

	Page	Table	Title	Base Description	Base
●	1	1	S1A. Gender	Base: All respondents	2687
●	2	2	S1B. Is your current gender the same as (or does your current gender align with) your sex assigned at birth?	Base: All respondents	2687
●	3	3	S2. Age	Base: All respondents	2687
●	4	4	S2A. Region	Base: All respondents	2687
●	5	5	S3A. Which of the following best describes the employment status of the Chief Income Earner in your household?	Base: All respondents	2687
●	6	6	S3B. Does the Chief Income Earner have a private pension / allowance?	Base: All respondents who are retired	654
●	7	7	S4. Which of these services do you or does your household have?	Base: All respondents	2687
●	8	8	S5. Does your household pay line rental in order to receive your fixed broadband service?	Base: All respondents who have a fixed broadband internet	641
●	9	9	Q1. Which, if any, of these services are you the primary or joint decision maker when deciding which provider to use in your home?	Base: All respondents	2687
●	10	10	Q2. Do you receive any of these services from the same provider?	Base: All respondents who have more than one service	2321
●	11	11	Q2. Do you receive any of these services from the same provider?	Base: All respondents	2687
	12	12	Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset. Summary	Base: All respondents asked	2563
●	13	13	Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset. mobile phone service	Base: All respondents asked	2563
●	14	14	Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset. fixed line Phone	Base: All respondents asked	1875

	Page	Table	Title	Base Description	Base
●	15	15	Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset. fixed Broadband	Base: All respondents asked	2261
●	16	16	Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset. pay TV Service	Base: All respondents asked	1247
	17	17	LSUM. Landline Provider SUMMARY TABLE	Base: All Landline respondents asked	1875
●	18	18	L1. In terms of your landline service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Landline>	Base: All Landline respondents	1875
●	19	19	L1. In terms of your landline service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Landline>	Base: All Landline respondents	1875
●	20	20	L2. How satisfied are you with the overall VALUE FOR MONEY of your service from <Landline>?	Base: All Landline respondents not having the service in a bundle	211
●	21	21	L2. How satisfied are you with the overall VALUE FOR MONEY of your service from <Landline>?	Base: All Landline respondents not having the service in a bundle	211
●	22	22	L3. How satisfied are you with the RELIABILITY of your landline service from <Landline>?	Base: All Landline respondents	1875
●	23	23	L3. How satisfied are you with the RELIABILITY of your landline service from <Landline>?	Base: All Landline respondents	1875
●	24	24	L4. How satisfied are you with the clarity of the line when making or receiving calls on your landline from <Landline>.	Base: All Landline respondents	1875
●	25	25	L4. How satisfied are you with the clarity of the line when making or receiving calls on your landline from <Landline>.	Base: All Landline respondents	1875
●	26	26	M1. Which of these best describes the mobile phone package you personally use most often?	Base: All Mobile respondents	2563
●	27	27	M1. Which of these best describes the mobile phone package you personally use most often?	Base: All Mobile respondents	2563

	Page	Table	Title	Base Description	Base
	28	28	MSUM. Mobile Provider SUMMARY TABLE	Base: All Mobile respondents asked	2563
●	29	29	M2. In terms of your mobile phone service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Mobile>?	Base: All Mobile respondents	2563
●	30	30	M2. In terms of your mobile phone service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Mobile>?	Base: All Mobile respondents	2563
●	31	31	M3. How satisfied are you with the overall VALUE FOR MONEY of your service from <Mobile>?	Base: All Mobile respondents not having the service in a bundle	1999
●	32	32	M3. How satisfied are you with the overall VALUE FOR MONEY of your service from <Mobile>?	Base: All Mobile respondents not having the service in a bundle	1999
●	33	33	M4. How satisfied are you OVERALL with the RECEPTION OR SIGNAL STRENGTH that you get on your mobile phone service from <Mobile>?	Base: All Mobile respondents	2563
●	34	34	M4. How satisfied are you OVERALL with the RECEPTION OR SIGNAL STRENGTH that you get on your mobile phone service from <Mobile>?	Base: All Mobile respondents	2563
●	35	35	IN1. Which of these fixed broadband services does your household have?	Base: All Internet respondents	2261
●	36	36	IN1. Which of these fixed broadband services does your household have?	Base: All Internet respondents	2261
	37	37	INSUM. Fixed Broadband Provider SUMMARY TABLE	Base: All Internet respondents asked	2261
●	38	38	IN2. In terms of your fixed broadband service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Broadband>?	Base: All Internet respondents	2261
●	39	39	IN2. In terms of your fixed broadband service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Broadband>?	Base: All Internet respondents	2261
●	40	40	IN3. How satisfied are you with the overall VALUE FOR MONEY of your service from <Broadband>?	Base: All Internet respondents not having the service in a bundle	400

	Page	Table	Title	Base Description	Base
●	41	41	IN3. How satisfied are you with the overall VALUE FOR MONEY of your service from <Broadband>?	Base: All Internet respondents not having the service in a bundle	400
●	42	42	IN4. How satisfied are you with the SPEED OF SERVICE while online from <Broadband>?	Base: All Internet respondents	2261
●	43	43	IN4. How satisfied are you with the SPEED OF SERVICE while online from <Broadband>?	Base: All Internet respondents	2261
●	44	44	IN5. How satisfied are you with the RELIABILITY of your fixed broadband service from <Broadband>?	Base: All Internet respondents	2261
●	45	45	IN5. How satisfied are you with the RELIABILITY of your fixed broadband service from <Broadband>?	Base: All Internet respondents	2261
	46	46	PTSUM. Pay TV Provider SUMMARY TABLE	Base: All TV respondents respondents asked	1247
●	47	47	PT1. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider <TV>?	Base: All TV respondents	1247
●	48	48	PT1. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider <TV>?	Base: All TV respondents	1247
●	49	49	PT2. How satisfied are you with the overall VALUE FOR MONEY of your service from <TV>?	Base: All TV respondents not having the service in a bundle	377
●	50	50	PT2. How satisfied are you with the overall VALUE FOR MONEY of your service from <TV>?	Base: All TV respondents not having the service in a bundle	377
●	51	51	B1. In terms of your overall package of services, how satisfied are you with the OVERALL SERVICE PROVIDED by <BundleProvider>?	Base: All Bundle respondents	1952
●	52	52	B1. In terms of your overall package of services, how satisfied are you with the OVERALL SERVICE PROVIDED by <BundleProvider>?	Base: All Bundle respondents	1952
●	53	53	B2. How satisfied are you with the overall VALUE FOR MONEY of your service from <BundleProviderText>?	Base: All Bundle respondents	1952

	Page	Table	Title	Base Description	Base
●	54	54	B2. How satisfied are you with the overall VALUE FOR MONEY of your service from <BundleProviderText>?	Base: All Bundle respondents	1952
●	55	55	BM1. Which, if any, of these other services are you the primary or joint decision maker when deciding which provider to use?	Base: All respondents	2687
●	56	56	BM1. Which, if any, of these other services are you the primary or joint decision maker when deciding which provider to use?	Base: All respondents	2687
●	57	57	BM2. Which bank do you use for your MAIN current account?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Bank current accounts	2429
●	58	58	BM2. Which bank do you use for your MAIN current account?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Bank current accounts	2429
●	59	58	BM2. Which bank do you use for your MAIN current account?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Bank current accounts	2413
●	60	59	BM3. In terms of your main current account, how satisfied are you with the OVERALL SERVICE PROVIDED by <Bank>?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Bank current accounts	2429
●	61	60	BM3. In terms of your main current account, how satisfied are you with the OVERALL SERVICE PROVIDED by <Bank>?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Bank current accounts	2429

	Page	Table	Title	Base Description	Base
●	62	61	BM4. Do you use the same provider for both gas and electricity?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and Electricity supplier	1896
●	63	62	BM4. Do you use the same provider for both gas and electricity?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and Electricity supplier	1896
●	64	63	BM5. Which supplier do you use for gas and electricity?	Base: All respondents who use the same provider for both gas and electricity	1725
●	65	63	BM5. Which supplier do you use for gas and electricity?	Base: All respondents who use the same provider for both gas and electricity	1705
●	66	64	BM5. Which supplier do you use for gas and electricity?	Base: All respondents who use the same provider for both gas and electricity	1725
●	67	64	BM5. Which supplier do you use for gas and electricity?	Base: All respondents who use the same provider for both gas and electricity	1705
●	68	65	BM6. In terms of your gas and electricity service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Supplier>?	Base: All respondents who use the same provider for both gas and electricity	1725
●	69	66	BM6. In terms of your gas and electricity service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Supplier>?	Base: All respondents who use the same provider for both gas and electricity	1725
●	70	67	BM7. Which supplier do you use for gas?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and who don't use the same provider for both gas and electricity	204

	Page	Table	Title	Base Description	Base
●	71	67	BM7. Which supplier do you use for gas?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and who don't use the same provider for both gas and electricity	201
●	72	68	BM7. Which supplier do you use for gas?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and who don't use the same provider for both gas and electricity	204
	73	68	BM7. Which supplier do you use for gas?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and who don't use the same provider for both gas and electricity	201
●	74	69	BM8. In terms of your gas service , how satisfied are you with the OVERALL SERVICE PROVIDED by <Supplier>?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and who don't use the same provider for both gas and electricity	204
●	75	70	BM8. In terms of your gas service , how satisfied are you with the OVERALL SERVICE PROVIDED by <Supplier>?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and who don't use the same provider for both gas and electricity	204

	Page	Table	Title	Base Description	Base
●	76	71	BM9. Which supplier do you use for electricity?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Electricity and who don't use the same provider for both gas and electricity	514
●	77	71	BM9. Which supplier do you use for electricity?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Electricity and who don't use the same provider for both gas and electricity	513
●	78	72	BM9. Which supplier do you use for electricity?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Electricity and who don't use the same provider for both gas and electricity	514
●	79	72	BM9. Which supplier do you use for electricity?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Electricity and who don't use the same provider for both gas and electricity	513
●	80	73	BM10. In terms of your electricity service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Supplier>?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Electricity and who don't use the same provider for both gas and electricity	514

	Page	Table	Title	Base Description	Base
●	81	74	BM10. In terms of your electricity service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Supplier>?	Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Electricity and who don't use the same provider for both gas and electricity	514
●	82	75	QD1. You said earlier you were dissatisfied with the overall service from your landline provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the Landline provider	104
●	83	75	QD1. You said earlier you were dissatisfied with the overall service from your landline provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the Landline provider	107
●	84	76	QD1. You said earlier you were dissatisfied with the overall service from your landline provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the Landline provider	104
●	85	76	QD1. You said earlier you were dissatisfied with the overall service from your landline provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the Landline provider	107
●	86	77	QD2. You said earlier you were dissatisfied with the overall service from your mobile phone service provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the mobile service provider	72
●	87	77	QD2. You said earlier you were dissatisfied with the overall service from your mobile phone service provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the mobile service provider	66
●	88	78	QD2. You said earlier you were dissatisfied with the overall service from your mobile phone service provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the mobile service provider	72

	Page	Table	Title	Base Description	Base
●	89	78	QD2. You said earlier you were dissatisfied with the overall service from your mobile phone service provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the mobile service provider	66
●	90	79	QD3. You said earlier you were dissatisfied with the overall service from your fixed broadband provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the Broadband provider	173
●	91	79	QD3. You said earlier you were dissatisfied with the overall service from your fixed broadband provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the Broadband provider	170
●	92	80	QD3. You said earlier you were dissatisfied with the overall service from your fixed broadband provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the Broadband provider	173
●	93	80	QD3. You said earlier you were dissatisfied with the overall service from your fixed broadband provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the Broadband provider	170
	94	81	QD4. You said earlier you were dissatisfied with the overall service from your pay TV provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the TV provider	59
●	95	81	QD4. You said earlier you were dissatisfied with the overall service from your pay TV provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the TV provider	56
●	96	82	QD4. You said earlier you were dissatisfied with the overall service from your pay TV provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the TV provider	59
●	97	82	QD4. You said earlier you were dissatisfied with the overall service from your pay TV provider. Why do you say that?	Base: All respondents dissatisfied with the overall service provided by the TV provider	56

	Page	Table	Title	Base Description	Base
●	98	83	QN1. Based on your overall experience of using <Landline> for your landline service, how likely would you be to recommend them to a friend or family member as a landline provider?	Base: All Landline respondents	1875
	99	83	QN1. Based on your overall experience of using <Landline> for your landline service, how likely would you be to recommend them to a friend or family member as a landline provider?	Base: All Landline respondents	1875
●	100	84	QN1. Based on your overall experience of using <Landline> for your landline service, how likely would you be to recommend them to a friend or family member as a landline provider?	Base: All Landline respondents	1875
●	101	84	QN1. Based on your overall experience of using <Landline> for your landline service, how likely would you be to recommend them to a friend or family member as a landline provider?	Base: All Landline respondents	1875
●	102	85	QN2. Based on your overall experience of <Mobile> as your mobile service provider, how likely would you be to recommend them to a friend or family member as a mobile service provider?	Base: All Mobile respondents	2563
	103	85	QN2. Based on your overall experience of <Mobile> as your mobile service provider, how likely would you be to recommend them to a friend or family member as a mobile service provider?	Base: All Mobile respondents	2563
●	104	86	QN2. Based on your overall experience of <Mobile> as your mobile service provider, how likely would you be to recommend them to a friend or family member as a mobile service provider?	Base: All Mobile respondents	2563
●	105	86	QN2. Based on your overall experience of <Mobile> as your mobile service provider, how likely would you be to recommend them to a friend or family member as a mobile service provider?	Base: All Mobile respondents	2563
●	106	87	QN3. Based on your overall experience of <Broadband> as your fixed broadband provider, how likely would you be to recommend them to a friend or family member as a fixed broadband provider?	Base: All Broadband respondents	2261

	Page	Table	Title	Base Description	Base
	107	87	QN3. Based on your overall experience of <Broadband> as your fixed broadband provider, how likely would you be to recommend them to a friend or family member as a fixed broadband provider?	Base: All Broadband respondents	2261
●	108	88	QN3. Based on your overall experience of <Broadband> as your fixed broadband provider, how likely would you be to recommend them to a friend or family member as a fixed broadband provider?	Base: All Broadband respondents	2261
●	109	88	QN3. Based on your overall experience of <Broadband> as your fixed broadband provider, how likely would you be to recommend them to a friend or family member as a fixed broadband provider?	Base: All Broadband respondents	2261
●	110	89	QN4. Based on your overall experience of <TV> as your pay TV provider, how likely would you be to recommend them to a friend or family member as a pay TV provider?	Base: All TV respondents	1247
	111	89	QN4. Based on your overall experience of <TV> as your pay TV provider, how likely would you be to recommend them to a friend or family member as a pay TV provider?	Base: All TV respondents	1247
●	112	90	QN4. Based on your overall experience of <TV> as your pay TV provider, how likely would you be to recommend them to a friend or family member as a pay TV provider?	Base: All TV respondents	1247
●	113	90	QN4. Based on your overall experience of <TV> as your pay TV provider, how likely would you be to recommend them to a friend or family member as a pay TV provider?	Base: All TV respondents	1247
	114	91	QC1. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree. Summary	Base: All respondents	2687

	Page	Table	Title	Base Description	Base
●	115	92	QC1. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree. I try to keep up with technology	Base: All respondents	2687
●	116	93	QC1. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree. My friends tend to come to me if they have questions about technology	Base: All respondents	2687
●	117	94	QC1. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree. I'm as knowledgeable about these technologies as the next person	Base: All respondents	2687
●	118	95	QC2. Which, if any, of these do you use the internet for?	Base: All respondents	2687
	119	96	QC3. Please look at these two statements people have made about shopping around generally, whether for services such as mobile phones, broadband, insurance or for goods. For each statement please indicate how much you agree or disagree Summary	Base: All respondents	2687
●	120	97	QC3. Please look at these two statements people have made about shopping around generally, whether for services such as mobile phones, broadband, insurance or for goods. For each statement please indicate how much you agree or disagree Finding a cheaper deal is a priority for me	Base: All respondents	2687

	Page	Table	Title	Base Description	Base
●	121	98	QC3. Please look at these two statements people have made about shopping around generally, whether for services such as mobile phones, broadband, insurance or for goods. For each statement please indicate how much you agree or disagree I look out for and use discount codes or discount vouchers whenever I can	Base: All respondents	2687
	122	99	QCOVa. How important or not, are each of these communications services to your household at the moment? Summary	Base: All Service respondents	2563
●	123	100	QCOVa. How important or not, are each of these communications services to your household at the moment? Mobile phone	Base: All Mobile respondents	2563
●	124	101	QCOVa. How important or not, are each of these communications services to your household at the moment? Landline phone (i.e. home phone)	Base: All Landline respondents	1875
●	125	102	QCOVa. How important or not, are each of these communications services to your household at the moment? Fixed broadband internet	Base: All Internet respondents	2261
●	126	103	QCOVa. How important or not, are each of these communications services to your household at the moment? Pay TV service through satellite, cable or broadband [such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV]	Base: All TV respondents	1247
	127	104	QCOVb. To what extent has this changed as a result of the COVID-19 pandemic? Summary	Base: All Service respondents	2563
●	128	105	QCOVb. To what extent has this changed as a result of the COVID-19 pandemic? Mobile phone	Base: All Mobile respondents	2563
●	129	106	QCOVb. To what extent has this changed as a result of the COVID-19 pandemic? Landline phone (i.e. home phone)	Base: All Landline respondents	1875

	Page	Table	Title	Base Description	Base
●	130	107	QCOVb. To what extent has this changed as a result of the COVID-19 pandemic? Fixed broadband internet	Base: All Internet respondents	2261
●	131	108	QCOVb. To what extent has this changed as a result of the COVID-19 pandemic? Pay TV service through satellite, cable or broadband [such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV]	Base: All TV respondents	1247
●	132	109	QC4. What is the total number of people in your household (including yourself and any children)?	Base: All respondents	2687
●	133	110	QC5. What is the total number of children aged under 18 in your household?	Base: All respondents	2687
●	134	111	QC6. Are any other adults in the household working either full time or part time?	Base: All respondents asked	570
●	135	112	QC7. Do we have your permission to ask you about any issues that impact your daily activities or the work you can do?	Base: All respondents	2687
●	136	113	QC8. Which of these, if any, impact or limit your daily activities or the work you can do?	Base: All respondents asked	2599
●	137	113	QC8. Which of these, if any, impact or limit your daily activities or the work you can do?	Base: All respondents asked	2598
●	138	114	QC10. Which one of these bands describes your total household income before tax or any other deductions are made?	Base: All respondents	2687
●	139	114	QC10. Which one of these bands describes your total household income before tax or any other deductions are made?	Base: All respondents	2687
●	140	115	Urban/Rural	Base: All respondents	2687
●	141	116	QBen. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?	Base: All respondents	2687
●	142	117	Benchmarking. Overall Satisfaction with each service provider	Base: All respondents asked	2563

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 1
S1A. Gender
Base: All respondents

	Demographic and Socio-Economic Data																				Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender			Age							Nation			Social-Economic Group							Yes (s)	No (t)	Most vulnerable (u)	Potentially vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)									
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972
Male	1305	1305	-	177	202	200	224	207	219	77	1083	110	69	42	393	409	230	273	802	504	370	852	156	670	349	1072	199	278	1004
	49%bopr suz	100%Xb	-	49%	45%	48%	50%	51%	48%	48%	48%	52%	53%	54%	55%Xopr	51%opr	42%	43%	53%Xopr	43%	43%	51%Xs	40%	49%u	58%Xuv	49%	45%	42%	51%Xz
Female	1365	-	1365	176	242	213	220	197	235	82	1167	102	59	36	316	377	313	359	693	672	479	818	234	695	248	1101	245	370	960
	51%amqtwa	-	100%XA	49%	54%	51%	49%	49%	51%	52%	52%	48%	46%	46%	45%	47%	57%Xmnq	56%Xmnq	46%	57%Xmnq	56%Xt	49%	60%Xvw	51%w	42%	50%	55%	57%XA	49%
Other / prefer to use my own term	15	-	-	6	2	2	1	1	2	-	13	*	1	-	-	8	2	5	8	7	10	5	2	9	-	6	-	6	8
	1%abtbA	-	-	2%	*	1%	*	*	*	-	1%	*	1%	-	-	1% m	*	1% m	1%	1%	1% t	*	1%	1%	-	*	-	1%	*
Prefer not to say	2	-	-	1	-	1	-	-	-	-	2	-	-	-	-	2	-	-	2	-	1	1	-	2	-	2	-	1	1
	*	-	-	*	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	*	*	-	*	-	*	-	*	*

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

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Table 2

S1B. Is your current gender the same as (or does your current gender align with) your sex assigned at birth?

Base: All respondents

	Gender										Age				Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)				
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952				
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972				
Yes	2603	1279	1322	339	426	405	435	400	442	156	2197	207	122	77	696	762	530	616	1457	1146	831	1645	380	1333	591	2119	432	627	1919				
	97% ^c	98% ^X	97%	94%	96%	97%	98%	99% ^{Xcd}	97%	98%	97%	97%	94%	98%	98% ^{anq}	96%	97%	97%	97%	97%	97%	98% ^{Xs}	97%		99% ^{Xuv}	97%		96%	97%				
No	26	1	12	9	9	5	1	1	-	-	21	2	3	-	7	10	4	6	17	9	16	10	4	17	3	16	1	10	17				
	1% ^{atx}	*	1% ^{aa}	3% ^{Xfgh}	2% ^{Xfgh}	1% ^h	*	*	-	-	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	2% ^{Xt}	1%	1%	1%	*	1%	*	1%	1%				
Prefer not to say	58	25	31	12	10	6	10	4	14	3	48	4	5	1	7	24	12	15	31	27	13	21	9	27	4	46	10	18	37				
	2% ^{mtw}	2%	2%	3%	2%	1%	2%	1%	3%	2%	2%	2%	4%	2%	1%	3% ^m	2%	2%	2%	2% ^m	2%	2%	2%	2%	1%	2%	2%	3%	2%				

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 3
S2. Age
Base: All respondents

	Gender																				Age				Nation				Social-Economic Group								Impacting/ limiting conditions		Financial Vulnerability				Urban/Rural		Benefits											
	Total		Male		Female		16-24		25-34		35-44		45-54		55-64		65-74		75+		England		Scotland		Wales		Northern Ireland		AB		C1		C2		DE		ABC1		C2DE		Yes		No		Most vulnerable		Least vulnerable		Urban		Rural		Yes		No	
	(X)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(B)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	(B)																										
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952																											
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	711	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972																										
16-24	360	177	176	360	-	-	-	-	-	-	301	28	12	19	111	152	45	52	263	97	107	205	82	132	54	297	50	86	269																											
Boprtw	13%defgh	14%	13%	100%Xdefgh	-	-	-	-	-	-	13%	13%	9%	25%Xi	16%opr	19%Xopr	8%	8%	17%Xopr	8%	12%	12%	21%Xuw	10%	9%	14%	11%	13%	14%																											
25-34	446	202	242	-	446	-	-	-	-	-	374	35	23	14	120	123	121	81	243	202	112	305	67	214	114	389	43	98	335																											
Bpsy	17%cefg	15%	18%	-	100%Xcefg	-	-	-	-	-	16%	16%	18%	18%	17%	15%	22%Xmnpq	13%	16%	17%p	13%	18%xs	17%	16%	19%	18%xy	10%	15%	17%																											
35-44	416	200	213	-	-	416	-	-	-	-	346	45	16	9	101	108	92	115	209	207	115	273	76	201	99	365	43	126	283																											
BqyA	15%cdfgh	15%	16%	-	-	100%Xcdfgh	-	-	-	-	15%	21%xi	13%	12%	14%	14%	17%	18%q	14%	17%Xq	13%	16%	19%	15%	17%	17%xy	10%	19%XA	14%																											
45-54	446	224	220	-	-	-	446	-	-	-	372	39	24	11	93	137	86	130	229	216	143	286	65	235	107	368	67	129	307																											
BmA	17%cddegh	17%	16%	-	-	-	100%Xcddegh	-	-	-	16%	18%	19%	14%	13%	17%	16%	20%Xmq	15%im	18%Xmo	17%	17%	17%	17%	18%	17%	15%	20%XA	16%																											
55-64	405	207	197	-	-	-	-	405	-	-	347	23	22	13	103	105	85	112	208	197	149	245	61	210	103	302	93	112	289																											
Bx	15%cdefh	16%	14%	-	-	-	-	100%Xcdefh	-	-	15%	11%	17%	17%	15%	13%	16%	18%nq	14%	17%X	17%	15%	16%	15%	15%	17%	14%	21%Xx	17%	15%																										
65-74	456	219	235	-	-	-	-	-	456	-	390	33	22	11	129	130	88	109	259	197	165	280	30	280	96	344	107	75	365																											
Buxz	17%cdelfg	17%	17%	-	-	-	-	100%Xcdelfg	-	-	17%	16%	17%	14%	18%	16%	16%	17%	17%	17%	19%	17%	8%	20%Xuw	16%u	16%	24%Xx	11%	19%Xz																											
75+	159	77	82	-	-	-	-	-	-	159	136	10	11	1	53	41	29	37	93	66	69	83	10	105	25	116	39	29	124																											
tux	6%cdelfgh	6%	6%	-	-	-	-	-	-	100%Xcdelfgh	6%	5%	9%	2%	7%	5%	5%	6%	6%	6%	8%xt	5%	3%	8%Xuw	4%	5%	9%Xx	4%	6%																											
Average Age	47.56cde	47.94	47.34	20.65	30.03c	39.53cd	49.85Xcd	59.81Xcd	69.61Xcd	77.86Xcd	47.69l	46.38	50.50j	42.21	47.62	45.78	47.59	49.70Xno	46.65	48.73Xno	50.18xt	47.10	41.84	50.28Xuw	47.88u	46.61	52.79Xx	46.08	47.96z																											
Inquxz							e	ef	efg	efgh							q		q																																					

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 4
S2A. Region
Base: All respondents

	Demographics										Regional Data										Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits		
	Gender			Age							Nation				Social-Economic Group								Potential			Urban	Rural	Yes	No	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952	
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972	
Wales	130	69	59	12	23	16	24	22	22	11	-	-	130	-	26	37	32	36	63	67	53	72	15	80	21	89	40	43	84	
	5%ijxA	5%	4%	3%	5%	4%	5%	5%	5%	7%	-	-	100%Xjli	-	4%	5%	6%	6%	4%	6%	6%	4%	4%	6%X	4%	4%	9%Xx	7%A	4%	
Scotland	213	110	102	28	35	45	39	23	33	10	-	213	-	-	66	60	37	50	126	87	57	142	24	121	48	180	30	54	156	
	8%ikl	8%	7%	8%	8%	11%Xg	9%	6%	7%	6%	-	100%Xikl	-	-	9%	7%	7%	8%	8%	7%	7%	8%	6%	9%	8%	8%	7%	8%	8%	
NET: England	2266	1083	1167	301	374	346	372	347	390	136	2266	-	-	-	592	670	469	535	1261	1004	724	1414	334	1137	513	1859	348	534	1681	
	84%jkly	83%	86%	84%	84%	83%	83%	86%	86%	86%	100%Xjkl	-	-	-	83%	84%	86%	84%	84%	85%	84%	84%	85%	83%	86%	85%Xy	78%	82%	85%	
North East	99	46	53	9	22	11	21	15	17	5	99	-	-	-	25	27	28	20	52	48	32	61	20	41	22	78	18	26	67	
	4%jk	4%	4%	2%	5%	3%	5%	4%	4%	3%	4%Xjk	-	-	-	4%	3%	5%	3%	3%	4%	4%	4%	5%	3%	4%	4%	4%	4%	3%	
North West	292	145	144	47	46	49	51	40	39	20	292	-	-	-	83	74	57	78	157	135	96	187	43	150	55	266	22	70	215	
	11%jkly	11%	11%	13%	10%	12%	11%	10%	9%	13%	13%Xjkl	-	-	-	12%	9%	10%	12%	10%	11%	11%	11%	11%	11%	9%	12%Xy	5%	11%	11%	
Yorkshire and the Humber	205	109	97	18	42	37	34	32	33	10	205	-	-	-	40	75	40	50	115	91	67	129	36	105	49	163	33	42	159	
	8%jkm	8%	7%	5%	9%	9%	8%	8%	7%	6%	9%Xjkl	-	-	-	6%	9%mq	7%	8%	8%mq	8%	8%	8%	9%	8%	8%	7%	7%	6%	8%	
West Midlands	239	127	112	35	39	29	49	33	41	13	239	-	-	-	59	61	58	61	120	120	79	152	40	126	49	208	24	54	182	
	9%jkly	10%	8%	10%	9%	7%	11%	8%	9%	8%	11%Xjkl	-	-	-	8%	8%	11%	10%	8%	10%	9%	9%	10%	9%	9%	10%Xy	5%	8%	9%	
East Midlands	187	96	90	36	28	30	22	29	37	6	187	-	-	-	51	50	33	53	101	86	60	113	35	99	31	134	50	41	139	
	7%jxx	7%	7%	10%B	6%	7%	5%	7%	8%	4%	8%Xjkl	-	-	-	7%	6%	6%	8%	7%	7%	7%	7%	9%	7%	7%	5%	6%	11%Xx	6%	7%
East of England	248	119	128	18	38	33	42	53	45	19	248	-	-	-	52	78	60	58	130	118	80	155	24	151	53	169	76	49	193	
	9%ckjlx	9%	9%	5%	8%	8%	9%	13%Xcd	10%cd	12%cd	11%Xjkl	-	-	-	7%	10%	11%mq	9%	9%	10%	9%	9%	6%	11%Xu	9%	8%	17%Xx	7%	10%	
London	365	184	178	63	49	58	53	55	60	28	365	-	-	-	134	116	58	56	251	115	88	242	54	156	90	348	1	83	282	
	14%jklop rsxy	14%	13%	18%cd	11%	14%	12%	14%	13%	17%	16%Xjkl	-	-	-	19%Xopqr	15%pr	11%	9%	17%Xopr	10%	10%	14%st	14%	11%	15%v	16%Xy	*	13%	14%	
South East	384	153	226	45	79	67	52	60	58	23	384	-	-	-	94	114	80	96	207	177	141	219	50	166	109	310	63	106	271	
	14%ajkl v	12%	17%Xa	12%	18%Xf	16%	12%	15%	13%	14%	17%Xjkl	-	-	-	13%	14%	15%	15%	14%	15%	16%t	13%	13%	12%	18%Xv	14%	14%	16%	14%	
South West	245	104	140	30	30	32	49	30	61	13	245	-	-	-	54	75	55	62	129	116	81	156	33	143	55	182	60	65	172	
	9%jkx	8%	10%	8%	7%	8%	11%	7%	13%Xdeg	8%	11%Xjkl	-	-	-	8%	9%	10%	10%	9%	10%	9%	9%	8%	10%X	9%	8%	14%Xx	10%	9%	
Northern Ireland	79	42	36	19	14	9	11	13	11	1	-	-	-	79	26	29	7	16	55	24	26	48	19	38	16	52	26	23	51	
	3%ijorx	3%	3%	5%B	3%	2%	2%	3%	2%	1%	-	-	-	100%Xijk	4%or	4%o	1%	3%	4%or	2%	3%	3%	5%X	3%	3%	6%Xx	4%	4%		

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
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Table 5

S3A. Which of the following best describes the employment status of the Chief Income Earner in your household?

Base: All respondents

	Impacting/ limiting conditions																				Financial Vulnerability			Urban/Rural		Benefits			
	Gender			Age							Nation			Social-Economic Group							Potential			Urban (x)	Rural (y)	Yes (z)	No (A)		
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)					vulnerable (v)	Least vulnerable (w)
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972
Full-time employment (more than 29 hours a week)	1499	768	727	249	372	309	313	196	51	8	1249	128	72	50	443	442	385	228	886	613	354	1051	168	733	443	1245	216	263	1204
	56%hghBp59% rsuvyz	53%		69% hB	83% Xcefg	74% XghB	70% XghB	48% hB	11%B	5%	55%	60%	55%	63%	62% Xnpqr	56% p	71% Xmnpq	36% r	59% Xnpr	52% p	41%	63% Xs	43%	53% u	74% Xuv	57% Xy	49%	40%	61% Xz
Part-time employment (8 - 29 hours per week)	293	119	171	29	42	51	58	64	40	7	253	18	15	7	50	113	54	76	163	130	111	159	66	152	35	229	55	102	183
	11%aBmtwA	13% Xa	8%	10%	12%B	13%B	16% XcdhB	9%	5%	11%	8%	12%	9%	7%	14% Xmoq	10%	12% m	11% m	11% m	13% t	9%	17% Xww	11% w	6%	11%	12%	16% XA	9%	
Retired	645	315	326	7	7	19	17	97	356	143	553	46	33	13	216	169	106	154	384	260	238	386	52	403	108	494	139	131	497
	24% ccdefo	24%	24%	2%	1%	5% d	4%	24% cdefg	78% Xcdefgh	90% Xcdefgh	24%	22%	25%	16%	30% Xnopqr	21%	19%	24%	26% no	22%	28% Xt	23%	13%	29% Xuw	18%	23%	31% Xx	20%	25% Xz
Student	71	39	29	61	6	-	3	1	-	-	67	4	1	-	-	71	-	-	71	-	28	38	21	18	9	69	2	24	48
	3%efghmo	3%	2%	17% B	1% eh	-	1%	*	-	-	3%	2%	*	-	-	9% Xmopqr	-	-	5% Xmopr	-	3%	2%	5% Xww	1%	1%	3% Xy	*	4%	2%
Not working / Sick / Disabled / Working less than 8 hours per week	179	64	113	14	19	37	55	46	9	-	143	17	10	9	-	-	-	179	-	179	129	42	86	70	4	143	31	135	41
	7% adhBmni	8% Xa	4%B	4%B	9% cdhB	12% XcdhB	11% XcdhB	2%	-	-	6%	8%	8%	12%	-	-	-	28% Xmnoqr	-	15% Xmnoq	5% Xt	3%	22% Xww	5% w	1%	7%	7%	21% XA	2%
NET: Working	1792	887	897	278	414	360	371	260	91	16	1502	146	87	57	494	555	439	303	1049	743	465	1210	234	885	477	1474	271	364	1387
	67%hBprs	68%	66%	77% XghB	93% Xcefg	87% XcghB	83% XghB	64% hB	20%B	10%	66%	69%	67%	72%	70% pr	70% pr	81% Xmpqr	48% r	70% Xpr	63% p	54%	72% Xs	60%	64%	80% Xuv	68% y	61%	56%	70% Xz
NET: Not working	895	419	467	82	31	55	75	145	364	143	763	67	43	22	216	240	106	333	456	439	395	466	158	490	120	706	172	290	585
	33% ccdefo	32%	34%	23% de	7%	13% d	17% d	36% cdefg	80% Xcdefgh	90% Xcdefgh	34%	31%	33%	28%	30% o	30% o	19%	52% Xmnoqr	0% o	37% Xmnoq	6% Xt	28%	40% Xw	36% Xw	20%	32%	39% Xx	44% XA	30%

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

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Table 6

S3B. Does the Chief Income Earner have a private pension / allowance?**Base: All respondents who are retired**

	Age										Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender																						Potential						
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Unweighted base	654	325	325	8	8	17	20	103	346	152	557	47	35	15	223	161	108	162	384	270	249	384	55	410	106	505	138	134	498
Weighted base	645	315	326	7**	7**	19**	17**	97*	356	143	553	46*	33**	13**	216	169	106*	154	384	260	238	386	52*	403	108*	494	139	131	497
Yes	534	269	264	4	6	12	12	91	296	114	461	38	24	11	216	169	106	44	384	150	182	339	19	339	106	411	113	73	447
	83%prsu	85%	81%	58%	84%	62%	73%	94% Xh	83%	79%	83%	84%	73%	88%	100% Xpr	100% Xpr	100% Xpr	28%	100% Xpr	58% p	76%	88% xs	36%	84% u	98% Xuv	83%	81%	56%	90% Xz
No	111	46	62	3	1	7	4	6	59	30	93	8	9	2	-	-	-	111	-	111	56	47	33	64	2	84	26	58	49
	17% gmno	15%	19%	42%	16%	38%	27%	6%	17% g	21% g	17%	16%	27%	12%	-	-	-	72% Xmnoq	-	42% Xmnoq	4% xt	12%	64% Xw	16% w	2%	17%	19%	44% XA	10%
	t wA																												

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 7

S4. Which of these services do you or does your household have?

Base: All respondents

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)			No (t)	Potential	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
																						Most vulnerable (u)	vulnerable (v)							
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952	
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972	
Mobile phone	2656	1293	1346	358	441	412	444	402	447	152	2240	211	127	77	705	785	539	627	1490	1166	851	1656	386	1361	593	2153	439	645	1951	
	99%B	99%	99%	99%B	99%B	99%B	100%hB	99%B	98%	95%	99%	99%	98%	98%	99%	98%	99%	98%	99%	99%	99%	99%	98%	99%	99%	99%	99%	99%	99%	
Landline phone (i.e. home phone)	1964	966	990	185	231	285	342	348	417	156	1665	148	101	50	539	565	403	458	1104	860	642	1222	253	1031	448	1562	364	469	1442	
	73%cd	74%	73%	51%	52%	68%cd	77%cd	86%Xcd	91%g	98%Xcd	95%	95%	95%	64%	76%q	71%	74%	72%	73%	73%	75%	73%	65%	75%Xu	75%u	72%	82%Xx	72%	73%	
Fixed broadband internet (through a phone line or cable service, perhaps using a Wi-Fi router)	2557	1239	1302	321	418	397	426	391	448	156	2155	203	123	76	681	759	520	597	1440	1117	820	1608	354	1316	582	2072	431	612	1886	
	95%cu	95%	95%	89%	94%	95%cd	96%cd	97%cd	98%cd	98%cd	95%	95%	95%	97%	96%	95%	95%	94%	96%	94%	95%	96%X	90%	96%u	97%Xu	95%	97%	93%	96%	
Any Pay TV service through satellite, cable or broadband	1398	716	677	164	238	235	267	214	196	85	1189	110	66	33	401	398	287	312	799	599	437	886	189	716	341	1154	211	359	1006	
	52%bh	55%B	50%	46%	53%h	57%ch	60%Xch	53%h	43%	53%h	52%	52%	51%	42%	56%Xnpqr	50%	53%	49%	53%	51%	51%	53%	48%	52%	57%Xu	53%	48%	55%	51%	

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
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Table 8

S5. Does your household pay line rental in order to receive your fixed broadband service?

Base: All respondents who have a fixed broadband internet

	Gender			Age							Nation			Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability Potential			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (j)	Scotland (i)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Least vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Unweighted base	641	291	343	135	189	133	98	50	33	3	529	65	29	18	160	184	135	162	344	297	197	404	117	311	146	556	66	157	478
Weighted base	632	292	333	143*	190	120	90*	49*	37**	3**	522	59*	26**	26**	153	203	124	151	357	275	189	408	109*	306	139	541	71*	156	469
Yes, pay line rental for a fixed line	318	146	171	43	110	67	54	26	16	3	258	25	18	17	76	89	75	79	165	154	98	209	49	161	78	258	47	82	230
	50%cx	50%	51%	30%	58%Xc	56%c	59%c	53%c	43%	78%	49%	42%	72%	67%	49%	44%	60%Xnq	52%	46%	56%Xnq	52%	51%	45%	53%	56%	48%	66%Xx	53%	49%
No	223	117	104	61	64	34	28	20	16	-	182	28	5	7	55	79	38	51	134	89	70	132	43	110	44	200	18	51	171
	35%b	40%b	31%	42%	34%	29%	31%	40%	44%	-	35%	48%X	20%	29%	36%	39%	31%	34%	37%	32%	37%	32%	39%	36%	32%	37%X	25%	33%	36%
Don't know	91	30	58	39	16	19	9	3	5	1	82	6	2	1	23	35	11	21	58	33	21	67	17	35	17	83	6	23	68
	14%adv	10%	17%Xa	27%Xdg	8%	15%	10%	7%	13%	22%	16%	10%	8%	4%	15%	17%	9%	14%	16%	12%	11%	16%	16%	11%	12%	15%	9%	15%	15%

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 9

Q1. Which, if any, of these services are you the primary or joint decision maker when deciding which provider to use in your home?

Base: All respondents

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (l)	Wales (k)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (t)	No (u)	Most vulnerable (v)	Potential	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
																								y vulnerable (v)						
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952	
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972	
Mobile phone	2563 95%j	1243 95%	1305 96%	337 94%	424 95%	393 94%	434 97%Xh	396 98%XcehB34%	430 94%	150 96%j	2167 92%	196 92%	125 96%	75 95%	675 95%	762 96%	518 95%	608 95%	1437 95%	1126 95%	816 95%	1608 96%	375 96%	1309 95%	576 96%	2072 95%	433 98%Xx	624 95%	1882 95%	
Landline phone (i.e. home phone)	1875 70%cdlnu x	927 71%	941 69%	83 23%	232 52%cd	297 71%cd	356 80%Xcd	346 85%Xcd	410 90%Xcd	151 95%g	1583 70%l	147 69%	102 78%kl	43 55%	509 72%lnq	520 65%	401 73%Xnq	446 70%	1029 68%	846 72%ln	600 70%	1186 71%	232 59%	998 73%Xu	446 75%Xu	1491 68%	347 78%Xx	434 66%	1391 71%	
Fixed broadband internet	2261 84%bcu	1133 87%Xb	1118 82%	175 49%	362 81%cd	373 90%Xcd	404 91%Xcd	366 90%Xcd	432 95%Xcd	149 94%g	1904 84%	181 85%	115 89%	62 79%	599 84%	653 82%	471 86%	539 85%	1251 83%	1010 85%	716 83%	1435 86%X	295 75%	1192 87%Xu	534 89%Xu	1832 84%	383 86%	539 82%	1667 85%	
Pay TV service through satellite, cable or broadband (such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV)	1247 46%bch	655 50%Xb	588 43%	93 26%	210 47%cd	222 53%Xch	252 57%Xcdh	204 50%ch	186 41%cd	80 50%cd	1060 47%	97 46%	62 47%	29 37%	349 49%	356 45%	260 48%	282 44%	705 47%	542 46%	381 44%	804 48%	175 45%	639 46%	315 53%Xuv	1031 47%	186 42%	323 49%	892 45%	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

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Table 10

Q2. Do you receive any of these services from the same provider?

Base: All respondents who have more than one service

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability Potential			Urban/Rural		Benefits	
	Total	Male	Female	16-24	25-34	35-44	45-54	55-64	65-74	75+	England	Scotland	Wales	Northern Ireland	AB	C1	C2	DE	ABC1	C2DE	Yes	No	Most vulnerable	Least vulnerable	Least vulnerable	Urban	Rural	Yes	No	
	(X)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(B)	(i)	(l)	(k)		(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)	
Unweighted base	2321	1165	1145	162	360	396	430	388	424	161	1957	188	122	54	615	611	501	594	1226	1095	765	1440	332	1227	533	1897	375	576	1688	
Weighted base	2309	1145	1155	172*	371	375	419	380	437	155	1949	181	118	61*	615	660	481	554	1275	1034	735	1462	308	1220	540	1869	392	555	1698	
Mobile phone	392 17%A	199 17%	190 16%	22 13%	65 17%	65 17%	73 17%	66 17%	73 17%	18 18%	322 17%	35 19%	23 19%	12 20%	119 19%	106 16%	71 15%	95 17%	225 18%	167 18%	122 17%	248 17%	61 20%	207 17%	91 17%	314 17%	66 20%	110 16%	270 16%	
Landline phone (i.e. home phone)	1662 72%cd	838 73%	818 71%	63 36%	189 51%cd	261 70%cd	320 76%xcde	312 82%xcde	379 87%xcdef	138 Xcdcf72%	1400 Xcdcf72%	134 74%	88 75%	40 66%	443 72%	462 70%	356 74%	401 72%	905 71%	757 73%	537 73%	1050 72%	207 67%	899 74%u	383 71%	1328 71%	307 78%xx	384 69%	1228 72%	
Fixed broadband internet	1834 79%cd	929 81%	898 78%	92 53%	226 61%	305 81%cd	347 83%cd	332 87%xcde	393 90%xcdef	140 Xcdcf80%	1550 Xcdcf80%	143 79%	95 81%	45 74%	492 80%	514 78%	384 80%	443 80%	1006 80%	827 79%	602 82%	1150 79%	238 77%	979 80%	437 81%	1476 79%	323 82%	439 79%	1342 79%	
Pay TV service through satellite, cable or broadband (such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV)	855 37%hyA	438 38%	414 36%	51 30%	133 36%	154 41%h	182 43%Xch	144 38%h	131 30%	60 39%	734 38%	67 37%	36 31%	18 29%	241 39%	224 34%	188 39%	202 36%	465 36%	390 36%	275 38%	547 37%	112 36%	468 38%	208 39%	735 39%xy	103 26%	243 44%xA	586 35%	
None of these	402 17%fghB	188 16%	211 18%	78 hB	122 45%xcdefgB	61 33%xcdefgB	57 14%hB	37 10%	39 9%	9 6%	334 17%	33 18%	20 17%	15 25%	101 16%	129 20%	76 16%	96 17%	230 18%	172 17%	116 16%	260 18%	59 19%	198 16%	90 17%	328 18%	61 16%	89 16%	312 18%	

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

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Table 11

Q2. Do you receive any of these services from the same provider?

Base: All respondents

	Gender			Age							Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972
Mobile phone	713 27%efgho rv	330 25%	374 27%	191 53% hB	127 29%efgh	92 22%	94 21%	89 22%	88 19%	32 20%	596 26%	56 26%	33 26%	28 36%	198 28%	224 28%	124 23%	166 26%	422 28%o	290 25%	229 27%	433 26%	135 34%Xvw	328 24%	142 24%	579 27%	113 26%	194 30%	504 26%
Landline phone (i.e. home phone)	1675 62% x	847 bodnu65% Xb	822 60%	67 19%	189 42% c	267 64% cd	321 72% Xcde	313 77% Xcde	380 83% Xcdef	139 87% Xcdef	1407 62% g	138 65%	89 69% l	40 51% c	452 64% q	463 58%	358 66% n	403 63%	914 61%	761 64% n	539 63%	1052 63%	208 53%	910 66% Xu	383 64% u	1336 61%	308 69% Xx	385 59%	1240 63%
Fixed broadband internet	1869 70% bcd	946 72% Xb	916 67%	102 28%	237 53% c	311 75% Xcd	350 79% Xcd	333 82% Xcde	396 87% Xcdef	140 88% Xcdef	1579 70% g	148 69%	96 74%	47 59%	497 70%	529 66%	392 72%	451 71%	1026 68%	844 71%	614 71%	1172 70%	245 62%	999 73% Xu	441 74% Xu	1509 69%	324 73%	451 69%	1365 69%
Pay TV service through satellite, cable or broadband (such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV)	863 32% cnyA	441 34%	419 31%	55 15%	134 30% c	155 37% Xcdh	183 41% Xcdh	144 36% ch	131 29% c	60 38% c	740 33%	68 32%	36 28%	18 23%	243 34% nq	225 28%	190 35% n	205 32%	468 31%	395 33% n	278 32%	551 33%	114 29%	471 34% X	210 35%	741 34% Xy	105 24%	245 37% XA	592 30%
None of these	402 15% ghB	188 14%	211 15%	78 22% XfghB	122 27% Xefgh	61 15% ghB	57 13% B	37 9%	39 8%	9 6%	334 15%	33 16%	20 16%	15 19%	101 14%	129 16%	76 14%	96 15%	230 15%	172 15%	116 13%	260 15%	59 15%	198 14%	90 15%	328 15%	61 14%	89 14%	312 16%

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/ef/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

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Table 12

Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset.

Summary

Base: All respondents asked

	Services			
	mobile phone service	fixed line Phone	fixed Broadband	pay TV Service
Unweighted base	2563	1875	2261	1247
Weighted base	2563	1875	2261	1247
BT	91 4%	533 28%	556 25%	122 10%
EE	559 22%	86 5%	115 5%	-
giffgaff	120 5%	-	-	-
O2	502 20%	-	-	-
Plusnet	-	75 4%	104 5%	-
Post Office	-	-	-	-
Sky	122 5%	445 24%	561 25%	697 56%
TalkTalk	-	195 10%	244 11%	96 8%
Tesco Mobile	182 7%	-	-	-
Three	315 12%	-	-	-
Virgin Media / Mobile	118 5%	319 17%	484 21%	255 20%
Vodafone	402 16%	-	77 3%	-
Other provider	151 6%	221 12%	120 5%	77 6%

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Table 13

Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset.

mobile phone service

Base: All respondents asked

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Potential vulnerable			Urban (x)	Rural (y)	Yes (z)	No (A)	
																							Most vulnerable (u)	vulnerable (v)	Least vulnerable (w)					
Unweighted base	2563	1255	1292	297	418	420	447	407	419	155	2163	206	130	64	682	683	550	648	1365	1198	840	1583	390	1325	570	2094	411	640	1865	
Weighted base	2563	1243	1305	337	424	393	434	396	430	150	2167	196	125	75*	675	762	518	608	1437	1126	816	1608	375	1309	576	2072	433	624	1882	
BT	91 4% x	45 4%	46 4%	7 2%	12 3%	14 4%	14 3%	13 3%	25 6% X	6 4%	70 3%	11 5%	9 7% i	2 2%	33 5%	24 3%	16 3%	18 3%	57 4%	34 3%	25 3%	56 3%	11 3%	53 4%	20 4%	63 3%	27 6% Xx	24 4%	60 3%	
EE	559 22%	277 22%	277 21%	86 26%	104 25% g	81 21%	104 24%	72 18%	84 20%	27 18%	472 22%	48 25% l	31 25% l	8 10%	146 22%	172 23%	111 21%	129 21%	318 22%	240 21%	163 20%	373 23%	66 18%	279 21%	151 26% Xuv	435 21%	105 24%	125 20%	427 23%	
giffgaff	120 5%	53 4%	66 5%	18 5%	33 8% XefghB4%	14 4%	18 4%	17 4%	16 4%	4 3%	106 5%	8 4%	6 5%	1 2%	35 5%	37 5%	26 5%	22 4%	72 5%	49 4%	44 5%	68 4%	20 5%	61 5%	22 4%	102 5%	18 4%	27 4%	92 5%	
O2	502 20% a	211 17%	290 22% Xa	50 15%	85 20%	76 19%	81 19%	87 22%	90 21%	34 23%	419 19%	35 18%	18 15%	30 40% Xijk	130 19%	129 17%	115 22% n	129 21%	259 18%	244 22% Xnq	160 20%	309 19%	72 19%	281 21% Xw	96 17%	414 20%	81 19%	116 19%	370 20%	
Plusnet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Post Office	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sky	122 5% hA	63 5%	58 4%	10 3%	18 4%	28 7% Xch	25 6% h	23 6% h	12 3%	6 4%	100 5%	13 6%	6 5%	4 5%	30 4%	33 4%	23 4%	36 6%	63 4%	59 5%	43 5%	73 5%	23 6%	58 4%	27 5%	104 5%	15 3%	45 7% XA	76 4%	
TalkTalk	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Tesco Mobile	182 7% cdeq	86 7%	95 7%	9 3%	18 4%	18 5%	31 7% c	34 9% cde	52 12% Xcodef	20 13% Xcodef	153 7%	12 6%	12 9%	5 6%	36 5%	50 7%	46 9% mq	49 8%	86 6%	96 8% Xmq	72 9% X	104 6%	20 5%	119 9% Xuw	30 5%	137 7%	43 10% Xx	46 7%	131 7%	
Three	315 12% ghrv	170 14%	144 11%	69 21% XdfghB	53 13%	63 16% XfghB10%	44 10%	34 8%	38 9%	13 9%	279 13%	18 9%	12 9%	6 9%	92 14%	105 14%	52 10%	66 11%	197 14% r	118 10%	117 14%	184 11%	56 15% v	137 10%	79 14%	264 13%	43 10%	77 12%	232 12%	
Virgin Media / Mobile	118 5% dy	66 5%	51 4%	11 3%	11 3%	18 5%	15 4%	26 7% d	27 6% d	10 7% d	104 5%	8 4%	3 2%	2 3%	29 4%	37 5%	24 5%	27 5%	66 5%	51 5%	42 5%	71 4%	12 3%	69 5%	24 4%	106 5% Xy	8 2%	25 4%	90 5%	
Vodafone	402 16% sv	191 15%	211 16%	56 17%	68 16%	61 15%	81 19%	57 14%	59 14%	21 14%	333 15%	34 17%	20 16%	15 20%	102 15%	135 18%	74 14%	91 15%	237 17%	165 15%	99 12%	282 18% Xs	67 18%	174 13%	100 17% v	325 16%	69 16%	106 17%	290 15%	
Other provider	151 6%	81 7%	67 5%	21 6%	22 5%	20 5%	19 4%	34 9% Xf	27 6%	9 6%	131 6%	9 5%	8 7%	3 3%	41 6%	40 5%	31 6%	39 6%	81 6%	70 6%	51 6%	89 6%	28 8%	77 6%	26 5%	121 6%	25 6%	33 5%	114 6%	

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 14

Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset.

fixed line Phone

Base: All respondents asked

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)			No (t)	Most vulnerable (u)	Least vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)
Unweighted base	1875	940	928	72	226	307	358	353	401	158	1583	148	103	41	501	481	415	478	982	893	620	1169	252	1001	432	1507	333	453	1370	
Weighted base	1875	927	941	83*	232	297	356	346	410	151	1583	147	102*	43*	509	520	401	446	1029	846	600	1186	232	998	446	1491	347	434	1391	
BT	533 28%efprx z	252 27%	281 30%	16 20%	75 32%ef	69 23%	82 23%	85 24%	157 38%Xcefg	48 32%	440 28%	48 33%	32 32%	12 28%	152 30%pr	175 34%Xpr	121 30%pr	85 19%	327 32%Xpr	206 24%p	152 25%	362 31%Xs	54 23%	275 28%	146 33%Xu	364 24%	159 46%Xx	94 22%	429 31%Xz	
EE	86 5% x	47 5%	40 4%	6 7%	7 3%	15 5%	14 4%	17 5%	16 4%	12 8% d	72 5%	10 7%	4 4%	-	29 6%	24 5%	14 3%	19 4%	54 5%	33 4%	22 4%	62 5%	11 5%	45 5%	23 5%	59 4%	22 6%	20 5%	65 5%	
giffgaff	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
O2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Plusnet	75 4%	39 4%	36 4%	1 1%	6 2%	10 4%	11 3%	19 6%	22 5%	6 4%	65 4%	4 3%	4 4%	2 5%	19 4%	19 4%	17 4%	20 4%	38 4%	37 4%	28 5%	42 4%	7 3%	42 4%	20 4%	55 4%	19 6%	15 4%	56 4%	
Post Office	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sky	445 24%hBqy	224 24%	220 23%	31 37% XghB	58 25% hB	92 31% XghB	113 32% XghB	73 21% hB	60 15%	18 12%	381 24%	33 22%	21 21%	10 24%	115 23%	107 20%	101 25%	123 28% Xnq	222 22%	224 26% Xnq	146 24%	279 23%	54 23%	246 25%	103 23%	375 25% Xy	61 18%	120 28%	316 23%	
TalkTalk	195 10%	102 11%	92 10%	10 12%	16 7%	23 8%	32 9%	48 14% Xde	43 10%	24 16% Xdef	166 10%	17 12%	9 8%	3 7%	47 9%	52 10%	37 9%	59 13% X	98 10%	97 11%	68 11%	117 10%	29 12%	104 10%	39 9%	163 11%	30 9%	57 13%	133 10%	
Tesco Mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Three	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Virgin Media / Mobile	319 17% y	162 18%	155 16%	9 11%	37 16%	54 18%	57 16%	60 17%	72 18%	29 19%	275 17%	21 14%	14 14%	8 18%	82 16%	83 16%	67 17%	87 20%	165 16%	154 18%	105 17%	196 17%	48 21%	161 16%	67 15%	297 20% Xy	19 6%	77 18%	227 16%	
Vodafone	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other provider	221 12%	101 11%	119 13%	10 12%	34 15%	33 11%	46 13%	45 13%	40 10%	13 9%	183 12%	14 10%	17 16%	7 17%	65 13%	61 12%	43 11%	53 12%	126 12%	96 11%	80 13%	129 11%	31 13%	124 12%	47 11%	179 12%	36 11%	51 12%	164 12%	

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 15

Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset.

fixed Broadband

Base: All respondents asked

	Gender			Age							Nation				Social-Economic Group								Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)		
																							Most vulnerable (u)	vulnerable (v)	Least vulnerable (w)						
Unweighted base	2261	1138	1112	161	349	389	420	371	414	157	1904	186	117	54	603	598	485	575	1201	1060	745	1403	319	1195	523	1850	364	557	1648		
Weighted base	2261	1133	1118	175*	362	373	404	366	432	149	1904	181	115*	62*	599	653	471	539	1251	1010	716	1435	295	1192	534	1832	383	539	1667		
BT	556 25%eprxz	261 23%	294 26%	29 16%	97 27% ^c	75 20%	90 22%	79 22%	146 34% ^X celg	41 27% ^c	456 24%	55 31%	28 24%	17 28%	160 27% ^{pr}	181 28% ^{pr}	118 25% ^{pr}	97 18%	341 27% ^X pr	215 21% ^p	164 23%	367 26%	61 21%	286 24%	147 28% ^u	395 22%	151 39% ^X x	107 20%	439 26% ^X z		
EE	115 5% ^x	63 6%	52 5%	15 9% ^d	12 3%	14 4%	19 5%	19 5%	21 5%	15 10% ^X defh	95 5%	11 6%	5 4%	4 7%	32 5%	39 6%	18 4%	25 5%	72 6%	44 4%	32 4%	79 5%	16 6%	61 5%	31 6%	77 4%	33 9% ^X x	27 5%	86 5%		
giffgaff	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
O2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Plusnet	104 5% ^x	52 5%	52 5%	5 3%	12 3%	16 4%	15 4%	22 6%	26 6%	8 6%	91 5%	5 3%	6 5%	2 4%	26 4%	24 4%	28 6%	26 5%	50 4%	54 5%	33 5%	63 4%	9 3%	56 5%	28 5%	70 4%	30 8% ^X x	18 3%	82 5%		
Post Office	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sky	561 25% ^h By	283 25%	277 25%	51 29% ^h B	97 27% ^h B	114 31% ^X ghB	121 30% ^X ghB	81 22% ^B	76 17%	20 14%	479 25%	39 22%	28 24%	15 24%	143 24%	145 22%	127 27%	146 27%	288 23%	273 27% ^X q	183 26%	353 25%	65 22%	305 26%	138 26%	474 26% ^X y	73 19%	146 27%	400 24%		
TalkTalk	244 11% ^w A	122 11%	120 11%	26 15% ^e	35 10%	29 8%	36 9%	50 14% ^{ef}	44 10%	24 16% ^X def	207 11%	20 11%	13 11%	4 7%	55 9%	74 11%	46 10%	70 13%	129 10%	116 11%	80 11%	152 11%	41 14% ^w	134 11%	42 8%	205 11%	33 9%	80 15% ^X A	159 10%		
Tesco Mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Three	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Virgin Media / Mobile	484 21% ^y	255 23%	225 20%	45 25%	78 21%	92 25%	84 21%	70 19%	84 20%	31 20%	417 22%	38 21%	18 16%	12 19%	133 22%	132 20%	94 20%	125 23%	265 21%	219 22%	152 21%	302 21%	72 24%	250 21%	100 19%	450 25% ^X y	28 7%	112 21%	358 21%		
Vodafone	77 3%	36 3%	41 4%	2 1%	15 4%	13 3%	19 5%	12 3%	14 3%	2 2%	63 3%	3 2%	6 5%	5 8% ^j	21 3%	20 3%	16 3%	19 4%	41 3%	36 4%	25 4%	49 3%	9 3%	39 3%	19 4%	62 3%	14 4%	17 3%	57 3%		
Other provider	120 5%	61 5%	57 5%	4 2%	17 5%	18 5%	20 5%	31 8% ^X c	22 5%	7 5%	97 5%	9 5%	12 10% ^X i	2 4%	29 5%	37 6%	23 5%	31 6%	66 5%	54 5%	47 6%	70 5%	21 7%	62 5%	29 5%	98 5%	21 5%	30 6%	87 5%		

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 16

Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset.

pay TV Service

Base: All respondents asked

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (l)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)			No (t)	Potential			Urban (x)	Rural (y)	Yes (z)
																						Most vulnerable (u)	Least vulnerable (v)		Least vulnerable (w)					
Unweighted base	1247	658	584	87	200	233	258	206	184	79	1058	102	59	28	345	330	269	303	675	572	400	781	181	643	310	1046	173	328	891	
Weighted base	1247	655	588	93*	210	222	252	204	186	80*	1060	97*	62*	29**	349	356	260	282	705	542	381	804	175	639	315	1031	186	323	892	
BT	122 10%e	64 10%	58 10%	14 15%e	28 13%e	13 6%	24 10%	16 8%	22 12%	4 6%	103 10%	12 12%	2 3%	6 20%	46 13%Xpr	32 9%	25 10%	19 7%	78 11%	44 8%	31 8%	79 10%	18 10%	55 9%	32 10%	88 9%	31 17%Xx	32 10%	87 10%	
EE	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
giffgaff	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
O2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Plusnet	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Post Office	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sky	697 56%	376 57%	319 54%	53 56%	120 57%	131 59%	147 58%	109 53%	98 53%	40 50%	587 55%	53 55%	39 63%	18 63%	185 53%	202 57%	156 60%	154 55%	387 55%	310 57%	208 55%	458 57%	90 52%	360 56%	183 58%	566 55%	113 61%	163 50%	521 58%Xz	
TalkTalk	96 8%rA	52 8%	43 7%	11 12%	12 6%	16 7%	17 7%	17 8%	14 7%	8 10%	84 8%	5 5%	5 8%	1 4%	28 8%	35 10%	14 6%	18 9%	64 9%	32 6%	30 8%	63 8%	20 12%	43 7%	22 7%	77 7%	14 8%	36 11%XA	58 6%	
Tesco Mobile	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Three	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Virgin Media / Mobile	255 20%y	127 19%	126 21%	12 12%	35 17%	44 20%	46 18%	46 23%	44 24%	27 34%Xcdef	219 21%	21 21%	12 19%	4 13%	69 20%	68 19%	49 19%	69 24%	137 19%	118 22%	89 23%	153 19%	37 21%	138 22%	56 18%	239 23%Xy	14 8%	67 21%	175 20%	
Vodafone	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other provider	77 6%	35 5%	41 7%	4 4%	14 7%	18 8%B	17 7%	16 8%B	9 5%	1 1%	66 6%	6 7%	4 7%	-	20 6%	18 5%	16 6%	22 8%	39 5%	38 7%	21 6%	50 6%	10 6%	44 7%	22 7%	61 6%	13 7%	25 8%	51 6%	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 17
LSUM. Landline Provider SUMMARY TABLE
Base: All Landline respondents asked

	L. Summary			
	Overall Satisfaction	Value Satisfaction	Reliability Satisfaction	Clarity Satisfaction
Unweighted base	1875	211	1875	1875
Weighted base	1875	213	1875	1875
Very satisfied	758 40%	47 22%	971 52%	918 49%
Fairly satisfied	691 37%	85 40%	603 32%	590 31%
Neither satisfied nor dissatisfied	294 16%	44 21%	190 10%	202 11%
Fairly dissatisfied	79 4%	29 13%	33 2%	43 2%
Very dissatisfied	28 1%	6 3%	19 1%	12 1%
NET: Satisfied	1448 77%	133 62%	1574 84%	1499 80%
NET: Dissatisfied	107 6%	34 16%	51 3%	55 3%
Don't know	26 1%	1 1%	59 3%	119 6%
Mean	1.12	0.66	1.36	1.34
Standard deviation	0.93	1.05	0.82	0.83
Standard error	0.02	0.07	0.02	0.02

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 18

L1. In terms of your landline service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Landline>
Base: All Landline respondents

	Landline providers								Landline bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Other providers (g)	Yes (h)	No (i)	Landline - NET: Not important (j)	Landline - Very important (n)	Landline - NET: Important (o)	Landline - The service has become more important (p)	Landline - The service has become less important (q)	Landline - No different (r)
Unweighted base	1875	465	104	119	359	256	379	193	1664	211	939	420	936	229	178	1468
Weighted base	1875	533	86*	75	445	195	319	221	1662	213	951	418	924	229	171	1475
Very satisfied	758 40%efjq	254 48%Xdefg	45 53%Xdefg	38 51%Xefg	178 40%f	64 33%	97 31%	81 37%	685 41%X	72 34%	275 29%	255 61%Xjo	483 52%Xj	123 54%Xqr	51 30%	584 40%q
Fairly satisfied	691 37%n	180 34%	24 28%	25 33%	173 39%b	82 42%ab	123 39%b	85 38%	616 37%	74 35%	344 36%	132 32%	347 38%n	82 36%	75 44%	534 36%
Neither satisfied nor dissatisfied	294 16%cnop	74 14%	13 15%	6 8%	72 16%	32 17%	63 20%Xac	34 15%	254 15%	40 19%	225 24%Xno	21 5%	68 7%n	16 7%	29 17%p	249 17%Xp
Fairly dissatisfied	79 4%hno	17 3%	1 1%	4 6%b	14 3%	8 4%	22 7%Xabd	14 6%	63 4%	16 7%h	57 6%Xno	10 2%	22 2%	7 3%	8 5%	64 4%
Very dissatisfied	28 1%no	4 1%	1 1%	1 2%	6 1%	5 3%a	8 3%a	2 1%	23 1%	5 2%	24 3%Xno	- -	4 *	1 1%	5 3%	22 1%
NET: Satisfied	1448 77%fjqr	434 81%Xef	69 80%f	63 83%f	351 79%f	146 75%	221 69%	166 75%	1302 78%xi	147 69%	619 65%	387 93%Xjo	829 90%Xj	205 90%Xqr	125 73%	1118 76%
NET: Dissatisfied	107 6%ahno	20 4%	2 2%	6 8%	21 5%	13 6%	30 9%Xabd	16 7%	86 5%	21 10%h	81 9%Xno	10 2%	25 3%	8 3%	13 8%	86 6%
Don't know	26 1%no	6 1%	2 3%d	* 1%	2 1%	5 2%d	6 2%	5 2%	20 1%	6 3%	25 3%Xno	- -	1 *	- -	4 3%p	22 1%
Mean	1.12fjq	1.26Xefg	1.33Xefg	1.25ef	1.13f	1.01	0.90	1.06	1.14xi	0.93	0.85	1.51Xjo	1.39Xj	1.39Xqr	0.95	1.10
Standard deviation	0.93	0.86	0.87	0.97	0.90	0.95	1.01	0.94	0.91	1.03	1.00	0.70	0.76	0.79	0.97	0.94
Standard error	0.02	0.04	0.09	0.09	0.05	0.06	0.05	0.07	0.02	0.07	0.03	0.03	0.02	0.05	0.07	0.02

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g - X/h/i - X/j/n/o - X/p/q/r
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 19

L1. In terms of your landline service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Landline>
Base: All Landline respondents

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (t)	No (u)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)	
																							Most vulnerable (v)	Least vulnerable (w)						
Unweighted base	1875	940	928	72	226	307	358	353	401	158	1583	148	103	41	501	481	415	478	982	893	620	1169	252	1001	432	1507	333	453	1370	
Weighted base	1875	927	941	83*	232	297	356	346	410	151	1583	147	102*	43*	509	520	401	446	1029	846	600	1186	232	998	446	1491	347	434	1391	
Very satisfied	758 40%de	376 41%	379 40%	34 41%	75 32%	85 29%	135 38%e	140 41%e	211 51%Xdefg	77 51%Xdefg	630 40%	60 41%	52 51%Xi	16 36%	200 39%	221 43%	157 39%	179 40%	421 41%	336 40%	243 41%	486 41%	89 38%	434 43%Xw	164 37%	584 39%	157 45%	181 42%	558 40%	
Fairly satisfied	691 37%k	339 37%	351 37%	38 46%	88 38%	121 41%h	136 38%	125 36%	133 32%	50 33%	597 38%k	55 37%	27 27%	12 28%	184 36%	184 35%	173 43%Xnpqr	150 34%	368 36%	323 38%p	212 35%	437 37%	72 31%	384 38%u	164 37%	549 37%	126 36%	141 33%	530 38%	
Neither satisfied nor dissatisfied	294 16%hov	149 16%	143 15%	5 6%	39 17%	68 23%XcfhB	53 15%	67 19%chB	45 11%	17 11%	247 16%	22 15%	13 13%	12 27%	79 16%	82 16%	44 11%	88 20%Xor	161 16%o	133 16%o	97 16%	184 16%	52 23%Xv	125 13%	78 18%v	245 16%	45 13%	75 17%	210 15%	
Fairly dissatisfied	79 4%v	39 4%	39 4%	5 6%	14 6%	11 4%	18 5%	9 3%	17 4%	5 3%	67 4%	5 3%	4 4%	3 7%	26 5%	21 4%	12 3%	19 4%	47 5%	31 4%	34 6%	43 4%	15 6%v	25 3%	66 6%v	12 4%	22 5%	54 4%		
Very dissatisfied	28 1%	14 1%	14 2%	1 1%	4 2%	6 2%	8 2%	5 2%	3 1%	1 1%	22 1%	3 2%	2 2%	1 2%	8 2%	9 2%	5 1%	6 1%	17 2%	11 1%	9 2%	16 1%	3 1%	12 1%	6 1%	22 1%	5 1%	6 1%	22 2%	
NET: Satisfied	1448 77%deux	715 77%	730 78%	72 86%de	163 70%	206 69%	271 76%	265 77%	343 84%Xdefg	127 85%Xde	1227 77%	115 78%	79 78%	27 64%	384 76%	405 78%	330 82%Xmpqr	329 74%	789 77%	659 78%p	455 76%	923 78%	160 69%	817 82%Xuw	328 74%	1134 76%	283 81%	322 74%	1088 78%	
NET: Dissatisfied	107 6%v	53 6%	54 6%	6 7%	17 8%	18 6%	25 7%	14 4%	20 5%	6 4%	89 6%	7 5%	6 6%	4 9%	34 7%	30 6%	17 4%	25 6%	64 6%	42 5%	43 7%	59 5%	18 8%v	43 4%	31 7%	89 6%	18 5%	28 6%	76 5%	
Don't know	26 1%gh	10 1%	15 2%	1 1%	13 6%XefghB2%	5 2%g	6 2%g	- *	1 -	- -	20 1%	3 2%	3 3%	- -	11 2%	3 1%	9 2%	3 1%	14 1%n	12 1%	5 1%	20 2%	2 1%	13 1%	9 2%	23 2%	2 *	9 2%	18 1%	
Mean	1.12deux	1.12	1.12	1.20	0.99	0.92	1.07	1.12e	1.30Xdefg	1.31Xdefg	1.12	1.14	1.25	0.88	1.09	1.14	1.19	1.08	1.11	1.13	1.09	1.14	0.99	1.21Xuw	1.04	1.10	1.20	1.10	1.13	
Standard deviation	0.93	0.93	0.93	0.87	0.96	0.93	0.97	0.91	0.88	0.86	0.92	0.92	0.99	1.06	0.96	0.94	0.85	0.94	0.95	0.90	0.97	0.91	0.99	0.87	0.95	0.94	0.91	0.96	0.92	
Standard error	0.02	0.03	0.03	0.10	0.07	0.05	0.05	0.05	0.04	0.07	0.02	0.08	0.10	0.17	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.06	0.03	0.05	0.02	0.05	0.05	0.02	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 20

L2. How satisfied are you with the overall VALUE FOR MONEY of your service from <Landline>?

Base: All Landline respondents not having the service in a bundle

	Landline providers								Landline bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Other providers (g)	Yes (h)	No (i)	Landline - NET: Not important (j)	Landline - Very important (n)	Landline - NET: Important (o)	Landline - The service has become more important (p)	Landline - The service has become less important (q)	Landline - No different (r)
Unweighted base	211	93	11	15	23	25	25	19	-	211	103	44	108	27	29	155
Weighted base	213	91*	11**	10**	25**	17**	22**	37**	-**	213	102*	45*	111*	30**	32**	151
Very satisfied	47 22% _r	19 21%	4 38%	3 27%	5 18%	4 25%	7 31%	6 17%	-	47 22%	18 18%	18 39% _{Xjo}	29 26%	15 51%	7 23%	25 16%
Fairly satisfied	85 40%	36 39%	3 24%	2 20%	15 61%	9 52%	5 22%	16 43%	-	85 40%	33 32%	19 42%	53 47%	6 21%	16 50%	63 42%
Neither satisfied nor dissatisfied	44 21%	26 28% _X	3 29%	2 22%	4 14%	3 19%	4 19%	2 7%	-	44 21%	24 24%	6 12%	20 18%	5 15%	4 14%	35 24%
Fairly dissatisfied	29 13% _o	9 10%	-	2 16%	2 7%	1 4%	6 25%	10 26%	-	29 13%	20 20% _{Xo}	3 7%	8 7%	3 11%	3 10%	22 15%
Very dissatisfied	6 3%	1 1%	-	1 14%	-	-	1 3%	3 8%	-	6 3%	5 5%	-	1 1%	1 2%	1 4%	4 3%
NET: Satisfied	133 62% _j	54 60%	7 62%	5 47%	20 79%	13 77%	12 53%	22 60%	-	133 62%	51 50%	37 81% _{Xj}	82 74% _{Xj}	22 72%	23 73%	88 58%
NET: Dissatisfied	34 16% _o	10 11%	-	3 30%	2 7%	1 4%	6 28%	12 34%	-	34 16%	25 25% _{Xno}	3 7%	9 8%	4 13%	4 14%	26 17%
Don't know	1 1%	* 1%	1 9%	-	-	-	-	-	-	1 1%	1 1%	-	-	-	-	1 1%
Mean	0.66 _j	0.69	1.09	0.30	0.90	0.98	0.53	0.35	-	0.66	0.39	1.14 _{Xj}	0.91 _{Xj}	1.08	0.78	0.55
Standard deviation	1.05	0.95	0.90	1.46	0.77	0.80	1.27	1.26	-	1.05	1.15	0.89	0.89	1.14	1.05	1.02
Standard error	0.07	0.10	0.28	0.38	0.16	0.16	0.25	0.29	-	0.07	0.11	0.13	0.09	0.22	0.20	0.08

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g - X/h/i - X/j/n/o - X/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 21

L2. How satisfied are you with the overall VALUE FOR MONEY of your service from <Landline>?

Base: All Landline respondents not having the service in a bundle

	Gender		Age								Nation				Social-Economic Group								Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)		
																								vulnerable (v)							
Unweighted base	211	84	127	17	45	36	32	36	31	14	182	11	15	3	63	54	47	47	117	94	58	142	27	98	63	168	36	56	155		
Weighted base	213	90*	123*	21**	43*	36**	36**	34**	31**	12**	183	14**	13**	3**	66*	58*	44*	45*	124*	89*	63*	136	26**	99*	63*	163	40**	50*	163		
Very satisfied	47	25	23	11	10	6	9	5	4	3	40	2	3	2	17	11	8	12	28	20	12	31	8	24	12	39	5	12	36		
	22%	28%	18%	51%	22%	17%	25%	15%	14%	23%	22%	18%	23%	70%	26%	18%	18%	26%	22%	22%	19%	22%	30%	24%	19%	24%	13%	23%	22%		
Fairly satisfied	85	32	53	3	22	15	12	15	12	5	74	7	3	1	29	22	19	15	51	34	20	58	6	51	21	68	15	14	71		
	40%	36%	43%	16%	51%	43%	34%	45%	40%	38%	41%	52%	24%	30%	44%	38%	43%	34%	41%	39%	32%	43%	24%	52% <i>Xw</i>	33%	42%	37%	28%	44%		
Neither satisfied nor dissatisfied	44	20	25	2	9	9	6	10	6	3	38	2	4	-	8	16	12	9	24	20	9	34	6	16	12	34	9	13	31		
	21%	22%	20%	11%	20%	24%	16%	28%	21%	25%	21%	17%	32%	-	12%	27%	26%	20%	19%	23%	15%	25% <i>Xk</i>	22%	16%	19%	21%	22%	26%	19%		
Fairly dissatisfied	29	13	16	4	2	5	7	1	7	2	25	1	2	-	10	8	4	7	18	10	19	10	5	4	17	18	11	9	19		
	13% <i>tv</i>	15%	13%	20%	6%	14%	21%	2%	24%	13%	14%	7%	17%	-	15%	14%	8%	15%	15%	12%	30% <i>Xt</i>	7%	21%	4%	27% <i>Xv</i>	11%	27%	19%	12%		
Very dissatisfied	6	1	5	1	*	-	2	2	1	-	5	-	1	-	1	2	2	2	4	2	3	1	4	-	-	5	1	1	4		
	3%	1%	4%	3%	1%	-	5%	6%	2%	-	3%	-	4%	-	1%	2%	4%	5%	1%	5%	3%	2%	3%	4%	-	3%	2%	3%	3%		
NET: Satisfied	133	57	76	14	32	22	21	21	16	8	114	9	6	3	46	33	27	27	79	54	32	89	14	75	33	107	20	26	107		
	62%	63%	62%	67%	73%	60%	59%	60%	53%	62%	62%	69%	47%	100%	70%	57%	61%	60%	64%	61%	51%	65%	53%	76% <i>Xw</i>	52%	65%	49%	52%	66%		
NET: Dissatisfied	34	14	21	5	3	5	9	3	8	2	31	1	3	-	11	9	6	9	20	15	21	12	6	8	17	23	12	11	24		
	16% <i>tv</i>	15%	17%	23%	7%	14%	26%	9%	26%	13%	17%	7%	22%	-	16%	16%	12%	20%	16%	16%	33% <i>Xt</i>	9%	24%	8%	27% <i>Xv</i>	14%	29%	21%	14%		
Don't know	1	-	1	-	-	*	-	1	-	-	*	1	-	-	1	-	-	-	1	-	*	1	-	-	1	*	-	*	1		
	1%	-	1%	-	-	1%	-	3%	-	-	*	7%	-	-	2%	-	-	-	1%	-	1%	1%	-	-	2%	-	-	1%	1%		
Mean	0.66s	0.75	0.60	0.92	0.88	0.65	0.53	0.62	0.39	0.72	0.65	0.87	0.43	1.70	0.81	0.57	0.62	0.61	0.70	0.62	0.34	0.77 <i>Xs</i>	0.55	0.88 <i>Xw</i>	0.44	0.72	0.31	0.51	0.71		
Standard deviation	1.05	1.04	1.06	1.32	0.86	0.94	1.23	1.01	1.07	1.01	1.06	0.83	1.19	0.56	1.03	1.01	1.02	1.18	1.02	1.10	1.20	0.95	1.23	0.96	1.10	1.04	1.08	1.14	1.02		
Standard error	0.07	0.11	0.10	0.32	0.13	0.16	0.22	0.17	0.19	0.27	0.08	0.26	0.31	0.33	0.13	0.14	0.15	0.17	0.10	0.11	0.16	0.08	0.24	0.10	0.14	0.08	0.18	0.15	0.08		

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
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Table 22

L3. How satisfied are you with the RELIABILITY of your landline service from <Landline>?

Base: All Landline respondents

	Landline providers								Landline bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Other providers (g)	Yes (h)	No (i)	Landline - NET: Not important (j)	Landline - Very important (n)	Landline - NET: Important (o)	Landline - The service has become more important (p)	Landline - The service has become less important (q)	Landline - No different (r)
Unweighted base	1875	465	104	119	359	256	379	193	1664	211	939	420	936	229	178	1468
Weighted base	1875	533	86*	75	445	195	319	221	1662	213	951	418	924	229	171	1475
Very satisfied	971 52%fgjq	313 59%Xdefg	55 63%Xdefg	46 62%Xdefg	225 51%	93 48%	143 45%	96 43%	880 53%Xi	91 43%	403 42%	289 69%Xjo	568 61%Xj	144 63%Xqr	63 37%	764 52%q
Fairly satisfied	603 32%n	159 30%	20 24%	19 25%	157 35%b	68 35%b	100 31%	79 36%	530 32%	73 34%	305 32%n	109 26%	299 32%n	68 30%	78 45%Xpr	458 31%
Neither satisfied nor dissatisfied	190 10%ahnop	38 7%	6 7%	6 8%	45 10%	21 11%	47 15%Xab	27 12%	159 10%	31 15%	149 16%Xno	13 3%	41 4%	11 5%	18 11%p	161 11%p
Fairly dissatisfied	33 2%	7 1%	-	1 1%	5 1%	5 3%	9 3%	6 3%	27 2%	6 3%	22 2%Xo	4 1%	10 1%	3 1%	4 2%	26 2%
Very dissatisfied	19 1%ho	2 *	-	2 3%ad	3 1%	3 1%	5 2%	4 2%	12 1%	6 3%Xh	15 2%Xo	2 1%	3 *	3 1%	1 1%	14 1%
NET: Satisfied	1574 84%fijr	473 89%Xefg	75 87%f	65 87%f	382 86%f	161 83%	243 76%	175 79%	1410 85%Xi	164 77%	708 74%	397 95%Xj	867 94%Xj	212 93%Xqr	141 82%	1222 83%
NET: Dissatisfied	51 3%ho	9 2%	-	3 4%b	8 2%	8 4%b	14 4%ab	10 5%	40 2%	12 5%Xh	38 4%Xno	6 2%	14 1%	6 3%	6 3%	40 3%
Don't know	59 3%nop	13 2%	5 6%	2 2%	11 2%	5 2%	15 5%	9 4%	53 3%	6 3%	56 6%Xno	1 *	3 *	-	7 4%p	53 4%p
Mean	1.36fgjq	1.49Xdefg	1.60Xdefg	1.45fg	1.37f	1.28	1.21	1.21	1.39Xi	1.15	1.18	1.63Xjo	1.54Xj	1.52Xqr	1.19	1.36q
Standard deviation	0.82	0.73	0.63	0.90	0.77	0.87	0.92	0.90	0.79	0.97	0.92	0.65	0.67	0.76	0.80	0.83
Standard error	0.02	0.03	0.06	0.08	0.04	0.06	0.05	0.07	0.02	0.07	0.03	0.03	0.02	0.05	0.06	0.02

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g - X/h/i - X/j/n/o - X/p/q/r
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 23

L3. How satisfied are you with the RELIABILITY of your landline service from <Landline>?

Base: All Landline respondents

	Impacting/ limiting conditions																												
	Gender			Age							Nation				Social-Economic Group							Financial Vulnerability			Urban/Rural		Benefits		
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (t)	No (u)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)
																							Most vulnerable (v)	y vulnerable (w)	Least vulnerable (w)				
Unweighted base	1875	940	928	72	226	307	358	353	401	158	1583	148	103	41	501	481	415	478	982	893	620	1169	252	1001	432	1507	333	453	1370
Weighted base	1875	927	941	83*	232	297	356	346	410	151	1583	147	102*	43*	509	520	401	446	1029	846	600	1186	232	998	446	1491	347	434	1391
Very satisfied	971 52% dex	487 53%	481 51%	42 50%	81 35%	126 42%	176 49% d	190 55% de	261 64% Xdefg	96 63% Xdef	812 51%	75 51%	61 60%	23 54%	259 51%	270 52%	205 51%	237 53%	529 51%	442 52%	299 50%	633 53%	111 48%	539 54%	229 51%	745 50%	205 59% Xx	223 51%	721 52%
Fairly satisfied	603 32% h	286 31%	316 34%	29 35%	97 42% XghB	98 33% h	120 34% h	106 31%	108 26%	45 30%	516 33%	47 32%	26 26%	14 33%	158 31%	177 34%	140 35%	129 29%	335 33%	269 32%	201 33%	370 31%	74 32%	326 33%	140 31%	495 33%	98 28%	132 30%	454 33%
Neither satisfied nor dissatisfied	190 10% Bv	100 11%	88 9%	4 5%	32 14% hB	50 17% Xcldgh	36 10% h	29 8%	31 8%	7 5%	162 10%	15 10%	9 9%	3 6%	54 11%	46 9%	33 8%	58 13% Xor	99 10%	90 11% o	59 10%	121 10%	33 14% v	81 8%	47 10%	163 11% X	25 7%	48 11%	138 10%
Fairly dissatisfied	33 2%	21 2%	12 1%	7 8% Xdefgh	4 2%	5 2%	6 2%	7 2%	3 1%	2 1%	28 2%	3 2%	-	1 2%	11 2%	10 2%	7 2%	5 1%	20 2%	13 1%	14 2%	18 1%	6 3%	14 1%	8 2%	22 2%	10 3%	11 2%	22 2%
Very dissatisfied	19 1% t	7 1%	11 1%	-	3 1%	3 1%	2 1%	5 1%	4 1%	1 1%	18 1%	1 *	-	-	6 1%	6 1%	2 *	5 1%	12 1%	7 1%	13 2% Xt	4 *	4 2%	7 1%	6 1%	16 1%	2 1%	1 *	17 1%
NET: Satisfied	1574 84% de	774 83%	798 85%	71 85%	178 77%	224 75%	296 83% e	296 86% de	369 90% Xdef	140 93% Xdefg	1328 84%	122 83%	87 86%	37 87%	417 82%	447 86%	345 86%	366 82%	864 84%	711 84%	499 83%	1003 85%	185 79%	864 87% Xu	369 83%	1239 83%	302 87%	355 82%	1175 84%
NET: Dissatisfied	51 3% t	28 3%	23 2%	7 8% Xfh	7 3%	8 3%	8 2%	12 3%	7 2%	3 2%	46 3%	4 3%	-	1 2%	17 3%	15 3%	9 2%	10 2%	32 3%	19 2%	27 4% Xt	22 2%	10 4%	21 2%	14 3%	39 3%	13 4%	12 3%	39 3%
Don't know	59 3% hB	25 3%	33 4%	2 2%	16 7% XghB	15 5% hB	15 4% hB	9 3% h	2 1%	-	46 3%	6 4%	5 5%	2 4%	21 4%	12 2%	13 3%	12 3%	33 3%	26 3%	15 3%	41 3%	5 2%	32 3%	17 4%	50 3%	7 2%	19 4%	39 3%
Mean	1.36 desu x	1.36	1.37	1.30	1.15	1.20	1.35 de	1.39 de	1.52 Xdef g	1.54 Xdef	1.35	1.36	1.54 Xi	1.44	1.34	1.37	1.39	1.36	1.36	1.37	1.30	1.40 Xs	1.24	1.42 Xu	1.35	1.34	1.44	1.36	1.36
Standard deviation	0.82	0.83	0.81	0.90	0.83	0.87	0.80	0.84	0.75	0.71	0.83	0.81	0.67	0.74	0.85	0.81	0.76	0.84	0.83	0.80	0.90	0.77	0.92	0.76	0.85	0.82	0.82	0.81	0.83
Standard error	0.02	0.03	0.03	0.11	0.06	0.05	0.04	0.05	0.04	0.06	0.02	0.07	0.07	0.12	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.02	0.06	0.02	0.04	0.02	0.05	0.04	0.02

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

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Table 24

L4. How satisfied are you with the clarity of the line when making or receiving calls on your landline from <Landline>.

Base: All Landline respondents

	Landline providers								Landline bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Other providers (g)	Yes (h)	No (i)	Landline - NET: Not important (j)	Landline - Very important (n)	Landline - NET: Important (o)	Landline - The service has become more important (p)	Landline - The service has become less important (q)	Landline - No different (r)
Unweighted base	1875	465	104	119	359	256	379	193	1664	211	939	420	936	229	178	1468
Weighted base	1875	533	86*	75	445	195	319	221	1662	213	951	418	924	229	171	1475
Very satisfied	918 49%gijq	275 52%g	51 59%Xfg	39 52%	220 49%	96 49%	149 47%	90 41%	842 51%Xi	76 36%	368 39%	276 66%Xjo	550 60%Xj	138 60%Xqr	68 40%	711 48%
Fairly satisfied	580 31%bcn	169 32%bc	18 21%	16 21%	140 32%bc	60 31%	99 31%	79 35%bc	509 31%	71 33%	286 30%	109 26%	295 32%n	69 30%	66 39% Xr	445 30%
Neither satisfied nor dissatisfied	202 11%hno	46 9%	9 11%	13 17% Xa	52 12%	19 10%	42 13% a	21 9%	171 10%	31 15%	143 15% Xno	23 6%	60 6%	16 7%	20 12%	166 11%
Fairly dissatisfied	43 2%ho	11 2%	-	4 5% bd	7 2%	4 2%	7 2%	10 4%	33 2%	9 4%	30 3% Xo	8 2%	13 1%	2 1%	5 3%	35 2%
Very dissatisfied	12 1%	4 1%	-	1 1%	2 *	2 1%	3 1%	1 1%	11 1%	1 *	9 1%	1 *	3 *	1 1%	1 1%	10 1%
NET: Satisfied	1499 80%ijr	443 83% c	69 80%	55 73%	360 81%	156 80%	247 77%	168 76%	1351 81% Xi	147 69%	654 69%	385 92% Xj	845 91% Xj	207 91% Xqr	134 79%	1157 78%
NET: Dissatisfied	55 3%o	15 3%	-	4 6% bd	9 2%	6 3%	10 3%	11 5% b	44 3%	10 5%	38 4% Xo	9 2%	16 2%	3 1%	6 4%	45 3%
Don't know	119 6%hnop	29 5%	8 9%	3 4%	24 5%	14 7%	19 6%	21 10%	95 6%	24 11% Xh	116 12% Xno	1 *	3 *	2 1%	10 6% p	107 7% Xp
Mean	1.34ij	1.39	1.53Xc fg	1.23	1.35	1.35	1.28	1.23	1.36Xi	1.12	1.17	1.56Xjo	1.49Xj	1.51Xqr	1.21	1.33
Standard deviation	0.83	0.80	0.70	0.99	0.79	0.83	0.86	0.87	0.81	0.89	0.91	0.71	0.71	0.72	0.84	0.84
Standard error	0.02	0.04	0.07	0.09	0.04	0.05	0.05	0.07	0.02	0.06	0.03	0.03	0.02	0.05	0.06	0.02

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g - X/h/i - X/j/n/o - X/p/q/r
 Overlap formulae used. * small base

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Table 25

L4. How satisfied are you with the clarity of the line when making or receiving calls on your landline from <Landline>.

Base: All Landline respondents

	Impacting/ limiting conditions																													
	Gender		Age								Nation				Social-Economic Group								Financial Vulnerability				Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (t)	No (u)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)	
																							Most vulnerable (v)	Least vulnerable (w)						
Unweighted base	1875	940	928	72	226	307	358	353	401	158	1583	148	103	41	501	481	415	478	982	893	620	1169	252	1001	432	1507	333	453	1370	
Weighted base	1875	927	941	83*	232	297	356	346	410	151	1583	147	102*	43*	509	520	401	446	1029	846	600	1186	232	998	446	1491	347	434	1391	
Very satisfied	918	456	459	37	84	109	176	180	238	95	773	68	55	22	238	253	212	216	491	428	282	599	104	512	214	722	178	209	680	
	49%de	49%	49%	44%	36%	37%	49%de	52%de	58%Xdefg	63%Xdefg	49%	46%	54%	50%	47%	49%	53%	48%	48%	51%	47%	50%	45%	51%	48%	48%	51%	48%	49%	
Fairly satisfied	580	289	291	38	80	99	105	103	115	40	493	45	29	13	158	169	116	138	327	254	196	353	74	305	135	454	113	129	437	
	31%	31%	31%	45%XfghB	34%	33%	30%	30%	28%	27%	31%	31%	28%	31%	31%	32%	29%	31%	32%	30%	33%	30%	32%	31%	30%	30%	33%	30%	31%	
Neither satisfied nor dissatisfied	202	111	89	4	33	52	31	32	38	12	180	12	7	4	62	51	38	52	113	89	64	127	29	102	47	174	25	52	147	
	11%y	12%	9%	5%	14%	18%XcghB	9%	9%	8%	11%	8%	7%	7%	9%	12%	10%	9%	12%	11%	11%	11%	11%	12%	10%	10%	12%xy	7%	12%	11%	
Fairly dissatisfied	43	17	25	3	2	7	10	10	8	3	35	6	-	2	11	12	6	13	24	19	18	24	9	23	6	30	13	11	32	
	2%	2%	3%	3%	1%	2%	3%	3%	2%	2%	2%	4%k	-	4%	2%	2%	2%	3%	2%	2%	3%	2%	4%w	2%	1%	2%	4%	3%	2%	
Very dissatisfied	12	5	7	1	3	2	2	2	2	-	11	1	-	-	4	2	4	1	6	6	6	4	1	5	3	9	3	1	10	
	1%t	1%	1%	1%	1%	1%	1%	1%	*	-	1%	*	-	-	1%	*	1%	*	1%	1%	1%	*	*	1%	1%	1%	1%	*	1%	
NET: Satisfied	1499	746	749	74	164	207	281	283	353	136	1266	114	84	35	395	422	327	354	817	681	478	952	178	816	349	1176	291	338	1117	
	80%dex	80%	80%	89%de	71%	70%	79%de	82%de	86%Xdef	90%Xdefg	80%	77%	82%	81%	78%	81%	82%	79%	79%	81%	80%	80%	77%	82%X	78%	79%	84%	78%	80%	
NET: Dissatisfied	55	23	32	3	6	10	12	12	10	3	46	7	-	2	16	14	11	14	30	25	24	27	10	28	9	40	15	12	42	
	3%t	2%	3%	4%	2%	3%	3%	4%	2%	2%	3%	5%k	-	4%	3%	3%	3%	3%	3%	3%	4%	2%	4%	3%	2%	3%	4%	3%	3%	
Don't know	119	48	70	2	30	28	32	18	9	1	91	15	11	2	36	33	25	26	69	51	34	81	16	51	41	101	16	32	86	
	6%ahBiv	5%	7%	2%	13%XcghB	9%XhB	9%hB	5%hB	2%	*	6%	10%	11%i	5%	7%	6%	6%	6%	7%	6%	6%	7%	7%	5%	9%Xv	7%	5%	7%	6%	
Mean	1.34de	1.33	1.34	1.31	1.18	1.13	1.37de	1.37de	1.45Xde	1.52Xde	1.33	1.31	1.54Xi	1.35	1.29	1.35	1.39	1.32	1.32	1.36	1.29	1.37X	1.25	1.37	1.36	1.33	1.36	1.33	1.34	
Standard deviation	0.83	0.82	0.84	0.78	0.86	0.88	0.83	0.83	0.78	0.72	0.83	0.87	0.63	0.83	0.85	0.79	0.83	0.83	0.82	0.83	0.87	0.79	0.87	0.81	0.80	0.83	0.84	0.82	0.83	
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.05	0.04	0.06	0.02	0.08	0.07	0.13	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.02	0.06	0.03	0.04	0.02	0.05	0.04	0.02	

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

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Table 26

M1. Which of these best describes the mobile phone package you personally use most often?

Base: All Mobile respondents

	Mobile									Mobile bundle		Mobile service package			Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	EE (a)	giffgaff (b)	O2 (c)	Tesco Mobile (d)	Three (e)	Virgin Mobile (f)	Vodafone (g)	Other providers (i)	Yes (k)	No (l)	Prepay/ pay as you go (m)	Monthly contract/ SIM only (n)	Don't know (o)	Mobile - NET: Not important (p)	Mobile - Very important (t)	Mobile - NET: Important (u)	Mobile - The service has become more important (v)	Mobile - The service has become less important (w)	Mobile - No different (x)
Unweighted base	2563	476	156	403	208	234	226	315	545	564	1999	489	2060	14	144	1760	2419	898	87	1578
Weighted base	2563	559	120	502	182	315	118	402	364	392	2171	497	2054	12**	135	1792	2428	889	82*	1592
Prepay / pay as you go - using top-ups	497	92	63	95	55	54	9	89	41	33	464	497	-	-	79	242	418	142	24	331
	19%fkntuv	16%fj	52%Xacdefgj	19%fj	30%Xacefgj	17%f	8%	22%fj	11%	8%	21%Xk	100%Xn	-	-	59%Xtu	14%	17%t	16%	29%Xv	21%Xv
Monthly contract / SIM only - paying monthly	2054	466	58	405	126	260	108	313	318	356	1699	-	2054	-	56	1542	1999	745	57	1252
	80%bdmpwx	83%bd	48%	81%bd	69%b	82%bd	92%Xabodeg	78%bd	87%Xbdog	91%XI	78%	-	100%Xm	-	41%	86%Xpu	82%Xp	84%Xwx	70%	79%
Don't know	12	1	-	3	1	2	-	1	4	3	9	-	-	12	-	8	12	2	*	9
	*n	*	-	1%	*	*	-	*	1%X	1%	*	-	-	100%	-	*	*	*	*	1%

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/j - X/k/l - X/m/n/o - X/p/t/u - X/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 27

M1. Which of these best describes the mobile phone package you personally use most often?

Base: All Mobile respondents

	Demographics										Socio-Economic										Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender			Age							Nation				Social-Economic Group						Yes (s)	No (t)	Most vulnerable (u)	Potential	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)									
Unweighted base	2563	1255	1292	297	418	420	447	407	419	155	2163	206	130	64	682	683	550	648	1365	1198	840	1583	390	1325	570	2094	411	640	1865
Weighted base	2563	1243	1305	337	424	393	434	396	430	150	2167	196	125	75*	675	762	518	608	1437	1126	816	1608	375	1309	576	2072	433	624	1882
Prepay / pay as you go - using top-ups	497	257	237	60	66	55	64	93	106	53	436	34	22	6	111	120	105	161	231	266	179	286	90	276	74	408	84	154	331
	19%defn21%qtwA	25%defn18%qtwA	23%defn18%qtwA	60%defn18%qtwA	66%defn16%qtwA	55%defn14%qtwA	64%defn15%qtwA	93%defn24%qtwA	106%defn25%qtwA	53%defn36%qtwA	436%defn20%qtwA	34%defn17%qtwA	22%defn17%qtwA	6%defn8%qtwA	111%defn16%qtwA	120%defn16%qtwA	105%defn20%qtwA	161%defn27%qtwA	231%defn27%qtwA	266%defn24%qtwA	179%defn22%qtwA	286%defn18%qtwA	90%defn24%qtwA	276%defn21%qtwA	74%defn13%qtwA	408%defn20%qtwA	84%defn19%qtwA	154%defn25%qtwA	331%defn18%qtwA
Monthly contract / SIM only - paying monthly	2054	980	1061	275	356	335	368	302	323	96	1721	162	102	69	558	641	410	445	1200	855	633	1315	284	1027	500	1654	348	467	1543
	80%ghBpr79%vz	79%ghBpr81%vz	81%ghBpr81%vz	81%Bpr81%vz	84%XghB84%vz	85%XghB85%vz	85%XghB85%vz	76%Bpr76%vz	75%Bpr75%vz	64%Bpr64%vz	79%Bpr79%vz	83%Bpr83%vz	82%Bpr82%vz	92%Xi92%vz	83%pr83%vz	84%Xopr84%vz	79%pr79%vz	73%pr73%vz	83%Xopr83%vz	76%pr76%vz	78%pr78%vz	82%Xs82%vz	76%pr76%vz	79%pr79%vz	87%Xuv87%vz	80%pr80%vz	80%pr80%vz	75%pr75%vz	82%Xz82%vz
Don't know	12	5	6	3	1	3	2	1	1	1	10	-	1	-	6	1	4	1	6	5	4	7	2	6	1	10	1	4	8
	*	*	*	1%	*	1%	*	*	*	1%	*	-	1%	-	1%	*	1%	*	*	*	1%	*	*	*	*	*	*	1%	*

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/i/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

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Table 28
MSUM. Mobile Provider SUMMARY TABLE
Base: All Mobile respondents asked

	M. Summary		Reception/ Signal Satisfaction
	Overall Satisfaction	Value Satisfaction	
Unweighted base	2563	1999	2563
Weighted base	2563	2171	2563
Very satisfied	1310 51%	955 44%	1049 41%
Fairly satisfied	1022 40%	900 41%	1085 42%
Neither satisfied nor dissatisfied	161 6%	200 9%	215 8%
Fairly dissatisfied	53 2%	93 4%	154 6%
Very dissatisfied	14 1%	20 1%	53 2%
NET: Satisfied	2332 91%	1855 85%	2134 83%
NET: Dissatisfied	66 3%	113 5%	207 8%
Don't know	4 *	3 *	7 *
Mean	1.39	1.23	1.14
Standard deviation	0.74	0.86	0.95
Standard error	0.01	0.02	0.02

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Table 29

M2. In terms of your mobile phone service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Mobile>?

Base: All Mobile respondents

	Mobile									Mobile bundle		Mobile service package			Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	EE (a)	giffgaff (b)	O2 (c)	Tesco Mobile (d)	Three (e)	Virgin Mobile (f)	Vodafone (g)	Other providers (i)	Yes (k)	No (l)	Prepay/ pay as you go (m)	Monthly contract/ SIM only (n)	Don't know (o)	Mobile - NET: Not important (p)	Mobile - Very important (t)	Mobile - NET: Important (u)	Mobile - The service has become more important (v)	Mobile - The service has become less important (w)	Mobile - No different (x)
Unweighted base	2563	476	156	403	208	234	226	315	545	564	1999	489	2060	14	144	1760	2419	898	87	1578
Weighted base	2563	559	120	502	182	315	118	402	364	392	2171	497	2054	12**	135	1792	2428	889	82*	1592
Very satisfied	1310 51%ef	275 49%f	84 70%Xacefj	265 53%ef	131 72%Xacefj	126 40%	47 39%	192 48%	189 52%ef	202 52%	1107 51%	239 48%	1067 52%	4 36%	58 43%	993 55%Xpu	1251 52%	468 53%w	32 39%	810 51%
Fairly satisfied	1022 40%bdpt	236 42%bd	31 25%	197 39%bd	44 24%	145 46%bd	51 44%bd	179 44%bd	139 38%bd	153 39%	869 40%	181 36%	838 41%	3 22%	41 31%	678 38%	981 40%pt	358 40%	34 42%	630 40%
Neither satisfied nor dissatisfied	161 6%dntuv	34 6%d	4 4%	34 7%d	4 2%	26 8%d	11 9%d	24 6%	23 6%d	25 6%	136 6%	56 11%Xn	103 5%	2 13%	30 22%Xtu	75 4%	131 5%t	41 5%	12 15%Xvx	107 7%
Fairly dissatisfied	53 2%cn	10 2%	1 1%	3 1%	2 1%	16 5%Xcd	6 5%Xacd	7 2%	8 2%	9 2%	44 2%	17 3%n	34 2%	1 10%	3 2%	34 2%	50 2%	18 2%	2 2%	33 2%
Very dissatisfied	14 1%	2 *	-	3 1%	1 *	3 1%	3 2%Xag	1 *	2 1%	2 1%	12 1%	5 1%	9 *	-	3 2%Xu	9 1%	11 *	3 *	1 1%	9 1%
NET: Satisfied	2332 91%efmpw	511 92%f	115 95%ef	461 92%ef	175 96%Xacefj	271 86%	98 83%	371 92%ef	328 90%f	355 91%	1976 91%	420 84%	1905 93%Xm	7 58%	100 74%	1671 93%Xpu	2232 92%Xp	826 93%Xw	66 81%	1440 90%w
NET: Dissatisfied	66 3%n	12 2%	1 1%	7 1%	2 1%	18 6%Xacd	8 7%Xabcdgj	8 2%	10 3%	11 3%	56 3%	22 4%Xn	44 2%	1 10%	5 4%	43 2%	61 3%	21 2%	3 4%	42 3%
Don't know	4 *	1 *	-	-	-	-	1 1%	-	2 1%X	1 *	4 *	-	2 *	2 18%	-	3 *	4 *	1 *	* *	3 *
Mean	1.39efmpw	1.39ef	1.64Xacefj	1.43ef	1.67Xacefj	1.20	1.14	1.38ef	1.40ef	1.39	1.39	1.27	1.42Xm	1.03	1.11	1.46Xpu	1.41Xp	1.43w	1.16	1.38w
Standard deviation	0.74	0.71	0.61	0.71	0.61	0.85	0.93	0.70	0.75	0.75	0.74	0.86	0.71	1.11	0.95	0.71	0.73	0.71	0.87	0.75
Standard error	0.01	0.03	0.05	0.04	0.04	0.06	0.06	0.04	0.03	0.03	0.02	0.04	0.02	0.35	0.08	0.02	0.01	0.02	0.09	0.02

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/j - X/k/l - X/m/n/o - X/p/t/u - X/v/w/x
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 30

M2. In terms of your mobile phone service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Mobile>?

Base: All Mobile respondents

	Gender		Age								Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Unweighted base	2563	1255	1292	297	418	420	447	407	419	155	2163	206	130	64	682	683	550	648	1365	1198	840	1583	390	1325	570	2094	411	640	1865
Weighted base	2563	1243	1305	337	424	393	434	396	430	150	2167	196	125	75*	675	762	518	608	1437	1126	816	1608	375	1309	576	2072	433	624	1882
Very satisfied	1310	604	700	150	175	185	241	210	255	93	1109	91	66	43	327	398	275	310	725	585	410	832	185	690	284	1045	239	322	957
	51%ad	49%	54%Xa	45%	41%	47%	56%code	53%de	59%Xcode	62%Xcode	51%	46%	53%	57%	48%	52%	53%	51%	50%	52%	50%	52%	49%	53%	49%	50%	55%	52%	51%
Fairly satisfied	1022	503	512	161	202	165	161	146	141	46	875	78	43	26	284	301	193	243	585	437	329	637	149	492	256	836	158	251	751
	40%hBv	40%	39%	48%XfghB	48%XfghB	42%hB	37%	37%	33%	31%	40%	40%	35%	35%	42%	40%	37%	40%	41%	39%	40%	40%	40%	38%	44%Xv	40%	36%	40%	40%
Neither satisfied nor dissatisfied	161	96	62	13	35	31	26	26	26	4	125	19	11	6	43	45	39	33	88	73	54	95	29	85	26	132	24	30	126
	6%bi	8%Xb	5%	4%	8%B	8%B	6%	6%	6%	3%	6%	9%	9%	8%	6%	6%	8%	5%	6%	6%	7%	6%	8%	6%	5%	6%	6%	5%	7%
Fairly dissatisfied	53	29	24	11	10	7	3	11	6	5	39	8	5	-	15	15	6	16	30	22	18	33	12	29	9	42	11	16	37
	2%f	2%	2%	3%f	2%	2%	1%	3%f	1%	3%f	2%	4%Xi	4%	-	2%	2%	1%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%
Very dissatisfied	14	9	4	1	*	3	2	4	2	1	14	-	-	-	5	1	3	5	6	8	5	9	1	11	1	13	1	5	9
	1%	1%	*	*	*	1%	*	1%	1%	1%	1%	-	-	-	1%	*	1%	1%	*	*	1%	1%	*	1%	*	1%	*	1%	*
NET: Satisfied	2332	1107	1212	311	377	350	402	356	395	139	1984	169	109	69	611	699	468	553	1310	1021	739	1469	334	1182	539	1881	397	572	1708
	91%aj	89%	93%Xa	92%	89%	89%	93%	90%	92%	93%	92%Xj	86%	88%	92%	90%	92%	90%	91%	91%	91%	91%	91%	89%	90%	94%Xuv	91%	92%	92%	91%
NET: Dissatisfied	66	38	28	12	10	11	5	14	8	6	53	8	5	-	20	17	9	21	36	30	22	42	12	40	10	55	11	21	45
	3%f	3%	2%	4%	2%	3%	1%	4%f	2%	4%f	2%	4%	4%	-	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	2%
Don't know	4	2	2	*	2	1	1	-	-	-	4	-	-	-	1	1	2	*	2	2	1	2	*	2	*	4	-	1	3
	*	*	*	*	*	*	*	-	-	-	*	-	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Mean	1.39adj	1.34	1.44Xa	1.33	1.28	1.33	1.47Xcode	1.38	1.49Xcode	1.51de	1.40	1.28	1.37	1.50	1.35	1.42	1.42	1.38	1.39	1.40	1.38	1.40	1.35	1.39	1.41	1.38	1.44	1.39	1.39
Standard deviation	0.74	0.78	0.70	0.74	0.72	0.77	0.68	0.80	0.72	0.78	0.74	0.81	0.80	0.64	0.76	0.71	0.73	0.78	0.73	0.76	0.75	0.74	0.77	0.78	0.67	0.75	0.73	0.77	0.74
Standard error	0.01	0.02	0.02	0.04	0.04	0.04	0.03	0.04	0.04	0.06	0.02	0.06	0.07	0.08	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.02	0.04	0.02	0.03	0.02	0.04	0.03	0.02

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 31

M3. How satisfied are you with the overall VALUE FOR MONEY of your service from <Mobile>?

Base: All Mobile respondents not having the service in a bundle

	Mobile									Mobile bundle		Mobile service package			Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	EE (a)	giffgaff (b)	O2 (c)	Tesco Mobile (d)	Three (e)	Virgin Mobile (f)	Vodafone (g)	Other providers (i)	Yes (k)	No (l)	Prepay/ pay as you go (m)	Monthly contract/ SIM only (n)	Don't know (o)	Mobile - NET: Not important (p)	Mobile - Very important (t)	Mobile - NET: Important (u)	Mobile - The service has become more important (v)	Mobile - The service has become less important (w)	Mobile - No different (x)
Unweighted base	1999	387	154	400	206	229	90	265	268	-	1999	441	1548	10	111	1372	1888	688	50	1261
Weighted base	2171	486	117	500	181	308	54*	362	165	-**	2171	464	1699	9**	112*	1526	2060	752	57*	1363
Very satisfied	955 44%a	171 35%	82 70%Xacefgj	205 41%	115 63%Xacefgj	126 41%	21 39%	143 39%	93 56%Xacefgj	-	955 44%	213 46%	739 43%	4 41%	44 39%	696 46%	911 44%	354 47%	17 31%	583 43%
Fairly satisfied	900 41%bdjmp	229 47%Xbdj	30 26%	223 45%bdj	59 33%	123 40%b	24 46%b	158 44%bdj	53 32%	-	900 41%	170 37%	730 43%Xm	1 6%	30 27%	643 42%p	870 42%Xp	317 42%	22 39%	561 41%
Neither satisfied nor dissatisfied	200 9%bdjtuv	54 11%bdj	5 4%	45 9%bd	4 2%	32 11%bd	5 9%bd	45 13%bdj	8 5%	-	200 9%	49 11%	148 9%	2 26%	28 25%Xtu	100 7%	172 8%t	40 5%	15 26%Xvx	145 11%Xv
Fairly dissatisfied	93 4%bd	26 5%bd	-	21 4%bd	1 1%	22 7%bd	2 3%	14 4%b	6 4%bd	-	93 4%	22 5%	70 4%	2 21%	6 6%	71 5%	87 4%	31 4%	2 3%	60 4%
Very dissatisfied	20 1%bn	4 1%	-	4 1%	2 1%	5 1%	1 2%	4 *	2 2%g	-	20 1%	10 2%Xn	11 1%	-	3 3%Xu	15 1%	17 1%	9 1%	1 2%	11 1%
NET: Satisfied	1855 85%pwx	400 82%	112 96%Xacefgj	429 86%	174 96%Xacefgj	249 81%	46 85%	301 83%	145 88%	-	1855 85%	383 83%	1468 86%X	4 47%	74 67%	1339 88%Xpu	1781 86%Xp	672 89%Xwx	39 69%	1144 84%w
NET: Dissatisfied	113 5%bd	31 6%bd	-	25 5%b	3 2%	27 9%Xbd	3 6%b	15 4%b	10 6%bd	-	113 5%	31 7%	80 5%	2 21%	10 9%	86 6%	104 5%	40 5%	3 5%	71 5%
Don't know	3 *	1 *	-	1 *	-	-	-	-	1 1%	-	3 *	1 *	2 *	6%	-	1 *	3 *	-	-	3 *
Mean	1.23apw	1.11	1.66Xacefgj	1.21	1.57Xacefgj	1.12	1.16	1.18	1.37Xaceg	-	1.23	1.20	1.25	0.71	0.94	1.27Xp	1.25Xp	1.30Xw	0.94	1.21
Standard deviation	0.86	0.87	0.56	0.84	0.67	0.96	0.90	0.82	0.91	-	0.86	0.95	0.83	1.32	1.07	0.85	0.84	0.84	0.92	0.86
Standard error	0.02	0.04	0.05	0.04	0.05	0.06	0.10	0.05	0.06	-	0.02	0.05	0.02	0.44	0.10	0.02	0.02	0.03	0.13	0.02

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/j - X/k/l - X/m/n/o - X/p/t/u - X/v/w/x
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 32

M3. How satisfied are you with the overall VALUE FOR MONEY of your service from <Mobile>?

Base: All Mobile respondents not having the service in a bundle

	Gender		Age							Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits		
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Unweighted base	1999	955	1032	257	333	319	343	313	317	117	1691	158	100	50	522	544	434	499	1066	933	655	1238	296	1034	438	1633	324	477	1480
Weighted base	2171	1044	1115	315	359	328	361	330	356	121*	1845	162	102*	63*	556	656	447	513	1212	960	694	1360	314	1102	485	1758	367	514	1612
Very satisfied	955 44% ^d	437 42%	513 46%	128 40%	128 36%	132 40%	167 46% ^d	160 48% ^d	173 49% ^d	67 56% ^{Xcde}	822 45%	66 41%	38 37%	29 46%	236 42%	293 45%	189 42%	237 46%	529 44%	426 44%	315 45%	590 43%	144 46%	506 46%	202 42%	764 43%	171 47%	233 45%	704 44%
Fairly satisfied	900 41%	451 43%	444 40%	145 46%	167 46% ^{gB}	137 42%	147 41%	122 37%	141 39%	42 34%	765 41%	61 38%	44 44%	29 46%	238 43%	263 40%	195 44%	204 40%	501 41%	400 42%	272 39%	576 42%	121 38%	441 40%	212 44%	731 42%	147 40%	200 39%	678 42%
Neither satisfied nor dissatisfied	200 9%	103 10%	94 8%	22 7%	39 11%	37 11%	31 9%	30 9%	31 9%	9 7%	164 9%	22 14%	12 12%	2 3%	52 9%	61 9%	43 10%	45 9%	112 9%	87 10%	67 10%	124 9%	37 12%	99 9%	39 8%	169 10%	25 7%	56 11%	141 9%
Fairly dissatisfied	93 4%	37 4%	56 5%	17 6%	21 6% ^h	16 5%	14 4%	15 4%	8 2%	2 2%	73 4%	12 7%	6 6%	3 4%	22 4%	34 5%	17 4%	20 4%	56 5%	37 4%	36 5%	54 4%	7 2%	45 4%	27 6%	73 4%	20 6%	15 3%	76 5%
Very dissatisfied	20 1%	13 1%	7 1%	3 1%	5 1%	5 2%	1 *	2 1%	3 1%	1 1%	19 1%	- 2%	2 2%	- 1%	7 1%	4 1%	2 1%	7 1%	11 1%	9 1%	4 1%	15 1%	5 2%	10 1%	4 1%	18 1%	3 1%	9 2%	11 1%
NET: Satisfied	1855 85% ^j	888 85%	957 86%	273 87%	294 82%	269 82%	315 87%	282 85%	314 88% ^{kde}	109 90%	1587 86% ^j	127 79%	82 81%	58 93%	473 85%	556 85%	384 86%	441 86%	1030 85%	826 86%	587 85%	1166 86%	265 84%	947 86%	414 85%	1495 85%	318 87%	433 84%	1382 86%
NET: Dissatisfied	113 5%	51 5%	63 6%	20 6%	25 7% ^h	22 7%	15 4%	17 5%	11 3%	3 3%	92 5%	12 7%	7 7%	3 4%	29 5%	38 6%	20 4%	26 5%	67 6%	46 5%	40 6%	69 5%	12 4%	55 5%	31 6%	91 5%	23 6%	25 5%	87 5%
Don't know	3 *	2 *	1 *	- *	1 *	1 *	- *	1 *	1 *	- *	2 *	- *	1 1%	- *	1 *	1 *	1 *	- *	2 *	1 *	1 *	1 *	- *	1 *	1 *	3 *	- *	1 *	2 *
Mean	1.23 ^d	1.21	1.26	1.20	1.09	1.14	1.29 ^{de}	1.28 ^d	1.33 ^{Xde}	1.42 ^{Xde}	1.25	1.12	1.10	1.34	1.21	1.23	1.23	1.26	1.22	1.25	1.24	1.23	1.25	1.26	1.20	1.23	1.27	1.23	1.23
Standard deviation	0.86	0.86	0.86	0.86	0.90	0.92	0.81	0.86	0.80	0.79	0.85	0.91	0.92	0.75	0.87	0.87	0.82	0.87	0.87	0.85	0.87	0.85	0.87	0.86	0.87	0.86	0.87	0.89	0.85
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.05	0.04	0.07	0.02	0.07	0.09	0.11	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.05	0.03	0.04	0.02	0.05	0.04	0.02

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

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Table 33

M4. How satisfied are you OVERALL with the RECEPTION OR SIGNAL STRENGTH that you get on your mobile phone service from <Mobile>?

Base: All Mobile respondents

	Mobile								Mobile bundle		Mobile service package			Importance of service			Impact of COVID-19 on importance of service			
	Total (X)	EE (a)	giffgaff (b)	O2 (c)	Tesco Mobile (d)	Three (e)	Virgin Mobile (f)	Vodafone (g)	Other providers (i)	Yes (k)	No (l)	Prepay/ pay as you go (m)	Monthly contract/ SIM only (n)	Don't know (o)	Mobile - NET: Not important (p)	Mobile - Very important (t)	Mobile - NET: Important (u)	Mobile - The service has become more important (v)	Mobile - The service has become less important (w)	Mobile - No different (x)
Unweighted base	2563	476	156	403	208	234	226	315	545	564	1999	489	2060	14	144	1760	2419	898	87	1578
Weighted base	2563	559	120	502	182	315	118	402	364	392	2171	497	2054	12**	135	1792	2428	889	82*	1592
Very satisfied	1049 41%ew	224 40%e	61 51%Xacef	204 41%e	102 56%Xacefgj	91 29%	40 34%	176 44%e	150 41%e	174 44%	875 40%	219 44%	826 40%	4 36%	50 37%	784 44%Xu	999 41%	341 38%	23 28%	685 43%Xw
Fairly satisfied	1085 42%dx	244 44%d	45 37%	224 45%d	62 34%	133 42%	51 43%	175 44%d	151 42%	161 41%	924 43%	196 39%	889 43%	1 8%	51 38%	743 41%	1034 43%	415 47%Xx	42 52%	628 39%
Neither satisfied nor dissatisfied	215 8%t	58 10%d	9 7%	40 8%	10 5%	33 10%	11 10%	25 6%	29 8%	28 7%	187 9%	35 7%	177 9%	2 21%	16 12%	133 7%	199 8%t	71 8%	8 9%	136 9%
Fairly dissatisfied	154 6%t	25 4%	5 4%	27 5%	6 3%	41 13%Xabcdgj	8 7%	23 6%	19 5%	21 5%	133 6%	27 5%	126 6%	1 7%	12 9%	92 5%	141 6%t	48 5%	6 7%	100 6%
Very dissatisfied	53 2%n	6 1%	1 *	7 1%	3 2%	17 5%Xabcbg	6 5%Xabcbg	3 1%	10 3%g	5 1%	48 2%	17 3%n	35 2%	1 10%	4 3%	37 2%	49 2%	13 1%	3 4%	37 2%
NET: Satisfied	2134 83%efp	468 84%e	106 88%ef	427 85%ef	164 90%Xaefj	225 71%	91 78%	352 87%Xef	302 83%e	335 86%	1799 83%	414 83%	1715 83%	5 44%	102 75%	1527 85%Xpu	2033 84%Xp	757 85%	65 79%	1313 82%
NET: Dissatisfied	207 8%at	31 6%	6 5%	34 7%	8 5%	58 18%Xabcdgj	15 12%Xabcbg	26 6%	30 8%	26 7%	181 8%	44 9%	161 8%	2 17%	16 12%	129 7%	191 8%	61 7%	9 11%	137 9%
Don't know	7 *n	1 *	-	2 *	-	-	*	-	4 1%X	2 1%	5 *	4 1%n	1 *	2 18%	1 1%	3 *	6 *	*	*	6 *
Mean	1.14ef	1.17ef	1.33Xefj	1.18ef	1.40Xacefgj	0.76	0.94	1.24ef	1.14ef	1.23Xi	1.13	1.16	1.14	0.65	0.98	1.20Xpu	1.15	1.15	0.93	1.15
Standard deviation	0.95	0.87	0.83	0.89	0.85	1.16	1.10	0.86	0.98	0.89	0.96	1.01	0.93	1.51	1.06	0.93	0.94	0.89	1.00	0.98
Standard error	0.02	0.04	0.07	0.04	0.06	0.08	0.07	0.05	0.04	0.04	0.02	0.05	0.02	0.48	0.09	0.02	0.02	0.03	0.11	0.02

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/j - X/k/l - X/m/n/o - X/p/t/u - X/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 34

M4. How satisfied are you OVERALL with the RECEPTION OR SIGNAL STRENGTH that you get on your mobile phone service from <Mobile>?

Base: All Mobile respondents

	Impacting/ limiting conditions																				Financial Vulnerability			Urban/Rural		Benefits			
	Gender			Age							Nation			Social-Economic Group							Potential								
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Least vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Unweighted base	2563	1255	1292	297	418	420	447	407	419	155	2163	206	130	64	682	683	550	648	1365	1198	840	1583	390	1325	570	2094	411	640	1865
Weighted base	2563	1243	1305	337	424	393	434	396	430	150	2167	196	125	75*	675	762	518	608	1437	1126	816	1608	375	1309	576	2072	433	624	1882
Very satisfied	1049 41%dw	487 39%	558 43%	117 35%	138 33%	143 36%	182 42% d	176 45% cde	205 48% Xcde gh	87 58% Xcde gh	884 41%	88 45%	50 40%	27 37%	269 40%	311 40%	205 40%	264 43%	580 40%	469 42%	350 43%	641 40%	155 41%	575 44%Xw	206 36%	862 42%	165 38%	269 43%	755 40%
Fairly satisfied	1085 42%hBvp	520 42%	558 43%	150 44%	214 51% XfghB	176 45% hB	180 42%	156 39%	160 37%	49 33%	917 42%	75 38%	58 47%	34 46%	297 44%	336 44%	217 42%	235 39%	633 44% p	452 40%	331 41%	700 44%	139 37%	527 40%	284 49%Xuv	877 42%	183 42%	246 39%	816 43%
Neither satisfied nor dissatisfied	215 8%bv	121 10% Xb	90 7%	34 10%	45 11% B	35 9%	34 8%	29 7%	33 8%	6 4%	190 9%	13 6%	7 5%	6 8%	54 8%	61 8%	54 10%	46 8%	115 8%	100 8%	59 7%	138 9%	37 10%	91 7%	45 8%	175 8%	33 8%	59 10%	151 8%
Fairly dissatisfied	154 6% x	73 6%	80 6%	25 7%	21 5%	26 7%	31 7%	23 6%	24 6%	4 2%	125 6%	17 9%	5 4%	6 8%	37 6%	39 5%	33 6%	45 7%	76 5%	78 7%	61 7%	87 5%	35 9% Xvw	76 6%	31 5%	109 5%	42 10% Xx	32 5%	118 6%
Very dissatisfied	53 2% b	36 3% Xb	17 1%	11 3%	4 1%	11 3%	6 1%	9 2%	8 2%	3 2%	45 2%	4 2%	4 3%	1 1%	16 2%	15 2%	6 1%	17 3%	31 2%	22 2% o	16 2%	36 2%	9 2%	35 3% X	5 2%	43 2%	10 2%	17 3%	36 2%
NET: Satisfied	2134 83%au	1007 81%	1116 86% Xa	267 79%	352 83%	319 81%	362 84%	332 84%	365 85%	137 91% Xcde g	1801 83%	163 83%	109 87%	62 83%	566 84%	647 85%	422 82%	499 82%	1213 84%	921 82%	680 83%	1341 85%	294 78%	1102 84% u	490 85% u	1739 84%	348 80%	514 82%	1571 83%
NET: Dissatisfied	207 8% x	109 9%	97 7%	36 11%	26 6%	37 9%	37 9%	33 8%	31 7%	7 5%	170 8%	21 11%	9 7%	7 9%	53 8%	54 7%	38 10%	61 7%	107 7%	100 9%	76 9%	123 8%	44 12% Xw	111 8%	40 7% u	152 7%	53 12% Xx	49 8%	154 8%
Don't know	7 *	5 *	2 *	* *	* *	2 1%	1 *	2 1%	1 *	- -	6 *	- -	1 *	- -	2 *	- -	4 1% n	2 *	2 *	5 *	* *	6 *	- -	5 *	* *	7 *	- -	1 *	6 *
Mean	1.14ay	1.09	1.20Xa	1.00	1.09	1.06	1.16	1.18	1.24Xcde	1.43Xcde fgh	1.14	1.15	1.18	1.09	1.14	1.17	1.13	1.13	1.15	1.13	1.15	1.14	1.06	1.17	1.13	1.17Xy	1.04	1.15	1.14
Standard deviation	0.95	0.99	0.91	1.02	0.85	0.99	0.94	0.97	0.94	0.87	0.95	1.00	0.93	0.94	0.95	0.92	0.92	1.02	0.93	0.97	0.97	0.94	1.05	0.98	0.88	0.93	1.03	0.98	0.94
Standard error	0.02	0.03	0.03	0.06	0.04	0.05	0.04	0.05	0.05	0.07	0.02	0.07	0.08	0.12	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.05	0.03	0.04	0.02	0.05	0.04	0.02

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A

Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 35

IN1. Which of these fixed broadband services does your household have?

Base: All Internet respondents

	Broadband									Broadband bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Vodafone (s)	Other providers (g)	Yes (h)	No (i)	Fixed Broadband - NET: Not important (j)	Fixed Broadband - Very important (n)	Fixed Broadband - NET: Important (o)	Fixed Broadband - The service has become more important (p)	Fixed Broadband - The service has become less important (q)	Fixed Broadband - No different (r)
Unweighted base	2261	472	142	143	428	283	525	102	166	1861	400	50	1789	2211	1012	43	1206
Weighted base	2261	556	115	104	561	244	484	77*	120	1834	427	47*	1812	2214	1011	39*	1211
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	589 26%f	154 28%f	45 39%Xd	47 45%Xd	148 26%f	74 30%f	54 11%	25 32%f	43 36%Xd	470 26%	119 28%	15 31%	454 25%	574 26%	259 26%	11 28%	320 26%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1243 55%fi	330 59%Xc	62 54%f	51 49%	349 62%Xcf	139 57%f	208 43%	45 59%f	60 50%	1035 56%Xi	208 49%	22 46%	1021 56%Xo	1222 55%	570 56%	24 61%	649 54%
Ultrafast broadband - the download speed is 100MB/second or higher	261 12%abcdehj	31 6%bc	1 1%	-	29 5%bc	12 5%bc	178 37%Xabcdehg	2 3%	8 6%bc	198 11%	63 15%	1 2%	222 12%j	260 12%j	129 13%	3 6%	129 11%
Don't know	168 7%nop	41 7%	7 6%	6 6%	35 6%	20 8%	45 9%	5 6%	10 8%	131 7%	37 9%	10 21%Xno	116 6%	158 7%no	53 5%	2 5%	113 9%Xp

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/s/g - X/h/i - X/j/n/o - X/p/q/r
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 36

IN1. Which of these fixed broadband services does your household have?

Base: All Internet respondents

	Gender			Age							Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
																								y vulnerable (v)					
Unweighted base	2261	1138	1112	161	349	389	420	371	414	157	1904	186	117	54	603	598	485	575	1201	1060	745	1403	319	1195	523	1850	364	557	1648
Weighted base	2261	1133	1118	175*	362	373	404	366	432	149	1904	181	115*	62*	599	653	471	539	1251	1010	716	1435	295	1192	534	1832	383	539	1667
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	589 26%def	277 24%	312 28%	57 33%def	76 21%	74 20%	87 22%	111 30%def	134 31%Xdef	50 33%Xdef	488 26%	61 34%Xi	26 23%	14 23%	155 26%	173 27%	131 28%	130 24%	328 26%	261 26%	172 24%	394 27%	82 28%	318 27%	132 25%	462 25%	116 30%	132 25%	446 27%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1243 55%bp	652 58%Xb	586 52%	84 48%	211 58%B	214 58%B	244 60%XchB	194 53%	226 52%	71 47%	1052 55%	90 50%	70 61%	31 51%	340 57%	361 55%	268 57%	274 51%	702 56%	542 54%	406 57%	783 55%	149 51%	662 56%	315 59%u	995 54%	221 58%	294 55%	915 55%
Ultrafast broadband - the download speed is 100MB/second or higher	261 12%by	159 14%Xb	101 9%	18 10%	53 15%ghB	60 16%XghB	47 12%	35 9%	38 9%	10 7%	220 12%	20 11%	10 9%	10 16%	78 13%	72 11%	42 9%	69 13%	150 12%	111 11%	83 12%	169 12%	40 14%	133 11%	63 12%	235 13%Xy	22 6%	66 12%	188 11%
Don't know	168 7%amqtw	45 4%	119 11%Xa	16 9%	21 6%	24 6%	27 7%	27 7%	35 8%	19 13%Xdef	143 8%	10 5%	9 8%	6 10%	26 4%	46 7%	30 6%	67 12%Xmnoqr	72 6%lm	96 10%Xmoq	54 8%	89 6%	24 8%	79 7%	23 4%	140 8%	24 6%	47 9%	117 7%

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 37
INSUM. Fixed Broadband Provider SUMMARY TABLE
Base: All Internet respondents asked

	IN. Summary			
	Overall Satisfaction	Value Satisfaction	Speed Satisfaction	Reliability Satisfaction
Unweighted base	2261	400	2261	2261
Weighted base	2261	427	2261	2261
Very satisfied	842 37%	77 18%	853 38%	906 40%
Fairly satisfied	1027 45%	204 48%	958 42%	937 41%
Neither satisfied nor dissatisfied	219 10%	74 17%	219 10%	213 9%
Fairly dissatisfied	123 5%	45 11%	164 7%	139 6%
Very dissatisfied	47 2%	24 6%	55 2%	61 3%
NET: Satisfied	1869 83%	281 66%	1811 80%	1843 82%
NET: Dissatisfied	170 8%	69 16%	219 10%	200 9%
Don't know	3 *	2 *	12 1%	5 *
Mean	1.10	0.62	1.06	1.10
Standard deviation	0.93	1.08	0.99	0.99
Standard error	0.02	0.05	0.02	0.02

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 38

IN2. In terms of your fixed broadband service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Broadband>?

Base: All Internet respondents

	Broadband									Broadband bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Voodafone (s)	Other providers (g)	Yes (h)	No (i)	Fixed Broadband - NET: Not important (j)	Fixed Broadband - Very important (n)	Fixed Broadband - NET: Important (o)	Fixed Broadband - The service has become more important (p)	Fixed Broadband - The service has become less important (q)	Fixed Broadband - No different (r)
Unweighted base	2261	472	142	143	428	283	525	102	166	1861	400	50	1789	2211	1012	43	1206
Weighted base	2261	556	115	104	561	244	484	77*	120	1834	427	47*	1812	2214	1011	39*	1211
Very satisfied	842 37%efj	246 44%Xdef	50 44%ef	39 37%e	209 37%e	65 27%	160 33%	29 38%	44 37%	730 40%Xi	112 26%	9 20%	748 41%Xjo	833 38%Xj	361 36%	10 26%	471 39%
Fairly satisfied	1027 45%kn	244 44%	47 41%	43 41%	262 47%	125 51%	218 45%	30 38%	58 48%	820 45%	207 48%	23 48%	776 43%	1004 45%kn	463 46%	19 47%	545 45%
Neither satisfied nor dissatisfied	219 10%hno	43 8%	10 9%	11 11%	55 10%	27 11%	46 10%	11 14%	15 12%	154 8%	65 15%Xh	11 23%Xno	153 8%	208 9%kn	95 9%	8 21%Xpr	116 10%
Fairly dissatisfied	123 5%agr	14 3%	5 4%	8 7%ag	29 5%g	18 6%ag	45 9%Xadg	5 6%g	1 1%	95 5%	29 7%	2 4%	99 5%	122 5%	67 7%	2 5%	55 5%
Very dissatisfied	47 2%	8 1%	3 2%	2 2%	6 1%	8 3%	15 3%cd	3 3%	3 2%	34 2%	13 3%	2 5%	35 2%	44 2%	25 3%	-	21 2%
NET: Satisfied	1869 83%fj	489 88%Xcdfs	97 85%	82 79%	471 84%ef	191 78%	378 77%	59 77%	102 85%	1550 85%Xi	318 74%	32 67%	1524 84%Xjo	1837 83%Xj	824 81%	29 74%	1016 84%
NET: Dissatisfied	170 8%aghr	22 4%	7 6%	10 9%ag	35 6%	26 11%ag	59 12%Xadg	7 9%a	4 3%	128 7%	42 10%	4 9%	134 7%	166 8%	92 9%Xr	2 5%	76 6%
Don't know	3 *hno	2 *	-	1 1%df	-	-	-	-	-	1 *	2 *	1 1%Xno	1 *	3 *	-	-	3 *
Mean	1.10efj	1.27Xcdfs	1.20ef	1.05	1.14ef	0.91	0.96	1.02	1.16ef	1.16Xi	0.88	0.74	1.16Xjo	1.11Xj	1.06	0.96	1.15Xp
Standard deviation	0.93	0.82	0.93	0.99	0.87	0.98	1.04	1.04	0.84	0.91	0.98	0.99	0.93	0.93	0.97	0.82	0.90
Standard error	0.02	0.04	0.08	0.08	0.04	0.06	0.05	0.10	0.06	0.02	0.05	0.14	0.02	0.02	0.03	0.13	0.03

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/s/g - X/h/i - X/j/n/o - X/p/q/r
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 39

IN2. In terms of your fixed broadband service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Broadband>?

Base: All Internet respondents

	Impacting/ limiting conditions																				Financial Vulnerability			Urban/Rural		Benefits			
	Gender			Age							Nation				Social-Economic Group						Potential y								
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Unweighted base	2261	1138	1112	161	349	389	420	371	414	157	1904	186	117	54	603	598	485	575	1201	1060	745	1403	319	1195	523	1850	364	557	1648
Weighted base	2261	1133	1118	175*	362	373	404	366	432	149	1904	181	115*	62*	599	653	471	539	1251	1010	716	1435	295	1192	534	1832	383	539	1667
Very satisfied	842 37% _d	431 38%	407 36%	53 30%	96 26%	128 34% _d	150 37% _d	149 41% _d	194 45% _{Xcode}	72 49% _{Xcode}	707 37%	70 39%	42 36%	24 39%	218 36%	241 37%	168 36%	215 40%	459 37%	382 38%	267 37%	535 37%	112 38%	447 38%	198 37%	678 37%	148 39%	202 37%	625 37%
Fairly satisfied	1027 45%	510 45%	512 46%	85 49%	179 49%	174 47%	187 46%	155 42%	186 43%	60 40%	862 45%	85 47%	51 44%	29 47%	264 44%	308 47%	224 47%	231 43%	572 46%	455 45%	324 46%	657 46%	126 43%	553 46%	246 46%	822 45%	180 47%	239 44%	762 46%
Neither satisfied nor dissatisfied	219 10% _h	106 9%	111 10%	12 7%	55 15% _{Xc}	40 11%	35 9%	35 9%	29 7%	14 9%	188 10%	9 5%	18 16% _X	4 6%	60 10%	57 9%	46 10%	56 10%	117 9%	102 10%	66 9%	138 10%	29 10%	108 9%	48 9%	180 10%	36 9%	55 10%	154 9%
Fairly dissatisfied	123 5% _h	59 5%	65 6%	16 9% _h	19 5% _B	28 7% _h	26 6% _B	19 5% _B	14 3%	1 1%	105 6%	12 7%	4 3%	3 5%	41 7%	37 6%	18 4%	28 5%	78 6%	46 5%	43 6%	76 5%	21 7%	58 5%	32 6%	107 6%	14 4%	35 7%	86 5%
Very dissatisfied	47 2%	26 2%	21 2%	9 5% _e	10 3%	4 1%	7 2%	8 2%	8 2%	1 1%	39 2%	6 3%	- -	2 3%	14 2%	10 1%	14 3%	9 2%	24 2%	23 2%	15 2%	28 2%	6 2%	24 2%	10 2%	42 2%	5 1%	7 1%	38 2%
NET: Satisfied	1869 83% _d	941 83%	919 82%	139 79%	275 76%	301 81%	337 83% _d	304 83% _d	380 88% _{Xcode}	133 89% _{Xcode}	1569 82%	154 85%	93 81%	53 86%	482 81%	549 84%	391 83%	446 83%	1031 82%	837 83%	592 83%	1193 83%	239 81%	1001 84%	444 83%	1500 82%	328 86%	441 82%	1386 83%
NET: Dissatisfied	170 8% _B	84 7%	86 8%	24 14% _{Xh}	30 8% _B	32 9% _B	33 8% _B	27 7% _B	23 5%	3 2%	144 8%	17 10%	4 3%	5 8%	55 9%	47 7%	32 7%	37 7%	101 8%	69 7%	58 8%	104 7%	27 9%	82 7%	42 8%	148 8%	19 5%	42 8%	124 7%
Don't know	3 *	1 *	2 *	- 1% _X	3 -	- -	1 *	- -	- -	- -	3 *	- -	- -	- -	1 *	- -	2 *	- -	1 *	2 *	1 *	1 *	- *	1 *	- *	3 *	- *	1 *	3 *
Mean	1.10 _{cd}	1.12	1.09	0.91	0.92	1.05	1.11 _d	1.14 _{cd}	1.26 _{Xcode} _f	1.35 _{Xcode} _{fg}	1.10	1.11	1.14	1.13	1.06	1.12	1.09	1.14	1.09	1.12	1.10	1.11	1.08	1.13	1.10	1.09	1.18	1.10	1.11
Standard deviation	0.93	0.93	0.93	1.08	0.94	0.92	0.92	0.94	0.87	0.75	0.93	0.98	0.81	0.97	0.97	0.90	0.93	0.92	0.93	0.92	0.94	0.92	0.98	0.91	0.93	0.95	0.84	0.92	0.93
Standard error	0.02	0.03	0.03	0.09	0.05	0.05	0.05	0.05	0.04	0.06	0.02	0.07	0.07	0.13	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.05	0.03	0.04	0.02	0.04	0.04	0.02

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

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ONLINE Fieldwork : 29th November - 14th December 2021

Table 40

IN3. How satisfied are you with the overall VALUE FOR MONEY of your service from <Broadband>?

Base: All Internet respondents not having the service in a bundle

	Broadband									Broadband bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Voodafone (s)	Other providers (g)	Yes (h)	No (i)	Fixed Broadband - NET: Not important (j)	Fixed Broadband - Very important (n)	Fixed Broadband - NET: Important (o)	Fixed Broadband - The service has become more important (p)	Fixed Broadband - The service has become less important (q)	Fixed Broadband - No different (r)
Unweighted base	400	79	24	34	37	47	113	23	43	-	400	13	296	387	184	10	206
Weighted base	427	92*	23**	36*	56*	58**	141	7**	13**	-**	427	14**	321	414	196	11**	221
Very satisfied	77 18%a	8 9%	10 43%	11 32% <i>Xa</i>	10 18%	8 14%	27 19%	1 7%	2 16%	-	77 18%	1 6%	70 22% <i>Xo</i>	77 18%	39 20%	2 18%	36 16%
Fairly satisfied	204 48%	53 58% <i>f</i>	10 42%	16 46%	21 38%	36 63%	59 42%	4 49%	4 33%	-	204 48%	7 48%	151 47%	197 48%	95 49%	3 26%	106 48%
Neither satisfied nor dissatisfied	74 17% <i>n</i>	14 16%	2 10%	3 10%	21 38% <i>Xacf</i>	10 16%	18 13%	2 24%	3 25%	-	74 17%	4 32%	46 14%	70 17%	28 14%	3 32%	43 19%
Fairly dissatisfied	45 11%	12 13%	-	2 6%	2 3%	4 7%	21 15%	1 20%	3 20%	-	45 11%	1 9%	31 10%	44 11%	19 10%	2 21%	24 11%
Very dissatisfied	24 6%	3 4%	1 5%	2 5%	2 3%	-	16 11% <i>X</i>	-	1 6%	-	24 6%	-	22 7%	24 6%	14 7%	-	10 5%
NET: Satisfied	281 66%	61 66%	20 85%	28 78%	31 56%	45 77%	86 61%	4 56%	7 49%	-	281 66%	8 55%	222 69%	274 66%	135 69%	5 44%	142 64%
NET: Dissatisfied	69 16%	15 16%	1 5%	4 11%	3 6%	4 7%	37 26% <i>Xd</i>	1 20%	4 26%	-	69 16%	1 9%	53 16%	68 17%	33 17%	2 21%	34 16%
Don't know	2 0	2 2%	-	1%	-	-	-	-	-	-	2 0	1 5%	-	1 *	-	4%	2 1%
Mean	0.62 <i>f</i>	0.56	1.16	0.95	0.65	0.85	0.43	0.42	0.32	-	0.62	0.55	0.68	0.63	0.65	0.43	0.61
Standard deviation	1.08	0.96	1.01	1.08	0.91	0.75	1.27	0.95	1.18	-	1.08	0.78	1.13	1.08	1.12	1.08	1.04
Standard error	0.05	0.11	0.21	0.19	0.15	0.11	0.12	0.20	0.18	-	0.05	0.23	0.07	0.06	0.08	0.36	0.07

Proportions/Means: Columns Tested (5% risk level) - *X/a/b/c/d/e/f/s/g - X/h/i - X/j/n/o - X/p/q/r*
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 41

IN3. How satisfied are you with the overall VALUE FOR MONEY of your service from <Broadband>?

Base: All Internet respondents not having the service in a bundle

	Socio-Economic and Demographic Data																				Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender			Age							Nation			Social-Economic Group							Potential								
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (t)	No (u)	Most vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Unweighted base	400	181	215	70	132	66	55	32	36	9	331	37	21	11	102	117	86	95	219	181	111	260	53	200	94	338	51	96	301
Weighted base	427	203	220	84*	136	68*	57*	35**	39**	9**	354	37**	20**	16**	106*	139*	87*	95*	245	182	114*	285	57**	213	97*	356	60*	100*	325
Very satisfied	77 18%	36 18%	41 19%	15 18%	19 14%	8 12%	15 25%	8 22%	8 20%	5 61%	68 19%	8 21%	1 7%	1 5%	15 14%	24 17%	15 17%	24 25%	39 16%	39 21%	28 25%	44 15%	11 19%	41 19%	13 13%	65 18%	11 18%	18 18%	59 18%
Fairly satisfied	204 48%	95 47%	107 48%	44 52%	66 48%	40 58%	26 46%	12 35%	15 38%	2 19%	169 48%	18 47%	8 40%	9 57%	55 52%	62 44%	43 50%	44 46%	117 48%	87 48%	44 39%	153 54% Xs	30 52%	105 49%	49 50%	162 45%	35 58%	52 52%	152 47%
Neither satisfied nor dissatisfied	74 17%	32 16%	42 19%	11 13%	26 19%	12 17%	9 16%	6 18%	10 25%	1 12%	60 17%	6 16%	5 25%	4 23%	16 15%	25 18%	15 17%	18 19%	41 17%	34 18%	19 16%	49 17%	6 10%	36 17%	19 20%	65 18%	6 11%	11 11%	63 19%
Fairly dissatisfied	45 11%	22 11%	21 10%	4 5%	14 10%	8 12%	6 11%	8 22%	4 10%	1 9%	34 10%	3 9%	5 25%	3 15%	11 10%	17 13%	8 9%	9 9%	28 12%	17 9%	16 14%	25 9%	9 16%	23 11%	7 8%	38 11%	7 12%	14 14%	31 10%
Very dissatisfied	24 6% bpr	17 8%	7 3%	10 12%	9 6%	1 1%	1 2%	1 3%	3 8%	- -	21 6%	3 7%	1 3%	- -	9 8% p	11 8%	4 5%	1 1%	19 8% p	5 3%	7 6%	15 5%	1 3%	9 4%	9 9%	24 7%	* -	5 5%	18 5%
NET: Satisfied	281 66%	131 64%	148 67%	59 70%	85 62%	48 70%	41 71%	20 57%	22 58%	7 79%	237 67%	25 68%	9 47%	10 62%	70 66%	86 62%	58 67%	67 70%	156 64%	125 69%	73 64%	197 69%	41 71%	145 68%	61 63%	227 64%	46 77%	70 70%	211 65%
NET: Dissatisfied	69 16% r	39 19%	29 13%	14 17%	23 17%	9 13%	7 13%	9 26%	7 18%	1 9%	55 16%	6 16%	6 28%	3 15%	20 19%	28 20%	12 14%	10 10%	48 19%	22 12%	23 20%	39 14%	11 19%	32 15%	16 17%	62 17%	8 13%	19 19%	49 15%
Don't know	2 *	1 *	1 1%	- -	2 2%	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	1 1%	- -	1 2%	- -	1 *	1 1%	- -	- -	- -	- -	- -	2 1%	- -	- -	2 1%
Mean	0.62	0.54	0.70	0.60	0.54	0.68	0.83	0.50	0.53	1.31	0.65	0.65	0.23	0.52	0.54	0.51	0.67	0.84Xq	0.52	0.76X	0.62	0.66	0.69	0.69	0.51	0.58	0.82	0.64	0.63
Standard deviation	1.08	1.16	0.99	1.20	1.07	0.87	0.99	1.17	1.16	1.05	1.08	1.14	1.03	0.84	1.12	1.15	1.02	0.94	1.13	0.98	1.18	1.01	1.04	1.03	1.10	1.11	0.89	1.09	1.06
Standard error	0.05	0.09	0.07	0.14	0.09	0.11	0.13	0.21	0.19	0.35	0.06	0.19	0.22	0.25	0.11	0.11	0.11	0.10	0.08	0.07	0.11	0.06	0.14	0.07	0.11	0.06	0.12	0.11	0.06

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 42

IN4. How satisfied are you with the SPEED OF SERVICE while online from <Broadband>?

Base: All Internet respondents

	Broadband									Broadband bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Vodafone (s)	Other providers (g)	Yes (h)	No (i)	Fixed Broadband - NET: Not important (j)	Fixed Broadband - Very important (n)	Fixed Broadband - NET: Important (o)	Fixed Broadband - The service has become more important (p)	Fixed Broadband - The service has become less important (q)	Fixed Broadband - No different (r)
Unweighted base	2261	472	142	143	428	283	525	102	166	1861	400	50	1789	2211	1012	43	1206
Weighted base	2261	556	115	104	561	244	484	77*	120	1834	427	47*	1812	2214	1011	39*	1211
Very satisfied	853 38%ejj	236 42%Xe	48 41%e	35 34%	207 37%e	68 28%	189 39%e	29 38%	42 35%	737 40%Xi	116 27%	8 17%	746 41%Xjo	845 38%Xj	374 37%	11 27%	468 39%
Fairly satisfied	958 42%on	224 40%	44 38%	45 44%	254 45%	111 46%	192 40%	33 43%	54 45%	777 42%	181 42%	22 47%	731 40%	935 42%on	429 42%	19 49%	510 42%
Neither satisfied nor dissatisfied	219 10%hn	51 9%	11 10%	14 13%	52 9%	27 11%	45 9%	10 12%	10 9%	151 8%	68 16%Xh	9 19%on	154 8%	211 10%on	100 10%	6 15%	114 9%
Fairly dissatisfied	164 7%sh	32 6%	9 8%	6 6%	39 7%	30 12%Xads	37 8%sa	1 1%	10 9%sa	123 7%	42 10%	5 11%	128 7%	159 7%	75 7%	3 8%	86 7%
Very dissatisfied	55 2%h	8 1%	4 3%	3 3%	9 2%	8 3%	17 4%a	4 5%a	3 2%	36 2%	19 4%Xh	2 4%	47 3%	53 2%	32 3%	- -	23 2%
NET: Satisfied	1811 80%ejj	460 83%e	91 79%	81 78%	461 82%e	179 73%	380 79%	62 81%	96 80%	1514 83%Xi	297 69%	30 64%	1477 81%Xjo	1780 80%Xj	803 79%	30 76%	978 81%
NET: Dissatisfied	219 10%ah	39 7%	13 11%	9 8%	48 9%	38 15%Xad	54 11%a	5 6%	13 11%	158 9%	61 14%Xh	7 15%	175 10%	212 10%	107 11%	3 8%	109 9%
Don't know	12 1%op	5 1%	-	1 1%od	-	1 *	5 1%od	*	-	10 1%	2 *	1 3%Xno	7 *	10 *	2 *	* 1%	10 1%
Mean	1.06ejj	1.18Xef	1.06	1.01	1.09e	0.83	1.04e	1.08	1.02	1.13Xi	0.78	0.64	1.11Xjo	1.07Xj	1.03	0.96	1.09
Standard deviation	0.99	0.92	1.06	0.98	0.94	1.07	1.06	1.01	1.00	0.96	1.09	1.03	1.00	0.99	1.03	0.88	0.97
Standard error	0.02	0.04	0.09	0.08	0.05	0.06	0.05	0.10	0.08	0.02	0.05	0.15	0.02	0.02	0.03	0.14	0.03

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/s/g - X/h/i - X/j/n/o - X/p/q/r
 Overlap formulae used. * small base

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Table 43

IN4. How satisfied are you with the SPEED OF SERVICE while online from <Broadband>?

Base: All Internet respondents

	Gender		Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (j)	Scotland (i)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Unweighted base	2261	1138	1112	161	349	389	420	371	414	157	1904	186	117	54	603	598	485	575	1201	1060	745	1403	319	1195	523	1850	364	557	1648
Weighted base	2261	1133	1118	175*	362	373	404	366	432	149	1904	181	115*	62*	599	653	471	539	1251	1010	716	1435	295	1192	534	1832	383	539	1667
Very satisfied	853 38% _d	440 39%	410 37%	59 34%	103 28%	129 35%	155 38% _d	156 42% _{de}	186 43% _{Xde}	66 44% _d	717	72	38	26	238	237	163	215	475	378	274	543	107	458	207	690	146	197	635
Fairly satisfied	958 42% _{gm}	473 42%	479 43%	72 41%	173 48% _{Xg}	166 45% _g	174 43%	135 37%	174 40%	63 43%	805	79	54	20	227	299	215	217	526	432	303	613	127	521	222	772	162	238	699
Neither satisfied nor dissatisfied	219 10% _v	99 9%	119 11%	11 6%	45 12%	35 9%	39 10%	37 10%	40 9%	13 9%	191	11	12	6	69	54	38	59	123	96	73	136	36	97	49	184	30	51	162
Fairly dissatisfied	164 7% _h	86 8%	79 7%	21 12% _{hB}	27 8%	37 10% _{hB}	29 7%	26 7%	19 4%	5 4%	135	13	7	9	50	44	36	35	94	70	49	102	14	90	36	134	28	43	118
Very dissatisfied	55 2% _e	31 3%	24 2%	12 7% _{XefhB}	12 3% _e	3 1%	7 2%	12 3% _e	8 2%	1 1%	47	5	3	-	12	16	16	11	28	27	16	34	10	22	17	43	12	9	42
NET: Satisfied	1811 80%	913 81%	889 79%	131 75%	276 76%	295 79%	329 81%	290 79%	360 83% _d	129 87% _{Xcd}	1522	152	92	46	465	536	378	432	1001	810	576	1156	234	980	430	1463	309	435	1334
NET: Dissatisfied	219 10% _{hB}	117 10%	102 9%	33 19% _{Xdefg}	39 11% _{hB}	39 11% _{hB}	37 9%	38 10% _B	27 6%	7 4%	182	18	10	9	62	60	52	45	122	97	65	136	24	112	52	177	40	52	160
Don't know	12 1%	3 *	8 1%	- -	2 1%	4 1%	1 *	1 *	5 1%	- -	10	-	2	-	2 *	3 *	3 1%	3 1%	5 *	6 1%	3 *	6 *	1 *	4 *	3 *	8 *	4 1%	* *	11 1%
Mean	1.06 _{cd}	1.07	1.06	0.83	0.91	1.04	1.09 _{cd}	1.08 _d	1.20 _{Xode}	1.26 _{Xode}	1.06	1.11	1.03	1.01	1.06	1.07	1.01	1.10	1.06	1.06	1.08	1.07	1.04	1.10	1.07	1.06	1.07	1.06	1.07
Standard deviation	0.99	1.01	0.97	1.21	1.00	0.95	0.96	1.05	0.92	0.83	0.99	1.00	0.96	1.07	1.01	0.97	1.02	0.97	0.99	1.00	0.98	0.99	0.99	0.96	1.01	0.99	1.02	0.96	1.00
Standard error	0.02	0.03	0.03	0.10	0.05	0.05	0.05	0.05	0.05	0.07	0.02	0.07	0.09	0.15	0.04	0.04	0.05	0.04	0.03	0.03	0.04	0.03	0.06	0.03	0.04	0.02	0.05	0.04	0.02

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

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Table 44

IN5. How satisfied are you with the RELIABILITY of your fixed broadband service from <Broadband>?

Base: All Internet respondents

	Broadband									Broadband bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Voodafone (s)	Other providers (g)	Yes (h)	No (i)	Fixed Broadband - NET: Not important (j)	Fixed Broadband - Very important (n)	Fixed Broadband - NET: Important (o)	Fixed Broadband - The service has become more important (p)	Fixed Broadband - The service has become less important (q)	Fixed Broadband - No different (r)
Unweighted base	2261	472	142	143	428	283	525	102	166	1861	400	50	1789	2211	1012	43	1206
Weighted base	2261	556	115	104	561	244	484	77*	120	1834	427	47*	1812	2214	1011	39*	1211
Very satisfied	906 40% ^{fij}	252 45% ^{Xef}	58 51% ^{Xdef}	47 45% ^{ef}	224 40%	83 34%	162 33%	33 43%	46 39%	778 42% ^{Xi}	128 30%	11 23%	799 44% ^{Xjo}	895 40% ^{Xj}	391 39%	15 37%	501 41%
Fairly satisfied	937 41% ^{fn}	227 41%	42 36%	36 34%	243 43%	100 41%	204 42%	29 38%	55 46%	760 41%	177 41%	22 46%	705 39%	915 41% ⁿ	423 42%	13 33%	501 41%
Neither satisfied nor dissatisfied	213 9% ^{hfn}	41 7%	9 8%	12 12%	58 10%	31 13% ^a	49 10%	4 6%	9 8%	152 8%	61 14% ^{Xh}	7 16%	153 8%	206 9% ⁿ	88 9%	5 13%	120 10%
Fairly dissatisfied	139 6% ^{hr}	25 4%	2 2%	7 7%	27 5%	21 9% ^{ab}	44 9% ^{Xabd}	7 9% ^b	6 5%	101 5%	39 9% ^{Xh}	2 4%	111 6%	137 6%	77 8% ^{Xr}	4 11%	57 5%
Very dissatisfied	61 3% ^{ho}	9 2%	4 4%	1 1%	9 2%	9 3%	22 5% ^{Xad}	3 4%	3 2%	41 2%	19 5% ^{Xh}	4 8% ^{Xno}	44 2%	57 3%	32 3%	2 5%	27 2%
NET: Satisfied	1843 82% ^{efij}	479 86% ^{Xef}	100 87% ^{ef}	83 80%	467 83% ^{ef}	183 75%	366 76%	63 82%	102 85% ^{ef}	1538 84% ^{Xi}	305 71%	33 69%	1504 83% ^{Xjo}	1810 82% ^{Xj}	814 80%	28 70%	1002 83%
NET: Dissatisfied	200 9% ^{sahr}	34 6%	6 6%	9 8%	36 6%	30 12% ^{ad}	66 14% ^{Xabd}	10 13% ^a	9 7%	142 8%	58 14% ^{Xh}	6 12%	154 9%	194 9%	109 11% ^{Xr}	6 16%	85 7%
Don't know	5 * ^{hno}	2 *	-	*	-	-	2 1%	-	-	2 *	3 1%	1 3% ^{Xno}	1 *	3 * ⁿ	-	* 1% ^p	4 *
Mean	1.10 ^{efij}	1.24 ^{Xef}	1.28 ^{Xef}	1.16 ^f	1.15 ^{ef}	0.93	0.91	1.08	1.14 ^f	1.16 ^{Xi}	0.84	0.73	1.16 ^{Xjo}	1.11 ^{Xj}	1.05	0.88	1.15 ^{Xp}
Standard deviation	0.99	0.89	0.96	0.98	0.91	1.06	1.10	0.93	0.95	0.95	1.10	1.14	0.98	0.98	1.03	1.18	0.94
Standard error	0.02	0.04	0.08	0.08	0.04	0.06	0.05	0.11	0.07	0.02	0.05	0.16	0.02	0.02	0.03	0.18	0.03

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/s/g - X/h/i - X/j/n/o - X/p/q/r
 Overlap formulae used. * small base

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Table 45

IN5. How satisfied are you with the RELIABILITY of your fixed broadband service from <Broadband>?

Base: All Internet respondents

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Unweighted base	2261	1138	1112	161	349	389	420	371	414	157	1904	186	117	54	603	598	485	575	1201	1060	745	1403	319	1195	523	1850	364	557	1648	
Weighted base	2261	1133	1118	175*	362	373	404	366	432	149	1904	181	115*	62*	599	653	471	539	1251	1010	716	1435	295	1192	534	1832	383	539	1667	
Very satisfied	906 40% ^d	468 41%	434 39%	60 34%	108 30%	133 36%	158 39% ^d	159 43% ^{de}	210 49%Xc ^{def}	78 52%Xc ^{def}	762 40%	72 40%	45 39%	27 44%	248 41%	260 40%	182 39%	216 40%	508 41%	398 39%	287 40%	580 40%	124 42%	474 40%	226 42%	726 40%	159 41%	216 40%	669 40%	
Fairly satisfied	937 41%	456 40%	477 43%	74 42%	159 44%	165 44%	176 43%	142 39%	163 38%	59 39%	785 41%	83 46%	47 40%	23 37%	231 39%	266 41%	208 44%	233 43%	496 40%	441 44%	297 41%	598 42%	113 38%	512 43%	214 40%	759 41%	162 42%	224 42%	692 41%	
Neither satisfied nor dissatisfied	213 9%	106 9%	104 9%	11 6%	48 13% ^{XB}	36 10%	34 8%	39 11%	38 9%	8 5%	176 9%	11 6%	19 17% ^{Xij}	8 12%	55 9%	69 11%	37 8%	53 10%	123 10%	90 9%	69 10%	133 9%	27 9%	109 9%	50 9%	169 9%	37 10%	53 10%	155 9%	
Fairly dissatisfied	139 6% ^{hBpr}	70 6%	69 6%	15 9% ^{hB}	32 9% ^{hB}	26 7% ^{hB}	30 7% ^{hB}	19 5%	14 3%	3 2%	123 6%	9 5%	3 3%	4 6%	46 8% ^{pr}	43 7%	26 6%	23 4%	90 7% ^{pr}	50 5%	42 6%	90 6%	21 7%	67 6%	32 6%	117 6%	21 6%	33 6%	100 6%	
Very dissatisfied	61 3%	29 3%	32 3%	15 9% ^{XefghB4}	13 4%	11 3%	7 2%	7 2%	6 2%	1 1%	54 3%	6 3%	1 1%	- -	18 3%	15 2%	15 3%	14 4%	32 3%	28 3%	22 3%	33 2%	11 4%	29 2%	11 2%	56 3% ^X	4 1%	12 2%	47 3%	
NET: Satisfied	1843 82% ^d	924 82%	911 81%	134 77%	267 74%	298 80%	334 82% ^d	301 82% ^d	373 86%Xc ^{de}	137 92%Xc ^{def}	1546 81%	155 86%	91 79%	50 81%	479 80%	525 80%	390 83%	449 83%	1004 80%	839 83%	584 82%	1178 82%	237 80%	986 83%	440 82%	1485 81%	320 84%	440 82%	1360 82%	
NET: Dissatisfied	200 9% ^{hB}	99 9%	101 9%	30 17% ^{XfghB12}	45 12%XghB10	37 10% ^{hB}	26 9% ^{hB}	7 7%	21 5%	4 3%	177 9%	14 8%	4 4%	4 6%	64 11% ^p	58 9%	41 9%	37 7%	122 10%	78 8%	64 9%	123 9%	32 11%	97 8%	44 8%	173 9%	26 7%	46 8%	147 9%	
Don't know	5 * ^t	3 *	1 *	- -	3 1%	1 *	- -	1 *	- -	- -	5 *	- -	- -	- -	1 *	1 *	3 1%	- -	2 *	3 *	- -	1 *	- -	1 *	- -	5 *	- -	- -	5 *	
Mean	1.10 ^{cd}	1.12	1.09	0.85	0.88	1.03	1.11 ^{cd}	1.17 ^{cd}	1.29Xc ^{de} f	1.40Xc ^{de} fg	1.09	1.15	1.14	1.19	1.08	1.09	1.10	1.14	1.09	1.12	1.10	1.12	1.07	1.12	1.14	1.08	1.17	1.11	1.10	
Standard deviation	0.99	0.99	0.99	1.23	1.05	1.00	0.96	0.94	0.87	0.76	1.00	0.96	0.86	0.89	1.04	0.98	0.98	0.94	1.01	0.96	1.00	0.97	1.06	0.96	0.96	1.01	0.90	0.97	0.99	
Standard error	0.02	0.03	0.03	0.10	0.06	0.05	0.05	0.05	0.04	0.06	0.02	0.07	0.08	0.12	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.06	0.03	0.04	0.02	0.05	0.04	0.02	

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

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Table 46
PTSUM. Pay TV Provider SUMMARY TABLE
Base: All TV respondents respondents asked

	PT. Summary	
	Overall Satisfaction	Value Satisfaction
Unweighted base	1247	377
Weighted base	1247	392
Very satisfied	497 40%	90 23%
Fairly satisfied	539 43%	144 37%
Neither satisfied nor dissatisfied	151 12%	73 19%
Fairly dissatisfied	39 3%	66 17%
Very dissatisfied	17 1%	18 5%
NET: Satisfied	1037 83%	234 60%
NET: Dissatisfied	56 5%	84 21%
Don't know	3 *	1 *
Mean	1.17	0.56
Standard deviation	0.86	1.15
Standard error	0.02	0.06

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Table 47

PT1. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider <TV>?

Base: All TV respondents

	Pay TV						Pay TV bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	Sky (b)	TalkTalk (c)	Virgin Media (d)	Other providers (e)	Yes (f)	No (g)	Pay TV - NET: Not important (h)	Pay TV - Very important (i)	Pay TV - NET: Important (m)	Pay TV - The service has become more important (n)	Pay TV - The service has become less important (o)	Pay TV - No different (p)
Unweighted base	1247	122	596	105	347	77	870	377	160	549	1087	372	81	794
Weighted base	1247	122	697	96*	255	77*	855	392	151	563	1096	367	68*	812
Very satisfied	497	40	313	27	83	35	333	164	22	308	475	167	22	309
	40%dh	33%	45%Xacd	28%	32%	46%cd	39%	42%	15%	55%Xhm	43%Xh	45%Xop	32%	38%
Fairly satisfied	539	64	284	48	109	34	368	172	59	207	481	156	28	355
	43%l	52%Xb	41%	50%	43%	44%	43%	44%	39%	37%	44%l	43%	41%	44%
Neither satisfied nor dissatisfied	151	14	77	14	38	7	106	45	44	38	107	37	12	101
	12%lm	12%	11%	15%	15%	9%	12%	11%	29%Xlm	7%	10%l	10%	18%	12%
Fairly dissatisfied	39	2	18	4	15	-	32	7	16	9	23	6	5	29
	3%lmn	2%	3%	4%	6%Xbe	-	4%	2%	10%Xlm	2%	2%	2%	7%n	4%
Very dissatisfied	17	1	5	2	9	-	14	4	10	2	8	1	2	14
	1%blmn	1%	1%	3%	3%Xb	-	2%	1%	6%Xlm	*	1%	*	3%n	2%
NET: Satisfied	1037	104	597	75	192	69	701	336	81	515	956	323	50	665
	83%dho	85%d	86%Xd	78%	75%	90%cd	82%	86%	54%	91%Xhm	87%Xh	88%Xop	73%	82%
NET: Dissatisfied	56	3	23	6	24	-	45	11	25	10	31	7	6	43
	5%blmn	3%	3%	6%	9%Xabe	-	5%	3%	17%Xlm	2%	3%	2%	9%n	5%n
Don't know	3	1	-	1	1	1	2	1	1	1	2	-	-	3
	*	1%	-	1%b	*	1%	*	*	1%	*	*	-	-	*
Mean	1.17dhop	1.15	1.27Xcd	0.98	0.95	1.37cd	1.14	1.24	0.46	1.44Xhm	1.27Xh	1.31Xop	0.93	1.13
Standard deviation	0.86	0.75	0.81	0.91	1.01	0.65	0.89	0.80	1.07	0.71	0.78	0.74	1.00	0.89
Standard error	0.02	0.07	0.03	0.09	0.05	0.08	0.03	0.04	0.08	0.03	0.02	0.04	0.11	0.03

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e - X/f/g - X/h/l/m - X/n/o/p
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 48

PT1. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider <TV>?

Base: All TV respondents

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Unweighted base	1247	658	584	87	200	233	258	206	184	79	1058	102	59	28	345	330	269	303	675	572	400	781	181	643	310	1046	173	328	891	
Weighted base	1247	655	588	93*	210	222	252	204	186	80*	1060	97*	62*	29**	349	356	260	282	705	542	381	804	175	639	315	1031	186	323	892	
Very satisfied	497 40%a	239 36%	258 44%a	41 44%	70 33%	78 35%	110 43%b	77 38%	88 47%b	34 42%	434 41%	34 35%	20 32%	9 33%	127 36%	141 39%	103 40%	127 45%a	268 38%	230 42%	164 43%	308 38%	79 45%	272 43%	113 36%	414 40%	71 38%	125 39%	362 41%	
Fairly satisfied	539 43%hs	295 45%	242 41%	39 41%	111 53%g	99 45%h	109 43%	84 41%	63 34%	35 43%	447 42%	47 49%	34 56%	11 39%	158 45%	156 44%	116 45%	109 39%	315 45%	225 41%	147 39%	363 45%	67 38%	268 42%	145 46%	444 43%	79 43%	139 43%	386 43%	
Neither satisfied nor dissatisfied	151 12%	89 14%	60 10%	11 11%	20 10%	32 14%	25 10%	33 16%	25 13%	6 7%	131 12%	10 10%	5 8%	5 19%	46 13%	41 12%	28 11%	36 13%	87 12%	63 12%	51 13%	94 12%	24 13%	69 11%	41 13%	121 12%	27 15%	40 12%	106 12%	
Fairly dissatisfied	39 3%	24 4%	15 3%	3 3%	6 3%	10 5%	6 3%	7 4%	5 3%	1 1%	33 3%	3 3%	1 2%	2 5%	13 4%	14 4%	7 3%	5 2%	26 4%	13 2%	14 4%	25 3%	4 2%	17 3%	13 4%	33 3%	6 3%	11 3%	27 3%	
Very dissatisfied	17 1%A	6 1%	11 2%	1 1%	2 1%	2 1%	1 *	2 1%	5 3%	4 5%	12 Xdefg	3 3%	1 2%	1 4%	4 1%	3 1%	6 2%	4 1%	7 1%	10 2%	4 1%	12 1%	2 1%	10 2%	3 1%	16 2%	2 1%	7 2%	9 1%	
NET: Satisfied	1037 83%	534 81%	500 85%	79 85%	181 86%	178 80%	219 87%g	161 79%	151 81%	69 86%	881 83%	81 83%	54 88%	21 72%	285 82%	297 83%	219 84%	235 84%	582 83%	455 84%	312 82%	671 84%	146 83%	540 85%	258 82%	858 83%	150 81%	264 82%	748 84%	
NET: Dissatisfied	56 5%	30 5%	26 4%	3 4%	8 4%	13 6%	7 3%	9 4%	10 5%	6 7%	45 4%	6 6%	3 9%	3 5%	17 5%	17 5%	13 5%	9 3%	34 5%	23 4%	18 5%	37 5%	6 3%	27 4%	16 5%	49 5%	7 4%	17 5%	36 4%	
Don't know	3 *	2 *	1 *	- 1%	1 1%	- *	1 *	1 *	- 1%	1 1%	3 *	- *	- *	- *	1 *	1 *	- *	1 *	2 *	1 *	1 *	1 *	- *	2 *	- *	2 *	1 *	1 *	2 *	
Mean	1.17	1.13	1.23	1.24	1.15	1.08	1.27e	1.12	1.21	1.16	1.19	1.09	1.14	0.92	1.13	1.18	1.16	1.24	1.15	1.21	1.19	1.16	1.24	1.22	1.12	1.17	1.15	1.13	1.20	
Standard deviation	0.86	0.85	0.87	0.82	0.78	0.88	0.78	0.87	0.96	1.02	0.85	0.92	0.81	1.05	0.86	0.85	0.90	0.85	0.85	0.87	0.88	0.86	0.85	0.86	0.86	0.87	0.84	0.91	0.84	
Standard error	0.02	0.03	0.04	0.09	0.06	0.06	0.05	0.06	0.07	0.12	0.03	0.09	0.11	0.20	0.05	0.05	0.05	0.05	0.03	0.04	0.04	0.03	0.06	0.03	0.05	0.03	0.06	0.05	0.03	

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 49

PT2. How satisfied are you with the overall VALUE FOR MONEY of your service from <TV>?

Base: All TV respondents not having the service in a bundle

	Pay TV						Pay TV bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	Sky (b)	TalkTalk (c)	Virgin Media (d)	Other providers (e)	Yes (f)	No (g)	Pay TV - NET: Not important (h)	Pay TV - Very important (i)	Pay TV - NET: Important (m)	Pay TV - The service has become more important (n)	Pay TV - The service has become less important (o)	Pay TV - No different (p)
Unweighted base	377	23	249	23	27	55	-	377	50	159	327	121	26	230
Weighted base	392	22**	265	30**	20**	56*	.**	392	49*	163	343	122*	24**	246
Very satisfied	90 23%bh	6 29%	51 19%	6 19%	4 23%	22 40%Xb	-	90 23%	2 4%	60 37%Xhm	87 25%Xh	35 28%	5 20%	50 20%
Fairly satisfied	144 37%b	8 37%	85 32%	16 54%	6 31%	29 51%Xb	-	144 37%	18 36%	56 34%	126 37%	41 34%	9 38%	94 38%
Neither satisfied nor dissatisfied	73 19%	3 13%	59 22%X	3 10%	3 17%	5 9%	-	73 19%	12 24%	23 14%	61 18%	21 17%	6 23%	46 19%
Fairly dissatisfied	66 17%el	4 19%	55 21%Xe	4 14%	3 13%	-	-	66 17%	10 21%	19 12%	56 16%l	18 15%	2 9%	46 19%
Very dissatisfied	18 5%lm	* 2%	15 6%	1 3%	2 10%	-	-	18 5%	7 15%Xlm	4 2%	11 3%	5 4%	2 10%	10 4%
NET: Satisfied	234 60%bh	15 66%	136 51%	21 73%	11 54%	51 91%Xb	-	234 60%	20 40%	116 71%Xhm	214 62%Xh	76 62%	14 58%	144 58%
NET: Dissatisfied	84 21%elm	5 21%	70 26%Xe	5 17%	4 23%	-	-	84 21%	18 36%Xlm	22 14%	66 19%l	24 19%	4 18%	56 23%
Don't know	1 *	-	*	-	1 7%	-	-	1 *	-	1 1%	1 *	1 1%	-	*
Mean	0.56bh	0.73	0.39	0.71	0.48	1.31Xb	-	0.56	-0.07	0.93Xhm	0.66Xh	0.68	0.51	0.52
Standard deviation	1.15	1.16	1.18	1.05	1.31	0.63	-	1.15	1.17	1.09	1.12	1.17	1.22	1.14
Standard error	0.06	0.24	0.07	0.22	0.26	0.09	-	0.06	0.17	0.09	0.06	0.11	0.24	0.08

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e - X/f/g - X/h/l/m - X/n/o/p
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 50

PT2. How satisfied are you with the overall VALUE FOR MONEY of your service from <TV>?

Base: All TV respondents not having the service in a bundle

	Impacting/ limiting conditions																										Financial Vulnerability				Urban/Rural		Benefits	
	Gender			Age							Nation				Social-Economic Group												Potential							
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (t)	No (u)	Most vulnerable (v)	y vulnerable (w)	Least vulnerable (x)	Urban (y)	Rural (z)	Yes (A)	No (B)					
Unweighted base	377	206	169	33	77	72	73	55	49	18	313	30	24	10	100	114	78	85	214	163	108	242	60	170	107	290	74	75	298					
Weighted base	392	217	174	42**	77*	68*	70*	60*	55*	20**	326	30**	25**	11**	107*	133*	73*	80*	240	152	106*	257	63*	172	107*	296	82*	80*	306					
Very satisfied	90 23%a	39 18%	50 29%xa	15 36%	13 16%	14 21%	14 20%	15 25%	15 27%	4 20%	78 24%	9 30%	3 10%	-	27 25%	24 18%	15 21%	24 30%	51 21%	39 25%	28 26%	51 20%	13 21%	49 28% X	20 19%	67 23%	19 23%	14 18%	72 23%					
Fairly satisfied	144 37%A	85 39%	58 33%	15 36%	30 39%	31 46%	20 29%	21 36%	17 31%	9 45%	124 38%	5 17%	11 43%	4 35%	34 32%	50 38%	24 33%	36 45%	84 35%	60 39%	40 37%	92 36%	29 46%	62 36%	35 33%	110 37%	27 33%	41 51% XA	103 34%					
Neither satisfied nor dissatisfied	73 19% s	42 20%	30 17%	5 13%	22 29% Xh	10 14%	15 22%	10 17%	7 13%	3 16%	61 19%	8 26%	3 11%	2 17%	19 18%	25 19%	19 27% pr	10 12%	44 18%	29 19% p	13 12%	55 21%	10 15%	25 15%	23 21%	54 18%	16 12%	9 20% X	62 20% X					
Fairly dissatisfied	66 17% pr	37 17%	29 17%	3 8%	8 11%	7 11%	18 25% de	14 23%	12 21%	4 19%	48 15%	5 17%	9 36%	4 34%	23 22% pr	27 21% pr	11 15%	5 6%	50 21% pr	16 10%	22 20%	44 17%	6 10%	30 17%	24 23%	46 16%	19 23%	13 16%	53 17%					
Very dissatisfied	18 5%	12 6%	6 4%	3 8%	4 5%	4 6%	2 3%	-	5 9% g	-	14 4%	3 9%	-	2 14%	4 4%	6 5%	4 5%	4 5%	10 4%	8 5%	4 4%	13 5%	5 8%	5 3%	5 4%	17 6%	1 2%	3 4%	15 5%					
NET: Satisfied	234 60%A	124 57%	109 62%	30 72%	42 55%	45 67%	35 50%	36 60%	32 57%	13 65%	202 62%	14 47%	13 53%	4 35%	61 57%	74 56%	39 53%	60 75% Xmnoq i6r	135 56%	98 65% o	68 64%	143 56%	42 66%	111 65%	55 52%	178 60%	46 56%	55 69%	174 57%					
NET: Dissatisfied	84 21% ipr	49 22%	36 20%	7 16%	12 15%	12 17%	20 28%	14 23%	17 30%	4 19%	62 19%	8 26%	9 36%	5 48%	27 25% p	34 25% p	14 20%	9 11%	61 25% pr	23 15%	26 24%	58 23%	12 18%	34 20%	29 27%	63 21%	20 24%	16 20%	68 22%					
Don't know	1 *	1 1%	-	-	* 2%	1 2%	-	-	-	-	1 *	-	-	-	-	*	-	1 2%	*	1 1%	*	1 1%	-	1 1%	-	1 *	* *	* *	1 *					
Mean	0.56	0.48	0.67	0.84	0.52	0.65	0.39	0.62	0.46	0.65	0.63	0.41	0.28	-0.28	0.53	0.44	0.49	0.89Xnoq r	0.48	0.70Xo	0.62	0.48	0.60	0.71Xw	0.39	0.56	0.53	0.63	0.54					
Standard deviation	1.15	1.14	1.17	1.23	1.04	1.13	1.17	1.10	1.33	1.02	1.13	1.34	1.08	1.14	1.19	1.15	1.13	1.08	1.17	1.12	1.19	1.15	1.18	1.14	1.16	1.17	1.13	1.07	1.17					
Standard error	0.06	0.08	0.09	0.21	0.12	0.13	0.14	0.15	0.19	0.24	0.06	0.25	0.22	0.36	0.12	0.11	0.13	0.12	0.08	0.09	0.12	0.07	0.15	0.09	0.11	0.07	0.13	0.12	0.07					

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 51

B1. In terms of your overall package of services, how satisfied are you with the OVERALL SERVICE PROVIDED by <BundleProvider>?

Base: All Bundle respondents

	Total (X)	Bundle providers								Services included			
		BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Vodafone (i)	Other providers (g)	Landline (h)	Mobile (i)	Broadband (j)	Pay TV (k)
Unweighted base	1952	418	124	106	426	239	434	51	169	1664	564	1861	870
Weighted base	1907	481	98	66*	527	188	353	42*	161	1662	392	1834	855
Very satisfied	715 37%ef	197 41%ef	46 47%Xef	33 50%Xdef	202 38%ef	56 30%	104 29%	17 40%	63 39%ef	633 38%k	165 42%Xhjk	690 38%	300 35%
Fairly satisfied	888 47%	229 48%	41 42%	27 41%	246 47%	97 52%	161 46%	19 45%	71 44%	767 46%	183 47%	853 46%	413 48%
Neither satisfied nor dissatisfied	196 10%	41 9%	6 6%	4 6%	54 10%	20 11%	54 15%Xabcd	3 7%	16 10%	165 10%	33 8%	189 10%	97 11%ei
Fairly dissatisfied	83 4%ai	11 2%	1 1%	1 2%	21 4%	12 6%ab	27 8%Xabcdg	3 7%b	4 2%	75 5%i	7 2%	81 4%i	34 4%i
Very dissatisfied	19 1%j	2 *	1 1%	- -	3 1%	2 1%	7 2%a	- -	6 4%Xad	17 1%	1 *	16 1%	9 1%
NET: Satisfied	1603 84%f	426 88%Xef	88 90%f	60 91%Xef	448 85%f	153 82%	265 75%	36 85%	135 84%f	1400 84%	348 89%Xhjk	1542 84%	713 83%
NET: Dissatisfied	102 5%ai	13 3%	2 2%	1 2%	25 5%	14 8%abc	34 10%Xabcd	3 7%	10 6%	92 6%i	8 2%	96 5%i	44 5%i
Don't know	6 *	1 *	2 3%Xadefg	- 1%cd	- -	- -	1 *	- -	- -	5 *	2 1%	6 *	1 *
Mean	1.16ef	1.27Xef	1.37Xdefg	1.41Xdefg	1.18ef	1.03	0.93	1.18	1.13f	1.16	1.29Xhjk	1.16	1.12
Standard deviation	0.85	0.74	0.74	0.69	0.82	0.88	0.96	0.87	0.96	0.85	0.73	0.84	0.84
Standard error	0.02	0.04	0.07	0.07	0.04	0.06	0.05	0.12	0.07	0.02	0.03	0.02	0.03

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/i/g - X/h/i/j/k
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 52

B1. In terms of your overall package of services, how satisfied are you with the OVERALL SERVICE PROVIDED by <BundleProvider>?

Base: All Bundle respondents

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (j)	Scotland (i)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Unweighted base	1952	1000	945	97	245	337	378	354	389	152	1654	155	99	44	522	499	427	504	1021	931	659	1204	280	1043	447	1592	323	496	1401	
Weighted base	1907	957	944	95*	249	314	362	342	398	146	1615	148	97*	46*	514	530	404	458	1044	862	619	1202	249	1022	450	1540	331	467	1386	
Very satisfied	715 37%	357 37%	356 38%	31 33%	82 33%	106 34%	132 36%	126 37%	178 45% Xdefg	60 41%	597	58 39%	40 41%	20 44%	184 36%	193 36%	158 39%	180 39%	377 36%	338 39%	231 37%	452 38%	99 40%	394 39%	159 35%	562 36%	137 41%	177 38%	518 37%	
Fairly satisfied	888 47%h	444 46%	441 47%	47 50%	126 51%h	154 49%h	183 51%h	152 45%	161 40%	64 44%	753 47%	71 48%	47 48%	16 36%	239 46%	259 49%	181 45%	208 45%	498 48%	390 45%	279 45%	569 47%	111 45%	469 46%	226 50%	718 47%	154 207	207 44%	654 47%	
Neither satisfied nor dissatisfied	196 10%	103 11%	91 10%	11 12%	29 12%	32 10%	28 8%	42 12%	41 10%	12 8%	171 11%	9 6%	8 8%	8 16%j	58 11%	52 10%	42 10%	43 9%	110 11%	86 10%	69 11%	119 10%	21 9%	104 10%	39 9%	168 11%	26 8%	53 11%	138 10%	
Fairly dissatisfied	83 4%	41 4%	42 4%	5 7%	7 3%	19 6%	16 4%	16 5%	14 4%	5 4%	73 5%	6 4%	2 2%	1 2%	29 6%o	22 4%	11 3%	21 4%	51 5%	31 4%	32 5%	50 4%	14 6%	39 4%	22 5%	71 5%	11 3%	21 4%	61 4%	
Very dissatisfied	19 1%qA	8 1%	11 1%	- -	3 1%	1 -	1 -	5 1%	5 1%	5 3% Xef	16 1%	3 2%	- -	1 2%	3 1%	2 1%	9 2% Xmnq	5 1%	5 1%	14 2% Xq	7 1%	11 1%	4 1%	11 1%	2 -	17 1%	2 1%	9 2%A	9 1%	
NET: Satisfied	1603 84% xx	801 84%	797 84%	79 83%	208 83%	261 83%	315 87%	278 81%	339 85%	124 85%	1350 84%	129 87%	87 89%	37 79%	422 82%	453 85%	339 84%	388 85%	875 84%	727 84%	510 82%	1021 85%	210 84%	863 84%	386 86%	1280 83%	291 88% xx	384 83%	1172 82%	
NET: Dissatisfied	102 5%	49 5%	53 6%	5 5%	11 4%	19 6%	18 5%	21 6%	19 5%	10 7%	89 5%	9 6%	2 2%	2 4%	32 6%	24 5%	20 5%	25 6%	57 5%	45 5%	39 6%	60 5%	18 7%	51 5%	24 5%	88 6%	13 4%	29 6%	70 5%	
Don't know	6 *	4 *	2 *	- -	2 1%	1 *	2 *	1 *	- -	- -	5 *	1 1%	- -	- -	1 *	1 *	3 1%	1 *	2 *	4 *	1 *	2 *	- -	4 *	1 *	5 *	2 *	* *	6 *	
Mean	1.16x	1.15	1.16	1.10	1.11	1.11	1.19	1.11	1.24X	1.16	1.14	1.19	1.28	1.16	1.11	1.17	1.16	1.18	1.14	1.17	1.12	1.17	1.16	1.17	1.16	1.13	1.25Xx	1.12	1.17	
Standard deviation	0.85	0.84	0.86	0.81	0.82	0.83	0.79	0.89	0.86	0.96	0.85	0.88	0.71	0.94	0.86	0.80	0.89	0.86	0.83	0.87	0.88	0.83	0.90	0.85	0.81	0.86	0.79	0.91	0.83	
Standard error	0.02	0.03	0.03	0.08	0.05	0.05	0.04	0.05	0.04	0.08	0.02	0.07	0.07	0.14	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.05	0.03	0.04	0.02	0.04	0.04	0.02	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 53

B2. How satisfied are you with the overall VALUE FOR MONEY of your service from <BundleProviderText>?

Base: All Bundle respondents

	Total (X)	Bundle providers								Services included			
		BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Vodafone (i)	Other providers (g)	Landline (h)	Mobile (j)	Broadband (l)	Pay TV (k)
Unweighted base	1952	418	124	106	426	239	434	51	169	1664	564	1861	870
Weighted base	1907	481	98	66*	527	188	353	42*	161	1662	392	1834	855
Very satisfied	474 25%fk	112 23%lf	34 35%Xadf	28 42%Xadef	117 22%lf	54 29%lf	55 16%	14 34%lf	55 34%Xadf	416 25%k	106 27%k	451 25%k	172 20%
Fairly satisfied	795 42%	216 45%	44 45%	25 38%	215 41%	80 43%	138 39%	21 51%	61 38%	693 42%	186 48%Xhjk	769 42%	366 43%
Neither satisfied nor dissatisfied	327 17%	88 18%	12 12%	10 16%	100 19%	29 16%	66 19%	3 7%	25 15%	283 17%	58 15%	315 17%	166 19%Xhij
Fairly dissatisfied	224 12%bci	53 11%lc	5 5%	2 3%	69 13%bc	18 9%	64 18%Xabcelg	2 4%	12 7%	194 12%l	31 8%	219 12%l	105 12%l
Very dissatisfied	79 4%aj	9 2%	2 2%	1 1%	25 5%a	6 3%	29 8%Xabce	1 3%	8 5%	69 4%	10 3%	73 4%	44 5%ij
NET: Satisfied	1269 67%fk	328 68%lf	79 81%Xadf	52 79%Xadef	332 63%lf	134 71%df	193 55%	36 86%Xadf	116 72%lf	1109 67%k	292 75%Xhjk	1220 67%k	538 63%
NET: Dissatisfied	303 16%bci	62 13%lc	7 7%	3 5%	94 18%bc	24 13%lc	92 26%Xabodelg	3 7%	20 12%	263 16%l	41 10%	292 16%l	149 17%l
Don't know	7 *	3 1%	-	-	1 *	-	2 1%	-	-	6 *	1 *	7 *	3 *
Mean	0.72fk	0.77f	1.06Xadf	1.15Xadef	0.63f	0.84df	0.36	1.09Xdf	0.89df	0.72k	0.89Xhjk	0.72k	0.61
Standard deviation	1.09	0.99	0.93	0.91	1.11	1.06	1.18	0.94	1.11	1.09	0.98	1.09	1.09
Standard error	0.02	0.05	0.08	0.09	0.05	0.07	0.06	0.13	0.09	0.03	0.04	0.03	0.04

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/l/g - X/h/i/j/k
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 54

B2. How satisfied are you with the overall VALUE FOR MONEY of your service from <BundleProviderText>?

Base: All Bundle respondents

	Gender										Age					Nation				Social-Economic Group								Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)							
Unweighted base	1952	1000	945	97	245	337	378	354	389	152	1654	155	99	44	522	499	427	504	1021	931	659	1204	280	1043	447	1592	323	496	1401							
Weighted base	1907	957	944	95*	249	314	362	342	398	146	1615	148	97*	46*	514	530	404	458	1044	862	619	1202	249	1022	450	1540	331	467	1386							
Very satisfied	474 25% _s	224 23%	248 26%	25 26%	73 29% _g	73 23%	89 25%	71 21%	106 27%	37 26%	398 25%	41 28%	21 21%	14 31%	134 26%	128 24%	100 25%	111 24%	263 25%	211 24%	128 21%	317 26% _s	62 25%	270 26%	107 24%	376 24%	90 27%	106 23%	354 26%							
Fairly satisfied	795 42%	399 42%	395 42%	48 51%	95 38%	135 43%	154 43%	143 42%	160 40%	59 41%	675 42%	54 37%	46 47%	21 45%	200 39%	234 44%	177 44%	184 40%	435 42%	361 42%	268 43%	495 41%	111 45%	413 40%	195 43%	643 42%	136 41%	198 42%	576 42%							
Neither satisfied nor dissatisfied	327 17%	173 18%	151 16%	16 17%	34 14%	58 18%	60 17%	70 20%	69 17%	21 14%	271 17%	36 24% _{XII}	17 18%	3 7%	89 17%	86 16%	68 17%	84 18%	175 17%	152 18%	113 18%	202 17%	34 14%	188 18%	65 14%	263 17%	57 17%	81 17%	232 17%							
Fairly dissatisfied	224 12% _j	115 12%	109 12%	5 5%	35 14%	31 10%	45 12%	45 13%	48 12%	17 11%	201 12% _j	9 6%	7 8%	7 16%	67 13%	58 11%	42 10%	56 12%	125 12%	99 11%	70 11%	149 12%	30 12%	115 11%	58 13%	184 12%	37 11%	58 12%	163 12%							
Very dissatisfied	79 4% _t	42 4%	38 4%	1 1%	10 4%	16 5%	14 4%	12 4%	15 4%	10 7%	66 4%	9 6%	5 5%	- -	20 4%	23 4%	15 4%	21 5%	43 4%	36 4%	38 6% _{Xt}	38 3%	10 4%	35 3%	25 6%	69 4%	10 3%	22 5%	55 4%							
NET: Satisfied	1269 67%	623 65%	643 68%	73 77% _g	168 68%	208 66%	243 67%	214 63%	266 67%	97 66%	1073 66%	95 64%	67 69%	35 75%	334 65%	363 68%	277 69%	295 64%	697 67%	572 66%	396 64%	812 68%	173 69%	683 67%	302 67%	1019 66%	227 68%	304 65%	930 67%							
NET: Dissatisfied	303 16% _c	156 16%	146 16%	6 7%	45 18% _c	47 15%	59 16% _c	57 17% _c	63 16% _c	27 18% _c	266 17%	18 12%	12 13%	7 16%	87 17%	82 15%	58 14%	77 17%	169 16%	135 16%	108 17%	188 16%	41 16%	151 15%	83 18%	253 16%	48 14%	80 17%	218 16%							
Don't know	7 * _{tv}	4 *	3 *	- -	2 1%	1 *	- -	2 1%	- -	2 1% _h	5 *	- -	1 1%	1 2%	3 1%	- -	2 *	2 *	3 *	4 *	2 *	1 *	1 *	1 *	- -	5 *	- -	2 *	5 *							
Mean	0.72 _s	0.68	0.75	0.95 _g	0.76	0.70	0.71	0.64	0.74	0.68	0.71	0.74	0.73	0.92	0.71	0.73	0.76	0.68	0.72	0.71	0.61	0.75 _s	0.74	0.75	0.67	0.70	0.78	0.66	0.73							
Standard deviation	1.09	1.09	1.09	0.88	1.14	1.09	1.09	1.06	1.10	1.18	1.09	1.11	1.04	1.02	1.11	1.08	1.06	1.11	1.09	1.09	1.12	1.07	1.09	1.07	1.14	1.10	1.07	1.10	1.09							
Standard error	0.02	0.03	0.04	0.09	0.07	0.06	0.06	0.06	0.06	0.10	0.03	0.09	0.11	0.16	0.05	0.05	0.05	0.05	0.03	0.04	0.04	0.03	0.07	0.03	0.05	0.03	0.06	0.05	0.03							

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 55

BM1. Which, if any, of these other services are you the primary or joint decision maker when deciding which provider to use?

Base: All respondents

	Gender										Age				Nation				Social-Economic Group								Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits																		
	Total		Male		Female		16-24		25-34		35-44		45-54		55-64		65-74		75+		England		Scotland		Wales				Northern Ireland		AB		C1		C2		DE		ABC1		C2DE		Most vulnerable		Least vulnerable		Urban		Rural		Yes	
	(X)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(z)	(A)																								
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952																							
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972																							
Gas supplier	1906	923	975	106	300	324	363	311	376	127	1637	158	86	25	508	522	413	463	1030	876	613	1215	258	1030	450	1628	232	456	1409																							
	71%clnqy	71%	71%	30%	67%c	78%Xcd	81%Xcd	77%Xcd	82%Xcd	80%Xcd	72%xl	74%l	66%l	32%	72%lnq	66%	76%Xnq	73%ln	68%	74%Xnq	71%	73%X	66%	75%Xu	75%Xu	75%xy	52%	70%	71%																							
Electricity supplier	2218	1081	1126	130	331	361	422	381	440	152	1867	185	109	57	599	614	470	534	1213	1005	715	1406	299	1195	525	1798	367	523	1644																							
	83%cdnqu	83%	83%	36%	74%c	87%Xcd	95%Xcde	94%Xcde	97%Xcde	96%Xcde	82%	87%l	84%	73%	84%lnq	77%	86%Xnq	84%ln	81%ln	85%Xnq	83%	84%X	76%	87%Xu	88%Xu	82%	83%	80%	83%																							
Bank current account	2413	1149	1250	250	382	371	427	388	438	157	2042	193	119	60	631	702	492	588	1333	1080	788	1521	330	1261	557	1952	406	569	1791																							
	90%acdлу	88%	92%xa	69%	86%c	89%c	96%Xcde	96%Xcde	96%Xcde	99%Xcde	90%l	91%l	91%l	76%	89%	88%	90%	92%Xnq	89%	91%Xq	92%	91%	84%	92%Xu	93%Xu	90%	92%	87%	91%Xz																							
None of these	108	60	48	70	24	9	2	2	2	-	86	5	4	13	26	42	22	18	68	40	21	66	28	31	9	91	15	39	68																							
	4%efghBs	5%	4%	19%Xd	5%efghB	2%fgh	*	*	*	-	4%	2%	3%	17%Xijk	4%	5%p	4%	3%	5%	3%	2%	4%	7%Xvw	2%	1%	4%	3%	6%XA	3%																							
	vwA			B																																																

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 56

BM1. Which, if any, of these other services are you the primary or joint decision maker when deciding which provider to use?

Base: All respondents

	Importance of service												Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important (a)	Landline - Very important (b)	Landline - NET: Important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Important (f)	Fixed Broadband - NET: Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)
Unweighted base	2687	939	420	936	144	1760	2419	50	1789	2211	160	549	1087	229	178	1468	898	87	1578	1012	43	1206	372	81	794
Weighted base	2687	951	418	924	135	1792	2428	47*	1812	2214	151	563	1096	229	171	1475	889	82*	1592	1011	39*	1211	367	68*	812
Gas supplier	1906 71%q	775 81%Xdefhi j	343 82%Xdefj	742 80%Xefj	99 73%	1269 71%	1716 71%	33 70%	1424 79%Xefj	1731 78%Xef	108 72%	464 82%Xdefhi j	883 81%Xefij	190 83%Xpqrw	138 81%Xpqrw	1188 81%Xpqrw	622 70%q	42 51%	1151 72%q	790 78%Xpqr	26 65%	949 78%Xpqr	295 81%Xpqrw	47 69%q	649 80%Xpqrw
Electricity supplier	2218 83%pq	902 95%Xdefgh ijkl	400 96%Xcdefg hijkl	866 94%Xdefgh ijl	118 87%g	1465 82%	2000 82%	35 73%	1649 91%Xefg	2008 91%Xefg	133 88%g	521 92%Xefg	998 91%Xefg	213 93%Xpqrw	159 93%Xpqrw	1396 95%Xpqrst uvw	701 79%q	51 62%	1365 86%Xpqw	906 90%Xpqrw	29 75%	1107 91%Xpqrw	333 91%Xpqrw	51 74%	746 92%Xpqrw
Bank current account	2413 90%qtw	903 95%Xdefgh il	397 95%Xdefg	864 93%Xdfg	116 86%	1644 92%Xdg	2217 91%Xg	38 81%	1694 93%Xdefgi	2054 93%Xdefg	138 91%	533 95%Xdefgi	1018 93%Xdfig	215 94%Xnqtw	150 88%qt	1402 95%Xnpqrs tuwx	801 90%qtw	61 74%	1472 92%Xnqtw	937 93%Xnpqtw	29 75%	1126 93%Xnpqtw	346 94%Xnpqtw	55 80%	756 93%Xnqtw
None of these	108 4%abchijk lmorsuv	6 1%	1 *	15 2%b	5 3%ab	73 4%abchijk l	99 4%abchijk l	2 3%ab	43 2%ab	50 2%ab	1 1%	10 2%ab	29 3%abc	1 *	2 1%	17 1%	42 5%mnosuv	9 11%Xmnoprs	53 3%mo	23 2%o	*	29 2%o	5 1%	2 3%	23 3%o

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 57

BM2. Which bank do you use for your MAIN current account?

Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Bank current accounts

	Gender										Age					Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
																							Potential											
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)					
Unweighted base	2429	1176	1238	238	372	392	441	397	426	163	2047	204	121	57	635	645	516	633	1280	1149	809	1512	358	1276	548	1982	391	595	1780					
Weighted base	2413	1149	1250	250	382	371	427	388	438	157	2042	193	119	60*	631	702	492	588	1333	1080	788	1521	330	1261	557	1952	406	569	1791					
Bank of Scotland	73 3%i	40 3%	34 3%	7 3%	15 4%	20 6%Xfgh	11 3%	9 2%	8 2%	3 2%	8 *	65 33%Xikd	-	1 1%	19 3%	23 3%	16 3%	15 3%	42 3%	32 3%	20 3%	50 3%	6 2%	46 4%	17 3%	64 3%	8 2%	24 4%	49 3%					
Barclays	304 13%jnw	149 13%	153 12%	28 11%	55 14%	50 14%	55 13%	51 13%	44 10%	21 13%	277 14%Xj	4 2%	19 16%j	3 5%	88 14%nq	63 9%	77 16%Xnq	76 13%n	151 11%n	153 14%Xn	117 15%X	178 12%	42 13%	181 14%Xw	55 10%	260 13%X	39 9%	86 15%	210 12%					
Co-op bank	36 2%dxz	21 2%	16 1%	1 1%	1 *	6 2%	3 1%	14 4%Xcdf	10 2% d	1 1%	35 2%	1 1%	*	-	7 1%	15 2%	10 2%	4 1%	23 2%	14 1%	12 2%	21 1%	5 1%	18 1%	13 2%	24 1%	10 3%	3 1%	33 2%z					
First Direct	86 4%dpnu	43 4%	43 3%	2 1%	5 1%	10 3%	16 4% d	15 4% d	27 6%Xcde	12 8%Xcde	78 4%	4 2%	3 3%	1 2%	25 4%	32 5%p	16 3%	13 2%	57 4%p	29 3%	31 4%	52 3%	4 1%	43 3%	34 6%Xuv	65 3%	18 4%	14 2%	72 4%					
Halifax	242 10%j	111 10%	131 10%	20 8%	37 10%	46 12%	45 11%	34 9%	40 9%	20 13%	216 11%j	10 5%	11 9%	6 10%	52 8%	70 10%	57 12%	63 11%	122 9%	120 11%	79 10%	151 10%	39 12%	128 10%	57 10%	195 10%	42 10%	63 11%	173 10%					
HSBC	220 9%gjuv	96 8%	123 10%	21 8%	46 12%g	44 12%g	38 9%	23 6%	33 8%	14 9%	202 10%Xjl	5 2%	12 10%j	1 1%	73 12%Xnpq	54 8%	48 10%	44 8%	127 10%	92 9%	59 7%	150 10%	32 10%	95 8%	64 11%v	178 9%	41 10%	50 9%	169 9%					
Lloyds	288 12%ajl	111 10%	175 14%Xa	28 11%	52 14%	42 11%	38 9%	57 15%f	53 12%	18 11%	266 13%Xjl	3 2%	19 16%jl	-	68 11%	77 11%	70 14%	73 12%	145 11%	143 13%	90 11%	183 12%	50 15%v	135 11%	66 12%	242 12%	44 11%	60 11%	219 12%					
Nationwide	243 10%	121 11%	119 9%	23 9%	42 11%	39 11%	43 10%	41 10%	34 8%	22 14%h	202 10%	20 10%	10 9%	11 19%Xl	63 10%	72 10%	48 10%	60 10%	136 10%	108 10%	88 11%	144 9%	25 8%	134 11%	60 11%	185 9%	52 13%	56 10%	180 10%					
NatWest	296 12%jl	142 12%	154 12%	29 12%	52 14%	42 11%	69 16%XgB	36 9%	55 13%	13 8%	270 13%Xjl	4 2%	20 17%jl	2 3%	78 12%	79 11%	60 12%	79 13%	157 12%	139 13%	100 13%	183 12%	36 11%	160 13%	68 12%	241 12%	43 10%	72 13%	223 12%					
RBS	68 3%i	30 3%	38 3%	7 3%	8 2%	9 2%	13 3%	11 4%	18 3%	2 2%	39 14%Xikd	27 -	-	1 2%	25 4%	16 2%	15 3%	11 2%	41 3%	26 2%	20 3%	44 3%	4 1%	42 3%	11 2%	50 3%	16 4%	12 2%	53 3%					
Santander	337 14%bejor uz	176 15%	156 12%	41 16%e	47 12%	32 9%	48 11%	62 16%e	85 19%Xdef	22 14%	292 14%	17 9%	19 16%	9 15%	85 13%o	127 18%Xmor	40 8%	86 15%or	211 16%Xmor	126 12%o	100 13%	220 14%	32 10%	180 14%	76 14%	271 14%	60 15%	60 11%	264 15%z					
TSB	76 3%w	38 3%	38 3%	12 5%	12 3%	8 2%	20 5%h	13 3%	9 2%	3 2%	59 3%	16 8%Xik	-	1 2%	12 2%	24 3%	15 3%	25 4% m	36 3%	40 4%	20 3%	55 4%	23 7%Xw	41 3%	9 2%	63 3%	12 3%	24 4%	51 3%					
Ulster Bank	14 1%iA	5 1%	9 1%	1 *	2 *	4 1%	1 *	3 1%	4 1%	-	1 *	-	-	13 22%Xijk	3 *	5 1%	-	6 1%o	8 1%	6 1%	9 1%Xt	3 *	5 2%Xv	4 *	2 *	10 1%	4 2%XA	9 *	3 *					
Yorkshire Building Society	6 *x	2 *	4 *	1 1%	-	-	3 1%	1 *	-	1 *	6 *	-	-	-	-	3 *	1 *	2 *	3 *	3 *	1 *	5 *	1 *	4 *	1 *	3 *	-	1 *	5 *					
Other	124 5%div	64 6%	59 5%	30 12%Xdefgh	10 3%	18 5%	25 6% d	17 4%	19 4%	5 3%	91 4%	17 9%Xi	5 4%	11 18%Xik	32 5%	41 6%	19 4%	31 5%	74 6%	50 5%	41 5%	82 5%	27 8%Xw	50 4%	23 4%	98 5%	18 5%	36 6%	86 5%					

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Prepared by Yonder

.YONDER

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 58

BM2. Which bank do you use for your MAIN current account?

Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Bank current accounts

	Importance of service													Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important (a)	Landline - Very important (b)	Landline - NET: Important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Important (f)	Fixed Broadband - NET: Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)	
Unweighted base	2429	893	395	872	122	1634	2224	38	1685	2059	146	514	1009	215	157	1393	813	64	1469	941	32	1124	347	67	741	
Weighted base	2413	903	397	864	116	1644	2217	38*	1694	2054	138	533	1018	215	150	1402	801	61*	1472	937	29**	1126	346	55*	756	
Bank of Scotland	73 3%	24 3%	15 4%	31 4%	7 6%	48 3%	64 3%	- -	45 3%	65 3%h	2 2%	17 3%	39 4%fh	9 4%	8 5%	38 3%	27 3%	4 7%or	39 3%	32 3%	2 8%	30 3%	19 5%Xoprsux4%	2 4%	20 3%	
Barclays	304 13%	99 11%	63 16%af	125 14%af	17 15%	210 13%	274 12%	4 9%	218 13%	268 13%a	14 10%	80 15%a	143 14%a	32 15%	22 15%	170 12%	98 12%	7 12%	186 13%	112 12%	5 17%	155 14%o	42 12%	5 10%	110 15%o	
Co-op bank	36 2%	14 2%	8 2%	17 2%	2 1%	27 2%	34 2%	- -	30 2%	35 2%X	1 1%	4 1%	14 1%	2 1%	- -	28 2%X	11 1%	1 1%	23 2%	16 2%	- -	19 2%	4 1%	- -	10 1%	
First Direct	86 4%p	45 5%Xbf	9 2%	27 3%	6 5%	64 4%	78 4%	- -	69 4%b	81 4%Xf	3 2%	21 4%	40 4%	5 2%	3 2%	64 5%Xpv	19 2%	1 1%	64 4%Xp	31 3%	- -	50 4%Xp	7 2%	- -	37 5%Xpv	
Halifax	242 10%	95 10%	41 10%	93 11%	10 9%	168 10%	228 10%	7 17%	167 10%	201 10%	18 13%	54 10%	103 10%	20 9%	14 10%	154 11%	85 11%	5 9%	147 10%	91 10%	2 6%	116 10%	34 10%	5 9%	81 11%	
HSBC	220 9%bd	84 9%bd	22 6%	68 8%bd	3 2%	146 9%bd	212 10%Xbdk	5 12%cd	151 9%bd	185 9%bd	17 12%bd	36 7%	84 8%cd	18 8%	10 7%	124 9%	72 9%	5 8%	137 9%	90 10%	3 11%	96 9%	28 8%	8 14%	66 9%	
Lloyds	288 12%or	92 10%	54 14%	113 13%	12 11%	205 12%a	267 12%a	6 17%	211 12%a	246 12%a	17 13%	62 12%	116 11%	36 17%Xorx	19 13%	150 11%	117 15%Xorxs	7 12%	156 11%	118 13%	5 17%	130 12%	51 15%orx	6 10%	77 10%	
Nationwide	243 10%	88 10%	44 11%	84 10%	17 15%j	158 10%	218 10%	2 4%	163 10%	200 10%	10 7%	52 10%	95 9%	13 6%	15 10%	144 10%	67 8%	11 17%mpsv	158 11%lm	82 9%	2 8%	118 10%	27 8%	4 6%	74 10%	
NatWest	296 12%	112 12%	42 10%	103 12%	18 15%	207 13%	265 12%	5 12%	207 12%	255 12%	12 9%	75 14%	143 14%Xf	26 12%	15 10%	174 12%	88 11%	7 12%	187 13%	120 13%	6 22%	133 12%	49 14%	9 16%	98 13%	
RBS	68 3%	31 3%kl	7 2%	22 3%	2 2%	41 3%	64 3%	1 3%	49 3%	61 3%	4 3%	9 2%	22 2%	10 4%	7 5%	36 3%	26 3%	4 7%ux	37 3%	37 4%Xorux	- -	25 2%	8 2%	2 4%	15 2%	
Santander	337 14%	141 16%e	61 15%	117 14%	16 14%	218 13%	309 14%	8 20%	237 14%	286 14%	28 20%Xceflk	68 13%	137 13%	30 14%	23 15%	205 15%	104 13%	7 11%	214 15%	130 14%	3 9%	161 14%	40 11%	7 12%	118 16%	
TSB	76 3%l	23 3%	13 3%	30 4%	3 2%	56 3%l	72 3%l	1 2%	51 3%	56 3%	4 3%	24 5%ahil	33 3%	4 2%	3 2%	46 3%	31 4%ss	- -	44 3%	23 2%	- -	34 3%	13 4%	4 7%qs	19 3%	
Ulster Bank	14 1%	5 1%	3 1%	4 1%	* *	8 1%	13 1%	- -	12 1%	12 1%	2 1%	4 1%	5 *	- -	- -	9 1%	2 *	- -	11 1%	4 *	- -	8 1%ps	4 -	- -	2 *	
Yorkshire Building Society	6 *	3 *	- -	- -	- -	5 *	6 *	- -	3 *	6 *	- -	4 1%Xch	5 1%ch	1 *	2 2%Xorux	- -	6 1%Xorux	- -	- -	6 1%Xorux	- -	- -	5 2%Xorux	- -	- -	

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 58

BM2. Which bank do you use for your MAIN current account?

Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Bank current accounts

	Importance of service													Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important (a)	Landline - Very important (b)	Landline - NET: Important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Important (f)	Fixed Broadband - NET: Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)	
Weighted base	2413	903	397	864	116	1644	2217	38*	1694	2054	138	533	1018	215	150	1402	801	61*	1472	937	29**	1126	346	55*	756	
Other	124	48	16	32	3	84	114	1	80	97	6	22	40	10	8	62	46	1	69	47	1	50	14	4	29	
	5%cl	5%	4%	4%	3%	5%	5%cl	3%	5%	5%	5%	4%	4%	4%	5%	4%	6%	2%	5%	5%	4%	4%	4%	6%	4%	

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 59

BM3. In terms of your main current account, how satisfied are you with the OVERALL SERVICE PROVIDED by <Bank>?

Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Bank current accounts

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Unweighted base	2429	1176	1238	238	372	392	441	397	426	163	2047	204	121	57	635	645	516	633	1280	1149	809	1512	358	1276	548	1982	391	595	1780	
Weighted base	2413	1149	1250	250	382	371	427	388	438	157	2042	193	119	60*	631	702	492	588	1333	1080	788	1521	330	1261	557	1952	406	569	1791	
Very satisfied	1251 52%e	580 50%	665 53%	145 58%def	181 47%	173 47%	205 48%	204 52%	251 57%Xdef	93 59%def	1065 52%	93 48%	64 54%	30 49%	315 50%	373 53%	239 49%	324 55%or	688 52%	564 52%o	424 54%	781 51%	176 53%	654 52%	296 53%	1002 51%	219 54%	291 51%	935 52%	
Fairly satisfied	913 38%h	431 37%	478 38%	88 35%	162 42%h	153 41%h	167 39%	142 37%	142 32%	59 38%	773 38%	71 37%	45 38%	24 40%	249 39%	252 36%	206 42%Xpr	206 35%	500 38%	412 38%p	279 35%	585 38%	112 34%	485 38%	213 38%	749 38%	147 36%	208 37%	679 38%	
Neither satisfied nor dissatisfied	185 8%B	98 9%	84 7%	12 5%	27 7%	32 9%B	45 11%XCcB	32 8%B	33 8%	4 3%	150 7%	20 10%	10 8%	5 8%	48 8%	57 8%	37 8%	41 7%	106 8%	79 7%	59 8%	119 7%	30 9%	89 7%	36 6%	148 8%	32 8%	48 8%	135 8%	
Fairly dissatisfied	46 2%o	24 2%	20 2%	4 1%	10 3%	8 2%	5 1%	10 2%	9 2%	1 *	35 2%	9 4%Xi	*	2 3%	15 2%o	16 2%	3 1%	12 2%	31 2%o	15 1%o	19 2%	24 2%	8 2%	21 2%	10 2%	36 2%	7 2%	16 3%	29 2%	
Very dissatisfied	15 1%b	12 1%B	3 *	1 1%	3 1%	3 1%	3 1%	1 *	4 1%	-	15 1%	-	-	-	3 *	4 1%	4 1%	3 1%	7 1%	8 1%	7 1%	8 *	4 1%w	10 1%	1 *	13 1%	1 *	5 1%	10 1%	
NET: Satisfied	2164 90%aj	1011 88%	1143 91%xa	233 93%	343 90%	327 88%	372 87%	346 89%	392 90%	152 97%Xddefg	1838 90%j	164 85%	109 92%	54 89%	564 89%	625 89%	446 91%	530 90%	1188 89%	976 90%	703 89%	1366 90%	288 87%	1139 90%	509 91%	1751 90%	366 90%	499 88%	1614 90%	
NET: Dissatisfied	61 3%	36 3%	23 2%	5 2%	13 3%	11 3%	8 2%	11 3%	12 3%	1 *	50 2%	9 4%	*	2 3%	18 3%	20 3%	8 2%	16 3%	38 3%	23 2%	26 3%	31 2%	12 4%	31 2%	11 2%	49 3%	8 2%	21 4%	39 2%	
Don't know	4 *	4 *	-	1 *	-	1 *	3 1%	-	-	-	4 *	-	-	-	2 *	-	1 *	1 *	2 *	3 *	-	3 *	*	2 *	2 *	3 *	1 *	1 *	3 *	
Mean	1.39a	1.35	1.42Xa	1.49def	1.33	1.31	1.33	1.38	1.43	1.55Xdef	1.39	1.29	1.45	1.36	1.36	1.39	1.37	1.42	1.38	1.40	1.39	1.39	1.36	1.39	1.43	1.38	1.42	1.34	1.40	
Standard deviation	0.76	0.80	0.71	0.70	0.78	0.79	0.77	0.77	0.79	0.57	0.76	0.83	0.66	0.74	0.76	0.78	0.73	0.76	0.77	0.75	0.80	0.74	0.84	0.76	0.70	0.76	0.73	0.82	0.74	
Standard error	0.02	0.02	0.02	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.02	0.06	0.06	0.10	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.02	0.04	0.02	0.03	0.02	0.04	0.03	0.02	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 60

BM3. In terms of your main current account, how satisfied are you with the OVERALL SERVICE PROVIDED by <Bank>?

Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Bank current accounts

	Importance of service													Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important (a)	Landline - Very important (b)	Landline - NET: Important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Important (f)	Fixed Broadband - NET: Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)	
Unweighted base	2429	893	395	872	122	1634	2224	38	1685	2059	146	514	1009	215	157	1393	813	64	1469	941	32	1124	347	67	741	
Weighted base	2413	903	397	864	116	1644	2217	38*	1694	2054	138	533	1018	215	150	1402	801	61*	1472	937	29**	1126	346	55*	756	
Very satisfied	1251 52%aq	437 48%	247 62%Xacdef ghijl	486 56%Xadfgi	51 44%	918 56%Xadfgi	1158 52%a	13 35%	918 54%Xadfgi	1063 52%a	65 48%	312 59%Xadfgi	541 53%ag ijkl	125 58%qs	72 48%	726 52%q	434 54%qs	22 35%	753 51%q	465 50%q	12 40%	600 53%qr	173 50%q	32 58%q	402 53%q	
Fairly satisfied	913 38%behku	355 39%behk	120 30%	304 35%b	46 40%b	578 35%	835 38%beh	19 49%b	608 36%b	770 38%beh	62 45%bcehk	179 34%	381 37%bk	75 35%	63 42%	521 37%	291 36%	29 48%	561 38%u	376 40%pu	15 50%	398 35%	142 41%	20 36%	282 37%	
Neither satisfied nor dissatisfied	185 8%ej	86 10%Xbcefhijl	21 5%	56 7%	12 10%j	108 7%	170 8%ej	5 13%j	119 7%	161 8%behj	4 3%	30 6%	74 7%	10 5%	12 8%	120 9%	54 7%	8 13%mw	120 8%	70 7%	3 10%	93 8%	21 6%	1 3%	55 7%	
Fairly dissatisfied	46 2%f	17 2%	8 2%	13 2%	6 5%Xcefk	27 2%	38 2%	1 2%	35 2%	43 2%f	5 3%	8 1%	16 2%	3 1%	1 1%	27 2%	14 2%	2 3%	28 2%	19 2%	-	25 2%	7 2%	2 3%	12 2%	
Very dissatisfied	15 1%	7 1%	2 *	3 *	1 1%	11 1%	14 1%	1 2%	10 1%	13 1%	1 *	2 *	7 1%	2 1%	1 1%	7 *	8 1%	-	7 *	6 1%	-	8 1%	3 1%	-	4 1%	
NET: Satisfied	2164 90%ad	791 88%	367 93%adi	791 92%Xadi	97 84%	1496 91%Xadfi	1992 90%a	32 83%	1527 90%adi	1833 89%	128 93%d	491 92%Xadi	922 91%ad	201 93%q	135 90%	1247 89%	725 91%	50 83%	1314 89%	841 90%	27 90%	998 89%	315 91%	51 94%	683 90%	
NET: Dissatisfied	61 3%	25 3%	9 2%	16 2%	6 5%ck	38 2%	52 2%	1 3%	45 3%	56 3%f	5 4%	10 2%	23 2%	5 2%	2 2%	33 2%	21 3%	2 3%	35 2%	25 3%	-	32 3%	10 3%	2 3%	16 2%	
Don't know	4 *	2 *	-	*	1 1%l	2 *	3 *	-	3 *	4 *	1 1%	*	*	-	1 1%	1 *	1 *	1 1%ov	3 *	2 *	-	3 *	-	-	1 *	
Mean	1.39adq	1.33	1.52Xacdef fghijl	1.46Xadfgi	1.23	1.44Xadfgi	1.39ad	1.14	1.41Xadgi	1.38ad	1.37	1.49Xadfgi	1.41adg	1.48qs	1.36	1.38q	1.41qs	1.17	1.38q	1.36	1.30	1.39q	1.37	1.49q	1.41q	
Standard deviation	0.76	0.79	0.72	0.72	0.86	0.75	0.76	0.83	0.76	0.77	0.74	0.71	0.75	0.74	0.74	0.76	0.77	0.77	0.75	0.76	0.65	0.79	0.77	0.72	0.74	
Standard error	0.02	0.03	0.04	0.02	0.08	0.02	0.02	0.13	0.02	0.02	0.06	0.03	0.02	0.05	0.06	0.02	0.03	0.10	0.02	0.02	0.11	0.02	0.04	0.09	0.03	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 61

BM4. Do you use the same provider for both gas and electricity?

Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and Electricity supplier

	Demographics										Socio-Economic										Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits		
	Gender			Age							Nation				Social-Economic Group								Potential			Urban (x)	Rural (y)	Yes (z)	No (A)	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (s)	No (t)	Most vulnerable (u)	Least vulnerable (v)						
Unweighted base	1896	929	958	96	273	339	369	319	365	135	1622	164	86	24	495	487	422	492	982	914	623	1193	277	1014	440	1626	226	471	1383	
Weighted base	1877	905	964	98*	288	318	362	310	375	126	1610	158	84*	24**	502	514	405	456	1015	861	600	1202	251	1018	443	1601	229	444	1392	
Yes	1705	829	868	89	266	298	333	277	329	113	1477	139	80	9	461	465	358	420	926	779	550	1089	222	931	403	1462	203	407	1258	
	91%h	92%	90%	91%	92%	94%h	92%	89%	88%	90%	92%h	88%	95%	37%	92%	91%	88%	92%	91%	90%	92%	91%	89%	91%	91%	91%	89%	92%	90%	
No	165	75	90	9	18	20	30	31	45	13	128	18	5	15	41	46	44	35	87	79	50	108	27	83	39	133	25	37	127	
	9%l	8%	9%	9%	6%	6%	8%	10%	12%h	10%	8%	11%	5%	63%	8%	9%	11%	8%	9%	9%	8%	9%	11%	8%	9%	8%	11%	8%	9%	
Don't know	7	1	6	-	4	-	2	1	-	-	5	2	-	-	3	3	1	3	4	4	-	5	1	4	-	7	-	-	7	
	*	*	1%	-	1%h	-	-	1%	*	-	*	1%	-	-	-	1%	1%	*	*	*	-	*	*	*	-	*	-	-	-	*

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 62

BM4. Do you use the same provider for both gas and electricity?

Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and Electricity supplier

	Importance of service												Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important (a)	Landline - Very important (b)	Landline - NET: Important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Important (f)	Fixed Broadband - NET: Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)
Unweighted base	1896	762	340	748	103	1262	1711	33	1408	1726	117	449	875	189	142	1179	622	44	1148	785	25	949	298	53	641
Weighted base	1877	770	340	736	95*	1255	1697	30**	1414	1717	106	461	877	189	136	1182	610	37*	1144	782	21**	943	293	42*	648
Yes	1705 91%b	709 92%b	293 86%	662 90%b	86 91%	1141 91%b	1543 91%b	26 89%	1289 91%b	1562 91%b	100 95%b	424 92%b	798 91%b	165 87%	120 89%	1086 92%	553 91%	34 90%	1042 91%	712 91%	18 86%	859 91%	264 90%	38 90%	596 92%
No	165 9%	59 8%	42 13% Xacefhi jkl	70 9%	8 8%	109 9%	149 9%	3 11%	120 8%	149 9%	6 5%	34 7%	76 9%	22 12%	14 10%	93 8%	53 9%	2 6%	101 9%	69 9%	3 14%	80 9%	28 10%	4 10%	49 8%
Don't know	7 *	1 *	4 1% Xafhi	4 1%	1 1%	6 *	6 *	- -	6 *	6 *	- -	3 1%	3 *	2 1%	1 1%	3 *	4 1% s	1 3% Xorsux	2 *	2 *	- -	4 * r	2 1%	- -	2 *

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 63

BM5. Which supplier do you use for gas and electricity?

Base: All respondents who use the same provider for both gas and electricity

	Gender										Age				Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (l)	Wales (k)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (t)	No (u)	Most vulnerable (v)	Potential Least vulnerable (w)	Least vulnerable (x)	Urban (y)	Rural (z)	Yes (A)	No (B)				
Unweighted base	1725	852	864	85	251	315	338	286	328	122	1491	145	81	8	454	446	373	452	900	825	570	1085	244	927	405	1487	200	430	1255				
Weighted base	1705	829	868	89*	266	298	333	277	329	113	1477	139	80*	9**	461	465	358	420	926	779	550	1089	222	931	403	1462	203	407	1258				
British Gas	379	198	181	27	68	54	76	56	75	23	336	30	11	2	103	94	90	92	198	182	114	247	49	222	76	332	41	89	285				
	22%	24%	21%	31%e	25%	18%	23%	20%	23%	20%	23%	22%	13%	25%	22%	20%	25%	22%	21%	23%	21%	23%	49	222	76	332	41	89	285				
Bulb	86	30	54	10	8	18	14	13	21	2	72	13	1	-	32	22	12	20	54	31	19	61	11	46	19	67	17	18	64				
	5%ax	4%	6%xa	11%Xd	3%	6%	4%	5%	6%	2%	5%	10% Xk	1%	-	7%or	5%	3%	5%	6%	4%	4%	6%	5%	5%	5%	5%	8% Xx	5%	5%				
Co-op Energy / The Co-operative Energy	3	1	2	-	-	-	-	-	2	1	3	-	-	-	3	-	-	-	3	-	1	1	-	-	3	2	1	-	3				
	*	*	*	-	-	-	-	-	1%	1%	*	-	-	-	1%	-	-	-	*	-	*	*	-	-	1% Xv	*	*	-	*				
EDF	152	68	84	6	14	28	38	23	34	9	137	8	8	-	43	35	29	46	78	74	61	89	21	85	34	130	18	43	107				
	9% d	8%	10%	6%	5%	9%	11% d	8%	10% d	8%	9%	6%	10%	-	9%	7%	8%	11%	8%	10%	11%	8%	9%	9%	8%	9%	9%	9%	10%	8%			
E.ON UK	255	125	128	8	48	64	39	38	41	17	222	17	16	-	57	80	54	64	137	118	76	167	31	145	64	228	21	58	187				
	15%	15%	15%	9%	18%	21% Xc	12% fgh	14%	12%	15%	15%	12%	21%	-	12%	17%	15%	15%	15%	15%	14%	15%	14%	16%	16%	16%	10%	14%	15%				
First Utility	23	16	8	-	1	5	3	7	5	3	23	1	-	-	2	9	5	7	12	12	9	12	2	14	6	21	1	5	18				
	1%	2%	1%	-	*	2%	1%	2%	2%	2%	2%	1%	-	-	1%	2%	1%	2%	1% m	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%				
Npower	15	10	5	1	3	1	3	4	1	2	15	-	-	-	6	1	6	2	7	8	3	11	2	9	2	12	2	5	11				
	1%	1%	1%	1%	1%	*	1%	1%	*	2%	1%	-	-	-	1%	*	2% n	*	1% n	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%				
Octopus	253	118	134	14	39	36	38	37	63	26	234	14	4	-	67	77	53	55	145	108	93	154	22	132	70	210	38	46	201				
	15% kuz	14%	15%	16%	15%	12%	11%	13%	19% Xef	23% Xefg	16% Xk	10%	6%	-	15%	17%	15%	13%	16%	14%	17%	14%	10%	14%	17% u	14%	19%	11%	16% z				
OVO Energy	57	26	31	3	8	9	12	11	10	4	49	6	3	-	14	17	13	14	30	27	18	40	9	23	18	50	6	14	41				
	3% v	3%	4%	4%	3%	3%	3%	4%	3%	4%	3%	4%	3%	-	3%	4%	4%	3%	3%	3%	3%	4%	4%	4%	2%	4%	3%	4%	3%				
Power NI	1	1	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-	-	1	-	-	1	-	-	1	-	1	-	1				
	*	*	-	-	1%	-	-	-	-	-	-	-	-	16%	*	-	-	-	*	-	-	*	-	-	*	-	1% Xx	-	*				
Sainsbury's Energy	19	11	8	-	2	3	3	5	4	2	15	3	1	-	6	8	3	2	14	5	4	13	1	12	5	14	4	4	15				
	1%	1%	1%	-	1%	1%	1%	2%	1%	2%	1%	2%	1%	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%				
Scottish Power	117	53	65	6	15	20	26	23	19	8	88	25	4	-	39	27	25	27	65	52	34	79	18	65	26	93	20	30	83				
	7% i	6%	7%	7%	6%	7%	8%	8%	6%	7%	6%	18% Xk	5%	-	8%	6%	7%	7%	7%	7%	6%	7%	8%	7%	6%	6%	10%	7%	7%				
SSE	109	57	51	4	30	18	28	15	11	4	81	12	12	4	29	31	19	31	60	49	39	65	22	56	21	99	9	33	75				
	6% hi	7%	6%	4%	11% Xegh	6%	8% h	6%	3%	4%	6%	8%	15% Xi	42%	6%	7%	5%	7%	6%	6%	7%	6%	10% Xw	6%	5%	5%	7%	4%	8%	6%			
Utilita Energy	23	11	12	2	3	6	8	3	1	-	22	1	-	-	4	6	5	8	10	13	10	12	9	10	3	23	-	11	11				
	1% A	1%	1%	2%	1%	2% h	2% h	1%	*	-	2%	1%	-	-	1%	1%	2%	2%	1%	2%	2%	1%	4% Xww	1%	1%	1%	2%	-	3% XA	1%			
Utility Warehouse	21	6	14	3	6	4	3	1	5	-	19	-	2	-	10	-	5	6	10	11	8	12	3	13	5	19	2	5	16				
	1% n	1%	2%	3% g	2% g	1%	1%	*	2%	-	1%	-	3%	-	2% nq	-	1% n	1% n	1% n	1% n	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 63

BM5. Which supplier do you use for gas and electricity?**Base: All respondents who use the same provider for both gas and electricity**

	Age										Nation				Social-Economic Group								Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender																		Potential												
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Least vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)		
Weighted base	1705	829	868	89*	266	298	333	277	329	113	1477	139	80*	9**	461	465	358	420	926	779	550	1089	222	931	403	1462	203	407	1258		
Other	188	96	90	6	19	33	41	41	36	12	159	8	18	2	43	58	40	47	101	87	62	121	22	99	50	159	22	47	137		
	11% ^d	12%	10%	7%	7%	11%	12%	15% ^{Xd}	11%	11%	11%	6%	23% ^{Xij}	17%	9%	12%	11%	11%	11%	11%	11%	11%	10%	11%	12%	11%	11%	11%	11%		
Don't know	3	1	2	-	-	1	2	1	-	-	2	*	-	-	1	1	*	1	2	1	1	2	1	1	1	2	-	-	3		
	*	*	*	-	-	*	1%	*	-	-	*	*	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*	-	-	*	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 64

BM5. Which supplier do you use for gas and electricity?

Base: All respondents who use the same provider for both gas and electricity

	Importance of service													Impact of COVID-19 on importance of service												
	Total (X)	Landline - Not important (a)	Landline - Very important (b)	Landline - NET: Important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Important (f)	Fixed Broadband - Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)	
Unweighted base	1725	705	294	673	94	1151	1558	29	1286	1575	110	411	799	166	130	1082	563	40	1049	716	21	867	264	50	595	
Weighted base	1705	709	293	662	86*	1141	1543	26**	1289	1562	100*	424	798	165	120	1086	553	34*	1042	712	18**	859	264	38*	596	
British Gas	379	143	69	162	21	247	344	12	271	334	22	115	197	43	32	231	132	5	228	152	7	186	61	13	145	
	22%hi	20%	23%	25%hi	24%	22%	22%hi	43%	21%	21%	22%	27% Xaefhi	25% Xaehi	26%	27%	21%	24%	15%	22%	21%	37%	22%	23%	35% Xoqrus	24% o	
Bulb	86	41	9	24	4	60	79	2	66	77	4	17	32	2	6	57	29	4	50	37	-	42	11	1	25	
	5%lm	6%	3%	4%	5%	5%	5%	6%	5%	5%	4%	4%	4%	1%	5%	5%lm	5%lm	11%lm	5%	5%lm	-	5%	4%	3%	4%	
Co-op Energy / The Co-operative Energy	3	-	2	3	-	1	3	-	3	3	-	-	-	1	-	2	2	-	1	1	-	2	-	-	-	
	*	-	1%	*	-	*	*	-	*	*	-	-	-	*	-	*	*	-	*	*	-	*	-	-	-	
EDF	152	62	29	65	3	105	144	2	114	137	8	47	80	23	12	93	58	5	84	68	1	71	26	3	59	
	9%	9%	10%	10% d	3%	9%	9%	7%	9%	9%	8%	11% d	10% d	14% ru	10%	9%	10%	15%	8%	9%	5%	8%	10%	7%	10%	
E.ON UK	255	120	44	84	14	165	227	4	200	241	17	52	115	21	18	165	75	4	161	114	4	127	44	9	79	
	15% c	17% cefk	15%	13%	14%	15%	14%	14%	16% c	15% c	17%	12%	14%	13%	15%	15%	14%	12%	15%	16%	23%	15%	17%	23%	13%	
First Utility	23	12	6	11	2	15	20	-	18	23	1	7	10	2	3	18	4	-	19	8	1	14	2	-	8	
	1%	2%	2%	2%	2%	1%	1%	-	1%	2%	1%	2%	1%	1%	2%	2%	1%	-	2%	1%	4%	2%	1%	-	1%	
Npower	15	5	1	5	-	9	13	-	9	14	1	3	5	1	2	7	5	1	8	6	1	7	4	-	2	
	1%	1%	*	1%	-	1%	1%	-	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	4%	1%	2%	-	*	
Octopus	253	112	46	97	10	177	236	1	193	240	14	48	103	15	15	179	65	6	174	101	3	137	33	4	80	
	15% kmp	16% kl	16%	15%	11%	15% kl	15% kl	4%	15% k	15% Xkl	14%	11%	13%	9%	13%	16% Xmpx	12%	16%	17% Xmpx	14% p	14%	16% mp	13%	11%	13%	
OVO Energy	57	21	8	23	4	35	50	1	44	55	3	18	27	5	3	35	16	3	35	27	-	28	9	4	17	
	3%	3%	3%	3%	5%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	9%	3%	4%	-	3%	4%	11% Xmnoprs3% uvx	17	
Power NI	1	-	-	1	-	1	1	-	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	
	*	-	-	*	-	*	*	-	-	*	-	-	-	-	-	*	-	-	*	-	*	-	-	-	-	
Sainsbury's Energy	19	6	5	8	2	13	17	-	18	19	2	7	12	-	*	13	2	-	16	7	-	11	2	*	11	
	1%	1%	2%	1%	2%	1%	1%	-	1%	1%	2%	2%	1%	-	*	1%	*	-	2% X	1% p	-	1%	1%	1%	2% p	
Scottish Power	117	44	25	48	8	88	104	-	92	110	7	33	61	13	5	74	43	1	68	49	-	61	18	1	49	
	7%	6%	9%	7%	9%	8% f	7%	-	7%	7%	7%	8%	8%	8%	4%	7%	8%	3%	7%	7%	-	7%	7%	3%	8%	
SSE	109	41	18	47	7	69	94	3	76	97	8	29	52	9	5	73	40	2	58	42	1	57	18	2	41	
	6%	6%	6%	7%	8%	6%	6%	11%	6%	6%	8%	7%	6%	5%	4%	7% r	7%	7%	6%	6%	6%	7% r	7%	4%	7%	
Utilita Energy	23	11	4	7	-	20	22	-	16	19	-	10	15	4	-	13	11	-	11	9	1	9	6	-	8	
	1%	2%	1%	1%	-	2% hi	1%	-	1%	1%	-	2% chi	2%	3%	-	1%	2%	-	1%	1%	6%	1%	2%	-	1%	

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 64

BM5. Which supplier do you use for gas and electricity?

Base: All respondents who use the same provider for both gas and electricity

	Importance of service												Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important (a)	Landline - Very important (b)	Landline - NET: Important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Important (f)	Fixed Broadband - NET: Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)
Weighted base	1705	709	293	662	86*	1141	1543	26**	1289	1562	100*	424	798	165	120	1086	553	34*	1042	712	18**	859	264	38*	596
Utility Warehouse	21 1%	6 1%	5 2%	11 2%	1 1%	16 1%	20 1%	*	17 1%	20 1%	1 1%	7 2%	13 2%	3 2%	3 2%	11 1%	10 2%	- -	11 1%	11 2%	- -	9 1%	6 2%	- -	8 1%
Other	188 11%k	86 12%kl	22 8%	64 10%	11 13%	116 10%k	165 11%k	3 11%	150 12%bkl	170 11%k	12 12%	30 7%	75 9%k	21 13%	15 13%	113 10%	61 11%	3 9%	113 11%	79 11%	- -	94 11%	23 9%	1 2%	63 11%
Don't know	3 *	* *	- -	1 *	- -	2 *	3 *	- -	2 *	2 *	- -	- -	2 *	1 *	* *	* *	1 *	- -	2 *	1 *	- -	1 *	* *	- -	1 *

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 65

BM6. In terms of your gas and electricity service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Supplier>?

Base: All respondents who use the same provider for both gas and electricity

	Gender		Age								Nation				Social-Economic Group								Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (t)	No (u)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)		
																							Most vulnerable (v)	y vulnerable (w)	Least vulnerable (w)						
Unweighted base	1725	852	864	85	251	315	338	286	328	122	1491	145	81	8	454	446	373	452	900	825	570	1085	244	927	405	1487	200	430	1255		
Weighted base	1705	829	868	89*	266	298	333	277	329	113	1477	139	80*	9**	461	465	358	420	926	779	550	1089	222	931	403	1462	203	407	1258		
Very satisfied	591 35%de	273 33%	317 37%	36 41% d	72 27%	84 28%	101 30%	99 36%	142 43% Xdef	58 51% Xdefg	514 35%	54 39%	21 26%	3 33%	151 33%	167 36%	113 31%	160 38%	318 34%	273 35%	190 35%	375 34%	75 34%	338 36%	128 32%	498 34%	77 38%	147 36%	431 34%		
Fairly satisfied	700 41%	348 42%	346 40%	38 43%	130 49% Xfgh	135 45% h	128 39%	110 40%	120 37%	39 34%	606 41%	55 40%	35 43%	5 50%	190 41%	194 42%	145 40%	171 41%	384 41%	316 41%	214 39%	457 42%	90 40%	376 40%	181 45%	600 41%	87 43%	170 42%	515 41%		
Neither satisfied nor dissatisfied	243 14%	121 15%	121 14%	9 10%	36 13%	43 14%	64 19% XhB	41 15%	39 12%	11 10%	210 14%	20 14%	13 16%	-	70 15%	55 12%	65 18% Xnpqr	52 12%	125 14%	117 15% p	83 14%	154 16%	36 16%	121 13%	58 14%	217 15%	23 11%	58 14%	180 14%		
Fairly dissatisfied	83 5%h	43 5%	40 5%	1 1%	16 6% h	20 7% h	26 8% XchB	11 4%	6 2%	2 2%	69 5%	7 5%	6 7%	2 17%	27 6%	15 6%	15 4%	53 3%	30 6%	28 4%	54 5%	11 5%	38 4%	24 6%	73 5%	4 2%	19 5%	61 5%			
Very dissatisfied	40 2%	25 3%	15 2%	4 4%	11 4% hB	12 4% hB	4 1%	6 2%	3 1%	-	34 2%	2 1%	5 6%	-	12 3%	7 1%	8 2%	14 3%	19 2%	21 3%	17 3%	21 2%	6 3%	28 3%	6 1%	35 2%	4 2%	7 2%	31 2%		
NET: Satisfied	1292 76% f	622 75%	664 76%	74 83% f	203 76%	219 74%	229 69%	208 75%	262 80% f	96 85% Xefg	1120 76%	109 79%	55 69%	8 83%	342 74%	360 77%	258 72%	332 79% or	702 76%	589 76% o	403 73%	833 76%	165 74%	714 77%	309 77%	1099 75%	163 80%	317 78%	946 75%		
NET: Dissatisfied	123 7% hB	67 8%	56 6%	5 5%	27 10% hB	32 11% XhB	30 9% hB	18 6% h	9 3%	2 2%	102 7%	9 6%	11 13% Xi	2 17%	39 9%	33 7%	22 6%	28 7%	72 8%	51 7%	45 8%	75 7%	17 7%	66 7%	30 7%	108 7%	8 4%	26 6%	92 7%		
Don't know	47 3% d	19 2%	28 3%	1 1%	1 1%	3 1%	10 3% d	10 3% d	18 6% Xde	4 3% d	45 3%	1 1%	1 1%	-	10 2%	16 3%	12 3%	9 2%	26 3%	21 3%	19 4%	28 3%	5 2%	30 3%	6 1%	38 3%	9 4%	7 2%	40 3%		
Mean	1.04defk	0.99	1.08	1.16e	0.89	0.88	0.92	1.06e	1.26Xdefg	1.39Xdefg	1.05k	1.11k	0.77	0.99	0.98	1.08	0.99	1.09	1.03	1.04	1.00	1.05	1.00	1.06	1.01	1.02	1.17	1.07	1.03		
Standard deviation	0.96	0.99	0.93	0.95	1.00	1.03	0.97	0.95	0.83	0.75	0.95	0.92	1.10	1.07	0.99	0.93	0.94	0.97	0.96	0.96	1.00	0.94	0.98	0.98	0.92	0.96	0.87	0.92	0.97		
Standard error	0.02	0.03	0.03	0.10	0.06	0.06	0.05	0.06	0.05	0.07	0.03	0.08	0.12	0.38	0.05	0.04	0.05	0.05	0.03	0.03	0.04	0.03	0.06	0.03	0.05	0.03	0.06	0.05	0.03		

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 66

BM6. In terms of your gas and electricity service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Supplier>?

Base: All respondents who use the same provider for both gas and electricity

	Importance of service												Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important (a)	Landline - Very important (b)	Landline - NET: Important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Important (f)	Fixed Broadband - NET: Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)
Unweighted base	1725	705	294	673	94	1151	1558	29	1286	1575	110	411	799	166	130	1082	563	40	1049	716	21	867	264	50	595
Weighted base	1705	709	293	662	86*	1141	1543	26**	1289	1562	100*	424	798	165	120	1086	553	34*	1042	712	18**	859	264	38*	596
Very satisfied	591 35%ajs	214 30%	153 52%kXacdef hijkl	291 44%Xaefhi j	32 38%j	411 36%afj	530 34%aj	11 40%	469 36%Xafj	544 35%aj	24 24%	176 42%Xaefhi jl	293 37%aj	77 47%Xopqrs x	41 34%	387 36%ks	193 35%ss	7 19%	363 35%	226 32%	4 21%	324 38%Xqrsx	100 38%qs	14 37%	202 34%
Fairly satisfied	700 41%bch	300 42%bc	82 28%	242 37%b	35 41%b	467 41%bc	638 41%bch	10 39%	508 39%b	646 41%bch	43 43%b	167 39%b	339 42%bch	57 35%	59 49%lmoru	426 39%	245 44%mo	17 50%	411 43%v	315 44%Xmoru	9 49%	333 39%	120 45%lm	18 48%	243 41%
Neither satisfied nor dissatisfied	243 14%ek	111 16%ek	36 12%	83 13%	11 13%	141 12%	219 14%ek	4 15%	179 14%ek	220 14%ek	22 22%Xbcefh ikl	44 10%	102 13%	18 11%	11 9%	164 15%	68 12%	10 30%Xmnoprl suvx	152 25%	103 14%	5 25%	116 14%	31 12%	5 13%	88 15%
Fairly dissatisfied	83 5%cv	40 6%	8 3%	22 3%	5 6%	55 5%	75 5%c	-	61 5%c	72 5%	6 6%	17 4%	31 4%	5 3%	4 3%	54 5%uv	21 4%v	-	60 6%uv	38 5%pv	1 6%	33 4%	4 2%	1 2%	32 5%v
Very dissatisfied	40 2%c	25 3%Xbcfi	3 1%	6 1%	1 1%	31 3%c	36 2%c	1 6%	32 3%c	35 2%c	3 3%	9 2%	17 2%c	3 2%	3 3%	24 2%	15 3%	-	22 2%	15 2%	-	22 3%	5 2%	-	15 3%
NET: Satisfied	1292 76%aj	514 72%	235 80%aj	532 80%Xaefhi j	68 79%	878 77%aj	1168 76%aj	21 79%	977 76%aj	1190 76%aj	67 67%	344 81%Xaefhi j	632 79%Xafhi j	134 81%	100 83%rx	813 75%	438 79%Xors	24 70%	774 74%	541 76%	13 69%	658 77%r	220 83%Xorsux	33 85%	446 75%
NET: Dissatisfied	123 7%bciv	64 9%Xbcfhi l	11 4%	28 4%	6 7%	85 7%bc	111 7%bc	1 6%	93 7%bc	107 7%bc	8 8%	26 6%	48 6%c	8 5%	7 6%	77 7%v	36 6%v	-	81 8%uv	52 7%v	1 6%	55 6%	9 4%	1 2%	47 8%v
Don't know	47 3%	20 3%	11 4%	19 3%	1 1%	36 3%l	45 3%	-	39 3%l	46 3%l	3 3%	10 2%	16 2%	5 3%	2 1%	32 3%	11 2%	-	35 3%	16 2%	-	30 4%	4 1%	-	16 3%
Mean	1.04aj	0.93	1.32Xacde fhijkl	1.23Xaefh jl	1.10j	1.06aj	1.04aj	1.08	1.06aj	1.05aj	0.82	1.17Xaefh jl	1.10Xafj sx	1.25Xopqr sx	1.10	1.04	1.07s	0.89	1.03	1.01	0.84	1.09Xorsx	1.18Xorsx	1.20	1.01
Standard deviation	0.96	1.01	0.88	0.87	0.92	0.97	0.96	1.04	0.97	0.95	0.97	0.93	0.92	0.92	0.91	0.96	0.94	0.71	0.97	0.94	0.84	0.96	0.84	0.75	0.98
Standard error	0.02	0.04	0.05	0.03	0.10	0.03	0.02	0.19	0.03	0.02	0.09	0.05	0.03	0.07	0.08	0.03	0.04	0.11	0.03	0.04	0.18	0.03	0.05	0.11	0.04

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 67

BM7. Which supplier do you use for gas?**Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and who don't use the same provider for both gas and electricity**

	Impacting/ limiting conditions																				Financial Vulnerability			Urban/Rural		Benefits				
	Gender			Age							Nation			Social-Economic Group							Potential			Urban (x)	Rural (y)	Yes (z)	No (A)			
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (t)	No (u)	Most vulnerable (v)					Potential vulnerable (w)	Least vulnerable (x)	
Unweighted base	204	98	106	21	35	30	32	34	38	14	161	19	7	17	48	50	57	49	98	106	68	123	44	100	42	170	28	56	145	
Weighted base	201	94*	107*	17**	34**	26**	30**	34**	47*	14**	159	19**	6**	16**	47*	57*	54*	43*	104*	97*	63*	126	36*	99*	47*	166	28**	48*	150	
British Gas	126	68	58	9	19	13	17	20	38	9	112	12	2	-	37	34	31	24	72	55	33	86	20	60	33	110	9	21	103	
	63%bz	72%Xb	54%	53%	57%	52%	57%	60%	81%X	65%	70%X	62%	31%	-	79%Xopqr	60%	56%	56%	69%	56%	53%	68%	57%	61%	70%	66%X	33%	44%	68%Xz	
Bulb	2	1	1	-	1	-	1	-	-	-	2	-	-	-	-	-	2	-	-	2	1	1	1	1	-	2	-	1	1	
	1%	1%	1%	-	2%	-	3%	-	-	-	1%	-	-	-	-	-	3%	-	-	2%	1%	1%	2%	1%	-	1%	-	2%	*	
Co-op Energy / The Co-operative Energy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
EDF	5	1	4	2	*	2	1	-	-	-	4	-	1	-	1	2	2	*	3	2	1	3	-	5	-	4	1	3	2	
	3%	1%	4%	9%	*	9%	3%	-	-	-	3%	-	17%	-	2%	3%	4%	*	3%	2%	1%	3%	-	5%	-	2%	4%	6%	1%	
E.ON UK	7	5	3	1	2	1	-	2	-	2	6	-	1	-	-	2	2	3	2	6	-	7	2	3	2	6	2	2	5	
	4%	5%	2%	6%	6%	3%	-	5%	-	11%	4%	-	11%	-	-	3%	4%	7%	1%	6%	-	6%	4%	3%	5%	3%	6%	5%	3%	
First Utility	1	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	
	1%	1%	-	7%	-	-	-	-	-	-	1%	-	-	-	3%	-	-	-	1%	-	-	-	-	-	-	-	5%	-	1%	
Npower	*	*	-	-	-	*	-	-	-	-	*	-	-	-	-	*	-	-	*	-	*	-	*	-	*	*	-	-	*	
	*	*	-	-	-	1%	-	-	-	-	*	-	-	-	-	1%	-	-	-	*	-	*	-	-	-	1%	*	-	-	*
Octopus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
OVO Energy	1	-	1	-	1	-	-	*	-	-	*	1	-	-	-	-	1	-	-	1	1	*	-	1	-	1	-	-	1	
	1%	-	1%	-	3%	-	-	1%	-	-	*	5%	-	-	-	-	2%	-	-	1%	2%	*	-	1%	-	1%	-	-	1%	
Power NI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sainsbury's Energy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Scottish Power	9	3	6	-	4	1	2	2	1	-	8	1	-	-	-	1	5	3	1	7	6	3	5	1	3	9	-	6	2	
	4%qvA	3%	6%	-	10%	4%	6%	6%	2%	-	5%	4%	-	-	3%	9%q	6%	1%	8%	9%	3%	13%Xv	1%	7%	5%	-	13%XA	2%		
SSE	13	5	8	3	2	-	3	2	2	-	1	1	10	3	5	1	3	9	4	8	5	3	5	3	5	13	-	5	7	
	6%l	5%	8%	19%	7%	-	8%	7%	5%	-	*	8%	17%	59%	7%	9%	2%	6%	8%	4%	12%X	4%	8%	5%	3	7%	8%	-	11%	4%
Utilita Energy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Utility Warehouse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 67

BM7. Which supplier do you use for gas?**Base:** All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and who don't use the same provider for both gas and electricity

	Gender		Age								Nation				Social-Economic Group						Impacting/ limiting conditions	Financial Vulnerability			Urban/Rural		Benefits		
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)		Yes (s)	No (t)	Potential		Urban (x)	Rural (y)	Yes (z)	No (A)
																								Most vulnerable (u)	Least vulnerable (v)				
Weighted base	201	94*	107*	17**	34**	26**	30**	34**	47*	14**	159	19**	6**	16**	47*	57*	54*	43*	104*	97*	63*	126	36*	99*	47*	166	28**	48*	150
Other	32 16%aix	9 10	22 21%	-	3 9%	8 30%	6 20%	6 16%	6 13%	3 24%	20 13%	3 17%	2 25%	7 41%	4 9%	9 17%	8 15%	10 23%	14 13%	18 18%	14 22%	17 13%	6 15%	20 20%	4 9%	17 10%	14 51%	9 18%	23 15%
Don't know	5 3%	2 2%	4 3%	1 6%	2 5%	-	1 3%	2 5%	-	-	4 3%	1 4%	-	-	-	3 5%	2 3%	*	3 3%	2 2%	-	3 3%	*	3 3%	-	4 3%	1 3%	1 *	5 3%

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 68

BM7. Which supplier do you use for gas?**Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and who don't use the same provider for both gas and electricity**

	Importance of service												Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important (a)	Landline - Very important (b)	Landline - NET: Important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Important (f)	Fixed Broadband - NET: Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)
Unweighted base	204	61	51	83	13	126	176	8	132	166	10	42	84	26	15	103	73	10	106	78	8	88	38	8	48
Weighted base	201	65*	50*	80*	13**	129	174	7**	136	169	8**	40*	85*	26**	18**	102*	69*	8**	110*	78*	7**	90*	31**	9**	53*
British Gas	126	43	38	58	8	77	109	4	85	107	3	28	61	21	14	66	47	1	70	54	2	55	20	7	38
	63%	65%	77% ^{Xefhi}	72% ^{Xefhi}	65%	60%	63%	55%	63%	63%	40%	71%	72% ^{Xe}	81%	78%	65%	68%	8%	64%	69%	27%	60%	65%	73%	71%
Bulb	2	-	1	1	-	1	2	1	1	1	-	-	2	-	1	-	-	1	1	-	2	-	2	-	-
	1%	-	1%	1%	-	1%	10%	1%	1%	1%	-	-	2%	-	4%	-	-	8%	1%	-	21%	-	5%	-	-
Co-op Energy / The Co-operative Energy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EDF	5	1	*	1	-	4	5	-	3	3	-	*	*	1	-	1	1	2	2	1	-	2	*	-	-
	3%	1%	*	1%	-	3%	3% ^l	-	2%	2%	-	*	*	4%	-	1%	1%	24%	2%	1%	-	2%	*	-	-
E.ON UK	7	2	-	4	1	5	6	1	3	6	-	2	2	-	1	5	3	1	3	3	-	4	2	-	-
	4%	2%	-	5%	7%	3%	4%	13%	2%	3% ^h	-	4%	2%	-	5%	5%	4%	11%	3%	3%	-	4%	5%	-	-
First Utility	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-
	1%	-	-	-	10%	-	-	-	-	1%	-	-	1%	-	-	-	2%	-	-	-	17%	-	-	14%	-
Npower	*	-	-	-	-	-	*	-	*	*	-	-	*	-	-	-	*	-	-	*	-	-	*	-	-
	-	-	-	-	-	-	*	-	*	*	-	-	*	-	-	-	1%	-	-	*	-	-	1%	-	-
Octopus	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OVO Energy	1	*	-	-	-	1	-	-	-	-	*	*	*	-	-	*	-	-	1	-	-	-	-	-	*
	1%	*	-	-	-	1%	-	-	-	-	1%	*	*	-	-	*	-	-	1%	-	-	-	-	-	1%
Power NI	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sainsbury's Energy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Scottish Power	9	2	1	3	-	5	6	1	4	7	1	1	1	2	1	2	2	1	3	5	1	2	1	-	1
	4%	3%	2%	4%	-	4%	4%	16%	3%	4%	12%	3%	1%	8%	6%	2%	3%	12%	3%	7%	15%	2%	3%	-	2%
SSE	13	4	1	1	-	8	12	-	12	12	1	2	4	-	-	6	5	*	6	6	1	5	3	-	3
	6% ^c	6%	3%	2%	-	7%	7% ^c	-	9% ^c	7% ^c	15%	5%	5%	-	-	5%	7%	5%	6%	8%	14%	5%	8%	-	6%
Utilita Energy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Utility Warehouse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 68

BM7. Which supplier do you use for gas?**Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and who don't use the same provider for both gas and electricity**

	Importance of service													Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important (a)	Landline - Very important (b)	Landline - NET: Important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Important (f)	Fixed Broadband - NET: Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)	
Weighted base	201	65*	50*	80*	13**	129	174	7**	136	169	8**	40*	85*	26**	18**	102*	69*	8**	110*	78*	7**	90*	31**	9**	53*	
Other	32	12	6	10	1	25	29	-	24	29	2	5	12	2	1	19	9	1	19	9	-	20	4	1	9	
	16%	19%	12%	12%	6%	20%	16%	-	18%	17%	28%	13%	14%	6%	7%	19%	14%	11%	17%	12%	-	22%	13%	12%	17%	
Don't know	5	1	2	3	2	3	4	*	4	4	*	2	2	*	-	4	-	2	4	-	*	4	-	-	2	
	3%	2%	4%	3%	13%	2%	2%	6%	3%	2%	5%	5%	2%	2%	-	4%	-	21%	3%	-	6%	4%	-	-	4%	

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 69

BM8. In terms of your gas service , how satisfied are you with the OVERALL SERVICE PROVIDED by <Supplier>?

Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and who don't use the same provider for both gas and electricity

	Impacting/ limiting conditions																				Financial Vulnerability			Urban/Rural		Benefits			
	Gender		Age								Nation				Social-Economic Group						Potential			Urban (x)	Rural (y)	Yes (z)	No (A)		
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (s)	No (t)	Most vulnerable (u)					Least vulnerable (v)	Least vulnerable (w)
Unweighted base	204	98	106	21	35	30	32	34	38	14	161	19	7	17	48	50	57	49	98	106	68	123	44	100	42	170	28	56	145
Weighted base	201	94*	107*	17**	34**	26**	30**	34**	47*	14**	159	19**	6**	16**	47*	57*	54*	43*	104*	97*	63*	126	36*	99*	47*	166	28**	48*	150
Very satisfied	65 33%	30 32%	35 33%	6 33%	10 33%	9 37%	9 29%	9 27%	19 40%	3 24%	48 30%	7 37%	3 54%	7 40%	16 34%	19 33%	16 29%	15 35%	35 33%	31 32%	26 42%	39 31%	11 31%	35 36%	15 32%	57 35%	6 22%	19 40%	46 31%
Fairly satisfied	98 49%	47 50%	51 48%	8 45%	18 53%	11 43%	14 46%	16 46%	22 47%	11 76%	80 50%	8 39%	3 46%	8 48%	27 58%	22 38%	30 54%	20 46%	49 47%	49 51%	28 44%	66 52%	15 42%	50 51%	26 57%	78 47%	18 63%	19 39%	78 52%
Neither satisfied nor dissatisfied	28 14%v	11 12%	17 16%	4 23%	4 13%	3 12%	5 15%	9 26%	3 7%	-	25 16%	3 15%	-	*	4 9%	10 16%	9 12%	5 13%	14 15%	14 12%	8 12%	15 12%	8 23%vw	9 9%	3 7%	25 15%	4 13%	8 16%	20 13%
Fairly dissatisfied	7 3%b	6 6%	1 1%	-	1 4%	1 4%	2 8%	-	2 5%	-	4 3%	1 4%	-	2 9%	-	5 8%	-	2 5%	5 4%	2 2%	1 1%	5 4%	1 2%	3 3%	2 5%	5 3%	-	1 3%	5 4%
Very dissatisfied	1 1%	-	1 1%	-	-	1 4%	-	-	-	-	1 1%	-	-	-	-	1 2%	-	-	1 1%	-	-	-	-	1 1%	-	1 1%	-	1 2%	-
NET: Satisfied	164 81%	77 82%	87 81%	14 77%	28 84%	20 80%	22 74%	25 74%	41 86%	14 100%	128 81%	15 76%	6 100%	14 88%	43 91% _{nq}	41 71%	45 84%	35 81%	84 80% _n	80 82%	54 87%	105 83%	26 73%	86 86%	42 89%	135 81%	24 85%	38 79%	124 82%
NET: Dissatisfied	8 4%	6 6%	2 2%	-	1 4%	2 8%	2 8%	-	2 5%	-	5 3%	1 4%	-	2 9%	-	6 10% _{Xmo}	-	2 5%	6 6%	2 2%	1 1%	5 4%	1 2%	4 4%	2 5%	6 3%	-	3 5%	5 4%
Don't know	2 1%	-	2 1%	-	-	-	1 3%	-	1 2%	-	1 4%	1 4%	-	-	-	1 1%	-	1 2%	1 1%	1 1%	-	2 1%	1 2%	1 1%	-	1 3%	-	1 2%	1
Mean	1.10	1.08	1.12	1.10	1.11	1.04	0.98	1.01	1.23	1.24	1.07	1.14	1.54	1.19	1.25	0.94	1.13	1.13	1.08	1.13	1.27X	1.11	1.04	1.18	1.16	1.12	1.10	1.11	1.11
Standard deviation	0.80	0.83	0.78	0.76	0.77	1.04	0.89	0.74	0.79	0.45	0.80	0.86	0.54	0.90	0.61	1.02	0.67	0.82	0.87	0.73	0.73	0.76	0.80	0.80	0.75	0.81	0.60	0.95	0.76
Standard error	0.06	0.08	0.08	0.17	0.13	0.19	0.16	0.13	0.13	0.12	0.06	0.20	0.21	0.22	0.09	0.15	0.09	0.12	0.09	0.07	0.09	0.07	0.12	0.08	0.12	0.06	0.12	0.13	0.06

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 70

BM8. In terms of your gas service , how satisfied are you with the OVERALL SERVICE PROVIDED by <Supplier>?

Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Gas supplier and who don't use the same provider for both gas and electricity

	Importance of service													Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important	Landline - Very important	Landline - NET: Important	Mobile - NET: Not important	Mobile - Very important	Mobile - NET: Important	Fixed Broadband - NET: Not important	Fixed Broadband - Very important	Fixed Broadband - NET: Important	Pay TV - NET: Not important	Pay TV - Very important	Pay TV - NET: Important	Landline - The service has become more important	Landline - The service has become less important	Landline - No different	Mobile - The service has become more important	Mobile - The service has become less important	Mobile - No different	Fixed Broadband - The service has become more important	Fixed Broadband - The service has become less important	Fixed Broadband - No different	Pay TV - The service has become more important	Pay TV - The service has become less important	Pay TV - No different	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	
Unweighted base	204	61	51	83	13	126	176	8	132	166	10	42	84	26	15	103	73	10	106	78	8	88	38	8	48	
Weighted base	201	65*	50*	80*	13**	129	174	7**	136	169	8**	40*	85*	26**	18**	102*	69*	8**	110*	78*	7**	90*	31**	9**	53*	
Very satisfied	65 33%	21 32%	19 39%	25 31%	3 21%	48 37%	59 34%	1 13%	45 33%	53 32%	5 67%	12 30%	24 29%	9 35%	5 29%	31 31%	23 33% _s	3 35%	36 33%	19 25%	1 14%	34 37%	9 30%	3 39%	17 32%	
Fairly satisfied	98 49%	35 53%	22 43%	39 49%	8 63%	59 46%	82 47%	3 50%	67 50%	84 50%	2 21%	17 42%	43 51%	10 41%	12 67%	52 51%	33 47%	3 35%	55 50%	41 53%	5 63%	42 46%	17 55%	1 15%	26 50%	
Neither satisfied nor dissatisfied	28 14%	7 11%	8 16%	15 18%	2 16%	14 11%	23 13%	2 29%	19 14%	24 14%	1 12%	8 21%	14 16%	6 24%	1 4%	15 15%	11 16%	1 16%	14 12%	14 17%	2 23%	11 12%	4 11%	4 46%	7 14%	
Fairly dissatisfied	7 3%	2 3%	-	-	-	6 5%	7 4%	1 9%	3 2%	5 3%	-	3 7% _c	3 4%	-	-	2 2%	2 3%	-	5 4%	4 5%	-	2 3%	1 4%	-	2 4%	
Very dissatisfied	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-	1 14%	-	-	-	-	-	-	-	
NET: Satisfied	164 81%	56 86%	41 82%	64 80%	11 84%	107 83%	141 81%	4 63%	112 82%	138 81%	7 88%	28 72%	68 80%	19 76%	17 96%	83 82%	56 80%	5 69%	91 83%	61 78%	6 77%	75 83%	27 85%	5 54%	43 82%	
NET: Dissatisfied	8 4%	2 3%	-	-	-	7 6% _{ch}	8 5% _h	1 9%	3 2%	5 3%	-	3 7% _c	3 4%	-	-	2 2%	2 3%	1 14%	5 4%	4 5%	-	2 3%	1 4%	-	2 4%	
Don't know	2 1%	-	1 2%	2 2%	-	1 1%	2 1%	-	2 1%	2 1%	-	-	-	-	-	2 2%	1 1%	-	1 1%	-	-	2 2%	-	-	-	
Mean	1.10	1.16	1.23	1.13	1.05	1.14	1.11	0.67	1.14	1.11	1.55	0.94	1.04	1.11	1.25	1.13	1.12	0.76	1.12	0.98	0.90	1.20	1.11	0.93	1.10	
Standard deviation	0.80	0.73	0.72	0.70	0.63	0.86	0.83	0.87	0.75	0.77	0.74	0.90	0.79	0.78	0.53	0.73	0.78	1.41	0.78	0.79	0.65	0.76	0.76	0.97	0.79	
Standard error	0.06	0.09	0.10	0.08	0.17	0.08	0.06	0.31	0.07	0.06	0.24	0.14	0.09	0.15	0.14	0.07	0.09	0.44	0.08	0.09	0.23	0.08	0.12	0.34	0.11	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 71

BM9. Which supplier do you use for electricity?**Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Electricity and who don't use the same provider for both gas and electricity**

	Energy Company																				Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender		Age								Nation				Social-Economic Group						Yes (s)	No (t)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)			Most vulnerable (u)	y vulnerable (v)	Least vulnerable (w)				
Unweighted base	514	253	259	42	64	69	96	106	100	37	397	44	28	45	143	127	117	127	270	244	176	311	81	273	114	341	161	124	376
Weighted base	513	252	258	41**	64*	63*	89*	104*	112*	39**	389	46*	30**	48*	138	149*	112*	114	287	226	165	317	77*	264	122*	336	164	116	386
British Gas	64 12%l	33 13%	31 12%	16 38%	7 11%	9 15%	8 9%	10 9%	12 7%	3 7%	58 15%xl	2 5%	4 12%	-	22 16%	14 9%	17 15%	12 10%	36 13%	28 12%	15 9%	40 13%	14 19%	30 11%	13 11%	46 14%	18 11%	18 15%	46 12%
Bulb	26 5%p	13 5%	13 5%	2 4%	6 9%	2 4%	6 6%	6 6%	3 3%	1 2%	18 5%	5 12%l	3 9%	-	5 4%	13 9%p	6 5%	2 1%	18 6%	8 3%	11 6%	14 4%	6 8%	12 4%	7 6%	13 4%	13 8%	8 7%	17 5%
Co-op Energy / The Co-operative Energy	4 1%A	2 1%	-	3 6%	1 1%	-	1 1%	-	-	-	2 1%	-	1 5%	-	2 1%	1 1%	-	1 1%	3 1%	1 *	2 1%	1 *	1 2%	2 1%	-	2 1%	1 *	3 2%A	1 *
EDF	68 13%l	34 14%	34 13%	1 2%	3 5%	12 19% ^d	11 13%	17 16%	15 13%	9 24%	62 16%xl	5 12%l	3 1%	-	15 11%	14 9%	20 18%	19 17%	29 10%	39 17% ^{Xq}	19 11%	46 14%	11 14%	37 14%	16 13%	41 12%	24 15%	19 16%	48 13%
E.ON UK	87 17%jl	40 16%	47 18%	4 10%	14 16%	14 21%	18 16%	18 17%	17 15%	10 25%	81 21% ^{Xj}	1 2%	5 15%	-	19 14%	23 15%	28 25% ^{Xmq}	17 15%	42 14%	45 20%	25 15%	59 19%	9 11%	49 18%	22 18%	58 17%	25 15%	15 13%	70 18%
First Utility	2 *	2 1%	* -	- -	- *	- -	- 1%	1 1%	1 -	- -	2 *	- -	- -	- -	1 *	- -	- 1%	1 *	1 1%	1 1%	1 1%	1 *	- -	1 *	1 1%	2 1%	- -	- -	1 *
Npower	9 2%	2 1%	7 3%	1 3%	2 3%	1 1%	-	1 1%	4 4%	-	9 2%	-	-	-	2 1%	3 2%	1 1%	3 3%	5 2%	4 2%	3 2%	5 2%	3 4%	5 2%	2 1%	8 2%	1 1%	2 2%	7 2%
Octopus	34 7% ^x	19 8%	15 6%	4 10%	6 9%	1 1%	3 4%	7 7%	11 10% ^e	2 6%	28 7%	3 6%	4 12%	-	14 10%	10 7%	4 3%	7 6%	24 8%	10 5%	14 9%	19 6%	3 4%	17 6%	12 10%	17 5%	17 10% ^{Xx}	4 4%	30 8%
OVO Energy	12 2% ^r	5 2%	7 3%	-	-	1 2%	4 4%	1 1%	4 3%	2 6%	10 2%	-	3 9%	-	5 4%	5 4%	1 1%	1 1%	10 4%	2 1%	5 3%	7 2%	-	10 4% ^X	2 2%	6 2%	5 3%	1 1%	11 3%
Power NI	24 5% ^l	13 5%	10 4%	3 8%	4 6%	5 8%	3 3%	6 6%	3 3%	-	-	-	24 49% ^{Xj}	3 2%	10 7%	4 4%	7 6%	13 5%	11 5%	13 8% ^{Xt}	11 3%	3 4%	13 5%	7 6%	17 5%	7 4%	7 6%	15 4%	
Sainsbury's Energy	1 *	1 *	-	* 1%	-	1 1%	-	-	-	-	1 -	-	-	-	* *	1 *	-	-	1 -	-	* *	1 *	* -	- *	1 *	1 *	-	-	1 *
Scottish Power	52 10% ^{el}	25 10%	26 10%	4 10%	5 7%	1 2%	10 11% ^e	16 10%	5 15% ^e	34 14%	13 9%	4 15%	-	13 9%	15 10%	10 8%	15 13%	27 10%	24 11%	15 9%	33 11%	6 7%	23 9%	11 9%	36 11%	12 7%	9 7%	41 11%	
SSE	51 10%	25 10%	27 10%	* 1%	7 11%	3 4%	14 15% ^e	13 13%	9 8%	6 14%	34 9%	6 13%	2 8%	9 18%	18 13%	13 9%	9 8%	12 11%	31 11%	21 9%	21 13%	28 9%	9 11%	27 10%	9 7%	36 11%	15 9%	15 13%	34 9%
Utilita Energy	6 1%	2 1%	2 1%	* 1%	-	2 2%	2 2%	-	2 2%	-	6 1%	-	-	-	2 1%	-	1 1%	3 3%	2 1%	4 2%	1 1%	5 2%	2 2%	2 1%	-	6 2%	-	1 1%	3 1%
Utility Warehouse	4 1%	3 1%	1 1%	-	-	1 1%	1 1%	3 2%	-	-	4 1%	-	-	-	2 1%	-	2 2%	-	2 1%	2 1%	1 1%	2 1%	-	1 1%	3 2%	2 1%	2 1%	-	4 1%

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 71

BM9. Which supplier do you use for electricity?**Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Electricity and who don't use the same provider for both gas and electricity**

	Age										Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender																						Potential							
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Weighted base	513	252	258	41**	64*	63*	89*	104*	112*	39**	389	46*	30**	48*	138	149*	112*	114	287	226	165	317	77*	264	122*	336	164	116	386	
Other	51	26	24	1	9	7	10	10	12	1	30	1	3	16	10	21	6	13	31	20	16	33	10	20	14	31	20	13	35	
	10%	10%	9%	3%	14%	11%	11%	9%	11%	2%	8%	3%	12%	33% _{Xj}	7%	14%	6%	12%	11%	9%	10%	10%	14%	8%	12%	9%	12%	11%	9%	
Don't know	19	7	12	1	6	4	4	2	2	-	11	9	-	-	6	6	5	1	13	6	2	12	-	14	2	14	5	-	19	
	4% _{is}	3%	5%	2%	10% _{Xgh}	7%	4%	2%	2%	-	3%	19% _{Xil}	-	-	5%	4%	4%	1%	4%	3%	1%	4%	-	5%	2%	4%	3%	-	5% _{Xz}	

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 72

BM9. Which supplier do you use for electricity?**Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Electricity and who don't use the same provider for both gas and electricity**

	Importance of service													Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important (a)	Landline - Very important (b)	Landline - NET: Not important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Not important (f)	Fixed Broadband - NET: Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Not important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Not important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)	
Unweighted base	514	185	106	203	31	320	458	11	360	445	32	97	192	46	32	310	156	19	314	198	12	246	73	13	138	
Weighted base	513	192	107*	204	32**	324	457	8**	361	446	32**	97*	199	48*	38**	310	149	17**	323	195	11**	248	70*	12**	150	
British Gas	64	14	15	29	6	38	56	2	33	50	6	9	25	6	8	30	22	3	37	19	5	29	12	4	16	
	12%ahio	7%	14%	14%h	18%	12%h	12%ah	23%	9%	13%ah	20%	10%	13%a	12%	21%	10%	15%e	16%	11%	10%	44%	12%	17%	30%	11%	
Bulb	26	7	6	10	2	18	23	-	21	25	*	5	8	4	1	12	6	-	19	10	-	14	1	*	7	
	5%	3%	6%	5%	5%	5%	5%	-	6%	6%	1%	6%	4%	8%	3%	4%	4%	-	6%o	5%	-	6%o	2%	4%	5%	
Co-op Energy / The Co-operative Energy	4	1	-	1	-	2	4	-	1	2	-	1	2	-	1	1	1	2	1	-	1	1	-	1	1%	
	1%	*	-	1%	-	1%	1%h	-	*	1%	-	1%	1%	-	2%	*	1%	12%	*	-	11%	*	1%	-	1%	
EDF	68	39	9	19	3	50	62	*	45	58	8	15	26	6	4	49	13	3	49	18	1	39	3	2	29	
	13%cpv	20%Xbc	8%h	9%	9%	15%bch	14%c	3%	12%	13%c	25%	15%	13%	12%	10%	16%psv	8%	20%	15%v	9%	9%	16%pv	5%	14%	19%Xpsv	
E.ON UK	87	33	21	40	5	52	80	1	69	78	2	15	31	11	6	57	29	4	53	39	2	39	11	3	18	
	17%	17%	20%	20%	16%	16%	18%	16%	19%Xe	18%	5%	15%	16%	22%	15%	18%	19%	21%	17%	20%	19%	16%	16%	25%	12%	
First Utility	2	1	*	*	-	*	1	-	1	1	-	1	2	-	-	1	-	-	1	-	-	1	-	-	2	
	*	1%	*	*	-	*	*	-	*	*	-	1%e	1%	-	-	*	-	-	*	-	-	1%	-	-	1%	
Npower	9	1	3	6	-	6	9	-	6	8	2	3	5	1	3	3	5	-	4	5	-	3	1	2	3	
	2%o	*	3%	3%	-	2%	2%	-	2%	2%	5%	3%	2%	2%	9%	1%	3%	-	1%	3%	-	1%	2%	20%	2%	
Octopus	34	6	9	14	1	24	32	1	27	28	1	9	14	4	-	16	9	-	24	15	-	14	6	-	9	
	7%a	3%	9%	7%	3%	7%a	7%a	10%	7%a	6%a	4%	9%a	7%a	8%	-	5%	6%	-	7%o	7%	-	6%	9%	-	6%	
OVO Energy	12	3	5	8	2	8	10	-	10	11	-	-	2	-	*	11	*	-	11	1	-	10	-	-	2	
	2%ps	2%	4%l	4%l	5%	3%	2%	-	3%l	3%l	-	-	1%	-	1%	3%e	*	-	3%	1%	-	4%Xpsx	-	-	1%	
Power NI	24	12	3	4	-	21	24	-	19	21	1	9	12	-	2	14	13	-	11	14	-	8	7	-	6	
	5%c	6%c	3%	2%	-	6%c	5%c	-	5%c	5%c	3%	9%Xbc	6%c	-	6%	4%	9%Xoru	-	3%	7%	-	3%	9%ru	-	4%	
Sainsbury's Energy	1	1	-	-	*	1	1	*	1	1	-	-	1	-	-	1	-	*	1	1	*	-	-	-	1	
	*	*	-	-	1%	*	*	3%	*	*	-	-	*	-	-	*	-	1%	*	*	2%	-	-	-	*	
Scottish Power	52	17	11	23	3	26	43	2	29	44	2	10	24	9	1	30	13	-	34	23	-	22	10	-	16	
	10%h	9%	10%	11%	11%	8%	9%	19%	8%	10%h	7%	10%	12%h	19%p	1%	10%	9%	-	11%	12%	-	9%	15%	-	11%	
SSE	51	24	9	17	5	31	45	1	39	48	3	8	21	5	4	33	19	-	31	22	-	27	7	-	17	
	10%	13%	8%	8%	15%	10%	10%	10%	11%	11%	10%	8%	10%	10%	9%	11%	13%	-	10%	11%	-	11%	10%	-	11%	
Utilita Energy	6	4	1	1	1	4	4	1	3	4	3	*	1	-	1	4	1	1	4	*	2	4	1	-	3	
	1%	2%	1%	*	4%	1%	1%	17%	1%	1%	9%	*	1%	-	2%	1%	1%	5%	1%	*	15%	2%	2%	-	2%	
Utility Warehouse	4	3	1	1	-	2	3	-	2	3	-	-	2	-	-	3	2	-	1	2	-	1	-	-	2	
	1%	1%	1%	*	-	1%	1%	-	1%	1%	-	-	1%	-	-	1%	1%	-	*	1%	-	1%	-	-	1%	

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Customer Satisfaction Tracker 2021
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Table 72

BM9. Which supplier do you use for electricity?**Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Electricity and who don't use the same provider for both gas and electricity**

	Importance of service												Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important (a)	Landline - Very important (b)	Landline - NET: Important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Important (f)	Fixed Broadband - NET: Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)
Weighted base	513	192	107*	204	32**	324	457	8**	361	446	32**	97*	199	48*	38**	310	149	17**	323	195	11**	248	70*	12**	150
Other	51	21	10	21	3	30	46	-	44	49	3	8	18	1	3	39	10	3	35	20	-	28	5	1	15
	10%	11%	10%	11%	8%	9%	10%	-	12% ^{Xef}	11% ^X	11%	8%	9%	2%	7%	13% ^{Xp}	7%	18%	11%	10% ^m	-	11%	8%	8%	10%
Don't know	19	7	5	9	2	13	13	-	11	13	-	3	7	2	5	8	5	1	8	5	-	8	4	-	3
	4% ^{fl}	3%	5%	5%	5%	4%	3%	-	3%	3%	-	4%	3%	5%	14%	3%	4%	7%	2%	3%	-	3%	5%	-	2%

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

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Table 73

BM10. In terms of your electricity service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Supplier>?

Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Electricity and who don't use the same provider for both gas and electricity

	Gender		Age								Nation				Social-Economic Group								Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)		
Unweighted base	514	253	259	42	64	69	96	106	100	37	397	44	28	45	143	127	117	127	270	244	176	311	81	273	114	341	161	124	376		
Weighted base	513	252	258	41**	64*	63*	89*	104*	112*	39**	389	46*	30**	48*	138	149*	112*	114	287	226	165	317	77*	264	122*	336	164	116	386		
Very satisfied	169 33%dt	72 28%	98 38%xa	19 47%	11 17%	15 24%	24 27%	40 38%d	41 36%d	19 48%	129 33%	13 29%	10 35%	17 35%	48 35%	32 33%	39 29%	39 35%	98 34%	72 32%	64 39%t	92 29%	25 32%	98 37%	38 31%	103 31%	63 38%	40 35%	124 32%		
Fairly satisfied	204 40%	106 42%	97 37%	15 36%	32 49%	27 42%	36 40%	38 36%	47 42%	11 27%	157 40%	16 35%	12 40%	19 40%	54 39%	57 39%	46 41%	48 42%	111 39%	94 41%	59 36%	137 43%	24 32%	103 39%	52 43%	138 41%	63 38%	42 36%	158 41%		
Neither satisfied nor dissatisfied	84 16%	40 16%	44 17%	2 4%	8 13%	14 22%	18 20%	22 21%	15 13%	5 13%	63 16%	10 22%	3 9%	8 16%	18 13%	25 17%	22 20%	18 16%	44 15%	40 18%	25 15%	50 16%	17 22%	40 15%	16 13%	58 17%	21 13%	20 18%	63 16%		
Fairly dissatisfied	35 7%gi	21 8%	12 5%	4 10%	11 17%Xgh	6 10%	7 8%	3 2%	4 4%	-	21 5%	5 12%	4 14%	4 9%	6 4%	16 11%	7 7%	7 6%	21 7%im	14 6%	15 9%	19 6%	9 11%	15 6%	9 7%	26 8%	7 5%	9 8%	26 7%		
Very dissatisfied	12 2%	5 2%	6 2%	1 3%	2 3%	1 1%	1 1%	2 1%	4 9%	11 3%	1 2%	* 1%	-	5 4%	1 1%	4 4%	2 2%	6 2%	6 3%	1 1%	11 3%	2 3%	6 2%	2 1%	8 2%	4 3%	5 4%	6 2%			
NET: Satisfied	374 73%	178 71%	194 75%	34 83%	43 66%	42 67%	60 67%	77 74%	87 78%	30 76%	286 73%	30 65%	22 75%	36 75%	102 74%	107 72%	78 69%	87 77%	209 73%	165 73%	123 75%	229 72%	49 64%	201 76%	90 74%	241 72%	125 77%	81 70%	282 73%		
NET: Dissatisfied	47 9%g	27 11%	19 7%	5 13%	13 20%Xgh	7 11%	8 9%	4 4%	6 5%	4 9%	32 8%	6 13%	5 16%	4 9%	10 8%	17 11%	11 10%	8 7%	27 9%	20 9%	16 10%	30 9%	11 14%	21 8%	10 9%	34 10%	12 7%	14 12%	32 8%		
Don't know	9 2%bv	8 3%	2 1%	-	1 1%	-	4 4%	1 1%	3 3%	1 2%	9 2%	-	-	-	8 6%Xnpqr	-	1 1%	1 *	8 3%	1 1%	1 *	8 2%	-	1 1%	5 4%v	3 1%	6 3%	-	9 2%		
Mean	0.96d	0.89	1.04	1.13	0.61	0.79	0.89	1.08d	1.11d	1.08	0.98	0.79	0.93	1.00	1.03	0.93	0.85	1.03	0.98	0.94	1.04	0.91	0.79	1.03	0.99	0.91	1.09	0.89	0.97		
Standard deviation	1.00	1.00	0.98	1.10	1.06	0.97	0.94	0.91	0.91	1.23	0.99	1.05	1.09	0.94	1.01	0.99	1.03	0.94	1.00	0.99	0.98	1.01	1.10	0.98	0.95	1.00	0.98	1.10	0.96		
Standard error	0.04	0.06	0.06	0.17	0.13	0.12	0.10	0.09	0.09	0.21	0.05	0.16	0.21	0.14	0.09	0.09	0.10	0.08	0.06	0.06	0.07	0.06	0.12	0.06	0.09	0.05	0.08	0.10	0.05		

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

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Table 74

BM10. In terms of your electricity service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Supplier>?

Base: All respondents who are the primary or joint decision maker when deciding which provider to use for Electricity and who don't use the same provider for both gas and electricity

	Importance of service													Impact of COVID-19 on importance of service												
	Total (X)	Landline - NET: Not important (a)	Landline - Very important (b)	Landline - NET: Important (c)	Mobile - NET: Not important (d)	Mobile - Very important (e)	Mobile - NET: Important (f)	Fixed Broadband - NET: Not important (g)	Fixed Broadband - Very important (h)	Fixed Broadband - NET: Important (i)	Pay TV - NET: Not important (j)	Pay TV - Very important (k)	Pay TV - NET: Important (l)	Landline - The service has become more important (m)	Landline - The service has become less important (n)	Landline - No different (o)	Mobile - The service has become more important (p)	Mobile - The service has become less important (q)	Mobile - No different (r)	Fixed Broadband - The service has become more important (s)	Fixed Broadband - The service has become less important (t)	Fixed Broadband - No different (u)	Pay TV - The service has become more important (v)	Pay TV - The service has become less important (w)	Pay TV - No different (x)	
Unweighted base	514	185	106	203	31	320	458	11	360	445	32	97	192	46	32	310	156	19	314	198	12	246	73	13	138	
Weighted base	513	192	107*	204	32**	324	457	8**	361	446	32**	97*	199	48*	38**	310	149	17**	323	195	11**	248	70*	12**	150	
Very satisfied	169 33%	59 31%	52 48% Xacefh il	71 35%	5 14%	121 37% XI	160 35% X	* 3%	129 36%	149 33%	6 19%	35 36%	59 30%	19 40%	9 23%	102 33%	50 34%	5 27%	110 34% x	65 33%	4 38%	80 32%	22 31%	5 36%	39 26%	
Fairly satisfied	204 40%	82 43%	36 33%	82 40%	16 51%	118 36%	179 39%	4 49%	135 37%	180 40% eh	15 45%	43 45%	96 48% Xbcefh i	15 30%	18 46%	132 42%	59 39%	7 39%	130 40%	72 37%	5 42%	107 43%	33 48%	4 35%	73 49% Xmrs	
Neither satisfied nor dissatisfied	84 16% fx	31 16%	12 11%	33 16% b	8 26%	46 14%	68 15%	3 40%	54 15%	70 16% l	4 12%	10 11%	22 11%	11 23% x	9 22%	45 14%	24 16%	2 11%	50 15% x	33 17%	2 19%	38 15% x	9 13%	2 13%	15 10%	
Fairly dissatisfied	35 7%	10 5%	5 4%	11 5%	* 1%	26 8%	33 7%	- -	30 8% XI	31 7%	2 6%	5 5%	14 7%	3 7%	2 5%	17 5%	12 8%	1 8%	20 6%	17 9%	- -	14 6%	5 7%	2 17%	9 6%	
Very dissatisfied	12 2% i	6 3%	* -	2 1%	- -	9 3% h	12 3% i	- -	6 2%	8 2%	5 15%	1 1%	3 1%	* 1%	2 4%	7 2%	3 2%	2 14%	7 2%	5 3%	- -	3 1%	- -	- -	8 5% Xoru	
NET: Satisfied	374 73%	141 73%	87 81% Xch	153 75%	21 66%	239 74%	339 74%	4 52%	264 73%	329 74%	21 64%	78 81%	156 78%	34 70%	26 69%	234 75%	109 73%	11 67%	240 74%	137 71%	9 81%	187 75%	55 79%	9 71%	113 75%	
NET: Dissatisfied	47 9%	17 9%	5 5%	13 6%	* 1%	35 11% bc	45 10%	- -	36 10% bc	39 9%	7 22%	6 6%	17 8%	4 8%	3 9%	23 7%	15 10%	4 22%	27 8%	22 11%	- -	17 7%	5 7%	2 17%	17 11% u	
Don't know	9 2% f	4 2%	3 3%	5 2%	2 7%	5 1%	6 1%	1 8%	6 2%	8 2%	1 2%	2 2%	5 3%	- -	- -	9 3%	1 1%	- -	8 2%	2 1%	- -	6 2%	1 1%	- -	5 4%	
Mean	0.96	0.94	1.29 Xacefh hil	1.05	0.85	0.98	0.98	0.60	0.99	0.99	0.47	1.13	1.01	1.01	0.79	1.02	0.96	0.59	1.00	0.91	1.19	1.02	1.04	0.90	0.88	
Standard deviation	1.00	1.00	0.86	0.92	0.70	1.05	1.02	0.59	1.01	0.97	1.33	0.87	0.91	1.00	0.99	0.95	1.00	1.37	0.97	1.05	0.77	0.91	0.86	1.11	1.05	
Standard error	0.04	0.07	0.09	0.07	0.13	0.06	0.05	0.19	0.05	0.05	0.24	0.09	0.07	0.15	0.18	0.05	0.08	0.31	0.06	0.08	0.22	0.06	0.10	0.31	0.09	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h/i/j/k/l - X/m/n/o/p/q/r/s/t/u/v/w/x
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 75

QD1. You said earlier you were dissatisfied with the overall service from your landline provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the Landline provider

	Landline providers								Landline bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Other providers (g)	Yes (h)	No (i)	Landline - NET: Not important (j)	Landline - Very important (n)	Landline - NET: Important (o)	Landline - The service has become more important (p)	Landline - The service has become less important (q)	Landline - No different (r)
Unweighted base	104	19	3	8	16	17	32	9	88	16	76	11	28	9	16	79
Weighted base	107*	20**	2**	6**	21**	13**	30**	16**	86*	21**	81*	10**	25**	8**	13**	86*
Service I take from them is poor/ bad connection/ doesn't work some of the time/ unreliable	31 29%	9 45%	- 22%	3 55%	7 33%	4 28%	8 27%	-	29 34%X	2 11%	23 28%	4 38%	8 33%	3 36%	3 23%	25 29%
Too expensive/ not good value for money	42 40%h	8 41%	1 42%	2 35%	6 28%	2 14%	15 49%	9 58%	31 36%	11 55%	35 43%	4 38%	8 31%	3 38%	3 24%	36 42%
Poor customer service/ unhelpful	16 15%h	4 18%	-	1 17%	-	2 20%	4 15%	5 31%	11 13%	6 26%	13 16%	2 24%	3 12%	1 17%	2 18%	13 15%
I have to pay for something I don't use/ have to have a landline	23 21%	3 17%	1 36%	-	8 40%	* 4%	10 33%	-	22 26%X	* 2%	22 27%	-	1 3%	1 9%	3 26%	19 22%
Difficult to contact anyone at the company	3 3%	-	-	-	-	1 8%	2 7%	-	3 3%X	-	3 4%	-	-	-	2 14%	1 1%
I have problems with other services from my provider / the quality of my landline affects other services	5 5%	1 4%	-	1 23%	-	2 13%	1 4%	1 4%	5 6%X	-	2 2%	2 18%	3 13%	1 8%	-	5 5%
Problems left unresolved/ takes a long time to fix	10 9%	5 26%	-	-	-	2 12%	3 9%	-	9 10%X	1 4%	6 8%	2 24%	3 12%	4 47%	-	6 7%
Price keeps increasing	9 8%	-	1 36%	1 16%	4 18%	3 26%	-	-	7 8%	2 8%	4 5%	1 9%	5 18%	2 30%	-	6 7%
Problems with payment/ billing	3 2%h	2 8%	-	-	-	-	1 3%	-	2 2%	1 4%	2 2%	1 11%	1 4%	-	2 12%	1 1%
General negative comments	6 6%h	-	-	-	-	1 8%	-	5 34%	3 3%	4 19%	6 8%	-	-	-	3 19%	4 5%
Receive lots of unwanted communication	11 10%	1 4%	-	1 12%	2 9%	1 7%	7 22%	-	9 10%	2 8%	10 12%	-	1 3%	-	2 15%	9 10%
Unhappy with charges / hidden charges	3 2%	-	-	1 24%	1 4%	* 4%	-	-	3 3%X	-	2 2%	1 9%	1 4%	1 11%	-	2 2%
They do not value loyalty	2 2%	-	-	-	-	2 14%	-	-	2 2%X	-	1 1%	-	1 4%	1 9%	-	1 1%

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g - X/h/i - X/j/n/o - X/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 75

QD1. You said earlier you were dissatisfied with the overall service from your landline provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the Landline provider

	Landline providers								Landline bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Other providers (g)	Yes (h)	No (i)	Landline - NET: Not important (j)	Landline - Very important (n)	Landline - NET: Important (o)	Landline - The service has become more important (p)	Landline - The service has become less important (q)	Landline - No different (r)
Weighted base	107**	20**	2**	6**	21**	13**	30**	16**	86*	21**	81*	10**	25**	8**	13**	86*
I am considering leaving	9 9%h	-	-	1 16%	-	1 7%	3 11%	4 24%	6 7%	3 15%	6 7%	1 14%	3 13%	-	-	9 11%
Not a trustworthy company	5 5%	1 7%	-	1 16%	6%	-	-	2 11%	6% X	-	4%	9%	8%	11%	-	5%
Other	8 7%j	1 3%	-	1 16%	2 10%	1 7%	2 8%	1 4%	7 8%	1 5%	2 2%	2 25%	6 25%	-	1 10%	6 7%
Don't know / no reason	1 1%	-	-	-	-	-	1 3%	-	1 1%	-	1 1%	-	-	-	-	1 1%

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g - X/h/i - X/j/n/o - X/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 76

QD1. You said earlier you were dissatisfied with the overall service from your landline provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the Landline provider

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (t)	No (u)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)	
																							Most vulnerable (v)	vulnerable (w)	Least vulnerable (w)					
Unweighted base	104	54	50	4	17	19	23	14	21	6	87	8	5	4	32	30	19	23	62	42	37	61	15	45	27	87	16	26	75	
Weighted base	107*	53*	54*	6**	17**	18**	25**	14**	20**	6**	89*	7**	6**	4**	34**	30**	17**	25**	64*	42**	43**	59*	18**	43*	31**	89*	18**	28**	76*	
Service I take from them is poor/ bad connection/ doesn't work some of the time/ unreliable	31 29%	14 26%	17 32%	-	6 33%	7 39%	9 35%	3 23%	5 26%	1 19%	26 29%	3 37%	1 23%	1 27%	14 41%	8 25%	5 30%	4 16%	22 34%	9 22%	15 34%	16 27%	1 8%	15 36%	11 37%	25 29%	5 30%	6 21%	25 33%	
Too expensive/ not good value for money	42 40%	19 35%	24 44%	4 74%	5 26%	6 33%	11 42%	4 32%	10 50%	2 40%	36 40%	3 40%	3 45%	1 25%	16 46%	12 39%	4 24%	11 43%	28 43%	15 35%	19 45%	21 35%	10 56%	13 31%	14 45%	35 40%	7 40%	14 49%	28 37%	
Poor customer service/ unhelpful	16 15%	9 16%	8 14%	5 77%	* 2%	4 21%	4 14%	6 10%	2 10%	1 19%	13 15%	2 28%	- -	1 27%	4 11%	7 24%	* 2%	5 20%	11 17%	5 13%	7 16%	8 14%	3 18%	4 8%	6 21%	12 14%	4 22%	3 11%	12 16%	
I have to pay for something I don't use/ have to have a landline	23 21%	13 24%	10 19%	-	4 22%	5 26%	7 26%	3 18%	1 7%	3 56%	20 23%	-	1 20%	1 25%	9 25%	8 27%	4 22%	2 9%	17 26%	6 14%	7 16%	16 27%	2 12%	10 23%	6 20%	18 21%	4 24%	4 16%	16 22%	
Difficult to contact anyone at the company	3 3%	-	3 5%	-	-	1 5%	1 4%	-	1 4%	-	2 2%	1 15%	-	-	-	3 10%	-	-	3 5%	-	1 2%	2 3%	-	1 2%	2 7%	3 3%	-	-	3 4%	
I have problems with other services from my provider / the quality of my landline affects other services	5 5%	4 8%	1 2%	1 16%	1 6%	-	1 5%	1 4%	1 4%	1 11%	5 5%	1 9%	-	-	-	2 7%	2 13%	1 3%	2 3%	3 7%	3 7%	2 4%	2 9%	3 7%	1 2%	5 6%	-	1 4%	4 6%	
Problems left unresolved/ takes a long time to fix	10 9%a	1 2%	8 15%a	-	-	3 16%	4 15%	-	3 14%	-	8 9%	1 10%	-	1 27%	4 11%	3 9%	1 4%	3 10%	6 10%	3 8%	5 13%	4 7%	1 8%	4 11%	4 11%	8 9%	2 11%	1 5%	7 9%	
Price keeps increasing	9 8%	5 10%	3 6%	-	1 5%	-	3 12%	-	4 19%	1 12%	5 6%	-	2 35%	1 22%	2 7%	2 8%	1 5%	3 7%	5 9%	4 9%	5 11%	3 5%	1 5%	5 12%	2 5%	8 9%	1 5%	1 3%	7 9%	
Problems with payment/ billing	3 2%	1 1%	2 4%	-	-	1 4%	1 3%	-	1 5%	-	2 2%	-	-	1 27%	-	-	1 5%	2 7%	-	3 6%	2 3%	2 3%	1 5%	2 4%	-	2 2%	1 5%	2 6%	-	
General negative comments	6 6%tx	5 10%	1 2%	4 67%	-	1 5%	-	2 11%	-	-	6 7%	-	-	-	2 4%	5 16%	-	-	6 10%	-	5 11%	2 3%	-	-	6 21%	3 3%	4 22%	-	6 8%	
Receive lots of unwanted communication	11 10%	5 10%	5 9%	-	3 15%	1 4%	2 7%	-	4 22%	1 18%	10 11%	-	-	1 22%	4 11%	2 8%	3 15%	2 7%	6 9%	5 11%	5 11%	6 10%	1 6%	4 9%	5 15%	8 9%	2 14%	2 6%	9 12%	
Unhappy with charges / hidden charges	3 2%A	2 3%	1 2%	-	1 3%	1 4%	* 2%	-	1 4%	-	3 3%	-	-	-	1 2%	* 2%	1 3%	1 4%	1 2%	1 3%	* 1%	1 2%	1 5%	1 3%	-	3 3%	-	2 8%	1 1%	
They do not value loyalty	2 2%	1 1%	1 2%	-	1 6%	-	1 3%	-	-	-	2 2%	-	-	-	-	1 3%	-	1 3%	1 2%	1 2%	1 2%	1 2%	-	1 2%	-	2 2%	-	-	2 2%	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

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Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 76

QD1. You said earlier you were dissatisfied with the overall service from your landline provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the Landline provider

	Impacting/ limiting conditions																				Financial Vulnerability				Urban/Rural		Benefits		
	Gender			Age							Nation				Social-Economic Group						Potential			Urban (x)	Rural (y)	Yes (z)	No (A)		
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)					y vulnerable (v)	Least vulnerable (w)
Weighted base	107*	53*	54*	6**	17**	18**	25**	14**	20**	6**	89*	7**	6**	4**	34**	30**	17**	25**	64*	42**	43**	59*	18**	43*	31**	89*	18**	28**	76*
I am considering leaving	9	4	5	-	1	2	1	2	3	-	7	-	2	-	3	2	1	3	5	4	5	4	1	3	4	8	1	2	7
Not a trustworthy company	5	2	3	-	1	2	-	-	2	-	4	-	1	-	1	-	-	4	1	4	1	4	2	2	1	5	-	3	3
Other	8	6	2	-	1	-	3	1	3	-	4	-	3	1	2	2	1	2	5	3	2	6	-	5	2	7	1	1	6
Don't know / no reason	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	1	1	-	-	1	-	1	-	1	-
	1%	1%	-	-	-	-	-	5%	-	-	1%	-	-	-	-	-	-	3%	-	2%	2%	-	-	2%	-	1%	-	3%	-

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 77

QD2. You said earlier you were dissatisfied with the overall service from your mobile phone service provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the mobile service provider

	Mobile									Mobile bundle		Mobile service package			Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	EE (a)	giffgaff (b)	O2 (c)	Tesco Mobile (d)	Three (e)	Virgin Mobile (f)	Vodafone (g)	Other providers (i)	Yes (k)	No (l)	Prepay/ pay as you go (m)	Monthly contract/ SIM only (n)	Don't know (o)	Mobile - NET: Not important (p)	Mobile - Very important (t)	Mobile - NET: Important (u)	Mobile - The service has become more important (v)	Mobile - The service has become less important (w)	Mobile - No different (x)
Unweighted base	72	12	2	5	4	14	16	7	12	16	56	18	53	1	6	48	66	23	3	46
Weighted base	66*	12**	1**	7**	2**	18**	8**	8**	10**	11**	56*	22**	44*	1**	5**	43*	61*	21**	3**	42*
Poor mobile reception/ coverage - unspecified	23	4	-	3	1	4	5	1	6	4	19	6	16	1	1	19	22	10	-	13
	35%	33%	-	37%	28%	23%	58%	16%	58%	34%	35%	29%	36%	100%	27%	44%Xu	35%	49%	-	30%
Too expensive/ not good value for money	16	4	-	3	1	4	14	-	3	1	15	6	9	-	1	15	15	9	-	7
	24% ^x	30%	-	40%	35%	24%	14%	-	33%	10%	26%	30%	22%	-	16%	35%Xu	25%	44%	-	15%
Poor customer service/ unhelpful	13	1	1	4	*	4	1	1	1	1	12	3	10	-	-	8	13	7	-	6
	19%	7%	57%	63%	7%	22%	13%	12%	6%	6%	22%	15%	22%	-	-	18%	21%	33%	-	13%
Poor mobile reception/ coverage - at home	15	4	-	2	-	4	2	2	1	2	13	7	8	-	1	8	14	2	-	12
	22%	35%	-	23%	-	21%	24%	25%	14%	16%	23%	31%	19%	-	11%	19%	23%	11%	-	30%
Problems with payment/ billing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poor mobile reception/ coverage - in my area	15	2	1	3	-	3	3	1	2	4	11	5	10	-	1	7	14	2	1	12
	22%	19%	43%	49%	-	16%	31%	17%	19%	37%	19%	24%	22%	-	22%	16%	22%	8%	39%	28%
Problems left unresolved/ takes a long time to fix	3	-	1	-	1	-	1	1	-	-	3	1	2	-	-	2	3	1	-	2
	5%	-	57%	-	28%	-	7%	12%	-	-	5%	4%	5%	-	-	5%	5%	3%	-	6%
Overseas call centre	*	-	-	-	-	-	*	-	-	*	-	-	*	-	-	*	*	-	-	*
	1%	-	-	-	-	-	5%	-	-	4%	-	-	1%	-	-	1%	1%	-	-	1%
Difficult to contact anyone at the company	4	-	-	-	-	2	-	1	1	3	1	3	3	-	-	4	4	1	-	3
	6%	-	-	-	-	9%	-	12%	15%	14%	5%	4%	7%	-	-	9%	7%	7%	-	6%
Poor coverage / signal indoors	4	-	-	-	-	1	1	-	1	3	1	3	3	-	1	2	3	*	-	4
	6%	-	-	-	-	7%	16%	-	14%	7%	6%	6%	6%	-	11%	4%	6%	2%	-	9%
Speed isn't as advertised/ slow	8	1	-	1	1	2	-	-	3	-	8	5	3	-	2	3	6	3	-	5
	12% ⁿ	8%	-	17%	35%	9%	-	-	33%	-	14%	24%	6%	-	33%	8%	10%	12%	-	12%
Price keeps increasing	1	-	-	-	-	1	-	-	-	1	1	-	-	-	-	1	1	1	-	-
	2%	-	-	-	-	6%	-	-	-	-	2%	5%	-	-	-	3%	2%	5%	-	-
They offer poor deals/ I have seen better deals elsewhere	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I am considering leaving	3	1	-	-	-	2	-	-	-	-	3	-	2	1	-	1	3	2	-	1
	4%	10%	-	-	-	9%	-	-	-	-	5%	-	4%	100%	-	3%	5%	8%	-	3%
They do not value loyalty	3	-	1	-	-	2	-	-	-	-	3	-	3	-	-	-	3	2	-	1
	4%	-	57%	-	-	9%	-	-	-	-	4%	-	6%	-	-	-	4%	8%	-	2%

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/j - X/k/l - X/m/n/o - X/p/t/u - X/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 77

QD2. You said earlier you were dissatisfied with the overall service from your mobile phone service provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the mobile service provider

	Mobile									Mobile bundle		Mobile service package			Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	EE (a)	giffgaff (b)	O2 (c)	Tesco Mobile (d)	Three (e)	Virgin Mobile (f)	Vodafone (g)	Other providers (i)	Yes (k)	No (l)	Prepay/ pay as you go (m)	Monthly contract/ SIM only (n)	Don't know (o)	Mobile - NET: Not important (p)	Mobile - Very important (t)	Mobile - NET: Important (u)	Mobile - The service has become more important (v)	Mobile - The service has become less important (w)	Mobile - No different (x)
Weighted base	66*	12**	1**	7**	2**	18**	8**	8**	10**	11**	56*	22**	44*	1**	5**	43*	61*	21**	3**	42*
Unhappy with my package (other / non-specific)	2 4%	-	-	-	-	2 10%	* 5%	* 3%	-	* 2%	2 4%	* 1%	2 5%	-	-	2 6%	2 4%	1 3%	-	2 4%
Poor Internet connection / does not work properly / I cannot use the Internet	9 13%	* 2%	1 43%	1 14%	-	3 17%	1 9%	1 13%	2 23%	-	9 16%	2 7%	7 17%	-	-	6 13%	9 14%	1 6%	1 46%	6 14%
Other	8 12%	2 20%	-	-	-	3 19%	-	1 12%	1 13%	1 8%	7 13%	2 10%	6 14%	-	-	6 14%	8 13%	2 10%	-	6 14%
Don't know/ no reason	2 4%u	-	-	-	1 30%	-	-	1 17%	* 5%	1 12%	1 2%	1 6%	1 3%	-	1 24%	1 2%	1 2%	1 3%	* 15%	1 3%
NET: Any coverage issues/problems	42 63%	7 59%	1 43%	5 77%	2 63%	11 63%	6 74%	2 29%	8 80%	4 42%	38 67%	12 53%	29 67%	1 100%	3 54%	32 74%Xu	39 64%	17 82%	1 46%	23 55%

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/j - X/k/l - X/m/n/o - X/p/t/u - X/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 78

QD2. You said earlier you were dissatisfied with the overall service from your mobile phone service provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the mobile service provider

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (t)	No (u)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)	
																							Most vulnerable (v)	y vulnerable (w)	Least vulnerable (w)					
Unweighted base	72	42	30	15	11	12	8	13	7	6	61	8	3	-	20	18	12	22	38	34	25	44	12	44	12	59	13	23	49	
Weighted base	66*	38*	28**	12**	10**	11**	5**	14**	8**	6**	53*	8**	5**	-**	20**	17**	9**	21**	36*	30**	22**	42*	12**	40*	10**	55*	11**	21**	45*	
Poor mobile reception/ coverage - unspecified	23	16	7	7	3	4	2	3	1	2	20	2	1	-	7	4	3	9	11	12	5	18	5	14	3	19	4	8	15	
Too expensive/ not good value for money	16	10	6	5	3	4	1	4	-	-	14	2	-	-	4	22%	2	25%	26%	22%	26%	13%	13	4	9	3	15	1	6	10
Poor customer service/ unhelpful	13	2	11	*	2	2	-	6	-	2	10	1	2	-	7	1	1	3	8	4	7	5	2	10	1	9	3	6	6	14%
Poor mobile reception/ coverage - at home	15	8	7	*	1	2	2	2	6	1	11	1	2	-	5	5	1	4	10	5	8	7	-	13	2	11	4	2	13	
	22%	21%	24%	4%	11%	18%	34%	15%	75%	21%	21%	17%	40%	-	26%	29%	11%	18%	28%	16%	35%	17%	-	32% X	21%	19%	36%	10%	28%	
Problems with payment/ billing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Poor mobile reception/ coverage - in my area	15	7	7	1	1	1	1	5	4	1	13	2	-	-	6	3	1	4	9	6	4	11	1	11	3	12	3	4	11	
	22%	19%	26%	5%	13%	11%	27%	35%	52%	16%	24%	24%	-	-	29%	19%	15%	21%	25%	19%	19%	25%	10%	26%	29%	22%	22%	19%	24%	
Problems left unresolved/ takes a long time to fix	3	1	2	1	1	1	-	-	-	1	2	1	-	-	2	1	-	1	2	1	2	1	1	1	1	2	1	1	2	
	5%	4%	6%	5%	8%	5%	-	-	-	16%	4%	8%	-	-	8%	5%	-	3%	6%	2%	3%	6%	10%	2%	8%	4%	9%	7%	3%	
Overseas call centre	*	1%	-	*	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	-	-	*	-	-	-	*
	1%	1%	-	3%	-	-	-	-	-	-	1%	-	-	-	-	3%	-	-	1%	-	-	1%	-	-	4%	1%	-	-	-	1%
Difficult to contact anyone at the company	4	2	2	1	2	-	-	1	-	1	4	-	-	-	3	-	-	1	3	1	1	3	-	4	-	3	1	1	3	
	6%	6%	6%	7%	15%	-	-	4%	-	16%	7%	-	-	-	16%	-	-	4%	9%	3%	3%	8%	-	10%	-	5%	9%	7%	6%	
Poor coverage / signal indoors	4	4	-	*	1	1	*	-	-	1	4	*	-	-	1	2	*	*	3	1	3	*	-	4	*	3	1	*	4	
	6%t	11%	-	3%	13%	9%	8%	-	-	16%	7%	4%	-	-	7%	12%	4%	2%	9%	3%	15%	1%	-	9%	4%	6%	9%	2%	8%	
Speed isn't as advertised/ slow	8	6	2	3	-	1	-	3	-	1	8	-	-	-	-	-	-	8	-	8	2	6	3	3	2	7	1	3	4	
	12%	15%	7%	27%	-	8%	-	19%	-	15%	15%	-	-	-	-	-	-	37%	-	26%	8%	14%	22%	7%	16%	12%	8%	17%	9%	
Price keeps increasing	1	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	1	-	-	1	
	2%	-	4%	-	-	-	-	8%	-	-	2%	-	-	-	5%	-	-	-	3%	-	5%	-	-	3%	-	2%	-	-	2%	
They offer poor deals/ I have seen better deals elsewhere	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I am considering leaving	3	-	3	-	-	-	-	2	1	-	-	-	3	-	1	-	-	2	1	2	3	-	2	1	-	2	1	3	-	-
	4%	-	10%	-	-	-	-	12%	14%	-	-	-	60%	-	6%	-	-	8%	3%	6%	13%	-	14%	3%	-	3%	10%	14%	-	-
They do not value loyalty	3	1	2	-	1	-	-	2	-	-	1	-	2	-	-	1	-	2	1	2	2	1	2	-	1	3	-	3	-	-
	4%l	2%	6%	-	8%	-	-	12%	-	-	1%	-	36%	-	-	5%	-	8%	2%	6%	8%	2%	14%	-	8%	5%	-	12%	-	-

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 78

QD2. You said earlier you were dissatisfied with the overall service from your mobile phone service provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the mobile service provider

	Gender		Age								Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
			Potential								Most vulnerable (u)		Least vulnerable (w)		Urban (x)	Rural (y)	Yes (z)	No (A)											
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	vulnerable (v)	vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Weighted base	66*	38*	28**	12**	10**	11**	5**	14**	8**	6**	53*	8**	5**	-**	20**	17**	9**	21**	36*	30**	22**	42*	12**	40*	10**	55*	11**	21**	45*
Unhappy with my package (other / non-specific)	2 4%	2 6%	-	* 2%	* 4%	2 17%	-	-	-	-	2 4%	-	-	-	-	2 13%	* 2%	-	2 6%	* 1%	2 3%	2 4%	* 3%	* 1%	2 18%	2 4%	-	-	2 4%
Poor Internet connection / does not work properly / I cannot use the Internet	9 13%	6 15%	3 11%	5 40%	* 2%	1 7%	* 9%	2 11%	1 10%	-	6 12%	2 29%	-	-	3 13%	* 3%	3 35%	3 13%	3 8%	6 19%	1 4%	7 15%	4 33%	3 7%	2 18%	8 15%	1 5%	4 19%	5 10%
Other	8 12%	5 12%	3 12%	* 3%	2 15%	2 17%	-	1 4%	1 10%	3 48%	7 12%	2 18%	-	-	3 15%	5 28%	-	1 3%	7 20%	1 2%	1 4%	7 16%	-	5 14%	2 18%	7 13%	1 9%	1 4%	7 16%
Don't know/ no reason	2 4%	1 3%	1 4%	* 4%	1 7%	-	-	1 9%	-	-	2 5%	-	-	-	1 4%	-	1 14%	* 2%	1 2%	2 6%	1 3%	1 3%	1 10%	-	-	2 4%	-	1 6%	1 3%
NET: Any coverage issues/problems	42 63%	29 75%X	13 47%	12 96%	6 61%	9 81%	3 54%	8 55%	2 24%	3 49%	35 65%	6 76%	1 24%	-	13 66%	9 56%	6 71%	13 64%	22 61%	20 66%	12 53%	29 68%	9 71%	25 62%	7 68%	37 67%	5 44%	14 67%	28 62%

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 79

QD3. You said earlier you were dissatisfied with the overall service from your fixed broadband provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the Broadband provider

	Broadband									Broadband bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Vodafone (s)	Other providers (g)	Yes (h)	No (i)	Fixed Broadband - NET: Not important (j)	Fixed Broadband - Very important (n)	Fixed Broadband - NET: Important (o)	Fixed Broadband - The service has become more important (p)	Fixed Broadband - The service has become less important (q)	Fixed Broadband - No different (r)
Unweighted base	173	18	10	13	25	30	60	9	8	130	43	3	137	170	96	1	76
Weighted base	170	22**	7**	10**	35**	26**	59*	7**	4**	128	42*	4**	134	166	92*	2**	76*
Speed isn't as advertised/ slow	81 47%p	8 36%	3 45%	4 42%	23 66%	14 54%	26 43%	1 11%	2 52%	65 50%	16 38%	2 37%	69 51%	79 48%	36 39%	-	45 58% Xp
Service I take from them is poor/ bad connection/ doesn't work some of the time/ unreliable	83 49%	12 53%	5 69%	6 60%	13 37%	17 65%	25 42%	4 53%	2 54%	60 46%	23 56%	1 19%	64 48%	82 49%	43 46%	-	40 53%
Too expensive/ not good value for money	29 17%p	5 24%	1 12%	1 5%	8 23%	3 10%	11 19%	-	* 6%	21 17%	7 17%	-	26 20%	29 17%	10 11%	-	18 24%p
Poor customer service/ unhelpful	34 20%h	5 24%	-	1 10%	5 13%	7 25%	13 22%	2 34%	1 35%	20 16%	14 32% Xh	-	27 20%	34 20%	14 16%	-	20 26%
Poor/ bad Wi-Fi signal/ doesn't reach all parts of the house/ need boosters	37 22%r	7 31%	1 19%	2 16%	7 21%	3 12%	15 26%	1 15%	1 21%	27 21%	10 24%	-	30 23%	37 22%	28 30% Xr	-	10 13%
Problems left unresolved/ takes a long time to fix	27 16%	4 17%	-	2 19%	3 8%	7 28%	9 15%	1 19%	1 35%	23 18%	4 10%	1 19%	22 17%	26 16%	15 16%	-	12 16%
Difficult to contact anyone at the company	3 2%	-	-	-	-	2 6%	1 2%	-	-	1 1%	2 4%	-	2 1%	3 2%	1 1%	-	2 2%
Problems with payment/ billing	3 2%	-	-	-	-	-	3 4%	-	-	3 2%	-	-	3 2%	3 2%	2 2%	-	1 1%
Price keeps increasing	8 5%	-	-	1 9%	3 8%	-	3 4%	1 18%	-	6 5%	1 3%	-	8 6%	8 5%	6 6%	-	2 3%
Locked into a contract and can't get out	2 1%	-	-	-	-	-	-	2 33%	-	1 1%	1 2%	-	1 1%	2 1%	2 3%	-	-
They do not value loyalty	1 1%	-	-	-	-	1 4%	-	-	-	1 1%	-	-	-	1 1%	1 1%	-	-
Overseas call centre	4 2%	1 4%	-	-	-	2 6%	1 2%	-	-	2 2%	2 4%	-	4 3%	4 2%	1 1%	-	3 4%
I am considering leaving	5 3%	-	-	-	-	1 2%	3 5%	1 15%	* 14%	5 4%	-	-	2 2%	5 3% n	1 2%	-	4 5%
Their service has declined during the pandemic	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/s/g - X/h/i - X/j/n/o - X/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 79

QD3. You said earlier you were dissatisfied with the overall service from your fixed broadband provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the Broadband provider

	Broadband									Broadband bundle		Importance of service			Impact of COV/D-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Vodafone (s)	Other providers (g)	Yes (h)	No (i)	Fixed Broadband - NET: Not important (j)	Fixed Broadband - Very important (n)	Fixed Broadband - NET: Important (o)	Fixed Broadband - The service has become more important (p)	Fixed Broadband - The service has become less important (q)	Fixed Broadband - No different (r)
Weighted base	170	22**	7**	10**	35**	26**	59*	7**	4**	128	42*	4**	134	166	92*	2**	76*
They offer poor deals/ I have seen better deals elsewhere	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a trustworthy company	6 3%no	-	-	1 8%	-	2 8%	2 3%	1 15%	-	4 3%	1 3%	1 19%	1 1%	5 3%no	2 2%	-	3 5%
Too pushy with their sales	1 *	-	-	-	-	1 2%	-	-	-	1 1%	-	-	-	1 *	-	-	1 1%
Issues with setup/ admin/ account management	2 1%	1 3%	-	1 8%	-	-	-	-	-	2 1%	-	-	2 1%	2 1%	2 2%	-	-
No/ limited options for broadband service/ provider	1 1%	-	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	1 1%	1 2%	-	-
Unhappy with charges / hidden charges	11 6%	1 5%	-	-	5 14%	2 7%	1 2%	1 19%	1 21%	10 8%	1 2%	1 19%	6 4%	10 6%	8 9%	-	3 4%
Other	13 8%	-	-	-	3 8%	3 11%	6 10%	1 19%	-	12 9%	1 2%	1 19%	10 7%	12 7%	8 9%	-	5 6%
Don't know/ no reason	2 1%no	-	-	-	2 5%	-	1 1%	-	-	2 2%	-	2 43%	1 *	1 *	-	2 100%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/s/g - X/h/i - X/j/n/o - X/p/q/r
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 80

QD3. You said earlier you were dissatisfied with the overall service from your fixed broadband provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the Broadband provider

	Impacting/ limiting conditions																										Financial Vulnerability			Urban/Rural		Benefits	
	Gender			Age							Nation				Social-Economic Group								Potential			Urban (x)	Rural (y)	Yes (z)	No (A)				
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Least vulnerable (v)	Least vulnerable (w)								
Unweighted base	173	82	91	24	28	32	35	25	25	4	148	17	3	5	54	44	38	37	98	75	61	104	28	82	45	148	21	44	124				
Weighted base	170	84*	86*	24**	30**	32**	33*	27**	23**	3**	144	17**	4**	5**	55*	47*	32**	37*	101*	69*	58*	104*	27**	82*	42*	148	19**	42*	124				
Speed isn't as advertised/ slow	81 47%	43 51%	38 44%	11 46%	13 45%	16 36%	17 51%	16 63%	17 41%	1 28%	72 50%	6 33%	2 60%	-	22 40%	22 47%	15 48%	22 58%	44 43%	37 54%	28 47%	49 47%	14 50%	35 43%	24 57%	72 48%	7 39%	18 42%	60 48%				
Service I take from them is poor/ bad connection/ doesn't work some of the time/ unreliable	83 49%	38 46%	45 52%	11 47%	15 51%	16 50%	17 52%	12 43%	10 45%	2 74%	70 49%	11 63%	1 25%	1 21%	28 52%	20 42%	19 59%	16 44%	48 47%	35 51%	30 52%	51 49%	8 30%	48 58% ^X	17 40%	73 49%	10 52%	17 40%	64 52%				
Too expensive/ not good value for money	29 17%	11 13%	17 20%	2 8%	7 24%	4 1%	8 24%	7 27%	3 15%	-	25 17%	2 13%	1 35%	-	10 17%	6 13%	5 17%	8 21%	16 15%	13 19%	11 20%	17 17%	6 21%	11 14%	12 28%	25 17%	4 20%	11 26%	18 14%				
Poor customer service/ unhelpful	34 20%	16 19%	18 21%	6 24%	8 26%	4 13%	3 10%	9 34%	3 12%	1 46%	27 19%	4 23%	2 40%	1 28%	12 21%	10 21%	7 21%	6 15%	22 21%	12 18%	15 26%	18 17%	4 15%	18 22%	4 10%	32 21%	2 13%	10 24%	22 18%				
Poor/ bad Wi-Fi signal/ doesn't reach all parts of the house/ need boosters	37 22%	15 18%	22 26%	6 25%	10 33%	9 28%	6 19%	4 15%	3 11%	-	31 21%	4 24%	-	3 51%	18 32%	8 18%	3 8%	9 24%	26 26%	11 17%	12 21%	19 18%	7 27%	15 18%	9 20%	35 24%	2 9%	11 25%	26 21%				
Problems left unresolved/ takes a long time to fix	27 16%	11 13%	16 19%	1 3%	8 26%	4 12%	4 13%	6 23%	4 18%	* 20%	22 15%	2 14%	2 40%	1 21%	11 20%	9 20%	3 8%	4 11%	20 20%	7 10%	11 19%	16 15%	4 15%	15 18%	5 13%	25 17%	2 9%	7 16%	18 15%				
Difficult to contact anyone at the company	3 2%	-	3 3%	-	-	-	1 3%	2 6%	-	-	-	1 6%	2 40%	-	-	3 6%	-	-	3 3%	-	-	3 3%	-	2 2%	1 3%	3 2%	-	-	-	3			
Problems with payment/ billing	3 2%	-	3 3%	-	-	2 5%	-	-	1 5%	-	2 1%	-	-	1 21%	-	2 3%	-	1 3%	2 2%	1 1%	2 2%	-	1 1%	2 4%	3 2%	-	-	-	2				
Price keeps increasing	8 5%	5 6%	3 3%	-	2 8%	-	3 8%	1 5%	2 7%	-	8 5%	-	-	-	4 7%	1 1%	2 6%	2 4%	4 4%	3 5%	4 6%	3 3%	3 10%	3 3%	2 6%	5 4%	-	2 4%	6 5%				
Locked into a contract and can't get out	2 1% ^x	1 2%	1 1%	-	-	-	1 3%	-	1 6%	-	2 2%	-	-	-	-	2 5%	-	-	2 2%	-	1 2%	1 1%	-	1 1%	1 3%	1 1%	1 7%	-	2				
They do not value loyalty	1 1%	-	1 1%	-	1 3%	-	-	-	-	-	1 1%	-	-	-	-	1 2%	-	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	1				
Overseas call centre	4 2% ^l	1 1%	3 3%	* 2%	-	-	-	2 9%	1 5%	-	1 1%	-	2 40%	1 21%	1 1%	2 4%	-	1 3%	3 3%	1 1%	1 2%	3 3%	-	3 4%	* 1%	4 3%	-	-	3				
I am considering leaving	5 3% ^l	4 5%	1 1%	-	1 3%	1 3%	1 4%	-	* 2%	1 46%	2 2%	1 7%	1 35%	-	2 4%	-	1 2%	2 5%	2 2%	3 4%	2 3%	3 3%	3 10%	1 1%	1 3%	5 3%	-	2 4%	3 2%				

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 80

QD3. You said earlier you were dissatisfied with the overall service from your fixed broadband provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the Broadband provider

	Gender			Age							Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Potential y			Urban (x)	Rural (y)	Yes (z)	No (A)
																							Most vulnerable (u)	Least vulnerable (v)	Least vulnerable (w)				
Weighted base	170	84*	86*	24**	30**	32**	33*	27**	23**	3**	144	17**	4**	5**	55*	47*	32**	37*	101*	69*	58*	104*	27**	82*	42*	148	19**	42*	124
Their service has declined during the pandemic	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
They offer poor deals/ I have seen better deals elsewhere	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not a trustworthy company	6 3%q	5 6%	1 1%	-	1 4%	1 3%	2 5%	2 6%	-	-	4 3%	1 7%	-	-	-	1 2%	1 4%	3 9%mq	1 1%	5 7%q	-	6 5%	2 7%	2 3%	2 4%	6 4%	-	3 6%	3 2%
Too pushy with their sales	1 *	1 1%	-	-	-	-	-	-	-	1 26%	-	1 4%	-	-	-	-	1 2%	-	-	1 1%	-	1 1%	1 2%	-	-	1 *	-	-	1 1%
Issues with setup/ admin/ account management	2 1%	2 2%	-	-	-	-	1 3%	-	1 3%	-	2 1%	-	-	-	1 1%	1 2%	-	-	2 2%	-	1 1%	1 1%	-	2 2%	-	1 1%	1 4%	1 2%	1 1%
No/ limited options for broadband service/ provider	1 1%	1 2%	-	-	-	-	1 4%	-	-	-	-	-	1 35%	-	1 3%	-	-	-	1 1%	-	-	1 1%	-	-	1 3%	1 1%	-	-	1 1%
Unhappy with charges / hidden charges	11 6%	3 4%	8 9%	-	6 20%	-	2 7%	1 4%	1 6%	-	11 8%	-	-	-	5 9%	2 5%	-	4 10%	7 7%	4 5%	5 8%	6 6%	2 6%	6 7%	3 7%	8 5%	1 7%	3 6%	7 6%
Other	13 8%	3 4%	9 11%	1 5%	3 11%	2 5%	2 5%	4 14%	1 6%	-	12 8%	1 4%	-	-	1 2%	4 9%	4 12%	4 10%	5 5%	7 11%	4 6%	9 9%	5 19%	5 6%	1 3%	11 8%	1 7%	4 11%	6 5%
Don't know/ no reason	2 1%	2 2%	1 1%	2 7%	-	-	1 2%	-	-	-	2 2%	-	-	-	2 3%	1 1%	-	-	2 2%	-	-	2 2%	-	2 3%	-	2 2%	-	-	2 2%

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork : 29th November - 14th December 2021

Table 81

QD4. You said earlier you were dissatisfied with the overall service from your pay TV provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the TV provider

	Pay TV						Pay TV bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	Sky (b)	TalkTalk (c)	Virgin Media (d)	Other providers (e)	Yes (f)	No (g)	Pay TV - NET: Not important (h)	Pay TV - Very important (i)	Pay TV - NET: Important (m)	Pay TV - The service has become more important (n)	Pay TV - The service has become less important (o)	Pay TV - No different (p)
Unweighted base	59	3	22	7	27	-	44	15	23	14	36	11	8	40
Weighted base	56*	3**	23**	6**	24**	..**	45*	11**	25**	10**	31**	7**	6**	43*
Too expensive/ not good value for money	29 51%	2 74%	14 63%	1 14%	11 45%	-	23 52%	5 47%	17 69%	2 21%	11 36%	3 42%	3 45%	23 53%
Poor TV reception	1 1%	-	-	1 14%	-	-	-	1 8%	-	1 8%	1 3%	-	1 13%	-
Too many repeats/ low quality programming/ too many channels/ poor selection of channels/ not enough new content	12 21%	2 53%	7 30%	1 11%	2 9%	-	6 14%	5 47%	9 34%	-	3 10%	1 18%	2 26%	9 20%
Service I take from them is poor/ bad connection/ doesn't work some of the time/ unreliable	15 28%	-	5 21%	2 32%	9 36%	-	14 31%	2 14%	6 23%	5 50%	10 31%	3 41%	3 47%	10 23%
Poor customer service/ unhelpful	11 19%	-	6 25%	2 29%	4 15%	-	10 21%	1 12%	5 19%	2 19%	6 19%	1 9%	1 14%	9 22%
The equipment/service is poor / outdated / not fit for purpose	3 5%	1 21%	-	1 16%	1 4%	-	3 6%	-	-	1 7%	3 8%	1 10%	-	2 4%
Speed isn't as advertised/ slow	2 3%	-	-	1 16%	1 4%	-	2 4%	-	-	2 19%	2 6%	-	-	2 5%
Price keeps increasing	6 10%	-	4 15%	-	2 9%	-	4 9%	2 17%	1 3%	1 11%	5 16%	1 17%	-	5 11%
General negative comments	9 16%	1 26%	3 11%	1 13%	5 20%	-	9 19%	* 4%	6 23%	1 10%	3 10%	-	* 7%	9 20%
I do not have access to channels that I want	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I want to leave / cancel the service / move to a different service / provider	4 7%	-	2 8%	-	2 9%	-	4 9%	-	3 11%	1 11%	1 4%	-	-	4 9%
They offer poor deals/ I have seen better deals elsewhere	4 8%	-	3 14%	-	1 5%	-	3 6%	2 15%	3 11%	-	2 5%	-	* 7%	4 9%

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e - X/f/g - X/h/l/m - X/n/o/p
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 81

QD4. You said earlier you were dissatisfied with the overall service from your pay TV provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the TV provider

	Pay TV					Pay TV bundle		Importance of service			Impact of COVID-19 on importance of service			
	Total (X)	BT (a)	Sky (b)	TalkTalk (c)	Virgin Media (d)	Other providers (e)	Yes (f)	No (g)	Pay TV - NET: Not important (h)	Pay TV - Very important (i)	Pay TV - NET: Important (m)	Pay TV - The service has become more important (n)	Pay TV - The service has become less important (o)	Pay TV - No different (p)
Weighted base	56*	3**	23**	6**	24**	-**	45*	11**	25**	10**	31**	7**	6**	43*
Problems left unresolved/ takes a long time to fix	4 8%	-	-	2 32%	3 11%	-	3 8%	1 9%	1 4%	2 24%	3 11%	* 6%	1 16%	3 7%
I have to pay for something I don't use	3 6%f	-	2 10%	-	1 4%	-	1 2%	2 22%	-	1 10%	3 11%	-	-	3 8%
Overseas call centre	2 4%	-	-	-	2 9%	-	2 5%	-	-	-	2 7%	-	-	2 5%
For the money I'm paying I don't get a lot of TV channels	1 2%	-	-	-	1 5%	-	1 3%	-	-	-	1 4%	-	-	1 3%
They do not value loyalty	2 4%	-	1 4%	1 16%	* 2%	-	1 2%	1 11%	2 7%	-	1 2%	-	1 16%	1 3%
Other	3 6%	-	1 5%	-	2 9%	-	3 6%	* 4%	1 5%	1 11%	2 7%	-	* 7%	3 7%

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e - X/f/g - X/h/l/m - X/n/o/p
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 82

QD4. You said earlier you were dissatisfied with the overall service from your pay TV provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the TV provider

	Gender		Age								Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (j)	Scotland (i)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)
																							Most vulnerable (u)	vulnerable (v)	Least vulnerable (w)				
Unweighted base	59	29	30	5	8	15	8	8	12	3	46	7	3	3	19	18	12	10	37	22	20	36	6	26	19	51	8	16	40
Weighted base	56*	30**	26**	3**	8**	13**	7**	9**	10**	6**	45*	6**	3**	3**	17**	17**	13**	9**	34*	23**	18**	37**	6**	27**	16**	49*	7**	17**	36*
Too expensive/ not good value for money	29	16	13	1	4	7	3	4	5	5	24	2	1	1	8	11	8	1	19	9	9	20	2	16	8	25	3	9	20
	51%	52%	50%	24%	55%	52%	43%	45%	47%	87%	53%	39%	54%	45%	50%	65%	63%	8%	58%	41%	49%	54%	32%	58%	49%	52%	46%	52%	54%
Poor TV reception	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	1	1	-	-	1	-	-	1	-	1
	1%	-	3%	-	-	6%	-	-	-	-	2%	-	-	-	-	-	-	9%	-	4%	5%	-	-	3%	-	-	12%	-	2%
Too many repeats/ low quality programming/ too many channels/ poor selection of channels/ not enough new content	12	6	5	2	1	2	-	3	3	1	9	2	-	1	3	8	-	1	11	1	7	4	3	5	2	10	2	8	3
	21%A	20%	21%	47%	14%	18%	-	31%	30%	13%	19%	28%	-	45%	20%	45%	-	8%	32% ^X	3%	41%	12%	58%	18%	13%	19%	29%	45%	8%
Service I take from them is poor/ bad connection/ doesn't work some of the time/ unreliable	15	8	8	1	4	1	4	2	3	-	13	2	-	*	6	3	3	4	8	7	3	12	1	4	7	12	3	2	13
	28%	26%	29%	36%	53%	11%	52%	21%	28%	-	29%	33%	-	15%	34%	15%	25%	41%	25%	32%	17%	34%	16%	16%	41%	25%	46%	11%	35%
Poor customer service/ unhelpful	11	7	4	1	-	2	-	2	5	1	8	-	2	1	4	1	2	4	5	6	4	6	2	5	4	8	3	3	7
	19%	22%	17%	42%	-	12%	-	21%	47%	21%	18%	-	75%	40%	25%	7%	13%	42%	16%	25%	22%	17%	26%	19%	22%	17%	39%	15%	20%
The equipment/service is poor / outdated / not fit for purpose	3	2	1	-	-	1	1	1	-	-	3	-	-	-	2	1	-	-	3	-	-	3	-	-	2	3	-	-	3
	5%	6%	3%	-	-	7%	9%	11%	-	-	6%	-	-	-	11%	4%	-	-	8%	-	-	7%	-	-	10%	5%	-	-	7%
Speed isn't as advertised/ slow	2	1	1	-	-	-	-	2	-	-	2	-	-	-	-	-	1	1	-	2	-	2	-	1	-	2	-	-	2
	3%	3%	4%	-	-	-	-	21%	-	-	4%	-	-	-	-	-	7%	11%	-	9%	-	5%	-	3%	-	4%	-	-	5%
Price keeps increasing	6	5	1	-	-	1	1	2	2	-	5	-	1	-	1	1	3	1	2	4	-	5	-	4	1	6	-	1	5
	10%	17%	2%	-	-	6%	10%	19%	24%	-	10%	-	46%	-	7%	3%	20%	13%	5%	17%	-	14%	-	16%	8%	12%	-	3%	14%
General negative comments	9	2	7	*	-	2	-	2	-	5	9	-	-	-	1	3	4	1	4	5	4	5	1	7	1	8	1	7	2
	16%A	6%	27%	13%	-	13%	-	22%	-	87%	20%	-	-	-	6%	16%	33%	9%	11%	23%	21%	14%	13%	26%	6%	16%	14%	40%	5%
I do not have access to channels that I want	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I want to leave / cancel the service / move to a different service / provider	4	3	1	-	1	-	1	-	2	-	3	1	-	-	3	1	-	-	4	-	1	3	-	-	4	1	3	-	4
	7% ^x	9%	4%	-	13%	-	15%	-	18%	-	6%	19%	-	-	17%	7%	-	-	12%	-	6%	8%	-	-	25%	2%	39%	-	11%
They offer poor deals/ I have seen better deals elsewhere	4	3	1	-	1	3	-	-	-	-	4	-	-	-	2	3	-	-	4	-	2	3	2	2	-	4	*	1	3
	8%	11%	4%	-	14%	25%	-	-	-	-	9%	-	-	-	9%	16%	-	-	13%	-	9%	7%	38%	7%	-	8%	6%	6%	9%

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 82

QD4. You said earlier you were dissatisfied with the overall service from your pay TV provider. Why do you say that?

Base: All respondents dissatisfied with the overall service provided by the TV provider

	Gender		Age								Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits		
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Weighted base	56*	30**	26**	3**	8**	13**	7**	9**	10**	6**	45*	6**	3**	3**	17**	17**	13**	9**	34*	23**	18**	37**	6**	27**	16**	49*	7**	17**	36*	
Problems left unresolved/ takes a long time to fix	4 8%	1 3%	4 13%	-	1 18%	-	1 15%	1 10%	1 10%	-	2 5%	1 19%	-	1 40%	-	2 13%	1 10%	1 11%	2 6%	2 11%	1 6%	3 8%	-	2 7%	1 7%	4 9%	-	-	-	3 10%
I have to pay for something I don't use	3 6%	1 5%	2 7%	-	-	-	1 19%	1 11%	1 9%	-	3 7%	-	-	-	* 3%	* 10%	1 11%	1 3%	1 11%	2 11%	* 3%	3 8%	-	* 2%	2 12%	3 7%	-	* 3%	3 8%	
Overseas call centre	2 4%	-	2 8%	-	-	-	-	-	1 10%	1 21%	1 3%	-	-	1 40%	-	1 7%	-	1 11%	1 3%	1 5%	2 12%	-	-	2 8%	-	2 4%	-	-	-	1 3%
For the money I'm paying I don't get a lot of TV channels	1 2%	-	1 4%	-	-	-	-	-	-	1 21%	1 3%	-	-	-	-	1 7%	-	-	1 3%	-	1 7%	-	-	1 4%	-	1 2%	-	-	-	1 3%
They do not value loyalty	2 4%	1 2%	2 7%	-	1 13%	1 7%	* 5%	-	-	-	2 3%	-	1 28%	-	-	1 6%	1 4%	1 8%	1 3%	1 6%	1 4%	2 4%	1 13%	* 1%	* 1%	2 5%	-	1 4%	2 4%	
Other	3 6%	-	3 13%	*	-	1 6%	1 15%	-	1 10%	-	* 1%	1 19%	1 28%	1 40%	-	2 9%	-	2 19%	2 5%	2 8%	2 13%	1 3%	1 13%	1 5%	1 7%	3 7%	-	1 7%	1 3%	

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 83

QN1. Based on your overall experience of using <Landline> for your landline service, how likely would you be to recommend them to a friend or family member as a landline provider?

Base: All Landline respondents

		Landline providers							Landline bundle		Importance of service			Impact of COVID-19 on importance of service			
		Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Other providers (g)	Yes (h)	No (i)	Landline - NET: Not important (j)	Landline - Very important (n)	Landline - NET: Important (o)	Landline - The service has become more important (p)	Landline - The service has become less important (q)	Landline - No different (r)
Unweighted base		1875	465	104	119	359	256	379	193	1664	211	939	420	936	229	178	1468
Weighted base		1875	533	86*	75	445	195	319	221	1662	213	951	418	924	229	171	1475
Extremely likely	(10)	328 18%efjr	88 16%	19 22%ef	21 28%Xaefg	100 22%Xaef	23 12%	40 13%	37 17%	300 18%	29 14%	132 14%	123 30%Xjo	196 21%Xj	65 29%Xqr	23 14%	240 16%
	(9)	280 15%gj	91 17%g	19 22%g	14 19%g	62 14%	26 13%	49 15%	20 9%	253 15%	27 13%	95 10%	77 19%Xj	185 20%Xj	36 16%	21 12%	223 15%
	(8)	403 21%f	130 24%f	16 19%	13 18%	108 24%f	40 20%	53 16%	43 20%	364 22%	38 18%	188 20%	92 22%	214 23%	54 24%	39 23%	310 21%
	(7)	292 16%cd	80 15%	11 12%	10 13%	53 12%	44 22%Xabd	53 17%	42 19%cd	250 15%	42 20%	143 15%	54 13%	149 16%nd	30 13%	37 21%Xp	226 15%
	(6)	158 8%	44 8%	5 6%	6 8%	36 8%	19 10%	31 10%	17 7%	145 9%	13 6%	92 10%	27 6%	66 7%	13 6%	16 10%	129 9%
	(5)	230 12%hnop	70 13%	8 10%	7 9%	51 11%	20 10%	40 13%	33 15%	190 11%	40 19%Xh	162 17%Xno	29 7%	68 7%	13 6%	14 8%	202 14%Xp
	(4)	49 3%ano	6 1%	4 4%a	1 1%	11 2%	6 3%	13 4%a	10 4%a	41 2%	8 4%	40 4%Xno	1 *	10 1%nd	5 2%	6 4%	38 3%
	(3)	22 1%o	4 1%	- -	1 2%	4 1%	4 2%	5 2%	4 2%	21 1%	2 1%	16 2%	4 1%	6 1%	2 1%	3 1%	18 1%
	(2)	28 1%ho	10 2%	1 1%	- -	4 1%	1 *	6 2%	6 3%	21 1%	7 3%	21 2%Xo	2 1%	7 1%	2 1%	3 2%	23 2%
	(1)	25 1%r	4 1%	2 2%	1 1%	3 1%	8 4%Xadg	9 3%Xadg	- -	24 1%	1 1%	16 2%	4 1%	9 1%	7 3%r	4 2%	14 1%
Completely unlikely	(0)	58 3%ano	6 1%	2 3%	2 3%	13 3%	5 3%	20 6%Xad	10 4%a	53 3%	5 3%	45 5%Xno	5 1%	14 1%	2 1%	5 3%	51 3%
NET: Promoters	(9-10)	609 32%ej	178 33%e	38 44%Xefg	35 46%Xaefg	162 36%efg	49 25%	89 28%	57 26%	553 33%X	56 26%	228 24%	201 48%Xjo	381 41%Xj	101 44%Xqr	45 26%	463 31%
NET: Passives	(7-8)	695 37%	209 39%	27 31%	23 31%	161 36%	83 43%bcf	106 33%	86 39%	615 37%	81 38%	332 35%	146 35%	363 39%nd	84 37%	76 44%	535 36%
NET: Detractors	(0-6)	571 30%nop	145 27%	22 25%	17 23%	122 27%	62 32%	124 39%Xabcd	78 35%cd	495 30%	76 36%	392 41%Xno	71 17%	179 19%	43 19%	51 30%p	477 32%Xp
NPS		38 2%efgqjr	33 6%Xeg	16 18%Xade	18 24%Xade	40 9%Xefg	-13 -7%	-35 -11%	-21 -9%	58 4%Xi	-20 -10%	-164 -17%	129 31%Xo	202 22%Xj	58 25%Xqr	-6 -4%	-14 -1%
Mean		7.21efjr	7.44Xefg	7.56efg	7.80Xefg	7.48Xefg	6.91	6.62	6.88	7.25X	6.88	6.64	8.07Xjo	7.79Xj	7.85Xqr	7.04	7.13
Standard deviation		2.39	2.09	2.40	2.28	2.33	2.40	2.74	2.49	2.40	2.34	2.58	2.00	2.04	2.26	2.36	2.41

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g - X/h/i - X/j/n/o - X/p/q/r
Overlap formulae used. * small base

Prepared by Yonder

YONDER

Customer Satisfaction Tracker 2021
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Table 83

QN1. Based on your overall experience of using <Landline> for your landline service, how likely would you be to recommend them to a friend or family member as a landline provider?

Base: All Landline respondents

	Landline providers							Landline bundle		Importance of service			Impact of COVID-19 on importance of service			
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Other providers (g)	Yes (h)	No (i)	Landline - NET: Not important (j)	Landline - Very important (n)	Landline - NET: Important (o)	Landline - The service has become more important (p)	Landline - The service has become less important (q)	Landline - No different (r)
Weighted base	1875	533	86*	75	445	195	319	221	1662	213	951	418	924	229	171	1475
Standard error	0.06	0.10	0.24	0.21	0.12	0.15	0.14	0.18	0.06	0.16	0.08	0.10	0.07	0.15	0.18	0.06

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g - X/h/i - X/j/n/o - X/p/q/r
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 84

QN1. Based on your overall experience of using <Landline> for your landline service, how likely would you be to recommend them to a friend or family member as a landline provider?

Base: All Landline respondents

		Gender									Age					Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
																								Potential											
		Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (j)	Scotland (i)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)					
Unweighted base		1875	940	928	72	226	307	358	353	401	158	1583	148	103	41	501	481	415	478	982	893	620	1169	252	1001	432	1507	333	453	1370					
Weighted base		1875	927	941	83*	232	297	356	346	410	151	1583	147	102*	43*	509	520	401	446	1029	846	600	1186	232	998	446	1491	347	434	1391					
Extremely likely	(10)	328	146	181	13	37	52	67	54	80	25	269	31	21	8	69	104	64	91	173	156	107	206	40	191	72	258	64	86	235					
		18% _m	16%	19%	15%	16%	17%	19%	16%	20%	16%	17%	21%	21%	18%	14%	20% _{smq}	16%	21% _{km}	17% _{sm}	18% _{km}	18%	17%	17%	19%	16%	17%	19%	20%	17%					
	(9)	280	120	160	8	31	36	43	54	75	33	238	22	17	4	86	66	69	59	152	128	91	184	33	160	60	209	68	56	217					
		15% _{ax}	13%	17% _{Xa}	10%	13%	12%	12%	16%	18% _{ef}	15%	15%	17%	9%	17%	13%	17%	13%	15%	15%	16%	15%	16%	14%	16%	13%	14%	20% _{Xx}	13%	16%					
	(8)	403	210	192	33	43	65	71	70	87	33	343	32	20	9	103	112	97	91	215	188	123	258	53	216	94	314	72	86	304					
		21%	23%	20%	39% _{Xdefg}	19% _{hB}	22%	20%	20%	21%	22%	22%	22%	19%	20%	10%	22%	24%	20%	21%	21%	22%	21%	22%	23%	22%	21%	21%	21%	20%	22%				
	(7)	292	154	136	15	50	60	49	53	44	21	245	28	12	7	77	79	71	65	156	136	87	176	28	166	64	239	49	77	205					
		16% _h	17%	14%	15	19%	21% _{Xfh}	20% _{Xfh}	14%	15%	11%	14%	15%	19%	12%	16%	15%	18%	15%	15%	16%	14%	15%	12%	17%	14%	14%	16%	14%	18%	15%				
(6)	158	81	77	4	23	19	41	27	36	8	137	6	13	2	50	44	30	34	94	64	54	100	11	81	40	128	27	34	123						
	8% _{ju}	9%	8%	4%	10%	6%	12% _{Xe}	8%	9%	5%	9%	4%	13% _j	5%	10%	8%	7%	8%	9%	8%	9%	8%	5%	8%	8%	9%	9%	8%	8%	9%					
(5)	230	113	115	2	28	37	55	46	46	15	202	14	11	3	69	55	45	61	124	106	69	154	40	103	61	193	35	53	170						
	12% _{cv}	12%	12%	3%	12%	12% _c	15% _c	13% _c	11%	10%	13%	9%	11%	7%	14%	11%	11%	14%	12%	13%	12%	13%	17% _{Xv}	10%	10%	14%	13%	10%	12%	12%					
(4)	49	26	24	-	7	6	7	13	13	3	39	5	1	5	15	21	5	9	36	14	14	34	8	22	17	41	6	12	37						
	3% _r	3%	3%	-	3%	2%	2%	4%	3%	2%	2%	3%	1%	12% _{Xijk}	3%	4% _{or}	1%	2%	3% _{Xor}	2%	2%	3%	3%	2%	4%	3%	2%	3%	3%						
(3)	22	14	8	1	3	4	6	6	3	-	20	1	-	1	6	3	5	8	9	13	9	12	4	11	4	21	1	8	13						
	1%	2%	1%	1%	1%	1%	2%	2%	1%	-	1%	1%	-	3%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	*	2%	1%						
(2)	28	19	8	5	2	7	2	7	4	1	23	1	3	1	9	9	1	9	18	9	11	17	3	16	9	19	8	7	19						
	1% _{bo}	2%	1%	6% _{XdfhB}	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	2% _o	2% _o	*	2% _{or}	2% _o	1% _o	2%	1%	1%	2%	2%	1%	2%	2%	2%	1%					
(1)	25	14	12	1	3	3	4	3	6	4	22	2	1	-	7	8	5	6	15	11	10	13	6	7	9	19	7	3	22						
	1% _v	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	2%	1%	-	1%	1%	1%	1%	1%	1%	2%	1%	2% _v	1%	2%	1%	2%	1%	2%	2%					
Completely unlikely	(0)	58	30	29	1	6	7	10	12	16	7	45	6	3	17	21	9	13	37	21	25	32	5	25	18	50	9	12	46						
	3%	3%	3%	1%	2%	2%	3%	4%	4%	4%	4%	3%	4%	3%	7%	3%	4%	2%	3%	4%	2%	4%	3%	2%	3%	4%	3%	2%	3%	3%					
NET: Promoters	(9-10)	609	266	342	21	68	88	110	108	155	58	507	53	38	12	155	170	134	150	325	284	198	390	73	351	131	468	133	142	453					
		32% _a	29%	36% _{Xa}	25%	29%	30%	31%	31%	38% _{Xe}	38%	32%	36%	37%	27%	30%	33%	33%	34%	32%	34%	33%	33%	32%	35% _X	29%	31%	38% _{Xx}	33%	33%					
NET: Passives	(7-8)	695	364	328	48	93	125	120	123	130	55	588	60	32	16	181	190	168	156	371	324	210	434	81	382	158	552	122	163	509					
		37% _h	39%	35%	58% _{Xdefg}	40% _{hB}	42% _{fgh}	34%	36%	32%	36%	37%	41%	31%	36%	36%	37%	42% _X	35%	36%	38%	35%	37%	35%	38%	35%	37%	32%	35%	38%	37%				
NET: Detractors	(0-6)	571	297	272	14	71	84	125	114	124	38	488	35	32	16	173	160	99	139	333	238	192	362	78	266	156	471	93	129	429					
		30% _{cov}	32%	29%	17%	31%	28%	35% _{cB}	33% _c	30%	25%	31%	23%	31%	37%	34% _{or}	31%	25%	31%	32% _{oo}	28%	32%	31%	34% _v	27%	35% _{Xv}	32%	27%	30%	31%					

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

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Table 84

QN1. Based on your overall experience of using <Landline> for your landline service, how likely would you be to recommend them to a friend or family member as a landline provider?

Base: All Landline respondents

	Demographic and Socio-Economic Data																			Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits		
	Gender			Age							Nation				Social-Economic Group					Potential			Urban (x)	Rural (y)	Yes (z)	No (A)			
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)					Most vulnerable (u)	y vulnerable (v)	Least vulnerable (w)
Weighted base	1875	927	941	83*	232	297	356	346	410	151	1583	147	102*	43*	509	520	401	446	1029	846	600	1186	232	998	446	1491	347	434	1391
NPS	38	-31	70	7	-3	4	-15	-6	31	20	18	18	6	-4	-18	10	34	11	-8	46	6	28	-5	85	-25	-4	40	13	23
	2%adfiqlmqsuwx	-3%	7%xa	9%xddeg	-1%	1%id	-4%	-2%	8%xdelfg	13%xdelfg	1%il	12%xil	6%xil	-10%	-4%	2%q	9%xmnpqr3%q		-1%	5%xmnpq	1%	2%	-2%	9%xuwx	-6%	*	11%xx	3%	2%
Mean	7.21aw	7.06	7.36xa	7.45	7.18	7.20	7.16	7.05	7.32	7.33	7.20	7.36	7.35	6.61	7.04	7.18	7.45xm	7.23	7.11	7.33m	7.11	7.25	7.08	7.41xw	6.96	7.15	7.40	7.26	7.20
Standard deviation	2.39	2.42	2.36	2.20	2.23	2.33	2.35	2.46	2.49	2.54	2.37	2.52	2.43	2.88	2.40	2.53	2.13	2.45	2.46	2.30	2.55	2.34	2.46	2.28	2.55	2.41	2.39	2.36	2.41
Standard error	0.06	0.08	0.08	0.26	0.15	0.13	0.12	0.13	0.12	0.20	0.06	0.21	0.24	0.45	0.11	0.12	0.10	0.11	0.08	0.08	0.10	0.07	0.16	0.07	0.12	0.06	0.13	0.11	0.07

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

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ONLINE Fieldwork : 29th November - 14th December 2021

Table 85

QN2. Based on your overall experience of <Mobile> as your mobile service provider, how likely would you be to recommend them to a friend or family member as a mobile service provider?

Base: All Mobile respondents

		Mobile									Mobile bundle		Mobile service package			Importance of service			Impact of COVID-19 on importance of service		
		Total (X)	EE (a)	giffgaff (b)	O2 (c)	Tesco Mobile (d)	Three (e)	Virgin Mobile (f)	Vodafone (g)	Other providers (i)	Yes (k)	No (l)	Prepay/ pay as you go (m)	Monthly contract/ SIM only (n)	Don't know (o)	Mobile - NET: Not important (p)	Mobile - Very important (t)	Mobile - NET: Important (u)	Mobile - The service has become more important (v)	Mobile - The service has become less important (w)	Mobile - No different (x)
Unweighted base		2563	476	156	403	208	234	226	315	545	564	1999	489	2060	14	144	1760	2419	898	87	1578
Weighted base		2563	559	120	502	182	315	118	402	364	392	2171	497	2054	12**	135	1792	2428	889	82*	1592
Extremely likely	(10)	558 22%egp	103 18%	44 37%Xacefgj	113 23%g	67 37%Xacefgj	48 15%	20 17%	64 16%	98 27%Xaefg	87 22%	470 22%	99 20%	456 22%	3 24%	18 13%	451 25%Xpu	540 22%Xp	209 23%w	10 12%	339 21%
	(9)	471 18%	109 19%	23 19%	94 19%	37 21%	46 15%	16 14%	82 20%	64 18%	73 19%	398 18%	79 16%	391 19%	1 8%	17 13%	359 20%Xu	454 19%	165 19%	18 22%	288 18%
	(8)	603 24%dm	150 27%g	26 21%	113 22%	32 18%	72 23%	28 24%	100 25%	81 22%	90 23%	512 24%	94 19%	508 25%Xm	1 12%	25 18%	424 24%	578 24%	216 24%	15 18%	372 23%
	(7)	431 17%j	94 17%	14 12%	89 18%j	23 12%	70 22%bdj	20 17%	74 18%j	46 13%	56 14%	375 17%	87 17%	344 17%	- 17%	24 18%	290 16%	407 17%	159 18%	14 17%	257 16%
	(6)	179 7%bt	31 6%	3 2%	32 6%	11 6%	25 8%b	12 10%ab	41 10%Xab	25 7%b	32 8%	147 7%	36 7%	142 7%	1 8%	9 7%	106 6%	170 7%t	56 6%	10 12%	113 7%
	(5)	191 7%ntuv	46 8%	4 3%	40 8%	8 5%	27 8%	11 9%b	23 6%	32 9%b	35 9%	156 7%	59 12%Xn	129 6%	3 24%	17 13%Xtu	92 5%	173 7%t	51 6%	8 9%	132 8%v
	(4)	42 2%	11 2%	5 4%Xcd	4 1%	1 *	6 2%	2 2%	8 2%	5 2%	7 2%	35 2%	7 1%	33 2%	1 11%	1 1%	27 1%	41 2%	12 1%	4 5%v	26 2%
	(3)	36 1%u	5 1%	1 1%	5 1%	1 *	10 3%	4 4%Xacd	5 1%	5 1%	6 1%	30 1%	12 2%	24 1%	- 1%	10 8%Xtu	21 1%	26 1%	12 1%	2 2%	23 1%
	(2)	8 %tu	1 *	- -	5 1%X	- -	* *	* *	- *	1 *	1 *	7 *	3 1%	5 *	- -	3 2%Xtu	3 *	5 *	* *	1 1%	7 *
	(1)	14 1%nt	2 *	- -	2 *	- -	4 1%	2 1%	1 *	4 1%	* *	14 1%	8 2%Xn	6 *	* 4%	1 1%	6 *	13 1%t	4 1%	1 1%	9 1%
Completely unlikely	(0)	30 1%ntu	7 1%	1 1%	5 1%	3 1%	6 2%	2 2%	3 1%	3 1%	4 1%	26 1%	13 3%Xn	15 1%	1 10%	9 6%Xtu	13 1%	21 1%	5 1%	- -	25 2%
NET: Promoters	(9-10)	1029 40%efp	212 38%	67 55%Xacefgj	207 41%ef	104 57%Xacefgj	94 30%	36 30%	147 36%	162 45%Xaefg	160 41%	869 40%	178 36%	848 41%X	4 32%	35 26%	810 45%Xpu	994 41%Xp	374 42%	28 34%	627 39%
NET: Passives	(7-8)	1033 40%dj	244 44%bdj	40 33%	202 40%d	55 30%	142 45%bdj	48 41%d	175 43%dj	127 35%	147 41%	887 41%	180 36%	852 41%X	1 12%	48 36%	714 40%	985 41%	375 42%	29 35%	629 40%
NET: Detractors	(0-6)	501 20%bdtuv	102 18%	14 11%	93 19%	23 13%	79 25%bd	34 29%Xabcdj	81 20%bd	75 20%bd	85 22%	416 19%	139 28%Xn	355 17%	6 56%	52 38%Xtu	267 15%	449 18%t	140 16%	25 30%Xv	336 21%Xv
NPS		528 21%efmpwx	109 20%ef	53 44%Xacefgj	114 23%ef	81 45%Xacefgj	15 5%	2 2%	66 16%ef	88 24%Xefg	75 19%	453 21%	38 8%	493 24%Xm	-3 -24%	-17 -13%	543 30%Xpu	545 22%Xp	234 26%Xwx	3 4%	291 18%w
Mean		7.80efmpx	7.78ef	8.37Xacefgj	7.85ef	8.41Xacefgj	7.31	7.28	7.75ef	7.92ef	7.81	7.80	7.33	7.92Xm	6.19	6.54	8.06Xpu	7.87Xp	7.98Xwx	7.33	7.72

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/j - X/k/l - X/m/n/o - X/p/t/u - X/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Customer Satisfaction Tracker 2021
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Table 85

QN2. Based on your overall experience of <Mobile> as your mobile service provider, how likely would you be to recommend them to a friend or family member as a mobile service provider?

Base: All Mobile respondents

	Mobile								Mobile bundle		Mobile service package			Importance of service			Impact of COVID-19 on importance of service			
	Total (X)	EE (a)	giffgaff (b)	O2 (c)	Tesco Mobile (d)	Three (e)	Virgin Mobile (f)	Vodafone (g)	Other providers (i)	Yes (k)	No (l)	Prepay/ pay as you go (m)	Monthly contract/ SIM only (n)	Don't know (o)	Mobile - NET: Not important (p)	Mobile - Very important (t)	Mobile - NET: Important (u)	Mobile - The service has become more important (v)	Mobile - The service has become less important (w)	Mobile - No different (x)
Weighted base	2563	559	120	502	182	315	118	402	364	392	2171	497	2054	12**	135	1792	2428	889	82*	1592
Standard deviation	1.97	1.89	1.90	1.94	1.85	2.17	2.26	1.77	2.02	1.93	1.98	2.37	1.83	3.35	2.77	1.81	1.89	1.80	2.02	2.05
Standard error	0.04	0.09	0.15	0.10	0.13	0.14	0.15	0.10	0.09	0.08	0.04	0.11	0.04	0.89	0.23	0.04	0.04	0.06	0.22	0.05

Proportions/Means: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/j - X/k/l - X/m/n/o - X/p/t/u - X/v/w/x
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 86

QN2. Based on your overall experience of <Mobile> as your mobile service provider, how likely would you be to recommend them to a friend or family member as a mobile service provider?

Base: All Mobile respondents

		Gender		Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
		Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
																									γ vulnerable (v)					
Unweighted base		2563	1255	1292	297	418	420	447	407	419	155	2163	206	130	64	682	683	550	648	1365	1198	840	1583	390	1325	570	2094	411	640	1865
Weighted base		2563	1243	1305	337	424	393	434	396	430	150	2167	196	125	75*	675	762	518	608	1437	1126	816	1608	375	1309	576	2072	433	624	1882
Extremely likely	(10)	558 22%adm	233 19%	321 25%xa	68 20%	73 17%	78 20%	99 23%	98 25% d	103 24% d	39 26% d	473 22%	43 22%	26 21%	16 21%	124 18%	166 22%	109 21%	158 26%Xmq	290 20%	268 24%Xm	207 25%Xt	329 20%	90 24%	305 23%	112 19%	446 22%	96 22%	160 26%XA	385 20%
	(9)	471 18%px	212 17%	255 20%	45 13%	81 19%	79 20%	78 18%	64 16%	89 21% c	34 23% c	403 19%	31 16%	15 12%	23 30% Xjk	125 18%	148 19% p	110 21% pr	89 15%	272 19% p	199 18%	142 17%	311 19%	66 17%	243 19%	111 19%	353 17%	108 25% Xx	104 17%	357 19%
	(8)	603 24%	295 24%	304 23%	87 26%	97 23%	93 24%	99 23%	92 23%	99 24%	35 24%	504 23%	41 21%	42 34% Xij	15 20%	159 24%	189 25%	123 24%	131 22%	348 24%	254 23%	172 21%	387 24%	83 22%	295 23%	148 26%	497 24%	89 21%	232 19%	456 24%
	(7)	431 17%hB	221 18%	207 16%	86 25% Xfgh	85 20% ghB	74 19% hB	67 15%	55 14%	50 12%	15 10%	365 17%	38 19%	17 13%	11 15%	123 18%	117 15%	81 16%	109 18%	240 17%	190 19%	141 17%	257 16%	59 16%	207 16%	96 17%	364 18%	61 14%	116 19%	308 16%
	(6)	179 7%	92 7%	87 7%	19 6%	32 8%	29 7%	35 8%	25 6%	33 8%	7 4%	156 7%	13 6%	7 6%	4 5%	47 7%	53 7%	32 6%	48 8%	100 7%	79 7%	64 8%	111 7%	30 8%	90 7%	40 7%	150 7%	26 6%	41 7%	137 7%
	(5)	191 7%b	115 9%xb	74 14%	31 4%	23 7%	37 6%	42 9%	36 11% Xce	8 8%	161 5%	15 7%	11 8%	4 9%	5 5%	59 9%	48 6%	41 8%	43 7%	107 7%	84 7%	53 7%	128 8%	28 7%	98 7%	42 7%	148 7%	36 7%	40 8%	146 8%
	(4)	42 2%	14 1%	28 2%	8 2%	13 3% Xgh	5 1%	5 1%	2 1%	3 1%	4 3% g	36 2%	5 2%	- 2%	1 1%	8 1%	16 2%	10 2%	7 1%	24 2%	18 2%	11 1%	28 2%	8 2%	19 1%	12 1%	39 2%	3 1%	11 2%	29 2%
	(3)	36 1%	24 2%	13 1%	5 1%	6 1%	5 1%	7 2%	5 1%	7 2%	1 *	28 1%	7 3% Xi	1 *	1 1%	9 1%	12 2%	9 2%	6 1%	21 1%	16 1%	10 1%	22 1%	4 1%	19 1%	7 1%	30 1%	6 1%	6 1%	29 2%
	(2)	8 *	5 *	4 *	* *	- *	2 1%	1 *	1 *	2 *	2 1% d	6 *	2 1%	- *	- *	4 1%	* *	- *	5 1%	4 *	5 *	2 *	6 *	- *	7 1%	1 *	7 *	2 *	2 *	6 *
	(1)	14 1%b	13 1% Xb	2 *	3 1%	3 1%	3 1%	1 *	3 1%	1 *	1 1%	13 1%	1 *	- 1%	1 1%	6 1%	2 *	- *	7 1% o	7 1%	7 1%	- 1%	14 1% Xs	4 1%	8 1%	2 *	14 1%	- 1%	3 1%	11 1%
Completely unlikely	(0)	30 1%r	20 2%	10 1%	2 1%	3 1%	1 *	5 1%	8 2% e	7 2%	4 3% e	22 1%	2 1%	6 5% Xi	- 2% o	10 1%	2 *	6 1%	22 2%	8 2%	14 2%	15 1%	5 1%	17 1%	6 1%	24 1%	6 1%	8 1%	19 1%	
NET: Promoters	(9-10)	1029 40%ax	445 36%	576 44%xa	113 33%	154 36%	157 40%	177 41%	162 41%	193 45% Xcd	72 48% Xcd	876 40%	73 37%	41 33%	38 51% k	249 37%	314 41%	219 42%	247 41%	563 39%	466 41%	349 43%	640 40%	155 41%	548 42%	223 39%	799 39%	204 47% Xx	264 42%	742 39%
NET: Passives	(7-8)	1033 40%hy	516 42%	511 39%	173 51% Xfgh	183 43% h	167 42% h	165 38%	147 37%	148 35%	50 34%	869 40%	79 40%	59 47%	26 35%	282 42%	307 40%	205 39%	240 39%	589 41%	445 39%	313 38%	644 40%	142 38%	502 38%	243 42%	861 42% xy	150 35%	248 40%	764 41%
NET: Detractors	(0-6)	501 20%b	281 23%xb	217 17%	51 15%	87 20%	69 18%	91 21%	87 22%	88 21%	27 18%	422 19%	44 22%	25 20%	10 14%	144 21%	141 19%	95 18%	121 20%	286 20%	215 19%	155 20%	324 20%	78 21%	258 20%	109 19%	411 20%	79 18%	112 18%	377 20%
NPS		528 21%adkxm	164 13%	359 28%xa	62 18%	68 16%	88 22% d	86 20%	75 19%	104 24% d	46 30% Xcdfg	454 21% k	29 15%	16 13%	28 38% Xijk	105 16%	172 23% mq	125 24% Xmq	127 21% m	277 19% m	251 22% m	194 24% Xt	316 20%	77 21%	290 22%	114 20%	388 19%	126 29% Xx	152 24% XA	365 19%

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Prepared by Yonder

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Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 86

QN2. Based on your overall experience of <Mobile> as your mobile service provider, how likely would you be to recommend them to a friend or family member as a mobile service provider?

Base: All Mobile respondents

	Gender			Age							Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Weighted base	2563	1243	1305	337	424	393	434	396	430	150	2167	196	125	75*	675	762	518	608	1437	1126	816	1608	375	1309	576	2072	433	624	1882
Mean	7.80am	7.58	8.00Xa	7.76	7.68	7.86	7.81	7.75	7.89	7.91	7.82	7.60	7.62	8.11	7.62	7.86	7.92m	7.82	7.75m	7.87m	7.88	7.77	7.80	7.82	7.80	7.76	7.95	7.89	7.78
Standard deviation	1.97	2.09	1.84	1.82	1.88	1.80	1.96	2.16	2.04	2.28	1.94	2.14	2.26	1.78	2.07	1.94	1.78	2.04	2.01	1.93	2.00	1.97	2.05	2.03	1.90	1.98	1.95	1.99	1.94
Standard error	0.04	0.06	0.05	0.11	0.09	0.09	0.09	0.11	0.10	0.18	0.04	0.15	0.20	0.22	0.08	0.07	0.08	0.08	0.05	0.06	0.07	0.05	0.10	0.06	0.08	0.04	0.10	0.08	0.05

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 87

QN3. Based on your overall experience of <Broadband> as your fixed broadband provider, how likely would you be to recommend them to a friend or family member as a fixed broadband provider?

Base: All Broadband respondents

	Broadband									Broadband bundle		Importance of service			Impact of COVID-19 on importance of service		
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Vodafone (s)	Other providers (g)	Yes (h)	No (i)	Fixed Broadband - NET: Not important (j)	Fixed Broadband - Very important (n)	Fixed Broadband - NET: Important (o)	Fixed Broadband - The service has become more important (p)	Fixed Broadband - The service has become less important (q)	Fixed Broadband - No different (r)
Unweighted base	2261	472	142	143	428	283	525	102	166	1861	400	50	1789	2211	1012	43	1206
Weighted base	2261	556	115	104	561	244	484	77*	120	1834	427	47*	1812	2214	1011	39*	1211
Extremely likely	(10) 378 17%efi	87 16%e	22 19%e	25 24%Xaef	122 22%Xaef	23 10%	61 13%	15 20%e	22 19%e	334 18%Xi	44 10%	4 8%	343 19%Xo	374 17%	162 16%	4 9%	212 18%
	(9) 353 16%d	102 18%d	22 19%d	19 19%d	63 11%	36 15%	84 17%d	10 13%	16 14%	299 16%	54 13%	2 5%	300 17%X	351 16%	159 16%	5 12%	190 16%
	(8) 527 23%	137 25%	19 17%	20 19%	156 28%Xbf	51 21%	102 21%	17 22%	23 20%	445 24%X	81 19%	12 26%	426 24%	514 23%	253 25%	10 24%	264 22%
	(7) 365 16%hn	99 18%	25 22%cd	12 12%	76 14%	45 19%	75 15%	9 11%	23 19%	275 15%	90 21%Xh	7 14%	269 15%	358 16%n	149 15%	7 17%	210 17%
	(6) 235 10%h	49 9%	6 5%	12 12%	58 10%	31 13%b	56 12%	10 13%	13 11%	176 10%	59 14%Xh	5 10%	180 10%	230 10%	99 10%	5 14%	130 11%
	(5) 189 8%hno	52 9%	13 11%	5 5%	42 7%	26 10%	43 9%	2 3%	8 7%	139 8%	51 12%Xh	10 21%Xno	135 7%	179 8%n	78 8%	7 19%Xpr	104 9%
	(4) 60 3%nr	9 2%	-	5 4%b	18 3%	7 3%	12 3%	3 3%	6 5%ab	47 3%	13 3%	2 4%	37 2%	58 3%n	36 4%Xr	* 1%	23 2%
	(3) 38 2%ah	3 *	2 1%	3 3%a	9 2%	5 2%	12 3%a	4 6%Xadg	1 1%	27 1%	12 3%	* 1%	33 2%	38 2%	22 2%	2 4%	15 1%
	(2) 29 1%	5 1%	1 1%	1 1%	5 1%	4 2%	9 2%	1 1%	3 3%	26 1%	3 1%	2 4%	24 1%	27 1%	16 2%	- -	13 1%
	(1) 28 1%o	7 1%	-	-	5 1%	7 3%X	7 2%	* *	1 1%	23 1%	5 1%	2 5%Xno	22 1%	25 1%	14 1%	- -	13 1%
Completely unlikely	(0) 59 3%ad	7 1%	6 5%ad	2 2%	7 1%	8 3%	22 5%Xad	5 7%Xad	3 2%	44 2%	15 4%	1 2%	42 2%	59 3%	23 2%	- -	37 3%
NET: Promoters	(9-10) 731 32%ejj	189 34%e	44 38%e	44 42%Xef	185 33%e	59 24%	145 30%	26 33%	39 32%	633 35%Xi	98 23%	6 13%	644 36%Xjo	725 33%Xj	321 32%	8 22%	402 33%
NET: Passives	(7-8) 892 39%	237 43%c	44 39%	33 31%	233 41%c	97 40%	177 37%	26 33%	46 39%	720 39%	171 40%	19 40%	695 38%	873 39%	402 40%	16 41%	474 39%
NET: Detractors	(0-6) 638 28%ahno	130 23%	27 24%	28 26%	143 26%	88 36%Xabd	161 33%Xabd	26 34%	35 29%	481 26%	158 37%Xh	22 47%Xno	473 26%	616 28%n	288 28%	15 37%	335 28%
NPS	93 4%effjq	59 11%Xefsg	17 14%Xdfsg	16 16%Xdfsg	42 7%Xefs	-29 -12%	-16 -3%	* *	4 3%	152 8%Xi	-59 -14%	-16 -34%	171 9%Xjo	109 5%Xj	33 3%q	-6 -16%	66 5%Xpq
Mean	7.31efj	7.54Xef	7.40e	7.63ef	7.56Xef	6.79	6.97	7.02	7.28	7.42Xi	6.82	6.30	7.45Xjo	7.33Xj	7.28	7.07	7.34
Standard deviation	2.29	2.01	2.42	2.26	2.12	2.43	2.53	2.78	2.30	2.28	2.30	2.43	2.27	2.29	2.31	1.80	2.30

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/s/g - X/h/i - X/j/n/o - X/p/q/r
Overlap formulae used. * small base

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Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 87

QN3. Based on your overall experience of <Broadband> as your fixed broadband provider, how likely would you be to recommend them to a friend or family member as a fixed broadband provider?

Base: All Broadband respondents

	Broadband								Broadband bundle		Importance of service			Impact of COVID-19 on importance of service			
	Total (X)	BT (a)	EE (b)	Plusnet (c)	Sky (d)	TalkTalk (e)	Virgin Media (f)	Vodafone (s)	Other providers (g)	Yes (h)	No (i)	Fixed Broadband - NET: Not important (j)	Fixed Broadband - Very important (n)	Fixed Broadband - NET: important (o)	Fixed Broadband - The service has become more important (p)	Fixed Broadband - The service has become less important (q)	Fixed Broadband - No different (r)
Weighted base	2261	556	115	104	561	244	484	77*	120	1834	427	47*	1812	2214	1011	39*	1211
Standard error	0.05	0.09	0.20	0.19	0.10	0.14	0.11	0.28	0.18	0.05	0.12	0.34	0.05	0.05	0.07	0.27	0.07

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/s/g - X/h/i - X/j/n/o - X/p/q/r
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 88

QN3. Based on your overall experience of <Broadband> as your fixed broadband provider, how likely would you be to recommend them to a friend or family member as a fixed broadband provider?

Base: All Broadband respondents

		Gender		Age								Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
		Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)	
																								Most vulnerable (u)	Least vulnerable (v)	Least vulnerable (w)					
Unweighted base		2261	1138	1112	161	349	389	420	371	414	157	1904	186	117	54	603	598	485	575	1201	1060	745	1403	319	1195	523	1850	364	557	1648	
Weighted base		2261	1133	1118	175*	362	373	404	366	432	149	1904	181	115*	62*	599	653	471	539	1251	1010	716	1435	295	1192	534	1832	383	539	1667	
Extremely likely	(10)	378	173	204	23	47	68	75	57	78	30	311	32	22	13	91	102	77	107	193	185	133	230	57	213	81	302	67	100	270	
		17%	15%	18%	13%	13%	18%	19%	16%	18%	20%	16%	18%	19%	21%	15%	16%	16%	20% Xq	15%	18%	19%	16%	19%	18%	15%	16%	18%	19%	16%	
	(9)	353	178	174	25	42	58	60	62	74	33	302	30	14	6	96	108	74	76	203	150	102	234	45	189	87	286	62	82	263	
		16% d	16%	16%	14%	11%	16%	15%	17%	17% d	22% Xdf	16%	17%	13%	10%	16%	16%	16%	14%	16%	15%	14%	16%	15%	16%	16%	16%	16%	16%	15%	16%
	(8)	527	258	267	39	82	90	87	87	109	34	445	43	25	13	129	161	112	124	290	236	164	339	71	289	117	413	95	127	386	
		23%	23%	24%	22%	23%	24%	22%	24%	25%	22%	23%	24%	22%	22%	22%	25%	24%	23%	23%	23%	23%	24%	24%	24%	22%	23%	25%	24%	23%	23%
	(7)	365	196	166	41	81	61	54	51	58	19	298	35	16	16	103	103	91	68	206	159	114	230	35	198	86	294	69	83	272	
		16% p	17%	15%	23% fghB	22% XfghB	16%	13%	14%	13%	13%	16%	19%	14%	26%	17% p	16%	19% pr	13%	16%	16% p	16%	16%	12%	17%	16%	16%	16%	18%	15%	16%
	(6)	235	119	114	20	42	39	43	39	42	10	209	11	12	2	64	62	51	58	126	109	70	149	23	119	55	192	36	55	176	
		10%	11%	10%	11%	12%	11%	11%	11%	10%	7%	11%	6%	10%	4%	11%	9%	11%	11%	10%	11%	10%	10%	8%	10%	10%	10%	10%	10%	10%	11%
	(5)	189	90	98	5	40	23	45	30	33	13	155	13	15	6	49	60	29	50	110	80	63	122	28	88	55	162	24	44	141	
		8% c	8%	9%	3%	11% ce	6%	11% Xce	8%	8%	9%	8%	7%	13%	10%	8%	9%	6%	9%	9%	8%	8%	9%	8%	9%	7%	10%	9%	6%	8%	8%
	(4)	60	35	25	5	10	9	11	9	13	1	53	1	4	2	19	15	10	15	34	26	22	35	10	25	14	51	7	17	42	
		3%	3%	2%	3%	3%	2%	3%	3%	3%	1%	3%	*	4% j	3%	3%	2%	2%	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	2%	3%	3%
	(3)	38	18	21	3	6	7	11	8	3	1	34	3	1	1	10	10	6	11	21	17	14	24	9	18	6	35	3	12	26	
		2%	2%	2%	2%	2%	2%	3% h	2%	1%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	1%	2%	2%
	(2)	29	14	15	4	3	8	5	6	2	2	26	1	1	1	15	6	3	5	21	8	9	19	6	16	5	25	3	6	21	
		1% r	1%	1%	3%	1%	2% h	1%	2%	*	1%	1%	1%	1%	2%	2% Xor	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
	(1)	28	15	12	3	2	5	4	6	8	1	25	2	1	-	9	6	8	6	14	13	7	18	3	11	8	21	7	1	25	
		1% z	1%	1%	2%	*	1%	1%	2%	2%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	*	1% z
Completely unlikely	(0)	59	36	23	7	8	4	9	13	12	5	46	9	3	1	12	20	10	17	32	27	19	36	8	25	21	50	9	11	45	
		3%	3%	2%	4%	2%	1%	2%	4% e	3%	3%	2%	5% Xi	2%	2%	2%	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	4%	3%	2%	2%	3%
NET: Promoters	(9-10)	731	351	378	48	89	127	135	119	151	613	63	37	19	187	209	151	184	396	335	235	465	102	402	168	588	129	183	534		
		32% d	31%	34%	27%	24%	34% d	33% d	32% d	35% d	42% Xcdg	32%	35%	32%	30%	31%	32%	32%	34%	36%	33%	33%	33%	32%	34%	34%	31%	32%	34%	34%	32%
NET: Passives	(7-8)	892	454	433	80	162	150	142	137	167	53	743	78	42	29	232	264	203	192	497	395	278	568	106	487	203	707	163	210	658	
		39% p	40%	39%	46%	45% Xf	40%	35%	38%	39%	35%	39%	43%	36%	48%	39%	40%	43% pr	36%	40%	39% p	39%	40%	36%	41%	38%	39%	43%	39%	39%	39%
NET: Detractors	(0-6)	638	327	308	47	111	96	128	110	113	33	547	40	37	14	179	179	117	163	359	279	204	402	87	303	163	536	90	146	476	
		28% vy	29%	28%	27%	31%	26%	32% B	30%	26%	22%	29%	22%	32%	22%	30%	27%	25%	30%	29%	28%	28%	28%	30%	30%	25%	31% v	29% Xy	24%	27%	29%
NPS		93	24	70	1	-22	31	7	8	38	30	66	22	*	5	8	30	35	21	38	55	31	63	14	99	4	52	39	36	58	
		4% adfk m 2% qwxA	2%	6% Xa	1%	-6%	8% Xcdfg	2%	2%	9% Xcdfg	20% Xcdfg	3% k	12% Xik	*	8% k	1%	5% mq	7% Xmpqr	4% m	3% m	5% Xmpq	4%	4%	5% w	8% Xw	1%	3%	10% Xx	7% XA	3%	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Prepared by Yonder

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Customer Satisfaction Tracker 2021
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Table 88

QN3. Based on your overall experience of <Broadband> as your fixed broadband provider, how likely would you be to recommend them to a friend or family member as a fixed broadband provider?

Base: All Broadband respondents

	Age										Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender																						Potential						
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Weighted base	2261	1133	1118	175*	362	373	404	366	432	149	1904	181	115*	62*	599	653	471	539	1251	1010	716	1435	295	1192	534	1832	383	539	1667
Mean	7.31	7.22	7.40	7.09	7.13	7.46	7.27	7.19	7.44	7.63d	7.30	7.36	7.28	7.43	7.20	7.32	7.43	7.31	7.26	7.37	7.32	7.32	7.28	7.45Xw	7.16	7.26	7.47	7.44	7.28
Standard deviation	2.29	2.35	2.25	2.43	2.10	2.18	2.32	2.45	2.30	2.33	2.28	2.49	2.28	2.14	2.32	2.28	2.15	2.40	2.30	2.29	2.32	2.27	2.44	2.19	2.42	2.32	2.23	2.18	2.31
Standard error	0.05	0.07	0.07	0.19	0.11	0.11	0.11	0.13	0.11	0.19	0.05	0.18	0.21	0.29	0.09	0.09	0.10	0.10	0.07	0.07	0.09	0.06	0.14	0.06	0.11	0.05	0.12	0.09	0.06

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

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Table 89

QN4. Based on your overall experience of <TV> as your pay TV provider, how likely would you be to recommend them to a friend or family member as a pay TV provider?

Base: All TV respondents

		Pay TV					Pay TV bundle		Importance of service			Impact of COVID-19 on importance of service				
		Total (X)	BT (a)	Sky (b)	TalkTalk (c)	Virgin Media (d)	Other providers (e)	Yes (f)	No (g)	Pay TV - NET: Not important (h)	Pay TV - Very important (i)	Pay TV - NET: Important (m)	Pay TV - The service has become more important (n)	Pay TV - The service has become less important (o)	Pay TV - No different (p)	
Unweighted base		1247	122	596	105	347	77	870	377	160	549	1087	372	81	794	
Weighted base		1247	122	697	96*	255	77*	855	392	151	563	1096	367	68*	812	
Extremely likely	(10)	214 17%cdh	17 14%c	146 21%Xcd	3 3%	33 13%c	15 20%c	157 18%	57 14%	3 2%	151 27%Xhm	211 19%Xh	81 22%Xop	6 9%	127 16%	
	(9)	182 15%h	12 10%	108 16%	19 20%	31 12%	11 15%	115 14%	66 17%	7 5%	99 18%Xh	175 16%Xh	50 14%	9 13%	123 15%	
	(8)	275 22%cd	32 27%cd	152 22%	18 19%	44 17%	27 35%Xbd	184 22%	90 23%	27 18%	141 25%X	247 23%	95 26%Xp	15 22%	164 20%	
	(7)	248 20%el	34 28%Xbe	129 18%	19 20%	58 23%e	8 10%	175 20%	73 19%	31 21%l	77 14%	217 20%l	64 17%	16 23%	168 21%	
	(6)	118 9%l	7 6%	60 9%	13 14%	32 13%Xa	6 7%	83 10%	36 9%	11 8%	42 7%	107 10%l	31 9%	5 8%	82 10%	
	(5)	103 8%lm	11 9%	47 7%	15 15%b	22 9%	9 11%	66 8%	38 10%	27 18%Xlm	31 6%	76 7%	22 6%	12 17%Xnp	70 9%	
	(4)	30 2%f	4 3%	19 3%	1 1%	5 2%	2 2%	14 2%	15 4%f	7 4%	9 2%	23 2%	10 3%	2 2%	18 2%	
	(3)	17 1%lm	1 1%	9 1%	1 1%	6 2%	-	13 1%	5 1%	8 5%Xlm	3 1%	9 1%	3 1%	2 4%	12 1%	
	(2)	25 2%lm	3 2%	11 2%	2 2%	8 3%	-	19 2%	5 1%	14 10%Xlm	6 1%	10 1%	4 1%	2 3%	19 2%	
	(1)	16 1%lm	-	6 1%	2 2%	8 3%Xb	-	13 1%	3 1%	7 5%Xlm	* *	9 1%l	2 1%	-	14 2%	
Completely unlikely	(0)	20 2%lm	1 1%	9 1%	3 3%	6 3%	* *	16 2%	4 1%	7 5%Xlm	3 1%	12 1%	3 1%	* *	16 2%	
NET: Promoters		(9-10)	396 32%dh	29 24%	254 36%Xacd	22 23%	64 25%	26 34%	273 32%	123 31%	10 7%	250 44%Xhm	386 35%Xh	132 36%o	14 21%	250 31%
NET: Passives		(7-8)	522 42%	67 55%Xbd	281 40%	38 40%	103 40%	35 45%	164 42%	59 39%	218 39%	464 42%l	159 43%	31 45%	332 41%	
NET: Detractors		(0-6)	329 26%blmn	26 21%	162 23%	36 38%Xabe	89 35%Xabe	16 21%	223 26%	106 27%	82 54%Xlm	96 17%	247 22%l	76 21%	23 34%ln	230 28%ln
NPS			67 5%cdop	3 3%	93 13%Xacd	-14 -15%	-25 -10%	10 13%Xa	50 6%	17 4%	-72 -48%	154 27%Xhm	139 13%Xh	56 15%Xop	-9 -13%	20 2%o
Mean			7.35cdhp	7.34d	7.58Xcd	6.75	6.82	7.85cd	7.35	7.37	5.45	8.05Xhm	7.62Xh	7.73Xop	6.93	7.22
Standard deviation			2.19	1.94	2.13	2.19	2.47	1.69	2.26	2.05	2.60	1.84	1.99	1.96	2.00	2.29

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e - X/f/g - X/h/l/m - X/n/o/p
Overlap formulae used. * small base

Prepared by Yonder

.YONDER

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 89

QN4. Based on your overall experience of <TV> as your pay TV provider, how likely would you be to recommend them to a friend or family member as a pay TV provider?

Base: All TV respondents

	Pay TV					Pay TV bundle		Importance of service			Impact of COVID-19 on importance of service			
	Total (X)	BT (a)	Sky (b)	TalkTalk (c)	Virgin Media (d)	Other providers (e)	Yes (f)	No (g)	Pay TV - NET: Not important (h)	Pay TV - Very important (i)	Pay TV - NET: Important (m)	Pay TV - The service has become more important (n)	Pay TV - The service has become less important (o)	Pay TV - No different (p)
Weighted base	1247	122	697	96*	255	77*	855	392	151	563	1096	367	68*	812
Standard error	0.06	0.18	0.09	0.21	0.13	0.19	0.08	0.11	0.21	0.08	0.06	0.10	0.22	0.08

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e - X/f/g - X/h/i/m - X/n/o/p
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

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Table 90

QN4. Based on your overall experience of <TV> as your pay TV provider, how likely would you be to recommend them to a friend or family member as a pay TV provider?

Base: All TV respondents

		Gender		Age							Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits			
		Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
																									vulnerable (v)						
Unweighted base		1247	658	584	87	200	233	258	206	184	79	1058	102	59	28	345	330	269	303	675	572	400	781	181	643	310	1046	173	328	891	
Weighted base		1247	655	588	93*	210	222	252	204	186	80*	1060	97*	62*	29**	349	356	260	282	705	542	381	804	175	639	315	1031	186	323	892	
Extremely likely	(10)	214	100	114	20	30	43	51	31	28	11	186	13	9	6	44	61	46	64	104	110	73	130	32	126	46	177	34	55	154	
		17%mq	15%	19%	22%	14%	19%	20%	15%	15%	13%	18%	14%	14%	21%	13%	17%	18%	23%Xmq	15%	20%Xmq	19%	16%	18%	20%X	15%	17%	18%	17%	17%	
	(9)	182	90	90	17	19	41	29	32	24	20	154	16	9	3	43	61	43	35	104	78	58	117	33	98	36	150	27	56	123	
		15%nd	14%	15%	18%	9%	18%nd	12%	16%	13%	25%Xdfh	15%	16%	15%	10%	12%	17%	16%	13%	15%	14%	15%	15%	19%	13%	15%	12%	15%	17%	14%	
	(8)	275	140	134	20	55	47	52	39	45	16	229	25	13	8	82	74	53	65	156	118	86	175	42	138	72	230	32	68	195	
		22%	21%	23%	22%	26%	21%	21%	19%	24%	20%	22%	26%	21%	28%	24%	21%	20%	23%	22%	22%	22%	22%	24%	22%	23%	23%	22%	17%	21%	22%
	(7)	248	149	99	18	53	42	48	37	36	14	215	19	12	2	80	67	52	49	147	101	66	166	24	133	60	208	36	54	190	
		20%nb	23%xb	17%	20%	25%X	19%	19%	18%	19%	17%	20%	19%	20%	7%	23%	19%	20%	18%	21%	19%	17%	21%	14%	21%	19%	20%	20%	17%	21%	
	(6)	118	58	59	5	27	18	27	20	16	5	102	8	7	2	39	39	22	18	78	40	31	79	11	49	44	97	17	28	88	
		9%rv	9%	10%	5%	13%	8%	11%	10%	9%	6%	10%	9%	11%	5%	11%	11%	8%	6%	11%pr	7%	8%	10%	6%	8%	14%Xuv	9%	9%	9%	10%	
	(5)	103	59	43	6	15	11	30	23	13	4	84	10	7	3	28	23	21	31	52	51	33	68	13	45	30	83	18	32	69	
		8%	9%	7%	6%	7%	5%	12%Xe	11%e	7%	5%	8%	11%	11%	9%	8%	7%	8%	11%	7%	9%	9%	8%	7%	7%	10%	8%	10%	10%	8%	
	(4)	30	15	15	2	5	5	5	6	7	1	24	1	3	3	5	16	5	3	21	8	8	20	5	12	10	22	8	10	20	
		2%	2%	3%	2%	2%	2%	2%	3%	4%	1%	2%	1%	4%	9%	1%	5%Xmpr	2%	1%	3%mp	2%	2%	2%	3%	2%	3%	2%	4%	3%	2%	
	(3)	17	14	4	2	1	6	3	1	2	1	16	2	-	-	5	5	3	4	10	7	7	10	4	8	5	15	2	6	11	
		1%b	2%b	1%	2%	1%	3%	1%	*	1%	2%	1%	2%	-	-	1%	1%	1%	2%	1%	1%	2%	1%	3%	1%	1%	1%	1%	2%	1%	
	(2)	25	13	11	2	2	4	3	8	5	2	22	1	1	1	10	5	4	6	15	10	11	13	7	14	3	21	4	8	15	
		2%	2%	2%	2%	1%	2%	1%	4%	2%	2%	2%	1%	1%	4%	3%	1%	2%	2%	2%	2%	3%	2%	4%	2%	1%	2%	2%	2%	2%	
	(1)	16	3	13	*	1	3	2	3	1	6	15	-	1	-	3	2	9	2	5	11	3	13	3	7	4	13	3	4	12	
		1%a	*	2%xa	*	1%	1%	1%	1%	1%	7%Xdefgh	1%	-	1%	-	1%	*	4%Xmnpq	1%	1%	2%p	1%	2%	2%	1%	1%	1%	2%	1%	1%	
Completely unlikely	(0)	20	13	7	1	1	2	2	4	9	1	13	3	1	2	10	3	3	4	13	7	5	13	1	9	6	15	4	4	14	
		2%	2%	1%	1%	1%	1%	1%	2%	5%Xdef	1%	1%	3%	2%	8%	3%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	2%	2%	2%	2%	
NET: Promoters	(9-10)	396	190	204	37	48	84	80	63	52	31	340	29	18	9	86	122	89	99	208	188	131	247	65	224	82	327	62	111	278	
		32%dmw	29%	35%X	40%nd	23%	38%nd	32%	31%	28%	38%nd	32%	30%	29%	31%	25%	34%mq	34%mp	35%mp	30%mp	35%mp	34%	31%	37%w	35%Xw	26%	32%	33%	34%	31%	
NET: Passives	(7-8)	522	289	232	39	108	88	100	76	81	30	444	44	25	10	162	141	105	114	304	219	152	340	66	271	132	437	68	122	385	
		42%	44%	40%	42%	52%Xefg	40%	40%	37%	44%	38%	42%	45%	40%	34%	47%	40%	40%	41%	43%	40%	40%	42%	38%	42%	42%	42%	37%	38%	43%	
NET: Detractors	(0-6)	329	175	151	17	53	50	72	64	53	19	275	24	19	10	100	93	67	68	193	136	98	216	44	144	101	267	56	91	229	
		26%v	27%	26%	18%	25%	23%	29%	32%	28%	24%	26%	25%	31%	35%	29%	26%	26%	24%	27%	25%	26%	27%	25%	23%	32%Xv	26%	30%	28%	26%	
NPS		67	16	53	20	-4	33	8	-1	-1	12	65	4	-1	-1	-14	29	22	31	15	52	33	31	20	80	-19	60	6	20	48	
		5%adghkm2% qtw	9%xa	22%Xdfgh	-2%	15%Xdfgh	3%ndgh	*	*	14%Xdfgh	6%Xk	5%k	5%k	-2%	-4%	-4%	8%Xmq	8%Xmq	11%Xmq	2%mp	10%Xmq	9%xt	4%	12%Xw	13%Xw	-6%	6%	3%	6%	5%	

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
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Table 90

QN4. Based on your overall experience of <TV> as your pay TV provider, how likely would you be to recommend them to a friend or family member as a pay TV provider?

Base: All TV respondents

	Gender			Age							Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability Potential			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (l)	Wales (k)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (s)	No (t)	Most vulnerable (u)	Least vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Weighted base	1247	655	588	93*	210	222	252	204	186	80*	1060	97*	62*	29**	349	356	260	282	705	542	381	804	175	639	315	1031	186	323	892
Mean	7.35m	7.26	7.46	7.76	7.38	7.54	7.43	7.14	7.08	7.24	7.37	7.36	7.20	6.87	7.10	7.47m	7.34	7.54m	7.29m	7.44m	7.42	7.31	7.42	7.51Xw	7.17	7.37	7.21	7.34	7.37
Standard deviation	2.19	2.17	2.22	2.02	1.79	2.20	2.06	2.33	2.48	2.58	2.18	2.12	2.17	2.96	2.24	2.04	2.31	2.19	2.15	2.25	2.24	2.19	2.33	2.18	2.14	2.18	2.37	2.24	2.16
Standard error	0.06	0.08	0.09	0.22	0.13	0.14	0.13	0.16	0.18	0.29	0.07	0.21	0.28	0.56	0.12	0.11	0.14	0.13	0.08	0.09	0.11	0.08	0.17	0.09	0.12	0.07	0.18	0.12	0.07

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
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Table 91

QC1. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services. For each statement please indicate how much you agree or disagree.

Summary**Base: All respondents**

	<u>Statements</u>		
	<u>I try to keep up with technology</u>	<u>My friends tend to come to me if they have questions about technology</u>	<u>I'm as knowledgeable about these technologies as the next person</u>
Unweighted base	2687	2687	2687
Weighted base	2687	2687	2687
Agree strongly	497 18%	267 10%	464 17%
Agree Slightly	1100 41%	619 23%	968 36%
Neither agree nor disagree	576 21%	651 24%	686 26%
Disagree slightly	352 13%	598 22%	404 15%
Disagree strongly	162 6%	553 21%	165 6%
NET: Agree	1597 59%	886 33%	1433 53%
NET: Disagree	514 19%	1150 43%	568 21%
Mean	0.53	-0.20	0.43
Standard deviation	1.11	1.28	1.12
Standard error	0.02	0.02	0.02

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Table 92

QC1. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.

For each statement please indicate how much you agree or disagree.

I try to keep up with technology

Base: All respondents

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (j)	Scotland (i)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952	
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972	
Agree strongly	497 18%bghBo25% prv	323 12%a	172 13%b	116 32% B	112 Xefgh	87 25% B	77 XfghB	57 21% ghB	30 17% h	18 7% i	421 19%	31 15%	21 17%	23 29% j	153 22% Xopr	175 22% Xopr	84 15%	85 13%	327 22% Xopr	169 14%	154 18%	323 19%	72 18%	234 17%	137 23% Xv	411 19%	72 16%	112 17%	381 19%	
Agree Slightly	1100 41%g	559 43%	531 39%	158 44% g	194 43% g	183 44% g	183 41%	141 35%	188 41%	54 34%	928 41%	97 46%	50 38%	25 32%	318 45% Xqr	313 39%	216 40%	253 40%	631 42%	469 40%	343 40%	690 41%	179 46%	547 40%	262 44%	890 41%	179 40%	281 43%	788 40%	
Neither agree nor disagree	576 21%aw	252 19%	322 24% Xa	56 16%	84 19%	92 22%	107 24% c	100 25% c	103 23%	36 23%	488 22%	52 24%	24 18%	13 17%	141 20%	165 21%	119 22%	151 24%	306 20%	270 23%	196 23%	342 20%	72 18%	306 22%	109 18%	473 22%	91 21%	134 20%	433 22%	
Disagree slightly	352 13%acd mq	123 9%	227 17% Xa	21 6%	44 10%	44 11%	59 13% c	73 18% Xcde	82 18% Xcde	29 19% code	296 13%	23 11%	23 18%	11 14%	66 9%	107 13% m	90 16% Xmq	90 14% m	173 11% m	180 15% Xmq	113 13%	224 13%	44 11%	196 14%	70 12%	276 13%	72 16%	84 13%	260 13%	
Disagree strongly	162 6%acdmq 4w	48 4%	112 8% Xa	9 3%	12 3%	11 3%	20 5%	34 9% Xcdef	53 12% Xcdef	21 13% Xcdef	133 6%	10 5%	11 9%	7 9%	31 4%	36 5%	38 7% q	57 9% Xmnq	67 4%	94 8% Xmnq	55 6%	96 6%	25 6%	93 7% w	20 3%	131 6%	30 7%	44 7%	110 6%	
NET: Agree	1597 59%bghBo68% prv	883 68% Xb	703 51%	273 76% Xefgh	306 69% XfghB	270 65% XghB	260 58% ghB	198 49%	218 48%	73 46%	1349 60%	128 60%	72 55%	48 61%	471 66% Xopr	488 61% opr	300 55%	339 53%	958 64% Xopr	638 54%	496 58%	1013 60%	251 64% v	781 57%	399 67% Xv	1300 60%	250 57%	393 60%	1168 59%	
NET: Disagree	514 19%acdmq 13qw	171 13%	340 25% Xa	31 8%	56 13%	54 13%	79 18% c	107 26% Xcdef	135 30% Xcdef	50 32% Xcdef	429 19%	33 15%	34 27% Xj	18 23%	97 14%	143 18%	127 23% Xmnq	147 23% Xmnq	240 16% m	274 23% Xmnq	168 20%	321 19%	69 18%	288 21% Xw	90 15%	407 19%	102 23%	128 20%	371 19%	
Mean	0.53bghB opr	0.76Xb	0.31	0.97Xdef ghB	0.78Xfgh B	0.70Xfgh B	0.53ghB	0.28	0.13	0.12	0.53	0.55	0.36	0.59	0.70Xopr	0.61opr	0.40	0.35	0.65Xopr	0.37	0.50	0.55	0.58	0.46	0.71Xv	0.54	0.43	0.51	0.54	
Standard deviation	1.11	1.04	1.14	0.97	1.02	1.00	1.07	1.17	1.14	1.23	1.11	1.02	1.21	1.28	1.05	1.10	1.14	1.15	1.08	1.14	1.12	1.12	1.11	1.13	1.05	1.11	1.14	1.12	1.11	
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.06	0.05	0.10	0.02	0.07	0.10	0.16	0.04	0.04	0.05	0.04	0.03	0.03	0.04	0.03	0.05	0.03	0.04	0.02	0.06	0.04	0.03	

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

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Table 93

QC1. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.

For each statement please indicate how much you agree or disagree.

My friends tend to come to me if they have questions about technology

Base: All respondents

	Impacting/ limiting conditions																										Financial Vulnerability			Urban/Rural		Benefits	
	Gender			Age								Nation				Social-Economic Group								Potential			Urban (x)	Rural (y)	Yes (z)	No (A)			
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (k)	Wales (l)	Northern Ireland (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	Yes (t)	No (u)	Most vulnerable (v)	y vulnerable (w)	Least vulnerable (x)								
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952				
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972				
Agree strongly	267 10%bghp rv	187 14%Bp	81 6%	67 19%Xefgh B	78 17%Xefgh B	49 12%ghB	39 9%hB	24 6%h	6 1%	3 2%	224 10%	18 8%	13 10%	12 15%	78 11%pr	95 12%pr	52 10%	42 7%	173 11%Xpr	95 8%	84 10%	173 10%	55 14%Xv	115 8%	73 12%v	220 10%	39 9%	74 11%	189 10%				
Agree Slightly	619 23%bghBo rs	368 28%Bp	247 18%	107 30%XghB	119 27%ghB	140 34%dfgh B	104 23%ghB	67 17%	63 14%	18 11%	516 23%	52 24%	27 21%	24 30%	205 29%Xnopq r	175 22%	99 18%	140 22%	380 25%Xnor	239 20%	170 20%	410 24%Xs	94 24%	316 23%	147 25%	520 24%	85 19%	143 22%	462 23%				
Neither agree nor disagree	651 24%Bt	315 24%	329 24%	101 28%B	127 28%XgB	95 23%B	115 26%B	87 22%	104 23%B	22 14%	544 24%	63 29%l	33 26%	11 14%	155 22%	203 26%	151 28%Xmr	142 22%	358 24%	293 25%	217 25%	381 23%	87 22%	341 25%	126 21%	532 24%	96 22%	157 24%	481 24%				
Disagree slightly	598 22%a	248 19%	348 25%xa	61 17%	89 20%	83 20%	108 24%	105 26%c	109 24%	44 28%c	517 23%	42 20%	27 21%	12 15%	159 22%	175 22%	121 22%	143 22%	333 22%	264 22%	206 24%	375 22%	73 19%	306 22%	154 26%Xu	480 22%	107 24%	137 21%	448 23%				
Disagree strongly	553 21%acdem qwx	188 14%	360 26%xa	24 7%	33 7%	47 11%	80 18%code	122 30%Xcdef g	174 38%Xcdef g	72 45%Xcdef g	464 20%	38 18%	30 23%	21 26%	113 16%	148 19%	122 22%mq	169 27%Xmnq	261 17%	291 25%Xmnq	183 21%	338 20%	83 21%	298 22%w	98 16%	429 20%	115 26%Xx	143 22%	392 20%				
NET: Agree	886 33%bghBo prsy	554 42%Bp	328 24%	174 48%XfghB	197 44%XfghB	190 46%XfghB	144 32%ghB	91 23%hB	69 15%	21 13%	741 33%	70 33%	40 30%	36 45%	282 40%Xnopq r	270 34%or	151 28%	182 29%	552 37%Xopr	334 28%	255 30%	583 35%Xs	149 38%v	431 31%	220 37%Xv	740 34%y	125 28%	217 33%	651 33%				
NET: Disagree	1150 43%acdem qx	436 33%	708 52%xa	85 24%	122 27%	131 31%	187 42%code	227 56%Xcdef gh	283 62%Xcdef gh	116 73%Xcdef gh	981 43%	80 38%	57 44%	32 41%	272 38%	323 41%	243 45%r	312 49%Xmnq	595 40%	556 47%Xmnq	389 45%	713 43%	156 40%	603 44%	252 42%	908 42%	222 50%Xx	281 43%	840 43%				
Mean	-0.20bghB prvy	0.09Xb	-0.48	0.37Xefgh hB	0.27Xfgh B	0.15Xfg hB	-0.19ghB	-0.58hB	-0.84	-1.03	-0.21	-0.14	-0.27	-0.07	-0.04Xop r	-0.13opr	-0.30	-0.40	-0.09Xop r	-0.35	-0.27	-0.18	-0.09	-0.26	-0.09Xv	-0.17Xy	-0.39	-0.20	-0.20				
Standard deviation	1.28	1.27	1.22	1.16	1.18	1.20	1.23	1.24	1.12	1.10	1.28	1.22	1.30	1.46	1.26	1.28	1.26	1.27	1.27	1.27	1.27	1.29	1.35	1.26	1.28	1.27	1.30	1.31	1.27				
Standard error	0.02	0.04	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.09	0.03	0.08	0.11	0.18	0.05	0.05	0.05	0.05	0.03	0.04	0.04	0.03	0.07	0.03	0.05	0.03	0.06	0.05	0.03				

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 94

QC1. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.
For each statement please indicate how much you agree or disagree.
I'm as knowledgeable about these technologies as the next person
Base: All respondents

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (j)	Scotland (i)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952	
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972	
Agree strongly	464	314	149	90	97	76	84	65	33	19	386	33	29	16	154	139	77	94	294	171	152	282	65	226	125	359	84	102	349	
	17%bhorx	24%Xb	11%	25%XghB	22%XghB	18%h	19%h	16%h	7%	12%	17%	16%	22%	20%	22%Xopr	18%	14%	15%	20%Xopr	14%	18%	17%	17%	16%	21%Xv	16%	19%	16%	18%	
Agree Slightly	968	496	465	147	188	174	172	111	150	26	801	93	47	28	260	308	198	202	568	400	304	620	155	482	245	810	135	240	702	
	36%gBpry	38%	34%	41%gB	42%XghB	42%XghB	39%gB	28%B	33%B	17%	35%	44%Xi	36%	35%	37%	39%p	36%	32%	38%p	34%	35%	37%	39%	35%	41%Xv	37%xy	30%	37%	36%	
Neither agree nor disagree	686	279	404	84	110	106	108	113	116	50	594	52	31	8	146	198	165	178	344	342	213	428	93	360	131	569	106	180	497	
	26%almqw	21%	30%xa	23%	25%	26%	24%	28%	25%	31%	26%l	25%l	24%l	11%	21%	25%	30%Xmq	28%mq	23%	29%Xmq	25%	26%	24%	26%	22%	26%	24%	28%	25%	
Disagree slightly	404	164	236	36	45	52	52	79	97	43	345	27	13	19	107	116	71	110	223	181	147	237	58	219	71	314	85	97	298	
	15%adfw	13%	17%xa	10%	10%	13%	12%	20%Xcdef	21%Xcdef	27%Xcdef	15%	12%	10%	25%jk	15%	15%	13%	17%	15%	15%o	17%	14%	16%	16%w	12%	14%	19%XX	15%	15%	
Disagree strongly	165	52	111	2	6	8	30	37	60	22	140	8	9	7	42	34	35	53	77	88	45	108	21	89	26	129	33	36	126	
	6%acdenq	4%	8%xa	1%	1%	2%	7%cd	9%Xcde	13%Xcde	14%Xcde	6%	4%	7%	9%	6%	4%	6%	8%Xnq	5%	7%Xnq	5%	6%	5%	5%	6%	4%	6%	8%	5%	6%
NET: Agree	1433	811	614	237	285	250	257	176	183	45	1187	126	76	44	415	447	275	296	862	571	456	902	220	708	370	1169	218	342	1051	
	53%bghBp	62%Xbr	45%	66%XghB	64%XghB	60%XghB	58%ghB	43%B	40%B	28%	52%	59%	59%	55%	58%Xopr	56%pr	50%	46%	57%Xopr	48%	53%	54%	56%	51%	62%Xv	54%	49%	52%	53%	
NET: Disagree	568	216	347	38	51	60	81	116	157	64	485	34	22	27	149	150	106	163	299	269	192	345	79	308	97	443	119	132	424	
	21%acde	17%	25%xa	11%	11%	14%	18%cd	29%Xcdef	34%Xcdef	41%Xcdef	21%g	16%	17%	34%Xijk	21%	19%	19%	26%Xnoqr	20%	23%o	22%	21%	20%	22%w	16%	20%	27%XX	20%	22%	
Mean	0.43bghB	0.66Xb	0.22	0.80Xfgh	0.73Xfgh	0.62XghB	0.52ghB	0.22hB	*	-0.14	0.42	0.55	0.57	0.32	0.53Xopr	0.51pr	0.38	0.27	0.52Xopr	0.32	0.43	0.44	0.47	0.39	0.62Xv	0.44	0.34	0.42	0.43	
Standard deviation	1.12	1.10	1.11	0.95	0.96	0.98	1.12	1.20	1.17	1.20	1.12	1.02	1.15	1.31	1.16	1.07	1.08	1.16	1.11	1.12	1.12	1.12	1.09	1.13	1.07	1.10	1.20	1.08	1.13	
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.06	0.06	0.09	0.02	0.07	0.10	0.16	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.05	0.03	0.04	0.02	0.06	0.04	0.03	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 95
QC2. Which, if any, of these do you use the internet for?
Base: All respondents

	Gender			Age							Nation				Social-Economic Group								Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)		
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952		
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972		
Online shopping (purchasing goods / services / tickets etc.) or online trading / auctions (e.g. eBay)	2507	1206	1287	318	425	392	428	380	423	142	2116	195	120	76	669	749	510	579	1418	1089	817	1574	363	1283	577	2026	424	614	1835		
	93% cBpr	92%	94%	88%	95% cB	94% c	96% XcB	94% c	93%	89%	93%	92%	92%	97%	94% p	94% p	94%	91%	94% p	92%	95% X	94%	93%	93%	97% Xuv	93%	96% X	94%	93%		
Online banking	2436	1192	1229	337	416	385	411	350	403	134	2059	191	114	71	659	728	488	560	1387	1048	780	1540	343	1261	559	1970	404	579	1803		
	91% gBpr	91%	90%	94% gB	93% ghB	93% gB	92% gB	86%	89%	84%	91%	90%	88%	90%	93% Xpr	92%	90%	88%	92% Xpr	89%	91%	92% X	88%	92% u	93% Xu	90%	91%	88%	91% X		
Finding / downloading information for work / business / school / college / university	1559	782	764	295	301	301	262	216	139	45	1314	116	79	49	462	512	314	271	974	585	460	1014	217	759	405	1254	258	337	1183		
	58% ghBpr	60% svz	56%	82% Xdefg	88% XfghB	72% XfghB	59% hB	53% hB	31%	29%	58%	55%	61%	63%	65% Xopr	64% Xopr	58% pr	43%	65% Xopr	49% p	53%	60% Xs	55%	55%	68% Xuv	57%	58%	51%	60% Xz		
Accessing news	2202	1116	1076	273	358	356	396	333	370	116	1854	174	111	64	598	663	437	504	1260	941	706	1393	295	1144	522	1771	381	513	1634		
	82% bcBru	85% Xb	79%	76%	80%	86% XcB	89% XcdghB	82% B	81% B	73%	82%	82%	85%	81%	84% pr	83%	80%	79%	84% Xpr	80%	82%	83%	75%	83% u	87% Xuv	81%	86% Xx	78%	83% z		
Using social networking (such as Facebook, Twitter, Instagram, Snapchat, LinkedIn)	2113	968	1132	317	382	361	375	303	288	87	1774	172	104	62	547	643	429	494	1190	923	688	1318	317	1055	480	1732	336	543	1522		
	79% ahBvA	74%	83% Xa	88% XghB	86% XghB	87% XghB	84% XghB	75% hB	63%	55%	78%	81%	80%	79%	77%	81%	79%	78%	79%	78%	80%	79%	81%	77%	80%	79%	76%	83% XA	77%		
None of these	14	5	7	2	3	2	1	-	2	3	12	1	*	-	4	3	3	4	6	7	1	8	2	4	3	13	1	-	12		
	1%	*	1%	1%	1%	1%	*	-	*	2% g	1%	*	*	-	1%	*	1%	1%	*	1%	*	*	*	*	1%	1%	*	-	1%		

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 96

QC3. Please look at these two statements people have made about shopping around generally, whether for services such as mobile phones, broadband, insurance or for goods. For each statement please indicate how much you agree or disagree

Summary**Base: All respondents**

	<u>Statements</u>	
	<u>Finding a cheaper deal is a priority for me</u>	<u>I look out for and use discount codes or discount vouchers whenever I can</u>
Unweighted base	2687	2687
Weighted base	2687	2687
Agree strongly	877 33%	903 34%
Agree Slightly	1054 39%	957 36%
Neither agree nor disagree	538 20%	477 18%
Disagree slightly	181 7%	241 9%
Disagree strongly	37 1%	108 4%
NET: Agree	1931 72%	1861 69%
NET: Disagree	218 8%	350 13%
Mean	0.95	0.86
Standard deviation	0.96	1.10
Standard error	0.02	0.02

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 97

QC3. Please look at these two statements people have made about shopping around generally, whether for services such as mobile phones, broadband, insurance or for goods.

For each statement please indicate how much you agree or disagree

Finding a cheaper deal is a priority for me

Base: All respondents

	Gender			Age							Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potentiall	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
																								vulnerable (v)					
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972
Agree strongly	877 33%hBwyA	412 32%	460 34%	176 49%hB	173 39%hB	163 39%hB	135 30%hB	121 30%hB	81 18%	28 17%	741 33%	57 27%	54 42%hB	25 31%	224 32%	249 31%	181 33%	222 35%	474 31%	403 34%	300 35%	526 31%	168 43%hB	427 31%	171 29%	743 34%hB	116 26%	247 38%hB	604 31%
Agree Slightly	1054 39%hB	505 39%	541 40%	124 34%	197 44%hB	175 42%hB	195 44%hB	162 40%hB	155 34%	47 29%	885 39%	89 42%	45 35%	35 45%	265 37%	321 40%	213 39%	255 40%	586 39%	468 40%	329 38%	677 40%	157 40%	539 39%	242 40%	840 39%	189 43%	273 42%	763 39%
Neither agree nor disagree	538 20%deuz	276 21%	257 19%	53 15%	62 14%	61 15%	82 18%	89 22%cd	143 22%cd	49 13%hB	457 21%hB	45 20%	20 16%	15 19%	150 21%	155 19%	117 21%	117 18%	304 20%	234 20%	173 20%	319 19%	48 12%	293 21%u	121 20%u	422 19%	102 23%	91 14%	435 22%hB
Disagree slightly	181 7%cd	91 7%	90 7%	6 2%	14 3%	12 3%	25 6%cd	28 7%cd	61 13%hB	34 21%hB	149 7%	18 9%	10 7%	4 5%	58 8%pr	58 7%	33 6%	32 5%	116 8%pr	65 5%	45 5%	131 8%hB	15 4%	96 7%	53 9%hB	143 7%	32 7%	33 5%	147 7%hB
Disagree strongly	37 1%do	21 2%	16 1%	1 *	1 *	5 1%	9 2%cd	5 1%	16 3%hB	2 1%	33 1%	3 2%	1 1%	-	12 2%o	12 2%	2 *	11 2%o	24 2%o	13 1%o	13 2%	23 1%	4 1%	21 2%	11 2%	33 1%	4 1%	11 2%	23 1%
NET: Agree	1931 72%hBA	917 70%	1002 73%	300 83%hB	369 83%hB	339 81%hB	330 74%hB	284 70%hB	235 52%	74 47%	1626 72%	146 69%	100 77%	60 76%	490 69%	570 72%	394 72%	478 75%hB	1060 70%	871 74%hB	629 73%	1203 72%	325 83%hB	967 70%	413 69%	1583 73%	305 69%	520 79%hB	1367 69%
NET: Disagree	218 8%cd	112 9%	106 8%	7 2%	15 3%	17 4%	34 8%cd	33 8%cd	77 17%hB	36 22%hB	182 8%	22 10%	10 8%	4 5%	70 10%or	70 9%	35 6%	43 7%	140 9%hB	77 7%	58 7%	154 9%hB	19 5%	116 8%u	64 11%hB	176 8%	36 8%	44 7%	170 9%
Mean	0.95hBwA	0.92	0.98	1.30XfghB	1.18XfghB	1.16XfghB	0.95hB	0.91hB	0.49	0.41	0.95	0.83	1.10j	1.03	0.89	0.93	0.99	1.02mq	0.91	1.00Xmq	1.00	0.93	1.20Xww	0.91	0.85	0.97X	0.86	1.09XA	0.90
Standard deviation	0.96	0.97	0.95	0.80	0.80	0.86	0.95	0.95	1.04	1.04	0.96	0.97	0.95	0.84	1.00	0.97	0.91	0.94	0.98	0.92	0.95	0.97	0.87	0.96	0.99	0.97	0.92	0.93	0.96
Standard error	0.02	0.03	0.03	0.04	0.04	0.04	0.04	0.05	0.05	0.08	0.02	0.07	0.08	0.10	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.02	0.04	0.03	0.04	0.02	0.04	0.04	0.02

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

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Table 98

QC3. Please look at these two statements people have made about shopping around generally, whether for services such as mobile phones, broadband, insurance or for goods.

For each statement please indicate how much you agree or disagree

I look out for and use discount codes or discount vouchers whenever I can

Base: All respondents

	Demographics										Social-Economic Group										Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender		Age								Nation												Potential						
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potentiall y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972
Agree strongly	903	364	535	168	191	171	146	119	81	27	749	77	46	32	240	253	190	220	493	410	292	569	166	427	200	747	139	249	629
	34%ahBvA	28%	39%xa	47%xfghB	43%xfghB	41%xfghB	33%hB	29%hB	18%	17%	33%	36%	36%	40%	34%	32%	35%	34%	33%	35%	34%	34%	42%Xvw	31%	33%	34%	31%	38%XA	32%
Agree Slightly	957	461	491	125	171	156	164	141	151	50	808	71	50	28	251	295	180	231	546	412	303	603	139	517	205	766	166	238	704
	36%	35%	36%	35%	38%	37%	37%	35%	33%	31%	36%	33%	39%	36%	35%	37%	33%	36%	36%	35%	35%	36%	35%	38%X	34%	35%	37%	36%	36%
Neither agree nor disagree	477	272	202	46	61	59	79	80	111	40	412	40	17	8	119	145	111	102	263	213	147	288	53	249	97	385	85	103	365
	18%bd	21%Xb	15%	13%	14%	14%	18%	20%cd	24%xcdef	25%xcde	18%	19%	13%	10%	17%	18%	20%	16%	17%	18%	17%	17%	13%	18%	16%	18%	19%	16%	18%
Disagree slightly	241	143	96	11	20	24	42	41	71	31	205	19	9	8	69	74	43	55	144	98	74	155	20	127	73	192	41	49	188
	9%bcdeu	11%Xb	7%	3%	5%	6%	9%cd	10%cd	16%xcdef	20%xcdefg	9%	9%	7%	10%	10%	9%	8%	9%	10%	8%	9%	9%	5%	9%u	12%Xu	9%	9%	8%	10%
Disagree strongly	108	65	41	9	3	5	14	25	42	11	92	6	8	3	31	28	21	29	59	50	44	60	15	56	22	91	12	16	86
	4%bdez	5%B	3%	3%	1%	1%	3%cd	6%Xde	9%xcdef	7%de	4%	3%	6%	3%	4%	3%	4%	4%	4%	4%	5%	4%	4%	4%	4%	4%	3%	2%	4%
NET: Agree	1861	825	1026	293	362	327	310	260	232	77	1556	148	97	60	491	549	370	451	1039	822	595	1172	305	944	405	1513	304	486	1334
	69%aaghBA	63%	75%xa	81%xfghB	81%xfghB	79%xfghB	70%hB	64%hB	51%	48%	69%	69%	74%	76%	69%	69%	68%	71%	69%	69%	69%	70%	78%Xvw	69%	68%	69%	69%	74%XA	68%
NET: Disagree	350	208	137	20	23	29	56	65	113	42	297	25	17	11	100	102	64	84	202	147	118	215	35	183	95	283	54	66	274
	13%bcdeu	16%B	10%	6%	5%	7%	13%cd	16%cd	25%xcdef	27%xcdefg	13%	12%	13%	14%	14%	13%	12%	13%	13%	12%	14%	13%	9%	13%u	16%Xu	13%	12%	10%	14%Xz
Mean	0.86aghB	0.70	1.01xa	1.20Xfgh	1.18Xfgh	1.12Xfgh	0.87hB	0.71hB	0.34	0.32	0.85	0.91	0.91	1.00	0.85	0.85	0.87	0.88	0.85	0.88	0.84	0.87	1.07Xvw	0.82	0.82	0.87	0.85	1.00XA	0.81
Standard deviation	1.10	1.13	1.05	0.96	0.88	0.94	1.07	1.17	1.20	1.17	1.10	1.07	1.14	1.11	1.13	1.08	1.09	1.11	1.10	1.11	1.14	1.09	1.05	1.09	1.13	1.11	1.05	1.03	1.11
Standard error	0.02	0.03	0.03	0.05	0.04	0.04	0.05	0.06	0.06	0.09	0.02	0.07	0.10	0.14	0.04	0.04	0.05	0.04	0.03	0.03	0.04	0.03	0.05	0.03	0.05	0.02	0.05	0.04	0.03

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 99

QCOVa. How important or not, are each of these communications services to your household at the moment?

Summary

Base: All Service respondents

	Services			
	Mobile phone	Landline phone (i.e. home phone)	Fixed broadband internet	Pay TV service through satellite, cable or broadband (such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV)
Unweighted base	2563	1875	2261	1247
Weighted base	2563	1875	2261	1247
Very important	1792 70%	418 22%	1812 80%	563 45%
Fairly important	637 25%	506 27%	401 18%	532 43%
Not very important	103 4%	496 26%	37 2%	125 10%
Not at all important	31 1%	455 24%	11 *	26 2%
NET: Important	2428 95%	924 49%	2214 98%	1096 88%
NET: Not important	135 5%	951 51%	47 2%	151 12%
Mean	3.63	2.47	3.78	3.31
Standard deviation	0.62	1.09	0.48	0.74
Standard error	0.01	0.03	0.01	0.02

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 100

QCOVa. How important or not, are each of these communications services to your household at the moment?

Mobile phone

Base: All Mobile respondents

	Demographic and Socio-Economic Data																				Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender			Age							Nation			Social-Economic Group							Yes (s)	No (t)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)			Most vulnerable (u)	vulnerable (v)	Least vulnerable (w)				
Unweighted base	2563	1255	1292	297	418	420	447	407	419	155	2163	206	130	64	682	683	550	648	1365	1198	840	1583	390	1325	570	2094	411	640	1865
Weighted base	2563	1243	1305	337	424	393	434	396	430	150	2167	196	125	75*	675	762	518	608	1437	1126	816	1608	375	1309	576	2072	433	624	1882
Very important	1792 70%ahBrv A	823 66%	960 74%XA	261 77%XghB	309 73%hB	296 75%XghB	326 75%XghB	262 66%B	256 60%	81 54%	1528 71%	125 64%	78 63%	61 81%jk	471 70%	558 73%pr	353 68%	410 67%	1028 72%	763 68%	585 72%	1111 69%	291 77%Xwv	881 67%	404 70%	1456 70%	290 67%	463 74%XA	1288 68%
Fairly important	637 25%bu	335 27%Xb	297 23%	65 19%	97 23%	88 22%	94 22%	110 28%c	134 31%Xcdef	50 34%Xcdef	527 24%	61 31%	35 28%	14 19%	158 23%	174 23%	140 27%	165 27%	332 23%	305 27%Xq	195 24%	407 25%	74 20%	356 27%Xu	142 25%	508 25%	116 27%	134 21%	492 26%Xz
Not very important	103 4%ce	59 5%	42 3%	1 *	11 3%	6 1%	12 3%c	22 5%ce	35 8%Xcdef	16 11%Xcdefg	84 4%	7 4%	12 9%Xil	*	33 5%	27 4%	18 4%	25 4%	60 4%	44 4%	32 4%	66 4%	8 2%	57 4%	22 4%	83 4%	21 5%	18 3%	81 4%
Not at all important	31 1%bns	26 2%Xb	6 *	10 3%Xfg	7 2%	4 1%	2 *	2 1%	4 1%	2 2%	28 1%	3 2%	- -	- -	14 2%Xnq	3 *	6 1%	8 1%	17 1%n	14 1%	4 1%	24 2%	3 1%	15 1%	8 1%	25 1%	6 1%	9 1%	21 1%
NET: Important	2428 95%ahBm	1159 93%	1257 96%XA	326 97%hB	406 96%hB	383 98%XghB	419 97%hB	372 94%B	390 91%	131 87%	2054 95%	186 95%	113 91%	75 100%k	628 93%	732 96%mq	494 95%	575 95%	1360 95%lm	1068 95%	780 96%	1518 94%	365 97%	1237 95%	546 95%	1964 95%	406 94%	597 96%	1780 95%
NET: Not important	135 5%be	84 7%Xb	48 4%	11 3%	18 4%	9 2%	14 3%	24 6%e	39 9%Xcdef	19 13%Xcdefg	113 5%	10 5%	12 9%l	*	47 7%Xnq	30 4%	24 5%	33 5%	77 5%n	58 5%	36 4%	90 6%	11 3%	72 5%	30 5%	108 5%	27 6%	27 4%	102 5%
Mean	3.63ahBv	3.57	3.69XA	3.71hB	3.67hB	3.72XghB	3.71XghB	3.60hB	3.50	3.40	3.64	3.57	3.53	3.81jk	3.61	3.69Xmpr	3.62	3.61	3.65m	3.61	3.67	3.62	3.74Xwv	3.61	3.64	3.64	3.59	3.68	3.62
Standard deviation	0.62	0.68	0.55	0.63	0.61	0.54	0.54	0.62	0.69	0.75	0.62	0.65	0.66	0.40	0.68	0.56	0.62	0.63	0.62	0.62	0.58	0.64	0.54	0.63	0.63	0.62	0.65	0.60	0.62
Standard error	0.01	0.02	0.02	0.04	0.03	0.03	0.03	0.03	0.03	0.06	0.01	0.04	0.06	0.05	0.03	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.01	0.03	0.02	0.01

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021 **ONLINE Fieldwork : 29th November - 14th December 2021**

Table 101
QCOVa. How important or not, are each of these communications services to your household at the moment?
Landline phone (i.e. home phone)
Base: All Landline respondents

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)			No (t)	Potential		Urban (x)	Rural (y)	Yes (z)	No (A)
																						Most vulnerable (u)	Least vulnerable (w)							
Unweighted base	1875	940	928	72	226	307	358	353	401	158	1583	148	103	41	501	481	415	478	982	893	620	1169	252	1001	432	1507	333	453	1370	
Weighted base	1875	927	941	83*	232	297	356	346	410	151	1583	147	102*	43*	509	520	401	446	1029	846	600	1186	232	998	446	1491	347	434	1391	
Very important	418 22%adef w	185 20%	232 25% Xa	36 36% Xdefg	30 13%	40 14%	47 13%	74 21% def	128 31% Xdefg h	69 46% Xdefg	348 22%	32 22%	27 27%	10 23%	113 22%	118 23%	85 21%	102 23%	231 22%	187 22%	154 26% Xt	237 20%	59 25% w	240 24% w	79 18%	320 21%	91 26%	89 21%	309 22%	
Fairly important	506 27%eflw	234 25%	271 29%	30 36% ef	67 29% e	57 19%	76 21%	97 28% e	134 33% Xef	46 31% ef	426 27% l	43 29% l	33 32% l	5 11%	134 26%	134 26%	122 31%	116 26%	268 26%	238 28%	152 25%	326 27%	57 25%	285 29% w	96 22%	399 27%	100 29%	122 28%	374 27%	
Not very important	496 26%bcBk	275 30% Xb	219 23%	10 12%	53 23%	98 33% Xcdh B	125 35% Xcdgh B	90 26% cB	96 23%	24 16%	424 27% k	42 28% k	17 17%	13 31%	129 25%	136 26%	102 25%	130 29%	265 26%	231 27%	146 24%	327 28%	60 26%	254 25%	133 30%	401 27%	83 24%	106 24%	379 27%	
Not at all important	455 24%hBv	234 25%	220 23%	14 17%	82 35% Xcgh B	102 34% Xcgh B	108 30% Xh B	86 25% hB	52 13%	12 8%	385 24%	31 21%	25 24%	15 35%	133 26%	132 25%	91 23%	99 22%	265 26%	190 22%	148 25%	297 25%	56 24%	219 22%	137 31% Xv	372 25%	74 21%	117 27%	329 24%	
NET: Important	924 49%adefw 45%	419 45%	503 53% Xa	60 71% Xdefg	97 42% e	97 33%	123 34%	171 49% ef	262 64% Xdefg h	115 76% Xdefg	774 49%	75 51%	60 35%	15 49%	247 48%	252 48%	208 52%	217 49%	499 49%	425 50%	306 51%	563 47%	116 50% w	525 53% Xw	176 39%	718 48%	191 55% Xx	211 49%	683 49%	
NET: Not important	951 51%bchBv 55% Xb y	508 55% Xb	439 47%	24 29%	135 58% Xch B	200 67% Xcdgh B	233 66% Xcgh B	175 51% ch B	148 36% B	36 24%	809 51%	72 49%	42 41%	28 65% k	262 51%	268 52%	193 48%	228 51%	530 51%	421 50%	294 49%	624 53%	117 50%	473 47%	270 61% Xuv	773 52% y	157 45%	223 51%	708 51%	
Mean	2.47adef tw	2.40	2.55Xa	2.90Xdef g	2.20	2.12	2.17	2.46def g	2.83Xdef gh	3.14Xdef gh	2.47	2.52	2.62	2.23	2.45	2.46	2.50	2.49	2.45	2.50	2.52	2.42	2.51w	2.55Xw	2.27	2.45	2.60Xx	2.42	2.48	
Standard deviation	1.09	1.07	1.10	1.07	1.06	1.03	1.01	1.08	1.01	0.95	1.08	1.05	1.13	1.17	1.10	1.10	1.06	1.07	1.10	1.07	1.12	1.07	1.12	1.08	1.08	1.08	1.09	1.09	1.08	
Standard error	0.03	0.03	0.04	0.13	0.07	0.06	0.05	0.06	0.05	0.08	0.03	0.09	0.11	0.18	0.05	0.05	0.05	0.05	0.04	0.04	0.05	0.03	0.07	0.03	0.05	0.03	0.06	0.05	0.03	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 102

QCOVa. How important or not, are each of these communications services to your household at the moment?

Fixed broadband internet

Base: All Internet respondents

	Gender			Age							Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits		
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Unweighted base	2261	1138	1112	161	349	389	420	371	414	157	1904	186	117	54	603	598	485	575	1201	1060	745	1403	319	1195	523	1850	364	557	1648	
Weighted base	2261	1133	1118	175*	362	373	404	366	432	149	1904	181	115*	62*	599	653	471	539	1251	1010	716	1435	295	1192	534	1832	383	539	1667	
Very important	1812	905	899	139	276	304	347	300	338	108	1523	141	96	53	506	532	346	428	1038	830Xor	774o	593	1142	243	943	450	1456	318	432	1332
	80%Bor	80%	80%	79%	76%	82%B	86%XdhB	82%B	78%	72%	80%	78%	83%	86%	85%Xopr	81%or	74%	80%or	83%Xor	77%o	83%X	80%	82%	943	79%	84%Xv	80%	83%	80%	80%
Fairly important	401	207	194	30	74	62	50	56	91	38	339	37	16	9	79	109	112	102	188	214	113	264	48	232	72	331	61	95	301	
	18%fmqw	18%	17%	17%	20%f	17%	12%	15%	21%f	26%Xefg	18%	20%	14%	14%	13%	17%	24%Xmnq	19%r	15%	21%Xmq	16%	18%	16%	16%	19%Xw	13%	18%	16%	18%	18%
Not very important	37	18	17	5	9	4	7	6	3	3	33	2	2	-	11	9	10	7	20	17	9	22	4	14	9	34	2	8	27	
	2%	2%	2%	3%	3%	1%	2%	2%	1%	2%	2%	1%	1%	-	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	1%	2%	
Not at all important	11	3	8	2	2	2	-	4	-	-	9	1	1	-	3	3	3	2	6	5	2	8	1	3	2	9	1	4	7	
	*	*	1%	1%	1%	1%	-	1%fh	-	-	*	*	1%	-	*	*	1%	*	*	*	1%	1%	*	*	*	1%	1%	*	1%	*
NET: Important	2214	1112	1093	169	350	366	397	356	429	146	1862	178	112	62	585	641	458	530	1226	988	705	1405	291	1175	522	1788	379	527	1633	
	98%	98%	98%	96%	97%	98%	98%	97%	99%Xcdg	98%	98%	98%	98%	100%	98%	98%	97%	98%	98%	98%	98%	98%	98%	98%	99%X	98%	98%	99%	98%	98%
NET: Not important	47	21	25	7	12	6	7	10	3	3	42	3	3	-	14	12	13	8	26	22	11	29	4	17	12	44	4	12	34	
	2%hv	2%	2%	4%h	3%h	2%	2%	3%h	1%	2%	2%	2%	2%	-	2%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%
Mean	3.78or	3.78	3.77	3.75	3.72	3.79	3.84XdhB	3.78	3.78	3.70	3.77	3.76	3.80	3.86	3.82Xor	3.79o	3.70	3.78or	3.80Xor	3.74o	3.81X	3.77	3.81	3.77	3.82	3.77	3.82	3.77	3.77	
Standard deviation	0.48	0.47	0.50	0.56	0.54	0.47	0.41	0.52	0.43	0.50	0.49	0.48	0.50	0.35	0.46	0.47	0.54	0.47	0.47	0.51	0.44	0.49	0.44	0.46	0.46	0.50	0.42	0.50	0.48	
Standard error	0.01	0.01	0.01	0.04	0.03	0.02	0.02	0.03	0.02	0.04	0.01	0.04	0.05	0.05	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.01	0.02	0.01	0.02	0.02	0.01	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 103

QCOVa. How important or not, are each of these communications services to your household at the moment?
Pay TV service through satellite, cable or broadband [such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV]
Base: All TV respondents

	Gender		Age								Nation				Social-Economic Group								Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
																									Potential						
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)		
Unweighted base	1247	658	584	87	200	233	258	206	184	79	1058	102	59	28	345	330	269	303	675	572	400	781	181	643	310	1046	173	328	891		
Weighted base	1247	655	588	93*	210	222	252	204	186	80*	1060	97*	62*	29**	349	356	260	282	705	542	381	804	175	639	315	1031	186	323	892		
Very important	563	273	289	31	85	107	130	95	76	40	483	40	22	17	167	159	97	140	326	237	183	349	84	297	142	452	93	141	404		
	45%ao	42%	49% Xa	33%	41%	48%	51% Xcdh	46%	41%	49%	46%	42%	36%	61%	48% o	45%	37%	50% or	46% o	44% o	48%	43%	48%	46%	45%	44%	50%	44%	45%		
Fairly important	532	292	239	50	97	88	104	81	82	31	442	51	33	7	136	150	133	113	286	246	147	360	66	266	138	452	70	138	386		
	43%	45%	41%	53%	46%	40%	41%	40%	44%	38%	42%	53% ai	54%	23%	39%	42%	51% Xmpqr40%	46%	41%	45% p	39%	45%	37%	42%	44%	44%	38%	43%	43%		
Not very important	125	72	52	10	21	20	15	27	25	7	111	4	6	3	36	37	29	23	73	52	36	83	19	67	26	104	20	31	88		
	10% jj	11%	9%	11%	10%	9%	6%	13% f	13% f	9%	11%	4%	10%	10%	10%	11%	11%	8%	10%	10%	10%	10%	11%	10%	8%	10%	11%	10%	10%		
Not at all important	26	18	9	2	6	6	3	2	4	3	24	2	-	1	9	10	1	6	20	7	14	11	6	9	9	23	3	12	13		
	2% otA	3%	1%	3%	3%	3%	1%	1%	2%	4%	2%	2%	-	4%	3% o	3% o	*	2%	3% o	1% o	4% Xt	1%	4%	1%	3%	2%	2%	4% A	2%		
NET: Important	1096	565	528	81	183	195	234	176	158	70	925	91	55	24	303	309	230	253	613	483	331	709	150	563	281	903	163	280	790		
	88%	86%	90%	87%	87%	88%	93% Xgh	86%	85%	87%	87%	94%	90%	84%	87%	87%	88%	90%	87%	88%	87%	88%	86%	88%	89%	88%	88%	87%	89%		
NET: Not important	151	90	60	12	27	27	18	28	28	10	135	5	6	5	45	47	30	29	92	59	50	95	25	76	34	127	23	43	102		
	12% zf	14%	10%	13%	13%	12%	7%	14% f	15% f	13%	13%	6%	10%	16%	13%	13%	12%	10%	13%	11%	13%	12%	14%	12%	11%	12%	12%	13%	11%		
Mean	3.31a	3.25	3.37 Xa	3.17	3.25	3.33	3.43 Xcdh	3.32	3.24	3.33	3.31	3.34	3.26	3.40	3.32	3.28	3.25	3.37	3.30	3.32	3.31	3.30	3.30	3.33	3.32	3.29	3.36	3.27	3.32		
Standard deviation	0.74	0.76	0.71	0.72	0.75	0.76	0.67	0.73	0.75	0.79	0.75	0.64	0.63	0.87	0.76	0.77	0.66	0.72	0.77	0.70	0.79	0.71	0.80	0.72	0.74	0.74	0.74	0.79	0.71		
Standard error	0.02	0.03	0.03	0.08	0.05	0.05	0.04	0.05	0.06	0.09	0.02	0.06	0.08	0.16	0.04	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.06	0.03	0.04	0.02	0.06	0.04	0.02		

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 104
QCOVb. To what extent has this changed as a result of the COVID-19 pandemic?
Summary
Base: All Service respondents

	Services			
	Mobile phone	Landline phone (i.e. home phone)	Fixed broadband internet	Pay TV service through satellite, cable or broadband (such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV)
Unweighted base	2563	1875	2261	1247
Weighted base	2563	1875	2261	1247
The service has become more important	889 35%	229 12%	1011 45%	367 29%
The service has become less important	82 3%	171 9%	39 2%	68 5%
No different	1592 62%	1475 79%	1211 54%	812 65%

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 105

QCOVB. To what extent has this changed as a result of the COVID-19 pandemic?

Mobile phone

Base: All Mobile respondents

	Gender		Age								Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (j)	Scotland (i)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
																								vulnerable (v)						
Unweighted base	2563	1255	1292	297	418	420	447	407	419	155	2163	206	130	64	682	683	550	648	1365	1198	840	1583	390	1325	570	2094	411	640	1865	
Weighted base	2563	1243	1305	337	424	393	434	396	430	150	2167	196	125	75*	675	762	518	608	1437	1126	816	1608	375	1309	576	2072	433	624	1882	
The service has become more important	889 35%ghBrv yA	406 33%	480 37%	160 47%XfghB	187 44%XfghB	153 39%fghB	134 31%B	113 29%B	117 27%B	26 17%	765 35%	63 32%	39 31%	22 29%	253 37%r	272 36%	166 32%	198 33%	525 37%	364 32%	298 37%	543 34%	180 48%Xvw	407 31%	213 37%v	740 36%xy	123 28%	246 39%XA	626 33%	
The service has become less important	82 3%fhBisA	39 3%	42 3%	32 9%XefghB	21 5%XfhB	13 3%fhB	5 1%	9 2%	3 1%	-	61 3%	9 5%	7 5%	6 8%	29 4%	21 3%	13 3%	18 3%	50 3%	32 3%	16 2%	50 3%	23 6%Xvw	38 3%	13 2%	67 3%	14 3%	33 5%XA	46 2%	
No different	1592 62%cdmqx z	798 34%	783 60%	146 43%	216 51%	227 58% c	295 68%Xcde	274 69%Xcde	310 72%Xcde	124 83%Xcde gh	1341 62%	124 63%	80 64%	47 63%	393 58%	469 62%	339 65%mq	391 64% m	862 60%	730 65%Xmq	502 61%	1015 63%	172 46%	864 66% Xu	350 61% u	1265 61%	297 69% Xx	345 55%	1210 64% Xz	

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 106
QCOVb. To what extent has this changed as a result of the COVID-19 pandemic?
Landline phone (i.e. home phone)
Base: All Landline respondents

																					Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender			Age							Nation			Social-Economic Group									Potential vulnerable			Urban	Rural	Yes	No
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Unweighted base	1875	940	928	72	226	307	358	353	401	158	1583	148	103	41	501	481	415	478	982	893	620	1169	252	1001	432	1507	333	453	1370
Weighted base	1875	927	941	83*	232	297	356	346	410	151	1583	147	102*	43*	509	520	401	446	1029	846	600	1186	232	998	446	1491	347	434	1391
The service has become more important	229 12%aelA	95 10%	133 14%XA	22 26%h	29 Xdefg12%	23 8%	33 9%	43 12%	54 13%e	24 16%ef	190 12%l	19 13%l	20 20%Xil	* 1%	61 12%	69 13%	50 12%	49 11%	130 13%	99 12%	87 14%t	126 11%	37 16%w	120 12%	45 10%	175 12%	43 12%	67 16%XA	153 11%
The service has become less important	171 9%ghpr	96 10%	75 8%	10 11%	36 15%XghB	35 12%gh	37 10%g	19 5%	26 6%	10 6%	138 9%	20 13%	10 10%	4 9%	62 12%Xpr	48 9%p	37 9%pr	24 5%	110 11%Xpr	61 7%p	51 8%	109 9%	20 9%	94 9%	49 11%	142 9%	24 7%	38 9%	132 10%
No different	1475 79%cd	736 79%	734 78%	52 62%	168 72%	239 80%cd	286 80%cd	284 82%cd	329 80%cd	117 78%cd	1255 79%	109 74%	72 71%	39 90%jk	386 76%	403 77%	314 78%	372 84%Xmnq77%	789 77%	686 81%Xmq	463 77%	951 80%	175 75%	784 79%	352 79%	1174 79%	280 81%	329 76%	1106 80%

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 107
QCOVb. To what extent has this changed as a result of the COVID-19 pandemic?
Fixed broadband internet
Base: All Internet respondents

	Gender		Age								Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Unweighted base	2261	1138	1112	161	349	389	420	371	414	157	1904	186	117	54	603	598	485	575	1201	1060	745	1403	319	1195	523	1850	364	557	1648
Weighted base	2261	1133	1118	175*	362	373	404	366	432	149	1904	181	115*	62*	599	653	471	539	1251	1010	716	1435	295	1192	534	1832	383	539	1667
The service has become more important	1011 45% aghBo42% prv	478 2% Bo42%	529 2% 47% Xa	103 59% XfghB54% XghB54% XghB47% ghB	197 54% XghB54% XghB47% ghB	201 54% XghB54% XghB47% ghB	189 54% XghB54% XghB47% ghB	136 37% B	148 34% B	37 25%	859 45%	77 43%	49 42%	26 43%	306 51% Xopr	336 51% Xopr	176 37%	194 36%	642 51% Xopr	369 37%	326 45%	640 45%	152 51% Xv	491 41%	281 53% Xv	825 45%	156 41%	251 47%	734 44%
The service has become less important	39 2% g	19 2% g	21 2% g	11 7% XefghB4% XeghB1%	14 4% XeghB1%	4 1%	7 2%	1 *	3 1%	- -	33 2%	2 1%	4 4%	-	15 2%	7 1%	10 2%	8 1%	21 2%	18 2%	8 1%	26 2%	6 2%	23 2%	6 1%	36 2%	3 1%	12 2%	28 2%
No different	1211 54% bcdem36% Xbnquw	636 56% Xbnquw	569 51%	61 35%	151 42%	168 45%	209 52% cd	230 63% Xcodef65% Xcodef75% Xcodef53% gh	281 65% Xcodef75% Xcodef53% gh	112 75% Xcodef53% gh	1011 56%	102 54%	62 54%	35 57%	278 46%	311 48%	285 60% Xmnq63% Xmnq47%	338 63% Xmnq47%	588 47%	622 62% Xmnq53%	383 53%	769 54%	137 47%	678 57% Xuw	247 46%	970 53%	224 59%	276 51%	905 54%

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 108

QCOVb. To what extent has this changed as a result of the COVID-19 pandemic?

Pay TV service through satellite, cable or broadband [such as Sky TV, Virgin Media TV, BT TV, or Talk Talk TV]

Base: All TV respondents

	Gender										Age				Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
																							Potential										
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)				
Unweighted base	1247	658	584	87	200	233	258	206	184	79	1058	102	59	28	345	330	269	303	675	572	400	781	181	643	310	1046	173	328	891				
Weighted base	1247	655	588	93*	210	222	252	204	186	80*	1060	97*	62*	29**	349	356	260	282	705	542	381	804	175	639	315	1031	186	323	892				
The service has become more important	367	162	203	32	87	77	71	45	41	13	312	28	15	11	115	112	65	75	227	140	115	234	58	185	98	308	49	103	256				
	29% a	25% b	35% c	35% d	41% e	35% f	28% g	22% h	22% i	17% j	29% k	29% l	25% m	39% n	33% o	31% p	25% q	27% r	32% s	26% t	30% u	29% v	33% w	29% x	31% y	30% z	27% A	32% B					
The service has become less important	68	34	34	18	22	13	8	2	6	-	59	6	4	-	20	19	15	14	39	29	17	44	19	32	9	59	6	19	47				
	5% a	5% b	6% c	19% d	10% e	6% f	3% g	1% h	3% i	- j	6% k	6% l	6% m	- n	6% o	5% p	6% q	5% r	6% s	5% t	4% u	5% v	11% w	5% x	3% y	6% z	3% A	6% B					
No different	812	459	350	43	101	132	173	156	139	67	690	63	42	18	214	225	180	193	439	373	249	525	98	422	208	664	130	202	589				
	65% a	70% b	60% c	46% d	48% e	60% f	69% g	77% h	75% i	83% j	65% k	65% l	69% m	61% n	61% o	63% p	69% q	68% r	62% s	69% t	65% u	65% v	56% w	66% x	66% y	64% z	70% A	62% B					

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 109

QC4. What is the total number of people in your household (including yourself and any children)?

Base: All respondents

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
																								y vulnerable (v)						
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952	
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972	
1	581 22% v	315 bdeo 24% Xb	262 19%	17 5%	53 12% c	68 16% c	113 25% cde	128 32% Xcde	151 33% Xcdef	52 33% Xcde	493 22%	51 24%	22 17%	14 18%	142 20% o	192 24% o	65 12%	182 29% Xmoqr	333 2% o	248 21% o	225 26% Xt	341 20%	102 26% v	269 20%	163 27% Xv	484 22%	88 20%	134 20%	433 22%	
2	949 35% xz	437 cdefu 33%	504 37%	64 18%	133 30% ce	78 19%	128 29% ce	184 45% Xcdef	269 59% Xcdef	94 59% Xcdef	800 35%	78 37%	50 39%	21 26%	253 36%	274 34%	206 38%	216 34%	527 35%	423 36%	331 38% X	579 35%	36 9%	553 40% Xu	249 42% Xu	719 33%	201 45% Xx	180 27%	756 38% Xz	
3	499 19% w	252 ghBpu 19%	246 18%	92 26% XghB	114 26% XghB	106 25% XghB	92 21% ghB	54 13% h	30 7%	11 7%	412 18%	44 21%	27 21%	15 19%	148 21% p	143 18%	108 20%	99 15%	292 19%	207 18%	152 18%	307 18%	36 9%	323 23% Xuw	68 11%	420 19%	72 16%	137 21%	348 18%	
4	450 17% yA	210 ghBsv 16%	238 17%	105 29% XfghB	103 23% XghB	113 27% XfghB	91 20% XghB	32 8% hB	5 1%	1 *	380 17%	31 15%	20 15%	18 23%	111 16%	132 17%	117 21% Xmpqr	90 14%	243 16%	207 17% p	101 12%	318 19% Xs	108 28% Xw	201 15%	93 16%	387 18% Xy	51 12%	132 20% XA	308 16%	
5	129 5% ghBv	64 5%	63 5%	33 9% XfghB	27 6% ghB	42 10% XdfghB	20 4% ghB	7 2% h	1 *	-	112 5%	6 3%	8 6%	4 5%	34 5%	30 4%	37 7% Xnq	28 4%	64 4%	65 6%	37 4%	80 5%	59 15% Xw	29 2%	21 4%	103 5%	22 5%	35 5%	86 4%	
6+	79 3% afghsv wA	27 ghsv 2%	52 4% Xa	49 14% Xdefgh B	16 4% fgh	10 2% fgh	2 1%	-	-	1 1%	68 3%	2 1%	2 2%	7 8% Xj	22 3%	24 3%	12 2%	22 3%	45 3%	33 3%	14 2%	51 3%	51 13% Xw	-	3 1% v	67 3%	8 2%	37 6% XA	41 2%	
Mean	2.58 aghB jpsvwA	2.52	2.65 Xa	3.71 Xfgh B	2.93 Xfgh B	3.05 Xfgh	2.52 ghB	2.03 hB	1.76	1.78	2.58	2.39	2.61	3.22 Xijk	2.61 p	2.51	2.80 Xmnp	2.44	2.56	2.61 p	2.36	2.64 Xs	3.45 Xw	2.40	2.28	2.60	2.47	2.85 XA	2.49	
Standard deviation	1.35	1.31	1.38	1.61	1.27	1.35	1.24	0.96	0.63	0.68	1.33	1.15	1.26	2.12	1.37	1.32	1.25	1.41	1.34	1.35	1.24	1.36	1.95	1.03	1.17	1.34	1.38	1.56	1.25	
Standard error	0.03	0.04	0.04	0.09	0.06	0.06	0.06	0.05	0.03	0.05	0.03	0.08	0.11	0.26	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.03	0.10	0.03	0.05	0.03	0.07	0.06	0.03	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 110

QC5. What is the total number of children aged under 18 in your household?

Base: All respondents

	Global Data																				Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender			Age							Nation			Social-Economic Group							Most vulnerable (u)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)			
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	England (j)	Scotland (l)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)							Yes (s)	No (t)	
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972
0	1878	959	904	194	255	160	289	374	449	157	1579	155	97	47	501	562	357	459	1062	816	665	1120	182	996	482	1490	344	398	1448
	70%bodef otuxz	73%Xb	66%	54%e	57%e	38%	65%cde	92%Xcdef	99%g	99%g	70%	73%	74%	60%	71%	71%	65%	72%or	71%o	69%o	77%Xt	67%	46%	72%Xu	81%Xuv	68%	78%Xx	61%	73%Xz
1	353	149	204	78	70	92	85	20	6	1	299	33	19	3	97	115	71	70	212	142	115	220	41	201	59	303	48	94	247
	13%aghBl w	11%	15%Xa	22%XghB	16%ghB	22%XdghB	19%XghB	5%hB	1%	*	13%	16%l	14%l	3%	14%	14%	13%	11%	14%	12%	13%	13%	10%	15%Xw	10%	14%X	11%	14%	13%
2	342	158	183	63	92	121	56	8	-	1	293	21	10	18	83	95	90	74	178	164	50	263	100	160	45	298	32	121	214
	13%ghBsw yA	12%	13%	18%ghB	21%XfghB	29%Xcdfg hB	13%ghB	2%h	-	1%	13%	10%	8%	23%Xjk	12%	12%	16%Xmnpq r	2%	12%	14%p	6%	16%Xs	25%Xww	12%w	8%	14%xy	7%	18%XA	11%
3	79	31	47	7	19	36	14	3	-	-	67	4	3	4	18	16	23	21	35	44	24	47	44	18	10	64	12	23	47
	3%ghBvA	2%	3%	2%h	4%ghB	9%Xcdfg B	3%ghB	1%	-	-	3%	2%	3%	5%	3%	2%	4%Xnq	3%	2%	4%X	3%	3%	3%	11%Xww	1%	2%	3%	3%	2%
4+	35	8	27	17	9	7	1	-	-	-	27	-	1	7	11	8	4	12	19	16	7	25	26	-	1	25	8	18	16
	1%afghvw A	1%	2%Xa	5%XfghB	2%fgh	2%fgh	*	-	-	-	1%	-	1%	8%Xijk	1%	1%	1%	2%	1%	1%	1%	1%	7%Xww	-	*	1%	2%	3%XA	1%
Mean	0.53aghB swyA	0.45	0.61Xa B	0.86Xfgh B	0.79Xfgh B	1.14Xcdf ghB	0.55ghB	0.11hB	0.01	0.02	0.53	0.40	0.42	1.08Xijk	0.52	0.49	0.62Xnq	0.53	0.50	0.57	0.37	0.60Xs	1.24Xww	0.42w	0.31	0.55y	0.42	0.75XA	0.45
Standard deviation	0.95	0.85	1.03	1.21	1.07	1.11	0.85	0.42	0.12	0.16	0.93	0.74	0.87	1.59	0.94	0.89	0.97	0.99	0.92	0.98	0.82	0.99	1.39	0.75	0.72	0.94	0.95	1.11	0.86
Standard error	0.02	0.02	0.03	0.07	0.05	0.05	0.04	0.02	0.01	0.01	0.02	0.05	0.07	0.19	0.04	0.03	0.04	0.04	0.02	0.03	0.03	0.02	0.07	0.02	0.03	0.02	0.05	0.04	0.02

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 111

QC6. Are any other adults in the household working either full time or part time?

Base: All respondents asked

	Socio-economic and Demographic Data																				Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender			Age							Nation			Social-Economic Group									Potential	Least					
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	y vulnerable (v)	vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Unweighted base	570	275	288	47	22	38	40	97	225	101	476	44	35	15	161	139	87	183	300	270	232	308	62	341	77	434	121	170	387
Weighted base	573	276	290	65**	19**	36*	35*	92*	231	95*	484	41*	33*	15**	153	159*	88*	174	311	262	230	316	62*	335	82*	437	123*	169	393
Yes, somebody in the household is working	142	70	69	50	12	3	9	32	27	8	121	11	6	4	23	68	7	44	91	51	69	67	29	60	23	116	23	53	85
25%ehBmo5%rtvA			24%	77%	66%	8%	27%ehB	34%XehB	12%	9%	25%	27%	18%	28%	15%	43%Xmopqr	8%	25%mor	29%Xmor	19%o	30%t	21%	47%Xv	18%	28%	26%	19%	31%	22%
No members of the household are working	423	203	217	13	5	32	24	61	201	87	357	29	27	11	128	87	81	127	215	208	161	245	32	272	59	315	99	115	301
74%nqu		74%	75%	20%	28%	89%Xg	69%	66%	87%Xfg	91%Xfg	74%	70%	82%	72%	84%Xnpq	55%	92%Xnpqr	73%n	69%en	80%Xnpq	70%	77%	51%	81%Xu	72%	72%	80%	68%	77%X
Prefer not to say	8	3	4	2	1	1	1	-	2	-	7	1	-	-	1	4	-	3	5	3	-	4	1	2	-	7	1	1	6
1%	1%	2%	3%	6%	3%	3%	-	1%	-	1%	2%	-	-	1%	2%	-	2%	2%	1%	-	1%	1%	1%	-	1%	1%	1%	2%	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 112

QC7. Do we have your permission to ask you about any issues that impact your daily activities or the work you can do?

Base: All respondents

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)	
																							Most vulnerable (u)	vulnerable (v)	Least vulnerable (w)					
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952	
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972	
Yes	2575	1242	1316	324	425	391	436	397	446	156	2172	200	126	76	675	761	520	618	1436	1139	860	1676	371	1344	584	2085	431	635	1887	
	96% _c	95%	96%	90%	95% _c	94%	98% _{Xce}	98% _{Xce}	98% _{Xce}	98% _{ce}	96%	94%	97%	96%	95%	96%	95%	97%	95%	96%	100% _X	100% _X	95%	98% _{Xu}	98% _{Xu}	96%	97%	97%	96%	
No	112	64	49	36	20	25	9	8	10	3	93	12	4	3	35	34	25	18	69	43	-	-	21	32	14	96	13	20	85	
	4% _{fghstvw}	5%	4%	10% _{Xdfgh}	5%	6% _{fghB}	2%	2%	2%	2%	4%	6%	3%	4%	5%	4%	5%	3%	5%	4%	-	-	5% _{vw}	2%	2%	4%	3%	3%	4%	

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 113

QC8. Which of these, if any, impact or limit your daily activities or the work you can do?

Base: All respondents asked

	Gender		Age								Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)
																							Most vulnerable (u)	Least vulnerable (v)	Least vulnerable (w)				
Unweighted base	2599	1267	1315	295	417	423	452	411	437	164	2185	216	132	66	685	693	557	664	1378	1221	889	1650	394	1362	578	2124	417	659	1881
Weighted base	2598	1258	1323	333	430	393	438	398	447	158	2190	202	129	77*	679	772	524	622	1451	1147	860	1676	379	1347	585	2106	433	643	1901
NET: Yes	860	370	479	107	112	115	143	149	165	69	724	57	53	26	177	244	147	292	421	439	860	-	162	479	143	676	162	388	447
33%admoq9% twA			36%XA	32%	26%	29%	33%	37%de	37%de	44%Xcdef	33%	28%	41%j	34%	26%	32%	28%	47%Xmnoq9% r	38%Xmnoq9% m	00% q	00% Xt	-	43%Xvw	36%Xw	24%	32%	38%	60%XA	24%
Hearing - Poor hearing, partial hearing, or are deaf	127	66	58	7	4	10	15	19	42	30	109	5	10	3	35	26	24	42	60	66	127	-	18	80	20	96	27	46	73
5%deA		5%	4%	2%	1%	2%	3% d	5% d	9% Xcdefg	19% Xcdefgh	5%	2%	8% j	4%	5%	3%	5%	7% Xnq	4%	6% n	15% Xt	-	5%	6% X	3%	5%	6%	7% XA	4%
Eyesight - Poor vision, colour blindness, partial sight, or are blind	117	68	48	18	13	12	15	21	26	12	100	6	7	4	27	39	18	33	66	51	117	-	19	72	19	92	23	53	60
4%btA		5%	4%	5%	3%	3%	3%	5%	6%	8% def	5%	3%	6%	5%	4%	5%	3%	5%	5%	4%	14% Xt	-	5%	5% X	3%	4%	5%	8% XA	3%
Mobility - Cannot walk at all / use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	267	106	158	6	16	34	50	49	76	36	210	23	24	10	42	58	45	121	100	167	267	-	48	164	36	202	60	179	79
10%acdimm qtwxA		8%	12% XA	2%	4%	9% cd	11% cd	12% cd	17% Xcdefg	23% Xcdefg	10%	11%	18% Xi	13%	6%	8%	9%	19% Xmnoqr	7%	15% Xmnoq1%	1% Xt	-	13% w	12% Xw	6%	10%	14% Xx	28% XA	4%
Dexterity - Limited ability to reach / difficulty opening things with your hands / difficulty using a telephone handset/ television remote control/ computer keyboard etc.	120	38	80	5	7	15	30	21	31	12	101	7	7	5	17	24	21	58	41	79	120	-	24	70	14	96	23	85	29
5%admqt3% A		3%	6% XA	2%	2%	4%	7% Xcd	5% cd	7% Xcd	7% cd	5%	3%	6%	7%	2%	3%	4%	9% Xmnoqr	3%	7% Xmnoq	4% Xt	-	6% w	5% w	2%	5%	5%	13% XA	2%
Breathing - Breathlessness or chest pains	148	66	81	10	8	16	18	31	44	20	127	7	11	3	24	40	31	53	64	84	148	-	29	84	26	114	32	73	70
6%dmqtA		5%	6%	3%	2%	4%	4%	8% cdef	10% Xcdef	13% Xcdef	6%	3%	9% j	4%	4%	5%	6%	9% Xmnq	4%	7% Xmq	17% Xt	-	8%	6%	5%	5%	7%	11% XA	4%
Mental abilities - Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	84	31	45	24	10	15	14	13	6	2	71	5	4	4	13	23	9	40	36	49	84	-	25	42	11	70	9	55	29
3%hmoqtA2%		2%	3%	7% XdhB	2%	4% h	3%	3%	1%	1%	3%	3%	3%	5%	2%	3%	2%	6% Xmnoqr	2%	4% Xmoq	10% Xt	-	7% Xvw	3%	2%	3%	2%	9% XA	2%

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 113

QC8. Which of these, if any, impact or limit your daily activities or the work you can do?

Base: All respondents asked

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
Weighted base	2598	1258	1323	333	430	393	438	398	447	158	2190	202	129	77*	679	772	524	622	1451	1147	860	1676	379	1347	585	2106	433	643	1901	
Social / behavioural - Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	65	35	23	22	13	14	8	4	3	-	54	7	4	-	18	24	9	13	42	23	65	-	9	37	12	53	8	29	35	
	2%bhtA	3%	2%	7%Xfgh	3%hB	3%ghB	2%	1%	1%	-	2%	3%	3%	-	3%	3%	2%	2%	3%	2%	8%Xt	-	2%	3%	2%	3%	2%	4%XA	2%	
Your mental health - Anxiety, depression, or trauma-related conditions, for example	393	150	234	70	86	69	74	65	23	5	325	31	22	16	76	112	57	148	188	205	393	-	95	201	61	323	54	198	185	
	15%ahBmol	2%qtwa	18%Xa	21%XhB	20%XhB	18%hB	17%hB	16%hB	5%	3%	15%	15%	17%	21%	11%	15%	11%	24%Xmnog	3%r	18%Xmoq	46%Xt	-	25%Xvw	15%w	10%	15%	12%	31%XA	10%	
Other illnesses / conditions which impact or limit your daily activities or the work you can do	247	101	143	18	24	34	46	58	51	17	211	14	14	8	39	60	39	110	98	149	247	-	56	137	36	188	55	133	101	
	10%admqtwa	8%A	11%a	5%	6%	9%	11%d	15%Xcde	11%cd	11%d	10%	7%	11%	11%	6%	8%	7%	18%Xmnog	7%	13%Xmnog	9%Xt	-	15%Xvw	10%w	6%	9%	13%Xx	21%XA	5%	
Nothing - no impairments or conditions impact or limit your daily activities or the work you can do	1676	852	818	205	305	273	286	245	280	83	1414	142	72	48	487	512	366	311	999	677	-	1676	204	856	435	1380	262	231	1418	
	64%bBprsz	68%Xbuz	62%	62%	71%XcghB	59%XgB	65%B	61%	63%B	53%	65%	70%kk	56%	62%	72%Xpqr	66%pr	70%Xpr	50%	69%Xpr	59%p	-	100%Xs	54%	64%u	74%Xuv	66%	61%	36%	75%Xz	
Prefer not to say	52	30	22	17	12	5	8	4	2	4	42	3	4	3	9	16	9	17	26	26	-	-	12	11	4	44	6	21	28	
	2%hstwa	2%	2%	5%Xegh	3%h	1%	2%	1%	1%	3%	2%	2%	3%	4%	1%	2%	2%	3%	2%	2%	-	-	3%vw	1%	1%	2%	1%	3%XA	1%	
Don't know	10	6	4	4	1	1	1	1	-	2	10	-	-	-	6	*	3	1	6	4	-	-	2	2	3	6	2	2	8	
	*tv	*	*	1%	*	*	*	*	-	1%h	*	-	-	-	1%Xnq	*	*	*	*n	*	-	-	*	*	1%	*	2	1%	*	*

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 114

QC10. Which one of these bands describes your total household income before tax or any other deductions are made?

Base: All respondents

	Gender			Age							Nation				Social-Economic Group							Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (j)	Scotland (i)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Potential y			Urban (x)	Rural (y)	Yes (z)	No (A)	
																							Most vulnerable (u)	vulnerable (v)	Least vulnerable (w)					
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952	
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972	
NET: Per week	285	134	147	38	41	45	48	50	46	16	236	30	17	7	37	75	50	123	111	173	117	151	121	138	26	236	42	133	142	
	11%mqtwA	10%	11%	11%	9%	11%	11%	12%	10%	10%	10%	14%	13%	9%	5%	9%mq	9%mq	19%Xmnoqr7m	15%Xmnoq4%xt	9%	31%Xvw	10%w	4%	11%	10%	20%XA	7%			
Up to £199	82	34	48	13	6	12	13	26	11	2	68	5	4	5	5	11	6	60	16	66	45	32	82	-	-	73	9	57	25	
	3%dmnoq3%wA	3%	3%	4%	1%	3%	3%	6%XdefhB2%	1%	3%	3%	3%	6%	1%	1%	1%	1%	9%Xmnoqr1%	6%Xmnoq5%xt	2%	21%Xvw	-	-	3%	2%	9%XA	1%			
From £200 to £299	56	31	23	16	6	4	7	7	11	5	42	7	7	-	8	20	8	20	28	28	21	29	15	41	-	42	9	26	24	
	2%wA	2%	2%	4%Xde	1%	1%	1%	2%	2%	3%	2%	3%	5%Xi	-	1%	2%	1%	3%im	2%	2%	2%	2%	4%Xw	3%Xw	-	2%	2%	4%XA	1%	
From £300 to £499	67	29	37	2	10	10	16	12	10	7	55	7	4	1	8	21	18	20	29	39	26	39	21	47	-	57	10	24	42	
	3%mwA	2%	3%	1%	2%	2%	3%c	3%	2%	4%c	2%	3%	3%	1%	1%	3%	3%im	3%im	2%im	3%Xm	3%	3%	5%Xw	3%Xw	-	3%	2%	4%	2%	
From £500 to £699	49	29	20	2	14	9	11	2	8	2	41	9	-	-	7	15	10	17	22	27	13	34	1	43	5	38	10	17	32	
	2%guw	2%	1%	1%	3%Xg	2%	2%g	1%	2%	1%	2%	4%Xik	-	-	1%	2%	2%	3%im	1%	2%	2%	2%	*	3%Xuw	1%	2%	2%	3%	2%	
From £700 to £999	14	9	5	2	5	3	-	1	2	1	12	-	1	1	4	2	5	4	6	8	1	12	2	7	5	13	1	7	7	
	1%is	1%	*	*	1%f	1%	-	*	1%	1%	1%	-	1%	2%	1%	*	1%	1%	*	1%	*	1%	1%	*	1%	1%	*	1%	*	
£1,000 and above	16	3	14	3	1	6	2	1	4	-	13	2	1	-	6	5	4	2	10	6	10	6	-	-	16	13	3	3	13	
	1%atv	*	1%XA	1%	*	1%X	*	*	1%	-	1%	1%	1%	-	1%	1%	1%	*	1%	*	1%xt	*	-	-	3%Xuv	1%	1%	1%	1%	
NET: Per year	2081	1041	1030	230	354	330	358	325	360	123	1753	163	99	66	598	622	425	436	1220	861	667	1343	271	1238	572	1678	352	463	1575	
	77%bcpru	80%XB	75%	64%	79%c	79%c	80%c	80%c	79%c	78%c	77%	76%	76%	84%	84%Xnopqr78%pr	78%pr	78%pr	68%	81%Xnpr	73%p	78%	80%X	69%	90%Xu	96%Xuv	77%	80%	71%	80%Xz	
Up to £10,399	104	32	72	9	16	11	16	26	19	8	94	6	1	3	10	21	11	63	31	74	56	46	104	-	-	90	13	55	48	
	4%kamoqtv2%wA	2%	5%XA	3%	4%	3%	4%	6%Xe	4%	5%	4%	3%	1%	3%	1%	3%	2%	10%Xmnoq2%	6%Xmnoq7%xt	3%	27%Xvw	-	-	-	4%	4%	3%	8%XA	2%	
From £10,400 to £15,599	220	94	124	21	25	23	40	45	51	16	188	13	15	4	24	81	21	94	105	115	103	112	29	190	-	180	36	86	129	
	8%demoqt7%wA	9%	9%	6%	6%	6%	9%	11%Xcde	11%Xcde	10%	8%	6%	11%	5%	3%	10%moq	4%	15%Xmnoqr7%mo	10%Xmoq12%xt	7%	8%w	14%Xuw	-	-	8%	8%	13%XA	7%		
From £15,600 to £25,999	496	247	244	50	51	84	80	74	109	47	412	43	31	10	97	159	96	143	257	239	205	270	84	412	-	387	100	137	347	
	18%dmw	19%	18%	14%	12%	20%cd	18%cd	18%cd	24%Xcdfg	29%Xcdfg	18%	20%	24%	13%	14%	20%mq	18%	22%Xmq	17%im	20%Xmo	24%xt	16%	21%w	30%Xuw	-	18%	23%Xx	21%	18%	
From £26,000 to £36,399	555	277	274	51	107	83	89	89	106	30	461	52	20	22	172	176	135	72	348	207	147	393	27	415	112	461	84	99	442	
	21%cpusr	21%	20%	14%	24%cd	20%	20%	22%cd	23%cd	19%	20%	24%	15%	28%	24%Xpr	22%pr	25%Xpr	11%	23%Xpr	18%p	17%	23%Xs	7%	30%Xuw	119%u	21%	19%	15%	22%Xz	
From £36,400 to £51,999	424	233	191	56	87	76	77	54	55	18	358	21	24	21	165	110	104	45	275	149	98	308	26	221	177	350	69	64	349	
	16%bhjpr	18%XB	14%	16%	20%XghB	18%h	17%h	13%	12%	11%	16%j	10%	18%j	26%Xj	23%Xnpqr14%p	19%Xnp	7%	18%Xnp	13%p	11%	18%Xs	7%	16%u	30%Xuv	16%	15%	10%	18%Xz		

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Prepared by Yonder

YONDER

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 114

QC10. Which one of these bands describes your total household income before tax or any other deductions are made?

Base: All respondents

	Gender			Age							Nation				Social-Economic Group						Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits		
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potential	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)	
																								vulnerable (v)						
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972	
£52,000 and above	283	159	124	42	68	53	56	36	21	5	241	27	8	6	130	75	58	19	205	78	58	215	-	-	283	209	52	23	259	
	11% bPr	12% Xb	9%	12% hB	15% Xgh	13% hB	13% hB	9% hB	5%	3%	11%	13%	6%	8%	18% Xnop	9% p	11% pr	3%	14% Xnpr	7% p	7%	13% Xs	-	-	47% Xuv	10%	12%	3%	13% Xz	
Don't know	101	37	62	54	17	12	7	4	7	1	90	5	4	2	20	36	19	25	57	45	31	55	-	-	-	93	6	23	76	
	4% aefgh	3% Bu	5% a	15% Xdefgh	4% g	3%	2%	1%	2%	1%	4%	2%	3%	2%	3%	5%	4%	4%	4%	4%	4%	3%	3%	-	-	-	4% Xy	1%	4%	4%
Prefer not to say	220	92	126	38	33	29	32	27	43	18	192	15	9	4	55	62	51	52	117	103	45	126	-	-	-	174	42	36	179	
	8% suvwz	7%	9%	11%	7%	7%	7%	7%	9%	11%	8%	7%	7%	5%	8%	8%	9%	8%	8%	8%	9%	5%	8%	-	-	-	8%	9%	5%	9% Xz

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
ONLINE Fieldwork : 29th November - 14th December 2021

Table 115
Urban/Rural
Base: All respondents

																					Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits	
	Gender			Age							Nation			Social-Economic Group															
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Yes (s)	No (t)	Most vulnerable (u)	Potentiall y vulnerable (v)	Least vulnerable (w)	Urban (x)	Rural (y)	Yes (z)	No (A)
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972
Urban	2180	1072	1101	297	389	365	368	302	344	116	1859	180	89	52	570	656	442	512	1226	954	676	1380	335	1107	471	2180	-	541	1593
	81%gh	81%gh	82% sy	81%	83%gB	87%gB	88%gB	83%ghB	74%	73%	82%Xkl	85%kl	68%	67%	80%	82%	81%	80%	81%	81%	79%	82% s	85%w	80%	79%	100% Xy	-	83%	81%
Rural	443	199	245	50	43	43	67	93	107	39	348	30	40	26	106	123	99	115	229	215	162	262	49	244	102	-	443	101	328
	16%deix	15%	18%	14%	10%	10%	15% d	23% Xcdef	23% Xcdef	25% Xcdef	15%	14%	31% Xij	33% Xij	15%	15%	18%	18%	15%	18% X	19% X	16%	13%	18% u	17%	-	100% Xx	15%	17%
N/A	63	35	20	12	13	8	10	11	5	4	59	3	1	-	33	16	4	10	50	14	21	34	8	25	25	-	-	13	51
	2% borvxy	3%	1%	3%	3%	2%	2%	3%	1%	3%	3%	1%	1%	-	5% Xnopqr	2%	1%	2%	3% Xnopr	1%	2%	2%	2%	2%	4% Xv	-	-	2%	3%

Proportions/Mean: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
 Overlap formulae used. * small base

Customer Satisfaction Tracker 2021

ONLINE Fieldwork : 29th November - 14th December 2021

Table 116

QBen. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Base: All respondents

	Demographic and Socio-Economic Data																				Impacting/ limiting conditions		Financial Vulnerability			Urban/Rural		Benefits		
	Gender			Age							Nation			Social-Economic Group							Yes (s)	No (t)	Potential			Urban (x)	Rural (y)	Yes (z)	No (A)	
	Total (X)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (B)	England (i)	Scotland (j)	Wales (k)	Northern Ireland (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)										
Unweighted base	2687	1313	1357	320	437	441	461	417	446	165	2262	223	135	67	713	714	579	681	1427	1260	889	1650	410	1388	592	2202	425	673	1952	
Weighted base	2687	1305	1365	360	446	416	446	405	456	159	2266	213	130	79*	709	795	545	637	1505	1182	860	1676	392	1376	598	2180	443	655	1972	
NET: Total in receipt of any kind of benefit	715	302	405	91	111	133	139	116	91	35	585	57	46	28	115	175	115	309	290	425	413	258	229	368	51	587	115	655	-	
	27%ahmno:3% qtwA	30%Xa	25%	25%	32%XdhB	31%XhB	29%h	20%	22%	26%	27%	35%Xi	35%	16%	22%mq	21%r	49%Xmnoql9% r	36%Xmnoql8% r	36%Xmnoql9% m	36%Xmnoql8% t	15%	58%Xw	27%w	9%	27%	26%	100%XA	-		
Income Support	51	28	23	14	9	8	12	5	2	1	46	3	1	1	11	12	5	23	23	28	21	28	30	15	3	46	4	51	-	
	2%hvwA	2%	2%	4%h	2%	2%	3%h	1%	*	1%	2%	3	1%	1%	1%	2%	1%	4%Xmnoqr2% r	2%o	2%	2%	2%	8%Xw	1%	1%	2%	4	8%XA	-	
Income-based Jobseeker's Allowance	14	7	7	2	4	3	-	4	-	1	11	*	-	3	2	4	3	4	7	7	4	9	5	7	1	13	1	14	-	
	1%A	1%	1%	1%	1%	1%	-	1%fh	-	1%	*	-	-	3%Xi	*	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	*	2%XA	-	
Pensions Credit (Guaranteed Credit)	82	38	45	13	3	7	8	7	31	13	68	6	8	1	7	21	10	44	28	54	47	35	32	40	5	65	17	82	-	
	3%dmqtwA	3%	3%	4%h	1%	2%	2%	2%	7%Xdefg	8%Xdefg	3%	3%	6%	1%	1%	3%	2%	7%Xmnoqr2% m	5%Xmoq	5%Xt	2%	2%	8%Xw	3%w	1%	3%	4%	13%XA	-	
Pensions Credit (no Guaranteed Credit)	18	9	9	3	3	2	2	-	3	4	15	1	1	-	4	3	4	7	8	10	9	7	5	12	1	13	4	18	-	
	1%A	1%	1%	1%	1%	*	*	-	1%	3%Xdefg	1%	1%	1%	-	1%	*	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	3%XA	-	
Employment and Support Allowance (ESA)	149	63	82	4	19	38	40	40	9	1	117	17	11	5	23	21	14	92	44	106	122	21	41	84	12	122	23	149	-	
	6%chBmno:1% qtwA	6%	6%	1%	4%B	9%XcdhB	9%XcdhB	10%XcdhB	2%	*	5%	8%	8%	6%	3%	3%	2%	15%Xmnoqr3% r	9%Xmnoqr4% t	9%Xmnoqr4% t	1%	1%	10%Xw	6%w	2%	6%	5%	23%XA	-	
Universal Credit (and household has other earnings)	177	67	110	39	41	44	35	13	1	5	143	15	11	9	31	51	29	66	82	95	77	86	60	92	7	147	25	177	-	
	7%aghmqt5% wA	8%Xa	11%XghB	9%XghB	11%XghB	8%ghB	3%h	*	3%h	3%h	6%	7%	8%	11%	4%	6%	5%	10%Xmnoqr5% r	8%Xmoq	9%Xt	5%	5%	15%Xw	7%w	1%	7%	6%	27%XA	-	
Universal Credit (and household has no other earnings)	78	28	51	7	15	15	18	20	1	3	66	5	5	2	1	14	5	59	14	64	53	20	50	21	1	69	9	78	-	
	3%ahmoqt2% vA	4%Xa	2%	3%h	4%h	4%h	5%h	*	2%	3%	2%	4%	3%	*	2%mq	1%r	9%Xmnoqr1% m	5%Xmnoqr6% t	5%Xmnoqr6% t	1%	1%	13%Xw	2%w	*	3%	2%	12%XA	-		
Personal Independence Payment (PIP)	232	92	136	7	24	39	59	55	42	6	187	20	15	11	42	45	34	111	87	145	189	36	35	146	29	185	43	232	-	
	9%acdBmn:1% oqtW	10%Xa	2%	5%	9%cdB	13%XcdB	14%XcdB	9%cdB	4%	8%	4%	9%	11%	14%	6%	6%	6%	17%Xmnoqr6% r	12%Xmnoqr2% t	12%Xmnoqr2% t	2%	2%	9%w	11%Xw	5%	8%	10%	35%XA	-	
Carer's allowance	115	43	71	12	15	21	25	28	11	4	94	8	7	6	15	21	21	58	36	79	55	51	36	55	9	98	16	115	-	
	4%amqtw3% A	5%Xa	3%	3%	5%	6%h	7%Xdh	2%	2%	4%	4%	4%	5%	7%	2%	3%	4%	9%Xmnoqr2% r	7%Xmnoqr6% t	7%Xmnoqr6% t	3%	3%	9%Xw	4%w	2%	5%	4%	18%XA	-	
Other	92	34	56	10	14	13	13	13	20	8	78	5	4	5	14	26	19	33	40	52	49	29	10	67	3	76	15	32	-	
	3%amqtwA	4%	3%	3%	3%	3%	3%	3%	4%	5%	3%	2%	3%	6%	2%	3%	4%	5%Xmq	4%Xmq	6%Xt	2%	2%	2%w	5%Xw	1%	4%	3%	5%A	-	
None of these	1972	1004	960	269	335	283	307	289	365	124	1681	156	84	51	594	620	430	328	1215	758	447	1418	163	1008	546	1593	328	-	1972	-
	73%bep 77%Xb rsuz	70%	75%	75%e	68%	69%	71%	80%Xefg	78%ef	74%k	73%	65%	65%	65%	84%Xnopq78% r	84%Xnopq78% r	79%Xpr	51%	81%Xnpr	64%p	52%	85%xs	42%	73%u	91%Xuv	73%	74%	-	100%Xz	-

Proportions/Means: Columns Tested (5% risk level) - X/a/b - X/c/d/e/f/g/h/B - X/i/j/k/l - X/m/n/o/p/q/r - X/s/t - X/u/v/w - X/x/y - X/z/A
Overlap formulae used. * small base

Customer Satisfaction Tracker 2021
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Table 117
Benchmarking. Overall Satisfaction with each service provider
Base: All respondents asked

	Benchmarking - Summary							
	Mobile provider (b)	Main current account provider (f)	Broadband internet provider (c)	Bundle provider (e)	Landline provider (a)	Pay TV provider (d)	Electricity provider (h)	Gas provider (g)
Unweighted base	2563	2429	2261	1952	1875	1247	514	204
Weighted base	2563	2413	2261	1907	1875	1247	513	201
Very satisfied	1310 51%acdegh	1251 52%acdegh	842 37%	715 37%	758 40%cegh	497 40%h	169 33%	65 33%
Fairly satisfied	1022 40%a	913 38%	1027 45%abfh	888 47%abdfh	691 37%	539 43%af	204 40%	98 49%abfh
Neither satisfied nor dissatisfied	161 6%	185 8%	219 10%bf	196 10%bf	294 16%bcdef	151 12%bcf	84 16%bcdef	28 14%bf
Fairly dissatisfied	53 2%	46 2%	123 5%bdf	83 4%bf	79 4%bf	39 3%f	35 7%abdef	7 3%
Very dissatisfied	14 1%	15 1%	47 2%bef	19 1%	28 1%bf	17 1%bf	12 2%bef	1 1%
NET: Satisfied	2332 91%acdegh	2164 90%acdegh	1869 83%ah	1603 84%ah	1448 77%	1037 83%ah	374 73%	164 81%h
NET: Dissatisfied	66 3%	61 3%	170 8%abdef	102 5%bf	107 6%bf	56 5%bf	47 9%abdefg	8 4%
Don't know	4 *	4 *	3 *	6 *	26 1%bodef	3 *	9 2%bodef	2 1%
Mean	1.39acdegh	1.39acdegh	1.10h	1.16ch	1.12h	1.17ch	0.96	1.10
Standard deviation	0.74	0.76	0.93	0.85	0.93	0.86	1.00	0.80
Standard error	0.01	0.02	0.02	0.02	0.02	0.02	0.04	0.06

Proportions/Mean: Columns Tested (5% risk level) - X/a/b/c/d/e/f/g/h
 Overlap formulae used.