

UK broadband speed test results January 2024

This press release gives the aggregated speed test results from the hundreds of thousands of tests carried out by users of broadband.co.uk during January 2024.

Fixed line home broadband providers

Average fixed line download & upload speeds (Mbps) – January 2024						
Rank	Was	Broadband Provider	Average Download		Average Upload	
			Speed	Change	Speed	Change
-	-	All home broadband	99.72	-2.83	27.75	-3.19
1	1	Virgin Media	186.34	-15.93	28.27	-1.5
2	2	Zen Broadband	107.65	-16.01	43.02	-26.49
3	3	Vodafone Home	97.48	-8.14	36.49	-7.18
4	4	BT	86.66	+0.95	17.64	-1.33
5	5	Sky / NOW Broadband	68.75	+1.04	16.18	-0.71
6	6	Plusnet / John Lewis	56.52	-2.17	12.76	-0.13
7 ▲	8	TalkTalk	41.41	+1.69	11.04	-0.25
8 ▼	7	EE Home	38.31	-11.13	8.92	-4.57

Overall, the average download speeds across all fixed line providers decreased by 2.83Mbps to 99.72Mbps since last month, with upload speeds decreasing by 3.19Mbps to 27.75Mbps.

Consumer mobile broadband providers

Average mobile download & upload speeds (Mbps) – January 2024						
Rank	Was	Broadband Provider	Average Download		Average Upload	
			Speed	Change	Speed	Change
-	-	All mobile broadband	48.58	-0.98	10.28	+0.11
1	1	Three Mobile	56.71	-6.4	12.86	+1.03
2 ▲	4	EE Mobile	53.66	+20.47	8.67	-0.04
3	3	Vodafone Mobile	51.41	+9.77	8.95	+0.71
4 ▼	2	O2 Mobile	29.53	-23.98	3.87	-3.41

Overall, the average download speeds across all mobile broadband providers decreased by 0.98Mbps to 48.58Mbps since last month, with upload speeds increasing by 0.11Mbps to 10.28Mbps.

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Combined home and mobile broadband rankings

Average broadband download & upload speeds (Mbps) – January 2024						
Rank	Was	Broadband Provider	Average Download		Average Upload	
			Speed	Change	Speed	Change
-	-	All home broadband	99.72	-2.83	27.75	-3.19
-	-	All mobile broadband	48.58	-0.98	10.28	+0.11
1	1	Virgin Media	186.34	-15.93	28.27	-1.5
2	2	Zen Broadband	107.65	-16.01	43.02	-26.49
3	3	Vodafone Home	97.48	-8.14	36.49	-7.18
4	4	BT	86.66	+0.95	17.64	-1.33
5	5	Sky / NOW Broadband	68.75	+1.04	16.18	-0.71
6	6	Three Mobile	56.71	-6.4	12.86	+1.03
7	7	Plusnet / John Lewis	56.52	-2.17	12.76	-0.13
8 ▲	12	EE Mobile	53.66	+20.47	8.67	-0.04
9 ▲	10	Vodafone Mobile	51.41	+9.77	8.95	+0.71
10 ▲	11	TalkTalk	41.41	+1.69	11.04	-0.25
11 ▼	9	EE Home	38.31	-11.13	8.92	-4.57
12 ▼	8	O2 Mobile	29.53	-23.98	3.87	-3.41

Overall speed performance of consumer mobile broadband is roughly comparable to that of many fixed line broadband providers. However, only 9.95% of the speed tests performed in January 2024 took place over a mobile broadband connection.

While the availability of the fastest mobile data transfer protocols varies with location, and some tests will be performed on 3G or even 2.5G GPRS connections, the same is true for fixed line broadband providers whose flagship products may not be available in rural and remote areas, or may not be adopted by consumers preferring cheaper speed-limited alternatives.

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Combined UK broadband rankings by upload speed

Average broadband upload & download speeds (Mbps) – January 2024						
Rank	Was	Broadband Provider	Average Upload		Average Download	
			Speed	Change	Speed	Change
-	-	All home broadband	27.75	-3.19	99.72	-2.83
-	-	All mobile broadband	10.28	+0.11	48.58	-0.98
1	1	Zen Broadband	43.02	-26.49	107.65	-16.01
2	2	Vodafone Home	36.49	-7.18	97.48	-8.14
3	3	Virgin Media	28.27	-1.5	186.34	-15.93
4	4	BT	17.64	-1.33	86.66	+0.95
5	5	Sky / NOW Broadband	16.18	-0.71	68.75	+1.04
6 ▲	8	Three Mobile	12.86	+1.03	56.71	-6.4
7	7	Plusnet / John Lewis	12.76	-0.13	56.52	-2.17
8 ▲	9	TalkTalk	11.04	-0.25	41.41	+1.69
9 ▲	11	Vodafone Mobile	8.95	+0.71	51.41	+9.77
10 ▼	6	EE Home	8.92	-4.57	38.31	-11.13
11 ▼	10	EE Mobile	8.67	-0.04	53.66	+20.47
12	12	O2 Mobile	3.87	-3.41	29.53	-23.98

While most UK broadband providers place much less marketing emphasis on upload speeds, this is an increasingly important factor in broadband satisfaction. As more and more storage moves to the cloud, being unable to quickly save or sync to servers on the internet increasingly impacts the user experience in apps. This is even more important to those who work from home, or who create online video content.

In January 2024 average fixed line broadband download speed was 3.59 times faster than upload speed, while mobile broadband downloads averaged at 4.72 times the speed achieved for mobile uploads.

The rollout and increasing adoption of full fibre broadband services will see the gap between download and upload performance shrink, especially from providers offering symmetric services.

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Consumer broadband download speeds - time of day

Average download speeds (Mbps) split by time of day – January 2024				
Broadband Provider	Overnight (00:00 to 07:59)	Daytime (08:00 to 17:59)	Evening (18:00 to 23:59)	Overall (00:00 to 23:59)
All home broadband	105.32	93.38	110.79	99.72
All mobile broadband	105.32	93.38	110.79	48.58
Virgin Media	166.51	176.31	208.73	186.34
BT	116.89	81.36	92.05	86.66
Sky / NOW Broadband	94.76	62.62	74.33	68.75
TalkTalk	37.1	40.72	44.39	41.41

Our average speed by time of day report shows how the average broadband speed is heavily influenced by the time of day (and therefore likely level of network congestion).

Fixed line broadband advertised speeds are now based on the speed achieved by 50% of customers during peak evening hours of 8pm to 10pm.

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Supplemental UK broadband providers

Average download & upload speeds (Mbps) – January 2024		
Broadband Provider	Average Download	Average Upload
Community Fibre	416.37	322.41
TalkTalk Business	40.88	9.81

Here we list additional fixed line broadband providers with fewer customers making use of our speed test. All providers listed have sufficient test numbers across the month to make average speeds statistically significant, but not enough tests to be split by time of day. The lower down the list, the less confident we are about the overall accuracy of the average results.

It should be noted that some of these supplemental ISPs, such as Zen, primarily supply broadband to the business market, and so may utilize technologies not available to the vast majority of home broadband users.

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Expanded UK broadband download speed rankings

Average download & upload speeds (Mbps) – January 2024			
Rank	Broadband Provider	Average Download	Average Upload
1	Community Fibre	416.37	322.41
2	Virgin Media	186.34	28.27
3	Zen Broadband	107.65	43.02
4	Vodafone Home	97.48	36.49
5	BT	86.66	17.64
6	Sky / NOW Broadband	68.75	16.18
7	Three Mobile	56.71	12.86
8	Plusnet / John Lewis	56.52	12.76
9	EE Mobile	53.66	8.67
10	Vodafone Mobile	51.41	8.95
11	TalkTalk	41.41	11.04
12	TalkTalk Business	40.88	9.81
13	EE Home	38.31	8.92
14	O2 Mobile	29.53	3.87

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Expanded UK broadband upload speed rankings

Average upload & download speeds (Mbps) – January 2024			
Rank	Broadband Provider	Average Upload	Average Download
1	Community Fibre	322.41	416.37
2	Zen Broadband	43.02	107.65
3	Vodafone Home	36.49	97.48
4	Virgin Media	28.27	186.34
5	BT	17.64	86.66
6	Sky / NOW Broadband	16.18	68.75
7	Three Mobile	12.86	56.71
8	Plusnet / John Lewis	12.76	56.52
9	TalkTalk	11.04	41.41
10	TalkTalk Business	9.81	40.88
11	Vodafone Mobile	8.95	51.41
12	EE Home	8.92	38.31
13	EE Mobile	8.67	53.66
14	O2 Mobile	3.87	29.53

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About the Broadband.co.uk speed test results

- Our results are taken from our website users performing speed tests using our speed checker at <https://www.broadband.co.uk/broadband-speedtest/>
- We record hundreds of thousands of speed tests every month
- Unlike other speed test services we record the Internet Service Provider (ISP) by IP address making our ISP recording very accurate rather than relying on self selection. Certain ISPs resell their services as a wholesale or white label product, in these cases the wholesale ISP is matched
- We pick out the following 'big 8' fixed line ISPs for detailed reporting every month:
 - **BT wholesale network** (used by several suppliers outside their own low cost network areas)
 - **EE** (excluding 4G mobile broadband)
 - **Plusnet wholesale network** (used by John Lewis)
 - **Sky** (also sold as NOW Broadband)
 - **TalkTalk wholesale network** (used by suppliers such as Utility Warehouse, Post Office Broadband and First Utility)
 - **Virgin Media**
 - **Vodafone**
 - **Zen**
- As our test is one of the few that will run on mobile devices and tablets, we're also able to report on the following mobile broadband networks:
 - **EE** (used by Virgin Mobile, Plusnet Mobile, Asda Mobile and Phone Co-Op)
 - **O2** (used by Tesco Mobile, Sky Mobile, TalkTalk Mobile and giffgaff)
 - **Three** (used by Superdrug Mobile, TPO Mobile and FreedomPop)
 - **Vodafone** (used by Talkmobile)

About Broadband.co.uk

- Our broadband price comparison is accredited by Ofcom as open, honest and transparent
- We are one of the original broadband information and comparison sites having been launched in 2004
- With millions of visitors each year we are one of the UK's leading sources of broadband information and advice
- We provide beginners guides to all areas of broadband along with detailed buyers guides to the major broadband providers, speed tester and broadband postcode look-up functionality
- We provide a free advice service where our broadband expert answers queries related to broadband, technical, comparison and related

For more information contact Chris Said via email at press@broadband.co.uk