

	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	1297
●	2	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	1297
●	3	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	1297
●	4	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	1297
●	5	5	S3: Could I please confirm your exact job title?	Base: All respondents	1297
	6	6	S4b: Is your organisation a network or service provider, or a reseller of telecoms or IT?	Base: All respondents	1297
●	7	7	S5a/b: Including yourself, how many people does your organisation currently employ in the UK either full or part time?	Base: All respondents	1297
●	8	7	S5a/b: Including yourself, how many people does your organisation currently employ in the UK either full or part time?	Base: All respondents	2023
●	9	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	1297

	Page	Table	Title	Base Description	Base
■	10	9	S7: Are you [SOLE TRADER] / members of your organisation...?	Base: All respondents	
■	11	10	S8: And what were working arrangements prior to the start of the COVID-19 pandemic?	Base: All respondents	
■	12	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	
■	13	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	
■	14	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	
■	15	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	
■	16	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	
■	17	14	QA1a/b: Summary table for number of services	Base: All respondents	
■	18	15	QA2a: Which of the following fixed broadband services do you receive?	Base: All with fixed line broadband	
■	19	16	QA2b: Which of the following dedicated internet access do you use?	Base: All with dedicated internet access	

	Page	Table	Title	Base Description	Base
■	20	17	QA2c (mobile): What is the name of the company that is the main provider of your mobile service?	Base: All with mobile service	
■	21	17	QA2c (mobile): What is the name of the company that is the main provider of your mobile service?	Base: All with mobile service	
■	22	18	QA2c (landline): What is the name of the company that is the main provider of your landline service?	Base: All with landline service	
■	23	18	QA2c (landline): What is the name of the company that is the main provider of your landline service?	Base: All with landline service	
■	24	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	
■	25	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	
■	26	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	
■	27	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	
■	28	22	QA2f: Which of the following mobile broadband connections does your business use?	Base: All with mobile internet access	

	Page	Table	Title	Base Description	Base
	29	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	720
	30	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	856
	31	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	853
	32	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	52
	33	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	56
	34	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	1
	35	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	220
	36	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	12

	Page	Table	Title	Base Description	Base
●	37	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	52
	38	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	17
●	39	33	QA3: SUMMARY TABLE - BUNDLED	Base: All using more than one service	1114
●	40	34	QA3: SUMMARY TABLE - BUNDLED	Base: All respondents	1297
●	41	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	46
●	42	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	558
●	43	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	907
●	44	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	1587
●	45	38	QA6: Which, if any, of the following internet applications does your organisation use for business purposes?	Base: All respondents	1297
●	46	38	QA6: Which, if any, of the following internet applications does your organisation use for business purposes?	Base: All respondents	2023

	Page	Table	Title	Base Description	Base
●	47	39	QA6: Which, if any, of the following internet applications does your organisation use for business purposes?	Base: All with broadband/ internet service	1212
●	48	39	QA6: Which, if any, of the following internet applications does your organisation use for business purposes?	Base: All with broadband/ internet service	1908
●	49	40	QA7: 1st ranked - And which are the three most important internet applications for your business?	Base: All respondents	1297
●	50	40	QA7: 1st ranked - And which are the three most important internet applications for your business?	Base: All respondents	2023
●	51	41	QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?	Base: All respondents	1297
●	52	41	QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?	Base: All respondents	2023
●	53	42	QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?	Base: All respondents	1297
●	54	42	QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?	Base: All respondents	2023
●	55	43	QA7: 1st ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	1212
●	56	43	QA7: 1st ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	1908
●	57	44	QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	1212

	Page	Table	Title	Base Description	Base
■	58	44	QA7: 1st/2nd ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	
■	59	45	QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	
■	60	45	QA7: 1st/2nd/3rd ranked - And which are the three most important internet applications for your business?	Base: All with broadband/ internet service	
■	61	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	
■	62	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	
■	63	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	
■	64	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	
	65	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	
■	66	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	

	Page	Table	Title	Base Description	Base
	67	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	35
	68	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	907
	69	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	1133
	70	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	262
	71	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	17
	72	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	1297



	Page	Table	Title	Base Description	Base
●	73	57	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	1297
●	74	58	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	723
	75	59	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	34
●	76	60	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	870
●	77	61	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	1092
●	78	62	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	246
	79	63	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	16

	Page	Table	Title	Base Description	Base
●	80	64	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	1241
●	81	65	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	1297
●	82	66	QF6a: Which of the following best describes how reliant your business is on the internet? Without internet access...	Base: All respondents asked	1271
●	83	67	QF6a: Which of the following best describes how reliant your business is on the internet? Without internet access...	Base: All with internet connectivity asked	1186
●	84	68	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	1275
●	85	69	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	1141
●	86	70	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	1212
●	87	71	QF7a: How important is it for staff and/or customers to have good quality wireless connectivity on your business premises?	Base: All respondents	1297
●	88	72	QF7b: What is your wireless connectivity used for?	Base: All using wireless connectivity and asked	1136
●	89	72	QF7b: What is your wireless connectivity used for?	Base: All using wireless connectivity and asked	1783

	Page	Table	Title	Base Description	Base
■	90	73	QF7b: What is your wireless connectivity used for?	Base: All with broadband/ internet service and asked	
■	91	73	QF7b: What is your wireless connectivity used for?	Base: All with broadband/ internet service and asked	
■	92	74	QF7b: What is your wireless connectivity used for?	Base: All respondents asked	
■	93	74	QF7b: What is your wireless connectivity used for?	Base: All respondents asked	
■	94	75	<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	
■	95	76	<p>QF8(2): We feel well informed about how communications services can help our business survive and grow</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
	96	77	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	1297
	97	78	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	1297
	98	79	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	1297

	Page	Table	Title	Base Description	Base
	99	80	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	1297
	100	81	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	1297
	101	82	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	1297
	102	83	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	1297

	Page	Table	Title	Base Description	Base
	103	84	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	1297
	104	85	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	1297
	105	86	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	1297
	106	86	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	2023

	Page	Table	Title	Base Description	Base
●	107	87	<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	1297
●	108	87	<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	2023
●	109	88	<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	1297
●	110	88	<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	2023

	Page	Table	Title	Base Description	Base
●	111	89	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	1297
●	112	89	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	2023
●	113	90	QF9: Now thinking about data security and sharing data online, has your business ever experienced any of the following?	Base: All respondents	1297
	114	91	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	907
●	115	92	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	743
●	116	93	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	1212



	Page	Table	Title	Base Description	Base
	117	94	<p>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.</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	907
	118	95	<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	907
	119	96	<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	907

	Page	Table	Title	Base Description	Base
	120	97	<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	907
	121	98	<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	907
	122	99	<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	907

	Page	Table	Title	Base Description	Base
●	123	100	<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	907
●	124	101	<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	907
●	125	102	<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	907

	Page	Table	Title	Base Description	Base
	126	103	QB2: 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	907
	127	104	QB2: 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	907
	128	105	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	907
	129	105	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	1587
	130	106	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	266

	Page	Table	Title	Base Description	Base
●	131	107	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	743
●	132	108	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	743
●	133	109	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	743
●	134	110	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	743
●	135	111	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	743

	Page	Table	Title	Base Description	Base
●	136	112	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	743
●	137	113	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	743
●	138	114	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	743
●	139	115	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	743
●	140	116	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	743

	Page	Table	Title	Base Description	Base
	141	117	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	743
	142	118	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	743
	143	119	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	743
	144	120	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	178
	145	121	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	1212
	146	122	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	1212

	Page	Table	Title	Base Description	Base
●	147	123	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	1212
●	148	124	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	1212
●	149	125	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	1212
●	150	126	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	1212
●	151	127	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	1212



	Page	Table	Title	Base Description	Base
●	152	128	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	1212
●	153	129	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	1212
●	154	130	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	1212
●	155	131	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	1212
●	156	132	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	1212

	Page	Table	Title	Base Description	Base
	157	133	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	1212
	158	134	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	1212
	159	135	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	455
	160	136	QB11: What impact did the problems with your internet service have on your business?	Base: All for whom issues had an impact	427
	161	137	QC1: Have you ever switched your mobile phone service provider? If so, when was this?	Base: All with mobile service	907
	162	138	QC2: Have you ever switched your landline service provider? If so, when was this?	Base: All with landline service	743
	163	139	QC3: Have you ever switched your internet service provider? If so, when was this?	Base: All with broadband/ internet service	1212
	164	140	QC4: At any time in the last two years, have you considered switching your mobile phone service provider?	Base: All never switched mobile service	497
	165	141	QC5: At any time in the last two years, have you considered switching your landline service provider?	Base: All never switched landline service	416
	166	142	QC6: At any time in the last two years, have you considered switching your internet service provider?	Base: All never switched broadband/ internet service	660

	Page	Table	Title	Base Description	Base
■	167	143	QC1/QC4: Mobile switching summary table	Base: All with mobile service	
■	168	144	QC2/QC5: Landline switching summary table	Base: All with landline service	
■	169	145	QC3/QC6: Internet switching summary table	Base: All with broadband/ internet service	
■	170	146	Total Switcher Summary (QC1/QC2/QC3/QC4/QC5/QC6)	Base: All respondents	
	171	147	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	
■	172	148	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	
■	173	149	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	

	Page	Table	Title	Base Description	Base
	174	150	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	907
	175	151	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	907
	176	152	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	907
	177	153	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	907
	178	154	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	907

	Page	Table	Title	Base Description	Base
●	179	155	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	907
●	180	156	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	907
●	181	157	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	907
●	182	158	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	907
●	183	159	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	907

	Page	Table	Title	Base Description	Base
●	184	160	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	907
●	185	161	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	766
●	186	161	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	1322
	187	162	QC9 (past considerers): What were your reasons for considering switching your mobile phone provider?	Base: All mobile past considerers	77
	188	162	QC9 (past considerers): What were your reasons for considering switching your mobile phone provider?	Base: All mobile past considerers	144
●	189	163	QC9 (switchers): What were your reasons for switching your mobile phone provider?	Base: All mobile switchers	141
●	190	163	QC9 (switchers): What were your reasons for switching your mobile phone provider?	Base: All mobile switchers	265
●	191	164	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	141
●	192	165	QC11: Which, if any, of the following did you experience difficulty with when switching your mobile phone provider?	Base: All mobile switchers	141
●	193	165	QC11: Which, if any, of the following did you experience difficulty with when switching your mobile phone provider?	Base: All mobile switchers	265

	Page	Table	Title	Base Description	Base
●	194	166	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	743
●	195	167	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	743
●	196	168	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	743
●	197	169	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	743
●	198	170	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	743

	Page	Table	Title	Base Description	Base
●	199	171	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	743
●	200	172	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	743
●	201	173	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	743
●	202	174	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	743
●	203	175	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	743



	Page	Table	Title	Base Description	Base
●	204	176	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	743
●	205	177	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	743
●	206	178	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	743
●	207	179	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	743
●	208	180	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	625
●	209	180	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	897

	Page	Table	Title	Base Description	Base
	210	181	QC14 (past considerers): What were your reasons for considering switching your landline service provider?	Base: All landline past considerers	
	211	181	QC14 (past considerers): What were your reasons for considering switching your landline service provider?	Base: All landline past considerers	
●	212	182	QC14: What were your reasons for switching your landline service provider?	Base: All landline switchers	
●	213	182	QC14: What were your reasons for switching your landline service provider?	Base: All landline switchers	
●	214	183	QC15: Which, if any, of the following did you experience difficulty with when switching your landline service provider?	Base: All landline switchers	
●	215	183	QC15: Which, if any, of the following did you experience difficulty with when switching your landline service provider?	Base: All landline switchers	
●	216	184	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	
●	217	185	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
●	218	186	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	1212
●	219	187	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	1212
	220	188	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	1212
●	221	189	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	1212
●	222	190	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	1212

	Page	Table	Title	Base Description	Base
●	223	191	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	1212
●	224	192	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	1212
●	225	193	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	1212
●	226	194	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	1212
●	227	195	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	1212

	Page	Table	Title	Base Description	Base
●	228	196	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	1212
●	229	197	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	994
●	230	197	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	1572
	231	198	QC18 (past considerers): What were your reasons for considering switching your internet service provider?	Base: All broadband/ internet past considerers	117
	232	198	QC18 (past considerers): What were your reasons for considering switching your internet service provider?	Base: All broadband/ internet past considerers	232
●	233	199	QC18 (switchers): What were your reasons for switching your internet service provider?	Base: All broadband/ internet switchers	218
●	234	199	QC18 (switchers): What were your reasons for switching your internet service provider?	Base: All broadband/ internet switchers	336
●	235	200	QC19: Which, if any, of the following did you experience any difficulties with when switching your internet service provider?	Base: All broadband/ internet switchers	218
●	236	200	QC19: Which, if any, of the following did you experience any difficulties with when switching your internet service provider?	Base: All broadband/ internet switchers	336

	Page	Table	Title	Base Description	Base
●	237	201	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	1212
●	238	202	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	1212
	239	203	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	1212
●	240	204	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	1212
●	241	205	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	1212
●	242	206	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	1212
●	243	207	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	1212

	Page	Table	Title	Base Description	Base
●	244	208	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	1212
	245	209	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	47
●	246	210	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	1212
●	247	211	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	1212
●	248	212	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	1212
●	249	213	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	1297
●	250	214	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	1297

	Page	Table	Title	Base Description	Base
●	251	215	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	1297
	252	216	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	1297
●	253	217	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	1297
●	254	218	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	1297
●	255	219	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	1297
●	256	220	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	1297



	Page	Table	Title	Base Description	Base
●	257	221	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	1297
●	258	222	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	1297
●	259	223	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	907
●	260	224	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	743
●	261	225	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	1212
	262	226	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	475
	263	227	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	290

	Page	Table	Title	Base Description	Base
	264	228	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	507
●	265	229	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	907
●	266	230	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	1247
●	267	231	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	1297
●	268	232	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	1297
●	269	233	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	1297
●	270	234	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	1297

	Page	Table	Title	Base Description	Base
●	271	235	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	1297
●	272	236	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	1297
●	273	237	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	1297
●	274	238	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	1297
●	275	239	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	1297

	Page	Table	Title	Base Description	Base
●	276	240	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	1297
●	277	241	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	1297
●	278	242	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	1297
●	279	243	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	1297
●	280	244	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	1297
●	281	245	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	1297

	Page	Table	Title	Base Description	Base
●	282	246	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	1297
●	283	247	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	1297
●	284	248	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	1297
●	285	249	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	1297
●	286	250	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	1297
●	287	251	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	1297

	Page	Table	Title	Base Description	Base
●	288	252	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	1297
●	289	252	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	2023
●	290	253	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	1297
●	291	253	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	2023
●	292	254	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	1297
●	293	254	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	2023

	Page	Table	Title	Base Description	Base
●	294	255	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	1297
●	295	255	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	2023
●	296	256	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	1297
●	297	257	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	1297
●	298	258	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	1297
●	299	259	P3: Is your business VAT registered?	Base: All respondents	1297
●	300	260	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	1297
●	301	261	P5: Are your customers or clients...?	Base: All respondents	1297

	Page	Table	Title	Base Description	Base
■	302	262	P6: And are your customers...?	Base: All private sector	
	303	263	P7: Are your sites...?	Base: All multi-site organisations	
■	304	264	P8: Is your business based...	Base: All single site organisations	
	305	265	P9: How long have you been based on an industrial estate or business park?	Base: All based on an industrial site or business park	
■	306	266	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	
■	307	267	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	
■	308	267	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	



# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 1

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

**Base: All respondents**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Private sector - primary (agriculture, manufacturing, construction)	280 14%	15 <b>20%a</b>	3 <b>27%A</b>
Private sector - retail/ wholesale	374 18%	14 19%	2 15%
Private sector - services	1143 <b>57%BC</b>	30 40%	4 36%
Public sector - central government	6 *	1 <b>2%A</b>	* <b>1%A</b>
Public sector - regional government	15 1%	* *	* 1%
Public sector - local government	41 2%	2 3%	1 <b>6%A</b>
Public sector - other	52 3%	3 4%	1 <b>9%Ab</b>
Third sector, including charities, NGOs, quangos, not for profits etc.	112 6%	8 <b>11%Ac</b>	1 6%
NET Private sector	1797 <b>89%BC</b>	59 80%	10 77%
NET Public sector	113 6%	7 <b>10%a</b>	2 <b>17%AB</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.  
95 percent as lower case, 99 percent as UPPER CASE  
\*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
We hold our own budget and can decide how to use it	1982 <b>98%BC</b>	65 88%	11 84%
We have an input but not a complete say	37 2%	8 <b>10%A</b>	2 <b>14%A</b>
We only implement decisions that are made elsewhere (parent company, PCT or Head Office)	3 *	1 <b>1%A</b>	* <b>2%A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
I am solely responsible	1775 <b>88%BC</b>	26 35%	5 38%
I am jointly responsible with somebody else	238 12%	46 <b>63%A</b>	7 <b>59%A</b>
Someone else has primary responsibility	9 *	2 <b>2%A</b>	* <b>3%A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Yes	9	2	*
	*	<b>2%A</b>	<b>3%A</b>
No	-	-	-
	-	-	-
Solely/Jointly responsible	2013	72	12
	<b>100%BC</b>	98%	97%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 5

**S3: Could I please confirm your exact job title?**

**Base: All respondents**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Owner / Proprietor	1585	15	1
	<b>78%BC</b>	<b>20%C</b>	9%
Managing Director	82	6	1
	4%	<b>8%A</b>	<b>11%A</b>
Other senior manager	56	18	3
	3%	<b>24%A</b>	<b>28%A</b>
Partner / Managing Partner	48	8	1
	2%	<b>11%A</b>	<b>7%A</b>
PA / Office manager	31	8	1
	2%	<b>10%Ac</b>	<b>4%A</b>
Chief Finance Director / Finance Director	20	3	1
	1%	<b>4%A</b>	<b>5%A</b>
Chief Executive Officer	15	4	1
	1%	<b>5%A</b>	<b>6%A</b>
IT/Telecoms Director / Manager or other ITC specialist	13	4	2
	1%	<b>6%A</b>	<b>18%AB</b>
Chief Operations Director / Operations Director	11	2	1
	1%	<b>3%A</b>	<b>5%A</b>
Other (please type in)	163	7	1
	8%	10%	7%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
No	2023	74	13
	100%	100%	100%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Absolutes/col percents

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
1, work on your own/no employees	1662 82%BC	-	-
2, you plus one partner or employee	139 7%BC	-	-
3-4	129 6%BC	-	-
5-9	93 5%BC	-	-
10-19	-	36 48%AC	-
20-49	-	38 52%AC	-
50-99	-	-	6 45%AB
100-249	-	-	7 55%AB
NET 1-4	1930 95%BC	-	-
NET 1-9	2023 100%BC	-	-
NET 10-49	-	74 100%AC	-
NET 50-249	-	-	13 100%AB
NET 1	1662 82%BC	-	-
NET 2-4	268 13%BC	-	-
NET 5-9	93 5%BC	-	-
NET 10-19	-	36 48%AC	-

Proportions/Mean. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Base	2023	74	13
NET 20-49	-	38	-
	-	52%AC	-
NET 50-99	-	-	6
	-	-	45%AB
NET 100-249	-	-	7
	-	-	55%AB
Mean	1.50	24.84A	129.69AB
SD	1.37	10.06	51.82

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 8

Absolutes/col percents

**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**

Number of employees			
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
1	1886	47	4
	<b>93%BC</b>	<b>64%C</b>	36%
2	48	13	3
	2%	<b>17%A</b>	<b>24%AB</b>
3	8	5	2
	*	<b>7%A</b>	<b>13%AB</b>
4	13	2	1
	1%	<b>2%A</b>	<b>6%AB</b>
5-9	23	2	1
	1%	3%	<b>10%AB</b>
10-49	2	3	1
	*	<b>4%A</b>	<b>7%A</b>
50 or more	4	*	*
	*	*	<b>3%AB</b>
Don't know	15	2	*
	1%	<b>3%A</b>	1%
Refused	24	*	-
	1%	*	-
NET 1	1886	47	4
	<b>93%BC</b>	<b>64%C</b>	36%
NET 2-3	57	18	5
	3%	<b>24%A</b>	<b>37%AB</b>
NET 4+	41	7	3
	2%	<b>9%A</b>	<b>27%AB</b>
Mean	1.29	<b>2.86A</b>	<b>6.76AB</b>
SD	3.40	6.55	15.07

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 9

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

**Base: All respondents**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Entirely office based	643	15	2
	<b>32%BC</b>	20%	19%
Mainly office based	259	15	2
	13%	<b>20%A</b>	<b>19%A</b>
A mix of in and out of an office	481	31	7
	24%	<b>41%A</b>	<b>54%AB</b>
Mainly work away from an office	196	8	1
	10%	11%	7%
Entirely work away from an office	443	6	*
	<b>22%BC</b>	<b>8%C</b>	1%
NET Any home working	1380	59	10
	68%	<b>80%A</b>	<b>81%A</b>
NET Any office working	1579	68	13
	78%	<b>92%A</b>	<b>99%AB</b>
NET Entirely/mainly office based	902	30	5
	45%	40%	39%
NET Entirely/mainly home based	639	14	1
	<b>32%BC</b>	<b>19%C</b>	8%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 10

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

Absolutes/col percents

**Base: All respondents**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Entirely office based	645	25	4
	32%	34%	28%
Mainly office based	213	11	3
	11%	15%	<b>25%AB</b>
A mix of in and out of an office	468	24	4
	23%	<b>33%A</b>	<b>34%A</b>
Mainly work away from an office	178	8	1
	9%	11%	10%
Entirely work away from an office	418	5	*
	<b>21%BC</b>	6%	3%
Not applicable - organisation started since the pandemic began	100	1	*
	<b>5%BC</b>	2%	*
NET Any home working	1277	48	9
	63%	65%	<b>72%a</b>
NET Any office working	1504	68	12
	74%	<b>92%A</b>	<b>96%A</b>
NET Entirely/mainly office based	858	36	7
	42%	49%	<b>53%A</b>
NET Entirely/mainly home based	596	13	2
	<b>29%BC</b>	17%	13%

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Large City (population: more than 500,000)	426 21%	25 <b>33%A</b>	6 <b>45%AB</b>
Smaller city / large town (population: 100,000 - 500,000)	344 17%	14 19%	3 21%
Medium town (population: 15,000 - 99,999)	605 <b>30%C</b>	20 27%	3 23%
Small town (population: 2,000 - 14,999) within 10 miles of a large settlement	316 <b>16%bC</b>	7 9%	1 6%
Small town (population: 2,000 - 14,999) further than 10 miles from a large settlement	59 3%	1 1%	* 1%
Rural area (population: less than 2,000) within 10 miles of a large settlement	222 <b>11%C</b>	6 <b>9%c</b>	* 3%
Rural area (population: less than 2,000) further than 10 miles of a large settlement	50 2%	1 2%	* *
NET Urban	1751 87%	66 89%	12 <b>96%AB</b>
NET Rural	222 <b>11%C</b>	6 <b>9%c</b>	* 3%
NET Remote rural	50 2%	1 2%	* *
NET All rural	272 <b>13%C</b>	8 <b>11%C</b>	1 4%
NET Large city/ smaller city/ large town	771 38%	39 <b>52%A</b>	8 <b>67%AB</b>
NET Medium town	605 <b>30%c</b>	20 27%	3 23%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

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**

Number of employees			
	1-9 (a)	10-49 (b)	50-249 (c)
Base	2023	74	13
NET Small town	375	8	1
	19% <b>BC</b>	10%	6%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 12

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
North East	56 3%	2 2%	* 2%
North West	188 9%	8 11%	2 <b>14%a</b>
Yorkshire and the Humber	144 7%	4 5%	1 6%
East Midlands	136 7%	4 5%	1 4%
West Midlands	166 8%	4 6%	1 5%
East of England	204 10%	6 8%	1 6%
South East	315 <b>16%c</b>	12 <b>17%c</b>	1 9%
South West	194 <b>10%bc</b>	4 5%	1 5%
London	371 18%	23 <b>31%A</b>	6 <b>44%AB</b>
NET England	1774 88%	66 90%	12 <b>95%Ab</b>
Wales	72 4%	2 2%	* 1%
Scotland	127 <b>6%c</b>	3 5%	* 3%
Northern Ireland	50 2%	3 3%	* 1%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
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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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Standard phone	1027	40	6
	51%	54%	48%
ISDN 2 / 2e	46	6	2
	2%	9%A	12%A
ISDN 30	7	8	2
	*	10%A	19%AB
Managed VoIP	120	19	5
	6%	25%A	41%AB
Other VoIP or video conferencing	336	16	4
	17%	21%	32%AB
Mobile phones	1587	46	10
	78%B	62%	77%B
Leased line or private circuit used for services OTHER THAN a dedicated internet connection	31	5	2
	2%	7%A	18%AB
Advanced voice services	12	3	2
	1%	4%A	18%AB
Fixed-line broadband	1468	53	7
	73%C	72%C	58%
Dedicated internet access	67	14	4
	3%	19%A	35%AB
Mobile broadband delivered by a mobile phone network	466	16	5
	23%	22%	38%AB
Fixed-wireless broadband	345	15	4
	17%	20%	33%AB
Dial-up	*	1	*
	*	1%A	3%A
Satellite broadband service	29	2	*
	1%	3%	4%A
Other (please type in)	21	*	-
	1%	*	-

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**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?**

**Base: All respondents**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	2023	74	13
NET Mobile	1587 <b>78%B</b>	46 62%	10 <b>77%B</b>
NET Landline	1065 53%	50 <b>68%A</b>	9 <b>70%A</b>
NET Internet	1908 94%	71 96%	12 97%
NET Other services	452 22%	33 <b>45%A</b>	8 <b>62%AB</b>
NET Mobile & internet any	1492 <b>74%B</b>	44 60%	9 <b>75%B</b>
NET Mobile & landline any	757 37%	30 41%	7 <b>55%AB</b>
NET Internet & landline any	1030 51%	48 <b>65%A</b>	9 <b>68%A</b>
NET Mobile, landline & internet	742 37%	30 40%	7 <b>54%AB</b>
NET Only mobile	73 <b>4%bc</b>	1 1%	* *
NET Only landline	18 1%	2 2%	* 1%
NET Only internet	61 3%	1 2%	* 2%
NET Mobile & internet only	568 <b>28%BC</b>	4 5%	1 4%
NET Mobile & landline only	13 1%	* 1%	* *
NET Internet & landline only	271 <b>13%c</b>	14 <b>20%aC</b>	1 8%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



**Ofcom SME Communications Experience 2022 (co size bands)**  
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Table 14

QA1a/b: Summary table for number of services

Absolutes/col percents

Base: All respondents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
Base	2023	74	13
Effective base	583	302	283
1	148 7% <b>C</b>	3 4%	* 3%
2-3	1469 73% <b>BC</b>	43 59% <b>C</b>	5 37%
4-5	364 18%	21 28% <b>A</b>	5 37% <b>Ab</b>
6-10	42 2%	7 9% <b>A</b>	3 21% <b>AB</b>
11+	-	-	* 1% <b>AB</b>
Mean	2.75	3.29 <b>A</b>	4.35 <b>AB</b>
SD	1.10	1.43	2.24

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
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Table 15

**Q2a: Which of the following fixed broadband services do you receive?**

**Base: All with fixed line broadband**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	933	308	223
<b>Base</b>	1468	53	7
Effective base	420	218	163
Standard broadband provided using the traditional copper network (ADSL or SDSL)	418 28%	14 26%	2 25%
Fibre/superfast provided using a cable network (nearly always provided by Virgin Media, provided by WightFibre in the Is)	437 30%	18 33%	3 <b>47%AB</b>
Fibre/superfast provided using the traditional copper network - Fibre to the Cabinet (FTTC)	279 19%	11 20%	2 <b>32%AB</b>
"Full-fibre"/Fibre/superfast using new fibre networks - Fibre to the Premises (FTTP)	140 10%	7 13%	2 <b>26%AB</b>
Fibre/superfast - don't know/not sure on type	170 12%	5 9%	1 9%
Don't know	72 5%	5 <b>9%aC</b>	* 1%
NET Fibre/superfast	1000 68%	37 69%	7 <b>89%AB</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	57	71	132
<b>Base</b>	67**	14*	4
Effective base	22	52	99
Fibre Ethernet leased line (sometimes called Ethernet Access Direct/ EAD or Full Fibre Ethernet)	16 24%	6 43%	2 51%
Ethernet over copper (EoC) leased line (sometimes called Ethernet in the First Mile (EFM))	6 9%	1 5%	1 <b>22%<sup>b</sup></b>
Ethernet over Fibre To The Cabinet (EoFTTC) leased line (sometimes called Generic Ethernet Access (GEA) over FTTC)	4 6%	1 11%	1 <b>23%<sup>b</sup></b>
Ethernet over Fibre To The Premises (EoFTTP) leased line (sometimes called Generic Ethernet Access (GEA) over FTTP)	3 5%	2 13%	1 <b>29%<sup>b</sup></b>
Dedicated Fixed Wireless Access	6 9%	2 11%	1 16%
Links provided by managed network provider as an IP-VPN	* *	1 8%	1 <b>19%<sup>b</sup></b>
Links provided by managed network provider, exact connectivity unknown	- -	1 8%	* 10%
Other type of dedicated internet access / leased line (please specify)	5 8%	- -	- -
Don't know	28 42%	2 <b>18%<sup>c</sup></b>	* 5%
NET Ethernet	30 44%	9 64%	4 <b>86%<sup>b</sup></b>

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**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?**

**Base: All with mobile service**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	908	273	296
<b>Base</b>	1588	46	10
Effective base	430	198	219
Vodafone	316	8	2
	20%	18%	17%
Everything Everywhere/EE	288	7	1
	18% <b>C</b>	14%	10%
O2	287	8	1
	18%	18%	13%
BT	185	10	3
	12%	22% <b>A</b>	34% <b>AB</b>
Virgin Media	117	2	1
	7%	4%	7%
"3"	109	2	*
	7%	4%	3%
Tesco Telecom	73	1	*
	5% <b>C</b>	1%	*
Sky / Skytalk	73	1	*
	5%	3%	3%
Plusnet	32	1	*
	2%	1%	1%
Talk Talk	21	1	*
	1%	3%	2%
G.Network	1	*	-
	*	1% <b>A</b>	-
Daisy	1	*	*
	*	*	*
Verizon	-	-	*
	-	-	* <b>A</b>
Gamma	-	-	*
	-	-	1% <b>Ab</b>
Broadway Parters	-	*	-
	-	* <b>A</b>	-
CallFlow	-	-	*
	-	-	1% <b>Ab</b>
Community Fibre	-	-	*
	-	-	* <b>A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	1588	46	10
Fibrus	-	*	-
	-	*A	-
Post Office	-	*	*
	-	*A	1%A
Wessex Internet	-	-	*
	-	-	*A
Resourced internally	5	*	*
	*	1%	2%A
Other (please type in)	67	2	*
	4%	5%	1%
Don't know	14	1	*
	1%	3%A	3%A

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

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?**

**Base: All with landline service**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
BT	402	30	5
	38%	60%A	59%A
Virgin Media	129	5	1
	12%	10%	10%
Talk Talk	117	2	*
	11%BC	3%	3%
Plusnet	102	3	*
	10%C	5%	2%
Sky / Skytalk	101	1	*
	9%Bc	1%	4%
Vodafone	67	1	*
	6%b	2%	4%
Everything Everywhere/EE	22	1	*
	2%	2%	2%
KCom (Kingston Communications)	10	*	-
	1%	1%	-
O2	7	1	*
	1%	2%	1%
Daisy	6	1	*
	1%	1%	1%
"3"	5	*	*
	*	*	2%b
Post Office	3	-	-
	*	-	-
Unicom / Universal Utilities	1	-	*
	*	-	1%ab
Opal Communications/ Pipex	1	-	-
	*	-	-
Verizon	*	-	-
	*	-	-
Colt	-	*	*
	-	*A	*A
Janet	-	-	*
	-	-	*A

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**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?**

**Base: All with landline service**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Base	1065	50	9
Gamma	-	-	*
	-	-	2%AB
Fibrus	-	*	-
	-	1%A	-
G.Network	-	*	-
	-	1%A	-
Resourced internally	10	1	*
	1%	1%	1%
Other (please type in)	56	2	*
	5%	3%	1%
Don't know	25	4	1
	2%	8%A	8%A

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**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?**

**Base: All with broadband/ internet service**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
BT	658	38	6
	34%	54%A	53%A
Virgin Media	284	8	2
	15%	12%	14%
Sky / Skytalk	196	2	1
	10%Bc	3%	6%
Talk Talk	169	2	*
	9%BC	3%	3%
Plusnet	145	3	*
	8%C	4%	2%
Vodafone	115	2	1
	6%	3%	5%
Everything Everywhere/EE	97	1	*
	5%b	2%	2%
"3"	25	1	*
	1%	1%	1%
O2	21	1	*
	1%	1%	2%
KCom (Kingston Communications)	15	*	-
	1%	*	-
Verizon	9	-	-
	*	-	-
Daisy	8	*	*
	*	1%	*
Post Office	4	*	*
	*	*	1%
WightFibre Limited	3	-	-
	*	-	-
Broadway Parters	2	*	-
	*	*	-
Fibrus	1	*	*
	*	*	*
Glide	1	*	-
	*	*	-

Proportions/Mean. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing



**Ofcom SME Communications Experience 2022 (co size bands)**  
**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?**

**Base: All with broadband/ internet service**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Base	1908	71	12
Zoomm	1	-	-
	*	-	-
Wessex Internet	1	-	*
	*	-	*
Unicom / Universal	1	-	*
Utilities	*	-	1%A <sub>b</sub>
Opal Communications/ PipeX	1	-	-
	*	-	-
Gamma	*	*	*
	*	1%A	1%A
Community Fibre	-	-	*
	-	-	*A
Colt	-	-	*
	-	-	*A
G.Network	-	*	-
	-	1%A	-
Janet	-	-	*
	-	-	1%AB
Global Crossing	-	*	-
	-	*a	-
Resourced internally	8	2	*
	*	3%A	1%
Other (please type in)	109	4	*
	6%	6%	4%
Don't know	36	4	*
	2%	6%A	4%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
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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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
0	9 1%	1 <b>3%A</b>	* 1%
1	1173 <b>74%BC</b>	3 <b>6%<sub>c</sub></b>	* 1%
2	246 <b>15%BC</b>	2 4%	* 1%
3	86 <b>5%<sub>c</sub></b>	3 <b>8%<sub>C</sub></b>	* 1%
4	33 2%	4 <b>8%<sub>A<sub>c</sub></sub></b>	* 2%
5	11 1%	3 <b>6%A</b>	* <b>3%A</b>
6	6 *	3 <b>6%A</b>	* <b>2%A</b>
7	5 *	1 <b>3%A</b>	* 1%
8	10 1%	2 <b>4%A</b>	* <b>2%A</b>
9	2 *	1 <b>3%A</b>	* <b>2%A</b>
10+	5 *	23 <b>51%A</b>	8 <b>84%AB</b>
NET 1	1173 <b>74%BC</b>	3 <b>6%<sub>c</sub></b>	* 1%
NET 2-3	331 <b>21%BC</b>	5 <b>11%<sub>C</sub></b>	* 2%
NET 4+	73 5%	36 <b>80%A</b>	9 <b>96%AB</b>
Mean	1.54	<b>12.57A</b>	<b>46.98AB</b>
SD	2.69	11.94	42.15

Proportions/Means. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 21

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
No - personal mobiles are not used for business purposes	295 19%	14 <b>32%A</b>	3 <b>36%A</b>
No - personal mobiles are used for business purposes but business does not cover any of the cost	315 <b>20%<i>c</i></b>	7 16%	1 12%
Yes - business pays the full cost directly	746 <b>47%<i>BC</i></b>	12 27%	3 31%
Yes - business partially reimburses employee	111 7%	6 <b>14%A</b>	2 <b>17%A</b>
Yes - business fully reimburses employee	73 5%	3 7%	* 5%
Yes - other arrangement (please specify)	16 1%	* *	* 1%
Don't know/not sure	32 2%	2 <b>4%<i>c</i></b>	* *
NET Yes	945 <b>60%<i>b</i></b>	22 49%	5 53%
NET No	610 38%	22 <b>48%<i>a</i></b>	5 <b>47%<i>a</i></b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	262	88	132
<b>Base</b>	466	16*	5
Effective base	127	62	99
Via a smartphone	365	13	4
	78%	83%	74%
Via an enabled device, e.g. a tablet which has a mobile SIM	83	3	2
	18%	19%	<b>35%Ab</b>
Via tethering a smartphone to a PC/ laptop/tablet etc. (with a USB connection or Wif- Fi hotspot)	127	3	2
	27%	19%	<b>38%B</b>
Via a mobile broadband 'dongle' connected to a PC/laptop	44	3	2
	10%	16%	<b>35%AB</b>
Via a cellular router such as a 'MiFi' unit	40	2	1
	9%	13%	15%
Don't know/not sure	15	*	*
	3%	3%	2%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	720	287	265
<b>Base</b>	1045	48	9
Effective base	310	208	196
Not bundled - Standalone service	282	23	3
	27%	<b>49%A</b>	<b>39%A</b>
Bundled - Provider 1	760	25	5
	<b>73%BC</b>	51%	57%
Bundled - Provider 2	3	-	*
	*	-	<b>3%AB</b>
Bundled - Provider 3	-	-	*
	-	-	<b>1%AB</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	856	268	288
<b>Base</b>	1506	45	10
Effective base	404	194	212
Not bundled - Standalone service	1178	32	5
	<b>78%<i>C</i></b>	<b>73%<i>C</i></b>	55%
Bundled - Provider 1	310	12	4
	21%	27%	<b>41%<i>AB</i></b>
Bundled - Provider 2	18	*	*
	1%	1%	<b>4%<i>AB</i></b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	853	278	212
<b>Base</b>	1382	48	7
Effective base	389	199	156
Not bundled - Standalone service	624 45%	25 <b>51%</b>	3 39%
Bundled - Provider 1	748 54%	24 49%	4 54%
Bundled - Provider 2	10 1%	-	* <b>6%AB</b>
Bundled - Provider 3	-	* *a	* <b>1%A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	52	22	42
<b>Base</b>	83**	3**	2**
Effective base	21	14	33
Not bundled - Standalone service	48 58%	2 54%	* 22%
Bundled - Provider 1	32 38%	1 45%	1 57%
Bundled - Provider 2	4 5%	* 1%	* 15%
Bundled - Provider 3	-	-	*
	-	-	6%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	56	26	46
<b>Base</b>	80**	5**	2**
Effective base	25	18	36
Not bundled - Standalone service	38 47%	2 49%	1 30%
Bundled - Provider 1	33 41%	2 50%	1 48%
Bundled - Provider 2	9 11%	* 1%	* 15%
Bundled - Provider 3	-	-	*
	-	-	7%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1	5	8
Base	***	1**	***
Effective base	1	4	7
Not bundled - Standalone service	-	1	*
	-	70%	24%
Bundled - Provider 1	*	*	*
	100%	24%	8%
Bundled - Provider 2	-	*	*
	-	6%	51%
Bundled - Provider 3	-	-	*
	-	-	17%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	220	82	109
<b>Base</b>	322	13*	4
Effective base	100	55	82
Not bundled - Standalone service	154 48%	5 41%	2 46%
Bundled - Provider 1	164 51%	8 58%	2 47%
Bundled - Provider 2	4 1%	* *	* 2%
Bundled - Provider 3	-	-	*
	-	-	5%AB

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	12	18	58
<b>Base</b>	12**	3**	2*
Effective base	5	16	44
Not bundled - Standalone service	7 63%	1 48%	1 39%
Bundled - Provider 1	4 37%	1 42%	1 46%
Bundled - Provider 2	-	*	*
	-	8%	9%
Bundled - Provider 3	-	*	*
	-	2%	6%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	52	67	124
<b>Base</b>	60**	13*	4
Effective base	19	50	93
Not bundled - Standalone service	24 40%	7 54%	2 37%
Bundled - Provider 1	36 60%	6 46%	2 53%
Bundled - Provider 2	* *	- -	* 7% <b>B</b>
Bundled - Provider 3	- -	- -	* 3% <b>b</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	17	8	13
<b>Base</b>	29**	2**	***
Effective base	7	5	9
Not bundled - Standalone service	9 31%	1 84%	* 24%
Bundled - Provider 1	20 69%	* 12%	* 47%
Bundled - Provider 2	-	* 3%	* 28%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 33

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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1114	373	351
<b>Base</b>	1802	64	12
Effective base	508	265	260
NET LANDLINE AND INTERNET	757 42%	24 38%	5 43%
NET LANDLINE AND MOBILE	141 8%	8 <b>12%a</b>	2 <b>20%AB</b>
NET MOBILE AND INTERNET	322 18%	12 18%	4 <b>34%AB</b>
NET LANDLINE, INTERNET AND MOBILE	134 7%	7 11%	2 <b>18%AB</b>
ANY SERVICES BUNDLED	930 52%	29 46%	7 <b>58%B</b>
NET No services bundled	856 <b>48%c</b>	33 <b>52%C</b>	5 40%
NET Bundle with one supplier only	923 51%	31 48%	6 52%
NET Bundle with 2 suppliers	23 1%	* *	1 <b>5%AB</b>
NET Bundle with 3 suppliers	- -	* *a	* <b>3%AB</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 34

**QA3: SUMMARY TABLE - BUNDLED****Base: All respondents**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
NET LANDLINE AND INTERNET	757 37%	24 33%	5 40%
NET LANDLINE AND MOBILE	141 7%	8 10%	2 <b>19%AB</b>
NET MOBILE AND INTERNET	322 16%	12 16%	4 <b>31%AB</b>
NET LANDLINE, INTERNET AND MOBILE	134 7%	7 9%	2 <b>16%AB</b>
ANY SERVICES BUNDLED	930 46%	29 40%	7 <b>54%aB</b>
NET No services bundled	856 42%	33 <b>45%c</b>	5 37%
NET Bundle with one supplier only	923 46%	31 41%	6 48%
NET Bundle with 2 suppliers	23 1%	* *	1 <b>5%AB</b>
NET Bundle with 3 suppliers	- -	* *a	* <b>3%AB</b>
Only use one service	220 11%	10 <b>13%c</b>	1 8%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 35

Absolutes/col percents

**Q44a: 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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	46	59	96
<b>Base</b>	43**	11*	3*
Effective base	22	42	73
Yes - Fibre/superfast provided using a cable network (nearly always provided by Virgin Media, or provided by WightFibre)	8 19%	2 17%	1 20%
Yes - Fibre/superfast provided using the traditional copper network - Fibre to the Cabinet (FTTC)	5 12%	1 5%	* <b>15%b</b>
Yes - "Full-fibre"/ Fibre/superfast using new fibre networks - Fibre to the Premises (FTTP)	6 15%	1 7%	1 <b>24%b</b>
Yes - Fibre/superfast, but not sure which type	8 18%	1 12%	* 12%
No	16 37%	3 26%	1 26%
Not sure	3 6%	4 <b>34%c</b>	* 11%
NET Yes - any	24 57%	4 41%	2 <b>63%b</b>

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 36

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	558	176	130
<b>Base</b>	952	31	4
Effective base	267	129	95
Yes, within last 12 months	106 11%	7 <b>21%A</b>	1 <b>23%A</b>
Yes, longer ago	187 20%	10 <b>34%A</b>	2 <b>40%A</b>
No	539 <b>57%BC</b>	11 35%	1 29%
Not sure	121 13%	3 10%	* 9%
NET Yes	292 31%	17 <b>55%A</b>	3 <b>63%A</b>

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
Making and receiving voice calls	1300 <b>82%<sup>c</sup></b>	35 78%	7 71%
Sending and receiving texts	1277 <b>80%<sup>c</sup></b>	34 75%	7 68%
Sending and receiving emails	1260 <b>79%<sup>c</sup></b>	36 78%	7 71%
Web browsing	1106 <b>70%<sup>b</sup><sup>c</sup></b>	27 <b>60%<sup>c</sup></b>	5 50%
Sending/receiving messages or calls using instant messaging services such as WhatsApp, i-message, BB Messenger, Google Talk, FaceTime	1003 63%	27 58%	6 58%
Working out of office hours	797 50%	26 56%	5 56%
Using social media for business purposes	788 <b>50%<sup>c</sup></b>	21 47%	4 41%
Accessing business documents, systems and applications while away from the office	741 47%	20 44%	5 48%
Video conferencing e.g. using Microsoft Teams, Google Meet, Zoom	590 37%	23 <b>50%<sup>a</sup></b>	6 <b>62%<sup>a</sup><sup>b</sup></b>
Taking any payments from customers e.g. using PayPal, Paym	365 <b>23%<sup>b</sup></b>	7 15%	2 17%
Taking credit/debit card payments at the point of sale from customers via a card reader device connected to your smartphone	252 16%	7 16%	2 17%
Other (please type in)	26 2%	* *	* *
No staff use smartphones for business purposes	84 5%	2 4%	1 6%

Proportions/Mean. Columns tested (1%,5% risk level) all.  
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 BDRG  
Fieldwork: January-April 2022  
BVA BDRG/25298

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 37

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	1587	46	10
Don't know	17 1%	* 1%	* 2%
NET Low complexity (basic comms)	1555 <b>98%<sub>c</sub></b>	44 97%	9 95%
NET Medium complexity (advanced comms & document sharing)	1172 74%	38 <b>84%<sub>A</sub></b>	8 <b>87%<sub>A</sub></b>
NET High complexity (payment processing)	441 28%	10 22%	2 25%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 38

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

**Base: All respondents**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Email	1845	64	10
	91%bC	86%C	75%
Online banking	1583	51	7
	78%BC	68%C	57%
Web access	1324	51	7
	65%	69%AC	59%
Ordering goods and services online	1236	43	6
	61%C	58%C	44%
Paying for goods and services online	1224	43	6
	61%C	59%C	47%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	1152	38	5
	57%C	52%AC	43%
Company website	951	54	8
	47%	74%AC	61%A
Tracking goods and services online	834	26	5
	41%	35%	36%
Online data storage or back-up	809	37	6
	40%	50%A	48%A
Looking for advice on regulation or other general business advice	795	31	4
	39%AC	42%C	30%
Cloud services	791	34	7
	39%	46%A	55%Ab
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams,	782	35	7
	39%	47%A	54%A
Taking orders for goods and services online	742	27	5
	37%	37%	40%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	740	31	5
	37%	42%	40%

Proportions/Means. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 38

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

**Base: All respondents**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	2023	74	13
Taking payment for goods and services online	710 35%	26 35%	5 41%
Tracking online sales	526 26%	19 26%	4 32%
Video streaming	520 26%	25 <b>33%A</b>	5 <b>40%A</b>
Web hosting	482 24%	19 26%	4 29%
Using bespoke software or applications (e.g. accountancy packages)	465 23%	33 <b>45%A</b>	5 <b>37%A</b>
Remote log-in to your work PC or laptop	325 16%	30 <b>41%A</b>	6 <b>51%Ab</b>
File Transfer Protocol or FTP	321 16%	15 20%	3 <b>27%Ab</b>
Remote login to work server (VPN)	276 14%	26 <b>36%A</b>	5 <b>43%A</b>
Company intranet (i.e. an internal private network that is contained within the organisation)	-	-	7 <b>55%AB</b>
Company extranet (i.e. a private network to securely share part of a business's information or operations with external	-	-	4 <b>35%AB</b>
Other (please specify)	33 2%	*	*
Don't know	4 *	1 <b>2%A</b>	*
None	49 2%	1 2%	*
NET Low complexity (basic comms)	1896 94%	69 94%	12 96%
NET Medium complexity (advanced comms & document sharing)	1329 66%	62 <b>84%A</b>	12 <b>93%AB</b>
NET High complexity (payment processing & e-commerce)	1864 92%	66 90%	12 91%

Proportions/Mean. Columns tested (1%,5% risk level) all.

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 BDRG

Fieldwork: January-April 2022

BVA BDRG/25298

## Ofcom SME Communications Experience 2022 (co size bands)

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Email	1751	62	9
	92%bC	87%C	75%
Online banking	1514	50	7
	79%BC	70%C	57%
Web access	1250	50	7
	66%c	71%C	58%
Ordering goods and services online	1187	42	5
	62%C	59%C	44%
Paying for goods and services online	1167	43	6
	61%C	61%C	47%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	1108	38	5
	58%C	53%C	41%
Company website	905	53	7
	47%	75%AC	60%A
Tracking goods and services online	809	26	4
	42%	36%	36%
Online data storage or back-up	769	36	6
	40%	50%A	48%A
Looking for advice on regulation or other general business advice	764	30	4
	40%C	42%C	30%
Cloud services	763	34	7
	40%	48%A	54%A
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams,	738	34	7
	39%	48%A	54%A
Taking orders for goods and services online	713	27	5
	37%	38%	40%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	705	31	5
	37%	43%	39%

Proportions/Means. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

## Ofcom SME Communications Experience 2022 (co size bands)

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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	1908	71	12
Taking payment for goods and services online	684 36%	26 37%	5 41%
Tracking online sales	514 27%	19 27%	4 32%
Video streaming	497 26%	25 <b>35%A</b>	5 <b>40%A</b>
Web hosting	470 25%	19 27%	3 28%
Using bespoke software or applications (e.g. accountancy packages)	450 24%	32 <b>46%Ac</b>	5 <b>37%A</b>
Remote log-in to your work PC or laptop	316 17%	30 <b>42%A</b>	6 <b>51%Ab</b>
File Transfer Protocol or FTP	308 16%	14 20%	3 <b>28%Ab</b>
Remote login to work server (VPN)	263 14%	25 <b>36%A</b>	5 <b>42%A</b>
Company intranet (i.e. an internal private network that is contained within the organisation)	-	-	7 <b>55%AB</b>
Company extranet (i.e. a private network to securely share part of a business's information or operations with external	-	-	4 <b>35%AB</b>
Other (please specify)	19 1%	* *	* *
Don't know	3 *	1 <b>1%A</b>	* *
None	41 2%	1 1%	* *
NET Low complexity (basic comms)	1802 94%	67 95%	12 96%
NET Medium complexity (advanced comms & document sharing)	1264 66%	60 <b>85%A</b>	11 <b>93%AB</b>
NET High complexity (payment processing & e-commerce)	1780 93%	65 92%	11 92%

Proportions/Mean. Columns tested (1%,5% risk level) all.

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 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 40

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

**Base: All respondents**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Email	726	21	2
	<b>36%bC</b>	<b>28%C</b>	16%
Online banking	226	6	1
	<b>11%c</b>	8%	6%
Web access	187	7	1
	9%	9%	10%
Company website	102	9	1
	5%	<b>12%A</b>	<b>9%a</b>
Taking orders for goods and services online	90	1	*
	4%	2%	3%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	80	3	1
	4%	3%	6%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	74	1	*
	4%	2%	4%
Ordering goods and services online	72	1	*
	4%	2%	2%
Cloud services	43	3	1
	2%	4%	<b>6%A</b>
Paying for goods and services online	36	1	*
	2%	1%	1%
Using bespoke software or applications (e.g. accountancy packages)	34	2	*
	2%	3%	<b>4%a</b>
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	33	3	*
	2%	<b>4%a</b>	3%
Web hosting	28	1	*
	1%	1%	2%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 40

Absolutes/col percents

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

**Base: All respondents**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	2023	74	13
Remote login to work server (VPN)	28 1%	3 <b>4%A</b>	* <b>4%A</b>
Tracking goods and services online	26 1%	* 1%	* 2%
Taking payment for goods and services online	26 1%	2 2%	* <b>4%A</b>
Online data storage or back-up	18 1%	2 <b>3%A</b>	* 2%
Remote log-in to your work PC or laptop	18 1%	1 2%	1 <b>6%AB</b>
Video streaming	18 1%	* *	* *
Tracking online sales	17 1%	* *	* <b>2%B</b>
Looking for advice on regulation or other general business advice	15 1%	1 2%	* 1%
File Transfer Protocol or FTP	4 *	* 1%	* 1%
Company intranet (i.e. an internal private network that is contained within the organisation)	- -	- -	1 <b>5%AB</b>
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)	- -	- -	* <b>2%AB</b>
Other	5 *	- -	- -

Proportions/Means. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

# Ofcom SME Communications Experience 2022 (co size bands)

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Email	1067	34	4
	53%C	46%C	30%
Online banking	547	15	1
	27%bC	20%C	11%
Web access	431	14	2
	21%a	19%	15%
Company website	192	15	2
	9%	20%A	14%a
Taking orders for goods and services online	167	4	1
	8%	5%	5%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	165	4	1
	8%	6%	5%
Ordering goods and services online	161	3	1
	8%b	4%	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	8	1
	7%	10%	12%a
Cloud services	145	5	2
	7%	7%	15%AB
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	118	5	1
	6%	6%	5%
Taking payment for goods and services online	107	3	1
	5%	4%	5%
Paying for goods and services online	100	2	1
	5%	2%	5%b
Tracking goods and services online	62	1	1
	3%	2%	5%B
Online data storage or back-up	56	5	1
	3%	6%A	6%A

Proportions/Mean. Columns tested (1%,5% risk level) all.  
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 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 41

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

**Base: All respondents**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	2023	74	13
Using bespoke software or applications (e.g. accountancy packages)	56 3%	6 <b>8%A</b>	1 <b>7%A</b>
Web hosting	38 2%	1 2%	* 3%
Video streaming	37 2%	2 2%	* 2%
Remote login to work server (VPN)	34 2%	4 <b>6%A</b>	1 <b>10%AB</b>
Tracking online sales	34 2%	1 2%	1 <b>5%AB</b>
Looking for advice on regulation or other general business advice	30 1%	3 <b>4%A</b>	* 2%
Remote log-in to your work PC or laptop	29 1%	4 <b>5%A</b>	1 <b>10%AB</b>
File Transfer Protocol or FTP	8 *	1 1%	* <b>2%A</b>
Company intranet (i.e. an internal private network that is contained within the organisation)	- -	- -	1 <b>10%AB</b>
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 <b>6%AB</b>
Other	10 *	- -	- -

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Email	1286	43	5
	64%C	58%C	40%
Online banking	826	20	2
	41%BC	27%C	16%
Web access	575	20	3
	28% <b>c</b>	27%	21%
Company website	309	20	3
	15%	27%A	21% <b>a</b>
Ordering goods and services online	298	5	1
	15% <b>BC</b>	7%	7%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	268	6	1
	13% <b>c</b>	9%	8%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	234	13	2
	12%	17% <b>a</b>	19% <b>A</b>
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	229	8	1
	11%	11%	9%
Cloud services	211	7	3
	10%	10%	22% <b>AB</b>
Taking orders for goods and services online	205	5	1
	10%	7%	8%
Taking payment for goods and services online	185	6	1
	9%	8%	10%
Paying for goods and services online	185	4	1
	9% <b>b</b>	5%	6%
Using bespoke software or applications (e.g. accountancy packages)	99	9	1
	5%	12% <b>A</b>	10% <b>A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

**Ofcom SME Communications Experience 2022 (co size bands)**  
**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?**

**Base: All respondents**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	2023	74	13
Online data storage or back-up	98 5%	9 <b>12%A</b>	1 <b>12%A</b>
Tracking online sales	81 4%	3 4%	1 7%
Tracking goods and services online	78 4%	3 4%	1 6%
Looking for advice on regulation or other general business advice	69 3%	4 <b>6%a</b>	* 4%
Web hosting	68 3%	3 4%	1 4%
Video streaming	50 2%	2 3%	1 4%
Remote login to work server (VPN)	43 2%	7 <b>9%A</b>	2 <b>14%A</b>
Remote log-in to your work PC or laptop	36 2%	7 <b>10%A</b>	2 <b>16%Ab</b>
File Transfer Protocol or FTP	24 1%	1 2%	1 <b>4%Ab</b>
Company intranet (i.e. an internal private network that is contained within the organisation)	- -	- -	2 <b>15%AB</b>
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 <b>8%AB</b>
Other	13 1%	- -	- -

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Email	682	21	2
	<b>36%C</b>	<b>29%C</b>	16%
Online banking	216	6	1
	<b>11%C</b>	8%	5%
Web access	182	7	1
	10%	10%	10%
Company website	96	9	1
	5%	<b>12%A</b>	<b>9%a</b>
Taking orders for goods and services online	83	1	*
	4%	2%	3%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	79	3	1
	4%	4%	5%
Ordering goods and services online	68	1	*
	4%	2%	2%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	67	1	*
	3%	2%	4%
Cloud services	42	3	1
	2%	4%	<b>6%A</b>
Paying for goods and services online	36	1	*
	2%	1%	1%
Using bespoke software or applications (e.g. accountancy packages)	33	2	*
	2%	3%	<b>4%a</b>
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	32	3	*
	2%	<b>4%a</b>	3%
Web hosting	28	1	*
	1%	1%	2%

Proportions/Means. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 43

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

**Base: All with broadband/ internet service**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	1908	71	12
Remote login to work server (VPN)	28 1%	3 <b>5%A</b>	* <b>4%a</b>
Tracking goods and services online	26 1%	* 1%	* 2%
Taking payment for goods and services online	25 1%	2 2%	* <b>4%A</b>
Online data storage or back-up	18 1%	2 <b>3%A</b>	* 2%
Remote log-in to your work PC or laptop	18 1%	1 2%	1 <b>6%AB</b>
Tracking online sales	17 1%	* *	* <b>2%B</b>
Video streaming	16 1%	* 1%	* *
Looking for advice on regulation or other general business advice	15 1%	1 1%	* 1%
File Transfer Protocol or FTP	4 *	* 1%	* 1%
Company intranet (i.e. an internal private network that is contained within the organisation)	- -	- -	1 <b>5%AB</b>
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)	- -	- -	* <b>3%AB</b>
Other	1 *	- -	- -

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 44

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

**Base: All with broadband/ internet service**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Email	1005	33	4
	<b>53%<i>C</i></b>	<b>47%<i>C</i></b>	30%
Online banking	509	15	1
	<b>27%<i>C</i></b>	<b>21%<i>C</i></b>	11%
Web access	411	14	2
	22%	19%	16%
Company website	181	14	2
	9%	<b>20%<i>A</i></b>	<b>14%<i>a</i></b>
Taking orders for goods and services online	157	4	1
	8%	6%	5%
Ordering goods and services online	156	2	1
	<b>8%<i>b</i></b>	3%	5%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	154	4	1
	8%	6%	5%
Cloud services	143	5	2
	8%	7%	<b>14%<i>AB</i></b>
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	141	8	1
	7%	11%	<b>12%<i>a</i></b>
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	117	5	1
	6%	7%	5%
Taking payment for goods and services online	106	3	1
	6%	4%	6%
Paying for goods and services online	94	2	1
	5%	2%	<b>5%<i>b</i></b>
Tracking goods and services online	62	1	1
	3%	2%	<b>5%<i>B</i></b>
Online data storage or back-up	55	4	1
	3%	<b>6%<i>a</i></b>	<b>6%<i>A</i></b>

Proportions/Means. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 44

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

**Base: All with broadband/ internet service**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	1908	71	12
Using bespoke software or applications (e.g. accountancy packages)	55 3%	6 <b>9%A</b>	1 <b>7%A</b>
Web hosting	38 2%	1 2%	* 3%
Video streaming	35 2%	2 3%	* 2%
Remote login to work server (VPN)	34 2%	4 <b>6%A</b>	1 <b>11%AB</b>
Tracking online sales	33 2%	1 2%	1 <b>5%AB</b>
Looking for advice on regulation or other general business advice	30 2%	3 <b>4%a</b>	* 2%
Remote log-in to your work PC or laptop	29 2%	3 <b>5%A</b>	1 <b>10%AB</b>
File Transfer Protocol or FTP	8 *	1 1%	* <b>2%A</b>
Company intranet (i.e. an internal private network that is contained within the organisation)	- -	- -	1 <b>10%AB</b>
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 <b>6%AB</b>
Other	5 *	- -	- -

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Email	1206	41	5
	63%C	58%C	40%
Online banking	780	20	2
	41%BC	28%C	16%
Web access	540	19	3
	28% <b>c</b>	27%	21%
Company website	291	19	3
	15%	27%A	21% <b>a</b>
Ordering goods and services online	287	5	1
	15% <b>BC</b>	7%	7%
Online advertising or other online marketing (e.g. marketing via email, Facebook or Twitter)	249	6	1
	13% <b>c</b>	9%	8%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	228	8	1
	12%	12%	8%
VoIP or video conferencing (i.e. making calls over the internet using services such as Skype, Facetime, Microsoft Teams, Google Meet, Zoom etc.)	223	12	2
	12%	18% <b>a</b>	19% <b>A</b>
Cloud services	209	7	3
	11%	10%	21% <b>AB</b>
Taking orders for goods and services online	195	5	1
	10%	7%	8%
Taking payment for goods and services online	181	6	1
	9%	8%	10%
Paying for goods and services online	168	4	1
	9%	5%	6%
Using bespoke software or applications (e.g. accountancy packages)	97	8	1
	5%	12% <b>A</b>	10% <b>A</b>

Proportions/Means. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	1908	71	12
Online data storage or back-up	97 5%	8 <b>12%A</b>	1 <b>12%A</b>
Tracking online sales	80 4%	3 4%	1 6%
Tracking goods and services online	78 4%	3 4%	1 6%
Web hosting	68 4%	3 4%	1 5%
Looking for advice on regulation or other general business advice	64 3%	4 <b>6%A</b>	* 4%
Video streaming	48 3%	2 3%	1 5%
Remote login to work server (VPN)	42 2%	7 <b>10%A</b>	2 <b>14%A</b>
Remote log-in to your work PC or laptop	36 2%	7 <b>10%A</b>	2 <b>16%AB</b>
File Transfer Protocol or FTP	23 1%	1 2%	1 <b>5%AB</b>
Company intranet (i.e. an internal private network that is contained within the organisation)	- -	- -	2 <b>15%AB</b>
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 <b>8%AB</b>
Other	8 *	- -	- -

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Tethering to mobile/ creating mobile hotspot for internet connectivity on other devices	280 14%	14 19%	3 <b>23%AB</b>
Have more than one mobile provider/contract	186 9%	11 <b>15%AB</b>	3 <b>25%AB</b>
Other (please type in)	145 <b>7%BC</b>	4 <b>5%BC</b>	* 1%
Have more than one internet provider/ contract	68 3%	6 <b>9%AB</b>	3 <b>23%AB</b>
Have more than one landline provider/ contract	57 3%	3 5%	2 <b>17%AB</b>
Have more than one provider/contract for another service (please type in)	1 *	1 <b>1%AB</b>	* <b>1%AB</b>
None	1278 <b>63%BC</b>	34 <b>46%BC</b>	4 30%
Don't know	73 4%	7 <b>10%AB</b>	1 <b>9%AB</b>
NET Any Backup	671 33%	33 <b>44%AB</b>	8 <b>62%AB</b>

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 47

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Yes - in the last 18 months	283 15%	15 <b>21%A</b>	3 <b>28%AB</b>
Yes - longer ago	218 11%	13 <b>19%A</b>	4 <b>29%AB</b>
No - have not made use of any devices to boost or extend Wi-Fi signal	1293 <b>68%BC</b>	39 <b>55%C</b>	5 39%
The business does not have Wi-fi	81 <b>4%C</b>	1 2%	* 1%
Don't know	33 2%	3 <b>5%A</b>	* 3%
NET Yes	501 26%	28 <b>39%A</b>	7 <b>58%AB</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 48

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
5G services	262	17	6
	13%	23%A	49%AB
Fibre/superfast	115	5	1
Broadband, but not sure which type	6%	6%	11%AB
"Full-fibre"/Fibre/superfast Broadband using new fibre networks - Fibre to the Premises (FTTP)	104	8	3
	5%	11%A	23%AB
Mobile Broadband through a USB Modem or 'dongle'	53	3	1
	3%	4%	6%A
Fibre/superfast Broadband provided using the traditional copper network - Fibre to the Cabinet (FTTC)	52	5	1
	3%	7%A	10%A
Fibre/superfast Broadband provided using a cable network (nearly always provided by Virgin Media, provided by WightFibre)	50	5	1
	2%	6%A	10%A
Video conferencing	47	5	2
	2%	6%A	17%AB
4G Mobile service	45	4	1
	2%	6%A	9%A
VPN	45	6	2
	2%	8%A	15%AB
Voice over Internet Protocol or VoIP	21	4	1
	1%	5%A	8%A
Ethernet	16	2	1
	1%	3%A	7%AB
ADSL Broadband (internet via fixed line)	13	1	*
	1%	2%	2%A
Standard PSTN landline telephones	9	2	1
	*	2%A	6%AB

Proportions/Mean. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

## Ofcom SME Communications Experience 2022 (co size bands)

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	2023	74	13
Leased lines or private circuits	7 *	1 <b>2%A</b>	1 <b>6%AB</b>
ISDN 2/2e	4 *	1 <b>2%A</b>	* <b>2%A</b>
ISDN 30	1 *	* <b>*A</b>	* <b>2%AB</b>
Other (please type in)	25 1%	1 2%	* *
Not looking to acquire or upgrade any services	1483 <b>73%BC</b>	38 <b>51%C</b>	3 22%
NET Any fixed broadband	307 15%	20 <b>27%A</b>	5 <b>42%AB</b>
NET Any fibre/superfast	300 15%	20 <b>27%A</b>	5 <b>42%AB</b>
NET looking to acquire any service	539 27%	36 <b>49%A</b>	10 <b>78%AB</b>
Mean number of mentions	0.43	<b>0.95A</b>	<b>1.83AB</b>
SD	0.87	1.28	2.10
NET NUMBER OF SERVICES			
1	336 17%	16 21%	4 <b>32%AB</b>
2	131 6%	12 <b>16%A</b>	3 <b>21%A</b>
3+	71 4%	8 <b>11%A</b>	3 <b>24%AB</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	19	18	26
<b>Base</b>	21**	4**	1**
Effective base	9	14	21
Yes - entirely	4	2	*
	20%	41%	42%
Yes - in part	8	2	*
	37%	42%	51%
No	3	*	*
	16%	6%	5%
Don't know/ not sure	6	*	*
	27%	11%	3%
NET Yes	12	3	1
	57%	83%	92%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
1 Not at all important	84 8%bC	1 2%	* *
2	71 7%c	1 2%	* 1%
3	51 5%b	* 1%	* 2%
4	42 4%	1 1%	* 3%
5	105 10%	4 7%	1 7%
6	98 9%	3 7%	1 6%
7	100 9%	3 7%	1 11%
8	162 15%	8 17%	1 15%
9	83 8%	5 11%	2 22%AB
10 Absolutely vital	261 25%	22 44%Ac	3 33%a
Don't know	9 1%	1 1%	* *
NET 1-3	205 19%BC	3 6%	* 3%
NET 4-7	345 32%b	11 22%	2 27%
NET 8-10	506 47%	35 71%A	6 70%A
Mean	6.64	8.16A	8.16A
SD	2.95	2.33	2.09

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Absolutes/col percents

Table 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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	35	31	59
<b>Base</b>	31**	5**	2*
Effective base	17	22	47
1 Not at all important	6 20%	* 10%	- -
2	4 13%	* 1%	- -
3	2 8%	- -	- -
4	1 2%	* 1%	* 3%
5	6 21%	* 4%	* 3%
6	1 3%	* 4%	* 5%
7	1 2%	* 7%	* 15%
8	3 10%	1 24%	* 20%
9	1 4%	* 5%	* 21%
10 Absolutely vital	5 16%	2 41%	1 31%
Don't know	* *	* 3%	* 2%
NET 1-3	13 41%	1 11%	- -
NET 4-7	9 28%	1 17%	1 26%
NET 8-10	10 31%	3 69%	2 72%
Mean	5.00	7.78	8.40
SD	3.30	3.15	2.10

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
1 Not at all important	13 1%	1 2%	- -
2	6 *	* *	* *
3	31 2%	* *	* <b>3%B</b>
4	20 1%	* *	* 1%
5	52 3%	1 3%	* 4%
6	67 4%	1 2%	* 4%
7	78 5%	2 5%	1 <b>12%AB</b>
8	166 10%	8 <b>17%A</b>	2 <b>18%A</b>
9	233 15%	5 11%	2 <b>23%AB</b>
10 Absolutely vital	914 <b>58%C</b>	26 <b>58%C</b>	3 35%
Don't know	7 *	1 2%	* *
NET 1-3	50 3%	1 2%	* 3%
NET 4-7	216 14%	5 10%	2 <b>21%aB</b>
NET 8-10	1313 <b>83%C</b>	39 <b>86%C</b>	7 76%
Mean	<b>8.84C</b>	<b>8.93C</b>	8.42
SD	1.87	1.78	1.84

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1133	408	351
<b>Base</b>	1762	70	12
Effective base	509	288	260
1 Not at all important	26 1%	1 1%	* *
2	8 *	1 1%	* 1%
3	13 1%	- -	* <b>1%b</b>
4	9 1%	* *	* *
5	75 4%	2 2%	* 4%
6	43 2%	2 3%	1 <b>5%a</b>
7	112 6%	3 5%	1 7%
8	178 10%	10 14%	2 <b>18%A</b>
9	209 12%	8 11%	2 17%
10 Absolutely vital	1072 <b>61%C</b>	42 <b>60%C</b>	6 48%
Don't know	16 1%	1 1%	- -
NET 1-3	47 3%	1 2%	* 1%
NET 4-7	240 14%	8 11%	2 <b>17%b</b>
NET 8-10	1458 83%	60 86%	10 82%
Mean	8.91	9.00	8.73
SD	1.86	1.69	1.71

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	262	88	132
<b>Base</b>	466	16*	5
Effective base	127	62	99
1 Not at all important	9 2%	* 1%	* 1%
2	2 *	* 1%	- -
3	4 1%	- -	* *
4	8 2%	1 4%	* 1%
5	23 5%	1 7%	* 2%
6	23 5%	1 6%	* 4%
7	40 9%	2 12%	1 <b>16%a</b>
8	69 15%	4 <b>26%a</b>	1 18%
9	50 11%	2 11%	1 18%
10 Absolutely vital	233 <b>50%b</b>	5 32%	2 37%
Don't know	4 1%	- -	* 1%
NET 1-3	15 3%	* 2%	* 1%
NET 4-7	93 20%	5 28%	1 24%
NET 8-10	352 76%	11 69%	4 74%
Mean	8.51	8.01	8.50
SD	2.06	2.06	1.80

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	17	10	13
Base	29**	2**	***
Effective base	7	6	9
4	-	-	*
	-	-	7%
5	-	-	*
	-	-	7%
6	1	-	-
	4%	-	-
7	3	*	*
	12%	21%	14%
8	-	-	*
	-	-	35%
9	3	*	*
	11%	17%	3%
10 Absolutely vital	22	1	*
	73%	62%	28%
Don't know	*	-	*
	1%	-	5%
NET 4-7	5	*	*
	15%	21%	29%
NET 8-10	25	2	*
	84%	79%	66%
Mean	9.39	9.21	7.95
SD	1.20	1.67	-

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
 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?**

**Base: All respondents**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
1 Not at all important	95 5% <b>C</b>	1 2%	* *
2	37 2%	1 1%	* 1%
3	33 2%	* *	* 1%
4	17 1%	1 2%	* 2%
5	151 7% <b>bC</b>	2 3%	* 2%
6	79 4%	4 5%	1 6%
7	149 7%	7 9%	2 14% <b>Ab</b>
8	214 11%	11 15% <b>a</b>	2 16% <b>a</b>
9	218 11%	7 9%	2 19% <b>AB</b>
10 Absolutely vital	983 49% <b>C</b>	39 53% <b>C</b>	5 38%
Don't know	47 2%	1 2%	* *
NET 1-3	165 8% <b>BC</b>	2 3%	* 2%
NET 4-7	395 20%	14 19%	3 25% <b>b</b>
NET 8-10	1415 70%	57 77% <b>a</b>	9 73%
Mean	8.15	8.62 <b>a</b>	8.45
SD	2.57	2.01	1.80

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 57

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Fixed phone line services (this includes standard lines and ISDN lines)	506 47%	35 <b>71%A</b>	6 <b>70%A</b>
Leased lines or private circuits used for purposes other than dedicated internet access	10 31%	3 69%	2 72%
Mobile phone services (this includes smartphones and standard mobile phones)	1313 <b>83%<b>C</b></b>	39 <b>86%<b>C</b></b>	7 76%
Fixed internet services (this includes: dedicated lines, dial up, broadband and cable)	1458 83%	60 86%	10 82%
Mobile internet services (this includes mobile internet via smartphone, dongle or USB modem)	352 76%	11 69%	4 74%
Satellite broadband service	25 84%	2 79%	* 66%
At least one form of voice service, e.g. landline phone, mobile phone etc.	1415 70%	57 <b>77%<b>a</b></b>	9 73%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 58

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	723	289	269
<b>Base</b>	1041	49	9
Effective base	305	208	200
Become more important	147 14%	15 <b>30%A</b>	3 <b>32%A</b>
Become less important	77 7%	8 <b>17%A</b>	2 <b>22%A</b>
No change	794 <b>76%BC</b>	26 52%	4 45%
Don't know/not sure	23 2%	* 1%	* 2%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 59

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	34	31	58
<b>Base</b>	31**	5**	2*
Effective base	17	22	46
Become more important	4 12%	1 24%	1 26%
Become less important	* *	1 12%	* 11%
No change	27 87%	3 64%	1 63%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 60

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	870	269	294
<b>Base</b>	1507	45	10
Effective base	408	195	217
Become more important	429 28%	23 <b>52%A</b>	5 <b>56%A</b>
Become less important	25 2%	1 1%	1 <b>8%AB</b>
No change	1028 <b>68%BC</b>	20 <b>45%<u>C</u></b>	3 34%
Don't know/not sure	25 2%	1 1%	* 2%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 61

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1092	404	350
<b>Base</b>	1691	70	12
Effective base	488	285	259
Become more important	508 30%	31 <b>44%A</b>	5 <b>46%A</b>
Become less important	24 1%	4 <b>6%A</b>	1 <b>7%A</b>
No change	1117 <b>66%BC</b>	34 48%	5 45%
Don't know/not sure	41 2%	1 2%	* 1%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 62

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	246	88	132
<b>Base</b>	426	16*	5
Effective base	117	62	99
Become more important	165 39%	9 <b>55%a</b>	3 <b>56%a</b>
Become less important	25 6%	* 2%	* 8%
No change	236 <b>55%C</b>	7 42%	2 35%
Don't know/not sure	-	-	* <b>1%A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 63

## **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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	16	10	12
<b>Base</b>	29**	2**	***
Effective base	7	6	9
Become more important	11 38%	1 73%	* 74%
No change	18 61%	1 27%	* 21%
Don't know/not sure	* 1%	- -	* 5%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 64

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1241	425	380
<b>Base</b>	1922	73	13
Effective base	552	298	282
Become more important	429 22%	31 <b>42%A</b>	6 <b>44%A</b>
Become less important	60 3%	4 5%	1 <b>10%AB</b>
No change	1378 <b>72%BC</b>	37 50%	5 43%
Don't know/not sure	55 3%	2 3%	* 2%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 65

**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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Become more important	692	43	9
34%	<b>58%A</b>	<b>67%Ab</b>	
Become less important	162	12	4
8%	<b>17%A</b>	<b>28%AB</b>	
No change	1534	44	8
	<b>76%BC</b>	<b>60%</b>	<b>61%</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 66

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

Absolutes/col percents

**Base: All respondents asked**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1271	429	373
<b>Base</b>	1978	74	12
Effective base	567	301	277
The business would not be able to operate at all	806 <b>41%b</b>	24 33%	5 37%
The business would be able to do some things without it, but not having access would have quite a big impact	695 35%	32 <b>44%a</b>	5 40%
We would be unable to do many things, but it would not affect the business too much	139 7%	7 9%	2 <b>13%A</b>
We would still be able to operate the majority of our business without it	161 8%	6 8%	1 5%
There would be no impact on our business if we did not have it	61 3%	1 2%	* 2%
NET Very reliant	1501 76%	57 77%	10 77%
NET Not very reliant	362 18%	14 19%	2 19%
NET Do not use the internet	115 6%	3 4%	* 4%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 67

Absolutes/col percents

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

**Base: All with internet connectivity asked**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1186	412	360
<b>Base</b>	1863	71	12
Effective base	531	290	266
The business would not be able to operate at all	806 <b>43%b</b>	24 34%	5 38%
The business would be able to do some things without it, but not having access would have quite a big impact	695 37%	32 <b>46%a</b>	5 42%
We would be unable to do many things, but it would not affect the business too much	139 7%	7 9%	2 <b>13%A</b>
We would still be able to operate the majority of our business without it	161 9%	6 9%	1 5%
There would be no impact on our business if we did not have it	61 3%	1 2%	* 2%
NET Very reliant	1501 81%	57 80%	10 80%
NET Not very reliant	362 19%	14 20%	2 20%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 68

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1275	429	373
<b>Base</b>	1986	74	12
Effective base	570	301	277
Become more reliant	673 34%	42 <b>57%A</b>	7 <b>58%A</b>
Become less reliant	26 1%	2 2%	1 <b>6%AB</b>
No change	1078 <b>54%BC</b>	25 34%	4 31%
Don't know/not sure	4 *	1 <b>1%A</b>	-
Not applicable - organisation started since the pandemic began	91 <b>5%BC</b>	1 1%	*
Do not use the internet	115 6%	3 4%	* 4%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

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 with internet connectivity operating before the pandemic asked**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1141	408	359
<b>Base</b>	1780	70	12
Effective base	507	287	266
Become more reliant	673 38%	42 <b>60%A</b>	7 <b>61%A</b>
Become less reliant	26 1%	2 3%	1 <b>7%AB</b>
No change	1078 <b>61%BC</b>	25 36%	4 33%
Don't know/not sure	4 *	1 1%	- -

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 70

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
1 - not at all important	131	2	*
	7% <b>bC</b>	3% <b>c</b>	*
2	23	1	-
	1%	1%	-
3	47	*	*
	2%	*	*
4	44	*	*
	2%	1%	2%
5	93	3	*
	5%	4%	4%
6	78	3	1
	4%	4%	7%
7	110	5	1
	6%	7%	11% <b>A</b>
8	226	11	3
	12%	16%	23% <b>Ab</b>
9	192	11	2
	10%	16% <b>A</b>	16% <b>A</b>
10 - absolutely vital	665	30	4
	35%	42% <b>c</b>	33%
Don't know	245	3	*
	13% <b>BC</b>	4%	2%
Do not use wireless connectivity	55	1	*
	3%	2%	2%
NET 1-3	201	3	*
	11% <b>BC</b>	5% <b>c</b>	1%
NET 4-7	324	12	3
	17%	16%	24% <b>ab</b>
NET 8-10	1083	52	9
	57%	73% <b>A</b>	72% <b>A</b>
Mean	7.70	8.39 <b>A</b>	8.37 <b>A</b>
SD	2.85	2.20	1.72

Proportions/Means. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

**Ofcom SME Communications Experience 2022 (co size bands)**  
**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?**

**Base: All respondents**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
1 - not at all important	131	2	*
	6% <b>C</b>	3% <b>c</b>	*
2	23	1	-
	1%	1%	-
3	47	*	*
	2%	*	*
4	44	*	*
	2%	1%	2%
5	93	3	*
	5%	4%	3%
6	78	3	1
	4%	4%	7% <b>a</b>
7	110	5	1
	5%	7%	11% <b>A</b>
8	226	11	3
	11%	15%	22% <b>Ab</b>
9	192	11	2
	10%	15% <b>A</b>	15% <b>A</b>
10 - absolutely vital	665	30	4
	33%	40% <b>a</b>	32%
Don't know	245	3	*
	12% <b>BC</b>	4%	2%
Do not use wireless connectivity	55	1	*
	3%	2%	2%
Don't have internet connectivity	115	3	*
	6%	4%	3%
NET 1-3	201	3	*
	10% <b>bC</b>	5% <b>c</b>	1%
NET 4-7	324	12	3
	16%	16%	23% <b>ab</b>
NET 8-10	1083	52	9
	54%	70% <b>A</b>	70% <b>A</b>
Mean	7.70	8.39 <b>A</b>	8.37 <b>A</b>
SD	2.85	2.20	1.72

Proportions/Means. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 72

### QF7b: What is your wireless connectivity used for?

Base: All using wireless connectivity and asked

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1136	399	360
<b>Base</b>	1783	69	12
Effective base	508	281	267
Staff connectivity to internet	933 52%	45 <b>66%A</b>	8 <b>67%A</b>
Wireless printers	783 44%	32 46%	5 45%
Sending/ receiving/ accessing business data (e.g. sales records, information about stock etc.)	485 27%	19 28%	5 <b>39%AB</b>
Wi-Fi reliant video conferencing	456 26%	25 <b>37%A</b>	7 <b>55%AB</b>
Wi-Fi reliant calls	390 22%	21 <b>31%A</b>	5 <b>40%AB</b>
Access to data stored on the cloud	381 21%	21 <b>31%A</b>	5 <b>42%AB</b>
Contactless / card payments / EPOS sales tills	233 13%	11 17%	3 <b>22%A</b>
Offsite working	225 13%	18 <b>26%A</b>	5 <b>39%AB</b>
Staff connectivity to internal network	213 12%	28 <b>41%A</b>	6 <b>50%AB</b>
Stock updates/processing orders	170 10%	9 12%	3 <b>24%AB</b>
CCTV	124 7%	14 <b>20%A</b>	3 <b>27%A</b>
Provision of unlimited Wi-Fi to clients/ customers	109 6%	9 <b>13%A</b>	2 <b>20%AB</b>
Authentication	101 6%	7 <b>10%A</b>	3 <b>27%AB</b>
GPS location data	91 5%	8 <b>12%A</b>	2 <b>19%AB</b>
Staff clock-in systems	7 *	6 <b>9%A</b>	3 <b>23%AB</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.  
95 percent as lower case, 99 percent as UPPER CASE  
\*small base (under 75), \*\*very small base (under 40) ineligible for sig testing



**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 72

**QF7b: What is your wireless connectivity used for?**

**Base: All using wireless connectivity and asked**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	1783	69	12
Other (please type in)	225	6	*
	13%C	9%C	1%
Don't know/not sure	90	2	*
	5%C	4%	1%
NET Low complexity (basic comms & information provision)	1406	61	12
	79%	88%A	96%AB
NET Medium complexity (advanced comms & document sharing)	225	18	5
	13%	26%A	39%AB
NET High complexity (payment processing & e- commerce)	622	29	7
	35%	41%	56%AB

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
 28th January 2022 - 4th April 2022

Table 73

**QF7b: What is your wireless connectivity used for?**

**Base: All with broadband/ internet service and asked**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1167	404	365
<b>Base</b>	1837	70	12
Effective base	523	284	271
Staff connectivity to internet	933 51%	45 <b>65%A</b>	8 <b>66%A</b>
Wireless printers	783 43%	32 45%	5 44%
Sending/ receiving/ accessing business data (e.g. sales records, information about stock etc.)	485 26%	19 27%	5 <b>38%AB</b>
Wi-Fi reliant video conferencing	456 25%	25 <b>36%A</b>	7 <b>54%AB</b>
Wi-Fi reliant calls	390 21%	21 <b>31%A</b>	5 <b>40%AB</b>
Access to data stored on the cloud	381 21%	21 <b>30%A</b>	5 <b>41%AB</b>
Contactless / card payments / EPOS sales tills	233 13%	11 16%	3 <b>21%A</b>
Offsite working	225 12%	18 <b>26%A</b>	5 <b>38%AB</b>
Staff connectivity to internal network	213 12%	28 <b>40%A</b>	6 <b>50%AB</b>
Stock updates/processing orders	170 9%	9 12%	3 <b>24%AB</b>
CCTV	124 7%	14 <b>20%A</b>	3 <b>26%A</b>
Provision of unlimited Wi-Fi to clients/ customers	109 6%	9 <b>13%A</b>	2 <b>20%AB</b>
Authentication	101 5%	7 <b>10%A</b>	3 <b>27%AB</b>
GPS location data	91 5%	8 <b>12%A</b>	2 <b>19%AB</b>
Staff clock-in systems	7 *	6 <b>9%A</b>	3 <b>23%AB</b>

Proportions/Mean. Columns tested (1%, 5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 73

**QF7b: What is your wireless connectivity used for?**

**Base: All with broadband/ internet service and asked**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Base	1837	70	12
Other (please type in)	225	6	*
	12%C	9%C	1%
Don't know/not sure	90	2	*
	5%C	4%	1%
Do not use wireless connectivity	55	1	*
	3%	2%	2%
NET Low complexity (basic comms & information provision)	1406	61	12
	77%	87%A	95%AB
NET Medium complexity (advanced comms & document sharing)	225	18	5
	12%	26%A	38%AB
NET High complexity (payment processing & e-commerce)	622	29	7
	34%	41%A	55%AB

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
 28th January 2022 - 4th April 2022

Table 74

**QF7b: What is your wireless connectivity used for?****Base: All respondents asked**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1252	420	376
<b>Base</b>	1952	73	13
Effective base	559	295	280
Staff connectivity to internet	933 48%	45 <b>63%A</b>	8 <b>64%A</b>
Wireless printers	783 40%	32 43%	5 43%
Sending/ receiving/ accessing business data (e.g. sales records, information about stock etc.)	485 25%	19 26%	5 <b>37%AB</b>
Wi-Fi reliant video conferencing	456 23%	25 <b>35%A</b>	7 <b>52%AB</b>
Wi-Fi reliant calls	390 20%	21 <b>29%A</b>	5 <b>39%AB</b>
Access to data stored on the cloud	381 20%	21 <b>29%A</b>	5 <b>40%AB</b>
Contactless / card payments / EPOS sales tills	233 12%	11 16%	3 <b>21%A</b>
Offsite working	225 12%	18 <b>25%A</b>	5 <b>37%AB</b>
Staff connectivity to internal network	213 11%	28 <b>39%A</b>	6 <b>48%AB</b>
Stock updates/processing orders	170 9%	9 12%	3 <b>23%AB</b>
CCTV	124 6%	14 <b>19%A</b>	3 <b>26%A</b>
Provision of unlimited Wi-Fi to clients/ customers	109 6%	9 <b>12%A</b>	2 <b>19%AB</b>
Authentication	101 5%	7 <b>10%A</b>	3 <b>26%AB</b>
GPS location data	91 5%	8 <b>11%A</b>	2 <b>18%AB</b>
Staff clock-in systems	7 *	6 <b>8%A</b>	3 <b>22%AB</b>

Proportions/Means. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 74

**QF7b: What is your wireless connectivity used for?****Base: All respondents asked**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	1952	73	13
Other (please type in)	225	6	*
	12%C	9%C	1%
Don't know/not sure	90	2	*
	5%C	3%	1%
Do not use wireless connectivity	55	1	*
	3%	2%	2%
Do not use the internet	115	3	*
	6%	4%	3%
NET Low complexity (basic comms & information provision)	1406	61	12
	72%	84%A	92%AB
NET Medium complexity (advanced comms & document sharing)	225	18	5
	12%	25%A	37%AB
NET High complexity (payment processing & e-commerce)	622	29	7
	32%	39%a	53%AB

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 75

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	470 23%	21 28%	4 29%
Agree slightly	(4)	783 39%	33 45%	6 45%
Neither agree nor disagree	(3)	379 19%	13 17%	2 19%
Disagree slightly	(2)	268 <b>13%BC</b>	5 6%	1 4%
Disagree strongly	(1)	56 3%	1 1%	* 1%
Don't know		66 <b>3%e</b>	2 3%	* 1%
NET Agree		1253 62%	54 <b>73%A</b>	9 <b>75%A</b>
NET Disagree		324 <b>16%BC</b>	5 7%	1 6%
Mean		3.69	<b>3.96A</b>	<b>3.98A</b>
SD		1.07	0.90	0.91

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 76

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	424 21%	22 <b>29%A</b>	3 25%
Agree slightly	(4)	784 39%	29 40%	6 45%
Neither agree nor disagree	(3)	500 <b>25%b</b>	14 19%	3 21%
Disagree slightly	(2)	221 <b>11%c</b>	6 8%	1 5%
Disagree strongly	(1)	57 3%	1 2%	* 1%
Don't know		36 2%	2 2%	* 2%
NET Agree		1208 60%	51 <b>69%A</b>	9 <b>70%A</b>
NET Disagree		278 <b>14%C</b>	7 10%	1 6%
Mean		3.65	<b>3.89A</b>	<b>3.89A</b>
SD		1.02	0.99	0.93

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 77

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	680 34%	23 32%	4 32%
Agree slightly	(4)	856 42%	36 49%	6 47%
Neither agree nor disagree	(3)	327 16%	9 13%	2 16%
Disagree slightly	(2)	73 4%	2 3%	* 3%
Disagree strongly	(1)	23 1%	1 1%	* 1%
Don't know		65 3%	2 3%	* 1%
NET Agree		1536 76%	59 81%	10 79%
NET Disagree		96 5%	3 4%	* 4%
Mean		4.07	4.09	4.08
SD		0.87	0.83	0.86

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 78

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	324 16%	21 <b>28%A</b>	4 <b>32%A</b>
Agree slightly	(4)	782 39%	34 <b>46%a</b>	5 43%
Neither agree nor disagree	(3)	437 <b>22%b</b>	11 15%	2 17%
Disagree slightly	(2)	260 <b>13%bC</b>	5 7%	1 6%
Disagree strongly	(1)	113 <b>6%bC</b>	2 2%	* *
Don't know		106 <b>5%b</b>	2 2%	* 2%
NET Agree		1107 55%	55 <b>74%A</b>	9 <b>75%A</b>
NET Disagree		373 <b>18%bC</b>	7 9%	1 6%
Mean		3.49	<b>3.92A</b>	<b>4.03A</b>
SD		1.10	0.96	0.91

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 79

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	1086 54%	37 51%	6 50%
Agree slightly	(4)	590 29%	24 32%	4 34%
Neither agree nor disagree	(3)	169 8%	7 9%	2 13% <sup>a</sup>
Disagree slightly	(2)	123 6%	3 5%	* 3%
Disagree strongly	(1)	39 2%	2 2% <sup>c</sup>	- -
Don't know		16 1%	1 1%	* 1%
NET Agree		1675 83%	61 82%	11 84%
NET Disagree		162 8% <sup>C</sup>	5 7% <sup>c</sup>	* 3%
Mean		4.28	4.25	4.32
SD		0.98	0.98	0.83

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 80

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	376 19%	17 23%	3 27%A
Agree slightly	(4)	635 31%	24 33%	5 43%AB
Neither agree nor disagree	(3)	418 21%	16 21%	2 18%
Disagree slightly	(2)	396 20%C	12 16%	1 10%
Disagree strongly	(1)	175 9%C	4 6%	* 1%
Don't know		23 1%	1 1%	* 1%
NET Agree		1011 50%	41 56%	9 70%AB
NET Disagree		571 28%bC	16 22%	1 11%
Mean		3.32	3.53a	3.85AB
SD		1.23	1.19	1.02

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 81

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	477 24%	21 28%	4 32%A
Agree slightly	(4)	880 44%	35 48%	6 49%
Neither agree nor disagree	(3)	376 19%	11 15%	2 15%
Disagree slightly	(2)	188 9%C	4 6%	* 3%
Disagree strongly	(1)	45 2%	* 1%	* 1%
Don't know		56 3% <b>c</b>	2 3% <b>c</b>	* *
NET Agree		1357 67%	56 76%A	10 81%A
NET Disagree		232 11% <b>bC</b>	5 6%	* 4%
Mean		3.79	4.00A	4.09A
SD		0.99	0.87	0.83

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 82

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	577 29%	35 <b>47%A</b>	6 <b>45%A</b>
Agree slightly	(4)	532 26%	19 26%	4 <b>34%ab</b>
Neither agree nor disagree	(3)	457 <b>23%bc</b>	12 16%	2 16%
Disagree slightly	(2)	248 <b>12%C</b>	6 <b>8%c</b>	* 4%
Disagree strongly	(1)	179 <b>9%BC</b>	2 2%	* 1%
Don't know		29 1%	1 1%	* 1%
NET Agree		1109 55%	53 <b>72%A</b>	10 <b>79%A</b>
NET Disagree		427 <b>21%BC</b>	7 <b>10%c</b>	1 4%
Mean		3.54	<b>4.08A</b>	<b>4.19A</b>
SD		1.27	1.08	0.92

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 83

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	230 11%	18 <b>24%A</b>	4 <b>32%Ab</b>
Agree slightly	(4)	770 38%	28 38%	5 41%
Neither agree nor disagree	(3)	541 <b>27%<b>c</b></b>	18 24%	2 19%
Disagree slightly	(2)	252 <b>12%<b>bC</b></b>	5 7%	* 4%
Disagree strongly	(1)	193 <b>10%<b>BC</b></b>	2 2%	* 2%
Don't know		37 2%	3 <b>4%<b>a</b></b>	* 2%
NET Agree		1001 49%	46 <b>63%A</b>	9 <b>73%<b>AB</b></b>
NET Disagree		445 <b>22%<b>BC</b></b>	7 9%	1 6%
Mean		3.30	<b>3.79A</b>	<b>4.00Ab</b>
SD		1.13	0.99	0.96

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 84

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	432 21%	22 <b>30%A</b>	4 <b>32%A</b>
Agree slightly	(4)	750 37%	30 41%	6 <b>47%A</b>
Neither agree nor disagree	(3)	460 <b>23%C</b>	14 19%	2 15%
Disagree slightly	(2)	246 <b>12%BC</b>	4 5%	* 4%
Disagree strongly	(1)	102 <b>5%BC</b>	1 1%	* 1%
Don't know		33 2%	3 <b>4%a</b>	* 2%
NET Agree		1182 58%	53 <b>71%A</b>	10 <b>79%Ab</b>
NET Disagree		348 <b>17%BC</b>	5 6%	1 5%
Mean		3.59	<b>3.98A</b>	<b>4.07A</b>
SD		1.11	0.92	0.87

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 85

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	447 22%	21 <b>28%a</b>	4 <b>29%a</b>
Agree slightly	(4)	734 36%	32 <b>43%a</b>	5 <b>43%a</b>
Neither agree nor disagree	(3)	491 24%	14 19%	3 21%
Disagree slightly	(2)	208 <b>10%BC</b>	3 4%	1 4%
Disagree strongly	(1)	115 <b>6%C</b>	2 3%	* 1%
Don't know		28 1%	2 2%	* 1%
NET Agree		1181 58%	53 <b>72%A</b>	9 <b>72%A</b>
NET Disagree		323 <b>16%BC</b>	5 7%	1 5%
Mean		3.60	<b>3.92A</b>	<b>3.97A</b>
SD		1.12	0.96	0.92

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 86

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
We are confident that we know which new communications products or services are valuable for the business	470 23%	21 28%	4 29%
We feel well informed about how communications services can help our business survive and grow	424 21%	22 <b>29%A</b>	3 25%
The needs of our business are well-catered for in the communications market	680 34%	23 32%	4 32%
We are aware of the regulations that protect our business when buying and using communications services	324 16%	21 <b>28%A</b>	4 <b>32%A</b>
Communications services are fundamental to our business, without them we could not function as a business	1086 54%	37 51%	6 50%
We are worried about possible breaches of security in the communications services our business uses	376 19%	17 23%	3 <b>27%A</b>
We are confident we understand what different communications services can provide for our business	477 24%	21 28%	4 <b>32%A</b>
Our business is looking to grow over the next few years	577 29%	35 <b>47%A</b>	6 <b>45%A</b>
We are willing to pay more for a better service	230 11%	18 <b>24%A</b>	4 <b>32%Ab</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 86

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	2023	74	13
We invest time to get the best value for money from our communications services	432 21%	22 <b>30%A</b>	4 <b>32%A</b>
We trust our communications providers to look out for our business	447 22%	21 <b>28%a</b>	4 <b>29%a</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 87

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
We are confident that we know which new communications products or services are valuable for the business	1253 62%	54 <b>73%A</b>	9 <b>75%AB</b>
We feel well informed about how communications services can help our business survive and grow	1208 60%	51 <b>69%A</b>	9 <b>70%A</b>
The needs of our business are well-catered for in the communications market	1536 76%	59 81%	10 79%
We are aware of the regulations that protect our business when buying and using communications services	1107 55%	55 <b>74%A</b>	9 <b>75%A</b>
Communications services are fundamental to our business, without them we could not function as a business	1675 83%	61 82%	11 84%
We are worried about possible breaches of security in the communications services our business uses	1011 50%	41 56%	9 <b>70%AB</b>
We are confident we understand what different communications services can provide for our business	1357 67%	56 <b>76%A</b>	10 <b>81%A</b>
Our business is looking to grow over the next few years	1109 55%	53 <b>72%A</b>	10 <b>79%A</b>
We are willing to pay more for a better service	1001 49%	46 <b>63%A</b>	9 <b>73%AB</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.  
95 percent as lower case, 99 percent as UPPER CASE  
\*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 87

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	2023	74	13
We invest time to get the best value for money from our communications services	1182 58%	53 71%A	10 79%Ab
We trust our communications providers to look out for our business	1181 58%	53 72%A	9 72%A

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 88

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
We are confident that we know which new communications products or services are valuable for the business	56 3%	1 1%	* 1%
We feel well informed about how communications services can help our business survive and grow	57 3%	1 2%	* 1%
The needs of our business are well-catered for in the communications market	23 1%	1 1%	* 1%
We are aware of the regulations that protect our business when buying and using communications services	113 6%bC	2 2%	* *
Communications services are fundamental to our business, without them we could not function as a business	39 2%	2 2%cC	- -
We are worried about possible breaches of security in the communications services our business uses	175 9%C	4 6%cC	* 1%
We are confident we understand what different communications services can provide for our business	45 2%	* 1%	* 1%
Our business is looking to grow over the next few years	179 9%BC	2 2%	* 1%
We are willing to pay more for a better service	193 10%BC	2 2%	* 2%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 88

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Base	2023	74	13
We invest time to get the best value for money from our communications services	102 5%BC	1 1%	* 1%
We trust our communications providers to look out for our business	115 6%C	2 3%	* 1%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 89

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
We are confident that we know which new communications products or services are valuable for the business	324 <b>16%BC</b>	5 7%	1 6%
We feel well informed about how communications services can help our business survive and grow	278 <b>14%C</b>	7 10%	1 6%
The needs of our business are well-catered for in the communications market	96 5%	3 4%	* 4%
We are aware of the regulations that protect our business when buying and using communications services	373 <b>18%BC</b>	7 9%	1 6%
Communications services are fundamental to our business, without them we could not function as a business	162 <b>8%C</b>	5 <b>7%c</b>	* 3%
We are worried about possible breaches of security in the communications services our business uses	571 <b>28%bC</b>	16 <b>22%C</b>	1 11%
We are confident we understand what different communications services can provide for our business	232 <b>11%bC</b>	5 6%	* 4%
Our business is looking to grow over the next few years	427 <b>21%BC</b>	7 <b>10%c</b>	1 4%
We are willing to pay more for a better service	445 <b>22%BC</b>	7 9%	1 6%

Proportions/Mean. Columns tested (1%,5% risk level) all.  
95 percent as lower case, 99 percent as UPPER CASE  
\*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 89

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	2023	74	13
We invest time to get the best value for money from our communications services	348 <b>17%BC</b>	5 6%	1 5%
We trust our communications providers to look out for our business	323 <b>16%BC</b>	5 7%	1 5%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 90

Absolutes/col percents

**QF9: Now thinking about data security and sharing data online, has your business ever experienced any of the following?**

**Base: All respondents**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Received scam messages via e-mail (phishing)	1371 <b>68%<sup>C</sup></b>	46 <b>63%<sup>c</sup></b>	7 54%
Received scam messages via phone call (landline or mobile)	1083 <b>54%<sup>BC</sup></b>	31 41%	4 34%
Received scam messages via text/SMS (smishing)	1042 <b>52%<sup>BC</sup></b>	31 41%	5 38%
Received scam messages via communications services like WhatsApp, Messenger, Signal etc.	477 24%	18 24%	4 29%
Cyber-attacks	120 6%	8 <b>11%<sup>A</sup></b>	2 <b>19%<sup>AB</sup></b>
Security breach involving communication services	109 5%	6 <b>9%<sup>a</sup></b>	2 <b>14%<sup>Ab</sup></b>
Anything else (please type in)	11 1%	1 1%	* *
None	433 21%	19 26%	3 25%
NET Experienced any	1590 79%	55 74%	10 75%

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 91

## **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

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Very satisfied	(5)	821 52%	25 54%	4 46%
Fairly satisfied	(4)	593 37%	16 36%	4 45%
Neither satisfied nor dissatisfied	(3)	98 6%	3 6%	1 5%
Fairly dissatisfied	(2)	48 3%	1 3%	* 2%
Very dissatisfied	(1)	23 1%	* 1%	* 1%
Don't know		-	-	*
		-	-	*A
Not applicable		4	*	*
		*	1%	1%
NET Satisfied		1414 89%	41 90%	9 91%
NET Dissatisfied		70 4%	2 4%	* 3%
Mean		4.35	4.40	4.34
SD		0.84	0.81	0.79

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 92

### 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

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Very satisfied	(5)	394 37%	21 42%	4 <b>48%a</b>
Fairly satisfied	(4)	482 45%	21 42%	4 43%
Neither satisfied nor dissatisfied	(3)	111 <b>10%a</b>	4 8%	* 5%
Fairly dissatisfied	(2)	49 5%	2 5%	* 1%
Very dissatisfied	(1)	13 1%	1 2%	* 2%
Don't know		1 *	1 <b>1%A</b>	* <b>1%A</b>
Not applicable		15 1%	- -	- -
NET Satisfied		876 82%	42 84%	8 <b>91%Ab</b>
NET Dissatisfied		62 6%	3 7%	* 3%
Mean		4.14	4.19	<b>4.35A</b>
SD		0.87	0.92	0.85

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 93

## **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

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Very satisfied	(5)	779 41%	30 42%	6 53% <b>Ab</b>
Fairly satisfied	(4)	826 43%	29 41%	5 37%
Neither satisfied nor dissatisfied	(3)	162 9%	6 8%	1 5%
Fairly dissatisfied	(2)	88 5%	4 6%	* 3%
Very dissatisfied	(1)	49 3%	2 2%	* 1%
Don't know		1 *	- -	- -
Not applicable		3 *	- -	- -
NET Satisfied		1605 84%	59 84%	11 90% <b>ab</b>
NET Dissatisfied		137 7%	6 8%	1 5%
Mean		4.15	4.16	4.37 <b>AB</b>
SD		0.94	0.97	0.88

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 94

**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**

Number of employees			
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
Very satisfied (5)	632 40%	19 41%	4 37%
Fairly satisfied (4)	620 39%	17 38%	4 41%
Neither satisfied nor dissatisfied (3)	158 10%	5 11%	1 14%
Fairly dissatisfied (2)	113 7%	3 7%	* 4%
Very dissatisfied (1)	51 3%	1 3%	* 1%
Don't know	7 *	* *	* 1%
Not applicable / have not experienced this issue	6 *	* 1%	* <b>2%A</b>
NET Satisfied	1251 79%	36 79%	8 77%
NET Dissatisfied	164 <b>10%<b>c</b></b>	4 9%	* 5%
Mean	4.06	4.08	4.12
SD	1.04	1.03	0.93

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 95

**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.**

**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**

Number of employees			
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
Very satisfied (5)	209 13%	8 18%	2 <b>25%A</b>
Fairly satisfied (4)	321 20%	12 26%	3 <b>35%Ab</b>
Neither satisfied nor dissatisfied (3)	254 16%	6 14%	1 13%
Fairly dissatisfied (2)	39 2%	1 3%	1 <b>9%AB</b>
Very dissatisfied (1)	16 1%	1 2%	* 1%
Don't know	45 3%	2 4%	* 3%
Not applicable / have not experienced this issue	703 <b>44%bC</b>	15 <b>34%C</b>	1 15%
NET Satisfied	530 33%	20 <b>44%A</b>	6 <b>60%AB</b>
NET Dissatisfied	54 3%	2 5%	1 <b>10%Ab</b>
Mean	3.80	3.89	3.91
SD	0.93	1.00	1.05

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 96

**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.**

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Very satisfied	(5)	646 41%	19 41%	4 36%
Fairly satisfied	(4)	662 42%	17 36%	4 42%
Neither satisfied nor dissatisfied	(3)	125 8%	6 <b>13%a</b>	1 <b>13%a</b>
Fairly dissatisfied	(2)	86 5%	1 3%	* 5%
Very dissatisfied	(1)	43 3%	2 4%	* 2%
Don't know		13 1%	* 1%	* 1%
Not applicable / have not experienced this issue		11 1%	1 2%	* 2%
NET Satisfied		1308 82%	35 77%	8 79%
NET Dissatisfied		129 8%	3 7%	1 6%
Mean		4.14	4.11	4.10
SD		0.97	1.02	0.96

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 97

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Very satisfied	(5)	419 26%	15 32%	3 31%
Fairly satisfied	(4)	546 34%	15 34%	4 <b>44%ab</b>
Neither satisfied nor dissatisfied	(3)	187 12%	6 13%	1 13%
Fairly dissatisfied	(2)	98 6%	2 5%	* 3%
Very dissatisfied	(1)	56 4%	1 2%	* 2%
Don't know		20 1%	1 1%	* 1%
Not applicable / have not experienced this issue		261 <b>16%<sup>C</sup></b>	6 13%	1 8%
NET Satisfied		965 61%	30 66%	7 <b>74%<sup>A</sup></b>
NET Dissatisfied		154 <b>10%<sup>c</sup></b>	3 7%	* 4%
Mean		3.90	4.03	4.08
SD		1.07	1.00	0.92

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 98

**QB2(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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Very satisfied	(5)	483 30%	15 32%	3 33%
Fairly satisfied	(4)	588 37%	17 37%	4 45%
Neither satisfied nor dissatisfied	(3)	157 10%	7 15%	1 13%
Fairly dissatisfied	(2)	65 4%	2 3%	* 2%
Very dissatisfied	(1)	27 2%	1 2%	* *
Don't know		17 1%	* 1%	* 1%
Not applicable / have not experienced this issue		249 <b>16%<sup>C</sup></b>	5 10%	* 5%
NET Satisfied		1071 68%	31 69%	8 <b>78%<sup>Ab</sup></b>
NET Dissatisfied		92 6%	2 5%	* 3%
Mean		4.09	4.06	4.16
SD		0.93	0.93	0.82

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 99

**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.**

**Base: All with mobile service**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Very satisfied	(5)	584 37%	14 31%	4 38%
Fairly satisfied	(4)	697 44%	21 45%	4 41%
Neither satisfied nor dissatisfied	(3)	195 12%	7 16%	2 16%
Fairly dissatisfied	(2)	73 5%	2 4%	* 3%
Very dissatisfied	(1)	24 2%	1 1%	* 1%
Don't know		5 *	1 2%a	* *
Not applicable / have not experienced this issue		8 *	1 2%a	* 1%
NET Satisfied		1281 81%	35 76%	8 78%
NET Dissatisfied		97 6%	2 5%	* 5%
Mean		4.11	4.04	4.11
SD		0.90	0.87	0.94

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 100

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Very satisfied	(5)	122 8%	7 <b>15%A</b>	2 <b>21%A</b>
Fairly satisfied	(4)	211 13%	10 <b>22%A</b>	3 <b>32%Ab</b>
Neither satisfied nor dissatisfied	(3)	242 15%	8 19%	2 19%
Fairly dissatisfied	(2)	62 4%	2 4%	* 5%
Very dissatisfied	(1)	30 2%	1 3%	* 2%
Don't know		64 4%	2 4%	* 2%
Not applicable / have not experienced this issue		856 <b>54%BC</b>	15 <b>33%C</b>	2 18%
NET Satisfied		333 21%	17 <b>37%A</b>	5 <b>53%AB</b>
NET Dissatisfied		92 6%	3 7%	1 7%
Mean		3.50	3.68	<b>3.81A</b>
SD		1.04	1.06	1.07

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 101

### QB2: 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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
The reliability of the reception or signal strength	632 40%	19 41%	4 37%
The repair time for faults with the connection	209 13%	8 18%	2 <b>25%A</b>
The geographic availability of the service (i.e. the breadth of coverage)	646 41%	19 41%	4 36%
The ease of contacting the provider's customer service department	419 26%	15 32%	3 31%
The quality of the service provided by the provider's customer service staff	483 30%	15 32%	3 33%
The value for money of the service provided	584 37%	14 31%	4 38%
The level of compensation provided by the provider when something goes wrong	122 8%	7 <b>15%A</b>	2 <b>21%A</b>

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 102

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
The reliability of the reception or signal strength	1251 79%	36 79%	8 77%
The repair time for faults with the connection	530 33%	20 <b>44%A</b>	6 <b>60%AB</b>
The geographic availability of the service (i.e. the breadth of coverage)	1308 82%	35 77%	8 79%
The ease of contacting the provider's customer service department	965 61%	30 66%	7 <b>74%A</b>
The quality of the service provided by the provider's customer service staff	1071 68%	31 69%	8 <b>78%AB</b>
The value for money of the service provided	1281 81%	35 76%	8 78%
The level of compensation provided by the provider when something goes wrong	333 21%	17 <b>37%A</b>	5 <b>53%AB</b>

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 103

Absolutes/col percents

### QB2: 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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
The reliability of the reception or signal strength	51 3%	1 3%	* 1%
The repair time for faults with the connection	16 1%	1 2%	* 1%
The geographic availability of the service (i.e. the breadth of coverage)	43 3%	2 4%	* 2%
The ease of contacting the provider's customer service department	56 4%	1 2%	* 2%
The quality of the service provided by the provider's customer service staff	27 2%	1 2%	* *
The value for money of the service provided	24 2%	1 1%	* 1%
The level of compensation provided by the provider when something goes wrong	30 2%	1 3%	* 2%

Proportions/M means. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 104

### QB2: 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
The reliability of the reception or signal strength	164 <b>10%</b>	4 9%	* 5%
The repair time for faults with the connection	54 3%	2 5%	1 <b>10%Ab</b>
The geographic availability of the service (i.e. the breadth of coverage)	129 8%	3 7%	1 6%
The ease of contacting the provider's customer service department	154 <b>10%</b>	3 7%	* 4%
The quality of the service provided by the provider's customer service staff	92 6%	2 5%	* 3%
The value for money of the service provided	97 6%	2 5%	* 5%
The level of compensation provided by the provider when something goes wrong	92 6%	3 7%	1 7%

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 105

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	<b>1587</b>	<b>46</b>	<b>10</b>
Effective base	430	198	217
Poor mobile coverage	185 12%	6 12%	1 9%
Poor mobile internet coverage	126 8%	3 6%	1 8%
Calls dropping out when making a voice call	117 7%	4 8%	1 9%
Unable to connect to Wi-Fi	79 5%	2 3%	1 <b>10%AB</b>
Slow speeds connecting to/ when connected to internet	74 5%	3 7%	1 <b>10%A</b>
Delays in receiving texts/ messages	58 4%	1 3%	* 4%
Unsolicited/nuisance or silent calls	51 3%	2 5%	* 5%
Poor customer service	50 3%	1 3%	1 <b>6%ab</b>
Slow upload speeds	44 3%	2 4%	1 <b>8%A</b>
Poor voice quality	43 3%	1 3%	1 <b>10%AB</b>
Unable to send texts/ messages	38 2%	1 2%	* 3%
Increased charges	37 2%	2 <b>5%a</b>	1 <b>9%A</b>
Unexpected additional charges	28 2%	1 2%	* <b>5%Ab</b>
Lack of provider support/assistance outside typical office hours	19 1%	* 1%	* <b>3%a</b>
Mis-selling (service received was not what was sold originally)	11 1%	* 1%	* 2%
Unable to download documents / pictures	11 1%	1 <b>2%a</b>	1 <b>9%AB</b>

Proportions/Means. Columns tested (1%,5% risk level) all.  
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 (co size bands)**

28th January 2022 - 4th April 2022

Table 105

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	1587	46	10
Terms and conditions (e.g. those you were not aware of)	7 *	* 1%	* <b>5%AB</b>
Other (please type in)	38 2%	1 3%	* 1%
No issues experienced in the last 12 months	1157 <b>73%C</b>	31 <b>68%C</b>	5 52%
NET Experienced any issue	430 27%	14 32%	5 <b>48%AB</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 106

**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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	266	88	129
<b>Base</b>	430	14*	5
Effective base	127	57	100
1 No impact at all	36 8%	* 3%	* 1%
2	38 9%	1 5%	* 6%
3	60 <b>14%bc</b>	* 2%	* 3%
4	19 4%	2 <b>14%A</b>	* 7%
5	43 10%	1 10%	* 9%
6	46 11%	3 19%	* 10%
7	57 13%	2 17%	1 <b>24%a</b>
8	84 19%	2 15%	1 20%
9	18 4%	1 7%	1 <b>14%A</b>
10 Very great impact	28 7%	1 9%	* 4%
NET 1-3 Low Impact	134 <b>31%BC</b>	1 10%	1 11%
NET 4-7	165 38%	9 <b>60%A</b>	2 50%
NET 8-10 High Impact	130 30%	4 31%	2 39%
Mean	5.54	6.27	<b>6.59A</b>
SD	2.68	2.34	2.43

Proportions/Mean. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 107

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Very satisfied	(5)	504 47%	24 49%	4 44%
Fairly satisfied	(4)	396 37%	18 37%	4 42%
Neither satisfied nor dissatisfied	(3)	76 7%	5 9%	1 9%
Fairly dissatisfied	(2)	30 3%	1 3%	* 2%
Very dissatisfied	(1)	19 2%	1 2%	* 1%
Don't know		17 2%	-	* 2% <sup>8</sup>
Not applicable / have not experienced this issue		22 2%	* *	* 1%
NET Satisfied		901 85%	43 86%	8 86%
NET Dissatisfied		49 5%	2 5%	* 3%
Mean		4.30	4.28	4.28
SD		0.87	0.90	0.86

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 108

Absolutes/col percents

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Very satisfied	(5)	418 39%	24 47%	4 45%
Fairly satisfied	(4)	416 39%	18 36%	4 40%
Neither satisfied nor dissatisfied	(3)	105 10%	5 10%	1 9%
Fairly dissatisfied	(2)	64 6%	2 4%	* 4%
Very dissatisfied	(1)	8 1%	1 2% <sup>a</sup>	* 1%
Don't know		20 2%	- -	* 2% <sup>b</sup>
Not applicable / have not experienced this issue		33 3%	* *	* *
NET Satisfied		834 78%	42 84%	8 85%
NET Dissatisfied		73 7%	3 6%	* 4%
Mean		4.16	4.23	4.27
SD		0.91	0.96	0.88

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 109

Absolutes/col percents

### 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

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Very satisfied	(5)	124 12%	9 <b>19%A</b>	3 <b>29%AB</b>
Fairly satisfied	(4)	228 21%	16 <b>33%A</b>	2 28%
Neither satisfied nor dissatisfied	(3)	130 12%	8 16%	1 13%
Fairly dissatisfied	(2)	68 6%	3 6%	1 7%
Very dissatisfied	(1)	27 2%	1 3%	* 2%
Don't know		25 2%	1 2%	* 3%
Not applicable / have not experienced this issue		463 <b>44%BC</b>	11 22%	2 19%
NET Satisfied		352 33%	26 <b>51%A</b>	5 <b>57%A</b>
NET Dissatisfied		95 9%	4 9%	1 8%
Mean		3.61	3.76	<b>3.97A</b>
SD		1.09	1.04	1.11

Proportions/M means. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 110

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Very satisfied	(5)	235 22%	16 <b>32%A</b>	4 <b>41%A</b>
Fairly satisfied	(4)	326 31%	18 36%	3 37%
Neither satisfied nor dissatisfied	(3)	166 <b>16%<b>C</b></b>	6 12%	1 8%
Fairly dissatisfied	(2)	87 8%	3 5%	* 4%
Very dissatisfied	(1)	43 4%	2 4%	* 1%
Don't know		21 2%	1 2%	* 2%
Not applicable / have not experienced this issue		187 <b>18%<b>bC</b></b>	5 9%	1 7%
NET Satisfied		561 53%	34 <b>68%A</b>	7 <b>78%<b>Ab</b></b>
NET Dissatisfied		129 <b>12%<b>C</b></b>	4 9%	* 5%
Mean		3.73	<b>3.98a</b>	<b>4.23Ab</b>
SD		1.12	1.07	0.94

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 111

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Very satisfied	(5)	258 24%	16 31%	3 <b>36%A</b>
Fairly satisfied	(4)	358 34%	21 <b>43%A</b>	3 37%
Neither satisfied nor dissatisfied	(3)	157 15%	5 11%	1 15%
Fairly dissatisfied	(2)	42 4%	2 4%	* 2%
Very dissatisfied	(1)	37 3%	2 4%	* 2%
Don't know		26 2%	* 1%	* <b>3%B</b>
Not applicable / have not experienced this issue		187 <b>18%BC</b>	3 7%	* 5%
NET Satisfied		616 58%	37 <b>74%A</b>	7 <b>74%A</b>
NET Dissatisfied		79 7%	4 8%	* 3%
Mean		3.89	4.01	<b>4.15a</b>
SD		1.03	1.01	0.94

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 112

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Very satisfied	(5)	207 19%	13 <b>27%a</b>	3 <b>31%A</b>
Fairly satisfied	(4)	406 38%	23 46%	4 45%
Neither satisfied nor dissatisfied	(3)	230 <b>22%b</b>	7 14%	1 16%
Fairly dissatisfied	(2)	134 <b>13%bc</b>	3 5%	* 5%
Very dissatisfied	(1)	48 5%	2 3%	* 1%
Don't know		21 2%	1 2%	* 1%
Not applicable / have not experienced this issue		18 2%	1 3%	* *
NET Satisfied		613 58%	36 <b>72%A</b>	7 <b>76%A</b>
NET Dissatisfied		183 <b>17%bc</b>	4 9%	1 6%
Mean		3.57	<b>3.91A</b>	<b>4.02A</b>
SD		1.09	1.00	0.93

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 113

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Very satisfied	(5)	83 8%	9 <b>18%A</b>	2 <b>25%A</b>
Fairly satisfied	(4)	125 12%	9 17%	2 <b>27%Ab</b>
Neither satisfied nor dissatisfied	(3)	154 14%	10 21%	1 16%
Fairly dissatisfied	(2)	62 6%	3 5%	* 4%
Very dissatisfied	(1)	33 3%	2 3%	* 4%
Don't know		39 4%	3 5%	* 4%
Not applicable / have not experienced this issue		568 <b>53%BC</b>	15 <b>31%C</b>	2 20%
NET Satisfied		208 20%	17 <b>35%A</b>	5 <b>52%AB</b>
NET Dissatisfied		96 9%	4 9%	1 8%
Mean		3.35	<b>3.64a</b>	<b>3.85A</b>
SD		1.14	1.14	1.18

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 114

## **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

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Very satisfied	(5)	396 37%	20 39%	4 42%
Fairly satisfied	(4)	368 35%	19 38%	3 36%
Neither satisfied nor dissatisfied	(3)	117 11%	5 10%	1 13%
Fairly dissatisfied	(2)	15 1%	2 3%	* 3%
Very dissatisfied	(1)	28 3%	1 1%	* 1%
Don't know		39 4%	3 5%	* 3%
Not applicable / have not experienced this issue		101 9%bC	2 3%	* 2%
NET Satisfied		765 72%	38 77%	7 79%
NET Dissatisfied		43 4%	2 4%	* 3%
Mean		4.18	4.21	4.22
SD		0.93	0.87	0.89

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 115

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
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)	504 47%	24 49%	4 44%
The clarity of the line (e.g. being able to clearly hear the other person on the call)	418 39%	24 47%	4 45%
The repair time for faults with the connection	124 12%	9 <b>19%a</b>	3 <b>29%AB</b>
The ease of contacting the provider's customer service department	235 22%	16 <b>32%A</b>	4 <b>41%A</b>
The quality of the service provided by the provider's customer service staff	258 24%	16 31%	3 <b>36%A</b>
The value for money of the service provided	207 19%	13 <b>27%a</b>	3 <b>31%A</b>
The level of compensation provided by the provider when something goes wrong	83 8%	9 <b>18%A</b>	2 <b>25%A</b>
The ease of installation	396 37%	20 39%	4 42%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 116

### 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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
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)	901 85%	43 86%	8 86%
The clarity of the line (e.g. being able to clearly hear the other person on the call)	834 78%	42 84%	8 85%
The repair time for faults with the connection	352 33%	26 <b>51%A</b>	5 <b>57%A</b>
The ease of contacting the provider's customer service department	561 53%	34 <b>68%A</b>	7 <b>78%Ab</b>
The quality of the service provided by the provider's customer service staff	616 58%	37 <b>74%A</b>	7 <b>74%A</b>
The value for money of the service provided	613 58%	36 <b>72%A</b>	7 <b>76%A</b>
The level of compensation provided by the provider when something goes wrong	208 20%	17 <b>35%A</b>	5 <b>52%AB</b>
The ease of installation	765 72%	38 77%	7 79%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 117

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
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)	19 2%	1 2%	* 1%
The clarity of the line (e.g. being able to clearly hear the other person on the call)	8 1%	1 2% <sup>a</sup>	* 1%
The repair time for faults with the connection	27 2%	1 3%	* 2%
The ease of contacting the provider's customer service department	43 4%	2 4%	* 1%
The quality of the service provided by the provider's customer service staff	37 3%	2 4%	* 2%
The value for money of the service provided	48 5%	2 3%	* 1%
The level of compensation provided by the provider when something goes wrong	33 3%	2 3%	* 4%
The ease of installation	28 3%	1 1%	* 1%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 118

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
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)	49 5%	2 5%	* 3%
The clarity of the line (e.g. being able to clearly hear the other person on the call)	73 7%	3 6%	* 4%
The repair time for faults with the connection	95 9%	4 9%	1 8%
The ease of contacting the provider's customer service department	129 <b>12%<sup>c</sup></b>	4 9%	* 5%
The quality of the service provided by the provider's customer service staff	79 7%	4 8%	* 3%
The value for money of the service provided	183 <b>17%<sup>b,c</sup></b>	4 9%	1 6%
The level of compensation provided by the provider when something goes wrong	96 9%	4 9%	1 8%
The ease of installation	43 4%	2 4%	* 3%

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 119

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
Poor service reliability (loss of service/ technical fault)	103 10%	5 9%	1 12%
Unsolicited/nuisance or silent calls	66 6%	3 5%	1 7%
Increased charges	62 6%	5 9%	1 <b>16%Ab</b>
Poor voice quality	57 5%	2 5%	1 <b>11%AB</b>
Poor customer service	33 3%	2 4%	* 5%
Unexpected additional charges	22 2%	2 4%	* 4%
Lack of provider support/assistance outside typical office hours	16 1%	2 <b>5%A</b>	1 <b>7%A</b>
Terms and conditions (e.g. those you were not aware of)	11 1%	* 1%	* <b>6%AB</b>
Mis-selling (service received was not what was sold originally)	6 1%	* 1%	* <b>4%AB</b>
Other (please type in)	27 3%	1 1%	* *
No issues experienced in the last 12 months	825 <b>77%C</b>	36 <b>72%<del>c</del></b>	5 60%
NET Experienced any issue	240 23%	14 28%	4 <b>40%Ab</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 120

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	178	79	96
<b>Base</b>	240	14*	4
Effective base	80	58	75
1 No impact at all	28 12%	* 3%	* 3%
2	21 9%	1 7%	* 3%
3	19 8%	* 3%	* 6%
4	4 2%	2 <b>12%A</b>	* 2%
5	33 14%	2 14%	* 5%
6	33 14%	2 14%	* 9%
7	54 22%	1 10%	1 19%
8	17 7%	2 16%	1 <b>21%A</b>
9	18 8%	1 10%	1 <b>19%A</b>
10 Very great impact	13 5%	2 13%	* <b>14%A</b>
NET 1-3 Low Impact	68 <b>28%bc</b>	2 12%	* 11%
NET 4-7	124 <b>52%c</b>	7 49%	1 35%
NET 8-10 High Impact	48 20%	5 <b>39%A</b>	2 <b>54%A</b>
Mean	5.46	<b>6.38a</b>	<b>7.22A</b>
SD	2.65	2.58	2.70

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 121

## **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

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Very satisfied	(5)	693 36%	31 <b>44%a</b>	5 42%
Fairly satisfied	(4)	832 <b>44%b</b>	26 36%	5 43%
Neither satisfied nor dissatisfied	(3)	197 10%	7 10%	1 9%
Fairly dissatisfied	(2)	106 6%	5 7%	* 3%
Very dissatisfied	(1)	63 <b>3%c</b>	1 2%	* 1%
Don't know		12 1%	1 1%	* 1%
Not applicable / have not experienced this issue		5 *	- -	* *
NET Satisfied		1525 80%	57 80%	10 <b>86%a</b>
NET Dissatisfied		169 <b>9%c</b>	6 <b>9%c</b>	* 4%
Mean		4.05	4.15	<b>4.25A</b>
SD		1.00	0.99	0.84

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 122

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Very satisfied	(5)	297 16%	13 18%	3 <b>22%a</b>
Fairly satisfied	(4)	482 25%	25 <b>35%A</b>	5 <b>44%Ab</b>
Neither satisfied nor dissatisfied	(3)	289 15%	9 13%	2 16%
Fairly dissatisfied	(2)	115 6%	5 7%	1 5%
Very dissatisfied	(1)	59 3%	2 3%	* 1%
Don't know		35 2%	2 3%	* 1%
Not applicable / have not experienced this issue		631 <b>33%BC</b>	15 <b>21%C</b>	1 11%
NET Satisfied		779 41%	37 <b>52%A</b>	8 <b>66%AB</b>
NET Dissatisfied		174 9%	7 10%	1 6%
Mean		3.68	3.75	<b>3.91A</b>
SD		1.08	1.06	0.93

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 123

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Very satisfied	(5)	684	25	6
		36%	36%	<b>48%AB</b>
Fairly satisfied	(4)	768	29	4
		<b>40%<i>c</i></b>	<b>40%<i>c</i></b>	31%
Neither satisfied nor dissatisfied	(3)	204	10	2
		11%	14%	15%
Fairly dissatisfied	(2)	91	2	*
		5%	3%	2%
Very dissatisfied	(1)	51	2	*
		3%	3%	1%
Don't know		47	2	*
		2%	3%	1%
Not applicable / have not experienced this issue		62	1	*
		3%	1%	1%
NET Satisfied		1452	54	10
		76%	76%	79%
NET Dissatisfied		143	4	*
		<b>7%<i>c</i></b>	6%	4%
Mean		4.08	4.07	<b>4.25ab</b>
SD		0.97	0.97	0.93

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 124

**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**

Absolutes/col percents

Number of employees			
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Very satisfied (5)	442 23%	19 26%	4 <b>37%AB</b>
Fairly satisfied (4)	611 32%	28 <b>40%a</b>	5 37%
Neither satisfied nor dissatisfied (3)	245 13%	8 12%	1 10%
Fairly dissatisfied (2)	159 8%	5 7%	1 8%
Very dissatisfied (1)	141 <b>7%bC</b>	2 3%	* 1%
Don't know	40 2%	1 1%	* 2%
Not applicable / have not experienced this issue	271 <b>14%C</b>	7 10%	1 6%
NET Satisfied	1053 55%	47 <b>66%A</b>	9 <b>74%A</b>
NET Dissatisfied	300 <b>16%bC</b>	7 10%	1 8%
Mean	3.66	<b>3.90a</b>	<b>4.10Ab</b>
SD	1.23	1.04	0.99

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 125

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Very satisfied	(5)	482 25%	22 31%	4 31%
Fairly satisfied	(4)	718 38%	26 36%	6 49% <b>AB</b>
Neither satisfied nor dissatisfied	(3)	247 13%	9 13%	1 9%
Fairly dissatisfied	(2)	113 6% <b>C</b>	4 6% <b>C</b>	* 2%
Very dissatisfied	(1)	93 5% <b>C</b>	2 3%	* 1%
Don't know		26 1%	3 4% <b>A</b>	* 2%
Not applicable / have not experienced this issue		228 12% <b>bC</b>	5 7%	1 5%
NET Satisfied		1200 63%	48 67%	10 80% <b>AB</b>
NET Dissatisfied		207 11% <b>C</b>	7 9% <b>C</b>	* 3%
Mean		3.84	3.95	4.15 <b>Ab</b>
SD		1.09	1.06	0.83

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 126

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Very satisfied	(5)	664	27	5
		35%	37%	<b>42%a</b>
Fairly satisfied	(4)	834	28	5
		44%	40%	41%
Neither satisfied nor dissatisfied	(3)	206	8	1
		11%	12%	10%
Fairly dissatisfied	(2)	117	4	*
		6%	5%	4%
Very dissatisfied	(1)	59	2	*
		3%	3%	1%
Don't know		6	1	*
		*	<b>1%a</b>	<b>1%A</b>
Not applicable / have not experienced this issue		21	1	*
		1%	1%	*
NET Satisfied		1499	55	10
		79%	78%	83%
NET Dissatisfied		176	6	1
		<b>9%c</b>	8%	5%
Mean		4.03	4.07	<b>4.22A</b>
SD		1.00	1.00	0.89

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 127

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Very satisfied	(5)	472 25%	18 26%	3 27%
Fairly satisfied	(4)	803 42%	30 43%	6 47%
Neither satisfied nor dissatisfied	(3)	329 17%	13 18%	2 19%
Fairly dissatisfied	(2)	188 <b>10%<sub>c</sub></b>	5 6%	1 4%
Very dissatisfied	(1)	71 <b>4%<sub>c</sub></b>	1 2%	* 1%
Don't know		28 1%	2 3%	* 2%
Not applicable / have not experienced this issue		17 1%	1 2%	* 1%
NET Satisfied		1275 67%	49 69%	9 73%
NET Dissatisfied		259 <b>14%<sub>bC</sub></b>	6 9%	1 5%
Mean		3.76	3.88	<b>3.97<sub>A</sub></b>
SD		1.06	0.97	0.88

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 128

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Very satisfied	(5)	154 8%	8 12%	3 <b>22%AB</b>
Fairly satisfied	(4)	236 12%	15 <b>21%A</b>	4 <b>30%Ab</b>
Neither satisfied nor dissatisfied	(3)	323 17%	15 21%	2 20%
Fairly dissatisfied	(2)	105 6%	3 4%	1 5%
Very dissatisfied	(1)	106 <b>6%<b>c</b></b>	4 5%	* 2%
Don't know		84 4%	4 6%	* 4%
Not applicable / have not experienced this issue		900 <b>47%BC</b>	22 <b>31%<b>C</b></b>	2 18%
NET Satisfied		390 20%	23 <b>33%A</b>	6 <b>52%AB</b>
NET Dissatisfied		211 11%	7 9%	1 7%
Mean		3.25	<b>3.47a</b>	<b>3.82AB</b>
SD		1.20	1.14	1.05

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 129

### 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

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Very satisfied	(5)	805 42%	26 36%	4 36%
Fairly satisfied	(4)	699 37%	26 36%	5 41%
Neither satisfied nor dissatisfied	(3)	198 10%	9 13%	1 12%
Fairly dissatisfied	(2)	31 2%	3 4% <sup>a</sup>	* 2%
Very dissatisfied	(1)	43 2%	1 1%	* 2%
Don't know		38 2%	4 6% <sup>A</sup>	* 3%
Not applicable / have not experienced this issue		94 5%	2 3%	* 3%
NET Satisfied		1504 79% <sup>b</sup>	52 73%	9 77%
NET Dissatisfied		74 4%	4 5%	1 4%
Mean		4.23	4.12	4.14
SD		0.89	0.93	0.93

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 130

### 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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
The reliability of the connection	693 36%	31 <b>44%a</b>	5 42%
The repair time for faults with the connection	297 16%	13 18%	3 <b>22%a</b>
The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	684 36%	25 36%	6 <b>48%AB</b>
The ease of contacting the provider's customer service department	442 23%	19 26%	4 <b>37%AB</b>
The quality of the service provided by the provider's customer service staff	482 25%	22 31%	4 31%
The speed of service while online	664 35%	27 37%	5 <b>42%a</b>
The value for money of the service provided	472 25%	18 26%	3 27%
The level of compensation provided by the provider when something goes wrong	154 8%	8 12%	3 <b>22%AB</b>
The ease of installation	805 42%	26 36%	4 36%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 131

### 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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
The reliability of the connection	1525 80%	57 80%	10 <b>86%a</b>
The repair time for faults with the connection	779 41%	37 <b>52%A</b>	8 <b>66%AB</b>
The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	1452 76%	54 76%	10 79%
The ease of contacting the provider's customer service department	1053 55%	47 <b>66%A</b>	9 <b>74%A</b>
The quality of the service provided by the provider's customer service staff	1200 63%	48 67%	10 <b>80%AB</b>
The speed of service while online	1499 79%	55 78%	10 83%
The value for money of the service provided	1275 67%	49 69%	9 73%
The level of compensation provided by the provider when something goes wrong	390 20%	23 <b>33%A</b>	6 <b>52%AB</b>
The ease of installation	1504 <b>79%b</b>	52 73%	9 77%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 132

### 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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
The reliability of the connection	63 3%	1 2%	* 1%
The repair time for faults with the connection	59 3%	2 3%	* 1%
The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	51 3%	2 3%	* 1%
The ease of contacting the provider's customer service department	141 7% <b>bC</b>	2 3%	* 1%
The quality of the service provided by the provider's customer service staff	93 5% <b>c</b>	2 3%	* 1%
The speed of service while online	59 3%	2 3%	* 1%
The value for money of the service provided	71 4% <b>c</b>	1 2%	* 1%
The level of compensation provided by the provider when something goes wrong	106 6% <b>c</b>	4 5%	* 2%
The ease of installation	43 2%	1 1%	* 2%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 133

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
The reliability of the connection	169 9% <b>c</b>	6 9% <b>c</b>	* 4%
The repair time for faults with the connection	174 9%	7 10%	1 6%
The geographic availability of the service (i.e. the ability to obtain the service where your company is based)	143 7% <b>c</b>	4 6%	* 4%
The ease of contacting the provider's customer service department	300 16% <b>bC</b>	7 10%	1 8%
The quality of the service provided by the provider's customer service staff	207 11% <b>C</b>	7 9% <b>c</b>	* 3%
The speed of service while online	176 9% <b>c</b>	6 8%	1 5%
The value for money of the service provided	259 14% <b>bC</b>	6 9%	1 5%
The level of compensation provided by the provider when something goes wrong	211 11%	7 9%	1 7%
The ease of installation	74 4%	4 5%	1 4%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 134

Absolutes/col percents

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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Poor service reliability (loss of service/ technical fault)	358 <b>19%<sup>c</sup></b>	13 <b>18%<sup>c</sup></b>	1 11%
Slow download speeds	295 15%	11 15%	2 15%
Slow upload speeds	218 11%	9 12%	2 15%
Increased charges	151 8%	4 5%	2 <b>13%<sup>aB</sup></b>
Poor customer service	96 5%	4 5%	1 7%
Poor installation of service by engineer	43 2%	1 2%	* 3%
Lack of provider support/assistance outside typical office hours	38 2%	2 3%	1 <b>7%<sup>Ab</sup></b>
Unexpected additional charges	22 1%	2 2%	1 <b>6%<sup>AB</sup></b>
Terms and conditions (e.g. those you were not aware of)	16 1%	2 <b>3%<sup>A</sup></b>	1 <b>7%<sup>Ab</sup></b>
Mis-selling (service received was not what was sold originally)	16 1%	1 2%	* <b>4%<sup>A</sup></b>
Other (please type in)	86 <b>5%<sup>c</sup></b>	3 <b>4%<sup>c</sup></b>	* 1%
No issues experienced in the last 12 months	1166 61%	41 58%	7 55%
NET Experienced any issue	742 39%	30 42%	6 45%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 135

**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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	455	168	158
<b>Base</b>	742	30	6
Effective base	211	116	121
1 No impact at all	43 6%	1 5%	* 3%
2	45 6%	1 2%	* 2%
3	63 8%	1 3%	* 2%
4	47 6%	1 4%	* 2%
5	70 9%	3 9%	* 6%
6	76 10%	4 13%	1 14%
7	109 15%	6 19%	1 20%
8	124 17%	4 13%	1 <b>25%ab</b>
9	63 9%	3 11%	* 9%
10 Very great impact	101 14%	6 20%	1 16%
NET 1-3 Low Impact	151 <b>20%bC</b>	3 10%	* 7%
NET 4-7	302 41%	13 45%	2 42%
NET 8-10 High Impact	289 39%	13 44%	3 <b>50%a</b>
Mean	6.28	<b>6.99a</b>	<b>7.20A</b>
SD	2.69	2.50	2.36

Proportions/Mean. Columns tested (1%,5% risk level) all.  
95 percent as lower case, 99 percent as UPPER CASE  
\*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 136

**QB11: What impact did the problems with your internet service have on your business?**

**Base: All for whom issues had an impact**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	427	160	153
<b>Base</b>	699	28	5
Effective base	198	111	117
Unable to upload content	199 29%	8 28%	1 26%
Unable to conduct searches for information	195 28%	8 27%	1 26%
Unable to provide services to customers	193 28%	10 37%	2 34%
Unable to download other content	193 28%	8 28%	1 26%
Unable to complete online transactions, e.g. paying bills, taking payments	140 20%	6 20%	1 23%
Lost business	95 14%	6 21%	1 21%
Unable to download a software update/patch	77 11%	4 13%	1 22%A
Damaged reputation with clients/customers	61 9%	4 14%	1 22%A
Other (please type in)	135 19%C	3 11%	* 4%
Don't know	68 10%	2 5%	* 6%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 137

Absolutes/col percents

**QC1: Have you ever switched your mobile phone service provider? If so, when was this?**

**Base: All with mobile service**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
Yes, in the last 6 months	76 5%	1 2%	* 4%
Yes, 7 - 12 months ago	87 6%	3 6%	* 3%
Yes, 13 - 18 months ago	60 4%	1 3%	1 <b>11%AB</b>
Yes, 1.5 to 2 years ago	41 3%	4 <b>8%A</b>	1 <b>8%A</b>
Yes, 2 to 3 years ago	85 5%	6 <b>12%A</b>	1 <b>11%A</b>
Yes, more than 3 years ago	428 <b>27%<i>c</i></b>	12 27%	2 19%
No, never changed provider	808 <b>51%<i>bc</i></b>	19 42%	4 42%
NET All ever switched	779 49%	26 <b>58%<i>a</i></b>	6 <b>58%<i>a</i></b>
NET Switched last 12 months	164 10%	4 8%	1 8%
NET Switched last 2 years	265 17%	9 19%	3 <b>27%<i>Ab</i></b>
NET Switched more than 2 years ago	514 32%	18 39%	3 30%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 138

**QC2: Have you ever switched your landline service provider? If so, when was this?**

**Base: All with landline service**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
Yes, in the last 6 months	52 5%	3 5%	* 4%
Yes, 7 - 12 months ago	37 3%	2 4%	1 7%
Yes, 13 - 18 months ago	38 4%	1 3%	1 <b>7%<sup>b</sup></b>
Yes, 1.5 to 2 years ago	41 4%	2 4%	1 7%
Yes, 2 to 3 years ago	57 5%	5 <b>9%<sup>a</sup></b>	1 <b>15%<sup>A</sup></b>
Yes, more than 3 years ago	298 <b>28%<sup>C</sup></b>	11 22%	1 17%
No, never changed provider	542 51%	26 53%	4 44%
NET All ever switched	523 49%	24 47%	5 56%
NET Switched last 12 months	89 8%	5 9%	1 10%
NET Switched last 2 years	168 16%	8 16%	2 <b>24%<sup>ab</sup></b>
NET Switched more than 2 years ago	355 33%	16 31%	3 32%

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 139

**QC3: Have you ever switched your internet service provider? If so, when was this?**

Absolutes/col percents

**Base: All with broadband/ internet service**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Yes, in the last 6 months	86 4%	3 5%	1 5%
Yes, 7 - 12 months ago	105 6%	4 6%	1 4%
Yes, 13 - 18 months ago	72 4%	4 5%	1 <b>7%a</b>
Yes, 1.5 to 2 years ago	73 4%	3 4%	1 <b>12%Ab</b>
Yes, 2 to 3 years ago	116 6%	8 <b>12%A</b>	2 <b>13%A</b>
Yes, more than 3 years ago	472 25%	15 21%	2 20%
No, never changed provider	985 <b>52%C</b>	33 47%	5 39%
NET All ever switched	923 48%	38 53%	7 <b>61%A</b>
NET Switched last 12 months	191 10%	8 11%	1 10%
NET Switched last 2 years	336 18%	14 20%	3 <b>28%Ab</b>
NET Switched more than 2 years ago	588 31%	23 33%	4 33%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 140

**QC4: At any time in the last two years, have you considered switching your mobile phone service provider?**

**Base: All never switched mobile service**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	497	123	130
<b>Base</b>	808	19	4
Effective base	230	92	94
Yes, and actively started looking	63 8%	1 4%	* 3%
Yes, but did not start looking	81 10%	2 9%	1 <b>19%ab</b>
Considered switching, but more than two years ago	68 8%	2 12%	1 <b>20%A</b>
Never considered switching	596 <b>74%C</b>	14 <b>75%<i>c</i></b>	2 58%
NET Considered switching last 2 years	144 18%	3 13%	1 22%
NET Considered switching ever	212 26%	5 25%	2 <b>42%Ab</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 141

**QC5: At any time in the last two years, have you considered switching your landline service provider?**

**Base: All never switched landline service**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	416	160	128
<b>Base</b>	542	26	4
Effective base	180	111	93
Yes, and actively started looking	38 7%	2 7%	* 3%
Yes, but did not start looking	62 11%	3 13%	* 12%
Considered switching, but more than two years ago	32 6%	2 9%	* 10%
Never considered switching	411 76%	19 72%	3 75%
NET Considered switching last 2 years	99 18%	5 20%	1 15%
NET Considered switching ever	131 24%	7 28%	1 25%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 142

**QC6: At any time in the last two years, have you considered switching your internet service provider?**

**Base: All never switched broadband/ internet service**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	660	210	157
<b>Base</b>	985	33	5
Effective base	289	142	112
Yes, and actively started looking	92 9%	2 5%	* 3%
Yes, but did not start looking	140 14%	4 12%	1 12%
Considered switching, but more than two years ago	72 7%	3 10%	1 <b>24%AB</b>
Never considered switching	681 69%	24 <b>73%c</b>	3 61%
NET Considered switching last 2 years	232 24%	6 17%	1 16%
NET Considered switching ever	304 31%	9 27%	2 <b>39%b</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 143

## QC1/QC4: Mobile switching summary table

Base: All with mobile service

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
Yes, in the last 6 months	76 5%	1 2%	* 4%
Yes, 7 - 12 months ago	87 6%	3 6%	* 3%
Yes, 13 - 18 months ago	60 4%	1 3%	1 <b>11%AB</b>
Yes, 1.5 to 2 years ago	41 3%	4 <b>8%A</b>	1 <b>8%A</b>
Yes, 2 to 3 years ago	85 5%	6 <b>12%A</b>	1 <b>11%A</b>
Yes, more than 3 years ago	428 <b>27%C</b>	12 27%	2 19%
Considered and actively started looking	63 4%	1 2%	* 1%
Considered but did not start looking	81 5%	2 4%	1 <b>8%b</b>
Considered switching, but more than two years ago	68 4%	2 5%	1 <b>9%a</b>
Never considered switching	596 <b>38%C</b>	14 32%	2 25%
NET Switchers	265 17%	9 19%	3 <b>27%Ab</b>
NET Non-switchers	664 <b>42%C</b>	17 36%	3 33%
NET Non-recent switchers	514 32%	18 39%	3 30%
NET Past considerers	144 9%	3 6%	1 9%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 144

## QC2/QC5: Landline switching summary table

Base: All with landline service

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
Yes, in the last 6 months	52 5%	3 5%	* 4%
Yes, 7 - 12 months ago	37 3%	2 4%	1 7%
Yes, 13 - 18 months ago	38 4%	1 3%	1 <b>7%b</b>
Yes, 1.5 to 2 years ago	41 4%	2 4%	1 7%
Yes, 2 to 3 years ago	57 5%	5 <b>9%a</b>	1 <b>15%A</b>
Yes, more than 3 years ago	298 <b>28%c</b>	11 22%	1 17%
Considered and actively started looking	38 4%	2 3%	* 1%
Considered but did not start looking	62 6%	3 7%	* 5%
Considered switching, but more than two years ago	32 3%	2 4%	* 5%
Never considered switching	411 39%	19 38%	3 33%
NET Switchers	168 16%	8 16%	2 <b>24%ab</b>
NET Non-switchers	442 42%	21 42%	3 38%
NET Non-recent switchers	355 33%	16 31%	3 32%
NET Past considerers	99 9%	5 10%	1 6%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 145

## QC3/QC6: Internet switching summary table

Base: All with broadband/ internet service

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Yes, in the last 6 months	86 4%	3 5%	1 5%
Yes, 7 - 12 months ago	105 6%	4 6%	1 4%
Yes, 13 - 18 months ago	72 4%	4 5%	1 <b>7%a</b>
Yes, 1.5 to 2 years ago	73 4%	3 4%	1 <b>12%AB</b>
Yes, 2 to 3 years ago	116 6%	8 <b>12%A</b>	2 <b>13%A</b>
Yes, more than 3 years ago	472 25%	15 21%	2 20%
Considered and actively started looking	92 <b>5%c</b>	2 3%	* 1%
Considered but did not start looking	140 7%	4 6%	1 5%
Considered switching, but more than two years ago	72 4%	3 5%	1 <b>9%Ab</b>
Never considered switching	681 <b>36%C</b>	24 <b>34%C</b>	3 24%
NET Switchers	336 18%	14 20%	3 <b>28%Ab</b>
NET Non-switchers	753 39%	28 39%	4 33%
NET Non-recent switchers	588 31%	23 33%	4 33%
NET Past considerers	232 <b>12%c</b>	6 8%	1 6%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 146

## Total Switcher Summary (QC1/QC2/QC3/QC4/QC5/QC6)

Base: All respondents

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Total Switchers	516	17	4
	26%	24%	33% <b>ab</b>
Switched one service only	300	7	1
	15%	10%	10%
Switched two services	182	7	2
	9%	9%	12%
Switched three services	35	4	1
	2%	5% <b>A</b>	10% <b>AB</b>
Not switched any service in the past 2 years	1506	56	9
	74% <b>c</b>	76% <b>c</b>	67%
Total Non-switchers	136	8	2
	7%	10% <b>a</b>	14% <b>A</b>
Total Non-recent switchers	154	7	1
	8%	10%	11%
Total Past considerers	33	1	*
	2%	1%	2%
TOTAL SWITCHERS	516	17	4
	26%	24%	33% <b>ab</b>
TOTAL NON-SWITCHERS	906	34	5
	45% <b>c</b>	45%	37%
TOTAL NON-RECENT SWITCHERS	476	20	3
	24%	27%	25%
TOTAL PAST CONSIDERERS	124	3	1
	6%	4%	5%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 147

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Agree strongly	(5)	502	14	3
		32%	31%	28%
Agree slightly	(4)	691	20	5
		44%	44%	47%
Neither agree nor disagree	(3)	256	7	2
		16%	15%	20%
Disagree slightly	(2)	53	2	*
		3%	5%	3%
Disagree strongly	(1)	23	1	*
		1%	2%	1%
Don't know		62	1	*
		4%	3%	2%
NET Agree		1192	34	7
		75%	75%	74%
NET Disagree		76	3	*
		5%	7%	4%
Mean		4.05	4.00	3.99
SD		0.88	0.93	0.89

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 148

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Agree strongly	(5)	434	15	2
		27%	32%	25%
Agree slightly	(4)	707	22	5
		45%	47%	51%
Neither agree nor disagree	(3)	312	7	2
		20%	16%	18%
Disagree slightly	(2)	50	*	*
		3%	1%	4% <b>b</b>
Disagree strongly	(1)	20	1	*
		1%	2%	*
Don't know		63	1	*
		4%	2%	2%
NET Agree		1141	36	7
		72%	80% <b>a</b>	76%
NET Disagree		70	1	*
		4%	3%	4%
Mean		3.97	4.09	3.99
SD		0.86	0.83	0.82

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 149

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Agree strongly	(5)	133 8%	6 12%	1 15%A
Agree slightly	(4)	433 27%	15 34%	4 37%A
Neither agree nor disagree	(3)	359 23%	9 20%	2 23%
Disagree slightly	(2)	415 26%b	8 17%	2 20%
Disagree strongly	(1)	185 12%C	5 12%C	* 4%
Don't know		62 4%	2 5%	* 1%
NET Agree		566 36%	21 46%a	5 52%A
NET Disagree		600 38%bC	13 29%	2 23%
Mean		2.94	3.18a	3.42A
SD		1.18	1.24	1.14

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 150

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Agree strongly	(5)	263 17%	8 18%	2 16%
Agree slightly	(4)	595 38%	19 41%	4 39%
Neither agree nor disagree	(3)	394 25% <sup>b</sup>	8 18%	2 22%
Disagree slightly	(2)	200 13%	6 14%	2 17%
Disagree strongly	(1)	83 5%	2 5%	* 4%
Don't know		51 3%	2 5%	* 2%
NET Agree		858 54%	27 59%	5 55%
NET Disagree		283 18%	8 18%	2 21%
Mean		3.49	3.57	3.47
SD		1.09	1.11	1.15

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 151

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Agree strongly	(5)	401	11	2
		25%	23%	24%
Agree slightly	(4)	591	21	4
		37%	45%	45%
Neither agree nor disagree	(3)	309	9	2
		19%	20%	20%
Disagree slightly	(2)	169	3	1
		11%	6%	6%
Disagree strongly	(1)	77	2	*
		5%	4%	3%
Don't know		39	1	*
		2%	2%	2%
NET Agree		992	31	7
		63%	69%	69%
NET Disagree		246	4	1
		<b>16%bc</b>	9%	9%
Mean		3.69	3.80	3.83
SD		1.12	1.00	1.03

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 152

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Agree strongly	(5)	299 19%	10 22%	2 24%
Agree slightly	(4)	503 32%	20 <b>43%A</b>	5 <b>49%A</b>
Neither agree nor disagree	(3)	370 <b>23%<sup>c</sup></b>	9 19%	1 15%
Disagree slightly	(2)	213 <b>13%<sup>b,c</sup></b>	3 7%	1 8%
Disagree strongly	(1)	87 <b>5%<sup>c</sup></b>	2 <b>5%<sup>c</sup></b>	* 1%
Don't know		115 7%	2 4%	* 3%
NET Agree		802 51%	30 <b>65%A</b>	7 <b>73%A</b>
NET Disagree		300 <b>19%<sup>b,c</sup></b>	5 11%	1 8%
Mean		3.49	<b>3.75A</b>	<b>3.91A</b>
SD		1.14	1.05	0.93

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 153

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Agree strongly	(5)	193 12%	9 <b>19%a</b>	2 <b>18%a</b>
Agree slightly	(4)	589 37%	18 40%	4 37%
Neither agree nor disagree	(3)	359 23%	10 21%	2 25%
Disagree slightly	(2)	247 16%	5 12%	1 14%
Disagree strongly	(1)	107 7%	2 4%	* 3%
Don't know		91 <b>6%c</b>	2 4%	* 2%
NET Agree		782 49%	27 <b>59%a</b>	5 56%
NET Disagree		355 <b>22%b</b>	7 15%	2 17%
Mean		3.34	<b>3.62A</b>	<b>3.54a</b>
SD		1.12	1.06	1.11

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 154

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Agree strongly	(5)	1008	26	5
		<b>64%<sup>C</sup></b>	<b>58%<sup>C</sup></b>	47%
Agree slightly	(4)	386	14	3
		24%	<b>32%<sup>a</sup></b>	<b>33%<sup>a</sup></b>
Neither agree nor disagree	(3)	75	3	1
		5%	7%	<b>15%<sup>AB</sup></b>
Disagree slightly	(2)	47	1	*
		3%	1%	3%
Disagree strongly	(1)	15	*	*
		1%	*	*
Don't know		56	1	*
		4%	2%	2%
NET Agree		1394	41	8
		<b>88%<sup>C</sup></b>	<b>90%<sup>C</sup></b>	80%
NET Disagree		61	1	*
		4%	2%	3%
Mean		<b>4.52<sup>C</sup></b>	<b>4.48<sup>C</sup></b>	4.25
SD		0.80	0.73	0.89

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
 28th January 2022 - 4th April 2022

Table 155

Absolutes/col percents

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Agree strongly	(5)	77 5%	5 <b>10%A</b>	1 <b>13%A</b>
Agree slightly	(4)	150 9%	13 <b>28%A</b>	3 <b>33%A</b>
Neither agree nor disagree	(3)	378 24%	8 18%	3 <b>27%b</b>
Disagree slightly	(2)	508 <b>32%C</b>	12 <b>26%C</b>	1 15%
Disagree strongly	(1)	415 <b>26%BC</b>	7 14%	1 8%
Don't know		60 4%	2 3%	* 4%
NET Agree		227 14%	17 <b>38%A</b>	5 <b>46%A</b>
NET Disagree		922 <b>58%BC</b>	18 <b>40%C</b>	2 23%
Mean		2.32	<b>2.94A</b>	<b>3.30AB</b>
SD		1.12	1.27	1.20

Proportions/Mean. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 156

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		907	273	294
<b>Base</b>		1587	46	10
Effective base		430	198	217
Agree strongly	(5)	382	9	3
		24%	19%	<b>29%b</b>
Agree slightly	(4)	540	16	4
		34%	35%	39%
Neither agree nor disagree	(3)	277	12	2
		17%	<b>27%A</b>	<b>24%a</b>
Disagree slightly	(2)	148	3	*
		<b>9%c</b>	6%	4%
Disagree strongly	(1)	101	3	*
		6%	6%	3%
Don't know		139	3	*
		<b>9%C</b>	6%	2%
NET Agree		921	25	7
		58%	54%	<b>67%aB</b>
NET Disagree		249	6	1
		<b>16%C</b>	12%	7%
Mean		3.66	3.58	<b>3.89aB</b>
SD		1.17	1.10	1.02

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 157

## 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
There is a good choice of providers available to my business	502 32%	14 31%	3 28%
There is a good choice of products and/or services available to my business	434 27%	15 32%	2 25%
It is difficult to make comparisons between providers on price	133 8%	6 12%	1 15%A
It is difficult to make comparisons between providers on quality of service	263 17%	8 18%	2 16%
The prices of services are clear and transparent	401 25%	11 23%	2 24%
I am able to negotiate effectively with my provider on tariffs and services	299 19%	10 22%	2 24%
There is not much difference between the providers on the market	193 12%	9 19%a	2 18%a
I am aware I am able to transfer my existing number/s to a new provider	1008 64%C	26 58%b	5 47%
It is difficult to make comparisons between providers because my service needs are complex	77 5%	5 10%A	1 13%A
I find price comparison sites useful to help me compare providers	382 24%	9 19%	3 29%b

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 158

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
There is a good choice of providers available to my business	1192 75%	34 75%	7 74%
There is a good choice of products and/or services available to my business	1141 72%	36 <b>80%a</b>	7 76%
It is difficult to make comparisons between providers on price	566 36%	21 <b>46%a</b>	5 <b>52%A</b>
It is difficult to make comparisons between providers on quality of service	858 54%	27 59%	5 55%
The prices of services are clear and transparent	992 63%	31 69%	7 69%
I am able to negotiate effectively with my provider on tariffs and services	802 51%	30 <b>65%A</b>	7 <b>73%A</b>
There is not much difference between the providers on the market	782 49%	27 <b>59%a</b>	5 56%
I am aware I am able to transfer my existing number/s to a new provider	1394 <b>88%C</b>	41 <b>90%C</b>	8 80%
It is difficult to make comparisons between providers because my service needs are complex	227 14%	17 <b>38%A</b>	5 <b>46%A</b>
I find price comparison sites useful to help me compare providers	921 58%	25 54%	7 <b>67%aB</b>

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 159

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
There is a good choice of providers available to my business	23 1%	1 2%	* 1%
There is a good choice of products and/or services available to my business	20 1%	1 2%	* *
It is difficult to make comparisons between providers on price	185 <b>12%<b>C</b></b>	5 <b>12%<b>C</b></b>	* 4%
It is difficult to make comparisons between providers on quality of service	83 5%	2 5%	* 4%
The prices of services are clear and transparent	77 5%	2 4%	* 3%
I am able to negotiate effectively with my provider on tariffs and services	87 <b>5%<b>c</b></b>	2 <b>5%<b>c</b></b>	* 1%
There is not much difference between the providers on the market	107 7%	2 4%	* 3%
I am aware I am able to transfer my existing number/s to a new provider	15 1%	* *	* *
It is difficult to make comparisons between providers because my service needs are complex	415 <b>26%<b>BC</b></b>	7 14%	1 8%
I find price comparison sites useful to help me compare providers	101 6%	3 6%	* 3%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 160

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
There is a good choice of providers available to my business	76 5%	3 7%	* 4%
There is a good choice of products and/or services available to my business	70 4%	1 3%	* 4%
It is difficult to make comparisons between providers on price	600 <b>38%bC</b>	13 29%	2 23%
It is difficult to make comparisons between providers on quality of service	283 18%	8 18%	2 21%
The prices of services are clear and transparent	246 <b>16%bc</b>	4 9%	1 9%
I am able to negotiate effectively with my provider on tariffs and services	300 <b>19%bC</b>	5 11%	1 8%
There is not much difference between the providers on the market	355 <b>22%b</b>	7 15%	2 17%
I am aware I am able to transfer my existing number/s to a new provider	61 4%	1 2%	* 3%
It is difficult to make comparisons between providers because my service needs are complex	922 <b>58%BC</b>	18 <b>40%C</b>	2 23%
I find price comparison sites useful to help me compare providers	249 <b>16%C</b>	6 12%	1 7%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 161

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	766	221	223
<b>Base</b>	1322	37	7
Effective base	360	162	163
Happy with my current provider	737 <b>56%<sup>c</sup></b>	19 50%	3 44%
Already on the best deal	309 23%	8 21%	1 18%
Don't think we could save much money	170 13%	6 16%	1 <b>20%<sup>a</sup></b>
Problems not sufficiently bad with current provider	134 10%	3 7%	1 12%
Don't have time/have other priorities	120 9%	5 14%	1 11%
Able to negotiate effectively with my current provider	108 8%	2 6%	1 <b>13%<sup>b</sup></b>
No real difference between providers /they are all the same	102 8%	4 11%	1 <b>13%<sup>a</sup></b>
Hassle of needing to contact more than one provider to switch	101 8%	3 8%	1 7%
Don't want to have to change my mobile number/ too much hassle to change phone number	89 <b>7%<sup>b</sup></b>	1 2%	1 <b>8%<sup>b</sup></b>
Would be worried I made the wrong choice	86 7%	2 6%	1 9%
Too difficult to compare the different tariffs / deals offered by each provider	84 6%	2 4%	* 3%
Too risky/ worried the switching process could go wrong	78 6%	2 5%	1 7%
Don't want to be tied into a new fixed term contract	77 6%	1 4%	* 4%
Have never thought about switching providers	68 5%	2 5%	* 4%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 161

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	1322	37	7
Did not want to lose content (programmes, apps, photos, data) stored on my device	60 5%	1 2%	* 4%
Worried about arranging for services to start/ stop at the same time	54 4%	1 3%	* 6%
We are tied into our existing contract and would incur a penalty charge	37 3%	1 2%	1 <b>8%AB</b>
There is not enough choice of providers available in our area	36 3%	* 1%	* *
Worried that might have to pay two providers at the same time	34 3%	2 4%	* 3%
Worried that other devices I own wouldn't work with a new service	31 2%	1 2%	* 3%
Didn't want to change provider for other services in the same bundle	30 2%	1 3%	* 3%
Worried about switching a number of services at once	30 2%	1 2%	* <b>7%AB</b>
Bad experience switching comms services previously	18 1%	1 2%	* 1%
Do not know how to switch providers	10 1%	1 2%	* 1%
Other (please type in)	132 <b>10%C</b>	3 7%	* 2%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 162

**QC9 (past considerers): What were your reasons for considering switching your mobile phone provider?**

**Base: All mobile past considerers**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	77	18	25
<b>Base</b>	<b>144**</b>	<b>3**</b>	<b>1**</b>
Effective base	37	15	19
Cheaper deal available from new provider	31 22%	1 48%	* 17%
Current provider too expensive	27 18%	1 25%	* 13%
Poor customer service from current provider	25 18%	* 6%	- -
Poor mobile coverage from current provider	16 11%	* 12%	* 8%
Better customer service offered by new provider	14 10%	- -	* 4%
Poor call quality from current provider (e.g. calls dropped, don't connect, etc)	13 9%	- -	* 22%
New provider offered a better range of services	13 9%	* 7%	* 3%
New provider offered a package that fitted my needs better	13 9%	- -	* 15%
Better mobile coverage offered by new provider	11 8%	1 27%	* 22%
Was not intending switching my mobile provider but was offered a good deal as part of a bundle with another service	9 6%	- -	* 7%
Better mobile internet access offered by new provider	9 6%	* 10%	* 24%
Recommendation	6 4%	* 7%	* 25%
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	4 3%	- -	* 7%

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 162

**QC9 (past considerers): What were your reasons for considering switching your mobile phone provider?**

**Base: All mobile past considerers**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	144**	3**	1**
Poor mobile internet access from current provider	4 3%	-	* 10%
Contacted by another provider	4 2%	-	* 10%
Better mobile call quality offered by new provider	3 2%	* 10%	* 15%
Advertising from another provider made me look into it	3 2%	* 6%	* 4%
Wanted to bundle my services	2 2%	* 8%	* 7%
For staff to benefit from promotions/ deals offered by new provider, e.g. free coffees, cinema tickets etc.	-	-	* 14%
Other (please type in)	30 21%	* 10%	-
Don't know/can't remember	10 7%	-	* 3%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 163

QC9 (switchers): What were your reasons for switching your mobile phone provider?

Base: All mobile switchers

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	141	52	71
<b>Base</b>	265*	9**	3*
Effective base	70	36	54
Cheaper deal available from new provider	135 51%C	3 40%	1 23%
New provider offered a package that fitted my needs better	59 22%	2 18%	1 27%
Previous provider too expensive	57 22%	1 9%	1 20%
Recommendation	36 13%	2 18%	* 13%
Poor customer service from previous provider	31 12%	* 3%	1 21%
New provider offered a better range of services	29 11%	1 9%	1 25%A
Was not intending switching my mobile provider but was offered a good deal as part of a bundle with another service	27 10%	* 5%	* 14%
Better mobile coverage offered by new provider	25 9%	* 2%	* 13%
Better mobile internet access offered by new provider	24 9%	* 3%	1 25%A
Poor mobile internet access from previous provider	21 8%	1 6%	* 12%
Poor mobile coverage from previous provider	20 8%	1 8%	* 17%
Wanted to bundle my services	17 6%	1 12%	1 24%A
Poor call quality from previous provider (e.g. calls dropped, don't connect, etc)	13 5%	1 6%	* 14%A
Better customer service offered by new provider	12 4%	1 16%	1 21%A

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 163

QC9 (switchers): What were your reasons for switching your mobile phone provider?

Base: All mobile switchers

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Base	265*	9**	3*
Better mobile call quality offered by new provider	12 4%	1 10%	* <b>15%A</b>
Contacted by another provider	11 4%	* 2%	1 <b>25%A</b>
Advertising from another provider made me look into it	8 3%	- -	* <b>14%A</b>
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	1 1%	1 7%	* <b>13%A</b>
For staff to benefit from promotions/ deals offered by new provider, e.g. free coffees, cinema tickets etc.	- -	1 6%	* <b>8%A</b>
Other (please type in)	31 12%	1 8%	* 3%
Don't know/can't remember	6 2%	1 10%	- -

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 164

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	141	52	71
<b>Base</b>	265*	9**	3*
Effective base	70	36	54
Kept old number(s)	216 81%	7 83%	2 77%
Got new number(s)	53 20%	2 18%	1 34%
Don't know/ can't recall	-	*	*
	-	4%	1%A

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 165

**QC11: Which, if any, of the following did you experience difficulty with when switching your mobile phone provider?**

**Base: All mobile switchers**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	141	52	71
<b>Base</b>	265*	9**	3*
Effective base	70	36	54
Technical issues	20	*	*
	7%	3%	18%A
Delay in receiving new equipment	14	*	*
	5%	3%	9%
Arranging the switch so that you were not paying for your old and new services at the same time	13	1	*
	5%	7%	11%
Cancelling your previous service	13	*	*
	5%	2%	9%
Understanding the relevant steps required to switch provider	13	1	*
	5%	15%	4%
Process took longer than expected	12	*	*
	5%	5%	17%A
Arranging the switch so that you always had access to your services	12	1	*
	5%	9%	8%
Switching more than one mobile device at a time	11	*	*
	4%	2%	3%
Keeping/transferring telephone number/s	8	*	*
	3%	4%	5%
Transferring email across to new service	7	*	*
	3%	2%	12%A
Existing provider tried to persuade you to stay	6	1	*
	2%	12%	9%A
Previous provider sending bills for cancelled service	5	1	*
	2%	8%	11%A
Other devices not working with the new service	4	*	*
	2%	2%	8%A
Setting up a new online account	3	1	*
	1%	7%	15%A
Contacting your new provider	2	1	*
	1%	6%	17%A

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 165

Absolutes/col percents

**QC11: Which, if any, of the following did you experience difficulty with when switching your mobile phone provider?**

**Base: All mobile switchers**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	265*	9**	3*
Unlocking a handset	2 1%	* 3%	* 9%A
Getting a PAC / STAC from existing provider	2 1%	* 4%	* 7%A
Arranging start and stop dates	1 1%	1 8%	* 7%A
Charged wrong amount by new provider	* *	* 5%	* 8%A
Moving content from one cloud storage to another	* *	* 3%	* 14%A
Existing provider cancelled the switching process	* *	1 10%	* 8%A
Paying charges for early termination of contract	* *	1 9%	* 17%A
Obtaining information on switching from previous provider	- -	* 2%	* 14%A
Finding time to research the market	- -	* 4%	* 15%A
Other (please type in)	2 1%	- -	- -
None of these	5 2%	1 6%	* 5%
No problems experienced	223 84%C	6 68%	1 46%
NET Experienced any difficulty	37 14%	2 26%	1 50%A

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 166

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Agree strongly	(5)	240	12	3
		23%	24%	<b>33%Ab</b>
Agree slightly	(4)	454	21	4
		43%	43%	42%
Neither agree nor disagree	(3)	231	10	2
		22%	19%	19%
Disagree slightly	(2)	46	3	*
		4%	5%	4%
Disagree strongly	(1)	26	*	*
		2%	1%	1%
Don't know		68	4	*
		<b>6%<b>c</b></b>	<b>7%<b>c</b></b>	1%
NET Agree		694	34	7
		65%	67%	<b>75%<b>a</b></b>
NET Disagree		72	3	*
		7%	6%	4%
Mean		3.84	3.92	<b>4.04<b>a</b></b>
SD		0.93	0.89	0.91

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 167

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Agree strongly	(5)	209 20%	11 23%	3 <b>32%Ab</b>
Agree slightly	(4)	421 40%	23 45%	4 45%
Neither agree nor disagree	(3)	276 <b>26%bc</b>	9 18%	2 17%
Disagree slightly	(2)	46 4%	3 6%	* 4%
Disagree strongly	(1)	31 3%	1 2%	* 1%
Don't know		82 <b>8%C</b>	3 <b>7%c</b>	* 1%
NET Agree		630 59%	34 <b>68%a</b>	7 <b>77%Ab</b>
NET Disagree		77 7%	4 7%	* 5%
Mean		3.74	3.87	<b>4.05A</b>
SD		0.95	0.92	0.90

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 168

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Agree strongly	(5)	110 10%	6 12%	1 14%
Agree slightly	(4)	300 28%	13 26%	4 <b>42%AB</b>
Neither agree nor disagree	(3)	272 25%	14 29%	2 23%
Disagree slightly	(2)	211 20%	9 19%	1 16%
Disagree strongly	(1)	103 <b>10%<b>c</b></b>	4 7%	* 4%
Don't know		69 6%	4 <b>8%<b>c</b></b>	* 2%
NET Agree		410 38%	19 38%	5 <b>55%AB</b>
NET Disagree		314 <b>30%<b>c</b></b>	13 26%	2 20%
Mean		3.10	3.17	<b>3.46Ab</b>
SD		1.17	1.14	1.12

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 169

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Agree strongly	(5)	188 18%	7 14%	2 22% <sup>b</sup>
Agree slightly	(4)	377 35%	18 36%	3 37%
Neither agree nor disagree	(3)	249 23%	12 25%	2 21%
Disagree slightly	(2)	124 12%	6 12%	1 16%
Disagree strongly	(1)	52 5%	2 5%	* 3%
Don't know		74 7% <sup>c</sup>	4 7% <sup>c</sup>	* 1%
NET Agree		565 53%	25 51%	5 59%
NET Disagree		177 17%	8 17%	2 19%
Mean		3.53	3.47	3.60
SD		1.09	1.07	1.16

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 170

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Agree strongly	(5)	189 18%	10 20%	2 24%
Agree slightly	(4)	375 35%	18 36%	4 <b>48%Ab</b>
Neither agree nor disagree	(3)	282 <b>26%c</b>	12 24%	2 18%
Disagree slightly	(2)	140 <b>13%c</b>	5 10%	1 6%
Disagree strongly	(1)	27 3%	2 3%	* 2%
Don't know		52 5%	4 <b>7%c</b>	* 2%
NET Agree		563 53%	28 55%	6 <b>71%AB</b>
NET Disagree		167 <b>16%c</b>	7 13%	1 8%
Mean		3.55	3.63	<b>3.87Ab</b>
SD		1.03	1.06	0.99

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 171

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Agree strongly	(5)	149 14%	11 <b>23%A</b>	2 <b>24%A</b>
Agree slightly	(4)	324 30%	17 34%	4 <b>46%Ab</b>
Neither agree nor disagree	(3)	286 27%	11 22%	2 25%
Disagree slightly	(2)	121 <b>11%C</b>	3 6%	* 3%
Disagree strongly	(1)	78 <b>7%C</b>	2 <b>5%<sup>c</sup></b>	* *
Don't know		107 <b>10%C</b>	5 <b>9%C</b>	* 2%
NET Agree		473 44%	28 <b>57%A</b>	6 <b>70%AB</b>
NET Disagree		198 <b>19%bC</b>	6 <b>11%C</b>	* 3%
Mean		3.36	<b>3.70A</b>	<b>3.92Ab</b>
SD		1.13	1.10	0.85

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 172

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Agree strongly	(5)	174 16%	9 17%	1 13%
Agree slightly	(4)	373 35%	18 36%	3 39%
Neither agree nor disagree	(3)	256 24%	13 25%	2 26%
Disagree slightly	(2)	112 11%	6 12%	1 15%
Disagree strongly	(1)	39 4%	1 2%	* 5%
Don't know		111 10% <b>C</b>	4 7% <b>c</b>	* 1%
NET Agree		547 51%	27 54%	5 52%
NET Disagree		151 14%	7 14%	2 21% <b>a</b>
Mean		3.56	3.59	3.40
SD		1.05	1.02	1.13

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 173

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Agree strongly	(5)	520 49%	21 42%	4 47%
Agree slightly	(4)	302 28%	20 <b>41%A</b>	3 35%
Neither agree nor disagree	(3)	115 11%	4 7%	1 <b>16%B</b>
Disagree slightly	(2)	34 3%	2 4%	* 1%
Disagree strongly	(1)	35 <b>3%C</b>	1 1%	- -
Don't know		58 <b>5%C</b>	2 5%	* 1%
NET Agree		822 77%	41 83%	7 82%
NET Disagree		69 <b>6%C</b>	3 5%	* 1%
Mean		4.23	4.24	4.28
SD		1.01	0.87	0.83

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 174

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Agree strongly	(5)	58 5%	6 12%A	2 18%A
Agree slightly	(4)	113 11%	9 19%A	3 32%AB
Neither agree nor disagree	(3)	287 27%	12 24%	2 24%
Disagree slightly	(2)	291 27% <b>c</b>	11 23%	2 18%
Disagree strongly	(1)	251 24% <b>bC</b>	7 15% <b>c</b>	1 7%
Don't know		65 6% <b>c</b>	4 8% <b>C</b>	* 1%
NET Agree		170 16%	15 31%A	4 49%AB
NET Disagree		542 51% <b>BC</b>	19 37% <b>C</b>	2 25%
Mean		2.44	2.89A	3.36AB
SD		1.15	1.28	1.24

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 175

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		743	294	269
<b>Base</b>		1065	50	9
Effective base		314	212	200
Agree strongly	(5)	183 17%	11 22%	2 <b>27%A</b>
Agree slightly	(4)	321 30%	16 32%	3 <b>39%a</b>
Neither agree nor disagree	(3)	299 28%	11 23%	2 24%
Disagree slightly	(2)	115 <b>11%<b>c</b></b>	4 9%	* 5%
Disagree strongly	(1)	55 5%	2 4%	* 3%
Don't know		92 <b>9%<b>c</b></b>	5 <b>10%<b>C</b></b>	* 2%
NET Agree		504 47%	27 54%	6 <b>66%<b>Ab</b></b>
NET Disagree		170 <b>16%<b>c</b></b>	6 12%	1 8%
Mean		3.48	3.67	<b>3.85A</b>
SD		1.10	1.08	1.04

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 176

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
There is a good choice of providers available to my business	240 23%	12 24%	3 <b>33%Ab</b>
There is a good choice of products and/or services available to my business	209 20%	11 23%	3 <b>32%Ab</b>
It is difficult to make comparisons between providers on price	110 10%	6 12%	1 14%
It is difficult to make comparisons between providers on quality of service	188 18%	7 14%	2 <b>22%b</b>
The prices of services are clear and transparent	189 18%	10 20%	2 24%
I am able to negotiate effectively with my provider on tariffs and services	149 14%	11 <b>23%A</b>	2 <b>24%A</b>
There is not much difference between the providers on the market	174 16%	9 17%	1 13%
I am aware I am able to transfer my existing number/s to a new provider	520 49%	21 42%	4 47%
It is difficult to make comparisons between providers because my service needs are complex	58 5%	6 <b>12%A</b>	2 <b>18%A</b>
I find price comparison sites useful to help me compare providers	183 17%	11 22%	2 <b>27%A</b>

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 177

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
There is a good choice of providers available to my business	694 65%	34 67%	7 <b>75%a</b>
There is a good choice of products and/or services available to my business	630 59%	34 <b>68%a</b>	7 <b>77%Ab</b>
It is difficult to make comparisons between providers on price	410 38%	19 38%	5 <b>55%AB</b>
It is difficult to make comparisons between providers on quality of service	565 53%	25 51%	5 59%
The prices of services are clear and transparent	563 53%	28 55%	6 <b>71%AB</b>
I am able to negotiate effectively with my provider on tariffs and services	473 44%	28 <b>57%A</b>	6 <b>70%AB</b>
There is not much difference between the providers on the market	547 51%	27 54%	5 52%
I am aware I am able to transfer my existing number/s to a new provider	822 77%	41 83%	7 82%
It is difficult to make comparisons between providers because my service needs are complex	170 16%	15 <b>31%A</b>	4 <b>49%AB</b>
I find price comparison sites useful to help me compare providers	504 47%	27 54%	6 <b>66%Ab</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 178

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
There is a good choice of providers available to my business	26 2%	* 1%	* 1%
There is a good choice of products and/or services available to my business	31 3%	1 2%	* 1%
It is difficult to make comparisons between providers on price	103 <b>10%<b>c</b></b>	4 7%	* 4%
It is difficult to make comparisons between providers on quality of service	52 5%	2 5%	* 3%
The prices of services are clear and transparent	27 3%	2 3%	* 2%
I am able to negotiate effectively with my provider on tariffs and services	78 <b>7%<b>c</b></b>	2 <b>5%<b>c</b></b>	* *
There is not much difference between the providers on the market	39 4%	1 2%	* 5%
I am aware I am able to transfer my existing number/s to a new provider	35 <b>3%<b>c</b></b>	1 1%	- -
It is difficult to make comparisons between providers because my service needs are complex	251 <b>24%<b>b</b><b>c</b></b>	7 <b>15%<b>c</b></b>	1 7%
I find price comparison sites useful to help me compare providers	55 5%	2 4%	* 3%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 179

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
There is a good choice of providers available to my business	72 7%	3 6%	* 4%
There is a good choice of products and/or services available to my business	77 7%	4 7%	* 5%
It is difficult to make comparisons between providers on price	314 <b>30%<b>c</b></b>	13 26%	2 20%
It is difficult to make comparisons between providers on quality of service	177 17%	8 17%	2 19%
The prices of services are clear and transparent	167 <b>16%<b>c</b></b>	7 13%	1 8%
I am able to negotiate effectively with my provider on tariffs and services	198 <b>19%<b>b</b><b>c</b></b>	6 <b>11%<b>C</b></b>	* 3%
There is not much difference between the providers on the market	151 14%	7 14%	2 <b>21%<b>a</b></b>
I am aware I am able to transfer my existing number/s to a new provider	69 <b>6%<b>c</b></b>	3 5%	* 1%
It is difficult to make comparisons between providers because my service needs are complex	542 <b>51%<b>B</b><b>C</b></b>	19 <b>37%<b>C</b></b>	2 25%
I find price comparison sites useful to help me compare providers	170 <b>16%<b>c</b></b>	6 12%	1 8%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 180

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	625	245	214
<b>Base</b>	897	42	7
Effective base	268	176	158
Happy with my current provider	402 45%	20 48%	3 42%
No real difference between providers /they are all the same	140 <b>16%bc</b>	4 9%	* 7%
Don't think we could save much money	121 14%	6 14%	1 13%
Already on the best deal	99 11%	5 12%	1 15%
Don't have time/have other priorities	97 11%	7 16%	1 14%
Problems not sufficiently bad with current provider	95 11%	2 5%	1 9%
Too risky/ worried the switching process could go wrong	78 9%	3 7%	* 6%
Would be worried I made the wrong choice	75 8%	3 6%	* 7%
Have never thought about switching providers	71 <b>8%b</b>	1 3%	1 <b>9%b</b>
Didn't want to change provider for other services in the same bundle	64 7%	1 3%	1 <b>7%b</b>
Don't want to have to change my phone number/ too much hassle to change phone number	63 7%	1 3%	* 2%
Hassle of needing to contact more than one provider to switch	61 7%	3 8%	* 5%
Worried about arranging for services to start/ stop at the same time	57 6%	2 5%	* 6%
Able to negotiate effectively with my current provider	51 6%	2 6%	1 9%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 180

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	897	42	7
Too difficult to compare the different tariffs / deals offered by each provider	49 5%	1 2%	* 2%
Don't want to be tied into a new fixed term contract	46 5%	1 3%	* 3%
Worried that other devices I own wouldn't work with a new service	40 4%	2 4%	* 5%
We are tied into our existing contract and would incur a penalty charge	38 4%	2 6%	* 4%
Worried that might have to pay two providers at the same time	30 3%	1 3%	* 1%
There is not enough choice of providers available in our area	26 3%	1 4%	* 6%
Bad experience switching comms services previously	22 2%	* 1%	* 3%
Do not know how to switch providers	10 1%	* *	* <b>2%B</b>
Other (please type in)	112 <b>13%C</b>	4 <b>9%<sub>c</sub></b>	* 2%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 181

**QC14 (past considerers): What were your reasons for considering switching your landline service provider?**

Absolutes/col percents

**Base: All landline past considerers**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	60	32	18
<b>Base</b>	99**	5**	1**
Effective base	27	21	14
Current provider too expensive	36 36%	* 7%	* 6%
Cheaper deal available from new provider	24 24%	1 23%	* 18%
New provider offered a package that fitted my needs better	13 13%	* 7%	* 8%
Poor call quality from current provider (e.g. calls dropped, don't connect, etc.)	11 11%	* 8%	* 10%
Recommendation	10 10%	- -	* 19%
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	9 9%	1 13%	- -
Better customer service offered by new provider	9 9%	1 20%	* 6%
Better call quality offered by new provider	8 8%	1 15%	* 6%
Poor customer service from current provider	8 8%	1 13%	* 7%
Poor service reliability from current provider	8 8%	1 17%	* 18%
Better service reliability offered by new provider	5 5%	1 13%	* 2%
New provider offered a better range of services	4 4%	* 3%	* 20%
Was not intending switching my landline provider but was offered a good deal as part of a bundle with another service	3 3%	1 16%	- -

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 181

Absolutes/col percents

**QC14 (past considerers): What were your reasons for considering switching your landline service provider?**

**Base: All landline past considerers**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	99**	5**	1**
Advertising from another provider made me look into it	1 1%	* 2%	* 12%
Wanted to bundle my services	-	* 3%	* 24%
Contacted by another provider	-	1 13%	* 10%
Other (please type in)	14 14%	1 12%	* 6%
Don't know/can't remember	19 19%	1 19%	* 4%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 182

**QC14: What were your reasons for switching your landline service provider?**

Absolutes/col percents

**Base: All landline switchers**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	118	49	55
<b>Base</b>	168*	8**	2*
Effective base	47	36	43
Cheaper deal available from new provider	84 50% <b>c</b>	3 34%	1 27%
Previous provider too expensive	22 13%	1 7%	* 9%
Wanted to bundle my services	21 12%	1 15%	1 27% <b>a</b>
New provider offered a package that fitted my needs better	17 10%	2 20%	1 38% <b>A</b>
Poor service reliability from previous provider	15 9%	1 7%	* 15%
New provider offered a better range of services	13 8%	1 18%	* 17%
Was not intending switching my landline provider but was offered a good deal as part of a bundle with another service	13 8%	1 17%	* 11%
Poor call quality from previous provider (e.g. calls dropped, don't connect, etc.)	13 8%	* 6%	* 9%
Poor customer service from previous provider	12 7%	1 8%	* 21% <b>a</b>
Better service reliability offered by new provider	10 6%	1 10%	1 25% <b>A</b>
Contacted by another provider	6 4%	* 5%	* 16% <b>A</b>
Better call quality offered by new provider	4 2%	2 24%	* 19% <b>A</b>
Better customer service offered by new provider	3 2%	1 10%	* 23% <b>A</b>
Recommendation	3 2%	1 14%	* 19% <b>A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 182

**QC14: What were your reasons for switching your landline service provider?**

**Base: All landline switchers**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	168*	8**	2*
Advertising from another provider made me look into it	2 1%	1 13%	* 5%
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	1 1%	1 9%	1 <b>26%A</b>
Other (please type in)	27 16%	* 5%	* 3%
Don't know/can't remember	1 1%	-	-

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 183

Absolutes/col percents

**QC15: Which, if any, of the following did you experience difficulty with when switching your landline service provider?**

**Base: All landline switchers**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	118	49	55
<b>Base</b>	168*	8**	2*
Effective base	47	36	43
Technical issues (e.g. installation issues)	20 12%	-	* 11%
Process took longer than expected	12 7%	1 10%	* 11%
Arranging the switch so that you always had access to your services	11 7%	* 5%	* 8%
Understanding the relevant steps required to switch provider	8 5%	1 11%	1 <b>27%A</b>
Delay in receiving new equipment	5 3%	1 9%	* <b>11%A</b>
Arranging the switch so that you were not paying for your old and new services at the same time	5 3%	1 14%	1 <b>24%A</b>
Other devices not working with the new service	4 3%	* 1%	* 9%
Existing provider tried to persuade you to stay	4 2%	1 15%	* 7%
Previous provider sending bills for cancelled service	4 2%	1 7%	* <b>14%A</b>
Keeping/transferring telephone number/s	3 2%	1 8%	* <b>19%A</b>
Arranging start and stop dates	3 2%	1 12%	* <b>18%A</b>
Obtaining information on switching from previous provider	3 2%	1 13%	1 <b>29%A</b>
Returning previous provider's equipment	3 2%	* 3%	* <b>12%A</b>
Cancelling your previous service	2 1%	* 3%	* <b>12%A</b>

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 183

**QC15: Which, if any, of the following did you experience difficulty with when switching your landline service provider?**

Absolutes/col percents

**Base: All landline switchers**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	168*	8**	2*
Setting up a new online account	2 1%	1 11%	* 9%A
Charged wrong amount by new provider	1 1%	1 8%	* 9%A
Paying charges for early termination of contract	1 1%	1 10%	* 7%A
Paying start up fees to new provider	* *	1 7%	* 11%A
Existing provider cancelled the switching process	- -	- -	* 23%A
Finding time to research the market	- -	1 8%	* 21%A
Contacting your new provider	- -	1 9%	* 21%A
Other (please type in)	19 11%	* 2%	- -
None of these	6 3%	* 1%	* 2%
No problems experienced	114 68%C	5 58%	1 39%
NET Experienced any difficulty	48 29%	3 41%	1 59%A

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 184

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Agree strongly	(5)	442	15	3
		23%	22%	25%
Agree slightly	(4)	848	33	6
		44%	47%	52% <b>a</b>
Neither agree nor disagree	(3)	335	12	2
		18%	17%	17%
Disagree slightly	(2)	101	4	*
		5%	5%	3%
Disagree strongly	(1)	49	2	*
		3%	2%	*
Don't know		133	4	*
		7% <b>C</b>	6% <b>c</b>	2%
NET Agree		1290	49	9
		68%	69%	78% <b>Ab</b>
NET Disagree		150	5	*
		8% <b>c</b>	7%	4%
Mean		3.86	3.86	4.01 <b>a</b>
SD		0.95	0.93	0.81

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 185

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Agree strongly	(5)	434	15	4
		23%	21%	<b>29%ab</b>
Agree slightly	(4)	787	34	6
		41%	48%	48%
Neither agree nor disagree	(3)	410	14	2
		22%	20%	18%
Disagree slightly	(2)	127	2	*
		<b>7%b</b>	3%	4%
Disagree strongly	(1)	29	1	*
		2%	2%	1%
Don't know		120	4	*
		<b>6%C</b>	<b>6%C</b>	1%
NET Agree		1221	49	9
		64%	69%	<b>77%Ab</b>
NET Disagree		156	3	*
		<b>8%c</b>	5%	4%
Mean		3.82	3.90	<b>4.03A</b>
SD		0.93	0.85	0.85

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 186

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Agree strongly	(5)	131 7%	10 <b>14%A</b>	1 <b>11%a</b>
Agree slightly	(4)	584 31%	23 33%	4 37%
Neither agree nor disagree	(3)	497 26%	16 22%	3 25%
Disagree slightly	(2)	418 22%	12 17%	2 20%
Disagree strongly	(1)	182 10%	6 8%	1 6%
Don't know		96 <b>5%e</b>	4 5%	* 2%
NET Agree		715 37%	34 <b>47%A</b>	6 <b>48%A</b>
NET Disagree		600 31%	18 25%	3 25%
Mean		3.03	<b>3.29A</b>	<b>3.29A</b>
SD		1.12	1.19	1.13

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 187

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Agree strongly	(5)	277 14%	11 15%	2 16%
Agree slightly	(4)	722 38%	26 36%	5 39%
Neither agree nor disagree	(3)	433 23%	14 20%	3 21%
Disagree slightly	(2)	281 15%	11 16%	2 17%
Disagree strongly	(1)	93 5%	3 5%	1 5%
Don't know		102 5% <b>c</b>	5 7% <b>c</b>	* 1%
NET Agree		998 52%	36 51%	7 55%
NET Disagree		375 20%	15 21%	3 22%
Mean		3.45	3.44	3.44
SD		1.08	1.12	1.16

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 188

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Agree strongly	(5)	385 20%	16 22%	3 21%
Agree slightly	(4)	727 38%	29 42%	5 42%
Neither agree nor disagree	(3)	419 22%	13 18%	3 23%
Disagree slightly	(2)	212 11%	6 9%	1 9%
Disagree strongly	(1)	76 4%	2 3%	* 2%
Don't know		89 5%	4 6%	* 2%
NET Agree		1112 58%	45 64%	8 63%
NET Disagree		288 15%	8 12%	1 11%
Mean		3.62	3.77	3.73
SD		1.07	1.02	1.01

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 189

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Agree strongly	(5)	244 13%	13 <b>19%A</b>	3 <b>24%A</b>
Agree slightly	(4)	566 30%	28 <b>40%A</b>	5 <b>45%A</b>
Neither agree nor disagree	(3)	505 <b>26%bc</b>	14 19%	2 20%
Disagree slightly	(2)	297 <b>16%BC</b>	6 9%	1 8%
Disagree strongly	(1)	106 <b>6%c</b>	4 5%	* 2%
Don't know		191 <b>10%C</b>	6 <b>9%C</b>	* 2%
NET Agree		809 42%	41 <b>58%A</b>	8 <b>69%Ab</b>
NET Disagree		403 <b>21%bC</b>	10 14%	1 9%
Mean		3.32	<b>3.65A</b>	<b>3.84Ab</b>
SD		1.10	1.08	0.98

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 190

Absolutes/col percents

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Agree strongly	(5)	176 9%	12 <b>17%A</b>	2 <b>14%a</b>
Agree slightly	(4)	756 40%	26 37%	5 40%
Neither agree nor disagree	(3)	450 24%	16 23%	3 26%
Disagree slightly	(2)	266 14%	8 12%	2 14%
Disagree strongly	(1)	113 6%	3 4%	* 4%
Don't know		146 <b>8%C</b>	4 <b>6%<i>c</i></b>	* 2%
NET Agree		932 49%	39 55%	7 54%
NET Disagree		380 20%	11 16%	2 18%
Mean		3.35	<b>3.55a</b>	3.47
SD		1.06	1.08	1.08

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 191

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Agree strongly	(5)	72 4%	8 <b>12%A</b>	2 <b>17%Ab</b>
Agree slightly	(4)	291 15%	19 <b>27%A</b>	5 <b>38%AB</b>
Neither agree nor disagree	(3)	536 <b>28%b</b>	15 21%	3 22%
Disagree slightly	(2)	489 <b>26%C</b>	16 <b>23%c</b>	2 16%
Disagree strongly	(1)	420 <b>22%BC</b>	8 <b>12%c</b>	1 6%
Don't know		100 <b>5%c</b>	4 <b>6%c</b>	* 2%
NET Agree		363 19%	27 <b>39%A</b>	7 <b>55%AB</b>
NET Disagree		909 <b>48%BC</b>	25 <b>35%C</b>	3 22%
Mean		2.51	<b>3.04A</b>	<b>3.45AB</b>
SD		1.13	1.24	1.19

Proportions/Mean. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 192

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1212	414	368
<b>Base</b>		1908	71	12
Effective base		547	291	273
Agree strongly	(5)	389 20%	13 18%	3 24%
Agree slightly	(4)	669 35%	26 36%	5 39%
Neither agree nor disagree	(3)	402 21%	15 21%	3 24%
Disagree slightly	(2)	196 10%	6 9%	1 7%
Disagree strongly	(1)	96 5%	5 7%	* 3%
Don't know		154 <b>8%C</b>	7 <b>9%C</b>	* 2%
NET Agree		1059 55%	39 54%	8 <b>63%ab</b>
NET Disagree		293 15%	11 15%	1 11%
Mean		3.60	3.56	3.74
SD		1.11	1.14	1.07

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 193

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
There is a good choice of providers available to my business	442 23%	15 22%	3 25%
There is a good choice of products and/or services available to my business	434 23%	15 21%	4 <b>29%ab</b>
It is difficult to make comparisons between providers on price	131 7%	10 <b>14%A</b>	1 <b>11%a</b>
It is difficult to make comparisons between providers on quality of service	277 14%	11 15%	2 16%
The prices of services are clear and transparent	385 20%	16 22%	3 21%
I am able to negotiate effectively with my provider on tariffs and services	244 13%	13 <b>19%a</b>	3 <b>24%A</b>
There is not much difference between the providers on the market	176 9%	12 <b>17%A</b>	2 <b>14%a</b>
It is difficult to make comparisons between providers because my service needs are complex	72 4%	8 <b>12%A</b>	2 <b>17%Ab</b>
I find price comparison sites useful to help me compare providers	389 20%	13 18%	3 24%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 194

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
There is a good choice of providers available to my business	1290 68%	49 69%	9 <b>78%Ab</b>
There is a good choice of products and/or services available to my business	1221 64%	49 69%	9 <b>77%Ab</b>
It is difficult to make comparisons between providers on price	715 37%	34 <b>47%A</b>	6 <b>48%A</b>
It is difficult to make comparisons between providers on quality of service	998 52%	36 51%	7 55%
The prices of services are clear and transparent	1112 58%	45 64%	8 63%
I am able to negotiate effectively with my provider on tariffs and services	809 42%	41 <b>58%A</b>	8 <b>69%Ab</b>
There is not much difference between the providers on the market	932 49%	39 55%	7 54%
It is difficult to make comparisons between providers because my service needs are complex	363 19%	27 <b>39%A</b>	7 <b>55%Ab</b>
I find price comparison sites useful to help me compare providers	1059 55%	39 54%	8 <b>63%ab</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 195

## 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
There is a good choice of providers available to my business	49 3%	2 2%	* *
There is a good choice of products and/or services available to my business	29 2%	1 2%	* 1%
It is difficult to make comparisons between providers on price	182 10%	6 8%	1 6%
It is difficult to make comparisons between providers on quality of service	93 5%	3 5%	1 5%
The prices of services are clear and transparent	76 4%	2 3%	* 2%
I am able to negotiate effectively with my provider on tariffs and services	106 <b>6%<sub>c</sub></b>	4 5%	* 2%
There is not much difference between the providers on the market	113 6%	3 4%	* 4%
It is difficult to make comparisons between providers because my service needs are complex	420 <b>22%<sub>BC</sub></b>	8 <b>12%<sub>c</sub></b>	1 6%
I find price comparison sites useful to help me compare providers	96 5%	5 7%	* 3%

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 196

## **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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
There is a good choice of providers available to my business	150 8% <b>C</b>	5 7%	* 4%
There is a good choice of products and/or services available to my business	156 8% <b>C</b>	3 5%	* 4%
It is difficult to make comparisons between providers on price	600 31%	18 25%	3 25%
It is difficult to make comparisons between providers on quality of service	375 20%	15 21%	3 22%
The prices of services are clear and transparent	288 15%	8 12%	1 11%
I am able to negotiate effectively with my provider on tariffs and services	403 21% <b>BC</b>	10 14%	1 9%
There is not much difference between the providers on the market	380 20%	11 16%	2 18%
It is difficult to make comparisons between providers because my service needs are complex	909 48% <b>BC</b>	25 35% <b>C</b>	3 22%
I find price comparison sites useful to help me compare providers	293 15%	11 15%	1 11%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 197  
**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	994	337	276
<b>Base</b>	1572	57	9
Effective base	446	236	203
Happy with my current provider	743 47%	26 46%	4 43%
Already on the best deal	257 16%	8 14%	2 20%
Don't think we could save much money	182 12%	8 15%	1 16%
Problems not sufficiently bad with current provider	181 12%	5 9%	1 7%
Too risky/ worried the switching process could go wrong	142 9%	3 5%	1 7%
No real difference between providers /they are all the same	138 9%	5 9%	1 9%
Don't have time/have other priorities	119 8%	7 <b>12%a</b>	1 <b>14%A</b>
Would be worried I made the wrong choice	117 <b>7%b</b>	1 2%	1 <b>6%b</b>
Worried about arranging for services to start/ stop at the same time	99 6%	2 3%	1 6%
Don't want to be tied into a new fixed term contract	91 6%	2 4%	* 4%
Too difficult to compare the different tariffs / deals offered by each provider	85 5%	2 4%	* 3%
Able to negotiate effectively with my current provider	81 5%	4 8%	* 5%
We are tied into our existing contract and would incur a penalty charge	81 5%	3 6%	* 5%
There is not enough choice of providers available in our area	77 <b>5%c</b>	2 3%	* 1%

Proportions/Mean. Columns tested (1%,5% risk level) all.  
 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 BDRG  
 Fieldwork: January-April 2022  
 BVA BDRG/25298

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 197

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	1572	57	9
Did not want to have to get an engineer to install new equipment	75 5%	3 6%	* 5%
Hassle of needing to contact more than one provider to switch	70 4%	4 7%	1 <b>8%a</b>
Didn't want to change provider for other services in the same bundle	62 4%	1 1%	1 <b>6%B</b>
Have never thought about switching providers	61 4%	3 5%	1 <b>8%a</b>
Worried that other devices I own wouldn't work with a new service	55 4%	1 3%	* 5%
Bad experience switching comms services previously	40 3%	* 1%	* <b>4%B</b>
Worried that might have to pay two providers at the same time	37 2%	1 1%	* 3%
There is not enough choice of products or service available to my organization	35 2%	1 2%	* 2%
Do not know how to switch providers	24 2%	1 1%	* 2%
Other (please type in)	216 <b>14%C</b>	5 <b>9%a</b>	* 2%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 198

**QC18 (past considerers): What were your reasons for considering switching your internet service provider?**

**Base: All broadband/ internet past considerers**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	117	37	22
<b>Base</b>	<b>232*</b>	<b>6**</b>	<b>1**</b>
Effective base	56	25	17
Cheaper deal available from new provider	65 28%	2 27%	* 29%
Poor service reliability from current provider	49 21%	1 14%	- -
Current provider too expensive	47 20%	* 9%	- -
Faster connection speed offered by new provider	41 18%	1 9%	* 5%
Faster upload/download speeds	40 17%	1 11%	* 12%
Poor customer service from current provider	39 17%	1 11%	- -
Better service reliability offered by new provider	23 10%	1 10%	* 5%
New provider offered a better range of services	22 10%	* 6%	* 21%
Slow connection speed from current provider	22 9%	1 15%	* 3%
New provider offered a package that fitted my needs better	16 7%	* 3%	* 14%
Better customer service offered by new provider	13 5%	* 8%	* 12%
Wanted to bundle my services	10 4%	* 1%	* 13%
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	8 3%	1 11%	* 8%
Recommendation	4 2%	1 12%	- -
Advertising from another provider made me look into it	3 1%	1 10%	* 3%

Proportions/Mean. Columns tested (1%,5% risk level) all.  
95 percent as lower case, 99 percent as UPPER CASE  
\*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 198

Absolutes/col percents

**QC18 (past considerers): What were your reasons for considering switching your internet service provider?**

**Base: All broadband/ internet past considerers**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	232*	6**	1**
Contacted by another provider	2 1%	1 23%	* 20%
Was not intending switching my internet provider but was offered a good deal as part of a bundle with another service	2 1%	* 6%	* 14%
Other (please type in)	42 18%	1 12%	* 8%
Don't know/can't remember	12 5%	* 8%	* 3%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 199

**QC18 (switchers): What were your reasons for switching your internet service provider?**

**Base: All broadband/ internet switchers**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	218	77	92
<b>Base</b>	336	14*	3*
Effective base	102	55	71
Cheaper deal available from new provider	128 38%BC	2 17%	1 15%
Faster connection speed offered by new provider	57 17%	1 10%	1 18%
Slow connection speed from previous provider	57 17%	2 14%	* 11%
Faster upload/download speeds	47 14%	2 12%	1 20%
Better service reliability offered by new provider	38 11%	2 17%	1 21%
Previous provider too expensive	37 11%	1 9%	* 13%
Poor service reliability from previous provider	37 11%	2 14%	1 18%
New provider offered a package that fitted my needs better	25 7%	3 20%A	1 25%A
Poor customer service from previous provider	24 7%	1 7%	* 11%
New provider offered a better range of services	19 6%	1 10%	1 27%AB
Wanted to bundle my services	19 6%	- -	* 14%aB
Recommendation	16 5%	1 8%	1 17%A
Better customer service offered by new provider	14 4%	1 6%	* 12%a
Better service level agreements from new provider, e.g. faster response/repair times, guaranteed 24 hour contact etc.	8 2%	1 8%	* 14%A
Contacted by another provider	8 2%	1 7%	1 20%Ab

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 199

Absolutes/col percents

**QC18 (switchers): What were your reasons for switching your internet service provider?**

**Base: All broadband/ internet switchers**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	336	14*	3*
Advertising from another provider made me look into it	4 1%	1 <b>10%A</b>	* <b>5%a</b>
Was not intending switching my internet provider but was offered a good deal as part of a bundle with another service	1 *	2 <b>14%A</b>	* <b>11%A</b>
Other (please type in)	53 <b>16%<b>c</b></b>	1 9%	* 2%
Don't know/can't remember	13 4%	1 10%	* 3%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 200

Absolutes/col percents

**QC19: Which, if any, of the following did you experience any difficulties with when switching your internet service provider?**

**Base: All broadband/ internet switchers**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	218	77	92
<b>Base</b>	<b>336</b>	<b>14*</b>	<b>3*</b>
Effective base	102	55	71
Technical issues (e.g. installation issues)	37 11%	1 8%	* 12%
Delay in receiving new equipment	28 8%	* 3%	1 <b>16%B</b>
Process took longer than expected	26 8%	1 10%	* 10%
Arranging start and stop dates	20 6%	1 4%	* 12%
Arranging the switch so that you always had access to your services	19 6%	1 6%	1 <b>16%Ab</b>
Charged wrong amount by new provider	19 6%	1 6%	1 <b>17%Ab</b>
Contacting your new provider	15 5%	1 6%	1 <b>16%Ab</b>
Obtaining information on switching from previous provider	14 4%	* 3%	* 8%
Finding time to research the market	12 4%	1 9%	* <b>14%A</b>
Arranging the switch so that you were not paying for your old and new services at the same time	12 3%	* 2%	1 <b>18%AB</b>
Other devices not working with the new service	10 3%	* 1%	* <b>11%AB</b>
Difficulty getting a MAC from existing provider	9 3%	* 2%	1 <b>15%AB</b>
Returning previous provider's equipment	9 3%	1 5%	* <b>12%A</b>
Previous provider sending bills for cancelled service	8 2%	1 6%	1 <b>17%Ab</b>
Paying charges for early termination of contract	7 2%	1 <b>10%A</b>	* <b>13%A</b>

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 200

**QC19: Which, if any, of the following did you experience any difficulties with when switching your internet service provider?**

**Base: All broadband/ internet switchers**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	336	14*	3*
Setting up a new online account	7 2%	1 <b>8%a</b>	* <b>13%Ab</b>
Existing provider tried to persuade you to stay	6 2%	* 1%	* <b>11%AB</b>
Cancelling your previous service	6 2%	1 5%	* <b>12%A</b>
Understanding the relevant steps required to switch provider	6 2%	1 5%	1 <b>20%AB</b>
Transferring email to new service	6 2%	1 4%	1 <b>15%Ab</b>
Existing provider cancelled the switching process	5 1%	1 <b>7%A</b>	1 <b>20%Ab</b>
Paying start up fees to new provider	4 1%	1 <b>6%a</b>	1 <b>15%Ab</b>
Other (please type in)	18 5%	- -	- -
None of these	11 3%	* 3%	* 2%
No problems experienced	244 <b>73%G</b>	10 <b>67%G</b>	1 36%
NET Experienced any difficulty	81 24%	4 30%	2 <b>62%AB</b>

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 201

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Top	1735	61	10
	<b>91%bC</b>	<b>87%<i>c</i></b>	80%
Medium	148	8	2
	8%	11%	<b>16%<i>A</i></b>
Lower	25	2	1
	1%	2%	<b>5%<i>A</i></b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 202

## **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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Top	1325	41	6
	69% <b>BC</b>	58%	50%
Medium	543	26	5
	28%	36% <b>a</b>	41% <b>A</b>
Lower	40	4	1
	2%	6% <b>A</b>	9% <b>A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 203

**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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Top	1258	49	8
	66%	69%	64%
Medium	574	19	4
	30%	26%	30%
Lower	76	3	1
	4%	5%	6%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 204

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Top	1046	45	8
	55%	<b>64%a</b>	61%
Medium	707	22	4
	37%	32%	32%
Lower	154	3	1
	8%	5%	7%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 205

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Top	1034	38	6
	54%	53%	47%
Medium	759	30	6
	40%	42%	48% <sup>a</sup>
Lower	115	3	1
	6%	4%	5%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 206

**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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Top	775	34	6
	41%	<b>48%a</b>	<b>50%a</b>
Medium	870	32	5
	46%	45%	44%
Lower	263	5	1
	<b>14%BC</b>	7%	7%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 207

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Top	765 40%	30 43%	5 42%
Medium	888 47%	34 48%	6 50%
Lower	255 13%	6 9%	1 8%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 208

**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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Top	378	15	3
	20%	21%	<b>27%a</b>
Medium	969	37	7
	51%	53%	54%
Lower	561	18	2
	<b>29%C</b>	26%	20%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 209

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	47	18	21
<b>Base</b>	73**	4**	1**
Effective base	26	14	16
Top	45 62%	2 51%	* 28%
Medium	16 22%	1 34%	* 50%
Lower	11 15%	1 15%	* 22%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 210

## **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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
The reliability of the service	1735 91% <b>bC</b>	61 87% <b>c</b>	10 80%
The cost of the service	1325 69% <b>bC</b>	41 58%	6 50%
Download speed	1258 66%	49 69%	8 64%
Upload speed	1046 55%	45 64% <b>a</b>	8 61%
Customer service / support from the provider	1034 54%	38 53%	6 47%
The service level agreement (SLA) offered by the provider	775 41%	34 48% <b>a</b>	6 50% <b>a</b>
The reputation of the provider	765 40%	30 43%	5 42%
The provider being well known / having many users	378 20%	15 21%	3 27% <b>a</b>
Other (please type in)	45 2%	2 3%	* 2%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 211

## **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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
The provider being well known / having many users	969 51%	37 53%	7 54%
The reputation of the provider	888 47%	34 48%	6 50%
The service level agreement (SLA) offered by the provider	870 46%	32 45%	5 44%
Customer service / support from the provider	759 40%	30 42%	6 48% <b>a</b>
Upload speed	707 37%	22 32%	4 32%
Download speed	574 30%	19 26%	4 30%
The cost of the service	543 28%	26 36% <b>a</b>	5 41% <b>A</b>
The reliability of the service	148 8%	8 11%	2 16% <b>A</b>
Other (please type in)	16 1%	1 2%	* 3% <b>A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 212

## **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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
The provider being well known / having many users	561 29% <b>C</b>	18 26%	2 20%
The service level agreement (SLA) offered by the provider	263 14% <b>BC</b>	5 7%	1 7%
The reputation of the provider	255 13% <b>C</b>	6 9%	1 8%
Upload speed	154 8%	3 5%	1 7%
Customer service / support from the provider	115 6%	3 4%	1 5%
Download speed	76 4%	3 5%	1 6%
The cost of the service	40 2%	4 6% <b>A</b>	1 9% <b>A</b>
The reliability of the service	25 1%	2 2%	1 5% <b>A</b>
Other (please type in)	11 1%	1 1%	* 2%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 213

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	470 23%	21 28%	4 <b>30%a</b>
Agree slightly	(4)	885 44%	31 42%	6 46%
Neither agree nor disagree	(3)	293 14%	13 17%	2 16%
Disagree slightly	(2)	256 <b>13%bC</b>	5 7%	1 5%
Disagree strongly	(1)	58 <b>3%c</b>	1 2%	- -
Don't know		62 3%	3 4%	* 3%
NET Agree		1355 67%	52 70%	10 <b>76%A</b>
NET Disagree		313 <b>15%BC</b>	6 9%	1 5%
Mean		3.74	<b>3.91a</b>	<b>4.05A</b>
SD		1.05	0.97	0.85

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 214

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	350 17%	20 <b>28%A</b>	3 <b>25%A</b>
Agree slightly	(4)	673 33%	25 34%	5 <b>41%a</b>
Neither agree nor disagree	(3)	475 <b>23%b</b>	12 16%	3 20%
Disagree slightly	(2)	283 14%	9 12%	1 11%
Disagree strongly	(1)	163 <b>8%C</b>	4 <b>5%c</b>	* 1%
Don't know		79 4%	3 5%	* 2%
NET Agree		1023 51%	46 <b>62%A</b>	8 <b>66%A</b>
NET Disagree		446 <b>22%C</b>	13 17%	2 12%
Mean		3.39	<b>3.70A</b>	<b>3.79A</b>
SD		1.18	1.18	1.03

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 215  
**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	564 28%	25 34%	4 31%
Agree slightly	(4)	722 36%	26 35%	6 44% <b>ab</b>
Neither agree nor disagree	(3)	316 16%	13 17%	2 16%
Disagree slightly	(2)	190 9% <b>c</b>	6 8%	1 5%
Disagree strongly	(1)	69 3% <b>c</b>	1 2%	* 1%
Don't know		161 8% <b>C</b>	3 4%	* 3%
NET Agree		1286 64%	51 69%	10 75% <b>A</b>
NET Disagree		259 13% <b>C</b>	7 10%	1 6%
Mean		3.82	3.96	4.03 <b>a</b>
SD		1.09	1.02	0.92

Proportions/Mean. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 216  
**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	900 44%	30 40%	5 41%
Agree slightly	(4)	781 39%	28 38%	5 42%
Neither agree nor disagree	(3)	225 11%	10 13%	2 12%
Disagree slightly	(2)	47 2%	2 3%	* 2%
Disagree strongly	(1)	23 1%	1 1%	* *
Don't know		47 2%	3 4%	* 2%
NET Agree		1681 83%	58 79%	11 84%
NET Disagree		70 3%	3 4%	* 2%
Mean		4.26	4.19	4.25
SD		0.84	0.88	0.80

Proportions/Mean. Columns tested (1%,5% risk level) all.  
 95 percent as lower case, 99 percent as UPPER CASE  
 \*small base (under 75), \*\*very small base (under 40) ineligible for sig testing

**Ofcom SME Communications Experience 2022 (co size bands)**  
 28th January 2022 - 4th April 2022

Table 217

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	354 18%	19 <b>26%A</b>	4 <b>31%A</b>
Agree slightly	(4)	528 26%	23 31%	5 <b>36%A</b>
Neither agree nor disagree	(3)	390 19%	13 18%	2 18%
Disagree slightly	(2)	414 <b>20%bC</b>	10 13%	1 11%
Disagree strongly	(1)	316 <b>16%BC</b>	7 <b>9%<i>c</i></b>	* 3%
Don't know		19 1%	2 2%	* 1%
NET Agree		882 44%	42 <b>57%A</b>	8 <b>67%Ab</b>
NET Disagree		731 <b>36%BC</b>	17 <b>22%<i>c</i></b>	2 14%
Mean		3.09	<b>3.53A</b>	<b>3.80AB</b>
SD		1.34	1.28	1.14

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 218

**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**

Absolutes/col percents

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Agree strongly	(5)	154 8%	8 10%	1 12% <b>a</b>
Agree slightly	(4)	243 12%	12 17%	3 21% <b>A</b>
Neither agree nor disagree	(3)	306 15%	16 22% <b>A</b>	3 21% <b>a</b>
Disagree slightly	(2)	566 28%	16 22%	3 27%
Disagree strongly	(1)	676 33% <b>BC</b>	17 23% <b>c</b>	2 16%
Don't know		77 4%	5 6%	* 3%
NET Agree		397 20%	20 27% <b>A</b>	4 33% <b>A</b>
NET Disagree		1242 61% <b>BC</b>	33 45%	5 43%
Mean		2.30	2.68 <b>A</b>	2.86 <b>A</b>
SD		1.28	1.33	1.33

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 219

## 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	470 23%	21 28%	4 <b>30%a</b>
I find that my contract terms and conditions are clear and easily understood	350 17%	20 <b>28%A</b>	3 <b>25%A</b>
I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	564 28%	25 34%	4 31%
It would be helpful to have all key terms presented as an upfront summary within a contract	900 44%	30 40%	5 41%
I always read the Terms and Conditions of my communication contracts	354 18%	19 <b>26%A</b>	4 <b>31%A</b>
I have experienced negative consequences as a result of terms and conditions I was unaware of	154 8%	8 10%	1 <b>12%a</b>

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 220

### 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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	1355 67%	52 70%	10 <b>76%A</b>
I find that my contract terms and conditions are clear and easily understood	1023 51%	46 <b>62%A</b>	8 <b>66%A</b>
I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	1286 64%	51 69%	10 <b>75%A</b>
It would be helpful to have all key terms presented as an upfront summary within a contract	1681 83%	58 79%	11 84%
I always read the Terms and Conditions of my communication contracts	882 44%	42 <b>57%A</b>	8 <b>67%Ab</b>
I have experienced negative consequences as a result of terms and conditions I was unaware of	397 20%	20 <b>27%A</b>	4 <b>33%A</b>

Proportions/Means. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 221

## 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	58 3% <b>c</b>	1 2%	- -
I find that my contract terms and conditions are clear and easily understood	163 8% <b>C</b>	4 5% <b>c</b>	* 1%
I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	69 3% <b>c</b>	1 2%	* 1%
It would be helpful to have all key terms presented as an upfront summary within a contract	23 1%	1 1%	* *
I always read the Terms and Conditions of my communication contracts	316 16% <b>BC</b>	7 9% <b>c</b>	* 3%
I have experienced negative consequences as a result of terms and conditions I was unaware of	676 33% <b>BC</b>	17 23% <b>c</b>	2 16%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 222

## **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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
I am aware of the key terms and conditions of the contract (including charges due on early termination of the service)	313 <b>15%BC</b>	6 9%	1 5%
I find that my contract terms and conditions are clear and easily understood	446 <b>22%BC</b>	13 17%	2 12%
I am able to access the terms of my contract easily (either because they were sent in a written format or are available online)	259 <b>13%BC</b>	7 10%	1 6%
It would be helpful to have all key terms presented as an upfront summary within a contract	70 3%	3 4%	* 2%
I always read the Terms and Conditions of my communication contracts	731 <b>36%BC</b>	17 <b>22%BC</b>	2 14%
I have experienced negative consequences as a result of terms and conditions I was unaware of	1242 <b>61%BC</b>	33 45%	5 43%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 223

## **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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
Personal / residential contract/s only	1019 <b>64%BC</b>	7 16%	1 12%
Business contract/s only	319 20%	28 <b>61%A</b>	6 <b>64%A</b>
Both business and personal / residential contracts	219 14%	9 <b>20%a</b>	2 <b>21%a</b>
Don't know	29 2%	1 3%	* 3%
NET Any business	538 34%	37 <b>81%A</b>	8 <b>85%A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 224

## **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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	743	294	269
<b>Base</b>	1065	50	9
Effective base	314	212	200
Personal / residential contract/s only	617 <b>58%BC</b>	4 8%	1 9%
Business contract/s only	291 27%	38 <b>75%A</b>	6 <b>72%A</b>
Both business and personal / residential contracts	136 13%	6 12%	1 16%
Don't know	20 2%	2 4%	* 3%
NET Any business	427 40%	44 <b>88%A</b>	8 <b>87%A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 225

## **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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1212	414	368
<b>Base</b>	1908	71	12
Effective base	547	291	273
Personal / residential contract/s only	1108 <b>58%BC</b>	5 8%	1 5%
Business contract/s only	514 27%	53 <b>75%A</b>	9 <b>73%A</b>
Both business and personal / residential contracts	249 13%	10 14%	2 <b>19%a</b>
Don't know	37 2%	2 3%	* 3%
NET Any business	763 40%	63 <b>89%A</b>	11 <b>92%A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 226

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	475	44	33
<b>Base</b>	1019	7**	1**
Effective base	263	32	23
Personal contract is fine for my business	729 72%	3 38%	* 44%
Business contracts are more expensive/personal contracts are cheaper	231 23%	2 25%	* 9%
Never thought about it/considered it	183 18%	1 19%	* 25%
Wasn't aware business contracts can be beneficial (such as providing enhanced service provision and better levels of cus	72 7%	* 4%	* 18%
Haven't got round to switching to a business contract	61 6%	* 6%	* 8%
My business needs more than a residential package, but even the smallest/cheapest business packages available offer high	35 3%	1 11%	* 21%
Better/faster service available on a personal contract than on a business one	26 3%	* 5%	* 21%
Other (please type in)	71 7%	1 9%	* 1%
Don't know	28 3%	* 4%	* 1%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 227

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	290	24	18
<b>Base</b>	617	4**	1**
Effective base	160	17	16
Personal contract is fine for my business	457 74%	2 54%	* 35%
Business contracts are more expensive/personal contracts are cheaper	163 26%	* 5%	* 33%
Never thought about it/considered it	153 25%	1 18%	* 8%
Wasn't aware business contracts can be beneficial (such as providing enhanced service provision and better levels of cus	44 7%	* 9%	* 45%
Better/faster service available on a personal contract than on a business one	22 4%	* 10%	* 26%
My business needs more than a residential package, but even the smallest/cheapest business packages available offer high	20 3%	* 12%	* 24%
Haven't got round to switching to a business contract	18 3%	* 12%	* 17%
Other (please type in)	37 6%	* 4%	- -
Don't know	8 1%	- -	* 5%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 228

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	507	31	14
<b>Base</b>	1108	5**	1**
Effective base	293	22	12
Personal contract is fine for my business	794 72%	3 47%	* 53%
Business contracts are more expensive/personal contracts are cheaper	241 22%	2 31%	* 25%
Never thought about it/considered it	227 20%	1 12%	* 20%
Wasn't aware business contracts can be beneficial (such as providing enhanced service provision and better levels of cus	58 5%	* 3%	* 30%
Haven't got round to switching to a business contract	53 5%	* 8%	* 7%
My business needs more than a residential package, but even the smallest/cheapest business packages available offer high	47 4%	1 14%	* 18%
Better/faster service available on a personal contract than on a business one	35 3%	* 6%	* 20%
Other (please type in)	67 6%	* 6%	- -
Don't know	13 1%	- -	* 6%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 229

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	907	273	294
<b>Base</b>	1587	46	10
Effective base	430	198	217
Have not received a notification about the status of my contract	998	26	3
	<b>63%C</b>	<b>56%C</b>	33%
I received a notification, but I did not take any action	145	3	1
	9%	7%	8%
Looked into deals with my existing provider at that time	106	4	2
	7%	9%	<b>21%AB</b>
Signed up for a contract with my existing provider at that time	88	2	1
	6%	5%	<b>11%Ab</b>
Contacted my existing provider at that time	72	3	2
	5%	7%	<b>16%AB</b>
Looked into deals with alternative provider/s	55	2	2
	3%	5%	<b>17%AB</b>
Contacted alternative provider/s	32	2	1
	2%	4%	<b>9%Ab</b>
Signed up for a contract with an alternative provider	27	*	1
	2%	*	<b>5%AB</b>
Received a notification but can't remember whether I took any action	27	2	*
	2%	<b>4%a</b>	4%
Something else (please type in)	21	*	*
	1%	*	*
Can't remember whether or not I received a notification	175	6	1
	11%	13%	14%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 230

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1247	426	375
<b>Base</b>	1943	73	12
Effective base	557	298	279
Have not received a notification about the status of my contract	1220	43	5
	63%C	59%C	39%
I received a notification, but I did not take any action	140	6	1
	7%	8%	9%
Looked into deals with my existing provider at that time	129	4	2
	7%	6%	18%AB
Signed up for a contract with my existing provider at that time	107	3	1
	6%	4%	7%
Contacted my existing provider at that time	101	3	1
	5%	5%	10%AB
Looked into deals with alternative provider/s	62	4	2
	3%	5%	16%AB
Something else (please type in)	33	1	-
	2%	1%	-
Contacted alternative provider/s	24	1	1
	1%	2%	10%AB
Signed up for a contract with an alternative provider	21	1	1
	1%	2%	6%AB
Received a notification but can't remember whether I took any action	20	3	*
	1%	4%A	2%
Can't remember whether or not I received a notification	228	10	2
	12%	14%	15%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 231

## **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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	1661	61	10
	82%	83%	78%
Block	13	2	1
	1%	2%A	5%Ab
Access, but not prioritise	305	9	2
	15%	13%	14%
Do not use	44	2	*
	2%	2%	3%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 232

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	1464	52	7
	<b>72%<i>C</i></b>	<b>71%<i>C</i></b>	56%
Block	40	2	1
	2%	3%	<b>7%<i>Ab</i></b>
Access, but not prioritise	351	15	4
	17%	20%	<b>30%<i>AB</i></b>
Do not use	168	4	1
	8%	6%	6%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 233

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	380 19%	23 <b>31%A</b>	3 <b>24%a</b>
Block	419 21%	12 17%	3 <b>24%b</b>
Access, but not prioritise	641 32%	24 32%	5 <b>38%a</b>
Do not use	583 <b>29%bC</b>	15 <b>21%c</b>	2 14%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 234

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	574 28%	24 32%	3 26%
Block	171 8%	6 9%	2 <b>17%AB</b>
Access, but not prioritise	763 38%	30 41%	5 43%
Do not use	515 <b>25%bC</b>	13 18%	2 14%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 235

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	651 32%	35 <b>48%A</b>	7 <b>53%A</b>
Block	43 2%	3 4%	1 <b>9%AB</b>
Access, but not prioritise	636 31%	23 31%	4 31%
Do not use	692 <b>34%BC</b>	13 <b>17%C</b>	1 7%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 236

## **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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	897 44%	43 <b>59%A</b>	7 <b>54%A</b>
Block	54 3%	3 4%	1 <b>8%Ab</b>
Access, but not prioritise	639 32%	21 28%	4 31%
Do not use	433 <b>21%BC</b>	7 9%	1 7%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 237

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
Base	2023	74	13
Effective base	583	302	283
Prioritise	1023	37	6
	51%	50%	47%
Block	35	3	1
	2%	4% <sup>a</sup>	11% <sup>AB</sup>
Access, but not prioritise	703	26	4
	35%	36%	35%
Do not use	261	7	1
	13% <sup>c</sup>	10%	7%

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 238

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	871	38	6
	43%	51%a	50%a
Block	36	3	1
	2%	4%a	7%Ab
Access, but not prioritise	513	19	4
	25%	26%	30%
Do not use	602	14	2
	30%BC	19%	13%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 239

## **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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	909	38	7
	45%	52%	53% <b>a</b>
Block	41	3	1
	2%	4% <b>a</b>	7% <b>A</b>
Access, but not prioritise	487	17	4
	24%	23%	29%
Do not use	586	15	1
	29% <b>bC</b>	21% <b>C</b>	11%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 240

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	1034 51%	43 <b>58%a</b>	7 52%
Block	32 2%	2 3%	1 <b>6%Ab</b>
Access, but not prioritise	680 34%	21 29%	4 33%
Do not use	277 14%	7 10%	1 9%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 241

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	601	37	7
	30%	50%A	52%A
Block	45	2	1
	2%	3%	10%AB
Access, but not prioritise	636	23	4
	31%	31%	29%
Do not use	740	12	1
	37%BC	16%C	9%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 242

### 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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	448	26	6
	22%	<b>36%A</b>	<b>46%Ab</b>
Block	71	3	1
	4%	4%	<b>9%AB</b>
Access, but not prioritise	691	27	4
	34%	36%	32%
Do not use	813	17	2
	<b>40%BC</b>	<b>24%C</b>	13%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 243

## **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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	867	44	8
	43%	60%A	61%A
Block	50	2	1
	2%	2%	7%AB
Access, but not prioritise	668	21	3
	33%	28%	27%
Do not use	437	7	1
	22%BC	10% <b>c</b>	5%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 244

### 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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	765 38%	39 <b>52%A</b>	7 <b>59%A</b>
Block	47 2%	3 4%	1 <b>7%Ab</b>
Access, but not prioritise	643 32%	22 30%	4 29%
Do not use	568 <b>28%BC</b>	10 <b>14%C</b>	1 5%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 245

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	82	3	1
	4%	4%	<b>10%AB</b>
Block	493	32	6
	24%	<b>43%A</b>	<b>48%A</b>
Access, but not prioritise	334	10	2
	17%	13%	<b>19%b</b>
Do not use	1113	30	3
	<b>55%BC</b>	<b>40%C</b>	23%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 246

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	19 1%	3 <b>4%A</b>	1 <b>4%A</b>
Block	792 39%	41 <b>56%A</b>	8 <b>61%A</b>
Access, but not prioritise	203 <b>10%B</b>	4 6%	2 <b>13%B</b>
Do not use	1008 <b>50%BC</b>	25 <b>35%C</b>	3 23%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 247

## **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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	461 <b>73%b</b>	11 15%	2 18%
Block	134 7%	11 <b>15%A</b>	3 <b>26%AB</b>
Access, but not prioritise	1103 <b>55%BC</b>	33 45%	6 45%
Do not use	325 16%	18 <b>25%AC</b>	1 12%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 248

### 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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	156 8%	5 6%	1 9%
Block	186 9%	17 <b>23%A</b>	3 <b>26%A</b>
Access, but not prioritise	772 38%	24 33%	5 38%
Do not use	908 <b>45%bC</b>	28 <b>38%C</b>	3 27%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 249

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	150 7%	12 <b>16%A</b>	3 <b>20%A</b>
Block	1189 <b>59%C</b>	41 56%	6 49%
Access, but not prioritise	217 11%	8 11%	2 <b>17%Ab</b>
Do not use	466 <b>23%C</b>	13 17%	2 13%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 250

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	104 5%	7 <b>9%A</b>	1 <b>11%A</b>
Block	453 22%	24 <b>33%A</b>	5 <b>37%A</b>
Access, but not prioritise	293 15%	9 12%	3 <b>20%aB</b>
Do not use	1172 <b>58%BC</b>	34 <b>46%C</b>	4 32%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 251

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Prioritise	29	3	*
	1%	<b>3%a</b>	1%
Block	9	1	*
	*	<b>1%a</b>	1%
Access, but not prioritise	14	1	*
	1%	1%	1%
Do not use	1971	69	12
	<b>97%b</b>	94%	97%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 252

## 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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Email	1661 82%	61 83%	10 78%
Online banking	1464 <b>72%<sup>C</sup></b>	52 <b>71%<sup>C</sup></b>	7 56%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	1034 51%	43 <b>58%<sup>a</sup></b>	7 52%
Ordering goods and services online	1023 51%	37 50%	6 47%
Taking payment for goods and services online	909 45%	38 52%	7 <b>53%<sup>a</sup></b>
Paying for goods and services via BACS	897 44%	43 <b>59%<sup>A</sup></b>	7 <b>54%<sup>A</sup></b>
Taking orders for goods and services online	871 43%	38 <b>51%<sup>a</sup></b>	6 <b>50%<sup>a</sup></b>
Online data storage or back-up	867 43%	44 <b>60%<sup>A</sup></b>	8 <b>61%<sup>A</sup></b>
Online video conferencing	765 38%	39 <b>52%<sup>A</sup></b>	7 <b>59%<sup>A</sup></b>
VoIP (i.e. making calls over the internet using services such as Skype)	651 32%	35 <b>48%<sup>A</sup></b>	7 <b>53%<sup>A</sup></b>
Using bespoke software or applications (e.g. accountancy packages)	601 30%	37 <b>50%<sup>A</sup></b>	7 <b>52%<sup>A</sup></b>
Other online marketing (i.e. marketing via email, Facebook or Twitter)	574 28%	24 32%	3 26%
Shopping websites	461 <b>23%<sup>b</sup></b>	11 15%	2 18%
File Transfer Protocol or FTP	448 22%	26 <b>36%<sup>A</sup></b>	6 <b>46%<sup>Ab</sup></b>

Proportions/Means. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



**Ofcom SME Communications Experience 2022 (co size bands)**  
 28th January 2022 - 4th April 2022

Table 252

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	2023	74	13
Online advertising	380 19%	23 <b>31%A</b>	3 <b>24%a</b>
Music videos	156 8%	5 6%	1 9%
Links to possible fraudulent/ scam websites	150 7%	12 <b>16%A</b>	3 <b>20%A</b>
Money mining/ trading websites (e.g. Bitcoin)	104 5%	7 <b>9%A</b>	1 <b>11%A</b>
Gaming websites	82 4%	3 4%	1 <b>10%AB</b>
Anything else (please type in)	29 1%	3 <b>3%a</b>	* 1%
Adult websites	19 1%	3 <b>4%A</b>	1 <b>4%A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 253

## 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Links to possible fraudulent/ scam websites	1189 59% <b>C</b>	41 56%	6 49%
Adult websites	792 39%	41 56% <b>A</b>	8 61% <b>A</b>
Gaming websites	493 24%	32 43% <b>A</b>	6 48% <b>A</b>
Money mining/ trading websites (e.g. Bitcoin)	453 22%	24 33% <b>A</b>	5 37% <b>A</b>
Online advertising	419 21%	12 17%	3 24% <b>b</b>
Music videos	186 9%	17 23% <b>A</b>	3 26% <b>A</b>
Other online marketing (i.e. marketing via email, Facebook or Twitter)	171 8%	6 9%	2 17% <b>AB</b>
Shopping websites	134 7%	11 15% <b>A</b>	3 26% <b>AB</b>
File Transfer Protocol or FTP	71 4%	3 4%	1 9% <b>AB</b>
Paying for goods and services via BACS	54 3%	3 4%	1 8% <b>Ab</b>
Online data storage or back-up	50 2%	2 2%	1 7% <b>AB</b>
Online video conferencing	47 2%	3 4%	1 7% <b>Ab</b>
Using bespoke software or applications (e.g. accountancy packages)	45 2%	2 3%	1 10% <b>AB</b>
VoIP (i.e. making calls over the internet using services such as Skype)	43 2%	3 4%	1 9% <b>AB</b>
Taking payment for goods and services online	41 2%	3 4% <b>a</b>	1 7% <b>A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 253

### 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Base	2023	74	13
Online banking	40 2%	2 3%	1 7%Ab
Taking orders for goods and services online	36 2%	3 4%a	1 7%Ab
Ordering goods and services online	35 2%	3 4%a	1 11%AB
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	32 2%	2 3%	1 6%Ab
Email	13 1%	2 2%A	1 5%Ab
Anything else (please type in)	9 *	1 1%a	* 1%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 254

## 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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Shopping websites	1103 55%BC	33 45%	6 45%
Music videos	772 38%	24 33%	5 38%
Other online marketing (i.e. marketing via email, Facebook or Twitter)	763 38%	30 41%	5 43%
Ordering goods and services online	703 35%	26 36%	4 35%
File Transfer Protocol or FTP	691 34%	27 36%	4 32%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	680 34%	21 29%	4 33%
Online data storage or back-up	668 33%	21 28%	3 27%
Online video conferencing	643 32%	22 30%	4 29%
Online advertising	641 32%	24 32%	5 38%a
Paying for goods and services via BACS	639 32%	21 28%	4 31%
Using bespoke software or applications (e.g. accountancy packages)	636 31%	23 31%	4 29%
VoIP (i.e. making calls over the internet using services such as Skype)	636 31%	23 31%	4 31%
Taking orders for goods and services online	513 25%	19 26%	4 30%
Taking payment for goods and services online	487 24%	17 23%	4 29%
Online banking	351 17%	15 20%	4 30%AB

Proportions/Mean. Columns tested (1%,5% risk level) all.

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 BDRG  
Fieldwork: January-April 2022  
BVA BDRG/25298

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 254

## 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

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Base	2023	74	13
Gaming websites	334 17%	10 13%	2 19%b
Email	305 15%	9 13%	2 14%
Money mining/ trading websites (e.g. Bitcoin)	293 15%	9 12%	3 20%aB
Links to possible fraudulent/ scam websites	217 11%	8 11%	2 17%Ab
Adult websites	203 10%b	4 6%	2 13%B
Anything else (please type in)	14 1%	1 1%	* 1%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 255

## 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

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Money mining/ trading websites (e.g. Bitcoin)	1172	34	4
	58%BC	46%C	32%
Gaming websites	1113	30	3
	55%BC	40%C	23%
Adult websites	1008	25	3
	50%BC	35%C	23%
Music videos	908	28	3
	45%bC	38%C	27%
File Transfer Protocol or FTP	813	17	2
	40%BC	24%C	13%
Using bespoke software or applications (e.g. accountancy packages)	740	12	1
	37%BC	16%C	9%
VoIP (i.e. making calls over the internet using services such as Skype)	692	13	1
	34%BC	17%C	7%
Taking orders for goods and services online	602	14	2
	30%BC	19%	13%
Taking payment for goods and services online	586	15	1
	29%bC	21%C	11%
Online advertising	583	15	2
	29%bC	21%C	14%
Online video conferencing	568	10	1
	28%BC	14%C	5%
Other online marketing (i.e. marketing via email, Facebook or Twitter)	515	13	2
	25%bC	18%	14%
Links to possible fraudulent/ scam websites	466	13	2
	23%C	17%	13%
Online data storage or back-up	437	7	1
	22%BC	10%C	5%
Paying for goods and services via BACS	433	7	1
	21%BC	9%	7%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 255

## **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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
<b>Base</b>	2023	74	13
Shopping websites	325 16%	18 <b>25%AC</b>	1 12%
Using HMRC services (e.g. submitting PAYE information, VAT and company tax returns)	277 14%	7 10%	1 9%
Ordering goods and services online	261 <b>13%<b>c</b></b>	7 10%	1 7%
Online banking	168 8%	4 6%	1 6%
Email	44 2%	2 2%	* 3%
Anything else (please type in)	30 1%	1 1%	* <b>3%<b>a</b></b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

## Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 256

**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**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
To do this yourself using software provided by your ISP	1049 <b>52%<sub>C</sub></b>	34 <b>46%<sub>C</sub></b>	5 37%
To select the websites/ content yourself and then request your ISP to prioritise or block them for you	274 14%	11 15%	3 <b>24%<sub>AB</sub></b>
To choose from a list provided by your ISP of websites/content, who will then prioritise or block them for you	202 10%	10 14%	2 <b>17%<sub>A</sub></b>
Your ISP to automatically prioritise or block websites/ content using its own criteria	95 5%	6 <b>8%<sub>a</sub></b>	1 <b>8%<sub>a</sub></b>
Would not want to prioritise or block any content	190 <b>9%<sub>C</sub></b>	6 8%	1 5%
Don't know/not sure	212 10%	7 10%	1 8%

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 257

Absolutes/col percents

**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**

		Number of employees		
		1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base		1297	431	381
<b>Base</b>		2023	74	13
Effective base		583	302	283
Less than £500	(249.5)	906	6	*
		45%BC	8%C	2%
£500 - £999	(749.5)	648	8	1
		32%BC	11%C	4%
£1,000 - £1,999	(1499.5)	241	14	2
		12%	18%A	15%
£2,000 - £4,999	(3499.5)	97	18	3
		5%	24%A	24%A
£5,000 - £9,999	(7499.5)	23	8	2
		1%	11%A	15%A
£10,000 or more	(20000.0)	7	8	3
		*	11%A	24%AB
Don't know/prefer not to say		101	11	2
		5%	16%A	16%A
Mean		901.09	5123.85A	8335.96AB
SD		1580.63	6277.67	7991.25

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 258

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Under £50,000 (25K)	1218	6	1
	<b>60%BC</b>	8%	5%
£50,000-£75,000 (62.5K)	249	3	1
	<b>12%BC</b>	4%	5%
Over £75,000 - £100,000 (87.5K)	94	3	1
	5%	5%	5%
Over £100,000-£250,000 (175K)	158	5	1
	8%	7%	5%
Over £250,000 - £500,000 (375K)	66	9	1
	3%	<b>12%A</b>	<b>7%A</b>
Over £500,000-£1 million (750K)	39	13	1
	2%	<b>18%Ac</b>	<b>10%A</b>
Over £1m-£5m (3,000K)	18	15	2
	1%	<b>21%A</b>	<b>20%A</b>
Over £5m-£10m (7,500K)	*	5	2
	*	<b>7%A</b>	<b>15%AB</b>
Over £10m (30,000K)	1	2	2
	*	<b>3%A</b>	<b>14%AB</b>
Don't know/prefer not to say	179	12	2
	9%	<b>16%A</b>	<b>13%a</b>
NET Under £100,000	1561	12	2
	<b>77%BC</b>	16%	14%
NET Over £100,000 - £1 million	263	27	3
	13%	<b>37%AC</b>	<b>23%A</b>
NET Over £1m	19	23	6
	1%	<b>31%A</b>	<b>49%AB</b>
Mean ('000)	116.27	<b>2667.03A</b>	<b>7158.98AB</b>
SD	673.70	5668.82	11047.61

Proportions/Mean. Columns tested (1%, 5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 259

**P3: Is your business VAT registered?**

Absolutes/col percents

**Base: All respondents**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Yes	586	60	11
	29%	<b>81%A</b>	<b>86%A</b>
No	1385	12	1
	<b>68%BC</b>	<b>16%C</b>	8%
Not sure	51	3	1
	.3%	4%	<b>7%A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 260

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Work from home	1432 <b>71%BC</b>	41 55%	7 54%
Work out of the office in other specific locations/offices/ buildings	690 34%	36 <b>49%A</b>	7 <b>58%Ab</b>
Work while travelling domestically (i.e. within the UK)	546 27%	22 30%	5 <b>41%AB</b>
Work while travelling internationally	201 10%	9 13%	3 <b>21%AB</b>
Work in sparsely populated areas in the countryside	371 18%	14 18%	2 17%
None of these	163 <b>8%C</b>	5 7%	* 3%
NET Work in sparsely populated parts of the country and/or work while travelling in the UK	725 36%	30 40%	6 <b>48%A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 261

**P5: Are your customers or clients...?**

Absolutes/col percents

**Base: All respondents**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Mainly based in your local area	661 33%	25 34%	3 28%
Mainly based in your region	343 17%	14 19%	2 14%
Spread across the UK	822 41%	28 38%	6 <b>50%AB</b>
Spread across other countries	453 22%	14 19%	2 18%
Don't know	25 1%	* *	- -

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 262

**P6: And are your customers...?**

Absolutes/col percents

**Base: All private sector**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1105	332	280
<b>Base</b>	1797	59	10
Effective base	516	240	209
Mainly other businesses	559	18	3
	31%	31%	26%
Mainly consumers	700	16	3
	39% <b>BC</b>	28%	26%
A mix of businesses and consumers	513	20	4
	29%	34%	38% <b>A</b>
Don't know	26	4	1
	1%	7% <b>A</b>	10% <b>A</b>

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

**Ofcom SME Communications Experience 2022 (co size bands)**  
**28th January 2022 - 4th April 2022**

Table 263

**P7: Are your sites...?****Base: All multi-site organisations**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	123	141	222
<b>Base</b>	98**	25	8
Effective base	37	99	169
Mainly based in towns and cities	59 60%	14 59%	4 53%
Mainly based in industrial sites or business parks outside towns and cities	5 6%	4 16%	2 20%
Mainly based in rural areas	10 10%	1 6%	* 3%
Spread across a mix of urban, suburban and rural areas	22 22%	4 18%	2 22%
Don't know	2 2%	* 2%	* 2%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 264

**P8: Is your business based...**

**Base: All single site organisations**

Absolutes/col percents

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1153	280	155
<b>Base</b>	1886	47	4
Effective base	538	197	114
At your home address in a town or city	435 <b>23%B</b>	6 13%	1 17%
At your home address in a village or other rural location	112 6%	1 3%	* 4%
At commercial premises in a town or city	514 27%	25 <b>53%A</b>	2 <b>49%A</b>
At a commercial premises in a village or other rural location	218 12%	4 9%	* 7%
On an industrial estate or business park in a town or city	84 4%	4 <b>9%A</b>	1 <b>13%A</b>
On an industrial estate or business park in a village or other rural location	42 2%	1 2%	* 1%
Don't know	481 <b>25%BC</b>	5 11%	* 9%

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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



# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Absolutes/col percents

Table 265

**P9: How long have you been based on an industrial estate or business park?**

**Base: All based on an industrial site or business park**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	99	59	75
<b>Base</b>	131**	9*	2*
Effective base	34	50	56
Less than one year	8 6%	* 4%	* 5%
Between one and five years	46 35%	2 27%	1 23%
Between six and ten years	15 12%	3 28%	1 35%
Longer than ten years	49 37%	3 38%	1 36%
Don't know	13 10%	* 4%	- -

Proportions/Mean. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# **Ofcom SME Communications Experience 2022 (co size bands)**

28th January 2022 - 4th April 2022

Table 266

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	99	59	75
<b>Base</b>	131**	9*	2*
Effective base	34	50	56
Yes, I have no choice of landline provider	12 9%	1 16%	1 26%
Yes, I have no choice of internet provider	19 15%	1 11%	* 15%
No, I am able to choose my own provider	96 73%	7 80% <b>c</b>	1 55%
Don't know	9 7%	* 1%	* 7% <b>b</b>

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 267

Absolutes/col percents

**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**

	Number of employees		
	1-9 (a)	10-49 (b)	50-249 (c)
Unweighted base	1297	431	381
<b>Base</b>	2023	74	13
Effective base	583	302	283
Yes - standard PSTN telephone lines	32 2%	3 <b>4%A</b>	1 <b>9%AB</b>
Yes - ADSL broadband	27 1%	4 <b>5%A</b>	1 <b>7%A</b>
Yes - Fibre/superfast Broadband provided using a cable network (nearly always provided by Virgin Media, provided by Wigh)	48 2%	4 <b>5%a</b>	1 <b>10%AB</b>
Yes - Fibre/superfast Broadband provided using the traditional copper network - Fibre to the Cabinet (FTTC)	12 1%	3 <b>4%A</b>	1 <b>8%AB</b>
Yes - "Full-fibre"/ Fibre/superfast Broadband using new fibre networks - Fibre to the Premises (FTTP)	20 1%	3 <b>4%A</b>	2 <b>12%AB</b>
Yes - Fibre/superfast broadband, but not sure which type	15 1%	1 1%	1 <b>6%AB</b>
Yes - ISDN 2 / 2e lines	* *	* *A	* <b>3%AB</b>
Yes - ISDN 30 lines	2 *	* *	* <b>2%AB</b>
Yes - mobile signal	37 2%	* *	* <b>2%b</b>
Yes - other (please type in)	13 1%	1 1%	* *
No	1797 <b>89%BC</b>	58 <b>78%C</b>	8 63%
Don't know	64 3%	3 4%	1 <b>7%A</b>
NET Yes	161 8%	13 <b>18%A</b>	4 <b>30%AB</b>

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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

# Ofcom SME Communications Experience 2022 (co size bands)

28th January 2022 - 4th April 2022

Table 267

Absolutes/col percents

**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**

Number of employees			
	1-9 (a)	10-49 (b)	50-249 (c)
Base	2023	74	13
NET Yes (fibre/ superfast)	89 4%	9 12%A	3 24%AB

Proportions/Means. Columns tested (1%,5% risk level) all.

95 percent as lower case, 99 percent as UPPER CASE

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