



In the age of video calls, at-home streaming on demand, and online games which demand split-second reflexes, having a low upload speed is incredibly detrimental to the service you are paying for.

Voneus, one of the UK's largest rural broadband specialists, has surveyed home broadband users to measure where modern importance lies when it comes to purchasing broadband plans and how they value upload speeds.

## Key Data



**£348 million a month spent on broadband plans potentially not fit for purpose.**



**43% of surveyed users couldn't identify their broadband plan's upload speed.**



**55% of the village households asked are with their current provider because they are the only option.**



**37% of homes most commonly use their home broadband for working.**



**Video conferencing (34%) and video calling (31%) are the two most common activities on a broadband connection.**

**Download speeds are seen as being significantly more important than upload speeds when considering a plan.**



**When asked to rate importance to a broadband plan out of 10:**



## National Data

- NE England** - 28% of the households surveyed name upload speeds as a top three priority when buying a new broadband plan.
- SW England** - 20% of the households questioned use their home broadband predominantly for streaming, the most in the UK.
- Wales** - 41% of the homes surveyed use their home broadband predominantly for working, the most in the UK.
- Yorkshire** - 27% of the users asked could not estimate their download speed while 47% of the users surveyed could not estimate their upload speed, the highest in the UK.
- East Midlands** - 17% of all users consider upload speeds as a priority when selecting a plan, the lowest in the UK.
- NW England** - 38% of the users questioned purchased their current broadband plan because of high download speeds, the highest in the UK.
- SE England** - 32% of the users questioned in the region spend less than £25 a month on their broadband plan.
- Greater London** - 25% of the users surveyed use video calling, the lowest in the UK - but 38% of the users asked use video conferencing software, the highest in the UK.
- Northern Ireland** - 33% of the households questioned have an estimated upload speed under 25Mbps, the highest in the UK.
- Scotland** - 52% of all households surveyed name cost as the largest reason they are with their current broadband provider.
- West Midlands** - 34% of the users surveyed are on their current broadband plan because there is only one provider to their home.

Data gathered from a survey of 3,000 UK residents who have purchased a broadband plan within the last 12 months. Research carried out by LM Research & Marketing Consultancy.

For full methodology, please visit [www.voneus.com](http://www.voneus.com)

**Delivering speeds you need.**

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