

UK broadband in numbers

37 numbers that describe UK broadband, refreshed every month. Every figure shows its source and its date. Most come from Ofcom, government, the ONS and company results; the rest from BroadbandSwitch.uk's own monthly snapshot of the deals it lists, labelled as such.

Figures to **26 October 2026** Next edition **Monday 2 November 2026** Open data **CC BY 4.0**

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Live page broadbandswitch.uk/reports/uk-broadband-statistics/

FULL FIBRE

82%

of homes can order it

+4 pts vs Jul 2025

GIGABIT

89%

of homes can get it

+2 pts vs Jul 2025

FULL FIBRE TAKE-UP

47%

of homes that can get it

+5 pts vs Jul 2025

TYPICAL DEAL PRICE

£28

median, deals on our site

-£1 vs September

INTERNET PRICES

12.1%

rise in a year

vs 3.5% for all prices

COMPLAINTS

6

per 100,000 customers

Unchanged from 6 in Q1 2026

SWITCHES

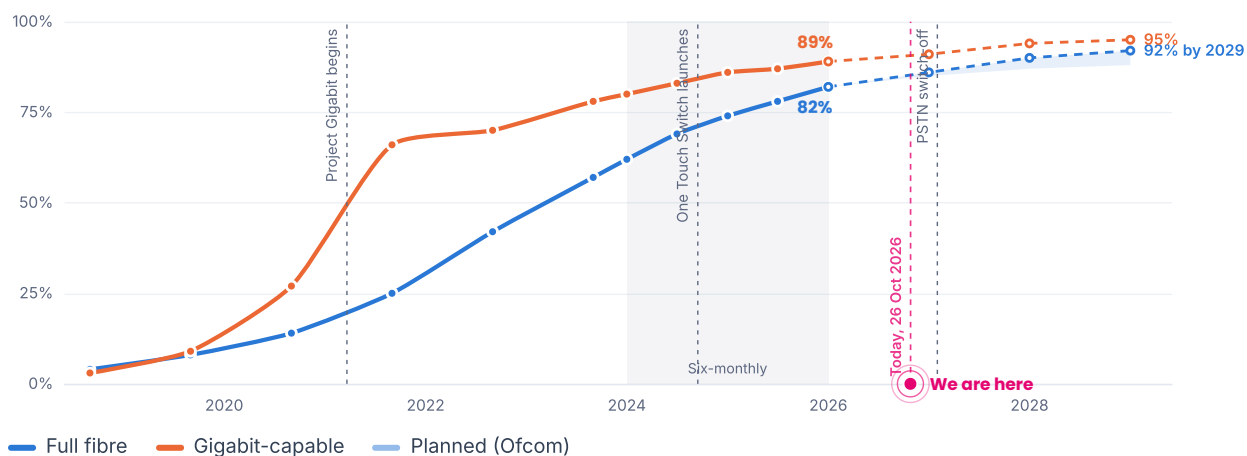
3.48 million

switches since launch

+15% year on year

The fibre journey, 2018 to 2029

Share of UK homes that can order each, with Ofcom's planned coverage to January 2029. Dashed lines are plans.



37 numbers, one page each

Each page gives the headline, the figure, what it means for a household, the chart and the source with its date. The live page at broadbandswitch.uk/reports/uk-broadband-statistics/ has every chart interactive, a council-by-council map, downloads in CSV, JSON and Excel, and a corrections log.

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Four in five homes can now order full fibre

82%

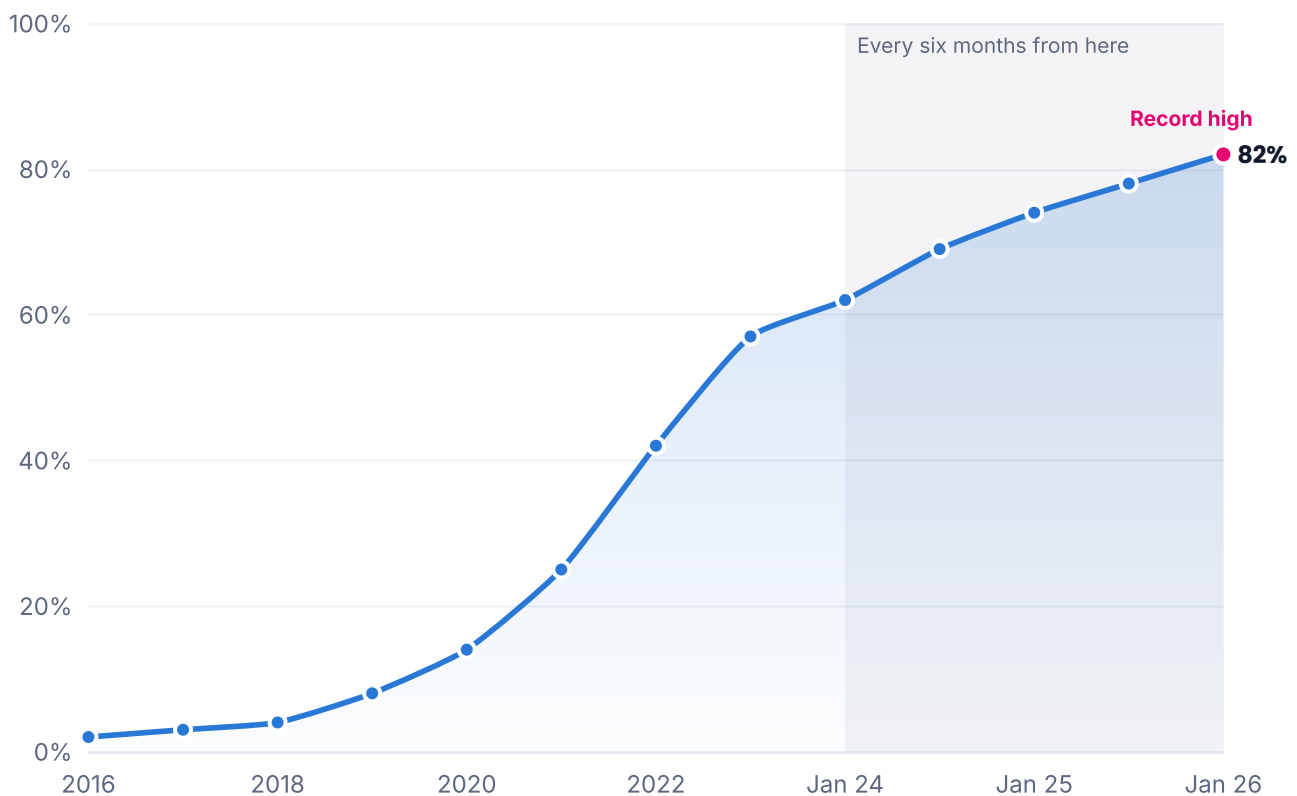
+4 pts vs Jul 2025

24.9 million homes can order full fibre, 1.2 million more than six months earlier. Rural homes trail at 66%, against 84% in towns and cities.

SO WHAT If you have not checked your address since last year, check again: 1.2 million more homes were added between July 2025 and January 2026, and most towns and cities are now covered.

Over time

Ofcom Connected Nations, Jan 2026 data, published 13 May 2026



WHY IT MATTERS

Full fibre is the connection the UK is moving everyone onto. It is faster, more reliable in bad weather, and it is what the old copper phone network is being replaced with.

METHOD

Share of UK residential premises where full fibre (FTTP) can be ordered. 2016 to 2023 are annual Connected Nations figures from the Data Lab master dataset; January 2024 onwards are Ofcom's half-yearly figures from the Spring 2026 tables. Rural and urban split from Ofcom's January 2026 coverage file (residential premises: rural 65.6%, urban 84.4%). Outlook: Ofcom Planned Network Deployments 2026. Councils:...

Source Ofcom Connected Nations, Jan 2026 data, published 13 May 2026 · Next update: Late November or December 2026 (Connected Nations 2026, date to be confirmed)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-full-fibre-availability

Nine in ten homes can get gigabit speeds

89%

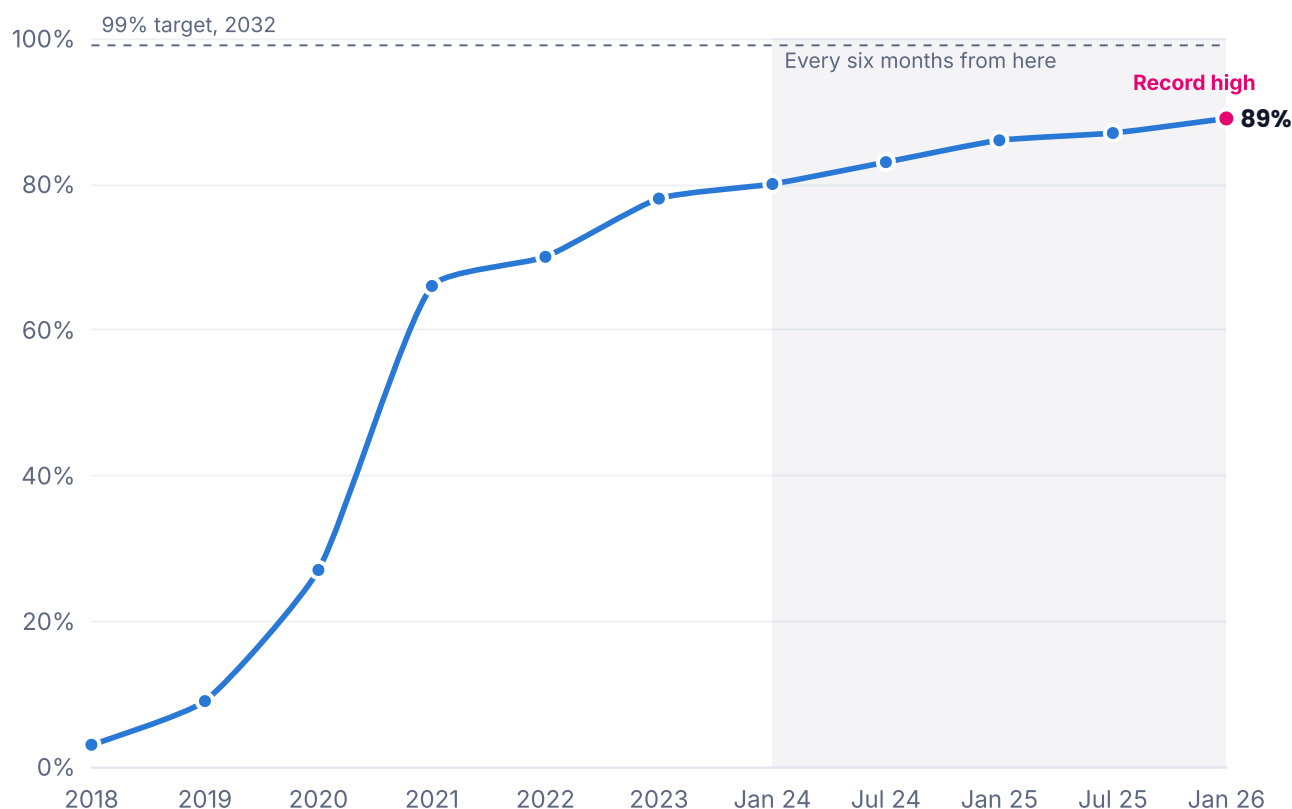
+2 pts vs Jul 2025

27.1 million homes, up from 87% in July 2025: 82% can order full fibre, and gigabit cable adds another 7% where there is no fibre yet. In July 2025, 57% had a choice of two or more gigabit networks. The target is 99% by 2032.

SO WHAT Nine in ten homes could order a gigabit line by January 2026, so for most people speed is no longer the limit; price and what you actually need are, and gigabit deals on our site started from £15 a month in the October 2026 snapshot.

Over time

Ofcom Connected Nations, Jan 2026 data, published 13 May 2026



WHY IT MATTERS

Gigabit-capable lines can carry 1,000 Mbps. This includes full fibre and upgraded cable, so it runs ahead of the full fibre figure.

METHOD

Share of UK residential premises with at least one gigabit-capable network (full fibre or DOCSIS 3.1 cable). 2018 to 2023 from the Data Lab master dataset; January 2024 onwards from Ofcom's Spring 2026 tables. Choice of networks: Ofcom Connected Nations 2025, share of residential premises with access to more than one gigabit-capable network (57%, July 2025). Target line: Project Gigabit's 99% by 2032.

Source Ofcom Connected Nations, Jan 2026 data, published 13 May 2026 · Next update: Late November or December 2026 (Connected Nations 2026, date to be confirmed)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-gigabit-availability

Openreach is 1.6 million premises short of its December target

23.4 million premises +514k in the quarter

25 million targeted by December 2026, and up to 30 million by 2030. 514,000 added in the quarter to June, well below the 2.6 million Openreach built in the six months to March 2026 (about 1.3 million a quarter).

SO WHAT Openreach's build sets when BT, Sky, TalkTalk and Vodafone customers can move to fibre, so the slower quarter to June 2026 meant the last 1.6 million premises waiting longer; Openreach said in October 2026 it had passed 24 million, with the next audited figure due on 5 November.

Against target

BT Group trading update, 30 Jun 2026, published 23 Jul 2026



1.57m still to go to 25m, which is **93.7%** of the way there.

WHY IT MATTERS

Openreach builds the network most providers sell on, so its pace sets the pace for BT, Sky, TalkTalk, Vodafone and others.

METHOD

Premises passed by Openreach FTTP at quarter end, from BT Group results and trading updates, using the decimal figures ISPReview takes from BT's KPI disclosures. June 2025 is plotted at 19.0m because BT said only 'more than 19m'. Take-up is FTTP connections as a share of premises passed.

Alternative networks pass 19.7 million premises, counting overlaps

19.7 million premises +3.3m in 2025

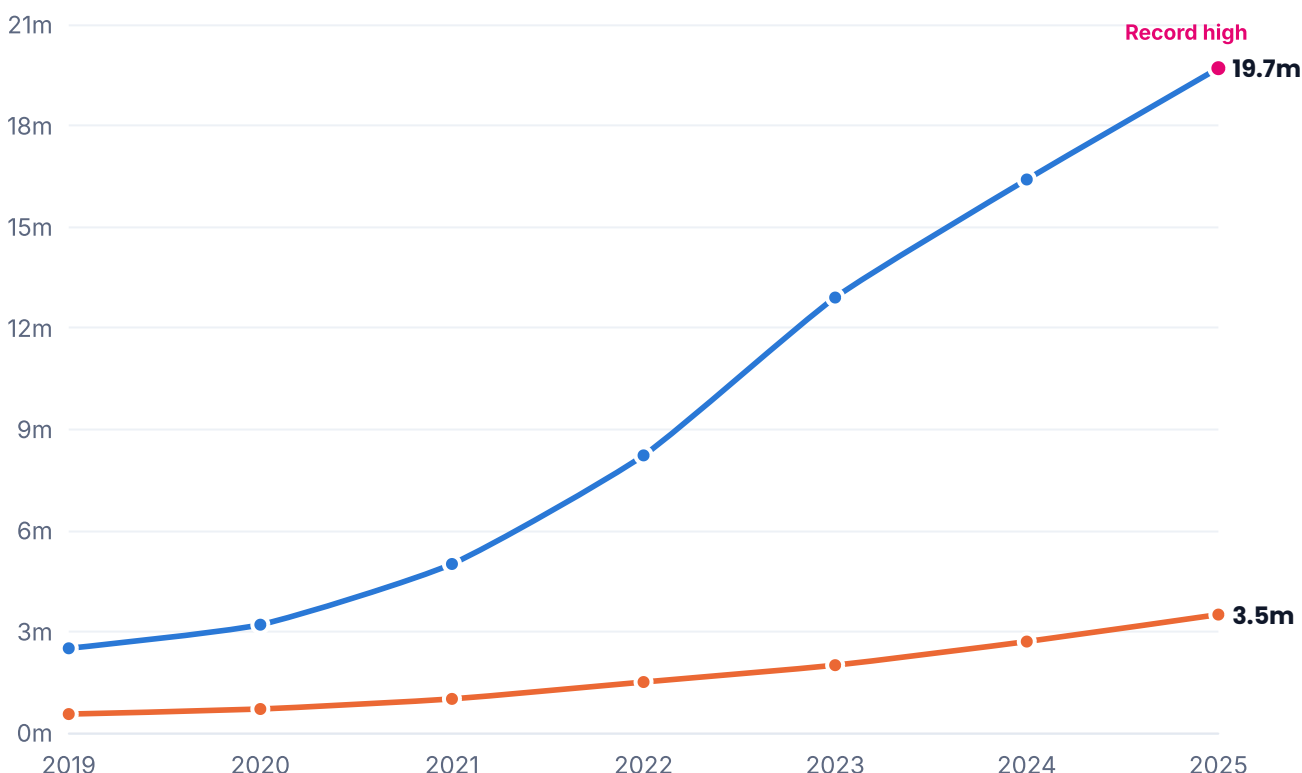
Up 20% in a year, with more than 3.5 million live connections. More than 5.4 million premises have altnet fibre and no Openreach or Virgin fibre at all.

SO WHAT Where an altnet has built there is a second network to choose from, and that is where the cheapest full fibre deals on our site come from (October 2026 snapshot).

Over time

Point Topic / INCA Annual Report 2026, 2025 data, published 11 Mar 2026

— Premises passed — Live connections



WHY IT MATTERS

Altnets bring competition and often lower prices. Where they overlap each other, some will merge or fail, which is why consolidation is one of the stories to watch.

METHOD

Premises passed by alternative networks, ready for service, and live connections. The figure does not remove overlap between altnets, so it counts some premises more than once. 2019 to 2023 from the Data Lab master dataset.

Fibre has reached two in five of the homes and businesses under contract

340,880

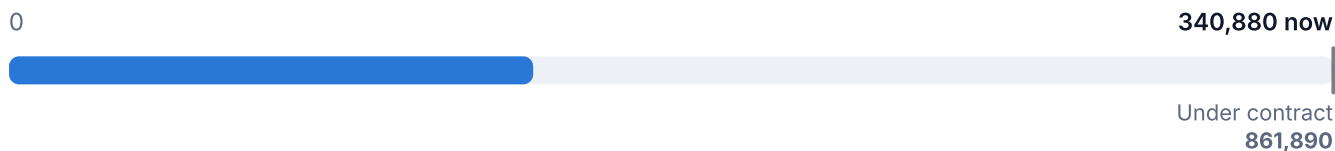
 premises reached +22,880 in a month

Of 861,890 under contract (40%) across 38 contracts in the £5bn programme, up 22,880 in a month. The target is 99% gigabit coverage by 2032.

SO WHAT This is the taxpayer-funded build for homes the market would not reach: by 17 October 2026, two in five of the premises under contract had a gigabit-capable connection and three in five had not yet been recorded as built.

Progress

BDUK Project Gigabit monthly data, 17 Oct 2026 data, published 23 Oct 2026



521,010 still to go to 861,890, which is **39.6%** of the way there.

WHY IT MATTERS

Project Gigabit pays for fibre in places the market will not reach on its own, mostly rural homes. It is how the last 10% get connected.

METHOD

Premises reached (BDUK's table calls them "built") under the government's Gigabit Infrastructure Subsidy contracts, from the October 2026 edition (snapshot 17 October 2026, published 23 October 2026), rounded to the nearest 10 by BDUK, which says the figures are not directly comparable with its official statistics, carry a variable time lag between delivery and data ingestion, and should not be used to judge...

Public money has brought gigabit broadband to 1.46 million premises

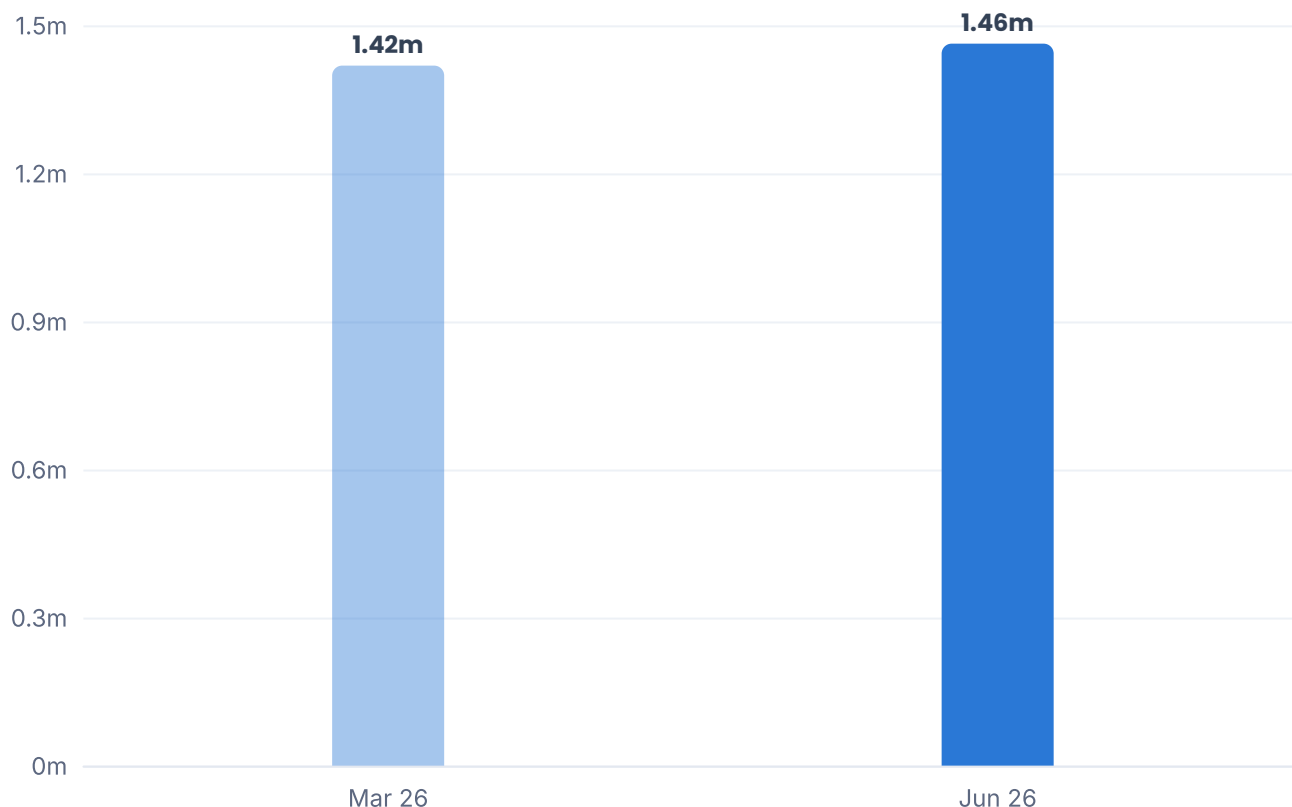
1.46 million premises +46,300 in the quarter to June

Cumulative premises given gigabit-capable coverage through BDUK subsidy by 30 June 2026, across Project Gigabit contracts, earlier programmes and vouchers. 192,570 were added in the year to March 2026, 16% of them through vouchers.

SO WHAT Nearly 1.5 million premises, mostly rural, had gigabit broadband by 30 June 2026 because public money paid for the build.

Cumulative

BDUK delivery performance, official statistics, To 30 Jun 2026, published 17 Sep 2026



WHY IT MATTERS

This is the official count of what taxpayer-funded build has delivered. It sits alongside the Project Gigabit contract tracker, which counts only the current contracts.

METHOD

Building Digital UK, "BDUK delivery performance, quarterly: April 2026 to June 2026" (management information as of 3 September 2026): estimated cumulative premises with gigabit-capable coverage through BDUK subsidy; BDUK's estimate for the quarter is 46,300 (the cumulative total rose 44,500 because earlier quarters were revised). Annual figures from "BDUK delivery performance, annual: April 2025 to March 2026"...

Source BDUK delivery performance, official statistics, To 30 Jun 2026, published 17 Sep 2026 · Next update: Expected December 2026 (quarter to September 2026)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-bduk-delivery

Fewer than 40,000 premises still lack a decent line

39,000

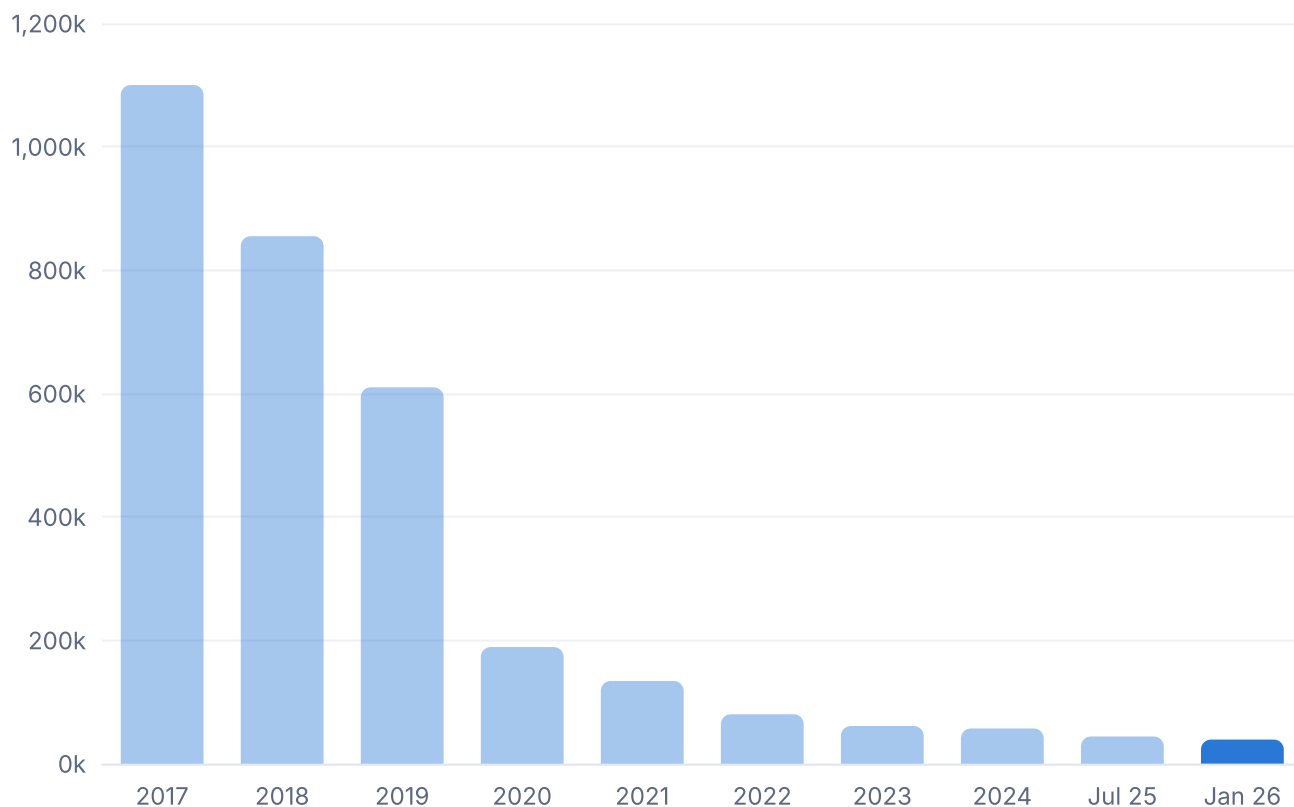
premises -5,000 vs Jul 2025

Without 10 Mbps from a fixed or fixed-wireless line, down from 1.1 million in 2017. About 4,000 once low-cost satellite is counted.

SO WHAT Fewer than 40,000 premises were left without a decent line in January 2026, down from 1.1 million in 2017; if yours is one, the broadband Universal Service Obligation gives you the right to request a connection, subject to eligibility and a cost cap.

Over time

Ofcom Connected Nations, Jan 2026 data, published 13 May 2026



WHY IT MATTERS

Decent broadband is Ofcom's floor: 10 Mbps down and 1 Mbps up. Below it, video calls, streaming and online forms become a struggle.

METHOD

All premises unable to get 10 Mbps download and 1 Mbps upload from fixed or fixed-wireless networks (Ofcom headline). Nation split uses Ofcom's residential local authority file, so it adds up to 30,900 rather than 39,000. Earlier years from the Data Lab master dataset.

Nearly two in three premises now get 5G from all four networks

64% from all four

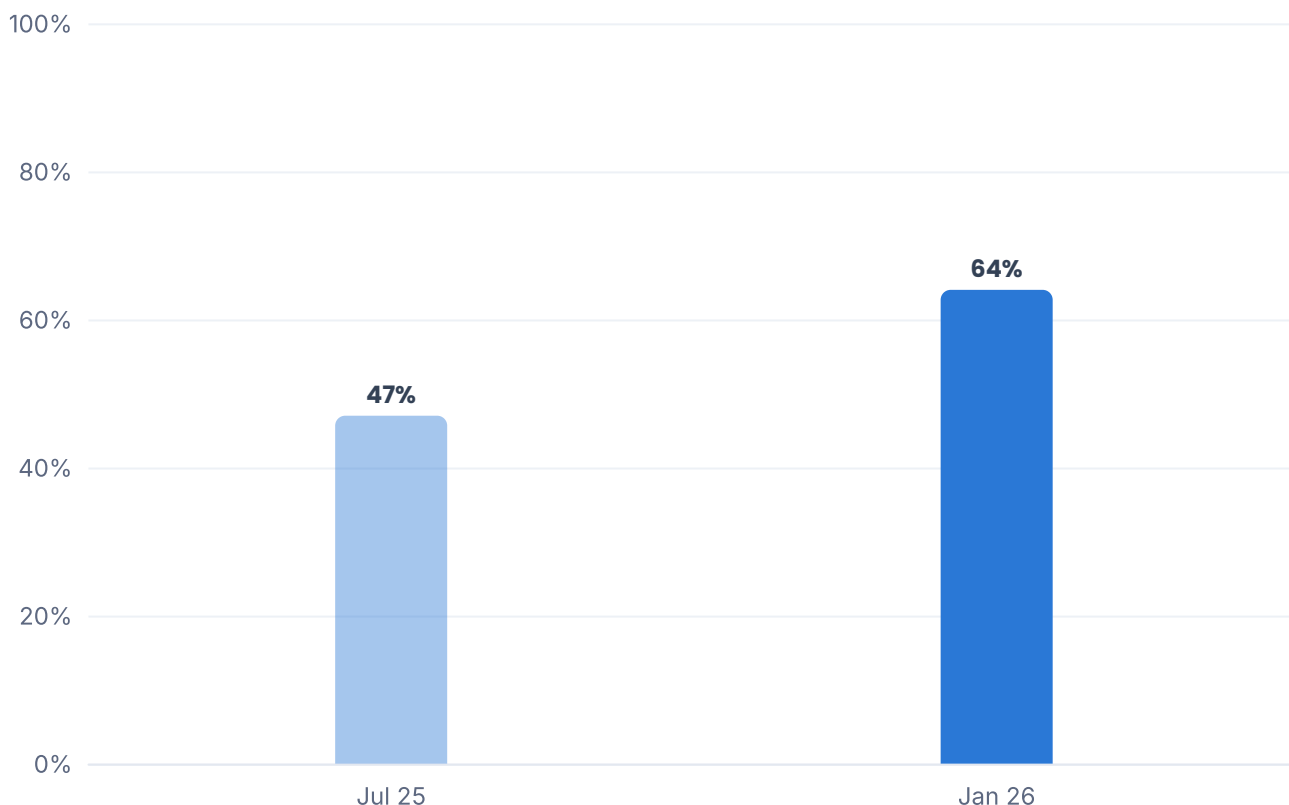
+17 pts in six months

Share of UK premises with outdoor 5G coverage from every mobile network in January 2026, up from 47% in July 2025. From at least one network it reached 97% in July 2025. Each network alone covers between 76% and 94%.

SO WHAT For nearly two in three premises (64% in January 2026), 5G from any of the four networks is now a real alternative or back-up to a fixed line, and 5G home broadband needs no landline at all.

All four networks

Ofcom Connected Nations, Jan 2026 data, published 13 May 2026



WHY IT MATTERS

5G is now a real alternative to a fixed line for some homes, and the fallback when one is not available. Coverage from all four networks is the test of real choice.

METHOD

Ofcom Connected Nations Spring 2026 update, key findings: 5G coverage outside premises from all four mobile network operators (High Confidence level), January 2026 against July 2025; range of individual operators' coverage. "At least one network" figure from Connected Nations 2025 (July 2025, High Confidence). 4G geographic coverage from the same reports.

Source Ofcom Connected Nations, Jan 2026 data, published 13 May 2026 · Next update: Late November or December 2026 (Connected Nations 2026, date to be confirmed)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-5g-coverage

29.5 million lines, and still growing slowly

29.5 million lines

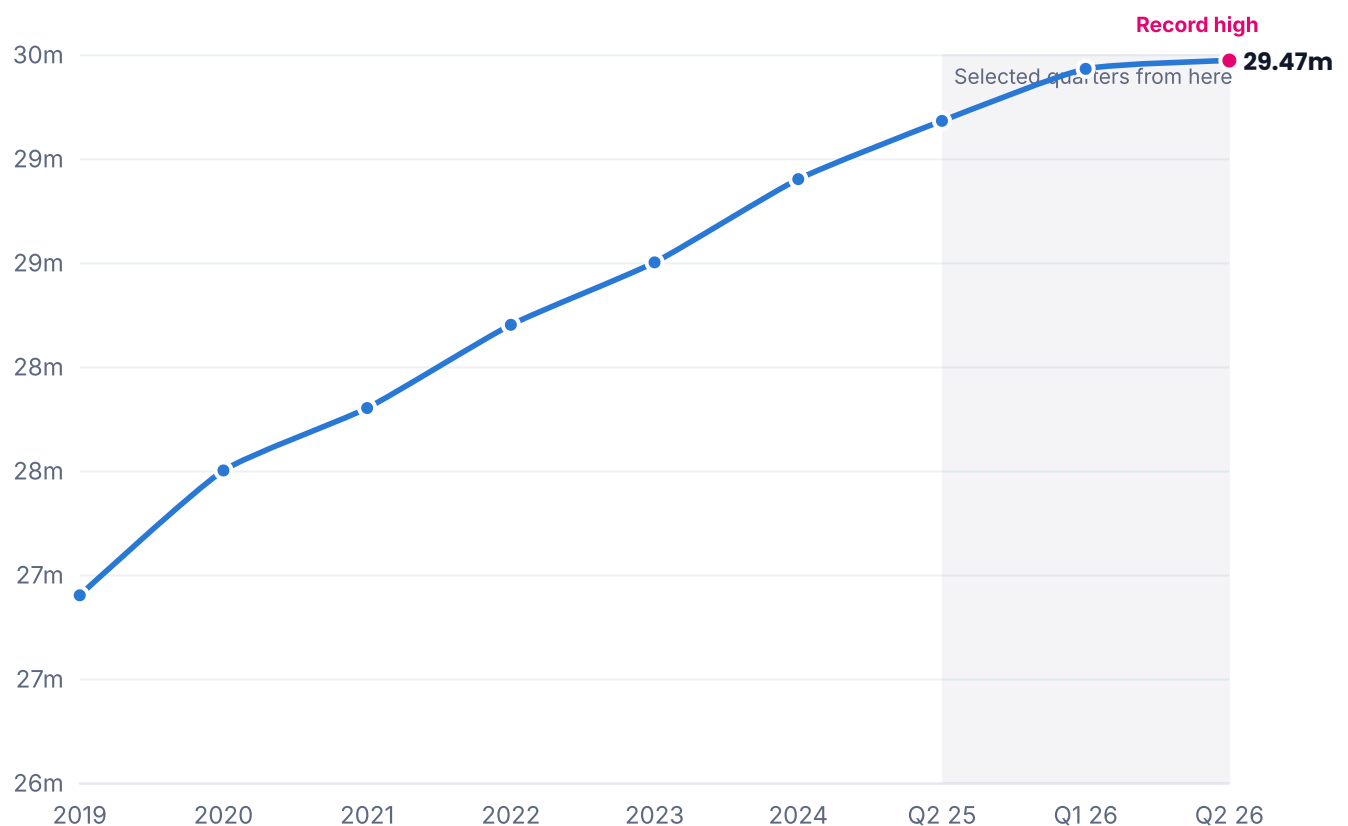
+1.0% year on year

Residential and small business. Up 298,000 on the year and 41,000 in the quarter.

SO WHAT The market has all but stopped growing (up 1.0% in the year to June 2026), so providers can only grow by winning customers from each other, which is good news for anyone willing to switch.

Over time

Ofcom market data, Jun 2026 data, published 14 Oct 2026



WHY IT MATTERS

The size of the market. Growth has slowed to about 1% a year because nearly every home that wants broadband already has it.

METHOD

Fixed broadband lines at quarter end, residential and small business. Annual points 2019 to 2024 from the Data Lab master dataset.

Nearly half of homes that can get full fibre now have it

47%

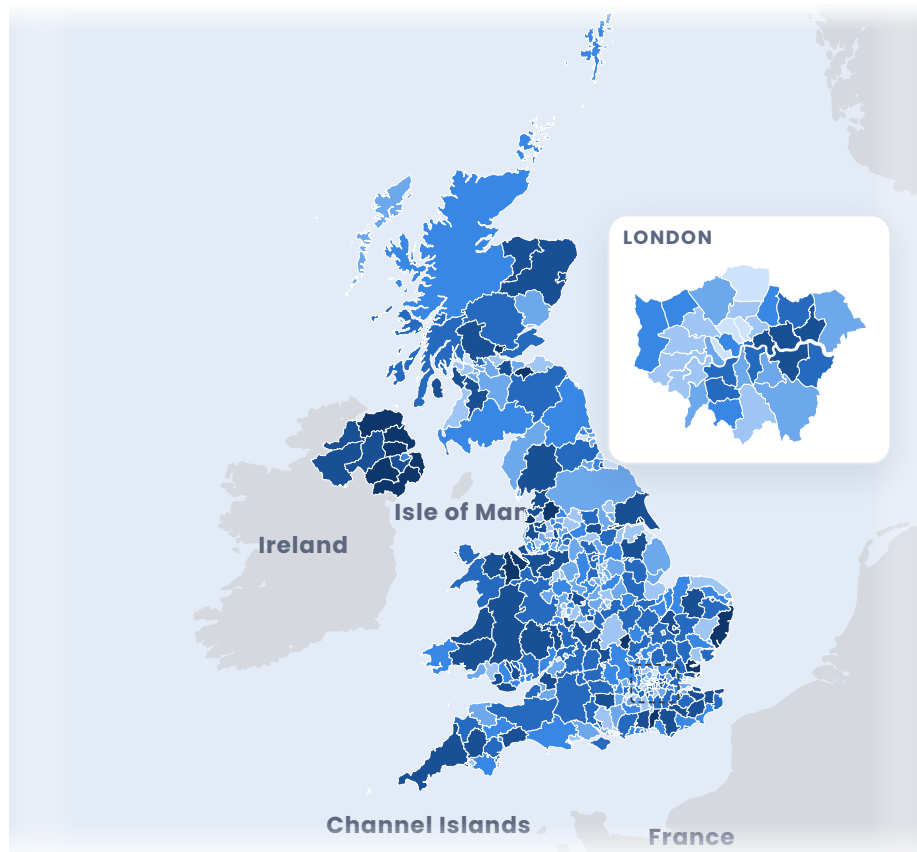
+5 pts vs Jul 2025

Ofcom counts 12.4 million live full fibre connections, 47% of the premises that can get it; applied to the 24.9 million homes covered, that is about 11.7 million homes. From 78% in Hull to 19% in Kensington and Chelsea.

SO WHAT More than half of the homes that could have full fibre had not ordered it by January 2026; if you are on copper where fibre is available, the price gap on our site was just £2.50 a month in October 2026 (see Typical deal price), so check full fibre at your address.

By council

Ofcom, BT Group, INCA, Jan 2026 data, published 13 May 2026



Grey land is outside the UK. Boundaries: ONS, OGL v3. Contains OS data © Crown copyright and database right.

HIGHEST

Kingston upon Hull, City of	78%
Ards and North Down	75%
Mid and East Antrim	74%
Armagh City, Banbridge a...	73%
Milton Keynes	72%

LOWEST

Kensington and Chelsea	19%
Isles of Scilly	20%
Oxford	22%
Blackpool	22%
West Dunbartonshire	23%

Under 30% 65%+

WHY IT MATTERS

Fibre in the street only helps if people order it. Take-up is the number that tells you whether the build is paying off.

METHOD

Ofcom: full fibre connections (residential and business) as a share of all premises that can get it, 47% in January 2026. The 11.7 million homes figure is the Data Lab's estimate (24.9 million homes covered times 47%), not an Ofcom count. Councils: Ofcom open data, January 2026 (take-up as a share of full fibre coverage, 361 councils: highest Hull 78%, lowest Kensington and Chelsea 19%), with July 2025 for...

13.9 million premises could switch to full fibre today and have not

13.9 million premises -0.7m in six months (approx.)

Ofcom counts 26.3 million homes and businesses that can order full fibre and 12.4 million live connections. The gap is the fibre nobody has ordered yet.

SO WHAT 13.9 million homes and businesses could move to full fibre today (January 2026 data), and in October 2026 full fibre's typical price on our site is just £2.50 a month above FTTC's: check full fibre at your address.

Split

Computed from Ofcom, Jan 2026 data, published 13 May 2026



WHY IT MATTERS

Millions of people are paying for copper-based broadband while fibre sits outside the door, often at the same price or less.

METHOD

Ofcom Connected Nations update, Spring 2026 (January 2026 data): 26,311,581 premises of all types can order full fibre (Ofcom's coverage file, Premise type All) and 12.4 million connections are live (47% of premises with access), a gap of 13.9 million. July 2025 on the same basis: Ofcom's 10.6 million connections were 42% of premises with access, implying about 25.2 million passed and a gap of about 14.6...

Source Computed from Ofcom, Jan 2026 data, published 13 May 2026 · Next update: Late November or December 2026 (Connected Nations 2026, date to be confirmed)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-fibre-not-upgraded

12.4 million of 29.5 million lines are now full fibre

12.4 million on full fibre

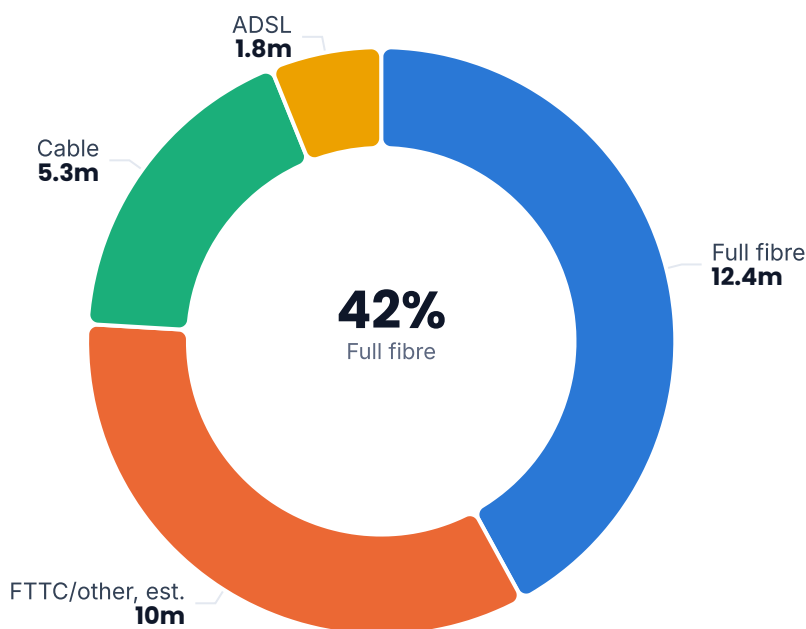
Full fibre share 42%

Cable 5.3m and ADSL 1.8m are Ofcom's 2024 split. The remaining 10.0m is mostly FTTC and is an estimate.

SO WHAT Two in five lines were full fibre by January 2026; ADSL was down to 1.8 million lines by 2024 and falling, and the copper-based lines left are the ones that will move during the switch-off years.

Today

Computed from Ofcom, FTTP Jan 2026; lines Jun 2026; cable and ADSL split 2024



WHY IT MATTERS

Shows how far the country has moved off copper. ADSL is close to the end of its life, and FTTC follows once full fibre is everywhere.

METHOD

Full fibre connections from Connected Nations (12.4 million, January 2026, residential and business), cable and ADSL lines from Ofcom's 2024 split (Telecommunications market data update, Table 16: 5,269,000 and 1,809,000), total lines from the Q2 2026 market update (29,474,000 residential and small business, published 14 October 2026). FTTC and other is the remainder, so it carries the error from mixing dates...

Source Computed from Ofcom, FTTP Jan 2026; lines Jun 2026; cable and ADSL split 2024 · Next update: Late November or December 2026 (Connected Nations 2026, date to be confirmed)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-connections-by-technology

BT Group still serves more than a quarter of homes

28.4% BT Group

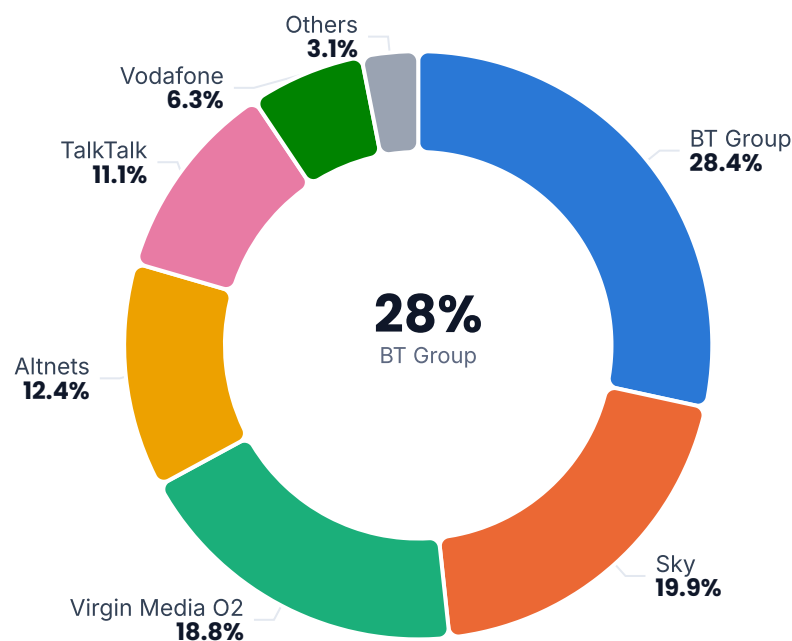
Altnets growing

Sky 19.9%, Virgin Media O2 18.8%, all altnets 12.4%, TalkTalk 11.1%, Vodafone 6.3%. Sky only started selling broadband in 2006 and now holds one line in five.

SO WHAT Four groups still served most homes at the end of 2025, but altnets now hold one line in eight, so there are more real alternatives than a few years ago.

Share today

Company results, Data Lab compilation, H2 2025, published 27 May 2026



WHY IT MATTERS

Who sells broadband to the UK. A market with four big groups and a growing tail of altnets.

METHOD

Retail broadband customers by group from company reports, compiled for the UK Broadband Market 2000 to 2030 report (28.94 million total, H2 2025: BT Group 8.22 million, Sky 5.77 million, Virgin Media O2 5.45 million, altnets 3.60 million, TalkTalk 3.20 million, Vodafone 1.83 million). Others is the remainder. The groups have since reported the June 2026 quarter; the shares are refreshed after each full results...

Source Company results, Data Lab compilation, H2 2025, published 27 May 2026 · Next update: Late November 2026, after the quarterly results round

broadbandswitch.uk/reports/uk-broadband-statistics/#m-market-share

One adult in sixteen still has no internet at home

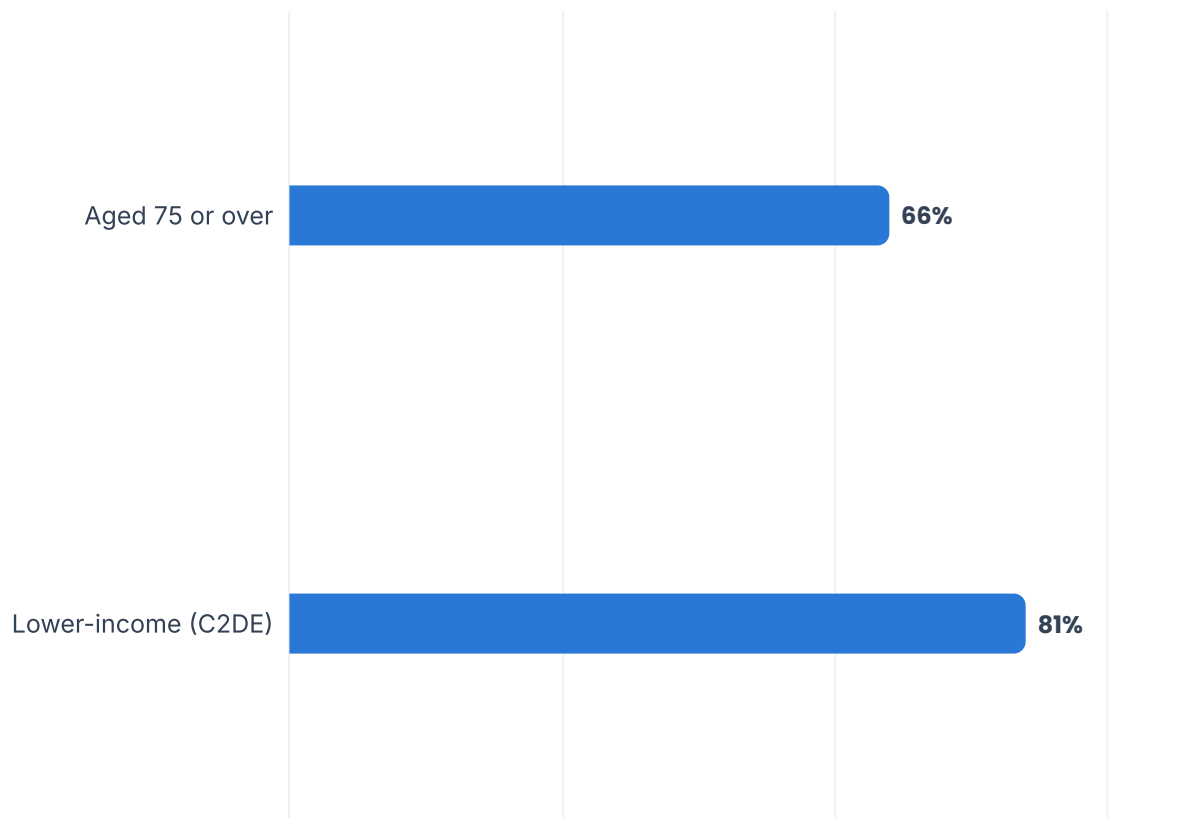
6% of adults Unchanged on 2024

Ofcom's media literacy tracker found 6% of UK adults without internet access at home in autumn 2025, unchanged on the year. Two in three of them are aged 75 or over, and four in five live in C2DE households (Ofcom's lower social grades).

SO WHAT One adult in sixteen had no internet at home in autumn 2025, mostly older people and those in the lower social grades, and they are the ones the switch-off and social tariffs most need to reach.

Who they are

Ofcom Adults' Media Use and Attitudes 2026, Fieldwork Sep to Nov 2025, published 2 Apr 2026



WHY IT MATTERS

Coverage can reach 99% and still leave millions offline. This is the share of adults the broadband market has not reached at all, and it is where social tariffs and switch-off support matter most.

METHOD

Ofcom, Adults' Media Use and Attitudes Report 2026, from the Adults' Media Literacy Tracker (7,533 UK adults aged 16 and over, fieldwork 29 September to 28 November 2025): share without internet access at home, and the age and household profile of that group. Ofcom's Technology Tracker 2025 put the same measure at 5%.

The cheapest deal on our site is £13.50 a month

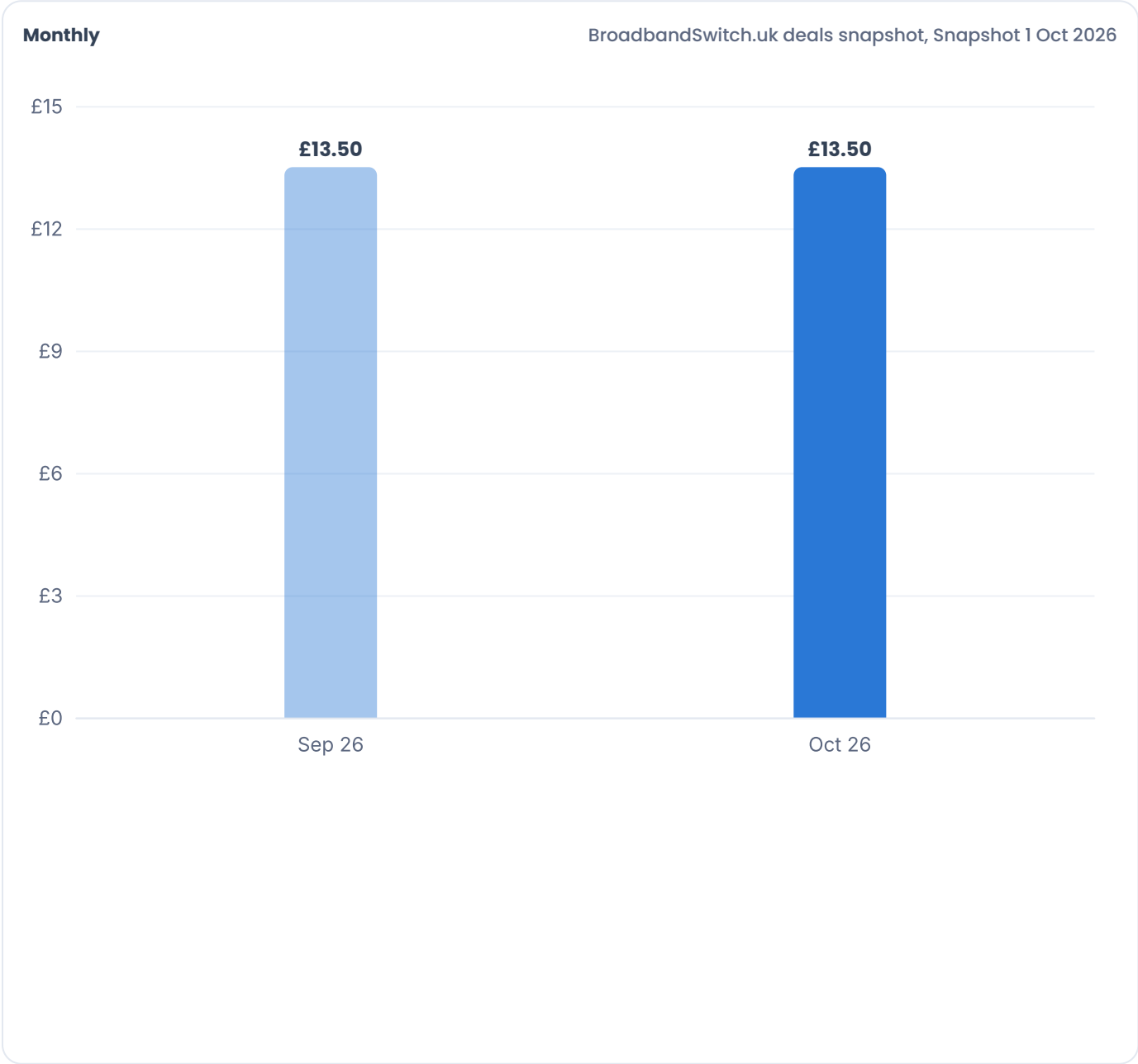
£13.50

a month

Same as September

For 12 months, then £18 (4th Utility, 150 Mbps on CityFibre). The cheapest flat price is £14 (Community Fibre).

SO WHAT Broadband can cost less than £15 a month (deals on our site, 1 October 2026); if your bill is well above that for a basic connection, there is room to save: see the cheapest deals at your postcode.



WHY IT MATTERS

The cheapest deal we list. Social tariffs, for people on some benefits, can be cheaper still: see Bills and help.

METHOD

Lowest advertised (headline) monthly price across residential, non-social, broadband-only deals in our feed on the 1st of the month.

Source BroadbandSwitch.uk deals snapshot, Snapshot 1 Oct 2026. Deals listed on BroadbandSwitch.uk, not every UK provider · Next update: 1 November snapshot, in Edition 2 on Monday 2 November
broadbandswitch.uk/reports/uk-broadband-statistics/#m-cheapest-deal

Half the deals on our site cost £24 to £34 a month

£28 median

-£1 vs September

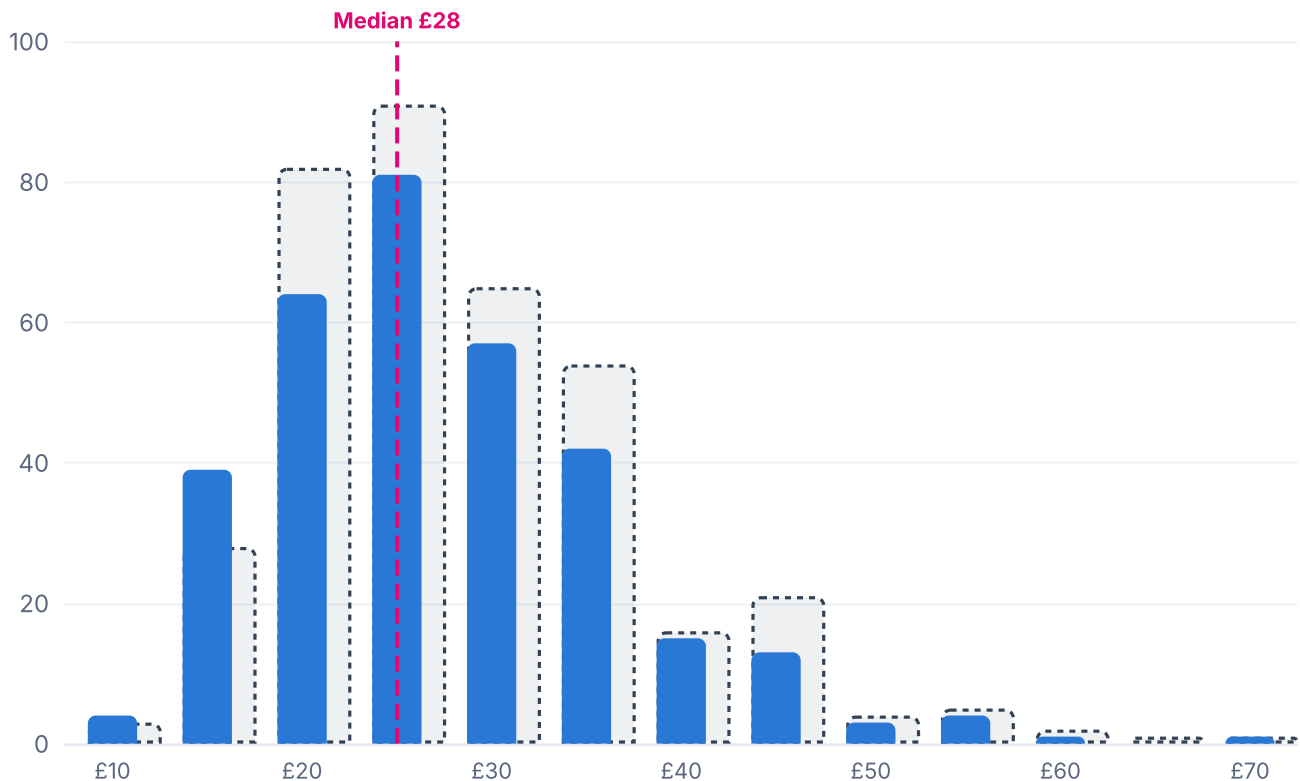
Median advertised price across 324 deals from 29 providers. The middle half sit between £24 and £34. Full fibre's median is now just £2.50 a month above FTTC's.

SO WHAT Around £28 a month bought a typical deal on our site on 1 October 2026; if your bill is above £34, you are paying more than three quarters of the deals on offer, so compare deals at your postcode.

Spread

BroadbandSwitch.uk deals snapshot, Snapshot 1 Oct 2026

Oct 26 Sep 26



WHY IT MATTERS

What a normal deal on our site costs right now. If you pay much more than the middle of this range, it is worth checking.

METHOD

Advertised (headline) monthly price across residential, non-social, broadband-only deals on the 1st of the month. Excludes 16 deals whose first month is free (headline £0). Provider ranges use providers with five or more deals.

Gigabit deals on our site start at £15 a month

£15

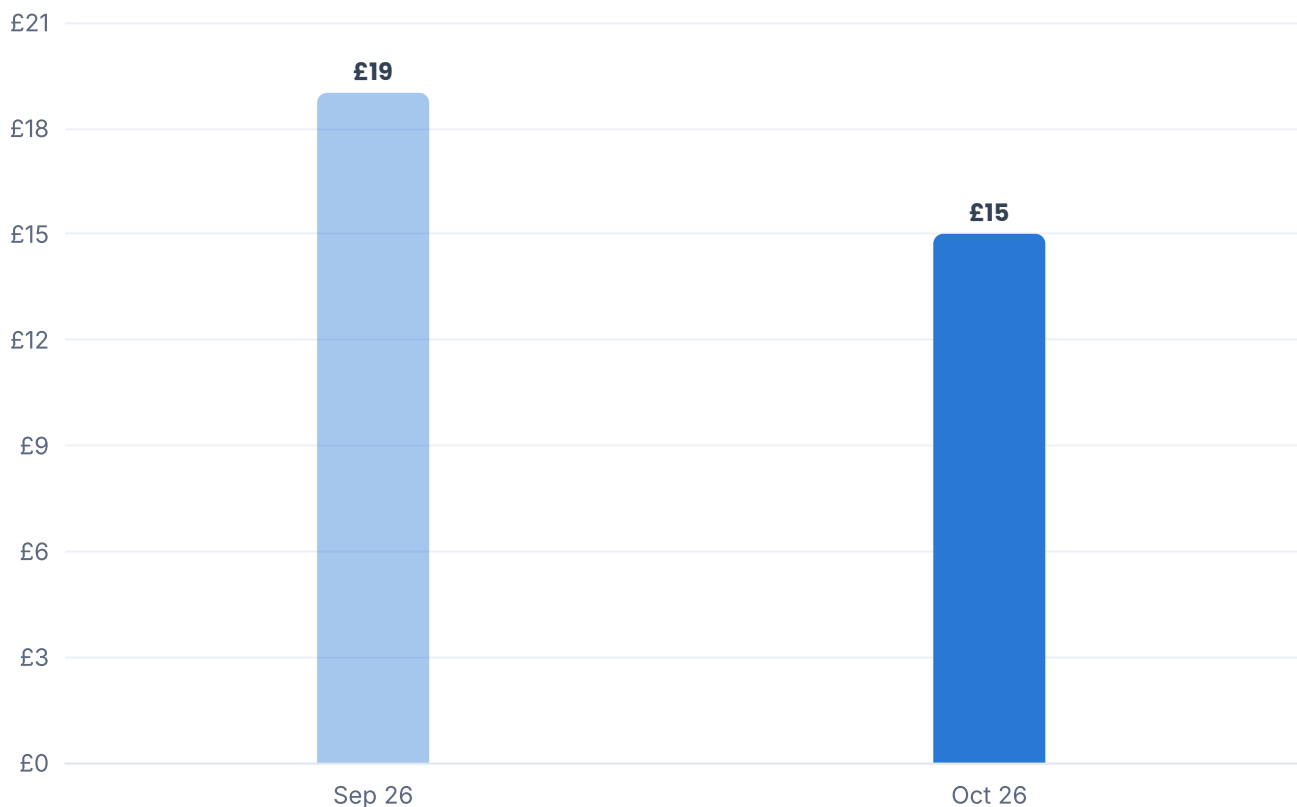
 a month -£4 vs September

For 12 months, then £24 (Rise Fibre, 1 Gbps on CityFibre). The cheapest flat price is £19 (toob 900). 98 deals of 900 Mbps or more are live, at a typical £3.05 per 100 Mbps against £7.80 across all deals.

SO WHAT Gigabit is no longer a luxury: from £15 a month on our site in October 2026, it can cost less than many slower deals, so compare gigabit deals before settling for less.

Cheapest

BroadbandSwitch.uk deals snapshot, Snapshot 1 Oct 2026



WHY IT MATTERS

Gigabit used to be a premium product. It is now cheaper than many slower deals.

METHOD

Cheapest advertised monthly price among residential, non-social, broadband-only deals of 900 Mbps or more; the count of such deals (98, of which 93 charge for the first month, which is the 900 Mbps+ group on the Typical price card); median advertised price per 100 Mbps for 900 Mbps+ deals (£3.05) and for all deals (£7.80), leaving out first-month-free offers.

Three in four deals that state their price terms carry a built-in rise

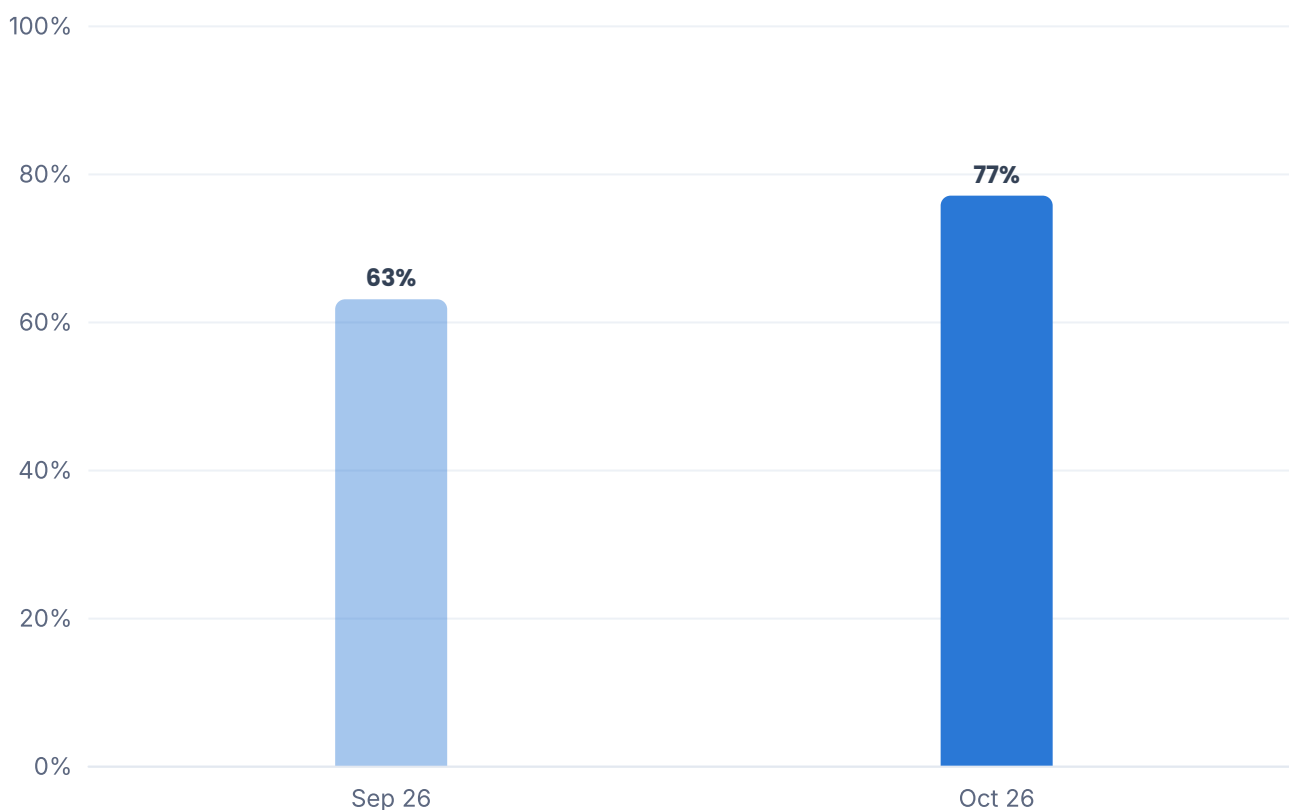
77% of deals with known terms From 63% in September, same basis

Of the 248 deals on our site that spell out what happens to the price during the contract, 192 carry a fixed rise, averaging £3.37 a month and most often £4; the other 56 are fixed for the term. A further 92 deals do not state a step in our feed. Rises must be set out in pounds and pence under Ofcom's rule in force since 17 January 2025.

SO WHAT Three in four deals with stated terms (1 October 2026 snapshot) cost more in year two, typically £3 to £4 a month extra, so compare the follow-on price, not just the headline; our price rise tracker lists each provider's rise.

Share of deals

BroadbandSwitch.uk deals snapshot, Snapshot 1 Oct 2026



WHY IT MATTERS

The price you see is often not the price you pay in year two. This tells you how common that is, and how big the step is.

METHOD

Among residential, non-social, broadband-only deals whose rise step is stated in our feed (248 of 340 in October), the share with a step above zero (192, 77%) and the size of each step. Deals with no stated step are left out of the share, so it is not a share of all deals.

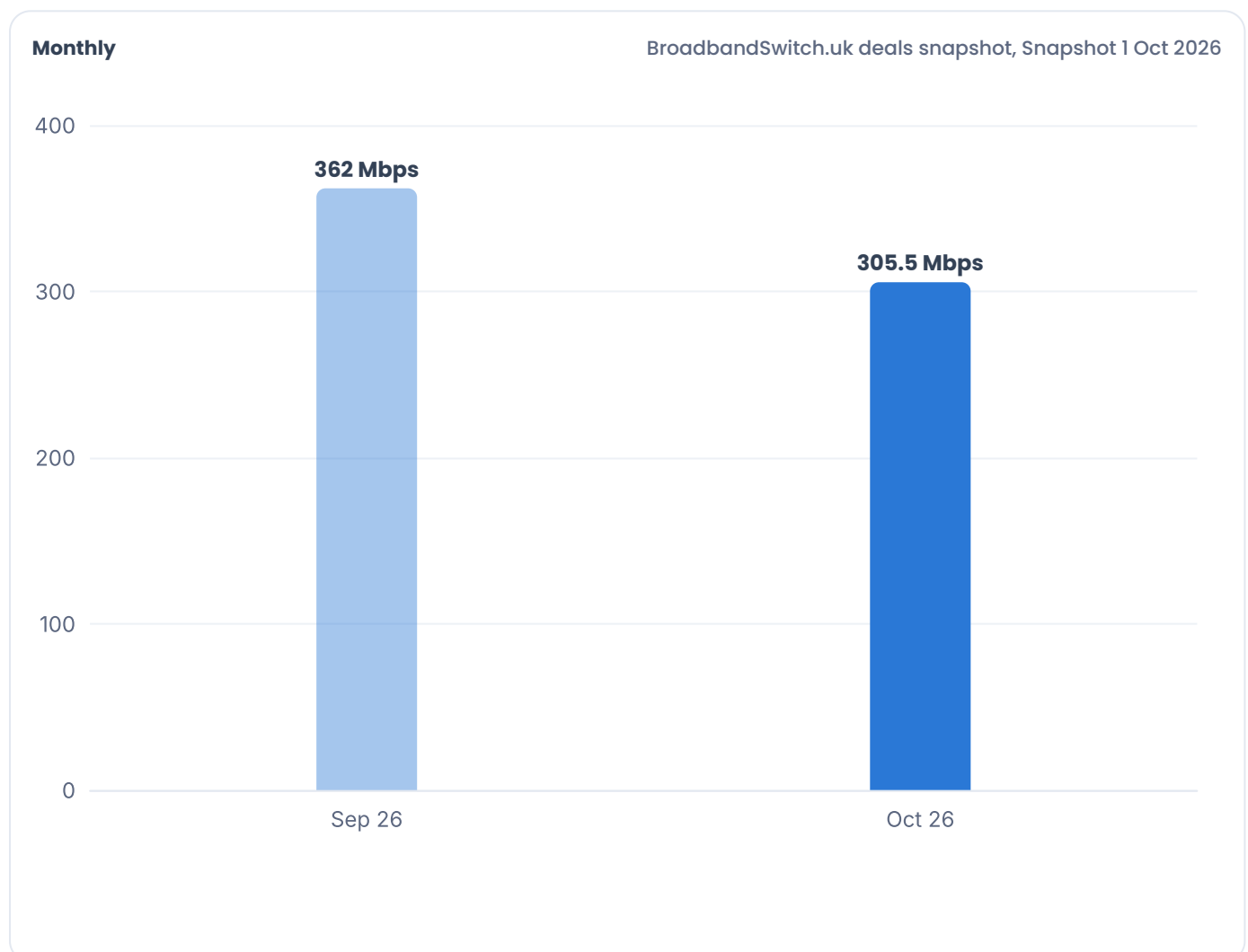
The typical deal on our site advertises 306 Mbps

306 Mbps advertised

From 362 Mbps in September

Median advertised download speed across the 340 residential broadband-only deals on our site (305.5 Mbps, rounded). Nearly three in ten of them are gigabit deals. Most households need far less than this: our speed calculator works out how much.

SO WHAT Deals now advertise about 300 Mbps as standard (1 October 2026 snapshot), far more than most households use; paying for the speed you actually need is the easiest saving, and our speed calculator works it out in a minute.



WHY IT MATTERS

Many households pay for more speed than they use. Knowing what you need is the quickest way to save, and this shows what the market is pushing.

METHOD

Median advertised download speed across residential, non-social, broadband-only deals listed on broadbandswitch.uk on the 1st of the month (340 in October; the median falls between 305 and 306 Mbps), and the count of deals in each speed band among the 324 that charge for the first month.

Staying in contract saves £7 to £9 a month

£7 to £9 a month

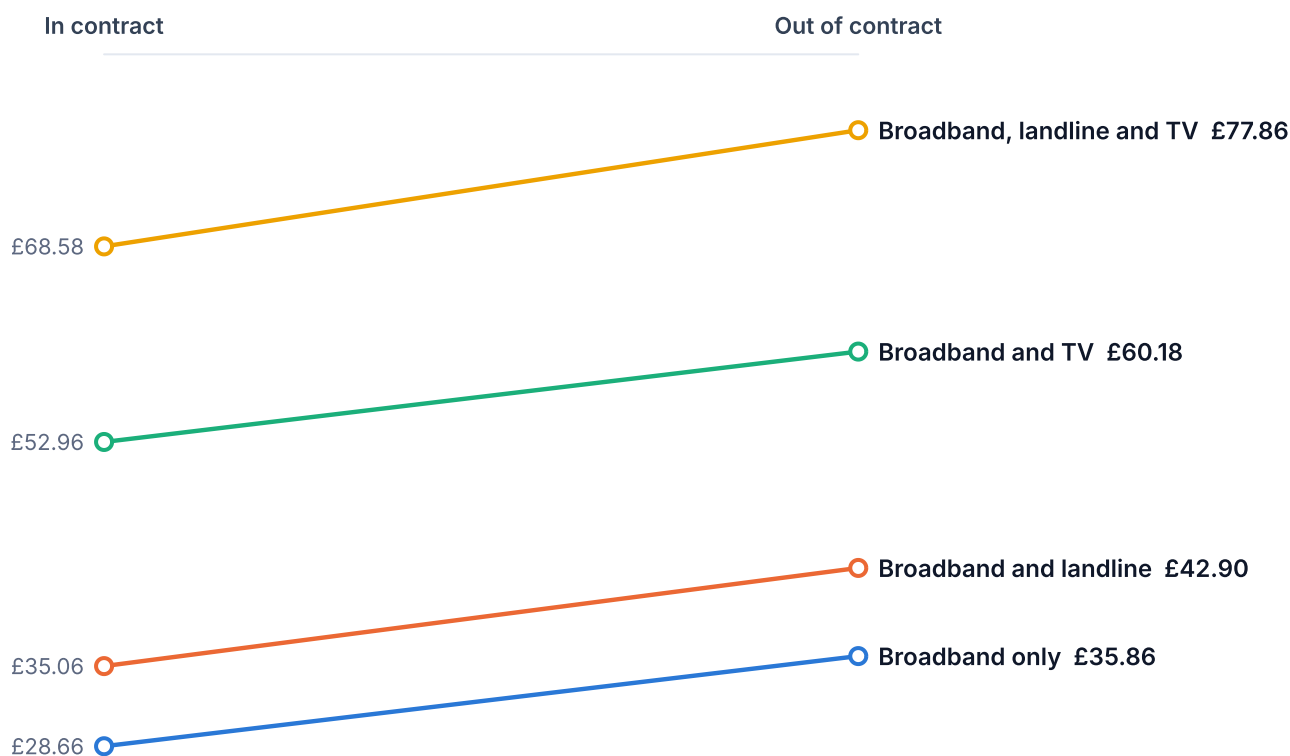
Up to £9.28 with TV and landline

What in-contract customers save against the price out-of-contract customers pay, June 2025: £28.66 against £35.86 a month for broadband on its own. The gap between promoted and list prices on broadband-and-landline bundles runs from £4 (standard) to £8 (ultrafast).

SO WHAT Letting a contract roll over cost £7 to £9 a month in June 2025; re-contracting or switching gets it back.

In v out of contract

Ofcom Pricing and consumer engagement 2025, June 2025 data, published 26 Feb 2026



WHY IT MATTERS

Customers who let their contract roll over pay more for the same service. Switching or re-contracting closes the gap.

METHOD

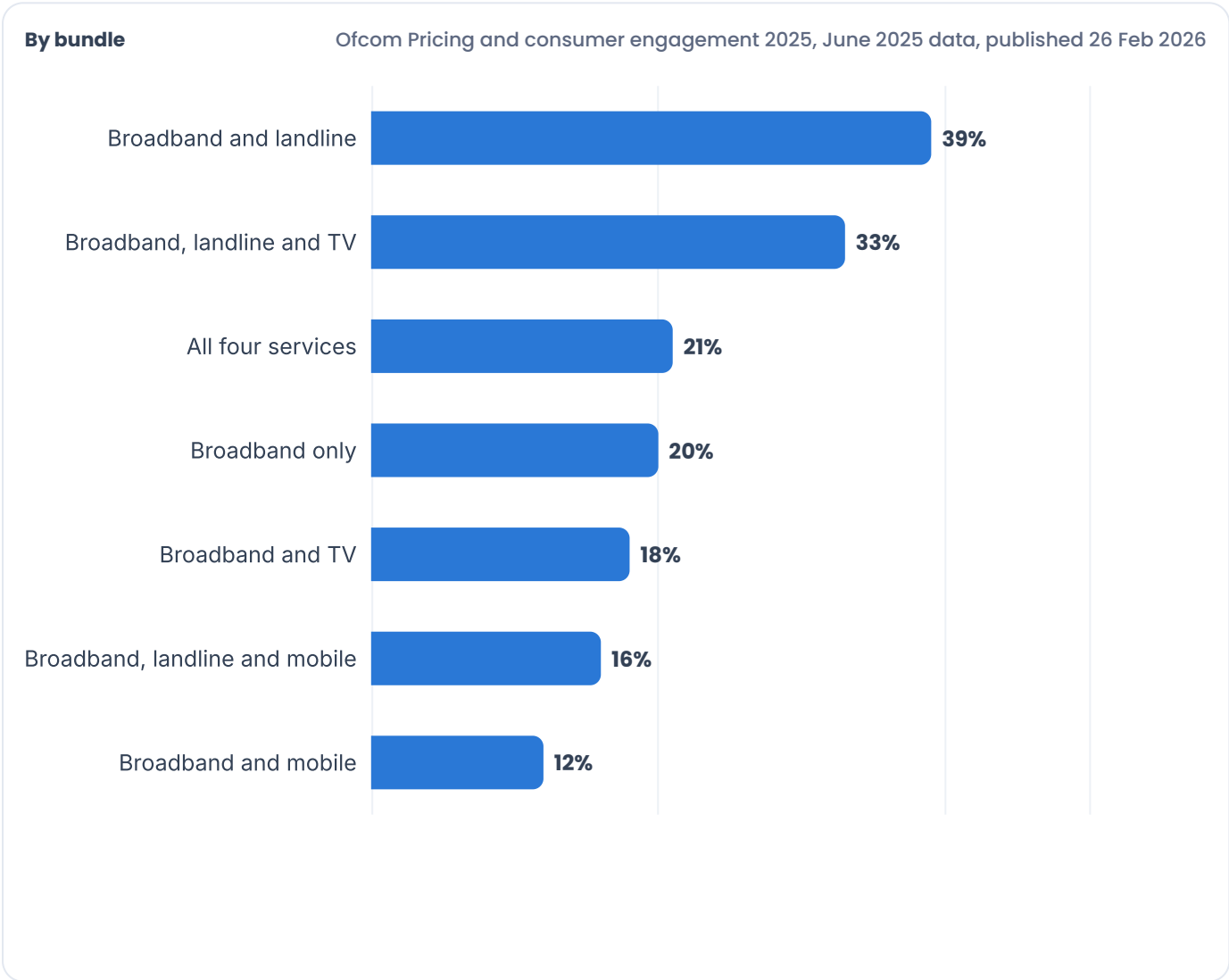
Ofcom, Pricing and consumer engagement 2025, Figure 29: average monthly price paid by in-contract and out-of-contract customers by bundle, Q2 2025 (nominal). Headline range as stated by Ofcom (£7 to £9 for standalone, dual-play and triple-play). Promoted-to-list gap for dual-play from the same report. Average promoted discount: 36% for standalone cable, 18% for standalone full fibre (Q2 2025).

More than a quarter of broadband customers are out of contract

28% of customers Unchanged on 2024

Around 6.4 million of 23 million fixed broadband customers were out of contract on at least one service in their bundle at the end of June 2025, unchanged on the year. The share is highest, 39%, for homes with broadband and a landline only.

SO WHAT If you cannot remember when your contract ended, you may be one of the 6.4 million who were paying list price in June 2025: see what out-of-contract customers pay.



WHY IT MATTERS

Out of contract usually means paying the full list price. Every one of these customers could switch or re-contract today, and most would save.

METHOD

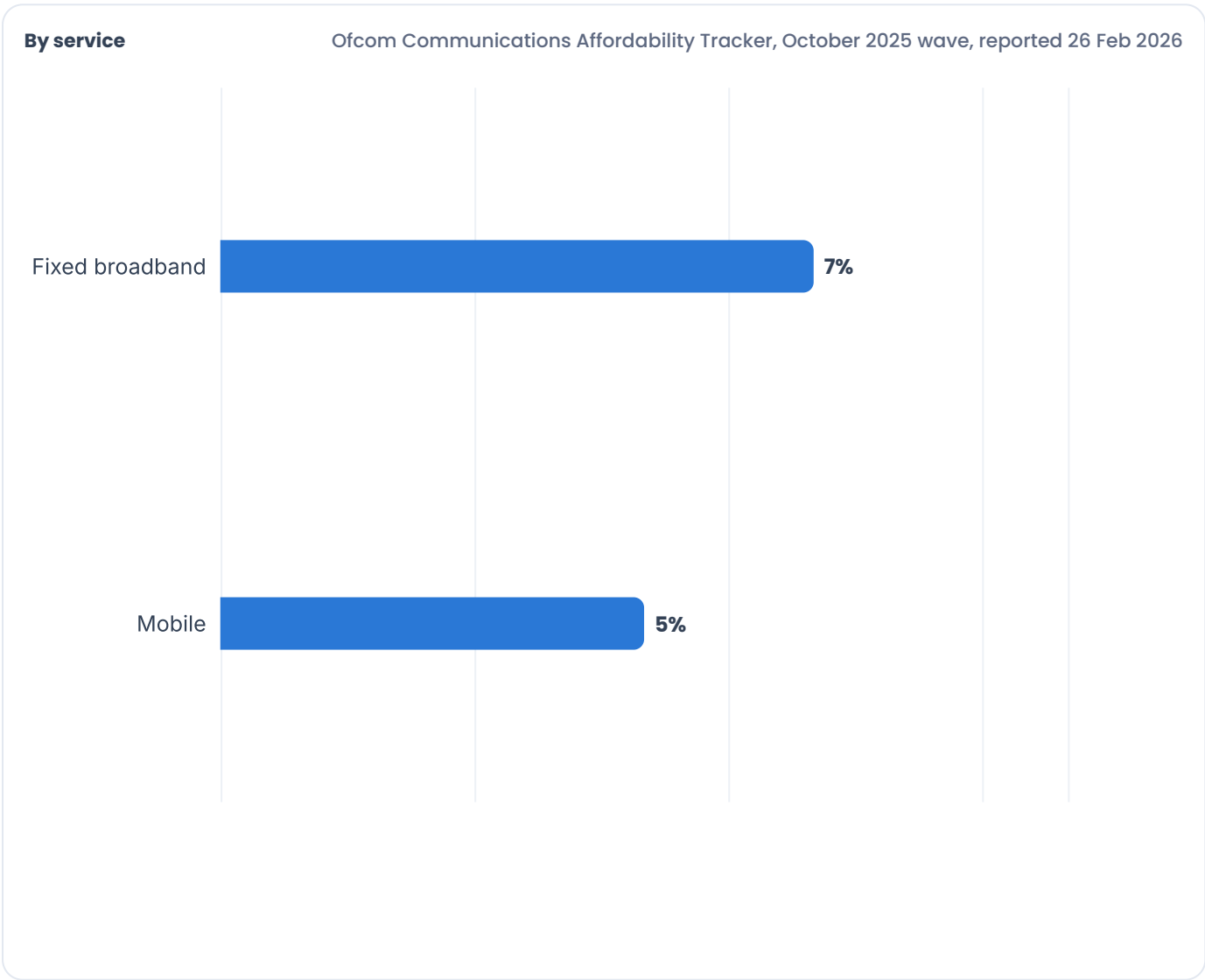
Ofcom, Pricing and consumer engagement 2025, Figure 27: number and proportion of in-contract and out-of-contract customers for standalone and bundled fixed broadband at the end of Q2 2025 and Q2 2024, from provider data. 28% is Ofcom's headline; the bundle shares are from the report's chart data.

Seven in every hundred broadband households struggle to pay for it

7% of households Mobile 5%

Share of fixed broadband households that found it difficult to afford their service in October 2025, against 5% for mobile. Ofcom's tracker now runs twice a year, in April and October.

SO WHAT Seven in a hundred broadband households struggled to pay in October 2025, and social tariffs exist for exactly this group; most eligible homes have not taken one (see the social tariffs).



WHY IT MATTERS
Prices and inflation are one half of the story; whether people can actually pay is the other. This is Ofcom's own measure of it.

METHOD
Ofcom Communications Affordability Tracker, October 2025 wave, as reported in Ofcom's Pricing and consumer engagement report 2025 (26 February 2026): share of fixed broadband households that found it difficult to afford their service. Ofcom published the April 2026 wave on 14 May 2026 in data tables we have not yet read; it is on our list. The tracker moved from quarterly to six-monthly in 2025.

Internet prices are rising three and a half times faster than inflation

12.1%

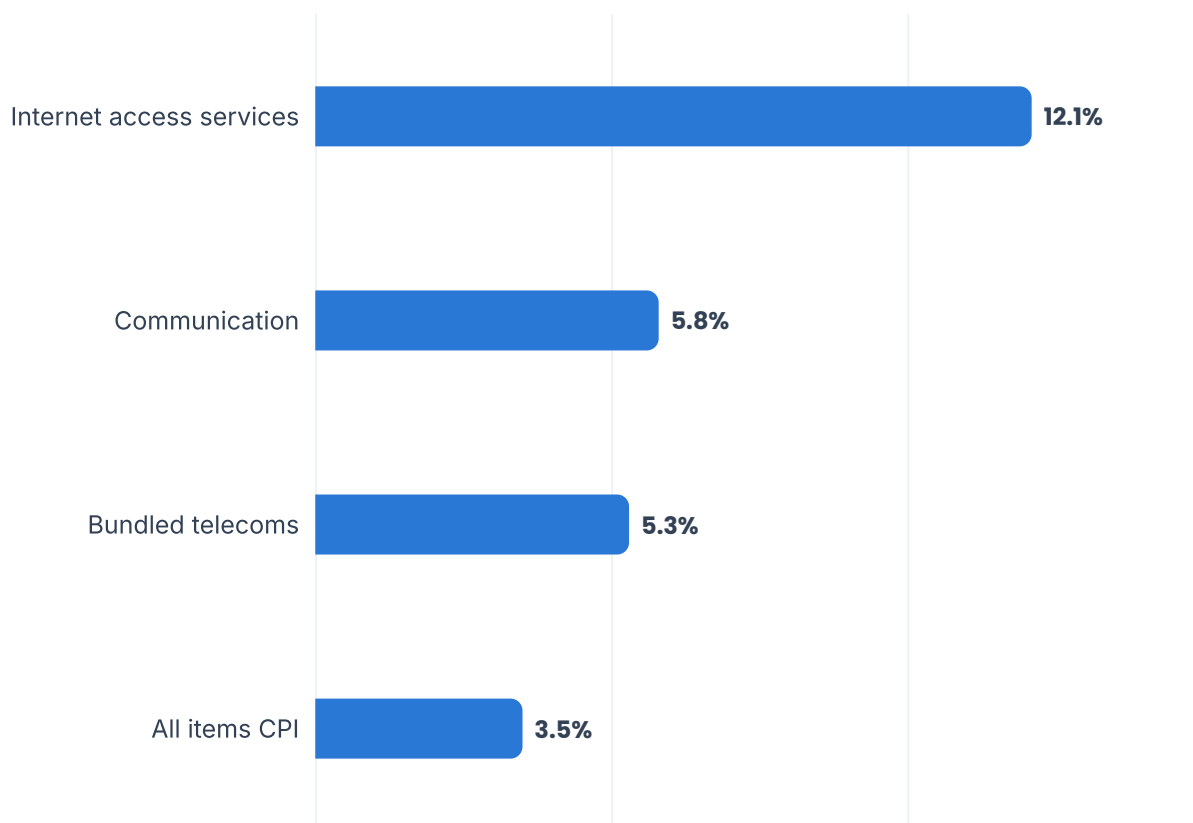
rise in a year vs 3.5% for all prices

The ONS price index for internet access services rose 12.1% in the year to September 2026, against 3.5% for all prices. Bundled telecoms rose 5.3% and the wider communication group 5.8%.

SO WHAT Broadband prices, as the ONS measures them, rose 12.1% in the year to September 2026 while prices overall rose 3.5%; that gap is why the saving sits in switching rather than staying put.

Against CPI

ONS consumer price inflation, September 2026, published 21 Oct 2026



WHY IT MATTERS

Shows whether broadband bills are rising faster or slower than everything else. April's built-in price rises push the internet index up for the whole year that follows.

METHOD

ONS CPI 12-month rates: L7RS (08.3.0.3 internet access provision services), L7RT (08.3.0.4 bundled telecommunication services), D7GF (division 08, communication) and all-items CPI (D7G7). 2015=100, COICOP 1999. Read from the ONS time series pages on 23 October 2026.

Energy and water bills have soared since 2020; the price of fast broadband has nearly halved in real terms

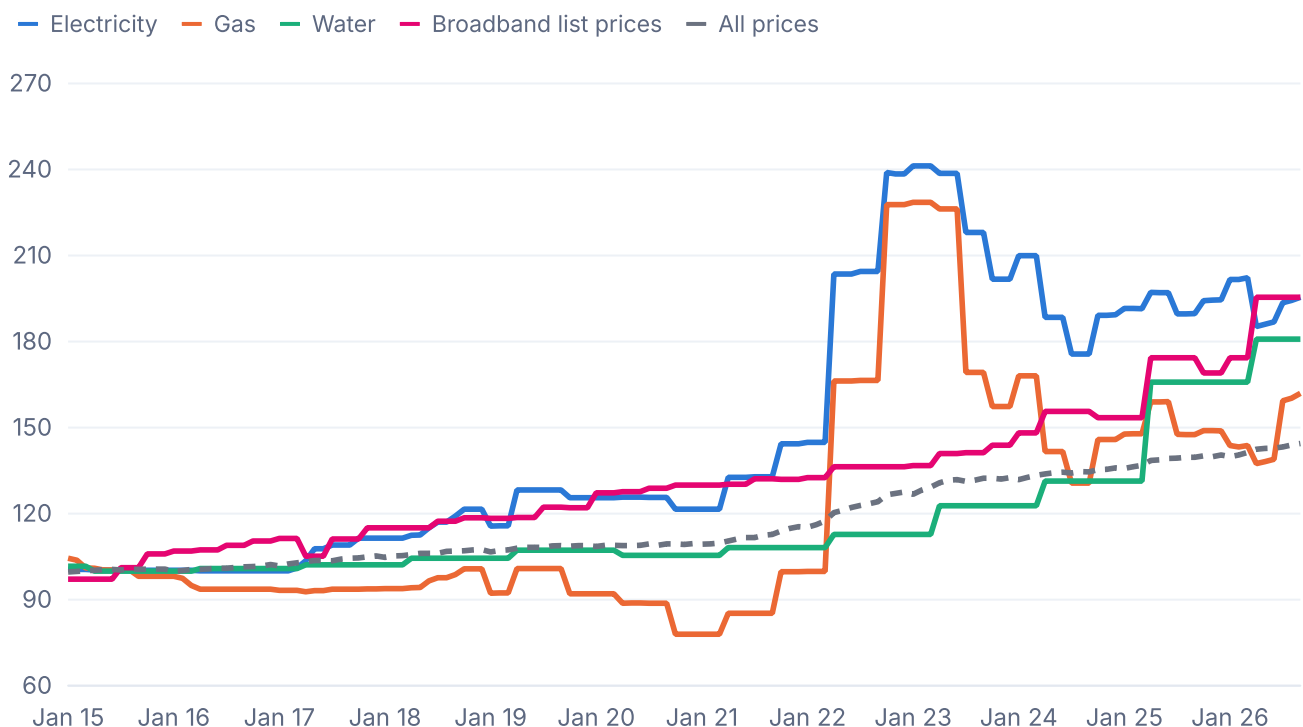
-46% real-terms price of 300 to 999 Mbps broadband, 2020 to 2025

Ofcom: -6% real terms in 2025

Electricity is up 56%, water 69% and gas 76% since January 2020 (ONS, to September 2026), against 33% for all prices. Between 2020 and 2025 Ofcom finds a 300 to 999 Mbps connection fell from £68 to £37 a month at July 2025 prices, and every speed tier fell in real terms. The ONS index of internet access prices is up 54% since January 2020, with its steps each April, which is why switching, not staying put, captures the saving.

SO WHAT Unlike energy and water, broadband is a bill you can bring down: the price of a fast connection nearly halved in real terms between 2020 and 2025 for anyone who takes a new deal.

Bills since 2015 ONS CPI and Ofcom Pricing and consumer engagement 2025, ONS to Sep 2026; Ofcom report of Feb 2026



WHY IT MATTERS

Puts the broadband bill beside the bills nobody can switch out of. Energy and water prices are set by caps and regulators; broadband is a market, and the price of a given speed has been falling while list prices for staying put have risen.

METHOD

ONS CPI indices, 2015 = 100, monthly to September 2026: all items (D7BT), electricity (04.5.1, D7DT), gas (04.5.2, D7DU), water supply (04.4.1, D7DR), internet access provision services (08.3.0.3, L7GK) and bundled telecommunication services (08.3.0.4, L7GL), with the official 12-month rates D7G7, D7I7, D7I8, D7I5, L7RS and L7RT. Real-terms changes since January 2020 divide each index by all-items CPI...

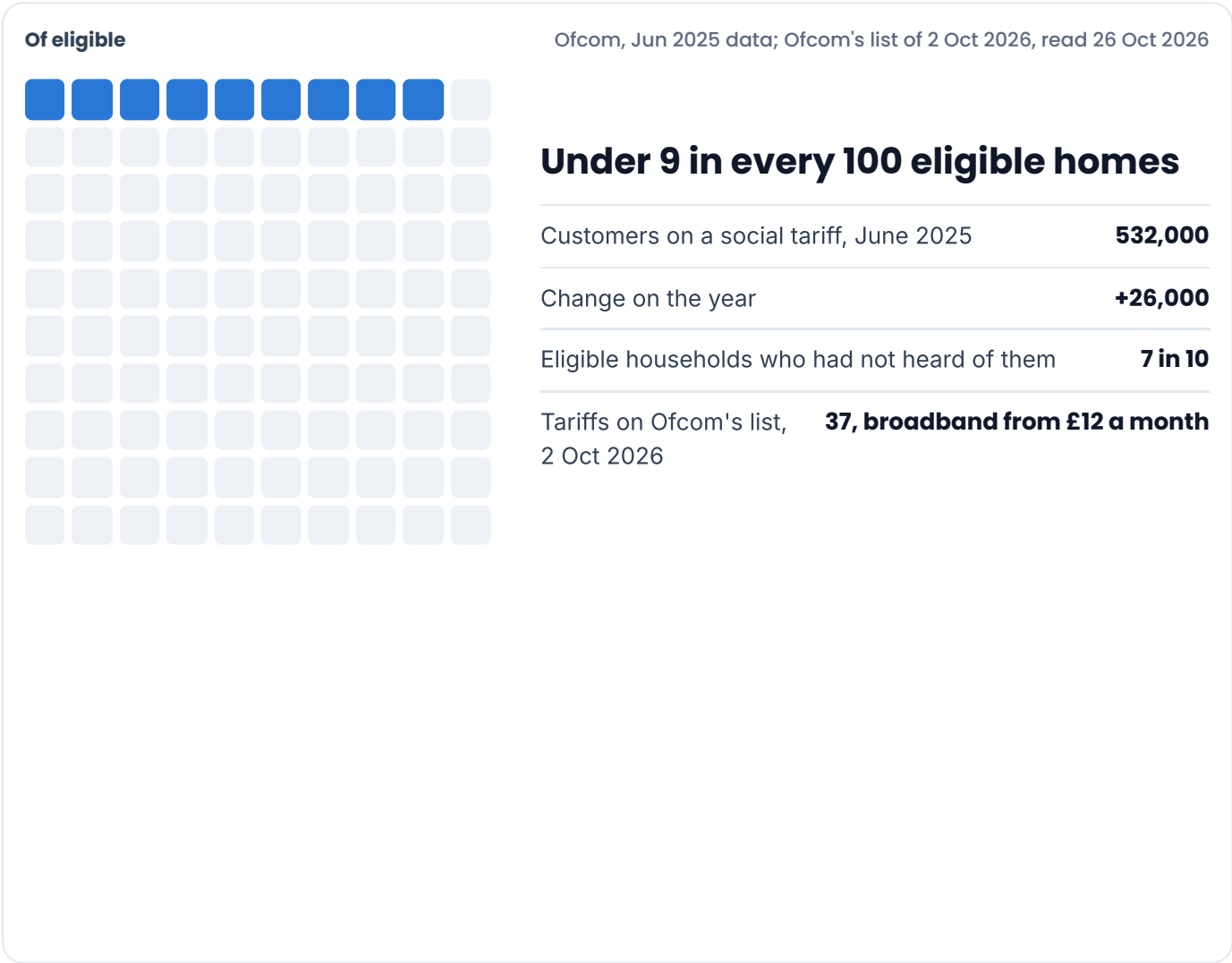
Source ONS CPI and Ofcom Pricing and consumer engagement 2025, ONS to Sep 2026; Ofcom report of Feb 2026 · Next update: 18 November 2026 (ONS October data); Ofcom pricing report yearly, next early 2027
broadbandswitch.uk/reports/uk-broadband-statistics/#m-bills-compared

Fewer than one in ten eligible homes use a social tariff

532,000 customers +26,000 year on year

On a fixed or mobile broadband social tariff in June 2025, fewer than 9% of those eligible. Seven in ten eligible households had not heard of them. 37 tariffs are on Ofcom's list (34 broadband, 3 mobile), from £12 a month for broadband.

SO WHAT If anyone in your household gets Universal Credit or certain other benefits, a social tariff from £12 a month is available, and in June 2025 nine in ten eligible homes were not using one.



WHY IT MATTERS
Millions of households on benefits could pay less and do not know. This is one of the easiest savings to make.

METHOD
Ofcom, Pricing and consumer engagement 2025: customers using a fixed or mobile broadband social tariff in June 2025 (532,000, up 26,000 or 5% on the year), take-up as a share of eligible households (less than 9%), and awareness (70% of eligible households unaware, October 2025). Tariff count and lowest price from Ofcom's social tariffs list (last updated by Ofcom 2 October 2026, read 26 October 2026: 37 tariffs,...

575,000 homes still cannot get a 30 Mbps line

1.9% of homes

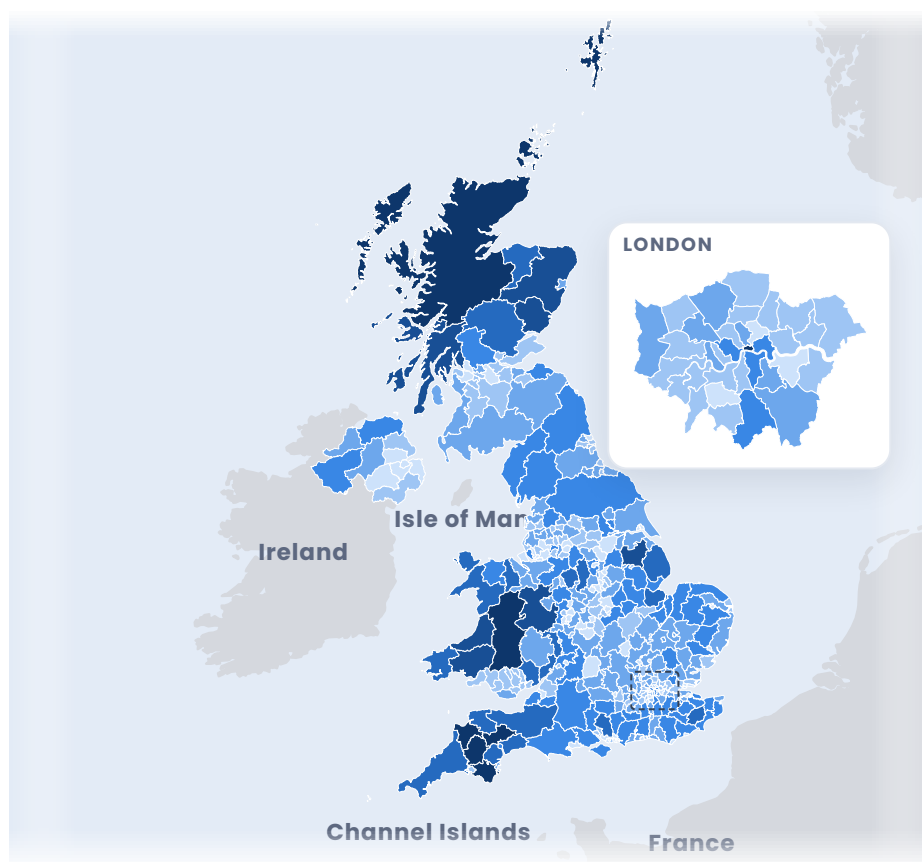
352,000 of them are rural

98.1% of UK homes can order superfast broadband (30 Mbps or more). The 1.9% that cannot are mostly rural: 8.2% of rural homes, against 0.9% in towns and cities.

SO WHAT If your home is one of the 575,000 below 30 Mbps (January 2026), the odds are it is rural, and the fix is more likely to come through Project Gigabit than the market.

By council

Ofcom Connected Nations, Jan 2026 data, published 13 May 2026



Grey land is outside the UK. Boundaries: ONS, OGL v3. Contains OS data © Crown copyright and database right.

WORST

West Devon	12.6%
Na h-Eileanan Siar	12.4%
Torridge	12.4%
Highland	12.1%
Shetland Islands	11.8%

BEST

Sandwell	0.0%
Luton	0.0%
Kingston upon Hull, City of	0.0%
Gosport	0.0%
Eastbourne	0.0%

Under 0.5% 10%+

WHY IT MATTERS

Superfast is the speed most households need for everyday use. Homes below it are the ones most likely to be struggling, and the ones Project Gigabit exists to reach.

METHOD

Ofcom Connected Nations Spring 2026 update, residential premises, January 2026: homes with 30 Mbit/s or more available (29,880,508 of 30,455,777, 98.1%) and those without (575,269, 1.9%). Rural: 352,168 of 4,311,670 (8.2%). Urban: 223,101 of 26,144,107 (0.9%). Councils: Ofcom's local authority file, "% of premises unable to receive 30Mbit/s", residential.

Source Ofcom Connected Nations, Jan 2026 data, published 13 May 2026 · Next update: Late November or December 2026 (Connected Nations 2026, date to be confirmed)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-superfast-slow-lane

Nine in ten homes can get 300 Mbps, but only two in three in the countryside

89% can get 300 Mbps

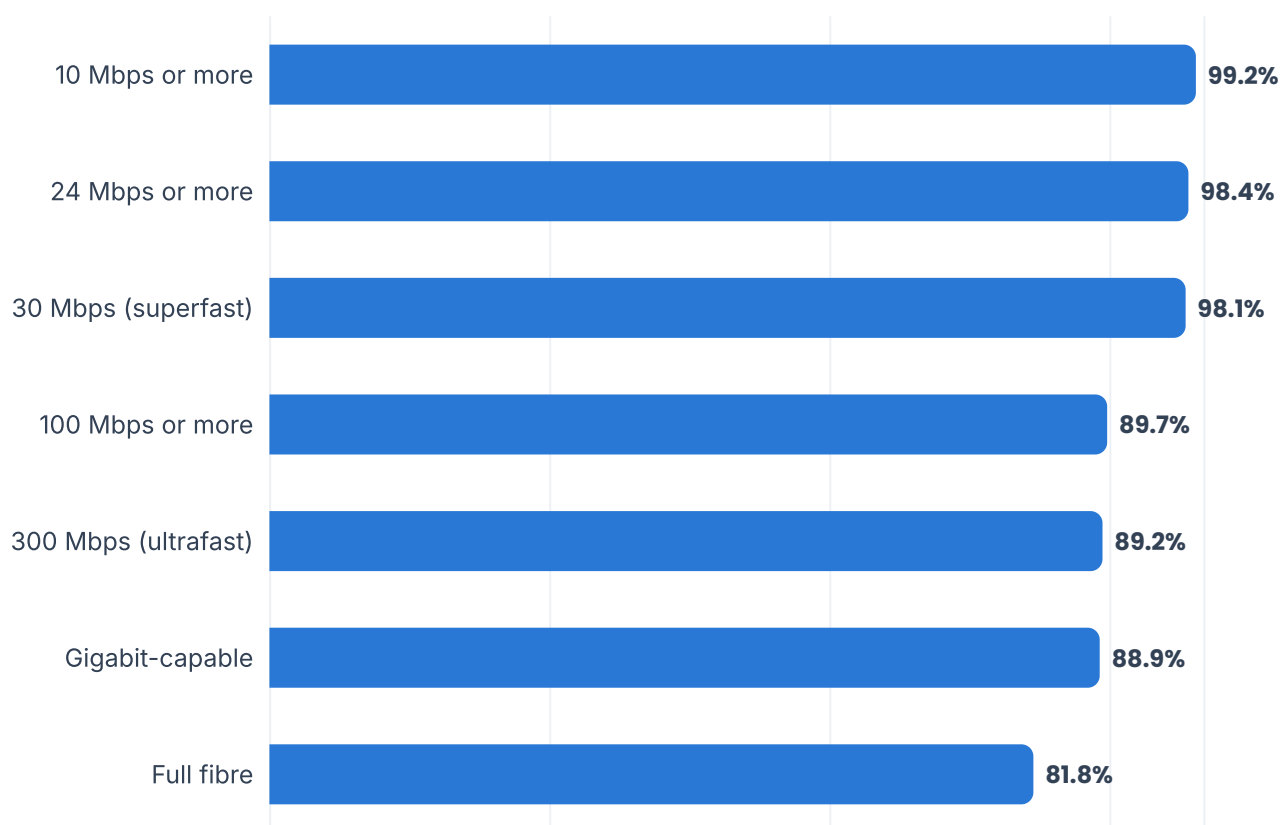
Rural: 67% can get 300 Mbps

Share of UK homes that can order each speed, January 2026. Almost every home can get 10 Mbps; the drop comes between 30 Mbps and 100 Mbps, and it is far steeper in rural areas.

SO WHAT Almost everyone could get a usable line in January 2026; the real divide is between 30 and 100 Mbps, and it falls hardest on the countryside.

UK homes

Ofcom Connected Nations, Jan 2026 data, published 13 May 2026



WHY IT MATTERS

Speed adverts talk in Mbps. This shows how many homes can actually order each step on the ladder, so a national headline can be read against where you live.

METHOD

Ofcom Connected Nations Spring 2026 update, UK and nations coverage file, residential premises, January 2026: share of premises with each download speed available (10 Mbit/s or more, 24 or more, 30 or more, 100 or more, 300 or more), plus full fibre and gigabit-capable availability from the same file.

Source Ofcom Connected Nations, Jan 2026 data, published 13 May 2026 · Next update: Late November or December 2026 (Connected Nations 2026, date to be confirmed)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-speed-ladder

The average UK line can now reach 285 Mbps

285 Mbps

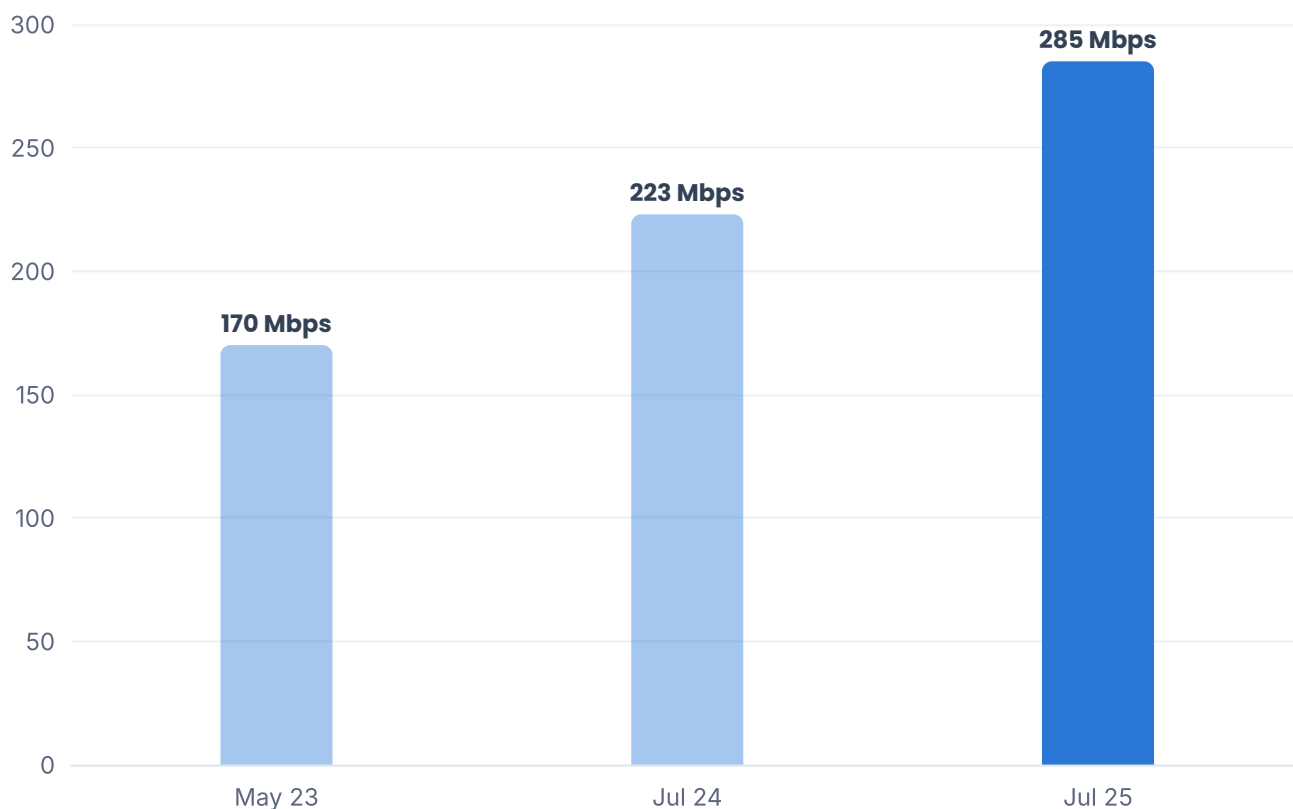
+62 Mbps in a year

The mean of the maximum download speeds delivered to homes, July 2025, up from 223 Mbps a year earlier and 170 Mbps in 2023. Northern Ireland leads at 325 Mbps; Wales trails at 243 Mbps.

SO WHAT The average line could deliver 285 Mbps in July 2025, so for most homes the weak link is the Wi-Fi inside the house, not the line.

Over time

Ofcom Connected Nations 2025, July 2025 data, published 19 Nov 2025



WHY IT MATTERS

This is the speed the line into the home can deliver, as reported by the providers, which is the nearest thing to an official measure of what people get since Ofcom stopped testing speeds in homes in 2023.

METHOD

Ofcom Connected Nations 2025, Table 2.8, average (mean) maximum download speed delivered to residential premises, from data supplied by 57 providers for a July 2025 snapshot. 2023 is the May 2023 figure re-analysed on the 2024 method. Not comparable with Ofcom's earlier average-speed series.

Source Ofcom Connected Nations 2025, July 2025 data, published 19 Nov 2025 · Next update: Late November or December 2026 (Connected Nations 2026, date to be confirmed)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-max-download-speed

The average home now uses 583 GB of data a month

583

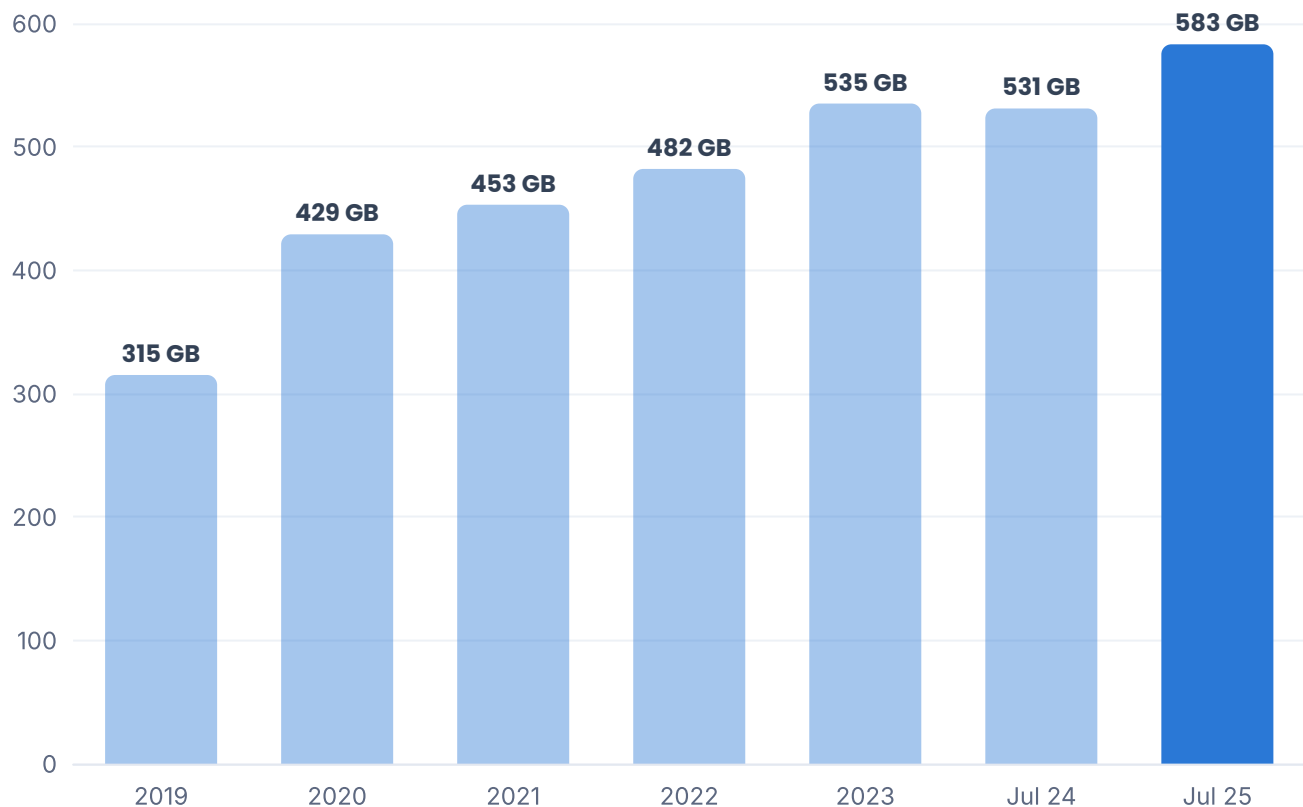
 GB a month +52 GB in a year

Total data downloaded and uploaded per broadband connection in July 2025, up from 531 GB a year earlier. In 2019 it was 315 GB. England's homes use the most at 591 GB; Scotland's the least at 530 GB.

SO WHAT The average home moved 583 GB a month in July 2025, almost double the 315 GB Ofcom reported for 2019 (measured on an older method, so indicative), so a connection that felt fast then is doing twice the work.

Over time

Ofcom Connected Nations 2025, July 2025 data, published 19 Nov 2025



WHY IT MATTERS

Data use is the quiet measure of how much broadband has become part of daily life. Streaming, gaming, working from home and cloud back-ups all show up here.

METHOD

Ofcom Connected Nations 2025, Table 2.9, average monthly data use per fixed broadband connection (downloaded plus uploaded) for July 2025. 2019 to 2023 figures are from earlier Connected Nations reports (May snapshots); from 2024 Ofcom measures at the network headend, so the series breaks in 2024.

Source Ofcom Connected Nations 2025, July 2025 data, published 19 Nov 2025 · Next update: Late November or December 2026 (Connected Nations 2026, date to be confirmed)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-data-use

The last time Ofcom measured speeds in homes, the median was 69 Mbps

69.4 Mbps median

Series ended 2023

Ofcom's panel measured real download speeds in homes until March 2023, when the median was 69.4 Mbps against a mean of 139.1 Mbps. Median upload was 18.4 Mbps. Ofcom closed the series in August 2023.

SO WHAT Nobody has officially measured what arrives in UK homes since March 2023; until a new series exists, advertised and line speeds are all there is, and our free speed test shows what your line delivers today.

Download

Ofcom Home Broadband Performance, March 2023, March 2023 data, published 14 Sep 2023



WHY IT MATTERS

Advertised speeds and line maximums are one thing; what arrives at the router is another. This is the last official measurement of the second, and the gap it leaves is why a monthly measured series is on our list.

METHOD

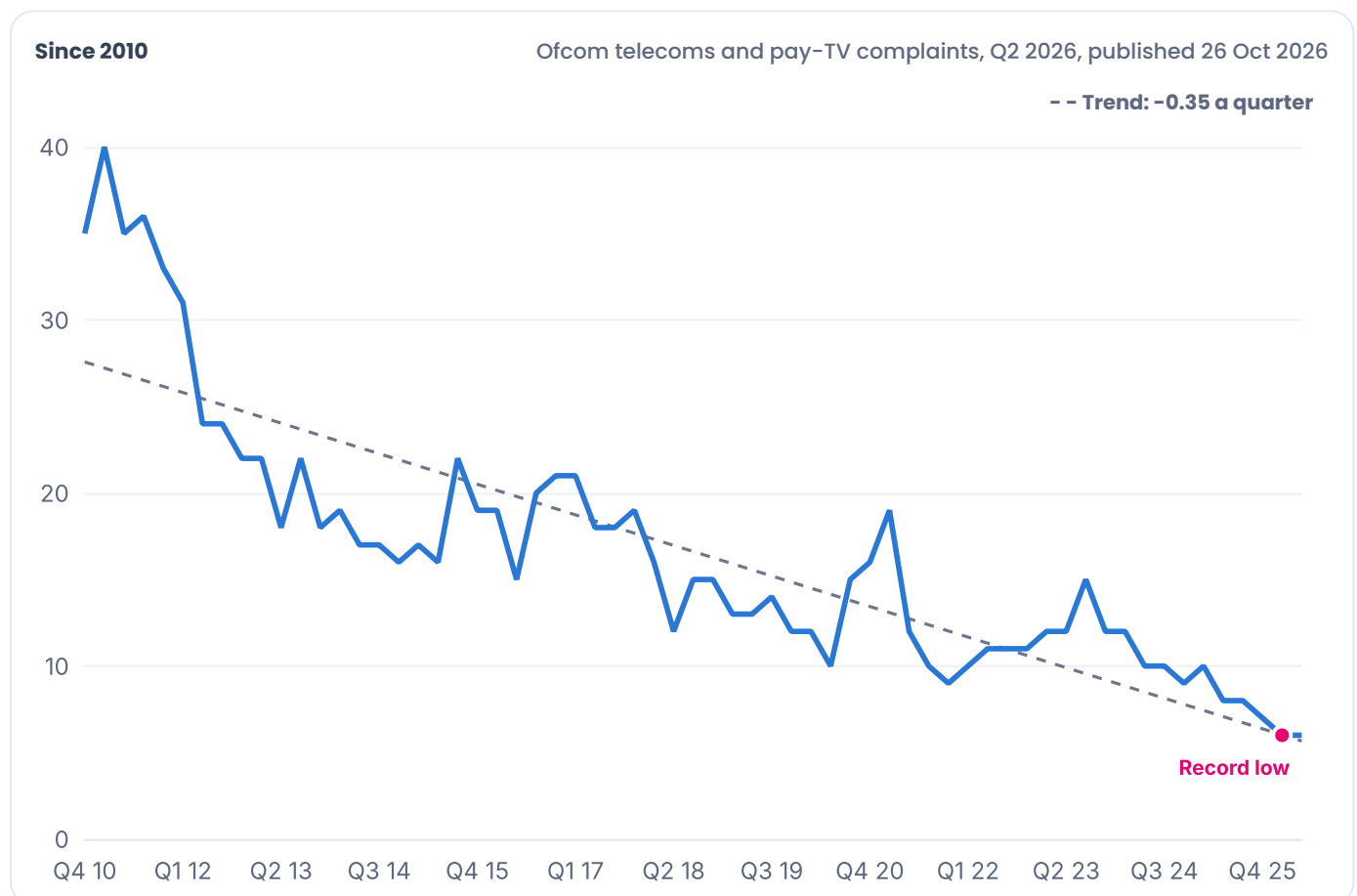
Ofcom UK Home Broadband Performance, measurement period March 2023: 24-hour median and mean download speed and median upload speed across the SamKnows panel. Earlier points from the same report's chart data (November 2019, November 2020, March 2021, March 2022). Ofcom confirmed the end of the research project on 10 August 2023.

Broadband complaints are holding at a record low

6 per 100k Unchanged from 6 in Q1 2026

Fixed broadband industry average for Q2 2026, unchanged from Q1 and level with the lowest since the series began at 35 in late 2010. Ofcom puts BT, EE, TalkTalk and Vodafone together at the top (7 each) and Virgin Media (4), Sky and Plusnet (5) together at the bottom; differences inside each group are under one complaint per 100,000, so Ofcom says they should be read as comparable. Landline averaged 3, pay TV 2 and pay-monthly mobile 2.

SO WHAT Service is improving across the industry (complaints held at a record low in the second quarter of 2026), but the provider you pick still matters: the four providers Ofcom groups at the top (BT, EE, TalkTalk and Vodafone, 7 each) drew close to twice the complaints of the three it groups at the bottom (Virgin Media 4, Sky and Plusnet 5).



WHY IT MATTERS

Complaints to the regulator are the most consistent measure of when things go wrong.

METHOD

Complaints to Ofcom per 100,000 residential customers, from Ofcom's quarterly summary file published 26 October 2026 (fixed broadband Q4 2010 to Q2 2026; the series starts at 35 and peaked at 40 in Q1 2011). Ofcom covers providers with a stable market share of 1.5% or more, counts only complaints made to Ofcom itself (not those made to providers or ADR schemes), rounds to whole numbers, and says providers whose...

Source Ofcom telecoms and pay-TV complaints, Q2 2026, published 26 Oct 2026 · Next update: Late January 2027 (Q3 data, date to be confirmed; Ofcom says it is planning changes to this report)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-ofcom-complaints

Plusnet customers are the most satisfied

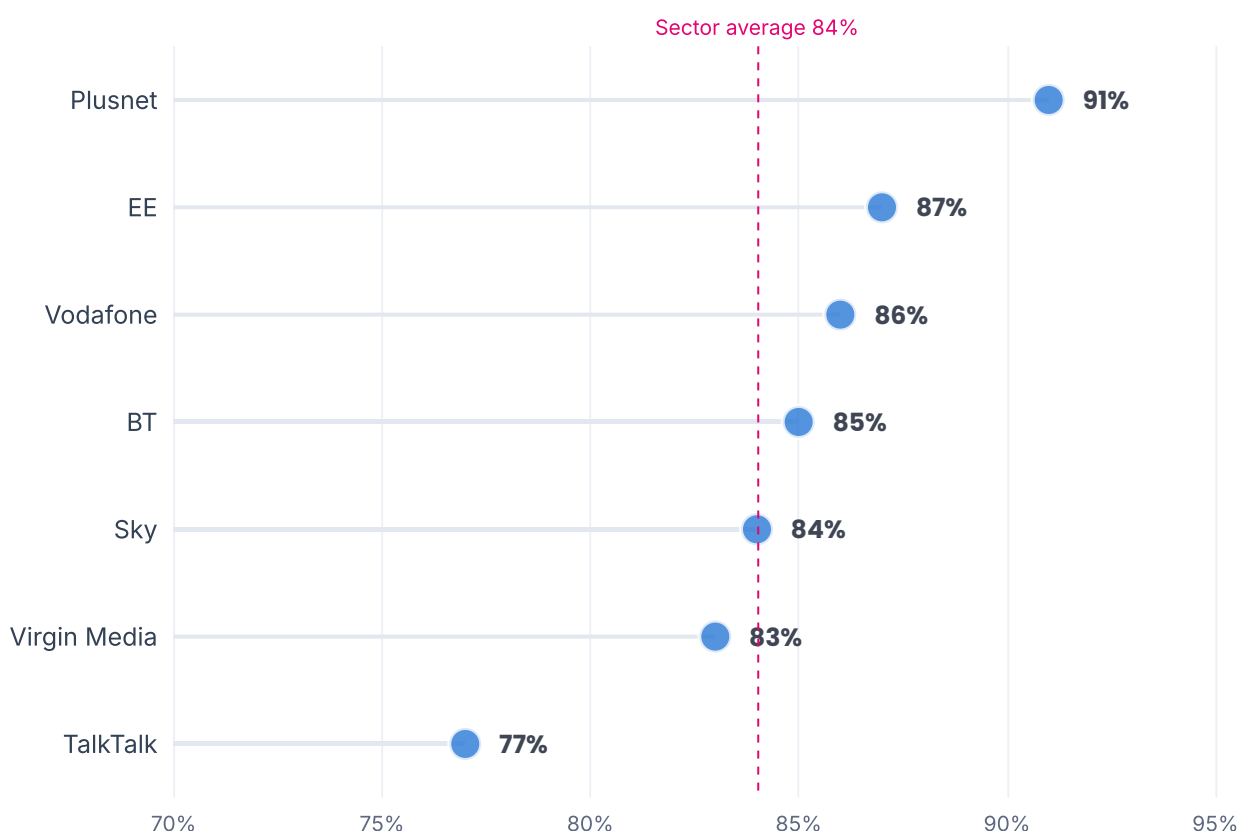
91%

Plusnet Sector average 84%

The highest of the seven providers Ofcom names, against a sector average of 84%. TalkTalk's 77% is the lowest. This is Ofcom's latest edition, covering 2024.

SO WHAT There was a 14-point gap between the most and least satisfied customer bases in 2024, so service is worth weighing alongside price when you choose.

Providers Ofcom Comparing customer service 2025, 2024 experience, published 22 May 2025, reissued 18 Sep 2026



WHY IT MATTERS

Satisfaction captures the whole experience, from set-up to support, not just the moments that end in a complaint.

METHOD

Share of customers satisfied with their broadband service overall, from Ofcom's Comparing customer service report (2025 edition, covering 2024). Ofcom reissued the report on 18 September 2026 after EE resubmitted its 2024 faults data; only the EE faults figures and the associated industry averages on pages 5, 28 and 31 to 32 changed, so the satisfaction figures stand as first published. Ofcom moved to reporting...

Source Ofcom Comparing customer service 2025, 2024 experience, published 22 May 2025, reissued 18 Sep 2026 · Next update: 2027 (Ofcom now reports every two years; the next edition should cover 2026)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-customer-satisfaction

Vodafone leads the big seven on Trustpilot

4.7

Vodafone Plusnet up from 1.8 since July

EE 4.3, BT 4.2, Plusnet 3.2, Sky 2.7, Virgin Media 2.1 and TalkTalk 2.0 out of 5, read on 26 October 2026. Review counts range from 13,400 to 145,600.

SO WHAT Review scores read on 26 October 2026 put three of the big seven above 4 stars and three below 3, with Plusnet alone in the middle at 3.2 after the biggest rise since July (up from 1.8), a far wider spread than Ofcom's own satisfaction scores show.

Score

Trustpilot, Data Lab snapshot, Scores read 26 Oct 2026

Vodafone	★★★★★	4.7	146k reviews	
EE	★★★★☆	4.3	136k reviews	
BT	★★★★☆	4.2	53k reviews	
Plusnet	★★★☆☆	3.2	13k reviews	
Sky	★★★☆☆	2.7	31k reviews	
Virgin Media	★★☆☆☆	2.1	108k reviews	
TalkTalk	★★☆☆☆	2.0	90k reviews	

Out of 5. Green is 4 and above, amber 3 to 3.9, red under 3. The bar beside each row is how many reviews sit behind the score, against the most reviewed provider. Each name opens that provider's Trustpilot page in a new tab, so you can check the score yourself.

WHY IT MATTERS

Reviews are what many people read before they choose. They are self-selected, so they sit beside Ofcom's figures rather than replacing them.

METHOD

Overall TrustScore and number of reviews on each provider's main UK Trustpilot profile (Vodafone www.vodafone.co.uk, EE ee.co.uk, BT www.bt.com, Sky www.sky.com, TalkTalk www.talktalk.co.uk, Plusnet www.plus.net, Virgin Media www.virginmedia.com), read live on 26 October 2026 from each page's published rating data. Vodafone UK's and EE's profiles cover their mobile businesses as well as broadband, so those...

3.5 million switches through One Touch Switch

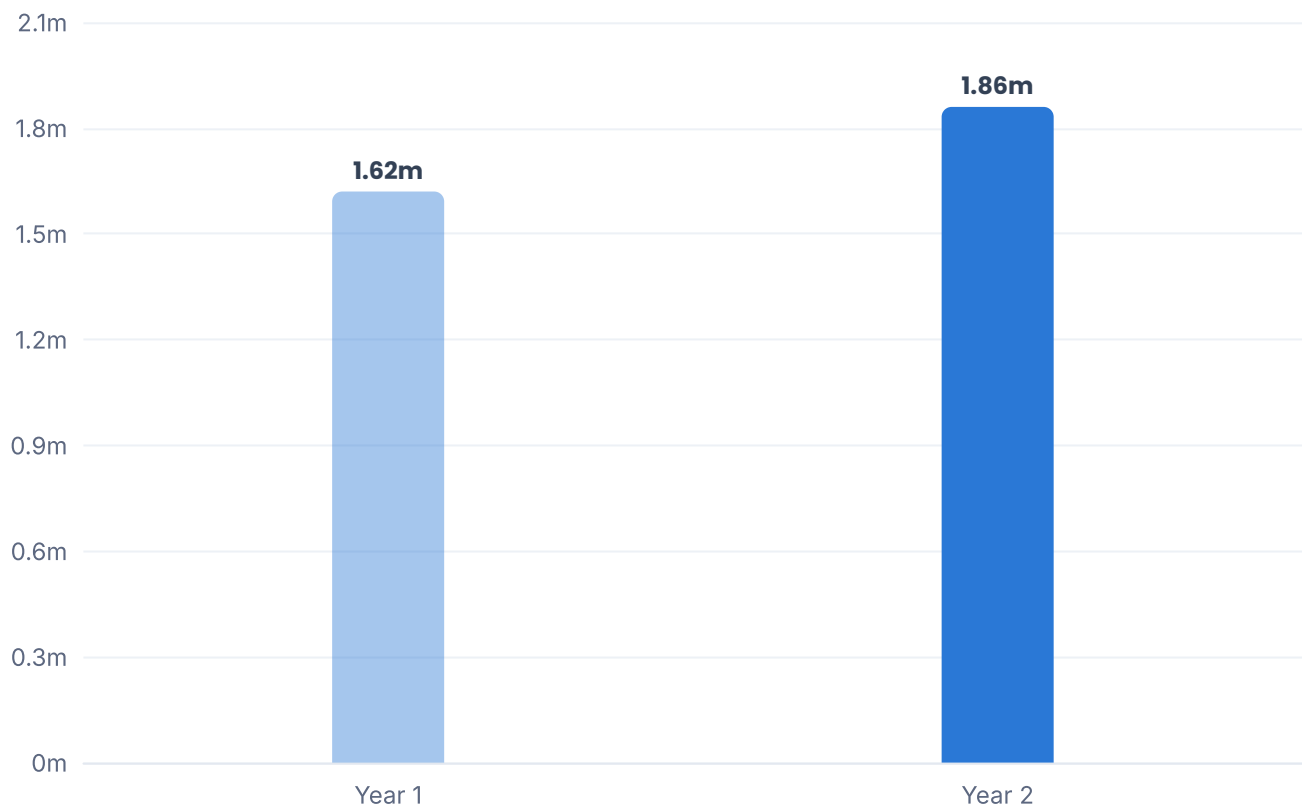
3.48 million switches +15% year on year

Since launch on 12 September 2024. 1.86 million in the past year, against 1.62 million in the first.

SO WHAT Switching now takes one contact with your new provider and 3.5 million switches had gone through by September 2026; the old excuse that switching is a hassle no longer holds (how One Touch Switch works).

By year

TOTSCo via ISPreview, Published 11 Sep 2026



WHY IT MATTERS

Switching should take one call to your new provider. This shows how many people are now doing it.

METHOD

Switches through the One Touch Switch hub, as supplied by TOTSCo to ISPreview (3,481,323 by 11 September 2026; 1.86 million in the second year against 1.62 million in the first, which the Data Lab rounds to +15%). Ofcom's own update of 12 September 2026 counts 3,431,195 people who had started a switch by 3 September, an earlier cut-off and a slightly different measure.

Source TOTSCo via ISPreview, Published 11 Sep 2026 · Next update: TOTSCo's next milestone bulletin (it published at 1.5, 2 and 3 million; 4 million is likely in 2027)

broadbandswitch.uk/reports/uk-broadband-statistics/#m-one-touch-switch

Openreach is still losing lines, but more slowly

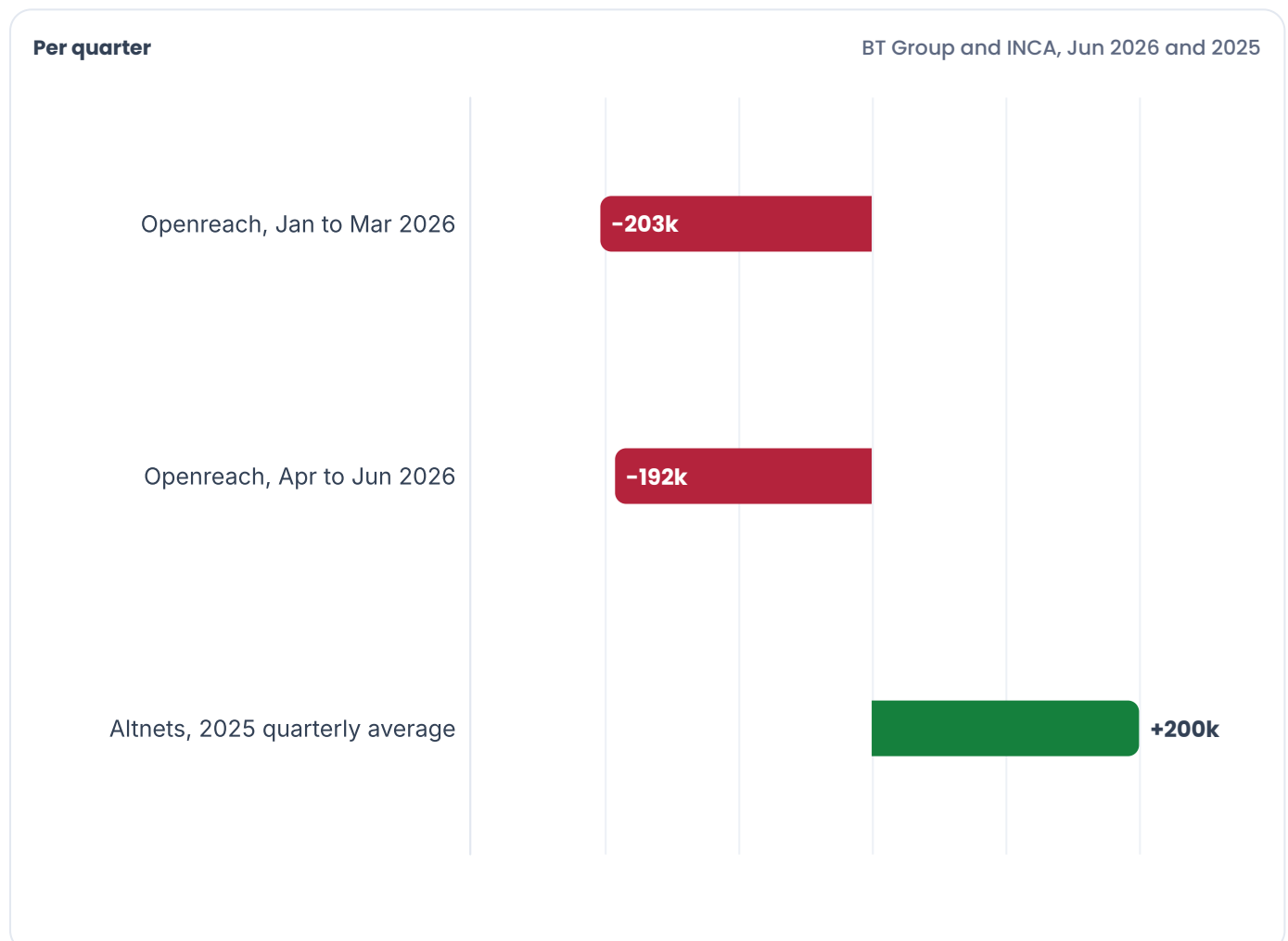
-192k

Openreach, quarter

Losses narrowing

Openreach's network lost 192,000 broadband lines in the quarter to June 2026, after 203,000 the quarter before. Openreach lines carry BT, Sky, TalkTalk, Vodafone and every other provider that rents its network, so this is customers moving between networks, not between brands. With the total number of UK lines still edging up, each line Openreach loses is a home that has moved to a network it does not own; altnets added about 850,000 live connections in 2025 on INCA's count, roughly 210,000 a quarter, close to the mirror image.

SO WHAT Around 200,000 lines a quarter were moving from Openreach-based providers to networks it does not own in the year to June 2026; that is the competition behind the cheaper new-customer deals.



WHY IT MATTERS

Shows where customers are moving. Lines leaving Openreach are mostly going to altnets and Virgin Media O2.

METHOD

Openreach net broadband line change per quarter from BT Group's own trading statements (23 July 2026: lines fell 192,000 in the three months to 30 June 2026; 203,000 the quarter before). The net figure includes lines that ceased as well as those that moved network. Altnet figure: INCA's "around 850,000" net customer additions in 2025 (Point Topic / INCA annual report, March 2026; live connections 2.7 million to...

Altnet funding jumped to £3.2bn in 2025

£3.2bn

new funding, 2025

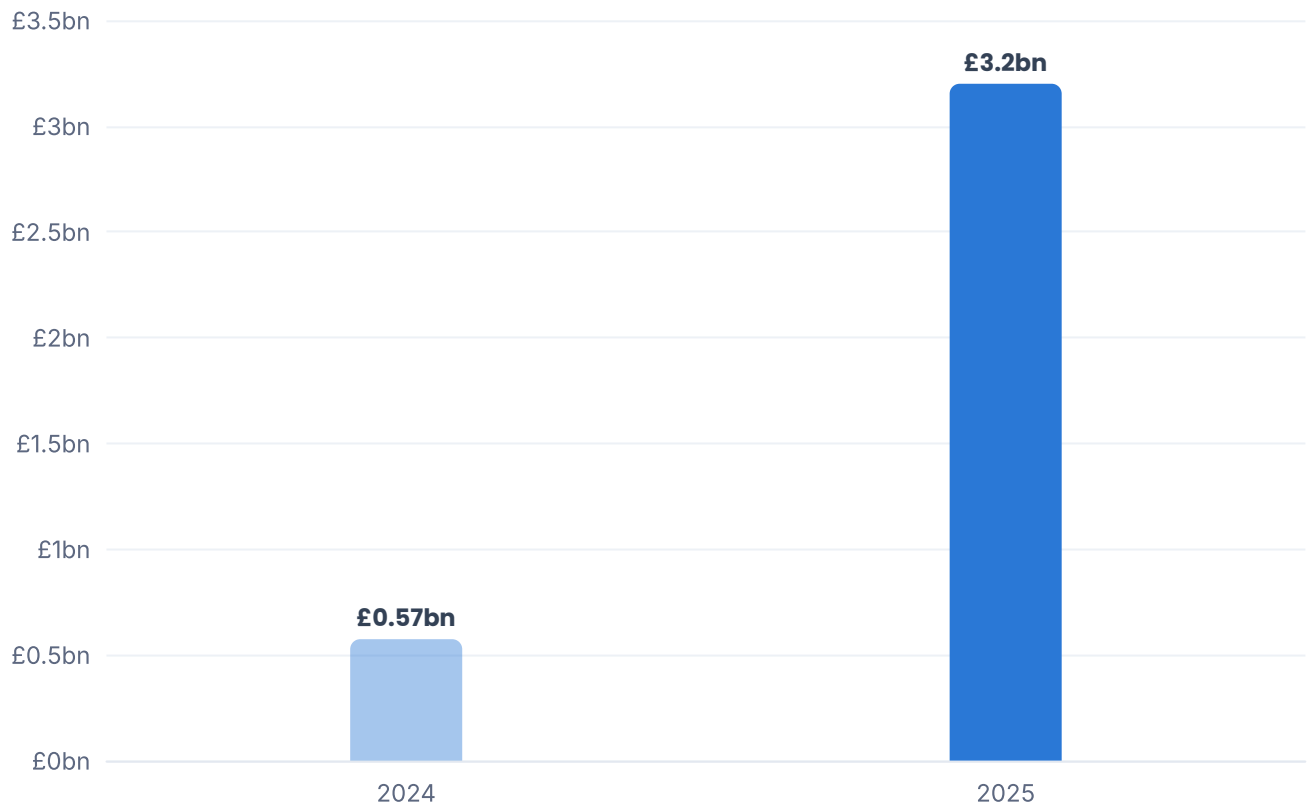
Funding x5.6

Up from £574 million in 2024, most of it CityFibre's £2.3bn. Where altnets overlap, mergers and failures follow, so this is the money behind the consolidation story.

SO WHAT £3.2bn of new money in 2025 means the altnet build goes on, but most of it went to one company, so expect smaller networks to merge or be bought.

By year

INCA / Point Topic via ISPreview, Published 11 Mar 2026



WHY IT MATTERS

Money decides which altnets survive. Big funding rounds and failures both change who can sell broadband where you live.

METHOD

Additional funding committed to altnets in the year, as estimated by INCA for the Point Topic / INCA annual report 2026 (£3.2bn in 2025, up from £574m in 2024, most of it CityFibre's £2.3bn consortium funding announced in July 2025), as reported by ISPreview on 11 March 2026; Point Topic's own summary rounds it to over £3bn.

The old phone network is retired on 31 January 2027

96

days to go Live

Landlines move to digital voice over broadband. People with care alarms or no broadband need to act before the date.

SO WHAT If you have a care alarm, a landline-only phone or an older burglar alarm, test that it works over broadband before 31 January 2027 (what the switch-off changes).

Countdown

Openreach, Counts down live

96

DAYS

12

HOURS

26

MINS

52

SECS

1 Jan 2026

76% of the way from 1 Jan 2026

31 Jan 2027

WHY IT MATTERS

Anyone with a care alarm, a landline-only phone or an older security system needs to check it works over broadband before the switch-off.

METHOD

Days, hours and minutes to 00:00 on 31 January 2027, Openreach's date for retiring the analogue phone network (it said in July 2026 there is no extension; about 1.5 million lines were still analogue). Consumer lines not yet moved drop to an emergency-only voice service rather than a hard disconnection. Background: our report *The Last Dial Tone*.

How this report is made

HOW IT STAYS CURRENT

A new edition is published on the first working day of each month. Each card carries the date of its figure and when its source publishes next; a card whose source has not moved keeps last month's figure and date rather than a guess. The deal price cards come from a snapshot of every deal listed on BroadbandSwitch.uk on the 1st of the month, and say so.

USING THE DATA

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CORRECTIONS

If a figure looks wrong, use the flag on its card on the live page or email editorial@broadbandswitch.uk. When we agree, we fix it and record it in the corrections log on the page.

ABOUT THE AUTHOR

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WHAT WE ARE BUILDING

Measured speeds from our four speed tests

Results from UKSpeedTest.co.uk, Laggy.uk, BroadbandBoost.co.uk and HowFast.uk, aggregated by month, provider and region. Ofcom stopped measuring speeds in homes in 2023; this fills that gap with the speeds households actually get.

COLLECTING

Deal prices, month on month

Every deals card gains a change figure from Monday 2 November 2026, and a price per 100 Mbps series follows. Each monthly snapshot of the deals listed on BroadbandSwitch.uk adds a point no official source records.

FROM EDITION 2

What people are looking for

Aggregated, anonymised signals from the BroadbandSwitch.uk comparison widget: the speeds and budgets people search for, by month and region.

PLANNED

Bills compared, every month

Broadband tracked against electricity, gas and water in real terms, refreshed with each ONS release, with Ofcom's price-of-a-speed figures as they publish.

STARTED THIS EDITION

Altnet mergers and administrations

A monthly log of consolidation among the alternative networks, with the premises involved.

PLANNED

Council-level speeds and data use

Line speeds and data use for all 361 councils once the next Connected Nations file is published.

WAITING ON OFCOM