

# Abbotts Ann

## Broadband Impact Report



### The Broadband Effect

Boosting Business and Beyond



### Level the Playing Field

Social Equality and Connectivity



### Quality of Life

The Role of Reliable Broadband

# Broadband is more than fast speeds and computers.

It's the backbone of **thriving communities**, powering everything from **businesses** to **schools**, **healthcare services** to **entertainment**.

Strong broadband can turn a town into a place **full of opportunities**, while poor connectivity can leave it **lagging behind**.

In this Broadband Impact Report, we explore how **Abbotts Ann** compares against its local area and the broader UK landscape, and discuss how this affects three vital areas: economic growth, social equality, and quality of life.

*Picture a kid, eager to do well, struggling to do their homework, unable to load BBC Bitesize or watch lessons on YouTube.*

*They're not failing because they lack ambition; they're being held back by inadequate broadband.*

Thomas Buck | Head of Broadband, Fair Internet Report

View the Latest [Abbotts Ann Broadband Statistics](#)

Next: [Abbotts Ann's Local Context](#) ➤

# Abbotts Ann vs Hampshire

## DOWNLOAD SPEED



12% **Slower**

COMPARED TO HAMPSHIRE

## VILLAGE RANKING



10th **Fastest**

VILLAGE IN HAMPSHIRE

## UPLOAD SPEED



7% **Faster**

COMPARED TO HAMPSHIRE

## REGIONAL RANKING



15th **Fastest**

OF ALL HAMPSHIRE LOCATIONS

Next: [Abbotts Ann's National Context](#) ➔

# Abbotts Ann vs National Performance

## DOWNLOAD SPEED



19% **Slower**

COMPARED TO THE UK

## VILLAGE RANKING



459th **Fastest**

VILLAGE IN THE UK

## UPLOAD SPEED



4% **Faster**

COMPARED TO THE UK

## NATIONAL RANKING



763rd **Fastest**

OF ALL UK LOCATIONS

Next: [Why This Matters](#) ➔

# Why Abbotts Ann's Broadband Matters

The quality of broadband in Abbotts Ann is **more than a matter of convenience**; it's a **crucial factor** affecting local businesses, education, and even the **work-life balance** of people who live here.

## Business & Economy

With **excellent broadband**, Abbotts Ann becomes fertile ground for entrepreneurial spirit. Startups could **find Abbotts Ann appealing** because a fast, reliable connection is often non-negotiable. **Existing businesses also benefit**, as quality broadband can speed up their growth and development.

## Social Equality

A dependable broadband service **narrows the social divide**. For children and young adults in Abbotts Ann, the internet is a **vital educational tool**; reliable broadband means they can complete homework and access online resources easily. This extends to **healthcare and job opportunities**, making the internet an equaliser of sorts.

## Quality of Life

Quality broadband significantly boosts residents' **work-life balance**. A reliable, high-speed connection enables **remote working** and **online learning**. This **eliminates the need for lengthy commutes**, reducing stress and giving people more **time to spend with family** or take part in leisure activities. The ripple effect is a community that enjoys **better mental and physical health**, more cohesive family relationships, and an overall **increase in life satisfaction**.

Next: Action Points ➤

# Action Points for Abbotts Ann

Even with Abbotts Ann's excellent broadband infrastructure, there are several steps you can take to capitalise on this asset, including attracting businesses and ensuring people living in Abbotts Ann are aware of their great broadband options.

- **Spread the Word:** Share your town's broadband success story on local community and parish websites (or newsletters), and link to our Abbotts Ann's statistics: <https://fairinternetreport.com/United-Kingdom/Hampshire/Abbotts-Ann>
- **Leverage for Business:** Use the good broadband as a selling point to attract local businesses. Highlight the efficiency and connectivity benefits.
- **Encourage Remote Work:** Advocate for flexible working policies, as your strong broadband supports effective work-from-home setups.
- **Attract New Residents:** Publicise how dependable broadband can make your area an attractive place to live, especially for those who rely on robust internet.

**Please share this PDF report.** You do not need our permission to share quotes or statistics from it, a reference to our [Abbotts Ann Broadband](#) page is fine.

## Contacts

If you have any questions or would like to talk to us about this report, please email:

Thomas Buck, Head of Broadband: [tom.buck@FairInternetReport.com](mailto:tom.buck@FairInternetReport.com)

Amy Jones, Senior Analyst: [amy.jones@FairInternetReport.com](mailto:amy.jones@FairInternetReport.com)

Next: [Data Summary](#) ➔

# Data Summary: Abbotts Ann

Data correct as of 22nd October 2023

## Speed Data

Abbotts Ann Median Download Speed	62.37 Mbps
Hampshire Median Download Speed	55.06 Mbps
UK Median Download Speed	59.56 Mbps
<hr/>	
Abbotts Ann Median Upload Speed	18.62 Mbps
Hampshire Median Upload Speed	17.24 Mbps
UK Median Upload Speed	17.79 Mbps

## Major City Comparison

Major City	Speed
Bristol is faster	69.73 Mbps
Portsmouth is faster	90.13 Mbps
Southampton is faster	62.5 Mbps
Basingstoke is slower	56.01 Mbps
Bath is slower	49.57 Mbps
Ealing is slower	57.68 Mbps

## Hampshire Comparison

Location	Speed
Whiteley is faster	85.05 Mbps
Hamble-le-Rice is faster	66.81 Mbps
Ashmansworth is faster	102.68 Mbps
Exton is slower	48 Mbps
Headley is slower	42.53 Mbps

## Broadband Speed Trends

FIVE YEARS



**133% Increase**  
IN FASTER SPEEDS

12 MONTHS



**11% Increase**  
IN FASTER SPEEDS

Fair Internet Report is a telecom market research and data aggregation company. We build reliable consumer broadband analysis tools, based on open and verifiable data sources. We provide open-source speed test analysis.

## **Fair Broadband Statistics. Free Of Bias.**

We aggregate millions of rows of speed test data, network analytics, and consumer reviews to produce the most accurate open database of broadband performance data in the UK, Europe, and around the globe.

## **Data Distribution For Broadband Research**

Our team's expertise in broadband data has resulted in data-sharing, citations, and partnerships for leading institutions including Microsoft, The Zofnass Program for Sustainable Infrastructure at Harvard University, and the University of Virginia Department of Media Studies.