



# Energy Consumer Satisfaction Survey

Wave 20: Interim Report of Findings (January 2025)

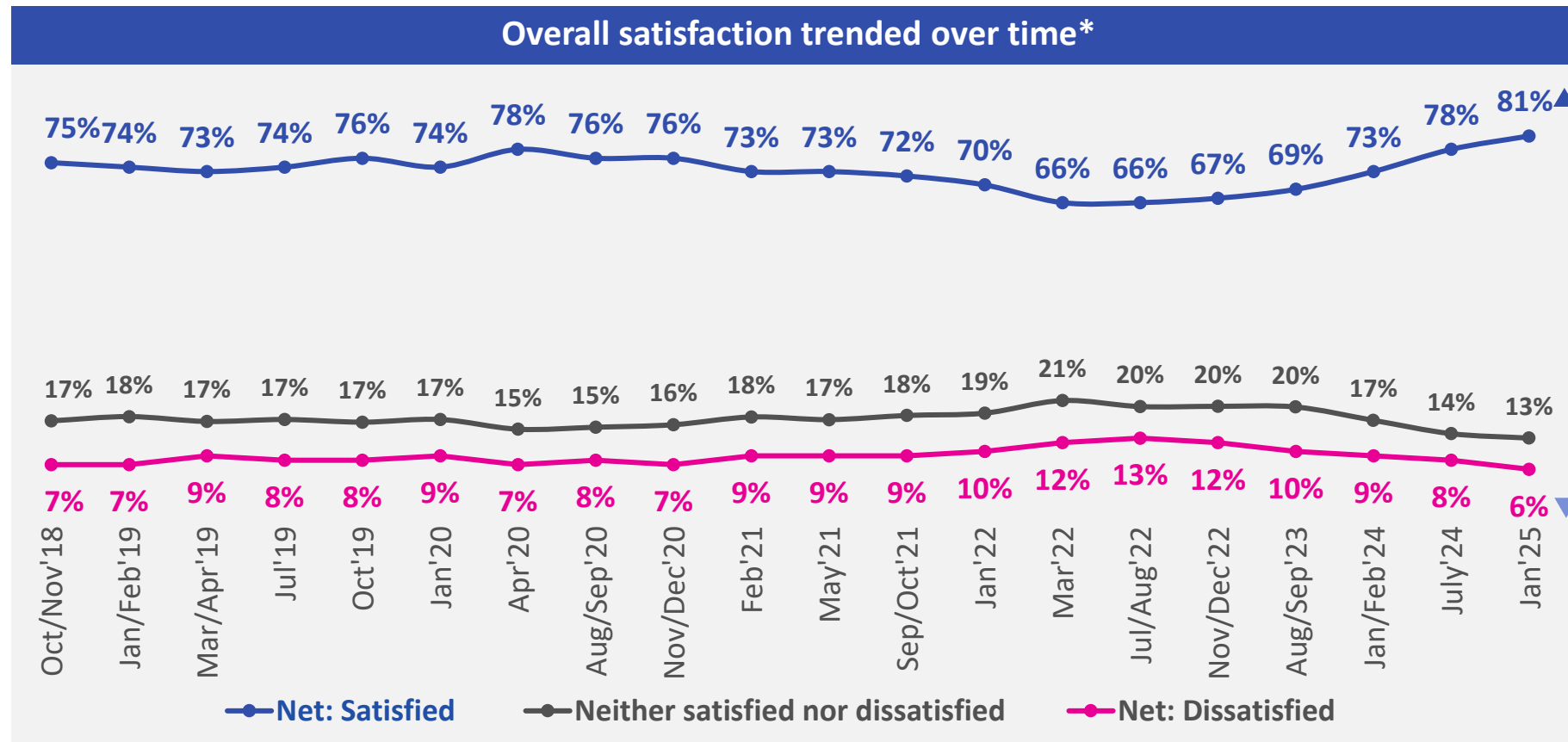
Published in March 2025

# Background and Methodology

- Ofgem and Citizens Advice carry out a regular survey to explore domestic energy consumers' experiences of the energy market.
- The survey covers a range of topics, including satisfaction with energy suppliers, satisfaction with the dimensions of customer service and experiences of supplier support for consumers struggling with their energy affordability issues.
- BMG Research conducts this research on behalf of Ofgem and Citizens Advice. This is the fourth wave conducted by BMG. Each wave of the survey has approximately 3,500-4,000 domestic energy consumers across Great Britain. Fieldwork for this wave was carried out from the 6<sup>th</sup> – 30<sup>th</sup> January 2025.
- This report is an interim report of findings. It explores key areas of interest but does not cover the full breadth of questions explored within the research. We have published this interim report to allow for earlier public use of findings. The full findings of this research will be published later in Spring 2025.
- Further details about the Energy Consumer Satisfaction Survey, including the accompanying technical report can be found [here](#).

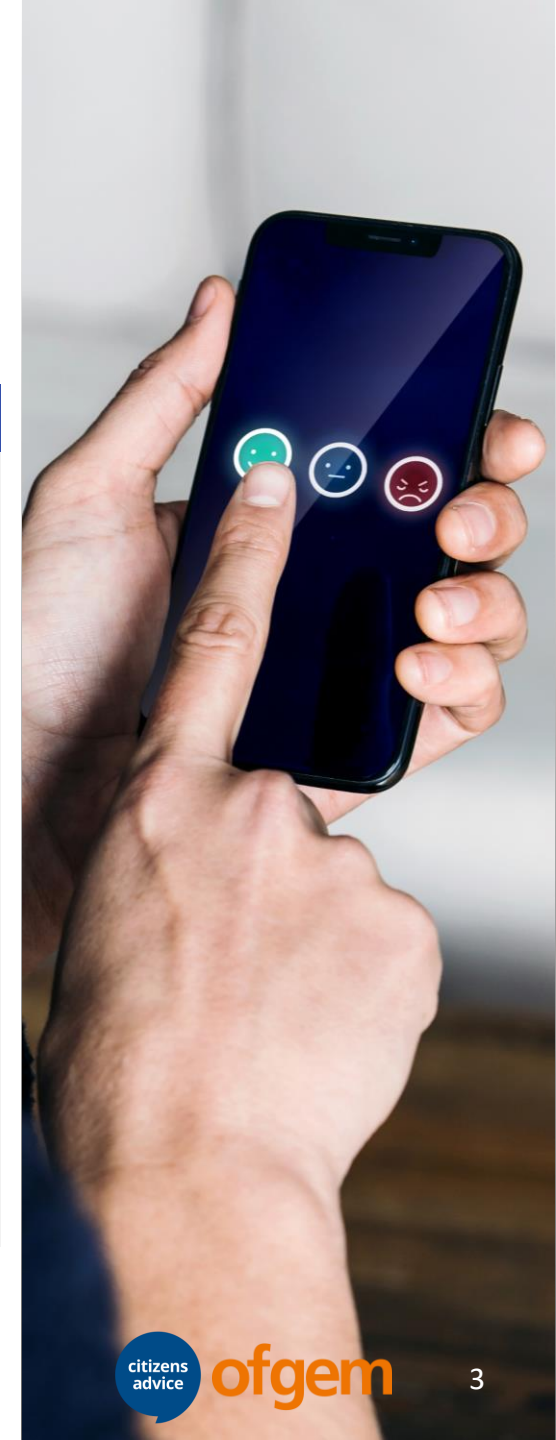
Consumer type	Methodology	Jan'25 Sample
Digitally enabled general population	Online survey via online panels	2,975
Digitally enabled but less present on panels	Online survey – river sampling	198
Digitally excluded	Face to face	200
Boost of PPM, SC and ethnic minority customers	Online panel and face-to-face	481
<b>Total</b>	All combined	<b>3,854</b>

Overall supplier satisfaction continues its upward trajectory and records its highest level yet, while dissatisfaction declines to its lowest level since tracking began



Source: A5: Overall, how satisfied or dissatisfied are you with [supplier] as your supplier of <FUEL TYPE>? Base: All respondents (3,854)

\* Please note that the intervals of time between the points at which this tracking survey was conducted are not consistent.









# Overall satisfaction has reached an all-time high, as financial vulnerability continues to ease

- **Satisfaction continues to increase:** Overall satisfaction has recorded a third successive increase. Dissatisfaction has also declined to its lowest level tracked so far.
- **Reported financial vulnerability continues to ease:** There has been a significant increase in consumers classified as 'doing well' for the second wave running, now at just over half (52% from 49% in July 2024). While not significant, there is a long-term decline in the other financial classifications ('getting by', 'vulnerable', and 'highly vulnerable').
- **Those 'doing well' increasingly report they are satisfied:** Consumers classified as 'doing well' are increasingly satisfied with their supplier (89% cf. 85%), although satisfaction has also shown an upward trend for the other financial classifications. The highly financially vulnerable have seen the largest increase in satisfaction since Aug/Sep 2023 (66% cf. 51%)
- **Some groups of consumers are more likely than the GB average to report dissatisfaction with their energy supplier:** This includes those who are in receipt of benefits (8%), not able to save money in the next 12 months (10%), renters (9%) and those living with a disability, long-term physical/mental health issue (8%).

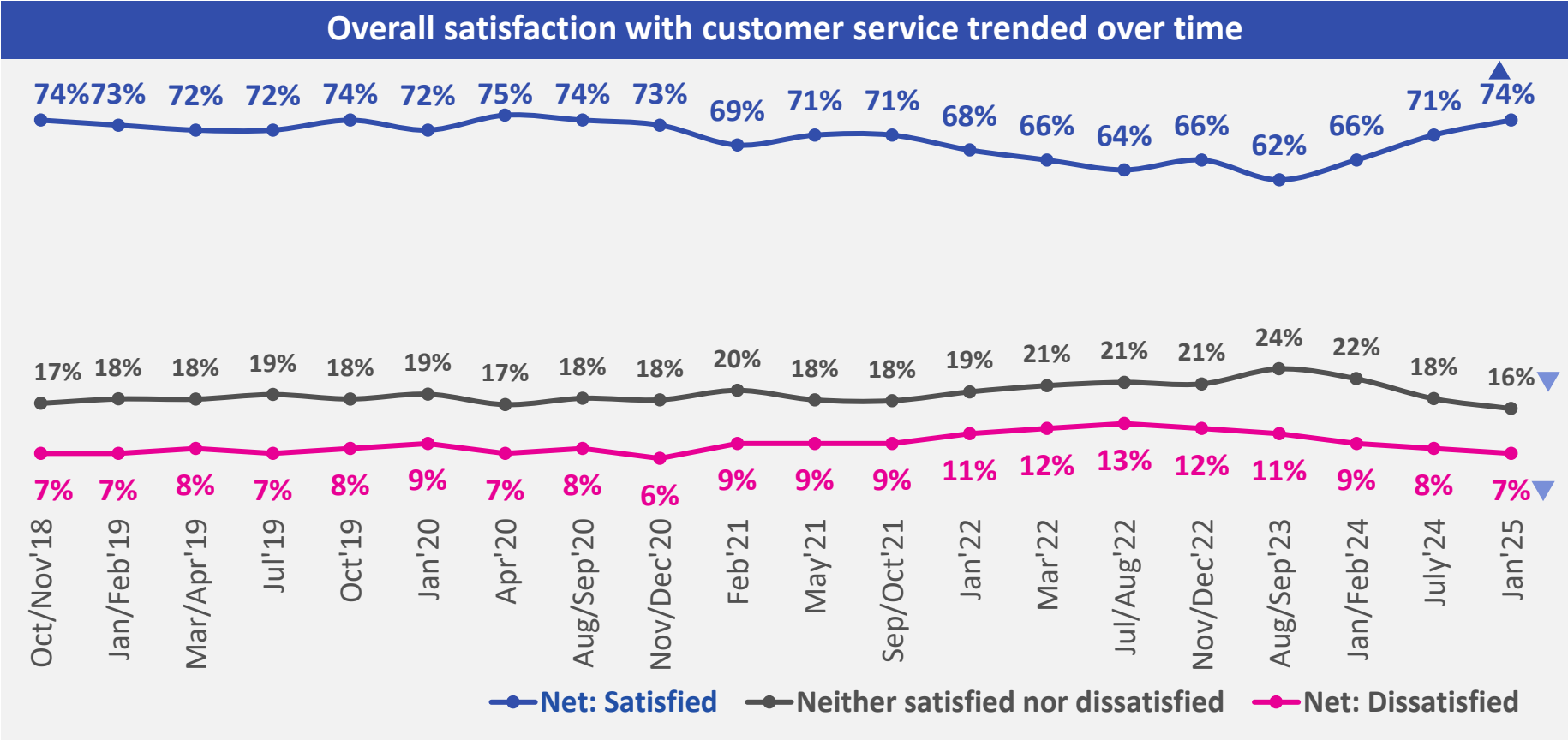
\*Details of how the financial vulnerability groups have been calculated can be found in the appendix of the wave 19 report [Energy Consumer Satisfaction Survey: July 2024](#) | [Ofgem](#)

 Financial vulnerability groups*	Aug/Sep'23	Jan/Feb'24	July'24	Jan'25
Doing well	41%	43%	49%▲	52%▲
Getting by	17%	15%▼	17%	15%
Vulnerable	22%	22%	19%▼	18%
Highly vulnerable	20%	20%	15%▼	14%

 Overall Satisfaction by Financial Vulnerability*	Aug/Sep'23	Jan/Feb'24	July'24	Jan'25
Doing well (% satisfied)	78%	82%▲	85%▲	89%▲
Getting by (% satisfied)	75%	74%	78%	80%
Vulnerable (% satisfied)	61%	67%▲	70%	72%
Highly vulnerable (% satisfied)	51%	61%▲	65%	66%

▲ Significant difference against previous wave at 95% confidence interval

Satisfaction with customer service also continues to increase and dissatisfaction decrease. Satisfaction is now back in-line with scores recorded in late 2020




Source: A7. Overall, how satisfied or dissatisfied are you with the customer service you have received from [supplier]. Base: all respondents (3,854).





# Satisfaction with all customer service metrics have improved compared to the previous wave



- **Customer service satisfaction improving:** Overall satisfaction with customer service has increased from 71% to 74%, a score not recorded since summer 2020.
- **Greater billing accuracy satisfaction:** Satisfaction with billing accuracy has increased for the third successive wave, now sitting at 80%.
- **Ease in understanding bills has increased:** Consumers are increasingly satisfied that they can understand their energy bill, increasing from 78% in July 2024 to 82% this wave.
- **Satisfaction with timeliness of bill delivery:** 87% of consumers are satisfied that their bills are delivered to them when expected (newly asked this wave).
- **Better contact experiences:** Consumers’ experiences of contacting their suppliers have also improved, with 75% saying it was easy compared to 70% in July 2024.
- **Increased satisfaction with information received:** Satisfaction with information received has increased to 84%, from 78% in July 2024.
- **Satisfaction with complaints handling remains stable:** The proportion that made a complaint has remained in line (6% cf. 8%), as has satisfaction with how it was handled (44% cf. 47%).

 Customer Service Metrics	Aug/ Sep'23	Jan/Feb' 24	July'24	Jan'25
Customer service	62%	66%▲	71%▲	74%▲
Billing accuracy	70%	74%▲	77%▲	80%▲
Ease of understanding the bill	71%	78%▲	78%	82%▲
Bill delivered when expected	n/a	n/a	n/a	87%
Ease of contacting supplier (% easy)	60%	65%▲	70%▲	75%▲
Satisfaction among those who contacted	71%	72%	77%▲	84%▲
Information received	74%	75%	78%▲	84%▲

% that made a complaint	10%	7%▼	8%	6%
Handling of the complaint	41%	*36%	47%*	44%*

\* Please note that while this is a % point change, this isn't statistically significant increase on the previous wave given a low base size.

▲ Significant difference against previous wave at 95% confidence interval





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# The proportion of consumers who have fallen behind on their energy payments remains stable


- **Customers falling behind/running out of credit for affordability reasons remains in line with previous waves:** The number of consumers reporting falling behind on their direct debit or standard credit energy payments has remained stable. For those on PPMs, a dip recorded in July 2024 to 17% is sustained. It is important to note that this research reflects customers' perceptions, and that other data sources may not reflect these findings at time of reporting\*.
- **Customers being contacted or contacting their supplier for support with energy payments has also remained stable:** 14% reported they were contacted by their supplier, while 55% said they contacted their supplier for support after falling behind. However, 29% reportedly had no contact with their supplier about this.
- **Satisfaction with the support received after falling behind with energy payments remains stable:** 72% of consumers are satisfied with the support they've received. While not significant versus the previous wave, it continues a long-term upwards trajectory, up 11 percentage points since a year ago.


 Customers Behind On Energy Payments	Aug/Sep'23	Jan/Feb '24	July' 24	Jan'25
% fallen behind/ran out of credit	12%	11%	10%	10%
% fallen behind on direct debit	9%	7%	7%	7%
% fallen behind on standard credit	27%	20%▼	20%	17%
% run out of credit on PPM	21%	21%	17%▼	17%

 Supplier Support Metrics	Aug/Sep'23	Jan/Feb '24	July' 24	Jan'25
% contacted by their supplier for support	17%	12%▼	18%	14%
% contacted their supplier for support	48%	48%	53%	55%
% received no contact	32%	38%	27%▼	29%
Satisfied with support received	63%	61%	69%▲	72%

## Satisfaction with smart meters increases, while satisfaction with switching and comparing suppliers remains stable

- Customer satisfaction with smart meters has increased for the second successive wave, now at 76%, from 72% in July 2024 and 68% in Jan/Feb 2024. This upward trend is encouraging as the number of consumers who report having a smart meter in their home (for either mains gas, electricity or both) has also increased to 68% (from 65% in July 2024).
- For those on the Priority Services Register (PSR), satisfaction with services received remains stable at 68%, compared to 71% in the last wave.
- Regarding customer experiences with switching suppliers, 86% are satisfied with the overall switching process, which remains in line with the previous wave (85%).
- Satisfaction with the ease of comparing suppliers and their prices also remains in line with last wave (80% in January 2025, compared to 79% in July 2024).

 Other Metrics	Aug/ Sep'23	Jan/Feb '24	July' 24	Jan'25
Satisfaction with smart meter	67%	68%	72%▲	76%▲
Satisfaction with services received on the PSR	64%	61%	71%▲	68%

 Switching and comparing suppliers	Aug/ Sep'23	Jan/Feb '24	July' 24	Jan'25
Satisfaction with the overall switching process	82%	82%	85%	86%
Satisfaction with ease of comparing suppliers and their prices	66%	72%	79%	80%

▲ Significant difference against previous wave at 95% confidence interval





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