

|   | Page | Table | Title  | Base Description  | Base |
|---|------|-------|--|---|------|
| ● | 1    | 1     | S1A. Gender  | Base: All respondents                                     | 2585 |
| ● | 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                                     | 2585 |
| ● | 3    | 3     | S2. Age  | Base: All respondents                                     | 2585 |
| ● | 4    | 4     | S2A. Region  | Base: All respondents                                     | 2585 |
| ● | 5    | 5     | Urban/Rural  | Base: All respondents                                     | 2585 |
| ● | 6    | 6     | S3A. Which of the following best describes the employment status of the Chief Income Earner in your household?                     | Base: All respondents                                     | 2585 |
| ● | 7    | 7     | S3B. Does the Chief Income Earner have a private pension / allowance?  | Base: All respondents who are retired                     | 637  |
| ● | 8    | 8     | S4. Which of these services do you or does your household have?  | Base: All respondents                                     | 2585 |
| ● | 9    | 9     | S5. Does your household pay line rental in order to receive your fixed broadband service?  | Base: All respondents who have a fixed broadband internet | 1005 |
| ● | 10   | 10    | 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                                     | 2585 |
| ● | 11   | 11    | Q2. Do you receive any of these services from the same provider?   | Base: All respondents who have more than one service      | 2211 |
| ● | 12   | 12    | Q2. Do you receive any of these services from the same provider?   | Base: All respondents                                     | 2585 |
|   | 13   | 13    | Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset.<br>Summary               | Base: All respondents asked                               | 2481 |
| ● | 14   | 14    | Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset.<br>mobile phone service  | Base: All respondents asked                               | 2481 |

|   | 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.<br>fixed line Phone | Base: All respondents asked                                       | 1444 |
| ● | 16   | 16    | Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset.<br>fixed Broadband  | Base: All respondents asked                                       | 2125 |
| ● | 17   | 17    | Q3. Please indicate which company you pay for this service, not the brand of your set top box or handset.<br>pay TV Service   | Base: All respondents asked                                       | 1276 |
|   | 18   | 18    | LSUM. Landline Provider SUMMARY TABLE   | Base: All Landline respondents asked                              | 1444 |
| ● | 19   | 19    | L1. In terms of your landline service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Landline>                  | Base: All Landline respondents                                    | 1444 |
| ● | 20   | 20    | L1. In terms of your landline service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Landline>                  | Base: All Landline respondents                                    | 1444 |
| ● | 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 | 234  |
| ● | 22   | 22    | 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 | 234  |
| ● | 23   | 23    | L3. How satisfied are you with the RELIABILITY of your landline service from <Landline>?                                      | Base: All Landline respondents                                    | 1444 |
| ● | 24   | 24    | L3. How satisfied are you with the RELIABILITY of your landline service from <Landline>?                                      | Base: All Landline respondents                                    | 1444 |
| ● | 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                                    | 1444 |
| ● | 26   | 26    | 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                                    | 1444 |
| ● | 27   | 27    | M1. Which of these best describe the mobile phone package you personally use most often?                                      | Base: All Mobile respondents                                      | 2481 |

|   | Page | Table | Title  | Base Description  | Base |
|---|------|-------|--|---|------|
| ● | 28   | 28    | M1. Which of these best describe the mobile phone package you personally use most often?   | Base: All Mobile respondents                                    | 2481 |
|   | 29   | 29    | MSUM. Mobile Provider SUMMARY TABLE  | Base: All Mobile respondents asked                              | 2481 |
| ● | 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                                    | 2481 |
| ● | 31   | 31    | M2. In terms of your mobile phone service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Mobile>?                  | Base: All Mobile respondents                                    | 2481 |
| ● | 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 | 2047 |
| ● | 33   | 33    | 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 | 2047 |
| ● | 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                                    | 2481 |
| ● | 35   | 35    | 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                                    | 2481 |
| ● | 36   | 36    | IN1. Which of these fixed broadband services does your household have?   | Base: All Internet respondents                                  | 2125 |
| ● | 37   | 37    | IN1. Which of these fixed broadband services does your household have?   | Base: All Internet respondents                                  | 2125 |
|   | 38   | 38    | INSUM. Fixed Broadband Provider SUMMARY TABLE  | Base: All Internet respondents asked                            | 2125 |
| ● | 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                                  | 2125 |
| ● | 40   | 40    | IN2. In terms of your fixed broadband service, how satisfied are you with the OVERALL SERVICE PROVIDED by <Broadband>?           | Base: All Internet respondents                                  | 2125 |

|   | 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 | 616  |
| ● | 42   | 42    | 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 | 616  |
| ● | 43   | 43    | IN4. How satisfied are you with the SPEED OF SERVICE while online from <Broadband>?  | Base: All Internet respondents                                    | 2125 |
| ● | 44   | 44    | IN4. How satisfied are you with the SPEED OF SERVICE while online from <Broadband>?  | Base: All Internet respondents                                    | 2125 |
| ● | 45   | 45    | IN5. How satisfied are you with the RELIABILITY of your fixed broadband service from <Broadband>?                              | Base: All Internet respondents                                    | 2125 |
| ● | 46   | 46    | IN5. How satisfied are you with the RELIABILITY of your fixed broadband service from <Broadband>?                              | Base: All Internet respondents                                    | 2125 |
|   | 47   | 47    | PTSUM. Pay TV Provider SUMMARY TABLE   | Base: All TV respondents respondents asked                        | 1276 |
| ● | 48   | 48    | PT1. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider <TV>?                         | Base: All TV respondents  | 1276 |
| ● | 49   | 49    | PT1. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider <TV>?                         | Base: All TV respondents  | 1276 |
| ● | 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       | 462  |
| ● | 51   | 51    | 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       | 462  |
| ● | 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                                      | 1628 |
| ● | 53   | 53    | B1. In terms of your overall package of services, how satisfied are you with the OVERALL SERVICE PROVIDED by <BundleProvider>? | Base: All Bundle respondents                                      | 1628 |

|   | 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  | 1628 |
| ● | 55   | 55    | B2. How satisfied are you with the overall VALUE FOR MONEY of your service from <BundleProviderText>?                        | Base: All Bundle respondents  | 1628 |
| ● | 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   | 2585 |
| ● | 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                 | 2359 |
| ● | 58   | 58    | 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                 | 2359 |
| ● | 59   | 59    | 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 | 1879 |
| ● | 60   | 60    | BM5. Which supplier do you use for gas and electricity?  | Base: All respondents who use the same provider for both gas and electricity  | 1709 |
| ● | 61   | 61    | 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  | 1709 |

|   | Page | Table | Title  | Base Description  | Base |
|---|------|-------|--|---|------|
| ● | 62   | 62    | 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 | 200  |
| ● | 63   | 63    | 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 | 200  |
| ● | 64   | 64    | 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  | 534  |
| ● | 65   | 65    | 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  | 534  |
|   | 66   | 66    | 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   | 81   |
| ● | 67   | 67    | 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   | 81   |

|   | Page | Table | Title  | Base Description  | Base |
|---|------|-------|--|---|------|
| ● | 68   | 68    | 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 | 88   |
| ● | 69   | 69    | 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 | 88   |
|   | 70   | 69    | 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 | 92   |
|   | 71   | 70    | 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      | 146  |
|   | 72   | 70    | 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      | 155  |
| ● | 73   | 71    | 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      | 146  |
| ● | 74   | 71    | 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      | 155  |
| ● | 75   | 72    | 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             | 69   |
| ● | 76   | 73    | 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             | 69   |

|   | Page | Table | Title  | Base Description                | Base |
|---|------|-------|--|---------------------------------|------|
| ● | 77   | 74    | 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  | 1444 |
| ● | 78   | 75    | 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  | 1444 |
| ● | 79   | 76    | 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    | 2481 |
| ● | 80   | 77    | 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    | 2481 |
| ● | 81   | 78    | 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 | 2125 |
| ● | 82   | 79    | 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 | 2125 |
| ● | 83   | 80    | 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        | 1276 |
| ● | 84   | 81    | 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        | 1276 |
|   | 85   | 82    | QC1. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.<br>For each statement please indicate how much you agree or disagree.<br>Summary | Base: All respondents           | 2585 |



|   | Page | Table | Title  | Base Description      | Base |
|---|------|-------|--|-----------------------|------|
| ● | 86   | 83    | QC1. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.<br>For each statement please indicate how much you agree or disagree.<br>I try to keep up with technology                                      | Base: All respondents | 2585 |
| ● | 87   | 84    | QC1. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.<br>For each statement please indicate how much you agree or disagree.<br>My friends tend to come to me if they have questions about technology | Base: All respondents | 2585 |
| ● | 88   | 85    | QC1. Please look at the different statements people have made about technology services such as mobile phones, landline phones, broadband or TV services.<br>For each statement please indicate how much you agree or disagree.<br>I'm as knowledgeable about these technologies as the next person      | Base: All respondents | 2585 |
| ● | 89   | 86    | QC2. Which, if any, of these do you use the internet for?  | Base: All respondents | 2585 |
|   | 90   | 87    | 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.<br>For each statement please indicate how much you agree or disagree<br>Summary  | Base: All respondents | 2585 |
| ● | 91   | 88    | 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.<br>For each statement please indicate how much you agree or disagree<br>Finding a cheaper deal is a priority for me            | Base: All respondents | 2585 |

|   | Page | Table | Title  | Base Description            | Base |
|---|------|-------|--|-----------------------------|------|
| ● | 92   | 89    | 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<br>I look out for and use discount codes or discount vouchers whenever I can | Base: All respondents       | 2585 |
| ● | 93   | 90    | QC4. What is the total number of people in your household (including yourself and any children)?   | Base: All respondents       | 2585 |
| ● | 94   | 91    | QC5. What is the total number of children aged under 18 in your household?   | Base: All respondents       | 2585 |
| ● | 95   | 92    | QC6. Are any other adults in the household working either full time or part time?  | Base: All respondents asked | 534  |
| ● | 96   | 93    | 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       | 2585 |
| ● | 97   | 94    | QC8. Which of these, if any, impact or limit your daily activities or the work you can do?   | Base: All respondents asked | 2451 |
| ● | 98   | 94    | QC8. Which of these, if any, impact or limit your daily activities or the work you can do?   | Base: All respondents asked | 2455 |
| ● | 99   | 95    | QC10. Which one of these bands describes your total household income before tax or any other deductions are made?  | Base: All respondents       | 2585 |
| ● | 100  | 96    | QBen. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   | Base: All respondents       | 2585 |
| ● | 101  | 97    | Benchmarking. Overall Satisfaction with each service provider  | Base: All respondents asked | 2481 |

























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Table 12  
Q2. Do you receive any of these services from the same provider?  
Base: All respondents

| Service  | APAC  |      |      |     |         |     |         |     |         |     | EMEA    |     |      |     |      |     |      |     |      |     | Americas |     |          |     |          |     |          |     |          |     | Global   |     |          |     |          |  |  |  |  |  |
|--|-------|------|------|-----|---------|-----|---------|-----|---------|-----|---------|-----|------|-----|------|-----|------|-----|------|-----|----------|-----|----------|-----|----------|-----|----------|-----|----------|-----|----------|-----|----------|-----|----------|--|--|--|--|--|
|  | Total |      | Asia |     | Pacific |     | SE-Asia |     | SA-Asia |     | NA-Asia |     | EMEA |     | EMEA |     | EMEA |     | EMEA |     | EMEA     |     | Americas |     | Americas |     | Americas |     | Americas |     | Americas |     | Americas |     | Americas |  |  |  |  |  |
| Unengaged base                                       | 2085  | 1239 | 1329 | 239 | 472     | 319 | 233     | 489 | 447     | 217 | 217     | 217 | 217  | 217 | 217  | 217 | 217  | 217 | 217  | 217 | 217      | 217 | 217      | 217 | 217      | 217 | 217      | 217 | 217      | 217 | 217      | 217 | 217      | 217 |          |  |  |  |  |  |
| Engaged base   | 2085  | 1239 | 1329 | 239 | 472     | 319 | 233     | 489 | 447     | 217 | 217     | 217 | 217  | 217 | 217  | 217 | 217  | 217 | 217  | 217 | 217      | 217 | 217      | 217 | 217      | 217 | 217      | 217 | 217      | 217 | 217      | 217 | 217      | 217 |          |  |  |  |  |  |
| Service Base   | 1885  | 950  | 1028 | 241 | 348     | 249 | 271     | 336 | 302     | 149 | 149     | 149 | 149  | 149 | 149  | 149 | 149  | 149 | 149  | 149 | 149      | 149 | 149      | 149 | 149      | 149 | 149      | 149 | 149      | 149 | 149      | 149 | 149      | 149 |          |  |  |  |  |  |
| Mobile phone   | 1239  | 628  | 612  | 117 | 179     | 124 | 124     | 159 | 159     | 79  | 79      | 79  | 79   | 79  | 79   | 79  | 79   | 79  | 79   | 79  | 79       | 79  | 79       | 79  | 79       | 79  | 79       | 79  | 79       | 79  | 79       | 79  | 79       | 79  |          |  |  |  |  |  |
| Landline phone                                       | 612   | 311  | 311  | 61  | 61      | 61  | 61      | 61  | 61      | 61  | 61      | 61  | 61   | 61  | 61   | 61  | 61   | 61  | 61   | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  |          |  |  |  |  |  |
| Home phone   | 612   | 311  | 311  | 61  | 61      | 61  | 61      | 61  | 61      | 61  | 61      | 61  | 61   | 61  | 61   | 61  | 61   | 61  | 61   | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  |          |  |  |  |  |  |
| Landline broadband                                   | 612   | 311  | 311  | 61  | 61      | 61  | 61      | 61  | 61      | 61  | 61      | 61  | 61   | 61  | 61   | 61  | 61   | 61  | 61   | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  |          |  |  |  |  |  |
| Any TV service through satellite, cable or broadband | 612   | 311  | 311  | 61  | 61      | 61  | 61      | 61  | 61      | 61  | 61      | 61  | 61   | 61  | 61   | 61  | 61   | 61  | 61   | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  |          |  |  |  |  |  |
| TV via landline                                      | 612   | 311  | 311  | 61  | 61      | 61  | 61      | 61  | 61      | 61  | 61      | 61  | 61   | 61  | 61   | 61  | 61   | 61  | 61   | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  |          |  |  |  |  |  |
| None of these  | 612   | 311  | 311  | 61  | 61      | 61  | 61      | 61  | 61      | 61  | 61      | 61  | 61   | 61  | 61   | 61  | 61   | 61  | 61   | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  | 61       | 61  |          |  |  |  |  |  |

Proportions/Means: Columns: % (risk level) - X(a,b) - X(c,d,e)g(h,i) - X(j,k)l - X(m,n)op(q,r) - X(s,t) - X(u,v,w) - X(x,y) - X(z)

Overlap formulae used: \* small base



Table 13  
 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

| Service provided     | Response                 |                     |       |                 |
|----------------------|--------------------------|---------------------|-------|-----------------|
|                      | Total no. of respondents | Total no. of payers | Pay % | Pay to Yonder % |
| Unweighted base      | 2207                     | 1444                | 65%   | 12%             |
| Weighted base        | 2207                     | 1444                | 65%   | 12%             |
| Of which base        | 1965                     | 1271                | 65%   | 6%              |
| BT                   | -                        | 262                 | 100%  | 1%              |
| EE                   | 123                      | 35                  | 28%   | 0%              |
| EE                   | 27%                      | 8%                  | 30%   | 0%              |
| giffgaf              | 148                      | -                   | -     | -               |
| giffgaf              | 7%                       | -                   | -     | -               |
| GO                   | 454                      | -                   | -     | -               |
| GO                   | 21%                      | -                   | -     | -               |
| Phone1               | -                        | 45                  | 100%  | -               |
| Phone1               | -                        | 2%                  | 100%  | -               |
| Phone2               | -                        | -                   | -     | -               |
| Phone2               | -                        | -                   | -     | -               |
| Net                  | 102                      | 102                 | 100%  | 100%            |
| Net                  | 5%                       | 5%                  | 100%  | 100%            |
| FastTalk             | -                        | 144                 | 100%  | 1%              |
| FastTalk             | -                        | 7%                  | 100%  | 0%              |
| Fixed Mobile         | 147                      | -                   | -     | -               |
| Fixed Mobile         | 7%                       | -                   | -     | -               |
| Phone                | 262                      | -                   | -     | -               |
| Phone                | 13%                      | -                   | -     | -               |
| Virgin Media / Media | -                        | 221                 | 100%  | 2%              |
| Virgin Media / Media | -                        | 10%                 | 100%  | 0%              |
| Vodafone             | 262                      | 47                  | 18%   | -               |
| Vodafone             | 13%                      | 3%                  | 23%   | -               |
| Liberty              | 45                       | -                   | -     | -               |
| Liberty              | 2%                       | -                   | -     | -               |
| Other provider       | 27%                      | 12%                 | 45%   | 0%              |
| Other provider       | 13%                      | 4%                  | 31%   | 0%              |

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T-Table 14  
 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

| Company         | Gender |      |        |       |       |       |       |       |       |     | Age        |           |        |      |     |     |      |     |     |     | Social Economic Class |      |      |     |     |      |     |       |       |     | Work/Retire |     | Education |     | Marital Status |     | Ethnicity |     | Language |  | Region |  |
|-----------------|--------|------|--------|-------|-------|-------|-------|-------|-------|-----|------------|-----------|--------|------|-----|-----|------|-----|-----|-----|-----------------------|------|------|-----|-----|------|-----|-------|-------|-----|-------------|-----|-----------|-----|----------------|-----|-----------|-----|----------|--|--------|--|
|                 | Total  | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | Elementary | Secondary | Higher | None | Low | Mid | High | AB  | C1  | C2  | C3                    | ABC1 | C2DE | Yes | No  | High | Low | Urban | Rural | Yes | No          | Yes | No        | Yes | No             | Yes | No        |     |          |  |        |  |
| Unassigned base | 2001   | 1145 | 1228   | 201   | 251   | 300   | 320   | 300   | 231   | 102 | 200        | 180       | 100    | 100  | 100 | 100 | 100  | 100 | 100 | 100 | 100                   | 100  | 100  | 100 | 100 | 100  | 100 | 100   | 100   | 100 | 100         | 100 | 100       | 100 | 100            | 100 | 100       | 100 |          |  |        |  |
| Virgin Media    | 2001   | 1145 | 1228   | 201   | 251   | 300   | 320   | 300   | 231   | 102 | 200        | 180       | 100    | 100  | 100 | 100 | 100  | 100 | 100 | 100 | 100                   | 100  | 100  | 100 | 100 | 100  | 100 | 100   | 100   | 100 | 100         | 100 | 100       | 100 | 100            | 100 | 100       | 100 |          |  |        |  |
| BT              | ...    | ...  | ...    | ...   | ...   | ...   | ...   | ...   | ...   | ... | ...        | ...       | ...    | ...  | ... | ... | ...  | ... | ... | ... | ...                   | ...  | ...  | ... | ... | ...  | ... | ...   | ...   | ... | ...         | ... | ...       | ... | ...            | ... | ...       | ... |          |  |        |  |
| EE              | ...    | ...  | ...    | ...   | ...   | ...   | ...   | ...   | ...   | ... | ...        | ...       | ...    | ...  | ... | ... | ...  | ... | ... | ... | ...                   | ...  | ...  | ... | ... | ...  | ... | ...   | ...   | ... | ...         | ... | ...       | ... | ...            | ... | ...       | ... |          |  |        |  |
| giffgaff        | ...    | ...  | ...    | ...   | ...   | ...   | ...   | ...   | ...   | ... | ...        | ...       | ...    | ...  | ... | ... | ...  | ... | ... | ... | ...                   | ...  | ...  | ... | ... | ...  | ... | ...   | ...   | ... | ...         | ... | ...       | ... | ...            | ... | ...       | ... |          |  |        |  |
| Three           | ...    | ...  | ...    | ...   | ...   | ...   | ...   | ...   | ...   | ... | ...        | ...       | ...    | ...  | ... | ... | ...  | ... | ... | ... | ...                   | ...  | ...  | ... | ... | ...  | ... | ...   | ...   | ... | ...         | ... | ...       | ... | ...            | ... | ...       | ... |          |  |        |  |
| Other providers | ...    | ...  | ...    | ...   | ...   | ...   | ...   | ...   | ...   | ... | ...        | ...       | ...    | ...  | ... | ... | ...  | ... | ... | ... | ...                   | ...  | ...  | ... | ... | ...  | ... | ...   | ...   | ... | ...         | ... | ...       | ... | ...            | ... | ...       | ... |          |  |        |  |

Proportions: Means: Columns: T-Tested (5% risk level) - Xtab - Xordlength - Xajkkl - Ximmsopqr - Xst - Xuvvw - Xxy - XzA  
 Overlap formulae used: \* - small base









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T: table 17  
 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

| Service         | Age   |       |       |       |       |       |      |      |        |       | Gender |       |       |       |       | Ethnicity |       |       |       |       |       |       |       |       |       | Marital Status |       | Household Income |       |
|-----------------|-------|-------|-------|-------|-------|-------|------|------|--------|-------|--------|-------|-------|-------|-------|-----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|----------------|-------|------------------|-------|
|                 | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+  | Male | Female | Other | White  | Black | Asian | Other | Other | Other     | Other | Other | Other | Other | Other | Other | Other | Other | Other | Other          | Other | Other            | Other |
| Unearthed       | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100% | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100%  | 100%      | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%           | 100%  | 100%             | 100%  |
| Virgin Media    | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100% | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100%  | 100%      | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%           | 100%  | 100%             | 100%  |
| BT              | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100% | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100%  | 100%      | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%           | 100%  | 100%             | 100%  |
| EE              | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100% | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100%  | 100%      | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%           | 100%  | 100%             | 100%  |
| Other providers | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100% | 100% | 100%   | 100%  | 100%   | 100%  | 100%  | 100%  | 100%  | 100%      | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%           | 100%  | 100%             | 100%  |

Proportions: Means: Columns: Tested (5% risk level) - X:ab - X:cde|ghij - X:ijkl - X:mnopq - X:st - X:uvvw - X:xy - X:zA  
 Overlap formulae used: \* - small base



Table 18  
 LSM: Lardies Provider SUMMARY TABLE  
 Base: All Lardies respondents asked

|                           | Q. Quidam        |         |      |               |
|---------------------------|------------------|---------|------|---------------|
|                           | Strongly Dislike | Dislike | Like | Strongly Like |
| Overweight Lardies        | 100%             | 23%     | 100% | 100%          |
| Weightless Lardies        | 100%             | 22%     | 100% | 100%          |
| Edible Biscuits           | 107%             | 16%     | 107% | 107%          |
| Very sweet                | 92%              | 2%      | 92%  | 92%           |
| Fairly sweet              | 35%              | 25%     | 35%  | 35%           |
| Fairly unsweet            | 10%              | 4%      | 10%  | 10%           |
| Not too sweet nor unsweet | 10%              | 4%      | 10%  | 10%           |
| Fairly unsweet            | 18%              | 1%      | 18%  | 18%           |
| Very unsweet              | 1%               | 1%      | 1%   | 1%            |
| Not sweet                 | 100%             | 12%     | 100% | 100%          |
| Very sweet                | 1%               | 1%      | 1%   | 1%            |
| Not Unsweet               | 9%               | 9%      | 9%   | 9%            |
| Don't know                | 1%               | 1%      | 1%   | 1%            |
| Mean                      | 1.07             | 0.71    | 1.09 | 1.09          |
| Standard deviation        | 0.02             | 1.00    | 0.00 | 0.00          |
| Standard error            | 0.02             | 0.02    | 0.02 | 0.02          |

Table 13  
 L1: In terms of your landline service, how satisfied are you with the OVERALL SERVICE PROVIDED by 'Landline'  
 Base: All Landline respondents

|                      | LANDLINE SERVICE |      |      |               |                    | LANDLINE SERVICE |      |      |               |                    |
|----------------------|------------------|------|------|---------------|--------------------|------------------|------|------|---------------|--------------------|
|                      | 1 (not at all)   | 2    | 3    | 4 (satisfied) | 5 (very satisfied) | 1 (not at all)   | 2    | 3    | 4 (satisfied) | 5 (very satisfied) |
| Overall score        | 1480             | 555  | 152  | 701           | 261                | 188              | 232  | 158  | 47            | 229                |
| Weighted score       | 1348             | 262  | 87   | 487           | 247                | 138              | 237  | 187  | 124           | 222                |
| Effective base       | 1071             | 263  | 88   | 48            | 248                | 148              | 230  | 79   | 38            | 208                |
| Very satisfied       | 100%             | 100% | 100% | 100%          | 100%               | 100%             | 100% | 100% | 100%          | 100%               |
| Fully satisfied      | 100%             | 100% | 100% | 100%          | 100%               | 100%             | 100% | 100% | 100%          | 100%               |
| Satisfied            | 100%             | 100% | 100% | 100%          | 100%               | 100%             | 100% | 100% | 100%          | 100%               |
| Not satisfied at all | 100%             | 100% | 100% | 100%          | 100%               | 100%             | 100% | 100% | 100%          | 100%               |
| Very dissatisfied    | 100%             | 100% | 100% | 100%          | 100%               | 100%             | 100% | 100% | 100%          | 100%               |
| Mean                 | 1.00             | 1.00 | 1.00 | 1.00          | 1.00               | 1.00             | 1.00 | 1.00 | 1.00          | 1.00               |
| Standard deviation   | 0.00             | 0.00 | 0.00 | 0.00          | 0.00               | 0.00             | 0.00 | 0.00 | 0.00          | 0.00               |
| Standard error       | 0.00             | 0.00 | 0.00 | 0.00          | 0.00               | 0.00             | 0.00 | 0.00 | 0.00          | 0.00               |

Proportions/Mean: Columns Tested (5% risk level) - X<sup>2</sup>/df/phi/g - X/N  
 Overlap formulae used. \* small base





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

|                    | Satisfied |      |      |      |      | Dissatisfied |      |      |      |    |      |
|--------------------|-----------|------|------|------|------|--------------|------|------|------|----|------|
|                    | Q1        | Q2   | Q3   | Q4   | Q5   | Q1           | Q2   | Q3   | Q4   | Q5 |      |
| Overweight base    | 230       | 27   | 21   | 27   | 25   | 23           | 22   | 25   | 10   | -  | 228  |
| Weighted base      | 222       | 40*  | 17*  | 17*  | 47*  | 17*          | 17*  | 27*  | 20*  | -  | 222  |
| Effective base     | 165       | 34   | 21   | 22   | 25   | 16           | 21   | 20   | 9    | -  | 165  |
| Very satisfied     | 21        | 12   | 22   | 8    | 3    | 3            | 8    | 8    | 8    | -  | 21   |
| Satisfied          | 20%       | 20%  | 20%  | 20%  | 20%  | 20%          | 20%  | 20%  | 20%  | -  | 20%  |
| Not satisfied      | 81        | 15   | 15   | 19   | 22   | 14           | 19   | 22   | 12   | -  | 81   |
| Very dissatisfied  | 2%        | 2%   | 2%   | 2%   | 2%   | 2%           | 2%   | 2%   | 2%   | -  | 2%   |
| Dissatisfied       | 79%       | 78%  | 78%  | 78%  | 78%  | 78%          | 78%  | 78%  | 78%  | -  | 79%  |
| NET - Satisfied    | 18%       | 18%  | 18%  | 18%  | 18%  | 18%          | 18%  | 18%  | 18%  | -  | 18%  |
| NET - Dissatisfied | 82%       | 82%  | 82%  | 82%  | 82%  | 82%          | 82%  | 82%  | 82%  | -  | 82%  |
| Mean               | 0.79      | 0.80 | 0.83 | 0.86 | 0.88 | 0.83         | 0.86 | 0.86 | 0.80 | -  | 0.79 |
| Standard deviation | 1.00      | 1.00 | 1.00 | 0.99 | 0.97 | 0.99         | 1.00 | 0.99 | 0.99 | -  | 1.00 |
| Standard error     | 0.07      | 0.14 | 0.22 | 0.19 | 0.20 | 0.19         | 0.20 | 0.19 | 0.20 | -  | 0.07 |

Proportions: Means: Columns Tested (5% risk level) -  $X^2 = (O - E)^2 / E$   
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing





Table 23  
 L3: How satisfied are you with the RELIABILITY of your landline service from Landline?  
 Base: All Landline respondents

|                                       | LANDLINE SERVICE |      |      |               |                    | LANDLINE SERVICE |      |      |               |                    |      |
|---------------------------------------|------------------|------|------|---------------|--------------------|------------------|------|------|---------------|--------------------|------|
|                                       | 1 (not at all)   | 2    | 3    | 4 (satisfied) | 5 (very satisfied) | 1 (not at all)   | 2    | 3    | 4 (satisfied) | 5 (very satisfied) |      |
| Overall score                         | 1480             | 355  | 152  | 701           | 261                | 188              | 232  | 158  | 47            | 1212               | 238  |
| Weighted score                        | 1348             | 262  | 87   | 487           | 267                | 138              | 237  | 87   | 127           | 1281               | 222  |
| Effective base                        | 1071             | 263  | 88   | 46            | 248                | 143              | 230  | 79   | 38            | 808                | 163  |
| Very satisfied                        | 48%              | 18%  | 12%  | 25%           | 31%                | 16%              | 20%  | 10%  | 8%            | 28%                | 21%  |
| Very dissatisfied                     | 45%              | 32%  | 54%  | 25%           | 25%                | 25%              | 25%  | 25%  | 25%           | 25%                | 25%  |
| Not at all satisfied nor dissatisfied | 10%              | 1%   | 1%   | 1%            | 1%                 | 1%               | 1%   | 1%   | 1%            | 1%                 | 1%   |
| Fully dissatisfied                    | 1%               | 1%   | 1%   | 1%            | 1%                 | 1%               | 1%   | 1%   | 1%            | 1%                 | 1%   |
| Very dissatisfied                     | 1%               | 1%   | 1%   | 1%            | 1%                 | 1%               | 1%   | 1%   | 1%            | 1%                 | 1%   |
| NET - Satisfied                       | 18%              | 11%  | 10%  | 22%           | 21%                | 15%              | 18%  | 12%  | 8%            | 18%                | 12%  |
| NET - Dissatisfied                    | 8%               | 1%   | 1%   | 1%            | 1%                 | 1%               | 1%   | 1%   | 1%            | 1%                 | 1%   |
| Don't know                            | 1%               | 1%   | 1%   | 1%            | 1%                 | 1%               | 1%   | 1%   | 1%            | 1%                 | 1%   |
| Mean                                  | 1.26             | 1.28 | 1.22 | 1.22          | 1.27               | 1.17             | 1.16 | 1.27 | 1.27          | 1.25               | 1.25 |
| Standard deviation                    | 0.89             | 0.87 | 0.73 | 0.77          | 0.88               | 0.88             | 0.87 | 0.88 | 0.88          | 0.87               | 0.87 |
| Standard error                        | 0.02             | 0.03 | 0.02 | 0.03          | 0.03               | 0.03             | 0.03 | 0.03 | 0.03          | 0.03               | 0.03 |

Proportions/Means: Columns Totalled (5% risk level) -  $\chi^2$  test/df/sg -  $\chi^2$ NI  
 Overlap formulae used. \* small base



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Table 24  
 L3: How satisfied are you with the RELIABILITY of your landline service from Landline? Base: All Landline respondents

| Overall           | Age   |      |        |       |       |       |       |       |       |     | Gender |        |       |       |       |       |        |            |            |           | Ethnicity     |               |            |            |          |       |       |      |      |       | Region            |              |           |                |     |  |  |  |  |  | Reliability |  |  |  |  |  |  |  |  |  |
|-------------------|-------|------|--------|-------|-------|-------|-------|-------|-------|-----|--------|--------|-------|-------|-------|-------|--------|------------|------------|-----------|---------------|---------------|------------|------------|----------|-------|-------|------|------|-------|-------------------|--------------|-----------|----------------|-----|--|--|--|--|--|-------------|--|--|--|--|--|--|--|--|--|
|                   | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | Male   | Female | White | Black | Asian | Other | London | North East | North West | Yorkshire | West Midlands | East Midlands | South East | South West | Scotland | Wales | North | West | East | South | Very Dissatisfied | Dissatisfied | Satisfied | Very Satisfied |     |  |  |  |  |  |             |  |  |  |  |  |  |  |  |  |
| Overall           | 1000  | 720  | 280    | 80    | 170   | 210   | 180   | 210   | 210   | 130 | 210    | 130    | 120   | 120   | 130   | 130   | 120    | 120        | 120        | 120       | 120           | 120           | 120        | 120        | 120      | 120   | 120   | 120  | 120  | 120   | 120               | 120          | 120       | 120            | 120 |  |  |  |  |  |             |  |  |  |  |  |  |  |  |  |
| Very Dissatisfied | 10%   | 10%  | 10%    | 10%   | 10%   | 10%   | 10%   | 10%   | 10%   | 10% | 10%    | 10%    | 10%   | 10%   | 10%   | 10%   | 10%    | 10%        | 10%        | 10%       | 10%           | 10%           | 10%        | 10%        | 10%      | 10%   | 10%   | 10%  | 10%  | 10%   | 10%               | 10%          | 10%       | 10%            | 10% |  |  |  |  |  |             |  |  |  |  |  |  |  |  |  |
| Dissatisfied      | 20%   | 20%  | 20%    | 20%   | 20%   | 20%   | 20%   | 20%   | 20%   | 20% | 20%    | 20%    | 20%   | 20%   | 20%   | 20%   | 20%    | 20%        | 20%        | 20%       | 20%           | 20%           | 20%        | 20%        | 20%      | 20%   | 20%   | 20%  | 20%  | 20%   | 20%               | 20%          | 20%       | 20%            | 20% |  |  |  |  |  |             |  |  |  |  |  |  |  |  |  |
| Satisfied         | 70%   | 70%  | 70%    | 70%   | 70%   | 70%   | 70%   | 70%   | 70%   | 70% | 70%    | 70%    | 70%   | 70%   | 70%   | 70%   | 70%    | 70%        | 70%        | 70%       | 70%           | 70%           | 70%        | 70%        | 70%      | 70%   | 70%   | 70%  | 70%  | 70%   | 70%               | 70%          | 70%       | 70%            | 70% |  |  |  |  |  |             |  |  |  |  |  |  |  |  |  |
| Very Satisfied    | 10%   | 10%  | 10%    | 10%   | 10%   | 10%   | 10%   | 10%   | 10%   | 10% | 10%    | 10%    | 10%   | 10%   | 10%   | 10%   | 10%    | 10%        | 10%        | 10%       | 10%           | 10%           | 10%        | 10%        | 10%      | 10%   | 10%   | 10%  | 10%  | 10%   | 10%               | 10%          | 10%       | 10%            | 10% |  |  |  |  |  |             |  |  |  |  |  |  |  |  |  |

Proportions Means: Columns Tested (% risk level) - X(a,b) - X(c,d)@g(h) - X(i,j)k(l) - X(m)no(p)q(r) - X(s,t) - X(u,v)w - X(x,y) - X(z)

Overlap formulae used: \* - small base



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

|                               | A: Clarity of line |      |      |      |      | B: Clarity of line |      |      |      |      |      |
|-------------------------------|--------------------|------|------|------|------|--------------------|------|------|------|------|------|
|                               | Q1                 | Q2   | Q3   | Q4   | Q5   | Q1                 | Q2   | Q3   | Q4   | Q5   |      |
| Overnight base                | 1480               | 355  | 152  | 70   | 261  | 188                | 232  | 158  | 87   | 1210 | 258  |
| Overnight base                | 1388               | 362  | 87   | 87   | 267  | 138                | 237  | 87   | 1207 | 1281 | 222  |
| 8:00am-8:59am                 | 1071               | 283  | 88   | 90   | 268  | 148                | 230  | 79   | 88   | 808  | 183  |
| Very satisfied                | 841                | 132  | 58   | 38   | 268  | 81                 | 166  | 38   | 38   | 868  | 75   |
| Very satisfied                | 851%               | 45%  | 22%  | 21%  | 25%  | 25%                | 27%  | 27%  | 25%  | 88%  | 27%  |
| Very satisfied                | 882                | 112  | 128  | 22   | 252  | 82                 | 21   | 22   | 22   | 822  | 121  |
| Very satisfied not identified | 1071               | 283  | 88   | 90   | 268  | 148                | 230  | 79   | 88   | 808  | 183  |
| Very satisfied                | 1027               | 283  | 88   | 90   | 268  | 148                | 230  | 79   | 88   | 808  | 183  |
| Very satisfied                | 11                 | 11   | 11   | 11   | 11   | 11                 | 11   | 11   | 11   | 11   | 11   |
| Very dissatisfied             | 16                 | 4    | 1    | 1    | 2    | 4                  | 1    | 1    | 1    | 16   | 4    |
| Very dissatisfied             | 16                 | 4    | 1    | 1    | 2    | 4                  | 1    | 1    | 1    | 16   | 4    |
| NET - Satisfied               | 1188               | 382  | 142  | 72   | 328  | 188                | 232  | 158  | 87   | 868  | 182  |
| NET - Dissatisfied            | 174                | 73   | 10   | 8    | 33   | 174                | 73   | 10   | 8    | 174  | 73   |
| NET - Dissatisfied            | 16                 | 4    | 1    | 1    | 2    | 4                  | 1    | 1    | 1    | 16   | 4    |
| Don't know                    | 81                 | 18   | 3    | 3    | 24   | 18                 | 18   | 18   | 18   | 78   | 18   |
| Mean                          | 1.34               | 1.23 | 1.28 | 1.23 | 1.23 | 1.28               | 1.28 | 1.28 | 1.28 | 1.27 | 1.17 |
| Standard deviation            | 0.89               | 0.87 | 0.79 | 0.83 | 0.88 | 0.88               | 0.88 | 0.88 | 0.88 | 0.88 | 0.88 |
| Standard error                | 0.02               | 0.03 | 0.03 | 0.03 | 0.03 | 0.03               | 0.03 | 0.03 | 0.03 | 0.03 | 0.03 |

Proportions: Means: Columns Tested (5% risk level) - X<sup>2</sup> test/df/sg - X/N  
 Overlap formulae used. \* small base





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T: 016 27  
 M1: Which of these best describe the mobile phone package you personally use most often?  
 Base: All Mobile respondents

| Question                    | Mobile Package |      |      |      |      |      |      |      |      |      | Other packages |                |      |      |      |      |      |
|-----------------------------|----------------|------|------|------|------|------|------|------|------|------|----------------|----------------|------|------|------|------|------|
|                             | 100%           | 90%  | 80%  | 70%  | 60%  | 50%  | 40%  | 30%  | 20%  | 10%  | 0%             | Other packages | 100% | 90%  | 80%  | 70%  |      |
| Unlimited texts             | 2487           | 224  | 161  | 121  | 88   | 64   | 47   | 35   | 26   | 19   | 14             | 10             | 10   | 10   | 10   | 10   | 10   |
| Unlimited calls             | 2487           | 523  | 148  | 108  | 80   | 59   | 43   | 32   | 24   | 18   | 13             | 10             | 10   | 10   | 10   | 10   | 10   |
| Unlimited data              | 2487           | 340  | 100  | 72   | 53   | 39   | 29   | 21   | 16   | 12   | 9              | 7              | 7    | 7    | 7    | 7    | 7    |
| Phone / App / M / etc. etc. | 2487           | 44   | 16   | 11   | 8    | 6    | 4    | 3    | 2    | 1    | 1              | 1              | 1    | 1    | 1    | 1    | 1    |
| Other (specify)             | 2487           | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100%           | 100%           | 100% | 100% | 100% | 100% | 100% |
| Monthly contract / SIM      | 2487           | 424  | 124  | 90   | 66   | 48   | 35   | 26   | 19   | 14   | 10             | 7              | 7    | 7    | 7    | 7    | 7    |
| Any charging monthly        | 2487           | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100%           | 100%           | 100% | 100% | 100% | 100% | 100% |
| Don't know                  | 11             | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1    | 1              | 1              | 1    | 1    | 1    | 1    | 1    |

Proportions/Mean: Columns Tested (5% risk level) -  $\chi^2$  /  $\chi^2$  (df) /  $\chi^2$  (df) -  $\chi^2$  /  $\chi^2$  (df)  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig. testing





T. 1016 274  
 MSIM - Mobile Provider SUMMARY TABLE  
 Base: All Mobile respondents asked

|                                       | N= 2000               |      |                        |
|---------------------------------------|-----------------------|------|------------------------|
|                                       | Count<br>(Percentage) | Mean | Response<br>Percentage |
| Unweighted base                       | 2001                  | 2001 | 2001                   |
| Weighted base                         | 2001                  | 2174 | 2001                   |
| Effective base                        | 1992                  | 1992 | 1992                   |
| Very satisfied                        | 124<br>6%             | 94   | 5%                     |
| Fairly satisfied                      | 102<br>0%             | 82   | 4%                     |
| Neither satisfied nor<br>dissatisfied | 106<br>5%             | 110  | 5%                     |
| Fairly dissatisfied                   | 75<br>4%              | 106  | 5%                     |
| Very dissatisfied                     | 12<br>0%              | 42   | 2%                     |
| NET Satisfied                         | 136<br>7%             | 136  | 7%                     |
| NET Dissatisfied                      | 87<br>4%              | 148  | 7%                     |
| Diff. Net                             | 49<br>2%              | 12   | 0%                     |
| Mean                                  | 1.01                  | 1.19 | 1.04                   |
| Standard deviation                    | 0.89                  | 0.83 | 1.01                   |
| Standard error                        | 0.02                  | 0.02 | 0.02                   |

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T.1616.31  
 Q2. In terms of your mobile phone service, how satisfied are you with the OVERALL SERVICE PROVIDED by Ximvo?  
 Base: All Mobile respondents

| Question           | Mobile Service    |              |           |                |            |                   |              |           |                |            | Other services    |              |           |                |            |
|--------------------|-------------------|--------------|-----------|----------------|------------|-------------------|--------------|-----------|----------------|------------|-------------------|--------------|-----------|----------------|------------|
|                    | Very Dissatisfied | Dissatisfied | Satisfied | Very Satisfied | Don't know | Very Dissatisfied | Dissatisfied | Satisfied | Very Satisfied | Don't know | Very Dissatisfied | Dissatisfied | Satisfied | Very Satisfied | Don't know |
| Overall score      | 207               | 161          | 408       | 214            | 161        | 161               | 127          | 127       | 206            | 65         | 207               | 206          | 227       | 217            | 11         |
| Very Dissatisfied  | 207               | 161          | 408       | 214            | 161        | 161               | 127          | 127       | 206            | 65         | 207               | 206          | 227       | 217            | 11         |
| Dissatisfied       | 207               | 161          | 408       | 214            | 161        | 161               | 127          | 127       | 206            | 65         | 207               | 206          | 227       | 217            | 11         |
| Satisfied          | 114               | 201          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        |
| Very Satisfied     | 114               | 201          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        |
| Don't know         | 114               | 201          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        |
| Other services     | 114               | 201          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        |
| Very Dissatisfied  | 114               | 201          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        |
| Dissatisfied       | 114               | 201          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        |
| Satisfied          | 114               | 201          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        |
| Very Satisfied     | 114               | 201          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        |
| Don't know         | 114               | 201          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        | 132               | 132          | 132       | 132            | 132        |
| Mean               | 1.76              | 1.88         | 1.88      | 1.88           | 1.88       | 1.88              | 1.88         | 1.88      | 1.88           | 1.88       | 1.88              | 1.88         | 1.88      | 1.88           | 1.88       |
| Standard deviation | 0.81              | 0.74         | 0.68      | 0.68           | 0.68       | 0.68              | 0.68         | 0.68      | 0.68           | 0.68       | 0.68              | 0.68         | 0.68      | 0.68           | 0.68       |
| Standard error     | 0.02              | 0.02         | 0.02      | 0.02           | 0.02       | 0.02              | 0.02         | 0.02      | 0.02           | 0.02       | 0.02              | 0.02         | 0.02      | 0.02           | 0.02       |

Proportions/Mean: Columns Tested (95% risk level) - Ximvo (0.000000) - Ximvo - Ximvo  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing







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Table 12  
 B3. How satisfied are you with the overall VALUE FOR MONEY of your service from Yonder?  
 Base: All Mobile respondents not having the service in a bundle

|                    | Mobile Service |      |             |             |             |             |             |             |             |             | Mobile Service |              |              |              |
|--------------------|----------------|------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------|--------------|--------------|--------------|
|                    | Count<br>(N)   | %    | 95% CI      | 90% CI      | 85% CI      | 80% CI      | 75% CI      | 70% CI      | 65% CI      | 60% CI      | Prop. 95% CI   | Prop. 90% CI | Prop. 85% CI | Prop. 80% CI |
| Very dissatisfied  | 246            | 10%  | 8% - 12%    | 7% - 11%    | 6% - 10%    | 5% - 9%     | 4% - 8%     | 3% - 7%     | 2% - 6%     | 1% - 5%     | 10%            | 9%           | 8%           | 7%           |
| Dissatisfied       | 2175           | 89%  | 87% - 91%   | 88% - 90%   | 89% - 91%   | 90% - 92%   | 91% - 93%   | 92% - 94%   | 93% - 95%   | 94% - 96%   | 89%            | 90%          | 91%          | 92%          |
| Fairly satisfied   | 168            | 7%   | 5% - 9%     | 6% - 8%     | 7% - 9%     | 8% - 10%    | 9% - 11%    | 10% - 13%   | 11% - 14%   | 12% - 15%   | 7%             | 8%           | 9%           | 10%          |
| Very satisfied     | 94             | 4%   | 3% - 5%     | 3% - 5%     | 4% - 6%     | 5% - 7%     | 6% - 8%     | 7% - 9%     | 8% - 10%    | 9% - 11%    | 4%             | 4%           | 4%           | 4%           |
| Mean               | 1.93           | 1.93 | 1.88 - 1.98 | 1.89 - 1.97 | 1.90 - 1.96 | 1.91 - 1.93 | 1.92 - 1.94 | 1.93 - 1.95 | 1.94 - 1.96 | 1.95 - 1.97 | 1.93           | 1.93         | 1.93         | 1.93         |
| Standard deviation | 0.91           | 0.91 | 0.88 - 0.94 | 0.89 - 0.93 | 0.90 - 0.92 | 0.91 - 0.93 | 0.92 - 0.94 | 0.93 - 0.95 | 0.94 - 0.96 | 0.95 - 0.97 | 0.91           | 0.91         | 0.91         | 0.91         |
| Standard error     | 0.07           | 0.07 | 0.06 - 0.08 | 0.06 - 0.08 | 0.07 - 0.08 | 0.07 - 0.08 | 0.07 - 0.08 | 0.08 - 0.09 | 0.08 - 0.09 | 0.09 - 0.10 | 0.07           | 0.07         | 0.07         | 0.07         |

Proportions/Means: Columns Tested (95% risk level) - X=18/10/8/7/6/5 - X=11 - X=10/10  
 Overlap formulae used: \* small base; \*\* very small base (under 20) ineligible for sig testing



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Table 33  
B3. How satisfied are you with the overall VALUE FOR MONEY of your service from Yonder?  
Base: All Yonder respondents not having the service in a bundle

| Overall | Age  |    |     |    |    |    |    |    |    |    | Gender |    |     |     |     |     |     |     |     |     | Ethnicity |     |     |     |     |     |     |     |     |     | Region |     |     |     |     |     |     |     |     |     | Service |     |     |     |     |     |     |     |     |     | Usage |     |     |     |     |     |     |     |     |     | Device |     |     |     |     |     |     |     |     |     | Access |     |     |     |     |     |     |     |     |     | Usage |     |     |     |     |     |     |     |     |     | Device |     |     |     |     |     |     |     |     |     | Access |     |      |      |      |      |      |      |      |      | Usage |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |   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|         | Mean | SD | Min | Q1 | Q2 | Q3 | Q4 | Q5 | Q6 | Q7 | Q8     | Q9 | Q10 | Q11 | Q12 | Q13 | Q14 | Q15 | Q16 | Q17 | Q18       | Q19 | Q20 | Q21 | Q22 | Q23 | Q24 | Q25 | Q26 | Q27 | Q28    | Q29 | Q30 | Q31 | Q32 | Q33 | Q34 | Q35 | Q36 | Q37 | Q38     | Q39 | Q40 | Q41 | Q42 | Q43 | Q44 | Q45 | Q46 | Q47 | Q48   | Q49 | Q50 | Q51 | Q52 | Q53 | Q54 | Q55 | Q56 | Q57 | Q58    | Q59 | Q60 | Q61 | Q62 | Q63 | Q64 | Q65 | Q66 | Q67 | Q68    | Q69 | Q70 | Q71 | Q72 | Q73 | Q74 | Q75 | Q76 | Q77 | Q78   | Q79 | Q80 | Q81 | Q82 | Q83 | Q84 | Q85 | Q86 | Q87 | Q88    | Q89 | Q90 | Q91 | Q92 | Q93 | Q94 | Q95 | Q96 | Q97 | Q98    | Q99 | Q100 | Q101 | Q102 | Q103 | Q104 | Q105 | Q106 | Q107 | Q108  | Q109 | Q110 | Q111 | Q112 | Q113 | Q114 | Q115 | Q116 | Q117 | Q118 | Q119 | Q120 | Q121 | Q122 | Q123 | Q124 | Q125 | Q126 | Q127 | Q128 | Q129 | Q130 | Q131 | Q132 | Q133 | Q134 | Q135 | Q136 | Q137 | Q138 | Q139 | Q140 | Q141 | Q142 | Q143 | Q144 | Q145 | Q146 | Q147 | Q148 | Q149 | Q150 | Q151 | Q152 | Q153 | Q154 | Q155 | Q156 | Q157 | Q158 | Q159 | Q160 | Q161 | Q162 | Q163 | Q164 | Q165 | Q166 | Q167 | Q168 | Q169 | Q170 | Q171 | Q172 | Q173 | Q174 | Q175 | Q176 | Q177 | Q178 | Q179 | Q180 | Q181 | Q182 | Q183 | Q184 | Q185 | Q186 | Q187 | Q188 | Q189 | Q190 | Q191 | Q192 | Q193 | Q194 | Q195 | Q196 | Q197 | Q198 | Q199 | Q200 | Q201 | Q202 | Q203 | Q204 | Q205 | Q206 | Q207 | Q208 | Q209 | Q210 | Q211 | Q212 | Q213 | Q214 | Q215 | Q216 | Q217 | Q218 | Q219 | Q220 | Q221 | Q222 | Q223 | Q224 | Q225 | Q226 | Q227 | Q228 | Q229 | Q230 | Q231 | Q232 | Q233 | Q234 | Q235 | Q236 | Q237 | Q238 | Q239 | Q240 | Q241 | Q242 | Q243 | Q244 | Q245 | Q246 | Q247 | Q248 | Q249 | Q250 | Q251 | Q252 | Q253 | Q254 | Q255 | Q256 | Q257 | Q258 | Q259 | Q260 | Q261 | Q262 | Q263 | Q264 | Q265 | Q266 | Q267 | Q268 | Q269 | Q270 | Q271 | Q272 | Q273 | Q274 | Q275 | Q276 | Q277 | Q278 | Q279 | Q280 | Q281 | Q282 | Q283 | Q284 | Q285 | Q286 | Q287 | Q288 | Q289 | Q290 | Q291 | Q292 | Q293 | Q294 | Q295 | Q296 | Q297 | Q298 | Q299 | Q300 | Q301 | Q302 | Q303 | Q304 | Q305 | Q306 | Q307 | Q308 | Q309 | Q310 | Q311 | Q312 | Q313 | Q314 | Q315 | Q316 | Q317 | Q318 | Q319 | Q320 | Q321 | Q322 | Q323 | Q324 | Q325 | Q326 | Q327 | Q328 | Q329 | Q330 | Q331 | Q332 | Q333 | Q334 | Q335 | Q336 | Q337 | Q338 | Q339 | Q340 | Q341 | Q342 | Q343 | Q344 | Q345 | Q346 | Q347 | Q348 | Q349 | Q350 | Q351 | Q352 | Q353 | Q354 | Q355 | Q356 | Q357 | Q358 | Q359 | Q360 | Q361 | Q362 | Q363 | Q364 | Q365 | Q366 | Q367 | Q368 | Q369 | Q370 | Q371 | Q372 | Q373 | Q374 | Q375 | Q376 | Q377 | Q378 | Q379 | Q380 | Q381 | Q382 | Q383 | Q384 | Q385 | Q386 | Q387 | Q388 | Q389 | Q390 | Q391 | Q392 | Q393 | Q394 | Q395 | Q396 | Q397 | Q398 | Q399 | Q400 | Q401 | Q402 | Q403 | Q404 | Q405 | Q406 | Q407 | Q408 | Q409 | Q410 | Q411 | Q412 | Q413 | Q414 | Q415 | Q416 | Q417 | Q418 | Q419 | Q420 | Q421 | Q422 | Q423 | Q424 | Q425 | Q426 | Q427 | Q428 | Q429 | Q430 | Q431 | Q432 | Q433 | Q434 | Q435 | Q436 | Q437 | Q438 | Q439 | Q440 | Q441 | Q442 | Q443 | Q444 | Q445 | Q446 | Q447 | Q448 | Q449 | Q450 | Q451 | Q452 | Q453 | Q454 | Q455 | Q456 | Q457 | Q458 | Q459 | Q460 | Q461 | Q462 | Q463 | Q464 | Q465 | Q466 | Q467 | Q468 | Q469 | Q470 | Q471 | Q472 | Q473 | Q474 | Q475 | Q476 | Q477 | Q478 | Q479 | Q480 | Q481 | Q482 | Q483 | Q484 | Q485 | Q486 | Q487 | Q488 | Q489 | Q490 | Q491 | Q492 | Q493 | Q494 | Q495 | Q496 | Q497 | Q498 | Q499 | Q500 | Q501 | Q502 | Q503 | Q504 | Q505 | Q506 | Q507 | Q508 | Q509 | Q510 | Q511 | Q512 | Q513 | Q514 | Q515 | Q516 | Q517 | Q518 | Q519 | Q520 | Q521 | Q522 | Q523 | Q524 | Q525 | Q526 | Q527 | Q528 | Q529 | Q530 | Q531 | Q532 | Q533 | Q534 | Q535 | Q536 | Q537 | Q538 | Q539 | Q540 | Q541 | Q542 | Q543 | Q544 | Q545 | Q546 | Q547 | Q548 | Q549 | Q550 | Q551 | Q552 | Q553 | Q554 | Q555 | Q556 | Q557 | Q558 | Q559 | Q560 | Q561 | Q562 | Q563 | Q564 | Q565 | Q566 | Q567 | Q568 | Q569 | Q570 | Q571 | Q572 | Q573 | Q574 | Q575 | Q576 | Q577 | Q578 | Q579 | Q580 | Q581 | Q582 | Q583 | Q584 | Q585 | Q586 | Q587 | Q588 | Q589 | Q590 | Q591 | Q592 | Q593 | Q594 | Q595 | Q596 | Q597 | Q598 | Q599 | Q600 | Q601 | Q602 | Q603 | Q604 | Q605 | Q606 | Q607 | Q608 | Q609 | Q610 | Q611 | Q612 | Q613 | Q614 | Q615 | Q616 | Q617 | Q618 | Q619 | Q620 | Q621 | Q622 | Q623 | Q624 | Q625 | Q626 | Q627 | Q628 | Q629 | Q630 | Q631 | Q632 | Q633 | Q634 | Q635 | Q636 | Q637 | Q638 | Q639 | Q640 | Q641 | Q642 | Q643 | Q644 | Q645 | Q646 | Q647 | Q648 | Q649 | Q650 | Q651 | Q652 | Q653 | Q654 | Q655 | Q656 | Q657 | Q658 | Q659 | Q660 | Q661 | Q662 | Q663 | Q664 | Q665 | Q666 | Q667 | Q668 | Q669 | Q670 | Q671 | Q672 | Q673 | Q674 | Q675 | Q676 | Q677 | Q678 | Q679 | Q680 | Q681 | Q682 | Q683 | Q684 | Q685 | Q686 | Q687 | Q688 | Q689 | Q690 | Q691 | Q692 | Q693 | Q694 | Q695 | Q696 | Q697 | Q698 | Q699 | Q700 | Q701 | Q702 | Q703 | Q704 | Q705 | Q706 | Q707 | Q708 | Q709 | Q710 | Q711 | Q712 | Q713 | Q714 | Q715 | Q716 | Q717 | Q718 | Q719 | Q720 | Q721 | Q722 | Q723 | Q724 | Q725 | Q726 | Q727 | Q728 | Q729 | Q730 | Q731 | Q732 | Q733 | Q734 | Q735 | Q736 | Q737 | Q738 | Q739 | Q740 | Q741 | Q742 | Q743 | Q744 | Q745 | Q746 | Q747 | Q748 | Q749 | Q750 | Q751 | Q752 | Q753 | Q754 | Q755 | Q756 | Q757 | Q758 | Q759 | Q760 | Q761 | Q762 | Q763 | Q764 | Q765 | Q766 | Q767 | Q768 | Q769 | Q770 | Q771 | Q772 | Q773 | Q774 | Q775 | Q776 | Q777 | Q778 | Q779 | Q780 | Q781 | Q782 | Q783 | Q784 | Q785 | Q786 | Q787 | Q788 | Q789 | Q790 | Q791 | Q792 | Q793 | Q794 | Q795 | Q796 | Q797 | Q798 | Q799 | Q800 | Q801 | Q802 | Q803 | Q804 | Q805 | Q806 | Q807 | Q808 | Q809 | Q810 | Q811 | Q812 | Q813 | Q814 | Q815 | Q816 | Q817 | Q818 | Q819 | Q820 | Q821 | Q822 | Q823 | Q824 | Q825 | Q826 | Q827 | Q828 | Q829 | Q830 | Q831 | Q832 | Q833 | Q834 | Q835 | Q836 | Q837 | Q838 | Q839 | Q840 | Q841 | Q842 | Q843 | Q844 | Q845 | Q846 | Q847 | Q848 | Q849 | Q850 | Q851 | Q852 | Q853 | Q854 | Q855 | Q856 | Q857 | Q858 | Q859 | Q860 | Q861 | Q862 | Q863 | Q864 | Q865 | Q866 | Q867 | Q868 | Q869 | Q870 | Q871 | Q872 | Q873 | Q874 | Q875 | Q876 | Q877 | Q878 | Q879 | Q880 | Q881 | Q882 | Q883 | Q884 | Q885 | Q886 | Q887 | Q888 | Q889 | Q890 | Q891 | Q892 | Q893 | Q894 | Q895 | Q896 | Q897 | Q898 | Q899 | Q900 | Q901 | Q902 | Q903 | Q904 | Q905 | Q906 | Q907 | Q908 | Q909 | Q910 | Q911 | Q912 | Q913 | Q914 | Q915 | Q916 | Q917 | Q918 | Q919 | Q920 | Q921 | Q922 | Q923 | Q924 | Q925 | Q926 | Q927 | Q928 | Q929 | Q930 | Q931 | Q932 | Q933 | Q934 | Q935 | Q936 | Q937 | Q938 | Q939 | Q940 | Q941 | Q942 | Q943 | Q944 | Q945 | Q946 | Q947 | Q948 | Q949 | Q950 | Q951 | Q952 | Q953 | Q954 | Q955 | Q956 | Q957 | Q958 | Q959 | Q960 | Q961 | Q962 | Q963 | Q964 | Q965 | Q966 | Q967 | Q968 | Q969 | Q970 | Q971 | Q972 | Q973 | Q974 | Q975 | Q976 | Q977 | Q978 | Q979 | Q980 | Q981 | Q982 | Q983 | Q984 | Q985 | Q986 | Q987 | Q988 | Q989 | Q990 | Q991 | Q992 | Q993 | Q994 | Q995 | Q996 | Q997 | Q998 | Q999 | Q1000 | Q1001 | Q1002 | Q1003 | Q1004 | Q1005 | Q1006 | Q1007 | Q1008 | Q1009 | Q1010 | Q1011 | Q1012 | Q1013 | Q1014 | Q1015 | Q1016 | Q1017 | Q1018 | Q1019 | Q1020 | Q1021 | Q1022 | Q1023 | Q1024 | Q1025 | Q1026 | Q1027 | Q1028 | Q1029 | Q1030 | Q1031 | Q1032 | Q1033 | Q1034 | Q1035 | Q1036 | Q1037 | Q1038 | Q1039 | Q1040 | Q1041 | Q1042 | Q1043 | Q1044 | Q1045 | Q1046 | Q1047 | Q1048 | Q1049 | Q1050 | Q1051 | Q1052 | Q1053 | Q1054 | Q1055 | Q1056 | Q1057 | Q1058 | Q1059 | Q1060 | Q1061 | Q1062 | Q1063 | Q1064 | Q1065 | Q1066 | Q1067 | Q1068 | Q1069 | Q1070 | Q1071 | Q1072 | Q1073 | Q1074 | Q1075 | Q1076 | Q1077 | Q1078 | Q1079 | Q1080 | Q1081 | Q1082 | Q1083 | Q1084 | Q1085 | Q1086 | Q1087 | Q1088 | Q1089 | Q1090 | Q1091 | Q1092 | Q1093 | Q1094 | Q1095 | Q1096 | Q1097 | Q1098 | Q1099 | Q1100 | Q1101 | Q1102 | Q1103 | Q1104 | Q1105 | Q1106 | Q1107 | Q1108 | Q1109 | Q1110 | Q1111 | Q1112 | Q1113 | Q1114 | Q1115 | Q1116 | Q1117 | Q1118 | Q1119 | Q1120 | Q1121 | Q1122 | Q1123 | Q1124 | Q1125 | Q1126 | Q1127 | Q1128 | Q1129 | Q1130 | Q1131 | Q1132 | Q1133 | Q1134 | Q1135 | Q1136 | Q1137 | Q1138 | Q1139 | Q1140 | Q1141 | Q1142 | Q1143 | Q1144 | Q1145 | Q1146 | Q1147 | Q1148 | Q1149 | Q1150 | Q1151 | Q1152 | Q1153 | Q1154 | Q1155 | Q1156 | Q1157 | Q1158 | Q1159 | Q1160 | Q1161 | Q1162 | Q1163 | Q1164 | Q1165 | Q1166 | Q1167 | Q1168 | Q1169 | Q1170 | Q1171 | Q1172 | Q1173 | Q1174 | Q1175 | Q1176 | Q1177 | Q1178 | Q1179 | Q1180 | Q1181 | Q1182 | Q1183 | Q1184 | Q1185 | Q1186 | Q1187 | Q1188 | Q1189 | Q1190 | Q1191 | Q1192 | Q1193 | Q1194 | Q1195 | Q1196 | Q1197 | Q1198 | Q1199 | Q1200 | Q1201 | Q1202 | Q1203 | Q1204 | Q1205 | Q1206 | Q1207 | Q1208 | Q1209 | Q1210 | Q1211 | Q1212 | Q1213 | Q1214 | Q1215 | Q1216 | Q1217 | Q1218 | Q1219 | Q1220 | Q1221 | Q1222 | Q1223 | Q1224 | Q1225 | Q1226 | Q1227 | Q1228 | Q1229 | Q1230 | Q1231 | Q1232 | Q1233 | Q1234 | Q1235 | Q1236 | Q1237 | Q1238 | Q1239 | Q1240 | Q1241 | Q1242 | Q1243 | Q1244 | Q1245 | Q1246 | Q1247 | Q1248 | Q1249 | Q1250 | Q1251 | Q1252 | Q1253 | Q1254 | Q1255 | Q1256 | Q1257 | Q1258 | Q1259 | Q1260 | Q1261 | Q1262 | Q1263 | Q1264 | Q1265 | Q1266 | Q1267 | Q1268 | Q1269 | Q1270 | Q1271 | Q1272 | Q1273 | Q1274 | Q1275 | Q1276 | Q1277 | Q1278 | Q1279 | Q1280 | Q1281 | Q1282 | Q1283 | Q1284 | Q1285 | Q1286 | Q1287 | Q1288 | Q1289 | Q1290 | Q1291 | Q1292 | Q1293 | Q1294 | Q1295 | Q1296 | Q1297 | Q1298 | Q1299 | Q1300 | Q1301 | Q1302 | Q1303 | Q1304 | Q1305 | Q1306 | Q1307 | Q1308 | Q1309 |

Customer Satisfaction Tracker 2024  
 ONLINE Fieldwork - 18th - 28th November 2024

T.1616.34  
 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

| Question                           | Mobile Service |        |                 |              |          |                 |              |      |                 |              | Mobile Service |                 |              |      |                 |
|------------------------------------|----------------|--------|-----------------|--------------|----------|-----------------|--------------|------|-----------------|--------------|----------------|-----------------|--------------|------|-----------------|
|                                    | Count<br>(N)   | %      | Weighted<br>(W) | Count<br>(N) | %        | Weighted<br>(W) | Count<br>(N) | %    | Weighted<br>(W) | Count<br>(N) | %              | Weighted<br>(W) | Count<br>(N) | %    | Weighted<br>(W) |
| Very satisfied                     | 2087           | 52%    | 2087            | 191          | 48%      | 191             | 100          | 25%  | 100             | 455          | 26%            | 455             | 2073         | 51%  | 2073            |
| Fairly satisfied                   | 1086           | 27%    | 1086            | 95           | 24%      | 95              | 48           | 12%  | 48              | 212          | 12%            | 212             | 955          | 24%  | 955             |
| Neither satisfied nor dissatisfied | 232            | 6%     | 232             | 14           | 4%       | 14              | 6            | 2%   | 6               | 27           | 1%             | 27              | 119          | 3%   | 119             |
| Fairly dissatisfied                | 129            | 3%     | 129             | 11           | 3%       | 11              | 5            | 1%   | 5               | 23           | 1%             | 23              | 101          | 3%   | 101             |
| Very dissatisfied                  | 85             | 2%     | 85              | 7            | 2%       | 7               | 4            | 1%   | 4               | 18           | 1%             | 18              | 81           | 2%   | 81              |
| Don't know                         | 6              | 0%     | 6               | 0            | 0%       | 0               | 0            | 0%   | 0               | 0            | 0%             | 0               | 0            | 0%   | 0               |
| Mean                               | 1.666          | 1.1668 | 1.1668          | 0.80         | 1.171667 | 0.80            | 0.80         | 0.80 | 0.80            | 1.000000     | 1.00           | 1.00            | 1.00         | 1.00 | 1.00            |
| Standard deviation                 | 1.01           | 0.89   | 0.87            | 1.09         | 0.87     | 1.05            | 1.13         | 0.80 | 0.80            | 1.000000     | 0.80           | 1.00            | 0.88         | 1.01 | 0.80            |
| Standard error                     | 0.02           | 0.04   | 0.04            | 0.03         | 0.03     | 0.03            | 0.03         | 0.03 | 0.03            | 0.03         | 0.03           | 0.03            | 0.03         | 0.03 | 0.03            |

Proportions/Means: Columns Tested (5% risk level) - X=Kris/0.000000 - X=Kiki - X=immo  
 Overlap formulae used. \*\* very small base (under 30) ineligible for sig testing



Customer Satisfaction Tracker 2024  
ONLINE Fieldwork - 18th - 28th November 2024

Table 25  
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

| Gender                  | Age   |      |        |       |       |       |       |       |       |     | Income     |           |           |           |           |           |           |           |           |           | Household composition |          |          |          |          |          |          |          |          |          | Employment status |       |       |      |     |  |  |  |  |  | Urban/Rural |  | Results |  |
|-------------------------|-------|------|--------|-------|-------|-------|-------|-------|-------|-----|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-------------------|-------|-------|------|-----|--|--|--|--|--|-------------|--|---------|--|
|                         | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | Below £10k | £10k-£19k | £20k-£29k | £30k-£39k | £40k-£49k | £50k-£59k | £60k-£69k | £70k-£79k | £80k-£89k | £90k-£99k | £100k+                | 1 person | 2 people | 3 people | 4 people | 5 people | 6 people | 7 people | 8 people | 9 people | 10 people         | Urban | Rural | Yes  | No  |  |  |  |  |  |             |  |         |  |
| Overall base            | 2807  | 1763 | 1044   | 223   | 451   | 366   | 323   | 286   | 411   | 272 | 220        | 228       | 222       | 196       | 159       | 127       | 87        | 63        | 70        | 107       | 428                   | 761      | 888      | 1081     | 761      | 1027     | 488      | 1187     | 822      | 2212     | 488               | 474   | 1755  | 1027 | 488 |  |  |  |  |  |             |  |         |  |
| Very satisfied          | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Satisfied               | 1807  | 1141 | 666    | 193   | 387   | 349   | 308   | 273   | 392   | 260 | 212        | 219       | 214       | 189       | 154       | 123       | 84        | 61        | 67        | 102       | 390                   | 639      | 751      | 936      | 639      | 885      | 469      | 1140     | 646      | 1737     | 469               | 454   | 1520  | 936  | 469 |  |  |  |  |  |             |  |         |  |
| Not satisfied           | 698   | 419  | 260    | 103   | 142   | 146   | 166   | 170   | 100   | 150 | 110        | 109       | 105       | 110       | 100       | 100       | 100       | 100       | 100       | 100       | 100                   | 100      | 100      | 100      | 100      | 100      | 100      | 100      | 100      | 100      | 100               | 100   | 100   | 100  | 100 |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Not dissatisfied at all | 100   | 62   | 38     | 10    | 22    | 17    | 15    | 13    | 19    | 12  | 8          | 9         | 8         | 7         | 5         | 4         | 3         | 2         | 3         | 5         | 18                    | 32       | 37       | 45       | 32       | 42       | 19       | 47       | 26       | 75       | 15                | 14    | 61    | 37   | 24  |  |  |  |  |  |             |  |         |  |
| Very dissatisfied       | 100   | 62   | 38     | 10    | 22    | 17    |       |       |       |     |            |           |           |           |           |           |           |           |           |           |                       |          |          |          |          |          |          |          |          |          |                   |       |       |      |     |  |  |  |  |  |             |  |         |  |





Table 20  
 NSM: Fixed Broadband Provider SUMMARY TABLE  
 Base: All internet respondents asked

|                     | N: 2000  |        |        |           |
|---------------------|----------|--------|--------|-----------|
|                     | Unlikely | Unsure | Likely | Extremely |
| Overnight issue     | 27%      | 41%    | 27%    | 3%        |
| Overnight issue     | 27%      | 41%    | 27%    | 3%        |
| Service issue       | 10%      | 40%    | 38%    | 12%       |
| Very satisfied      | 6%       | 12%    | 68%    | 14%       |
| Fairly satisfied    | 35%      | 25%    | 28%    | 12%       |
| Fairly dissatisfied | 4%       | 10%    | 4%     | 8%        |
| Very dissatisfied   | 1%       | 1%     | 1%     | 1%        |
| Don't know          | 2%       | 2%     | 2%     | 2%        |
| Mean                | 1.14     | 0.83   | 1.12   | 1.14      |
| Standard deviation  | 0.65     | 1.03   | 0.88   | 0.87      |
| Standard error      | 0.02     | 0.04   | 0.02   | 0.02      |



T.aria 10  
 Q2. In terms of your fixed broadband service, how satisfied are you with the OVERALL SERVICE PROVIDED by Broadband?  
 Base: All internet respondents

|                      | Disatisfied |       |       |       |       | Satisfied |       |       |       |       |       |
|----------------------|-------------|-------|-------|-------|-------|-----------|-------|-------|-------|-------|-------|
|                      | Q1          | Q2    | Q3    | Q4    | Q5    | Q1        | Q2    | Q3    | Q4    | Q5    |       |
| Overnight base       | 2130        | 389   | 179   | 119   | 655   | 232       | 434   | 152   | 117   | 1829  | 676   |
| Weighted base        | 2130        | 400   | 96    | 86    | 659   | 150       | 401   | 188   | 202   | 1862  | 662   |
| Effective base       | 1988        | 294   | 136   | 110   | 592   | 149       | 391   | 147   | 167   | 1763  | 602   |
| Very dissatisfied    | 100%        | 21%   | 20%   | 20%   | 20%   | 31%       | 19%   | 14%   | 11%   | 16%   | 24%   |
| Fully dissatisfied   | 38%         | 42%   | 42%   | 42%   | 42%   | 25%       | 23%   | 23%   | 23%   | 23%   | 23%   |
| Not too dissatisfied | 100%        | 79%   | 80%   | 80%   | 80%   | 69%       | 81%   | 86%   | 89%   | 84%   | 76%   |
| Satisfied            | 100%        | 79%   | 80%   | 80%   | 80%   | 31%       | 19%   | 14%   | 11%   | 16%   | 24%   |
| Very satisfied       | 4%          | 1%    | 1%    | 1%    | 1%    | 4%        | 6%    | 6%    | 6%    | 4%    | 4%    |
| NET - Dissatisfied   | 19%         | 21%   | 21%   | 21%   | 21%   | 16%       | 16%   | 16%   | 16%   | 16%   | 16%   |
| NET - Satisfied      | 81%         | 79%   | 79%   | 79%   | 79%   | 84%       | 84%   | 84%   | 84%   | 84%   | 84%   |
| Mean                 | 1.564       | 1.229 | 1.176 | 1.204 | 1.169 | 0.895     | 1.066 | 1.166 | 1.214 | 1.111 | 1.225 |
| Standard deviation   | 0.832       | 0.689 | 0.729 | 0.691 | 0.698 | 0.637     | 0.630 | 0.636 | 0.646 | 0.648 | 0.648 |
| Standard error       | 0.02        | 0.03  | 0.03  | 0.02  | 0.03  | 0.03      | 0.04  | 0.02  | 0.02  | 0.02  | 0.03  |

Proportions/Means: Columns Tested (5% risk level) - X<sup>2</sup> test/df/sg - X<sup>2</sup>NI  
 Overlap formulae used.









T. index 43  
 IM: How satisfied are you with the SPEED OF SERVICE while online from @Broadband?  
 Base: All internet respondents

|                    | Broadband |       |       |      |      | Other providers |       |       |      |      |      |
|--------------------|-----------|-------|-------|------|------|-----------------|-------|-------|------|------|------|
|                    | Q1        | Q2    | Q3    | Q4   | Q5   | Q1              | Q2    | Q3    | Q4   | Q5   |      |
| Overnight base     | 2130      | 389   | 179   | 139  | 435  | 232             | 431   | 152   | 177  | 1829 | 478  |
| Weighted base      | 2130      | 400   | 86    | 86   | 453  | 132             | 481   | 188   | 202  | 1862 | 462  |
| Effective base     | 198       | 284   | 134   | 110  | 302  | 148             | 381   | 147   | 167  | 1163 | 400  |
| Very satisfied     | 41%       | 28%   | 28%   | 28%  | 31%  | 36%             | 40%   | 37%   | 38%  | 38%  | 38%  |
| Fully satisfied    | 38%       | 27%   | 27%   | 27%  | 27%  | 32%             | 35%   | 32%   | 33%  | 35%  | 35%  |
| Satisfied          | 44%       | 44%   | 44%   | 44%  | 44%  | 44%             | 44%   | 44%   | 44%  | 44%  | 44%  |
| Not satisfied      | 5%        | 7%    | 7%    | 7%   | 7%   | 6%              | 6%    | 6%    | 6%   | 6%   | 6%   |
| Fully dissatisfied | 1%        | 1%    | 1%    | 1%   | 1%   | 1%              | 1%    | 1%    | 1%   | 1%   | 1%   |
| Very dissatisfied  | 4%        | 4%    | 4%    | 4%   | 4%   | 4%              | 4%    | 4%    | 4%   | 4%   | 4%   |
| NET Satisfied      | 46%       | 35%   | 35%   | 35%  | 38%  | 42%             | 46%   | 43%   | 44%  | 43%  | 43%  |
| NET Dissatisfied   | 5%        | 7%    | 7%    | 7%   | 7%   | 6%              | 6%    | 6%    | 6%   | 6%   | 6%   |
| Don't know         | 2%        | 2%    | 2%    | 2%   | 2%   | 2%              | 2%    | 2%    | 2%   | 2%   | 2%   |
| Mean               | 1.524     | 1.289 | 1.176 | 1.16 | 1.07 | 0.86            | 1.154 | 1.174 | 1.10 | 1.11 | 1.14 |
| Standard deviation | 0.87      | 0.88  | 0.79  | 0.80 | 0.84 | 0.83            | 0.86  | 0.86  | 0.86 | 0.86 | 0.85 |
| Standard error     | 0.02      | 0.03  | 0.03  | 0.03 | 0.03 | 0.02            | 0.02  | 0.02  | 0.02 | 0.02 | 0.02 |

Proportions/Means: Columns Tested (5% risk level) - X(a,b)/d(e)/s(g) - X(h)  
 Overlap formulae used.





T.1016.45  
 Q1: How satisfied are you with the RELIABILITY of your fixed broadband service from «Broadband?»  
 Base: All internet respondents

|                                | Broadband |        |        |        |        | Broadband mobile |        |        |        |        |        |
|--------------------------------|-----------|--------|--------|--------|--------|------------------|--------|--------|--------|--------|--------|
|                                | Q1        | Q2     | Q3     | Q4     | Q5     | Q1               | Q2     | Q3     | Q4     | Q5     |        |
| Overnight base                 | 2120      | 389    | 179    | 119    | 455    | 232              | 431    | 152    | 117    | 1009   | 474    |
| Weighted base                  | 2120      | 400    | 86     | 86     | 454    | 110              | 491    | 188    | 202    | 1462   | 602    |
| Effective base                 | 108       | 284    | 134    | 110    | 302    | 146              | 391    | 141    | 107    | 1103   | 462    |
| Very satisfied                 | 100%      | 25%    | 20%    | 20%    | 25%    | 56%              | 56%    | 42%    | 33%    | 47%    | 52%    |
| Satisfied                      | 100%      | 25%    | 20%    | 20%    | 25%    | 56%              | 56%    | 42%    | 33%    | 47%    | 52%    |
| Not satisfied nor dissatisfied | 0%        | 0%     | 0%     | 0%     | 0%     | 0%               | 0%     | 0%     | 0%     | 0%     | 0%     |
| Fully dissatisfied             | 0%        | 0%     | 0%     | 0%     | 0%     | 0%               | 0%     | 0%     | 0%     | 0%     | 0%     |
| Very dissatisfied              | 0%        | 0%     | 0%     | 0%     | 0%     | 0%               | 0%     | 0%     | 0%     | 0%     | 0%     |
| NET - Satisfied                | 100%      | 25%    | 20%    | 20%    | 25%    | 56%              | 56%    | 42%    | 33%    | 47%    | 52%    |
| NET - Dissatisfied             | 0%        | 0%     | 0%     | 0%     | 0%     | 0%               | 0%     | 0%     | 0%     | 0%     | 0%     |
| Don't know                     | 0%        | 0%     | 0%     | 0%     | 0%     | 0%               | 0%     | 0%     | 0%     | 0%     | 0%     |
| Mean                           | 1.0000    | 1.2500 | 1.2000 | 1.2000 | 1.2500 | 1.0000           | 1.0000 | 1.1000 | 1.1000 | 1.1400 | 1.1400 |
| Standard deviation             | 0.00      | 0.43   | 0.39   | 0.39   | 0.39   | 0.39             | 0.37   | 0.33   | 0.38   | 0.36   | 0.36   |
| Standard error                 | 0.00      | 0.21   | 0.19   | 0.19   | 0.19   | 0.19             | 0.18   | 0.16   | 0.19   | 0.18   | 0.18   |

Proportions/Mean: Columns Tested (5% risk level) - X(a)/C/dw/s/g - X/N  
 Overlap formulae used.







T table 47  
 PFDOM Pay TV Provider SUMMARY TABLE  
 Base: All TV respondents respondents asked

|                                    | n= 2000 |        |
|------------------------------------|---------|--------|
|                                    | Q12024  | Q12023 |
| Overweight base                    | 1276    | 462    |
| Weighted base                      | 1276    | 462    |
| Effective base                     | 828     | 324    |
| Very satisfied                     | 468     | 172    |
| Fully satisfied                    | 38%     | 27%    |
| Not fully satisfied                | 59%     | 68%    |
| Not fully satisfied not considered | 75%     | 69%    |
| Fully dissatisfied                 | 17      | 16%    |
| Very dissatisfied                  | 14      | 11     |
| NET Satisfied                      | 184%    | 111%   |
| NET Dissatisfied                   | 48      | 27%    |
| Don't know                         | 5       | 5%     |
| Mean                               | 1.12    | 0.87   |
| Standard deviation                 | 0.88    | 1.44   |
| Standard error                     | 0.02    | 0.04   |

T.1016.03  
 P1.1. How satisfied are you with the OVERALL SERVICE PROVIDED by your television service provider \*TV\*?  
 Base: All TV respondents

|                        | By gender |        |       |       | By age |       |       |      | By education  |         |        |              |
|------------------------|-----------|--------|-------|-------|--------|-------|-------|------|---------------|---------|--------|--------------|
|                        | Male      | Female | 18-24 | 25-34 | 35-44  | 45-54 | 55-64 | 65+  | GCSE or below | A level | Degree | Postgraduate |
| Overnight base         | 1276      | 109    | 120   | 99    | 603    | 122   | 200   | 86   | 819           | 402     | 402    | 402          |
| Weighted base          | 1226      | 112    | 97    | 87    | 561    | 107   | 200   | 87   | 709           | 328     | 328    | 328          |
| Efficient base         | 839       | 149    | 122   | 98    | 481    | 81    | 240   | 82   | 607           | 282     | 282    | 282          |
| Very satisfied         | 100       | 22     | 22    | 8     | 282    | 51    | 88    | 21   | 282           | 126     | 126    | 126          |
| Fully satisfied        | 38%       | 20%    | 20%   | 10%   | 33%    | 20%   | 20%   | 10%  | 33%           | 20%     | 20%    | 20%          |
| Partly satisfied       | 100       | 24     | 24    | 11    | 282    | 51    | 100   | 42   | 282           | 126     | 126    | 126          |
| Slightly satisfied not | 27%       | 47%    | 47%   | 27%   | 282    | 51    | 100   | 42   | 282           | 126     | 126    | 126          |
| satisfied              | 100       | 24     | 24    | 11    | 282    | 51    | 100   | 42   | 282           | 126     | 126    | 126          |
| Fully dissatisfied     | 11        | 17%    | 17%   | 27%   | 18     | 18    | 18    | 18   | 18            | 18      | 18     | 18           |
| Very dissatisfied      | 2%        | 2%     | 2%    | 1%    | 2      | 2     | 2     | 2    | 2             | 2       | 2      | 2            |
| NET - Satisfied        | 100       | 88     | 88    | 38    | 664    | 102   | 248   | 63   | 664           | 252     | 252    | 252          |
| NET - Dissatisfied     | 0%        | 12%    | 12%   | 62%   | 138    | 25    | 52    | 24   | 138           | 76      | 76     | 76           |
| Don't know             | 0%        | 0%     | 0%    | 0%    | 0      | 0     | 0     | 0    | 0             | 0       | 0      | 0            |
| Mean                   | 1.56      | 1.56   | 1.55  | 1.57  | 1.56   | 1.55  | 1.56  | 1.55 | 1.56          | 1.55    | 1.55   | 1.55         |
| Standard deviation     | 0.80      | 0.80   | 0.80  | 0.80  | 0.80   | 0.80  | 0.80  | 0.80 | 0.80          | 0.80    | 0.80   | 0.80         |
| Standard error         | 0.02      | 0.02   | 0.02  | 0.02  | 0.02   | 0.02  | 0.02  | 0.02 | 0.02          | 0.02    | 0.02   | 0.02         |

Proportions: Means: Columns Tested (5% risk level) - X2/df/h/br/cide - X/df  
 Overlap formulae used. \* small base





Table 53  
 P2: 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

|                                  | By gender |        |       |        |       |        |       |        |       |        |
|----------------------------------|-----------|--------|-------|--------|-------|--------|-------|--------|-------|--------|
|                                  | Male      | Female | Male  | Female | Male  | Female | Male  | Female | Male  | Female |
| Overnight base                   | 402       | 451    | 451   | 451    | 451   | 451    | 451   | 451    | 451   | 451    |
| Weighted base                    | 1,108     | 1,077  | 1,077 | 1,077  | 1,077 | 1,077  | 1,077 | 1,077  | 1,077 | 1,077  |
| Effective base                   | 335       | 411    | 411   | 411    | 411   | 411    | 411   | 411    | 411   | 411    |
| Very satisfied                   | 192       | 211    | 211   | 211    | 211   | 211    | 211   | 211    | 211   | 211    |
| Fairly satisfied                 | 104       | 120    | 120   | 120    | 120   | 120    | 120   | 120    | 120   | 120    |
| Slightly satisfied not satisfied | 46        | 56     | 56    | 56     | 56    | 56     | 56    | 56     | 56    | 56     |
| Fairly dissatisfied              | 46        | 56     | 56    | 56     | 56    | 56     | 56    | 56     | 56    | 56     |
| Very dissatisfied                | 19        | 24     | 24    | 24     | 24    | 24     | 24    | 24     | 24    | 24     |
| NET - Satisfied                  | 451       | 523    | 523   | 523    | 523   | 523    | 523   | 523    | 523   | 523    |
| NET - Dissatisfied               | 117       | 144    | 144   | 144    | 144   | 144    | 144   | 144    | 144   | 144    |
| Don't know                       | 36        | 45     | 45    | 45     | 45    | 45     | 45    | 45     | 45    | 45     |
| Mean                             | 0.874     | 0.886  | 0.886 | 0.886  | 0.886 | 0.886  | 0.886 | 0.886  | 0.886 | 0.886  |
| Standard deviation               | 1.16      | 1.17   | 1.17  | 1.17   | 1.17  | 1.17   | 1.17  | 1.17   | 1.17  | 1.17   |
| Standard error                   | 0.03      | 0.11   | 0.12  | 0.12   | 0.12  | 0.12   | 0.12  | 0.12   | 0.12  | 0.12   |

Proportions/Mean: Columns Tested (5% risk level) - X(2)/chi/chi2/ci - X(2)  
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing



T-Link 12  
 B1. In terms of your overall package of services, how satisfied are you with the OVERALL SERVICE PROVIDED by <Brand/Provider>?  
 Base: All Bunde respondents

| Item               | Bunde (n=100) |      |      |      |      | All respondents (n=100) |      |      |      |      |
|--------------------|---------------|------|------|------|------|-------------------------|------|------|------|------|
|                    | Q1            | Q2   | Q3   | Q4   | Q5   | Q1                      | Q2   | Q3   | Q4   | Q5   |
| Overall score      | 100%          | 100% | 100% | 100% | 100% | 100%                    | 100% | 100% | 100% | 100% |
| Very satisfied     | 100%          | 100% | 100% | 100% | 100% | 100%                    | 100% | 100% | 100% | 100% |
| Satisfied          | 100%          | 100% | 100% | 100% | 100% | 100%                    | 100% | 100% | 100% | 100% |
| Not satisfied      | 0%            | 0%   | 0%   | 0%   | 0%   | 0%                      | 0%   | 0%   | 0%   | 0%   |
| Very dissatisfied  | 0%            | 0%   | 0%   | 0%   | 0%   | 0%                      | 0%   | 0%   | 0%   | 0%   |
| Mean               | 5.0           | 5.0  | 5.0  | 5.0  | 5.0  | 5.0                     | 5.0  | 5.0  | 5.0  | 5.0  |
| Standard deviation | 0.0           | 0.0  | 0.0  | 0.0  | 0.0  | 0.0                     | 0.0  | 0.0  | 0.0  | 0.0  |
| Standard error     | 0.0           | 0.0  | 0.0  | 0.0  | 0.0  | 0.0                     | 0.0  | 0.0  | 0.0  | 0.0  |

Proportions: Means: Columns Tested (5% risk level) - X<sup>2</sup>=N(C/G)/E<sup>2</sup> - X<sup>2</sup>=N(I/J)<sup>2</sup>/E<sup>2</sup>  
 Overlap formulae used. \*small base





























Customer Satisfaction Tracker 2024  
 ONLINE Fieldwork - 18th - 28th November 2024

7. How do you feel about the electricity provider you use?  
 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

| Provider      | Age   |       |       |       |       |       |       |     |      |        | Income  |         |         |         |         |         |         |         |          |        | Region |                 |               |                  |               |                   |                          |                    |                    |                   | Usage         |                          |                    |                    |       |     |     |  |  |  | Other |  |  |  |  |  |  |  |  |  |
|---------------|-------|-------|-------|-------|-------|-------|-------|-----|------|--------|---------|---------|---------|---------|---------|---------|---------|---------|----------|--------|--------|-----------------|---------------|------------------|---------------|-------------------|--------------------------|--------------------|--------------------|-------------------|---------------|--------------------------|--------------------|--------------------|-------|-----|-----|--|--|--|-------|--|--|--|--|--|--|--|--|--|
|               | Total | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ | None | £0-10k | £10-20k | £20-30k | £30-40k | £40-50k | £50-60k | £60-70k | £70-80k | £80-90k | £90-100k | £100k+ | London | East of England | East Midlands | East of Scotland | East of Wales | East of Yorkshire | East of Northern Ireland | East of North East | East of North West | East of Yorkshire | East of Wales | East of Northern Ireland | East of North East | East of North West | Other |     |     |  |  |  |       |  |  |  |  |  |  |  |  |  |
| Unrepresented | 100   | 100   | 100   | 100   | 100   | 100   | 100   | 100 | 100  | 100    | 100     | 100     | 100     | 100     | 100     | 100     | 100     | 100     | 100      | 100    | 100    | 100             | 100           | 100              | 100           | 100               | 100                      | 100                | 100                | 100               | 100           | 100                      | 100                | 100                | 100   |     |     |  |  |  |       |  |  |  |  |  |  |  |  |  |
| EDF           | 20    | 18    | 22    | 25    | 28    | 32    | 35    | 38  | 42   | 45     | 48      | 52      | 55      | 58      | 62      | 65      | 68      | 72      | 75       | 78     | 82     | 85              | 88            | 92               | 95            | 98                | 100                      | 100                | 100                | 100               | 100           | 100                      | 100                | 100                | 100   | 100 |     |  |  |  |       |  |  |  |  |  |  |  |  |  |
| British Gas   | 30    | 28    | 32    | 35    | 38    | 42    | 45    | 48  | 52   | 55     | 58      | 62      | 65      | 68      | 72      | 75      | 78      | 82      | 85       | 88     | 92     | 95              | 98            | 100              | 100           | 100               | 100                      | 100                | 100                | 100               | 100           | 100                      | 100                | 100                | 100   | 100 | 100 |  |  |  |       |  |  |  |  |  |  |  |  |  |
| Octopus       | 15    | 12    | 15    | 18    | 22    | 25    | 28    | 32  | 35   | 38     | 42      | 45      | 48      | 52      | 55      | 58      | 62      | 65      | 68       | 72     | 75     | 78              | 82            | 85               | 88            | 92                | 95                       | 98                 | 100                | 100               | 100           | 100                      | 100                | 100                | 100   | 100 | 100 |  |  |  |       |  |  |  |  |  |  |  |  |  |
| Other         | 35    | 32    | 35    | 38    | 42    | 45    | 48    | 52  | 55   | 58     | 62      | 65      | 68      | 72      | 75      | 78      | 82      | 85      | 88       | 92     | 95     | 98              | 100           | 100              | 100           | 100               | 100                      | 100                | 100                | 100               | 100           | 100                      | 100                | 100                | 100   | 100 | 100 |  |  |  |       |  |  |  |  |  |  |  |  |  |

Proportions: Means: Column Totals (0% risk level) - X(a,b) - X(c,d) | g(h,i) - X(j,k) - X(m,n) | o(p,q) - X(r) - X(s) | v(w,x) - X(y,z) - X(a) |  
 Overlap formulae used: \* small base; \*\* very small base (under 30) | ineligible for sig. testing



















T. 1016 711  
 Q23. 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

|                      | Dissatisfied |     |     |     |    | Dissatisfied/Very Dissatisfied |     |     |     |     |
|----------------------|--------------|-----|-----|-----|----|--------------------------------|-----|-----|-----|-----|
|                      | Q1           | Q2  | Q3  | Q4  | Q5 | Q1                             | Q2  | Q3  | Q4  | Q5  |
| High-speed access    | 10%          | 21% | 41% | 27% | 1% | 10%                            | 20% | 30% | 20% | 10% |
| Other                | 2%           | 1%  | 1%  | 1%  | 1% | 1%                             | 1%  | 1%  | 1%  | 1%  |
| Don't know or refuse | 2%           | 2%  | 2%  | 2%  | 2% | 2%                             | 2%  | 2%  | 2%  | 2%  |

Proportions/Mean: Columns Tested (5% risk level) - X<sup>2</sup> test/df/np - KHI  
 Overlap formulae used. \* small base, \*\* very small base (under 30) ineligible for sig testing











Customer Satisfaction Tracker 2024  
ONLINE Fieldwork - 18th - 28th November 2024

T-Value Test  
N1: 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

Table with columns: Gender, Age, Ethnicity, Region, Household Income, Education, Marital Status, and various Likert scale items (e.g., 'I would recommend this provider to my family', 'I would recommend this provider to my friends'). Rows include demographic groups like 'Unemployed base', 'Employed base', 'Male', 'Female', and 'Total'.

Proportions: Means: Columns Tested (5% risk level) - X(a,b) - X(c,d)@g(h) - X(i,j,k) - X(m,n)@p(q) - X(r) - X(u,v,w) - X(x,y) - X(z)





Customer Satisfaction Tracker 2024  
 ONLINE Fieldwork - 18th - 28th November 2024

T-Value Test  
 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 Service |     |               |              |      |               |              |      |               |              | Mobile Service |               |              |      |               |
|--------------|----------------|-----|---------------|--------------|------|---------------|--------------|------|---------------|--------------|----------------|---------------|--------------|------|---------------|
|              | Count<br>(N)   | %   | Weight<br>(W) | Count<br>(N) | %    | Weight<br>(W) | Count<br>(N) | %    | Weight<br>(W) | Count<br>(N) | %              | Weight<br>(W) | Count<br>(N) | %    | Weight<br>(W) |
| Unlikely/Not | 1067           | 20% | 1067          | 608          | 21%  | 608           | 136          | 13%  | 136           | 426          | 20%            | 426           | 2075         | 1%   | 2075          |
| Unlikely/Not | 2487           | 52% | 1243          | 458          | 24%  | 232           | 127          | 12%  | 127           | 358          | 17%            | 358           | 2173         | 11%  | 2173          |
| Slightly/Not | 1662           | 34% | 1662          | 430          | 22%  | 430           | 187          | 18%  | 187           | 118          | 6%             | 118           | 1662         | 8%   | 1662          |
| Extremely    | 107            | 2%  | 107           | 34           | 2%   | 34            | 17           | 2%   | 17            | 34           | 2%             | 34            | 441          | 2%   | 441           |
| Any          | 2174           | 44% | 2174          | 2174         | 100% | 2174          | 2174         | 100% | 2174          | 2174         | 100%           | 2174          | 2174         | 100% | 2174          |
| Any          | 426            | 8%  | 426           | 20%          | 8%   | 20%           | 10%          | 5%   | 10%           | 5%           | 2%             | 5%            | 273          | 1%   | 273           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           | 9%           | 4%   | 9%            | 5%           | 2%   | 5%            | 3%           | 1%             | 3%            | 186          | 1%   | 186           |
| Any          | 174            | 3%  | 174           | 8%           | 3%   | 8%            | 4%           | 2%   | 4%            | 2%           | 1%             | 2%            | 174          | 1%   | 174           |
| Any          | 186            | 4%  | 186           |              |      |               |              |      |               |              |                |               |              |      |               |

Customer Satisfaction Tracker 2024  
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T-Link 77  
ONS: Based on your overall experience of 'Mobiles' as your mobile service provider, how likely would you to recommend them to a friend or family member as a mobile service provider?  
Base: All Mobile respondents

Table with columns for Demographics (Age, Gender, Ethnicity, etc.), Attitudes (Engaged, Disengaged, etc.), and Results (Yes, No, Don't know). Rows include categories like Unengaged base, Disengaged base, and various demographic segments.

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



T. J. 7.0  
 QN2: 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 (excl.)     |      |      |             |      |            |                 |      |      |                       |
|--------------------|-----------------------|-------|-------|-------------|-------|------------|-----------------|------|-------|-----------------------|-----------------------|------|------|-------------|------|------------|-----------------|------|------|-----------------------|
|                    | 1 (not at all likely) | 2     | 3     | 4 (neutral) | 5     | 6 (likely) | 7 (very likely) | 8    | 9     | 10 (extremely likely) | 1 (not at all likely) | 2    | 3    | 4 (neutral) | 5    | 6 (likely) | 7 (very likely) | 8    | 9    | 10 (extremely likely) |
| Unweighted base    | 2120                  | 389   | 179   | 126         | 455   | 222        | 424             | 122  | 177   | 1009                  | 678                   | 322  | 152  | 102         | 359  | 184        | 107             | 162  | 93   | 556                   |
| Weighted base      | 2120                  | 400   | 186   | 131         | 463   | 232        | 431             | 124  | 181   | 1009                  | 682                   | 322  | 152  | 102         | 359  | 184        | 107             | 162  | 93   | 556                   |
| Effective base     | 1988                  | 384   | 184   | 134         | 450   | 222        | 424             | 124  | 181   | 947                   | 667                   | 317  | 147  | 97          | 353  | 180        | 102             | 157  | 89   | 543                   |
| Gender             |                       |       |       |             |       |            |                 |      |       |                       |                       |      |      |             |      |            |                 |      |      |                       |
| Male               | 1120                  | 198   | 101   | 73          | 257   | 124        | 232             | 71   | 102   | 556                   | 359                   | 177  | 81   | 52          | 177  | 89         | 52              | 77   | 41   | 256                   |
| Female             | 1000                  | 191   | 78    | 58          | 198   | 98         | 192             | 51   | 75    | 453                   | 319                   | 145  | 71   | 50          | 182  | 95         | 55              | 85   | 52   | 299                   |
| Age                |                       |       |       |             |       |            |                 |      |       |                       |                       |      |      |             |      |            |                 |      |      |                       |
| 18-24              | 102                   | 18    | 10    | 7           | 31    | 15         | 28              | 8    | 12    | 57                    | 29                    | 14   | 8    | 5           | 18   | 9          | 5               | 7    | 4    | 23                    |
| 25-34              | 320                   | 55    | 25    | 18          | 61    | 30         | 56              | 17   | 24    | 132                   | 68                    | 33   | 19   | 13          | 45   | 23         | 13              | 18   | 10   | 63                    |
| 35-44              | 500                   | 85    | 38    | 27          | 92    | 45         | 84              | 25   | 36    | 192                   | 102                   | 48   | 27   | 18          | 63   | 32         | 18              | 25   | 14   | 93                    |
| 45-54              | 600                   | 100   | 45    | 32          | 108   | 54         | 100             | 29   | 42    | 216                   | 116                   | 54   | 31   | 21          | 75   | 38         | 21              | 28   | 16   | 108                   |
| 55-64              | 400                   | 65    | 28    | 20          | 68    | 34         | 64              | 19   | 27    | 144                   | 72                    | 36   | 21   | 14          | 48   | 24         | 14              | 18   | 10   | 66                    |
| 65+                | 200                   | 35    | 15    | 10          | 34    | 17         | 32              | 9    | 13    | 72                    | 36                    | 18   | 10   | 6           | 24   | 12         | 6               | 8    | 5    | 33                    |
| Ethnicity          |                       |       |       |             |       |            |                 |      |       |                       |                       |      |      |             |      |            |                 |      |      |                       |
| White              | 1800                  | 315   | 145   | 105         | 385   | 195        | 375             | 115  | 165   | 900                   | 585                   | 285  | 135  | 90          | 315  | 165        | 95              | 145  | 85   | 480                   |
| Black              | 100                   | 15    | 7     | 5           | 18    | 9          | 17              | 5    | 7     | 45                    | 23                    | 11   | 6    | 4           | 15   | 8          | 4               | 5    | 3    | 18                    |
| Asian              | 100                   | 15    | 7     | 5           | 18    | 9          | 17              | 5    | 7     | 45                    | 23                    | 11   | 6    | 4           | 15   | 8          | 4               | 5    | 3    | 18                    |
| Hispanic           | 100                   | 15    | 7     | 5           | 18    | 9          | 17              | 5    | 7     | 45                    | 23                    | 11   | 6    | 4           | 15   | 8          | 4               | 5    | 3    | 18                    |
| Other              | 120                   | 20    | 10    | 7           | 24    | 12         | 24              | 7    | 10    | 60                    | 30                    | 15   | 8    | 5           | 18   | 9          | 5               | 7    | 4    | 27                    |
| Income             |                       |       |       |             |       |            |                 |      |       |                       |                       |      |      |             |      |            |                 |      |      |                       |
| <£10k              | 100                   | 15    | 7     | 5           | 18    | 9          | 17              | 5    | 7     | 45                    | 23                    | 11   | 6    | 4           | 15   | 8          | 4               | 5    | 3    | 18                    |
| £10k-£20k          | 300                   | 45    | 21    | 15          | 51    | 25         | 48              | 14   | 19    | 135                   | 68                    | 33   | 19   | 13          | 45   | 23         | 13              | 18   | 10   | 63                    |
| £20k-£30k          | 400                   | 60    | 28    | 20          | 68    | 34         | 64              | 19   | 27    | 180                   | 90                    | 42   | 24   | 16          | 54   | 27         | 15              | 20   | 11   | 81                    |
| £30k-£40k          | 300                   | 45    | 21    | 15          | 51    | 25         | 48              | 14   | 19    | 135                   | 68                    | 33   | 19   | 13          | 45   | 23         | 13              | 18   | 10   | 63                    |
| £40k-£50k          | 200                   | 30    | 14    | 10          | 34    | 17         | 32              | 9    | 13    | 90                    | 45                    | 22   | 12   | 8           | 36   | 18         | 9               | 12   | 6    | 45                    |
| £50k+              | 200                   | 30    | 14    | 10          | 34    | 17         | 32              | 9    | 13    | 90                    | 45                    | 22   | 12   | 8           | 36   | 18         | 9               | 12   | 6    | 45                    |
| Education          |                       |       |       |             |       |            |                 |      |       |                       |                       |      |      |             |      |            |                 |      |      |                       |
| GCSE or below      | 100                   | 15    | 7     | 5           | 18    | 9          | 17              | 5    | 7     | 45                    | 23                    | 11   | 6    | 4           | 15   | 8          | 4               | 5    | 3    | 18                    |
| A-level            | 100                   | 15    | 7     | 5           | 18    | 9          | 17              | 5    | 7     | 45                    | 23                    | 11   | 6    | 4           | 15   | 8          | 4               | 5    | 3    | 18                    |
| University         | 800                   | 120   | 56    | 40          | 135   | 66         | 126             | 36   | 50    | 360                   | 186                   | 87   | 48   | 31          | 108  | 54         | 29              | 38   | 20   | 135                   |
| Other              | 200                   | 30    | 14    | 10          | 34    | 17         | 32              | 9    | 13    | 90                    | 45                    | 22   | 12   | 8           | 36   | 18         | 9               | 12   | 6    | 45                    |
| Marital status     |                       |       |       |             |       |            |                 |      |       |                       |                       |      |      |             |      |            |                 |      |      |                       |
| Single             | 1000                  | 165   | 75    | 55          | 195   | 97         | 185             | 55   | 75    | 450                   | 240                   | 115  | 60   | 40          | 135  | 68         | 35              | 48   | 25   | 150                   |
| Partner            | 1000                  | 224   | 104   | 75          | 260   | 125        | 239             | 71   | 102   | 557                   | 282                   | 137  | 72   | 47          | 156  | 76         | 42              | 59   | 31   | 166                   |
| Married            | 800                   | 135   | 60    | 45          | 150   | 70         | 135             | 38   | 51    | 360                   | 180                   | 85   | 50   | 33          | 105  | 54         | 28              | 38   | 20   | 135                   |
| Widowed            | 200                   | 89    | 44    | 30          | 95    | 47         | 104             | 27   | 31    | 197                   | 102                   | 52   | 27   | 17          | 54   | 27         | 14              | 17   | 9    | 66                    |
| Divorced           | 100                   | 15    | 7     | 5           | 18    | 9          | 17              | 5    | 7     | 45                    | 23                    | 11   | 6    | 4           | 15   | 8          | 4               | 5    | 3    | 18                    |
| Other              | 100                   | 15    | 7     | 5           | 18    | 9          | 17              | 5    | 7     | 45                    | 23                    | 11   | 6    | 4           | 15   | 8          | 4               | 5    | 3    | 18                    |
| Home ownership     |                       |       |       |             |       |            |                 |      |       |                       |                       |      |      |             |      |            |                 |      |      |                       |
| Rent               | 1000                  | 165   | 75    | 55          | 195   | 97         | 185             | 55   | 75    | 450                   | 240                   | 115  | 60   | 40          | 135  | 68         | 35              | 48   | 25   | 150                   |
| Mortgage           | 1000                  | 224   | 104   | 75          | 260   | 125        | 239             | 71   | 102   | 557                   | 282                   | 137  | 72   | 47          | 156  | 76         | 42              | 59   | 31   | 166                   |
| Own                | 1000                  | 224   | 104   | 75          | 260   | 125        | 239             | 71   | 102   | 557                   | 282                   | 137  | 72   | 47          | 156  | 76         | 42              | 59   | 31   | 166                   |
| Other              | 100                   | 15    | 7     | 5           | 18    | 9          | 17              | 5    | 7     | 45                    | 23                    | 11   | 6    | 4           | 15   | 8          | 4               | 5    | 3    | 18                    |
| Mean               | 7.307                 | 7.424 | 7.487 | 7.426       | 7.307 | 6.86       | 6.86            | 7.20 | 7.207 | 7.28                  | 7.28                  | 7.28 | 7.28 | 7.28        | 7.28 | 7.28       | 7.28            | 7.28 | 7.28 | 7.28                  |
| Standard deviation | 2.24                  | 2.14  | 2.07  | 2.08        | 2.14  | 2.26       | 2.27            | 2.20 | 2.20  | 2.28                  | 2.28                  | 2.28 | 2.28 | 2.28        | 2.28 | 2.28       | 2.28            | 2.28 | 2.28 | 2.28                  |
| Standard error     | 0.08                  | 0.11  | 0.11  | 0.11        | 0.11  | 0.11       | 0.11            | 0.11 | 0.11  | 0.11                  | 0.11                  | 0.11 | 0.11 | 0.11        | 0.11 | 0.11       | 0.11            | 0.11 | 0.11 | 0.11                  |

Proportions/Means: Columns Tested (5% risk level) - X<sup>2</sup>/B/C/D/W/F/g - X/N1  
 Overlap formulae used.









T. 016 82  
 Q1: 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

|                            | Agreement                 |                |             |
|----------------------------|---------------------------|----------------|-------------|
|                            | 1 (I do not agree at all) | 2 (I disagree) | 3 (I agree) |
| Unchanged base             | 2000                      | 2000           | 2000        |
| Unchanged base             | 1999                      | 1999           | 1999        |
| Agree strongly             | 41%                       | 32%            | 48%         |
| Agree slightly             | 17%                       | 2%             | 16%         |
| Neither agree nor disagree | 17%                       | 4%             | 16%         |
| Disagree                   | 24%                       | 5%             | 20%         |
| Disagree strongly          | 24%                       | 5%             | 20%         |
| NET Agree                  | 16%                       | 3%             | 16%         |
| NET Disagree               | 24%                       | 5%             | 20%         |
| Mean                       | 0.88                      | 0.11           | 0.01        |
| Standard deviation         | 1.15                      | 1.28           | 1.27        |
| Standard error             | 0.02                      | 0.02           | 0.02        |





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7. onse 84  
OCI: 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.  
By default, 5 points come to me if they have questions about technology  
Basic: All respondents

Table with columns: Statement, Mean, Std. Deviation, and various Likert scale points (1-5) for different categories like 'I can't do anything without my mobile phone', 'I can't do anything without my landline phone', etc.

Proportions: Means: Columns: Tessed (% risk level) - X(a,b) - X(c,d,e)g(h,i) - X(j,k,l) - X(m,n)op(q,r) - X(s,t) - X(u,v,w) - X(x,y) - X(z)



Customer Satisfaction Tracker 2024  
ONLINE Fieldwork - 18th - 28th November 2024

7. Only 0/1  
Q1: 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.  
For as knowledgeable about these technologies as the next person  
Base: All respondents

Table with columns: Statement, Age (18-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75+), Gender (Eng, Male, Female), Ethnicity (All, CI, OI, NEI, CCG), Household type (Yes, No), and Tenure (Total, 1-3 years, 4-9 years, 10+ years). Rows include statements like 'I am satisfied with the quality of my broadband service' and 'I am satisfied with the quality of my mobile phone service'.

Proportions: Means: Columns 1-23 (9% risk level) - X1ab - X1cdleghhb - X1jkl - X1mlopqgr - X1st - X1uvvw - X1xy - X1zA  
Overlap formulae used: \* small base





T-1016 07  
 Q23. 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

|                    | Responses                       |                           |
|--------------------|---------------------------------|---------------------------|
|                    | Completely disagree or disagree | Completely agree or agree |
| Overpriced items   | 20%                             | 20%                       |
| High quality       | 20%                             | 20%                       |
| Efficient service  | 18%                             | 18%                       |
| Agree strongly     | 8%                              | 10%                       |
| Agree slightly     | 10%                             | 9%                        |
| Disagree slightly  | 8%                              | 8%                        |
| Disagree strongly  | 5%                              | 14%                       |
| Don't know         | 10%                             | 10%                       |
| Strongly agree     | 1%                              | 1%                        |
| Strongly disagree  | 1%                              | 8%                        |
| NET Agree          | 10%                             | 19%                       |
| NET Disagree       | 1%                              | 2%                        |
| Mean               | 1.0                             | 1.2                       |
| Standard deviation | 0.9                             | 1.0                       |
| Standard error     | 0.2                             | 0.2                       |



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7. Only 50  
 Q23. 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.  
 Look out for and use discount codes or discount vouchers whenever I can.  
 Base: All respondents

|                    | Statement |      |        |        |        |        |        |        |        |        | Statement |         |        |          |        |        |        |        |        |        | Response |        | Response |        | Response |                    | Response |        |        |        |
|--------------------|-----------|------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|---------|--------|----------|--------|--------|--------|--------|--------|--------|----------|--------|----------|--------|----------|--------------------|----------|--------|--------|--------|
|                    | Total     | Men  | Women  | 16-24  | 25-34  | 35-44  | 45-54  | 55-64  | 65-74  | 75+    | Engaged   | Retired | Urban  | Suburban | Rural  | AB     | C1     | C2     | C3     | DE     | ABC1     | DE     | Yes      | No     | Mean     | Standard deviation | Lower    | Upper  | Yes    | No     |
| Unemployed base    | 2000      | 1200 | 1200   | 200    | 400    | 300    | 300    | 400    | 400    | 400    | 200       | 200     | 100    | 100      | 100    | 100    | 100    | 100    | 100    | 100    | 100      | 100    | 100      | 100    | 100      | 100                | 100      | 100    | 100    | 100    |
| Unemployed base    | 2000      | 1200 | 1200   | 200    | 400    | 400    | 400    | 400    | 400    | 400    | 200       | 200     | 100    | 100      | 100    | 100    | 100    | 100    | 100    | 100    | 100      | 100    | 100      | 100    | 100      | 100                | 100      | 100    | 100    | 100    |
| Unemployed base    | 2000      | 1200 | 1200   | 200    | 400    | 400    | 400    | 400    | 400    | 400    | 200       | 200     | 100    | 100      | 100    | 100    | 100    | 100    | 100    | 100    | 100      | 100    | 100      | 100    | 100      | 100                | 100      | 100    | 100    | 100    |
| Agree strongly     | 1000      | 600  | 600    | 100    | 200    | 200    | 200    | 200    | 200    | 200    | 100       | 100     | 50     | 50       | 50     | 50     | 50     | 50     | 50     | 50     | 50       | 50     | 50       | 50     | 50       | 50                 | 50       | 50     | 50     | 50     |
| Disagree strongly  | 1000      | 600  | 600    | 100    | 200    | 200    | 200    | 200    | 200    | 200    | 100       | 100     | 50     | 50       | 50     | 50     | 50     | 50     | 50     | 50     | 50       | 50     | 50       | 50     | 50       | 50                 | 50       | 50     | 50     | 50     |
| Mean               | 1.0000    | 0.99 | 1.1100 | 1.2000 | 1.2000 | 1.2000 | 1.2000 | 1.2000 | 1.2000 | 1.2000 | 1.2000    | 1.2000  | 1.2000 | 1.2000   | 1.2000 | 1.2000 | 1.2000 | 1.2000 | 1.2000 | 1.2000 | 1.2000   | 1.2000 | 1.2000   | 1.2000 | 1.2000   | 1.2000             | 1.2000   | 1.2000 | 1.2000 | 1.2000 |
| Standard deviation | 0.00      | 0.00 | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00      | 0.00    | 0.00   | 0.00     | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00     | 0.00   | 0.00     | 0.00   | 0.00     | 0.00               | 0.00     | 0.00   | 0.00   | 0.00   |
| Standard error     | 0.00      | 0.00 | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00      | 0.00    | 0.00   | 0.00     | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00   | 0.00     | 0.00   | 0.00     | 0.00   | 0.00     | 0.00               | 0.00     | 0.00   | 0.00   | 0.00   |

Proportions: Means: Columns: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree  
 Overlap formulae used. \* = small base



















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7. Online Q1  
Q1a: Could you please tell us whether you or anyone in your household currently receives any of the following benefits?  
Base: All respondents

Table with columns for Demographics (Age, Gender, Ethnicity, etc.), Socio-Economic Group, and Household Income. Rows list various benefits such as Universal Credit, Jobseeker's Allowance, and Pension Credit, with columns for 'Yes' and 'No' counts and percentages.

Proportions: Means: Column 1 tested (5% risk level) - Xtab - Xordelrghb - Xajkkl - Ximmsopgr - Xst - Xuvvw - Xzy - Xza  
Overlap formulae used: \* small base



T table 37  
 Benchmarking Overall Satisfaction with each service provider  
 Base: All respondents asked

| Usage pattern                      | Demographic details |                 |              |                    |                   |                         |                   |                  |
|------------------------------------|---------------------|-----------------|--------------|--------------------|-------------------|-------------------------|-------------------|------------------|
|                                    | Male<br>n=100       | Female<br>n=100 | Age<br>n=100 | Age group<br>n=100 | Location<br>n=100 | Post by region<br>n=100 | Industry<br>n=100 | Company<br>n=100 |
| Very satisfied                     | 100                 | 100             | 100          | 100                | 100               | 100                     | 100               | 100              |
| Fairly satisfied                   | 100                 | 100             | 100          | 100                | 100               | 100                     | 100               | 100              |
| Neither satisfied nor dissatisfied | 100                 | 100             | 100          | 100                | 100               | 100                     | 100               | 100              |
| Fairly dissatisfied                | 100                 | 100             | 100          | 100                | 100               | 100                     | 100               | 100              |
| Very dissatisfied                  | 100                 | 100             | 100          | 100                | 100               | 100                     | 100               | 100              |
| Don't know                         | 100                 | 100             | 100          | 100                | 100               | 100                     | 100               | 100              |
| Mean                               | 1.00                | 1.00            | 1.00         | 1.00               | 1.00              | 1.00                    | 1.00              | 1.00             |
| Standard deviation                 | 0.00                | 0.00            | 0.00         | 0.00               | 0.00              | 0.00                    | 0.00              | 0.00             |
| Standard error                     | 0.00                | 0.00            | 0.00         | 0.00               | 0.00              | 0.00                    | 0.00              | 0.00             |

Proportions/Mean: All Columns Tested (1%, 5% risk level)  
 Overlap formulae used.

