Mean	3.36	3.37	3.35	3.34	3.33	3.36	3.38	3.79zHjL	3.23	3.15	3.22	3.62hJj	3.21
SD	1.13	1.11	1.10	1.18	1.13	1.13	1.12	0.80	1.22	1.17	1.25	0.99	1.10

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 159

QC7(8): I am aware I am able to transfer my existing number/s to a new provider

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Agree strongly	(5) 1046	519	527	971	75	189	276	458	922	34	64	25	922	124
	63%	64%	62%	64%	52%	64%	68%	60%	63%	67%	65%	68%	64%	61%
Agree slightly	(4) 394	155	239	346	48	71	73	206	350	12	23	9	345	49
	24%	19%	28% ^a	23%	33%	24%	18%	27%	24%	23%	24%	24%	24%	24%
Neither agree nor disagree	(3) 79	34	45	75	4	27	26	19	72	1	5	1	60	19
	5%	4%	5%	5%	3%	9% ^g	6%	2%	5%	2%	6%	2%	4%	10% ^d
Disagree slightly	(2) 58	46	12	44	14	1	15	40	56	1	1	*	54	4
	4%	6% ^b	1%	3%	10%	*	4%	5%	4%	2%	1%	1%	4%	2%
Disagree strongly	(1) 17	16	*	16	1	1	-	13	13	*	2	1	16	1
	1%	2% ^b	*	1%	1%	*	-	2%	1%	1%	2%	2%	1%	*
Don't know	60	34	25	56	3	5	15	32	53	2	3	1	53	7
	4%	4%	3%	4%	2%	2%	4%	4%	4%	5%	3%	3%	4%	3%
NET Agree	1440	674	766	1317	123	260	349	664	1273	46	87	34	1267	173
	87%	84%	90% ^a	87%	85%	88%	86%	87%	87%	90%	89%	92%	87%	85%
NET Disagree	74	62	12	60	15	2	15	53	69	1	2	1	70	4
	5% ^b	8% ^b	1%	4%	10%	1%	4%	7% ^e	5%	3%	2%	3%	5%	2%
Mean	4.50	4.45	4.56	4.52	4.29	4.55	4.56	4.44	4.49	4.62	4.54	4.58	4.51	4.49
SD	0.83	0.97	0.67	0.82	0.96	0.70	0.78	0.91	0.84	0.71	0.80	0.81	0.84	0.77

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 359

Absolutes/col percents

Table 159

QC7(8): I am aware I am able to transfer my existing number/s to a new provider

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Agree strongly (5)	1046	454	258	333	967	1046	484	131	184	210	185	151	184
	63% h	68%	57%	63%	63%	63%	64%	61%	71% hik	54%	68% k	51%	83% zGik
Agree slightly (4)	394	138	126	130	374	394	180	55	71	96	75	63	33
	24% h	21%	28%	25%	24%	24%	24%	25%	27%	25%	28%	21%	15%
Neither agree nor disagree (3)	79	28	28	23	77	79	34	8	2	34	6	28	-
	5%	4%	6%	4%	5%	5%	4%	4%	1%	9% h	2%	9% h	-
Disagree slightly (2)	58	24	12	22	51	58	32	2	-	29	*	27	*
	4%	4%	3%	4%	3%	4%	4%	1%	-	7% h	*	9% z	*
Disagree strongly (1)	17	7	8	1	15	17	4	11	2	1	1	2	-
	1%	1%	2%	*	1%	1%	1%	5% z	1%	*	*	1%	-
Don't know	60	21	19	19	59	60	26	9	1	17	5	24	4
	4%	3%	4%	4%	4%	4%	3%	4%	*	4%	2%	8% h	2%
NET Agree	1440	593	384	463	1341	1440	663	186	255	306	261	215	217
	87% hik	88%	85%	88%	87%	87%	87%	86%	98% z	79%	96% z	72%	98% z
NET Disagree	74	31	20	23	66	74	36	13	2	30	1	29	*
	5%	5%	4%	4%	4%	5%	5%	6%	1%	8% h	*	10% h	*
Mean	4.50 h	4.55	4.42	4.51	4.50	4.50	4.51	4.42	4.68 h	4.31	4.68 h	4.23	4.85 z
SD	0.83	0.83	0.87	0.80	0.83	0.83	0.82	1.00	0.57	0.95	0.55	1.04	0.36

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 160

QC7(9): It is difficult to make comparisons between providers because my service needs are complex

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Agree strongly	(5) 81	43	38	68	13	7	13	43	63	4	10	5	69	12
	5%	5%	4%	5%	9%	3%	3%	6%	4%	7%	10%h	13%	5%	6%
Agree slightly	(4) 173	78	95	158	15	28	55	71	153	5	7	9	150	23
	10%	10%	11%	10%	11%	9%	13%	9%	10%	9%	7%	23%	10%	11%
Neither agree nor disagree	(3) 391	161	231	359	32	76	112	165	353	15	18	5	341	50
	24%	20%	27%	24%	22%	26%	28%	22%	24%	29%	18%	14%	24%	25%
Disagree slightly	(2) 525	273	252	468	57	102	118	245	465	14	42	5	473	52
	32%	34%	30%	31%	39%	35%	29%	32%	32%	27%	42%	13%	33%	26%
Disagree strongly	(1) 421	205	216	404	17	75	89	216	380	12	18	11	366	55
	25%	25%	26%	27%	12%	26%	22%	28%	26%	24%	18%	30%	25%	27%
Don't know	62	45	17	52	10	6	19	28	53	2	4	2	51	11
	4%	6%	2%	3%	7%	2%	5%	4%	4%	4%	4%	6%	3%	5%
NET Agree	254	122	133	226	28	35	67	113	216	8	17	13	219	35
	15%	15%	16%	15%	20%	12%	17%	15%	15%	16%	17%	36%	15%	17%
NET Disagree	946	478	468	872	74	177	207	461	844	26	60	16	838	107
	57%	59%	55%	58%	51%	60%	51%	60%	58%	51%	61%	43%	58%	53%
Mean	2.35	2.32	2.38	2.33	2.63	2.27	2.44	2.30	2.33	2.47	2.47	2.74	2.35	2.40
SD	1.13	1.14	1.12	1.13	1.14	1.03	1.09	1.15	1.11	1.18	1.19	1.50	1.12	1.19

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 361

Absolutes/col percents

Table 160

QC7(9): It is difficult to make comparisons between providers because my service needs are complex

The following are statements that businesses have made about switching mobile phone service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Agree strongly	(5) 81	44	16	21	71	81	34	14	2	29	*	32	3
	5%	7%	4%	4%	5%	5%	5%	7%j	1%	7%j	*	11%chjl	2%
Agree slightly	(4) 173	61	48	64	172	173	81	14	5	79	23	49	4
	10%h	9%	11%	12%	11%	10%	11%	6%	2%	21%zgHjL	8%	17%HL	2%
Neither agree nor disagree	(3) 391	154	112	125	372	391	183	65	36	115	58	86	31
	24%	23%	25%	24%	24%	24%	24%	30%hl	14%	30%hl	21%	29%hl	14%
Disagree slightly	(2) 525	240	139	146	487	525	246	77	105	94	110	69	69
	32%	36%	31%	28%	32%	32%	32%	36%	40%ik	24%	40%ik	23%	31%
Disagree strongly	(1) 421	160	115	146	384	421	184	43	101	52	67	49	109
	25%j	24%	25%	28%	25%	25%	24%	20%	39%kgIK	13%	25%	17%	49%ZGUK
Don't know	62	14	21	26	57	62	29	3	12	17	14	10	5
	4%	2%	5%	5%	4%	4%	4%	2%	4%	4%	5%	4%	2%
NET Agree	254	105	64	85	243	254	116	28	7	108	23	81	7
	15%HL	16%	14%	16%	16%	15%	15%	13%h	3%	28%ZgHJL	8%	27%ZHJL	3%
NET Disagree	946	400	254	292	870	946	431	120	206	146	178	118	178
	57%ik	59%	56%	55%	56%	57%	57%	55%l	79%ZgIK	38%	65%IK	40%	81%ZGUK
Mean	2.35HL	2.38	2.33	2.34	2.37	2.35	2.36	2.44HL	1.80	2.84ZgHJL	2.14hl	2.81ZHJL	1.72
SD	1.13	1.15	1.10	1.14	1.13	1.13	1.12	1.09	0.81	1.15	0.91	1.23	0.88

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 161

QC7(10): I find price comparison sites useful to help me compare providers**The following are statements that businesses have made about switching mobile phone service providers.****For each one please can you say how much you agree or disagree with it, using the following scale...****Base: All with mobile service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Agree strongly	(5) 391	177	214	348	43	103	81	159	343	16	28	5	351	40
	24%	22%	25%	23%	30%	35% ^{ufg}	20%	21%	23%	31%	28%	13%	24%	20%
Agree slightly	(4) 548	236	311	484	64	78	140	283	501	17	19	10	487	61
	33%	29%	37%	32%	44%	27%	35%	37%	34%	34%	20%	26%	34%	30%
Neither agree nor disagree	(3) 292	120	172	278	14	66	76	100	243	13	28	8	246	46
	18%	15%	20%	18%	10%	23%	19%	13%	17%	25%	29% ^{zth}	22%	17%	22%
Disagree slightly	(2) 161	101	60	151	11	18	35	92	145	*	10	7	147	15
	10%	13%	7%	10%	7%	6%	9%	12%	10%	1%	10%	18%	10%	7%
Disagree strongly	(1) 106	67	40	103	4	11	26	58	95	2	9	2	93	13
	6%	8%	5%	7%	3%	4%	6%	8%	6%	3%	9%	4%	6%	7%
Don't know	154	104	51	145	10	18	47	75	141	3	4	6	126	28
	9%	13% ^b	6%	10%	7%	6%	12%	10%	10%	6%	5%	17%	9%	14%
NET Agree	939	414	525	832	106	181	221	442	844	33	47	14	838	101
	57%	51%	62% ^a	55%	74%	62%	54%	58%	58%	65%	48%	39%	58%	50%
NET Disagree	268	168	100	253	14	29	61	149	239	2	19	8	240	28
	16% ^c	21% ^b	12%	17%	10%	10%	15%	19%	16% ^d	4%	19% ^d	22%	17%	14%
Mean	3.64	3.51	3.75 ^e	3.60	3.97	3.89	3.60	3.57	3.64	3.95	3.51	3.30	3.65	3.57
SD	1.18	1.27	1.08	1.19	1.00	1.10	1.15	1.21	1.18	0.97	1.27	1.14	1.18	1.16

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 161

QC7(10): I find price comparison sites useful to help me compare providers**The following are statements that businesses have made about switching mobile phone service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...****Base: All with mobile service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Agree strongly	(5) 391	150	97	144	371	391	178	39	48	91	79	38	95
	24%a	22%	21%	27%	24%	24%	23%	18%	18%	24%	29%k	13%	43%zghm
Agree slightly	(4) 548	244	153	151	527	548	245	90	73	118	116	95	56
	33%	36%	34%	29%	34%	33%	32%	41%	28%	30%	43%l	32%	25%
Neither agree nor disagree	(3) 292	104	91	97	275	292	176	31	62	78	21	74	25
	18%a	15%	20%	18%	18%	18%	23%	14%	24%j	20%j	8%	25%l	12%
Disagree slightly	(2) 161	58	55	48	150	161	65	31	16	50	15	29	20
	10%	9%	12%	9%	10%	10%	9%	14%	6%	13%	5%	10%	9%
Disagree strongly	(1) 106	59	20	27	74	106	40	8	27	28	10	18	15
	6%	9%	5%	5%	5%	6%	5%	4%	11%	7%	3%	6%	7%
Don't know	154	58	35	61	146	154	55	18	34	21	31	41	9
	9%	9%	8%	12%	9%	9%	7%	8%	13%	5%	11%	14%	4%
NET Agree	939	394	250	295	898	939	423	129	121	209	196	133	151
	57%	59%	55%	56%	58%	57%	56%	60%	47%	54%	72%uHK	45%	68%uK
NET Disagree	268	117	75	75	224	268	105	39	43	78	24	48	35
	16%	17%	17%	14%	15%	16%	14%	18%	17%	20%	9%	16%	16%
Mean	3.64	3.60	3.60	3.72	3.69	3.64	3.65	3.61	3.44	3.53	4.00zhiK	3.41	3.93hk
SD	1.18	1.22	1.12	1.17	1.13	1.18	1.12	1.09	1.24	1.22	1.01	1.10	1.26

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 162

QC7: SUMMARY TABLE - AGREE STRONGLY

The following are statements that businesses have made about switching mobile phone service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
There is a good choice of providers available to my business	518 31%	261 32%	257 30%	481 32%	37 25%	102 35%	127 31%	234 31%	464 32%	18 35%	23 24%	13 34%	466 32%	52 26%
There is a good choice of products and/or services available to my business	440 27%	207 26%	233 27%	413 27%	27 19%	86 29%	108 27%	185 24%	378 26%	13 26%	31 32%	18 48%	379 26%	61 30%
It is difficult to make comparisons between providers on price	138 8%	79 10%	59 7%	127 8%	11 7%	31 11%	29 7%	57 7%	117 8%	6 11%	13 13%	2 6%	127 9%	11 6%
It is difficult to make comparisons between providers on quality of service	288 17%	171 21% b	117 14%	279 19%	9 6%	57 19%	55 14%	135 18%	247 17%	6 13%	30 30% hi	5 14%	259 18%	29 14%
The prices of services are clear and transparent	441 27%	260 32% b	181 21%	410 27%	31 21%	82 28%	107 26%	206 27%	395 27%	12 24%	22 23%	11 30%	383 26%	57 28%
I am able to negotiate effectively with my provider on tariffs and services	324 20%	191 24% b	134 16%	299 20%	26 18%	61 21%	90 22%	136 18%	287 20%	13 25%	18 19%	7 19%	297 20%	27 13%
There is not much difference between the providers on the market	210 13%	128 16%	82 10%	195 13%	15 11%	44 15%	43 10%	96 13%	183 12%	8 15%	16 16%	4 11%	186 13%	24 12%
I am aware I am able to transfer my existing number/s to a new provider	1046 63%	519 64%	527 62%	971 64%	75 52%	189 64%	276 68%	458 60%	922 63%	34 67%	64 65%	25 68%	922 64%	124 61%
It is difficult to make comparisons between providers because my service needs are complex	81 5%	43 5%	38 4%	68 5%	13 9%	7 3%	13 3%	43 6%	63 4%	4 7%	10 10% hi	5 13%	69 5%	12 6%
I find price comparison sites useful to help me compare providers	391 24%	177 22%	214 25%	348 23%	43 30%	103 35% ufg	81 20%	159 21%	343 23%	16 31%	28 28%	5 13%	351 24%	40 20%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 162

QC7: SUMMARY TABLE - AGREE STRONGLY

The following are statements that businesses have made about switching mobile phone service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
There is a good choice of providers available to my business	518	213	131	175	480	518	241	32	90	62	111	82	141
	31%gi	32%	29%	33%	31%	31%	32%	15%	35%gi	16%	41%GI	28%	64%ZGHJK
There is a good choice of products and/or services available to my business	440	167	122	152	422	440	202	24	51	60	105	71	130
	27%gi	25%	27%	29%	27%	27%	27%	11%	19%	16%	39%GHJ	24%	59%ZGHJK
It is difficult to make comparisons between providers on price	138	70	31	37	127	138	64	35	15	31	4	45	8
	8%	10%	7%	7%	8%	8%	8%	16%JH	6%	8%	1%	15%JH	4%
It is difficult to make comparisons between providers on quality of service	288	149	71	68	276	288	137	83	68	68	15	32	22
	17%gi	22%ci	16%	13%	18%	17%	18%	38%ZJHKL	26%JH	17%J	6%	11%	10%
The prices of services are clear and transparent	441	172	109	160	413	441	186	14	52	70	106	97	102
	27%gi	26%	24%	30%	27%	27%	25%	7%	20%	18%	39%ZGHI	33%GI	46%ZGHI
I am able to negotiate effectively with my provider on tariffs and services	324	120	86	118	290	324	140	25	49	45	49	85	72
	20%	18%	19%	22%	19%	20%	18%	11%	19%	12%	18%	29%gi	32%ZGI
There is not much difference between the providers on the market	210	85	48	77	190	210	105	30	38	45	44	38	15
	13%	13%	11%	15%	12%	13%	14%	14%	15%	12%	16%	13%	7%
I am aware I am able to transfer my existing number/s to a new provider	1046	454	258	333	967	1046	484	131	184	210	185	151	184
	63%gi	68%	57%	63%	63%	63%	64%	61%	71%ik	54%	68%ik	51%	83%ZGIK
It is difficult to make comparisons between providers because my service needs are complex	81	44	16	21	71	81	34	14	2	29	*	32	3
	5%	7%	4%	4%	5%	5%	5%	7%J	1%	7%J	*	11%JHJ	2%
I find price comparison sites useful to help me compare providers	391	150	97	144	371	391	178	39	48	91	79	38	95
	24%gi	22%	21%	27%	24%	24%	23%	18%	18%	24%	29%ik	13%	49%ZGHJK

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 163

QC7: SUMMARY TABLE - NET AGREE

The following are statements that businesses have made about switching mobile phone service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
There is a good choice of providers available to my business	1231 74%M	593 74%	638 75%	1123 74%	108 75%	220 75%	303 75%	580 76%	1104 75%	33 65%	67 68%	28 75%	1108 76%M	124 61%
There is a good choice of products and/or services available to my business	1186 72%M	579 72%	607 72%	1083 72%	103 71%	215 73%	273 67%	566 74%	1054 72%	34 67%	68 69%	30 80%	1060 73%M	126 62%
It is difficult to make comparisons between providers on price	596 36%	288 36%	308 36%	530 35%	66 46%	96 33%	146 36%	285 37%	527 36%	19 37%	37 37%	13 36%	538 37%	58 28%
It is difficult to make comparisons between providers on quality of service	907 55%	447 56%	460 54%	856 57%	51 35%	141 48%	221 55%	445 58%	807 55%	26 50%	62 63%	12 32%	809 56%	98 48%
The prices of services are clear and transparent	1065 64%	566 70%b	500 59%	978 65%	87 60%	185 63%	263 65%	505 66%	953 65%	35 69%	54 54%	24 64%	945 65%	120 59%
I am able to negotiate effectively with my provider on tariffs and services	855 52%	454 56%	401 47%	793 53%	62 43%	158 54%	198 49%	394 51%	750 51%	27 54%	54 55%	23 63%	753 52%	102 50%
There is not much difference between the providers on the market	820 50%	406 50%	414 49%	752 50%	69 47%	154 52%	196 48%	381 50%	731 50%	27 52%	45 45%	18 49%	734 51%	87 43%
I am aware I am able to transfer my existing number/s to a new provider	1440 87%	674 84%	766 90%a	1317 87%	123 85%	260 88%	349 86%	664 87%	1273 87%	46 90%	87 89%	34 92%	1267 87%	173 85%
It is difficult to make comparisons between providers because my service needs are complex	254 15%	122 15%	133 16%	226 15%	28 20%	35 12%	67 17%	113 15%	216 15%	8 16%	17 17%	13 36%	219 15%	35 17%
I find price comparison sites useful to help me compare providers	939 57%	414 51%	525 62%a	832 55%	106 74%	181 62%	221 54%	442 58%	844 58%	33 65%	47 48%	14 39%	838 58%	101 50%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 163

QC7: SUMMARY TABLE - NET AGREE

The following are statements that businesses have made about switching mobile phone service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

Absolutes/col percents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
There is a good choice of providers available to my business	1231	509	307	416	1136	1231	558	140	214	203	256	202	217
	74%	76%	68%	79% ab	74%	74%	74%	65%	82% gl	52%	94% zGJK	68% kl	98% zGHIK
There is a good choice of products and/or services available to my business	1186	476	314	396	1111	1186	535	133	201	207	218	218	208
	72% kl	71%	70%	75%	72%	72%	70%	62%	77% kl	54%	80% gl	74% kl	94% zGHIK
It is difficult to make comparisons between providers on price	596	293	140	163	555	596	298	152	112	131	36	150	15
	36% kl	44% bc	31%	31%	36%	36%	39%	70% zHIJKL	43% kl	34% kl	13%	51% kl	7%
It is difficult to make comparisons between providers on quality of service	907	417	247	243	857	907	429	163	203	216	104	147	73
	55% kl	62% C	55%	46%	56%	55%	56%	75% zIJKL	78% zIJKL	56% kl	38%	50%	33%
The prices of services are clear and transparent	1065	424	278	363	984	1065	436	74	158	207	231	195	201
	64% kl	63%	62%	69%	64%	64%	57%	34%	60% G	53% g	85% zGHIK	66% G	91% zGHIK
I am able to negotiate effectively with my provider on tariffs and services	855	315	218	321	790	855	385	73	133	165	148	192	144
	52% g	47%	48%	61% ab	51%	52%	51%	34%	51%	43%	54% g	65% zGI	65% zGI
There is not much difference between the providers on the market	820	340	228	252	746	820	372	152	96	152	125	192	103
	50%	50%	51%	48%	48%	50%	49%	70% zHIJl	37%	39%	46%	65% zHIJl	47%
I am aware I am able to transfer my existing number/s to a new provider	1440	593	384	463	1341	1440	663	186	255	306	261	215	217
	87% kl	88%	85%	88%	87%	87%	87%	86%	98% zGJK	79%	96% zIJK	72%	98% zGJK
It is difficult to make comparisons between providers because my service needs are complex	254	105	64	85	243	254	116	28	7	108	23	81	7
	15% kl	16%	14%	16%	16%	15%	15%	13% h	3%	28% zGHIJL	8%	27% zHIJL	3%
I find price comparison sites useful to help me compare providers	939	394	250	295	898	939	423	129	121	209	196	133	151
	57%	59%	55%	56%	58%	57%	56%	60%	47%	54%	72% zIJK	45%	68% zIJK

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 164

QC7: SUMMARY TABLE - DISAGREE STRONGLY

The following are statements that businesses have made about switching mobile phone service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
There is a good choice of providers available to my business	25 2%	19 2%	6 1%	25 2%	* *	3 1%	8 2%	11 1%	22 2%	1 2%	2 2%	* 1%	16 1%	9 4%
There is a good choice of products and/or services available to my business	24 1%	22 3% b	3 *	24 2%	* *	2 1%	12 3%	9 1%	22 2%	* 1%	2 2%	* *	16 1%	8 4%
It is difficult to make comparisons between providers on price	196 12%	120 15%	76 9%	185 12%	11 8%	37 13%	40 10%	103 13%	179 12%	4 8%	9 9%	4 10%	171 12%	25 12%
It is difficult to make comparisons between providers on quality of service	86 5%	46 6%	41 5%	84 6%	2 1%	20 7%	23 6%	33 4%	76 5%	3 6%	1 1%	6 17%	72 5%	14 7%
The prices of services are clear and transparent	85 5%	61 8% b	24 3%	76 5%	9 6%	13 5%	13 3%	44 6%	70 5%	4 8%	10 10%	1 1%	74 5%	11 6%
I am able to negotiate effectively with my provider on tariffs and services	101 6% b	78 10% b	23 3%	97 6%	3 2%	18 6%	30 7%	38 5%	86 6%	3 6%	9 9%	3 7%	83 6%	18 9%
There is not much difference between the providers on the market	117 7%	59 7%	58 7%	105 7%	12 9%	20 7%	16 4%	73 9%	109 7%	* 1%	4 4%	4 11%	106 7%	11 5%
I am aware I am able to transfer my existing number/s to a new provider	17 1%	16 2% b	* *	16 1%	1 1%	1 *	- -	13 2%	13 1%	* 1%	2 2%	1 2%	16 1%	1 *
It is difficult to make comparisons between providers because my service needs are complex	421 25%	205 25%	216 26%	404 27%	17 12%	75 26%	89 22%	216 28%	380 26%	12 24%	18 18%	11 30%	366 25%	55 27%
I find price comparison sites useful to help me compare providers	106 6%	67 8%	40 5%	103 7%	4 3%	11 4%	26 6%	58 8%	95 6%	2 3%	9 9%	2 4%	93 6%	13 7%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 164

QC7: SUMMARY TABLE - DISAGREE STRONGLY

The following are statements that businesses have made about switching mobile phone service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
There is a good choice of providers available to my business	25 2%	10 2%	7 2%	8 1%	21 1%	25 2%	8 1%	3 1%	-	22 6% zjk	* *	* *	- -
There is a good choice of products and/or services available to my business	24 1%	17 3%	1 *	6 1%	19 1%	24 1%	5 1%	* *	-	22 6% zk	2 1%	- -	- -
It is difficult to make comparisons between providers on price	196 12% gk	66 10%	56 12%	74 14%	171 11%	196 12%	91 12%	2 1%	13 5%	45 12% g	63 23% zGHN	12 4%	62 28% zGHN
It is difficult to make comparisons between providers on quality of service	86 5%	29 4%	16 4%	42 8%	76 5%	86 5%	31 4%	- -	10 4%	15 4%	28 10% g	7 2%	27 12% zGk
The prices of services are clear and transparent	85 5%	37 5%	30 7%	19 4%	81 5%	85 5%	42 6%	32 15% zjk	12 5%	27 7% l	3 1%	11 4%	- -
I am able to negotiate effectively with my provider on tariffs and services	101 6%	53 8% c	35 8% c	13 2%	83 5%	101 6%	37 5%	17 8%	14 5%	43 11% k	9 3%	7 2%	11 5%
There is not much difference between the providers on the market	117 7%	37 5%	35 8%	46 9%	110 7%	117 7%	45 6%	* *	26 10% g	30 8% g	27 10% g	10 3%	24 11% g
I am aware I am able to transfer my existing number/s to a new provider	17 1%	7 1%	8 2%	1 *	15 1%	17 1%	4 1%	11 5% z	2 1%	1 *	1 *	2 1%	- -
It is difficult to make comparisons between providers because my service needs are complex	421 25% l	160 24%	115 25%	146 28%	384 25%	421 25%	184 24%	43 20%	101 39% zjk	52 13%	67 25%	49 17%	109 49% zGk
I find price comparison sites useful to help me compare providers	106 6%	59 9%	20 5%	27 5%	74 5%	106 6%	40 5%	8 4%	27 11%	28 7%	10 3%	18 6%	15 7%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 165

QC7: SUMMARY TABLE - NET DISAGREE

The following are statements that businesses have made about switching mobile phone service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
There is a good choice of providers available to my business	86 5%	59 7%	27 3%	78 5%	8 5%	21 7%	20 5%	33 4%	73 5%	3 5%	8 8%	2 6%	52 4%	33 16% z
There is a good choice of products and/or services available to my business	76 5%	52 6%	24 3%	72 5%	3 2%	19 6%	22 5%	26 3%	67 5%	* 1%	6 6%	3 7%	56 4%	19 10% z
It is difficult to make comparisons between providers on price	620 38%	327 41%	293 35%	581 38%	40 27%	113 39%	146 36%	292 38%	551 38%	17 33%	41 41%	12 31%	549 38%	71 35%
It is difficult to make comparisons between providers on quality of service	288 17%	155 19%	132 16%	246 16%	42 29%	77 26% z	62 15%	126 16%	265 18% z	7 14%	8 8%	8 21%	250 17%	37 18%
The prices of services are clear and transparent	257 16%	141 17%	116 14%	238 16%	19 13%	44 15%	58 14%	113 15%	216 15%	9 17%	28 28% z	4 12%	212 15%	45 22%
I am able to negotiate effectively with my provider on tariffs and services	311 19%	169 21%	142 17%	275 18%	36 25%	51 17%	85 21%	143 19%	279 19%	6 11%	21 21%	6 15%	278 19%	33 16%
There is not much difference between the providers on the market	365 22%	165 21%	199 23%	330 22%	34 24%	64 22%	72 18%	191 25%	326 22%	6 13%	20 21%	11 30%	318 22%	46 23%
I am aware I am able to transfer my existing number/s to a new provider	74 5% z	62 8% z	12 1%	60 4%	15 10%	2 1%	15 4%	53 7% z	69 5%	1 3%	2 2%	1 3%	70 5%	4 2%
It is difficult to make comparisons between providers because my service needs are complex	946 57%	478 59%	468 55%	872 58%	74 51%	177 60%	207 51%	461 60%	844 58%	26 51%	60 61%	16 43%	838 58%	107 53%
I find price comparison sites useful to help me compare providers	268 16% z	168 21% z	100 12%	253 17%	14 10%	29 10%	61 15%	149 19%	239 16% z	2 4%	19 19% z	8 22%	240 17%	28 14%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 165

QC7: SUMMARY TABLE - NET DISAGREE

The following are statements that businesses have made about switching mobile phone service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
There is a good choice of providers available to my business	86 5%	45 7%	28 6%	13 2%	82 5%	86 5%	28 4%	10 4%	1 *	57 15%ZHKL	4 1%	13 5%	* *
There is a good choice of products and/or services available to my business	76 5%	53 8% c	13 3%	10 2%	58 4%	76 5%	26 3%	12 6%	4 2%	45 12%ZHK	9 3%	1 *	5 2%
It is difficult to make comparisons between providers on price	620 38% GK	235 35%	175 39%	210 40%	574 37%	620 38%	246 32%	24 11%	90 34% GK	136 35% GK	169 62% ZGHIK	47 16%	154 70% ZGHIK
It is difficult to make comparisons between providers on quality of service	288 17% gh	90 13%	86 19%	112 21%	251 16%	288 17%	102 13%	6 3%	16 6%	51 13% g	94 35% ZGHIK	39 13% g	82 37% ZGHM
The prices of services are clear and transparent	257 16% KL	122 18%	81 18%	54 10%	244 16%	257 16%	131 17%	76 35% ZHKL	43 17% jl	79 21% KL	9 3%	43 14% jl	7 3%
I am able to negotiate effectively with my provider on tariffs and services	311 19% CI	169 25% C	97 22% C	45 9%	277 18%	311 19%	134 18%	80 37% ZIKL	51 20%	98 25% KL	37 13%	28 10%	16 7%
There is not much difference between the providers on the market	365 22% hg	157 23%	92 20%	116 22%	346 22%	365 22%	162 21%	18 8%	57 22%	113 29% GK	83 30% GK	45 15%	49 22% g
I am aware I am able to transfer my existing number/s to a new provider	74 5%	31 5%	20 4%	23 4%	66 4%	74 5%	36 5%	13 6%	2 1%	30 8% hjl	1 *	29 10% hjl	* *
It is difficult to make comparisons between providers because my service needs are complex	946 57% KL	400 59%	254 56%	292 55%	870 56%	946 57%	431 57%	120 55% KL	206 79% ZgIK	146 38%	178 65% IK	118 40%	178 81% ZGKL
I find price comparison sites useful to help me compare providers	268 16%	117 17%	75 17%	75 14%	224 15%	268 16%	105 14%	39 18%	43 17%	78 20%	24 9%	48 16%	35 16%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 166

QC7: SUMMARY TABLE

The following are statements that businesses have made about switching mobile phone service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with mobile service

		There is a good choice of providers available to my business	There is a good choice of products and/or services available to my business	It is difficult to make comparisons between providers on price	It is difficult to make comparisons between providers on quality of service	The prices of services are clear and transparent	I am able to negotiate effectively with my provider on tariffs and services	There is not much difference between the providers on the market	I am aware I am able to transfer my existing number/s to a new provider	It is difficult to make comparisons between providers because my service needs are complex	I find price comparison sites useful to help me compare providers
Unweighted base		1474	1474	1474	1474	1474	1474	1474	1474	1474	1474
Base		1653	1653	1653	1653	1653	1653	1653	1653	1653	1653
Effective base		414	414	414	414	414	414	414	414	414	414
Agree strongly	(5)	518 31%	440 27%	138 8%	288 17%	441 27%	324 20%	210 13%	1046 63%	81 5%	391 24%
Agree slightly	(4)	714 43%	746 45%	458 28%	619 37%	625 38%	530 32%	610 37%	394 24%	173 10%	548 33%
Neither agree nor disagree	(3)	270 16%	324 20%	364 22%	403 24%	290 18%	377 23%	359 22%	79 5%	391 24%	292 18%
Disagree slightly	(2)	61 4%	51 3%	424 26%	201 12%	172 10%	210 13%	247 15%	58 4%	525 32%	161 10%
Disagree strongly	(1)	25 2%	24 1%	196 12%	86 5%	85 5%	101 6%	117 7%	17 1%	421 25%	106 6%
Don't know		65 4%	67 4%	73 4%	56 3%	41 3%	110 7%	109 7%	60 4%	62 4%	154 9%
NET Agree		1231 74%	1186 72%	596 36%	907 55%	1065 64%	855 52%	820 50%	1440 87%	254 15%	939 57%
NET Disagree		86 5%	76 5%	620 38%	288 17%	257 16%	311 19%	365 22%	74 5%	946 57%	268 16%
Mean		4.03	3.96	2.95	3.51	3.72	3.50	3.36	4.50	2.35	3.64
SD		0.89	0.87	1.18	1.09	1.13	1.16	1.13	0.83	1.13	1.18

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 167

QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?

Absolutes/col percents

Base: All mobile non-switchers and non-recent switchers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1210	469	741	1022	188	255	277	373	905	101	126	78	953	257
Base	1383	682	700	1262	120**	239	327	653	1219	44*	88*	32**	1208	175
Effective base	347	138	228	314	33	77	88	128	281	40	55	21	282	90
Happy with my current provider	786	427	359	704	82	140	193	360	693	21	51	20	683	103
57%		63% b	51%	56%	68%	59%	59%	55%	57%	48%	59%	64%	57%	59%
Already on the best deal	339	186	153	311	28	57	88	160	306	9	18	6	306	33
25%		27%	22%	25%	23%	24%	27%	25%	25%	21%	20%	19%	25%	19%
Don't think we could save much money	157	4	153	153	4	27	34	71	132	9	15	*	140	17
11% a		1%	22% 2A	12%	3%	11%	11%	11%	11%	21% h	17%	1%	12%	10%
Problems not sufficiently bad with current provider	122	6	115	110	12	16	22	70	108	1	9	3	111	10
9% a		1%	16% 2A	9%	10%	7%	7%	11%	9%	3%	11%	9%	9%	6%
Don't have time/have other priorities	112	11	102	103	9	13	15	76	104	2	3	3	106	7
8% a		2%	15% 2A	8%	8%	6%	4%	12%	9%	4%	4%	10%	9%	4%
Able to negotiate effectively with my current provider	100	8	93	91	9	13	19	58	90	3	8	*	95	5
7% a		1%	13% 2A	7%	7%	6%	6%	9%	7%	6%	9%	*	8%	3%
Hassle of needing to contact more than one provider to switch	98	38	60	89	9	16	14	63	93	2	*	3	96	2
7% a		6%	9%	7%	7%	7%	4%	10%	8%	5%	*	9%	8% un	1%
No real difference between providers /they are all the same	98	10	88	93	5	12	19	60	91	3	2	1	86	11
7% a		1%	13% 2A	7%	4%	5%	6%	9%	8%	7%	2%	4%	7%	6%
Would be worried I made the wrong choice	82	16	66	73	8	6	17	51	73	4	3	1	78	4
6%		2%	9% a	6%	7%	2%	5%	8%	6%	10%	4%	2%	6%	2%
Too difficult to compare the different tariffs / deals offered by each provider	80	24	57	79	1	18	10	49	77	*	2	1	79	1
6%		3%	8%	6%	1%	8%	3%	7%	6%	1%	2%	3%	7% un	1%
Don't want to have to change my mobile number/ too much hassle to change phone number	79	4	75	73	7	8	11	55	74	4	2	*	77	2
6% a		1%	11% 2A	6%	6%	3%	3%	8%	6%	8%	2%	1%	6%	1%
Too risky/ worried the switching process could go wrong	72	15	57	70	1	6	11	45	62	3	5	1	68	3
5%		2%	8% a	6%	1%	3%	3%	7%	5%	8%	5%	4%	6%	2%
Don't want to be tied into a new fixed term contract	68	*	68	66	2	7	20	35	62	3	4	-	64	5
5% a		*	10% 2A	5%	2%	3%	6%	5%	5%	6%	4%	-	5%	3%
Have never thought about switching providers	60	7	53	53	7	5	12	31	48	3	8	1	51	9
4%		1%	8% a	4%	6%	2%	4%	5%	4%	7%	9%	4%	4%	5%
Did not want to lose content (programmes, apps, photos, data) stored on my device	52	1	50	41	11	8	7	35	50	2	*	-	51	1
4% a		*	7% a	3%	9%	3%	2%	5%	4%	4%	*	-	4%	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 374

Table 167

QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?

Absolutes/col percents

Base: All mobile non-switchers and non-recent switchers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	1383	682	700	1262	120**	239	327	653	1219	44*	88*	32**	1208	175
Worried about arranging for services to start/ stop at the same time	50 4%	11 2%	39 6%	46 4%	3 3%	9 4%	8 2%	32 5%	48 4%	1 2%	1 1%	* *	46 4%	4 2%
We are tied into our existing contract and would incur a penalty charge	37 3%	21 3%	17 2%	37 3%	1 1%	8 4%	9 3%	13 2%	30 2%	* *	6 7%	1 3%	35 3%	2 1%
There is not enough choice of providers available in our area	36 3%	15 2%	21 3%	34 3%	2 2%	6 3%	6 2%	17 3%	30 2%	2 4%	4 4%	1 3%	17 1%	19 11% 2L
Worried that might have to pay two providers at the same time	32 2%	11 2%	21 3%	27 2%	4 4%	6 2%	5 2%	20 3%	31 3%	* 1%	* *	1 2%	32 3%	* *
Didn't want to change provider for other services in the same bundle	30 2%	8 1%	22 3%	28 2%	2 2%	3 1%	7 2%	16 2%	26 2%	1 1%	4 5%	- -	29 2%	2 1%
Worried about switching a number of services at once	30 2%	13 2%	17 2%	29 2%	* *	4 2%	3 1%	16 2%	23 2%	2 4%	4 5%	* *	29 2%	* *
Worried that other devices I own wouldn't work with a new service	27 2%	2 *	25 4% a	25 2%	1 1%	5 2%	3 1%	18 3%	26 2%	* *	* *	1 2%	25 2%	2 1%
Bad experience switching comms services previously	16 1%	2 *	14 2%	16 1%	* *	3 1%	3 1%	7 1%	14 1%	* *	2 2%	- -	16 1%	- -
Do not know how to switch providers	9 1%	3 *	6 1%	8 1%	1 1%	3 1%	1 *	5 1%	9 1%	- -	* *	* *	9 1%	* *
Other (please type in)	150 11% B	119 17% B	32 5%	141 11%	9 8%	24 10%	22 7%	83 13%	129 11%	6 14%	10 11%	5 17%	128 11%	22 13%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 375

Table 167

QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?

Absolutes/col percents

Base: All mobile non-switchers and non-recent switchers

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1210	456	457	297	1139	1210	716	122	126	386	176	229	171
Base	1383	551	378	454	1299	1383	638	165**	229*	332	227*	247*	183*
Effective base	347	132	109	108	325	347	179	38	51	95	49	66	53
Happy with my current provider	786	309	213	264	728	786	352	77	144	162	139	134	131
	57%	56%	56%	58%	56%	57%	55%	46%	63%	49%	61%	54%	71% ^g
Already on the best deal	339	143	68	128	315	339	132	19	49	56	86	61	68
	25%	26%	18%	28%	24%	25%	21%	11%	21%	17%	38% ^h	25%	37% ^h
Don't think we could save much money	157	87	28	42	156	157	108	20	34	25	26	27	25
	11%	16%	7%	9%	12%	11%	17%	12%	15%	8%	12%	11%	14%
Problems not sufficiently bad with current provider	122	76	20	25	120	122	89	24	37	13	27	7	13
	9%	14% ^b	5%	5%	9%	9%	14%	15%	16% ^k	4%	12%	3%	7%
Don't have time/have other priorities	112	59	35	19	109	112	63	28	27	16	20	15	6
	8%	11%	9%	4%	8%	8%	10%	17%	12%	5%	9%	6%	3%
Able to negotiate effectively with my current provider	100	29	27	44	95	100	47	13	27	20	7	15	17
	7%	5%	7%	10%	7%	7%	7%	8%	12%	6%	3%	6%	9%
Hassle of needing to contact more than one provider to switch	98	54	27	17	95	98	47	44	14	15	6	17	2
	7%	10%	7%	4%	7%	7%	7%	27%	6%	4%	3%	7%	1%
No real difference between providers /they are all the same	98	39	30	29	95	98	68	19	22	22	13	19	3
	7%	7%	8%	6%	7%	7%	11%	12%	9%	7%	6%	8%	2%
Would be worried I made the wrong choice	82	30	22	29	82	82	49	32	18	14	1	15	1
	6%	5%	6%	6%	6%	6%	8%	20%	8%	4%	*	6%	1%
Too difficult to compare the different tariffs / deals offered by each provider	80	38	13	28	71	80	50	27	9	25	10	9	*
	6%	7%	4%	6%	5%	6%	8%	17%	4%	7% ^l	4%	3%	*
Don't want to have to change my mobile number/ too much hassle to change phone number	79	30	18	31	74	79	55	22	21	14	10	7	5
	6%	5%	5%	7%	6%	6%	9%	13%	9%	4%	4%	3%	3%
Too risky/ worried the switching process could go wrong	72	27	12	32	72	72	64	28	29	7	2	2	4
	5%	5%	3%	7%	6%	5%	10% ^e	17%	13% ^{i,j,k}	2%	1%	1%	2%
Don't want to be tied into a new fixed term contract	68	34	3	32	68	68	44	12	2	18	17	9	10
	5%	6% ^b	1%	7% ^b	5%	5%	7%	7%	1%	5%	8%	4%	5%
Have never thought about switching providers	60	32	7	21	59	60	38	10	13	8	14	8	8
	4%	6%	2%	5%	5%	4%	6%	6%	6%	2%	6%	3%	4%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 167

QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?**Base: All mobile non-switchers and non-recent switchers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	1383	551	378	454	1299	1383	638	165**	229*	332	227*	247*	183*
Did not want to lose content (programmes, apps, photos, data) stored on my device	52 4%	16 3%	17 4%	19 4%	49 4%	52 4%	35 6%	13 8%	24 10% z	7 2%	* *	8 3%	* *
Worried about arranging for services to start/ stop at the same time	50 4%	30 6%	5 1%	14 3%	50 4%	50 4%	41 6%	18 11%	10 4%	17 5%	* *	1 1%	2 1%
We are tied into our existing contract and would incur a penalty charge	37 3%	11 2%	21 6%	6 1%	37 3%	37 3%	11 2%	3 2%	5 2%	21 6%	1 *	4 2%	5 3%
There is not enough choice of providers available in our area	36 3%	21 4%	7 2%	7 2%	35 3%	36 3%	18 3%	1 1%	4 2%	24 7% z	3 1%	3 1%	* *
Worried that might have to pay two providers at the same time	32 2%	22 4%	4 1%	6 1%	32 2%	32 2%	30 5%	14 9%	6 3%	3 1%	5 2%	4 2%	* *
Didn't want to change provider for other services in the same bundle	30 2%	13 2%	7 2%	11 2%	30 2%	30 2%	23 4%	10 6%	12 5%	5 2%	2 1%	1 *	1 1%
Worried about switching a number of services at once	30 2%	19 3%	4 1%	7 1%	30 2%	30 2%	26 4%	13 8%	5 2%	9 3%	- -	* *	2 1%
Worried that other devices I own wouldn't work with a new service	27 2%	7 1%	4 1%	16 3%	27 2%	27 2%	24 4%	9 5%	5 2%	12 3%	* *	1 *	- -
Bad experience switching comms services previously	16 1%	9 2%	6 2%	1 *	14 1%	16 1%	14 2%	3 2%	6 3%	5 2%	2 1%	* *	- -
Do not know how to switch providers	9 1%	8 2%	1 *	* *	8 1%	9 1%	7 1%	5 3%	- -	* *	- -	3 1%	1 1%
Other (please type in)	150 11%	68 12%	49 13%	34 7%	142 11%	150 11%	55 9%	18 11%	27 12%	47 14%	24 11%	27 11%	8 4%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 168

QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?

Absolutes/col percents

Base: All mobile non-switchers only

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	750	361	389	617	133	144	171	241	556	68	74	52	597	153
Base	883	546	337	795	88**	150*	229*	412	791	29**	45**	18**	781	102*
Effective base	211	107	125	187	25	43	53	82	175	27	31	14	175	49
Happy with my current provider	505	327	179	444	61	82	139	238	459	13	24	10	447	59
	57%	60%	53%	56%	69%	55%	61%	58%	58%	45%	53%	53%	57%	57%
Already on the best deal	196	138	58	180	16	24	63	96	183	7	5	2	181	15
	22%	25%	17%	23%	19%	16%	27%	23%	23%	22%	11%	8%	23%	15%
Don't think we could save much money	75	4	71	71	3	15	17	29	61	8	5	*	67	8
	8%A	1%	21%A	9%	4%	10%	8%	7%	8%	27%	12%	1%	9%	8%
Problems not sufficiently bad with current provider	68	4	63	64	4	16	13	32	60	1	3	3	59	9
	8%A	1%	19%A	8%	4%	10%	6%	8%	8%	4%	7%	16%	8%	9%
Don't have time/have other priorities	63	10	53	61	1	10	9	40	59	*	3	*	57	6
	7%A	2%	16%A	8%	2%	7%	4%	10%	7%	1%	7%	2%	7%	6%
Hassle of needing to contact more than one provider to switch	50	27	24	50	1	10	7	34	50	*	*	*	49	2
	6%	5%	7%	6%	1%	7%	3%	8%	6%	1%	*	1%	6%	2%
Too difficult to compare the different tariffs / deals offered by each provider	50	13	38	50	*	15	5	28	48	-	2	*	50	1
	6%	2%	11%A	6%	*	10%	2%	7%	6%	-	4%	1%	6%	1%
Have never thought about switching providers	43	5	37	35	7	5	6	22	34	3	6	*	34	9
	5%	1%	11%A	4%	8%	4%	3%	5%	4%	10%	13%	2%	4%	8%
Don't want to have to change my mobile number/ too much hassle to change phone number	38	4	34	32	6	4	8	22	34	2	2	*	36	2
	4%	1%	10%A	4%	7%	3%	4%	5%	4%	7%	4%	1%	5%	2%
No real difference between providers /they are all the same	37	4	33	34	3	7	6	20	33	1	2	*	31	6
	4%	1%	10%A	4%	3%	5%	3%	5%	4%	5%	4%	2%	4%	5%
Don't want to be tied into a new fixed term contract	35	*	34	33	2	2	9	21	32	1	1	-	33	2
	4%A	*	10%A	4%	2%	1%	4%	5%	4%	4%	3%	-	4%	2%
Too risky/ worried the switching process could go wrong	31	5	26	31	1	4	4	19	26	2	2	1	28	3
	4%	1%	8%A	4%	1%	2%	2%	4%	3%	6%	6%	8%	4%	3%
Able to negotiate effectively with my current provider	31	1	30	31	*	3	9	16	28	2	1	*	31	1
	4%	*	9%A	4%	*	2%	4%	4%	4%	7%	1%	*	4%	1%
Would be worried I made the wrong choice	26	6	20	25	1	4	9	9	22	2	1	1	23	3
	3%	1%	6%A	3%	1%	2%	4%	2%	3%	7%	3%	4%	3%	3%
Did not want to lose content (programmes, apps, photos, data) stored on my device	21	1	20	18	3	5	4	10	20	2	*	-	21	1
	2%	*	6%A	2%	3%	4%	2%	2%	2%	6%	*	-	3%	1%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 378

Table 168

QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?

Absolutes/col percents

Base: All mobile non-switchers only

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	883	546	337	795	88**	150*	229*	412	791	29**	45**	18**	781	102*
Worried about arranging for services to start/ stop at the same time	20 2%	1 *	19 6%A	18 2%	3 3%	5 3%	5 2%	10 2%	19 2%	1 3%	1 1%	-	18 2%	3 3%
We are tied into our existing contract and would incur a penalty charge	18 2%	17 3%	1 *	18 2%	* *	* *	6 2%	10 2%	16 2%	- -	2 6%	-	17 2%	1 1%
There is not enough choice of providers available in our area	15 2%	9 2%	6 2%	15 2%	* *	5 3%	2 1%	7 2%	14 2%	* 1%	* *	1 5%	5 1%	10 10%ZL
Worried that might have to pay two providers at the same time	14 2%	1 *	13 4%A	9 1%	4 5%	3 2%	* *	9 2%	13 2%	* 1%	* *	1 4%	14 2%	- -
Didn't want to change provider for other services in the same bundle	13 1%	7 1%	6 2%	12 2%	1 1%	* *	5 2%	7 2%	13 2%	1 2%	- -	-	13 2%	* *
Worried that other devices I own wouldn't work with a new service	9 1%	2 *	7 2%	8 1%	1 1%	5 3%	* *	3 1%	8 1%	* *	* *	1 4%	8 1%	1 1%
Worried about switching a number of services at once	8 1%	3 1%	4 1%	8 1%	* *	3 2%	* *	1 *	5 1%	-	2 5%	* 1%	7 1%	* *
Bad experience switching comms services previously	6 1%	1 *	5 1%	6 1%	* *	3 2%	* *	3 1%	6 1%	- -	- -	-	6 1%	- -
Do not know how to switch providers	6 1%	3 1%	3 1%	5 1%	1 1%	* *	1 *	5 1%	5 1%	-	* *	* 1%	6 1%	* *
Other (please type in)	130 15%B	112 20%B	18 5%	120 15%	9 10%	23 16%	17 7%	76 18%	116 15%	6 19%	6 13%	2 13%	112 14%	18 17%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 168

QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?**Base: All mobile non-switchers only**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	750	275	300	175	692	750	419	69	73	233	102	160	113
Base	883	330*	279*	274*	813	883	352	85**	128**	225*	145**	180*	121**
Effective base	211	73	74	65	193	211	100	19	29	56	31	45	33
Happy with my current provider	505	176	160	169	457	505	188	39	81	114	70	114	88
57%	57%	53%	57%	62%	56%	57%	53%	45%	64%	51%	49%	63%	73%
Already on the best deal	196	75	48	73	177	196	59	7	18	36	52	47	36
22%	22%	23%	17%	27%	22%	22%	17%	8%	14%	16%	36%	26%	30%
Don't think we could save much money	75	37	22	16	73	75	42	3	15	10	10	16	20
8%	8%	11%	8%	6%	9%	8%	12%	4%	12%	4%	7%	9%	17%
Problems not sufficiently bad with current provider	68	38	17	13	66	68	40	13	18	6	13	7	10
8%	8%	12%	6%	5%	8%	8%	11%	16%	14%	3%	9%	4%	8%
Don't have time/have other priorities	63	35	16	11	62	63	24	11	19	9	11	7	6
7%	7%	11%	6%	4%	8%	7%	7%	13%	15%	4%	7%	4%	5%
Hassle of needing to contact more than one provider to switch	50	31	17	3	47	50	18	22	7	7	5	7	2
6%	6%	9%	6%	1%	6%	6%	5%	26%	5%	3%	4%	4%	2%
Too difficult to compare the different tariffs / deals offered by each provider	50	20	5	25	41	50	22	7	7	20	10	7	*
6%	6%	6%	2%	9%	5%	6%	6%	8%	5%	9%	7%	4%	*
Have never thought about switching providers	43	26	6	11	41	43	31	10	6	8	6	7	6
5%	5%	8%	2%	4%	5%	5%	9%	11%	5%	4%	4%	4%	5%
Don't want to have to change my mobile number/ too much hassle to change phone number	38	15	8	15	35	38	31	6	9	5	8	5	5
4%	4%	4%	3%	6%	4%	4%	9%	7%	7%	2%	5%	3%	4%
No real difference between providers / they are all the same	37	15	16	6	37	37	25	6	15	4	3	7	2
4%	4%	4%	6%	2%	5%	4%	7%	7%	11%	2%	2%	4%	2%
Don't want to be tied into a new fixed term contract	35	19	*	15	35	35	19	-	1	11	12	4	6
4%	4%	6%	*	6%	4%	4%	5%	-	1%	5%	9%	2%	5%
Too risky/ worried the switching process could go wrong	31	8	9	14	31	31	28	5	20	3	2	*	1
4%	4%	2%	3%	5%	4%	4%	8%	6%	16%	1%	1%	*	1%
Able to negotiate effectively with my current provider	31	13	6	12	31	31	15	3	10	8	5	3	3
4%	4%	4%	2%	4%	4%	4%	4%	3%	8%	4%	3%	1%	2%
Would be worried I made the wrong choice	26	7	13	6	26	26	17	6	8	4	1	5	1
3%	3%	2%	5%	2%	3%	3%	5%	7%	6%	2%	*	3%	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 168

QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?**Base: All mobile non-switchers only**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	883	330*	279*	274*	813	883	352	85**	128**	225*	145**	180*	121**
Did not want to lose content (programmes, apps, photos, data) stored on my device	21 2%	13 4%	7 2%	1 *	21 3%	21 2%	20 6%	4 4%	16 12%	2 1%	* *	* *	* *
Worried about arranging for services to start/ stop at the same time	20 2%	7 2%	5 2%	8 3%	20 3%	20 2%	17 5%	5 6%	9 7%	4 2%	* *	1 1%	- -
We are tied into our existing contract and would incur a penalty charge	18 2%	* *	17 6%	1 *	18 2%	18 2%	1 *	* *	1 *	17 8%	* *	* *	* *
There is not enough choice of providers available in our area	15 2%	8 3%	5 2%	2 1%	15 2%	15 2%	5 2%	* *	4 3%	9 4%	1 1%	1 1%	- -
Worried that might have to pay two providers at the same time	14 2%	8 2%	4 1%	2 1%	14 2%	14 2%	13 4%	2 2%	6 4%	* *	5 3%	1 1%	- -
Didn't want to change provider for other services in the same bundle	13 1%	6 2%	6 2%	1 *	13 2%	13 1%	5 1%	8 10%	* *	3 1%	- -	1 *	1 1%
Worried that other devices I own wouldn't work with a new service	9 1%	2 1%	4 1%	3 1%	9 1%	9 1%	7 2%	1 2%	5 4%	2 1%	* *	* *	- -
Worried about switching a number of services at once	8 1%	4 1%	4 1%	* *	8 1%	8 1%	6 2%	1 2%	3 3%	1 *	- -	* *	2 2%
Bad experience switching comms services previously	6 1%	3 1%	3 1%	- -	6 1%	6 1%	5 1%	3 3%	3 3%	- -	- -	* *	- -
Do not know how to switch providers	6 1%	5 1%	1 *	* *	5 1%	6 1%	3 1%	1 1%	- -	* *	- -	3 2%	1 1%
Other (please type in)	130 15%	54 16%	44 16%	31 11%	121 15%	130 15%	43 12%	14 16%	27 21%	37 16%	23 16%	24 13%	5 4%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 169

QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?**Base: All mobile non-recent switchers only**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	460	108	352	405	55	111	106	132	349	33	52	26	356	104
Base	500	136**	363	467	33**	89**	98*	240*	428	15**	43**	14**	427	72*
Effective base	137	32	106	130	8	35	45	46	108	13	25	7	108	42
Happy with my current provider	281	100	181	259	21	58	54	122	234	8	28	11	237	44
	56%	73%	50%	56%	66%	65%	55%	51%	55%	54%	64%	78%	55%	61%
Already on the best deal	143	48	95	132	12	33	26	65	123	3	13	5	125	18
	29%	35%	26%	28%	36%	37%	26%	27%	29%	19%	30%	34%	29%	25%
Don't think we could save much money	82	*	82	82	*	12	17	42	71	2	10	*	73	9
	16%	*	23%	18%	1%	13%	17%	17%	17%	11%	23%	1%	17%	13%
Able to negotiate effectively with my current provider	69	6	63	60	9	10	10	42	61	*	7	*	65	5
	14%	5%	17%	13%	27%	11%	10%	17%	14%	3%	17%	1%	15%	6%
No real difference between providers /they are all the same	61	6	55	59	2	5	13	40	58	2	*	1	55	6
	12%	4%	15%	13%	7%	6%	13%	17%	14%	11%	*	6%	13%	8%
Would be worried I made the wrong choice	56	10	46	48	8	2	7	42	51	3	2	-	55	1
	11%	7%	13%	10%	23%	3%	8%	17%	12%	17%	5%	-	13%	1%
Problems not sufficiently bad with current provider	54	2	52	46	8	1	9	38	48	*	6	*	52	2
	11%	1%	14%	10%	24%	1%	9%	16%	11%	*	14%	*	12%	2%
Don't have time/have other priorities	50	*	49	42	8	3	6	36	45	2	*	3	49	1
	10%	*	14%	9%	24%	3%	6%	15%	11%	11%	1%	20%	11%	1%
Hassle of needing to contact more than one provider to switch	48	12	36	40	8	6	7	29	43	2	*	3	47	1
	10%	8%	10%	8%	24%	7%	7%	12%	10%	15%	*	20%	11%	1%
Don't want to have to change my mobile number/ too much hassle to change phone number	41	*	41	41	1	4	3	33	39	2	-	*	41	*
	8%	*	11%	9%	2%	5%	3%	14%	9%	11%	-	1%	10%	1%
Too risky/ worried the switching process could go wrong	40	10	30	40	1	2	7	27	36	2	2	-	40	*
	8%	7%	8%	8%	2%	3%	7%	11%	8%	12%	5%	-	9%	*
Don't want to be tied into a new fixed term contract	34	-	34	34	*	5	11	14	30	2	2	-	31	3
	7%	-	9%	7%	*	6%	11%	6%	7%	11%	5%	-	7%	4%
Did not want to lose content (programmes, apps, photos, data) stored on my device	30	-	30	23	8	3	3	25	30	*	-	-	30	-
	6%	-	8%	5%	23%	3%	3%	10%	7%	*	-	-	7%	-
Too difficult to compare the different tariffs / deals offered by each provider	30	11	19	29	1	3	5	21	29	*	-	1	29	*
	6%	8%	5%	6%	2%	3%	5%	9%	7%	3%	-	6%	7%	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 169

QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?**Base: All mobile non-recent switchers only**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	500	136**	363	467	33**	89**	98*	240*	428	15**	43**	14**	427	72*
Worried about arranging for services to start/ stop at the same time	29 6%	10 7%	19 5%	29 6%	1 2%	4 5%	3 3%	22 9%	29 7%	* *	- -	* 1%	29 7%	1 1%
Worried about switching a number of services at once	22 4%	10 7%	12 3%	22 5%	* 1%	1 1%	3 3%	14 6%	18 4%	2 11%	2 5%	- -	22 5%	* *
There is not enough choice of providers available in our area	20 4%	6 4%	15 4%	19 4%	2 5%	2 2%	4 4%	10 4%	16 4%	1 9%	4 8%	- -	12 3%	9 12% ^u
We are tied into our existing contract and would incur a penalty charge	19 4%	4 3%	15 4%	19 4%	1 2%	8 9%	4 4%	3 1%	14 3%	* 1%	4 9%	1 6%	18 4%	1 2%
Worried that might have to pay two providers at the same time	18 4%	10 7%	8 2%	18 4%	- -	2 2%	5 5%	11 4%	18 4%	- -	- -	- -	18 4%	* *
Worried that other devices I own wouldn't work with a new service	17 3%	- -	17 5%	17 4%	- -	* 1%	3 3%	14 6%	17 4%	* *	* *	- -	17 4%	* 1%
Didn't want to change provider for other services in the same bundle	17 3%	1 1%	17 5%	16 3%	1 4%	3 3%	1 1%	9 4%	13 3%	- -	4 9%	- -	16 4%	2 2%
Have never thought about switching providers	17 3%	1 1%	16 4%	17 4%	* *	- -	5 5%	9 4%	15 3%	* *	2 5%	1 6%	17 4%	- -
Bad experience switching comms services previously	10 2%	1 1%	9 3%	10 2%	* *	- -	3 3%	5 2%	8 2%	* 1%	2 5%	- -	10 2%	- -
Do not know how to switch providers	3 1%	- -	3 1%	3 1%	- -	3 4%	- -	- -	3 1%	- -	- -	- -	3 1%	- -
Other (please type in)	21 4%	7 5%	14 4%	21 4%	* 1%	1 1%	6 6%	7 3%	13 3%	* 3%	4 9%	3 21%	16 4%	5 6%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 169

QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?**Base: All mobile non-recent switchers only**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	460	181	157	122	447	460	297	53	53	153	74	69	58
Base	500	221*	99**	180*	487	500	286	80**	101**	106*	82**	67**	62**
Effective base	137	61	37	43	133	137	79	18	23	44	18	22	20
Happy with my current provider	281 56%	133 60%	53 54%	95 53%	270 56%	281 56%	163 57%	38 48%	63 62%	48 45%	68 84%	21 30%	43 69%
Already on the best deal	143 29%	68 31%	20 20%	55 31%	138 28%	143 29%	73 26%	12 14%	30 30%	20 19%	35 42%	14 21%	33 52%
Don't think we could save much money	82 16%	50 23%	6 6%	26 15%	82 17%	82 16%	66 23%	17 21%	19 19%	15 14%	17 20%	10 15%	5 7%
Able to negotiate effectively with my current provider	69 14%	16 7%	21 21%	32 18%	64 13%	69 14%	33 11%	11 13%	17 17%	12 11%	3 3%	12 18%	14 23%
No real difference between providers /they are all the same	61 12%	24 11%	14 14%	23 13%	59 12%	61 12%	44 15%	14 17%	7 7%	18 17%	10 12%	12 18%	* 1%
Would be worried I made the wrong choice	56 11%	23 10%	10 10%	23 13%	56 11%	56 11%	32 11%	26 32%	10 9%	11 10%	- -	10 14%	* *
Problems not sufficiently bad with current provider	54 11%	38 17%	3 3%	12 7%	54 11%	54 11%	49 17%	11 14%	19 19%	7 6%	14 18%	* *	3 5%
Don't have time/have other priorities	50 10%	23 11%	19 19%	8 4%	47 10%	50 10%	39 14%	17 21%	8 8%	7 6%	10 12%	8 12%	* *
Hassle of needing to contact more than one provider to switch	48 10%	23 10%	10 10%	15 8%	48 10%	48 10%	29 10%	22 28%	8 7%	8 7%	* *	10 14%	- -
Don't want to have to change my mobile number/ too much hassle to change phone number	41 8%	15 7%	10 10%	16 9%	39 8%	41 8%	24 8%	16 19%	12 12%	9 9%	2 3%	2 3%	* *
Too risky/ worried the switching process could go wrong	40 8%	19 8%	3 3%	18 10%	40 8%	40 8%	36 13%	23 29%	9 9%	4 3%	* *	2 3%	2 4%
Don't want to be tied into a new fixed term contract	34 7%	15 7%	2 2%	17 9%	34 7%	34 7%	25 9%	12 15%	1 1%	7 7%	5 6%	5 8%	3 5%
Did not want to lose content (programmes, apps, photos, data) stored on my device	30 6%	3 1%	10 10%	18 10%	28 6%	30 6%	15 5%	9 12%	8 8%	5 5%	* *	8 11%	- -
Too difficult to compare the different tariffs / deals offered by each provider	30 6%	19 8%	8 8%	3 2%	30 6%	30 6%	28 10%	21 26%	2 2%	5 4%	- -	2 3%	- -

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 169

QC8: Why have you never switched your mobile provider? / Why have you not switched your mobile provider in the last two years?**Base: All mobile non-recent switchers only**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	500	221*	99**	180*	487	500	286	80**	101**	106*	82**	67**	62**
Worried about arranging for services to start/ stop at the same time	29 6%	24 11%	* *	6 3%	29 6%	29 6%	24 8%	13 17%	1 1%	13 12%	- -	- -	2 4%
Worried about switching a number of services at once	22 4%	15 7%	* *	6 4%	22 5%	22 4%	20 7%	12 14%	2 2%	8 8%	- -	* *	- -
There is not enough choice of providers available in our area	20 4%	13 6%	3 3%	5 3%	20 4%	20 4%	13 4%	1 2%	- -	15 14%	2 2%	2 3%	* *
We are tied into our existing contract and would incur a penalty charge	19 4%	11 5%	3 4%	5 3%	19 4%	19 4%	11 4%	2 3%	4 4%	3 3%	1 1%	4 6%	5 8%
Worried that might have to pay two providers at the same time	18 4%	14 6%	* *	4 2%	18 4%	18 4%	18 6%	12 15%	* *	3 3%	- -	3 4%	* *
Worried that other devices I own wouldn't work with a new service	17 3%	5 2%	* *	12 7%	17 4%	17 3%	17 6%	8 9%	- -	9 9%	* *	* *	- -
Didn't want to change provider for other services in the same bundle	17 3%	6 3%	1 1%	10 6%	17 4%	17 3%	17 6%	1 2%	12 11%	2 2%	2 2%	* *	* *
Have never thought about switching providers	17 3%	6 3%	1 1%	10 6%	17 4%	17 3%	7 2%	- -	7 7%	* *	8 10%	* *	2 3%
Bad experience switching comms services previously	10 2%	7 3%	3 3%	1 *	8 2%	10 2%	9 3%	- -	3 3%	5 5%	2 3%	- -	- -
Do not know how to switch providers	3 1%	3 2%	- -	- -	3 1%	3 1%	3 1%	3 4%	- -	- -	- -	- -	- -
Other (please type in)	21 4%	14 6%	5 5%	3 1%	21 4%	21 4%	12 4%	5 6%	- -	10 9%	1 1%	3 4%	3 5%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 170

QC9 (past considerers): What were your reasons for considering switching your mobile phone provider?**Base: All mobile past considerers**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	120	51	69	98	22	27	24	48	99	6	10	5	103	17
Base	156**	102**	54**	147**	9**	18**	33**	92**	143**	1**	11**	2**	143**	14**
Effective base	33	17	21	30	6	7	7	16	28	4	6	3	28	7
Cheaper deal available from new provider	34 22%	23 23%	10 19%	33 22%	1 15%	7 38%	12 37%	13 14%	32 22%	- -	2 17%	- -	32 23%	2 13%
Poor customer service from current provider	30 19%	15 15%	14 26%	28 19%	2 23%	1 7%	14 42%	14 16%	29 21%	* 27%	- -	- -	26 18%	3 25%
Current provider too expensive	28 18%	16 16%	12 21%	24 16%	4 46%	* 1%	5 14%	19 20%	23 16%	* 6%	5 43%	- -	28 20%	* 1%
Poor call quality from current provider (e.g. calls dropped, don't connect, etc)	18 11%	10 10%	8 15%	18 12%	* *	* *	10 31%	8 8%	18 12%	- -	- -	- -	17 12%	* 3%
Poor mobile coverage from current provider	17 11%	11 11%	6 10%	11 7%	6 67%	2 9%	5 16%	10 11%	17 12%	- -	- -	- -	15 10%	2 14%
New provider offered a better range of services	16 10%	12 12%	3 6%	15 10%	* 2%	* *	6 19%	5 6%	12 8%	- -	4 37%	- -	15 11%	* 3%
Better customer service offered by new provider	12 8%	- -	12 22%	12 8%	- -	- -	3 8%	8 8%	10 7%	- -	2 19%	- -	12 8%	* 3%
New provider offered a package that fitted my needs better	12 8%	5 5%	7 13%	10 7%	2 22%	2 10%	9 29%	* *	11 8%	- -	1 5%	- -	11 8%	* 3%
Better mobile coverage offered by new provider	11 7%	2 2%	9 17%	11 8%	* *	* 2%	* 1%	9 9%	9 6%	- -	2 17%	- -	11 7%	* 3%
Was not intending switching my mobile provider but was offered a good deal as part of a bundle with another service	10 6%	6 6%	4 7%	9 6%	1 6%	8 46%	- -	1 1%	10 7%	- -	- -	- -	10 7%	- -
Recommendation	7 5%	5 5%	3 5%	7 5%	* *	* 1%	5 15%	2 3%	7 5%	- -	- -	- -	7 5%	* *
Better mobile internet access offered by new provider	7 4%	1 1%	6 10%	5 3%	2 23%	* *	5 14%	2 2%	7 5%	- -	* 1%	- -	6 5%	* 3%
Advertising from another provider made me look into it	4 2%	- -	4 7%	4 3%	* *	1 7%	* *	3 3%	4 3%	- -	- -	- -	3 2%	1 9%
Contacted by another provider	3 2%	1 1%	2 4%	3 2%	- -	- -	* *	1 1%	1 1%	- -	2 19%	- -	3 2%	- -

Proportions/Mean. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 386

Absolutes/col percents

Table 170

QC9 (past considerers): What were your reasons for considering switching your mobile phone provider?

Base: All mobile past considerers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	156**	102**	54**	147**	9**	18**	33**	92**	143**	1**	11**	2**	143**	14**
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	3	1	2	3	-	-	2	*	2	-	-	1	2	1
	2%	1%	4%	2%	-	-	6%	*	1%	-	-	41%	1%	5%
Better mobile call quality offered by new provider	3	-	3	3	-	-	3	*	3	-	-	-	2	*
	2%	-	5%	2%	-	-	8%	*	2%	-	-	-	2%	3%
Poor mobile Internet access from current provider	3	*	3	3	*	*	3	*	3	-	-	-	2	*
	2%	*	5%	2%	*	*	8%	*	2%	-	-	-	2%	3%
Wanted to bundle my services	2	1	1	1	1	1	-	1	2	-	-	-	2	-
	1%	1%	1%	1%	6%	4%	-	1%	1%	-	-	-	1%	-
For staff to benefit from promotions/ deals offered by new provider, e.g. free coffees, cinema tickets etc.	*	-	*	*	*	-	*	*	*	-	-	-	*	-
	*	-	*	*	*	-	*	*	*	-	-	-	*	-
Other (please type in)	35	33	2	35	*	3	2	29	34	*	*	1	31	4
	22%	32%	4%	24%	1%	14%	7%	31%	23%	21%	2%	59%	22%	29%
Don't know/can't remember	9	1	8	9	*	1	-	8	8	1	*	-	8	1
	6%	1%	15%	6%	5%	3%	-	8%	6%	52%	1%	-	6%	8%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 170

QC9 (past considerers): What were your reasons for considering switching your mobile phone provider?**Base: All mobile past considerers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	120	40	58	22	112	120	63	19	11	47	13	20	10
Base	156**	79**	50**	28**	151**	156**	72**	29**	22**	55**	13**	19**	19**
Effective base	33	13	13	12	31	33	16	8	4	11	3	3	4
Cheaper deal available from new provider	34 22%	14 18%	13 25%	7 24%	33 22%	34 22%	11 15%	8 28%	2 10%	12 21%	2 19%	4 20%	6 32%
Poor customer service from current provider	30 19%	24 30%	3 6%	3 12%	27 18%	30 19%	19 26%	3 9%	12 55%	8 14%	8 57%	-	-
Current provider too expensive	28 18%	16 21%	5 10%	7 24%	27 18%	28 18%	17 24%	8 28%	3 12%	7 12%	*	10 53%	*
Poor call quality from current provider (e.g. calls dropped, don't connect, etc)	18 11%	17 22%	1 1%	* *	18 12%	18 11%	10 14%	* *	10 44%	1 1%	8 57%	-	-
Poor mobile coverage from current provider	17 11%	* *	13 27%	3 12%	17 11%	17 11%	7 9%	2 9%	* *	13 23%	* 1%	1 7%	* *
New provider offered a better range of services	16 10%	8 10%	6 12%	2 7%	15 10%	16 10%	1 1%	5 19%	* *	7 13%	* 3%	1 3%	2 10%
Better customer service offered by new provider	12 8%	8 10%	* 1%	4 14%	12 8%	12 8%	* 1%	- -	- -	2 4%	10 72%	* *	- -
New provider offered a package that fitted my needs better	12 8%	* *	9 19%	3 9%	12 8%	12 8%	4 6%	2 7%	2 11%	5 10%	2 16%	- -	- -
Better mobile coverage offered by new provider	11 7%	8 10%	3 5%	1 4%	11 7%	11 7%	3 4%	* 1%	- -	2 4%	8 57%	1 5%	- -
Was not intending switching my mobile provider but was offered a good deal as part of a bundle with another service	10 6%	7 9%	1 1%	2 7%	10 6%	10 6%	8 11%	2 7%	- -	2 3%	- -	- -	6 32%
Recommendation	7 5%	- -	7 15%	- -	7 5%	7 5%	* *	* *	- -	5 9%	* *	2 12%	* 1%
Better mobile internet access offered by new provider	7 4%	1 2%	3 5%	3 11%	7 5%	7 4%	4 6%	3 12%	- -	1 1%	2 16%	1 4%	- -
Advertising from another provider made me look into it	4 2%	3 3%	* *	1 5%	4 3%	4 2%	1 2%	* *	- -	1 2%	1 10%	1 7%	- -
Contacted by another provider	3 2%	1 2%	* *	2 7%	3 2%	3 2%	1 2%	1 4%	- -	2 4%	* *	* *	- -

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 388

Absolutes/col percents

Table 170

QC9 (past considerers): What were your reasons for considering switching your mobile phone provider?

Base: All mobile past considerers

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	156**	79**	50**	28**	151**	156**	72**	29**	22**	55**	13**	19**	19**
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	3 2%	1 1%	* *	2 7%	3 2%	3 2%	1 1%	- -	1 3%	* *	2 15%	- -	- -
Better mobile call quality offered by new provider	3 2%	* *	* 1%	2 8%	3 2%	3 2%	1 1%	* 1%	- -	* 1%	2 16%	- -	- -
Poor mobile internet access from current provider	3 2%	2 3%	1 1%	- -	3 2%	3 2%	3 3%	* *	- -	3 5%	- -	- -	- -
Wanted to bundle my services	2 1%	1 2%	1 1%	- -	2 1%	2 1%	2 3%	1 4%	- -	1 1%	- -	* *	* *
For staff to benefit from promotions/ deals offered by new provider, e.g. free coffees, cinema tickets etc.	* *	* *	- -	* *	* *	* *	* *	- -	* *	* *	- -	- -	- -
Other (please type in)	35 22%	16 20%	14 28%	5 19%	34 22%	35 22%	13 18%	7 23%	4 17%	18 32%	1 10%	* 1%	6 30%
Don't know/can't remember	9 6%	5 6%	1 3%	2 9%	9 6%	9 6%	8 11%	1 2%	2 10%	- -	- -	1 5%	5 27%

Proportions/Mean. Columns tested (1%, 5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 171

QC9 (switchers): What were your reasons for switching your mobile phone provider?

Absolutes/col percents

Base: All mobile switchers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	264	75	189	233	31	67	62	79	208	16	22	18	213	51
Base	270*	123**	148*	246*	24**	55**	78**	115**	248*	7**	11**	5**	241*	29**
Effective base	67	23	50	61	6	16	23	22	58	6	7	9	56	18
Cheaper deal available from new provider	130 48%	43 35%	87 59%	114 46%	16 65%	20 37%	36 46%	65 57%	121 49%	3 51%	3 31%	2 35%	118 49%	12 41%
New provider offered a package that fitted my needs better	57 21%	19 15%	39 26%	57 23%	1 2%	7 13%	14 18%	35 31%	57 23%	* 1%	* 1%	1 11%	50 21%	7 25%
Previous provider too expensive	57 21%	21 17%	36 25%	52 21%	5 21%	13 23%	21 26%	20 18%	54 22%	* 6%	2 20%	1 19%	42 17%	15 52%
Recommendation	41 15%	22 18%	20 13%	39 16%	2 10%	14 26%	4 5%	19 16%	37 15%	- -	4 35%	1 15%	40 17%	1 5%
New provider offered a better range of services	28 10%	8 6%	20 14%	28 11%	* 2%	8 15%	4 5%	15 13%	27 11%	1 18%	* -	- -	27 11%	2 6%
Poor customer service from previous provider	26 10%	1 1%	25 17%	23 9%	3 11%	- -	8 10%	16 14%	23 9%	- -	2 22%	* 2%	22 9%	4 12%
Was not intending switching my mobile provider but was offered a good deal as part of a bundle with another service	26 10%	7 5%	19 13%	26 10%	* *	6 11%	2 3%	15 13%	23 9%	* 4%	2 19%	1 15%	26 11%	* 1%
Better mobile coverage offered by new provider	24 9%	10 8%	14 9%	23 9%	* 2%	6 11%	6 8%	6 5%	18 7%	1 19%	4 34%	1 14%	18 8%	5 18%
Better mobile internet access offered by new provider	21 8%	4 3%	17 12%	21 8%	* *	4 7%	3 4%	12 11%	19 8%	1 18%	* 1%	- -	18 7%	3 9%
Wanted to bundle my services	20 7%	9 7%	12 8%	18 7%	2 9%	1 1%	11 15%	3 3%	15 6%	- -	4 38%	1 19%	16 7%	5 16%
Poor mobile internet access from previous provider	20 7%	7 5%	13 9%	15 6%	5 22%	6 11%	8 10%	5 5%	19 8%	- -	* *	1 16%	19 8%	1 4%
Poor mobile coverage from previous provider	18 7%	1 1%	16 11%	18 7%	* 1%	7 12%	* *	8 7%	15 6%	* 3%	2 19%	1 16%	14 6%	4 14%
Poor call quality from previous provider (e.g. calls dropped, don't connect, etc)	14 5%	11 9%	3 2%	13 5%	* 2%	2 4%	1 1%	10 9%	13 5%	- -	- -	1 20%	13 5%	1 3%
Better customer service offered by new provider	11 4%	2 1%	9 6%	8 3%	3 13%	* *	4 5%	5 5%	10 4%	1 18%	* 1%	* 4%	11 4%	1 2%
Contacted by another provider	10 4%	1 1%	10 6%	3 1%	8 31%	* 1%	* *	9 7%	9 4%	- -	1 6%	1 15%	10 4%	- -

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 171

QC9 (switchers): What were your reasons for switching your mobile phone provider?**Base: All mobile switchers**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	270*	123**	148*	246*	24**	55**	78**	115**	248*	7**	11**	5**	241*	29**
Better mobile call quality offered by new provider	10 4%	1 *	10 7%	9 4%	1 4%	* *	4 5%	6 5%	10 4%	- -	* 1%	* 4%	9 4%	2 6%
Advertising from another provider made me look into it	6 2%	- -	6 4%	6 3%	* *	* *	6 7%	* *	6 2%	- -	1 5%	- -	6 2%	* 2%
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	2 1%	1 1%	2 1%	2 1%	* 1%	* *	1 1%	1 1%	2 1%	- -	* 1%	- -	2 1%	* 2%
For staff to benefit from promotions/ deals offered by new provider, e.g. free coffees, cinema tickets etc.	* *	- -	* *	* *	- -	* *	* *	* *	* *	- -	- -	- -	* *	- -
Other (please type in)	35 13%	26 21%	9 6%	35 14%	- -	7 12%	15 19%	10 9%	32 13%	2 25%	1 11%	* 4%	32 13%	3 9%
Don't know/can't remember	6 2%	1 1%	4 3%	6 2%	- -	2 3%	3 3%	1 1%	6 2%	- -	* 1%	- -	6 2%	- -

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 171

QC9 (switchers): What were your reasons for switching your mobile phone provider?**Base: All mobile switchers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	264	86	118	60	254	264	151	33	18	100	41	45	27
Base	270*	122**	74**	75**	243*	270*	121**	51**	32**	55**	46**	49**	38**
Effective base	67	25	23	22	62	67	34	11	7	13	16	12	10
Cheaper deal available from new provider	130 48%	65 54%	27 37%	37 50%	119 49%	130 48%	70 58%	39 77%	9 29%	16 30%	31 69%	11 22%	23 60%
New provider offered a package that fitted my needs better	57 21%	32 26%	5 7%	20 27%	51 21%	57 21%	44 36%	10 20%	5 17%	1 3%	20 44%	6 12%	14 37%
Previous provider too expensive	57 21%	16 13%	11 14%	31 41%	55 22%	57 21%	24 20%	12 24%	8 25%	13 24%	5 11%	4 7%	16 41%
Recommendation	41 15%	30 24%	10 14%	1 2%	36 15%	41 15%	14 12%	15 29%	- -	4 7%	2 5%	12 24%	9 23%
New provider offered a better range of services	28 10%	6 5%	2 3%	20 27%	21 9%	28 10%	17 14%	10 19%	* 9%	* 1%	14 31%	* *	4 10%
Poor customer service from previous provider	26 10%	5 4%	7 9%	14 19%	26 11%	26 10%	16 13%	12 24%	* *	6 11%	5 10%	* 1%	3 7%
Was not intending switching my mobile provider but was offered a good deal as part of a bundle with another service	26 10%	8 7%	* 1%	17 23%	25 10%	26 10%	12 10%	9 19%	- -	1 2%	5 10%	6 12%	4 11%
Better mobile coverage offered by new provider	24 9%	9 8%	5 7%	9 12%	24 10%	24 9%	9 7%	4 7%	1 4%	4 7%	8 18%	6 13%	1 2%
Better mobile internet access offered by new provider	21 8%	3 3%	2 3%	15 20%	21 8%	21 8%	15 12%	8 15%	1 4%	1 2%	8 18%	* *	2 6%
Wanted to bundle my services	20 7%	3 2%	8 11%	10 13%	20 8%	20 7%	9 8%	6 11%	3 9%	2 4%	2 5%	2 4%	6 15%
Poor mobile internet access from previous provider	20 7%	5 4%	7 9%	8 11%	20 8%	20 7%	8 7%	8 15%	4 14%	7 13%	* *	* *	* 1%
Poor mobile coverage from previous provider	18 7%	4 3%	3 4%	11 14%	18 7%	18 7%	8 7%	7 14%	* 1%	5 9%	5 10%	1 2%	* *
Poor call quality from previous provider (e.g. calls dropped, don't connect, etc)	14 5%	13 10%	1 2%	* *	14 6%	14 5%	2 1%	2 4%	10 31%	2 4%	* *	* *	- -
Better customer service offered by new provider	11 4%	1 1%	5 7%	4 6%	11 5%	11 4%	6 5%	3 6%	1 4%	1 2%	5 10%	* *	1 2%
Contacted by another provider	10 4%	8 6%	1 1%	2 3%	10 4%	10 4%	10 8%	- -	- -	10 18%	* *	* *	- -

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 171

QC9 (switchers): What were your reasons for switching your mobile phone provider?**Base: All mobile switchers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	270*	122**	74**	75**	243*	270*	121**	51**	32**	55**	46**	49**	38**
Better mobile call quality offered by new provider	10 4%	4 3%	2 3%	4 6%	10 4%	10 4%	8 6%	1 1%	-	2 3%	7 16%	* 1%	* 1%
Advertising from another provider made me look into it	6 2%	1 1%	2 3%	3 4%	6 3%	6 2%	6 5%	2 4%	-	2 3%	2 5%	* 1%	-
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	2 1%	1 1%	2 2%	-	2 1%	2 1%	2 1%	2 3%	-	* *	* *	* *	* 1%
For staff to benefit from promotions/ deals offered by new provider, e.g. free coffees, cinema tickets etc.	* *	* *	* *	- -	* *	* *	* *	* *	- -	* *	- -	* *	- -
Other (please type in)	35 13%	11 9%	18 24%	7 9%	30 12%	35 13%	9 7%	3 6%	3 8%	12 22%	1 3%	15 30%	1 3%
Don't know/can't remember	6 2%	4 3%	1 1%	1 1%	6 2%	6 2%	4 4%	-	1 2%	2 3%	1 1%	3 6%	-

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 172

QC10: When you switched your mobile provider, did you keep your mobile telephone number(s) or did you get a new number?

Absolutes/col percents

Base: All mobile switchers

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
264	75	189	233	31	67	62	79	208	16	22	18	213	51
270*	123**	148*	246*	24**	55**	78**	115**	248*	7**	11**	5**	241*	29**
67	23	50	61	6	16	23	22	58	6	7	9	56	18
223	105	118	207	16	49	66	90	205	6	7	5	195	28
82%	86%	80%	84%	66%	90%	84%	78%	83%	82%	70%	94%	81%	94%
51	19	32	43	8	7	13	26	46	1	3	*	47	4
19%	15%	22%	17%	34%	14%	16%	23%	19%	18%	30%	6%	19%	14%
*	-	*	*	-	*	*	-	*	-	-	-	*	-
*	-	*	*	-	*	*	-	*	-	-	-	*	-

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 172

QC10: When you switched your mobile provider, did you keep your mobile telephone number(s) or did you get a new number?**Base: All mobile switchers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	264	86	118	60	254	264	151	33	18	100	41	45	27
Base	270*	122**	74**	75**	243*	270*	121**	51**	32**	55**	46**	49**	38**
Effective base	67	25	23	22	62	67	34	11	7	13	16	12	10
Kept old number(s)	223	88	72	63	196	223	96	38	32	46	38	36	33
	82%	72%	98%	84%	80%	82%	79%	74%	100%	84%	84%	74%	87%
Got new number(s)	51	34	2	14	51	51	25	13	-	10	8	13	7
	19%	28%	3%	19%	21%	19%	21%	26%	-	18%	16%	26%	20%
Don't know/ can't recall	*	*	*	-	*	*	*	-	-	*	-	*	-
	*	*	*	-	*	*	*	-	-	*	-	*	-

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 173

QC11: Which, if any, of the following did you experience difficulty with when switching your mobile phone provider?**Base: All mobile switchers**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	264	75	189	233	31	67	62	79	208	16	22	18	213	51
Base	270*	123**	148*	246*	24**	55**	78**	115**	248*	7**	11**	5**	241*	29**
Effective base	67	23	50	61	6	16	23	22	58	6	7	9	56	18
Technical issues	19	8	11	11	8	*	4	13	18	*	-	1	19	*
	7%	6%	7%	5%	31%	1%	6%	11%	7%	*	-	18%	8%	1%
Arranging the switch so that you were not paying for your old and new services at the same time	16	12	4	16	*	8	2	6	16	-	*	-	16	*
	6%	10%	3%	6%	*	14%	3%	5%	6%	-	*	-	7%	*
Cancelling your previous service	16	12	3	16	*	9	1	5	15	-	*	1	16	*
	6%	10%	2%	6%	1%	16%	1%	5%	6%	-	1%	15%	6%	*
Understanding the relevant steps required to switch provider	15	11	4	15	-	6	2	7	15	-	-	*	15	-
	6%	9%	3%	6%	-	11%	3%	6%	6%	-	-	2%	6%	-
Delay in receiving new equipment	15	5	10	7	8	*	*	14	15	-	-	*	13	1
	6%	4%	6%	3%	31%	1%	*	12%	6%	-	-	2%	6%	5%
Arranging the switch so that you always had access to your services	14	12	3	14	*	6	2	6	14	-	*	-	14	-
	5%	9%	2%	6%	1%	12%	3%	5%	6%	-	*	-	6%	-
Process took longer than expected	13	6	7	13	*	1	3	8	12	-	*	1	11	1
	5%	5%	5%	5%	1%	1%	4%	7%	5%	-	2%	15%	5%	5%
Switching more than one mobile device at a time	9	*	9	2	8	*	*	9	9	-	-	-	8	2
	4%	*	6%	1%	31%	*	*	8%	4%	-	-	-	3%	6%
Transferring email across to new service	9	6	3	9	-	6	2	*	9	-	*	1	9	-
	3%	5%	2%	4%	-	12%	3%	*	3%	-	*	15%	4%	-
Existing provider tried to persuade you to stay	9	6	3	9	*	7	1	1	9	-	*	-	9	*
	3%	5%	2%	4%	*	13%	1%	1%	3%	-	3%	-	4%	*
Previous provider sending bills for cancelled service	6	5	1	6	-	*	*	6	6	-	*	*	6	-
	2%	4%	*	3%	-	*	*	5%	2%	-	*	2%	3%	-
Keeping/transferring telephone number/s	6	1	5	6	-	*	3	2	5	-	*	1	6	*
	2%	1%	3%	2%	-	1%	3%	2%	2%	-	*	18%	2%	1%
Other devices not working with the new service	4	*	4	4	-	*	3	*	4	-	*	*	4	*
	1%	*	2%	2%	-	1%	4%	*	2%	-	*	2%	2%	*
Setting up a new online account	3	-	3	3	*	*	2	*	3	-	-	-	3	-
	1%	-	2%	1%	*	*	3%	*	1%	-	-	-	1%	-
Contacting your new provider	3	-	3	3	*	1	*	2	3	-	*	*	1	1
	1%	-	2%	1%	*	1%	*	2%	1%	-	*	2%	1%	5%
Getting a PAC / STAC from existing provider	2	*	2	2	*	1	1	*	2	-	*	*	2	*
	1%	*	1%	1%	*	2%	1%	*	1%	-	4%	2%	1%	*

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 173

QC11: Which, if any, of the following did you experience difficulty with when switching your mobile phone provider?

Absolutes/col percents

Base: All mobile switchers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	270*	123**	148*	246*	24**	55**	78**	115**	248*	7**	11**	5**	241*	29**
Unlocking a handset	2	-	2	2	*	2	-	*	2	-	-	*	2	*
	1%	-	2%	1%	1%	4%	-	*	1%	-	-	2%	1%	*
Arranging start and stop dates	2	1	1	1	*	*	*	*	1	-	*	1	1	*
	1%	1%	*	1%	*	*	*	*	*	-	1%	15%	1%	*
Charged wrong amount by new provider	1	*	1	1	-	-	*	*	*	-	*	1	1	*
	*	*	1%	1%	-	-	*	*	*	-	*	17%	*	*
Paying charges for early termination of contract	1	*	1	1	*	*	*	1	1	-	*	-	1	*
	*	*	1%	*	*	*	*	1%	*	-	*	-	*	*
Existing provider cancelled the switching process	1	*	1	1	*	*	*	*	1	-	-	-	1	-
	*	*	*	*	1%	1%	*	*	*	-	-	-	*	-
Moving content from one cloud storage to another	1	-	1	1	*	*	*	*	1	-	-	-	1	-
	*	-	*	*	*	*	*	*	*	-	-	-	*	-
Finding time to research the market	1	-	1	*	*	*	*	*	*	-	-	*	*	*
	*	-	*	*	*	*	*	*	*	-	-	2%	*	*
Obtaining information on switching from previous provider	*	-	*	*	*	*	*	*	*	-	*	-	*	-
	*	-	*	*	*	*	*	*	*	-	*	-	*	-
Other (please type in)	3	3	-	3	-	-	3	-	3	*	-	*	*	3
	1%	2%	-	1%	-	-	4%	-	1%	1%	-	2%	*	10%
None of these	6	-	6	6	*	2	1	3	5	-	*	-	6	*
	2%	-	4%	2%	*	4%	1%	2%	2%	-	3%	-	2%	*
No problems experienced	222	98	123	205	16	43	69	91	203	7	10	2	197	24
	82%	80%	84%	83%	67%	78%	88%	79%	82%	98%	94%	46%	82%	83%
NET Experienced any difficulty	43	24	19	35	8	10	8	21	40	*	*	3	38	5
	16%	20%	13%	14%	32%	18%	11%	19%	16%	2%	3%	54%	16%	17%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 173

QC11: Which, if any, of the following did you experience difficulty with when switching your mobile phone provider?**Base: All mobile switchers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	264	86	118	60	254	264	151	33	18	100	41	45	27
Base	270*	122**	74**	75**	243*	270*	121**	51**	32**	55**	46**	49**	38**
Effective base	67	25	23	22	62	67	34	11	7	13	16	12	10
Technical issues	19	15	3	1	19	19	16	4	-	9	*	6	*
	7%	13%	4%	1%	8%	7%	14%	8%	-	16%	*	12%	1%
Arranging the switch so that you were not paying for your old and new services at the same time	16	9	1	6	16	16	9	2	-	7	-	6	*
	6%	7%	1%	8%	6%	6%	8%	4%	-	14%	-	12%	*
Cancelling your previous service	16	7	*	9	15	16	7	*	-	7	2	6	*
	6%	5%	*	12%	6%	6%	6%	*	-	13%	4%	12%	*
Understanding the relevant steps required to switch provider	15	8	1	7	15	15	9	2	-	7	*	5	-
	6%	6%	1%	9%	6%	6%	7%	5%	-	13%	*	11%	-
Delay in receiving new equipment	15	8	2	5	15	15	13	5	-	9	*	*	*
	6%	6%	3%	7%	6%	6%	11%	11%	-	17%	*	*	*
Arranging the switch so that you always had access to your services	14	8	1	6	14	14	8	2	*	6	*	5	-
	5%	6%	1%	8%	6%	5%	6%	5%	*	11%	1%	11%	-
Process took longer than expected	13	9	3	1	13	13	10	2	-	5	*	5	*
	5%	8%	4%	1%	5%	5%	8%	5%	-	9%	*	11%	*
Switching more than one mobile device at a time	9	8	2	-	9	9	8	-	-	9	*	*	*
	4%	6%	2%	-	4%	4%	6%	-	-	16%	*	*	1%
Transferring email across to new service	9	2	1	6	9	9	2	2	-	7	*	*	-
	3%	2%	2%	8%	4%	3%	2%	4%	-	12%	1%	*	-
Existing provider tried to persuade you to stay	9	1	1	6	9	9	2	1	-	7	*	1	*
	3%	1%	2%	9%	4%	3%	1%	2%	-	13%	1%	1%	*
Previous provider sending bills for cancelled service	6	5	1	*	6	6	6	-	*	1	*	5	-
	2%	4%	1%	*	3%	2%	5%	-	*	1%	*	11%	-
Keeping/transferring telephone number/s	6	3	1	3	5	6	2	2	2	1	*	*	*
	2%	2%	1%	4%	2%	2%	2%	4%	7%	2%	1%	*	1%
Other devices not working with the new service	4	3	1	-	4	4	3	3	-	1	*	*	-
	1%	2%	2%	-	2%	1%	3%	5%	-	1%	1%	*	-
Setting up a new online account	3	2	*	*	3	3	3	2	-	*	*	*	*
	1%	2%	1%	*	1%	1%	2%	4%	-	1%	*	*	*
Contacting your new provider	3	1	2	*	3	3	1	*	-	2	*	1	*
	1%	1%	2%	*	1%	1%	1%	*	-	3%	*	1%	*
Getting a PAC / STAC from existing provider	2	1	*	1	2	2	1	*	-	2	*	*	*
	1%	1%	1%	1%	1%	1%	1%	1%	-	3%	*	*	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 173

QC11: Which, if any, of the following did you experience difficulty with when switching your mobile phone provider?**Base: All mobile switchers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	270*	122**	74**	75**	243*	270*	121**	51**	32**	55**	46**	49**	38**
Unlocking a handset	2	2	1	*	2	2	2	*	-	1	*	1	-
	1%	1%	1%	*	1%	1%	2%	*	-	3%	*	1%	-
Arranging start and stop dates	2	*	1	1	1	2	1	-	*	1	-	*	*
	1%	*	1%	1%	*	1%	*	-	*	2%	-	*	*
Charged wrong amount by new provider	1	*	1	-	1	1	*	*	*	1	-	-	-
	*	*	2%	-	1%	*	*	*	*	2%	-	-	-
Paying charges for early termination of contract	1	*	1	-	1	1	1	*	-	*	*	*	*
	*	*	1%	-	*	*	*	*	-	1%	*	*	*
Existing provider cancelled the switching process	1	*	*	*	1	1	*	*	-	*	-	*	*
	*	*	*	*	*	*	*	*	-	1%	-	1%	*
Moving content from one cloud storage to another	1	1	*	-	1	1	*	*	-	*	-	*	-
	*	*	*	-	*	*	*	*	-	1%	-	*	-
Finding time to research the market	1	*	*	-	1	1	*	*	*	*	*	*	*
	*	*	1%	-	*	*	*	*	*	*	*	*	*
Obtaining information on switching from previous provider	*	*	*	-	*	*	*	*	-	*	*	*	-
	*	*	*	-	*	*	*	*	-	*	*	*	-
Other (please type in)	3	*	-	3	3	3	3	-	3	*	-	-	-
	1%	*	-	4%	1%	1%	2%	-	9%	*	-	-	-
None of these	6	*	*	5	6	6	*	1	2	1	2	*	-
	2%	*	*	7%	2%	2%	*	1%	7%	1%	5%	*	-
No problems experienced	222	103	66	53	195	222	92	41	26	31	43	43	38
	82%	84%	90%	71%	80%	82%	76%	80%	83%	57%	95%	87%	99%
NET Experienced any difficulty	43	19	7	17	42	43	29	10	3	23	*	6	1
	16%	16%	10%	22%	17%	16%	24%	19%	9%	42%	1%	13%	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 174

QC12(1): There is a good choice of providers available to my business**The following are statements that businesses have made about switching landline service providers.****For each one please can you say how much you agree or disagree with it, using the following scale...****Base: All with landline service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Agree strongly	(5) 248	116	132	209	38	34	68	115	217	10	8	12	208	39
	23%	28%	20%	23%	24%	17%	25%	26%	23%	25%	10%	36%	23%	23%
Agree slightly	(4) 447	129	318	375	72	87	100	197	384	15	36	12	390	57
	41%	32%	47%A	41%	45%	43%	37%	44%	41%	37%	45%	36%	43%	33%
Neither agree nor disagree	(3) 242	82	159	225	17	50	66	96	212	5	19	5	206	36
	22%	20%	24%	24%	11%	25%	24%	21%	23%	13%	24%	16%	23%	21%
Disagree slightly	(2) 46	21	25	40	6	12	4	17	33	5	4	3	34	11
	4%	5%	4%	4%	4%	6%	2%	4%	4%	14%	5%	7%	4%	7%
Disagree strongly	(1) 26	15	12	23	4	11	6	4	21	1	4	*	17	10
	2%	4%	2%	2%	2%	6%	2%	1%	2%	4%	4%	*	2%	6%
Don't know	72	45	27	49	23	9	27	23	59	3	9	1	54	18
	7%	11%B	4%	5%	14%	5%	10%	5%	6%	7%	11%	4%	6%	10%
NET Agree	695	245	450	585	110	121	168	312	601	24	45	25	599	96
	64%	60%	67%	63%	69%	60%	62%	69%	65%	63%	56%	72%	66%	56%
NET Disagree	72	36	36	62	10	23	10	22	55	7	8	3	51	21
	7%	9%	5%	7%	6%	11%	4%	5%	6%	17%	10%	8%	6%	12%
Mean	3.84	3.85	3.83	3.81	3.98	3.62	3.90	3.94e	3.85	3.73	3.58	4.04	3.87	3.68
SD	0.94	1.06	0.86	0.94	0.92	1.03	0.91	0.86	0.92	1.14	0.95	0.95	0.90	1.13

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 400

Absolutes/col percents

Table 174

QC12(1): There is a good choice of providers available to my business

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Agree strongly (5)	248	115	54	79	236	174	248	15	16	29	53	47	87
	23% h	22%	21%	26%	23%	23%	23%	10%	8%	12%	33%	25% h	65% zGHM
Agree slightly (4)	447	225	99	123	433	304	447	72	108	60	78	87	41
	41% h	43%	39%	40%	41%	40%	41%	47% h	53% h	25%	49%	46% h	31%
Neither agree nor disagree (3)	242	115	54	72	236	190	242	43	54	84	13	46	2
	22% h	22%	21%	24%	23%	25%	22%	28% L	27% L	35% L	8%	24% L	1%
Disagree slightly (2)	46	16	17	13	45	35	46	9	4	25	3	3	*
	4%	3%	7%	4%	4%	5%	4%	6%	2%	11% L	2%	2%	*
Disagree strongly (1)	26	18	5	3	25	11	26	2	1	22	-	1	-
	2%	3%	2%	1%	2%	1%	2%	1%	1%	9% L	-	1%	-
Don't know	72	34	23	15	69	45	72	11	19	20	13	6	3
	7%	6%	9%	5%	7%	6%	7%	7%	9%	8%	8%	3%	2%
NET Agree	695	340	153	202	669	478	695	87	125	89	130	134	129
	64% h	65%	61%	66%	64%	63%	64%	57% h	61% h	37%	82%	71% h	96% zGHM
NET Disagree	72	34	22	16	70	46	72	11	6	48	3	5	*
	7%	7%	9%	5%	7%	6%	7%	7%	3%	20% L	2%	2%	*
Mean	3.84	3.82	3.79	3.90	3.83	3.83	3.84	3.63	3.73	3.22	4.24	3.95	4.65
SD	0.94	0.95	0.96	0.89	0.93	0.91	0.94	0.82	0.68	1.13	0.69	0.80	0.52

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 401

Absolutes/col percents

Table 175

QC12(2): There is a good choice of products and/or services available to my business

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Agree strongly	(5) 208	93	115	181	27	43	42	87	172	10	14	12	172	36
	19%	23%	17%	20%	17%	21%	15%	19%	19%	26%	17%	35%	19%	21%
Agree slightly	(4) 441	159	282	370	71	77	106	203	386	14	30	11	392	49
	41% ^m	39%	42%	40%	45%	38%	39%	45%	42%	37%	37%	31%	43% ^m	28%
Neither agree nor disagree	(3) 267	70	197	241	25	53	69	110	232	6	21	8	225	42
	25%	17%	29% ^a	26%	16%	26%	25%	24%	25%	14%	27%	24%	25%	25%
Disagree slightly	(2) 51	26	25	48	3	12	16	14	42	*	6	3	41	10
	5%	6%	4%	5%	2%	6%	6%	3%	5%	1%	8%	8%	5%	6%
Disagree strongly	(1) 29	14	15	25	4	7	6	11	24	3	3	-	18	11
	3%	4%	2%	3%	2%	3%	2%	2%	3%	7%	3%	-	2%	6% ^l
Don't know	84	46	39	55	29	12	33	27	72	6	6	*	61	23
	8%	11%	6%	6%	18%	6%	12%	6%	8%	15%	8%	1%	7%	14% ^l
NET Agree	649	252	397	551	98	120	148	290	559	24	44	23	564	85
	60%	62%	59%	60%	62%	59%	55%	64%	60%	63%	54%	67%	62% ^m	50%
NET Disagree	80	40	40	73	7	19	22	25	65	3	9	3	59	21
	7%	10%	6%	8%	4%	9%	8%	6%	7%	8%	11%	8%	6%	12%
Mean	3.75	3.80	3.72	3.73	3.88	3.72	3.68	3.80	3.75	3.87	3.63	3.95	3.78	3.60
SD	0.94	1.03	0.88	0.95	0.86	1.00	0.92	0.89	0.92	1.13	1.00	0.97	0.90	1.15

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 175

QC12(2): There is a good choice of products and/or services available to my business

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Agree strongly (5)	208	103	50	55	197	127	208	10	24	15	47	49	64
	19% <i>gl</i>	20%	20%	18%	19%	17%	19%	7%	12%	6%	29%	26% <i>gl</i>	48% <i>ZGHM</i>
Agree slightly (4)	441	235	101	105	426	311	441	53	87	77	92	76	56
	41%	45%	40%	34%	41%	41%	41%	34%	43%	32%	58%	40%	42%
Neither agree nor disagree (3)	267	106	59	102	261	201	267	65	59	79	11	51	2
	25% <i>L</i>	20%	23%	34% <i>a</i>	25%	26%	25%	42% <i>L</i>	29% <i>L</i>	33% <i>L</i>	7%	27% <i>L</i>	2%
Disagree slightly (2)	51	21	14	16	50	43	51	8	14	22	2	4	*
	5%	4%	6%	5%	5%	6%	5%	5%	7%	9% <i>L</i>	1%	2%	*
Disagree strongly (1)	29	19	4	6	29	20	29	2	4	20	-	*	2
	3%	4%	2%	2%	3%	3%	3%	2%	2%	6% <i>ZL</i>	-	*	2%
Don't know	84	40	24	21	82	56	84	15	17	28	7	9	9
	8%	8%	9%	7%	8%	7%	8%	10%	8%	11%	4%	5%	7%
NET Agree	649	338	151	160	622	439	649	63	110	93	139	125	120
	60% <i>gl</i>	65%	60%	53%	60%	58%	60%	41%	54%	38%	88%	66% <i>gl</i>	90% <i>ZGHM</i>
NET Disagree	80	40	18	22	79	63	80	10	18	42	2	5	2
	7%	8%	7%	7%	8%	8%	7%	7%	9%	17% <i>ZKL</i>	1%	2%	2%
Mean	3.75 ^L	3.79	3.79	3.66	3.74	3.69	3.75	3.44	3.60 ^l	3.21	4.21	3.93 ^l	4.44 ^{ZHIK}
SD	0.94	0.96	0.91	0.92	0.94	0.94	0.94	0.79	0.88	1.04	0.63	0.81	0.72

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 403

Absolutes/col percents

Table 176

QC12(3): It is difficult to make comparisons between providers on price

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Agree strongly	(5) 102	39	63	88	14	23	27	29	80	9	8	6	86	16
	9%	10%	9%	10%	9%	11%	10%	7%	9%	22%	10%	17%	9%	9%
Agree slightly	(4) 311	113	198	255	56	58	70	152	280	6	17	8	259	52
	29%	28%	29%	28%	35%	28%	26%	34%	30%	16%	21%	24%	28%	30%
Neither agree nor disagree	(3) 276	71	206	255	21	62	74	108	243	8	20	5	241	35
	26%	17%	31%a	28%	13%	30%	27%	24%	26%	21%	26%	13%	27%	21%
Disagree slightly	(2) 209	81	127	185	24	40	49	83	172	8	22	7	181	28
	19%	20%	19%	20%	15%	20%	18%	18%	19%	20%	27%	20%	20%	16%
Disagree strongly	(1) 106	55	52	87	19	12	24	53	89	4	6	8	87	19
	10%	13%	8%	9%	12%	6%	9%	12%	10%	9%	7%	24%	10%	11%
Don't know	76	49	26	51	25	9	26	28	63	4	8	*	54	21
	7%	12%b	4%	6%	16%	4%	10%	6%	7%	11%	10%	1%	6%	12%b
NET Agree	414	152	262	343	70	81	98	181	360	15	25	14	345	68
	38%	37%	39%	37%	44%	40%	36%	40%	39%	38%	31%	41%	38%	40%
NET Disagree	315	136	179	272	43	52	74	136	261	11	27	15	269	46
	29%	33%	27%	29%	27%	25%	27%	30%	28%	29%	34%	44%	30%	27%
Mean	3.09	3.00	3.15	3.08	3.16	3.21	3.11	3.05	3.10	3.24	3.00	2.91	3.09	3.13
SD	1.16	1.26	1.09	1.14	1.25	1.09	1.15	1.15	1.14	1.35	1.14	1.47	1.15	1.21

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 404

Absolutes/col percents

Table 176

QC12(3): It is difficult to make comparisons between providers on price

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Agree strongly	(5) 102	50	26	27	101	74	102	17	28	27	1	26	4
	9%	10%	10%	9%	10%	10%	9%	11%	14%	11%	*	13%	3%
Agree slightly	(4) 311	150	69	91	304	200	311	89	68	62	9	56	26
	29%	29%	28%	30%	29%	26%	29%	58%ZHIKL	34%	26%	6%	30%	19%
Neither agree nor disagree	(3) 276	140	57	80	271	214	276	22	64	85	34	49	22
	26%	27%	23%	26%	26%	28%	26%	14%	31%	35%uGI	22%	26%	17%
Disagree slightly	(2) 209	107	63	40	200	155	209	7	25	39	71	38	28
	19%g	20%	25%u	13%	19%	20%	19%	5%	13%	16%g	44%	20%g	21%g
Disagree strongly	(1) 106	37	19	49	96	79	106	3	5	10	28	17	43
	10%	7%	8%	16%u	9%	10%	10%	2%	3%	4%	18%	9%	32%ZGHKL
Don't know	76	39	18	18	73	38	76	15	13	18	15	5	10
	7%	8%	7%	6%	7%	5%	7%	10%	6%	7%	10%	2%	8%
NET Agree	414	200	95	118	405	273	414	106	96	89	10	82	30
	38%u	38%	38%	39%	39%	36%	38%	69%ZHIKL	47%u	37%	6%	43%u	22%
NET Disagree	315	144	82	89	296	234	315	10	31	49	99	55	71
	29%Gh	27%	33%	29%	28%	31%	29%	7%	15%	20%g	62%	29%G	53%ZGHKL
Mean	3.09L	3.14	3.08	3.02	3.12	3.05	3.09	3.79	3.46zL	3.26L	2.19	3.19L	2.35
SD	1.16	1.11	1.15	1.23	1.15	1.16	1.16	0.80	0.99	1.03	0.84	1.18	1.25

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 405

Absolutes/col percents

Table 177

QC12(4): It is difficult to make comparisons between providers on quality of service

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Agree strongly	(5) 185	70	115	163	22	30	49	81	160	10	9	6	164	21
	17%	17%	17%	18%	14%	15%	18%	18%	17%	26%	11%	17%	18%	12%
Agree slightly	(4) 385	124	261	332	53	69	96	171	337	14	24	11	325	60
	36%	30%	39%	36%	33%	34%	35%	38%	36%	35%	30%	32%	36%	35%
Neither agree nor disagree	(3) 244	63	181	220	24	54	65	84	204	7	26	8	208	36
	23%	15%	27%a	24%	15%	27%	24%	19%	22%	19%	32%	22%	23%	21%
Disagree slightly	(2) 125	62	62	99	26	30	16	60	106	4	12	2	107	18
	12%	15%	9%	11%	16%	15%	6%	13%	11%	10%	16%	6%	12%	10%
Disagree strongly	(1) 54	23	31	48	7	8	11	26	45	1	1	7	37	17
	5%	6%	5%	5%	4%	4%	4%	6%	5%	4%	1%	21%	4%	10%b
Don't know	87	66	22	59	29	13	34	29	76	3	8	*	69	19
	8%b	16%aB	3%	6%	18%	6%	13%	6%	8%	7%	10%	1%	8%	11%
NET Agree	570	194	376	496	75	99	146	253	497	24	33	17	489	82
	53%	48%	56%	54%	47%	48%	54%	56%	54%	60%	42%	49%	54%	48%
NET Disagree	179	85	94	146	32	38	26	87	151	5	13	9	143	35
	17%	21%	14%	16%	20%	19%	10%	19%	16%	14%	16%	27%	16%	21%
Mean	3.53	3.46	3.56	3.54	3.44	3.43	3.67	3.52	3.54	3.74	3.39	3.18	3.56	3.33
SD	1.10	1.20	1.04	1.09	1.13	1.06	1.02	1.14	1.09	1.11	0.95	1.39	1.07	1.20

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 177

QC12(4): It is difficult to make comparisons between providers on quality of service

The following are statements that businesses have made about switching landline service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Agree strongly	(5) 185	95	32	58	173	139	185	29	62	34	4	35	21
	17%	18%	13%	19%	17%	18%	17%	19%	31% ad	14%	3%	18%	16%
Agree slightly	(4) 385	210	70	105	376	262	385	97	97	73	34	56	28
	36% kl	40% b	28%	35%	36%	35%	36%	63% zijkl	48% kl	30%	22%	30%	21%
Neither agree nor disagree	(3) 244	101	64	80	236	174	244	15	27	78	28	65	29
	23%	19%	25%	26%	23%	23%	23%	10%	13%	33% uGH	18%	34% GH	22%
Disagree slightly	(2) 125	69	42	14	122	84	125	*	2	30	40	27	25
	12% gh	13% c	16% C	4%	12%	11%	12%	*	1%	12% gh	25%	14% gh	19% GH
Disagree strongly	(1) 54	15	9	30	54	44	54	1	1	5	26	2	20
	5%	3%	4%	10% a	5%	6%	5%	*	*	2%	16%	1%	15% zGHkl
Don't know	87	32	36	19	84	56	87	11	14	21	25	5	11
	8%	6%	14% aa	6%	8%	7%	8%	7%	7%	9%	16%	3%	8%
NET Agree	570	306	101	163	548	402	570	126	159	107	39	91	49
	53% kl	58% B	40%	53%	53%	53%	53%	82% zijkl	78% zijkl	44%	24%	48%	36%
NET Disagree	179	84	51	43	176	128	179	1	3	35	66	29	44
	17% GH	16%	20%	14%	17%	17%	17%	1%	1%	14% GH	42%	15% gh	33% zGHkl
Mean	3.53L	3.61 b	3.34	3.52	3.51	3.52	3.53	4.08	4.15 zIKL	3.46 I	2.63	3.51	3.04
SD	1.10	1.05	1.08	1.17	1.10	1.12	1.10	0.60	0.73	0.98	1.16	0.99	1.33

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 407

Absolutes/col percents

Table 178

QC12(5): The prices of services are clear and transparent

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Agree strongly	(5) 195	97	97	160	35	37	49	76	162	11	10	11	160	35
	18%	24%b	14%	17%	22%	18%	18%	17%	18%	28%	12%	33%	18%	20%
Agree slightly	(4) 389	153	237	346	43	86	87	159	331	16	35	7	338	51
	36%	37%	35%	38%	27%	42%	32%	35%	36%	42%	44%	20%	37%	30%
Neither agree nor disagree	(3) 267	47	220	227	40	45	74	121	241	4	17	6	224	43
	25%A	11%	33%A	25%	25%	22%	27%	27%	26%	9%	21%	18%	25%	25%
Disagree slightly	(2) 140	58	83	125	15	25	34	65	124	3	8	6	117	23
	13%	14%	12%	14%	10%	12%	13%	14%	13%	8%	9%	17%	13%	13%
Disagree strongly	(1) 30	17	13	21	9	3	11	7	21	3	3	3	27	3
	3%	4%	2%	2%	6%	2%	4%	1%	2%	9%	4%	9%	3%	2%
Don't know	59	36	22	42	17	8	17	24	48	1	8	1	43	16
	5%	9%b	3%	5%	11%	4%	6%	5%	5%	4%	10%	3%	5%	9%
NET Agree	584	250	334	506	78	123	136	235	494	27	45	18	498	86
	54%	61%	50%	55%	49%	60%	50%	52%	53%	71%	56%	53%	55%	50%
NET Disagree	171	75	96	146	24	28	45	72	145	6	11	9	144	27
	16%	18%	14%	16%	15%	14%	17%	16%	16%	16%	13%	26%	16%	15%
Mean	3.57	3.69	3.50	3.57	3.56	3.66	3.51	3.54	3.56	3.77	3.57	3.53	3.56	3.59
SD	1.04	1.15	0.96	1.02	1.16	0.98	1.08	1.00	1.02	1.23	1.01	1.37	1.04	1.06

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 408

Absolutes/col percents

Table 178

QC12(5): The prices of services are clear and transparent

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Agree strongly (5)	195	91	39	65	182	126	195	1	20	19	47	42	67
	18%G	17%	15%	21%	17%	17%	18%	1%	10%	8%	29%	22%GI	50%ZGHM
Agree slightly (4)	389	177	84	128	376	277	389	36	71	87	79	64	53
	36%	34%	33%	42%	36%	36%	36%	23%	35%	36%	50%	33%	39%
Neither agree nor disagree (3)	267	129	63	75	262	193	267	56	70	72	14	45	10
	25%L	25%	25%	24%	25%	25%	25%	37%L	35%L	30%L	9%	24%I	7%
Disagree slightly (2)	140	87	37	16	138	106	140	48	22	31	5	34	*
	13%L	17%G	15%G	5%	13%	14%	13%	31%ZHL	11%I	13%L	3%	18%L	*
Disagree strongly (1)	30	9	11	11	30	22	30	4	9	15	*	2	-
	3%	2%	4%	4%	3%	3%	3%	3%	5%	6%	*	1%	-
Don't know	59	31	17	10	58	35	59	8	11	18	13	4	4
	5%	6%	7%	3%	6%	5%	5%	5%	5%	7%	8%	2%	3%
NET Agree	584	268	123	193	558	403	584	36	91	106	126	105	120
	54%G	51%	49%	63%	53%	53%	54%	24%	45%G	44%G	79%	55%G	89%ZGHM
NET Disagree	171	95	48	27	167	128	171	52	32	45	5	36	*
	16%L	18%	19%G	9%	16%	17%	16%	34%ZHL	16%I	19%L	3%	19%L	*
Mean	3.57I	3.52	3.44	3.75	3.55	3.52	3.57	2.87	3.36	3.29	4.15	3.58	4.44ZHIK
SD	1.04	1.04	1.09	0.98	1.04	1.04	1.04	0.84	0.98	1.02	0.74	1.06	0.64

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 409

Absolutes/col percents

Table 179

QC12(6): I am able to negotiate effectively with my provider on tariffs and services

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Agree strongly	(5) 156	75	81	127	29	31	38	61	131	7	10	8	136	20
	14%	18%	12%	14%	18%	15%	14%	13%	14%	19%	12%	23%	15%	11%
Agree slightly	(4) 339	127	212	286	53	73	89	130	292	14	25	7	297	42
	31%	31%	32%	31%	33%	36%	33%	29%	32%	37%	32%	20%	33%	25%
Neither agree nor disagree	(3) 281	78	204	243	39	38	74	130	242	5	24	10	229	52
	26%	19%	30%a	26%	24%	19%	27%	29%	26%	13%	30%	29%	25%	30%
Disagree slightly	(2) 116	37	80	104	13	21	29	55	105	2	5	4	99	18
	11%	9%	12%	11%	8%	10%	11%	12%	11%	6%	6%	13%	11%	10%
Disagree strongly	(1) 81	37	44	72	8	24	10	34	67	5	5	4	64	17
	7%	9%	6%	8%	5%	12%b	4%	7%	7%	13%	6%	11%	7%	10%
Don't know	107	54	53	88	19	16	32	43	90	5	11	1	84	23
	10%	13%	8%	10%	12%	8%	12%	9%	10%	12%	14%	4%	9%	13%
NET Agree	495	202	293	414	81	105	127	191	423	22	35	15	433	62
	46%	49%	44%	45%	51%	51%	47%	42%	46%	56%	44%	43%	48%	36%
NET Disagree	197	74	123	176	21	45	38	89	172	7	9	8	162	35
	18%	18%	18%	19%	13%	22%	14%	20%	19%	19%	12%	24%	18%	20%
Mean	3.38	3.47	3.33	3.35	3.58	3.35	3.49	3.32	3.38	3.49	3.45	3.33	3.42	3.20
SD	1.14	1.23	1.08	1.14	1.09	1.25	1.03	1.13	1.13	1.32	1.04	1.30	1.13	1.16

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 179

QC12(6): I am able to negotiate effectively with my provider on tariffs and services

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Agree strongly (5)	156	70	33	53	145	109	156	5	23	21	31	46	30
	14%g	13%	13%	17%	14%	14%	14%	3%	11%	9%	19%	24%gi	23%gi
Agree slightly (4)	339	169	78	92	332	231	339	32	87	42	49	79	51
	31%h	32%	31%	30%	32%	30%	31%	21%	43%gi	18%	31%	41%gi	38%gi
Neither agree nor disagree (3)	281	139	58	84	270	211	281	49	40	86	27	51	29
	26%	27%	23%	28%	26%	28%	26%	32%	20%	36%h	17%	27%	22%
Disagree slightly (2)	116	59	37	21	115	87	116	42	13	41	14	3	3
	11%a	11%	15%	7%	11%	12%	11%	28%zhkl	6%	17%kl	9%	2%	2%
Disagree strongly (1)	81	39	17	24	78	48	81	9	12	31	15	2	11
	7%	8%	7%	8%	7%	6%	7%	6%	6%	13%h	9%	1%	9%
Don't know	107	48	29	30	104	74	107	15	30	20	24	10	9
	10%	9%	12%	10%	10%	10%	10%	10%	14%	8%	15%	5%	7%
NET Agree	495	238	111	146	476	340	495	37	109	64	80	124	81
	46%gi	46%	44%	48%	46%	45%	46%	24%	54%gi	26%	50%	65%zi	61%gi
NET Disagree	197	98	53	45	193	135	197	52	25	72	28	5	14
	18%k	19%	21%	15%	18%	18%	18%	34%zhkl	12%	30%zhkl	18%	3%	11%
Mean	3.38l	3.36	3.33	3.47	3.37	3.39	3.38	2.86	3.55	2.92	3.50	3.90zi	3.69i
SD	1.14	1.13	1.14	1.15	1.13	1.11	1.14	0.97	1.03	1.15	1.25	0.85	1.15

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 180

QC12(7): There is not much difference between the providers on the market

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Agree strongly (5)	164 15%	49 12%	114 17%	139 15%	25 16%	30 15%	35 13%	81 18%	146 16%	7 18%	7 9%	3 10%	142 16%	21 13%
Agree slightly (4)	366 34%	95 23%	271 40%A	341 37%	24 15%	73 36%	78 29%	162 36%	313 34%	16 42%	21 27%	15 44%	314 35%	52 30%
Neither agree nor disagree (3)	279 26%	117 29%	162 24%	219 24%	60 37%	60 29%	97 36%g	96 21%	253 27%	4 11%	19 24%	2 7%	238 26%	41 24%
Disagree slightly (2)	121 11%	68 17%b	53 8%	96 10%	25 16%	25 12%	24 9%	45 10%	95 10%	5 12%	16 20%h	6 19%	94 10%	27 16%
Disagree strongly (1)	42 4%	14 4%	28 4%	39 4%	3 2%	8 4%	5 2%	19 4%	32 3%	2 5%	5 6%	4 11%	34 4%	8 5%
Don't know	108 10%	63 16%b	45 7%	86 9%	22 14%	7 4%	32 12%	50 11%	89 10%	5 12%	11 14%	3 9%	86 9%	23 13%
NET Agree	529 49%	144 35%	385 57%A	480 52%	49 31%	104 51%	113 42%	243 54%	459 50%	23 60%	29 36%	18 54%	456 50%	73 43%
NET Disagree	164 15%	83 20%	81 12%	135 15%	29 18%	33 16%	29 11%	64 14%	126 14%	7 17%	21 26%h	10 30%	129 14%	35 20%
Mean	3.50j	3.28	3.62a	3.53	3.31	3.47	3.47	3.60	3.53j	3.65	3.15	3.26	3.53	3.35
SD	1.05	1.07	1.02	1.05	1.05	1.03	0.94	1.07	1.03	1.14	1.11	1.27	1.04	1.10

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 180

QC12(7): There is not much difference between the providers on the market**The following are statements that businesses have made about switching landline service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...****Base: All with landline service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Agree strongly	(5) 164	74	30	59	153	115	164	19	29	34	21	42	19
	15%	14%	12%	19%	15%	15%	15%	13%	14%	14%	13%	22%	14%
Agree slightly	(4) 366	176	96	93	355	275	366	83	69	63	51	59	41
	34%	34%	38%	31%	34%	36%	34%	54% zhl	34%	26%	32%	31%	30%
Neither agree nor disagree	(3) 279	127	56	96	273	186	279	27	43	92	39	42	37
	26%	24%	22%	32%	26%	25%	26%	17%	21%	38% zgh	24%	22%	28%
Disagree slightly	(2) 121	67	28	26	118	81	121	6	15	27	28	36	10
	11%	13%	11%	9%	11%	11%	11%	4%	8%	11%	18%	19% g	7%
Disagree strongly	(1) 42	16	9	17	41	33	42	2	22	5	3	4	7
	4%	3%	4%	6%	4%	4%	4%	2%	11% l	2%	2%	2%	6%
Don't know	108	63	32	13	103	69	108	16	26	21	17	8	21
	10%	12%	13% e	4%	10%	9%	10%	10%	13%	9%	11%	4%	15% k
NET Agree	529	250	127	152	508	390	529	102	98	97	72	101	59
	49%	48%	50%	50%	49%	51%	49%	67% zll	48%	40%	45%	53%	44%
NET Disagree	164	83	37	44	160	114	164	8	37	31	31	39	17
	15%	16%	15%	14%	15%	15%	15%	5%	18%	13%	20%	21% g	13%
Mean	3.50	3.49	3.51	3.52	3.49	3.52	3.50	3.82	3.39	3.43	3.41	3.55	3.47
SD	1.05	1.04	1.02	1.09	1.04	1.05	1.05	0.79	1.21	0.96	1.03	1.10	1.07

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 413

Absolutes/col percents

Table 181

QC12(8): I am aware I am able to transfer my existing number/s to a new provider

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Agree strongly	(5) 522 48%	213 52%	310 46%	458 50%	64 40%	96 47%	140 52%	214 47%	450 49%	24 61%	30 37%	19 56%	431 47%	91 53%
Agree slightly	(4) 304 28%	91 22%	213 32%	251 27%	53 33%	66 32%	62 23%	129 29%	257 28%	10 25%	25 31%	12 35%	254 28%	50 29%
Neither agree nor disagree	(3) 119 11%	37 9%	82 12%	104 11%	15 9%	22 11%	33 12%	49 11%	104 11%	3 7%	10 13%	2 6%	110 12%	9 5%
Disagree slightly	(2) 42 4%	24 6%	18 3%	32 3%	11 7%	3 1%	12 4%	23 5%	38 4%	* 1%	4 5%	* 1%	39 4%	4 2%
Disagree strongly	(1) 32 3%	10 3%	21 3%	30 3%	2 1%	9 5%	5 2%	15 3%	29 3%	* *	2 2%	1 2%	29 3%	3 2%
Don't know	61 6%	32 8%	29 4%	46 5%	15 9%	8 4%	20 7%	21 5%	49 5%	2 6%	9 12%	* 1%	46 5%	15 9%
NET Agree	826 76%	304 75%	522 78%	709 77%	117 73%	162 80%	202 74%	343 76%	707 76%	33 86%	55 69%	31 90%	686 75%	141 82%
NET Disagree	74 7%	35 8%	40 6%	61 7%	13 8%	12 6%	16 6%	39 9%	67 7%	* 1%	6 7%	1 3%	68 7%	6 4%
Mean	4.22	4.26	4.20	4.23	4.15	4.21	4.28	4.17	4.21	4.55	4.09	4.42	4.18	4.43
SD	1.01	1.05	0.99	1.02	0.98	1.03	0.98	1.06	1.03	0.69	1.01	0.83	1.04	0.85

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 181

QC12(8): I am aware I am able to transfer my existing number/s to a new provider

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Agree strongly (5)	522	252	118	152	501	399	522	61	99	75	98	79	109
	48%	48%	47%	50%	48%	53%	48%	40%	49%	31%	62%	42%	82%ZGHH
Agree slightly (4)	304	141	72	91	294	187	304	42	60	76	46	61	19
	28%	27%	29%	30%	28%	25%	28%	27%	29%	32%	29%	32%	14%
Neither agree nor disagree (3)	119	53	30	35	118	89	119	21	7	52	5	34	1
	11%	10%	12%	12%	11%	12%	11%	14%	3%	22%ZHL	3%	18%HL	1%
Disagree slightly (2)	42	28	14	1	41	28	42	12	13	6	*	10	1
	4%	5%	5%	*	4%	4%	4%	8%	7%	3%	*	5%	*
Disagree strongly (1)	32	20	1	10	31	16	32	4	8	15	4	1	-
	3%	4%	1%	3%	3%	2%	3%	2%	4%	6%	3%	1%	-
Don't know	61	30	16	16	59	40	61	13	17	16	5	5	4
	6%	6%	6%	5%	6%	5%	6%	9%	9%	7%	3%	3%	3%
NET Agree	826	393	190	243	794	586	826	103	159	152	144	140	129
	76%	75%	76%	80%	76%	77%	76%	67%	78%	63%	91%	74%	96%ZGHH
NET Disagree	74	48	15	11	72	44	74	16	21	21	4	11	1
	7%	9%	6%	4%	7%	6%	7%	10%	10%	9%	3%	6%	*
Mean	4.221	4.17	4.24	4.29	4.21	4.29	4.22	4.04	4.23	3.85	4.52	4.12	4.83ZHIK
SD	1.01	1.09	0.93	0.95	1.02	0.98	1.01	1.09	1.08	1.12	0.81	0.93	0.43

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 415

Absolutes/col percents

Table 182

QC12(9): It is difficult to make comparisons between providers because my service needs are complex

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Agree strongly	(5) 65	27	39	51	14	8	23	21	51	6	3	5	56	9
	6%	7%	6%	6%	9%	4%	8%	5%	6%	16%	4%	14%	6%	6%
Agree slightly	(4) 123	49	74	106	18	25	32	50	108	5	5	5	105	18
	11%	12%	11%	11%	11%	12%	12%	11%	12%	14%	7%	15%	12%	10%
Neither agree nor disagree	(3) 281	69	211	253	27	67	70	103	240	11	25	4	236	44
	26%	17%	31%A	28%	17%	33%	26%	23%	26%	29%	31%	13%	26%	26%
Disagree slightly	(2) 304	143	161	249	56	44	74	148	267	5	25	8	264	40
	28%	35%b	24%	27%	35%	22%	27%	33%	29%	14%	31%	23%	29%	23%
Disagree strongly	(1) 239	81	159	212	28	48	50	107	205	9	14	11	193	46
	22%	20%	24%	23%	17%	23%	18%	24%	22%	24%	17%	33%	21%	27%
Don't know	68	38	29	50	18	12	23	22	57	1	8	1	54	13
	6%	9%	4%	5%	11%	6%	9%	5%	6%	3%	10%	3%	6%	8%
NET Agree	189	76	113	157	32	33	54	71	159	12	8	10	161	27
	17%	19%	17%	17%	20%	16%	20%	16%	17%	30%	10%	29%	18%	16%
NET Disagree	543	224	319	460	83	92	124	255	471	15	39	19	457	86
	50%	55%	47%	50%	52%	45%	46%	56%	51%	38%	48%	56%	50%	50%
Mean	2.48	2.45	2.49	2.47	2.54	2.48	2.61	2.37	2.46	2.83	2.43	2.52	2.49	2.40
SD	1.16	1.18	1.16	1.15	1.22	1.12	1.20	1.12	1.15	1.40	1.02	1.47	1.16	1.19

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 182

QC12(9): It is difficult to make comparisons between providers because my service needs are complex

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Agree strongly	(5) 65	44	10	11	65	48	65	4	6	26	12	15	3
	6%	8%	4%	4%	6%	6%	6%	3%	3%	11%	7%	8%	2%
Agree slightly	(4) 123	52	39	33	121	73	123	42	7	50	2	18	4
	11%	10%	15%	11%	12%	10%	11%	28% ZHHL	4%	21% HHL	1%	9%	3%
Neither agree nor disagree	(3) 281	130	75	75	273	197	281	38	34	86	35	70	18
	26%	25%	30%	25%	26%	26%	26%	25%	17%	36% zHL	22%	37% HL	13%
Disagree slightly	(2) 304	152	70	82	283	213	304	48	68	36	50	60	42
	28% L	29%	28%	27%	27%	28%	28%	31% L	34% L	15%	31%	32% L	31% L
Disagree strongly	(1) 239	105	45	89	236	186	239	18	71	22	48	20	60
	22% L	20%	18%	29%	23%	25%	22%	12%	35% gIK	9%	30%	11%	45% ZGIK
Don't know	68	40	13	14	67	43	68	3	17	21	13	7	7
	6%	8%	5%	5%	6%	6%	6%	2%	8%	9%	8%	4%	5%
NET Agree	189	95	49	44	186	120	189	46	13	76	13	33	7
	17% L	18%	19%	15%	18%	16%	17%	30% HHL	6%	31% ZHHL	8%	17%	6%
NET Disagree	543	257	115	171	519	399	543	66	140	59	97	80	102
	50% L	49%	46%	56%	50%	53%	50%	43% L	69% zGIK	24%	61%	42% L	76% ZGIK
Mean	2.48 HHL	2.54	2.58	2.29	2.48	2.42	2.48	2.78 HHL	1.97	3.09 ZHHL	2.17	2.71 HHL	1.81
SD	1.16	1.20	1.10	1.13	1.17	1.17	1.16	1.07	1.00	1.12	1.15	1.05	0.97

Proportions/Mean. Columns tested (1%, 5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 417

Absolutes/col percents

Table 183

QC12(10): I find price comparison sites useful to help me compare providers

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Agree strongly	(5) 176	77	100	146	30	45	40	72	157	7	9	3	152	24
	16%	19%	15%	16%	19%	22%	15%	16%	17%	18%	11%	10%	17%	14%
Agree slightly	(4) 327	113	214	283	44	58	74	152	284	14	19	10	271	56
	30%	28%	32%	31%	28%	29%	27%	34%	31%	37%	23%	29%	30%	33%
Neither agree nor disagree	(3) 305	78	227	263	42	50	69	141	261	9	25	10	254	51
	28%	19%	34%A	29%	26%	25%	26%	31%	28%	22%	31%	30%	28%	29%
Disagree slightly	(2) 125	62	63	107	18	34	37	37	108	3	11	4	113	12
	12%	15%	9%	12%	11%	16%	14%	8%	12%	7%	13%	13%	12%	7%
Disagree strongly	(1) 51	16	35	49	2	3	17	21	41	2	7	1	44	7
	5%	4%	5%	5%	1%	2%	6%	5%	4%	4%	8%	3%	5%	4%
Don't know	96	61	35	73	23	14	34	28	76	4	10	5	74	21
	9%	15%B	5%	8%	14%	7%	13%	6%	8%	11%	13%	15%	8%	12%
NET Agree	504	190	314	430	74	103	114	224	442	22	28	13	424	80
	47%	47%	47%	47%	47%	51%	42%	50%	48%	56%	34%	39%	47%	47%
NET Disagree	176	79	97	155	20	37	53	59	149	4	17	5	157	19
	16%	19%	14%	17%	13%	18%	20%	13%	16%	11%	22%	16%	17%	11%
Mean	3.46	3.50	3.44	3.44	3.60	3.57	3.36	3.51	3.48	3.66	3.17	3.35	3.45	3.52
SD	1.08	1.16	1.04	1.09	1.03	1.08	1.14	1.03	1.08	1.06	1.14	1.02	1.10	1.01

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 418

Absolutes/col percents

Table 183

QC12(10): I find price comparison sites useful to help me compare providers

The following are statements that businesses have made about switching landline service providers.

For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Agree strongly	(5) 176	78	39	60	164	120	176	9	6	34	45	28	55
	16%h	15%	15%	20%	16%	16%	16%	6%	3%	14%h	28%	15%h	41%zghm
Agree slightly	(4) 327	163	80	85	320	238	327	59	50	65	41	68	44
	30%	31%	32%	28%	31%	31%	30%	38%	25%	27%	26%	36%	33%
Neither agree nor disagree	(3) 305	132	63	109	302	224	305	55	59	84	36	53	17
	28%h	25%	25%	36%	29%	29%	28%	36%l	29%	35%L	23%	28%	13%
Disagree slightly	(2) 125	66	27	32	121	82	125	19	43	26	8	23	5
	12%	13%	11%	10%	12%	11%	12%	13%	21%l	11%	5%	12%	4%
Disagree strongly	(1) 51	38	8	6	46	35	51	4	24	9	-	9	4
	5%	7%	3%	2%	4%	5%	5%	3%	12%	4%	-	5%	3%
Don't know	96	47	35	13	91	60	96	7	21	22	28	9	9
	9%	9%	14%h	4%	9%	8%	9%	4%	10%	9%	18%	5%	6%
NET Agree	504	241	118	145	484	358	504	67	57	99	86	96	99
	47%h	46%	47%	47%	46%	47%	47%	44%	28%	41%	54%	50%h	74%zghm
NET Disagree	176	103	35	37	167	117	176	24	67	36	8	32	9
	16%	20%	14%	12%	16%	15%	16%	15%	33%zll	15%	5%	17%	7%
Mean	3.46	3.37	3.53	3.55	3.46	3.47	3.46	3.33	2.85	3.40	3.94	3.46	4.122IK
SD	1.08	1.15	1.04	1.00	1.07	1.06	1.08	0.89	1.07	1.03	0.94	1.06	1.01

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 184

QC12: SUMMARY TABLE - AGREE STRONGLY

The following are statements that businesses have made about switching landline service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
There is a good choice of providers available to my business	248 23%	116 28%	132 20%	209 23%	38 24%	34 17%	68 25%	115 26%	217 23%	10 25%	8 10%	12 36%	208 23%	39 23%
There is a good choice of products and/or services available to my business	208 19%	93 23%	115 17%	181 20%	27 17%	43 21%	42 15%	87 19%	172 19%	10 26%	14 17%	12 35%	172 19%	36 21%
It is difficult to make comparisons between providers on price	102 9%	39 10%	63 9%	88 10%	14 9%	23 11%	27 10%	29 7%	80 9%	9 22%	8 10%	6 17%	86 9%	16 9%
It is difficult to make comparisons between providers on quality of service	185 17%	70 17%	115 17%	163 18%	22 14%	30 15%	49 18%	81 18%	160 17%	10 26%	9 11%	6 17%	164 18%	21 12%
The prices of services are clear and transparent	195 18%	97 24%b	97 14%	160 17%	35 22%	37 18%	49 18%	76 17%	162 18%	11 28%	10 12%	11 33%	160 18%	35 20%
I am able to negotiate effectively with my provider on tariffs and services	156 14%	75 18%	81 12%	127 14%	29 18%	31 15%	38 14%	61 13%	131 14%	7 19%	10 12%	8 23%	136 15%	20 11%
There is not much difference between the providers on the market	164 15%	49 12%	114 17%	139 15%	25 16%	30 15%	35 13%	81 18%	146 16%	7 18%	7 9%	3 10%	142 16%	21 13%
I am aware I am able to transfer my existing number/s to a new provider	522 48%	213 52%	310 46%	458 50%	64 40%	96 47%	140 52%	214 47%	450 49%	24 61%	30 37%	19 56%	431 47%	91 53%
It is difficult to make comparisons between providers because my service needs are complex	65 6%	27 7%	39 6%	51 6%	14 9%	8 4%	23 8%	21 5%	51 6%	6 16%	3 4%	5 14%	56 6%	9 6%
I find price comparison sites useful to help me compare providers	176 16%	77 19%	100 15%	146 16%	30 19%	45 22%	40 15%	72 16%	157 17%	7 18%	9 11%	3 10%	152 17%	24 14%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 184

QC12: SUMMARY TABLE - AGREE STRONGLY

The following are statements that businesses have made about switching landline service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
There is a good choice of providers available to my business	248 23% h	115 22%	54 21%	79 26%	236 23%	174 23%	248 23%	15 10%	16 8%	29 12%	53 33%	47 25% h	87 65% zGHM
There is a good choice of products and/or services available to my business	208 19% h	103 20%	50 20%	55 18%	197 19%	127 17%	208 19%	10 7%	24 12%	15 6%	47 29%	49 26% g	64 48% zGHM
It is difficult to make comparisons between providers on price	102 9%	50 10%	26 10%	27 9%	101 10%	74 10%	102 9%	17 11%	28 14%	27 11%	1 *	26 13%	4 3%
It is difficult to make comparisons between providers on quality of service	185 17%	95 18%	32 13%	58 19%	173 17%	139 18%	185 17%	29 19%	62 31% h	34 14%	4 3%	35 18%	21 16%
The prices of services are clear and transparent	195 18% h	91 17%	39 15%	65 21%	182 17%	126 17%	195 18%	1 1%	20 10%	19 8%	47 29%	42 22% g	67 50% zGHM
I am able to negotiate effectively with my provider on tariffs and services	156 14% g	70 13%	33 13%	53 17%	145 14%	109 14%	156 14%	5 3%	23 11%	21 9%	31 19%	46 24% g	30 23% g
There is not much difference between the providers on the market	164 15%	74 14%	30 12%	59 19%	153 15%	115 15%	164 15%	19 13%	29 14%	34 14%	21 13%	42 22%	19 14%
I am aware I am able to transfer my existing number/s to a new provider	522 48% h	252 48%	118 47%	152 50%	501 48%	399 53%	522 48%	61 40%	99 49% h	75 31%	98 62%	79 42%	109 82% zGHM
It is difficult to make comparisons between providers because my service needs are complex	65 6%	44 8%	10 4%	11 4%	65 6%	48 6%	65 6%	4 3%	6 3%	26 11%	12 7%	15 8%	3 2%
I find price comparison sites useful to help me compare providers	176 16% h	78 15%	39 15%	60 20%	164 16%	120 16%	176 16%	9 6%	6 3%	34 14% h	45 28%	28 15% h	55 41% zGHM

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 185

QC12: SUMMARY TABLE - NET AGREE

The following are statements that businesses have made about switching landline service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
There is a good choice of providers available to my business	695 64%	245 60%	450 67%	585 63%	110 69%	121 60%	168 62%	312 69%	601 65%	24 63%	45 56%	25 72%	599 66%	96 56%
There is a good choice of products and/or services available to my business	649 60%	252 62%	397 59%	551 60%	98 62%	120 59%	148 55%	290 64%	559 60%	24 63%	44 54%	23 67%	564 62% m	85 50%
It is difficult to make comparisons between providers on price	414 38%	152 37%	262 39%	343 37%	70 44%	81 40%	98 36%	181 40%	360 39%	15 38%	25 31%	14 41%	345 38%	68 40%
It is difficult to make comparisons between providers on quality of service	570 53%	194 48%	376 56%	496 54%	75 47%	99 48%	146 54%	253 56%	497 54%	24 60%	33 42%	17 49%	489 54%	82 48%
The prices of services are clear and transparent	584 54%	250 61%	334 50%	506 55%	78 49%	123 60%	136 50%	235 52%	494 53%	27 71%	45 56%	18 53%	498 55%	86 50%
I am able to negotiate effectively with my provider on tariffs and services	495 46%	202 49%	293 44%	414 45%	81 51%	105 51%	127 47%	191 42%	423 46%	22 56%	35 44%	15 43%	433 48%	62 36%
There is not much difference between the providers on the market	529 49% m	144 35%	385 57% A	480 52%	49 31%	104 51%	113 42%	243 54%	459 50%	23 60%	29 36%	18 54%	456 50%	73 43%
I am aware I am able to transfer my existing number/s to a new provider	826 76%	304 75%	522 78%	709 77%	117 73%	162 80%	202 74%	343 76%	707 76%	33 86%	55 69%	31 90%	686 75%	141 82%
It is difficult to make comparisons between providers because my service needs are complex	189 17%	76 19%	113 17%	157 17%	32 20%	33 16%	54 20%	71 16%	159 17%	12 30%	8 10%	10 29%	161 18%	27 16%
I find price comparison sites useful to help me compare providers	504 47%	190 47%	314 47%	430 47%	74 47%	103 51%	114 42%	224 50%	442 48%	22 56%	28 34%	13 39%	424 47%	80 47%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 185

QC12: SUMMARY TABLE - NET AGREE

The following are statements that businesses have made about switching landline service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
There is a good choice of providers available to my business	695	340	153	202	669	478	695	87	125	89	130	134	129
	64%	65%	61%	66%	64%	63%	64%	57% <i>h</i>	61% <i>h</i>	37%	82%	71% <i>h</i>	96% <i>zGHM</i>
There is a good choice of products and/or services available to my business	649	338	151	160	622	439	649	63	110	93	139	125	120
	60% <i>h</i>	65%	60%	53%	60%	58%	60%	41%	54%	38%	88%	66% <i>g</i>	90% <i>zGHM</i>
It is difficult to make comparisons between providers on price	414	200	95	118	405	273	414	106	96	89	10	82	30
	38% <i>h</i>	38%	38%	39%	39%	36%	38%	69% <i>zHKL</i>	47% <i>h</i>	37%	6%	43% <i>h</i>	22%
It is difficult to make comparisons between providers on quality of service	570	306	101	163	548	402	570	126	159	107	39	91	49
	53% <i>h</i>	58% <i>h</i>	40%	53%	53%	53%	53%	82% <i>zHKL</i>	78% <i>zHKL</i>	44%	24%	48%	36%
The prices of services are clear and transparent	584	268	123	193	558	403	584	36	91	106	126	105	120
	54% <i>h</i>	51%	49%	63%	53%	53%	54%	24%	45% <i>g</i>	44% <i>g</i>	79%	55% <i>g</i>	89% <i>zGHM</i>
I am able to negotiate effectively with my provider on tariffs and services	495	238	111	146	476	340	495	37	109	64	80	124	81
	46% <i>g</i>	46%	44%	48%	46%	45%	46%	24%	54% <i>GI</i>	26%	50%	65% <i>zGI</i>	61% <i>GI</i>
There is not much difference between the providers on the market	529	250	127	152	508	390	529	102	98	97	72	101	59
	49%	48%	50%	50%	49%	51%	49%	67% <i>g</i> <i>h</i>	48%	40%	45%	53%	44%
I am aware I am able to transfer my existing number/s to a new provider	826	393	190	243	794	586	826	103	159	152	144	140	129
	76% <i>h</i>	75%	76%	80%	76%	77%	76%	67%	78%	63%	91%	74%	96% <i>zGHM</i>
It is difficult to make comparisons between providers because my service needs are complex	189	95	49	44	186	120	189	46	13	76	13	33	7
	17% <i>h</i>	18%	19%	15%	18%	16%	17%	30% <i>h</i> <i>L</i>	6%	31% <i>zHKL</i>	8%	17%	6%
I find price comparison sites useful to help me compare providers	504	241	118	145	484	358	504	67	57	99	86	96	99
	47% <i>h</i>	46%	47%	47%	46%	47%	47%	44%	28%	41%	54%	80% <i>h</i>	74% <i>zGHM</i>

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 186

QC12: SUMMARY TABLE - DISAGREE STRONGLY

The following are statements that businesses have made about switching landline service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
There is a good choice of providers available to my business	26 2%	15 4%	12 2%	23 2%	4 2%	11 6%	6 2%	4 1%	21 2%	1 4%	4 4%	* *	17 2%	10 6%
There is a good choice of products and/or services available to my business	29 3%	14 4%	15 2%	25 3%	4 2%	7 3%	6 2%	11 2%	24 3%	3 7%	3 3%	- -	18 2%	11 6%
It is difficult to make comparisons between providers on price	106 10%	55 13%	52 8%	87 9%	19 12%	12 6%	24 9%	53 12%	89 10%	4 9%	6 7%	8 24%	87 10%	19 11%
It is difficult to make comparisons between providers on quality of service	54 5%	23 6%	31 5%	48 5%	7 4%	8 4%	11 4%	26 6%	45 5%	1 4%	1 1%	7 21%	37 4%	17 10%
The prices of services are clear and transparent	30 3%	17 4%	13 2%	21 2%	9 6%	3 2%	11 4%	7 1%	21 2%	3 9%	3 4%	3 9%	27 3%	3 2%
I am able to negotiate effectively with my provider on tariffs and services	81 7%	37 9%	44 6%	72 8%	8 5%	24 12%	10 4%	34 7%	67 7%	5 13%	5 6%	4 11%	64 7%	17 10%
There is not much difference between the providers on the market	42 4%	14 4%	28 4%	39 4%	3 2%	8 4%	5 2%	19 4%	32 3%	2 5%	5 6%	4 11%	34 4%	8 5%
I am aware I am able to transfer my existing number/s to a new provider	32 3%	10 3%	21 3%	30 3%	2 1%	9 5%	5 2%	15 3%	29 3%	* *	2 2%	1 2%	29 3%	3 2%
It is difficult to make comparisons between providers because my service needs are complex	239 22%	81 20%	159 24%	212 23%	28 17%	48 23%	50 18%	107 24%	205 22%	9 24%	14 17%	11 33%	193 21%	46 27%
I find price comparison sites useful to help me compare providers	51 5%	16 4%	35 5%	49 5%	2 1%	3 2%	17 6%	21 5%	41 4%	2 4%	7 8%	1 3%	44 5%	7 4%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 186

QC12: SUMMARY TABLE - DISAGREE STRONGLY

The following are statements that businesses have made about switching landline service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
There is a good choice of providers available to my business	26 2%	18 3%	5 2%	3 1%	25 2%	11 1%	26 2%	2 1%	1 1%	22 9%zhkl	- -	1 1%	- -
There is a good choice of products and/or services available to my business	29 3%	19 4%	4 2%	6 2%	29 3%	20 3%	29 3%	2 2%	4 2%	20 8%zk	- -	* *	2 2%
It is difficult to make comparisons between providers on price	106 10%	37 7%	19 8%	49 16%a	96 9%	79 10%	106 10%	3 2%	5 3%	10 4%	28 18%	17 9%	43 32%ZGHK
It is difficult to make comparisons between providers on quality of service	54 5%	15 3%	9 4%	30 10%a	54 5%	44 6%	54 5%	1 *	1 *	5 2%	26 16%	2 1%	20 15%Zghkl
The prices of services are clear and transparent	30 3%	9 2%	11 4%	11 4%	30 3%	22 3%	30 3%	4 3%	9 5%	15 6%	* *	2 1%	- -
I am able to negotiate effectively with my provider on tariffs and services	81 7%	39 8%	17 7%	24 8%	78 7%	48 6%	81 7%	9 6%	12 6%	31 13%k	15 9%	2 1%	11 9%
There is not much difference between the providers on the market	42 4%	16 3%	9 4%	17 6%	41 4%	33 4%	42 4%	2 2%	22 11%l	5 2%	3 2%	4 2%	7 6%
I am aware I am able to transfer my existing number/s to a new provider	32 3%	20 4%	1 1%	10 3%	31 3%	16 2%	32 3%	4 2%	8 4%	15 6%	4 3%	1 1%	- -
It is difficult to make comparisons between providers because my service needs are complex	239 22%h	105 20%	45 18%	89 29%	236 23%	186 25%	239 22%	18 12%	71 35%gk	22 9%	48 30%	20 11%	60 45%ZGKL
I find price comparison sites useful to help me compare providers	51 5%	38 7%	8 3%	6 2%	46 4%	35 5%	51 5%	4 3%	24 12%	9 4%	- -	9 5%	4 3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 187

QC12: SUMMARY TABLE - NET DISAGREE

The following are statements that businesses have made about switching landline service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
There is a good choice of providers available to my business	72 7%	36 9%	36 5%	62 7%	10 6%	23 11%	10 4%	22 5%	55 6%	7 17%	8 10%	3 8%	51 6%	21 12% l
There is a good choice of products and/or services available to my business	80 7%	40 10%	40 6%	73 8%	7 4%	19 9%	22 8%	25 6%	65 7%	3 8%	9 11%	3 8%	59 6%	21 12%
It is difficult to make comparisons between providers on price	315 29%	136 33%	179 27%	272 29%	43 27%	52 25%	74 27%	136 30%	261 28%	11 29%	27 34%	15 44%	269 30%	46 27%
It is difficult to make comparisons between providers on quality of service	179 17%	85 21%	94 14%	146 16%	32 20%	38 19%	26 10%	87 19%	151 16%	5 14%	13 16%	9 27%	143 16%	35 21%
The prices of services are clear and transparent	171 16%	75 18%	96 14%	146 16%	24 15%	28 14%	45 17%	72 16%	145 16%	6 16%	11 13%	9 26%	144 16%	27 15%
I am able to negotiate effectively with my provider on tariffs and services	197 18%	74 18%	123 18%	176 19%	21 13%	45 22%	38 14%	89 20%	172 19%	7 19%	9 12%	8 24%	162 18%	35 20%
There is not much difference between the providers on the market	164 15%	83 20%	81 12%	135 15%	29 18%	33 16%	29 11%	64 14%	126 14%	7 17%	21 26% zh	10 30%	129 14%	35 20%
I am aware I am able to transfer my existing number/s to a new provider	74 7%	35 8%	40 6%	61 7%	13 8%	12 6%	16 6%	39 9%	67 7%	* 1%	6 7%	1 3%	68 7%	6 4%
It is difficult to make comparisons between providers because my service needs are complex	543 50%	224 55%	319 47%	460 50%	83 52%	92 45%	124 46%	255 56%	471 51%	15 38%	39 48%	19 56%	457 50%	86 50%
I find price comparison sites useful to help me compare providers	176 16%	79 19%	97 14%	155 17%	20 13%	37 18%	53 20%	59 13%	149 16%	4 11%	17 22%	5 16%	157 17%	19 11%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 187

QC12: SUMMARY TABLE - NET DISAGREE

The following are statements that businesses have made about switching landline service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
There is a good choice of providers available to my business	72 7%	34 7%	22 9%	16 5%	70 7%	46 6%	72 7%	11 7%	6 3%	48 20%ZHK	3 2%	5 2%	* *
There is a good choice of products and/or services available to my business	80 7%	40 8%	18 7%	22 7%	79 8%	63 8%	80 7%	10 7%	18 9%	42 17%ZKL	2 1%	5 2%	2 2%
It is difficult to make comparisons between providers on price	315 29%GH	144 27%	82 33%	89 29%	296 28%	234 31%	315 29%	10 7%	31 15%	49 20%g	99 62%	55 29%G	71 53%ZGHK
It is difficult to make comparisons between providers on quality of service	179 17%GH	84 16%	51 20%	43 14%	176 17%	128 17%	179 17%	1 1%	3 1%	35 14%GH	66 42%	29 15%gh	44 33%ZGHK
The prices of services are clear and transparent	171 16%	95 18%	48 19%	27 9%	167 16%	128 17%	171 16%	52 34%ZHL	32 16%l	45 19%L	5 3%	36 19%L	* *
I am able to negotiate effectively with my provider on tariffs and services	197 18%	98 19%	53 21%	45 15%	193 18%	135 18%	197 18%	52 34%zhK	25 12%	72 30%zhkl	28 18%	5 3%	14 11%
There is not much difference between the providers on the market	164 15%	83 16%	37 15%	44 14%	160 15%	114 15%	164 15%	8 5%	37 18%	31 13%	31 20%	39 21%g	17 13%
I am aware I am able to transfer my existing number/s to a new provider	74 7%	48 9%	15 6%	11 4%	72 7%	44 6%	74 7%	16 10%l	21 10%	21 9%l	4 3%	11 6%	1 *
It is difficult to make comparisons between providers because my service needs are complex	543 50%	257 49%	115 46%	171 56%	519 50%	399 53%	543 50%	66 43%l	140 69%gkl	59 24%	97 61%	80 42%l	102 76%ZGKL
I find price comparison sites useful to help me compare providers	176 16%	103 20%	35 14%	37 12%	167 16%	117 15%	176 16%	24 15%	67 33%ZHL	36 15%	8 5%	32 17%	9 7%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 427

Absolutes/col percents

Table 188

QC12: SUMMARY TABLE

The following are statements that businesses have made about switching landline service providers.
For each one please can you say how much you agree or disagree with it, using the following scale...

Base: All with landline service

		There is a good choice of providers available to my business	There is a good choice of products and/or services available to my business	It is difficult to make comparisons between providers on price	It is difficult to make comparisons between providers on quality of service	The prices of services are clear and transparent	I am able to negotiate effectively with my provider on tariffs and services	There is not much difference between the providers on the market	I am aware I am able to transfer my existing number/s to a new provider	It is difficult to make comparisons between providers because my service needs are complex	I find price comparison sites useful to help me compare providers
Unweighted base		1306	1306	1306	1306	1306	1306	1306	1306	1306	1306
Base		1080	1080	1080	1080	1080	1080	1080	1080	1080	1080
Effective base		320	320	320	320	320	320	320	320	320	320
Agree strongly	(5)	248	208	102	185	195	156	164	522	65	176
		23%	19%	9%	17%	18%	14%	15%	48%	6%	16%
Agree slightly	(4)	447	441	311	385	389	339	366	304	123	327
		41%	41%	29%	36%	36%	31%	34%	28%	11%	30%
Neither agree nor disagree	(3)	242	267	276	244	267	281	279	119	281	305
		22%	25%	26%	23%	25%	26%	26%	11%	26%	28%
Disagree slightly	(2)	46	51	209	125	140	116	121	42	304	125
		4%	5%	19%	12%	13%	11%	11%	4%	28%	12%
Disagree strongly	(1)	26	29	106	54	30	81	42	32	239	51
		2%	3%	10%	5%	3%	7%	4%	3%	22%	5%
Don't know		72	84	76	87	59	107	108	61	68	96
		7%	8%	7%	8%	5%	10%	10%	6%	6%	9%
NET Agree		695	649	414	570	584	495	529	826	189	504
		64%	60%	38%	53%	54%	46%	49%	76%	17%	47%
NET Disagree		72	80	315	179	171	197	164	74	543	176
		7%	7%	29%	17%	16%	18%	15%	7%	50%	16%
Mean		3.84	3.75	3.09	3.53	3.57	3.38	3.50	4.22	2.48	3.46
SD		0.94	0.94	1.16	1.10	1.04	1.14	1.05	1.01	1.16	1.08

Proportions/Mean. Columns tested (1%, 5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 189

QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?

Absolutes/col percents

Base: All landline non-switchers and non-recent switchers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1084	409	675	873	211	243	240	304	787	95	113	89	851	233
Base	913	348	565	781	132**	168*	227*	383	777	33**	71*	32**	776	137
Effective base	271	85	194	237	35	69	65	87	209	32	48	21	213	76
Happy with my current provider	411	181	230	338	73	79	104	160	343	14	32	23	331	80
	45%	52%	41%	43%	55%	47%	46%	42%	44%	42%	45%	70%	43%	56% ^z
No real difference between providers /they are all the same	131	10	121	120	11	20	28	72	120	2	4	4	113	18
	14% ^a	3%	21% ^a	15%	9%	12%	12%	19%	15%	7%	6%	14%	15%	13%
Don't think we could save much money	117	6	111	114	3	21	22	58	101	4	10	3	106	11
	13% ^a	2%	20% ^a	15%	2%	13%	10%	15%	13%	12%	13%	9%	14%	8%
Already on the best deal	111	61	50	87	24	19	25	40	84	8	11	7	97	14
	12%	18% ^b	9%	11%	18%	11%	11%	10%	11%	25%	16%	23%	13%	10%
Don't have time/have other priorities	87	4	83	78	9	11	17	52	80	1	6	1	78	9
	10% ^a	1%	15% ^a	10%	7%	7%	7%	14%	10%	2%	8%	3%	10%	7%
Problems not sufficiently bad with current provider	84	-	84	81	2	17	21	36	74	*	9	1	78	6
	9% ^a	-	15% ^a	10%	2%	10%	9%	10%	9%	*	13%	3%	10%	4%
Too risky/ worried the switching process could go wrong	70	11	59	70	1	6	18	43	67	2	*	1	67	3
	8%	3%	10% ^a	9%	1%	4%	8%	11%	9% ^j	7%	*	3%	9%	2%
Would be worried I made the wrong choice	70	11	58	69	1	4	14	49	67	-	2	1	64	5
	8%	3%	10% ^a	9%	*	2%	6%	13% ^e	9%	-	2%	2%	8%	4%
Have never thought about switching providers	64	18	47	57	7	9	17	25	51	4	6	3	52	12
	7%	5%	8%	7%	6%	5%	8%	7%	7%	13%	8%	10%	7%	9%
Didn't want to change provider for other services in the same bundle	58	2	56	52	6	14	7	32	54	*	5	-	52	7
	6% ^a	1%	10% ^a	7%	5%	9%	3%	8%	7%	*	6%	-	7%	5%
Don't want to have to change my phone number/ too much hassle to change phone number	57	3	54	55	2	10	4	38	52	2	2	1	52	4
	6% ^a	1%	10% ^a	7%	1%	6%	2%	10%	7%	5%	3%	2%	7%	3%
Hassle of needing to contact more than one provider to switch	56	9	47	50	6	16	11	20	48	2	5	1	46	10
	6%	3%	8%	6%	5%	10%	5%	5%	6%	6%	7%	3%	6%	7%
Worried about arranging for services to start/ stop at the same time	54	11	43	54	*	8	7	35	50	-	5	-	53	1
	6%	3%	8%	7%	*	5%	3%	9%	6%	-	6%	-	7%	1%
Able to negotiate effectively with my current provider	46	1	45	46	*	8	8	23	38	2	5	1	41	5
	5% ^a	*	8% ^a	6%	*	5%	4%	6%	5%	5%	7%	2%	5%	3%
Too difficult to compare the different tariffs / deals offered by each provider	39	1	38	32	8	13	11	15	39	*	1	-	37	2
	4%	*	7% ^a	4%	6%	8%	5%	4%	5%	*	1%	-	5%	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 429

Absolutes/col percents

Table 189

QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?

Base: All landline non-switchers and non-recent switchers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	913	348	565	781	132**	168*	227*	383	777	33**	71*	32**	776	137
Don't want to be tied into a new fixed term contract	39	-	39	38	1	11	11	13	35	2	2	-	32	7
	4%a	-	7%a	5%	1%	7%	5%	3%	4%	6%	3%	-	4%	5%
Worried that other devices I own wouldn't work with a new service	35	-	35	35	1	8	8	17	33	*	2	*	35	*
	4%	-	6%a	4%	*	5%	3%	5%	4%	*	3%	*	4%	*
We are tied into our existing contract and would incur a penalty charge	33	3	31	32	1	9	13	10	32	1	*	*	31	3
	4%	1%	5%	4%	1%	5%	6%	3%	4%	4%	*	*	4%	2%
There is not enough choice of providers available in our area	30	16	13	28	2	12	5	6	23	3	2	1	19	11
	3%	5%	2%	4%	1%	7%g	2%	1%	3%	11%	3%	3%	2%	8%l
Worried that might have to pay two providers at the same time	26	11	15	26	*	5	7	15	26	*	*	-	25	1
	3%	3%	3%	3%	*	3%	3%	4%	3%	*	*	-	3%	1%
Bad experience switching comms services previously	19	3	16	18	*	6	7	1	13	*	4	1	17	2
	2%	1%	3%	2%	*	3%	3%	*	2%	1%	5%	2%	2%	1%
Do not know how to switch providers	7	2	6	7	*	1	3	4	7	-	-	-	7	*
	1%	*	1%	1%	*	*	1%	1%	1%	-	-	-	1%	*
Other (please type in)	130	96	34	96	35	25	40	50	115	6	7	3	114	16
	14%b	28%zb	6%	12%	26%	15%	17%	13%	15%	17%	10%	10%	15%	12%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE.
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 430

Absolutes/col percents

Table 189

QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?

Base: All landline non-switchers and non-recent switchers

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1084	528	367	189	1039	712	1084	116	114	346	138	205	165
Base	913	463	212	238*	895	636	913	138**	185*	190	135**	150*	115*
Effective base	271	131	95	59	262	177	271	38	42	96	34	43	42
Happy with my current provider	411	180	106	125	401	303	411	46	88	70	62	85	61
	45%	39%	50%	52%	45%	48%	45%	33%	47%	37%	46%	56%kl	53%
No real difference between providers / they are all the same	131	43	21	68	131	88	131	42	36	18	18	9	9
	14%	9%	10%	29%zab	15%	14%	14%	30%	19%	10%	13%	6%	8%
Don't think we could save much money	117	48	33	36	117	94	117	37	25	8	17	15	15
	13%	10%	16%	15%	13%	15%	13%	27%	13%	4%	13%	10%	13%
Already on the best deal	111	71	27	13	110	73	111	5	13	9	36	28	21
	12%	15%	13%	5%	12%	11%	12%	3%	7%	5%	27%	18%kl	18%kl
Don't have time/have other priorities	87	49	16	22	84	71	87	19	32	17	10	5	3
	10%	11%	8%	9%	9%	11%	10%	13%	17%kl	9%	8%	4%	3%
Problems not sufficiently bad with current provider	84	39	21	23	84	66	84	28	19	18	9	8	3
	9%	8%	10%	10%	9%	10%	9%	20%	10%	9%	6%	5%	3%
Too risky/ worried the switching process could go wrong	70	38	8	25	70	60	70	31	20	12	4	3	1
	8%	8%	4%	10%	8%	9%	8%	22%	11%	6%	3%	2%	1%
Would be worried I made the wrong choice	70	39	15	16	70	54	70	46	5	4	5	3	6
	8%	8%	7%	7%	8%	8%	8%	33%	3%	2%	4%	2%	5%
Have never thought about switching providers	64	39	14	11	64	40	64	13	8	8	9	15	11
	7%	9%	7%	5%	7%	6%	7%	10%	4%	4%	7%	10%	10%
Didn't want to change provider for other services in the same bundle	58	38	4	16	58	46	58	4	14	12	16	8	4
	6%	8%	2%	7%	7%	7%	6%	3%	8%	6%	12%	5%	3%
Don't want to have to change my phone number/ too much hassle to change phone number	57	20	15	22	55	46	57	17	22	13	*	1	4
	6%	4%	7%	9%	6%	7%	6%	12%	12%kl	7%	*	*	4%
Hassle of needing to contact more than one provider to switch	56	35	10	10	54	31	56	13	12	12	7	6	5
	6%	8%	5%	4%	6%	5%	6%	10%	6%	7%	5%	4%	5%
Worried about arranging for services to start/ stop at the same time	54	35	8	12	54	48	54	24	13	7	1	2	8
	6%	7%	4%	5%	6%	8%	6%	17%	7%	4%	1%	1%	7%
Able to negotiate effectively with my current provider	46	10	14	22	46	38	46	3	20	7	3	4	9
	5%	2%	6%	9%a	5%	6%	5%	2%	11%	4%	2%	3%	8%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 431

Absolutes/col percents

Table 189

QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?

Base: All landline non-switchers and non-recent switchers

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	913	463	212	238*	895	636	913	138**	185*	190	135**	150*	115*
Too difficult to compare the different tariffs / deals offered by each provider	39 4%	27 6%	5 2%	7 3%	39 4%	30 5%	39 4%	8 6%	20 11%	8 4%	- -	4 2%	- -
Don't want to be tied into a new fixed term contract	39 4%	17 4%	2 1%	20 9% b	38 4%	29 5%	39 4%	10 7%	10 5%	12 6%	1 1%	3 2%	3 3%
Worried that other devices I own wouldn't work with a new service	35 4%	10 2%	8 4%	17 7%	35 4%	20 3%	35 4%	7 5%	14 7%	12 6%	2 1%	* *	* *
We are tied into our existing contract and would incur a penalty charge	33 4%	12 3%	9 4%	13 5%	33 4%	24 4%	33 4%	2 2%	15 8%	9 5%	5 4%	* *	1 1%
There is not enough choice of providers available in our area	30 3%	21 4%	5 2%	4 2%	30 3%	13 2%	30 3%	* *	2 1%	21 11% 2hk	3 3%	1 1%	2 2%
Worried that might have to pay two providers at the same time	26 3%	17 4%	4 2%	6 2%	26 3%	22 3%	26 3%	11 8%	6 3%	6 3%	* *	2 1%	- -
Bad experience switching comms services previously	19 2%	15 3%	* *	4 2%	19 2%	15 2%	19 2%	4 3%	6 3%	3 1%	2 2%	3 2%	- -
Do not know how to switch providers	7 1%	4 1%	1 *	3 1%	7 1%	6 1%	7 1%	4 3%	1 *	3 2%	- -	* *	- -
Other (please type in)	130 14%	80 17%	32 15%	18 8%	126 14%	77 12%	130 14%	11 8%	45 24%	32 17%	17 12%	15 10%	11 10%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 190

QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?

Absolutes/col percents

Base: All landline non-switchers only

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	704	323	381	548	156	166	138	189	493	67	83	61	556	148
Base	572	270*	302	471	101**	126*	145**	214*	485	18**	46**	22**	487	85*
Effective base	175	66	118	148	27	50	34	55	134	20	33	14	138	48
Happy with my current provider	251	130	121	193	58	55	72	84	211	6	20	15	205	45
44%		48%	40%	41%	57%	44%	50%	39%	43%	30%	44%	66%	42%	53%
No real difference between providers /they are all the same	75	10	65	65	10	19	16	30	66	1	4	4	62	13
13%a		4%	21%a	14%	10%	15%	11%	14%	14%	4%	9%	19%	13%	16%
Already on the best deal	73	47	27	50	23	10	17	34	61	3	5	4	67	6
13%		17%	9%	11%	23%	8%	12%	16%	13%	15%	11%	18%	14%	7%
Don't think we could save much money	56	6	50	53	3	15	9	24	47	2	5	3	47	9
10%a		2%	17%a	11%	3%	12%	6%	11%	10%	9%	11%	12%	10%	10%
Problems not sufficiently bad with current provider	52	-	52	50	2	12	13	19	44	*	7	1	51	1
9%a		-	17%a	11%	2%	9%	9%	9%	9%	*	15%	5%	11%	1%
Have never thought about switching providers	41	14	27	35	6	5	11	16	32	2	3	3	31	10
7%		5%	9%	7%	6%	4%	8%	7%	7%	14%	6%	14%	6%	11%
Don't have time/have other priorities	40	3	37	39	1	7	11	20	37	*	2	1	33	7
7%		1%	12%a	8%	1%	6%	7%	9%	8%	1%	3%	4%	7%	8%
Hassle of needing to contact more than one provider to switch	39	8	31	33	6	12	5	15	32	2	5	*	33	7
7%		3%	10%	7%	6%	10%	3%	7%	7%	10%	11%	1%	7%	8%
Would be worried I made the wrong choice	37	1	36	37	1	4	10	22	36	-	2	-	34	4
7%a		1%	12%a	8%	1%	3%	7%	10%	7%	-	4%	-	7%	4%
Don't want to have to change my phone number/ too much hassle to change phone number	30	2	28	29	1	10	4	13	27	2	2	-	30	1
5%		1%	9%a	6%	1%	8%	3%	6%	5%	9%	5%	-	6%	1%
Too risky/ worried the switching process could go wrong	30	1	29	29	1	4	11	12	27	2	*	1	27	3
5%		*	10%a	6%	1%	3%	8%	6%	6%	10%	*	4%	5%	4%
Didn't want to change provider for other services in the same bundle	29	1	28	23	6	8	3	15	26	*	3	-	27	2
5%		1%	9%a	5%	6%	6%	2%	7%	5%	*	6%	-	6%	2%
Worried about arranging for services to start/ stop at the same time	25	1	24	25	*	7	3	12	22	-	3	-	24	1
4%		*	8%a	5%	*	6%	2%	6%	5%	-	6%	-	5%	1%
There is not enough choice of providers available in our area	22	15	6	21	1	11	3	5	18	1	2	-	15	6
4%		6%	2%	4%	1%	8%	2%	2%	4%	7%	4%	-	3%	8%
Too difficult to compare the different tariffs / deals offered by each provider	18	1	17	18	-	7	6	5	18	-	1	-	18	*
3%		*	6%	4%	-	6%	4%	2%	4%	-	1%	-	4%	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 190

QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?**Base: All landline non-switchers only**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	572	270*	302	471	101**	126*	145**	214*	485	18**	46**	22**	487	85*
Worried that other devices I own wouldn't work with a new service	18	-	18	18	1	7	3	5	16	*	2	*	18	*
	3%	-	6% a	4%	1%	6%	2%	3%	3%	*	4%	1%	4%	*
Don't want to be tied into a new fixed term contract	18	-	18	17	1	10	4	*	14	2	2	-	14	4
	3%	-	6% a	4%	1%	8% g	2%	*	3%	11%	4%	-	3%	5%
Able to negotiate effectively with my current provider	15	1	14	15	*	5	3	5	12	-	2	1	13	1
	3%	*	5%	3%	*	4%	2%	2%	2%	-	4%	3%	3%	1%
We are tied into our existing contract and would incur a penalty charge	12	2	10	12	1	8	4	*	12	*	*	-	11	1
	2%	1%	3%	2%	1%	6% g	2%	*	2%	2%	*	-	2%	1%
Worried that might have to pay two providers at the same time	10	1	9	10	*	3	5	2	10	*	*	-	10	-
	2%	*	3%	2%	*	3%	3%	1%	2%	*	*	-	2%	-
Do not know how to switch providers	7	1	6	7	*	1	3	4	7	-	-	-	7	-
	1%	*	2%	1%	*	1%	2%	2%	1%	-	-	-	1%	-
Bad experience switching comms services previously	3	*	3	3	*	*	3	1	3	-	*	*	3	*
	1%	*	1%	1%	*	*	2%	*	1%	-	*	*	1%	*
Other (please type in)	102	86	17	82	21	24	31	35	90	5	5	3	90	13
	18% b	32% a b	6%	17%	21%	19%	21%	16%	19%	25%	10%	14%	18%	15%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 190

QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?**Base: All landline non-switchers only**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	704	344	257	103	665	438	704	67	66	212	98	150	111
Base	572	290	158*	124**	555	372	572	72**	87**	126*	89**	121**	76**
Effective base	175	81	65	34	166	108	175	21	21	64	24	31	27
Happy with my current provider	251 44%	104 36%	78 50%	68 55%	242 44%	171 46%	251 44%	22 31%	39 44%	49 39%	31 35%	72 60%	38 50%
No real difference between providers / they are all the same	75 13%	26 9%	15 10%	34 28%	75 14%	42 11%	75 13%	26 36%	14 16%	13 10%	5 6%	8 6%	9 12%
Already on the best deal	73 13%	47 16%	20 13%	6 5%	72 13%	44 12%	73 13%	2 3%	3 4%	3 3%	30 33%	19 16%	16 20%
Don't think we could save much money	56 10%	20 7%	23 15%	13 11%	56 10%	40 11%	56 10%	17 24%	12 13%	3 3%	6 7%	5 4%	13 17%
Problems not sufficiently bad with current provider	52 9%	16 6%	20 13%	16 13%	52 9%	40 11%	52 9%	15 21%	9 11%	10 8%	8 9%	7 6%	2 3%
Have never thought about switching providers	41 7%	30 10%	7 4%	4 3%	40 7%	24 6%	41 7%	5 7%	5 6%	3 3%	9 10%	14 11%	5 6%
Don't have time/have other priorities	40 7%	16 6%	15 9%	9 7%	37 7%	31 8%	40 7%	11 16%	14 16%	7 6%	* *	4 4%	3 4%
Hassle of needing to contact more than one provider to switch	39 7%	26 9%	7 5%	5 4%	38 7%	21 6%	39 7%	7 10%	9 10%	7 6%	6 6%	5 4%	5 7%
Would be worried I made the wrong choice	37 7%	17 6%	14 9%	7 5%	37 7%	27 7%	37 7%	21 29%	2 2%	3 2%	3 4%	2 2%	6 8%
Don't want to have to change my phone number/ too much hassle to change phone number	30 5%	11 4%	14 9%	5 4%	29 5%	24 7%	30 5%	16 22%	7 8%	7 6%	* *	* *	- -
Too risky/ worried the switching process could go wrong	30 5%	13 4%	7 5%	10 8%	30 5%	28 7%	30 5%	5 7%	13 14%	5 4%	3 4%	3 2%	1 2%
Didn't want to change provider for other services in the same bundle	29 5%	16 6%	2 2%	11 8%	29 5%	20 5%	29 5%	4 6%	6 7%	3 3%	9 10%	4 3%	3 4%
Worried about arranging for services to start/ stop at the same time	25 4%	16 6%	4 3%	5 4%	25 4%	24 7%	25 4%	5 7%	6 7%	4 3%	* *	2 2%	8 10%
There is not enough choice of providers available in our area	22 4%	15 5%	4 3%	2 2%	22 4%	8 2%	22 4%	- -	- -	17 13%Z	2 3%	1 1%	2 2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 190

QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?**Base: All landline non-switchers only**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	572	290	158*	124**	555	372	572	72**	87**	126*	89**	121**	76**
Too difficult to compare the different tariffs / deals offered by each provider	18 3%	7 2%	5 3%	6 5%	18 3%	15 4%	18 3%	2 2%	9 11%	3 3%	- -	4 3%	- -
Worried that other devices I own wouldn't work with a new service	18 3%	3 1%	7 5%	7 6%	18 3%	12 3%	18 3%	5 7%	4 5%	7 5%	2 2%	* *	* *
Don't want to be tied into a new fixed term contract	18 3%	10 3%	1 1%	7 5%	17 3%	11 3%	18 3%	1 1%	4 5%	5 4%	1 1%	3 3%	3 4%
Able to negotiate effectively with my current provider	15 3%	5 2%	9 6%	1 *	15 3%	12 3%	15 3%	2 3%	3 4%	3 2%	- -	2 2%	5 6%
We are tied into our existing contract and would incur a penalty charge	12 2%	5 2%	4 3%	3 2%	12 2%	8 2%	12 2%	- -	3 4%	4 3%	4 4%	* *	1 1%
Worried that might have to pay two providers at the same time	10 2%	3 1%	4 3%	3 2%	10 2%	10 3%	10 2%	1 2%	3 4%	3 2%	* *	2 2%	- -
Do not know how to switch providers	7 1%	4 1%	1 *	3 2%	7 1%	6 2%	7 1%	4 5%	1 1%	3 2%	- -	- -	- -
Bad experience switching comms services previously	3 1%	3 1%	* *	1 1%	3 1%	3 1%	3 1%	* *	3 3%	1 1%	- -	* *	- -
Other (please type in)	102 18%	61 21%	28 18%	13 10%	99 18%	58 15%	102 18%	8 11%	33 37%	23 18%	17 19%	13 10%	9 12%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 191

QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?**Base: All landline non-recent switchers only**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	380	86	294	325	55	77	102	115	294	28	30	28	295	85
Base	341	79**	263	310	31**	42**	82**	169**	292	14**	25**	10**	289	52**
Effective base	97	18	80	89	8	19	38	33	75	12	15	8	76	28
Happy with my current provider	160	51	109	145	15	24	32	76	132	8	12	8	126	34
	47%	64%	42%	47%	48%	57%	40%	45%	45%	56%	46%	78%	44%	65%
Don't think we could save much money	61	*	61	61	*	7	13	34	54	2	5	*	58	3
	18%	*	23%	20%	1%	16%	16%	20%	19%	15%	19%	1%	20%	5%
No real difference between providers / they are all the same	56	-	56	55	1	1	12	42	54	2	*	*	51	5
	16%	-	21%	18%	4%	2%	15%	25%	19%	12%	*	1%	18%	10%
Don't have time/have other priorities	47	1	46	39	8	4	6	32	42	*	4	*	44	3
	14%	1%	18%	13%	26%	10%	7%	19%	14%	3%	16%	*	15%	5%
Too risky/ worried the switching process could go wrong	41	11	30	41	*	3	7	31	40	*	-	-	40	*
	12%	14%	11%	13%	*	6%	8%	18%	14%	3%	-	-	14%	*
Already on the best deal	38	14	24	37	1	9	8	6	23	5	6	3	30	8
	11%	18%	9%	12%	3%	21%	10%	4%	8%	38%	24%	32%	10%	15%
Would be worried I made the wrong choice	32	10	23	32	*	*	4	28	32	-	-	1	31	2
	9%	13%	9%	10%	*	*	5%	16%	11%	-	-	8%	11%	3%
Problems not sufficiently bad with current provider	32	-	32	31	*	5	8	17	30	-	2	-	27	5
	9%	-	12%	10%	1%	11%	10%	10%	10%	-	8%	-	9%	9%
Able to negotiate effectively with my current provider	31	-	31	31	*	3	6	18	27	2	3	-	28	4
	9%	-	12%	10%	*	7%	7%	10%	9%	12%	12%	-	10%	7%
Worried about arranging for services to start/ stop at the same time	30	10	20	30	*	1	4	23	28	-	2	-	30	*
	9%	13%	8%	10%	*	1%	5%	13%	9%	-	8%	-	10%	*
Didn't want to change provider for other services in the same bundle	29	1	28	29	*	6	4	17	27	*	2	-	25	5
	9%	1%	11%	9%	*	15%	5%	10%	9%	*	8%	-	8%	9%
Don't want to have to change my phone number/ too much hassle to change phone number	26	1	26	26	1	1	*	25	26	-	*	1	23	4
	8%	1%	10%	8%	2%	1%	1%	15%	9%	-	*	7%	8%	7%
Have never thought about switching providers	23	3	20	22	1	4	6	10	19	2	3	*	21	3
	7%	4%	8%	7%	4%	9%	7%	6%	7%	12%	11%	*	7%	5%
Too difficult to compare the different tariffs / deals offered by each provider	21	*	21	14	8	6	5	10	21	*	-	-	20	1
	6%	*	8%	4%	24%	14%	6%	6%	7%	*	-	-	7%	3%
Don't want to be tied into a new fixed term contract	21	-	21	21	-	1	7	13	21	-	-	-	18	3
	6%	-	8%	7%	-	3%	8%	8%	7%	-	-	-	6%	6%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 191

QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?**Base: All landline non-recent switchers only**

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
341	79**	263	310	31**	42**	82**	169**	292	14**	25**	10**	289	52**
21	1	20	20	1	1	10	10	20	1	*	*	20	1
6%	1%	8%	7%	2%	2%	12%	6%	7%	7%	*	1%	7%	3%
17	-	17	17	-	1	5	12	17	-	*	-	17	-
5%	-	7%	6%	-	1%	6%	7%	6%	-	*	-	6%	-
16	1	16	16	*	4	7	5	16	-	-	1	13	3
5%	1%	6%	5%	*	9%	8%	3%	5%	-	-	8%	5%	6%
16	10	6	16	-	1	2	13	16	-	-	-	15	1
5%	13%	2%	5%	-	3%	3%	8%	6%	-	-	-	5%	2%
15	3	13	15	*	6	4	*	10	*	4	1	13	2
4%	3%	5%	5%	*	14%	5%	*	3%	3%	15%	7%	5%	4%
8	1	7	7	*	2	3	1	5	2	*	1	4	4
2%	1%	3%	2%	1%	4%	3%	*	2%	15%	*	9%	1%	8%
*	*	*	*	-	*	-	*	*	-	-	-	*	*
*	*	*	*	-	*	-	*	*	-	-	-	*	*
28	10	18	14	14	1	9	15	25	1	2	*	24	4
8%	13%	7%	5%	44%	3%	11%	9%	9%	7%	8%	1%	8%	7%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE.
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 191

QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?**Base: All landline non-recent switchers only**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	380	184	110	86	374	274	380	49	48	134	40	55	54
Base	341	174*	54**	114**	340	264*	341	66**	98**	64**	46**	28**	39**
Effective base	97	49	32	26	96	69	97	17	21	33	10	20	14
Happy with my current provider	160 47%	76 44%	27 51%	56 50%	159 47%	133 50%	160 47%	24 36%	49 50%	21 33%	31 67%	12 43%	23 58%
Don't think we could save much money	61 18%	28 16%	10 19%	23 20%	61 18%	54 20%	61 18%	20 30%	13 13%	5 8%	11 24%	10 35%	2 5%
No real difference between providers /they are all the same	56 16%	17 10%	5 10%	34 30%	56 17%	46 17%	56 16%	16 25%	22 22%	5 8%	12 26%	1 2%	* 1%
Don't have time/have other priorities	47 14%	32 19%	1 2%	13 12%	47 14%	40 15%	47 14%	7 11%	18 19%	10 15%	10 21%	1 3%	1 2%
Too risky/ worried the switching process could go wrong	41 12%	25 14%	1 2%	15 13%	41 12%	32 12%	41 12%	26 40%	7 8%	6 10%	* *	* 2%	- -
Already on the best deal	38 11%	24 14%	8 14%	7 6%	37 11%	29 11%	38 11%	2 4%	9 10%	6 9%	7 14%	8 29%	5 14%
Would be worried I made the wrong choice	32 9%	22 13%	1 2%	9 8%	32 10%	27 10%	32 9%	25 38%	4 4%	1 2%	2 4%	1 2%	- -
Problems not sufficiently bad with current provider	32 9%	23 13%	1 2%	7 7%	32 9%	25 10%	32 9%	13 19%	9 10%	7 12%	1 1%	1 2%	1 2%
Able to negotiate effectively with my current provider	31 9%	5 3%	5 9%	21 19%	31 9%	26 10%	31 9%	1 1%	17 17%	4 6%	3 6%	2 8%	5 12%
Worried about arranging for services to start/ stop at the same time	30 9%	19 11%	4 7%	7 6%	30 9%	24 9%	30 9%	19 29%	7 7%	3 5%	1 3%	- -	- -
Didn't want to change provider for other services in the same bundle	29 9%	22 13%	2 3%	5 5%	29 9%	27 10%	29 9%	- -	8 9%	9 13%	8 16%	4 14%	1 2%
Don't want to have to change my phone number/ too much hassle to change phone number	26 8%	9 5%	* 1%	17 15%	26 8%	22 8%	26 8%	1 1%	15 15%	6 9%	* *	* 2%	4 11%
Have never thought about switching providers	23 7%	9 5%	7 14%	7 6%	23 7%	17 6%	23 7%	8 12%	3 3%	4 7%	* 1%	1 3%	7 17%
Too difficult to compare the different tariffs / deals offered by each provider	21 6%	20 12%	* *	1 1%	21 6%	15 6%	21 6%	6 9%	10 11%	5 7%	- -	* *	- -

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 191

QC13: Why have you never switched your landline provider? / Why have you not switched your landline provider in the last two years?

Base: All landline non-recent switchers only

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	341	174*	54**	114**	340	264*	341	66**	98**	64**	46**	28**	39**
Don't want to be tied into a new fixed term contract	21 6%	7 4%	* 1%	13 12%	21 6%	17 7%	21 6%	9 14%	5 5%	6 10%	- -	* *	- -
We are tied into our existing contract and would incur a penalty charge	21 6%	7 4%	4 8%	10 9%	21 6%	16 6%	21 6%	2 3%	12 13%	5 7%	1 3%	* 1%	* 1%
Worried that other devices I own wouldn't work with a new service	17 5%	7 4%	1 1%	10 9%	17 5%	7 3%	17 5%	2 3%	10 10%	5 8%	- -	* 1%	- -
Hassle of needing to contact more than one provider to switch	16 5%	9 5%	3 5%	5 4%	16 5%	10 4%	16 5%	6 9%	3 3%	5 8%	1 2%	1 5%	- -
Worried that might have to pay two providers at the same time	16 5%	13 8%	- -	3 3%	16 5%	12 5%	16 5%	10 15%	3 3%	3 5%	- -	- -	- -
Bad experience switching comms services previously	15 4%	12 7%	* *	3 3%	15 4%	12 4%	15 4%	4 6%	4 4%	2 3%	2 4%	3 11%	- -
There is not enough choice of providers available in our area	8 2%	5 3%	1 1%	2 2%	8 2%	5 2%	8 2%	* *	2 2%	4 7%	1 2%	- -	* 1%
Do not know how to switch providers	* *	* *	* *	* *	* *	* *	* *	- -	- -	* *	- -	* *	- -
Other (please type in)	28 8%	19 11%	4 8%	5 5%	27 8%	19 7%	28 8%	3 4%	12 13%	9 14%	- -	2 7%	2 5%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 192

QC14 (past considerers): What were your reasons for considering switching your landline service provider?**Base: All landline past considerers**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	110	42	68	92	18	30	23	29	82	11	9	8	92	18
Base	109**	50**	59**	100**	9**	17**	29**	48**	93**	2**	9**	5**	97**	12**
Effective base	27	9	20	24	3	10	6	9	21	3	5	2	22	7
Current provider too expensive	33	12	22	33	1	6	8	18	31	-	2	*	33	1
	31%	24%	37%	33%	7%	33%	29%	37%	34%	-	23%	2%	34%	8%
Cheaper deal available from new provider	23	3	20	22	1	1	8	7	16	*	3	4	18	4
	21%	6%	33%	22%	7%	3%	29%	14%	17%	7%	35%	79%	19%	37%
Poor call quality from current provider (e.g. calls dropped, don't connect, etc.)	15	11	4	14	1	2	13	*	15	-	*	-	14	1
	14%	23%	6%	14%	13%	10%	45%	1%	16%	-	1%	-	15%	7%
Poor service reliability from current provider	10	8	2	4	6	2	6	1	8	*	1	-	8	2
	9%	16%	3%	4%	67%	12%	19%	2%	9%	10%	12%	-	8%	14%
New provider offered a package that fitted my needs better	9	1	8	9	1	*	8	*	9	*	*	-	8	1
	8%	3%	13%	9%	7%	1%	29%	1%	9%	2%	4%	-	9%	6%
Recommendation	9	*	8	9	*	-	3	5	8	*	-	1	8	*
	8%	*	14%	9%	*	-	11%	10%	9%	*	-	16%	9%	2%
Poor customer service from current provider	8	1	7	7	1	3	1	4	8	*	-	*	7	*
	7%	3%	11%	7%	8%	18%	2%	9%	8%	3%	-	1%	8%	3%
Better customer service offered by new provider	7	2	6	7	*	1	5	1	7	*	-	*	6	1
	7%	3%	9%	7%	1%	6%	18%	2%	8%	*	-	1%	7%	6%
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	7	2	5	7	*	-	5	2	7	-	-	*	7	1
	7%	4%	9%	7%	1%	-	17%	4%	7%	-	-	3%	7%	4%
Better call quality offered by new provider	7	1	6	7	-	2	3	1	7	-	-	-	5	1
	6%	2%	10%	7%	-	14%	12%	2%	7%	-	-	-	6%	10%
Better service reliability offered by new provider	4	1	3	4	1	-	4	1	4	*	-	-	4	1
	4%	3%	5%	4%	7%	-	13%	2%	5%	*	-	-	4%	7%
New provider offered a better range of services	3	*	3	3	*	*	3	*	3	*	*	-	3	*
	3%	1%	5%	3%	*	*	11%	*	4%	1%	*	-	3%	3%
Was not intending switching my landline provider but was offered a good deal as part of a bundle with another service	3	*	3	3	*	*	2	*	3	-	-	*	3	*
	3%	*	4%	3%	2%	2%	7%	1%	3%	-	-	2%	3%	3%
Advertising from another provider made me look into it	1	-	1	1	*	*	1	*	1	*	-	-	1	*
	1%	-	1%	1%	1%	1%	2%	*	1%	1%	-	-	1%	*

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 441

Absolutes/col percents

Table 192

QC14 (past considerers): What were your reasons for considering switching your landline service provider?

Base: All landline past considerers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	109**	50**	59**	100**	9**	17**	29**	48**	93**	2**	9**	5**	97**	12**
Contacted by another provider	*	-	*	*	-	*	*	-	*	*	-	-	*	-
Wanted to bundle my services	*	-	1%	*	*	2%	*	-	*	3%	-	-	*	-
Other (please type in)	*	-	*	*	*	*	*	*	*	*	-	-	*	-
	*	-	*	*	*	1%	*	*	*	3%	-	-	*	-
Don't know/can't remember	17	15	2	16	1	1	1	12	14	1	2	*	13	4
	16%	30%	4%	16%	9%	6%	3%	25%	15%	59%	23%	2%	14%	32%
	17	2	15	16	1	4	-	13	16	*	*	-	16	1
	16%	4%	26%	17%	7%	23%	-	26%	18%	18%	2%	-	17%	9%

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 192

QC14 (past considerers): What were your reasons for considering switching your landline service provider?

Base: All landline past considerers

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	110	50	42	18	105	72	110	15	9	47	11	18	10
Base	109**	47**	36**	25**	105**	85**	109**	19**	22**	28**	5**	20**	15**
Effective base	27	9	11	8	25	19	27	4	4	17	5	3	4
Current provider too expensive	33 31%	16 35%	5 13%	13 50%	33 31%	22 26%	33 31%	5 28%	5 23%	8 27%	- -	16 77%	- -
Cheaper deal available from new provider	23 21%	10 21%	4 10%	9 36%	23 22%	12 14%	23 21%	5 24%	4 17%	5 19%	1 16%	5 27%	3 20%
Poor call quality from current provider (e.g. calls dropped, don't connect, etc.)	15 14%	11 24%	1 2%	3 12%	15 14%	13 15%	15 14%	* 2%	10 46%	4 16%	- -	- -	* 1%
Poor service reliability from current provider	10 9%	3 7%	6 18%	* 1%	9 9%	8 9%	10 9%	1 3%	5 24%	3 10%	- -	* *	1 6%
New provider offered a package that fitted my needs better	9 8%	4 9%	2 6%	3 10%	9 9%	5 6%	9 8%	2 13%	3 12%	4 13%	* 7%	* *	* 1%
Recommendation	9 8%	6 12%	2 6%	1 2%	6 6%	5 6%	9 8%	1 3%	3 12%	5 19%	- -	* *	- -
Poor customer service from current provider	8 7%	2 4%	4 11%	2 8%	5 5%	7 8%	8 7%	1 3%	1 6%	6 21%	* *	- -	* 1%
Better customer service offered by new provider	7 7%	2 3%	3 8%	3 10%	7 7%	6 7%	7 7%	2 11%	- -	4 14%	* 7%	* *	1 5%
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	7 7%	2 4%	2 7%	3 11%	7 7%	6 7%	7 7%	3 18%	- -	4 13%	- -	- -	* 1%
Better call quality offered by new provider	7 6%	1 2%	3 8%	3 10%	7 6%	6 7%	7 6%	- -	- -	4 14%	3 54%	* *	- -
Better service reliability offered by new provider	4 4%	1 3%	* 1%	3 11%	4 4%	3 3%	4 4%	- -	- -	4 14%	* 7%	* *	- -
New provider offered a better range of services	3 3%	* 1%	* 1%	3 10%	3 3%	3 4%	3 3%	- -	- -	3 10%	1 14%	- -	- -
Was not intending switching my landline provider but was offered a good deal as part of a bundle with another service	3 3%	- -	3 7%	* 1%	3 3%	2 3%	3 3%	2 11%	* 1%	* 1%	- -	- -	* 2%
Advertising from another provider made me look into it	1 1%	* *	* *	1 2%	1 1%	1 1%	1 1%	1 3%	- -	* *	* *	- -	- -

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 192

QC14 (past considerers): What were your reasons for considering switching your landline service provider?

Base: All landline past considerers

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	109**	47**	36**	25**	105**	85**	109**	19**	22**	28**	5**	20**	15**
Contacted by another provider	*	*	*	*	*	*	*	*	-	*	*	*	*
Wanted to bundle my services	*	*	-	*	*	*	*	-	-	*	*	-	-
Other (please type in)	17	3	5	9	16	13	17	1	1	8	1	*	6
	16%	7%	14%	35%	16%	15%	16%	4%	6%	28%	21%	2%	39%
Don't know/can't remember	17	6	12	-	17	17	17	8	2	1	*	1	5
	16%	12%	32%	-	16%	19%	16%	42%	9%	4%	7%	4%	34%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 193

QC14: What were your reasons for switching your landline service provider?**Base: All landline switchers**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	222	62	160	181	41	49	52	67	168	16	22	16	173	49
Base	167*	59**	108**	139*	28**	36**	45**	69**	150*	6**	9**	2**	133**	34**
Effective base	49	14	36	49	5	12	21	14	41	8	7	8	34	22
Cheaper deal available from new provider	78	17	61	74	3	24	22	23	69	3	5	1	64	14
	46%	28%	57%	53%	11%	67%	48%	33%	46%	55%	52%	47%	48%	40%
Wanted to bundle my services	23	13	10	19	4	10	7	6	23	-	*	*	12	11
	14%	22%	9%	13%	15%	27%	15%	9%	15%	-	1%	7%	9%	33%
Previous provider too expensive	20	2	18	19	*	6	6	4	16	1	3	*	15	4
	12%	3%	17%	14%	*	15%	14%	5%	10%	13%	34%	14%	11%	13%
New provider offered a package that fitted my needs better	19	7	12	19	1	5	4	9	18	1	*	1	15	4
	12%	12%	11%	14%	2%	14%	8%	13%	12%	12%	4%	37%	11%	13%
New provider offered a better range of services	15	1	14	7	8	1	2	11	14	1	*	*	14	1
	9%	2%	13%	5%	29%	2%	5%	15%	9%	11%	1%	30%	10%	3%
Poor call quality from previous provider (e.g. calls dropped, don't connect, etc.)	13	7	6	12	2	7	4	*	12	1	-	-	10	3
	8%	12%	5%	8%	6%	21%	9%	1%	8%	20%	-	-	8%	9%
Poor service reliability from previous provider	12	3	10	11	1	5	5	*	10	2	*	-	11	1
	7%	4%	9%	8%	4%	14%	10%	*	7%	39%	1%	-	8%	4%
Was not intending switching my landline provider but was offered a good deal as part of a bundle with another service	12	-	12	12	*	3	3	5	11	1	1	*	9	4
	7%	-	11%	9%	*	7%	7%	7%	7%	13%	6%	8%	6%	11%
Poor customer service from previous provider	10	3	8	10	*	1	3	4	8	2	*	-	8	2
	6%	4%	7%	7%	1%	4%	7%	5%	5%	32%	2%	-	6%	7%
Better service reliability offered by new provider	9	3	6	9	*	4	2	1	6	2	*	*	7	2
	5%	5%	6%	6%	1%	10%	4%	1%	4%	39%	2%	8%	6%	5%
Contacted by another provider	5	1	4	5	*	1	3	*	5	1	-	*	4	1
	3%	2%	4%	4%	*	4%	7%	*	3%	13%	-	7%	3%	4%
Recommendation	5	1	4	5	*	1	*	3	4	-	1	-	4	*
	3%	1%	4%	3%	*	2%	1%	5%	3%	-	6%	-	3%	1%
Better call quality offered by new provider	4	2	3	3	1	1	1	1	4	*	*	*	3	2
	3%	3%	3%	2%	4%	3%	3%	2%	2%	4%	3%	14%	2%	5%
Better customer service offered by new provider	4	1	3	3	1	2	1	*	3	-	*	-	2	1
	2%	1%	3%	2%	3%	6%	2%	*	2%	-	2%	-	2%	3%
Advertising from another provider made me look into it	3	-	3	3	*	1	1	*	2	-	1	*	3	-
	2%	-	3%	2%	*	3%	2%	1%	1%	-	6%	8%	2%	-

Proportions/Means. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 445

Absolutes/col percents

Table 193

QC14: What were your reasons for switching your landline service provider?

Base: All landline switchers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	167*	59**	108**	139*	28**	36**	45**	69**	150*	6**	9**	2**	133**	34**
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	2 1%	* *	2 2%	2 2%	* *	* 1%	* *	2 3%	2 1%	* 4%	* *	* 3%	2 2%	- -
Other (please type in)	29 17%	21 35%	7 7%	18 13%	11 39%	2 5%	9 20%	17 25%	28 18%	* 3%	* 3%	* 15%	24 18%	4 12%
Don't know/can't remember	1 1%	1 1%	* *	1 1%	- -	- -	- -	1 1%	1 *	- -	* 2%	- -	1 1%	* 1%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 193

QC14: What were your reasons for switching your landline service provider?**Base: All landline switchers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	222	83	92	47	213	155	222	13	11	97	30	45	26
Base	167*	60**	40**	67**	150*	123**	167*	15**	18**	52**	24**	41**	19**
Effective base	49	17	26	15	50	36	49	5	4	23	5	9	7
Cheaper deal available from new provider	78 46%	29 48%	19 47%	30 45%	78 52%	65 53%	78 46%	6 42%	10 54%	17 33%	21 89%	9 22%	15 78%
Wanted to bundle my services	23 14%	8 13%	10 24%	5 8%	23 15%	23 18%	23 14%	1 9%	3 16%	4 9%	* *	6 14%	8 44%
Previous provider too expensive	20 12%	4 7%	7 17%	9 13%	19 12%	14 11%	20 12%	2 16%	- *	9 17%	2 9%	1 3%	5 28%
New provider offered a package that fitted my needs better	19 12%	5 8%	6 14%	9 13%	19 13%	10 8%	19 12%	5 37%	4 20%	2 4%	1 2%	2 6%	6 30%
New provider offered a better range of services	15 9%	11 18%	2 4%	2 3%	15 10%	11 9%	15 9%	* *	2 12%	10 20%	1 4%	1 2%	* 3%
Poor call quality from previous provider (e.g. calls dropped, don't connect, etc.)	13 8%	7 12%	2 5%	4 5%	13 9%	9 7%	13 8%	1 9%	* *	4 8%	* *	1 2%	7 36%
Poor service reliability from previous provider	12 7%	3 5%	6 14%	4 5%	12 8%	5 4%	12 7%	- -	- -	8 16%	* *	1 2%	3 17%
Was not intending switching my landline provider but was offered a good deal as part of a bundle with another service	12 7%	3 5%	3 7%	6 9%	12 8%	5 4%	12 7%	3 18%	2 12%	3 6%	* *	1 1%	3 18%
Poor customer service from previous provider	10 6%	3 5%	4 9%	4 6%	10 7%	3 2%	10 6%	* 1%	* *	9 18%	* *	* *	1 5%
Better service reliability offered by new provider	9 5%	2 3%	5 12%	3 4%	9 6%	7 6%	9 5%	- -	* *	6 11%	* 1%	2 4%	2 8%
Contacted by another provider	5 3%	* 1%	2 4%	4 5%	4 3%	5 4%	5 3%	* *	1 6%	1 2%	3 11%	* *	1 5%
Recommendation	5 3%	2 3%	2 5%	1 1%	5 3%	4 4%	5 3%	2 11%	- -	2 5%	* 2%	* *	* 2%
Better call quality offered by new provider	4 3%	* 1%	4 9%	1 1%	4 3%	3 3%	4 3%	2 11%	- -	2 3%	* 1%	1 2%	* 2%
Better customer service offered by new provider	4 2%	1 2%	2 5%	* *	4 2%	3 2%	4 2%	- -	- -	3 5%	* 1%	1 2%	* *
Advertising from another provider made me look into it	3 2%	1 2%	1 3%	1 1%	3 2%	2 2%	3 2%	* 2%	* *	2 4%	- -	- -	1 3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 193

QC14: What were your reasons for switching your landline service provider?**Base: All landline switchers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	167*	60**	40**	67**	150*	123**	167*	15**	18**	52**	24**	41**	19**
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	2 1%	*	2 5%	*	2 2%	1 1%	2 1%	- -	- -	1 2%	* *	1 3%	* *
Other (please type in)	29 17%	9 15%	4 9%	16 24%	13 9%	14 12%	29 17%	- -	- -	5 10%	1 6%	21 51%	1 8%
Don't know/can't remember	1 1%	1 1%	- -	- -	1 1%	1 1%	1 1%	- -	- -	1 1%	- -	* *	- -

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 448

Absolutes/col percents

Table 194

QC15: Which, if any, of the following did you experience difficulty with when switching your landline service provider?

Base: All landline switchers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	222	62	160	181	41	49	52	67	168	16	22	16	173	49
Base	167*	59**	108**	139*	28**	36**	45**	69**	150*	6**	9**	2**	133**	34**
Effective base	49	14	36	49	5	12	21	14	41	8	7	8	34	22
Technical issues (e.g. installation issues)	19 11%	5 9%	14 13%	19 13%	* *	4 10%	5 12%	10 14%	19 13%	- -	- -	2%	17 13%	2 6%
Process took longer than expected	12 7%	1 2%	11 10%	11 8%	* *	3 9%	* *	8 11%	11 7%	- -	* 3%	- -	9 7%	2 6%
Arranging the switch so that you always had access to your services	10 6%	- -	10 9%	10 7%	* *	* *	3 7%	4 6%	8 5%	- -	2 22%	* 8%	10 7%	- -
Arranging the switch so that you were not paying for your old and new services at the same time	8 5%	6 10%	2 2%	8 5%	* 1%	6 17%	1 2%	1 1%	8 5%	- -	* 1%	* 7%	8 6%	* *
Understanding the relevant steps required to switch provider	7 4%	1 2%	6 6%	7 5%	* *	1 4%	3 7%	1 1%	5 3%	- -	2 22%	* 7%	7 6%	- -
Existing provider tried to persuade you to stay	7 4%	5 9%	2 2%	7 5%	1 2%	1 2%	* *	6 9%	7 5%	- -	* *	* 7%	7 5%	* 1%
Arranging start and stop dates	6 4%	5 9%	1 1%	6 5%	* *	* *	- -	6 9%	6 4%	* 4%	* *	* 1%	6 5%	* *
Delay in receiving new equipment	6 3%	1 1%	5 5%	5 3%	1 3%	3 8%	* *	3 4%	6 4%	- -	* *	- -	3 3%	2 6%
Previous provider sending bills for cancelled service	4 3%	2 3%	3 2%	4 3%	* *	1 4%	* *	2 3%	4 3%	* 7%	- -	- -	4 3%	* 1%
Cancelling your previous service	3 2%	- -	3 3%	3 2%	* *	1 3%	* *	2 3%	3 2%	- -	- -	* 7%	3 3%	- -
Returning previous provider's equipment	3 2%	- -	3 3%	3 2%	1 2%	1 3%	- -	2 3%	3 2%	- -	- -	* 1%	3 2%	* 1%
Obtaining information on switching from previous provider	3 2%	- -	3 3%	3 2%	* *	* 1%	* *	3 4%	3 2%	- -	* *	- -	3 2%	* *
Keeping/transferring telephone number/s	3 2%	* -	3 3%	3 2%	* 1%	* *	* *	3 4%	3 2%	* 1%	* 2%	* 10%	3 2%	* *
Other devices not working with the new service	3 2%	- -	3 3%	3 2%	* *	* 1%	3 6%	* *	3 2%	- -	* 1%	- -	3 2%	* 1%
Setting up a new online account	3 2%	- -	3 2%	2 1%	1 2%	1 4%	* *	1 1%	2 1%	* 4%	- -	* 7%	2 2%	1 2%
Paying charges for early termination of contract	2 1%	2 3%	1 *	2 1%	- -	2 5%	* *	* 1%	2 1%	- -	- -	- -	2 2%	- -

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 194

QC15: Which, if any, of the following did you experience difficulty with when switching your landline service provider?**Base: All landline switchers**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	167*	59**	108**	139*	28**	36**	45**	69**	150*	6**	9**	2**	133**	34**
Charged wrong amount by new provider	2 1%	1 2%	1 1%	2 1%	-	1 3%	* *	* 1%	2 1%	-	-	-	2 1%	* *
Paying start up fees to new provider	1 1%	-	1 1%	1 1%	* *	* 1%	* *	1 1%	1 1%	* 4%	-	* 1%	1 1%	* *
Contacting your new provider	1 *	-	1 1%	1 *	* *	* *	* *	* 1%	1 *	-	-	-	1 *	* *
Finding time to research the market	1 *	-	1 1%	1 *	* *	* *	* *	1 1%	1 *	-	-	-	1 *	* *
Existing provider cancelled the switching process	* *	-	* *	* *	* *	* *	* *	* *	* *	-	* *	-	* *	- -
Other (please type in)	24 14%	19 33%	4 4%	14 10%	10 35%	6 15%	3 7%	15 22%	24 16%	* 2%	-	* 3%	21 16%	3 9%
None of these	6 3%	-	6 5%	5 4%	* *	2 5%	3 6%	1 1%	5 4%	-	* *	* 7%	6 4%	- -
No problems experienced	104 62%	25 42%	79 73%	88 63%	16 58%	16 43%	35 79%	40 58%	91 61%	5 85%	6 73%	1 76%	76 57%	28 81%
NET Experienced any difficulty	58 34%	35 58%	23 21%	46 33%	12 42%	19 52%	7 15%	28 41%	54 36%	1 15%	2 27%	* 17%	51 38%	6 19%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 450

Absolutes/col percents

Table 194

QC15: Which, if any, of the following did you experience difficulty with when switching your landline service provider?

Base: All landline switchers

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	222	83	92	47	213	155	222	13	11	97	30	45	26
Base	167**	60**	40**	67**	150*	123**	167*	15**	18**	52**	24**	41**	19**
Effective base	49	17	26	15	50	36	49	5	4	23	5	9	7
Technical issues (e.g. installation issues)	19 11%	4 6%	* *	15 22%	14 10%	12 10%	19 11%	7 51%	- -	3 6%	* *	6 15%	2 11%
Process took longer than expected	12 7%	1 2%	3 7%	7 11%	6 4%	6 5%	12 7%	- -	- -	5 9%	* *	5 11%	2 11%
Arranging the switch so that you always had access to your services	10 6%	2 4%	3 8%	5 7%	10 7%	3 2%	10 6%	- -	2 12%	8 15%	- -	* *	* *
Arranging the switch so that you were not paying for your old and new services at the same time	8 5%	6 10%	1 3%	* *	8 5%	7 6%	8 5%	* 1%	* *	1 3%	- -	* *	6 32%
Understanding the relevant steps required to switch provider	7 4%	1 1%	2 5%	5 7%	6 4%	4 3%	7 4%	- -	1 6%	6 12%	* *	* *	* *
Existing provider tried to persuade you to stay	7 4%	1 1%	1 2%	6 9%	7 5%	7 5%	7 4%	5 37%	* 2%	1 2%	- -	- -	* 2%
Arranging start and stop dates	6 4%	* 1%	1 1%	6 8%	6 4%	6 5%	6 4%	5 37%	- -	1 2%	- -	* *	* *
Delay in receiving new equipment	6 3%	2 4%	1 3%	2 3%	6 4%	1 1%	6 3%	* *	2 12%	1 3%	- -	* *	2 11%
Previous provider sending bills for cancelled service	4 3%	3 5%	1 3%	- -	3 2%	1 1%	4 3%	- -	3 18%	* 1%	* *	* 1%	* 1%
Cancelling your previous service	3 2%	3 5%	* *	* *	3 2%	1 1%	3 2%	- -	2 12%	1 2%	- -	* *	* *
Returning previous provider's equipment	3 2%	2 4%	1 1%	* 1%	3 2%	1 1%	3 2%	- -	2 14%	1 1%	- -	* *	* *
Obtaining information on switching from previous provider	3 2%	1 1%	2 6%	* *	3 2%	* *	3 2%	* 1%	* *	3 5%	- -	- -	* 2%
Keeping/transferring telephone number/s	3 2%	* 1%	3 7%	- -	3 2%	* 2%	3 2%	* 1%	* 2%	3 5%	* *	* *	* 1%
Other devices not working with the new service	3 2%	* *	* *	3 4%	3 2%	* 2%	3 2%	* 1%	* 2%	3 5%	- -	* *	* *
Setting up a new online account	3 2%	1 2%	1 2%	1 1%	3 2%	2 2%	3 2%	- -	* 2%	1 2%	- -	1 2%	* 2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 194

QC15: Which, if any, of the following did you experience difficulty with when switching your landline service provider?**Base: All landline switchers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	167*	60**	40**	67**	150*	123**	167*	15**	18**	52**	24**	41**	19**
Paying charges for early termination of contract	2 1%	1 1%	2 4%	* *	1 1%	2 2%	2 1%	- -	1 6%	1 1%	- -	* 1%	- -
Charged wrong amount by new provider	2 1%	* 1%	1 3%	- -	1 *	1 1%	2 1%	* *	1 7%	* *	- -	* *	* 2%
Paying start up fees to new provider	1 1%	* *	1 2%	* 1%	1 1%	1 1%	1 1%	- -	- -	1 2%	- -	* *	* *
Contacting your new provider	1 *	* *	1 1%	* *	1 *	1 1%	1 *	* *	- -	1 1%	* *	* *	- -
Finding time to research the market	1 *	* 1%	* 1%	* *	1 *	* *	1 *	* *	* *	1 1%	* *	* *	* *
Existing provider cancelled the switching process	* *	* *	* *	* *	* *	* *	* *	* *	* *	* *	- -	* *	* *
Other (please type in)	24 14%	1 1%	* *	23 34%	9 6%	13 10%	24 14%	- -	3 16%	1 1%	6 25%	14 35%	- -
None of these	6 3%	4 7%	* *	1 2%	6 4%	3 3%	6 3%	2 15%	- -	2 5%	- -	1 2%	* *
No problems experienced	104 62%	41 69%	33 82%	30 45%	103 69%	88 71%	104 62%	7 48%	9 52%	36 71%	18 74%	24 58%	10 54%
NET Experienced any difficulty	58 34%	15 24%	7 18%	36 53%	41 27%	33 26%	58 34%	5 38%	9 48%	13 25%	6 26%	16 39%	9 46%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 195

QC16(1): There is a good choice of providers available to my business**The following are statements that businesses have made about switching internet service providers.****For each one please can you say how much you agree or disagree with it, using the following scale****Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Agree strongly	(5) 450	208	242	402	48	107	110	176	392	18	26	14	396	54
	23%	22%	23%	23%	20%	28%	23%	20%	23%	25%	22%	28%	23%	20%
Agree slightly	(4) 882	411	471	776	106	133	211	434	778	32	48	25	787	95
	45% um	44%	45%	45%	44%	35%	43%	50% ie	45%	45%	40%	50%	46% um	35%
Neither agree nor disagree	(3) 340	128	212	305	35	70	109	122	301	11	22	7	287	53
	17%	14%	20% ue	18%	15%	18%	22%	14%	17%	16%	18%	13%	17%	20%
Disagree slightly	(2) 104	48	55	84	20	27	26	32	86	4	11	4	80	24
	5%	5%	5%	5%	8%	7%	5%	4%	5%	6%	9%	7%	5%	9%
Disagree strongly	(1) 53	36	17	46	8	20	7	18	46	1	5	1	27	26
	3%	4%	2%	3%	3%	5%	1%	2%	3%	2%	4%	1%	2%	10% zi
Don't know	147	102	45	124	23	21	23	90	134	5	8	*	128	19
	7%	11% o	4%	7%	9%	6%	5%	10%	8%	7%	6%	1%	8%	7%
NET Agree	1332	619	713	1177	154	240	320	610	1170	49	74	38	1183	149
	67% um	66%	68%	68%	64%	63%	66%	70%	67%	70%	62%	77%	69% um	55%
NET Disagree	157	85	73	129	28	48	33	50	132	5	16	4	107	50
	8%	9%	7%	7%	12%	13% eg	7%	6%	8%	7%	13%	8%	6%	19% zi
Mean	3.86 M	3.85	3.87	3.87	3.77	3.78	3.84	3.92	3.86	3.92	3.71	3.96	3.92 M	3.50
SD	0.95	1.00	0.90	0.94	1.01	1.13	0.90	0.87	0.94	0.92	1.08	0.92	0.88	1.23

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 195

QC16(1): There is a good choice of providers available to my business

The following are statements that businesses have made about switching internet service providers.
For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Agree strongly (5)	450	215	99	136	450	367	226	39	55	67	90	57	142
	23%	24%	20%	23%	23%	24%	22%	14%	17%	14%	30%gjk	16%	54%ZGHJK
Agree slightly (4)	882	395	205	282	882	677	462	109	160	158	153	200	101
	45%	45%	41%	47%	45%	44%	44%	40%	50%kl	33%	52%kl	57%zgl	38%
Neither agree nor disagree (3)	340	138	87	115	340	260	219	79	63	122	14	57	5
	17%kl	16%	18%	19%	17%	17%	21%	29%zjkl	20%jL	26%zjL	5%	16%jL	2%
Disagree slightly (2)	104	32	57	15	104	85	45	11	12	49	15	14	3
	5%	4%	12%ZAC	2%	5%	6%	4%	4%	4%	10%zL	5%	4%	1%
Disagree strongly (1)	53	35	13	6	53	33	25	4	1	43	-	5	1
	3%	4%	3%	1%	3%	2%	2%	1%	*	9%ZGHJKL	-	1%	*
Don't know	147	68	34	46	147	121	66	27	30	34	24	20	12
	7%	8%	7%	8%	7%	8%	6%	10%	9%	7%	8%	6%	4%
NET Agree	1332	609	304	418	1332	1043	689	147	216	225	243	257	244
	67%gl	69%	61%	70%	67%	68%	66%	55%	67%kl	48%	82%zGHI	73%gl	91%ZGHJK
NET Disagree	157	67	70	20	157	118	70	15	13	92	15	19	4
	8%	8%	14%zaC	3%	8%	8%	7%	6%	4%	19%ZGHJKL	5%	5%	1%
Mean	3.86l	3.89	3.69	3.95b	3.86	3.89	3.84	3.69l	3.88l	3.36	4.17ZGHJK	3.87l	4.51ZGHJK
SD	0.95	0.98	1.03	0.81	0.95	0.94	0.92	0.85	0.77	1.16	0.76	0.79	0.63

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 196

QC16(2): There is a good choice of products and/or services available to my business**The following are statements that businesses have made about switching internet service providers.****For each one please can you say how much you agree or disagree with it, using the following scale****Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Agree strongly	(5) 430	181	249	400	31	105	91	169	365	18	28	19	379	51
	22%	19%	24%	23%	13%	28%	19%	19%	21%	26%	23%	39%	22%	19%
Agree slightly	(4) 828	397	431	718	110	136	201	395	732	31	46	18	733	94
	42%	43%	41%	41%	46%	36%	41%	45%	42%	45%	39%	37%	43%	35%
Neither agree nor disagree	(3) 411	151	260	355	56	72	124	173	369	9	25	8	355	56
	21%	16%	25%	20%	23%	19%	25%	20%	21%	13%	21%	15%	21%	21%
Disagree slightly	(2) 135	70	65	121	13	32	38	48	118	5	8	3	106	29
	7%	7%	6%	7%	6%	8%	8%	6%	7%	7%	7%	6%	6%	11%
Disagree strongly	(1) 35	26	9	30	5	17	5	9	30	1	3	*	13	22
	2%	3%	1%	2%	2%	5%	1%	1%	2%	2%	3%	1%	1%	8%Z
Don't know	137	109	28	113	24	15	28	79	122	5	9	1	120	17
	7%Z	12%Z	3%	6%	10%	4%	6%	9%	7%	7%	7%	3%	7%	6%
NET Agree	1258	579	680	1117	141	241	292	564	1097	50	74	37	1113	146
	64%Z	62%	65%	64%	59%	64%	60%	65%	63%	71%	62%	75%	65%Z	54%
NET Disagree	170	96	74	151	19	49	43	57	148	6	12	3	119	51
	9%	10%	7%	9%	8%	13%Z	9%	6%	9%	9%	10%	7%	7%	19%Z
Mean	3.81M	3.77	3.83	3.82	3.68	3.77	3.73	3.84	3.79	3.94	3.78	4.10	3.86M	3.49
SD	0.94	0.99	0.90	0.95	0.88	1.10	0.91	0.86	0.94	0.95	1.01	0.93	0.89	1.19

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 196

QC16(2): There is a good choice of products and/or services available to my business**The following are statements that businesses have made about switching internet service providers.****For each one please can you say how much you agree or disagree with it, using the following scale****Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Agree strongly (5)	430	208	97	125	430	355	219	33	64	36	84	76	136
	22%	24%	20%	21%	22%	23%	21%	12%	20%	8%	28%gi	22%ji	52%ZGHJH
Agree slightly (4)	828	365	189	275	828	640	436	102	142	156	147	177	104
	42%	41%	38%	46%	42%	41%	42%	38%	44%	33%	50%ji	50%ji	39%
Neither agree nor disagree (3)	411	178	113	119	411	314	247	89	70	153	25	64	11
	21%kl	20%	23%	20%	21%	20%	24%	33%zjkl	22%jl	32%ZJKL	8%	18%L	4%
Disagree slightly (2)	135	52	57	26	135	109	70	17	27	62	14	13	1
	7%kl	6%	11%ac	4%	7%	7%	7%	6%l	8%l	13%zjkl	5%	4%	*
Disagree strongly (1)	35	24	8	3	35	17	23	*	-	32	-	2	1
	2%	3%	2%	*	2%	1%	2%	*	-	7%Zghjkl	-	1%	*
Don't know	137	54	31	51	137	107	50	27	18	34	27	20	11
	7%	6%	6%	9%	7%	7%	5%	10%	6%	7%	9%	6%	4%
NET Agree	1258	573	285	400	1258	995	655	135	206	192	231	253	241
	64%gi	65%	58%	67%	64%	64%	63%	50%	64%ji	41%	78%zgi	72%GI	91%ZGHJH
NET Disagree	170	76	65	29	170	127	93	18	27	94	14	16	2
	9%kl	9%	13%ac	5%	9%	8%	9%	7%	8%l	20%Zghjkl	5%	4%	1%
Mean	3.81l	3.82	3.67	3.90b	3.81	3.84	3.76	3.62l	3.80li	3.24	4.12ZGHI	3.94gi	4.48ZGHJH
SD	0.94	0.97	1.00	0.82	0.94	0.92	0.95	0.81	0.87	1.03	0.77	0.80	0.63

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 456

Absolutes/col percents

Table 197

QC16(3): It is difficult to make comparisons between providers on price

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Agree strongly	(5) 144	84	60	121	23	32	29	60	121	7	14	2	125	19
	7%	9%	6%	7%	10%	8%	6%	7%	7%	9%	12%	5%	7%	7%
Agree slightly	(4) 605	266	339	519	86	96	137	302	535	18	35	16	538	67
	31%	28%	33%	30%	36%	25%	28%	35%	31%	25%	30%	33%	32%	25%
Neither agree nor disagree	(3) 507	195	312	438	69	100	168	193	461	14	23	10	433	74
	26%	21%	30%a	25%	29%	26%	35%ag	22%	27%	20%	19%	19%	25%	27%
Disagree slightly	(2) 419	196	223	384	35	92	84	179	355	22	31	11	362	57
	21%	21%	21%	22%	14%	24%	17%	21%	20%	31%	26%	22%	21%	21%
Disagree strongly	(1) 190	102	89	183	8	45	41	82	168	5	10	8	158	32
	10%	11%	8%	11%	3%	12%	8%	9%	10%	6%	8%	17%	9%	12%
Don't know	110	91	20	91	19	14	26	56	96	6	6	2	89	21
	6%b	10%ab	2%	5%	8%	4%	5%	6%	6%	8%	5%	4%	5%	8%
NET Agree	749	350	399	640	109	127	167	363	657	24	50	19	663	86
	38%	37%	38%	37%	46%	34%	34%	42%	38%	34%	42%	38%	39%	32%
NET Disagree	609	298	312	567	42	137	124	262	523	26	41	19	520	89
	31%cd	32%	30%	33%cd	18%	36%	26%	30%	30%	38%	34%	39%	30%	33%
Mean	3.05	3.04	3.06	3.01	3.37zc	2.94	3.07	3.10	3.05	3.00	3.12	2.87	3.07	2.93
SD	1.12	1.20	1.06	1.14	0.98	1.16	1.04	1.13	1.12	1.15	1.20	1.22	1.12	1.15

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 197

QC16(3): It is difficult to make comparisons between providers on price

The following are statements that businesses have made about switching internet service providers.
For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Agree strongly (5)	144 7%	59 7%	44 9%	41 7%	144 7%	109 7%	71 7%	31 11% 	24 7%	41 9%	18 6%	25 7%	6 2%
Agree slightly (4)	605 31% HL	294 33%	143 29%	168 28%	605 31%	465 30%	327 31%	133 49% ZHJL	105 33% JL	159 34% JL	32 11%	159 45% ZJL	17 6%
Neither agree nor disagree (3)	507 26%	226 26%	124 25%	157 26%	507 26%	394 26%	289 28%	40 15%	95 29% gJ	158 33% GJ	45 15%	110 31% gJ	59 22%
Disagree slightly (2)	419 21% gH	179 20%	122 25%	119 20%	419 21%	332 22%	200 19%	28 10%	67 21%	65 14%	131 44% ZGHJK	36 10%	91 35% ZGJK
Disagree strongly (1)	190 10% KL	68 8%	44 9%	78 13%	190 10%	164 11%	97 9%	11 4%	18 6%	23 5%	46 16% gIK	9 3%	83 32% ZGHJK
Don't know	110 6%	55 6%	18 4%	37 6%	110 6%	79 5%	61 6%	27 10%	12 4%	27 6%	24 8%	13 4%	7 3%
NET Agree	749 38% HL	353 40%	187 38%	209 35%	749 38%	574 37%	398 38%	164 61% ZHJL	129 40% JL	200 42% JL	49 17%	184 52% ZJL	23 9%
NET Disagree	609 31% GHIK	247 28%	166 33%	196 33%	609 31%	496 32%	297 28%	39 14%	85 27% K	88 19%	177 60% ZGHJK	45 13%	175 66% ZGHJK
Mean	3.05 JL	3.12	3.04	2.96	3.05	3.02	3.08	3.60 ZHJL	3.16 JL	3.29 ZJL	2.42	3.45 ZJL	2.11
SD	1.12	1.08	1.14	1.16	1.12	1.14	1.10	1.00	1.04	1.00	1.10	0.88	1.02

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 458

Absolutes/col percents

Table 198

QC16(4): It is difficult to make comparisons between providers on quality of service

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Agree strongly	(5) 289	135	155	258	32	41	82	117	239	15	25	10	251	39
	15%	14%	15%	15%	13%	11%	17%	13%	14%	21%	21%	20%	15%	14%
Agree slightly	(4) 744	319	426	664	80	122	171	370	663	22	38	21	655	89
	38%	34%	41%	38%	33%	32%	35%	42%	38%	31%	32%	43%	38%	33%
Neither agree nor disagree	(3) 439	190	249	390	49	89	122	179	390	16	26	8	368	71
	22%	20%	24%	22%	20%	23%	25%	21%	22%	22%	21%	15%	22%	26%
Disagree slightly	(2) 287	137	150	248	39	75	62	117	254	10	19	4	252	35
	15%	15%	14%	14%	16%	20%	13%	13%	15%	15%	16%	7%	15%	13%
Disagree strongly	(1) 98	54	44	82	16	38	22	25	85	2	7	5	80	18
	5%	6%	4%	5%	7%	10%±6	5%	3%	5%	2%	6%	10%	5%	7%
Don't know	118	99	19	95	24	14	27	65	106	6	5	2	100	19
	6%±8	11%±8	2%	5%	10%	4%	6%	7%	6%	8%	4%	4%	6%	7%
NET Agree	1034	453	580	922	112	163	253	487	902	37	63	31	906	128
	52%	49%	56%	53%	47%	43%	52%	56%±	52%	52%	53%	63%	53%	47%
NET Disagree	385	191	194	330	55	112	84	142	339	12	26	9	332	53
	19%	20%	19%	19%	23%	30%±16	17%	16%	19%	17%	22%	18%	19%	20%
Mean	3.45E	3.41	3.49	3.47	3.33	3.15	3.50±	3.54E	3.44	3.60	3.49	3.58	3.46	3.38
SD	1.09	1.13	1.05	1.08	1.15	1.18	1.08	1.01	1.08	1.09	1.17	1.22	1.08	1.12

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 459

Absolutes/col percents

Table 198

QC16(4): It is difficult to make comparisons between providers on quality of service

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Agree strongly (5)	289	153	75	61	289	234	165	64	72	77	8	44	24
	15%	17%	15%	10%	15%	15%	16%	24%JL	22%JL	16%J	3%	13%J	9%
Agree slightly (4)	744	337	201	206	744	573	362	126	143	191	75	162	47
	38%JL	38%	41%	34%	38%	37%	35%	47%JL	44%JL	40%JL	25%	46%JL	18%
Neither agree nor disagree (3)	439	186	92	160	439	349	250	47	71	114	58	97	51
	22%	21%	19%	27%	22%	23%	24%	17%	22%	24%	20%	28%	19%
Disagree slightly (2)	287	120	76	91	287	222	159	11	14	33	104	29	95
	15%JL	14%	15%	15%	15%	14%	15%	4%	4%	7%	35%ZGHK	8%	36%ZGHK
Disagree strongly (1)	98	37	27	34	98	85	55	1	-	31	26	2	37
	5%	4%	5%	6%	5%	5%	5%	*	-	6%ghk	9%gHk	1%	14%ZGHK
Don't know	118	47	24	47	118	80	53	20	21	27	24	17	9
	6%	5%	5%	8%	6%	5%	5%	7%	7%	6%	8%	5%	3%
NET Agree	1034	490	276	267	1034	807	527	190	215	269	83	207	71
	52%JL	56%JL	56%	45%	52%	52%	50%	71%ZJL	67%ZJL	57%JL	28%	59%JL	27%
NET Disagree	385	157	103	125	385	307	214	12	14	63	130	32	133
	19%GHL	18%	21%	21%	19%	20%	20%	5%	4%	13%h	44%ZGHK	9%	50%ZGHK
Mean	3.46JL	3.54c	3.47	3.31	3.45	3.44	3.43	3.96ZJLKL	3.91ZJL	3.57JL	2.76	3.65JL	2.70
SD	1.09	1.08	1.11	1.06	1.09	1.10	1.11	0.82	0.81	1.07	1.06	0.84	1.20

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 460

Absolutes/col percents

Table 199

QC16(5): The prices of services are clear and transparent

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Agree strongly	(5) 408	201	207	370	38	93	98	163	354	16	19	19	346	61
	21%	21%	20%	21%	16%	25%	20%	19%	20%	22%	16%	37%	20%	23%
Agree slightly	(4) 756	381	375	669	87	142	145	375	662	30	49	15	665	91
	38%	41%	36%	39%	36%	38%	30%	43%	38%	43%	41%	29%	39%	34%
Neither agree nor disagree	(3) 412	124	288	368	44	78	155	137	371	13	22	7	367	45
	21%a	13%	28%a	21%	18%	21%	32%2eG	16%	21%	18%	18%	14%	22%	17%
Disagree slightly	(2) 213	86	127	172	41	29	62	99	190	3	15	5	173	40
	11%	9%	12%	10%	17%	8%	13%	11%	11%	5%	12%	11%	10%	15%
Disagree strongly	(1) 83	59	24	74	9	20	7	40	68	6	5	4	69	14
	4%	6%b	2%	4%	4%	5%	2%	5%	4%	9%	4%	8%	4%	5%
Don't know	104	83	21	83	21	15	19	58	92	2	10	*	85	18
	5%b	9%b	2%	5%	9%	4%	4%	7%	5%	3%	8%	1%	5%	7%
NET Agree	1164	582	582	1039	125	235	243	538	1017	46	68	33	1012	152
	59%	62%	56%	60%	52%	62%a	50%	62%a	59%	65%	57%	67%	59%	56%
NET Disagree	296	145	151	246	50	49	69	139	258	10	20	9	241	55
	15%	16%	14%	14%	21%	13%	14%	16%	15%	14%	16%	19%	14%	20%
Mean	3.64	3.68	3.60	3.66	3.47	3.71	3.57	3.64	3.64	3.67	3.57	3.78	3.65	3.57
SD	1.08	1.14	1.02	1.07	1.11	1.10	1.01	1.08	1.07	1.16	1.07	1.29	1.06	1.18

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 461

Absolutes/col percents

Table 199

QC16(5): The prices of services are clear and transparent

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Agree strongly (5)	408	163	91	153	408	321	213	24	68	47	81	56	132
	21%g	19%	18%	26%	21%	21%	20%	9%	21%gi	10%	27%gi	16%	50%ZGHJK
Agree slightly (4)	756	344	186	226	756	608	384	54	143	164	140	152	104
	38%G	39%	38%	38%	38%	39%	37%	20%	45%G	35%g	47%G	43%G	39%g
Neither agree nor disagree (3)	412	193	91	129	412	307	258	79	74	120	44	82	13
	21%L	22%	18%	21%	21%	20%	25%	29%jL	23%L	25%L	15%j	23%L	5%
Disagree slightly (2)	213	106	70	37	213	158	112	60	24	77	7	42	3
	11%jL	12%	14%k	6%	11%	10%	11%	22%ZHL	8%	16%jL	2%	12%jL	1%
Disagree strongly (1)	83	26	35	23	83	69	26	30	3	42	-	8	-
	4%	3%	7%	4%	4%	4%	2%	11%ZHLK	1%	9%ZHLK	-	2%	-
Don't know	104	49	23	32	104	79	51	22	10	24	24	13	12
	5%	6%	5%	5%	5%	5%	5%	8%	3%	5%	8%	4%	5%
NET Agree	1164	508	277	379	1164	929	597	78	211	211	221	208	236
	59%GI	58%	56%	63%	59%	60%	57%	29%	66%GI	45%g	75%GIK	59%GI	89%ZGHJK
NET Disagree	296	132	105	60	296	227	138	90	27	118	7	50	3
	15%JL	15%	21%K	10%	15%	15%	13%	33%ZHLK	8%L	25%ZHLK	2%	14%JL	1%
Mean	3.64GI	3.62	3.48	3.79B	3.64	3.65	3.65	2.92	3.80GI	3.22	4.08ZGHK	3.60GI	4.45ZGHJK
SD	1.08	1.04	1.17	1.04	1.08	1.08	1.02	1.16	0.90	1.13	0.75	0.98	0.66

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 462

Absolutes/col percents

Table 200

QC16(6): I am able to negotiate effectively with my provider on tariffs and services

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Agree strongly	(5) 253	112	141	230	22	62	53	89	204	12	24	12	220	32
	13%	12%	14%	13%	9%	16%	11%	10%	12%	17%	20%h	24%	13%	12%
Agree slightly	(4) 584	256	328	513	71	97	110	297	503	32	30	18	507	76
	30%	27%	31%	30%	30%	26%	23%	34%h	29%	45%zaj	25%	37%	30%	28%
Neither agree nor disagree	(3) 517	221	295	464	53	103	171	197	471	12	24	10	435	82
	26%	24%	28%	27%	22%	27%	35%zg	23%	27%	17%	20%	19%	26%	30%
Disagree slightly	(2) 313	149	163	259	54	45	93	151	288	4	17	3	276	36
	16%	16%	16%	15%	23%	12%	19%	17%	17%h	5%	15%	7%	16%	13%
Disagree strongly	(1) 106	59	48	94	12	20	24	44	88	7	8	5	85	21
	5%	6%	5%	5%	5%	5%	5%	5%	5%	10%	6%	9%	5%	8%
Don't know	204	136	67	177	27	52	35	95	182	4	16	2	181	23
	10%b	15%h	6%	10%	11%	14%	7%	11%	11%	6%	13%	3%	11%	8%
NET Agree	837	368	469	743	93	159	162	386	708	44	55	31	728	109
	42%	39%	45%	43%	39%	42%	33%	44%	41%	62%zHj	46%	62%	43%	40%
NET Disagree	419	208	211	353	67	64	117	194	376	10	25	8	362	57
	21%	22%	20%	20%	28%	17%	24%	22%	22%	15%	21%	16%	21%	21%
Mean	3.32	3.27	3.36	3.34	3.17	3.42	3.16	3.31	3.29	3.59h	3.45	3.63	3.33	3.25
SD	1.10	1.14	1.07	1.10	1.10	1.12	1.05	1.08	1.09	1.16	1.23	1.21	1.10	1.12

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 463

Absolutes/col percents

Table 200

QC16(6): I am able to negotiate effectively with my provider on tariffs and services

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Agree strongly	(5) 253 13%	101 11%	59 12%	92 15%	253 13%	208 14%	137 13%	18 7%	25 8%	39 8%	47 16%	53 15%	70 27%ZGHI
Agree slightly	(4) 584 30%g	267 30%	150 30%	167 28%	584 30%	428 28%	311 30%	47 17%	82 26%	123 26%	98 33%g	134 38%GI	100 38%G
Neither agree nor disagree	(3) 517 26%	200 23%	121 25%	195 33%a	517 26%	394 26%	298 29%	90 33%jI	88 28%	117 25%	51 17%	122 35%jI	48 18%
Disagree slightly	(2) 313 16%oKL	174 20%C	88 18%c	51 8%	313 16%	264 17%	145 14%	69 25%JKL	73 23%KL	116 25%jKL	35 12%I	15 4%	5 2%
Disagree strongly	(1) 106 5%k	47 5%	37 8%	22 4%	106 5%	83 5%	53 5%	12 5%	16 5%	44 9%K	14 5%	3 1%	18 7%k
Don't know	204 10%	93 11%	39 8%	72 12%	204 10%	164 11%	100 10%	34 13%	37 11%	33 7%	51 17%ik	24 7%	24 9%
NET Agree	837 42%g	368 42%	209 42%	259 43%	837 42%	636 41%	448 43%	64 24%	107 33%	162 34%	145 49%GI	188 53%GHI	171 65%ZGHI
NET Disagree	419 21%oKL	221 25%C	126 25%C	73 12%	419 21%	348 23%	199 19%	81 30%KL	89 28%KL	160 34%ZJKL	49 17%k	18 5%	22 9%
Mean	3.32gI	3.26	3.23	3.49	3.32	3.30	3.35	2.95	3.09	3.00	3.63GHI	3.67ZGHI	3.83ZGHI
SD	1.10	1.12	1.15	1.02	1.10	1.12	1.08	1.00	1.06	1.14	1.12	0.83	1.10

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 464

Absolutes/col percents

Table 201

QC16(7): There is not much difference between the providers on the market

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Agree strongly	(5) 189	102	87	169	20	44	42	66	152	14	16	7	168	20
	10%	11%	8%	10%	8%	12%	9%	8%	9%	19% h	14%	13%	10%	8%
Agree slightly	(4) 787	362	425	678	109	134	206	368	708	27	36	17	683	104
	40%	39%	41%	39%	46%	35%	42%	42%	41%	38%	30%	34%	40%	39%
Neither agree nor disagree	(3) 450	175	275	405	46	93	131	180	405	16	23	7	381	69
	23%	19%	26% a	23%	19%	25%	27%	21%	23%	23%	19%	13%	22%	25%
Disagree slightly	(2) 266	105	161	252	14	65	47	120	232	3	24	8	227	39
	13%	11%	15%	15%	6%	17%	10%	14%	13% h	4%	20% h	16%	13%	15%
Disagree strongly	(1) 115	49	66	93	22	17	23	53	94	3	10	8	101	14
	6%	5%	6%	5%	9%	5%	5%	6%	5%	4%	8%	17%	6%	5%
Don't know	169	141	28	139	30	25	36	85	146	8	11	4	145	24
	9% b	15% a,b	3%	8%	12%	7%	7%	10%	8%	11%	9%	7%	9%	9%
NET Agree	976	464	512	847	129	177	248	434	860	40	52	23	851	125
	49%	50%	49%	49%	54%	47%	51%	50%	49%	57%	44%	47%	50%	46%
NET Disagree	381	154	228	346	35	82	70	173	326	6	33	16	328	53
	19% a	16%	22%	20%	15%	22%	14%	20%	19% h	8%	28% h	32%	19%	20%
Mean	3.37	3.46	3.30	3.36	3.44	3.34	3.44	3.35	3.37	3.72 h	3.24	3.12	3.38	3.32
SD	1.06	1.07	1.04	1.05	1.09	1.07	0.98	1.05	1.04	1.02	1.21	1.36	1.06	1.02

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 465

Absolutes/col percents

Table 201

QC16(7): There is not much difference between the providers on the market

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Agree strongly	(5) 189	77	61	51	189	154	99	25	21	48	25	52	17
	10%	9%	12%	8%	10%	10%	10%	9%	6%	10%	8%	15%	7%
Agree slightly	(4) 787	366	189	232	787	587	423	129	128	157	97	186	89
	40%	42%	38%	39%	40%	38%	41%	48%	40%	33%	33%	53% <i>zHJL</i>	34%
Neither agree nor disagree	(3) 450	181	100	169	450	351	239	44	81	132	56	66	71
	23%	21%	20%	28%	23%	23%	23%	16%	25%	28%	19%	19%	27%
Disagree slightly	(2) 266	121	76	69	266	229	150	28	47	75	50	23	43
	13% <i>zHJL</i>	14%	15%	12%	13%	15%	14%	11%	15%	16% <i>zHJL</i>	17% <i>zHJL</i>	6%	16% <i>zHJL</i>
Disagree strongly	(1) 115	61	26	28	115	96	64	8	23	26	31	7	21
	6%	7%	5%	5%	6%	6%	6%	3%	7%	6%	10% <i>zHJL</i>	2%	8%
Don't know	169	75	44	50	169	125	69	35	22	34	38	19	22
	9%	9%	9%	8%	9%	8%	7%	13%	7%	7%	13%	5%	8%
NET Agree	976	443	250	283	976	742	522	154	149	205	122	239	107
	49%	50%	51%	47%	49%	48%	50%	57% <i>zHJL</i>	46%	43%	41%	68% <i>zHJL</i>	40%
NET Disagree	381	183	101	97	381	325	214	37	70	101	80	29	64
	19% <i>zHJL</i>	21%	20%	16%	19%	21%	20%	14%	22% <i>zHJL</i>	21% <i>zHJL</i>	27% <i>zHJL</i>	8%	24% <i>zHJL</i>
Mean	3.37	3.34	3.41	3.38	3.37	3.34	3.35	3.57 <i>JL</i>	3.26	3.29	3.14	3.76 <i>zHJL</i>	3.16
SD	1.06	1.08	1.09	0.99	1.06	1.08	1.06	0.95	1.05	1.06	1.19	0.87	1.08

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 466

Absolutes/col percents

Table 202

QC16(8): It is difficult to make comparisons between providers because my service needs are complex

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CAT1 (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Agree strongly	(5) 76	40	36	60	16	8	18	38	64	6	5	2	60	16
	4%	4%	3%	3%	7%	2%	4%	4%	4%	8%	4%	4%	4%	6%
Agree slightly	(4) 319	157	161	271	48	57	59	164	281	10	18	10	280	39
	16%	17%	15%	16%	20%	15%	12%	19%	16%	15%	15%	21%	16%	14%
Neither agree nor disagree	(3) 551	206	345	492	59	117	187	182	485	18	32	16	478	73
	28%	22%	33%A	28%	24%	31%g	38%g	21%	28%	25%	27%	32%	28%	27%
Disagree slightly	(2) 498	241	256	437	61	77	118	240	436	18	37	8	432	66
	25%	26%	25%	25%	25%	20%	24%	28%	25%	25%	31%	16%	25%	24%
Disagree strongly	(1) 423	203	220	390	33	106	79	188	373	16	22	11	363	60
	21%	22%	21%	22%	14%	28%h	16%	22%	22%	23%	19%	23%	21%	22%
Don't know	109	85	24	87	23	14	24	60	98	3	6	3	93	17
	6%b	9%b	2%	5%	10%	4%	5%	7%	6%	4%	5%	6%	5%	6%
NET Agree	395	198	197	331	64	65	78	202	345	16	22	12	340	54
	20%	21%	19%	19%	27%	17%	16%	23%	20%	22%	18%	24%	20%	20%
NET Disagree	921	445	477	827	94	183	197	429	809	34	59	19	795	126
	47%	48%	46%	48%	39%	48%	41%	49%	47%	48%	49%	38%	47%	47%
Mean	2.53	2.52	2.54	2.50	2.78	2.41	2.61	2.54	2.53	2.57	2.52	2.65	2.53	2.54
SD	1.14	1.18	1.10	1.13	1.17	1.13	1.04	1.18	1.13	1.24	1.10	1.19	1.13	1.19

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 202

QC16(8): It is difficult to make comparisons between providers because my service needs are complex

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Agree strongly	(5) 76 4%	46 5%	18 4%	12 2%	76 4%	56 4%	43 4%	5 2%	2 1%	39 6%zhj	2 1%	22 6%j	6 2%
Agree slightly	(4) 319 16%jl	133 15%	73 15%	113 19%	319 16%	212 14%	142 14%	57 21%jl	33 10%	119 25%zhjl	21 7%	76 22%jl	12 5%
Neither agree nor disagree	(3) 551 28%kl	242 27%	161 33%	148 25%	551 28%	428 28%	332 32%	83 31%kl	72 22%	167 35%jl	62 21%	130 37%hjl	37 14%
Disagree slightly	(2) 498 25%kl	230 26%	132 27%	136 23%	498 25%	405 26%	250 24%	70 26%	91 28%	81 17%	102 35%kl	79 22%	74 28%
Disagree strongly	(1) 423 21%kl	186 21%	86 17%	152 25%	423 21%	353 23%	235 22%	38 14%	101 31%gik	38 8%	85 29%gik	36 10%	124 47%Zghjkl
Don't know	109 6%	45 5%	24 5%	40 7%	109 6%	88 6%	43 4%	17 6%	21 7%	28 6%	24 8%	10 3%	10 4%
NET Agree	395 20%jl	179 20%	92 19%	124 21%	395 20%	268 17%	184 18%	62 23%jl	36 11%	158 33%zhjl	22 8%	98 28%hjl	19 7%
NET Disagree	921 47%kl	416 47%	218 44%	287 48%	921 47%	758 49%	485 46%	108 40%kl	192 60%gik	120 25%	188 63%Zgik	115 33%	199 75%Zghjkl
Mean	2.53hjl	2.55	2.59	2.46	2.53	2.46	2.51	2.68HJL	2.15	3.09ZgHJL	2.08	2.91ZHJL	1.83
SD	1.14	1.16	1.07	1.15	1.14	1.12	1.12	1.04	1.04	1.07	0.95	1.06	1.01

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 468

Absolutes/col percents

Table 203

QC16(9): I find price comparison sites useful to help me compare providers

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Agree strongly	(5) 374	144	230	350	24	95	78	166	340	8	19	7	327	46
	19%	15%	22%	20%	10%	25%	16%	19%	20%	12%	16%	13%	19%	17%
Agree slightly	(4) 697	331	365	583	113	115	185	316	615	34	31	16	604	93
	35%	35%	35%	34%	47% c	30%	38%	36%	35%	49% c,h	26%	33%	35%	34%
Neither agree nor disagree	(3) 423	157	266	374	48	75	129	165	369	15	29	11	368	55
	21%	17%	26% a	22%	20%	20%	27%	19%	21%	21%	24%	21%	22%	20%
Disagree slightly	(2) 213	114	99	190	23	41	33	115	189	5	15	4	189	24
	11%	12%	9%	11%	10%	11%	7%	13%	11%	8%	13%	7%	11%	9%
Disagree strongly	(1) 97	50	47	89	8	23	26	27	76	3	14	5	75	23
	5%	5%	5%	5%	3%	6%	5%	3%	4%	4%	12% a,h	10%	4%	8%
Don't know	172	138	34	150	23	28	35	85	148	5	12	8	142	30
	9% b	15% a,b	3%	9%	10%	7%	7%	10%	9%	7%	10%	16%	8%	11%
NET Agree	1070	475	595	933	137	211	263	482	955	42	50	23	931	139
	54% j	51%	57%	54%	57%	56%	54%	55%	55% j	60% j	42%	46%	55%	51%
NET Disagree	310	164	146	279	31	64	59	142	265	8	29	8	264	46
	16%	18%	14%	16%	13%	17%	12%	16%	15%	12%	24% h	17%	15%	17%
Mean	3.57 ^j	3.51	3.63	3.58	3.56	3.62	3.57	3.61	3.60 ^j	3.61	3.24	3.39	3.59	3.48
SD	1.10	1.13	1.08	1.12	0.95	1.19	1.04	1.07	1.09	0.96	1.27	1.20	1.09	1.19

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 469

Absolutes/col percents

Table 203

QC16(9): I find price comparison sites useful to help me compare providers

The following are statements that businesses have made about switching internet service providers.

For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Agree strongly	(5) 374	167	69	138	374	308	189	36	57	69	73	37	101
	19%	19%	14%	23% ^b	19%	20%	18%	13%	18%	15%	25% ^k	11%	38% ^{zGHM}
Agree slightly	(4) 697	315	183	198	697	553	331	92	87	162	133	148	75
	35%	36%	37%	33%	35%	36%	32%	34%	27%	34%	45% ^h	42% ^h	28%
Neither agree nor disagree	(3) 423	161	115	147	423	322	286	57	98	114	31	87	37
	21%	18%	23%	24%	21%	21%	27% ^{ade}	21%	30% ^{il}	24%	10%	25%	14%
Disagree slightly	(2) 213	93	66	54	213	166	111	26	32	68	25	43	20
	11%	11%	13%	9%	11%	11%	11%	10%	10%	14%	8%	12%	8%
Disagree strongly	(1) 97	56	29	13	97	61	55	19	27	26	1	14	11
	5%	6%	6%	2%	5%	4%	5%	7%	8%	6%	*	4%	4%
Don't know	172	89	33	50	172	133	72	39	21	34	34	25	20
	9%	10%	7%	8%	9%	9%	7%	14%	6%	7%	12%	7%	8%
NET Agree	1070	482	252	336	1070	861	520	129	144	231	206	185	177
	54%	55%	51%	56%	54%	56%	50%	48%	45%	49%	69% ^{zGHM}	52%	67% ^{zGHM}
NET Disagree	310	149	95	66	310	227	166	45	59	94	26	56	31
	16%	17%	19% ^c	11%	16%	15%	16%	17%	18%	20%	9%	16%	12%
Mean	3.57	3.56	3.43	3.72 ^d	3.57	3.63	3.50	3.44	3.38	3.41	3.96 ^{zGHM}	3.47	3.97 ^{zGHM}
SD	1.10	1.15	1.10	1.02	1.10	1.08	1.10	1.13	1.17	1.11	0.90	0.99	1.13

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 204

QC16: SUMMARY TABLE - AGREE STRONGLY

The following are statements that businesses have made about switching internet service providers.
For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
There is a good choice of providers available to my business	450 23%	208 22%	242 23%	402 23%	48 20%	107 28%	110 23%	176 20%	392 23%	18 25%	26 22%	14 28%	396 23%	54 20%
There is a good choice of products and/or services available to my business	430 22%	181 19%	249 24%	400 23%	31 13%	105 28%	91 19%	169 19%	365 21%	18 26%	28 23%	19 39%	379 22%	51 19%
It is difficult to make comparisons between providers on price	144 7%	84 9%	60 6%	121 7%	23 10%	32 8%	29 6%	60 7%	121 7%	7 9%	14 12%	2 5%	125 7%	19 7%
It is difficult to make comparisons between providers on quality of service	289 15%	135 14%	155 15%	258 15%	32 13%	41 11%	82 17%	117 13%	239 14%	15 21%	25 21%	10 20%	251 15%	39 14%
The prices of services are clear and transparent	408 21%	201 21%	207 20%	370 21%	38 16%	93 25%	98 20%	163 19%	354 20%	16 22%	19 16%	19 37%	346 20%	61 23%
I am able to negotiate effectively with my provider on tariffs and services	253 13%	112 12%	141 14%	230 13%	22 9%	62 16%	53 11%	89 10%	204 12%	12 17%	24 20%h	12 24%	220 13%	32 12%
There is not much difference between the providers on the market	189 10%	102 11%	87 8%	169 10%	20 8%	44 12%	42 9%	66 8%	152 9%	14 19%h	16 14%	7 13%	168 10%	20 8%
It is difficult to make comparisons between providers because my service needs are complex	76 4%	40 4%	36 3%	60 3%	16 7%	8 2%	18 4%	38 4%	64 4%	6 8%	5 4%	2 4%	60 4%	16 6%
I find price comparison sites useful to help me compare providers	374 19%	144 15%	230 22%	350 20%	24 10%	95 25%	78 16%	166 19%	340 20%	8 12%	19 16%	7 13%	327 19%	46 17%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 204

QC16: SUMMARY TABLE - AGREE STRONGLY

The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
There is a good choice of providers available to my business	450 23%	215 24%	99 20%	136 23%	450 23%	367 24%	226 22%	39 14%	55 17%	67 14%	90 30% gik	57 16%	142 54% zGHUJ
There is a good choice of products and/or services available to my business	430 22% i	208 24%	97 20%	125 21%	430 22%	355 23%	219 21%	33 12%	64 20% l	36 8%	84 28% gi	76 22% i	136 52% zGHUJ
It is difficult to make comparisons between providers on price	144 7%	59 7%	44 9%	41 7%	144 7%	109 7%	71 7%	31 11% i	24 7%	41 9%	18 6%	25 7%	6 2%
It is difficult to make comparisons between providers on quality of service	289 15% i	153 17%	75 15%	61 10%	289 15%	234 15%	165 16%	64 24% il	72 22% il	77 16% j	8 3%	44 13% j	24 9%
The prices of services are clear and transparent	408 21% gkl	163 19%	91 18%	153 26%	408 21%	321 21%	213 20%	24 9%	68 21% gi	47 10%	81 27% GI	56 16%	132 50% zGHUJ
I am able to negotiate effectively with my provider on tariffs and services	253 13%	101 11%	59 12%	92 15%	253 13%	208 14%	137 13%	18 7%	25 8%	39 8%	47 16%	53 15%	70 27% zGHU
There is not much difference between the providers on the market	189 10%	77 9%	61 12%	51 8%	189 10%	154 10%	99 10%	25 9%	21 6%	48 10%	25 8%	52 15%	17 7%
It is difficult to make comparisons between providers because my service needs are complex	76 4%	46 5%	18 4%	12 2%	76 4%	56 4%	43 4%	5 2%	2 1%	39 8% shj	2 1%	22 6% j	6 2%
I find price comparison sites useful to help me compare providers	374 19% kl	167 19%	69 14%	138 23% b	374 19%	308 20%	189 18%	36 13%	57 18%	69 15%	73 25% kl	37 11%	101 38% zGHUJ

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 472

Absolutes/col percents

Table 205

QC16: SUMMARY TABLE - NET AGREE

The following are statements that businesses have made about switching internet service providers.
For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
There is a good choice of providers available to my business	1332 67% M	619 66%	713 68%	1177 68%	154 64%	240 63%	320 66%	610 70%	1170 67%	49 70%	74 62%	38 77%	1183 69% M	149 55%
There is a good choice of products and/or services available to my business	1258 64% M	579 62%	680 65%	1117 64%	141 59%	241 64%	292 60%	564 65%	1097 63%	50 71%	74 62%	37 75%	1113 65% M	146 54%
It is difficult to make comparisons between providers on price	749 38%	350 37%	399 38%	640 37%	109 46%	127 34%	167 34%	363 42%	657 38%	24 34%	50 42%	19 38%	663 39%	86 32%
It is difficult to make comparisons between providers on quality of service	1034 52%	453 49%	580 56%	922 53%	112 47%	163 43%	253 52%	487 56% M	902 52%	37 52%	63 53%	31 63%	906 53%	128 47%
The prices of services are clear and transparent	1164 59%	582 62%	582 56%	1039 60%	125 52%	235 62% M	243 50%	538 62% M	1017 59%	46 65%	68 57%	33 67%	1012 59%	152 56%
I am able to negotiate effectively with my provider on tariffs and services	837 42%	368 39%	469 45%	743 43%	93 39%	159 42%	162 33%	386 44%	708 41%	44 62% M	55 46%	31 62%	728 43%	109 40%
There is not much difference between the providers on the market	976 49%	464 50%	512 49%	847 49%	129 54%	177 47%	248 51%	434 50%	860 49%	40 57%	52 44%	23 47%	851 50%	125 46%
It is difficult to make comparisons between providers because my service needs are complex	395 20%	198 21%	197 19%	331 19%	64 27%	65 17%	78 16%	202 23%	345 20%	16 22%	22 18%	12 24%	340 20%	54 20%
I find price comparison sites useful to help me compare providers	1070 54% M	475 51%	595 57%	933 54%	137 57%	211 56%	263 54%	482 55%	955 55% M	42 60% M	50 42%	23 46%	931 55%	139 51%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 205

QC16: SUMMARY TABLE - NET AGREE

The following are statements that businesses have made about switching internet service providers.
For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

Absolutes/col percents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
There is a good choice of providers available to my business	1332 67% g	609 69%	304 61%	418 70%	1332 67%	1043 68%	689 66%	147 55%	216 67% h	225 48%	243 82% zghl	257 73% g	244 92% zghm
There is a good choice of products and/or services available to my business	1258 64% g	573 65%	285 58%	400 67%	1258 64%	995 64%	655 63%	135 50%	206 64% h	192 41%	231 78% zgi	253 72% gi	241 91% zghijk
It is difficult to make comparisons between providers on price	749 38% hjl	353 40%	187 38%	209 35%	749 38%	574 37%	398 38%	164 61% zhjl	129 40% jl	200 42% jl	49 17%	184 52% zjl	23 9%
It is difficult to make comparisons between providers on quality of service	1034 52% hjl	490 56% c	276 56%	267 45%	1034 52%	807 52%	527 50%	190 71% zjl	215 67% zjl	269 57% jl	83 28%	207 59% jl	71 27%
The prices of services are clear and transparent	1164 59% g	508 58%	277 56%	379 63%	1164 59%	929 60%	597 57%	78 29%	211 66% gi	211 45% g	221 75% zgi	208 59% gi	236 89% zghijk
I am able to negotiate effectively with my provider on tariffs and services	837 42% g	368 42%	209 42%	259 43%	837 42%	636 41%	448 43%	64 24%	107 33%	162 34%	145 49% gi	188 53% zghl	171 65% zghl
There is not much difference between the providers on the market	976 49%	443 50%	250 51%	283 47%	976 49%	742 48%	522 50%	154 57% h	149 46%	205 43%	122 41%	239 68% zhjl	107 40%
It is difficult to make comparisons between providers because my service needs are complex	395 20% hjl	179 20%	92 19%	124 21%	395 20%	268 17%	184 18%	62 23% jl	36 11%	158 33% zhjl	22 8%	98 28% hjl	19 7%
I find price comparison sites useful to help me compare providers	1070 54%	482 55%	252 51%	336 56%	1070 54%	861 56%	520 50%	129 48%	144 45%	231 49%	206 69% zghl	185 52%	177 67% zghl

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 474

Absolutes/col percents

Table 206

QC16: SUMMARY TABLE - DISAGREE STRONGLY

The following are statements that businesses have made about switching internet service providers.
For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

		Method		Sector		Collapsed region			Nation				Urbanity	
	Total (z)	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
There is a good choice of providers available to my business	53 3%	36 4%	17 2%	46 3%	8 3%	20 5%	7 1%	18 2%	46 3%	1 2%	5 4%	1 1%	27 2%	26 10%ZL
There is a good choice of products and/or services available to my business	35 2%	26 3%	9 1%	30 2%	5 2%	17 5%g	5 1%	9 1%	30 2%	1 2%	3 3%	* 1%	13 1%	22 8%ZL
It is difficult to make comparisons between providers on price	190 10%	102 11%	89 8%	183 11%	8 3%	45 12%	41 8%	82 9%	168 10%	5 6%	10 8%	8 17%	158 9%	32 12%
It is difficult to make comparisons between providers on quality of service	98 5%	54 6%	44 4%	82 5%	16 7%	38 10%g	22 5%	25 3%	85 5%	2 2%	7 6%	5 10%	80 5%	18 7%
The prices of services are clear and transparent	83 4%	59 6%b	24 2%	74 4%	9 4%	20 5%	7 2%	40 5%	68 4%	6 9%	5 4%	4 8%	69 4%	14 5%
I am able to negotiate effectively with my provider on tariffs and services	106 5%	59 6%	48 5%	94 5%	12 5%	20 5%	24 5%	44 5%	88 5%	7 10%	8 6%	5 9%	85 5%	21 8%
There is not much difference between the providers on the market	115 6%	49 5%	66 6%	93 5%	22 9%	17 5%	23 5%	53 6%	94 5%	3 4%	10 8%	8 17%	101 6%	14 5%
It is difficult to make comparisons between providers because my service needs are complex	423 21%	203 22%	220 21%	390 22%	33 14%	106 28%f	79 16%	188 22%	373 22%	16 23%	22 19%	11 23%	363 21%	60 22%
I find price comparison sites useful to help me compare providers	97 5%	50 5%	47 5%	89 5%	8 3%	23 6%	26 5%	27 3%	76 4%	3 4%	14 12%h	5 10%	75 4%	23 8%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 206

QC16: SUMMARY TABLE - DISAGREE STRONGLY

The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
There is a good choice of providers available to my business	53 3%	35 4%	13 3%	6 1%	53 3%	33 2%	25 2%	4 1%	1 *	43 9%gHJKL	- -	5 1%	1 *
There is a good choice of products and/or services available to my business	35 2%	24 3%	8 2%	3 *	35 2%	17 1%	23 2%	* *	- -	32 7%zghjkl	- -	2 1%	1 *
It is difficult to make comparisons between providers on price	190 10%k	68 8%	44 9%	78 13%	190 10%	164 11%	97 9%	11 4%	18 6%	23 5%	46 16%gHk	9 3%	83 32%ZGHJK
It is difficult to make comparisons between providers on quality of service	98 5%	37 4%	27 5%	34 6%	98 5%	85 5%	55 5%	1 *	- -	31 6%ghk	26 9%gHk	2 1%	37 14%ZGHJK
The prices of services are clear and transparent	83 4%	26 3%	35 7%	23 4%	83 4%	69 4%	26 2%	30 11%gHJKL	3 1%	42 9%zghjkl	- -	8 2%	- -
I am able to negotiate effectively with my provider on tariffs and services	106 5%k	47 5%	37 8%	22 4%	106 5%	83 5%	53 5%	12 5%	16 5%	44 9%k	14 5%	3 1%	18 7%k
There is not much difference between the providers on the market	115 6%	61 7%	26 5%	28 5%	115 6%	96 6%	64 6%	8 3%	23 7%	26 6%	31 10%k	7 2%	21 8%
It is difficult to make comparisons between providers because my service needs are complex	423 21%k	186 21%	86 17%	152 25%	423 21%	353 23%	235 22%	38 14%	101 31%gHk	38 8%	85 29%gHk	36 10%	124 47%ZGHJK
I find price comparison sites useful to help me compare providers	97 5%	56 6%	29 6%	13 2%	97 5%	61 4%	55 5%	19 7%j	27 8%j	26 6%	1 *	14 4%	11 4%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 476

Absolutes/col percents

Table 207

QC16: SUMMARY TABLE - NET DISAGREE

The following are statements that businesses have made about switching internet service providers.
For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
There is a good choice of providers available to my business	157 8%	85 9%	73 7%	129 7%	28 12%	48 13%g	33 7%	50 6%	132 8%	5 7%	16 13%	4 8%	107 6%	50 19%ZL
There is a good choice of products and/or services available to my business	170 9%	96 10%	74 7%	151 9%	19 8%	49 13%g	43 9%	57 6%	148 9%	6 9%	12 10%	3 7%	119 7%	51 19%ZL
It is difficult to make comparisons between providers on price	609 31%g	298 32%	312 30%	567 33%g	42 18%	137 36%	124 26%	262 30%	523 30%	26 38%	41 34%	19 39%	520 30%	89 33%
It is difficult to make comparisons between providers on quality of service	385 19%	191 20%	194 19%	330 19%	55 23%	112 30%g	84 17%	142 16%	339 19%	12 17%	26 22%	9 18%	332 19%	53 20%
The prices of services are clear and transparent	296 15%	145 16%	151 14%	246 14%	50 21%	49 13%	69 14%	139 16%	258 15%	10 14%	20 16%	9 19%	241 14%	55 20%
I am able to negotiate effectively with my provider on tariffs and services	419 21%	208 22%	211 20%	353 20%	67 28%	64 17%	117 24%	194 22%	376 22%	10 15%	25 21%	8 16%	362 21%	57 21%
There is not much difference between the providers on the market	381 19%	154 16%	228 22%	346 20%	35 15%	82 22%	70 14%	173 20%	326 19%g	6 8%	33 28%g	16 32%	328 19%	53 20%
It is difficult to make comparisons between providers because my service needs are complex	921 47%	445 48%	477 46%	827 48%	94 39%	183 48%	197 41%	429 49%	809 47%	34 48%	59 49%	19 38%	795 47%	126 47%
I find price comparison sites useful to help me compare providers	310 16%	164 18%	146 14%	279 16%	31 13%	64 17%	59 12%	142 16%	265 15%	8 12%	29 24%h	8 17%	264 15%	46 17%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

QC16: SUMMARY TABLE - NET DISAGREE

The following are statements that businesses have made about switching internet service providers. For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments							
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)		
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286		
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264		
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84		
There is a good choice of providers available to my business	157	67	70	20	157	118	70	15	13	92	15	19	4		
	8%	8%	14%aC	3%	8%	8%	7%	6%	4%	19%ZGHUKL	5%	5%	1%		
There is a good choice of products and/or services available to my business	170	76	65	29	170	127	93	18	27	94	14	16	2		
	9%	9%	13%	5%	9%	8%	9%	7%	8%	20%ZghJKL	5%	4%	1%		
It is difficult to make comparisons between providers on price	609	247	166	196	609	496	297	39	85	88	177	45	175		
	31%GJK	28%	33%	33%	31%	32%	28%	14%	27%a	19%	60%ZGHIK	13%	66%ZGHIK		
It is difficult to make comparisons between providers on quality of service	385	157	103	125	385	307	214	12	14	63	130	32	133		
	19%GHIK	18%	21%	21%	19%	20%	20%	5%	4%	13%h	44%ZGHIK	9%	50%ZGHIK		
The prices of services are clear and transparent	296	132	105	60	296	227	138	90	27	118	7	50	3		
	15%KL	15%	21%C	10%	15%	15%	13%	33%ZHUKL 8%j 25%ZHUKL 2% 14%JL						1%	
I am able to negotiate effectively with my provider on tariffs and services	419	221	126	73	419	348	199	81	89	160	49	18	22		
	21%cdKL	25%C	25%K	12%	21%	23%	19%	30%KL 28%KL 34%ZJKL 17%K						5%	9%
There is not much difference between the providers on the market	381	183	101	97	381	325	214	37	70	101	80	29	64		
	19%K	21%	20%	16%	19%	21%	20%	14%	22%a 21%K 27%K			8%	24%K		
It is difficult to make comparisons between providers because my service needs are complex	921	416	218	287	921	758	485	108	192	120	188	115	199		
	47%KL	47%	44%	48%	47%	49%	46%	40%j 60%ZgIK 25% 63%ZGHIK						33%	75%ZGHIK
I find price comparison sites useful to help me compare providers	310	149	95	66	310	227	166	45	59	94	26	56	31		
	16%	17%	19%	11%	16%	15%	16%	17%	18%	20%j	9%	16%	12%		

Proportions/Mean. Columns tested (1%, 5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 478

Absolutes/col percents

Table 208

QC16: SUMMMARY TABLE

The following are statements that businesses have made about switching internet service providers.
For each one please can you say how much you agree or disagree with it, using the following scale

Base: All with broadband/ internet service

		There is a good choice of providers available to my business	There is a good choice of products and/or services available to my business	It is difficult to make comparisons between providers on price	It is difficult to make comparisons between providers on quality of service	The prices of services are clear and transparent	I am able to negotiate effectively with my provider on tariffs and services	There is not much difference between the providers on the market	It is difficult to make comparisons between providers because my service needs are complex	I find price comparison sites useful to help me compare providers
Unweighted base		1994	1994	1994	1994	1994	1994	1994	1994	1994
Base		1976	1976	1976	1976	1976	1976	1976	1976	1976
Effective base		533	533	533	533	533	533	533	533	533
Agree strongly	(5)	450	430	144	289	408	253	189	76	374
		23%	22%	7%	15%	21%	13%	10%	4%	19%
Agree slightly	(4)	882	828	605	744	756	584	787	319	697
		45%	42%	31%	38%	38%	30%	40%	16%	35%
Neither agree nor disagree	(3)	340	411	507	439	412	517	450	551	423
		17%	21%	26%	22%	21%	26%	23%	28%	21%
Disagree slightly	(2)	104	135	419	287	213	313	266	498	213
		5%	7%	21%	15%	11%	16%	13%	25%	11%
Disagree strongly	(1)	53	35	190	98	83	106	115	423	97
		3%	2%	10%	5%	4%	5%	6%	21%	5%
Don't know		147	137	110	118	104	204	169	109	172
		7%	7%	6%	6%	5%	10%	9%	6%	9%
NET Agree		1332	1258	749	1034	1164	837	976	395	1070
		67%	64%	38%	52%	59%	42%	49%	20%	54%
NET Disagree		157	170	609	385	296	419	381	921	310
		8%	9%	31%	19%	15%	21%	19%	47%	16%
Mean		3.86	3.81	3.05	3.45	3.64	3.32	3.37	2.53	3.57
SD		0.95	0.94	1.12	1.09	1.08	1.10	1.06	1.14	1.10

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 479

Table 209

QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?

Absolutes/col percents

Base: All broadband/ internet non-switchers and non-recent switchers

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1607	679	928	1301	306	337	342	484	1163	153	164	127	1264	343
1631	782	849	1420	211*	294	380	750	1424	61*	104*	42**	1408	222
432	166	291	376	55	101	106	154	345	55	69	32	347	113
773	391	382	662	111	169	176	313	658	28	63	24	662	111
47%	50%	45%	47%	53%	57%g	46%	42%	46%	45%	61%zh	58%	47%	50%
281	169	111	257	23	33	76	134	243	13	13	11	250	30
17%	22%b	13%	18%	11%	11%	20%	18%	17%	22%	13%	26%	18%	14%
168	6	162	154	13	39	38	67	145	8	11	4	149	18
10%a	1%	19%zA	11%	6%	13%	10%	9%	10%	13%	10%	10%	11%	8%
166	12	154	159	8	19	25	108	151	3	9	3	153	13
10%a	2%	18%zA	11%	4%	6%	7%	14%	11%	6%	8%	7%	11%	6%
133	23	110	125	8	21	22	78	121	1	8	3	125	7
8%a	3%	13%zA	9%	4%	7%	6%	10%	8%	2%	8%	7%	9%	3%
131	19	112	124	7	20	30	65	115	3	8	4	112	19
8%a	2%	13%zA	9%	3%	7%	8%	9%	8%	4%	8%	10%	8%	8%
120	21	99	100	20	27	28	54	109	3	5	4	104	16
7%a	3%	12%zA	7%	9%	9%	7%	7%	8%	6%	4%	8%	7%	7%
105	10	95	99	7	18	18	57	93	3	5	4	102	3
6%Am	1%	11%zA	7%	3%	6%	5%	8%	7%	6%	5%	8%	7%Am	1%
87	10	78	82	5	15	18	50	83	2	3	*	82	5
5%a	1%	9%zA	6%	2%	5%	5%	7%	6%	3%	3%	*	6%	2%
83	14	69	71	12	13	25	35	73	1	8	1	77	6
5%	2%	8%zA	5%	6%	4%	6%	5%	5%	2%	8%	2%	5%	3%
80	42	38	69	11	19	20	34	73	2	4	*	60	20
5%	5%	4%	5%	5%	7%	5%	5%	5%	4%	4%	1%	4%	9%
78	8	70	65	13	8	14	49	71	2	1	4	76	2
5%a	1%	8%zA	5%	6%	3%	4%	7%	5%	4%	1%	8%	5%	1%
76	9	68	76	*	5	22	40	68	1	7	1	74	2
5%a	1%	8%zA	5%	*	2%	6%	5%	5%	1%	6%	2%	5%	1%
76	17	59	72	4	12	14	46	72	1	2	1	66	10
5%	2%	7%zA	5%	2%	4%	4%	6%	5%	2%	2%	2%	5%	5%
70	-	70	67	3	12	10	39	61	2	4	3	63	6
4%a	-	8%zA	5%	1%	4%	3%	5%	4%	3%	4%	7%	5%	3%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 209

QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?**Base: All broadband/ internet non-switchers and non-recent switchers**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	1631	782	849	1420	211*	294	380	750	1424	61*	104*	42**	1408	222
Hassle of needing to contact more than one provider to switch	64 4%	16 2%	48 6%	63 4%	1 1%	14 5%	14 4%	33 4%	61 4%	1 2%	1 1%	1 2%	57 4%	7 3%
Have never thought about switching providers	59 4%	18 2%	42 5%	42 3%	17 8%	6 2%	18 5%	25 3%	48 3%	4 6%	7 6%	* 1%	49 4%	10 4%
Didn't want to change provider for other services in the same bundle	58 4%	11 1%	47 6%a	58 4%	* *	12 4%	11 3%	32 4%	56 4%	* *	3 2%	- -	55 4%	3 1%
Worried that other devices I own wouldn't work with a new service	50 3%	10 1%	40 5%a	49 3%	1 *	10 3%	10 3%	26 4%	46 3%	2 3%	2 2%	- -	50 4%	* *
Bad experience switching comms services previously	33 2%	* *	33 4%a	30 2%	4 2%	14 5%g	5 1%	8 1%	27 2%	4 7%h	2 2%	* *	31 2%	2 1%
Worried that might have to pay two providers at the same time	32 2%	10 1%	22 3%	32 2%	* *	10 3%	9 2%	11 1%	30 2%	* *	2 2%	- -	31 2%	1 1%
There is not enough choice of products or service available to my organization	32 2%	5 1%	27 3%	27 2%	5 2%	6 2%	3 1%	15 2%	24 2%	2 3%	6 5%h	1 2%	20 1%	12 5%l
Do not know how to switch providers	20 1%	1 *	19 2%	20 1%	* *	8 3%	6 2%	6 1%	20 1%	- -	- -	* 1%	16 1%	4 2%
Other (please type in)	250 15%b	207 27%z0	43 5%	213 15%	37 18%	32 11%	49 13%	142 19%	223 16%	8 14%	15 15%	4 9%	217 15%	34 15%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 209

QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?

Absolutes/col percents

Base: All broadband/ internet non-switchers and non-recent switchers

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1607	713	574	320	1607	1097	1019	175	166	505	218	308	235
Base	1631	728	421	482	1631	1246	880	231*	283*	374	237*	297	210*
Effective base	432	190	131	115	432	307	257	55	64	111	57	85	65
Happy with my current provider	773	326	202	245	773	603	417	76	141	137	124	161	134
Already on the best deal	47%g	45%	48%	51%	47%	48%	47%	33%	50%	37%	52%g	54%g	64%zGI
Don't think we could save much money	281	134	48	99	281	241	131	28	51	49	53	57	43
Problems not sufficiently bad with current provider	17%	18%	11%	21%	17%	19%	15%	12%	18%	13%	22%	19%	20%
Too risky/ worried the switching process could go wrong	168	75	52	40	168	136	129	43	44	19	29	20	12
No real difference between providers / they are all the same	10%	10%	12%	8%	10%	11%	15%	19%hI	16%I	5%	12%	7%	6%
Don't have time/have other priorities	166	75	35	56	166	136	119	44	47	35	13	12	16
Would be worried I made the wrong choice	10%	10%	8%	12%	10%	11%	14%	19%jK	17%k	9%	5%	4%	8%
Worried about arranging for services to start/ stop at the same time	133	57	29	47	133	118	99	58	28	19	5	13	9
Don't want to be tied into a new fixed term contract	8%	8%	7%	10%	8%	9%	11%	25%ZhJKL	10%	5%	2%	4%	4%
There is not enough choice of providers available in our area	131	48	34	48	131	109	83	38	23	36	20	6	9
Too difficult to compare the different tariffs / deals offered by each provider	8%h	7%	8%	10%	8%	9%	9%	16%hI	8%	10%k	8%	2%	4%
Able to negotiate effectively with my current provider	120	64	37	19	120	101	75	29	36	18	22	12	3
We are tied into our existing contract and would incur a penalty charge	7%	9%	9%	4%	7%	8%	8%	13%I	13%I	5%	9%	4%	1%
	105	52	19	35	105	72	79	55	19	9	14	8	*
	6%h	7%	4%	7%	6%	6%	9%	24%ZhJKL	7%	2%	6%	3%	*
	87	44	15	29	87	68	66	37	28	13	*	10	*
	5%	6%	4%	6%	5%	5%	8%	16%ZJML	10%jI	3%	*	3%	*
	83	37	8	38	83	53	63	25	6	15	13	16	8
	5%	5%	2%	8%h	5%	4%	7%	11%	2%	4%	5%	5%	4%
	80	33	24	23	80	64	24	16	5	36	14	5	4
	5%	5%	6%	5%	5%	3%	3%	7%	2%	10%hI	6%	2%	2%
	78	35	10	32	78	63	66	37	28	10	-	3	-
	5%	5%	2%	7%	5%	5%	7%	16%ZJML	10%jI	3%	-	1%	-
	76	34	12	30	76	56	48	8	30	8	12	5	13
	5%	5%	3%	6%	5%	5%	5%	3%	11%h	2%	5%	2%	6%
	76	38	24	14	76	63	38	12	19	25	4	3	12
	5%	5%	6%	3%	5%	5%	4%	5%	7%	7%	2%	1%	6%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 209

QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?**Base: All broadband/ internet non-switchers and non-recent switchers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	1631	728	421	482	1631	1246	880	231*	283*	374	237*	297	210*
Did not want to have to get an engineer to install new equipment	70 4%	26 4%	12 3%	32 7%	70 4%	57 5%	43 5%	17 8% g	25 9% h	15 4%	2 1%	11 4%	* *
Hassle of needing to contact more than one provider to switch	64 4%	41 6%	14 3%	9 2%	64 4%	56 4%	33 4%	18 8%	8 3%	21 6%	3 1%	12 4%	2 1%
Have never thought about switching providers	59 4%	23 3%	15 4%	21 4%	59 4%	50 4%	28 3%	7 3%	13 5%	9 3%	12 5%	13 4%	5 2%
Didn't want to change provider for other services in the same bundle	58 4%	35 5%	7 2%	16 3%	58 4%	44 4%	52 6%	3 1%	11 4%	10 3%	6 3%	21 7%	7 3%
Worried that other devices I own wouldn't work with a new service	50 3%	28 4%	7 2%	15 3%	50 3%	34 3%	45 5%	30 13% z h j k l	7 3%	9 3%	2 1%	1 *	* *
Bad experience switching comms services previously	33 2%	15 2%	4 1%	14 3%	33 2%	31 3%	20 2%	10 4%	15 5%	6 2%	* *	2 1%	- -
Worried that might have to pay two providers at the same time	32 2%	21 3%	7 2%	4 1%	32 2%	27 2%	29 3%	16 7% z j	4 1%	10 3%	* *	2 1%	- -
There is not enough choice of products or service available to my organization	32 2%	15 2%	9 2%	8 2%	32 2%	21 2%	14 2%	1 *	4 2%	17 5%	5 2%	2 1%	2 1%
Do not know how to switch providers	20 1%	9 1%	4 1%	7 1%	20 1%	14 1%	12 1%	2 1%	3 1%	12 3%	* *	3 1%	1 *
Other (please type in)	250 15%	130 18%	70 17%	51 11%	250 15%	175 14%	109 12%	31 13%	54 19%	81 22% k	29 12%	32 11%	24 11%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 483

Absolutes/col percents

Table 210

QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?

Base: All broadband/ internet non-switchers only

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1027	536	491	815	212	220	195	308	723	103	114	87	807	220
Base	1070	638	432	913	157*	209*	249*	487	945	36**	65*	24**	927	143*
Effective base	269	131	164	228	41	66	58	100	218	34	46	18	217	70
Happy with my current provider	504	298	205	414	89	120	124	195	438	14	35	15	437	67
	47%	47%	48%	45%	57%	57%	50%	40%	46%	40%	54%	64%	47%	47%
Already on the best deal	173	127	46	151	22	11	54	91	155	8	4	5	150	23
	16% z	20% b	11%	17%	14%	5%	22% e	19% g	16%	23%	7%	21%	16%	16%
Problems not sufficiently bad with current provider	81	12	69	74	7	14	11	54	78	*	3	*	77	4
	8% z	2%	16% zA	8%	5%	7%	4%	11%	8%	*	4%	1%	8%	3%
Don't think we could save much money	76	6	71	63	13	30	15	25	70	*	3	3	67	9
	7% z	1%	16% zA	7%	8%	14% g	6%	5%	7%	*	5%	14%	7%	6%
Too risky/ worried the switching process could go wrong	72	13	60	65	7	12	12	40	65	1	4	3	66	6
	7% z	2%	14% zA	7%	5%	6%	5%	8%	7%	3%	6%	13%	7%	4%
No real difference between providers /they are all the same	69	13	56	62	7	14	14	31	59	2	5	3	57	12
	6%	2%	13% zA	7%	4%	6%	6%	6%	6%	6%	8%	12%	6%	8%
There is not enough choice of providers available in our area	60	41	19	55	6	14	15	27	57	1	2	*	51	9
	6%	6%	4%	6%	4%	7%	6%	6%	6%	4%	3%	2%	6%	6%
Don't have time/have other priorities	60	8	52	50	9	16	19	18	53	2	1	4	50	10
	6% z	1%	12% zA	6%	6%	8%	8%	4%	6%	5%	2%	15%	5%	7%
Would be worried I made the wrong choice	51	*	51	44	7	16	10	16	41	3	3	3	50	1
	5% zA	*	12% zA	5%	4%	7%	4%	3%	4%	9%	5%	11%	5%	*
We are tied into our existing contract and would incur a penalty charge	47	16	32	44	4	9	6	31	46	*	1	*	44	4
	4%	2%	7% zA	5%	2%	4%	2%	6%	5%	1%	1%	1%	5%	2%
Don't want to be tied into a new fixed term contract	46	13	33	34	12	10	11	18	39	1	6	1	44	2
	4%	2%	8% zA	4%	7%	5%	4%	4%	4%	2%	9%	2%	5%	1%
Worried about arranging for services to start/ stop at the same time	43	-	43	40	4	11	7	21	39	2	3	*	41	3
	4% z	-	10% zA	4%	2%	5%	3%	4%	4%	5%	5%	1%	4%	2%
Hassle of needing to contact more than one provider to switch	37	9	28	36	1	8	6	21	36	*	1	1	34	3
	3%	1%	6% zA	4%	1%	4%	2%	4%	4%	1%	1%	3%	4%	2%
Have never thought about switching providers	37	16	21	29	8	5	14	10	29	2	5	*	30	7
	3%	3%	5%	3%	5%	2%	5%	2%	3%	7%	8%	2%	3%	5%
Didn't want to change provider for other services in the same bundle	32	11	22	32	*	8	6	17	30	-	2	-	32	*
	3%	2%	5%	4%	*	4%	2%	3%	3%	-	3%	-	3%	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 484

Absolutes/col percents

Table 210

QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?

Base: All broadband/ internet non-switchers only

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	1070	638	432	913	157*	209*	249*	487	945	36**	65*	24**	927	143*
Too difficult to compare the different tariffs / deals offered by each provider	31	8	23	27	4	2	7	15	25	2	1	3	31	*
	3%	1%	5%a	3%	3%	1%	3%	3%	3%	5%	2%	12%	3%	*
Did not want to have to get an engineer to install new equipment	30	-	30	27	3	8	3	16	27	-	-	3	25	5
	3%	-	7%a	3%	2%	4%	1%	3%	3%	-	-	11%	3%	3%
Worried that other devices I own wouldn't work with a new service	24	-	24	23	1	9	5	6	20	2	2	-	24	*
	2%	-	5%a	3%	*	4%	2%	1%	2%	5%	3%	-	3%	*
Able to negotiate effectively with my current provider	20	6	13	19	*	4	9	5	19	*	1	*	20	*
	2%	1%	3%	2%	*	2%	3%	1%	2%	*	1%	*	2%	*
There is not enough choice of products or service available to my organization	18	4	14	14	4	5	1	7	14	1	3	*	13	5
	2%	1%	3%	2%	2%	2%	1%	2%	1%	2%	5%	*	1%	3%
Do not know how to switch providers	13	1	11	13	-	7	3	3	13	-	-	*	10	2
	1%	*	3%	1%	-	3%	1%	1%	1%	-	-	*	1%	2%
Bad experience switching comms services previously	12	*	11	10	2	7	*	1	8	4	*	-	11	1
	1%	*	3%a	1%	1%	4%g	*	*	1%	10%	*	-	1%	1%
Worried that might have to pay two providers at the same time	11	-	11	11	*	6	5	*	11	*	-	-	11	-
	1%	-	3%a	1%	*	3%	2%	*	1%	*	-	-	1%	-
Other (please type in)	211	192	19	188	23	30	40	121	190	7	11	3	184	28
	20%b	30%ab	4%	21%	15%	14%	16%	25%	20%	20%	17%	12%	20%	19%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 210

QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?

Base: All broadband/ internet non-switchers only

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1027	443	394	190	1027	668	625	99	94	324	134	226	150
Base	1070	475	304	291*	1070	791	526	133**	153**	277*	151**	232*	126**
Effective base	269	114	88	68	269	183	153	30	33	73	36	62	39
Happy with my current provider	504 47%	209 44%	150 49%	144 49%	504 47%	379 48%	256 49%	45 34%	76 50%	106 38%	67 44%	127 55%	83 66%
Already on the best deal	173 16%	79 17%	31 10%	63 22%b	173 16%	145 18%	84 16%	14 10%	23 15%	30 11%	38 25%	44 19%	24 19%
Problems not sufficiently bad with current provider	81 8%	25 5%	29 10%	27 9%	81 8%	65 8%	49 9%	23 18%	23 15%	21 7%	4 3%	7 3%	2 2%
Don't think we could save much money	76 7%	36 8%	29 10%	11 4%	76 7%	57 7%	56 11%	11 8%	26 17%	11 4%	10 7%	12 5%	7 6%
Too risky/ worried the switching process could go wrong	72 7%	33 7%	15 5%	24 8%	72 7%	60 8%	41 8%	23 18%	12 8%	12 4%	4 3%	11 5%	9 7%
No real difference between providers /they are all the same	69 6%	22 5%	18 6%	28 10%	69 6%	56 7%	42 8%	17 13%	12 8%	26 9%	3 2%	5 2%	5 4%
There is not enough choice of providers available in our area	60 6%	27 6%	15 5%	18 6%	60 6%	46 6%	17 3%	12 9%	2 1%	28 10%a	14 9%	2 1%	3 2%
Don't have time/have other priorities	60 6%	25 5%	27 9%	7 3%	60 6%	49 6%	30 6%	20 15%	16 11%	8 3%	7 5%	5 2%	3 2%
Would be worried I made the wrong choice	51 5%	29 6%	10 3%	12 4%	51 5%	32 4%	34 6%	25 19%	8 5%	5 2%	6 4%	6 3%	* *
We are tied into our existing contract and would incur a penalty charge	47 4%	19 4%	17 6%	12 4%	47 4%	39 5%	21 4%	6 4%	12 8%	18 6%	2 2%	3 1%	6 5%
Don't want to be tied into a new fixed term contract	46 4%	22 5%	2 1%	22 7%b	46 4%	24 3%	30 6%	13 10%	1 *	6 2%	8 5%	15 6%	4 3%
Worried about arranging for services to start/ stop at the same time	43 4%	23 5%	12 4%	9 3%	43 4%	31 4%	28 5%	15 11%	17 11%	5 2%	- -	6 3%	* *
Hassle of needing to contact more than one provider to switch	37 3%	25 5%	6 2%	6 2%	37 3%	34 4%	17 3%	13 10%	7 4%	9 3%	1 *	7 3%	1 1%
Have never thought about switching providers	37 3%	15 3%	6 2%	16 6%	37 3%	33 4%	19 4%	5 4%	5 3%	7 3%	11 8%	4 2%	4 4%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 210

QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?**Base: All broadband/ internet non-switchers only**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	1070	475	304	291*	1070	791	526	133**	153**	277**	151**	232*	126**
Didn't want to change provider for other services in the same bundle	32 3%	15 3%	2 1%	15 5%	32 3%	22 3%	29 6%	1 *	4 3%	3 1%	4 3%	18 8%	2 2%
Too difficult to compare the different tariffs / deals offered by each provider	31 3%	12 3%	10 3%	9 3%	31 3%	23 3%	20 4%	22 17%	2 1%	5 2%	- -	2 1%	- -
Did not want to have to get an engineer to install new equipment	30 3%	7 1%	11 3%	13 4%	30 3%	21 3%	15 3%	6 4%	9 6%	4 1%	- -	11 5%	* *
Worried that other devices I own wouldn't work with a new service	24 2%	13 3%	3 1%	8 3%	24 2%	13 2%	19 4%	10 8%	7 5%	4 1%	2 1%	1 *	- -
Able to negotiate effectively with my current provider	20 2%	12 3%	2 1%	6 2%	20 2%	9 1%	11 2%	6 4%	7 5%	2 1%	* *	1 *	4 3%
There is not enough choice of products or service available to my organization	18 2%	10 2%	4 1%	4 1%	18 2%	8 1%	3 1%	* *	4 3%	6 2%	5 3%	2 1%	* *
Do not know how to switch providers	13 1%	3 1%	4 1%	6 2%	13 1%	9 1%	7 1%	* *	2 1%	7 3%	* *	3 1%	- -
Bad experience switching comms services previously	12 1%	6 1%	4 1%	2 1%	12 1%	11 1%	8 1%	2 2%	5 3%	2 1%	* *	2 1%	- -
Worried that might have to pay two providers at the same time	11 1%	4 1%	4 1%	3 1%	11 1%	10 1%	8 2%	2 1%	3 2%	3 1%	* *	2 1%	- -
Other (please type in)	211 20%	107 23%	62 21%	42 15%	211 20%	145 18%	84 16%	30 22%	42 27%	64 23%	27 18%	27 12%	22 18%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 487

Absolutes/col percents

Table 211

QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?

Base: All broadband/ internet non-recent switchers only

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	580	143	437	486	94	117	147	176	440	50	50	40	457	123
Base	560	143**	417	507	54**	85**	131*	263*	479	25**	38**	18**	481	80*
Effective base	165	36	130	151	14	36	59	53	128	21	24	14	131	44
Happy with my current provider	270	93	177	248	22	49	53	118	220	13	28	9	226	44
	48%	65%	42%	49%	41%	58%	40%	45%	46%	53%	72%	50%	47%	55%
Already on the best deal	108	42	66	106	1	22	22	43	87	5	9	6	101	7
	19%	29%	16%	21%	2%	26%	17%	16%	20%	23%	18%	34%	21%	9%
Don't think we could save much money	91	*	91	91	*	9	23	42	75	8	8	1	82	9
	16%	*	22%	18%	*	11%	18%	16%	16%	32%	20%	5%	17%	12%
Problems not sufficiently bad with current provider	86	*	85	85	1	5	14	54	73	3	6	3	76	9
	15%	*	20%	17%	1%	6%	11%	21%	15%	13%	16%	16%	16%	12%
No real difference between providers /they are all the same	62	6	56	62	*	7	16	34	57	*	3	2	55	7
	11%	4%	13%	12%	*	8%	12%	13%	12%	2%	7%	9%	11%	8%
Don't have time/have other priorities	61	13	47	50	11	11	9	36	56	2	3	-	55	6
	11%	9%	11%	10%	20%	13%	7%	14%	12%	7%	9%	-	11%	8%
Too risky/ worried the switching process could go wrong	60	10	50	60	1	9	9	38	56	*	4	-	59	1
	11%	7%	12%	12%	1%	10%	7%	14%	12%	*	11%	-	12%un	1%
Able to negotiate effectively with my current provider	57	2	54	57	*	1	14	35	50	*	6	1	55	2
	10%	2%	13%	11%	*	1%	10%	13%	10%	2%	15%	4%	11%	2%
Would be worried I made the wrong choice	54	10	44	54	*	2	8	41	51	*	2	1	52	3
	10%	7%	11%	11%	*	3%	6%	16%	11%	*	5%	4%	11%	3%
Too difficult to compare the different tariffs / deals offered by each provider	47	*	46	39	8	5	6	34	45	*	-	1	45	2
	8%	*	11%	8%	15%	6%	5%	13%	9%	2%	-	4%	9%	3%
Worried about arranging for services to start/ stop at the same time	44	10	34	43	1	4	11	29	44	*	*	-	42	2
	8%	7%	8%	8%	2%	5%	8%	11%	9%	*	*	-	9%	3%
Did not want to have to get an engineer to install new equipment	40	-	40	40	*	5	6	23	34	2	4	*	38	1
	7%	-	10%	8%	*	6%	5%	9%	7%	7%	10%	1%	8%	2%
Don't want to be tied into a new fixed term contract	37	1	36	36	*	3	14	17	34	*	2	*	33	4
	7%	1%	9%	7%	1%	4%	10%	6%	7%	2%	6%	1%	7%	5%
We are tied into our existing contract and would incur a penalty charge	28	1	28	28	1	3	8	15	26	1	1	*	22	7
	5%	1%	7%	5%	1%	3%	6%	6%	5%	4%	3%	2%	5%	8%
Hassle of needing to contact more than one provider to switch	27	7	20	27	*	6	7	12	25	1	1	-	23	4
	5%	5%	5%	5%	*	7%	6%	4%	5%	4%	2%	-	5%	5%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 488

Absolutes/col percents

Table 211

QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?

Base: All broadband/ internet non-recent switchers only

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	560	143**	417	507	54**	85**	131*	263*	479	25**	38**	18**	481	80*
Didn't want to change provider for other services in the same bundle	26 5%	1 1%	25 6%	26 5%	* *	4 5%	6 4%	15 6%	25 5%	* *	1 1%	- -	23 5%	3 4%
Worried that other devices I own wouldn't work with a new service	26 5%	10 7%	16 4%	26 5%	* *	1 1%	4 3%	20 8%	26 5%	* *	- -	- -	26 5%	- -
Have never thought about switching providers	22 4%	1 1%	21 5%	13 3%	10 18%	1 1%	4 3%	15 6%	20 4%	1 5%	1 3%	- -	19 4%	3 4%
Bad experience switching comms services previously	22 4%	- -	22 5%	20 4%	2 4%	7 8%	5 4%	8 3%	19 4%	* 2%	2 5%	* 1%	21 4%	1 2%
Worried that might have to pay two providers at the same time	21 4%	10 7%	11 3%	21 4%	* *	4 5%	4 3%	11 4%	19 4%	- -	2 5%	- -	20 4%	1 1%
There is not enough choice of providers available in our area	20 4%	1 *	19 5%	15 3%	5 9%	5 6%	5 4%	7 3%	17 4%	1 3%	2 5%	- -	9 2%	11 14%ZL
There is not enough choice of products or service available to my organization	14 3%	1 1%	13 3%	13 3%	1 2%	1 1%	2 1%	7 3%	10 2%	1 5%	2 6%	1 4%	8 2%	7 8%J
Do not know how to switch providers	7 1%	- -	7 2%	7 1%	* *	1 1%	4 3%	3 1%	7 2%	- -	- -	* 1%	6 1%	2 2%
Other (please type in)	39 7%	15 11%	24 6%	25 5%	14 26%	2 3%	9 7%	21 8%	33 7%	1 5%	4 11%	1 6%	33 7%	6 7%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 211

QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?**Base: All broadband/ internet non-recent switchers only**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	580	270	180	130	580	429	394	76	72	181	84	82	85
Base	560	253	117*	190*	560	455	354	98**	130**	97*	86**	65**	84**
Effective base	165	78	45	47	165	126	104	26	32	46	20	25	27
Happy with my current provider	270	117	52	101	270	223	161	31	65	31	57	34	52
Already on the best deal	108	55	17	36	108	96	48	15	27	19	14	14	19
	19%	22%	15%	19%	19%	21%	14%	15%	21%	19%	17%	21%	22%
Don't think we could save much money	91	39	23	29	91	80	73	32	18	8	19	9	5
	16%	15%	20%	15%	16%	17%	21%	32%	14%	8%	22%	13%	6%
Problems not sufficiently bad with current provider	86	50	6	30	86	71	70	20	25	14	9	5	14
	15%	20% b	5%	16%	15%	16%	20%	21%	19%	14%	10%	7%	16%
No real difference between providers /they are all the same	62	26	16	20	62	52	41	20	10	10	17	1	4
	11%	10%	14%	11%	11%	12%	12%	21%	8%	10%	20%	1%	4%
Don't have time/have other priorities	61	40	9	12	61	53	45	9	20	10	16	7	*
	11%	16%	8%	6%	11%	12%	13%	9%	15%	10%	18%	10%	*
Too risky/ worried the switching process could go wrong	60	24	13	23	60	57	59	35	16	6	1	2	1
	11%	10%	11%	12%	11%	13%	17%	35%	12%	6%	1%	3%	1%
Able to negotiate effectively with my current provider	57	22	10	24	57	47	37	2	23	7	12	4	9
	10%	9%	9%	13%	10%	10%	11%	2%	18%	7%	14%	6%	11%
Would be worried I made the wrong choice	54	23	8	23	54	40	45	29	11	4	8	1	*
	10%	9%	7%	12%	10%	9%	13%	30%	8%	4%	10%	2%	*
Too difficult to compare the different tariffs / deals offered by each provider	47	23	1	23	47	39	46	15	26	5	-	1	-
	8%	9%	1%	12% b	8%	9%	13%	15%	20%	5%	-	1%	-
Worried about arranging for services to start/ stop at the same time	44	21	3	20	44	36	38	22	11	8	*	3	*
	8%	8%	2%	10%	8%	8%	11%	22%	8%	9%	*	5%	*
Did not want to have to get an engineer to install new equipment	40	19	1	19	40	36	28	11	16	11	2	*	*
	7%	8%	1%	10%	7%	8%	8%	12%	12%	11%	2%	*	*
Don't want to be tied into a new fixed term contract	37	15	6	16	37	29	32	11	6	9	5	1	5
	7%	6%	5%	9%	7%	6%	9%	12%	4%	9%	5%	2%	6%
We are tied into our existing contract and would incur a penalty charge	28	19	7	2	28	24	16	6	7	7	2	*	6
	5%	8%	6%	1%	5%	5%	5%	6%	6%	7%	2%	*	7%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 211

QC17: Why have you never switched your internet service provider? / Why have you not switched your internet service provider in the last two years?**Base: All broadband/ internet non-recent switchers only**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	560	253	117*	190*	560	455	354	98**	130**	97**	86**	65**	84**
Hassle of needing to contact more than one provider to switch	27 5%	16 6%	8 7%	3 2%	27 5%	21 5%	16 4%	5 5%	1 1%	12 13%	3 3%	5 8%	* *
Didn't want to change provider for other services in the same bundle	26 5%	21 8%	5 4%	1 *	26 5%	21 5%	22 6%	3 3%	6 5%	8 8%	2 2%	2 4%	5 6%
Worried that other devices I own wouldn't work with a new service	26 5%	15 6%	4 3%	8 4%	26 5%	21 5%	25 7%	20 20%	- -	6 6%	* *	* 1%	* *
Have never thought about switching providers	22 4%	8 3%	9 8%	5 2%	22 4%	18 4%	9 3%	2 2%	8 6%	2 3%	* *	9 14%	* *
Bad experience switching comms services previously	22 4%	9 4%	* *	13 7%	22 4%	20 4%	12 4%	8 8%	9 7%	4 4%	- -	* 1%	- -
Worried that might have to pay two providers at the same time	21 4%	17 7%	3 3%	1 *	21 4%	17 4%	20 6%	14 15%	1 *	6 6%	- -	* *	- -
There is not enough choice of providers available in our area	20 4%	6 2%	9 8%	4 2%	20 4%	17 4%	7 2%	4 4%	3 2%	9 9%	* 1%	3 5%	1 1%
There is not enough choice of products or service available to my organization	14 3%	5 2%	5 4%	4 2%	14 3%	13 3%	10 3%	1 1%	- -	12 12%	- -	- -	2 2%
Do not know how to switch providers	7 1%	7 3%	* *	1 *	7 1%	5 1%	5 1%	2 2%	1 *	4 5%	- -	- -	1 1%
Other (please type in)	39 7%	23 9%	7 6%	9 5%	39 7%	30 6%	25 7%	1 1%	12 9%	17 18%	1 2%	5 8%	2 2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 212

QC18 (past considerers): What were your reasons for considering switching your internet service provider?

Absolutes/col percents

Base: All broadband/ internet past considerers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	176	77	99	153	23	40	32	61	133	15	16	12	138	38
Base	259*	152**	107**	240*	19**	35**	60**	137**	233*	6**	14**	7**	230*	29**
Effective base	52	24	35	48	4	12	10	23	43	6	9	4	42	17
Cheaper deal available from new provider	67 26%	23 15%	44 41%	64 27%	3 14%	9 25%	14 23%	32 23%	54 23%	* 5%	8 58%	4 63%	57 25%	9 32%
Poor service reliability from current provider	50 19%	28 19%	22 20%	49 20%	1 6%	6 16%	6 10%	36 26%	48 21%	* 7%	1 6%	1 10%	44 19%	6 19%
Current provider too expensive	46 18%	16 11%	30 28%	46 19%	* 1%	10 28%	13 22%	19 14%	42 18%	2 29%	3 19%	- -	44 19%	2 8%
Poor customer service from current provider	46 18%	31 20%	15 14%	46 19%	* 1%	5 13%	14 23%	26 19%	45 19%	* 9%	1 5%	* 1%	45 19%	1 5%
Faster upload/download speeds	39 15%	18 12%	21 19%	38 16%	1 4%	3 8%	10 16%	25 18%	38 16%	* 5%	1 8%	- -	36 16%	3 11%
Faster connection speed offered by new provider	37 14%	12 8%	26 24%	37 16%	* 1%	5 15%	12 20%	19 14%	36 16%	* 3%	1 9%	- -	34 15%	3 11%
Slow connection speed from current provider	21 8%	6 4%	15 14%	19 8%	2 10%	1 2%	6 11%	12 9%	19 8%	2 34%	* 1%	* 1%	17 8%	4 13%
Better service reliability offered by new provider	21 8%	10 7%	10 10%	16 7%	5 25%	3 7%	8 14%	9 7%	20 9%	- -	- -	1 10%	13 5%	8 28%
New provider offered a better range of services	21 8%	7 5%	14 13%	20 8%	1 4%	2 7%	7 11%	11 8%	20 9%	- -	1 4%	* 2%	19 8%	2 7%
New provider offered a package that fitted my needs better	15 6%	2 2%	13 12%	15 6%	1 3%	2 7%	6 10%	3 2%	12 5%	2 29%	1 7%	1 12%	13 6%	2 7%
Better customer service offered by new provider	11 4%	1 1%	10 10%	11 5%	* *	* *	4 7%	7 5%	11 5%	- -	- -	* 1%	8 4%	2 9%
Wanted to bundle my services	7 3%	- -	7 6%	7 3%	- -	2 6%	5 8%	* *	7 3%	- -	- -	- -	7 3%	- -
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	6 2%	1 1%	4 4%	6 2%	* *	* *	4 7%	2 1%	6 2%	- -	- -	* 1%	4 2%	1 4%
Contacted by another provider	4 2%	- -	4 4%	4 2%	* 1%	* *	* 7%	3 2%	3 1%	- -	- -	1 11%	4 2%	* *
Recommendation	4 1%	* *	3 3%	4 2%	- -	* 1%	1 1%	3 2%	4 2%	- -	- -	- -	4 2%	* 1%
Advertising from another provider made me look into it	3 1%	- -	3 3%	3 1%	- -	1 4%	1 2%	* *	3 1%	* 1%	- -	- -	* *	3 9%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 212

QC18 (past considerers): What were your reasons for considering switching your internet service provider?**Base: All broadband/ internet past considerers**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	259*	152**	107**	240*	19**	35**	60**	137**	233*	6**	14**	7**	230*	29**
Was not intending switching my internet provider but was offered a good deal as part of a bundle with another service	2 1%	1 1%	1 1%	1 1%	1 4%	* 1%	1 1%	1 1%	2 1%	- -	- -	- -	2 1%	* 1%
Other (please type in)	61 23%	60 40%	* *	50 21%	10 52%	8 22%	20 34%	30 22%	58 25%	3 44%	* 1%	* 2%	56 25%	4 14%
Don't know/can't remember	11 4%	3 2%	8 7%	11 4%	1 3%	3 10%	- -	5 4%	9 4%	* 8%	2 13%	* 1%	10 4%	1 4%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 212

QC18 (past considerers): What were your reasons for considering switching your internet service provider?**Base: All broadband/ internet past considerers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	176	75	70	31	176	120	102	26	16	74	14	31	15
Base	259*	124**	88**	47**	259*	211**	118**	46**	43**	83**	15**	52**	20**
Effective base	52	23	17	14	52	38	29	11	7	15	6	10	6
Cheaper deal available from new provider	67 26%	20 16%	20 22%	27 58%	67 26%	45 21%	33 28%	20 44%	7 15%	10 12%	8 56%	17 33%	4 20%
Poor service reliability from current provider	50 19%	18 14%	24 27%	9 19%	50 19%	41 20%	16 13%	12 27%	5 12%	29 36%	- -	3 6%	- -
Current provider too expensive	46 18%	31 25%	5 6%	9 20%	46 18%	34 16%	31 26%	11 25%	7 16%	7 8%	2 13%	17 34%	1 6%
Poor customer service from current provider	46 18%	18 15%	22 25%	6 13%	46 18%	44 21%	23 19%	7 15%	11 25%	28 34%	- -	- -	- -
Faster upload/download speeds	39 15%	26 21%	5 6%	7 16%	39 15%	28 13%	26 22%	15 32%	9 22%	6 7%	* 2%	6 11%	3 15%
Faster connection speed offered by new provider	37 14%	19 16%	7 9%	11 23%	37 14%	24 12%	23 19%	15 32%	9 20%	6 7%	- -	6 12%	2 9%
Slow connection speed from current provider	21 8%	14 11%	2 2%	5 11%	21 8%	19 9%	13 11%	11 25%	3 8%	6 7%	- -	* 1%	- -
Better service reliability offered by new provider	21 8%	10 8%	5 6%	6 12%	21 8%	18 9%	9 8%	7 15%	1 3%	8 10%	2 16%	* *	2 11%
New provider offered a better range of services	21 8%	13 11%	1 2%	6 13%	21 8%	18 8%	6 5%	5 12%	2 5%	9 11%	3 20%	* *	1 7%
New provider offered a package that fitted my needs better	15 6%	9 7%	2 2%	5 10%	15 6%	10 5%	11 10%	* 1%	6 14%	5 6%	3 18%	1 2%	* 1%
Better customer service offered by new provider	11 4%	6 5%	1 2%	4 8%	11 4%	10 5%	6 5%	- -	1 3%	8 10%	* 2%	* *	1 6%
Wanted to bundle my services	7 3%	2 2%	2 2%	3 6%	7 3%	5 2%	5 4%	- -	2 5%	3 3%	- -	* *	2 10%
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	6 2%	1 1%	* *	4 8%	6 2%	5 2%	6 5%	1 3%	- -	3 4%	- -	* *	1 6%
Contacted by another provider	4 2%	3 3%	1 1%	* *	4 2%	2 1%	4 3%	* *	- -	3 4%	* 2%	* *	* 1%
Recommendation	4 1%	* *	3 3%	1 2%	4 1%	3 2%	1 1%	1 2%	- -	1 1%	- -	2 4%	* *
Advertising from another provider made me look into it	3 1%	- -	* *	3 6%	3 1%	3 1%	2 1%	* *	- -	* *	1 8%	- -	1 6%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 212

QC18 (past considerers): What were your reasons for considering switching your internet service provider?**Base: All broadband/ internet past considerers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	259*	124**	88**	47**	259*	211**	118**	46**	43**	83**	15**	52**	20**
Was not intending switching my internet provider but was offered a good deal as part of a bundle with another service	2 1%	1 *	1 2%	* *	2 1%	1 1%	2 2%	- -	1 3%	1 1%	* *	- -	* 1%
Other (please type in)	61 23%	26 21%	28 32%	7 14%	61 23%	55 26%	16 14%	5 12%	11 25%	29 35%	3 18%	6 11%	7 33%
Don't know/can't remember	11 4%	7 6%	4 5%	- -	11 4%	11 5%	8 7%	1 2%	2 4%	1 1%	- -	1 1%	7 34%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 213

QC18 (switchers): What were your reasons for switching your internet service provider?**Base: All broadband/ internet switchers**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	387	126	261	330	57	99	84	120	303	19	37	28	313	74
Base	345	152**	193*	316	29**	84**	106**	123**	313	9**	16**	8**	297	48**
Effective base	102	36	72	95	7	28	33	28	87	11	11	6	81	30
Cheaper deal available from new provider	120	34	86	116	4	39	34	32	105	4	9	2	97	23
	35%	22%	45%	37%	15%	47%	32%	26%	34%	40%	60%	25%	33%	48%
Faster connection speed offered by new provider	55	14	41	46	9	20	6	26	51	1	3	*	48	7
	16%	9%	21%	14%	32%	23%	5%	21%	16%	18%	18%	*	16%	15%
Slow connection speed from previous provider	52	18	35	43	9	14	17	20	50	1	1	*	45	8
	15%	12%	18%	14%	31%	16%	16%	16%	16%	14%	4%	1%	15%	16%
Faster upload/download speeds	48	17	31	46	2	16	14	15	45	*	3	*	46	2
	14%	11%	16%	15%	8%	19%	13%	12%	14%	3%	18%	3%	16%	5%
Poor service reliability from previous provider	36	21	16	30	6	5	18	9	33	1	2	1	33	4
	11%	14%	8%	9%	22%	6%	17%	7%	10%	6%	15%	13%	11%	8%
Better service reliability offered by new provider	34	6	28	34	*	7	11	15	33	*	1	*	30	4
	10%	4%	14%	11%	1%	8%	10%	13%	10%	1%	6%	3%	10%	9%
Previous provider too expensive	32	4	28	32	*	7	11	9	27	*	2	3	21	12
	9%	3%	15%	10%	*	9%	11%	7%	9%	5%	13%	36%	7%	24%
New provider offered a package that fitted my needs better	24	4	20	23	1	9	10	3	22	1	*	1	17	6
	7%	3%	10%	7%	3%	10%	9%	3%	7%	7%	2%	9%	6%	13%
Recommendation	21	11	10	20	1	1	14	6	20	-	1	*	21	*
	6%	7%	5%	6%	3%	1%	13%	5%	7%	-	4%	*	7%	*
Poor customer service from previous provider	18	2	16	18	*	5	6	6	17	1	*	*	15	3
	5%	1%	8%	6%	1%	6%	5%	5%	5%	6%	3%	1%	5%	7%
Wanted to bundle my services	17	4	13	17	*	2	9	4	16	-	*	1	14	3
	5%	3%	7%	5%	*	3%	9%	4%	5%	-	*	11%	5%	7%
New provider offered a better range of services	16	2	14	15	1	2	9	3	14	1	*	1	14	2
	5%	1%	7%	5%	4%	3%	9%	3%	5%	8%	1%	12%	5%	4%
Better customer service offered by new provider	14	2	11	13	1	3	5	5	13	*	*	*	12	2
	4%	2%	6%	4%	2%	4%	4%	4%	4%	1%	1%	6%	4%	4%
Contacted by another provider	8	2	7	8	*	2	1	4	7	1	*	*	7	1
	2%	1%	3%	3%	1%	3%	1%	3%	2%	9%	1%	2%	2%	3%
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	7	1	6	7	*	3	1	3	7	*	*	*	7	*
	2%	1%	3%	2%	*	4%	1%	2%	2%	1%	2%	1%	2%	1%
Advertising from another provider made me look into it	5	-	5	4	*	*	*	3	4	1	-	-	3	1
	1%	-	2%	1%	*	*	*	3%	1%	9%	-	-	1%	3%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 496

Absolutes/col percents

Table 213

QC18 (switchers): What were your reasons for switching your internet service provider?

Base: All broadband/ internet switchers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	345	152**	193*	316	29**	84**	106**	123**	313	9**	16**	8**	297	48**
Was not intending switching my internet provider but was offered a good deal as part of a bundle with another service	3 1%	* *	3 2%	3 1%	* *	1 1%	* *	1 1%	2 1%	1 9%	* *	* 2%	2 1%	1 2%
Other (please type in)	59 17%	48 31%	11 6%	51 16%	8 28%	8 10%	15 14%	31 25%	54 17%	2 19%	3 16%	* 5%	54 18%	5 11%
Don't know/can't remember	17 5%	12 8%	5 3%	17 5%	- -	8 10%	7 7%	1 1%	17 5%	- -	* 1%	- -	16 5%	1 3%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 213

QC18 (switchers): What were your reasons for switching your internet service provider?**Base: All broadband/ internet switchers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	387	145	151	91	387	296	233	25	26	161	56	68	51
Base	345	154*	74**	118**	345	297	164*	38**	38**	99**	59**	56**	55**
Effective base	102	41	25	38	102	80	54	9	8	38	15	19	19
Cheaper deal available from new provider	120 35%	38 25%	30 40%	52 44%	120 35%	105 35%	86 52% td	11 29%	17 45%	28 29%	34 57%	11 19%	19 34%
Faster connection speed offered by new provider	55 16%	29 19%	10 13%	17 14%	55 16%	48 16%	29 17%	1 2%	3 8%	25 25%	8 13%	4 8%	14 26%
Slow connection speed from previous provider	52 15%	19 12%	11 15%	23 20%	52 15%	40 13%	29 18%	9 23%	2 6%	21 21%	3 6%	4 8%	13 23%
Faster upload/download speeds	48 14%	18 12%	8 10%	22 19%	48 14%	40 14%	31 19%	2 6%	5 14%	8 8%	19 31%	4 6%	10 19%
Poor service reliability from previous provider	36 11%	12 8%	11 15%	13 11%	36 11%	29 10%	11 7%	- -	2 6%	12 12%	9 15%	3 5%	10 18%
Better service reliability offered by new provider	34 10%	20 13%	5 7%	9 7%	34 10%	30 10%	9 6%	3 9%	* 1%	9 9%	13 22%	3 5%	5 10%
Previous provider too expensive	32 9%	18 12%	5 7%	10 8%	32 9%	29 10%	20 12%	4 11%	* *	6 6%	8 13%	6 11%	9 16%
New provider offered a package that fitted my needs better	24 7%	9 6%	4 5%	11 9%	24 7%	18 6%	11 6%	3 9%	4 11%	3 3%	3 5%	4 7%	6 11%
Recommendation	21 6%	15 10%	5 7%	1 1%	21 6%	19 6%	6 3%	2 6%	- -	8 8%	* 1%	8 14%	3 5%
Poor customer service from previous provider	18 5%	7 5%	1 2%	10 8%	18 5%	13 4%	11 7%	* *	* *	10 10%	3 5%	2 4%	3 5%
Wanted to bundle my services	17 5%	5 3%	4 5%	8 7%	17 5%	17 6%	9 5%	1 3%	3 8%	3 3%	3 5%	3 5%	4 7%
New provider offered a better range of services	16 5%	9 6%	1 2%	6 5%	16 5%	12 4%	8 5%	- -	* *	7 7%	4 6%	4 7%	2 3%
Better customer service offered by new provider	14 4%	8 5%	1 1%	5 4%	14 4%	9 3%	5 3%	* *	* 1%	4 4%	3 5%	2 4%	4 7%
Contacted by another provider	8 2%	5 3%	1 1%	2 2%	8 2%	6 2%	2 1%	- -	* *	1 1%	1 2%	2 4%	3 6%
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	7 2%	1 1%	1 1%	5 4%	7 2%	7 2%	2 1%	2 5%	* *	2 2%	* 1%	* *	3 5%
Advertising from another provider made me look into it	5 1%	3 2%	1 1%	1 1%	5 1%	4 1%	2 1%	* 1%	- -	* *	* *	* *	3 6%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 213

QC18 (switchers): What were your reasons for switching your internet service provider?

Absolutes/col percents

Base: All broadband/ internet switchers

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	345	154*	74**	118**	345	297	164*	38**	38**	99**	59**	56**	55**
Was not intending switching my internet provider but was offered a good deal as part of a bundle with another service	3 1%	1 1%	1 2%	1 1%	3 1%	3 1%	3 2%	- -	* 1%	1 1%	- -	1 1%	1 2%
Other (please type in)	59 17%	24 16%	18 24%	17 15%	59 17%	52 18%	10 6%	11 28%	13 34%	13 13%	4 7%	10 17%	9 16%
Don't know/can't remember	17 5%	13 9%	1 1%	3 3%	17 5%	16 5%	8 5%	- -	- -	2 2%	1 2%	14 25%	- -

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 214

QC19: Which, if any, of the following did you experience any difficulties with when switching your internet service provider?**Base: All broadband/ internet switchers**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	387	126	261	330	57	99	84	120	303	19	37	28	313	74
Base	345	152**	193*	316	29**	84**	106**	123**	313	9**	16**	8**	297	48**
Effective base	102	36	72	95	7	28	33	28	87	11	11	6	81	30
Technical issues (e.g. installation issues)	36 10%	11 7%	25 13%	35 11%	1 2%	10 12%	9 8%	14 11%	33 11%	1 6%	* 2%	2 25%	34 11%	3 5%
Delay in receiving new equipment	27 8%	2 2%	24 13%	26 8%	* 1%	4 5%	7 6%	16 13%	26 8%	* 1%	- *	* *	23 8%	4 8%
Process took longer than expected	23 7%	4 2%	19 10%	23 7%	* *	6 7%	10 9%	6 5%	21 7%	* 3%	* 2%	1 10%	18 6%	5 11%
Charged wrong amount by new provider	18 5%	1 *	17 9%	10 3%	8 28%	* 1%	3 3%	13 10%	16 5%	- *	* *	2 20%	18 6%	* *
Arranging the switch so that you always had access to your services	17 5%	2 1%	16 8%	9 3%	8 28%	3 3%	4 4%	10 8%	17 5%	* 3%	* *	* 6%	16 5%	1 3%
Arranging start and stop dates	17 5%	2 1%	15 8%	17 5%	* *	2 3%	6 6%	7 6%	15 5%	* 3%	* 1%	1 11%	15 5%	2 3%
Contacting your new provider	15 4%	2 1%	13 7%	15 5%	* *	1 2%	4 3%	10 8%	15 5%	* 3%	* 1%	* 2%	15 5%	* 1%
Obtaining information on switching from previous provider	13 4%	1 *	12 6%	5 2%	8 26%	* *	3 3%	9 7%	12 4%	* 3%	* *	* 1%	13 4%	- -
Finding time to research the market	11 3%	2 1%	9 5%	11 3%	* *	5 6%	4 4%	1 1%	10 3%	- *	* 4%	1 10%	9 3%	2 3%
Difficulty getting a MAC from existing provider	9 3%	1 *	9 5%	2 1%	8 26%	* *	1 1%	8 6%	9 3%	- *	- -	1 11%	9 3%	- -
Arranging the switch so that you were not paying for your old and new services at the same time	9 3%	2 1%	8 4%	9 3%	* *	2 2%	6 6%	* *	9 3%	- -	- -	1 10%	9 3%	* *
Paying charges for early termination of contract	9 3%	2 1%	7 4%	9 3%	* *	5 6%	1 1%	3 3%	9 3%	- -	- -	- -	6 2%	3 6%
Other devices not working with the new service	9 3%	1 1%	8 4%	9 3%	* *	1 1%	* *	8 6%	9 3%	- *	* *	- -	9 3%	- -
Returning previous provider's equipment	8 2%	- -	8 4%	8 3%	* *	3 4%	* *	5 4%	8 3%	- -	* 2%	- -	8 3%	* 1%
Setting up a new online account	7 2%	2 1%	5 3%	7 2%	* 2%	4 5%	2 2%	1 1%	6 2%	- -	* 1%	1 9%	7 2%	1 1%
Previous provider sending bills for cancelled service	7 2%	2 1%	5 3%	7 2%	* *	3 4%	3 3%	1 1%	7 2%	- -	* 3%	- -	7 2%	* *

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 214

QC19: Which, if any, of the following did you experience any difficulties with when switching your internet service provider?

Absolutes/col percents

Base: All broadband/ internet switchers

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	345	152**	193*	316	29**	84**	106**	123**	313	9**	16**	8**	297	48**
Understanding the relevant steps required to switch provider	7	2	5	6	1	3	1	3	6	-	-	1	6	1
	2%	1%	3%	2%	2%	3%	1%	2%	2%	-	-	7%	2%	3%
Cancelling your previous service	6	2	4	6	*	2	1	2	6	*	*	*	5	2
	2%	1%	2%	2%	*	3%	1%	2%	2%	5%	*	3%	2%	4%
Existing provider tried to persuade you to stay	5	3	3	5	1	3	1	*	4	1	*	*	5	*
	2%	2%	1%	1%	3%	4%	1%	*	1%	13%	2%	*	2%	1%
Existing provider cancelled the switching process	5	1	5	5	*	2	1	2	5	*	-	*	5	*
	2%	*	2%	2%	*	2%	1%	2%	2%	3%	-	*	2%	*
Transferring email to new service	5	-	5	5	*	1	3	1	5	-	-	*	4	*
	1%	-	3%	2%	*	1%	3%	1%	2%	-	-	1%	1%	1%
Paying start up fees to new provider	4	1	4	4	*	*	3	1	4	-	*	*	4	*
	1%	*	2%	1%	2%	*	3%	*	1%	-	2%	6%	1%	*
Other (please type in)	20	14	7	20	-	16	3	2	20	*	*	*	20	*
	6%	9%	3%	6%	-	19%	2%	2%	6%	2%	*	1%	7%	1%
None of these	10	-	10	9	*	2	3	4	9	*	*	-	6	3
	3%	-	5%	3%	1%	2%	3%	3%	3%	3%	1%	-	2%	7%
No problems experienced	251	124	127	231	19	56	88	80	224	7	15	5	212	39
	73%	81%	66%	73%	67%	66%	84%	65%	72%	75%	95%	66%	71%	82%
NET Experienced any difficulty	85	28	57	76	9	26	14	39	80	2	1	3	79	6
	25%	19%	29%	24%	32%	31%	13%	32%	26%	23%	3%	34%	27%	12%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 214

QC19: Which, if any, of the following did you experience any difficulties with when switching your internet service provider?

Absolutes/col percents

Base: All broadband/ internet switchers

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	387	145	151	91	387	296	233	25	26	161	56	68	51
Base	345	154*	74**	118**	345	297	164*	38**	38**	99**	59**	56**	55**
Effective base	102	41	25	38	102	80	54	9	8	38	15	19	19
Technical issues (e.g. installation issues)	36 10%	22 14%	3 4%	11 10%	36 10%	30 10%	10 6%	9 22%	2 6%	6 6%	12 20%	1 1%	7 13%
Delay in receiving new equipment	27 8%	19 12%	2 2%	6 5%	27 8%	17 6%	8 5%	1 4%	5 12%	4 4%	10 16%	5 9%	2 4%
Process took longer than expected	23 7%	14 9%	2 3%	7 6%	23 7%	15 5%	7 4%	* *	* *	7 7%	4 7%	7 12%	5 9%
Charged wrong amount by new provider	18 5%	14 9%	2 2%	3 2%	18 5%	16 6%	8 5%	- -	- -	15 15%	* *	3 5%	* 1%
Arranging the switch so that you always had access to your services	17 5%	17 11%	* *	* *	17 5%	12 4%	11 7%	* *	2 6%	12 12%	3 5%	* *	* 1%
Arranging start and stop dates	17 5%	13 8%	1 2%	3 2%	17 5%	15 5%	1 *	* *	- -	9 9%	3 5%	* 1%	5 9%
Contacting your new provider	15 4%	14 9%	1 2%	* *	15 4%	8 3%	3 2%	* 1%	2 6%	8 8%	* *	3 5%	3 5%
Obtaining information on switching from previous provider	13 4%	10 6%	* *	3 2%	13 4%	9 3%	11 6%	- -	- -	11 11%	- -	1 2%	* *
Finding time to research the market	11 3%	4 3%	2 2%	5 4%	11 3%	6 2%	5 3%	2 6%	* 1%	7 7%	* *	1 2%	* *
Difficulty getting a MAC from existing provider	9 3%	8 5%	1 2%	- -	9 3%	9 3%	8 5%	* *	* *	9 9%	* *	* *	* *
Arranging the switch so that you were not paying for your old and new services at the same time	9 3%	6 4%	1 1%	3 2%	9 3%	5 2%	4 3%	* *	- -	6 6%	* *	1 1%	3 5%
Paying charges for early termination of contract	9 3%	8 5%	1 1%	1 1%	9 3%	3 1%	4 2%	* 1%	2 6%	6 6%	* *	1 2%	* *
Other devices not working with the new service	9 3%	9 6%	* *	* *	9 3%	8 3%	* *	- -	- -	1 1%	8 13%	* *	* *
Returning previous provider's equipment	8 2%	6 4%	1 1%	2 2%	8 2%	8 3%	1 1%	2 5%	* 1%	5 5%	* *	1 1%	* *
Setting up a new online account	7 2%	4 3%	1 1%	2 2%	7 2%	5 2%	2 1%	2 5%	* 1%	4 4%	* *	1 1%	* *
Previous provider sending bills for cancelled service	7 2%	6 4%	1 1%	* *	7 2%	5 2%	1 *	* *	- -	3 3%	2 3%	* *	2 4%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 214

QC19: Which, if any, of the following did you experience any difficulties with when switching your internet service provider?**Base: All broadband/ internet switchers**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	345	154*	74**	118**	345	297	164*	38**	38**	99**	59**	56**	55**
Understanding the relevant steps required to switch provider	7 2%	6 4%	1 1%	* *	7 2%	2 1%	1 *	- -	* *	4 5%	* *	2 4%	* *
Cancelling your previous service	6 2%	6 4%	1 1%	* *	6 2%	2 1%	3 2%	* *	2 6%	3 3%	* *	1 1%	* *
Existing provider tried to persuade you to stay	5 2%	2 1%	1 1%	2 2%	5 2%	3 1%	2 2%	2 5%	* 1%	3 3%	* *	* *	* *
Existing provider cancelled the switching process	5 2%	2 1%	1 1%	2 2%	5 2%	4 1%	1 1%	2 6%	* *	2 2%	* *	1 2%	- -
Transferring email to new service	5 1%	1 1%	* *	4 3%	5 1%	1 *	4 3%	* *	* 1%	4 4%	* *	* *	* 1%
Paying start up fees to new provider	4 1%	4 2%	1 1%	* *	4 1%	3 1%	1 *	* *	- -	2 2%	2 4%	* *	- -
Other (please type in)	20 6%	14 9%	* *	6 5%	20 6%	19 6%	13 8%	1 2%	2 5%	2 2%	6 9%	* *	10 19%
None of these	10 3%	5 3%	* *	5 4%	10 3%	8 3%	3 2%	- -	* 1%	2 3%	3 5%	2 3%	2 4%
No problems experienced	251 73%	95 62%	66 90%	89 76%	251 73%	224 75%	117 71%	28 74%	31 81%	66 67%	40 67%	46 82%	39 72%
NET Experienced any difficulty	85 25%	54 35%	7 10%	24 20%	85 25%	65 22%	44 27%	10 26%	7 19%	30 30%	17 28%	9 15%	13 24%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 503

Absolutes/col percents

Table 215

QC20(1): The reliability of the service

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Top	1808	891	916	1592	216	344	437	806	1587	64	111	46	1557	251
	91%	95%B	88%	92%	90%	91%	90%	92%	91%	91%	93%	92%	91%	93%
Medium	145	38	107	123	22	31	44	56	131	5	5	3	129	15
	7%	4%	10%A	7%	9%	8%	9%	6%	8%	7%	5%	6%	8%	6%
Lower	24	5	19	21	2	3	5	10	19	1	3	1	20	4
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%	2%	1%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 215

QC20(1): The reliability of the service

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Top	1808	817	452	539	1808	1425	941	256	314	407	284	299	248
	91%	93%	91%	90%	91%	92%	90%	95%kl	98%kl	86%	96%kl	85%	94%
Medium	145	50	39	55	145	102	88	12	8	56	12	49	8
	7%	6%	8%	9%	7%	7%	8%	5%	2%	12%kl	4%	14%gghj	3%
Lower	24	14	4	5	24	17	15	1	-	10	*	4	8
	1%	2%	1%	1%	1%	1%	1%	*	-	2%	*	1%	3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 216

QC20(2): The cost of the service

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

Absolutes/col percents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Top	1355	604	752	1198	158	244	341	601	1186	51	83	35	1184	172
	69%	65%	72%	69%	66%	65%	70%	69%	68%	72%	69%	71%	69%	63%
Medium	575	309	267	499	76	121	139	256	516	15	31	13	484	92
	29%	33%	26%	29%	32%	32%	29%	29%	30%	22%	26%	27%	28%	34%
Lower	46	22	24	40	6	13	5	16	35	4	6	1	39	7
	2%	2%	2%	2%	2%	3%	1%	2%	2%	6%th	5%	2%	2%	3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 216

QC20(2): The cost of the service

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Top	1355	626	338	391	1355	1077	730	213	249	282	214	237	160
	69%	71%	68%	65%	69%	70%	70%	79%il	77%il	60%	72%	67%	60%
Medium	575	238	144	193	575	431	285	48	70	176	77	108	96
	29%	27%	29%	32%	29%	28%	27%	18%	22%	37%gh	26%	31%	36%gh
Lower	46	17	13	15	46	35	29	8	2	14	5	7	9
	2%	2%	3%	3%	2%	2%	3%	3%	1%	3%	2%	2%	3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 217

QC20(3): Download speed

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

Absolutes/col percents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Top	1322	658	663	1186	135	249	311	592	1152	50	83	37	1138	183
	67%	70%	64%	68%	56%	66%	64%	68%	66%	72%	69%	74%	67%	68%
Medium	576	245	331	486	90	114	157	249	520	17	28	11	498	78
	29%	26%	32%	28%	38%	30%	32%	28%	30%	25%	23%	22%	29%	29%
Lower	78	31	47	64	15	15	17	32	65	3	9	2	69	9
	4%	3%	5%	4%	6%	4%	4%	4%	4%	4%	8%	4%	4%	3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 508

Absolutes/col percents

Table 217

QC20(3): Download speed

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Top	1322	600	355	367	1322	1050	649	196	203	333	231	173	185
	67%	68%	72%	61%	67%	68%	62%	73%	63%	71%	78%	49%	70%
Medium	576	240	126	210	576	432	341	66	104	109	62	169	67
	29%	27%	25%	35%	29%	28%	33%	25%	32%	23%	21%	48%	26%
Lower	78	42	15	21	78	61	54	7	15	31	4	11	12
	4%	5%	3%	4%	4%	4%	5%	3%	5%	6%	1%	3%	5%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 218

QC20(4): Upload speed

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

Absolutes/col percents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Top	1117	584	533	970	147	224	251	502	978	42	69	28	969	148
	57%	63% B	51%	56%	61%	59%	52%	58%	56%	60%	58%	55%	57%	55%
Medium	714	300	413	634	80	118	207	307	632	23	38	20	610	104
	36%	32%	40%	37%	33%	31%	43%	35%	36%	33%	32%	40%	36%	38%
Lower	146	49	96	133	13	36	28	63	126	5	12	3	127	19
	7%	5%	9%	8%	5%	9%	6%	7%	7%	7%	10%	5%	7%	7%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 218

QC20(4): Upload speed

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Top	1117	516	291	311	1117	869	557	148	167	276	189	170	167
	57%	58%	59%	52%	57%	56%	53%	55%	52%	58%	64%	48%	63%
Medium	714	308	175	231	714	557	413	106	119	167	85	153	84
	36%	35%	35%	39%	36%	36%	40%	39%	37%	35%	29%	43%	32%
Lower	146	58	30	58	146	117	74	15	36	30	22	30	14
	7%	7%	6%	10%	7%	8%	7%	6%	11%	6%	7%	8%	5%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 511

Absolutes/col percents

Table 219

QC20(5): Customer service / support from the provider

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Top	1118	648	470	988	130	211	266	515	992	37	61	28	972	146
	57% B	69% 2B	45%	57%	54%	56%	55%	59%	57%	52%	51%	56%	57%	54%
Medium	751	253	498	658	92	140	203	318	661	25	47	19	637	114
	38% A	27%	48% 2A	38%	39%	37%	42%	36%	38%	36%	39%	37%	37%	42%
Lower	107	33	74	90	17	27	17	39	84	8	12	3	96	11
	5%	4%	7%	5%	7%	7%	4%	5%	5%	12% Ah	10%	7%	6%	4%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 219

QC20(5): Customer service / support from the provider

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Top	1118	518	276	324	1118	866	539	148	180	291	171	176	152
	57%	59%	56%	54%	57%	56%	52%	55%	56%	62%	58%	50%	57%
Medium	751	319	188	244	751	585	449	108	121	157	107	159	98
	38%	36%	38%	41%	38%	38%	43%	40%	38%	33%	36%	45%	37%
Lower	107	45	31	31	107	91	56	13	21	25	18	17	14
	5%	5%	6%	5%	5%	6%	5%	5%	6%	5%	6%	5%	5%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 513

Table 220

QC20(6): The service level agreement (SLA) offered by the provider

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

Absolutes/col percents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Top	850	542	308	728	122	161	222	364	747	29	48	26	753	97
	43% B	58% 2b	30%	42%	51%	42%	46%	42%	43%	41%	40%	53%	44%	36%
Medium	885	338	547	786	100	173	201	416	790	32	45	18	748	137
	45% B	36%	52% 1A	45%	42%	46%	41%	48%	45%	46%	38%	36%	44%	51%
Lower	240	53	187	222	18	45	63	93	200	9	26	5	204	37
	12% A	6%	18% 1A	13%	8%	12%	13%	11%	12%	13%	22% 1h	10%	12%	14%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 220

QC20(6): The service level agreement (SLA) offered by the provider

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Top	850	433	204	213	850	636	419	105	133	211	134	140	127
	43%	<div><div></div></div> 49% C	41%	36%	43%	41%	40%	39%	41%	45%	45%	40%	48%
Medium	885	343	253	290	885	704	486	115	141	221	138	168	103
	45%	39%	<div><div></div></div> 51% A	48%	45%	46%	47%	43%	44%	47%	46%	48%	39%
Lower	240	106	38	96	240	202	139	49	48	40	25	44	35
	12%	12%	8%	<div><div></div></div> 16% B	12%	13%	13%	<div><div></div></div> 18% A	15%	9%	8%	12%	13%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 515

Absolutes/col percents

Table 221

QC20(7): The reputation of the provider

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Top	815	455	359	704	110	173	184	366	723	28	42	22	705	109
	41%	49% B	34%	41%	46%	46%	38%	42%	42%	40%	35%	43%	41%	40%
Medium	905	369	536	801	103	171	247	373	791	31	57	24	788	116
	46%	40%	51% A	46%	43%	45%	51%	43%	46%	45%	48%	49%	46%	43%
Lower	257	109	147	230	26	35	55	133	222	11	20	4	212	45
	13%	12%	14%	13%	11%	9%	11%	15%	13%	15%	17%	7%	12%	17%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 221

QC20(7): The reputation of the provider

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
533	230	157	151	533	387	311	64	72	147	72	103	84
815	385	190	239	815	633	429	111	130	185	147	117	125
41%	44%	38%	40%	41%	41%	41%	41%	40%	39%	50% k	33%	47%
905	388	235	281	905	698	492	132	131	236	118	181	106
46%	44%	47%	47%	46%	45%	47%	49%	41%	50%	40%	51%	40%
257	108	70	79	257	212	123	26	60	51	32	55	33
13%	12%	14%	13%	13%	14%	12%	10%	19%	11%	11%	16%	13%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 222

QC20(8): The provider being well known / having many users

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

Absolutes/col percents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Top	433	274	159	360	73	104	135	143	382	17	24	11	380	53
	22%b	29%a 	15%	21%	31%	28%g	28%g	16%	22%	24%	20%	22%	22%	20%
Medium	989	427	562	904	85	186	203	491	880	29	52	27	852	137
	50%a	46%	54%	52% d	35%	49%	42%	56% f	51%	42%	44%	55%	50%	51%
Lower	553	233	321	472	82	87	148	238	474	24	44	12	473	80
	28%	25%	31%	27%	34%	23%	31%	27%	27%	35%	37%	23%	28%	30%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 222

QC20(8): The provider being well known / having many users**Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?****Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Top	433	202	111	121	433	328	216	52	85	101	44	88	64
	22%	23%	22%	20%	22%	21%	21%	19%	27%	21%	15%	25%	24%
Medium	989	435	253	302	989	789	556	144	133	235	182	170	124
	50%	49%	51%	50%	50%	51%	53%	54%	41%	50%	62%h	48%	47%
Lower	553	245	132	177	553	426	272	73	103	137	70	95	76
	28%	28%	27%	30%	28%	28%	26%	27%	32%	29%	24%	27%	29%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 223

QC20(9): Other (please type in)

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
86	11	75	73	13	15	23	31	69	5	8	4	69	17
70**	7**	64**	60**	10**	13**	12**	29**	54**	4**	9**	4**	59**	12**
32	5	28	27	5	8	7	10	23	3	5	2	25	8
42	5	37	38	4	3	8	21	31	4	4	3	36	6
60%	71%	58%	63%	41%	20%	62%	73%	58%	100%	45%	76%	61%	54%
18	*	17	15	2	9	1	5	15	-	1	1	14	4
25%	3%	27%	26%	21%	68%	9%	19%	28%	-	16%	23%	24%	32%
11	2	9	7	4	2	4	2	7	-	3	*	9	2
15%	26%	14%	12%	38%	12%	28%	8%	14%	-	39%	*	16%	14%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 223

QC20(9): Other (please type in)**Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?****Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	86	31	43	12	86	67	48	6	2	38	13	18	9
Base	70**	37**	18**	16**	70**	61**	31**	3**	3**	24**	12**	13**	15**
Effective base	32	15	12	6	32	26	18	4	1	10	7	7	5
Top	42	25	8	8	42	38	14	1	2	17	6	4	12
	60%	69%	48%	51%	60%	62%	45%	32%	83%	68%	51%	31%	80%
Medium	18	6	8	4	18	14	6	2	-	4	3	6	2
	25%	16%	44%	26%	25%	22%	21%	68%	-	17%	28%	47%	12%
Lower	11	6	1	4	11	10	10	-	*	4	3	3	1
	15%	15%	8%	24%	15%	16%	34%	-	17%	15%	22%	22%	8%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 521

Absolutes/col percents

Table 224

QC20: SUMMARY TABLE - TOP

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
533	201	362	470	63	128	139	182	430	65	81	38	427	142
1808	891	916	1592	216	344	437	806	1587	64	111	46	1557	251
91%	95%b	88%	92%	90%	91%	90%	92%	91%	91%	93%	92%	91%	93%
1355	604	752	1198	158	244	341	601	1186	51	83	35	1184	172
69%	65%	72%	69%	66%	65%	70%	69%	68%	72%	69%	71%	69%	63%
1322	658	663	1186	135	249	311	592	1152	50	83	37	1138	183
67%	70%	64%	68%	56%	66%	64%	68%	66%	72%	69%	74%	67%	68%
1118	648	470	988	130	211	266	515	992	37	61	28	972	146
57%b	69%2b	45%	57%	54%	56%	55%	59%	57%	52%	51%	56%	57%	54%
1117	584	533	970	147	224	251	502	978	42	69	28	969	148
57%	63%b	51%	56%	61%	59%	52%	58%	56%	60%	58%	55%	57%	55%
850	542	308	728	122	161	222	364	747	29	48	26	753	97
43%b	58%2b	30%	42%	51%	42%	46%	42%	43%	41%	40%	53%	44%	36%
815	455	359	704	110	173	184	366	723	28	42	22	705	109
41%b	49%b	34%	41%	46%	46%	38%	42%	42%	40%	35%	43%	41%	40%
433	274	159	360	73	104	135	143	382	17	24	11	380	53
22%b	29%2b	15%	21%	31%	28%g	28%g	16%	22%	24%	20%	22%	22%	20%
42	5	37	38	4	3	8	21	31	4	4	3	36	6
2%	1%	4%a	2%	2%	1%	2%	2%	2%	6%h	3%	6%	2%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 224

QC20: SUMMARY TABLE - TOP**Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?****Base: All with broadband/ internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
The reliability of the service	1808	817	452	539	1808	1425	941	256	314	407	284	299	248
	91%k	93%	91%	90%	91%	92%	90%	95%k	98%k	86%	96%k	85%	94%
The cost of the service	1355	626	338	391	1355	1077	730	213	249	282	214	237	160
	69%k	71%	68%	65%	69%	70%	70%	79%kl	77%kl	60%	72%	67%	60%
Download speed	1322	600	355	367	1322	1050	649	196	203	333	231	173	185
	67%k	68%	72%	61%	67%	68%	62%	73%k	63%	71%k	78%k	49%	70%k
Customer service / support from the provider	1118	518	276	324	1118	866	539	148	180	291	171	176	152
	57%	59%	56%	54%	57%	56%	52%	55%	56%	62%	58%	50%	57%
Upload speed	1117	516	291	311	1117	869	557	148	167	276	189	170	167
	57%	58%	59%	52%	57%	56%	53%	55%	52%	58%	64%k	48%	63%k
The service level agreement (SLA) offered by the provider	850	433	204	213	850	636	419	105	133	211	134	140	127
	43%	49%k	41%	36%	43%	41%	40%	39%	41%	45%	45%	40%	48%
The reputation of the provider	815	385	190	239	815	633	429	111	130	185	147	117	125
	41%	44%	38%	40%	41%	41%	41%	41%	40%	39%	50%k	33%	47%
The provider being well known / having many users	433	202	111	121	433	328	216	52	85	101	44	88	64
	22%	23%	22%	20%	22%	21%	21%	19%	27%	21%	15%	25%	24%
Other (please type in)	42	25	8	8	42	38	14	1	2	17	6	4	12
	2%	3%	2%	1%	2%	2%	1%	*	1%	3%	2%	1%	4%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 225

QC20: SUMMARY TABLE - MEDIUM**Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?****Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
The provider being well known / having many users	989	427	562	904	85	186	203	491	880	29	52	27	852	137
	50%kl	46%	54%	52%kl	35%	49%	42%	56%kl	51%	42%	44%	55%	50%	51%
The reputation of the provider	905	369	536	801	103	171	247	373	791	31	57	24	788	116
	46%	40%	51%A	46%	43%	45%	51%	43%	46%	45%	48%	49%	46%	43%
The service level agreement (SLA) offered by the provider	885	338	547	786	100	173	201	416	790	32	45	18	748	137
	45%kl	36%	52%A	45%	42%	46%	41%	48%	45%	46%	38%	36%	44%	51%
Customer service / support from the provider	751	253	498	658	92	140	203	318	661	25	47	19	637	114
	38%A	27%	48%A	38%	39%	37%	42%	36%	38%	36%	39%	37%	37%	42%
Upload speed	714	300	413	634	80	118	207	307	632	23	38	20	610	104
	36%	32%	40%	37%	33%	31%	43%	35%	36%	33%	32%	40%	36%	38%
Download speed	576	245	331	486	90	114	157	249	520	17	28	11	498	78
	29%	26%	32%	28%	38%	30%	32%	28%	30%	25%	23%	22%	29%	29%
The cost of the service	575	309	267	499	76	121	139	256	516	15	31	13	484	92
	29%	33%	26%	29%	32%	32%	29%	29%	30%	22%	26%	27%	28%	34%
The reliability of the service	145	38	107	123	22	31	44	56	131	5	5	3	129	15
	7%	4%	10%A	7%	9%	8%	9%	6%	8%	7%	5%	6%	8%	6%
Other (please type in)	18	*	17	15	2	9	1	5	15	-	1	1	14	4
	1%	*	2%a	1%	1%	2%	*	1%	1%	-	1%	2%	1%	1%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 225

QC20: SUMMARY TABLE - MEDIUM

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
1994	858	725	411	1994	1393	1252	200	192	666	274		286
1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
533	230	157	151	533	387	311	64	72	147	72	103	84
989	435	253	302	989	789	556	144	133	235	182	170	124
50%	49%	51%	50%	50%	51%	53%	54%	41%	50%	62%h	48%	47%
905	388	235	281	905	698	492	132	131	236	118	181	106
46%	44%	47%	47%	46%	45%	47%	49%	41%	50%	40%	51%	40%
885	343	253	290	885	704	486	115	141	221	138	168	103
45%	39%	51%a	48%	45%	46%	47%	43%	44%	47%	46%	48%	39%
751	319	188	244	751	585	449	108	121	157	107	159	98
38%	36%	38%	41%	38%	38%	43%	40%	38%	33%	36%	45%	37%
714	308	175	231	714	557	413	106	119	167	85	153	84
36%	35%	35%	39%	36%	36%	40%	39%	37%	35%	29%	43%	32%
576	240	126	210	576	432	341	66	104	109	62	169	67
29%	27%	25%	35%	29%	28%	33%	25%	32%	23%	21%	48%zGhJl	26%
575	238	144	193	575	431	285	48	70	176	77	108	96
29%	27%	29%	32%	29%	28%	27%	18%	22%	37%Gh	26%	31%	36%gh
145	50	39	55	145	102	88	12	8	56	12	49	8
7%	6%	8%	9%	7%	7%	8%	5%	2%	12%h	4%	14%zghJ	3%
18	6	8	4	18	14	6	2	-	4	3	6	2
1%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 226

QC20: SUMMARY TABLE - LOWER**Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?****Base: All with broadband/ internet service**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
The provider being well known / having many users	553	233	321	472	82	87	148	238	474	24	44	12	473	80
	28%	25%	31%	27%	34%	23%	31%	27%	27%	35%	37%	23%	28%	30%
The reputation of the provider	257	109	147	230	26	35	55	133	222	11	20	4	212	45
	13%	12%	14%	13%	11%	9%	11%	15%	13%	15%	17%	7%	12%	17%
The service level agreement (SLA) offered by the provider	240	53	187	222	18	45	63	93	200	9	26	5	204	37
	12% h	6%	18% hA	13%	8%	12%	13%	11%	12%	13%	22% h	10%	12%	14%
Upload speed	146	49	96	133	13	36	28	63	126	5	12	3	127	19
	7%	5%	9%	8%	5%	9%	6%	7%	7%	7%	10%	5%	7%	7%
Customer service / support from the provider	107	33	74	90	17	27	17	39	84	8	12	3	96	11
	5%	4%	7%	5%	7%	7%	4%	5%	5%	12% h	10%	7%	6%	4%
Download speed	78	31	47	64	15	15	17	32	65	3	9	2	69	9
	4%	3%	5%	4%	6%	4%	4%	4%	4%	4%	8%	4%	4%	3%
The cost of the service	46	22	24	40	6	13	5	16	35	4	6	1	39	7
	2%	2%	2%	2%	2%	3%	1%	2%	2%	6% h	5%	2%	2%	3%
The reliability of the service	24	5	19	21	2	3	5	10	19	1	3	1	20	4
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	3%	2%	1%	2%
Other (please type in)	11	2	9	7	4	2	4	2	7	-	3	*	9	2
	1%	*	1%	*	2%	*	1%	*	*	-	3% h	*	1%	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 526

Absolutes/col percents

Table 226

QC20: SUMMARY TABLE - LOWER

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
533	230	157	151	533	387	311	64	72	147	72	103	84
553	245	132	177	553	426	272	73	103	137	70	95	76
28%	28%	27%	30%	28%	28%	26%	27%	32%	29%	24%	27%	29%
257	108	70	79	257	212	123	26	60	51	32	55	33
13%	12%	14%	13%	13%	14%	12%	10%	19%	11%	11%	16%	13%
240	106	38	96	240	202	139	49	48	40	25	44	35
12%	12%	8%	16%b	12%	13%	13%	18%a	15%	9%	8%	12%	13%
146	58	30	58	146	117	74	15	36	30	22	30	14
7%	7%	6%	10%	7%	8%	7%	6%	11%	6%	7%	8%	5%
107	45	31	31	107	91	56	13	21	25	18	17	14
5%	5%	6%	5%	5%	6%	5%	5%	6%	5%	6%	5%	5%
78	42	15	21	78	61	54	7	15	31	4	11	12
4%	5%	3%	4%	4%	4%	5%	3%	5%	6%	1%	3%	5%
46	17	13	15	46	35	29	8	2	14	5	7	9
2%	2%	3%	3%	2%	2%	3%	3%	1%	3%	2%	2%	3%
24	14	4	5	24	17	15	1	-	10	+	4	8
1%	2%	1%	1%	1%	1%	1%	+	-	2%	+	1%	3%
11	6	1	4	11	10	10	-	+	4	3	3	1
1%	1%	+	1%	1%	1%	1%	-	+	1%	1%	1%	+

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 527

Absolutes/col percents

Table 227

QC20: SUMMARY TABLE

Please imagine you are choosing a new internet provider. For each factor please can you say whether it would be a top priority, a medium priority or a lower priority for you?

Base: All with broadband/ internet service

	TOP	MEDIUM	LOWER
Unweighted base	1994	1994	1994
Base	1976	1976	1976
Effective base	533	533	533
The reliability of the service	1808 91%	145 7%	24 1%
The cost of the service	1355 69%	575 29%	46 2%
Download speed	1322 67%	576 29%	78 4%
Upload speed	1117 57%	714 36%	146 7%
Customer service / support from the provider	1118 57%	751 38%	107 5%
The service level agreement (SLA) offered by the provider	850 43%	885 45%	240 12%
The reputation of the provider	815 41%	905 46%	257 13%
The provider being well known / having many users	433 22%	989 50%	553 28%
Other (please type in)	42 2%	18 1%	11 1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 528

Absolutes/col percents

Table 228

QD1(1): I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)

Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 502	317	185	438	64	95	112	211	418	22	46	17	427	75
		24%b	30%b	18%	24%	24%	21%	23%	23%	30%	35%zh	32%	23%	27%
Agree slightly	(4) 908	413	495	812	95	189	227	399	815	24	50	20	782	126
		43%	39%	44%	37%	47%	44%	43%	44%	33%	38%	37%	43%	45%
Neither agree nor disagree	(3) 287	70	218	237	50	54	94	99	247	12	22	7	238	49
		14%a	7%	13%	19%	13%	18%g	11%	13%	16%	16%	14%	13%	17%
Disagree slightly	(2) 281	173	108	256	25	43	63	148	254	8	13	7	263	18
		13%a	16%b	14%	10%	11%	12%	16%	14%	10%	10%	13%	14%a	7%
Disagree strongly	(1) 64	46	18	62	2	12	6	39	56	6	*	1	59	5
		3%	4%	3%	1%	3%	1%	4%	3%	9%zh	*	2%	3%	2%
Don't know	67	35	31	44	22	13	20	30	63	2	1	1	60	6
	3%	3%	3%	2%	9%aC	3%	4%	3%	3%	2%	1%	2%	3%	2%
NET Agree	1410	731	680	1250	160	284	339	611	1233	46	95	36	1209	202
	67%	69%	64%	68%	61%	70%	65%	66%	67%	63%	73%	69%	66%	72%
NET Disagree	345	219	126	317	28	54	69	187	310	14	13	8	322	23
		16%a	21%b	17%	11%	13%	13%	20%	17%	19%	10%	15%	18%a	8%
Mean	3.74	3.77	3.70	3.73	3.82	3.80	3.75	3.66	3.72	3.66	3.98zh	3.85	3.71	3.91
SD	1.07	1.19	0.94	1.08	0.98	1.02	0.98	1.13	1.07	1.27	0.97	1.08	1.09	0.94

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 529

Absolutes/col percents

Table 228

QD1(1): I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)

Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 502	216	138	149	471	411	246	27	88	119	69	87	113
	24%	23%	26%	23%	24%	25%	23%	10%	27%	24%	22%	21%	39%
Agree slightly	(4) 908	408	225	275	840	703	481	100	121	188	186	185	128
	43%	43%	42%	43%	42%	43%	44%	36%	36%	38%	59%	46%	44%
Neither agree nor disagree	(3) 287	129	65	93	278	226	167	46	50	101	9	62	20
	14%	14%	12%	15%	14%	14%	15%	17%	15%	20%	3%	15%	7%
Disagree slightly	(2) 281	119	82	80	264	230	107	73	36	64	39	49	21
	13%	13%	15%	13%	13%	14%	10%	26%	11%	13%	12%	12%	7%
Disagree strongly	(1) 64	34	14	16	62	49	31	22	3	20	10	6	3
	3%	4%	3%	2%	3%	3%	3%	8%	1%	4%	3%	1%	1%
Don't know	67	32	11	23	62	33	48	8	34	4	3	16	2
	3%	3%	2%	4%	3%	2%	4%	3%	10%	1%	1%	4%	1%
NET Agree	1410	624	363	424	1310	1115	727	127	208	307	254	272	241
	67%	67%	68%	67%	66%	67%	67%	46%	63%	62%	81%	67%	84%
NET Disagree	345	154	96	95	325	279	138	95	39	84	49	54	24
	16%	16%	18%	15%	16%	17%	13%	34%	12%	17%	15%	13%	8%
Mean	3.74G	3.72	3.75	3.75	3.73	3.74	3.78	3.14	3.85G	3.65G	3.85G	3.77G	4.14ZG
SD	1.07	1.08	1.09	1.04	1.08	1.08	1.02	1.17	1.01	1.10	1.00	0.98	0.92

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 530

Absolutes/col percents

Table 229

QD1(2): I find that my contract terms and conditions are clear and easily understood

Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 375	222	152	320	54	116	81	120	317	16	27	15	324	51
	18%	21%b	14%	17%	21%	29%zFG	15%	13%	17%	22%	21%	28%	18%	18%
Agree slightly	(4) 696	336	361	607	89	125	177	313	615	26	39	15	587	109
	33%	32%	34%	33%	34%	31%	34%	34%	33%	36%	30%	30%	32%	39%
Neither agree nor disagree	(3) 465	150	314	418	47	84	107	225	417	11	31	6	408	57
	22%a	14%	30%zA	23%	18%	21%	21%	24%	22%	15%	24%	12%	22%	20%
Disagree slightly	(2) 296	165	131	263	33	36	81	140	257	11	22	6	265	31
	14%	16%	12%	14%	13%	9%	15%	15%	14%	14%	17%	11%	14%	11%
Disagree strongly	(1) 200	150	50	180	19	27	60	88	175	8	8	8	173	27
	9%b	14%b	5%	10%	7%	7%	12%	9%	9%	10%	6%	16%	9%	10%
Don't know	78	31	47	61	17	16	15	40	71	2	3	2	73	5
	4%	3%	4%	3%	7%	4%	3%	4%	4%	3%	2%	4%	4%	2%
NET Agree	1071	558	513	927	144	241	258	433	932	43	66	30	911	160
	51%	53%	49%	50%	55%	60%g	49%	47%	50%	58%	51%	57%	50%	57%
NET Disagree	495	315	181	443	52	64	141	228	433	18	31	14	437	58
	23%b	30%b	17%	24%	20%	16%	27%e	25%	23%	25%	24%	26%	24%	21%
Mean	3.37	3.31	3.43	3.35	3.52	3.62FG	3.27	3.27	3.36	3.46	3.42	3.45	3.36	3.46
SD	1.22	1.36	1.05	1.22	1.21	1.19	1.25	1.17	1.21	1.29	1.19	1.44	1.22	1.20

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 531

Absolutes/col percents

Table 229

QD1(2): I find that my contract terms and conditions are clear and easily understood

Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 375	160	81	134	331	274	192	8	37	78	78	66	107
	18%G	17%	15%	21%	17%	17%	18%	3%	11%	16%G	25%Gh	16%G	37%ZGHM
Agree slightly	(4) 696	278	193	225	646	527	357	54	63	130	131	198	120
	33%gh	30%	36%	35%	33%	32%	33%	20%	19%	26%	42%GHI	49%ZGHI	42%GHI
Neither agree nor disagree	(3) 465	218	121	126	450	392	269	84	102	124	63	66	25
	22%L	23%	23%	20%	23%	24%	25%	30%KL	31%KL	25%L	20%L	16%	9%
Disagree slightly	(2) 296	154	78	64	285	256	136	83	58	77	27	39	12
	14%L	16%	15%	10%	14%	15%	13%	30%ZIJKL	18%L	15%L	9%	10%	4%
Disagree strongly	(1) 200	101	47	51	191	157	80	36	44	74	14	22	11
	9%	11%	9%	8%	10%	10%	7%	13%L	13%L	15%JL	4%	5%	4%
Don't know	78	27	15	36	74	46	46	11	26	14	2	12	13
	4%	3%	3%	6%	4%	3%	4%	4%	8%J	3%	1%	3%	4%
NET Agree	1071	438	274	359	976	802	549	63	100	208	209	264	228
	51%GH	47%	51%	56%	49%	48%	51%	23%	30%	42%G	66%GHI	65%ZGHI	79%ZGHM
NET Disagree	495	255	125	115	476	413	216	119	102	150	41	61	22
	23%L	27%L	23%	18%	24%	25%	20%	43%ZJKL	31%KL	30%JKL	13%	15%	8%
Mean	3.37Gh	3.27	3.35	3.54a	3.34	3.31	3.43	2.68	2.97	3.13g	3.74zGHI	3.63zGHI	4.10zGHIK
SD	1.22	1.25	1.18	1.19	1.21	1.21	1.16	1.04	1.21	1.29	1.06	1.05	1.00

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 230

QD1(3): I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)**Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?****Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 622	393	229	549	73	148	159	236	543	27	38	14	537	85
		29% B	37% aB	30%	28%	37% g	31%	25%	29%	37%	29%	27%	29%	30%
Agree slightly	(4) 744	355	388	655	89	140	189	320	649	27	48	20	624	120
		35%	34%	35%	34%	35%	36%	35%	35%	37%	37%	38%	34%	43%
Neither agree nor disagree	(3) 324	107	217	288	36	58	92	131	280	8	27	9	284	40
		15%	10%	16%	14%	14%	18%	14%	15%	11%	21%	17%	16%	14%
Disagree slightly	(2) 186	73	113	175	11	26	23	120	168	5	7	5	169	17
		9%	7%	9%	4%	6%	4%	13% F	9%	7%	5%	11%	9%	6%
Disagree strongly	(1) 74	58	16	71	3	10	18	38	66	2	6	*	67	7
		4%	6% B	4%	1%	2%	3%	4%	4%	2%	5%	*	4%	2%
Don't know	159	67	92	111	48	24	41	82	146	4	5	4	148	11
		8%	6%	6%	18% zC	6%	8%	9%	8%	6%	4%	7%	8%	4%
NET Agree	1366	748	617	1204	162	288	348	555	1192	54	86	34	1161	205
		65%	71% B	65%	62%	71% g	67%	60%	64%	74%	66%	65%	63%	73% l
NET Disagree	260	132	128	246	14	35	41	158	234	7	13	6	237	23
		12%	12%	13%	5%	9%	8%	17% eI	13%	10%	10%	11%	13%	8%
Mean	3.85	3.96 b	3.73	3.83	4.03	4.03 g	3.93	3.70	3.84	4.05	3.83	3.86	3.83	3.97
SD	1.09	1.16	1.00	1.11	0.93	1.02	1.02	1.15	1.10	1.03	1.08	0.98	1.11	0.97

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 230

QD1(3): I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)**Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?****Base: All respondents**

	Total (Z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 622	293	156	172	567	485	295	46	75	134	119	93	154
		29%	31%	29%	29%	29%	27%	17%	23%	27%	38%GHI	23%	53%ZGHIJK
Agree slightly	(4) 744	323	186	235	710	581	368	68	116	180	91	187	101
		35%	34%	35%	36%	35%	34%	25%	35%	36%	29%	46%ZGJ	35%
Neither agree nor disagree	(3) 324	125	104	95	311	245	196	54	29	127	42	60	12
		15%	13%	19%	16%	15%	18%	20%L	9%	26%ZHIJKL	13%I	15%I	4%
Disagree slightly	(2) 186	87	48	51	176	171	96	64	27	21	39	27	9
		9%	9%	9%	9%	10%	9%	23%ZHIK	8%	4%	12%II	7%	3%
Disagree strongly	(1) 74	36	13	25	67	66	36	21	13	18	12	8	2
		4%	4%	2%	3%	4%	3%	8%I	4%	4%	4%	2%	1%
Don't know	159	74	29	57	145	104	89	23	71	15	11	28	10
		8%	8%	9%	7%	6%	8%	8%	21%ZGIJKL	3%	4%	7%	4%
NET Agree	1366	616	342	408	1277	1066	663	114	192	314	211	280	255
		65%G	66%	64%	65%	65%	61%	41%	58%	63%G	67%G	69%G	88%ZGHIJK
NET Disagree	260	123	61	76	243	238	132	85	40	39	51	35	11
		12%I	13%	11%	12%	14%	12%	31%ZHIJKL	12%	8%	16%I	9%	4%
Mean	3.85G	3.87	3.84	3.83	3.84	3.81	3.80	3.22	3.83G	3.81G	3.88G	3.88G	4.42ZGHIJK
SD	1.09	1.12	1.05	1.09	1.08	1.12	1.08	1.24	1.11	1.01	1.18	0.94	0.79

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 231

QD1(4): It would be helpful to have all key terms presented as an upfront summary within a contract

Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 963	600	363	838	125	167	230	439	836	41	53	33	837	126
		46% B	57% 2B	34%	45%	41%	44%	47%	45%	56%	41%	62% 4hj	46%	45%
Agree slightly	(4) 796	311	485	716	80	160	206	346	712	25	45	15	701	95
		38% A	29%	46% 4A	39%	40%	39%	37%	38%	34%	34%	29%	38%	34%
Neither agree nor disagree	(3) 225	66	158	215	10	54	50	85	190	6	25	4	190	35
		11%	6%	15% 4A	12%	13%	10%	9%	10%	8%	19% 2h	7%	10%	12%
Disagree slightly	(2) 56	38	18	28	28	4	13	33	50	1	5	*	41	15
		3%	4%	2%	2%	1%	3%	4%	3%	1%	4%	*	2%	5% 4
Disagree strongly	(1) 31	27	4	21	10	15	10	6	30	*	*	*	27	4
		1%	3% b	*	1%	4%	2%	1%	2%	*	*	*	1%	1%
Don't know	39	12	26	31	8	5	13	17	35	1	2	1	33	6
		2%	1%	3%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%
NET Agree	1759	911	848	1554	205	327	435	785	1547	66	98	47	1538	221
		83% 4	86%	84%	79%	81%	84%	85%	84% 4j	90% 4j	75%	91% 4j	84%	79%
NET Disagree	87	65	22	49	38	19	23	39	81	1	5	*	69	18
		4%	6% b	2%	3%	5%	4%	4%	4%	1%	4%	*	4%	7%
Mean	4.26	4.36 B	4.15	4.28	4.11	4.15	4.24	4.30	4.25	4.46 4j	4.13	4.56 2hJ	4.27	4.18
SD	0.87	0.94	0.77	0.82	1.15	0.95	0.88	0.83	0.87	0.71	0.88	0.64	0.85	0.94

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 231

QD1(4): It would be helpful to have all key terms presented as an upfront summary within a contract**Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 963	463	222	278	877	782	450	144	168	211	137	160	143
	46%	49%	41%	44%	44%	47%	42%	52%	51%	43%	43%	40%	50%
Agree slightly	(4) 796	351	211	235	769	600	409	101	111	175	125	175	109
	38%	37%	39%	37%	39%	36%	38%	37%	34%	35%	40%	43%	38%
Neither agree nor disagree	(3) 225	85	53	87	221	192	146	16	31	76	39	46	16
	11%	9%	10%	14%	11%	12%	14%	6%	9%	15% gl	12%	11%	6%
Disagree slightly	(2) 56	19	29	7	44	35	35	1	6	18	10	10	12
	3%	2%	5% c	1%	2%	2%	3%	*	2%	4%	3%	2%	4%
Disagree strongly	(1) 31	5	15	11	31	21	15	5	8	13	-	1	4
	1%	*	3% a	2%	2%	1%	1%	2%	2%	3%	-	*	2%
Don't know	39	16	6	17	35	23	26	8	6	3	4	12	4
	2%	2%	1%	3%	2%	1%	2%	3%	2%	1%	1%	3%	2%
NET Agree	1759	814	432	513	1646	1382	859	246	279	386	261	335	252
	83%	87%	81%	81%	83%	84%	80%	89% l	84%	78%	83%	83%	87%
NET Disagree	87	24	45	18	75	56	50	6	15	30	10	10	16
	4%	3%	8% la	3%	4%	3%	5%	2%	4%	6%	3%	2%	6%
Mean	4.26	4.35 B	4.12	4.23	4.24	4.28	4.18	4.42 l	4.30	4.12	4.25	4.24	4.32
SD	0.87	0.77	0.99	0.86	0.86	0.85	0.89	0.78	0.91	0.97	0.80	0.76	0.88

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 536

Absolutes/col percents

Table 232

QD1(5): I always read the Terms and Conditions of my communication contracts

Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 369 18%	193 18%	177 17%	308 17%	62 24%	71 17%	88 17%	148 16%	306 17%	20 27%h	30 23%	13 26%	323 18%	46 16%
Agree slightly	(4) 554 26%	256 24%	298 28%	499 27%	55 21%	108 27%	134 26%	250 27%	493 27%	18 25%	32 24%	11 21%	454 25%	100 36%ul
Neither agree nor disagree	(3) 381 18%h	105 10%	276 26%zA	331 18%	50 19%	70 17%	104 20%	160 17%	334 18%	10 14%	28 21%	9 17%	326 18%	55 20%
Disagree slightly	(2) 427 20%	223 21%	204 19%	372 20%	55 21%	80 20%	117 22%	183 20%	380 20%	12 17%	24 18%	11 21%	377 21%	50 18%
Disagree strongly	(1) 357 17%bm 25%zB	265 25%zB	92 9%	324 18%	33 13%	65 16%	74 14%	181 20%	320 17%	13 18%	16 13%	8 15%	332 18%um	25 9%
Don't know	21 1%	13 1%	7 1%	15 1%	6 2%	11 3%	5 1%	5 *	20 1%	* *	* *	* *	17 1%	3 1%
NET Agree	924 44%	448 43%	475 45%	807 44%	116 45%	179 44%	222 43%	398 43%	799 43%	38 51%	62 48%	24 47%	777 42%	146 52%l
NET Disagree	784 37%bm 46%zB	487 46%zB	296 28%	696 38%	88 34%	145 36%	191 37%	364 39%	699 38%	25 35%	40 31%	19 35%	708 39%um	76 27%
Mean	3.07	2.89	3.25zA	3.05	3.23	3.10	3.09	3.00	3.05	3.26	3.27	3.22	3.03	3.33zj
SD	1.36	1.49	1.20	1.36	1.37	1.36	1.32	1.38	1.36	1.47	1.34	1.43	1.38	1.21

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 537

Absolutes/col percents

Table 232

QD1(5): I always read the Terms and Conditions of my communication contracts

Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 369	154	95	120	336	288	210	30	60	78	43	97	61
	18%	16%	18%	19%	17%	17%	19%	11%	18%	16%	14%	24%g	21%
Agree slightly	(4) 554	257	126	171	533	418	315	64	85	126	81	109	89
	26%	27%	24%	27%	27%	25%	29%	23%	26%	26%	26%	27%	31%
Neither agree nor disagree	(3) 381	178	90	113	366	302	233	52	43	106	80	57	43
	18%	19%	17%	18%	19%	18%	22%	19%	13%	21%	26%h	14%	15%
Disagree slightly	(2) 427	181	122	124	407	336	199	46	77	97	72	84	51
	20%	19%	23%	19%	21%	20%	18%	17%	23%	20%	23%	21%	18%
Disagree strongly	(1) 357	162	99	96	314	296	114	83	66	76	38	52	42
	17%l	17%	18%	15%	16%l	18%l	11%	30%zljkk	20%	15%	12%	13%	14%
Don't know	21	6	4	11	20	13	10	*	1	11	1	6	2
	1%	1%	1%	2%	1%	1%	1%	*	*	2%	*	1%	1%
NET Agree	924	411	221	291	869	706	525	94	145	205	124	206	151
	44%	44%	41%	46%	44%	43%	49%	34%	44%	41%	39%	51%g	52%g
NET Disagree	784	343	221	220	721	632	313	129	143	174	110	136	92
	37%l	37%	41%	35%	36%l	38%l	29%	47%	43%	35%	35%	34%	32%
Mean	3.07g	3.07	2.99	3.15	3.09	3.04	3.29zide	2.68	2.98	3.07	3.06	3.29G	3.27G
SD	1.36	1.35	1.39	1.36	1.34	1.37	1.27	1.39	1.42	1.32	1.23	1.38	1.36

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/l/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 538

Absolutes/col percents

Table 233

QD1(6): I have experienced negative consequences as a result of terms and conditions I was unaware of
Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Agree strongly	(5) 158 8%	102 10%	56 5%	143 8%	16 6%	47 12%	30 6%	56 6%	133 7%	6 8%	17 13%	2 4%	147 8%	11 4%
Agree slightly	(4) 251 12%	109 10%	142 13%	235 13%	15 6%	47 12%	57 11%	126 14%	231 12%	6 8%	6 5%	9 16%	225 12%	26 9%
Neither agree nor disagree	(3) 313 15%	111 10%	203 19%A	285 15%	29 11%	62 15%	100 19%	126 14%	288 16%	9 12%	13 10%	3 6%	272 15%	42 15%
Disagree slightly	(2) 597 28%	321 30%	275 26%	492 27%	105 40% c	92 23%	142 27%	292 32%	526 28%	17 24%	44 34%	9 18%	520 28%	77 27%
Disagree strongly	(1) 717 34%	396 38%	321 30%	634 34%	83 32%	139 34%	173 33%	303 33%	615 33%	35 48% h	44 34%	23 44%	604 33%	113 40%
Don't know	73 3%	15 1%	58 5%A	60 3%	13 5%	17 4%	19 4%	24 3%	61 3%	* *	6 5%	5 10% h	61 3%	12 4%
NET Agree	409 19%	211 20%	198 19%	378 20%	31 12%	94 23%	87 17%	182 20%	363 20%	12 16%	23 18%	11 21%	372 20%	37 13%
NET Disagree	1314 62%	718 68% b	596 57%	1126 61%	188 72%	231 57%	315 60%	595 64%	1141 62%	53 72%	88 67%	33 62%	1124 61%	189 68%
Mean	2.28	2.23	2.33	2.31	2.09	2.41	2.26	2.27	2.30	2.04	2.26	2.09	2.32 m	2.05
SD	1.27	1.32	1.22	1.29	1.12	1.39	1.21	1.23	1.26	1.30	1.35	1.33	1.29	1.16

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE.
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 233

QD1(6): I have experienced negative consequences as a result of terms and conditions I was unaware of**Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Agree strongly	(5) 158	76	27	55	148	128	73	16	13	70	24	26	9
	8%	8%	5%	9%	7%	8%	7%	6%	4%	14% zhl	7%	6%	3%
Agree slightly	(4) 251	97	69	85	243	194	105	47	51	66	28	43	16
	12%	10%	13%	13%	12%	12%	10%	17% hl	15% hl	13%	9%	11%	6%
Neither agree nor disagree	(3) 313	141	70	103	305	248	187	35	55	108	23	69	24
	15%	15%	13%	16%	15%	15%	17%	13%	17%	22% zhl	7%	17%	8%
Disagree slightly	(2) 597	274	130	192	554	450	301	75	81	131	110	136	63
	28%	29%	24%	30%	28%	27%	28%	27%	25%	26%	35%	34%	22%
Disagree strongly	(1) 717	331	209	177	656	587	371	92	121	96	118	116	173
	34% hl	35%	39% hc	28%	33%	36%	34%	33% hl	37% hl	19%	38% hl	29%	60% zghhhl
Don't know	73	19	29	24	69	46	44	11	9	25	12	14	2
	3%	2%	5%	4%	3%	3%	4%	4%	3%	5%	4%	4%	1%
NET Agree	409	173	96	140	391	321	177	64	64	136	52	68	25
	19% hl	18%	18%	22%	20%	19%	16%	23% hl	19%	27% hkl	17%	17%	9%
NET Disagree	1314	606	340	369	1211	1037	672	166	203	227	228	253	237
	62% hl	65%	63%	58%	61%	63%	62%	60% hl	61% hl	46%	73% hl	63% hl	82% zghhhl
Mean	2.28 L	2.25	2.16	2.43	2.30	2.27	2.24	2.33 L	2.23 L	2.75 zghjkl	2.11 I	2.29 L	1.68
SD	1.27	1.27	1.25	1.28	1.27	1.28	1.23	1.28	1.22	1.33	1.24	1.19	1.05

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/ij/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 540

Absolutes/col percents

Table 234

QD1: SUMMARY TABLE - AGREE STRONGLY

Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity		
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)	
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441	
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280	
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149	
I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	502	317	185	438	64	95	112	211	418	22	46	17	427	75	
		24%b	30%b	18%	24%	25%	24%	21%	23%	23%	30%	35%h	32%	23%	27%
I find that my contract terms and conditions are clear and easily understood	375	222	152	320	54	116	81	120	317	16	27	15	324	51	
	18%	21%b	14%	17%	21%	29%zfg	15%	13%	17%	22%	21%	28%	18%	18%	
I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	622	393	229	549	73	148	159	236	543	27	38	14	537	85	
		29%b	37%ab	22%	30%	28%	37%g	31%	25%	29%	37%	29%	27%	29%	30%
It would be helpful to have all key terms presented as an upfront summary within a contract	963	600	363	838	125	167	230	439	836	41	53	33	837	126	
		46%b	57%zb	34%	45%	48%	41%	44%	47%	45%	56%	41%	62%zh	46%	45%
I always read the Terms and Conditions of my communication contracts	369	193	177	308	62	71	88	148	306	20	30	13	323	46	
	18%	18%	17%	17%	24%	17%	17%	16%	17%	27%h	23%	26%	18%	16%	
I have experienced negative consequences as a result of terms and conditions I was unaware of	158	102	56	143	16	47	30	56	133	6	17	2	147	11	
	8%	10%	5%	8%	6%	12%	6%	6%	7%	8%	13%	4%	8%	4%	

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 234

QD1: SUMMARY TABLE - AGREE STRONGLY**Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	502 24%g	216 23%	138 26%	149 23%	471 24%	411 25%	246 23%	27 10%	88 27%g	119 24%g	69 22%	87 21%	113 39%zGhjk
I find that my contract terms and conditions are clear and easily understood	375 18%G	160 17%	81 15%	134 21%	331 17%	274 17%	192 18%	8 3%	37 11%	78 16%G	78 25%Gh	66 16%G	107 37%zGHjk
I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	622 29%g	293 31%	156 29%	172 27%	567 29%	485 29%	295 27%	46 17%	75 23%	134 27%	119 38%Ghk	93 23%	154 53%zGHjk
It would be helpful to have all key terms presented as an upfront summary within a contract	963 46%	463 49%	222 41%	278 44%	877 44%	782 47%	450 42%	144 52%	168 51%	211 43%	137 43%	160 40%	143 50%
I always read the Terms and Conditions of my communication contracts	369 18%	154 16%	95 18%	120 19%	336 17%	288 17%	210 19%	30 11%	60 18%	78 16%	43 14%	97 24%g	61 21%
I have experienced negative consequences as a result of terms and conditions I was unaware of	158 8%	76 8%	27 5%	55 9%	148 7%	128 8%	73 7%	16 6%	13 4%	70 14%zhkl	24 7%	26 6%	9 3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 542

Absolutes/col percents

Table 235

QD1: SUMMARY TABLE - NET AGREE

Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	1410	731	680	1250	160	284	339	611	1233	46	95	36	1209	202
	67%	69%	64%	68%	61%	70%	65%	66%	67%	63%	73%	69%	66%	72%
I find that my contract terms and conditions are clear and easily understood	1071	558	513	927	144	241	258	433	932	43	66	30	911	160
	51%	53%	49%	50%	55%	60%	49%	47%	50%	58%	51%	57%	50%	57%
I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	1366	748	617	1204	162	288	348	555	1192	54	86	34	1161	205
	65%	71%	59%	65%	62%	71%	67%	60%	64%	74%	66%	65%	63%	73%
It would be helpful to have all key terms presented as an upfront summary within a contract	1759	911	848	1554	205	327	435	785	1547	66	98	47	1538	221
	83%	86%	80%	84%	79%	81%	84%	85%	84%	90%	75%	91%	84%	79%
I always read the Terms and Conditions of my communication contracts	924	448	475	807	116	179	222	398	799	38	62	24	777	146
	44%	43%	45%	44%	45%	44%	43%	43%	43%	51%	48%	47%	42%	52%
I have experienced negative consequences as a result of terms and conditions I was unaware of	409	211	198	378	31	94	87	182	363	12	23	11	372	37
	19%	20%	19%	20%	12%	23%	17%	20%	20%	16%	18%	21%	20%	13%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 235

QD1: SUMMARY TABLE - NET AGREE**Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	1410 67%g	624 67%	363 68%	424 67%	1310 66%	1115 67%	727 67%	127 46%	208 63%g	307 62%g	254 81%uGhik	272 67%G	241 84%ZGHM
I find that my contract terms and conditions are clear and easily understood	1071 51%GH	438 47%	274 51%	359 56%	976 49%	802 48%	549 51%	63 23%	100 30%	208 42%G	209 66%uGHI	264 65%ZGHI	228 79%ZGHM
I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	1366 65%g	616 66%	342 64%	408 64%	1277 65%	1066 65%	663 61%	114 41%	192 58%	314 63%G	211 67%G	280 69%G	255 88%ZGHM
It would be helpful to have all key terms presented as an upfront summary within a contract	1759 83%	814 87%	432 81%	513 81%	1646 83%	1382 84%	859 80%	246 89%l	279 84%	386 78%	261 83%	335 83%	252 87%
I always read the Terms and Conditions of my communication contracts	924 44%	411 44%	221 41%	291 46%	869 44%	706 43%	525 49%	94 34%	145 44%	205 41%	124 39%	206 51%g	151 52%g
I have experienced negative consequences as a result of terms and conditions I was unaware of	409 19%kl	173 18%	96 18%	140 22%	391 20%	321 19%	177 16%	64 23%l	64 19%	136 27%kkl	52 17%	68 17%	25 9%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 544

Absolutes/col percents

Table 236

QD1: SUMMARY TABLE - DISAGREE STRONGLY

Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	64 3%	46 4%	18 2%	62 3%	2 1%	12 3%	6 1%	39 4%	56 3%	6 9% zhi	* *	1 2%	59 3%	5 2%
I find that my contract terms and conditions are clear and easily understood	200 9% b	150 14% b	50 5%	180 10%	19 7%	27 7%	60 12%	88 9%	175 9%	8 10%	8 6%	8 16%	173 9%	27 10%
I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	74 4%	58 6% b	16 1%	71 4%	3 1%	10 2%	18 3%	38 4%	66 4%	2 2%	6 5%	* *	67 4%	7 2%
It would be helpful to have all key terms presented as an upfront summary within a contract	31 1%	27 3% b	4 *	21 1%	10 4%	15 4% g	10 2%	6 1%	30 2%	* *	* *	* *	27 1%	4 1%
I always read the Terms and Conditions of my communication contracts	357 17% bm	265 25% zb	92 9%	324 18%	33 13%	65 16%	74 14%	181 20%	320 17%	13 18%	16 13%	8 15%	332 18% m	25 9%
I have experienced negative consequences as a result of terms and conditions I was unaware of	717 34%	396 38%	321 30%	634 34%	83 32%	139 34%	173 33%	303 33%	615 33%	35 48% zh	44 34%	23 44%	604 33%	113 40%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 236

QD1: SUMMARY TABLE - DISAGREE STRONGLY**Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	64	34	14	16	62	49	31	22	3	20	10	6	3
	3%	4%	3%	2%	3%	3%	3%	8% hh	1%	4%	3%	1%	1%
I find that my contract terms and conditions are clear and easily understood	200	101	47	51	191	157	80	36	44	74	14	22	11
	9%	11%	9%	8%	10%	10%	7%	13% l	13% l	15% kl	4%	5%	4%
I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	74	36	13	25	67	66	36	21	13	18	12	8	2
	4%	4%	2%	4%	3%	4%	3%	8% l	4%	4%	4%	2%	1%
It would be helpful to have all key terms presented as an upfront summary within a contract	31	5	15	11	31	21	15	5	8	13	-	1	4
	1%	*	3% a	2%	2%	1%	1%	2%	2%	3%	-	*	2%
I always read the Terms and Conditions of my communication contracts	357	162	99	96	314	296	114	83	66	76	38	52	42
	17% l	17%	18%	15%	16% f	18% f	11%	30% zljm	20%	15%	12%	13%	14%
I have experienced negative consequences as a result of terms and conditions I was unaware of	717	331	209	177	656	587	371	92	121	96	118	116	173
	34% l	35%	39% c	28%	33%	36%	34%	33% l	37% l	19%	38% l	29%	60% zghum

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 546

Absolutes/col percents

Table 237

QD1: SUMMARY TABLE - NET DISAGREE

Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	345	219	126	317	28	54	69	187	310	14	13	8	322	23
	16% m	21% b	12%	17%	11%	13%	13%	20%	17%	19%	10%	15%	18% M	8%
I find that my contract terms and conditions are clear and easily understood	495	315	181	443	52	64	141	228	433	18	31	14	437	58
	23% b	30% b	17%	24%	20%	16%	27% e	25%	23%	25%	24%	26%	24%	21%
I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	260	132	128	246	14	35	41	158	234	7	13	6	237	23
	12%	12%	12%	13%	5%	9%	8%	17% ef	13%	10%	10%	11%	13%	8%
It would be helpful to have all key terms presented as an upfront summary within a contract	87	65	22	49	38	19	23	39	81	1	5	*	69	18
	4%	6% b	2%	3%	15% zc	5%	4%	4%	4%	1%	4%	*	4%	7%
I always read the Terms and Conditions of my communication contracts	784	487	296	696	88	145	191	364	699	25	40	19	708	76
	37% bm	46% xb	28%	38%	34%	36%	37%	39%	38%	35%	31%	35%	39% bm	27%
I have experienced negative consequences as a result of terms and conditions I was unaware of	1314	718	596	1126	188	231	315	595	1141	53	88	33	1124	189
	62%	68% b	57%	61%	72%	57%	60%	64%	62%	72%	67%	62%	61%	68%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 237

QD1: SUMMARY TABLE - NET DISAGREE**Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	345 16%	154 16%	96 18%	95 15%	325 16%	279 17%	138 13%	95 34%ZHJKL	39 12%	84 17%	49 15%	54 13%	24 8%
I find that my contract terms and conditions are clear and easily understood	495 23%KL	255 27%Ac	125 23%	115 18%	476 24%	413 25%	216 20%	119 43%ZJKL	102 31%KL	150 30%UKL	41 13%	61 15%	22 8%
I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	260 12%KL	123 13%	61 11%	76 12%	243 12%	238 14%	132 12%	85 31%ZHJKL	40 12%	39 8%	51 16%KL	35 9%	11 4%
It would be helpful to have all key terms presented as an upfront summary within a contract	87 4%	24 3%	45 8%ZAc	18 3%	75 4%	56 3%	50 5%	6 2%	15 4%	30 6%	10 3%	10 2%	16 6%
I always read the Terms and Conditions of my communication contracts	784 37%KL	343 37%	221 41%	220 35%	721 36%F	632 38%F	313 29%	129 47%	143 43%	174 35%	110 35%	136 34%	92 32%
I have experienced negative consequences as a result of terms and conditions I was unaware of	1314 62%KL	606 65%	340 63%	369 58%	1211 61%	1037 63%	672 62%	166 60%KL	203 61%KL	227 46%	228 73%KL	253 63%KL	237 82%ZGHHK

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 548

Absolutes/col percents

Table 238

QD1: SUMMARY TABLE

Please can you say how much you agree or disagree with the following statements about your [mobile, landline and internet] contract/s?

Base: All respondents

		I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	I find that my contract terms and conditions are clear and easily understood	I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	It would be helpful to have all key terms presented as an upfront summary within a contract	I always read the Terms and Conditions of my communication contracts	I have experienced negative consequences as a result of terms and conditions I was unaware of
Unweighted base		2109	2109	2109	2109	2109	2109
Base		2109	2109	2109	2109	2109	2109
Effective base		564	564	564	564	564	564
Agree strongly	(5)	502 24%	375 18%	622 29%	963 46%	369 18%	158 8%
Agree slightly	(4)	908 43%	696 33%	744 35%	796 38%	554 26%	251 12%
Neither agree nor disagree	(3)	287 14%	465 22%	324 15%	225 11%	381 18%	313 15%
Disagree slightly	(2)	281 13%	296 14%	186 9%	56 3%	427 20%	597 28%
Disagree strongly	(1)	64 3%	200 9%	74 4%	31 1%	357 17%	717 34%
Don't know		67 3%	78 4%	159 8%	39 2%	21 1%	73 3%
NET Agree		1410 67%	1071 51%	1366 65%	1759 83%	924 44%	409 19%
NET Disagree		345 16%	495 23%	260 12%	87 4%	784 37%	1314 62%
Mean		3.74	3.37	3.85	4.26	3.07	2.28
SD		1.07	1.22	1.09	0.87	1.36	1.27

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 549

Absolutes/col percents

Table 239

QD2: Mobile service

For each of your communications services, does your organisation have a specific business contract or do you just use an ordinary personal/residential service, or do you have both?

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Personal / residential contract/s only	1024	464	560	925	99	195	254	466	915	28	67	14	899	125
	62%	58%	66%	61%	69%	66%	63%	61%	62%	55%	68%	37%	62%	61%
Business contract/s only	369	254	115	332	37	43	82	188	314	12	25	18	318	52
	22%b	32%ab	14%	22%	26%	15%	20%	25%	21%	24%	25%	48%	22%	25%
Both business and personal / residential contracts	233	84	149	227	6	49	66	97	212	11	6	5	208	25
	14%	10%	18%a	15%	4%	17%	16%	13%	14%	21%j	6%	13%	14%	12%
Don't know	26	3	24	24	2	7	3	15	26	*	-	1	25	2
	2%	*	3%	2%	1%	2%	1%	2%	2%	*	-	2%	2%	1%
NET Any business	603	338	264	559	43	92	148	286	526	23	31	23	526	77
	36%	42%b	31%	37%	30%	31%	37%	37%	36%	45%	32%	61%	36%	38%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 239

QD2: Mobile service**For each of your communications services, does your organisation have a specific business contract or do you just use an ordinary personal/residential service, or do you have both?****Base: All with mobile service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Personal / residential contract/s only	1024	429	263	332	953	1024	450	149	175	215	159	187	139
	62%	64%	58%	63%	62%	62%	59%	69%	67%	56%	58%	63%	63%
Business contract/s only	369	145	131	93	340	369	168	42	55	106	56	60	51
	22%	22%	29%	18%	22%	22%	19%	21%	22%	21%	20%	23%	23%
Both business and personal / residential contracts	233	92	55	86	224	233	132	17	23	59	57	49	30
	14%	14%	12%	16%	14%	14%	17%	8%	9%	15%	21%	16%	13%
Don't know	26	6	2	18	26	26	10	8	8	7	1	1	2
	2%	1%	1%	3%	2%	2%	1%	4%	3%	2%	*	*	1%
NET Any business	603	238	186	179	564	603	299	59	77	164	113	109	80
	36%	35%	41%	34%	37%	36%	39%	27%	30%	42%	41%	37%	36%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 551

Absolutes/col percents

Table 240

QD3: Landline service

For each of your communications services, does your organisation have a specific business contract or do you just use an ordinary personal/residential service, or do you have both?

Base: All with landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1306	471	835	1054	252	292	292	371	955	111	135	105	1024	282
Base	1080	408	673	921	160**	204	271	452	927	39**	80*	34**	909	171
Effective base	320	99	231	285	38	81	83	100	250	39	55	23	247	98
Personal / residential contract/s only	560	129	431	502	58	115	135	230	480	18	46	16	461	99
	52% A	32%	64% 2A	54%	36%	57%	50%	51%	52%	47%	57%	46%	51%	58%
Business contract/s only	354	230	124	273	81	63	84	148	295	14	28	17	306	48
	33% B	56% 2B	18%	30%	50%	31%	31%	33%	32%	36%	35%	51%	34%	28%
Both business and personal / residential contracts	145	42	103	129	16	23	42	67	133	6	5	1	125	20
	13%	10%	15%	14%	10%	11%	16%	15%	14%	16%	7%	3%	14%	12%
Don't know	22	7	15	17	5	3	10	7	20	*	1	*	17	5
	2%	2%	2%	2%	3%	1%	4%	2%	2%	*	2%	*	2%	3%
NET Any business	499	272	227	402	97	86	126	215	427	20	33	18	431	68
	46% B	67% 2B	34%	44%	61%	42%	47%	48%	46%	52%	41%	54%	47%	39%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 552

Absolutes/col percents

Table 240

QD3: Landline service

For each of your communications services, does your organisation have a specific business contract or do you just use an ordinary personal/residential service, or do you have both?

Base: All with landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1306	611	459	236	1252	867	1306	129	125	443	168	250	191
Base	1080	523	252	305*	1044	759	1080	153*	204*	241	159**	190*	134*
Effective base	320	147	118	75	311	213	320	42	46	119	39	52	48
Personal / residential contract/s only	560	236	116	207	544	424	560	103	125	107	76	82	66
	52%	45%	46%	68% zAB	52%	56%	52%	67% kl	61%	44%	48%	43%	50%
Business contract/s only	354	204	102	48	335	206	354	28	51	92	46	84	53
	33% C	39% C	41% C	16%	32%	27%	33%	18%	25%	38% g	29%	44% Gh	40% g
Both business and personal / residential contracts	145	73	29	43	144	117	145	16	24	34	35	21	14
	13%	14%	12%	14%	14%	15%	13%	11%	12%	14%	22%	11%	11%
Don't know	22	11	4	7	22	13	22	6	4	7	2	2	*
	2%	2%	1%	2%	2%	2%	2%	4%	2%	3%	1%	1%	*
NET Any business	499	277	132	90	479	323	499	44	75	127	80	106	67
	46% Cg	53% C	52% C	30%	46%	42%	46%	29%	37%	52% G	51%	56% g	50% g

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 553

Absolutes/col percents

Table 241

QD4: Internet service

For each of your communications services, does your organisation have a specific business contract or do you just use an ordinary personal/residential service, or do you have both?

Base: All with broadband/ internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1994	805	1189	1631	363	436	426	604	1466	172	201	155	1577	417
Base	1976	934	1042	1736	240*	378	486	873	1737	70*	120	50**	1706	270
Effective base	533	201	362	470	63	128	139	182	430	65	81	38	427	142
Personal / residential contract/s only	1057	369	688	958	99	202	276	450	927	38	71	21	902	155
	54%a	40%	66%zA	55%a	41%	53%	57%	52%	53%	54%	59%	43%	53%	57%
Business contract/s only	630	473	157	502	129	115	144	287	546	21	38	25	548	82
	32%b	51%zB	15%	29%	54%zC	30%	30%	33%	31%	31%	32%	50%	32%	30%
Both business and personal / residential contracts	254	84	169	247	7	47	60	126	233	10	7	4	224	29
	13%a	9%	16%a	14%a	3%	13%	12%	14%	13%	14%	6%	7%	13%	11%
Don't know	35	7	27	30	5	14	6	10	31	*	3	*	31	4
	2%	1%	3%	2%	2%	4%	1%	1%	2%	1%	3%	*	2%	1%
NET Any business	884	558	327	749	136	162	204	413	779	32	45	28	773	111
	45%b	60%zB	31%	43%	57%a	43%	42%	47%	45%	45%	38%	57%	45%	41%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 554

Absolutes/col percents

Table 241

QD4: Internet service

For each of your communications services, does your organisation have a specific business contract or do you just use an ordinary personal/residential service, or do you have both?

Base: All with broadband/ internet service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1994	858	725	411	1994	1393	1252	200	192	666	274	376	286
Base	1976	882	495	599	1976	1543	1044	269*	321*	473	296*	352	264
Effective base	533	230	157	151	533	387	311	64	72	147	72	103	84
Personal / residential contract/s only	1057	422	241	394	1057	891	545	163	206	220	141	171	156
	54%	48%	49%	66% ^{zAB}	54%	58%	52%	61%	64% ^{u k}	47%	47%	49%	59%
Business contract/s only	630	337	195	98	630	421	331	69	80	186	83	129	83
	32% ^{hC}	38% ^{hC}	39% ^{hC}	16%	32%	27%	32%	26%	25%	39% ^h	28%	37%	31%
Both business and personal / residential contracts	254	109	49	96	254	210	149	27	34	54	69	47	22
	13%	12%	10%	16%	13%	14%	14%	10%	11%	11%	23% ^{g h l}	13%	8%
Don't know	35	14	10	11	35	21	19	9	2	12	4	5	3
	2%	2%	2%	2%	2%	1%	2%	3%	*	3%	1%	1%	1%
NET Any business	884	446	244	194	884	631	480	97	114	240	152	176	105
	45% ^{hC}	51% ^{hC}	49% ^{hC}	32%	45%	41%	46%	36%	35%	51% ^{g h}	51%	50%	40%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 242

QD5a: Why have you chosen not to have a business service for your mobile service?

Absolutes/col percents

Base: All who do not have a business contract for mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	552	208	344	481	71	127	135	162	424	42	65	21	426	126
Base	1024	464	560	925	99**	195*	254*	466	915	28**	67**	14**	899	125*
Effective base	240	85	170	219	21	56	66	86	200	23	39	7	197	60
Personal contract is fine for my business	697	255	442	640	57	131	154	336	621	20	45	10	616	80
	68%a	55%	79%aA	69%	57%	67%	61%	72%	68%	74%	66%	77%	69%	64%
Business contracts are more expensive/personal contracts are cheaper	206	31	175	189	17	31	51	103	185	4	14	3	178	28
	20%a	7%	31%aA	20%	17%	16%	20%	22%	20%	16%	21%	20%	20%	22%
Never thought about it/considered it	172	44	128	154	18	36	34	85	155	5	7	6	144	28
	17%	9%	23%a	17%	19%	19%	13%	18%	17%	16%	10%	41%	16%	22%
Wasn't aware business contracts can be beneficial (such as providing enhanced service provision and better levels of cus	67	17	50	60	7	14	25	22	61	3	3	*	61	6
	7%	4%	9%	6%	7%	7%	10%	5%	7%	12%	4%	1%	7%	5%
Haven't got round to switching to a business contract	63	27	36	60	3	7	18	30	55	2	3	3	61	2
	6%	6%	6%	6%	3%	4%	7%	6%	6%	6%	4%	20%	7%	2%
My business needs more than a residential package, but even the smallest/cheapest business packages available offer high	34	11	22	33	1	1	18	14	33	*	*	*	30	3
	3%	2%	4%	4%	1%	1%	7%	3%	4%	*	*	1%	3%	3%
Better/faster service available on a personal contract than on a business one	27	10	17	17	10	3	19	3	25	-	2	-	25	2
	3%	2%	3%	2%	10%	2%	7%g	1%	3%	-	3%	-	3%	1%
Other (please type in)	84	76	8	64	20	13	22	37	72	3	9	*	70	14
	8%b	16%aB	1%	7%	20%	7%	9%	8%	8%	9%	14%	2%	8%	11%
Don't know	36	32	4	35	1	13	8	12	32	1	2	-	35	*
	3%	7%b	1%	4%	1%	6%	3%	3%	3%	5%	3%	-	4%	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 242

QD5a: Why have you chosen not to have a business service for your mobile service?**Base: All who do not have a business contract for mobile service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	552	210	170	172	519	552	292	68	70	161	76	111	66
Base	1024	429	263*	332	953	1024	450	149**	175**	215*	159**	187*	139**
Effective base	240	95	64	82	227	240	118	31	37	54	38	46	36
Personal contract is fine for my business	697 68%	312 73%	174 66%	211 64%	645 68%	697 68%	341 76%	101 68%	130 75%	116 54%	118 74%	112 60%	119 86%
Business contracts are more expensive/personal contracts are cheaper	206 20%	97 23%	38 14%	71 21%	204 21%	206 20%	144 32% ed%	40 27%	59 34%	41 19%	23 15%	17 9%	25 18%
Never thought about it/ considered it	172 17%	88 20%	27 10%	57 17%	161 17%	172 17%	109 24%	36 24%	25 14%	30 14%	28 18%	32 17%	20 14%
Wasn't aware business contracts can be beneficial (such as providing enhanced service provision and better levels of cus	67 7%	28 7%	20 8%	19 6%	67 7%	67 7%	33 7%	11 8%	18 10%	19 9%	3 2%	8 4%	8 6%
Haven't got round to switching to a business contract	63 6%	27 6%	5 2%	31 9%	62 7%	63 6%	38 8%	14 10%	3 2%	12 5%	12 8%	20 11%	1 *
My business needs more than a residential package, but even the smallest/cheapest business packages available offer high	34 3%	19 4%	6 2%	9 3%	34 4%	34 3%	19 4%	2 1%	2 1%	12 6%	7 5%	1 *	10 7%
Better/faster service available on a personal contract than on a business one	27 3%	17 4%	4 1%	7 2%	27 3%	27 3%	12 3%	3 2%	12 7%	5 2%	1 *	6 3%	* *
Other (please type in)	84 8%	13 3%	34 13% a	37 11% a	78 8%	84 8%	18 4%	4 3%	11 6%	45 21% Z	3 2%	18 10%	2 1%
Don't know	36 3%	22 5%	11 4%	2 1%	34 4%	36 3%	4 1%	15 10%	2 1%	2 1%	8 5%	7 4%	- -

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 243

QD5b: Why have you chosen not to have a business service for your landline service?

Absolutes/col percents

Base: All who do not have a business contract for landline service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	332	80	252	294	38	76	87	86	249	26	36	21	238	94
Base	560	129**	431	502	58**	115*	135*	230*	480	18**	46**	16**	461	99*
Effective base	152	25	132	141	12	43	49	42	119	15	28	9	114	50
Personal contract is fine for my business	396	53	343	372	24	77	81	184	342	15	30	10	341	55
71%	71%	41%	80%	74%	41%	66%	60%	80%^f	71%	80%	66%	62%	74%^{lm}	56%
Business contracts are more expensive/personal contracts are cheaper	145	13	132	133	11	18	36	71	126	3	10	6	113	32
26%	26%	10%	31%	27%	20%	16%	27%	31%	26%	14%	22%	41%	24%	32%
Never thought about it/considered it	144	22	122	127	17	26	45	57	129	*	12	3	121	22
26%	26%	17%	28%	25%	30%	23%	33%	25%	27%	*	25%	22%	26%	23%
Wasn't aware business contracts can be beneficial (such as providing enhanced service provision and better levels of cus	38	*	38	38	1	15	8	14	38	*	*	-	34	4
7%	7%	*	9%	7%	1%	13%	6%	6%	8%	*	1%	-	7%	4%
Haven't got round to switching to a business contract	21	10	10	21	*	2	2	12	15	*	3	3	20	1
4%	4%	8%	2%	4%	*	1%	2%	5%	3%	*	6%	17%	4%	1%
Better/faster service available on a personal contract than on a business one	21	-	21	19	2	1	6	10	17	*	3	1	19	2
4%	4%	-	5%	4%	4%	1%	4%	4%	4%	1%	6%	5%	4%	2%
My business needs more than a residential package, but even the smallest/cheapest business packages available offer high	17	3	14	15	2	*	5	8	14	1	1	1	14	3
3%	3%	2%	3%	3%	4%	*	4%	3%	3%	7%	3%	4%	3%	3%
Other (please type in)	37	31	6	21	15	12	3	13	28	2	6	1	29	8
7%^b	7%^b	24%	1%	4%	27%	11%	2%	6%	6%	9%	13%	5%	6%	8%
Don't know	9	6	3	3	6	2	6	*	9	-	*	*	9	*
2%	2%	5%	1%	1%	10%	2%	5%	*	2%	-	1%	*	2%	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 558

Absolutes/col percents

Table 243

QD5b: Why have you chosen not to have a business service for your landline service?

Base: All who do not have a business contract for landline service

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	332	143	89	100	323	234	332	45	55	104	38	52	38
Base	560	236*	116*	207*	544	424	560	103**	125**	107*	76**	82**	66**
Effective base	152	69	45	45	151	111	152	25	29	50	19	20	19
Personal contract is fine for my business	396	189	85	123	394	321	396	91	101	65	57	35	48
	71%	80% c	73%	59%	72%	76%	71%	89%	81%	61%	74%	42%	72%
Business contracts are more expensive/personal contracts are cheaper	145	79	19	47	143	123	145	22	46	28	13	10	26
	26%	34% b	16%	23%	26%	29%	26%	21%	37%	26%	17%	12%	39%
Never thought about it/ considered it	144	82	12	50	144	112	144	27	33	23	15	23	22
	26% b	35% b	10%	24%	26%	26%	26%	27%	26%	21%	19%	28%	34%
Wasn't aware business contracts can be beneficial (such as providing enhanced service provision and better levels of cus	38	16	6	16	38	28	38	7	11	16	*	3	1
	7%	7%	5%	8%	7%	7%	7%	7%	9%	15%	1%	4%	1%
Haven't got round to switching to a business contract	21	5	3	13	21	20	21	3	1	4	12	1	*
	4%	2%	2%	6%	4%	5%	4%	3%	1%	3%	16%	2%	*
Better/faster service available on a personal contract than on a business one	21	13	7	1	21	15	21	5	6	5	-	-	5
	4%	6%	6%	*	4%	4%	4%	5%	5%	4%	-	-	8%
My business needs more than a residential package, but even the smallest/cheapest business packages available offer high	17	11	2	4	17	15	17	1	*	5	1	*	10
	3%	5%	2%	2%	3%	3%	3%	1%	*	4%	2%	*	14%
Other (please type in)	37	11	8	18	26	11	37	1	9	8	-	19	*
	7%	5%	6%	8%	5%	3%	7%	1%	7%	8%	-	23%	*
Don't know	9	1	3	5	8	4	9	1	-	1	*	5	2
	2%	1%	2%	2%	2%	1%	2%	1%	-	1%	*	7%	3%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 244

QD5c Why have you chosen not to have a business service for your internet service?

Absolutes/col percents

Base: All who do not have a business contract for internet service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	552	170	382	492	60	118	150	149	417	47	59	29	413	139
Base	1057	369*	688	958	99**	202*	276	450	927	38**	71*	21**	902	155*
Effective base	271	70	217	247	25	68	83	84	219	30	43	12	215	73
Personal contract is fine for my business	717	187	529	672	45	138	165	328	631	29	43	13	624	92
	68% A	51%	77% A	70%	45%	69%	60%	73%	68%	77%	61%	62%	69%	60%
Never thought about it/ considered it	222	57	166	194	28	50	52	89	192	7	17	7	186	36
	21%	15%	24%	20%	28%	25%	19%	20%	21%	18%	23%	33%	21%	23%
Business contracts are more expensive/personal contracts are cheaper	216	37	179	206	10	39	59	95	193	7	12	4	187	29
	20% A	10%	26% A	21%	10%	19%	21%	21%	21%	19%	16%	17%	21%	19%
Haven't got round to switching to a business contract	58	26	32	49	9	4	19	25	48	2	3	6	52	6
	5%	7%	5%	5%	9%	2%	7%	6%	5%	4%	4%	26%	6%	4%
Wasn't aware business contracts can be beneficial (such as providing enhanced service provision and better levels of cus	53	10	43	41	12	9	16	23	48	1	2	2	41	12
	5%	3%	6%	4%	12%	5%	6%	5%	5%	2%	3%	10%	5%	8%
My business needs more than a residential package, but even the smallest/cheapest business packages available offer high	43	11	32	37	6	9	18	14	41	1	*	1	33	10
	4%	3%	5%	4%	6%	4%	6%	3%	4%	3%	*	3%	4%	7%
Better/faster service available on a personal contract than on a business one	33	7	27	26	8	6	7	16	29	-	5	*	24	9
	3%	2%	4%	3%	8%	3%	2%	4%	3%	-	6%	1%	3%	6%
Other (please type in)	82	73	9	63	19	12	18	43	73	1	7	2	75	7
	8% B	20% 2B	1%	7%	19%	6%	6%	10%	8%	2%	10%	7%	8%	4%
Don't know	13	10	3	11	2	3	7	2	12	1	*	*	13	1
	1%	3%	*	1%	2%	1%	2%	*	1%	3%	1%	*	1%	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 244

QD5c Why have you chosen not to have a business service for your internet service?**Base: All who do not have a business contract for internet service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	552	214	150	188	552	435	312	74	81	155	71	101	70
Base	1057	422	241*	394	1057	891	545	163**	206*	220*	141**	171*	156**
Effective base	271	110	64	98	271	216	148	39	47	60	38	50	40
Personal contract is fine for my business	717 68%	332 79% zbc	145 60%	240 61%	717 68%	619 70%	383 70%	132 81%	143 70%	124 56%	100 71%	91 53%	127 82%
Never thought about it/ considered it	222 21%	94 22%	42 17%	86 22%	222 21%	171 19%	138 25%	37 23%	45 22%	46 21%	29 21%	35 20%	30 19%
Business contracts are more expensive/personal contracts are cheaper	216 20%	90 21%	56 23%	69 18%	216 20%	184 21%	130 24%	36 22%	51 25%	39 18%	24 17%	30 18%	36 23%
Haven't got round to switching to a business contract	58 5%	25 6%	6 3%	27 7%	58 5%	57 6%	49 9%	10 6%	1 *	15 7%	16 12%	13 8%	3 2%
Wasn't aware business contracts can be beneficial (such as providing enhanced service provision and better levels of cus	53 5%	18 4%	16 7%	19 5%	53 5%	47 5%	34 6%	9 6%	23 11%	11 5%	4 3%	4 3%	1 1%
My business needs more than a residential package, but even the smallest/cheapest business packages available offer high	43 4%	20 5%	7 3%	15 4%	43 4%	28 3%	28 5%	5 3%	7 3%	7 3%	11 8%	3 2%	10 6%
Better/faster service available on a personal contract than on a business one	33 3%	21 5%	8 3%	4 1%	33 3%	33 4%	20 4%	3 2%	- -	21 9% zh	- -	8 4%	2 1%
Other (please type in)	82 8%	21 5%	22 9%	40 10%	82 8%	64 7%	22 4%	4 2%	14 7%	36 16% z	1 1%	25 15%	3 2%
Don't know	13 1%	4 1%	9 4%	1 *	13 1%	11 1%	4 1%	5 3%	1 *	4 2%	* *	2 1%	2 1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 245

QD6a: In the last 12 months, have you taken any action as a result of receiving a notification about the status of your contract for your mobile service?

Absolutes/col percents

Base: All with mobile service

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1474	544	930	1255	219	322	339	452	1113	117	148	96	1166	308
Base	1653	805	848	1508	145**	294	405	767	1466	51*	99*	37**	1449	204
Effective base	414	161	278	375	38	93	111	150	339	46	63	26	338	108
Have not received a notification about the status of my contract	1052	570	482	967	85	173	264	484	921	37	67	27	910	142
	64%	71% B	57%	64%	59%	59%	65%	63%	63%	73%	68%	73%	63%	70%
I received a notification, but I did not take any action	162	99	63	140	22	24	46	74	144	3	10	5	140	21
	10%	12%	7%	9%	15%	8%	11%	10%	10%	5%	10%	13%	10%	10%
Looked into deals with my existing provider at that time	96	7	90	79	17	12	32	45	89	3	3	1	89	7
	6%A	1%	11%A	5%	12%	4%	8%	6%	6%	7%	3%	3%	6%	4%
Signed up for a contract with my existing provider at that time	95	43	52	86	9	13	17	62	92	3	*	-	93	2
	6% m	5%	6%	6%	6%	4%	4%	8%	6%	5%	*	-	6% m	1%
Contacted my existing provider at that time	71	13	58	66	5	13	19	36	68	1	2	*	69	2
	4%	2%	7%A	4%	3%	4%	5%	5%	5%	2%	2%	1%	5%	1%
Looked into deals with alternative provider/s	51	11	41	48	3	10	28	11	49	*	*	2	50	1
	3%	1%	5%A	3%	2%	3%	7% g	1%	3%	1%	*	5%	3%	1%
Contacted alternative provider/s	32	6	26	29	3	4	10	17	31	-	*	1	30	2
	2%	1%	3%	2%	2%	1%	2%	2%	2%	-	*	3%	2%	1%
Received a notification but can't remember whether I took any action	29	17	13	27	2	2	10	17	29	*	*	*	29	*
	2%	2%	2%	2%	1%	1%	2%	2%	2%	*	*	*	2%	*
Signed up for a contract with an alternative provider	25	7	18	22	4	1	13	8	23	2	*	1	25	*
	2%	1%	2%	1%	2%	*	3%	1%	2%	3%	*	2%	2%	*
Something else (please type in)	24	18	6	22	2	8	1	11	21	1	3	-	23	1
	1%	2%	1%	1%	1%	3%	*	1%	1%	1%	3%	-	2%	*
Can't remember whether or not I received a notification	170	47	123	158	12	57	30	65	152	2	13	3	142	28
	10%	6%	15%A	10%	8%	19% 4fG	8%	8%	10%	4%	13%	8%	10%	14%

Proportions/Mean. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 245

QD6a: In the last 12 months, have you taken any action as a result of receiving a notification about the status of your contract for your mobile service?**Base: All with mobile service**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1474	542	575	357	1393	1474	867	155	144	486	217	274	198
Base	1653	673	451	529	1543	1653	759	216*	260*	387	272*	296	221*
Effective base	414	156	132	129	387	414	213	49	58	108	62	78	64
Have not received a notification about the status of my contract	1052	397	288	367	977	1052	490	117	186	253	190	182	125
	64%	59%	64%	69%	63%	64%	64%	54%	71%	65%	70%	61%	57%
I received a notification, but I did not take any action	162	75	47	40	154	162	57	26	34	25	11	38	27
	10%	11%	10%	8%	10%	10%	7%	12%	13%	6%	4%	13%	12%
Looked into deals with my existing provider at that time	96	35	32	28	96	96	61	22	11	28	16	12	8
	6%	5%	7%	5%	6%	6%	8%	10%	4%	7%	6%	4%	4%
Signed up for a contract with my existing provider at that time	95	53	27	15	80	95	27	13	2	29	19	16	15
	6%	8%	6%	3%	5%	6%	4%	6%	1%	8%	7%	6%	7%
Contacted my existing provider at that time	71	30	21	20	71	71	26	21	3	10	13	4	19
	4%	4%	5%	4%	5%	4%	3%	10%	1%	3%	5%	1%	9%
Looked into deals with alternative provider/s	51	21	21	10	51	51	33	9	11	7	8	7	9
	3%	3%	5%	2%	3%	3%	4%	4%	4%	2%	3%	2%	4%
Contacted alternative provider/s	32	20	6	6	31	32	18	1	1	8	5	4	12
	2%	3%	1%	1%	2%	2%	2%	1%	*	2%	2%	1%	6%
Received a notification but can't remember whether I took any action	29	12	12	5	19	29	14	10	2	7	2	7	1
	2%	2%	3%	1%	1%	2%	2%	5%	1%	2%	1%	2%	*
Signed up for a contract with an alternative provider	25	12	9	5	25	25	15	3	*	2	5	2	12
	2%	2%	2%	1%	2%	2%	2%	1%	*	1%	2%	1%	6% ^h
Something else (please type in)	24	12	3	8	24	24	8	15	1	1	6	*	1
	1%	2%	1%	2%	2%	1%	1%	7% ^{hik}	*	*	2%	*	1%
Can't remember whether or not I received a notification	170	73	36	61	168	170	85	22	22	48	24	31	23
	10%	11%	8%	12%	11%	10%	11%	10%	8%	13%	9%	11%	10%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 246

QD6b: In the last 12 months, have you taken any action as a result of receiving a notification about the status of your contract for your landline and/or internet services?**Base: All with landline and/or internet services**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2048	848	1200	1668	380	448	436	620	1504	178	206	160	1619	429
Base	2012	961	1051	1759	253*	382	489	897	1769	71*	123	50**	1739	273
Effective base	542	208	365	480	63	131	140	186	438	66	83	39	435	145
Have not received a notification about the status of my contract	1285	688	597	1126	159	255	328	543	1125	49	70	41	1091	195
	64% a	72% aB	57%	64%	63%	67%	67%	60%	64%	70%	57%	82%	63%	71%
I received a notification, but I did not take any action	143	74	70	121	23	15	40	72	127	3	10	3	123	20
	7%	8%	7%	7%	9%	4%	8%	8%	7%	4%	8%	6%	7%	7%
Looked into deals with my existing provider at that time	129	20	108	114	15	10	33	67	110	5	10	4	116	12
	6% a	2%	10% aA	6%	6%	3%	7%	7%	6%	7%	8%	7%	7%	5%
Signed up for a contract with my existing provider at that time	106	34	72	101	5	13	13	70	96	3	7	*	101	5
	5%	4%	7%	6%	2%	4%	3%	8%	5%	4%	6%	*	6%	2%
Contacted my existing provider at that time	101	26	75	92	9	16	15	63	93	4	3	1	93	8
	5%	3%	7% a	5%	3%	4%	3%	7%	5%	6%	2%	1%	5%	3%
Looked into deals with alternative provider/s	59	13	46	47	12	10	20	18	48	4	7	1	54	5
	3%	1%	4% a	3%	5%	3%	4%	2%	3%	5%	5%	2%	3%	2%
Something else (please type in)	38	28	10	30	8	7	7	17	31	1	6	-	37	*
	2%	3%	1%	2%	3%	2%	1%	2%	2%	1%	5% a	-	2%	*
Contacted alternative provider/s	28	13	15	20	8	1	15	9	25	1	2	*	27	1
	1%	1%	1%	1%	3%	*	3%	1%	1%	1%	2%	1%	2%	*
Received a notification but can't remember whether I took any action	23	18	5	21	2	11	1	10	23	*	*	*	22	2
	1%	2%	*	1%	1%	3%	*	1%	1%	1%	*	*	1%	1%
Signed up for a contract with an alternative provider	21	8	13	18	3	6	11	2	18	-	2	*	21	*
	1%	1%	1%	1%	1%	1%	2% g	*	1%	-	2%	*	1%	*
Can't remember whether or not I received a notification	223	70	153	194	28	55	43	100	198	5	19	1	186	37
	11%	7%	15% A	11%	11%	14%	9%	11%	11%	7%	15%	2%	11%	13%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 246

QD6b: In the last 12 months, have you taken any action as a result of receiving a notification about the status of your contract for your landline and/or internet services?**Base: All with landline and/or internet services**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2048	884	744	420	1994	1413	1306	206	195	681	281	390	295
Base	2012	891	505	616	1976	1556	1080	273*	323*	479	298*	372	267
Effective base	542	235	161	152	533	391	320	66	73	151	73	105	86
Have not received a notification about the status of my contract	1285	554	316	415	1263	989	687	168	207	299	194	247	169
	64%	62%	63%	67%	64%	64%	64%	62%	64%	62%	65%	66%	64%
I received a notification, but I did not take any action	143	62	52	30	142	116	70	22	36	32	13	20	20
	7%	7%	10%	5%	7%	7%	6%	8%	11%	7%	4%	5%	8%
Looked into deals with my existing provider at that time	129	57	26	45	124	96	83	22	32	24	13	22	16
	6%	6%	5%	7%	6%	6%	8%	8%	10%	5%	5%	6%	6%
Signed up for a contract with my existing provider at that time	106	55	10	41	106	91	53	18	16	14	25	15	18
	5%	6%	2%	7%	5%	6%	5%	7%	5%	3%	8%	4%	7%
Contacted my existing provider at that time	101	39	32	30	101	86	38	24	4	28	11	14	21
	5%	4%	6%	5%	5%	6%	4%	9%h	1%	6%	4%	4%	8%h
Looked into deals with alternative provider/s	59	22	15	23	59	45	36	2	9	20	5	9	15
	3%	2%	3%	4%	3%	3%	3%	1%	3%	4%	2%	2%	6%
Something else (please type in)	38	25	7	6	37	34	14	5	7	15	6	1	4
	2%	3%	1%	1%	2%	2%	1%	2%	2%	3%	2%	*	2%
Contacted alternative provider/s	28	12	9	8	28	24	17	6	1	13	2	1	5
	1%	1%	2%	1%	1%	2%	2%	2%	*	3%	1%	*	2%
Received a notification but can't remember whether I took any action	23	11	10	3	23	16	7	4	1	2	3	14	*
	1%	1%	2%	*	1%	1%	1%	1%	*	*	1%	4%l	*
Signed up for a contract with an alternative provider	21	5	5	11	21	19	9	1	*	10	5	*	5
	1%	1%	1%	2%	1%	1%	1%	*	*	2%	2%	*	2%
Can't remember whether or not I received a notification	223	112	44	67	216	165	125	31	21	63	38	41	30
	11%	13%	9%	11%	11%	11%	12%	11%	7%	13%	13%	11%	11%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 565

Absolutes/col percents

Table 247

QN1(1): Email

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	1743	909	834	1534	209	316	452	768	1536	62	104	41	1512	231
	83%	86%b	79%	83%	80%	78%	87%	83%	83%	84%	79%	79%	83%	83%
Block	13	2	10	12	1	5	*	7	12	1	*	*	11	1
	1%	*	1%	1%	*	1%	*	1%	1%	1%	*	*	1%	1%
Access, but not prioritise	307	123	184	262	45	76	62	127	266	8	25	9	264	43
	15%	12%	17%	14%	17%	19%	12%	14%	14%	11%	19%	16%	14%	15%
Do not use	46	20	26	41	5	8	6	25	39	3	2	2	41	5
	2%	2%	2%	2%	2%	2%	1%	3%	2%	4%	1%	4%	2%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 566

Absolutes/col percents

Table 247

QN1(1): Email

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	1743	782	445	516	1644	1383	871	243	278	386	273	321	241
	83%	83%	83%	81%	83%	84%	81%	88%	84%	78%	87%	80%	84%
Block	13	7	3	3	13	6	10	3	3	2	2	3	*
	1%	1%	1%	*	1%	*	1%	1%	1%	*	1%	1%	*
Access, but not prioritise	307	133	82	92	275	229	181	23	50	93	29	67	45
	15%	14%	15%	14%	14%	14%	17%	8%	15%	19%	9%	17%	16%
Do not use	46	16	5	25	45	35	18	6	1	14	10	13	2
	2%	2%	1%	4%	2%	2%	2%	2%	*	3%	3%	3%	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 567

Absolutes/col percents

Table 248

QN1(2): Online banking

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	1515	768	747	1357	158	270	378	670	1319	59	98	41	1311	205
	72%	73%	71%	73% ^d	61%	67%	73%	72%	71%	80%	75%	77%	72%	73%
Block	45	28	17	39	6	16	15	10	41	*	3	*	42	2
	2%	3%	2%	2%	2%	4%	3%	1%	2%	*	2%	1%	2%	1%
Access, but not prioritise	362	137	225	311	52	82	68	169	319	13	24	6	317	46
	17%	13%	21% ^A	17%	20%	20%	13%	18%	17%	17%	18%	12%	17%	16%
Do not use	187	121	65	142	44	37	59	78	174	2	6	5	159	27
	9%	12% ^b	6%	8%	17% ^{tc}	9%	11%	8%	9%	3%	4%	10%	9%	10%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 568

Absolutes/col percents

Table 248

QN1(2): Online banking

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	1515	684	397	435	1434	1213	746	210	235	340	252	258	220
	72%	73%	74%	68%	73%	73%	69%	76%	71%	69%	80% k	64%	76%
Block	45	16	9	21	36	34	24	4	7	12	12	10	*
	2%	2%	2%	3%	2%	2%	2%	1%	2%	2%	4%	2%	*
Access, but not prioritise	362	166	97	99	339	274	217	45	68	101	35	59	54
	17%	18%	18%	16%	17%	17%	20%	16%	21%	20%	11%	15%	19%
Do not use	187	73	33	81	167	131	94	16	20	43	16	78	14
	9%	8%	6%	13% b	8%	8%	9%	6%	6%	9%	5%	19% zghul	5%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 569

Absolutes/col percents

Table 249

QN1(3): Online advertising

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	423	277	146	378	45	76	92	206	373	14	25	10	370	52
	20%b	26%b	14%	20%	17%	19%	18%	22%	20%	19%	19%	20%	20%	19%
Block	433	178	255	384	49	84	80	213	377	13	27	16	369	64
	21%	17%	24%a	21%	19%	21%	15%	23%	20%	18%	21%	30%	20%	23%
Access, but not prioritise	668	325	342	589	79	130	180	284	595	17	40	15	583	84
	32%	31%	32%	32%	30%	32%	35%	31%	32%	23%	31%	29%	32%	30%
Do not use	585	274	311	498	87	114	170	223	508	29	38	11	506	79
	28%	26%	29%	27%	34%	28%	33%	24%	27%	40%chk	29%	21%	28%	28%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 570

Absolutes/col percents

Table 249

QN1(3): Online advertising

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	423	189	131	103	378	329	143	30	21	115	76	109	71
	20% ^{gH}	20%	24%	16%	19% ^{dI}	20% ^{dI}	13%	11%	6%	23% ^{gH}	24% ^{gH}	27% ^{gH}	25% ^{gH}
Block	433	216	95	122	421	340	291	71	136	71	53	49	53
	21% ^{gH}	23%	18%	19%	21%	21%	27% ^{gH}	26% ^{gH}	41% ^{gH}	14%	17%	12%	18%
Access, but not prioritise	668	296	155	217	624	539	338	101	80	153	137	107	90
	32%	32%	29%	34%	32%	33%	31%	37%	24%	31%	43% ^{gH}	27%	31%
Do not use	585	237	155	193	553	446	308	73	94	157	49	138	75
	28% ^{gH}	25%	29%	30%	28%	27%	28%	26%	28%	32% ^{gH}	16%	34% ^{gH}	26%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 571

Absolutes/col percents

Table 250

QN1(4): Other online marketing (i.e. marketing via email, Facebook or Twitter)

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	602	346	256	540	61	109	134	287	530	24	34	14	529	72
	29%	33%b	24%	29%	24%	27%	26%	31%	29%	32%	26%	27%	29%	26%
Block	174	75	98	160	14	44	52	47	143	2	22	7	143	31
	8%	7%	9%	9%	5%	11%g	10%	5%	8%	2%	17%HI	13%I	8%	11%
Access, but not prioritise	805	389	416	704	102	174	207	339	720	27	40	18	704	101
	38%	37%	39%	38%	39%	43%	40%	37%	39%	37%	31%	35%	39%	36%
Do not use	528	244	285	445	83	78	128	254	460	21	34	13	453	76
	25%	23%	27%	24%	32%	19%	25%	27%	25%	28%	26%	25%	25%	27%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 250

QN1(4): Other online marketing (i.e. marketing via email, Facebook or Twitter)**For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	602	246	161	196	574	480	233	58	39	159	125	95	125
	29% zH	26%	30%	31%	29% d	29% e	22%	21%	12%	32% h	40% zghk	24% h	44% zghk
Block	174	77	62	35	166	132	108	33	59	35	26	14	8
	8%	8%	12%	6%	8%	8%	10%	12% kl	18% zkl	7%	8%	3%	3%
Access, but not prioritise	805	357	204	245	757	651	435	132	108	196	126	144	99
	38%	38%	38%	39%	38%	39%	40%	48%	33%	40%	40%	36%	34%
Do not use	528	259	110	160	480	389	304	52	126	105	38	151	55
	25% l	28%	20%	25%	24%	24%	28%	19%	38% zghl	21%	12%	37% zghl	19%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 251

QN1(5): VoIP (i.e. making calls over the internet using services such as Skype)**For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.****Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	697	382	315	603	94	106	131	385	622	21	40	13	616	81
	33%	36%	30%	33%	36%	26%	25%	42%gEF	34%	29%	30%	25%	34%	29%
Block	44	18	25	37	6	11	12	12	35	*	4	4	39	5
	2%	2%	2%	2%	2%	3%	2%	1%	2%	*	3%	8%hH	2%	2%
Access, but not prioritise	660	313	347	593	67	144	168	268	579	19	39	23	560	100
	31%	30%	33%	32%	26%	35%	32%	29%	31%	26%	30%	43%	31%	36%
Do not use	709	341	367	616	92	144	210	262	616	32	48	12	614	95
	34%	32%	35%	33%	36%	36%	40%g	28%	33%	44%k	37%	23%	34%	34%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 251

QN1(5): VoIP (i.e. making calls over the internet using services such as Skype)**For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	697	300	186	211	649	577	299	93	97	163	135	105	104
	33%	32%	35%	33%	33%	35%	28%	34%	29%	33%	43%	26%	36%
Block	44	21	13	9	35	33	32	3	7	6	14	9	5
	2%	2%	3%	1%	2%	2%	3%	1%	2%	1%	4%	2%	2%
Access, but not prioritise	660	283	171	206	619	510	338	102	100	173	92	112	80
	31%	30%	32%	32%	31%	31%	31%	37%	30%	35%	29%	28%	28%
Do not use	709	334	165	209	672	532	411	78	127	153	75	177	99
	34%	36%	31%	33%	34%	32%	38%	28%	38%	31%	24%	44%	34%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 252

QN1(6): Paying for goods and services via BACS

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	967	543	424	857	110	172	244	415	831	36	69	30	832	134
	46%	51%B	40%	46%	42%	43%	47%	45%	45%	49%	53%	57%	46%	48%
Block	57	18	39	52	6	14	9	28	51	1	4	1	51	6
	3%	2%	4%	3%	2%	4%	2%	3%	3%	2%	3%	2%	3%	2%
Access, but not prioritise	640	249	391	563	78	112	165	295	573	23	38	7	559	81
	30%A	24%	37%A	30%	30%	28%	32%	32%	31%A	31%A	29%	14%	31%	29%
Do not use	445	244	201	378	67	106	103	189	397	14	20	14	387	58
	21%	23%	19%	20%	26%	26%	20%	20%	21%	19%	15%	27%	21%	21%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 576

Absolutes/col percents

Table 252

QN1(6): Paying for goods and services via BACS

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	967	457	268	241	916	747	502	125	134	234	177	152	145
	46%	<div><div></div></div> 49% c	<div><div></div></div> 50% c	38%	46%	45%	46%	45%	40%	47%	<div><div></div></div> 56% k	38%	50%
Block	57	42	9	6	50	39	37	6	8	16	9	6	12
	3%	<div><div></div></div> 4% c	2%	1%	3%	2%	3%	2%	2%	3%	3%	2%	4%
Access, but not prioritise	640	261	186	193	606	515	342	93	107	158	92	108	81
	30%	28%	35%	30%	31%	31%	32%	34%	32%	32%	29%	27%	28%
Do not use	445	178	73	194	404	352	199	50	82	88	37	137	51
	21% n	19%	14%	<div><div></div></div> 31% nAB	20%	21%	18%	18%	<div><div></div></div> 25% j	18%	12%	<div><div></div></div> 34% k U	18%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 577

Absolutes/col percents

Table 253

QN1(7): Ordering goods and services online

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	1089	604	485	951	139	183	267	496	947	41	70	32	933	156
	52%	57%B	46%	51%	53%	45%	51%	54%	51%	55%	54%	62%	51%	56%
Block	38	14	23	36	2	6	9	17	32	*	5	*	35	2
	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	4%	1%	2%	1%
Access, but not prioritise	713	292	421	636	77	162	184	292	639	23	36	15	616	97
	34%	28%	40%A	34%	30%	40%	35%	32%	34%	31%	28%	28%	34%	35%
Do not use	269	144	125	226	43	53	61	121	235	10	19	5	245	25
	13%	14%	12%	12%	16%	13%	12%	13%	13%	13%	15%	10%	13%	9%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 578

Absolutes/col percents

Table 253

QN1(7): Ordering goods and services online

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	1089	484	275	331	1042	843	545	175	159	245	179	177	155
	52%	52%	51%	52%	53%	51%	50%	63%k	48%	49%	57%	44%	54%
Block	38	18	8	11	33	22	22	6	10	12	1	6	2
	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	*	2%	1%
Access, but not prioritise	713	339	192	182	660	590	377	68	120	193	116	117	99
	34%	36%	36%	29%	33%	36%	35%	25%	36%	39%g	37%	29%	34%
Do not use	269	98	60	111	241	198	137	27	42	45	19	104	32
	13%	10%	11%	17%a	12%	12%	13%	10%	13%	9%	6%	26%zghul	11%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 254

QN1(8): Taking orders for goods and services online**For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.****Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	930	511	419	830	100	169	232	418	820	31	58	21	818	112
44%		48%b	40%	45%	39%	42%	45%	45%	44%	43%	44%	40%	45%	40%
Block	36	17	19	31	5	1	7	18	27	3	6	*	34	2
2%		2%	2%	2%	2%	*	1%	2%	1%	3%	5%th	1%	2%	1%
Access, but not prioritise	532	213	319	465	67	108	143	208	459	18	37	18	440	92
25%		20%	30%A	25%	26%	27%	27%	22%	25%	25%	28%	33%	24%	33%l
Do not use	611	314	297	523	88	126	138	282	547	22	29	14	537	74
29%		30%	28%	28%	34%	31%	27%	30%	30%	29%	22%	26%	29%	27%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 254

QN1(8): Taking orders for goods and services online**For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	930	442	223	265	890	711	445	142	114	219	178	164	113
	44%	47%	42%	42%	45%	43%	41%	51%h	35%	44%	57%zHh	41%	39%
Block	36	17	10	9	32	25	24	1	8	5	5	8	9
	2%	2%	2%	1%	2%	2%	2%	*	3%	1%	1%	2%	3%
Access, but not prioritise	532	209	155	167	509	434	309	68	87	154	71	74	78
	25%	22%	29%	26%	26%	26%	29%	25%	26%	31%k	23%	18%	27%
Do not use	611	270	147	194	545	482	303	66	121	117	61	158	88
	29%	29%	27%	31%	28%	29%	28%	24%	37%ij	24%	19%	39%agll	31%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 255

QN1(9): Taking payment for goods and services online

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	955	492	463	850	106	176	216	449	840	36	58	21	848	108
	45%	47%	44%	46%	41%	44%	41%	48%	45%	49%	44%	40%	46%	38%
Block	39	14	25	34	5	7	7	21	35	*	4	*	30	9
	2%	1%	2%	2%	2%	2%	1%	2%	2%	*	3%	1%	2%	3%
Access, but not prioritise	495	212	283	437	58	85	138	210	433	18	32	13	435	61
	23%	20%	27%	24%	22%	21%	26%	23%	23%	24%	24%	26%	24%	22%
Do not use	619	336	283	528	91	137	161	247	545	19	37	17	516	103
	29%	32%	29%	29%	35%	34%	31%	27%	29%	26%	29%	33%	28%	37%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 255

QN1(9): Taking payment for goods and services online**For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	955	449	227	280	908	753	477	171	92	219	183	180	110
	45%	48%	42%	44%	46%	46%	44%	62% ^{zHKL}	28%	44%	56% ^{zHL}	45%	38%
Block	39	17	9	14	37	21	30	4	14	4	6	6	5
	2%	2%	2%	2%	2%	1%	3%	2%	4%	1%	2%	2%	2%
Access, but not prioritise	495	194	133	168	463	383	251	54	92	137	66	80	67
	23%	21%	25%	27%	23%	23%	23%	20%	28%	28%	21%	20%	23%
Do not use	619	279	167	173	568	496	322	46	133	136	61	137	107
	29%	30%	31%	27%	29%	30%	30%	17%	40% ^{GJ}	27%	19%	34% ^{GJ}	37% ^{GJ}

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 256

QN1(10): Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)**For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.****Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	1077	556	521	940	137	174	295	475	943	34	67	32	928	149
	51%	53%	49%	51%	53%	43%	56% ^{ae}	51%	51%	47%	51%	62%	51%	53%
Block	36	17	19	35	2	13	5	15	34	1	1	*	28	9
	2%	2%	2%	2%	1%	3%	1%	2%	2%	1%	1%	1%	2%	3%
Access, but not prioritise	690	302	388	632	58	144	170	295	609	25	43	13	615	75
	33%	29%	37% ^{ae}	34%	22%	36%	33%	32%	33%	34%	33%	25%	34%	27%
Do not use	306	179	126	242	64	73	51	141	266	14	19	7	258	48
	14%	17%	12%	13%	25% ^{ac}	18% ^{cf}	10%	15%	14%	18%	15%	13%	14%	17%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 584

Absolutes/col percents

Table 256

QN1(10): Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	1077	498	277	302	1029	840	529	163	179	212	201	168	154
	51%	53%	52%	48%	52%	51%	49%	59%ik	54%	43%	64%zIK	42%	53%
Block	36	19	13	5	29	23	22	4	3	6	6	11	7
	2%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	3%	2%
Access, but not prioritise	690	306	189	195	637	576	368	85	120	203	68	121	93
	33%	33%	35%	31%	32%	35%	34%	31%	36%	41%J	22%	30%	32%
Do not use	306	116	57	133	280	214	160	24	29	75	39	103	34
	14%	12%	11%	21%ab	14%	13%	15%	9%	9%	15%	12%	26%ZGHij	12%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 257

QN1(11): Using bespoke software or applications (e.g. accountancy packages)**For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.****Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	642	338	304	566	75	94	136	328	558	16	48	20	545	96
	30%	32%	29%	31%	29%	23%	26%	35% ^a	30%	21%	37% ^l	38%	30%	34%
Block	51	29	22	37	14	10	15	19	43	1	3	4	48	3
	2%	3%	2%	2%	5%	2%	3%	2%	2%	2%	3%	8% ^{z/h}	3%	1%
Access, but not prioritise	668	318	350	592	76	151	199	245	594	28	36	9	572	96
	32% ^h	30%	33%	32%	29%	37% ^g	38% ^g	26%	32% ^k	38% ^k	28%	17%	31%	34%
Do not use	748	370	378	653	95	151	172	335	657	28	43	20	664	84
	35%	35%	36%	35%	36%	37%	33%	36%	35%	39%	33%	38%	36%	30%

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 586

Absolutes/col percents

Table 257

QN1(11): Using bespoke software or applications (e.g. accountancy packages)

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	642	312	165	164	616	523	300	89	72	161	132	80	108
	30% a	33%	31%	26%	31%	32%	28%	32%	22%	32% b	42% dHK	20%	37% HK
Block	51	18	23	10	42	36	34	7	15	17	7	4	1
	2%	2%	4%	2%	2%	2%	3%	3%	4%	3%	2%	1%	*
Access, but not prioritise	668	282	211	175	630	510	330	96	69	188	108	124	83
	32%	30%	39% ac	28%	32%	31%	31%	35%	21%	38% d	34%	31%	29%
Do not use	748	326	136	286	688	584	417	84	175	130	67	196	97
	35% bij	35% b	25%	45% azab	35%	35%	39%	30%	53% zGIII	26%	21%	49% agIII	34%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 258

QN1(12): File Transfer Protocol or FTP**For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.****Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	504	318	185	468	36	67	120	259	446	16	33	9	446	57
	24%b	30%b	18%	25% d	14%	16%	23%	28% e	24%	21%	26%	17%	24%	20%
Block	69	25	43	59	10	18	15	25	57	2	8	1	64	5
	3%	2%	4%	3%	4%	4%	3%	3%	3%	3%	6%	3%	3%	2%
Access, but not prioritise	700	302	398	603	98	145	179	297	621	22	38	20	599	101
	33%	29%	36% a	33%	38%	36%	34%	32%	34%	30%	29%	38%	33%	36%
Do not use	836	409	427	719	117	175	208	346	729	34	51	22	720	116
	40%	39%	41%	39%	45%	43%	40%	37%	39%	46%	39%	42%	39%	42%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 588

Absolutes/col percents

Table 258

QN1(12): File Transfer Protocol or FTP

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	504	211	137	156	493	412	216	73	57	135	93	59	86
	24%	22%	26%	25%	25%	25%	20%	27%	17%	27%	30%	15%	30%
Block	69	34	21	14	58	49	41	9	14	17	5	9	14
	3%	4%	4%	2%	3%	3%	4%	3%	4%	3%	2%	2%	5%
Access, but not prioritise	700	317	203	181	651	574	391	116	87	196	102	122	76
	33%	34%	38%	28%	33%	35%	36%	42%	26%	40%	32%	30%	27%
Do not use	836	377	176	284	774	618	432	77	173	147	115	213	112
	40%	40%	33%	45%	39%	37%	40%	28%	52%	30%	36%	53%	39%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 259

QN1(13): Online data storage or back-up

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	922	486	436	812	110	155	211	442	808	27	55	32	800	122
	44%	46%	41%	44%	42%	38%	40%	48%	44%	36%	42%	62% ^{z,h,j}	44%	44%
Block	56	35	21	47	8	8	9	27	43	2	10	1	55	1
	3%	3%	2%	3%	3%	2%	2%	3%	2%	3%	8% ^{z,h}	2%	3%	*
Access, but not prioritise	672	280	392	590	81	134	188	276	599	22	43	8	588	83
	32% ^{z,h}	27%	37% ^{z,h}	32%	31%	33%	36%	30%	32% ^{z,h}	30%	33% ^{z,h}	15%	32%	30%
Do not use	459	254	206	399	60	108	113	182	403	23	22	11	385	74
	22%	24%	19%	22%	23%	27%	22%	20%	22%	32% ^{z,h}	17%	21%	21%	26%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 259

QN1(13): Online data storage or back-up

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	922	446	236	240	876	751	435	143	151	213	157	122	135
	44%	48%	44%	38%	44%	45%	40%	52%kl	46%kl	43%kl	50%kl	30%	47%kl
Block	56	17	31	8	54	46	26	+	26	11	2	10	7
	3%	2%	6%iac	1%	3%	3%	2%	+	8%agj	2%	1%	2%	2%
Access, but not prioritise	672	314	157	200	610	521	381	78	86	172	107	148	81
	32%	34%	29%	31%	31%	31%	35%	28%	26%	35%	34%	37%	28%
Do not use	459	160	111	188	436	335	239	54	69	99	48	124	65
	22%	17%	21%	30%aA	22%	20%	22%	20%	21%	20%	15%	31%aj	23%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 260

QN1(14): Online video conferencing**For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.****Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	812	442	370	696	116	111	195	402	707	27	51	27	714	98
	39%	42%	35%	38%	45%	27%	37%	43%	38%	37%	39%	51%	39%	35%
Block	47	19	28	44	2	7	9	22	38	3	5	1	43	3
	2%	2%	3%	2%	1%	2%	2%	2%	2%	5%	4%	1%	2%	1%
Access, but not prioritise	669	308	361	578	90	136	176	294	606	17	36	11	567	102
	32%	29%	34%	31%	35%	34%	34%	32%	33%	23%	27%	21%	31%	36%
Do not use	581	286	296	530	51	151	142	209	502	27	39	14	505	76
	28%	27%	28%	29%	20%	37%	27%	23%	27%	36%	30%	26%	28%	27%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 260

QN1(14): Online video conferencing

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	812	339	228	245	762	673	362	132	120	168	159	107	126
	39%	36%	43%	39%	39%	41%	34%	48%	36%	34%	50%	26%	44%
Block	47	20	15	12	40	33	35	4	12	14	3	11	2
	2%	2%	3%	2%	2%	2%	3%	1%	4%	3%	1%	3%	1%
Access, but not prioritise	669	299	185	185	617	532	350	88	101	180	101	110	88
	32%	32%	35%	29%	31%	32%	32%	32%	31%	36%	32%	27%	30%
Do not use	581	280	107	194	557	415	334	51	97	133	52	176	72
	28%	30%	20%	31%	28%	25%	31%	19%	29%	27%	16%	44%	25%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 261

QN1(15): Gaming websites

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	93	47	45	86	7	19	3	64	87	3	2	*	83	10
	4%	4%	4%	5%	3%	5%	1%	7%	5%	4%	2%	1%	5%	4%
Block	517	238	279	450	67	81	134	242	457	14	30	15	430	87
	24%	23%	26%	24%	26%	20%	26%	26%	25%	19%	23%	29%	24%	31%
Access, but not prioritise	345	188	156	307	37	70	81	145	297	11	28	8	313	31
	16%	18%	15%	17%	14%	17%	16%	16%	16%	15%	22%	16%	17%	11%
Do not use	1155	581	574	1006	149	234	303	475	1012	45	70	28	1003	152
	55%	55%	54%	54%	57%	58%	58%	51%	55%	62%	54%	54%	55%	54%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 261

QN1(15): Gaming websites

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	93	20	10	62	92	78	21	10	12	17	21	16	16
	4%	2%	2%	10% zAd	5%	5%	2%	4%	4%	3%	7%	4%	6%
Block	517	240	152	125	484	416	308	83	106	121	85	57	64
	24% k	26%	28%	20%	25%	25%	29%	30% k	32% k	25% k	27% k	14%	22%
Access, but not prioritise	345	145	117	83	311	296	142	55	19	118	39	74	40
	16% h	15%	22% o	13%	16%	18%	13%	20% h	6%	24% zHj	12%	18% h	14%
Do not use	1155	534	257	364	1089	864	609	127	195	239	170	256	168
	55%	57%	48%	57%	55%	52%	56%	46%	59%	48%	54%	63% qf	58%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 262

QN1(16): Adult websites

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	23	7	16	22	1	7	3	7	18	1	2	1	15	7
1%	1%	1%	2%	1%	*	2%	1%	1%	1%	1%	2%	3%	1%	3%
Block	842	469	373	740	102	157	185	409	751	23	49	19	735	107
40%		44%b	35%	40%	39%	39%	36%	44%	41%	32%	38%	36%	40%	38%
Access, but not prioritise	200	73	127	171	29	34	40	94	169	9	20	2	182	17
9%	9%	7%	12%a	9%	11%	8%	8%	10%	9%	12%	15%	4%	10%	6%
Do not use	1044	506	538	916	128	207	292	416	915	40	59	30	896	148
50%	50%	48%	51%	50%	49%	51%	56%g	45%	49%	55%	45%	57%	49%	53%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 596

Absolutes/col percents

Table 262

QN1(16): Adult websites

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	23	11	7	5	23	13	12	1	*	14	1	2	5
	1%	1%	1%	1%	1%	1%	1%	*	*	3%	*	1%	2%
Block	842	402	250	191	781	664	436	125	135	206	164	114	99
	40%kl	43%k	47%k	30%	40%	40%	40%	45%k	41%	41%k	52%kl	28%	34%
Access, but not prioritise	200	73	45	82	185	168	110	30	37	48	20	29	35
	9%	8%	8%	13%	9%	10%	10%	11%	11%	10%	6%	7%	12%
Do not use	1044	451	234	358	987	808	523	120	159	228	130	258	149
	50%	48%	44%	56%b	50%	49%	48%	44%	48%	46%	41%	64%zGhl	52%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 597

Absolutes/col percents

Table 263

QN1(17): Shopping websites

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	477	273	204	415	62	92	100	229	421	15	30	11	394	83
23%		26%	19%	22%	24%	23%	19%	25%	23%	20%	23%	21%	22%	30% ^{kl}
Block	162	84	78	133	29	20	31	87	138	4	15	5	138	24
8%		8%	7%	7%	11%	5%	6%	9%	7%	6%	11%	9%	8%	9%
Access, but not prioritise	1113	487	626	1010	103	225	290	462	977	41	69	26	981	133
53% ^{kl}		46%	59% ^{klA}	55% ^{kl}	40%	56%	56%	50%	53%	56%	53%	50%	54%	47%
Do not use	357	210	147	290	66	67	101	149	316	13	16	10	317	40
17%		20%	14%	16%	25% ^{cl}	17%	19%	16%	17%	18%	13%	20%	17%	14%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 598

Absolutes/col percents

Table 263

QN1(17): Shopping websites

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	477	243	101	133	458	372	207	82	64	100	83	79	68
	23%	26%	19%	21%	23%	23%	19%	30%	19%	20%	26%	20%	24%
Block	162	77	52	34	143	120	104	9	40	39	31	24	18
	8%	8%	10%	5%	7%	7%	10%	3%	12%	8%	10%	6%	6%
Access, but not prioritise	1113	459	297	358	1050	911	567	153	174	296	155	189	146
	53%	49%	55%	56%	53%	55%	52%	56%	53%	60%	49%	47%	50%
Do not use	357	160	86	110	326	250	203	30	52	60	45	112	57
	17%	17%	16%	17%	16%	15%	19%	11%	16%	12%	14%	28% (2G1)	20%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 264

QN1(18): Music videos

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Method		Sector		Collapsed region			Nation				Urbanity	
Total (z)	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
564	229	367	500	65	133	148	192	455	69	87	42	455	149
160	80	80	145	15	27	24	97	147	2	10	1	141	19
8%	8%	8%	8%	6%	7%	5%	10%	8%	2%	8%	2%	8%	7%
212	98	114	181	31	46	67	75	187	4	11	10	180	32
10%	9%	11%	10%	12%	11%	13%	8%	10%	6%	8%	19%	10%	11%
771	363	409	683	88	142	159	372	672	33	45	21	664	108
37%	34%	39%	37%	34%	35%	30%	40%	36%	45%	35%	40%	36%	38%
966	515	451	839	126	190	273	384	846	35	64	21	845	121
46%	49%	43%	45%	49%	47%	52%ug	41%	46%	47%	49%	40%	46%	43%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 600

Absolutes/col percents

Table 264

QN1(18): Music videos

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	160	79	34	47	142	126	61	27	18	31	20	40	24
	8%	8%	6%	7%	7%	8%	6%	10%	5%	6%	7%	10%	8%
Block	212	122	58	32	195	155	135	40	40	52	37	24	19
	10%	13% c	11% c	5%	10%	9%	12%	14%	12%	10%	12%	6%	7%
Access, but not prioritise	771	297	224	250	730	650	349	113	96	220	125	120	97
	37%	32%	42% a	39%	37%	39%	32%	41%	29%	44% nk	40%	30%	34%
Do not use	966	440	219	307	908	722	536	96	177	193	132	220	148
	46%	47%	41%	48%	46%	44%	50%	35%	53% pl	39%	42%	54% pl	51% g

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 601

Absolutes/col percents

Table 265

QN1(19): Links to possible fraudulent/ scam websites

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	161	75	86	131	30	35	49	56	139	7	13	1	124	37
	8%	7%	8%	7%	11%	9%	9%	6%	8%	10%	10%	3%	7%	13% <i>ul</i>
Block	1229	620	609	1087	142	214	277	596	1087	37	70	35	1073	156
	58%	59%	58%	59%	55%	53%	53%	64% <i>ref</i>	59%	51%	54%	67%	59%	56%
Access, but not prioritise	229	91	139	200	30	59	68	68	195	12	19	4	202	28
	11%	9%	13%	11%	11%	14% <i>g</i>	13%	7%	11%	16%	14%	8%	11%	10%
Do not use	490	269	221	431	59	97	127	207	432	17	29	12	430	60
	23%	25%	21%	23%	23%	24%	24%	22%	23%	23%	22%	22%	23%	21%

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 602

Absolutes/col percents

Table 265

QN1(19): Links to possible fraudulent/ scam websites

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	161	64	42	54	150	107	91	20	17	46	13	34	31
	8%	7%	8%	9%	8%	6%	8%	7%	5%	9%	4%	8%	11%
Block	1229	571	327	331	1136	1001	632	168	220	262	213	198	169
	58%	61%	61%	52%	58%	61%	59%	61%	66%k	53%	68%ik	49%	59%
Access, but not prioritise	229	90	52	87	226	166	140	34	25	63	28	46	33
	11%	10%	10%	14%	11%	10%	13%	12%	8%	13%	9%	11%	12%
Do not use	490	212	114	163	464	379	217	54	70	125	61	126	54
	23%	23%	21%	26%	23%	23%	20%	19%	21%	25%	20%	31%k	19%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 266

QN1(20): Money mining/ trading websites (e.g. Bitcoin)

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
564	229	367	500	65	133	148	192	455	69	87	42	455	149
113	43	70	97	16	24	17	59	100	1	11	1	105	8
5%	4%	7%	5%	6%	6%	3%	6%	5%	1%	9%	1%	6%	3%
473	222	251	413	59	83	117	217	417	13	32	11	404	69
22%	21%	24%	22%	23%	21%	22%	23%	23%	18%	24%	21%	22%	25%
314	182	131	283	31	61	66	142	269	15	19	10	273	41
15%	17%	12%	15%	12%	15%	13%	15%	15%	20%	15%	19%	15%	15%
1209	608	602	1056	153	235	322	509	1066	45	68	31	1047	162
57%	58%	57%	57%	59%	58%	62%	55%	58%	61%	52%	59%	57%	58%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 266

QN1(20): Money mining/ trading websites (e.g. Bitcoin)**For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	113	65	32	16	113	93	44	15	14	37	18	12	18
	5%	7% c	6%	2%	6%	6%	4%	5%	4%	7%	6%	3%	6%
Block	473	196	139	138	433	381	293	83	98	78	104	53	57
	22% a	21%	26%	22%	22%	23%	27%	30% IK	30% IK	16%	33% aIK	13%	20%
Access, but not prioritise	314	137	80	96	298	239	140	27	23	107	35	56	65
	15%	15%	15%	15%	15%	14%	13%	10%	7%	22% agH	11%	14%	23% gH
Do not use	1209	540	285	385	1132	940	604	151	196	273	159	282	148
	57%	58%	53%	61%	57%	57%	56%	55%	59%	55%	50%	70% agIL	51%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 267

QN1(21): Anything else (please type in)**For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.****Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Prioritise	29	12	16	21	8	11	3	12	27	*	2	-	22	7
1%	1%	1%	2%	1%	3%	3%	1%	1%	1%	*	2%	-	1%	2%
Block	10	4	7	10	*	1	*	8	9	-	1	-	6	4
*	*	*	1%	1%	*	*	*	1%	*	-	1%	-	*	2%
Access, but not prioritise	14	1	13	12	1	6	1	3	10	2	1	1	12	2
1%	1%	*	1%	1%	1%	1%	*	*	1%	2%	1%	1%	1%	1%
Do not use	2056	1038	1019	1805	251	387	517	903	1807	72	126	52	1789	267
	98%	98%	97%	98%	97%	96%	99%	97%	98%	98%	97%	99%	98%	95%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 606

Absolutes/col percents

Table 267

QN1(21): Anything else (please type in)

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Prioritise	29	18	3	7	28	16	8	3	-	4	11	6	4
	1%	2%	1%	1%	1%	1%	1%	1%	-	1%	3%	1%	2%
Block	10	6	1	3	10	10	6	1	-	5	*	1	3
	*	1%	*	1%	1%	1%	1%	*	-	1%	*	*	1%
Access, but not prioritise	14	1	7	5	11	12	8	1	-	8	2	2	1
	1%	*	1%	1%	1%	1%	1%	1%	-	2%	1%	*	*
Do not use	2056	912	525	619	1926	1614	1058	270	331	479	301	396	280
	98%	97%	98%	97%	97%	98%	98%	98%	100%	97%	96%	98%	97%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 268

QN1: SUMMARY TABLE - PRIORITISE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Email	1743	909	834	1534	209	316	452	768	1536	62	104	41	1512	231
	83%	86% b	79%	83%	80%	78%	87%	83%	83%	84%	79%	79%	83%	83%
Online banking	1515	768	747	1357	158	270	378	670	1319	59	98	41	1311	205
	72%	73%	71%	73% d	61%	67%	73%	72%	71%	80%	75%	77%	72%	73%
Ordering goods and services online	1089	604	485	51%	139	183	267	496	947	41	70	32	933	156
	52%	57% b	46%	51%	53%	45%	51%	54%	51%	55%	54%	62%	51%	56%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	1077	556	521	940	137	174	295	475	943	34	67	32	928	149
	51%	53%	49%	51%	53%	43%	56% e	51%	51%	47%	51%	62%	51%	53%
Paying for goods and services via BACS	967	543	424	857	110	172	244	415	831	36	69	30	832	134
	46%	51% b	40%	46%	42%	43%	47%	45%	45%	49%	53%	57%	46%	48%
Taking payment for goods and services online	955	492	463	850	106	176	216	449	840	36	58	21	848	108
	45%	47%	44%	46%	41%	44%	41%	48%	45%	49%	44%	40%	46%	38%
Taking orders for goods and services online	930	511	419	830	100	169	232	418	820	31	58	21	818	112
	44%	48% b	40%	45%	39%	42%	45%	45%	44%	43%	44%	40%	45%	40%
Online data storage or back-up	922	486	436	812	110	155	211	442	808	27	55	32	800	122
	44%	46%	41%	44%	42%	38%	40%	48%	44%	36%	42%	62% ch	44%	44%
Online video conferencing	812	442	370	696	116	111	195	402	707	27	51	27	714	98
	39% a	42%	35%	38%	45%	27%	37%	45% e	38%	37%	39%	51%	39%	35%
VoIP (i.e. making calls over the internet using services such as Skype)	697	382	315	603	94	106	131	385	622	21	40	13	616	81
	33%	36%	30%	33%	36%	26%	25%	42% ef	34%	29%	30%	25%	34%	29%
Using bespoke software or applications (e.g. accountancy packages)	642	338	304	566	75	94	136	328	558	16	48	20	545	96
	30%	32%	29%	31%	29%	23%	26%	35% e	30%	21%	37% d	38%	30%	34%
Other online marketing (i.e. marketing via email, Facebook or Twitter)	602	346	256	540	61	109	134	287	530	24	34	14	529	72
	29%	33% b	24%	29%	24%	27%	26%	31%	29%	32%	26%	27%	29%	26%
File Transfer Protocol or FTP	504	318	185	468	36	67	120	259	446	16	33	9	446	57
	24% b	30% b	18%	25% d	14%	16%	23%	28% e	24%	21%	26%	17%	24%	20%
Shopping websites	477	273	204	415	62	92	100	229	421	15	30	11	394	83
	23%	26%	19%	22%	24%	23%	19%	25%	23%	20%	23%	21%	22%	30% d
Online advertising	423	277	146	378	45	76	92	206	373	14	25	10	370	52
	20% b	26% b	14%	20%	17%	19%	18%	22%	20%	19%	19%	20%	20%	19%
Links to possible fraudulent/ scam websites	161	75	86	131	30	35	49	56	139	7	13	1	124	37
	8%	7%	8%	7%	11%	9%	9%	6%	8%	10%	10%	3%	7%	13% d

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 608

Absolutes/col percents

Table 268

QN1: SUMMARY TABLE - PRIORITISE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
160	80	80	145	15	27	24	97	147	2	10	1	141	19
8%	8%	8%	8%	6%	7%	5%	10%	8%	2%	8%	2%	8%	7%
113	43	70	97	16	24	17	59	100	1	11	1	105	8
5%	4%	7%	5%	6%	6%	3%	6%	5%	1%	9%	1%	6%	3%
93	47	45	86	7	19	3	64	87	3	2	*	83	10
4%	4%	4%	5%	3%	5%	1%	7%	5%	4%	2%	1%	5%	4%
29	12	16	21	8	11	3	12	27	*	2	-	22	7
1%	1%	2%	1%	3%	3%	1%	1%	1%	*	2%	-	1%	2%
23	7	16	22	1	7	3	7	18	1	2	1	15	7
1%	1%	2%	1%	*	2%	1%	1%	1%	1%	2%	3%	1%	3%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 268

Q1: SUMMARY TABLE - PRIORITISE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Email	1743	782	445	516	1644	1383	871	243	278	386	273	321	241
	83%	83%	83%	81%	83%	84%	81%	88%	84%	78%	87%	80%	84%
Online banking	1515	684	397	435	1434	1213	746	210	235	340	252	258	220
	72%	73%	74%	68%	73%	73%	69%	76%	71%	69%	80%k	64%	76%
Ordering goods and services online	1089	484	275	331	1042	843	545	175	159	245	179	177	155
	52%	52%	51%	52%	53%	51%	50%	63%k	48%	49%	57%	44%	54%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	1077	498	277	302	1029	840	529	163	179	212	201	168	154
	51%	53%	52%	48%	52%	51%	49%	59%k	54%	43%	64%zIK	42%	53%
Paying for goods and services via BACS	967	457	268	241	916	747	502	125	134	234	177	152	145
	46%	49%k	50%k	38%	46%	45%	46%	45%	40%	47%	56%k	38%	50%
Taking payment for goods and services online	955	449	227	280	908	753	477	171	92	219	183	180	110
	45%h	48%	42%	44%	46%	46%	44%	62%ZHIKL	28%	44%h	58%zHIL	45%h	38%
Taking orders for goods and services online	930	442	223	265	890	711	445	142	114	219	178	164	113
	44%	47%	42%	42%	45%	43%	41%	51%h	35%	44%	57%zHKL	41%	39%
Online data storage or back-up	922	446	236	240	876	751	435	143	151	213	157	122	135
	44%k	48%	44%	38%	44%	45%	40%	52%k	46%k	42%k	50%k	30%	47%k
Online video conferencing	812	339	228	245	762	673	362	132	120	168	159	107	126
	39%k	36%	43%	39%	39%	41%l	34%	48%k	36%	34%	50%zIK	26%	44%k
VoIP (i.e. making calls over the internet using services such as Skype)	697	300	186	211	649	577	299	93	97	163	135	105	104
	33%	32%	35%	33%	33%	35%l	28%	34%	29%	33%	43%k	26%	36%
Using bespoke software or applications (e.g. accountancy packages)	642	312	165	164	616	523	300	89	72	161	132	80	108
	30%k	33%	31%	26%	31%	32%	28%	32%	22%	32%k	42%zHK	20%	37%k
Other online marketing (i.e. marketing via email, Facebook or Twitter)	602	246	161	196	574	480	233	58	39	159	125	95	125
	29%h	26%	30%	31%	29%l	29%l	22%	21%	12%	32%h	40%zGHk	24%h	44%ZGHk
File Transfer Protocol or FTP	504	211	137	156	493	412	216	73	57	135	93	59	86
	24%k	22%	26%	25%	25%	25%	20%	27%	17%	27%k	30%k	15%	30%k
Shopping websites	477	243	101	133	458	372	207	82	64	100	83	79	68
	23%	26%	19%	21%	23%	23%	19%	30%	19%	20%	26%	20%	24%
Online advertising	423	189	131	103	378	329	143	30	21	115	76	109	71
	20%h	20%	24%	16%	19%l	20%l	13%	11%	6%	23%gH	24%gH	27%gH	25%gH

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 268

QN1: SUMMARY TABLE - PRIORITISE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Links to possible fraudulent/ scam websites	161 8%	64 7%	42 8%	54 9%	150 8%	107 6%	91 8%	20 7%	17 5%	46 9%	13 4%	34 8%	31 11%
Music videos	160 8%	79 8%	34 6%	47 7%	142 7%	126 8%	61 6%	27 10%	18 5%	31 6%	20 7%	40 10%	24 8%
Money mining/ trading websites (e.g. Bitcoin)	113 5%	65 7%	32 6%	16 2%	113 6%	93 6%	44 4%	15 5%	14 4%	37 7%	18 6%	12 3%	18 6%
Gaming websites	93 4%	20 2%	10 2%	62 10%	92 5%	78 5%	21 2%	10 4%	12 4%	17 3%	21 7%	16 4%	16 6%
Anything else (please type in)	29 1%	18 2%	3 1%	7 1%	28 1%	16 1%	8 1%	3 1%	-	4 1%	11 3%	6 1%	4 2%
Adult websites	23 1%	11 1%	7 1%	5 1%	23 1%	13 1%	12 1%	1 *	*	14 3%	1 *	2 1%	5 2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 269

QN1: SUMMARY TABLE - BLOCK

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Links to possible fraudulent/ scam websites	1229 58%	620 59%	609 58%	1087 59%	142 55%	214 53%	277 53%	596 64%ef	1087 59%	37 51%	70 54%	35 67%	1073 59%	156 56%
Adult websites	842 40%	469 44%b	373 35%	740 40%	102 39%	157 39%	185 36%	409 44%	751 41%	23 32%	49 38%	19 36%	735 40%	107 38%
Gaming websites	517 24%	238 23%	279 26%	450 24%	67 26%	81 20%	134 26%	242 26%	457 25%	14 19%	30 23%	15 29%	430 24%	87 31%
Money mining/ trading websites (e.g. Bitcoin)	473 22%	222 21%	251 24%	413 22%	59 23%	83 21%	117 22%	217 23%	417 23%	13 18%	32 24%	11 21%	404 22%	69 25%
Online advertising	433 21%	178 17%	255 24%a	384 21%	49 19%	84 21%	80 15%	213 23%	377 20%	13 18%	27 21%	16 30%	369 20%	64 23%
Music videos	212 10%	98 9%	114 11%	181 10%	31 12%	46 11%	67 13%	75 8%	187 10%	4 6%	11 8%	10 19%j	180 10%	32 11%
Other online marketing (i.e. marketing via email, Facebook or Twitter)	174 8%	75 7%	98 9%	160 9%	14 5%	44 11%g	52 10%	47 5%	143 8%	2 2%	22 17%zHI	7 13%j	143 8%	31 11%
Shopping websites	162 8%	84 8%	78 7%	133 7%	29 11%	20 5%	31 6%	87 9%	138 7%	4 6%	15 11%	5 9%	138 8%	24 9%
File Transfer Protocol or FTP	69 3%	25 2%	43 4%	59 3%	10 4%	18 4%	15 3%	25 3%	57 3%	2 3%	8 6%	1 3%	64 3%	5 2%
Paying for goods and services via BACS	57 3%	18 2%	39 4%	52 3%	6 2%	14 4%	9 2%	28 3%	51 3%	1 2%	4 3%	1 2%	51 3%	6 2%
Online data storage or back-up	56 3%	35 3%	21 2%	47 3%	8 3%	8 2%	9 2%	27 3%	43 2%	2 3%	10 8%ZH	1 2%	55 3%	1 *
Using bespoke software or applications (e.g. accountancy packages)	51 2%	29 3%	22 2%	37 2%	14 5%	10 2%	15 3%	19 2%	43 2%	1 2%	3 3%	4 8%ch	48 3%	3 1%
Online video conferencing	47 2%	19 2%	28 3%	44 2%	2 1%	7 2%	9 2%	22 2%	38 2%	3 5%	5 4%	1 1%	43 2%	3 1%
Online banking	45 2%	28 3%	17 2%	39 2%	6 2%	16 4%	15 3%	10 1%	41 2%	* *	3 2%	* 1%	42 2%	2 1%
VoIP (i.e. making calls over the internet using services such as Skype)	44 2%	18 2%	25 2%	37 2%	6 2%	11 3%	12 2%	12 1%	35 2%	* *	4 3%	4 8%zHI	39 2%	5 2%
Taking payment for goods and services online	39 2%	14 1%	25 2%	34 2%	5 2%	7 2%	7 1%	21 2%	35 2%	* *	4 3%	* 1%	30 2%	9 3%
Ordering goods and services online	38 2%	14 1%	23 2%	36 2%	2 1%	6 2%	9 2%	17 2%	32 2%	* 1%	5 4%	* 1%	35 2%	2 1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75). **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC

Fieldwork: January-April 2022

BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 269

QN1: SUMMARY TABLE - BLOCK

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CAT1 (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	36 2%	17 2%	19 2%	35 2%	2 1%	13 3%	5 1%	15 2%	34 2%	1 1%	1 1%	* 1%	28 2%	9 3%
Taking orders for goods and services online	36 2%	17 2%	19 2%	31 2%	5 2%	1 *	7 1%	18 2%	27 1%	3 3%	6 5% ^{zh}	* 1%	34 2%	2 1%
Email	13 1%	2 *	10 1%	12 1%	1 *	5 1%	* *	7 1%	12 1%	1 1%	* *	* *	11 1%	1 1%
Anything else (please type in)	10 *	4 *	7 1%	10 1%	* *	1 *	* *	8 1%	9 *	- -	1 1%	- -	6 *	4 2%

Proportions/Mean. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 269

QN1: SUMMARY TABLE - BLOCK

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

Absolutes/col percents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Links to possible fraudulent/ scam websites	1229	571	327	331	1136	1001	632	168	220	262	213	198	169
	58%	61%	61%	52%	58%	61%	59%	61%	66% kl	53%	66% kl	49%	59%
Adult websites	842	402	250	191	781	664	436	125	135	206	164	114	99
	40% kl	43% C	47% C	30%	40%	40%	40%	45% kl	41%	41% kl	52% kl	28%	34%
Gaming websites	517	240	152	125	484	416	308	83	106	121	85	57	64
	24% kl	26%	28%	20%	25%	21%	29%	30% kl	32% kl	25% kl	27% kl	14%	22%
Money mining/ trading websites (e.g. Bitcoin)	473	196	139	138	433	381	293	83	98	78	104	53	57
	22% kl	21%	26%	22%	22%	23%	27%	30% kl	30% kl	16%	33% kl	13%	20%
Online advertising	433	216	95	122	421	340	291	71	136	71	53	49	53
	21% kl	23%	18%	19%	21%	21%	27% kl	26% kl	41% kl	14%	17%	12%	18%
Music videos	212	122	58	32	195	155	135	40	40	52	37	24	19
	10% kl	13% C	11% C	5%	10%	9%	12%	14%	12%	10%	12%	6%	7%
Other online marketing (i.e. marketing via email, Facebook or Twitter)	174	77	62	35	166	132	108	33	59	35	26	14	8
	8%	8%	12%	6%	8%	8%	10%	12% kl	18% kl	7%	8%	3%	3%
Shopping websites	162	77	52	34	143	120	104	9	40	39	31	24	18
	8%	8%	10%	5%	7%	7%	10%	3%	12%	8%	10%	6%	6%
File Transfer Protocol or FTP	69	34	21	14	58	49	41	9	14	17	5	9	14
	3%	4%	4%	2%	3%	3%	4%	3%	4%	3%	2%	2%	5%
Paying for goods and services via BACS	57	42	9	6	50	39	37	6	8	16	9	6	12
	3%	4% C	2%	1%	3%	2%	3%	2%	2%	3%	3%	2%	4%
Online data storage or back-up	56	17	31	8	54	46	26	*	26	11	2	10	7
	3%	2%	6% kl	1%	3%	3%	2%	*	8% kl	2%	1%	2%	2%
Using bespoke software or applications (e.g. accountancy packages)	51	18	23	10	42	36	34	7	15	17	7	4	1
	2%	2%	4%	2%	2%	2%	3%	3%	4%	3%	2%	1%	*
Online video conferencing	47	20	15	12	40	33	35	4	12	14	3	11	2
	2%	2%	3%	2%	2%	2%	3%	1%	4%	3%	1%	3%	1%
Online banking	45	16	9	21	36	34	24	4	7	12	12	10	*
	2%	2%	2%	3%	2%	2%	2%	1%	2%	2%	4%	2%	*
VoIP (i.e. making calls over the internet using services such as Skype)	44	21	13	9	35	33	32	3	7	6	14	9	5
	2%	2%	3%	1%	2%	2%	3%	1%	2%	1%	4%	2%	2%
Taking payment for goods and services online	39	17	9	14	37	21	30	4	14	4	6	6	5
	2%	2%	2%	2%	2%	1%	3%	2%	4%	1%	2%	2%	2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 269

QN1: SUMMARY TABLE - BLOCK

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Ordering goods and services online	38 2%	18 2%	8 2%	11 2%	33 2%	22 1%	22 2%	6 2%	10 3%	12 2%	1 *	6 2%	2 1%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	36 2%	19 2%	13 2%	5 1%	29 1%	23 1%	22 2%	4 1%	3 1%	6 1%	6 2%	11 3%	7 2%
Taking orders for goods and services online	36 2%	17 2%	10 2%	9 1%	32 2%	25 2%	24 2%	1 *	8 3%	5 1%	5 1%	8 2%	9 3%
Email	13 1%	7 1%	3 1%	3 *	13 1%	6 *	10 1%	3 1%	3 1%	2 *	2 1%	3 1%	* 1%
Anything else (please type in)	10 *	6 1%	1 *	3 1%	10 1%	10 1%	6 1%	1 *	- -	5 1%	* *	1 *	3 1%

Proportions/Mean. Columns tested (1%, 5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 270

Q1: SUMMARY TABLE - ACCESS BUT NOT PRIORITISE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Shopping websites	1113	487	626	1010	103	225	290	462	977	41	69	26	981	133
	53% z	46%	59% a	55% d	40%	56%	56%	50%	53%	53%	53%	50%	54%	47%
Other online marketing (i.e. marketing via email, Facebook or Twitter)	805	389	416	704	102	174	207	339	720	27	40	18	704	101
	38%	37%	39%	38%	39%	43%	40%	37%	39%	37%	31%	35%	39%	36%
Music videos	771	363	409	683	88	142	159	372	672	33	45	21	664	108
	37%	34%	39%	37%	34%	35%	30%	40%	36%	45%	35%	40%	36%	38%
Ordering goods and services online	713	292	421	636	77	162	184	292	639	23	36	15	616	97
	34%	28%	40% a	34%	30%	40%	35%	32%	34%	31%	28%	28%	34%	35%
File Transfer Protocol or FTP	700	302	398	603	98	145	179	297	621	22	38	20	599	101
	33%	29%	38% a	33%	38%	36%	34%	32%	34%	30%	29%	38%	33%	36%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	690	302	388	632	58	144	170	295	609	25	43	13	615	75
	33%	29%	37% a	34%	22%	36%	33%	32%	33%	34%	33%	25%	34%	27%
Online data storage or back-up	672	280	392	590	81	134	188	276	599	22	43	8	588	83
	32% z	27%	37% a	32%	31%	33%	36%	30%	32% z	30%	33% k	15%	32%	30%
Online video conferencing	669	308	361	578	90	136	176	294	606	17	36	11	567	102
	32%	29%	34%	31%	35%	34%	34%	32%	33%	23%	27%	21%	31%	36%
Using bespoke software or applications (e.g. accountancy packages)	668	318	350	592	76	151	199	245	594	28	36	9	572	96
	31% z	30%	33%	32%	29%	37% z	38% z	26%	32% z	38% z	28%	17%	31%	34%
Online advertising	668	325	342	589	79	130	180	284	595	17	40	15	583	84
	32%	31%	32%	32%	30%	32%	35%	31%	32%	23%	31%	29%	32%	30%
VoIP (i.e. making calls over the internet using services such as Skype)	660	313	347	593	67	144	168	268	579	19	39	23	560	100
	31%	30%	33%	32%	26%	35%	32%	29%	31%	26%	30%	43%	31%	36%
Paying for goods and services via BACS	640	249	391	563	78	112	165	295	573	23	38	7	559	81
	30% z	24%	37% a	30%	30%	28%	32%	32%	31% z	31% z	29%	14%	31%	29%
Taking orders for goods and services online	532	213	319	465	67	108	143	208	459	18	37	18	440	92
	25%	20%	30% a	25%	26%	27%	27%	22%	25%	25%	28%	33%	24%	33% z
Taking payment for goods and services online	495	212	283	437	58	85	138	210	433	18	32	13	435	61
	23%	20%	27%	24%	22%	21%	26%	23%	23%	24%	24%	26%	24%	22%
Online banking	362	137	225	311	52	82	68	169	319	13	24	6	317	46
	17%	13%	21% a	17%	20%	20%	13%	18%	17%	17%	18%	12%	17%	16%
Gaming websites	345	188	156	307	37	70	81	145	297	11	28	8	313	31
	16%	18%	15%	17%	14%	17%	16%	16%	16%	15%	22%	16%	17%	11%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 270

QN1: SUMMARY TABLE - ACCESS BUT NOT PRIORITISE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
314	182	131	283	31	61	66	142	269	15	19	10	273	41
15%	17%	12%	15%	12%	15%	13%	15%	15%	20%	15%	19%	15%	15%
307	123	184	262	45	76	62	127	266	8	25	9	264	43
15%	12%	17%	14%	17%	19%	12%	14%	14%	11%	19%	16%	14%	15%
229	91	139	200	30	59	68	68	195	12	19	4	202	28
11%	9%	13%	11%	11%	14%g	13%	7%	11%	16%	14%	8%	11%	10%
200	73	127	171	29	34	40	94	169	9	20	2	182	17
9%	7%	12%g	9%	11%	8%	8%	10%	9%	12%	15%	4%	10%	6%
14	1	13	12	1	6	1	3	10	2	1	1	12	2
1%	*	1%	1%	1%	1%	*	*	1%	2%	1%	1%	1%	1%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 270

QN1: SUMMARY TABLE - ACCESS BUT NOT PRIORITISE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Shopping websites	1113	459	297	358	1050	911	567	153	174	296	155	189	146
	53%	49%	55%	56%	53%	55%	52%	56%	53%	60% hi	49%	47%	50%
Other online marketing (i.e. marketing via email, Facebook or Twitter)	805	357	204	245	757	651	435	132	108	196	126	144	99
	38%	38%	38%	39%	38%	39%	40%	48%	33%	40%	40%	36%	34%
Music videos	771	297	224	250	730	650	349	113	96	220	125	120	97
	37%	32%	42% hi	39%	37%	39%	32%	41%	29%	44% hi	40%	30%	34%
Ordering goods and services online	713	339	192	182	660	590	377	68	120	193	116	117	99
	34%	36%	36%	29%	33%	36%	35%	25%	36%	39% hi	37%	29%	34%
File Transfer Protocol or FTP	700	317	203	181	651	574	391	116	87	196	102	122	76
	33%	34%	38%	28%	33%	35%	36%	42% hi	26%	40% hi	32%	30%	27%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	690	306	189	195	637	576	368	85	120	203	68	121	93
	33%	33%	35%	31%	32%	35%	34%	31%	36%	41% hi	22%	30%	32%
Online data storage or back-up	672	314	157	200	610	521	381	78	86	172	107	148	81
	32%	34%	29%	31%	31%	31%	35%	28%	26%	35%	34%	37%	28%
Online video conferencing	669	299	185	185	617	532	350	88	101	180	101	110	88
	32%	32%	35%	29%	31%	32%	32%	32%	31%	36%	32%	27%	30%
Using bespoke software or applications (e.g. accountancy packages)	668	282	211	175	630	510	330	96	69	188	108	124	83
	32%	30%	39% hi	28%	32%	31%	31%	35%	21%	38% hi	34%	31%	29%
Online advertising	668	296	155	217	624	539	338	101	80	153	137	107	90
	32%	32%	29%	34%	32%	33%	31%	37%	24%	31%	43% hi	27%	31%
VoIP (i.e. making calls over the internet using services such as Skype)	660	283	171	206	619	510	338	102	100	173	92	112	80
	31%	30%	32%	32%	31%	31%	31%	37%	30%	35%	29%	28%	28%
Paying for goods and services via BACS	640	261	186	193	606	515	342	93	107	158	92	108	81
	30%	28%	35%	30%	31%	31%	32%	34%	32%	32%	29%	27%	28%
Taking orders for goods and services online	532	209	155	167	509	434	309	68	87	154	71	74	78
	25%	22%	29%	26%	26%	26%	29%	25%	26%	31% hi	23%	18%	27%
Taking payment for goods and services online	495	194	133	168	463	383	251	54	92	137	66	80	67
	23%	21%	25%	27%	23%	23%	23%	20%	28%	28%	21%	20%	23%
Online banking	362	166	97	99	339	274	217	45	68	101	35	59	54
	17%	18%	18%	16%	17%	17%	20%	16%	21%	20%	11%	15%	19%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 270

QN1: SUMMARY TABLE - ACCESS BUT NOT PRIORITISE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Gaming websites	345	145	117	83	311	296	142	55	19	118	39	74	40
	16%h	15%	22%g	13%	16%	18%	13%	20%h	6%	24%gHj	12%	18%h	14%
Money mining/ trading websites (e.g. Bitcoin)	314	137	80	96	298	239	140	27	23	107	35	56	65
	15%	15%	15%	15%	15%	14%	13%	10%	7%	22%gH	11%	14%	23%gHj
Email	307	133	82	92	275	229	181	23	50	93	29	67	45
	15%	14%	15%	14%	14%	14%	17%	8%	15%	19%	9%	17%	16%
Links to possible fraudulent/ scam websites	229	90	52	87	226	166	140	34	25	63	28	46	33
	11%	10%	10%	14%	11%	10%	13%	12%	8%	13%	9%	11%	12%
Adult websites	200	73	45	82	185	168	110	30	37	48	20	29	35
	9%	8%	8%	13%	9%	10%	10%	11%	11%	10%	6%	7%	12%
Anything else (please type in)	14	1	7	5	11	12	8	1	-	8	2	2	1
	1%	*	1%	1%	1%	1%	1%	1%	-	2%	1%	*	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 271

QN1: SUMMARY TABLE - DO NOT USE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Money mining/ trading websites (e.g. Bitcoin)	1209 57%	608 58%	602 57%	1056 57%	153 59%	235 58%	322 62%	509 55%	1066 58%	45 61%	68 52%	31 59%	1047 57%	162 58%
Gaming websites	1155 55%	581 55%	574 54%	1006 54%	149 57%	234 58%	303 58%	475 51%	1012 55%	45 62%	70 54%	28 54%	1003 55%	152 54%
Adult websites	1044 50%	506 48%	538 51%	916 50%	128 49%	207 51%	292 56%g	416 45%	915 49%	40 55%	59 45%	30 57%	896 49%	148 53%
Music videos	966 46%	515 49%	451 43%	839 45%	126 49%	190 47%	273 52%g	384 41%	846 46%	35 47%	64 49%	21 40%	845 46%	121 43%
File Transfer Protocol or FTP	836 40%	409 39%	427 41%	719 39%	117 45%	175 43%	208 40%	346 37%	729 39%	34 46%	51 39%	22 42%	720 39%	116 42%
Using bespoke software or applications (e.g. accountancy packages)	748 35%	370 35%	378 36%	653 35%	95 36%	151 37%	172 33%	335 36%	657 35%	28 39%	43 33%	20 38%	664 36%	84 30%
VoIP (i.e. making calls over the internet using services such as Skype)	709 34%	341 32%	367 35%	616 33%	92 36%	144 36%	210 40%g	262 28%	616 33%	32 44%k	48 37%	12 23%	614 34%	95 34%
Taking payment for goods and services online	619 29%	336 32%	283 27%	528 29%	91 35%	137 34%	161 31%	247 27%	545 29%	19 26%	37 29%	17 33%	516 28%	103 37%
Taking orders for goods and services online	611 29%	314 30%	297 28%	523 28%	88 34%	126 31%	138 27%	282 30%	547 30%	22 29%	29 22%	14 26%	537 29%	74 27%
Online advertising	585 28%	274 26%	311 29%	498 27%	87 34%	114 28%	170 33%	223 24%	508 27%	29 40%mk	38 29%	11 21%	506 28%	79 28%
Online video conferencing	581 28%	286 27%	296 28%	530 29%	51 20%	151 37%g	142 27%	209 23%	502 27%	27 36%	39 30%	14 26%	505 28%	76 27%
Other online marketing (i.e. marketing via email, Facebook or Twitter)	528 25%	244 23%	285 27%	445 24%	83 32%	78 19%	128 25%	254 27%	460 25%	21 28%	34 26%	13 25%	453 25%	76 27%
Links to possible fraudulent/ scam websites	490 23%	269 25%	221 21%	431 23%	59 23%	97 24%	127 24%	207 22%	432 23%	17 23%	29 22%	12 22%	430 23%	60 21%
Online data storage or back-up	459 22%	254 24%	206 19%	399 22%	60 23%	108 27%	113 22%	182 20%	403 22%	23 32%j	22 17%	11 21%	385 21%	74 26%
Paying for goods and services via BACS	445 21%	244 23%	201 19%	378 20%	67 26%	106 26%	103 20%	189 20%	397 21%	14 19%	20 15%	14 27%	387 21%	58 21%
Shopping websites	357 17%	210 20%	147 14%	290 16%	66 25%c	67 17%	101 19%	149 16%	316 17%	13 18%	16 13%	10 20%	317 17%	40 14%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 271

QN1: SUMMARY TABLE - DO NOT USE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	306 14%	179 17%	126 12%	242 13%	64 25% <i>ac</i>	73 18% <i>d</i>	51 10%	141 15%	266 14%	14 18%	19 15%	7 13%	258 14%	48 17%
Ordering goods and services online	269 13%	144 14%	125 12%	226 12%	43 16%	53 13%	61 12%	121 13%	235 13%	10 13%	19 15%	5 10%	245 13%	25 9%
Online banking	187 9%	121 12% <i>b</i>	65 6%	142 8%	44 17% <i>ac</i>	37 9%	59 11%	78 8%	174 9%	2 3%	6 4%	5 10%	159 9%	27 10%
Email	46 2%	20 2%	26 2%	41 2%	5 2%	8 2%	6 1%	25 3%	39 2%	3 4%	2 1%	2 4%	41 2%	5 2%
Anything else (please type in)	26 1%	1 *	25 2% <i>a</i>	20 1%	6 2%	5 1%	8 2%	10 1%	23 1%	- -	3 2%	* *	21 1%	5 2%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 621

Absolutes/col percents

Table 271

Q1: SUMMARY TABLE - DO NOT USE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Money mining/ trading websites (e.g. Bitcoin)	1209	540	285	385	1132	940	604	151	196	273	159	282	148
	57%	58%	53%	61%	57%	57%	56%	55%	59%	55%	50%	70%gUl	51%
Gaming websites	1155	534	257	364	1089	864	609	127	195	239	170	256	168
	55%	57%	48%	57%	55%	52%	56%	46%	59%	48%	54%	63%gI	58%
Adult websites	1044	451	234	358	987	808	523	120	159	228	130	258	149
	50%	48%	44%	56%b	50%	49%	48%	44%	48%	46%	41%	64%2GHl	52%
Music videos	966	440	219	307	908	722	536	96	177	193	132	220	148
	46%	47%	41%	48%	46%	44%	50%	35%	53%gI	39%	42%	54%gI	51%g
File Transfer Protocol or FTP	836	377	176	284	774	618	432	77	173	147	115	213	112
	40%	40%	33%	45%b	39%	37%	40%	28%	52%4GI	30%	36%	53%4GI	39%
Using bespoke software or applications (e.g. accountancy packages)	748	326	136	286	688	584	417	84	175	130	67	196	97
	35%bUl	35%b	25%	45%a8b	35%	35%	39%	30%	53%2GIUl	26%	21%	49%4gUl	34%
VoIP (i.e. making calls over the internet using services such as Skype)	709	334	165	209	672	532	411	78	127	153	75	177	99
	34%	36%	31%	33%	34%	32%	38%	28%	38%	31%	24%	44%2gUl	34%
Taking payment for goods and services online	619	279	167	173	568	496	322	46	133	136	61	137	107
	29%g	30%	31%	27%	29%	30%	30%	17%	40%GI	27%	19%	34%gI	37%GI
Taking orders for goods and services online	611	270	147	194	545	482	303	66	121	117	61	158	88
	29%	29%	27%	31%	28%	29%	28%	24%	37%jI	24%	19%	39%4gUl	31%
Online advertising	585	237	155	193	553	446	308	73	94	157	49	138	75
	28%Ul	25%	29%	30%	28%	27%	28%	26%	28%	32%Ul	16%	34%jI	26%
Online video conferencing	581	280	107	194	557	415	334	51	97	133	52	176	72
	28%g	30%b	20%	31%b	28%	25%	31%	19%	29%	27%	16%	44%2GIUl	25%
Other online marketing (i.e. marketing via email, Facebook or Twitter)	528	259	110	160	480	389	304	52	126	105	38	151	55
	25%Ul	28%	20%	25%	24%	24%	28%	19%	38%4gUl	21%	12%	37%2gUl	19%
Links to possible fraudulent/ scam websites	490	212	114	163	464	379	217	54	70	125	61	126	54
	23%	23%	21%	26%	23%	23%	20%	19%	21%	25%	20%	31%Ul	19%
Online data storage or back-up	459	160	111	188	436	335	239	54	69	99	48	124	65
	22%	17%	21%	30%aA	22%	20%	22%	20%	21%	20%	15%	31%jI	23%
Paying for goods and services via BACS	445	178	73	194	404	352	199	50	82	88	37	137	51
	21%b	19%	14%	31%aAb	20%	21%	18%	18%	25%jI	18%	12%	34%2gUl	18%
Shopping websites	357	160	86	110	326	250	203	30	52	60	45	112	57
	17%	17%	16%	17%	16%	15%	19%	11%	16%	12%	14%	28%2GIUl	20%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/ef - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 622

Absolutes/col percents

Table 271

QN1: SUMMARY TABLE - DO NOT USE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	306 14%	116 12%	57 11%	133 21%ab	280 14%	214 13%	160 15%	24 9%	29 9%	75 15%	39 12%	103 26%ZGHij	34 12%
Ordering goods and services online	269 13%	98 10%	60 11%	111 17%a	241 12%	198 12%	137 13%	27 10%	42 13%	45 9%	19 6%	104 26%Zghij	32 11%
Online banking	187 9%	73 8%	33 6%	81 13%b	167 8%	131 8%	94 9%	16 6%	20 6%	43 9%	16 5%	78 19%Zghijl	14 5%
Email	46 2%	16 2%	5 1%	25 4%	45 2%	35 2%	18 2%	6 2%	1 *	14 3%	10 3%	13 3%	2 1%
Anything else (please type in)	26 1%	8 1%	6 1%	12 2%	25 1%	18 1%	17 2%	4 1%	1 *	6 1%	2 1%	7 2%	6 2%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 623

Absolutes/col percents

Table 272

QN1: SUMMARY TABLE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	PRIORITISE	BLOCK	ACCESS BUT NOT PRIORITISE	DO NOT USE
Unweighted base	2109	2109	2109	2109
Base	2109	2109	2109	2109
Effective base	564	564	564	564
Email	1743 83%	13 1%	307 15%	46 2%
Online banking	1515 72%	45 2%	362 17%	187 9%
Online advertising	423 20%	433 21%	668 32%	585 28%
Other online marketing (i.e. marketing via email, Facebook or Twitter)	602 29%	174 8%	805 38%	528 25%
VoIP (i.e. making calls over the internet using services such as Skype)	697 33%	44 2%	660 31%	709 34%
Paying for goods and services via BACS	967 46%	57 3%	640 30%	445 21%
Ordering goods and services online	1089 52%	38 2%	713 34%	269 13%
Taking orders for goods and services online	930 44%	36 2%	532 25%	611 29%
Taking payment for goods and services online	955 45%	39 2%	495 23%	619 29%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	1077 51%	36 2%	690 33%	306 14%
Using bespoke software or applications (e.g. accountancy packages)	642 30%	51 2%	668 32%	748 35%
File Transfer Protocol or FTP	504 24%	69 3%	700 33%	836 40%
Online data storage or back-up	922 44%	56 3%	672 32%	459 22%
Online video conferencing	812 39%	47 2%	669 32%	581 28%
Gaming websites	93 4%	517 24%	345 16%	1155 55%
Adult websites	23 1%	842 40%	200 9%	1044 50%
Shopping websites	477 23%	162 8%	1113 53%	357 17%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Prepared by BVA BDRC
Fieldwork: January-April 2022
BVA BDRC/25298

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 624

Absolutes/col percents

Table 272

QN1: SUMMARY TABLE

For each of the following types of content or activity I read out, please indicate whether you would like to be able to prioritise it over other services, block it or do not feel strongly either way.

Base: All respondents

	PRIORITISE	BLOCK	ACCESS BUT NOT PRIORITISE	DO NOT USE
Base	2109	2109	2109	2109
Music videos	160 8%	212 10%	771 37%	966 46%
Links to possible fraudulent/ scam websites	161 8%	1229 58%	229 11%	490 23%
Money mining/ trading websites (e.g. Bitcoin)	113 5%	473 22%	314 15%	1209 57%
Anything else (please type in)	29 1%	10 *	14 1%	26 1%

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 625

Table 273

Q2: Again, assuming it was possible to specify which types of sites/ content could be prioritised or blocked, which of the following methods of control would you prefer to have available from your Internet Service Provider (ISP)?

Absolutes/col percents

Base: All respondents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
564	229	367	500	65	133	148	192	455	69	87	42	455	149
1119	605	514	970	149	214	278	494	987	38	71	23	968	151
53%	57%b	49%	52%	57%	53%	53%	53%	53%	51%	55%	43%	53%	54%
285	128	157	253	33	51	55	147	253	6	17	9	268	17
14% m	12%	15%	14%	13%	13%	11%	16%	14%	9%	13%	17%	15% M	6%
203	91	112	178	24	28	46	102	175	7	11	9	167	35
10%	9%	11%	10%	9%	7%	9%	11%	9%	10%	8%	18%	9%	13%
101	70	31	91	9	18	24	38	80	9	5	6	87	13
5%	7% b	3%	5%	4%	4%	5%	4%	4%	13% zW	4%	11% h	5%	5%
184	82	102	162	22	36	53	77	167	5	9	4	164	20
9%	8%	10%	9%	8%	9%	10%	8%	9%	6%	7%	7%	9%	7%
218	79	139	194	23	57	65	68	190	8	17	2	174	44
10%	7%	13% a	11%	9%	14% g	12%	7%	10%	11%	13%	4%	10%	16% l

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 626

Absolutes/col percents

Table 273

Q2: Again, assuming it was possible to specify which types of sites/ content could be prioritised or blocked, which of the following methods of control would you prefer to have available from your Internet Service Provider (ISP)?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
To do this yourself using software provided by your ISP	1119	502	312	304	1042	852	591	135	178	249	180	218	159
	53%	54%	58%	48%	53%	52%	55%	49%	54%	50%	57%	54%	55%
To select the websites/ content yourself and then request your ISP to prioritise or block them for you	285	158	50	78	267	223	151	50	69	54	33	49	30
	14%	17%b	9%	12%	14%	13%	14%	18%	21%j	11%	10%	12%	10%
To choose from a list provided by your ISP of websites/content, who will then prioritise or block them for you	203	92	51	60	193	177	123	44	13	57	41	28	21
	10%	10%	10%	9%	10%	11%	11%	16%h	4%	11%	13%h	7%	7%
Your ISP to automatically prioritise or block websites/ content using its own criteria	101	30	23	48	84	88	32	6	10	30	10	26	19
	5%	3%	4%	8%	4%	5%	3%	2%	3%	6%	3%	6%	7%
Would not want to prioritise or block any content	184	66	49	69	176	149	68	14	22	49	30	48	20
	9%	7%	9%	11%	9%	9%	6%	5%	7%	10%	10%	12%	7%
Don't know/not sure	218	91	51	76	214	165	116	26	39	57	21	34	40
	10%	10%	9%	12%	11%	10%	11%	9%	12%	12%	7%	8%	14%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 274

P1: Which of the following ranges comes closest to your organisation's total annual spend on landline, mobile and internet services (including email, web access and any related data services).**Base: All respondents**

		Method			Sector		Collapsed region			Nation				Urbanity	
		Total (z)	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base		2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base		2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base		564	229	367	500	65	133	148	192	455	69	87	42	455	149
Less than £500	(249.5)	910	425	484	796	114	206	214	409	828	31	37	13	803	106
		43% ^a	40%	46%	43%	44%	51%	41%	44%	45% ^a	42%	29%	25%	44%	38%
£500 - £999	(749.5)	651	340	310	576	75	103	185	275	563	23	48	17	551	99
		31%	32%	29%	31%	29%	25%	35%	30%	30%	32%	37%	32%	30%	35%
£1,000 - £1,999	(1499.5)	269	166	102	254	15	45	68	108	222	10	27	10	234	34
		13%	16% ^b	10%	14%	6%	11%	13%	12%	12%	14%	21% ^d	19%	13%	12%
£2,000 - £4,999	(3499.5)	120	54	66	101	19	13	14	81	107	1	4	8	103	17
		6%	5%	6%	5%	7%	3%	3%	9% ^f	6%	2%	3%	15% ^h	6%	6%
£5,000 - £9,999	(7499.5)	33	10	23	30	3	5	3	21	30	1	1	1	30	3
		2%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	2%	1%
£10,000 or more	(20000.0)	18	8	10	15	3	3	6	7	16	*	1	1	17	1
		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*
Don't know/prefer not to say		109	50	59	78	31	30	31	26	87	7	12	3	90	19
		5%	5%	6%	4%	12% ^a	7% ^e	6%	3%	5%	9%	9%	6%	5%	7%
Mean		1070.01	1034.27	1106.09	1065.15	1107.66	896.35	979.54	1177.21	1062.75	876.68	1049.69	1643.80	1087.35	954.39
SD		1142.13	2005.66	2272.01	2101.95	2435.32	1969.75	2217.41	2192.36	2156.35	1761.27	1763.07	2811.09	2226.08	1461.77

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 628

Absolutes/col percents

Table 274

P1: Which of the following ranges comes closest to your organisation's total annual spend on landline, mobile and internet services (including email, web access and any related data services).

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Less than £500	(249.5) 910	410	204	295	835	705	476	128	148	151	133	224	127
		44%	38%	46%	42%	43%	44%	46% <i>l</i>	45% <i>l</i>	30%	42%	55% <i>z</i> <i>l</i>	44% <i>l</i>
£500 - £999	(749.5) 651	277	176	197	622	544	315	90	115	174	106	83	84
		30%	33%	31%	31%	33%	29%	33%	35% <i>k</i>	35% <i>k</i>	34% <i>k</i>	20%	29%
£1,000 - £1,999	(1499.5) 269	126	79	63	265	209	131	41	34	75	36	41	42
		13%	15%	10%	13%	13%	12%	15%	10%	15%	11%	10%	14%
£2,000 - £4,999	(3499.5) 120	61	31	28	109	101	61	10	10	51	16	21	12
		7%	6%	4%	6%	6%	6%	4%	3%	10% <i>z</i>	5%	5%	4%
£5,000 - £9,999	(7499.5) 33	14	7	11	31	22	23	1	12	8	3	6	3
		2%	1%	2%	2%	1%	2%	*	4%	2%	1%	1%	1%
£10,000 or more	(20000.0) 18	5	6	6	18	13	8	1	2	5	3	3	4
		1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
Don't know/prefer not to say	109	44	30	35	95	59	67	5	10	32	18	27	17
	5%	5%	6%	5%	5%	4%	6%	2%	3%	6%	6%	7%	6%
Mean	070.01	1032.40	1178.58	1034.73	1087.46	1054.13	1086.91	805.68	1064.78	1336.49	1029.28	934.78	1117.39
SD	1142.13	1868.13	2427.16	2265.64	2186.04	2066.23	2134.19	1253.81	2119.63	2342.52	2178.00	2010.26	2576.06

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 275

P2: Which of the following ranges comes closest to your organisation's annual turnover / the budget you had available for the last financial year (2020/21)?

Absolutes/col percents

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Under £50,000 (25K)	1171	461	710	1029	142	230	299	512	1041	41	68	21	1031	140
	56%A	44%	67%Aa	56%	55%	57%	57%	55%	56%B	56%	52%	40%	56%	50%
£50,000-£75,000 (62.5K)	267	170	97	250	17	65	47	120	232	8	19	8	237	30
	13%	16%B	9%	14%	6%	16%	15%	13%	13%	11%	15%	16%	13%	11%
Over £75,000 - £100,000 (87.5K)	110	74	36	92	18	10	49	36	95	3	5	6	93	17
	5%	7%	3%	5%	7%	2%	9%Bg	4%	5%	5%	4%	12%	5%	6%
Over £100,000-£250,000 (175K)	165	103	62	157	8	38	11	97	146	5	9	5	139	26
	8%	10%	6%	9%	3%	9%F	2%	10%F	8%	7%	7%	9%	8%	9%
Over £250,000 - £500,000 (375K)	74	37	37	66	8	11	19	34	64	1	5	4	60	14
	4%	4%	4%	4%	3%	3%	4%	4%	3%	2%	4%	8%	3%	5%
Over £500,000-£1 million (750K)	56	31	25	53	3	5	24	23	51	1	2	2	44	11
	3%	3%	2%	3%	1%	1%	5%	2%	3%	2%	1%	3%	2%	4%
Over £1m-£5m (3,000K)	36	11	25	34	2	8	4	19	31	1	2	2	33	3
	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	1%	3%	2%	1%
Over £5m-£10m (7,500K)	8	4	4	7	*	2	1	4	7	*	*	*	7	1
	*	*	*	*	*	*	*	*	*	1%	*	*	*	*
Over £10m (30,000K)	3	*	3	3	*	*	*	3	3	*	*	*	3	1
	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know/prefer not to say	218	163	55	157	61	36	67	79	182	11	20	4	182	36
	10%B	15%Bb	5%	9%	23%Bc	9%	13%	9%	10%	15%	16%	9%	10%	13%
NET Under £100,000	1549	706	843	1371	178	305	395	668	1368	53	92	35	1361	188
	73%	67%	80%Ba	74%	68%	75%	76%	72%	74%	72%	71%	68%	74%	67%
NET Over £100,000 - £1 million	295	171	124	276	19	53	54	154	261	8	16	10	243	52
	14%	16%	12%	15%	7%	13%	10%	17%	14%	10%	12%	20%	13%	18%
NET Over £1m	47	15	32	44	3	10	5	26	41	2	2	2	43	4
	2%	1%	3%	2%	1%	2%	1%	3%	2%	3%	2%	4%	2%	1%
Mean ('000)	221.23	174.06	263.31	232.98	121.56	191.20	143.88	282.77	224.80	227.91	145.27	262.96	217.88	243.83
SD	1388.78	815.12	1747.73	1450.00	668.26	1070.24	627.93	1826.01	1433.15	1363.20	751.76	918.19	1343.89	1663.63

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 275

P2: Which of the following ranges comes closest to your organisation's annual turnover / the budget you had available for the last financial year (2020/21)?**Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Under £50,000 (25K)	1171	480	261	430	1107	957	616	179	212	221	198	209	152
	56%	51%	49%	68% zAB	56%	58%	57%	65% h	64% h	45%	63% h	52%	53%
£50,000-£75,000 (62.5K)	267	127	68	72	259	206	105	26	28	80	31	66	36
	13%	14%	13%	11%	13%	12%	10%	10%	9%	16%	10%	16%	13%
Over £75,000 - £100,000 (87.5K)	110	74	24	13	109	79	59	13	22	38	14	10	14
	5%	8% c	4%	2%	6%	5%	5%	5%	7%	8%	4%	2%	5%
Over £100,000-£250,000 (175K)	165	64	69	32	161	135	92	17	21	49	24	27	27
	8%	7%	15% hac	5%	8%	8%	8%	6%	6%	10%	8%	7%	9%
Over £250,000 - £500,000 (375K)	74	40	18	15	73	54	43	5	9	28	6	17	9
	4%	4%	3%	2%	4%	3%	4%	2%	3%	6%	2%	4%	3%
Over £500,000-£1 million (750K)	56	27	22	7	49	38	36	5	7	19	9	3	12
	3%	3%	4%	1%	2%	2%	3%	2%	2%	4%	3%	1%	4%
Over £1m-£5m (3,000K)	36	20	11	5	36	24	24	3	2	12	4	9	7
	2%	2%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%	2%
Over £5m-£10m (7,500K)	8	2	4	2	8	6	4	*	1	2	3	1	1
	*	*	1%	*	*	*	*	*	*	*	1%	*	*
Over £10m (30,000K)	3	1	1	1	3	2	2	*	*	2	*	*	1
	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know/prefer not to say	218	103	56	59	172	151	99	25	29	45	28	62	28
	10%	11%	10%	9%	9%	9%	9%	9%	9%	9%	9%	15%	10%
NET Under £100,000	1549	681	353	515	1475	1243	781	219	262	338	242	285	203
	73%	73%	66%	81% hB	75%	75%	72%	79%	79%	68%	77%	71%	70%
NET Over £100,000 - £1 million	295	132	110	54	283	227	171	28	37	96	39	47	48
	14%	14%	21% hC	8%	14%	14%	16%	10%	11%	19%	12%	12%	17%
NET Over £1m	47	23	17	8	47	32	30	4	3	16	6	10	8
	2%	2%	3%	1%	2%	2%	3%	1%	1%	3%	2%	2%	3%
Mean ('000)	221.23	223.01	314.02	141.51	226.24	189.39	259.16	118.72	119.45	329.95	198.52	197.97	305.67
SD	388.78	1328.58	1732.93	1125.17	1419.85	1176.87	1573.54	565.71	607.05	1937.74	1109.02	1133.34	1931.55

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 276

P3: Is your business VAT registered?**Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Yes	670	397	273	598	72	115	153	307	575	21	46	28	561	109
	32%	38% D	26%	32%	28%	29%	29%	33%	31%	29%	35%	53% ZH	31%	39%
No	1383	634	749	1199	184	274	358	595	1227	50	82	24	1217	166
	66% K	60%	71% A	65%	71%	68%	69%	64%	66% K	67% K	63%	46%	67%	59%
Not sure	57	24	33	53	4	16	11	25	51	3	2	1	51	6
	3%	2%	3%	3%	2%	4%	2%	3%	3%	4%	2%	1%	3%	2%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 632

Absolutes/col percents

Table 276

P3: Is your business VAT registered?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Yes	670	326	209	135	601	504	349	79	78	230	85	107	91
		32% <i>c</i>	35% <i>C</i>	39% <i>C</i>	30%	30%	32%	29%	23%	46% <i>ZgHJK</i>	27%	26%	32%
No	1383	600	310	472	1323	1100	710	183	244	256	224	280	196
		66% <i>h</i>	64%	58%	67%	67%	66%	66% <i>h</i>	74% <i>h</i>	52%	71% <i>h</i>	69% <i>h</i>	68% <i>h</i>
Not sure	57	12	17	28	52	49	21	14	10	9	6	17	1
	3%	1%	3%	4% <i>a</i>	3%	3%	2%	5%	3%	2%	2%	4%	*

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 633

Absolutes/col percents

Table 277

P4: Which of the following do you do on a regular basis, i.e. once a month or more often? /

Which of the following do your organisation's employees do on a regular basis, i.e. as a regular arrangement as part of their normal working pattern, not just occasionally?

Base: All respondents

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Work from home	1429	591	838	1274	155	269	375	615	1259	52	85	33	1227	201
	68% ^a	56%	79% ^{zA}	69%	59%	66%	72%	66%	68%	71%	65%	62%	67%	72%
Work out of the office in other specific locations/offices/ buildings	754	427	327	642	111	139	172	336	648	26	51	29	646	108
	36%	40% ^b	31%	35%	43%	34%	33%	36%	35%	35%	39%	56% ^{zH}	35%	39%
Work while travelling domestically (i.e. within the UK)	602	353	249	535	67	105	147	283	535	17	29	21	524	79
	29%	33% ^b	24%	29%	26%	26%	28%	31%	29%	23%	23%	40% ^j	29%	28%
Work while travelling internationally	220	120	100	207	12	27	45	119	192	3	16	9	196	24
	10%	11%	10%	11%	5%	7%	9%	13%	10%	4%	12%	17% ⁱ	11%	9%
Work in sparsely populated areas in the countryside	400	241	160	370	30	68	88	176	332	16	38	15	296	104
	19%	23% ^b	15%	20%	12%	17%	17%	19%	18%	22%	29% ^{zh}	28%	16%	37% ^{zL}
None of these	195	175	20	157	38	32	46	91	169	7	12	7	177	18
	9% ^b	17% ^{zB}	2%	8%	15%	8%	9%	10%	9%	9%	9%	13%	10%	6%
NET Work in sparsely populated parts of the country and/or work while travelling in the UK	794	461	334	712	83	139	198	356	692	27	48	28	658	136
	38%	44% ^b	32%	38%	32%	34%	38%	38%	37%	36%	37%	54% ^{zh}	36%	49% ^{zL}

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE.

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 277

P4: Which of the following do you do on a regular basis, i.e. once a month or more often? /**Which of the following do your organisation's employees do on a regular basis, i.e. as a regular arrangement as part of their normal working pattern, not just occasionally?****Base: All respondents**

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Work from home	1429	623	393	413	1345	1173	771	204	229	310	241	251	194
	68%	66%	73%	65%	68%	71%	71%	74%	69%	63%	77% ijk	62%	67%
Work out of the office in other specific locations/offices/ buildings	754	228	311	215	702	651	353	92	105	217	92	135	112
	36% a	24%	58% ZAC	34% a	36%	39%	33%	34%	32%	44% j	29%	34%	39%
Work while travelling domestically (i.e. within the UK)	602	207	245	150	543	535	282	75	73	172	84	125	73
	29%	22%	46% ZAC	24%	27%	32%	26%	27%	22%	35%	27%	31%	25%
Work while travelling internationally	220	97	81	42	198	201	85	36	21	65	40	26	31
	10%	10%	15% c	7%	10%	12%	8%	13%	6%	13%	13%	7%	11%
Work in sparsely populated areas in the countryside	400	125	151	124	364	348	178	44	63	152	38	44	59
	19% a	13%	28% ZA	20%	18%	21%	16%	16%	19%	31% Zgjk	12%	11%	21%
None of these	195	145	18	32	172	113	97	18	26	39	23	52	38
	9% ab	15% zBC	3%	5%	9%	7%	9%	7%	8%	8%	7%	13%	13%
NET Work in sparsely populated parts of the country and/or work while travelling in the UK	794	273	305	217	726	680	364	105	104	241	101	145	99
	38% ab	29%	57% ZAC	34%	37%	41% f	34%	38%	31%	49% zhijkl	32%	36%	34%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 635

Table 278

P5: Are your customers or clients...?

Absolutes/col percents

Base: All respondents

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
564	229	367	500	65	133	148	192	455	69	87	42	455	149
720	415	305	570	150	162	178	293	633	29	39	19	630	90
34%	39%b	29%	31%	58%zC	40%	34%	32%	34%	40%	30%	36%	34%	32%
357	178	179	310	47	68	94	142	304	11	24	19	310	47
17%	17%	17%	17%	18%	17%	18%	15%	16%	15%	18%	36%zHij	17%	17%
835	399	436	800	35	149	223	371	744	31	53	8	726	109
40%DK	38%	41%	43%D	14%	37%	43%	40%	40%K	41%K	41%K	15%	40%	39%
447	186	261	422	25	62	72	261	395	11	33	8	391	56
21%KL	18%	25%a	23%d	9%	15%	14%	28%rEF	21%	15%	26%	15%	21%	20%
25	8	17	14	11	6	7	11	24	-	-	1	17	8
1%	1%	2%	1%	4%c	1%	1%	1%	1%	-	-	1%	1%	3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 636

Table 278

P5: Are your customers or clients...?

Absolutes/col percents

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Mainly based in your local area	720	311	184	225	670	523	377	63	121	156	70	187	123
	34%	33%	34%	35%	34%	32%	35%	23%	37%	32%	22%	46%rGU	43%GJ
Mainly based in your region	357	140	106	110	334	294	184	58	39	104	55	68	33
	17%	15%	20%	17%	17%	18%	17%	21%	12%	21%	17%	17%	11%
Spread across the UK	835	404	197	234	787	672	423	126	147	192	155	108	106
	40%	43%	37%	37%	40%	41%	39%	46%k	45%k	35%k	49%K	27%	37%
Spread across other countries	447	195	109	142	420	386	217	71	65	82	109	79	40
	21%	21%	20%	22%	21%	23%	20%	26%	20%	17%	35%zhkl	19%	14%
Don't know	25	10	2	12	24	10	15	7	-	3	3	6	6
	1%	1%	*	2%	1%	1%	1%	2%	-	1%	1%	2%	2%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 637

Absolutes/col percents

Table 279

P6: And are your customers...?

Base: All private sector

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
1717	678	1039	1717	-	370	368	542	1280	150	178	109	1355	362
1849	882	967	1849	-.**	362	428	831	1622	68*	117	43**	1605	244
500	190	341	500	-	116	130	173	402	62	77	33	403	133
575	263	312	575	-	94	138	274	506	16	40	13	496	78
31%	30%	32%	31%	-	26%	32%	33%	31%	23%	34%	29%	31%	32%
688	275	412	688	-	163	174	275	612	29	32	15	602	86
37%	31%	43%A	37%	-	45%g	41%	33%	38%	43%	27%	34%	38%	35%
557	337	221	557	-	97	113	267	477	23	43	15	481	76
30%b	38%uB	23%	30%	-	27%	26%	32%	29%	33%	37%	36%	30%	31%
29	7	22	29	-	8	3	15	27	*	2	*	25	4
2%	1%	2%	2%	-	2%	1%	2%	2%	*	2%	1%	2%	2%

Proportions/Mean. Columns tested (1%.5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 638

Absolutes/col percents

Table 279

P6: And are your customers...?

Base: All private sector

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
1717	744	593	380	1631	1255	1054	174	165	575	232	311	260
1849	838	442	569	1736	1508	921	247*	283*	439	278*	335	266
500	224	137	142	470	375	285	57	69	137	66	96	84
575	286	154	135	555	479	296	72	118	151	84	86	63
31%	34%	35%	24%	32%	32%	32%	29%	42%	34%	30%	26%	24%
688	316	135	236	633	536	319	86	93	124	136	135	114
37%	38%	31%	42%	36%	36%	35%	35%	33%	28%	49%	40%	43%
557	218	148	191	519	474	291	86	67	155	57	106	86
30%	26%	34%	34%	30%	31%	32%	35%	23%	35%	20%	32%	32%
29	19	4	6	29	20	14	3	6	9	1	7	3
2%	2%	1%	1%	2%	1%	2%	1%	2%	2%	*	2%	1%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 280

P7: Are your sites...?**Base: All multi-site organisations**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	486	142	344	383	103	113	88	180	381	31	43	31	418	68
Base	134*	67**	66**	107*	26**	18**	21**	79**	117*	2**	7**	7**	118*	16**
Effective base	58	25	34	42	19	26	13	25	47	15	9	5	47	16
Mainly based in towns and cities	80	41	39	69	10	9	5	58	72	1	5	2	76	3
	60%	61%	59%	65%	40%	50%	23%	74%	61%	47%	67%	31%	65%	22%
Mainly based in industrial sites or business parks outside towns and cities	10	3	8	9	1	1	1	6	9	*	1	1	9	1
	8%	4%	11%	8%	5%	8%	5%	8%	7%	12%	12%	9%	8%	6%
Mainly based in rural areas	12	7	6	10	3	2	5	4	10	1	1	1	8	4
	9%	10%	8%	9%	10%	11%	22%	5%	9%	22%	9%	13%	7%	28%
Spread across a mix of urban, suburban and rural areas	29	15	14	17	12	6	10	9	25	*	1	3	23	6
	22%	22%	21%	16%	45%	31%	49%	12%	21%	19%	8%	45%	19%	41%
Don't know	2	2	*	2	*	*	-	2	2	-	*	*	2	*
	2%	3%	*	2%	*	*	-	2%	2%	-	3%	2%	1%	3%

Proportions/Mean. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
 95 percent as lower case, 99 percent as UPPER CASE
 *small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 640

Absolutes/col percents

Table 280

P7: Are your sites...?

Base: All multi-site organisations

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	486	177	248	61	471	340	333	44	31	193	63	94	61
Base	134*	45**	42*	46**	128*	85**	85**	16**	27**	29*	22**	23**	17**
Effective base	58	35	64	10	54	31	32	8	8	59	5	26	7
Mainly based in towns and cities	80 60%	32 71%	20 48%	28 60%	78 61%	50 58%	49 57%	5 32%	21 79%	13 45%	18 83%	12 52%	10 61%
Mainly based in industrial sites or business parks outside towns and cities	10 8%	7 14%	3 8%	* 1%	10 8%	5 6%	8 9%	* 2%	3 10%	4 15%	2 7%	1 3%	1 3%
Mainly based in rural areas	12 9%	2 5%	8 19%	2 5%	12 10%	9 10%	9 11%	1 8%	* 1%	5 18%	1 4%	3 15%	1 7%
Spread across a mix of urban, suburban and rural areas	29 22%	3 7%	10 24%	16 34%	26 20%	20 24%	19 22%	9 58%	3 10%	6 21%	1 6%	6 24%	4 26%
Don't know	2 2%	1 2%	1 2%	* *	2 2%	1 1%	* 1%	* *	- -	* 1%	- -	1 6%	1 3%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 641

Absolutes/col percents

Table 281

P8: Is your business based...

Base: All single site organisations

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	1588	747	841	1313	275	334	359	446	1139	149	167	133	1220	368
Base	1936	977	958	1712	224*	373	496	828	1698	69*	123	46**	1674	262
Effective base	503	206	328	453	52	117	137	166	405	64	80	37	404	135
At your home address in a town or city	440	214	226	403	37	109	99	181	388	18	23	11	419	20
	23% MM	22%	24%	24%	17%	29%	20%	22%	23%	25%	19%	24%	25% MM	8%
At your home address in a village or other rural location	113	48	66	98	15	13	52	31	96	4	8	5	68	46
	6%	5%	7%	6%	7%	4%	10% ag	4%	6%	6%	6%	12%	4%	18% ZL
At commercial premises in a town or city	578	355	223	521	58	117	138	257	512	14	38	14	545	34
	30% BM	36% B	23%	30%	26%	31%	28%	31%	30%	19%	31%	31%	33% MM	13%
At a commercial premises in a village or other rural location	217	95	122	183	34	48	62	76	187	14	14	3	128	89
	11%	10%	13%	11%	15%	13%	12%	9%	11%	20% ah	11%	7%	8%	34% ZL
On an industrial estate or business park in a town or city	93	67	26	72	20	10	6	68	84	3	4	2	90	2
	5% mm	7% ab	3%	4%	9%	3%	1%	8% F	5%	4%	3%	4%	5% mm	1%
On an industrial estate or business park in a village or other rural location	39	11	28	37	2	6	10	10	27	2	7	3	26	13
	2%	1%	3%	2%	1%	2%	2%	1%	2%	3%	6% zh	6%	2%	5% l
Don't know	456	188	268	399	56	70	129	205	404	15	29	8	398	58
	24%	19%	28% a	23%	25%	19%	26%	25%	24%	22%	23%	17%	24%	22%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 642

Absolutes/col percents

Table 281

P8: Is your business based...

Base: All single site organisations

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	1588	719	509	360	1494	1109	961	166	170	488	225	297	242
Base	1936	887	488	561	1810	1535	989	259*	304*	454	284*	368	267
Effective base	503	220	145	142	475	377	287	61	68	133	72	93	83
At your home address in a town or city	440	440	-	-	407	326	235	63	71	92	82	71	62
	23%BC	50%ZBC	-	-	23%	21%	24%	24%	23%	20%	29%	19%	23%
At your home address in a village or other rural location	113	113	-	-	112	68	82	14	33	26	5	23	12
	6%BC	13%ZBC	-	-	6%	4%	8%e	5%	11%j	6%	2%	6%	5%
At commercial premises in a town or city	578	113	228	238	545	484	253	69	66	144	100	102	97
	30%A	13%	47%ZA	42%ZA	30%	32%	26%	26%	22%	32%	35%	28%	36%
At a commercial premises in a village or other rural location	217	37	94	87	202	187	115	20	35	77	37	30	18
	11%A	4%	19%ZA	16%A	11%	12%	12%	8%	12%	17%l	13%	8%	7%
On an industrial estate or business park in a town or city	93	32	36	25	76	65	52	24	7	22	10	22	8
	5%	4%	7%	4%	4%	4%	5%	9%	2%	5%	4%	6%	3%
On an industrial estate or business park in a village or other rural location	39	3	19	17	39	38	23	7	3	6	10	5	9
	2%	*	4%A	3%a	2%	2%	2%	3%	1%	1%	3%	1%	3%
Don't know	456	149	112	195	429	366	229	64	89	87	39	115	62
	24%A	17%	23%	35%ZAb	24%	24%	23%	25%	29%j	19%	14%	31%li	23%

Proportions/Means. Columns tested (1%.5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 282

P9: How long have you been based on an industrial estate or business park?**Base: All based on an industrial site or business park**

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
233	69	164	208	25	51	49	76	176	16	22	19	190	43
142**	80**	62**	118**	24**	17**	18**	85**	119**	5**	12**	5**	126**	16**
35	15	27	33	4	6	16	15	26	5	8	9	28	18
10	8	2	10	*	*	1	7	8	1	*	*	8	2
7%	10%	3%	8%	*	2%	7%	8%	7%	27%	1%	1%	6%	12%
48	29	19	46	2	9	5	26	40	3	3	3	43	5
34%	37%	31%	39%	10%	52%	28%	30%	33%	52%	28%	52%	34%	34%
19	13	6	19	*	2	2	14	18	*	1	*	18	1
14%	17%	9%	16%	1%	10%	13%	16%	15%	5%	6%	6%	15%	5%
51	28	23	37	14	6	8	30	44	1	4	2	44	7
36%	35%	37%	32%	57%	36%	44%	36%	37%	17%	31%	41%	35%	46%
13	1	12	6	8	-	1	8	9	-	4	-	13	*
9%	2%	19%	5%	31%	-	8%	9%	8%	-	33%	-	10%	2%

Proportions/Mean. Columns tested (1%, 5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 282

P9: How long have you been based on an industrial estate or business park?

Base: All based on an industrial site or business park

	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Total (z)												
233	66	121	46	223	186	159	31	16	90	28	40	28
142**	42**	58**	42**	125**	108**	83**	31**	12**	32**	21**	28**	17**
35	7	24	10	33	29	20	6	4	13	7	4	12
10	*	8	2	9	10	2	1	*	*	7	*	2
7%	*	14%	5%	7%	9%	2%	3%	1%	2%	31%	1%	9%
48	17	26	6	44	36	28	11	3	11	6	13	4
34%	40%	44%	14%	36%	33%	34%	36%	24%	35%	26%	49%	24%
19	13	6	1	18	16	8	11	*	5	1	1	2
14%	30%	10%	2%	15%	15%	10%	35%	2%	16%	3%	2%	9%
51	4	16	31	40	34	34	6	7	6	8	13	10
36%	9%	28%	74%	32%	31%	41%	19%	57%	20%	40%	48%	58%
13	9	2	2	13	13	11	2	2	9	-	-	-
9%	21%	4%	5%	11%	12%	13%	7%	16%	28%	-	-	-

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Table 283

P10: Do you have to buy any of your communication services from a provider or providers chosen by the site owner or landlord or are you able to choose which providers you use?

Absolutes/col percents

Base: All based on an industrial site or business park

Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
	CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
233	69	164	208	25	51	49	76	176	16	22	19	190	43
142**	80**	62**	118**	24**	17**	18**	85**	119**	5**	12**	5**	126**	16**
35	15	27	33	4	6	16	15	26	5	8	9	28	18
11	4	7	11	1	4	1	6	11	-	*	1	10	1
8%	5%	12%	9%	3%	20%	5%	8%	9%	-	1%	11%	8%	7%
24	18	6	24	*	1	1	21	24	-	*	*	24	*
17%	23%	9%	20%	1%	8%	5%	25%	20%	-	2%	2%	19%	*
104	58	46	81	22	14	14	55	83	5	12	4	91	13
73%	72%	75%	69%	94%	79%	82%	65%	70%	99%	97%	78%	72%	83%
7	2	5	6	1	-	2	4	6	*	*	*	5	2
5%	3%	7%	5%	3%	-	9%	5%	5%	1%	1%	9%	4%	10%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.
95 percent as lower case, 99 percent as UPPER CASE.
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 646

Table 283

P10: Do you have to buy any of your communication services from a provider or providers chosen by the site owner or landlord or are you able to choose which providers you use?

Absolutes/col percents

Base: All based on an industrial site or business park

Total (z)	Home/office working			Users			Segments					
	Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
233	66	121	46	223	186	159	31	16	90	28	40	28
142**	42**	58**	42**	125**	108**	83**	31**	12**	32**	21**	28**	17**
35	7	24	10	33	29	20	6	4	13	7	4	12
11	1	9	1	10	8	7	1	*	6	2	*	2
8%	3%	15%	3%	8%	8%	8%	5%	2%	17%	11%	1%	9%
24	12	11	1	22	21	4	11	2	3	6	1	1
17%	29%	18%	3%	18%	20%	5%	37%	17%	9%	27%	3%	7%
104	27	37	40	89	77	70	19	9	21	14	25	16
73%	65%	64%	95%	72%	71%	84%	63%	74%	65%	64%	90%	91%
7	1	5	1	6	5	4	*	1	4	-	2	-
5%	3%	8%	2%	5%	5%	5%	*	7%	13%	-	6%	-

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.
95 percent as lower case, 99 percent as UPPER CASE
*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 284

P11: Has your business ever wanted to move to a different location but not been able to due to the communications services your business requires not being available in the chosen location?**Base: All respondents**

	Total (z)	Method		Sector		Collapsed region			Nation				Urbanity	
		CATI (a)	Online (b)	Private sector (c)	Non-private sector (d)	North (e)	Midlands (f)	South (g)	England (h)	Wales (i)	Scotland (j)	Northern Ireland (k)	Urban (l)	All rural (m)
Unweighted base	2109	902	1207	1717	392	458	453	637	1548	183	214	164	1668	441
Base	2109	1054	1054	1849	260*	405	521	927	1853	74*	130	52*	1829	280
Effective base	564	229	367	500	65	133	148	192	455	69	87	42	455	149
Yes - standard PSTN telephone lines	34 2%	7 1%	27 3%	32 2%	2 1%	12 3%	3 1%	18 2%	33 2%	1 1%	- *	- *	33 2%	2 1%
Yes - ADSL broadband	26 1%	1 *	26 2%a	20 1%	6 2%	2 1%	11 2%	12 1%	26 1%	* *	* *	* 1%	26 1%	1 *
Yes - Fibre/superfast Broadband provided using a cable network (nearly always provided by Virgin Media, provided by Wigh	46 2%	2 *	44 4%A	37 2%	10 4%	9 2%	5 1%	28 3%	42 2%	2 3%	1 *	2 3%	44 2%	2 1%
Yes - Fibre/superfast Broadband provided using the traditional copper network - Fibre to the Cabinet (FTTC)	13 1%	4 *	9 1%	12 1%	1 *	4 1%	5 1%	4 *	13 1%	* *	* *	* *	13 1%	1 *
Yes - "Full-fibre"/ Fibre/superfast Broadband using new fibre networks - Fibre to the Premises (FTTP)	22 1%	3 *	19 2%	19 1%	3 1%	3 1%	5 1%	11 1%	19 1%	2 2%	1 1%	* *	17 1%	5 2%
Yes - Fibre/superfast broadband, but not sure which type	13 1%	2 *	11 1%	12 1%	1 *	1 *	6 1%	5 1%	12 1%	1 2%	* *	- -	11 1%	2 1%
Yes - ISDN 2 / 2e lines	1 *	- *	1 *	1 *	* *	* *	- *	* *	1 *	- *	- *	* *	1 *	- *
Yes - ISDN 30 lines	3 *	- *	3 *	3 *	* *	1 *	* *	2 *	3 *	- *	- *	- *	3 *	- *
Yes - mobile signal	38 2%	11 1%	27 3%	36 2%	2 1%	14 4%	6 1%	15 2%	35 2%	4 9%j	- -	- -	36 2%	3 1%
Yes - other (please type in)	16 1%	11 1%	4 *	15 1%	1 *	2 1%	6 1%	1 *	9 1%	2 2%	4 3%h	* *	7 *	8 3%L
No	1874 89%b	989 94%±0	885 84%	1642 89%	232 89%	350 87%	466 89%	821 89%	1638 88%	66 89%	122 93%	49 93%	1619 88%	256 91%
Don't know	70 3%	30 3%	40 4%	62 3%	9 3%	16 4%	15 3%	35 4%	65 4%	* *	3 2%	2 3%	65 4%	5 2%
NET Yes	165 8%	35 3%	130 12%±A	145 8%	20 8%	39 10%	40 8%	71 8%	149 8%	8 11%	6 4%	2 4%	145 8%	20 7%
NET Yes (fibre/ superfast)	87 4%A	6 1%	81 8%±A	74 4%	13 5%	14 3%	18 3%	46 5%	79 4%	5 7%j	1 1%	2 3%	78 4%	9 3%

Proportions/Mean. Columns tested (1%,5% risk level) - z/a/b - z/c/d - z/e/f/g - z/h/i/j/k - z/l/m.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing

Ofcom SME Communications Experience 2022 (UK total)

28th January 2022 - 4th April 2022

Page 648

Absolutes/col percents

Table 284

P11: Has your business ever wanted to move to a different location but not been able to due to the communications services your business requires not being available in the chosen location?

Base: All respondents

	Total (z)	Home/office working			Users			Segments					
		Entirely/mainly office working (a)	Add in hybrid working/mix of office and home working (b)	Entirely/mainly home working (c)	Internet service users (d)	Mobile service users (e)	Landline service users (f)	Segment 1 (g)	Segment 2 (h)	Segment 3 (i)	Segment 4 (j)	Segment 5 (k)	Segment 6 (l)
Unweighted base	2109	904	766	439	1994	1474	1306	211	203	696	290	402	307
Base	2109	938	536	635	1976	1653	1080	276*	331	496	315	404	288
Effective base	564	241	171	158	533	414	320	67	76	155	77	108	91
Yes - standard PSTN telephone lines	34 2%	5 1%	10 2%	19 3%	34 2%	29 2%	15 1%	1 *	1 *	18 4%	13 4%	2 *	* *
Yes - ADSL broadband	26 1%	12 1%	9 2%	6 1%	26 1%	16 1%	11 1%	* *	6 2%	13 3%	1 *	7 2%	* *
Yes - Fibre/superfast Broadband provided using a cable network (nearly always provided by Virgin Media, provided by Wigh	46 2%	27 3%	6 1%	13 2%	46 2%	28 2%	35 3%	10 4%	2 1%	18 4%	5 2%	7 2%	4 1%
Yes - Fibre/superfast Broadband provided using the traditional copper network - Fibre to the Cabinet (FTTC)	13 1%	7 1%	5 1%	* *	13 1%	10 1%	8 1%	1 *	* *	4 1%	2 1%	5 1%	* *
Yes - "Full-fibre"/ Fibre/superfast Broadband using new fibre networks - Fibre to the Premises (FTTP)	22 1%	8 1%	7 1%	7 1%	22 1%	15 1%	12 1%	1 *	* *	17 3%	* *	3 1%	1 *
Yes - Fibre/superfast broadband, but not sure which type	13 1%	3 *	2 *	8 1%	13 1%	9 1%	6 1%	1 *	2 1%	4 1%	* *	6 1%	* *
Yes - ISDN 2 / 2e lines	1 *	* *	1 *	- -	1 *	1 *	1 *	* *	- -	1 *	- -	* *	* *
Yes - ISDN 30 lines	3 *	3 *	* *	* *	3 *	1 *	1 *	- -	2 1%	* *	* *	1 *	* *
Yes - mobile signal	38 2%	6 1%	18 3%	15 2%	38 2%	38 2%	15 1%	5 2%	- -	19 4%	5 2%	7 2%	2 1%
Yes - other (please type in)	16 1%	2 *	* *	13 2%	15 1%	12 1%	2 *	2 1%	6 2%	3 1%	- -	3 1%	2 1%
No	1874 89%	836 89%	477 89%	561 88%	1742 88%	1476 89%	974 90%	235 85%	309 93%	413 83%	284 90%	353 88%	279 97%
Don't know	70 3%	41 4%	14 3%	15 2%	70 4%	54 3%	27 3%	21 8%	5 1%	12 2%	14 4%	16 4%	3 1%
NET Yes	165 8%	61 7%	45 8%	59 9%	164 8%	123 7%	79 7%	19 7%	17 5%	71 14%	17 5%	35 9%	7 2%
NET Yes (fibre/ superfast)	87 4%	43 5%	16 3%	27 4%	87 4%	59 4%	60 6%	11 4%	5 1%	39 8%	8 3%	20 5%	4 2%

Proportions/Means. Columns tested (1%,5% risk level) - z/a/b/c - z/d/e/f - z/g/h/i/j/k/l.

95 percent as lower case, 99 percent as UPPER CASE

*small base (under 75), **very small base (under 40) ineligible for sig testing