BMG
an RSK company

Energy Consumer Satisfaction Survey

Wave 22 (Jan 2026) findings

May 2026

ofgem

citizens advice

Table of Contents

BMG an RSK company

Ofgem Foreword

Energy customers have endured significant challenges in recent years, and many continue to be concerned about energy prices. When things go wrong with their energy supplier, the consequences can be profound, particularly for those who are the most vulnerable.

Now, more than ever, it is important that energy suppliers deliver high quality customer service for consumers. Research and monitoring activities play a vital role in Ofgem's engagement with energy consumers across Great Britain. By providing evidence on consumers' outcomes and experiences in the energy market, these activities help inform Ofgem's regulatory actions to support consumers. Data collection for this wave of the survey concluded in the first week of February 2026, before it became apparent that the situation in the Middle East could affect wholesale energy costs and bills in the future.

The Energy Consumer Satisfaction Survey helps Ofgem understand domestic energy consumers' views on supplier service and support, to help assess whether consumers are getting what they need and expect from energy suppliers. Launched in 2018, the survey monitors consumers' perceptions of several key performance indicators, such as satisfaction with contacting suppliers, billing, complaints handling, the information provided by suppliers, switching, support for those in need, and overall satisfaction. In doing so, the survey complements other sources of data on customer service performance in the energy market.

This report details findings from the 22nd wave of the Energy Consumer Satisfaction Survey, drawing on research conducted in January 2026 and the first week of February. We are pleased to see satisfaction stabilise at an all-time high, but there is more to be done. We are concerned where particular groups continue to experience poorer outcomes in the market. We have seen that when things go wrong the impact can be serious, especially for the most vulnerable. In these circumstances it is only right that we set the highest of standards for our energy suppliers. Ofgem will continue to use data from the Energy Consumer Satisfaction Survey, as well as other sources of consumer insight, to monitor consumer experiences and feed into our ongoing consumer outcomes work. The next wave of research for this survey is due to take place in Summer 2026.

Executive Summary

Introduction

This tracking survey provides Ofgem and Citizens Advice with insight into domestic consumers' perceptions about the quality of service delivered by energy suppliers. This survey has been running regularly since 2018. It uses a mixed-mode data collection approach, primarily an online panel, supplemented by face-to-face interviews.

The findings for the January 2026 wave are based on 3,911 interviews with a representative sample of energy bill payers across Great Britain. This report builds on the summary report published in March 2026.

After successive increases since mid-2023, overall consumer satisfaction with suppliers has now stabilised at an all-time high

81% of consumers are satisfied with their supplier, which has remained unchanged from the previous wave in Jul/Aug'25 (82%), remaining at an all-time high[1]. At the same time, dissatisfaction remains steady at 6%. However, for the first time since the energy crisis, satisfaction has failed to successively increase.

This report will discuss the multitude of factors that could be contributing to the stalling of overall satisfaction, including:

- **Financial vulnerability:** In this wave, more customers are identified as being vulnerable/highly financially vulnerable, and these groups have lower overall satisfaction
- **More customers falling behind:** More customers report falling behind on their bills and this group also report lower satisfaction levels
- **Billing satisfaction dropped:** Consumer satisfaction with ease of understanding their bill and when their bill is delivered has seen a small decrease. Furthermore, there has been a rise in people saying they have received an unexpectedly high bill
- **Worsening contact experiences:** More customers report negative contact experiences than last wave, including the number of times they had to get in contact to resolve an issue
- **Smart meter satisfaction:** For smart meter owners, satisfaction with their smart meter has stabilised, while overall supplier satisfaction amongst those with smart meters has decreased since the previous wave. However, satisfaction for this group still remains higher than non-smart meter customers.

Customer service and contact experience metrics have dipped for the first time after successive increases

While still at historic highs, satisfaction with customer service and ease of making contact have also stalled for the first time since 2023. For those who had contact with their supplier in the past 3 months, satisfaction with customer service has seen a notable decline (86% to 81%), while those not in contact remains steady.

Among those who contacted their supplier in the last three months, the proportion using the phone rose to 48% after successive declines since 2023.Since phone contact is rated as less easy than other methods by consumers, this increase may have contributed to lower satisfaction among those who contacted their supplier.

[1] No statistically significant difference was observed between July/August 2025, when overall supplier satisfaction was 82%, and January 2026, when it was 81%. On this basis, satisfaction is considered to have remained at an all-time high.

Nevertheless, satisfaction with contact experiences remain relatively high – though they have dropped across the board back to levels last seen in Jan'25. The largest drops relate to satisfaction with response times and email services.

Additionally, fewer are satisfied with the number of times they had to get in contact with their supplier about an issue, and a greater proportion said that their query or issue hadn't been resolved when compared to Jul/Aug'25.

Financial vulnerability is rising as more fall behind on bills, but support is not keeping pace

Compared to Jul/Aug'25, there has been an increase in the proportion defined as 'financially vulnerable' (15% to 19%) and 'highly financially vulnerable' (12% to 18%)[2]. The proportion of consumers classified as 'doing well' has dropped from 53% to 44%, bringing this group in line with figures recorded in Jan'25.

Overall supplier satisfaction levels among the financial vulnerability groups have not changed, with the 'doing well' and 'getting by' groups continuing to report higher satisfaction compared to those that are financially vulnerable.

The rising share of 'highly financially vulnerable' consumers coincides with an increase in consumers falling behind on their bills (10% to 12%), with a particular jump recorded among standard credit customers (20% to 25%).

Despite more customers falling behind on their energy bills, fewer of these customers did not receive any contact, or get in contact, with their supplier about this. And even for those who were in contact with their supplier about receiving support after falling behind, satisfaction with that support has declined (78% to 72%). Additionally, consumers were less positive about their interactions with staff and how well the support offered met their needs compared to Jul/Aug'25.

Billing satisfaction has seen declines, while more consumers receive an unexpectedly high bill

Satisfaction with billing accuracy has remained stable, but satisfaction with ease of understanding the bill has declined (85% to 82%), as has satisfaction with when the bill is delivered (90% to 87%).

The proportion of customers receiving an unexpectedly high bill has increased to levels last seen in Jan'25 (26%) after consecutive declines since summer 2023. The main reason for this is an increase in people using more energy than they thought.

Standard credit customers are the least likely to be satisfied with when their bill is delivered (82%), compared to direct debit customers (88%), and are also most likely to report receiving an unexpectedly high bill (45%) compared to direct debit consumers (26%).

Billing experiences vary based on the billing method. Customers who receive their bill through the post are the most likely to be dissatisfied with their bills and are also more likely to experience an unexpectedly high bill (32% vs 26%) compared to the other ways customers access their bill or energy information. However, customers receiving bills by post are in disproportionately vulnerable customer groups, who generally see lower levels of billing satisfaction.

---

[2] In previous waves, respondents were asked whether they could manage an unexpected bill of £850. In this wave, the threshold was increased to £900 to reflect inflationary pressures. This change may have contributed to the observed increase in levels of financial vulnerability. However, changes observed in the other two metrics that make up financial vulnerability means we are confident that an increase would have been observed regardless of the CPI adjustment.

Background and research objectives

Background

This report, setting out results from January 2026 (wave 22), provides Ofgem and Citizens Advice with evidence on consumers' experiences and outcomes in the energy market. It helps to assess whether energy consumers in Great Britain are getting the quality of service and support they need and expect from their suppliers.

Conducted by BMG Research, a representative sample of 3,911 domestic energy consumers across Great Britain were surveyed. The survey encompasses various topics, including consumers' overall satisfaction, perceptions of various dimensions of customer service, and experiences relating to supplier support for those struggling with energy affordability.

Research objectives

This research is intended to answer four overarching questions:

1. **How satisfied are consumers with the overall service their energy suppliers are providing?**
   - What is the overall satisfaction with energy suppliers, and how does this compare over time?
   - How do satisfaction levels and experiences vary across different customer groups (e.g. how they pay for energy, vulnerability characteristics and other demographic factors)?
   - What are the reasons behind customer satisfaction and dissatisfaction?
2. **How satisfied are consumers with key customer service dimensions?**
   - How satisfied are consumers with the customer service provided by their suppliers?
   - What are the levels of satisfaction with the billing process?
   - What are consumers' experiences of contacting suppliers?
   - What is the consumer experience when making complaints?
   - Are consumers satisfied with the information they receive from their suppliers?
3. **What are the experiences of customers struggling financially?**
   - Which groups are most likely to be falling behind or running out of credit?
   - What are the experiences of consumers falling into debt?
   - Are they in contact with suppliers about receiving help and support?
4. **How satisfied are consumers with other supplier interactions and services?**
   - What are consumers' experiences of smart meters?
   - What are the experiences of services received through the Priority Services Register[3] and other services from the supplier?
   - What are the levels of satisfaction with the process of switching suppliers?

[3] Consumers can sign up to their supplier's Priority Support Register to receive a range of extra help, such as priority support in an emergency or a regular meter reading service. For more information click here.

Method

Timing of fieldwork

This is the sixth wave of this survey run by BMG Research. Fieldwork for this wave was conducted between the 5th January and 3rd February 2026.

Comparisons to the previous waves are for 16th July to 13th August 2025 (wave 21), 16th to 31st January 2025 (wave 20), 10th July to 1st August 2024 (wave 19), 18th January to 10th February 2024 (wave 18) and 30th August to 18th September 2023 (wave 17).

Data collection method

Quotas were set to ensure a representative sample of the GB population of households. Results were weighted overall by age, gender, region, indices of multiple deprivation (IMD), ethnicity, and payment type. The methodology is consistent with the previous five waves (waves 17, 18,19, 20 and 21) and details of updates applied in wave 17 can be found in the accompanying technical report on this page.

- The latest wave comprised 3,911 respondents in total, which carries a maximum confidence interval of ±1.57%. The data was collected through a combination of three methods:
  - 2,999 consumers took part via online interview panels to capture the digitally enabled population
  - 241 consumers participated through online river sampling to capture those who are digitally enabled but typically less present on panels[4]
  - 208 digitally excluded consumers were interviewed face-to-face
- An additional 463 boost interviews were conducted, comprising of prepayment meter and standard credit customers, and ethnic minority customers, via online panel and face-to-face interviews. This increased the sample size to allow for more robust estimates and analysis for these groups. Boost cases were combined with the main sample and then down-weighted to ensure the overall results remained representative.

For more information on the methodology, please refer to the accompanying technical report published on this page.

Notes on statistical significance

Given that the survey uses quotas rather than random probability sampling, statistical significance is indicative only. Where significant differences between sub-groups and the total sample are identified, 'total sample' represents the total sample minus the sub-group in question.

Significance differences are calculated at a 95% confidence level and shown on charts throughout the report with an up ▲ or down ▼ arrow. Only where a difference is statistically significant is it discussed in the report analysis. Statistical significance is marked against the previous wave only.

[4] River sampling is an online sampling method that recruits respondents who are not panel members by inviting them to the survey while they are completing another online activity. It allows us to reach people who, for whatever reason, would not join a panel to take surveys regularly. Using this approach helps attract a broader spread of online users.

Detailed findings

How satisfied are consumers with the overall service provided by their supplier?

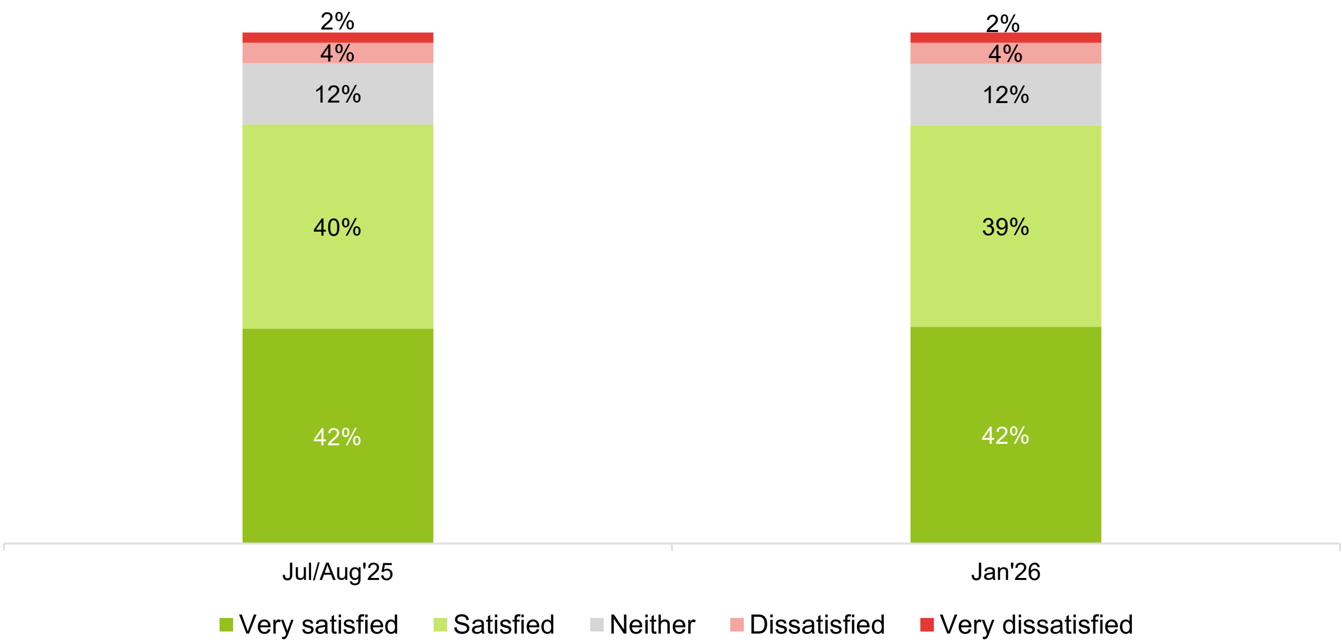
Overview of findings

- **Overall satisfaction has stabilised:** for the first time since the energy crisis in 2022, overall supplier satisfaction has not increased. However, at 81%, it remains stable at an all-time high. At 6%, levels of dissatisfaction remain at their lowest level since tracking began
- **Reasons for dissatisfaction levels influenced by pricing:** when asked the reasons for their dissatisfaction with their supplier overall, prices continue to play an important factor. One third (34%) of those dissatisfied said their top reason for dissatisfaction was due to their bills being expensive, with a further 18% dissatisfied because prices keep rising
- **The gap in satisfaction between the three payment types has re-opened:** satisfaction has declined among prepayment customers (from 85% to 79%) and standard credit customers (from 82% to 75%). whilst direct debit customers reporting the highest level of overall satisfaction (83%) with no change since July/August 2025

Overall satisfaction

Overall supplier satisfaction stabilised at 81% (82% in Jul/Aug'25), with dissatisfaction levels also stable at 6%.[5]

Figure 1: Overall satisfaction with supplier



A5: Overall, how satisfied or dissatisfied are you with [supplier] as your supplier of <FUEL TYPE>? Base: All respondents: Jan'26 (3,911), Jul/Aug'25 (3,790). Unsure (1%) not shown here.

[5] No statistically significant difference was observed between Jul/Aug'25, when overall supplier satisfaction was 82%, and January 2026, when it was 81%. On this basis, satisfaction is considered to have remained at an all-time high.

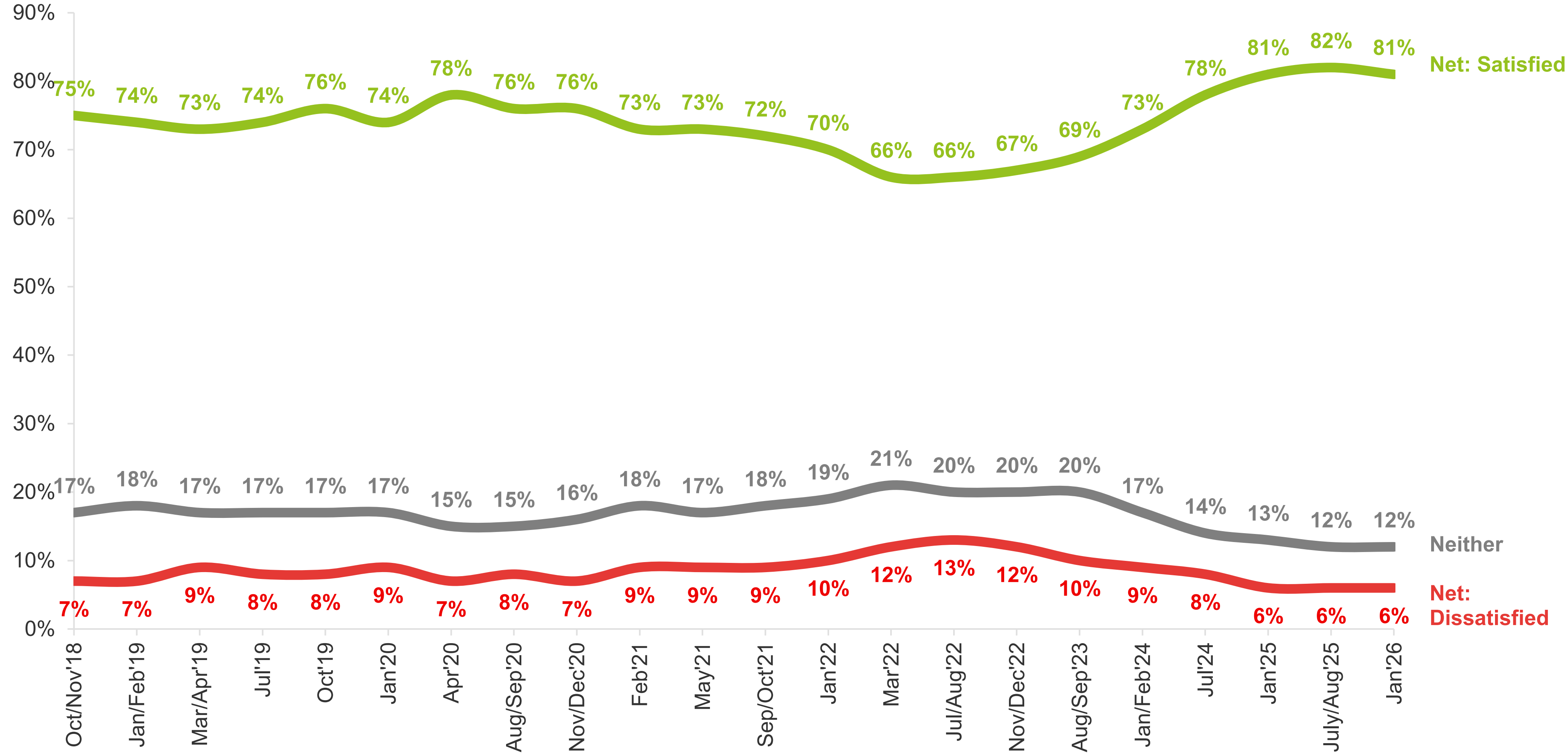
As shown in figure 2 overleaf, for the first time since the energy crisis, levels of satisfaction have plateaued. The plateauing of overall satisfaction is likely to be linked to several factors:

- **Financial vulnerability**: more consumers were considered financially vulnerable or highly financially vulnerable in our Financial Vulnerability Classification[6] in Jan’26 compared to Jul/Aug’25, with these groups typically reporting lower overall satisfaction. Additionally, more reported falling behind on their bills – a group which also tends to report lower overall satisfaction
- **Satisfaction with billing**: satisfaction has dropped across key billing metrics, such as ease of understanding and when their bill is delivered. There was also a higher proportion who reported receiving an unexpectedly high bill compared to Jul/Aug’25
- **Contact experiences**: similarly to billing, more consumers reported negative contact experiences than in Jul/Aug’25, including the number of times they had to get in contact to resolve an issue and satisfaction with a range of contact experience metrics
- **Smart meters**: in previous waves, smart meter households have typically reported a higher, and growing, overall satisfaction compared to non-smart meter households. While those with a smart meter still report higher overall satisfaction than those without one, satisfaction for this group has dropped for the first time since 2023 (from 86% in Jul/Aug’25 to 83% in Jan’26)

Despite overall satisfaction stalling, the proportion of consumers who reported being dissatisfied with their supplier remains at an all-time low of 6%. However, key groups remain more likely to be dissatisfied than the average, including digitally excluded consumers (11%), those with a disability (9%), renters (9%) and those who live in flats (10%). These findings are consistent with previous waves.

[6] Financial vulnerability is further explored in Section 2 of this report. The breakdown of how the Financial Vulnerability Classification is calculated can be found in the technical report.

Figure 2: Overall satisfaction with supplier over time



A5: Overall, how satisfied or dissatisfied are you with [supplier] as your supplier of <FUEL TYPE>? Base: All respondents: Jan'26 (3,911), Jul/Aug'25 (3,790), Jan'25 (3,854), Jul'24 (3,750), Jan/Feb'24 (3,855), Aug/Sep'23 (3,742).

Reasons for level of satisfaction

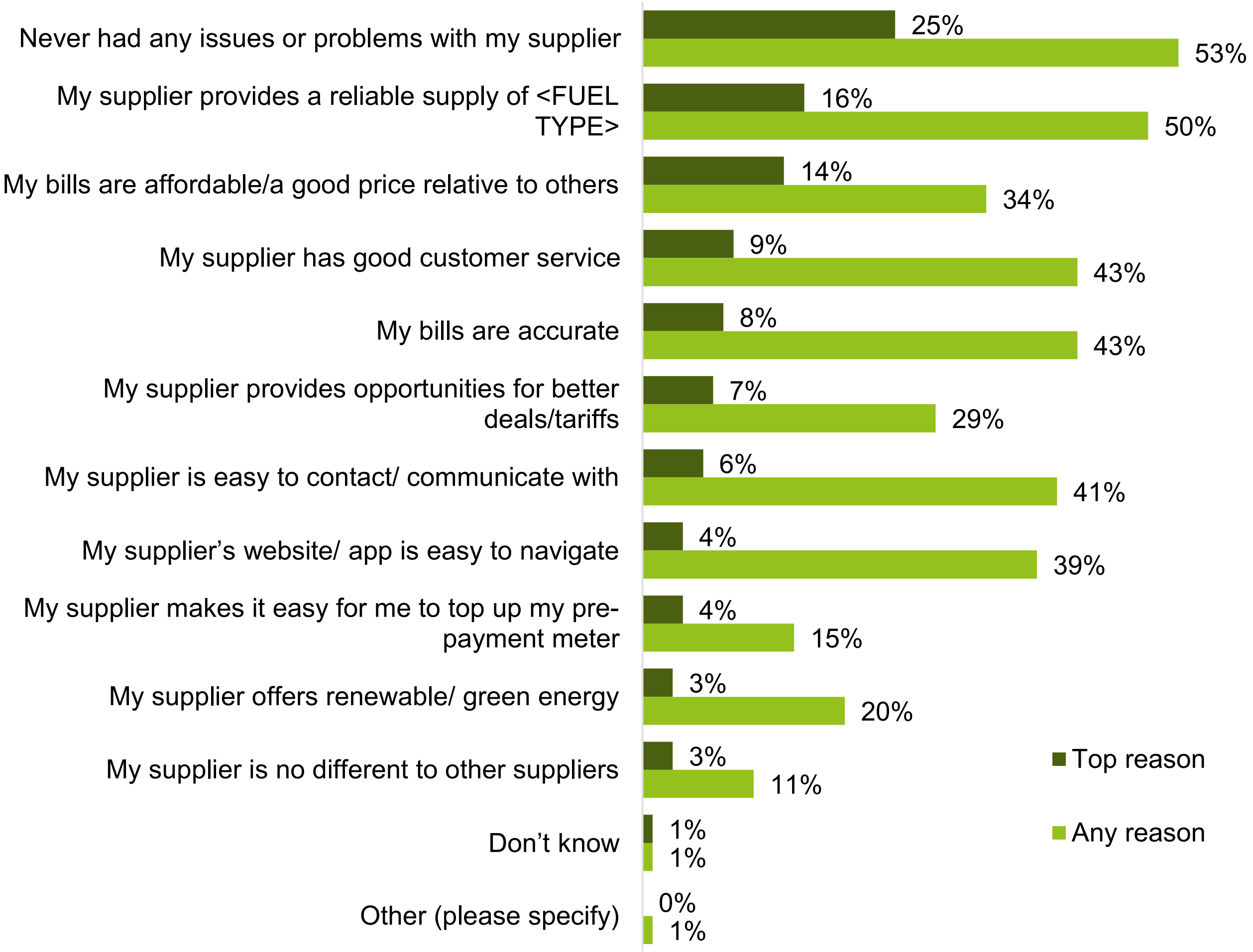
Reasons for satisfaction

Among the 81% of consumers satisfied overall, a quarter (25%) considered never having had any problems with their supplier as their top reason for satisfaction, indicating a degree of passiveness towards their supplier.

Other top reasons for satisfaction mentioned a reliable supply of energy (16%), that their bills are affordable (14%) and that their supplier has good customer service (9%).

Although not directly comparable to Jul/Aug'25 due to a methodological change in the question, the top reasons for satisfaction observed in the previous wave are maintained this wave. Top reasons for satisfaction in the last wave included general positive mentions (22%), fair prices and affordable bills (20%) and that they had no issues with their supplier (16%).[7]

Figure 3: Reasons for satisfaction – top reason versus any reason[8]



Source: A6S: Why are you [satisfied] with [supplier] as your supplier of <FUEL TYPE>? Base: Satisfied (3,162). A6S1: And what is the main reason you are [satisfied] with [supplier] as your supplier of <FUEL TYPE>? Base: Satisfied for more than one reason (3,155).

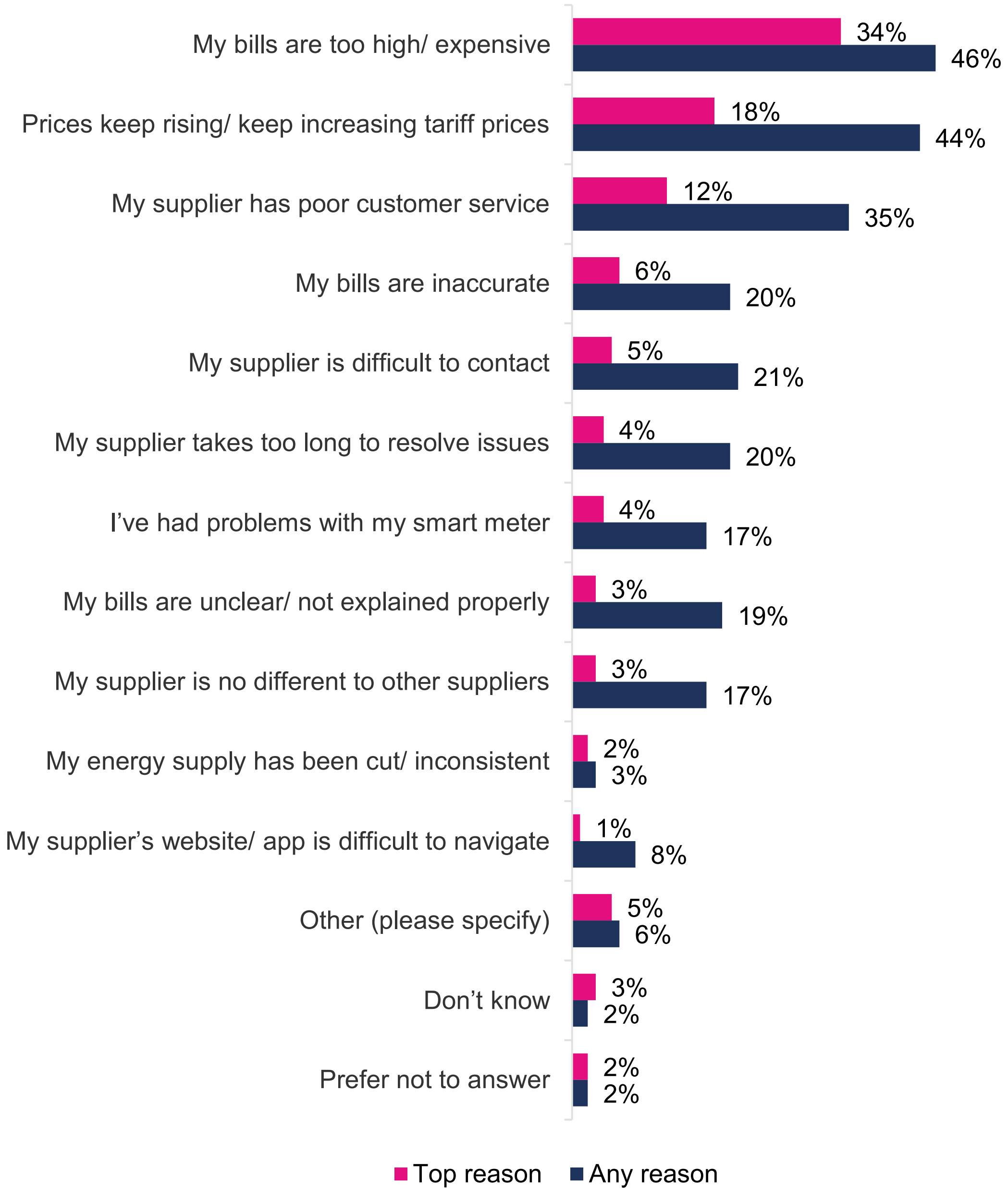
[7] In Jul/Aug'25, multiple responses could be coded, meaning that these results are not directly comparable with Jan'26, as the figures referenced in text are single code responses.
[8] Ahead of Jan'26, the format of this question was changed to a multicode closed list question from an open-end question, with full details of this change found in the technical report. Consequently, the results from this wave are not directly comparable with previous waves.

Reasons for dissatisfaction

Among the 6% who said they were dissatisfied with their supplier, high prices are considered the primary reason for being dissatisfied. One third (34%) placed high prices/expensive bills as their top reason for dissatisfaction. One in five (18%) placed rising prices as their top reason.

Over one in ten (12%) said that the main reason for their dissatisfaction was due to poor customer service, with other issues including billings, difficulties in contact and the time it takes to resolve issues.

Figure 4: Reasons for dissatisfaction – main reason versus any reason[9]



Source: A6D: Why are you [dissatisfied] with [supplier] as your supplier of <FUEL TYPE>? Base: Dissatisfied (244). A6D1: And what is the main reason you are [dissatisfied] with [supplier] as your supplier of <FUEL TYPE>? Base: Dissatisfied for more than one reason (239).

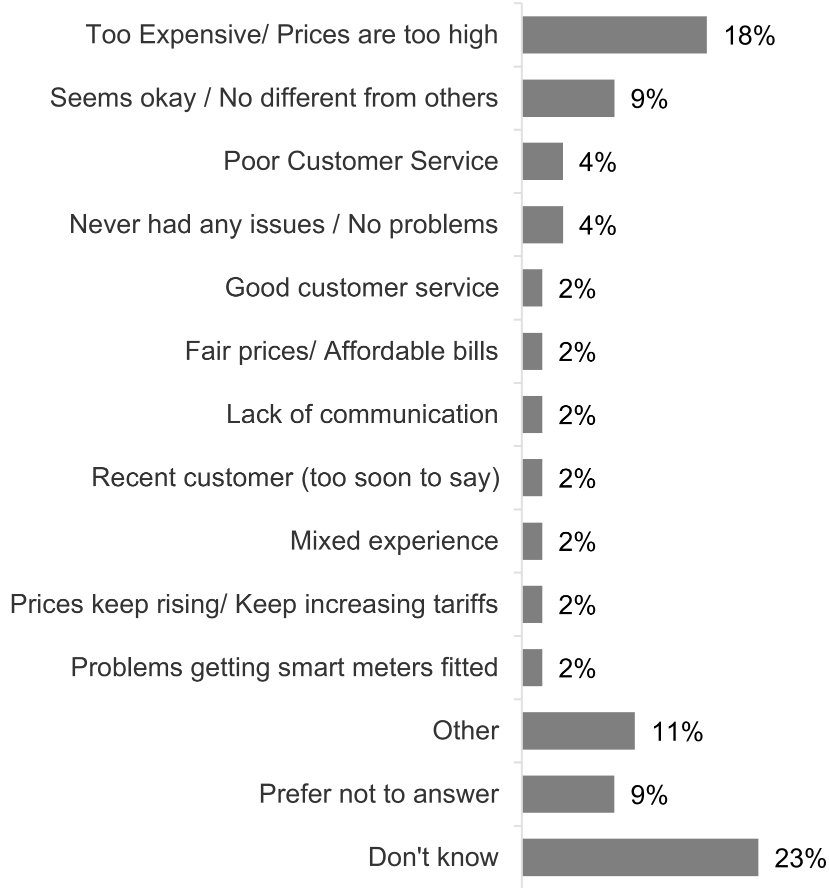
[9] Ahead of Jan'26, the format of this question was changed to a multicode closed list question from an open-end question, with full details of this change found in the technical report. Consequently the results from this wave are not directly comparable with previous waves

Reasons for being neither satisfied nor dissatisfied

Unlike those who reported being either satisfied or dissatisfied with their supplier, those who expressed neither satisfaction nor dissatisfaction were asked to provide their reasons for this in their own words, as has been the case in previous waves, with these responses then coded up into themes.

For the 12% of customers who were neither satisfied nor dissatisfied, the top reason for this cited was that they don't know (23%), again pointing to a largely passive relationship with their supplier. High prices also featured (20%), along with poor customer service (5%) and other passive responses.

Figure 5: Reasons for being neither satisfied nor dissatisfied

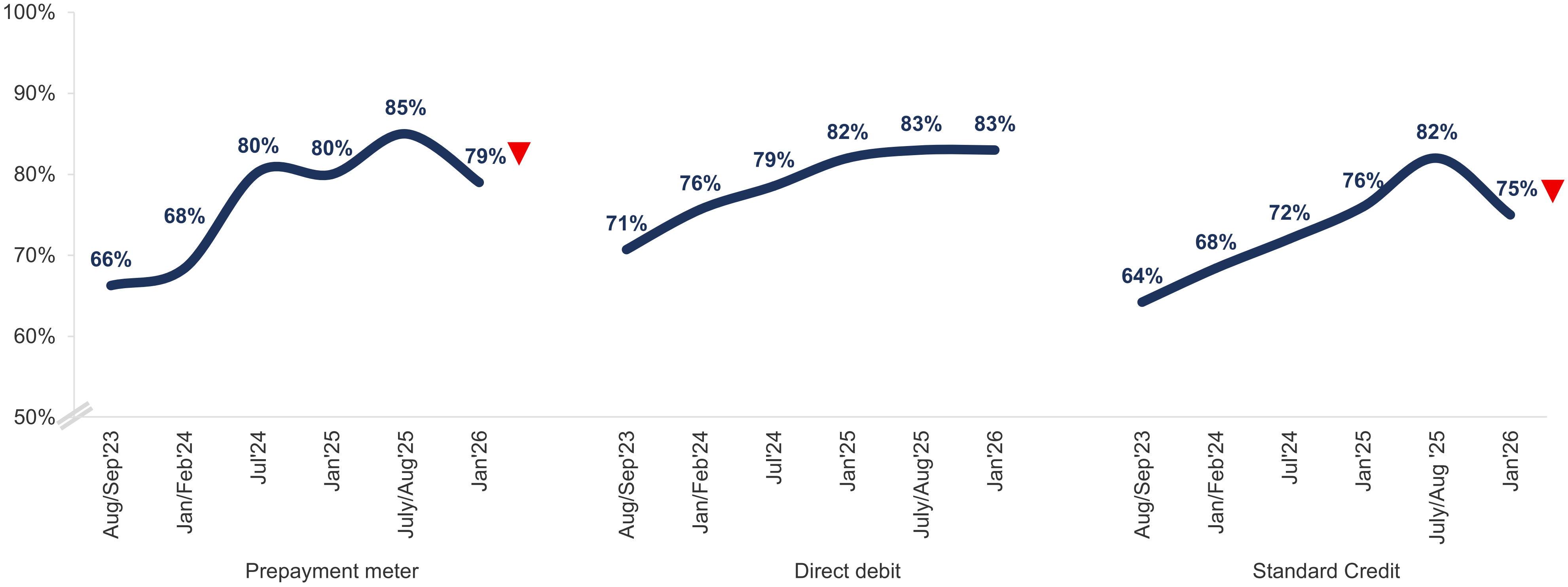


Source: A6: Why are you [neither satisfied nor dissatisfied] with [supplier] as your supplier of <FUEL TYPE>? Base: Neither satisfied nor dissatisfied (473). Only codes with 2% or more shown.

Satisfaction by payment type

When considering how overall satisfaction differs by payment type, in Jul/Aug'25 the three payment types recorded similar levels of satisfaction, with a small gap between the three methods. However, in Jan'26, satisfaction has declined among prepayment customers, from 85% to 79%, and among standard credit customers, from 82% to 75%. This leaves direct debit customers as the most satisfied of the three groups, with satisfaction among these customers remaining stable at 83%.

Figure 6: Overall satisfaction by payment type over time (% satisfied)



A5: Overall, how satisfied or dissatisfied are you with [supplier]as your supplier of <FUEL TYPE>? Base: Prepayment meter:Jan'26 (748), Jul/Aug'25 (742), Jan'25 (725), Jul'24 (699), Jan/Feb'24 (634), Aug/Sep'23 (778)), Direct debit: Jan'26 (2,711), Jul/Aug'25 (2,548), Jan'25 (2,610); Jul'24 (2,488), Jan/Feb'24 (2,732), Aug/Sep'23 (2,467), Standard credit: Jan'26 (570), Jul/Aug'25 (643), Jan'25 (631), Jul'24 (649), Jan/Feb'24 (560), Aug/Sep'23 (585). Significance is marked versus the previous wave only.

Earlier in this section we outlined factors that could be contributing to the stalling of overall satisfaction. Some of those factors can also help explain why satisfaction for standard credit and prepayment meter customers have dropped while direct debit has remained in line.

Firstly, reasons for the drop in satisfaction for prepayment meter and standard credit customers could be linked to financial vulnerability. Fewer customers were reported as ‘doing well’ financially across all the payment types, however larger decreases were recorded among prepayment meter (from 44% in Jul/Aug’25 to 29% in Jan’26) and standard credit customers (from 54% in Jul/Aug’25 to 40% in Jan’26) compared to direct debit customers (from 56% in Jul/Aug’25 to 48% in Jan’26). Additionally, in Jan’26 a higher proportion of standard credit customers reportedly fell behind on their bills for affordability reasons compared to Jul/Aug’25 (from 20% to 25%), which was the only payment type to record a statistically significant increase.

Secondly, for standard credit customers, billing experiences could also be contributing to the drop in satisfaction. For instance, standard credit customers were less likely to be satisfied with ease of understanding their bill compared to Jul/Aug’25 (from 81% to 73%), while this remained in line for direct debit customers.

Lastly, smart meter satisfaction could also be playing a role. For prepayment meter customers with a smart meter, satisfaction with their smart meter dropped from 86% in Jul/Aug’25 to 78% in Jan’26, while the same was true for standard credit customers (from 81% to 75%). On the contrary, direct debit customers were equally as satisfied with their smart meter in Jan’26 (77%) compared to Jul/Aug’25 (76%).

Financial pressures and value for money

Financial pressures

Overview of findings

- **Reported financial pressures have become more marked:** following a peak in the proportion of respondents categorised as ‘doing well’ in Jul/Aug’25, this group has dropped in size in Jan’26 (from 53% to 44%). The proportion categorised as ‘financially vulnerable’ (from 15% to 19%) and ‘highly financially vulnerable’ (from 12% to 18%) has increased, approaching levels seen in Jul’24
- **Satisfaction levels continue to differ by financial vulnerability status:** overall supplier satisfaction has remained stable across all four financial vulnerability groups, with the gap between those ’doing well’ – the most likely to be satisfied - and those ‘highly financially vulnerable’ – the least likely to be satisfied - remaining wide.

Financial vulnerability classification groups

Many aspects that correlate with overall satisfaction are associated with socio-economic status, particularly indicators of how financially vulnerable a household might be.

To provide a summary metric of a respondent’s overall financial circumstances in relation to rising financial pressures, BMG have applied their Financial Vulnerability Classification framework to the survey. This framework combines three key financial metrics into classifications of financial vulnerability. These metrics capture consumers’ ability to save in the future, their level of debt, and their capacity to meet unexpected expenses. All three metrics have deteriorated in this wave compared to Jul/Aug’25, pointing to a worsening of overall financial circumstances.

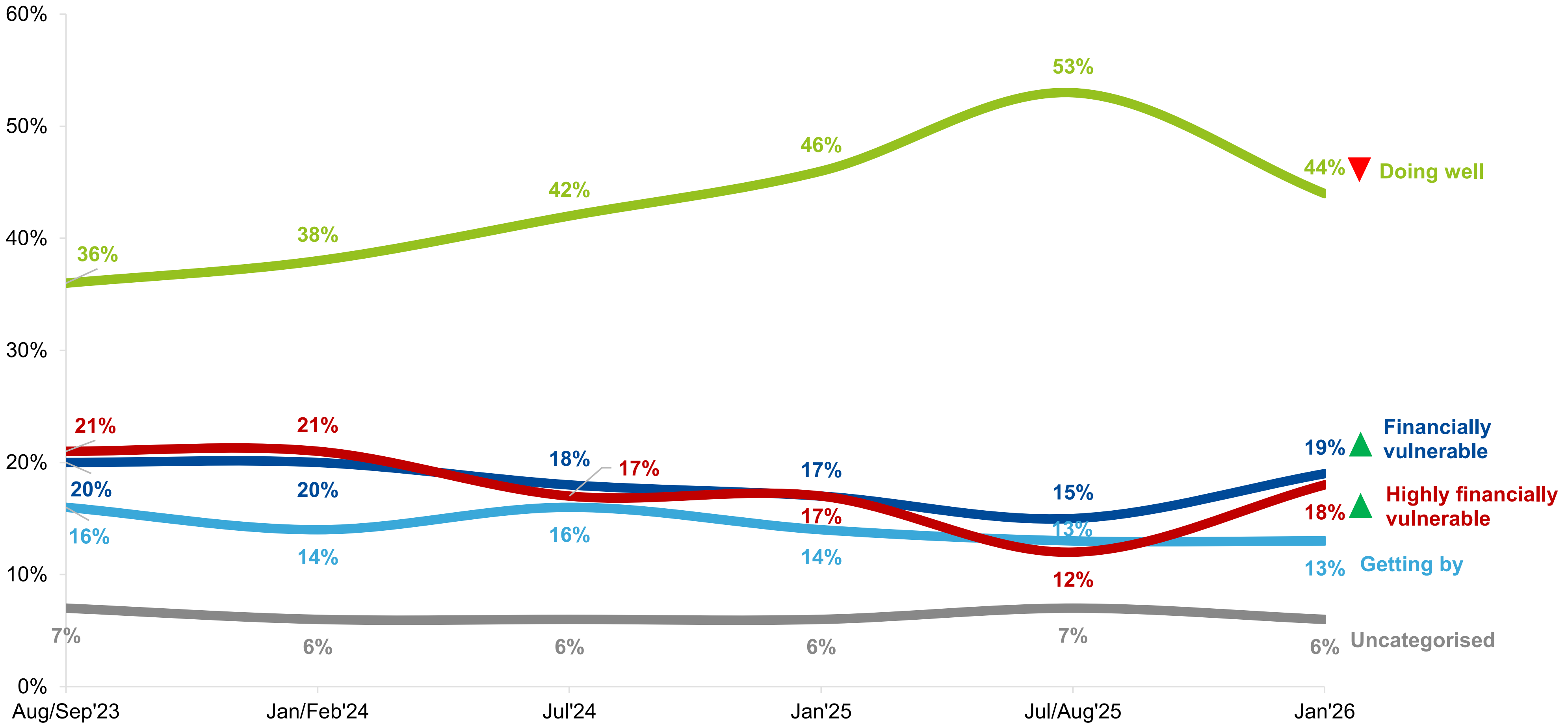
The resulting financial classification categories are defined as the following[10]:

- **Highly financially vulnerable:** those not able to save, and who cannot afford an unexpected but necessary expense of £900[11] and who are borrowing more than usual
- **Financially vulnerable:** those not able to save, who either cannot afford an unexpected expense of £900 or are borrowing more than usual
- **Getting by:** those who expect to save or can afford unexpected expense of £900, who are not borrowing more than usual
- **Doing well:** those who expect to save in the next 12 months, can afford an unexpected £900 expense, and who are not borrowing more than usual

Following a peak of 53% in the proportion of respondents categorised as ‘doing well’ in Jul/Aug’25, there has been a decline in the latest wave to 44%, although this remains above the proportions recorded prior to Jan’25. Correspondingly, there has been an increase in the proportion categorised as ‘financially vulnerable’, from 15% to 19%, and an even larger increase in the proportion categorised as ‘highly financially vulnerable’, from 12% to 18%. On this basis, almost two in five (37%) are classified as financially vulnerable to some degree, compared to 27% in Jul/Aug’25. Additionally, the proportion categorised as ‘getting by’ has remained stable at 13%.

[10] A full breakdown of how the Financial Vulnerability Classification is calculated can be found in the technical report.
[11] Please note that ahead of Jan’26, the reference amount was updated from £850 to £900 to reflect increases in CPI.

Figure 7: Financial vulnerability classification groups over time



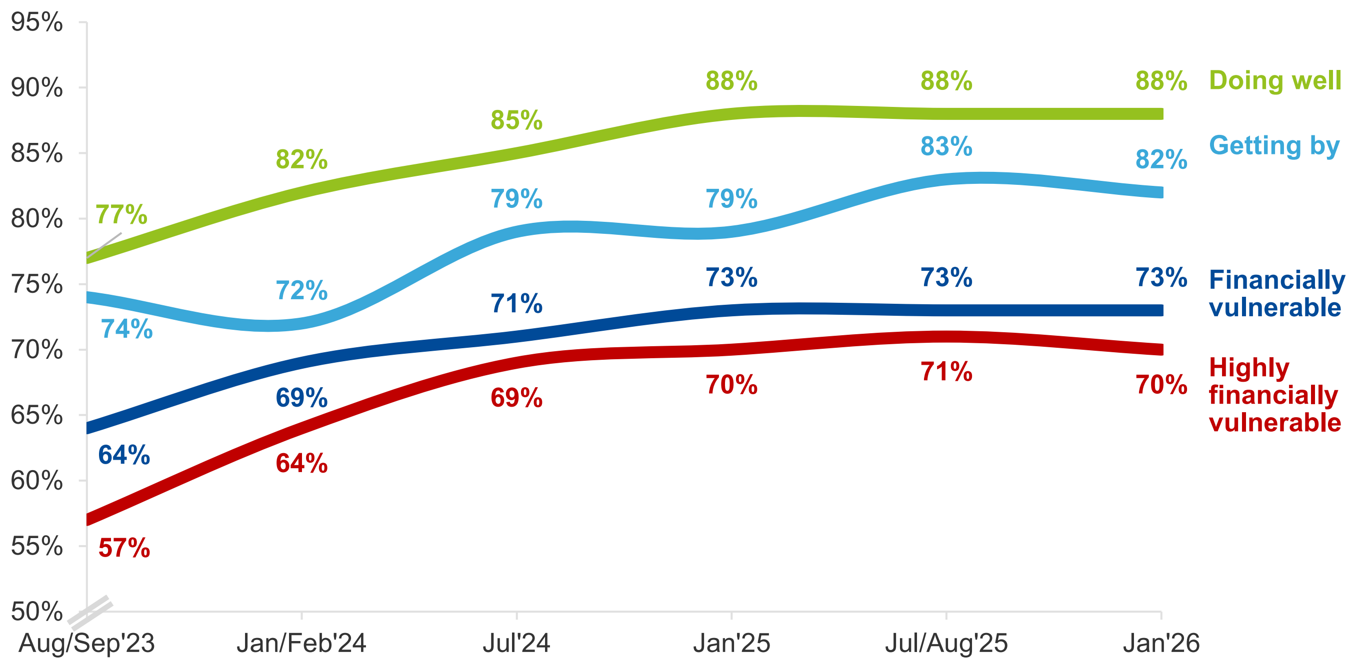
Derived variable based on following questions. CL1: In view of the general economic situation, do you think you will be able to save any money in the next 12 months? CL2: Could your household afford to pay an unexpected, but necessary, expense of £900? CL3: Have you had to borrow more money or use more credit than usual in the last month, compared to a year ago? Base: All respondents: Jan'26 (3,911), July/Aug'25 (3,790), Jan'25 (3,854), Jul'24 (3,750), Jan/Feb'24 (3,855), Aug/Sep'23 (3,742). Significance is marked versus the previous wave only.

Overall satisfaction by financial vulnerability classification groups

Financial vulnerability continues to play a central role in shaping overall satisfaction. Satisfaction has remained stable across each of the four financial vulnerability groups, with vulnerable and highly vulnerable groups continuing to be less satisfied (73% and 70%, respectively) than those 'doing well' (88%) or 'getting by' (82%). This increase in size of the most financially vulnerable groups - who typically report lower overall satisfaction - could be one of the reasons that overall satisfaction has stalled for the first time since 2023.

While supplier satisfaction has remained stable across all four financial vulnerability classification groups, the longer-term increase since Aug/Sep'23 for each group has been maintained ('highly financially vulnerable' +13%, 'financially vulnerable' +9%, 'getting by' +8% and 'doing well' +11%). When considering reasons for their overall dissatisfaction, those 'doing well' or 'getting by' were less likely than those 'financially vulnerable' or 'highly financially vulnerable' to attribute their dissatisfaction to high prices (27% compared to 39%).

Figure 8: Overall satisfaction by financial vulnerability measure over time (% satisfied)



A5: Overall, how satisfied or dissatisfied are you with [supplier] as your supplier of <FUEL TYPE>? Base: Doing well: Jan'26 (1,715), Aug/Sep'23 - Jul/Aug'25 (1,475-2,012); getting by: Jan'26 (507), Aug/Sep'23 - Jul/Aug'25 (494-604); financially vulnerable: Jan'26 (724), Aug/Sep'23 - Jul/Aug'25 (571-790); highly financially vulnerable: Jan'26 (718), Aug/Sep'23 - Jul/Aug'25 (465-794).

Certain groups were more likely to be classed as highly financially vulnerable (18%). These groups were also more likely to be dissatisfied with their energy supplier overall, demonstrating the important link between customers' financial circumstances and how they perceive their energy supplier:

- those on a prepayment meter (34%)
- renters (31%)
- those from a mixed/multiple ethnic background (30%)
- those with a disability (29%)
- those who live in flats (25%)

Value for money and the range of products offered

Overview of findings

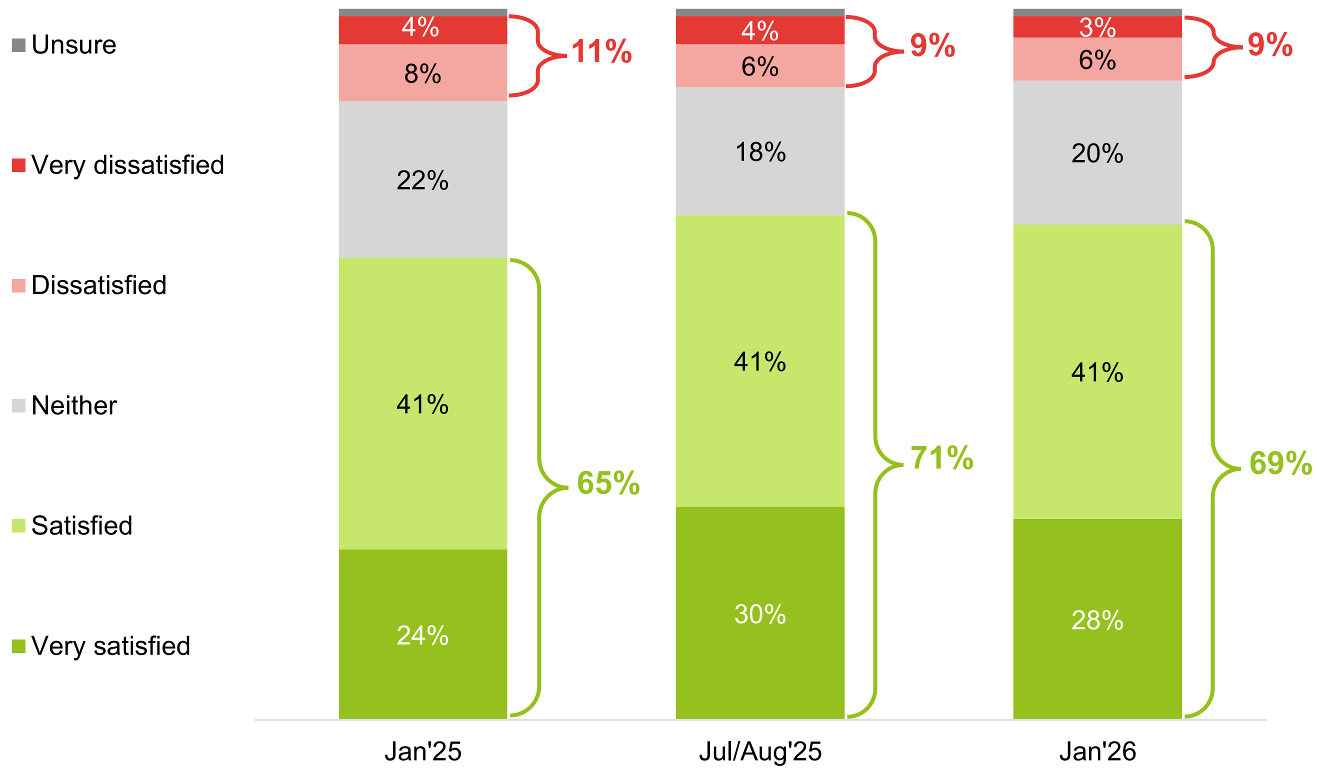
- **Satisfaction with value for money offered by supplier has remained stable:** seven in ten (69%) were satisfied with their supplier's value for money
- **Satisfaction with value for money varies by financial vulnerability:** similarly to overall satisfaction, those 'doing well' were more likely to be satisfied than those in the 'financially vulnerable' and 'highly financially vulnerable' groups, highlighting a clear relationship between financial vulnerability and perceptions of value for money
- **The majority are satisfied with the range of tariffs and products available from their supplier**: 71% of customers were satisfied with their supplier's tariffs and products on offer – with this higher for those who are on a time of use tariff (86%) or dynamic tariff (86%)

Value for money rating

Respondents were asked about their satisfaction with the value for money that their supplier offers. In Jul/Aug'25, the proportion of customers satisfied with their supplier's value for money increased from 65% in Jan'25 to 71%. In Jan'26, this level of satisfaction with value for money has been maintained (69%). Levels of dissatisfaction have also remained stable at 9%.

Satisfaction with value for money also varied by financial vulnerability. Those in the 'doing well' category were more likely to be satisfied (79%), while those in the 'financially vulnerable' and 'highly financially vulnerable' groups were less likely to be satisfied (60% and 58% respectively), highlighting a clear relationship between financial vulnerability and perceptions of value for money.

Figure 9: Satisfaction with value for money offered by supplier



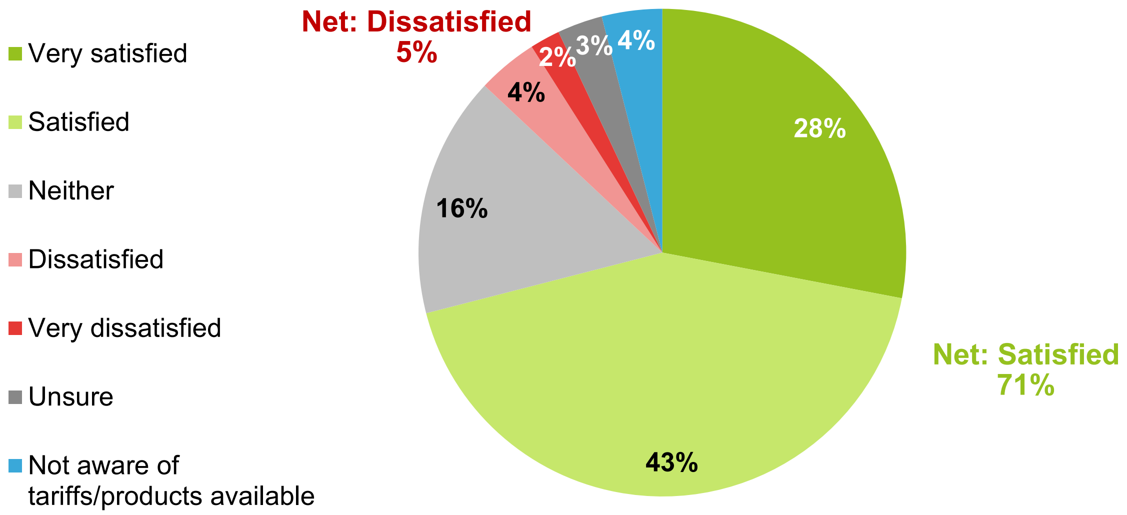
A8B: How satisfied or dissatisfied are you with the value for money [supplier] provides? Base: All respondents Jan'26 (3,911), July/Aug'25 (3,790), Jan'25 (3,854). Labels under 3% not shown.

Tariffs and products

For the first time in Jan'26, respondents were asked how satisfied or dissatisfied they were with the range of tariffs and products available from their supplier.

Overall, 71% said they were satisfied, while 5% were dissatisfied. A further 16% were neither satisfied nor dissatisfied, and 4% said they were not aware of the tariffs or products that their supplier offers.

Figure 10: Satisfaction with tariffs and products supplier offers



B10. How satisfied or dissatisfied are you with the range of tariffs/ products available from [supplier]? Base: All respondents (3,911).

Those on a time of use tariff were more likely to be satisfied with the range of products and tariffs offered compared to those without one of these tariffs (81% vs. 69%). This is also the case for those who have changed payment type with their supplier (77% vs. 70% not changed payment type) and for those with a smart meter (75% vs. 63% without a smart meter).

Certain groups were more likely to say they were not aware of the tariffs or products offered by their supplier, including:

- Digitally excluded (8%)
- Prepayment meter customers (7%)
- Renters (6%)
- Those aged 65+ (5%)
- Those with a disability (5%)

With the exception of those aged over 65, these groups typically report lower overall satisfaction. Additionally, customers that are digitally excluded and those aged 65+ are less likely to be online by nature, potentially meaning that suppliers are offering a range of products and tariffs only online and missing these groups.

When comparing satisfaction with tariffs and products with whether customers have received information from their supplier in the last six months we observe interesting differences. Those who had not received information were more likely to say they were not aware of tariffs/products available (5% compared to 4% total) and also more likely to be dissatisfied (8% compared to 5% total). The inverse is true for those who have received information in the past six months, with satisfaction with tariffs/products offered at 76% (compared to 71% total).

How satisfied are energy consumers with the dimensions of customer service provided by their suppliers?

Overall customer service experience

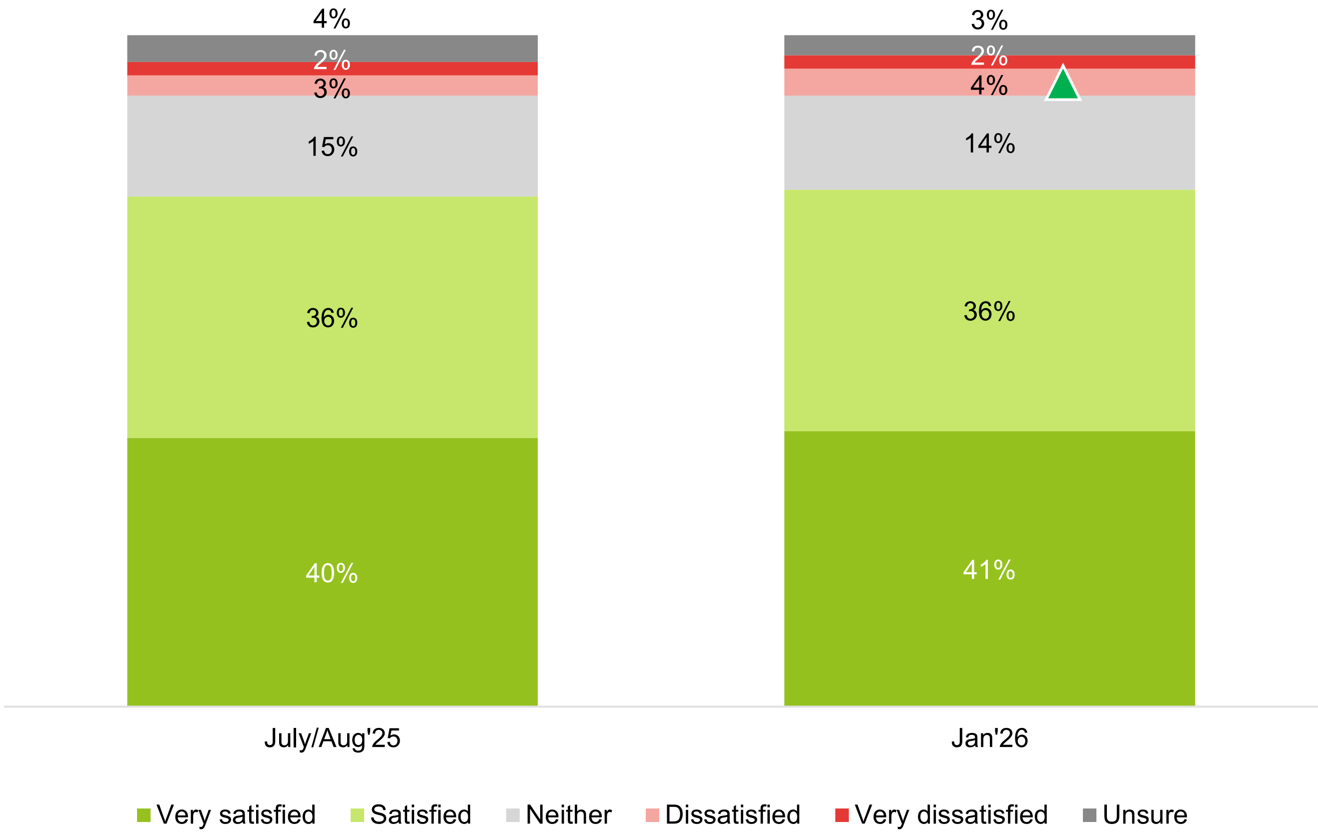
Overview of findings

- **Satisfaction with customer service maintains an all-time high:** satisfaction with customer service remains at an all-time high of 77% (in line with 76% in Jul/Aug’25). Similarly to overall satisfaction, this is the first time a statistically significant increase has not been recorded since 2023
- **Satisfaction for customers using a prepayment meter or standard credit has declined:** as seen with overall satisfaction, following uplifts in Jul/Aug’25 for prepayment and credit customers, overall customer service satisfaction has declined in the latest wave among these customers (from 80% to 75% for prepayment meter; from 79% to 74% for standard credit), returning to levels seen in Jan’25. By contrast customer service satisfaction remains stable and historically high among direct debit customers (78%)

Satisfaction with customer service

Compared to Jul/Aug’25, customer service satisfaction remained in line at 77% compared to 76%. Dissatisfaction also remained in line (6% compared to 5% in July/Aug’25), though the proportion who said they were ‘dissatisfied’ has increased from 3% to 4%.

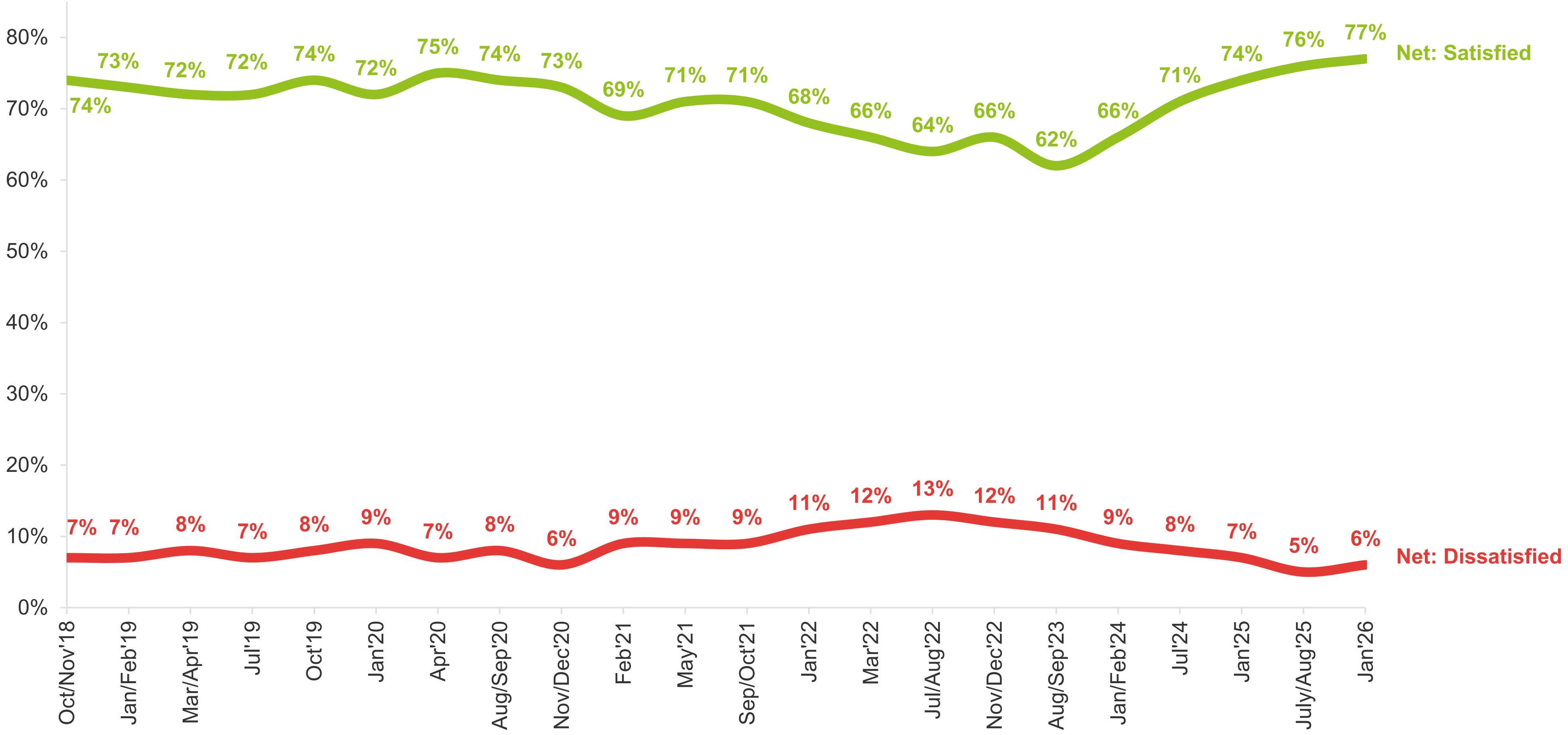
Figure 11: Overall satisfaction with customer service



A7. Overall, how satisfied or dissatisfied are you with the customer service you have received from [supplier]? Base: all respondents: Jan’26 (3,911), Jul/Aug’25 (3,790).

As shown in Figure 12, satisfaction remains at an all-time high, but has **not increased significantly** compared with Jul/Aug'25 for the first time since Jan/Feb'24. Dissatisfaction continues to remain at historically low levels.

Figure 12: Overall satisfaction with customer service over time

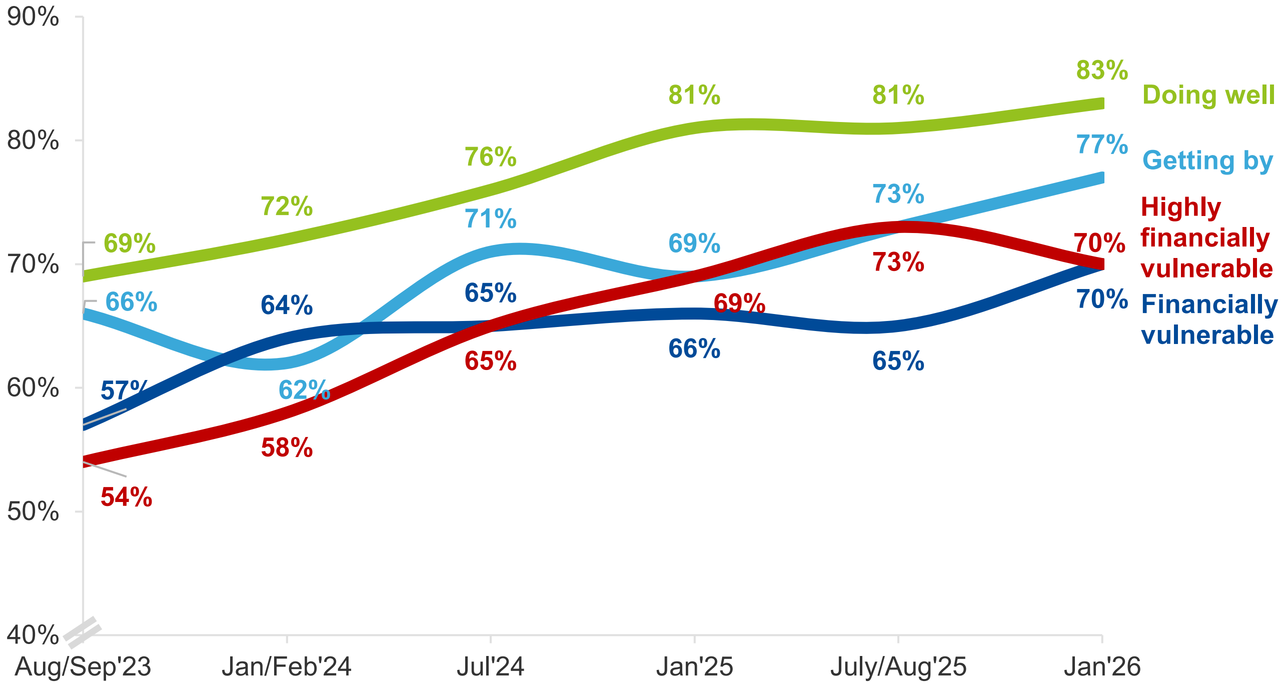


A7. Overall, how satisfied or dissatisfied are you with the customer service you have received from [supplier]. Base: All respondents: Jan'26 (3,911), Jul/Aug'25 (3,790), Jan'25 (3,854), Jul'24 (3,750).

Similarly to overall satisfaction, and in line with previous waves, those ‘doing well’ financially were the most likely to be satisfied with their supplier’s customer service overall (83%), followed by those ‘getting by’ (77%) and those ‘financially vulnerable’ or ‘highly financially vulnerable’ (both 70%).

While customer service satisfaction saw no statistically significant increases compared to Jul/Aug’25 across all four financial vulnerability classification groups, the longer-term increase since Aug/Sep’23 has continued for all groups except for those ‘highly financially vulnerable’.

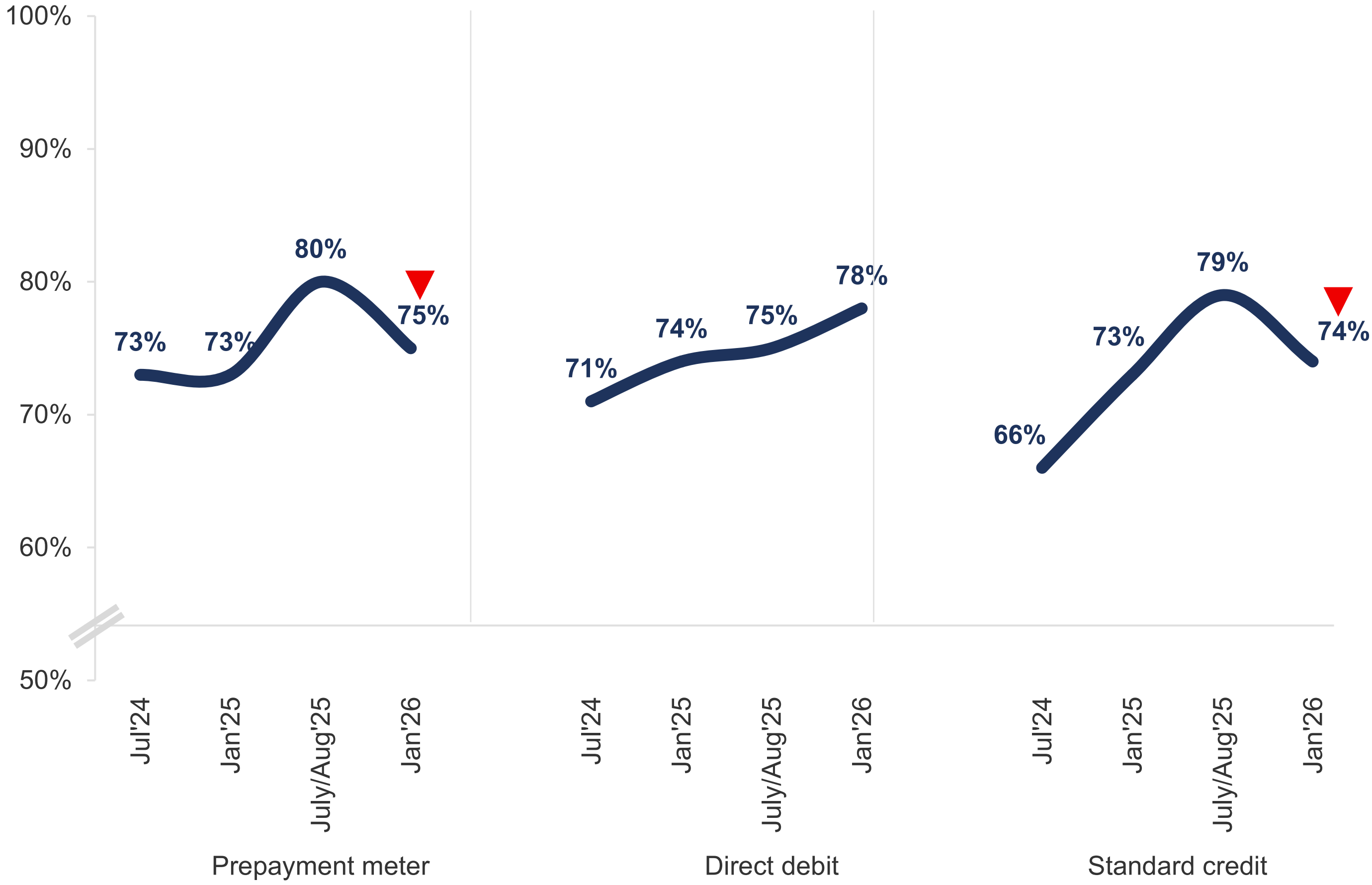
Figure 13: Overall satisfaction with customer service by financial vulnerability measure over time (% satisfied)



A7. Overall, how satisfied or dissatisfied are you with the customer service you have received from [supplier]? Base: Doing well: Jan’26 (1,715), Aug/Sep’23 - Jul/Aug’25 (1,358-2,012); getting by: Jan’26 (507), Aug/Sep’23 - Jul/Aug’25 (494-604); financially vulnerable: Jan’26 (724), Aug/Sep’23 - Jul/Aug’25 (571-790); highly financially vulnerable: Jan’26 (718), Aug/Sep’23 - Jul/Aug’25 (465-794)

Following previous increases in customer service satisfaction between Jan’25 and Jul/Aug’25 for prepayment and credit customers, overall customer service satisfaction has declined in the latest wave among prepayment meter customers, from 80% to 75%, and among standard credit customers, from 79% to 74%. Customer service satisfaction for these groups have now returned to levels seen in Jan’25. By contrast customer service satisfaction has continued on an upward trend among direct debit customers, to 78% in the latest wave, though this was not a statistically significant increase from the previous wave (Jul/Aug’25).

Figure 14: Overall satisfaction with customer service by payment type over time (% satisfied)

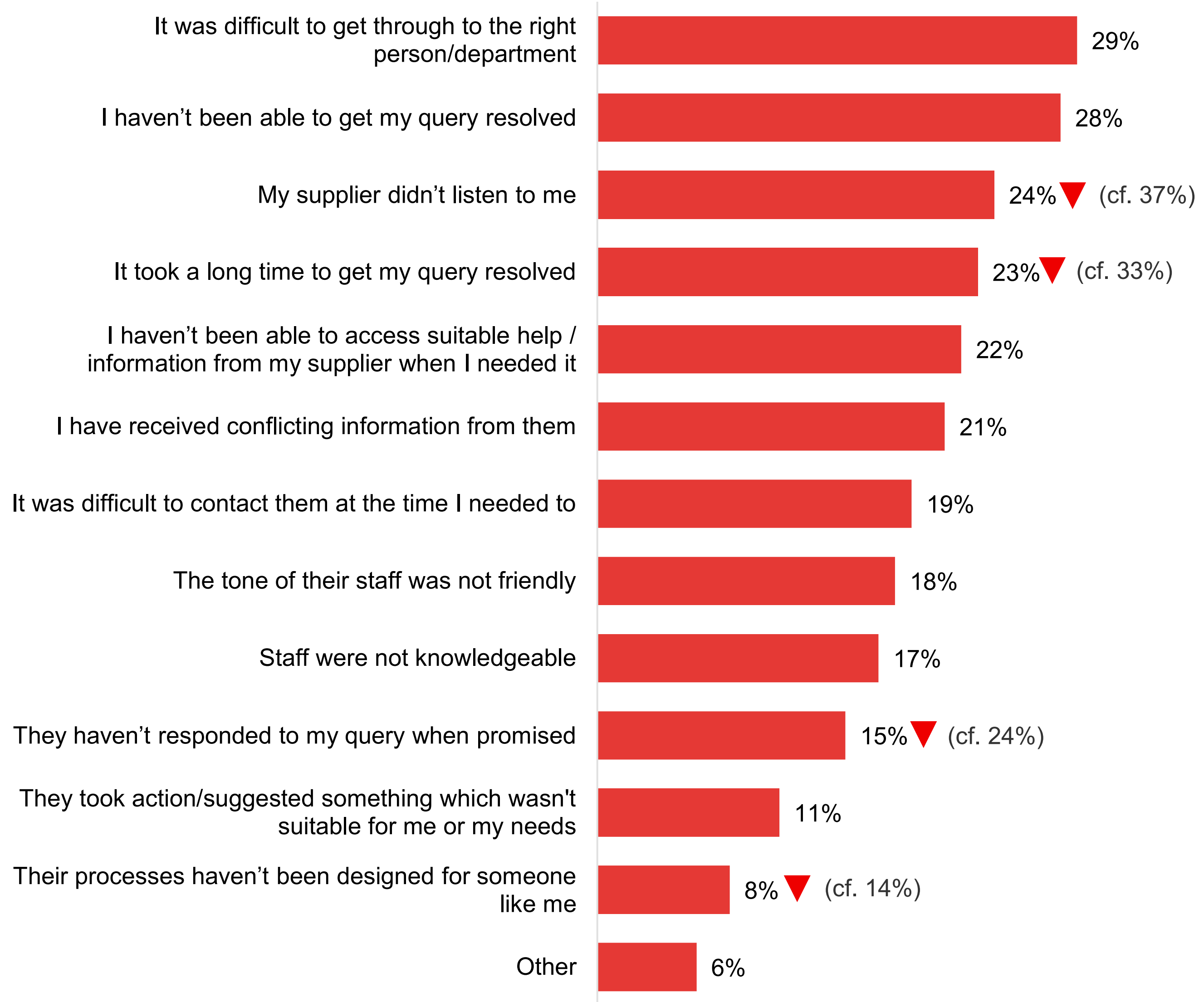


A7. Overall, how satisfied or dissatisfied are you with the customer service you have received from [supplier]? Base: Prepayment meter: Jan’26 (748), Jul/Aug’25 (742), Jan’25 (725), Jul’24 (699), Direct Debit: Jan’26 (2,711), Jul/Aug’25 (2,548), Jan’25 (2,610), Jul’24 (2,488), Standard credit Jan’26 (570), Jul/Aug’25 (643), Jan’25 (631), Jul’24 (649). Significance is marked versus the previous wave only.

Reasons for customer service dissatisfaction

Amongst the 6% of people who said they were dissatisfied with customer service, 29% said they had difficulties in getting through to the right person/department and 28% were unable to get their query resolved (28%). Over one in five mentioned that their supplier did not listen to them (24%), that it took a long time to get their query resolved (23%), that they hadn't been able to access suitable help when they needed it (22%), and that they received conflicting information (21%).

Figure 15: Reasons for customer service dissatisfaction



A8: You mentioned that you are dissatisfied with the customer service you have received from <A3/A4 SUPPLIER>. Could you say why? Base: Those dissatisfied with customer service (244). Note: Actual name of supplier used was piped into code text. Significance marked against the previous wave. Brackets indicate figure from previous wave (Jul/Aug'25).

For the small percentage of those dissatisfied (6%), we examined whether this group were also dissatisfied with other customer service metrics (listed below):

- dissatisfied with the ease of understanding their bill
- dissatisfied with the accuracy of their bill
- dissatisfied with when their bill is delivered
- dissatisfied with information received in the last six months

- found contacting supplier difficult
- dissatisfied with their smart meter

Over half of those dissatisfied with customer service (57%) were also dissatisfied with 1-2 other metrics listed above, while around one third (31%) were dissatisfied with 3 of more customer service dimensions. One in ten (12%) were not dissatisfied with any of the other customer service dimensions. This suggests that dissatisfaction with customer service is often multidimensional, with most dissatisfied customers experiencing problems across multiple aspects of the service rather than in isolation, although a small minority report dissatisfaction with customer service alone.

Reasons for customer service satisfaction

For those satisfied with their supplier's customer service, respondents were asked to say the reasons why in their own words. The top reasons were that their supplier is always helpful/ available (16%), responsiveness (15%), and that they've never experienced any issues with their supplier (14%).

Figure 16: Reasons for customer service satisfaction

A6a: Why are you satisfied with the customer service you have received from <A3/A4 SUPPLIER>? Base: Those satisfied with customer service (3,014). Note: Actual name of supplier used was piped into code text. Only codes with 2%+ shown.

Billing experiences

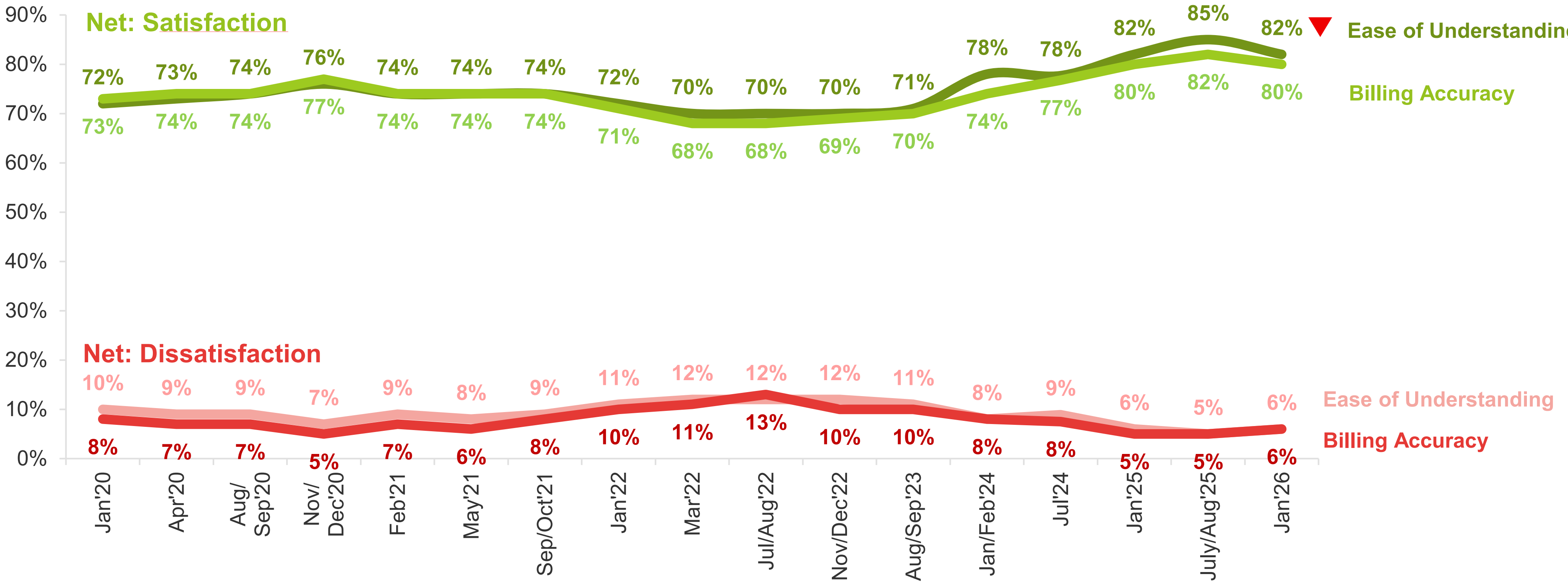
Overview of findings

- **Overall satisfaction with bill accuracy has stabilised, ease of understanding and accuracy has reduced:** satisfaction with bill accuracy has stabilised following the peak in Jul/Aug'25, with 80% satisfied with accuracy. 82% are satisfied with ease of understanding, down from 85% in Jul/Aug'25, although dissatisfaction levels remain low for both
- **Dissatisfaction with bill understanding and accuracy continues to stem from difficulty in understanding how the total cost is calculated:** for those dissatisfied, reasons for this stem around a degree of confusion. The top reason for ease of understanding was due to it being difficult to understand how the total cost has been calculated (45%). For accuracy, the top reason was that they thought their bill was inaccurate (32%), though areas of confusion also feature prominently
- **Billing information is most commonly accessed online:** supplier apps, email notifications and supplier websites were the most common methods of accessing billing or energy usage information. 7% of customers only access their bill information via paper bills, and although a small number overall, satisfaction across the billing metrics was lower among this group
- **A significant proportion of customers reported receiving an unexpectedly high bill:** the proportion who reported receiving an unexpectedly high bill, has increased to 26% in Jan'26 up from 24% in the Jul/Aug'25

Satisfaction with billing accuracy and ease of understanding

For direct debit and standard credit customers (i.e. those who receive a bill), satisfaction with the accuracy of their bill remains stable at 80% in Jan'26 compared to 82% in Jul/Aug'25. However, satisfaction with the ease of understanding their bill has dropped to 82% from 85%, and it's the first time since 2022 that ease of understanding has dipped. Nevertheless, at 6%, dissatisfaction remains historically low for both billing metrics.

Figure 17: Satisfaction with billing accuracy and ease of understanding over time



B8. Please can you tell me how dissatisfied or satisfied you are with the following aspects of [supplier] bills. Base: Pays gas/electricity with direct debit or on receipt of bills. Base: Jan'26 (3,221), Jul/Aug'25 (3,133). Intervals between surveys vary. Significance is marked versus the previous wave only.

There were certain groups of customers who reported a better experience than average when it comes to ease of understanding and accuracy of bills. These included:

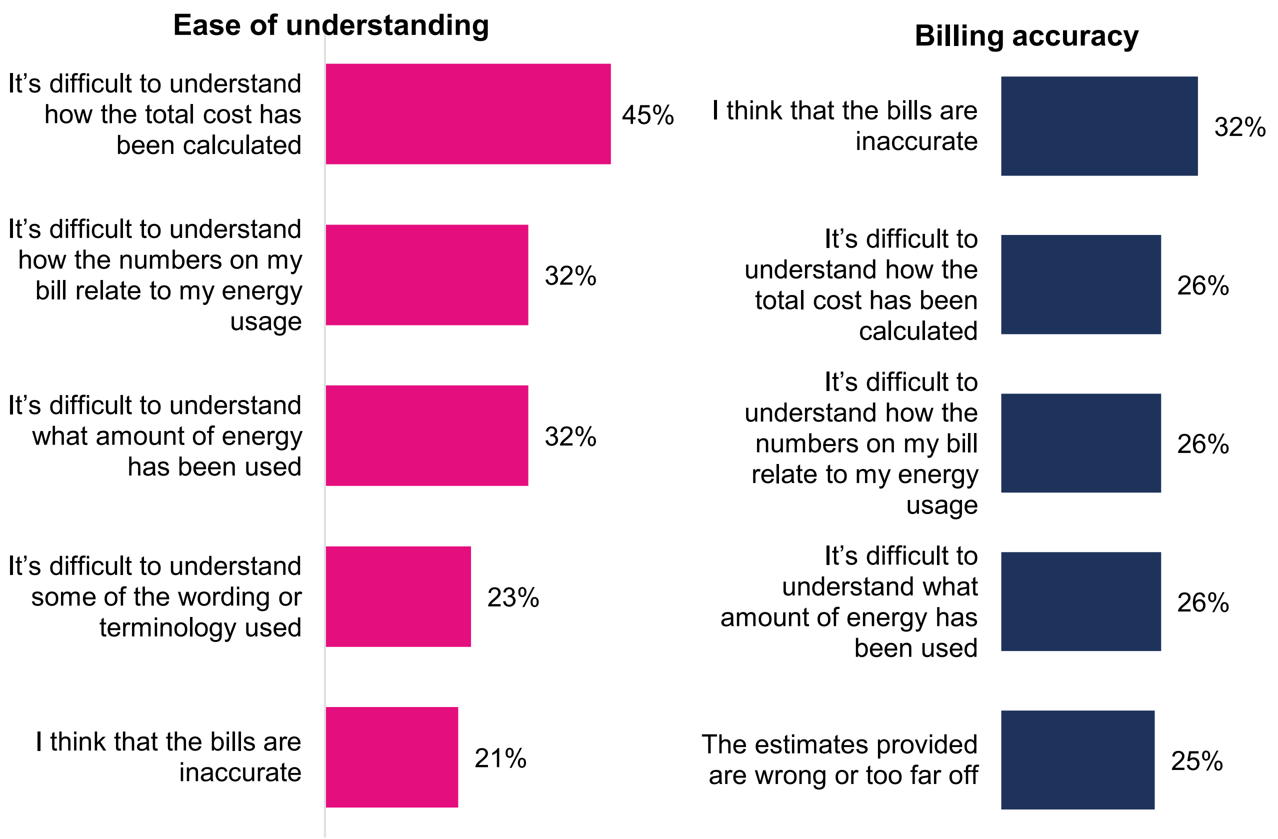
- smart meter customers – ease of understanding (84%); billing accuracy (82%)
- customers on a Time of Use tariff – ease of understanding (87%); billing accuracy (88%)
- direct debit customers – ease of understanding (83%); billing accuracy (82%)

Reasons for dissatisfaction with ease of understanding and accuracy of bills

For the 6% who reported dissatisfaction with the ease of understanding their bills, the most common reason was the difficulty of understanding how the total cost has been calculated (45%), followed by the difficulty of understanding how the numbers on the bill relate to their energy usage and the difficulty of understanding how much energy has been used (both mentioned by 32%) – all linked to a degree of confusion towards their bill.

For the 6% who reported dissatisfaction with the accuracy of their bill, the most common reason was that they felt the bill was inaccurate (32%). Around a quarter mentioned the difficulty of understanding how the total cost has been calculated (26%), the difficulty of understanding how the numbers on the bill relate to their energy usage (26%), the difficulty of understanding how much energy has been used (26%) and the estimates provided being wrong (25%).

Figure 18: Reasons for dissatisfaction with ease of understanding and accuracy of bills



B9: Why are you dissatisfied with the ease of understanding/the accuracy of your bill from your supplier? Base: Dissatisfied with ease of understanding the bill (196), Base: Dissatisfied with accuracy of bill (185). Top 5 reasons shown.

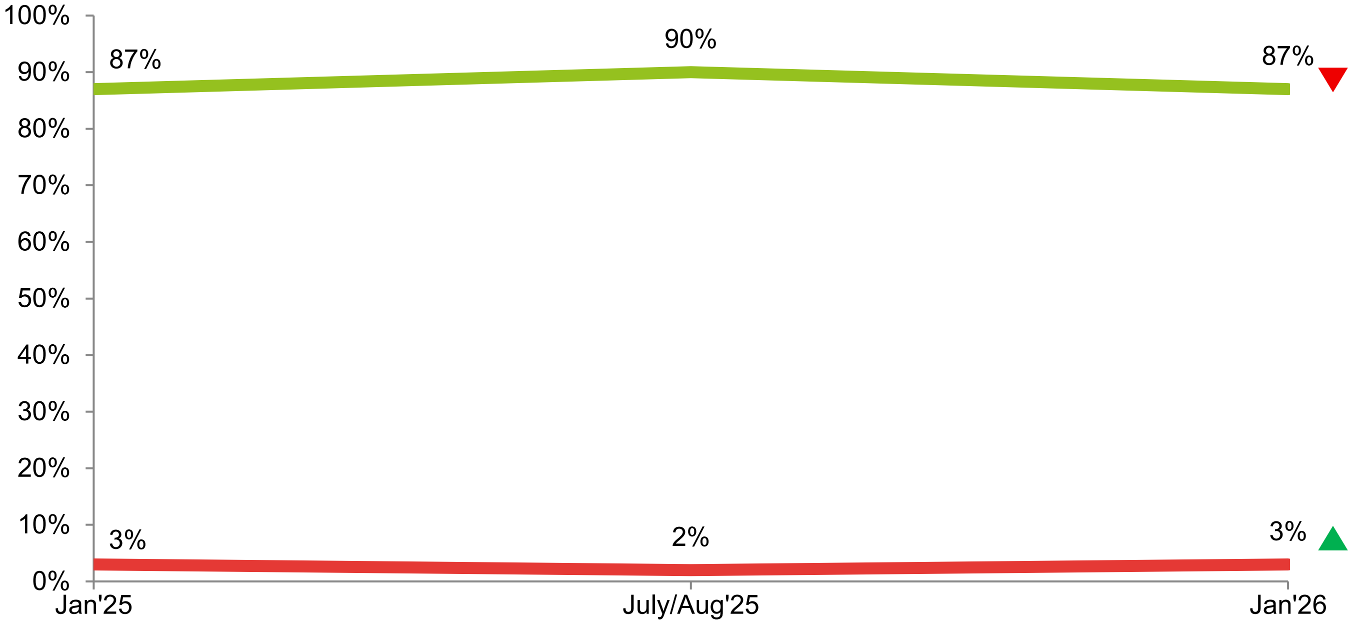
Satisfaction with when bill is delivered

Satisfaction with when their bill is delivered has dropped in Jan’26 to 87% compared to 90% in Jul/Aug’25. At the same time, the proportion of those who were dissatisfied increased to 3%, from 2% last wave.

As with ease of understanding and billing accuracy, standard credit customers were more likely to be dissatisfied with when their bill is delivered compared to direct debit customers. However, both payment methods recorded lower satisfaction levels with when the bill is delivered from Jul/Aug’25 and returned to levels seen in Jan’25:

- standard credit: from 87% in Jul/Aug’25 to 82% in Jan’26
- direct debit: from 90% in Jul/Aug’25 to 88% in Jan’26

Figure 19: Satisfaction with when bill is delivered over time



B8. Please can you tell me how dissatisfied or satisfied you are with the following aspects of your bills. Base: pays gas/electricity with direct debit or on receipt of bills (3,221). Significance is marked versus the previous wave only.

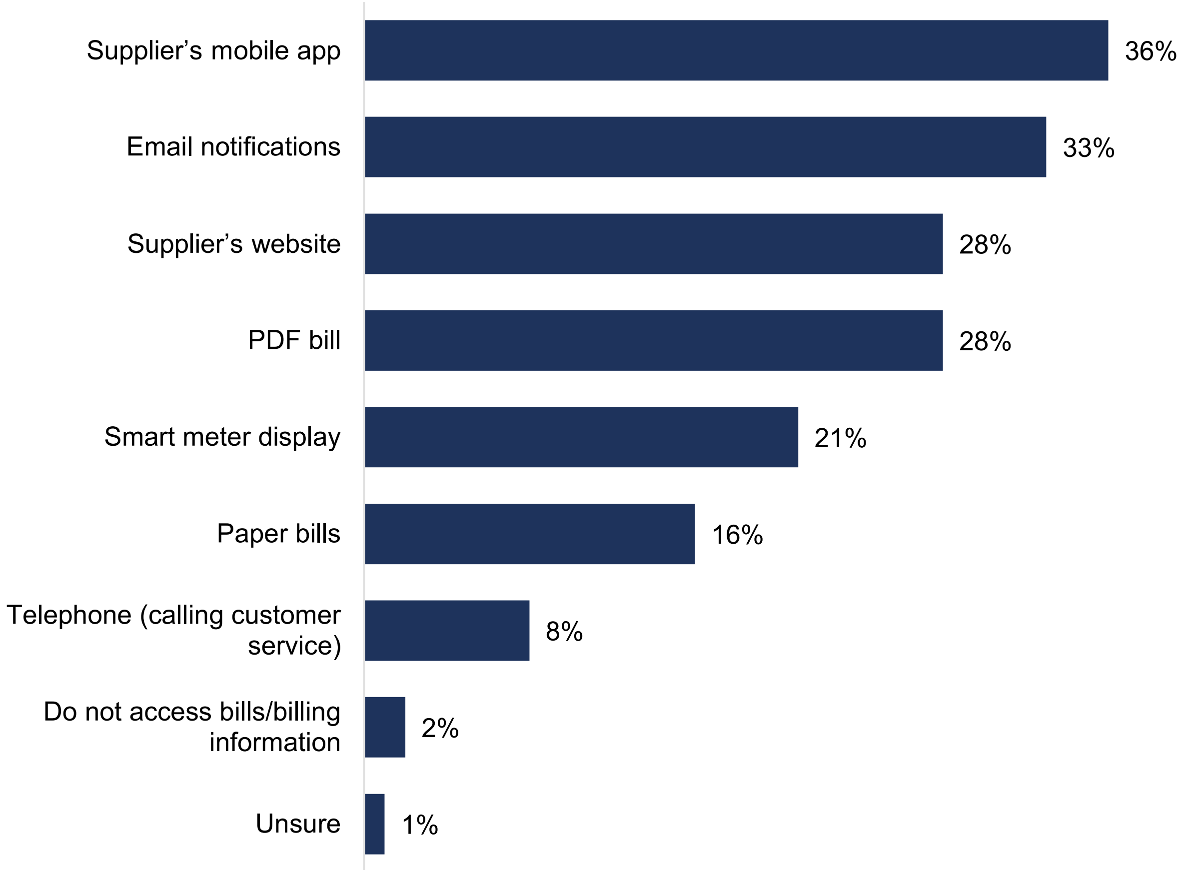
Among the 3% who were dissatisfied with when their bill is delivered the key reasons were inconsistent delivery (37%) and not receiving them at the expected frequency (36%).

Method of accessing billing information

For the first time in Jan’26, respondents were asked how they access their billing information/ how much they spend on energy.[12]

The main methods for accessing energy information/their bill reported were the supplier’s mobile app (36%), email notifications (33%), the supplier’s website (28%), and PDF bills (28%).

Figure 20: Method of accessing billing information/ energy spend



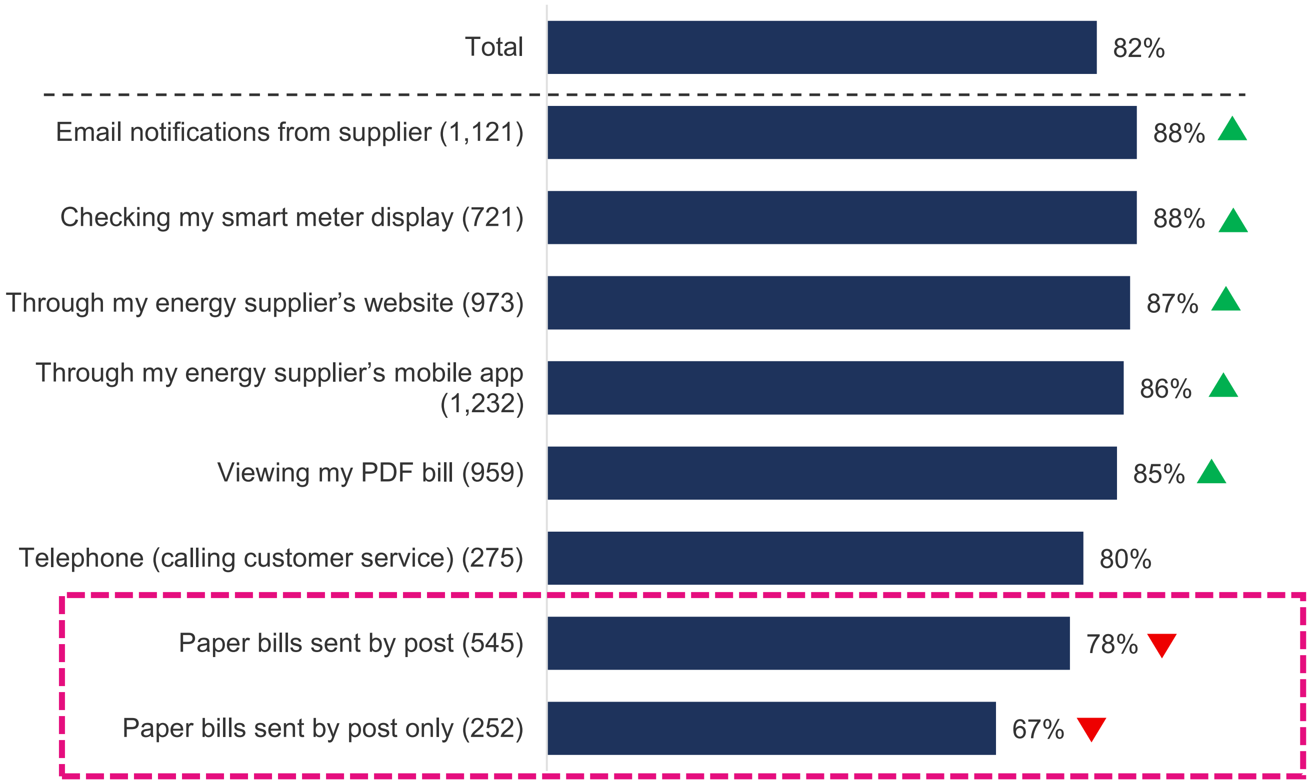
BX_A + BX_B: How do you usually access information on how much you are spending on energy with your supplier? / How do you usually access information on your energy bill from your supplier? Base: Pays gas/electricity with direct debit on or receipt of bill (3,448). Question is a multiple choice.

When considering how billing methods impact on other billing metrics, certain methods appeared to have a link to more negative billing experiences. This is particularly the case for those who access their bill information (or how much they spend on energy) via paper bills only. 7% reported only accessing their bill information through paper bills in the post, with this group in turn being less satisfied with ease of understanding (67% vs. 82% overall), bill accuracy (67% vs. 80% overall) and when their bill is delivered (75% vs. 87% overall).

Not only were those who only use paper bills less satisfied with billing metrics than the average, but it was also the least satisfied of all the billing methods. Figure 21 demonstrates how this is the case with ease of understanding.

[12] Respondents were split and were shown one of two versions of the question – one asking about how they access how much they spend on energy, and the other asking how they usually access information on their energy bill. Further details of this can be found in the technical report.

Figure 21: Satisfaction with ease of understanding bills by how billing information is accessed



B8_1: Ease of understanding the bill - Please can you tell me how dissatisfied or satisfied you are with the following aspects of your bills? BX_A + BX_B: How do you usually access information on how much you are spending on energy with <A3/A4 SUPPLIER>? / How do you usually access information on your energy bill from <A3/A4 SUPPLIER>? Base: Pays gas/electricity with direct debit on or receipt of bill (3,443). Bases by method of access shown in brackets. Significance testing against total.

Although lower satisfaction could be attributed to the method itself, it's important to consider the types of customers who were more likely to say they only use paper bills. Exclusive paper bill usage was higher for the following groups:

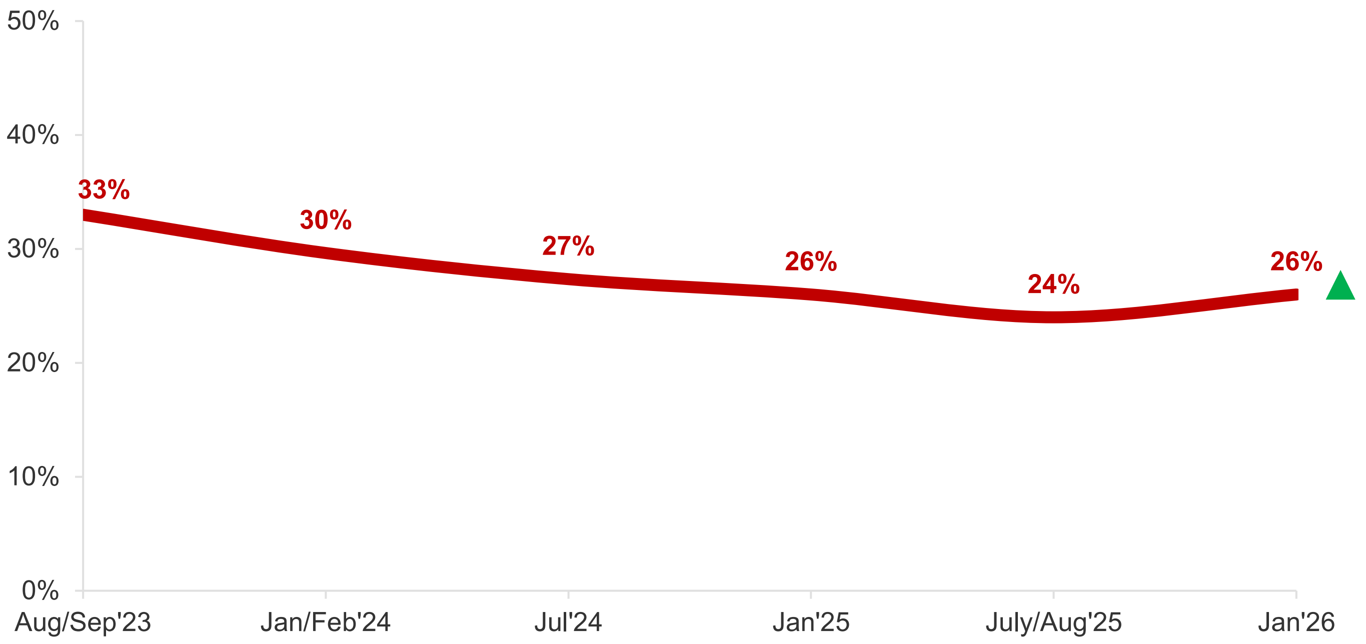
- digitally excluded (24%)
- aged 75+ (17%)
- renters (9%)
- in receipt of benefits (10%)
- pay by standard credit (11%)

These groups tend to be less likely to be satisfied across the billing metrics, which could help explain why those who only use paper bills were less satisfied.

Experience of unexpectedly high bills in the last three months

There has been an increase in the proportion who reported receiving an unexpectedly high bill in the previous three months, increasing from 24% in Jul/Aug’25 to 26% in the latest wave, following a period of decline prior to this.

Figure 22: Received an unexpectedly high bill in the last 3 months

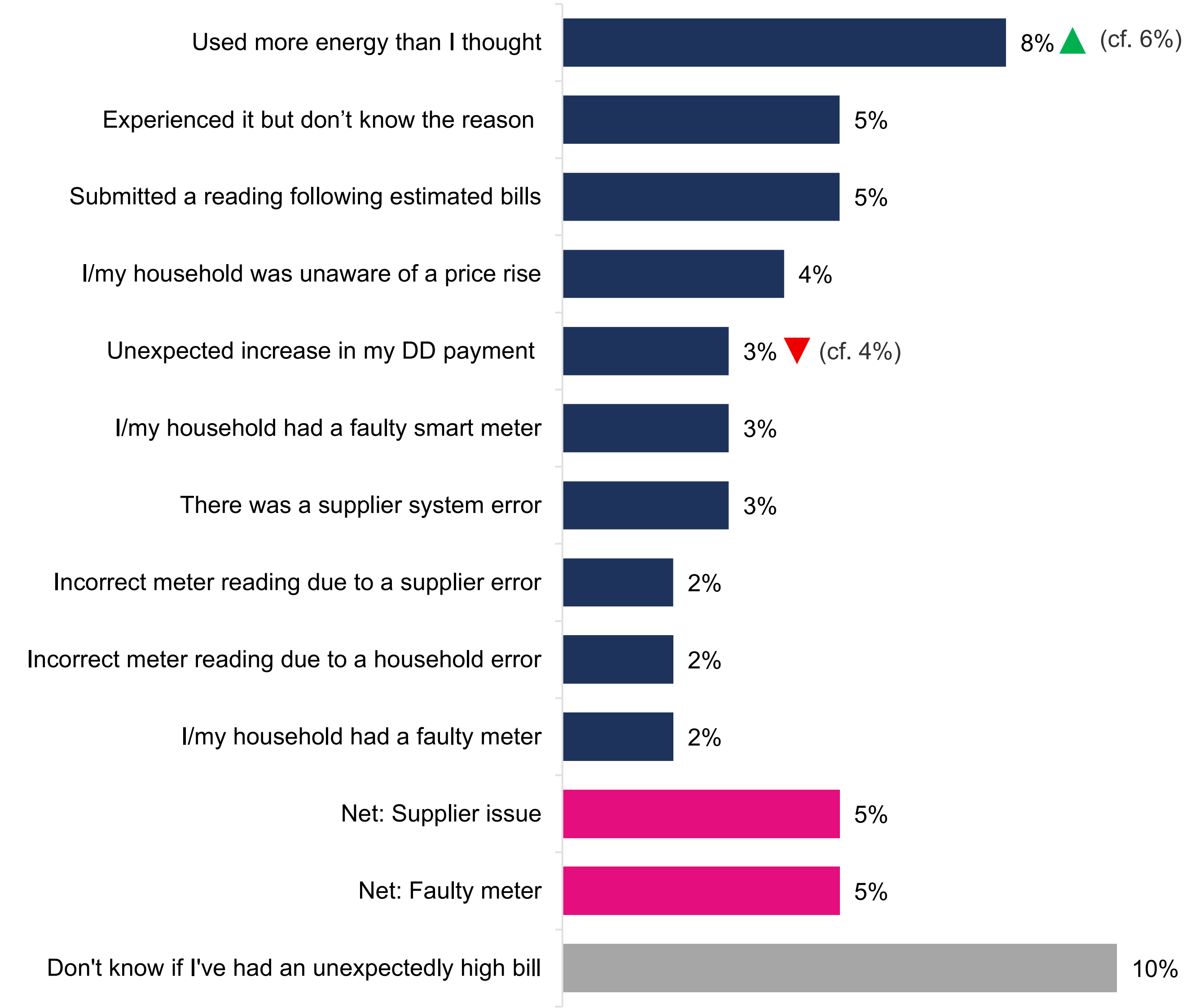


B11. In the last 3 months, have you experienced an unexpectedly high bill due to any of the following reasons? Base: all respondents: Jan’26 (3,911), July/Aug’25 (3,790), Jan’25 (3,854), Jul’24 (3,750), Jan/Feb'24 (3,855), Aug/Sep’23 (3,742). Significance is marked versus the previous wave only.

Standard credit and prepayment meter customers were more likely to report receiving an unexpectedly high bill (45% and 34%, respectively) than direct debit customers (21%). When considering how they access their energy information/bill information, those who use telephone were more likely than average to report receiving an unexpectedly high bill (51%), as were those accessing it via paper bills (32%) and via email notifications from their supplier (30%).

Reported reasons for receiving an unexpectedly high bill remain largely in line with Jul/Aug'25, with the exception that the proportion who reported having used more energy than they thought rose from 6% to 8%, and the proportion who had received an unexpected increase in their direct debit payment declined from 4% to 3%.

Figure 23: Reported reasons for receiving an unexpectedly high bill



B11: In the last 3 months, have you experienced an unexpectedly high bill due to any of the following reasons? Base: All respondents: Jan'26 (3,911). Significance is marked versus the previous wave. Brackets indicate figure from previous wave (Jul/Aug'25).

Contacting suppliers

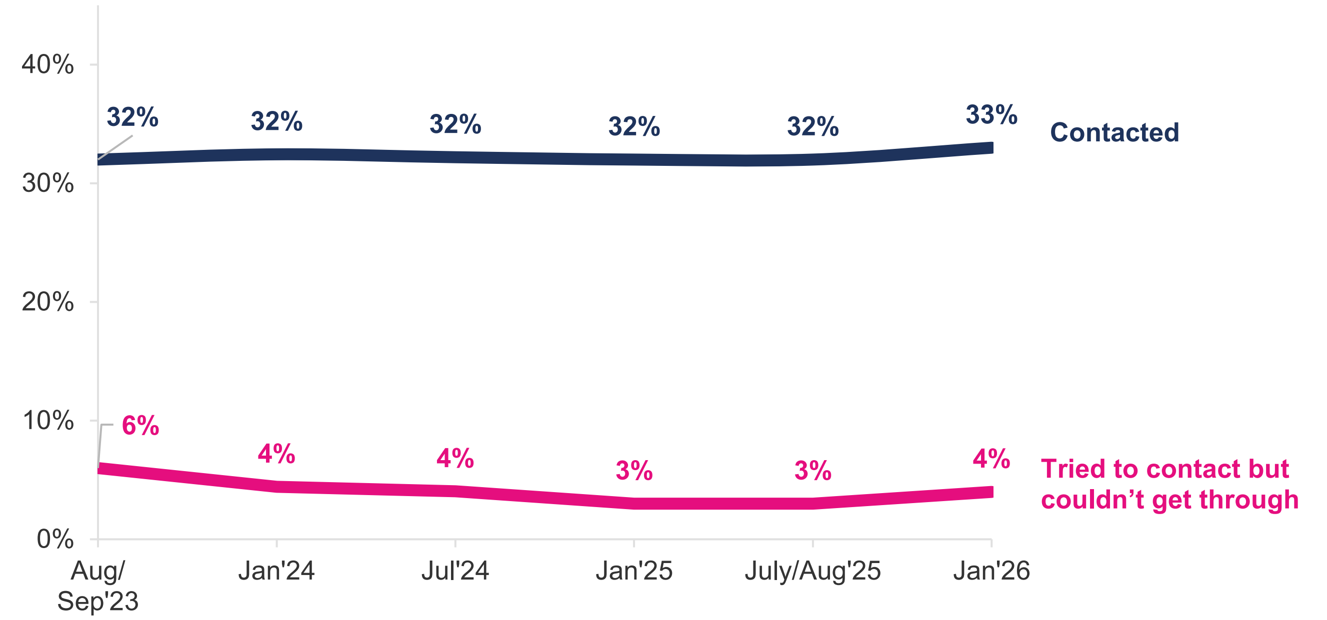
Overview of findings

- **Consistent contact rates:** one in three (33%) customers had reported contacting their supplier in the last 3 months, in line with previous waves. For those getting in contact, the most common reasons were to give a meter reading (16%), to query bills received (15%) or with a query about a smart meter (14%)
- **Ease of contacting supplier has continued its upward trend:** at 78%, the proportion of respondents who got in contact or tried to contact their supplier who found it easy remains at an all-time high. Levels of dissatisfaction remain low at 11%
- **Half reported at least one difficulty when getting in touch with their supplier:** despite customers finding it easy to get in contact with their supplier, difficulties with the contact continue to be reported by half (51%) of those who got in contact or tried to
- **Satisfaction with many aspects of contact has declined:** fewer were satisfied with the time it took for a supplier to respond, the service received by email and phone, and the level of empathy or concern shown. Additionally, fewer found the number of times that they had to get in touch about an issue as acceptable
- **Telephone contact has increased:** for contact methods, close to half (48%) reported using telephone to contact their supplier, somewhat reversing a downward trend since Aug/Sep’23 – though levels have returned to those recorded in Jan’25 (48%). It still remains the most-used contact method
- **Those in contact are less satisfied with their supplier’s customer service:** the proportion of customers in contact who were satisfied with their supplier’s customer service has dropped to 81% from 86% in Jul/Aug’25. While this is still higher than those not in contact (76%), the gap between the two has narrowed considerably

Contact with suppliers

The proportion of customers who have been in contact with their supplier in the past three months remains in line with previous waves at around one in three (33%), with a further 4% reporting that they tried to contact their supplier but were unable to get through, also in line with previous waves.

Figure 24: Contacted or tried to contact

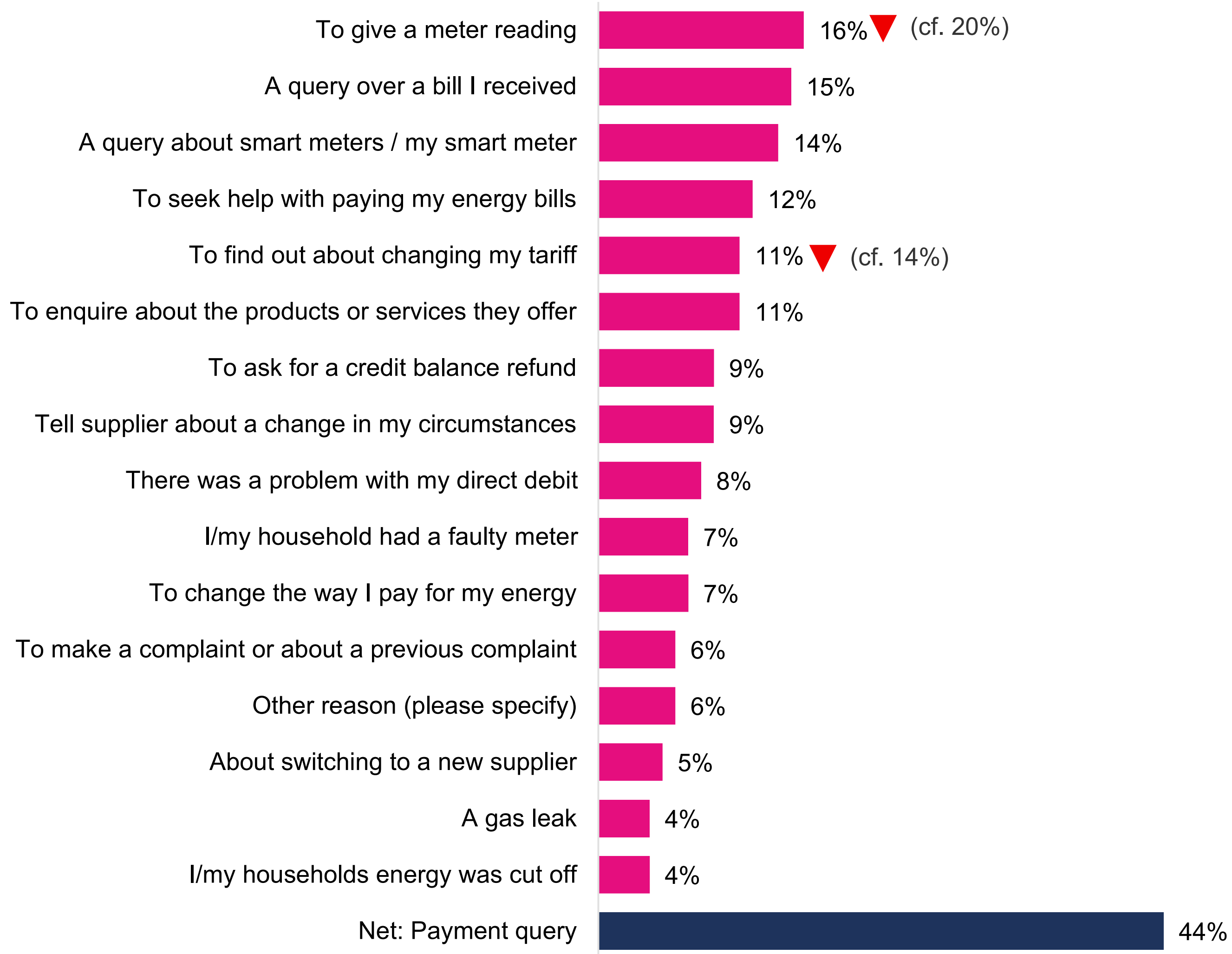


E3. Have you contacted, or tried to contact, [supplier] within the last 3 months? Base: All respondents: Jan'26 (3,911), July/Aug'25 (3,790), Jan'25 (3,854), Jul'24 (3,750), Jan/Feb'24 (3,855), Aug/Sep'23 (3,742)

Among those who had contacted their supplier, the reasons for doing so remain largely consistent with Jul/Aug'25, with the main reasons being to give a meter reading (16%), to query a bill (15%), and queries about smart meters (14%). Though there have been decreases in the proportion who contacted their supplier to give a meter reading (from 20% to 16%) and to find out about changing tariff (from 14% to 11%).

Overall, the proportion who reported contacting their supplier with a payment query of any sort stands at 44%, in line with Jul/Aug'25 (41%).

Figure 25: Reasons for contacting supplier

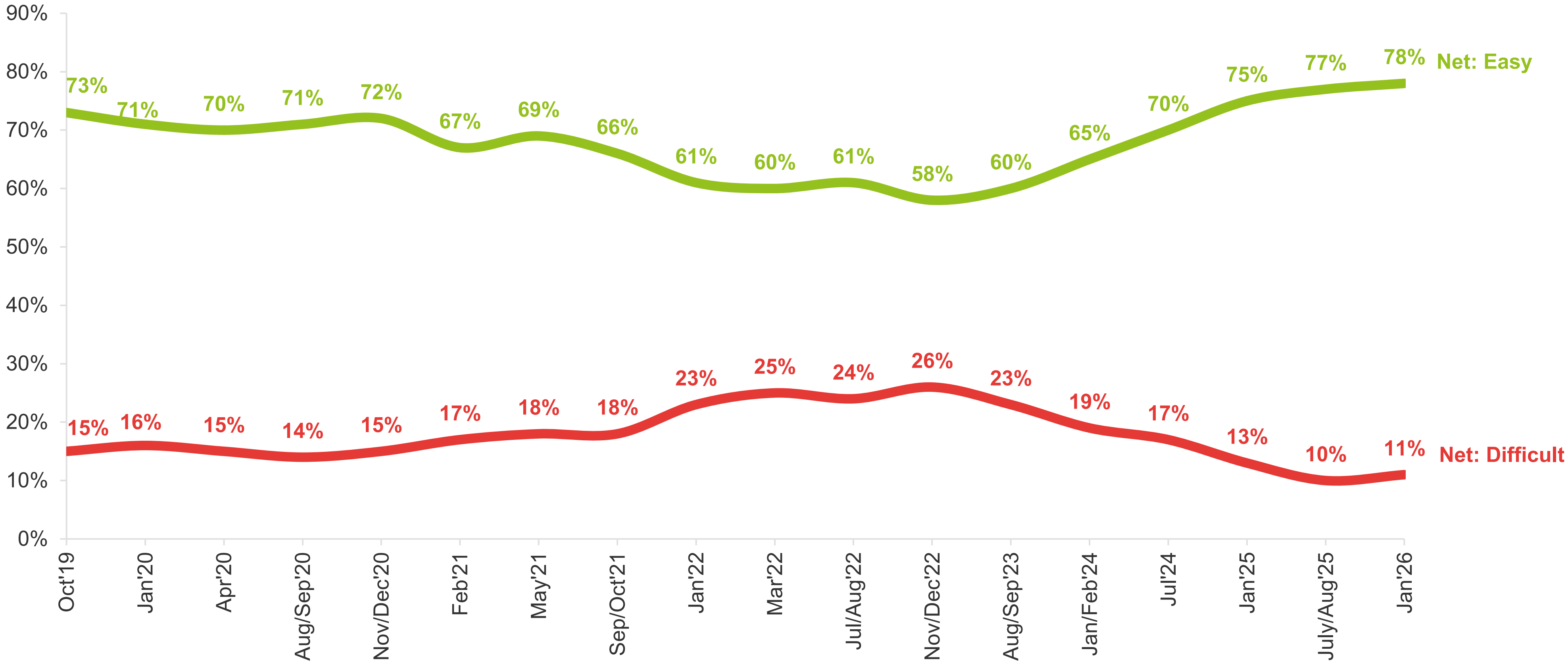


E4. Thinking of the last time you made contact with [supplier], what was it about? Base: All who contacted or tried to contact Jan'26 (1,473). Significance is marked versus the previous wave. Brackets indicate figure from previous wave (Jul/Aug'25).

Ease of contacting suppliers

78% of those who tried to make or made contact with their supplier said it was easy to do so, in line with Jul/Aug'25and remaining at an all-time high. The proportion who said getting in contact was difficult remains stable at 11% and historically low.

Figure 26: Ease of contacting suppliers over time

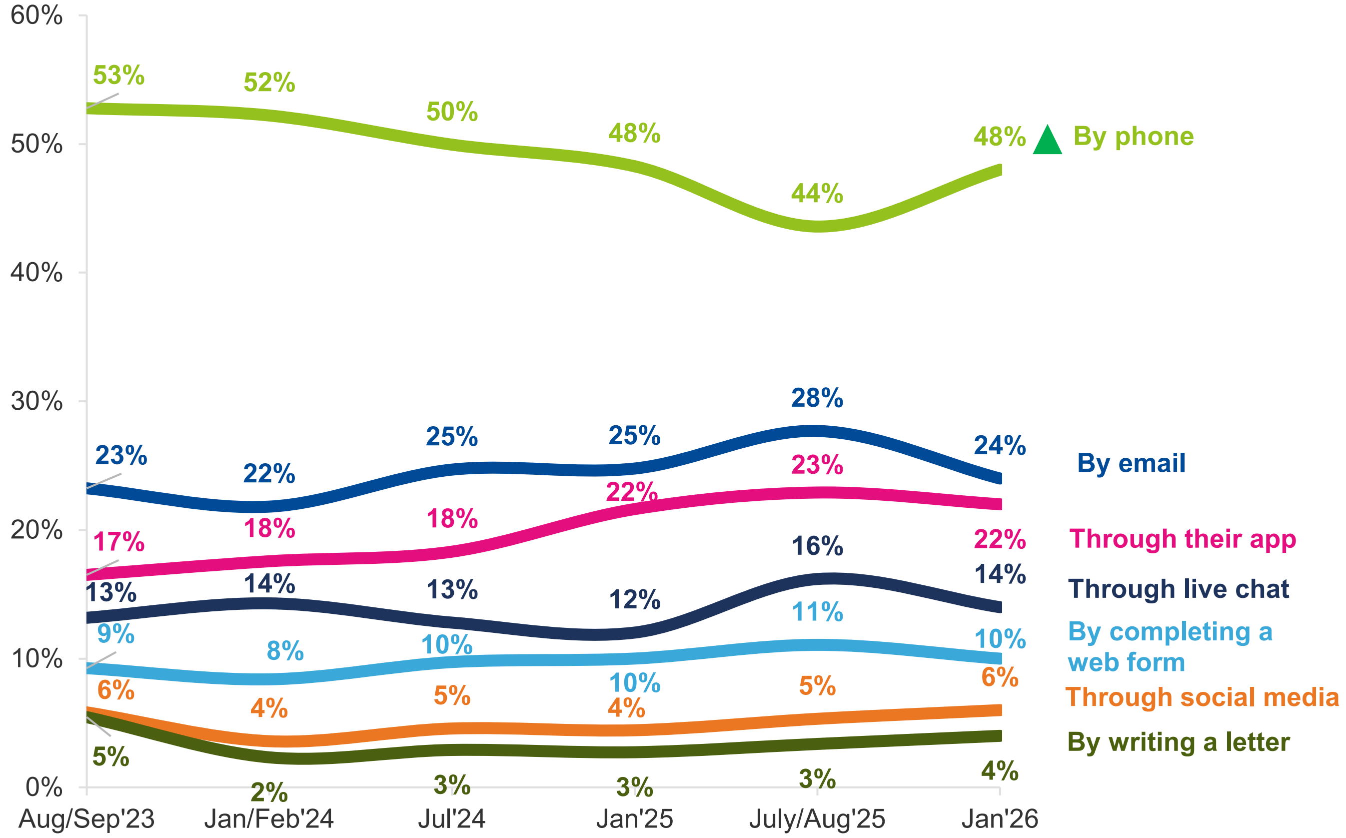


E2. Thinking about the last time you tried to contact [supplier] how easy or difficult did you find it to contact them? Base: All those excluding those who have not tried to contact supplier: Jan'26 (3,339), Jul/Aug'25 (3,175), Jan'25 (3,238), Jul'24 (3,148), Jan/Feb'24 (3,214).

Method of contacting supplier

On the last occasion that they contacted their supplier, more respondents reported contacting their supplier via telephone compared to Jul/Aug'25 (48% compared to 44%), returning to levels recorded in Jan'25, and remains the most popular contact method. The next most commonly used methods are via email (24%) and the supplier's app (22%).

Figure 27: Method used to contact supplier over time



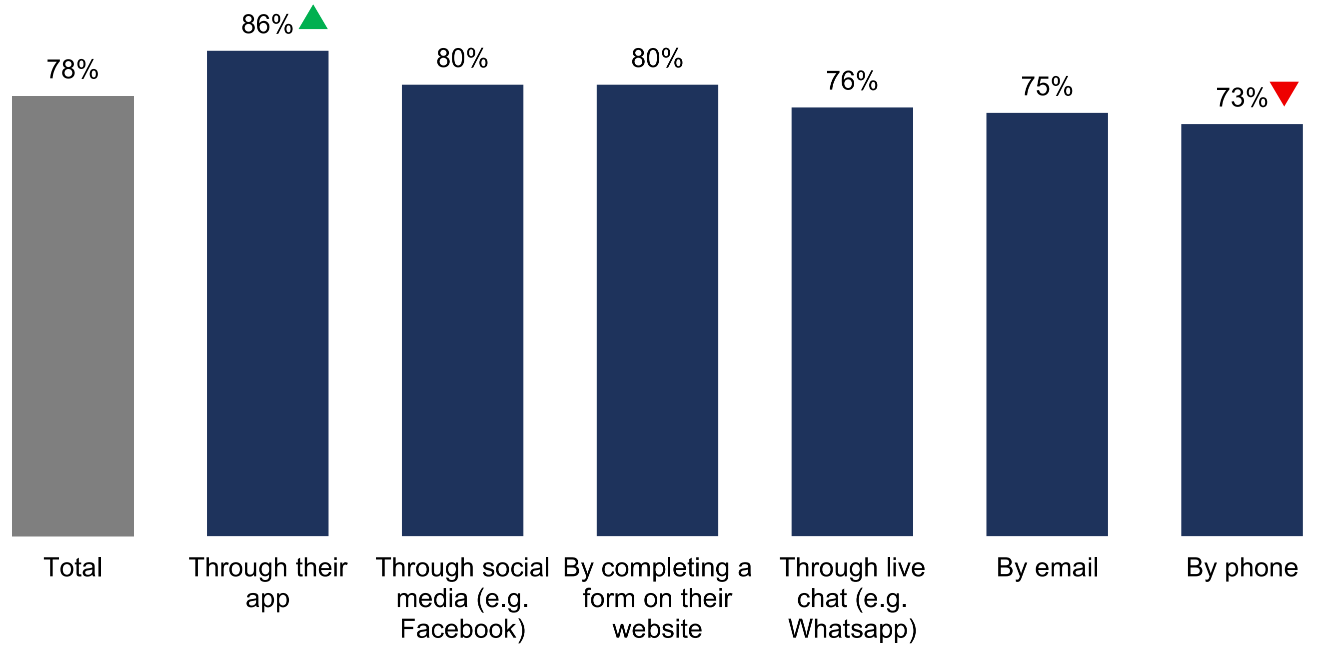
E6. How did you make contact with [supplier] on that last occasion? Base: all who contacted or tried to contact in the last 3 months: Jan'26 (1,473), July/Aug'25 (1,401), Jan'25 (1,388), Jul'24 (1,398), Jan/Feb'24 (1,456), Aug/Sep'23 (1,426). Significance is marked versus the previous wave only.

Certain contact methods were more widely used for specific reasons than others. For instance, close to two in five (37%) of those who contacted their supplier through social media did so to tell their supplier about a change in circumstances (vs. 9% total), and 28% of those who last contacted their supplier through a form on their website did so to give a meter reading (vs. 16% total).

Four in five (79%) were satisfied with the range of methods available to contact their supplier, in line with the previous wave (81%). A similar proportion (80%) agreed that the contact methods offered met their needs, but this has dropped compared to Jul/Aug'25 (84%), with this drop mainly coming from a decline in those who strongly agree (from 43% to 39%).

When comparing ease of contact by contact method, those contacting their supplier via their app were more likely than average to rate that contact as easy (86%), while those contacting via phone were less likely than average to do so (73%).

Figure 28: Reported contact as easy by contact method (versus total)

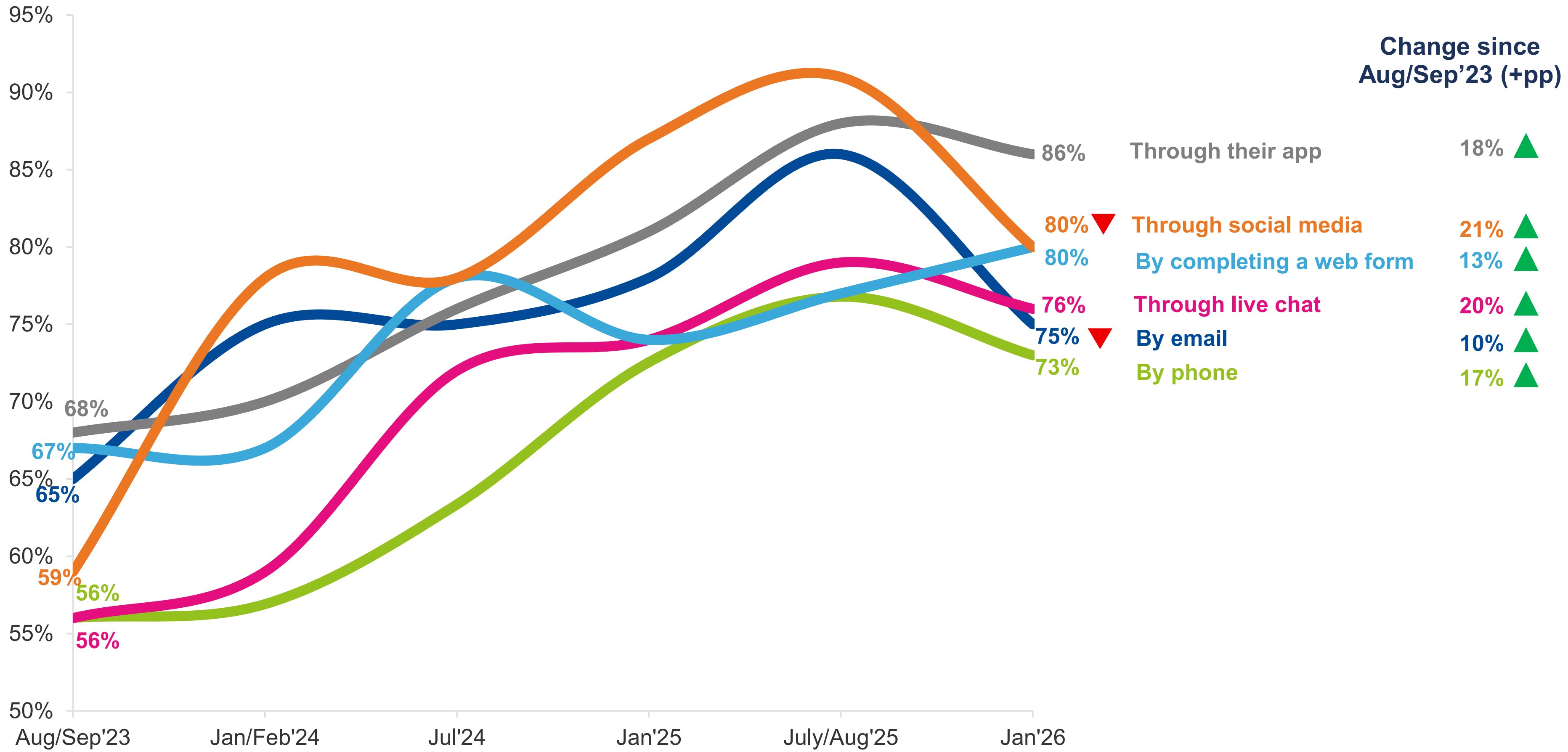


E2. Thinking about the last time you tried to contact [supplier] how easy or difficult did you find it to contact them? Base: all those excluding those who have not tried to contact supplier, by contact method (1,473). Writing a letter not shown due to low base size (59). Significance testing versus the total.

The figure overleaf explores how ease of contact is impacted by contact method over time. Despite the fact that overall ease of contacting suppliers has maintained its highest level yet (78%), the proportion of those who contacted their supplier as easy has dropped for those contacting via social media (from 91% to 80%), as has the proportion of those who contacted via email, from 86% to 75%.

Nevertheless, considering changes in the longer term, there have been ongoing increases in reported ease of contact for all methods, particularly social media, live chat and apps, since Aug/Sep'23, as shown below:

Figure 29: Reported contact as easy by contact method (versus total)



E2. Thinking about the last time you tried to contact [supplier] how easy or difficult did you find it to contact them? Base: all those excluding those who have not tried to contact supplier, by contact method: by phone: Jan'26 (684), Aug/Sep'23 - Jul/Aug'25 (582-735); live chat: Jan'26 (206), Aug/Sep'23 - Jul/Aug'25 (161-216); by email: Jan'26 (347), Aug-Sep'23 - Jul/Aug'25 (308-370); through social media: Jan'26 (84), Aug-Sep'23- Jul/Aug'25 (51-80); webform: Jan'26 (147), Aug/Sep'23 - Jul/Aug'25 (117-145); via app: Jan'26 (320), Aug/Sep'23 - Jul/Aug'25 (229-306). Writing a letter not shown due to low base size. Significance testing versus Jul/Aug'25 figures and Aug/Sep'23 figures.

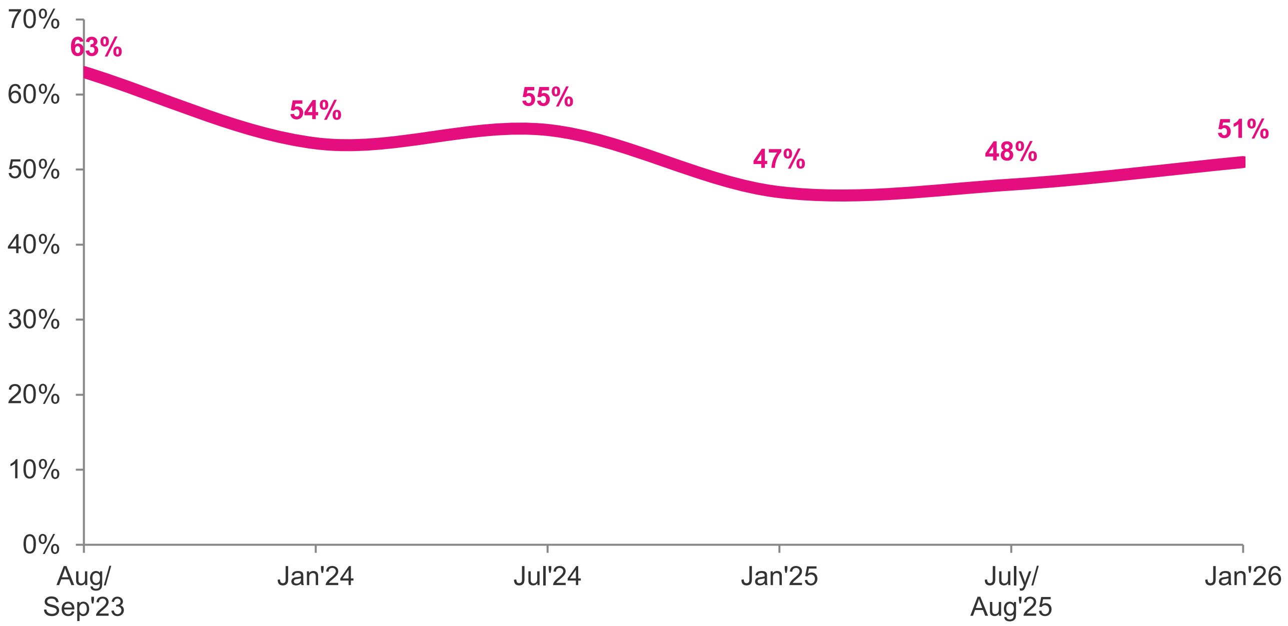
Experience of difficulties in contacting supplier

Despite a high proportion of customers in contact finding it easy to do so overall (78%), around half (51%) of those who contacted or tried to contact their supplier reported at least one difficulty when doing so. While this remains in line with Jul/Aug'25 (48%), this is still a notable proportion of customers experiencing difficulties when contacting their supplier.

Certain groups were more likely to report experiencing difficulties than others, including:

- digitally excluded (67%)
- aged 18-34 (62%)
- in receipt of benefits (58%)
- those with a disability (55%)
- renters (54%)

Figure 30: Experienced at least one difficulty with last contact

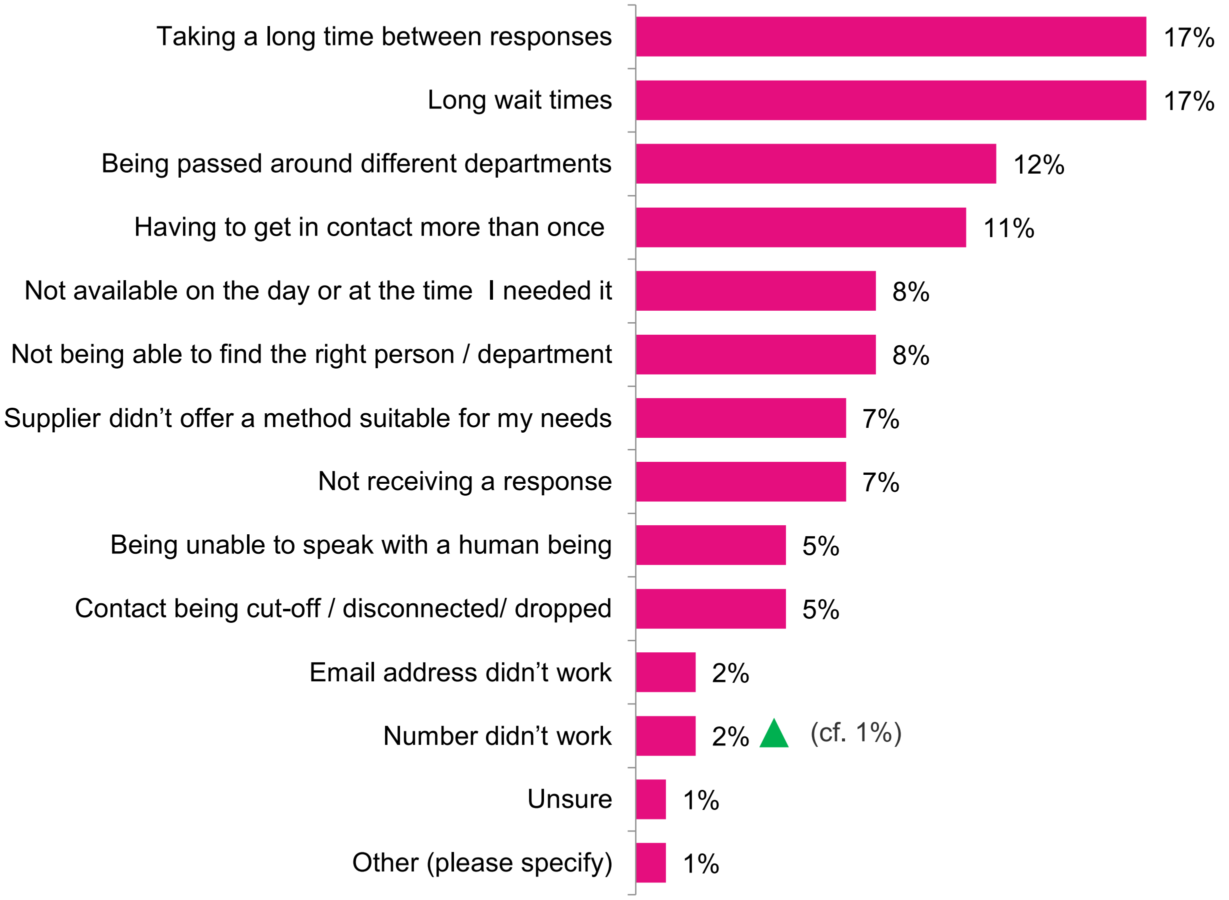


E12. On the most recent occasion you got in touch with [supplier], did you experience any of the following difficulties? Base: all who contacted or tried to contact: Jan'26 (1,473), July/Aug'25 (1,401), Jan'25 (1,388), Jul'24 (1,398), Jan/Feb'24 (1,456), Aug/Sep'23 (1,426)

There were also differences in difficulties observed by the contact method used. Those who contacted or tried to contact via the supplier's app were less likely to report experiencing any difficulties (45%) compared to respondents overall (51%).

When looking at the specific reasons for why the contact for those in contact or tried to make contact was considered difficult, the most common difficulties reported were again related to it taking a long time between responses (17%) and long wait times (17%). Other difficulties included being passed around different departments (12%) and having to get in contact more than once (11%).

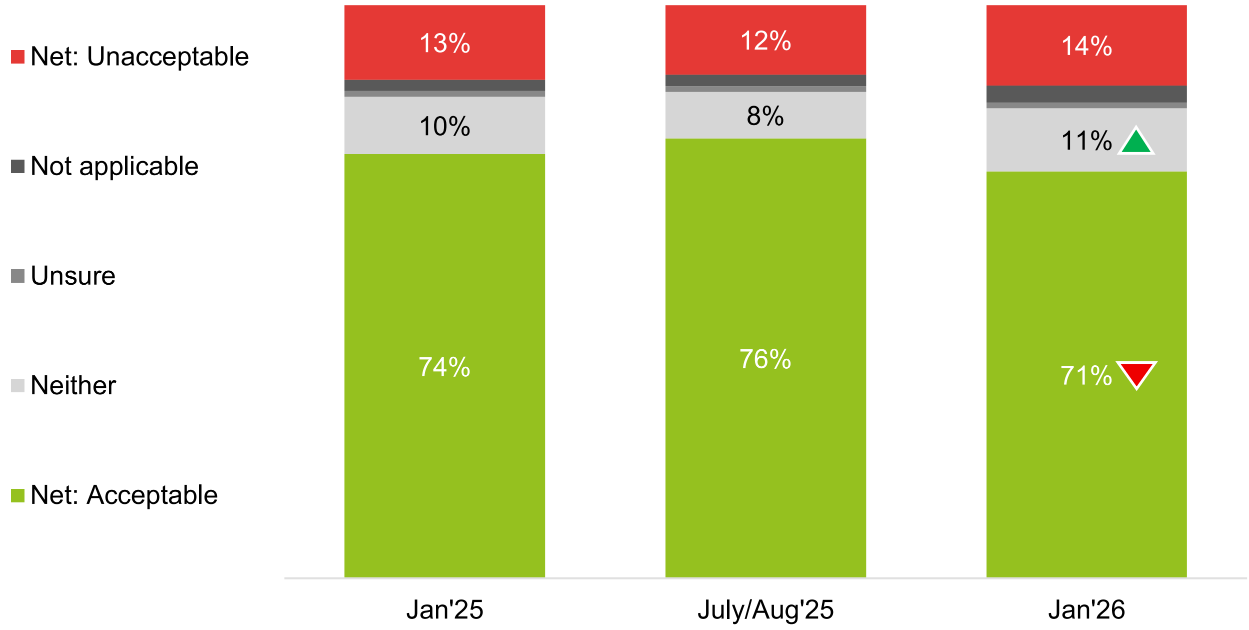
Figure 31: Specific difficulties experienced with contact



E12. On the most recent occasion you got in touch with [supplier], did you experience any of the following difficulties? Base: all who contacted or tried to contact: Jan'26 (1,432). Significance is marked versus the previous wave. Brackets indicate figure from previous wave (Jul/Aug'25).

Of those who contacted or tried to contact their supplier, 71% found the number of contact attempts they needed to make acceptable (down from 76% in Jul/Aug'25). This decrease was driven by an increase in the proportion of people who answered 'neither', which increased from 8% to 11%.The proportion who found the number of attempts unacceptable has remained in line at 14% (compared to 12% in Jul/Aug'25).

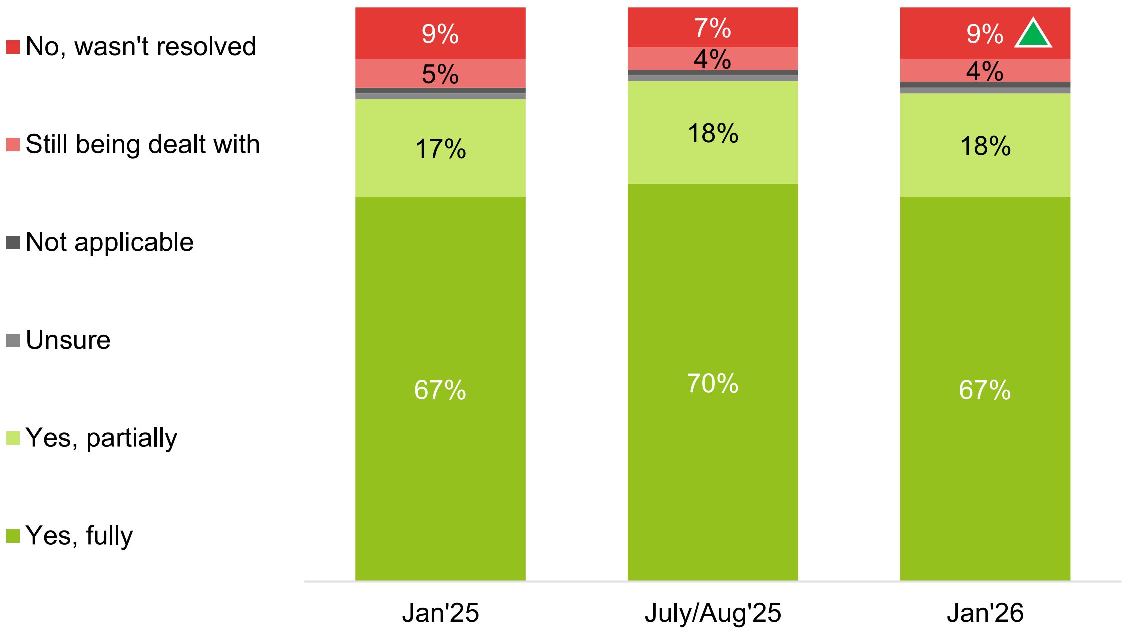
Figure 32: Acceptability of number of contact attempts



E12A. How acceptable or unacceptable was the number of times you had to get in contact about that given issue? Base: All who contacted or tried to contact: Jan'26 (1,473), July/Aug'25 (1,401), Jan'25 (1,388). Significance is marked versus the previous wave only.

Additionally, in Jan’26, there were a higher proportion of those in contact or tried to contact who said that their query was not resolved, now at 9% from 7% in Jul/Aug’25. Nevertheless, full issue resolution remains high at 67%, the same figure recorded in Jan’25.

Figure 33: Issue resolution



E14. Would you say your query, issue or question was answered or resolved? Base: All who contacted or tried to contact: Jan’26 (1,473), Jul/Aug’25 (1,401), Jan’25 (1,388). Significance is marked versus the previous wave only.

Satisfaction with elements of last contact

Customers in contact or who tried to contact with their supplier were asked about a variety of statements about the experience of the last contact. Compared to Jul/Aug'25, contact experiences have largely dropped across the board, particularly for the time it took for the supplier to resolve their query (-7 percentage points) and the service received via email (-7 percentage points).

However, satisfaction with different elements of contact still remain relatively high. 85% were satisfied with the service received through the app and a similar proportion were satisfied with the service received through social media (83%). Further, as shown in figure 34 below, there have been long-term improvements since Aug/Sep'23.

Figure 34: Satisfaction with elements of last contact (% satisfied)

	% satisfied	Difference from Jul/Aug'25	Difference from Aug/Sep'23
The service received through their app (321)	85%	-2%	**+12%▲**
The service received through social media (85)	83%	-2%	+10%
The service received by completing a form on their website (149)	78%	-4%	+6%
Ease of making contact with them (1,432)	77%	**-5%▼**	**+13%▲**
How the overall interaction was handled (1,432)	77%	**-5%▼**	**+12%▲**
The service received through live chat (206)	77%	-4%	**+16%▲**
Ease of finding the right contact details (1,432)	77%	**-4%▼**	**+11%▲**
The time it took for your supplier to respond to your query (846)	76%	**-7%▼**	**+13%▲**
The service received by email (349)	76%	**-7%▼**	**+11%▲**
How well your supplier understood what you needed (1,432)	76%	**-5%▼**	**+11%▲**
The service received by phone (687)	75%	**-6%▼**	**+13%▲**
The level of empathy or concern showed towards you (1,432)	73%	**-6%▼**	**+13%▲**
The time it took to reach someone to resolve your query (687)	70%	-3%	**+17%▲**

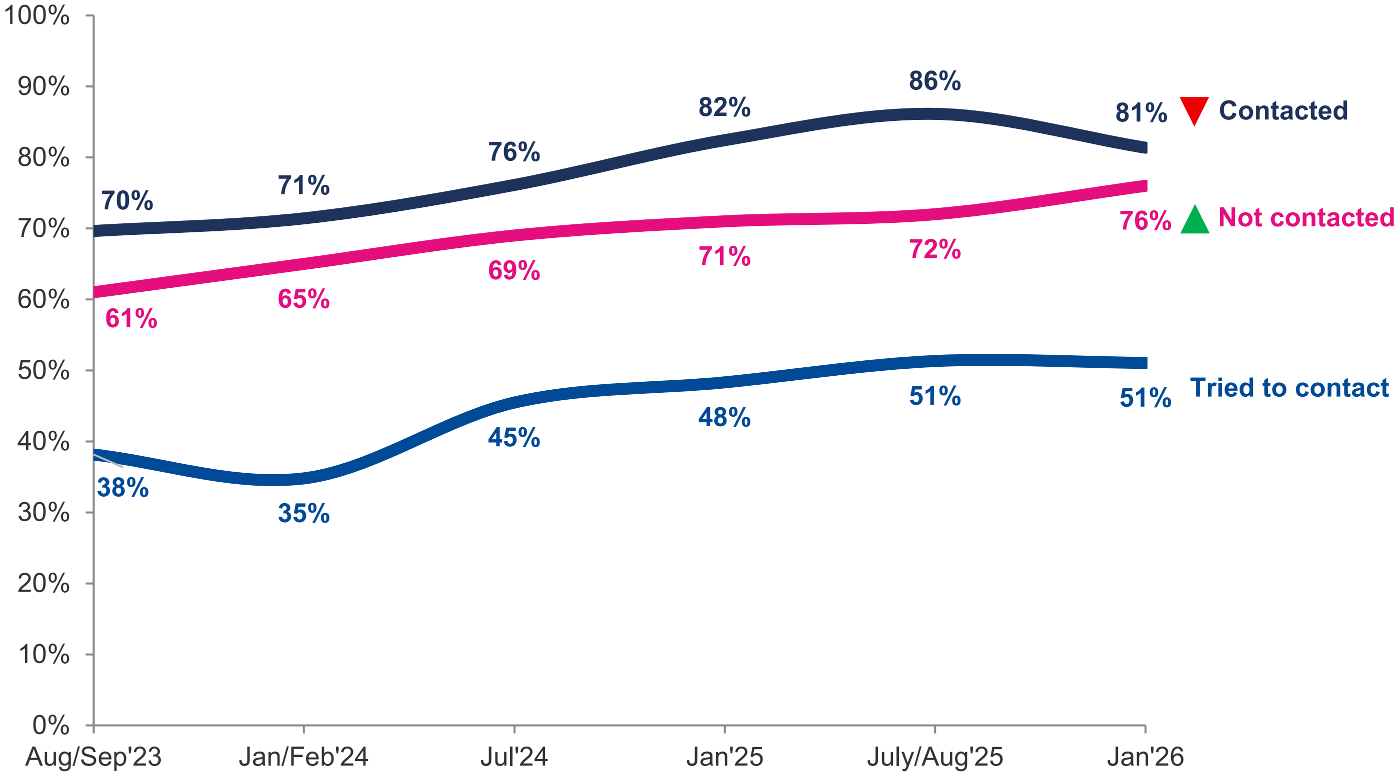
E7. Still thinking about this last contact, please can you tell me how dissatisfied or satisfied you were with the following. Bases in brackets: all respondents/all who contacted or tried to contact via a particular method.

Impact of contact on customer service satisfaction

Earlier in this report it was noted that customer service satisfaction has stalled for the first time since 2023. An interesting trend underneath this finding is that those who have been in contact with their supplier were less satisfied with their supplier's customer service than in previous waves. Historically, customers in contact were more likely to be satisfied with their supplier's customer service than those not in contact – particularly so in Jan'25 and Jul/Aug'25. However, in Jan'26, although those not in contact still reported a lower customer satisfaction score, the gap has closed considerably, with just 2 percentage points difference between the two.

In keeping with recent waves, those who have tried to contact their supplier report a lower overall customer service satisfaction than those in contact and those not in contact.

Figure 35: Satisfaction with customer service among those in contact/tried to contact/those not in contact over time



A7. Overall, how satisfied or dissatisfied are you with the customer service you have received from [supplier]. Base: Contacted supplier: Jan'26 (1,328), Aug-Sep'23 - Jul/Aug'25 (1,203-1,276); tried to contact: Jan'26 (145), Aug/Sep'23-Jul/Aug'25 (117-223); not in contact: Jan'26 (2,376), Aug-Sep'23 – Jul/Aug'25 (2,232-2,399). Significance is marked versus the previous wave only.

Multiple contact metrics have seen declines this wave, such as lower satisfaction with elements of contact, increased unacceptability of the number of contacts required, and decreased issue resolution. All are likely to at least partly explain why satisfaction with customer service has fallen among those who had contact with their supplier, from 83% in Jul/Aug'25 to 78% in the latest wave, unlike those who did not make contact.

Information provided by suppliers

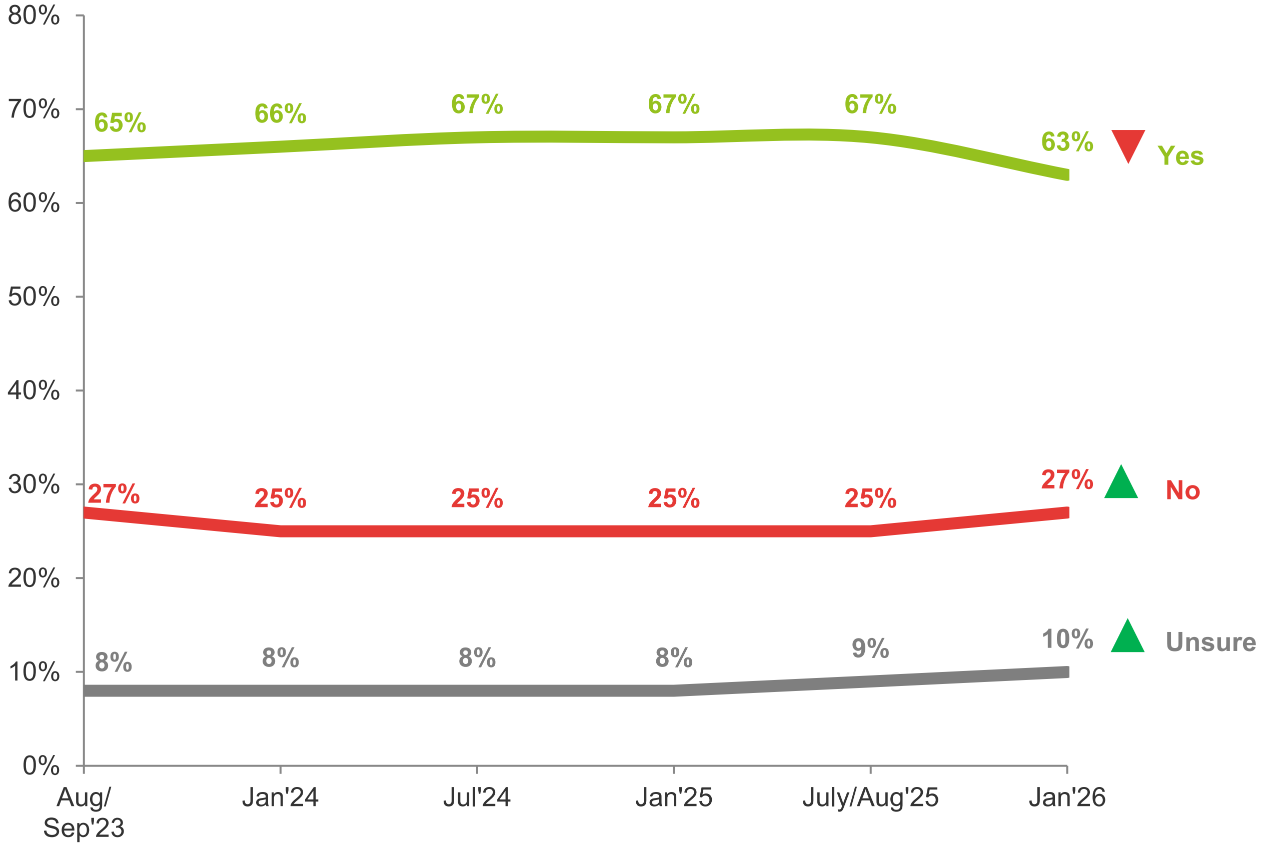
Overview of findings

- **Fewer respondents reported receiving information from their supplier:** 63% reported receiving information from their supplier in the last six months, compared to 67% in Jul/Aug'25
- **Satisfaction with the information provided by suppliers has remained stable:** whilst fewer recall receiving information, satisfaction with the information received (amongst those who received information from their supplier) remains high and in line with previous waves, at 84%
- **Usefulness of information varies:** some types of information received are seen as more useful than others. Notifications of a price increase for those on variable tariffs are seen as the most useful (65%), followed by being disconnected from their prepayment meter (60%). On the other hand, information about getting a smart meter for non-smart meter households (39%) and information about the complaints process (43%) were seen as the least useful

Satisfaction with information received

There has been a decrease in the proportion of respondents who reported receiving information from their supplier in the last six months, from 67% in Jul/Aug'25 to 63% in the latest wave. At the same time, more did not recall receiving information (27%, up from 25%) and a further 10% were not sure.

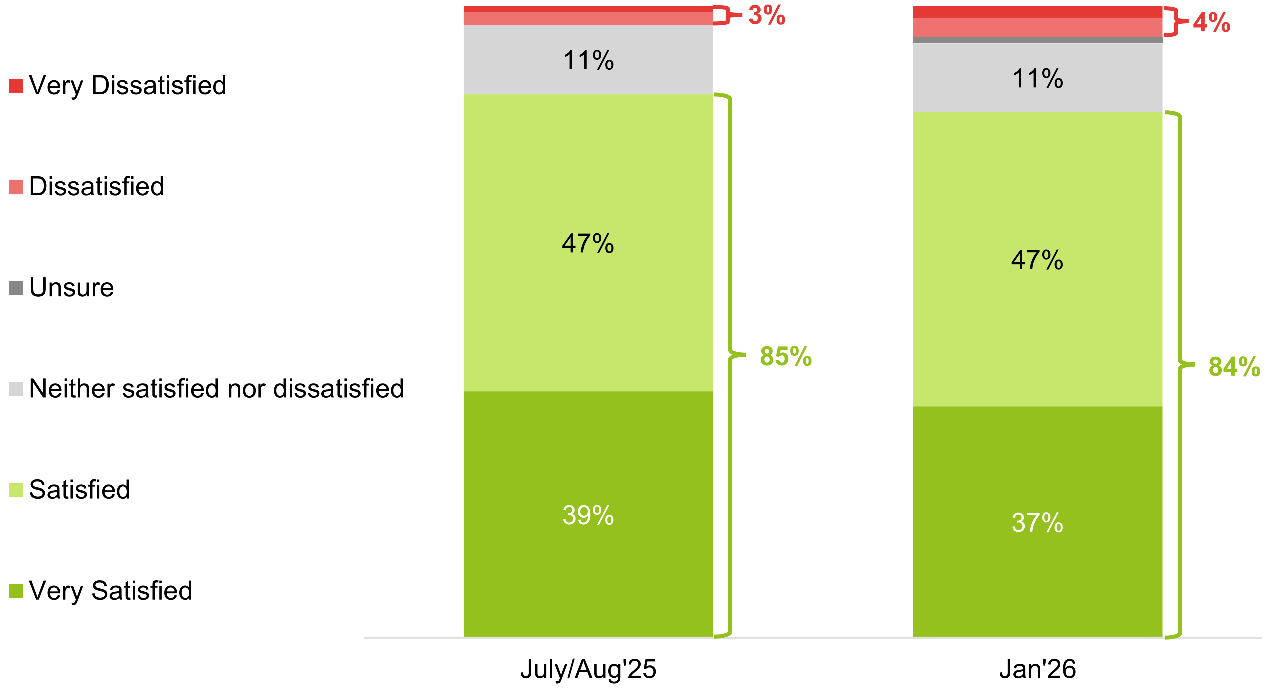
Figure 36: Received information from supplier



D1A. Have you received any information from [supplier] in the last six months? Base: All respondents (3,911).

For those who did receive information, over four in five (84%) report being satisfied with the information they received from their supplier in the last six months, whilst less than 4% report being dissatisfied with information received.

Figure 37: Satisfaction with information received



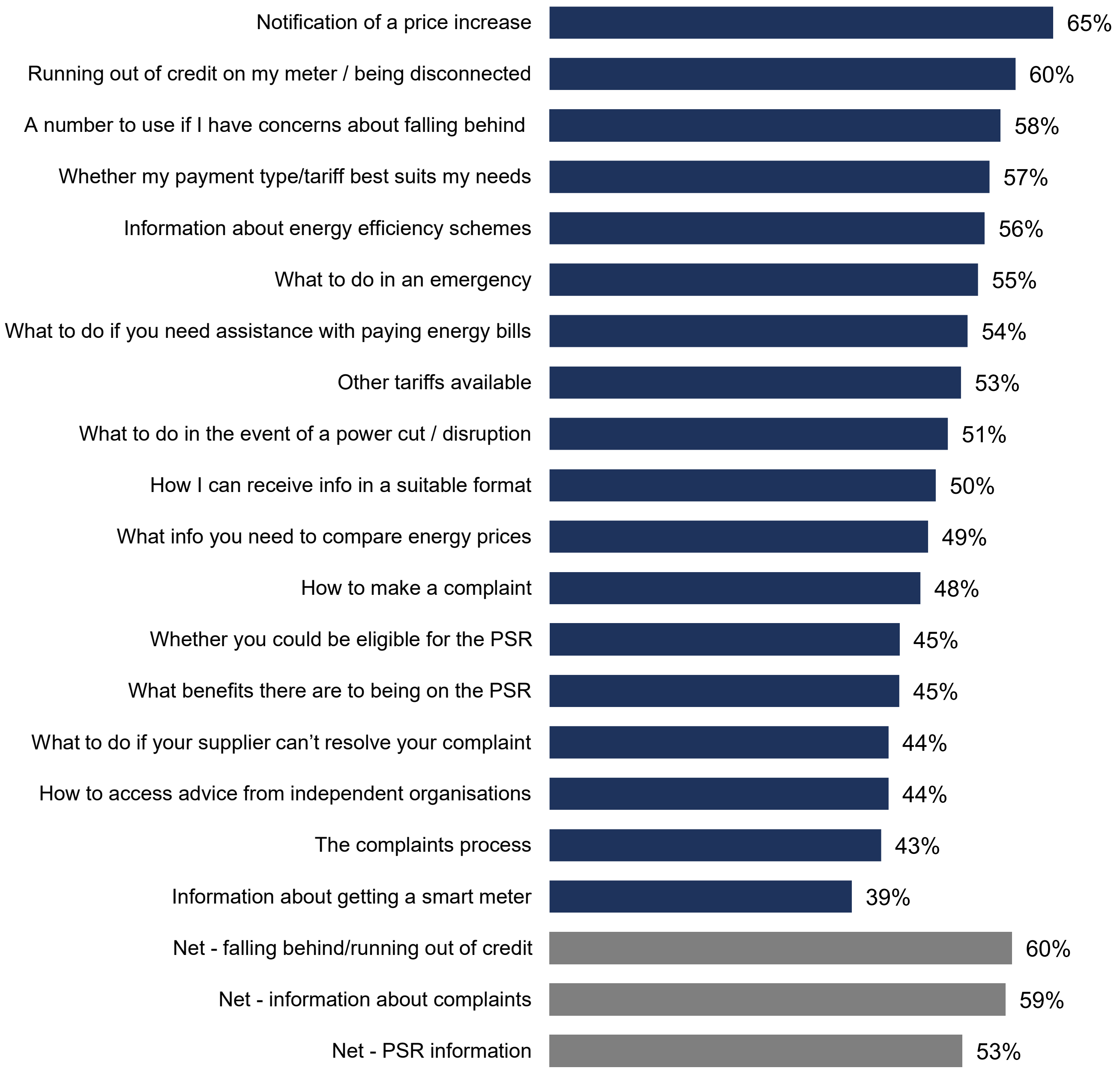
D1. Overall, how satisfied or dissatisfied are you with the information you have received from [supplier] in the last six months? Base: received information: Jan'26 (2,445), July/Aug'25 (2,528). Data labels <3% not shown.

Usefulness of information received from supplier

Due to methodological changes to this question[13], comparison with previous waves is not possible.

Notification of a price increase (65%), information about running out of credit on a meter/being disconnected (60%) and a number to use if they have concerns about falling behind (58%) were the three most highly rated types of information in terms of being useful, while information about getting a smart meter was the least likely to be regarded as useful (39%).

Figure 38: Usefulness of information received from supplier



D3: How useful was the information you received for each of the following…? Base: All respondents (3,911).

[13] In previous waves respondents were asked to rate the usefulness of each type of information received on a four-point scale, whereas in the latest wave they were asked whether they had received each type of information and if it was useful or not in a binary scale. For more information on changes to this question, find the January 2026 Technical Report on this page.

Complaints

Overview of findings

- **Reported complaint levels remain consistent:** one in twenty (6%) respondents who contacted their supplier reportedly did so to make a complaint, or about an existing complaint, which equates to 2% of all respondents, in line with previous waves
- **More are dissatisfied with complaint handling:** for those who reportedly made a complaint, more are dissatisfied with the time taken (38%) and with how their complaint was handled overall (31%). Despite this, more respondents were satisfied than dissatisfied on both measures - something seen in the two most recent waves

Reasons for complaints

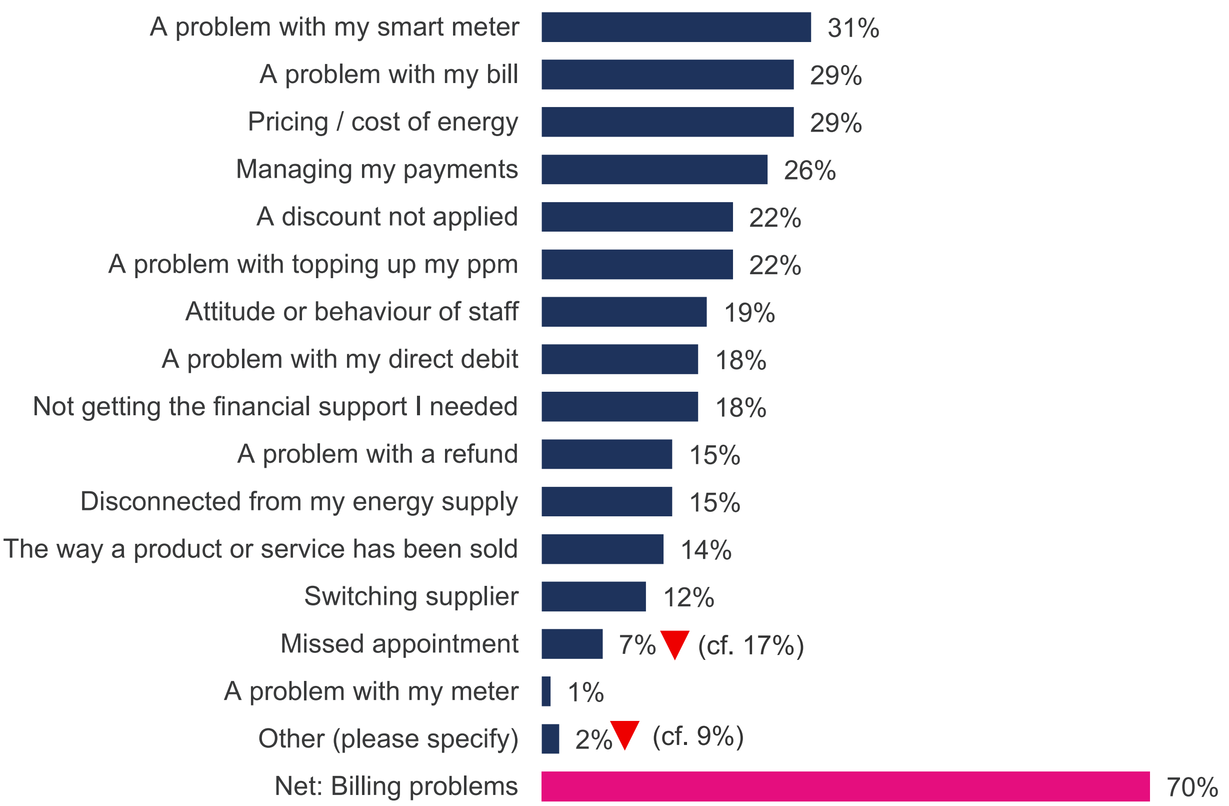
6% of customers who contacted or tried to contact their supplier did so to reportedly make a complaint, which equates to 2% of all respondents, in line with recent waves.

Overall, seven in ten people who made a complaint cited a billing related issue as a reason for their complaint.

For those who made a complaint, some of the more commonly cited reasons for complaining were problems with smart meters (31%), problems with bills (29%), pricing (29%) and managing payments (26%).

In Jan'26, fewer reported complaining for a missed appointment (7%, down from 17% in Jul/Aug'25).

Figure 39: Reasons for complaints*



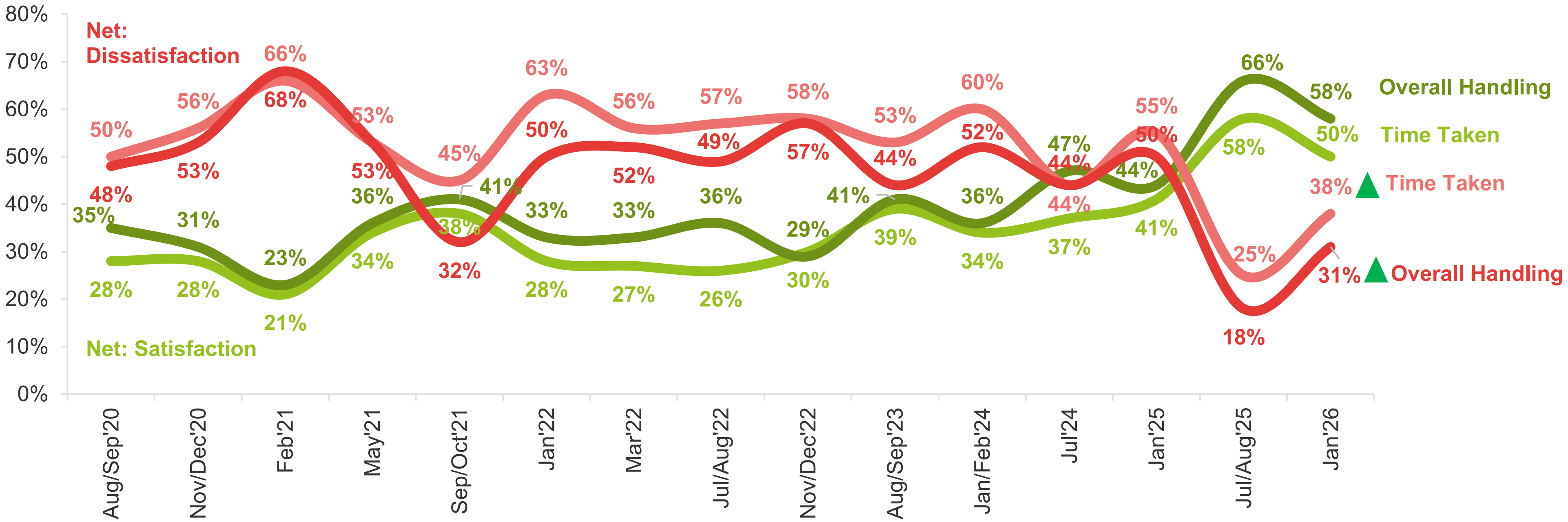
*E8. Earlier you said your last contact with [supplier] was about a complaint. What was the complaint about? Base: All who contacted to make a complaint: Jan'26 (96). *Significance is marked against the previous wave. Brackets indicate figure from previous wave (Jul/Aug'25). Sample size for this metric is relatively low (less than 100), so some caution should be taken when interpreting the results.*

Dissatisfaction with elements of complaints handling

Levels of dissatisfaction with the time taken to reach the end of the complaints process, and the overall handling of complaints, tend to be fairly volatile due to low base sizes[14]. However, there have been marked increases in dissatisfaction with both measures in the latest wave, with the former increasing from 25% to 38% and the latter from 18% to 31%.

Despite the increases in dissatisfaction observed in the latest wave, dissatisfaction with the time taken and overall handling of the complaint remains lower than levels recorded in Jan'25 (55% and 50%, respectively).

Figure 40: Satisfaction with time taken to reach the end of the complaints process and overall handling of complaints over time*



*E10. Please can you tell me how satisfied or dissatisfied you are with the following aspects of your complaint: Overall handling of the complaint and the time taken to reach the end of the formal complaints process. Base: All who contacted to make a complaint Jan'26 (96), Jul/Aug'25 (120). Significance is marked versus the previous wave only. *Sample sizes for this metric are relatively low, so some caution should be taken when interpreting the results.*

[14] Base sizes for the metrics "The time taken to reach the end of the formal complaints process" and "The overall handling of the complaint" have ranged from 87- 143 in the past six waves. While bases are large enough for us to be confident in the statistical significance applied, the data should be interpreted with caution.

What are the experiences of customers struggling financially or falling into debt?

Overview of findings

- **Reported affordability issues have increased:** the proportion reporting that they had fallen behind on their bills or run out of credit on their prepayment meter for affordability reasons increased to 12%, the highest level since Aug/Sep’23. This has largely been driven by standard credit customers, among whom a quarter (25%) reported that they had fallen behind on their bills (compared to 18% of prepayment customers and 8% of direct debit customers)
- **Contact with suppliers about help paying bills after falling behind/ running out has declined:** 70% of customers who reported falling behind due to affordability reasons were in contact with their supplier about help paying their bills – a drop from the 78% recorded in Jul/Aug’25
- **Levels of satisfaction with the support received when contacting the supplier for help paying bills have reduced:** not only were fewer who fell behind for affordability reasons not in contact with their supplier about it, but for those that did receive contact, satisfaction with that contact has dropped to 72% from 78% in the previous wave (Jul/Aug’25)
- **Experience of different aspects of contact with suppliers has worsened:** those who fell behind for affordability reasons were less likely to agree that the person they had contact with was sympathetic (from 75% to 68%) and that the support offered was suitable for them (from 73% to 66%) compared to last wave

Falling behind or running out of credit for affordability reasons

The share of consumers who reported that, in the last three months, they had fallen behind on their bills or run out of credit on their prepayment meter for affordability reasons, increased to 12% up from 10% in Jul/Aug’25, where it sat consistently for three previous waves.[15]

This increase has largely been driven by an increase among standard credit customers, among whom a quarter (25%) reported that they had fallen behind on their bills, up from 20% in Jul/Aug’25.

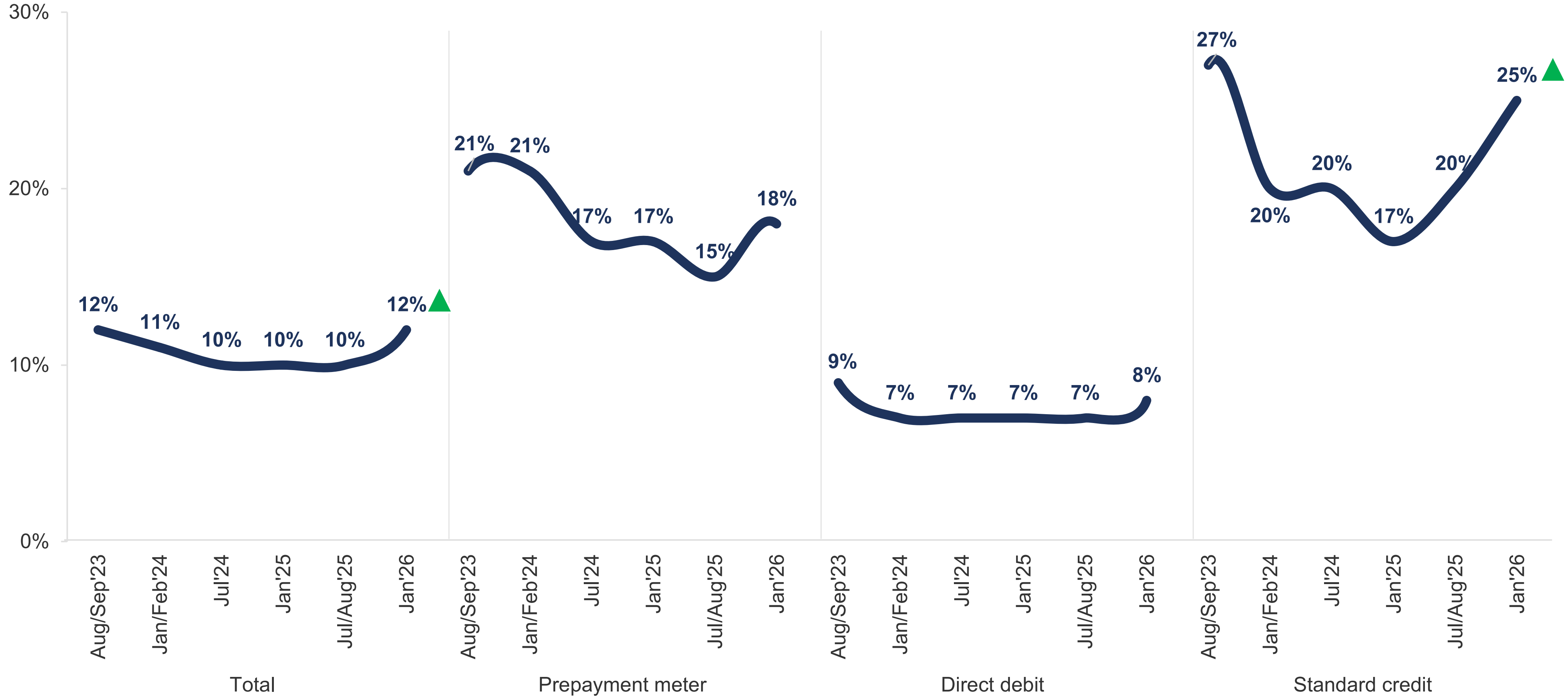
Direct debit customers (8%) continued to be the least likely of the payment types to report falling behind, whilst almost one in five (18%) prepayment meter customers reported that they have run out of credit on their meter in the past month.

For prepayment meter customers who ran out of credit for affordability reasons, one in five (23%) were disconnected from their energy supply for twelve hours or more, with over one in ten (14%) being disconnected for 24 hours or more.

Although a higher proportion reported falling behind or running out of credit for affordability reasons, the proportion who reported experiencing the use of debt collection agencies remained stable at 24% (compared to 28% in Jul/Aug’25).

[15] This survey reports on the share of consumers who say they have fallen behind, rather than the level or amount of debt consumers may be in.

Figure 41: Fallen behind (on direct debit or standard credit) or run out of credit (on prepayment meter) for affordability reasons



G1: Thinking about the past 3 months, has your household fallen behind on an energy bill so that you owed money to your energy supplier? Base: Direct debit (Jan'26: 2,706, Jul/Aug'25: 2,543), standard credit (Jan'26: 568, Jul/Aug'25: 642). G2: Thinking about the past 3 months, has your household run out of credit on your prepayment meter so that you have been temporarily disconnected from your energy supply? Base: Prepayment meter (Jan'26: 748, Jul/Aug'25: 742). Significance is marked versus the previous wave only.

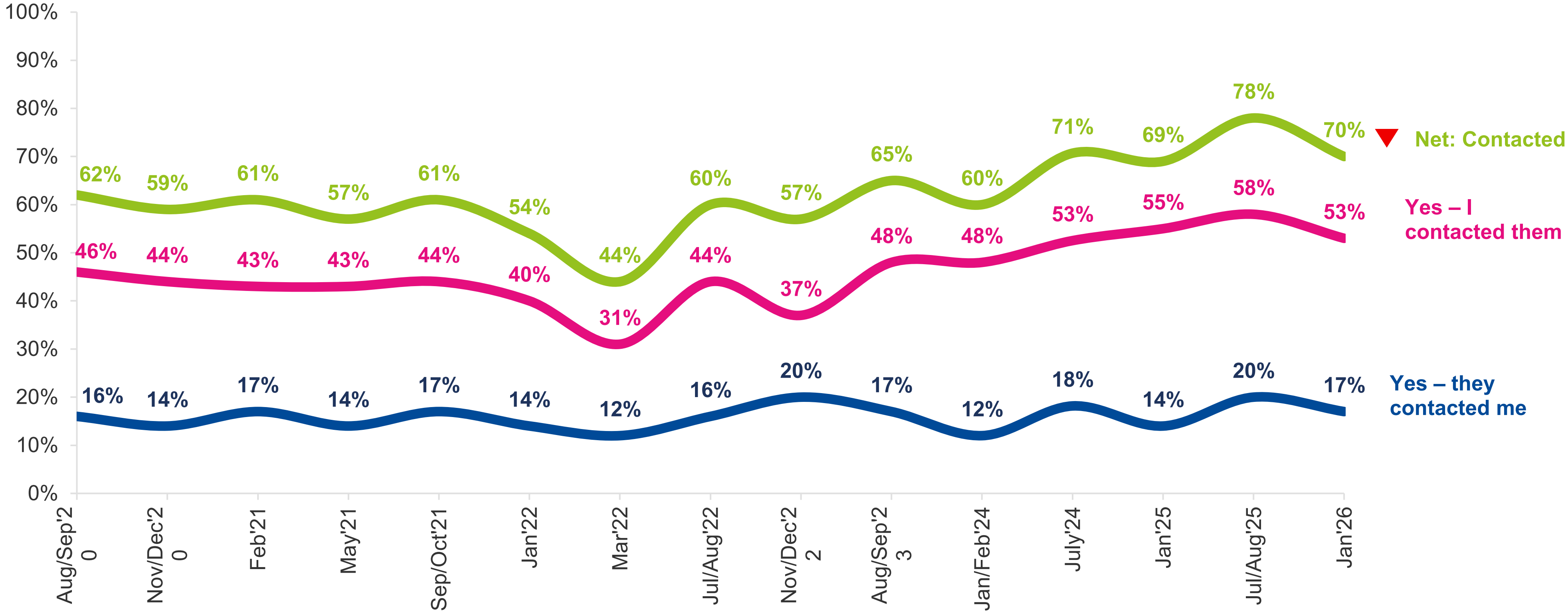
BMG
an RSK company

Contact with supplier amongst those behind on their bills

For those customers who reported falling behind or running out of credit on their meter, fewer said that they had been in contact with their supplier compared to Jul/Aug'25, now at 70% compared to 78% in Jul/Aug'25.

It is also worth noting that, for those in contact, almost half (45%) said the contact happened just after they fell behind or ran out of credit, one third (33%) said the contact happened just before they fell behind or ran out of credit, and a further 20% said the contact happened after they fell behind or ran out of credit.

Figure 42: Contact with supplier about help paying bills after falling behind/running out of credit for affordability reasons over time



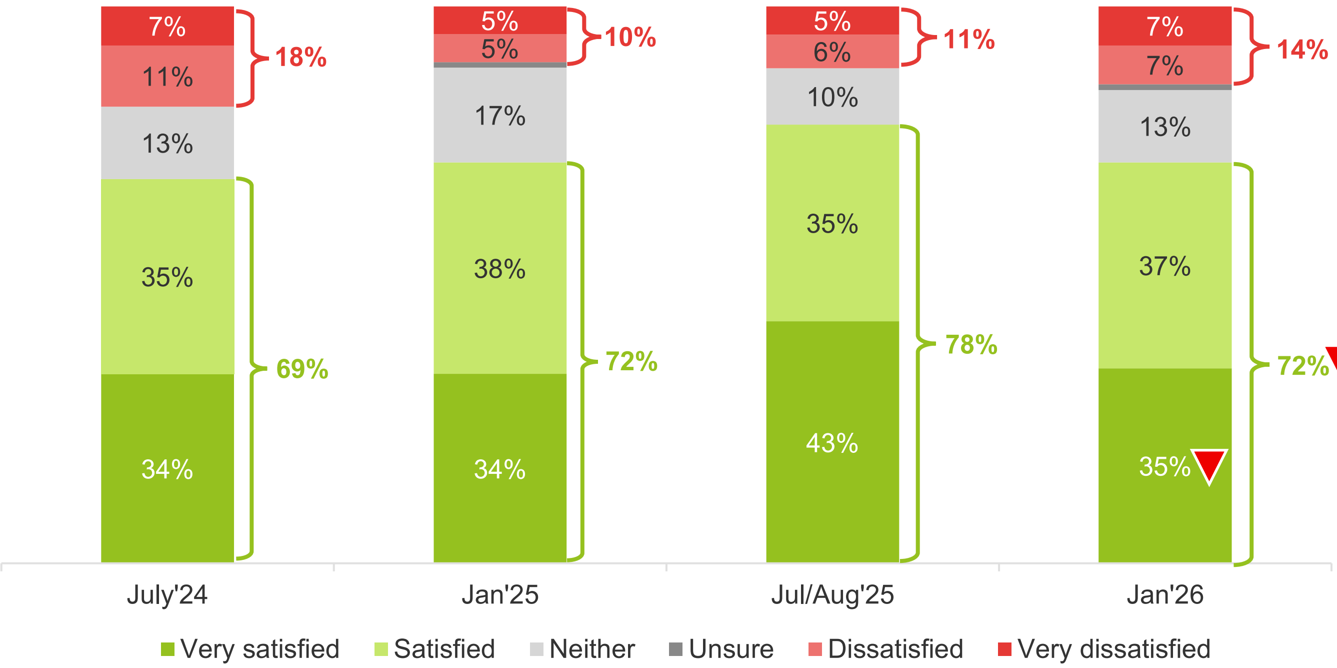
G7: Have you been in contact with your energy supplier about help with paying your bills? Base: Run out of credit/fallen behind for affordability reasons or don't know: Jan'26 (530), Jul/Aug'25 (427), Jan'25 (446), Jul' 24 (456). Significance is marked versus the previous wave only.

BMG an RSK company

Similarly to overall contact experiences, the most popular contact method for those in contact with their supplier about support in paying their bills was telephone (57%), higher than in Jul/Aug'25 (46%). The next most popular method was email at 27%, though this has dropped since last wave (36%).

Not only were fewer customers who had fallen behind in contact with their supplier about it, but for the 70% who had been in contact, satisfaction with the support received has dropped to 72%, down from 78% in Jul/Aug'25. This has largely been driven by a drop in those who said they were very satisfied with the support received (from 43% to 35%).

Figure 43: Satisfaction with support received from suppliers for paying for energy among those who have run out of credit/fallen behind for affordability reasons

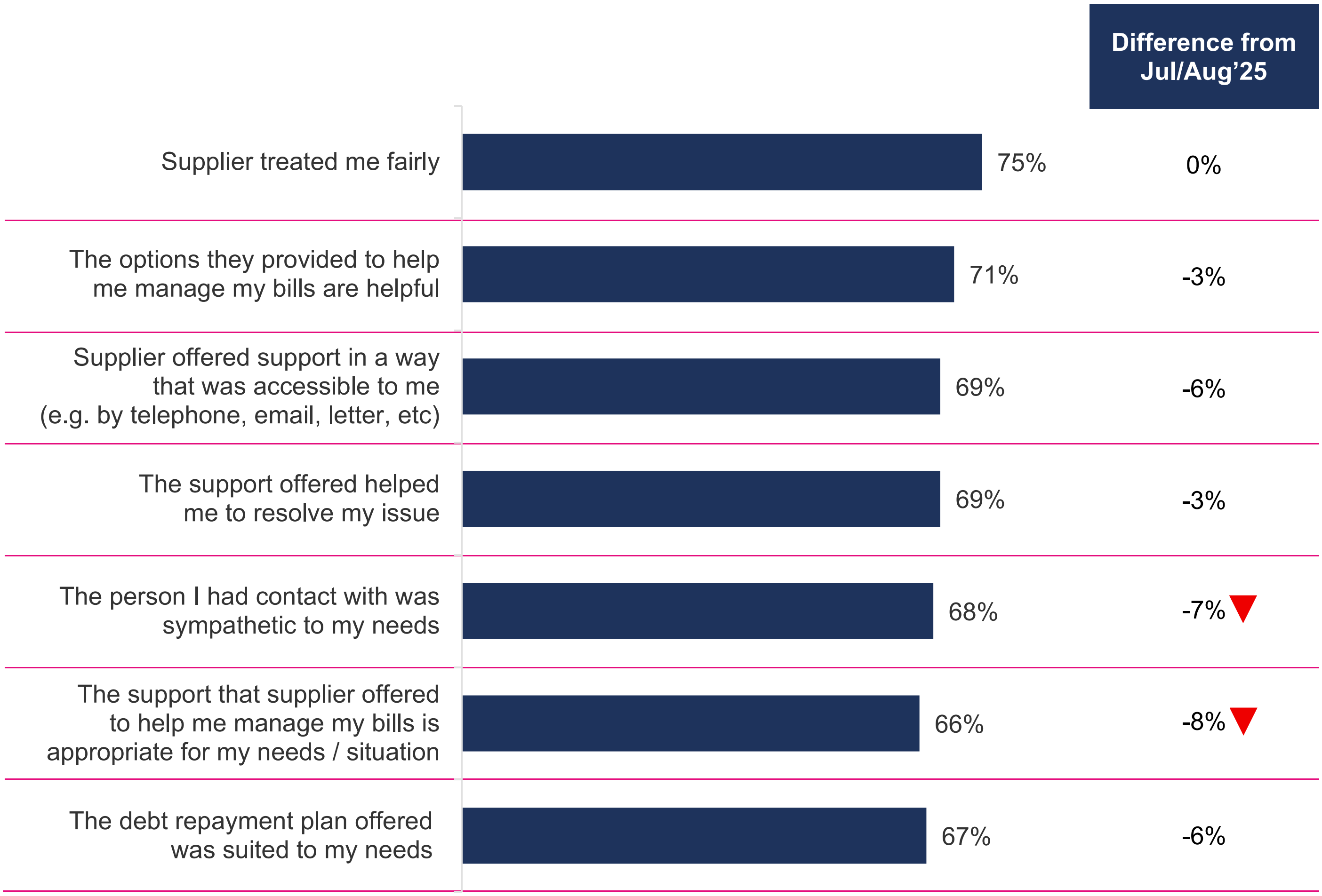


G10: Overall, how satisfied or dissatisfied are you with the support you have received from [supplier] about paying your bills? Base: Contacted or been contacted by their supplier and online and fell behind/ran out for affordability reasons: Jan'26 (370), Jul/Aug'25 (333), Jan'25 (308), Jul'24 (326), Jan/Feb'24 (307). Significance is marked versus the previous wave only.

Experience of contact with supplier

While the majority of those who had been in contact with their supplier about paying their bills were positive about their interactions, they were less positive about their interactions with staff than in Jul/Aug'25. 66% agreed that the support the supplier offered to help manage bills was appropriate to their needs (compared to 73% in Jul/Aug'25) and 68% agreed that staff were sympathetic to their needs (compared to 75% in Jul/Aug'25). Other staff interaction metrics dropped slightly, but were not statistically significant changes compared to the last wave.

Figure 44: Experience of different aspects of contact with supplier (% agree)



G13. To what extent do you agree or disagree with the following statements about the contact you've had with your energy supplier about paying your bills? Please answer on a scale of 1 to 5 where 1 is strongly disagree and 5 is strongly agree. Base: Contacted/been contacted by their supplier and fell behind/ran out for affordability reasons (372). Significance marked against the previous wave only.

Suppliers continued to offer support to their customers who have fallen behind without the customer asking. Nine in ten (90%) customers were proactively offered at least one type of support. Of this, one quarter (23%) were offered financial support, four in five (81%) were offered non-financial support, while half (50%) were offered to discuss a repayment plan. For all types of support, levels remain in line with the previous wave.

How satisfied are consumers with other services provided by their suppliers?

Smart meters

Overview of findings

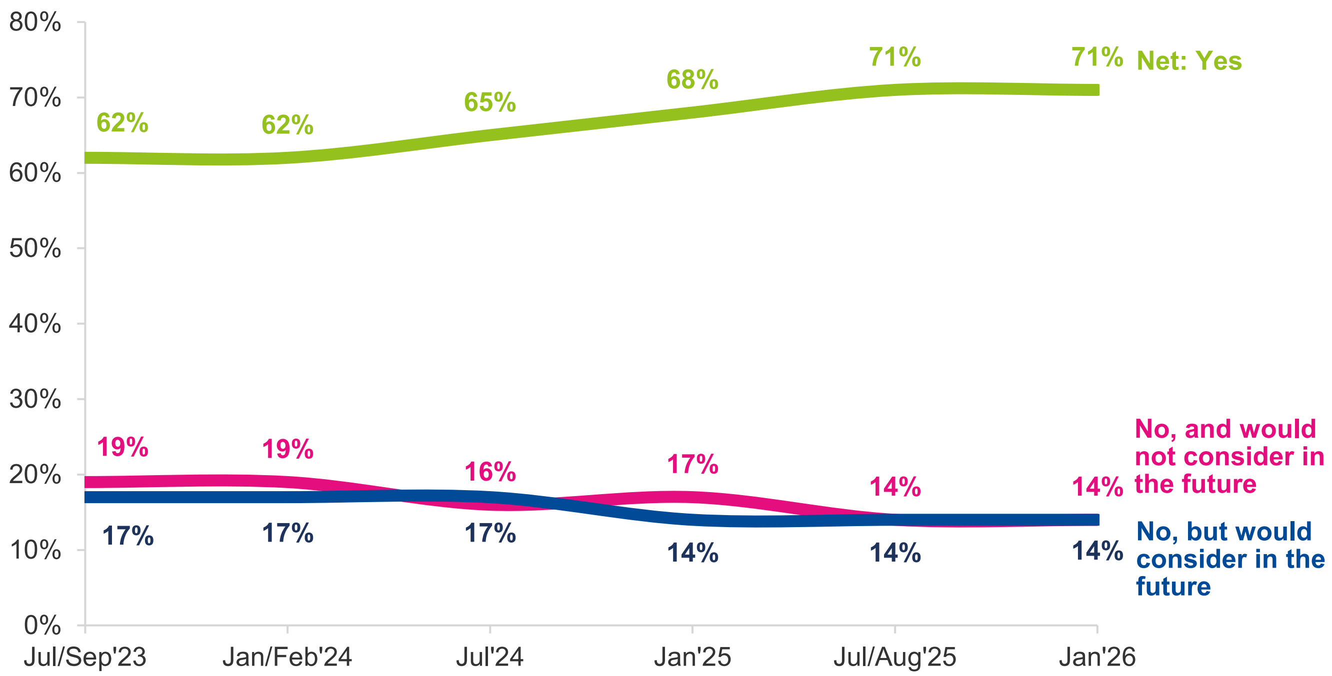
- **Reported smart meter ownership has stabilised at 71%:** the proportion who said they would not consider getting a smart meter in the future remains stable at 14%
- **Three quarters were satisfied with their smart meter:** smart meter satisfaction has stabilised (76%), while overall supplier satisfaction amongst those with smart meters has decreased since the previous wave (from 86% to 83%). However, smart meter households continue to be more satisfied with their supplier compared to those without.
- **Older respondents and digitally excluded respondents both continue to report a higher resistance to getting a smart meter**: 22% of customers aged 65+ and 21% of those digitally excluded said they did not have a smart meter and would not consider getting one in the future
- **Despite reporting high satisfaction, smart meter issues persist:** 34% of smart meter customers reported experiencing at least one issue with their meter or in-home displays in the last six months, most commonly a failure to send automatic readings, or problems with in-home displays

Smart meter ownership

Reported smart meter ownership has stabilised at 71%, in keeping with last wave, and is largely in line with smart meter ownership reported in official statistics.

The proportion of households without a smart meter and who would not consider getting one in the future has also stabilised at 14%. The proportion who do not have a smart meter but would consider one in the future also remains stable (14%).

Figure 45: Smart meter ownership and consideration of getting a smart meter



Source: C1. Do you have a smart meter in your household? Base: All respondents: Jan’26 (3,911), Jul/Aug’25 (3,790), Jan’25 (3,854), Jul’24 (3,750), Aug/Sep’23 (3,855), Jan/Feb'24 (3,742). Significance is marked versus the previous wave only. Data labels below 3% not shown.

Older respondents and digitally excluded respondents both continue to report a higher resistance to getting a smart meter – 22% of customers aged 65+ and 21% of those digitally excluded said they did not have a smart meter and would not consider getting one in the future.

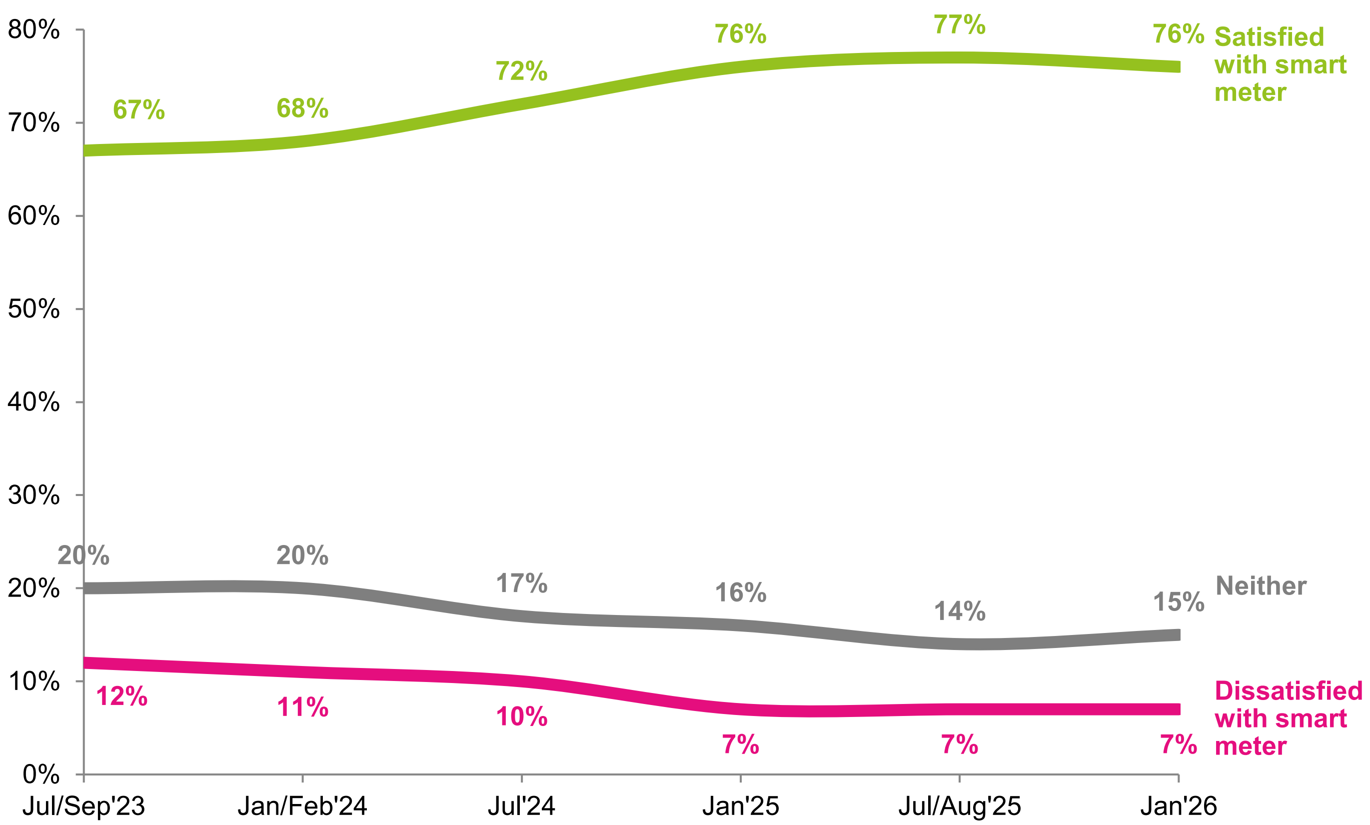
Customers in smart meter households would be willing to share data with their supplier for the following purposes:

- to receive information about tariffs tailored to their energy use and could save money (81%)
- to receive suggestions on how to be more energy efficient (78%)
- to provide information on how people are using energy, improving the efficiency of the network and potentially reducing energy bills for all (76%)
- to identify if they need support with paying energy bills (72%)

Satisfaction with smart meters

Of the 71% with a smart meter, just over three quarters (76%) were satisfied with their smart meter - this has remained stable since Jan’25. Less than one in ten (7%) were dissatisfied, and again this has remained stable since Jan’25.

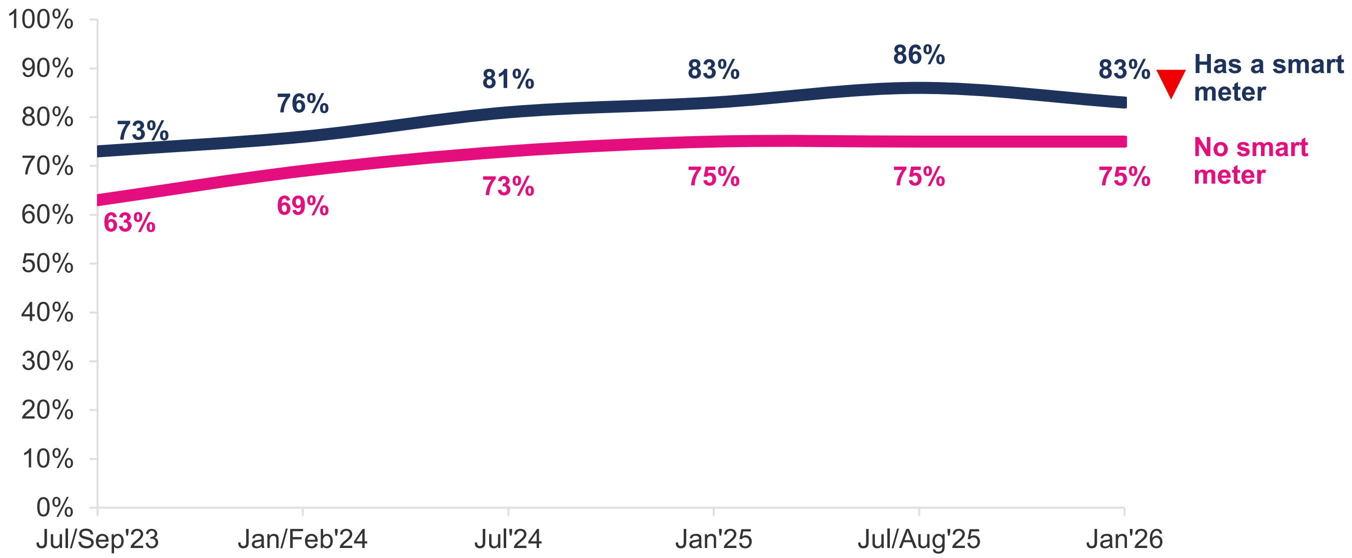
Figure 46: Satisfaction with smart meters over time



C6. Overall, how satisfied or dissatisfied are you with your smart meter? Base: Those with a smart meter: Jan’26 (2,723), July/Aug’25 (2,648), Jan’25 (2,577), Jul’24 (2,403), Jan/Feb’24 (2,350).

Overall supplier satisfaction has consistently been higher among customers with a smart meter than those without. Although this is still the case in Jan'26 (83% vs 75%), supplier satisfaction levels among consumers with a smart meter have dropped from 86% to 83%, whereas satisfaction has not changed among customers without a smart meter. Customers without a smart meter remain less satisfied than those with one (75%), however the gap between the two has closed compared to Jul/Aug'25.

Figure 47: Overall supplier satisfaction by non/smart meter customers over time



A5: Overall, how satisfied or dissatisfied are you with [supplier] as your supplier of <FUEL TYPE>? Base: Has a smart meter: Jan'26 (3,443), July/Aug '25 (2,701), Jan'25 (2,629), Jul'24 (2,457), Jan/Feb'24 (2,404), Jul/Sep'23 (2,337); Does not have a smart meter: Jan'26: (1,106), July/Aug '25 (1,046), Jan'25 (1,186), Jul'24 (1,255), Jan/Feb'24 (1,406), Jul/Sep'23 (1,361). Significance is marked versus the previous wave only.

BMG
an RSK company

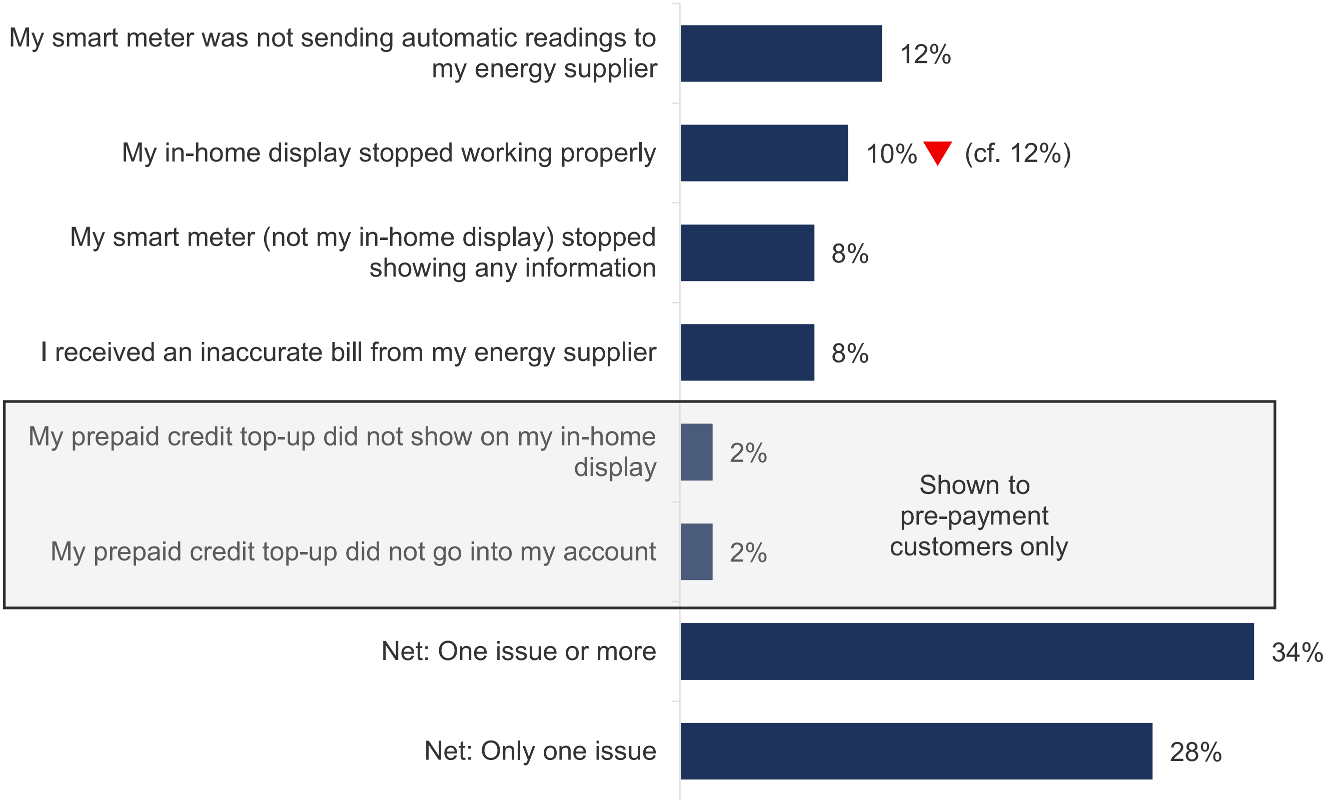
Issues with smart meters

Although satisfaction with smart meters remains high, customers continue to report experiencing issues. Overall, 34% of smart meter households reported experiencing at least one issue in the last six months, with this figure remaining in line with Jul/Aug'25.

Of the issues experienced, the most commonly reported issues were that the smart meter was not sending automatic readings to their supplier (12%), their in-home display stopped working properly (10%, a reduction from 12% in Jul/Aug'25), the smart meter stopped showing any information, and receiving an inaccurate bill (both 8%).

For those who pay with a prepayment meter, 12% said that their prepaid credit top-up did not show up in their in-home display and the same proportion said that their prepaid credit top-up did not go into their account (12%).[16]

Figure 48: Experienced issues with smart meter in the last six months



C9. In the last 6 months, have you encountered any of the following issues or problems with your smart meter? Base: Those with a smart meter: Jan'26 (2,723). Significance is marked versus the previous wave. Brackets indicate figure from previous wave (Jul/Aug'25).

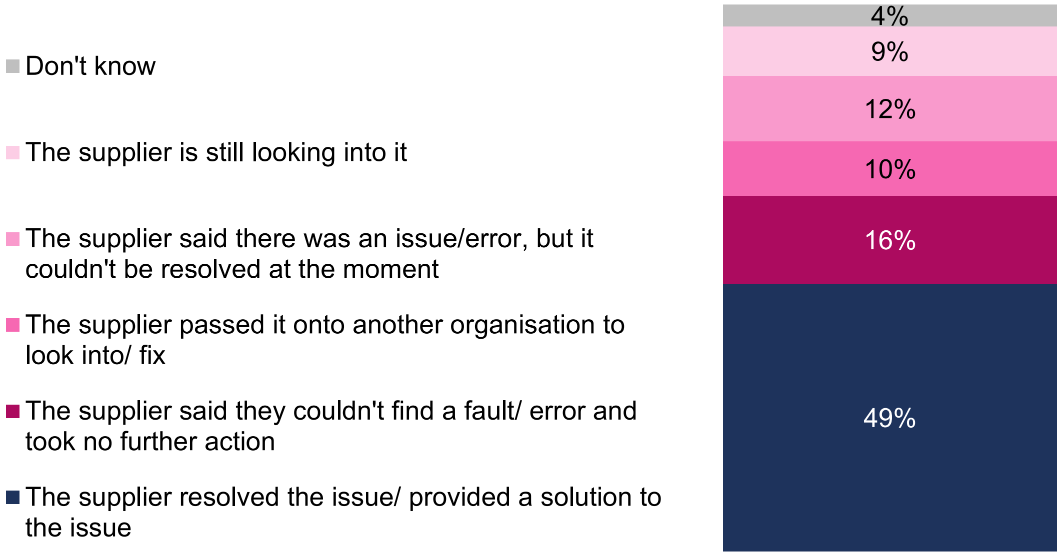
Of the 1,150 smart meter related issues reported in this wave of the survey (with consideration for the fact that a respondent can experience more than one issue with their smart meter), three quarters (74%) resulted in contact with the supplier, in line with Jul/Aug'25. This means that a notable minority (21%) of issues were not made known to suppliers at all, and for 4% of issues, respondents were unsure if it resulted in contact or not.

For the issues where contact was made (849 total issues), the supplier resolved around half (49%) of these, a downturn on the 55% which were reported to be resolved by the supplier in Jul/Aug'25. 10% of

[16] Codes in grey in figure 48 only shown to prepayment meter customers. When based to just prepayment meter customers, both data points are 12%.

issues were passed on to another organisation to look into, whilst at the time of survey fieldwork, the supplier was still looking into 9% of issues.

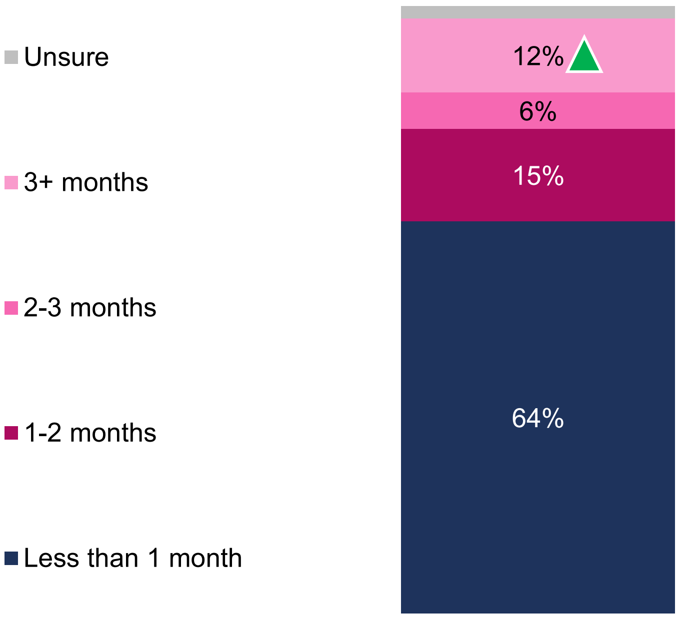
Figure 49: Result of contact with supplier about smart meter issues



C9D: You mentioned that you had encountered the following issues with your smart meter in the last 6 months. Did you contact your supplier about each issue? Base: where contact made with supplier about smart meter issue (150).

Where suppliers resolved smart-meter issues they were made aware of, 64% of these issues were resolved within one month. 15% of cases took 1-2 months to resolve and 6% took between 2-3 months. The proportion of cases that took the supplier three months or more to resolve increased to 12% from 8% in Jul/Aug'25.

Figure 50: Time taken for supplier to resolve smart meter issues



C9G: How long did it take for your supplier to resolve the issue(s)? Base: where supplier resolved the smart meter issue (414). Significance is marked versus the previous wave.

Priority Services Register (PSR)

Overview of findings

- **Two thirds of those on the PSR reported receiving a service:** 67% of those who said they were on the PSR reported receiving a service from it in the last six months, equating to 27% of energy consumers reporting receiving a PSR service. The most common services were receiving regular updates during an unplanned power cut or emergency, advanced notice of a scheduled power cut, and regular meter reading services
- **Three quarters were satisfied with PSR services received:** Among those who reported that their household is on the PSR, satisfaction with services received on the PSR remains high at 74%, however dissatisfaction has increased from 2% to 4% in Jan'26

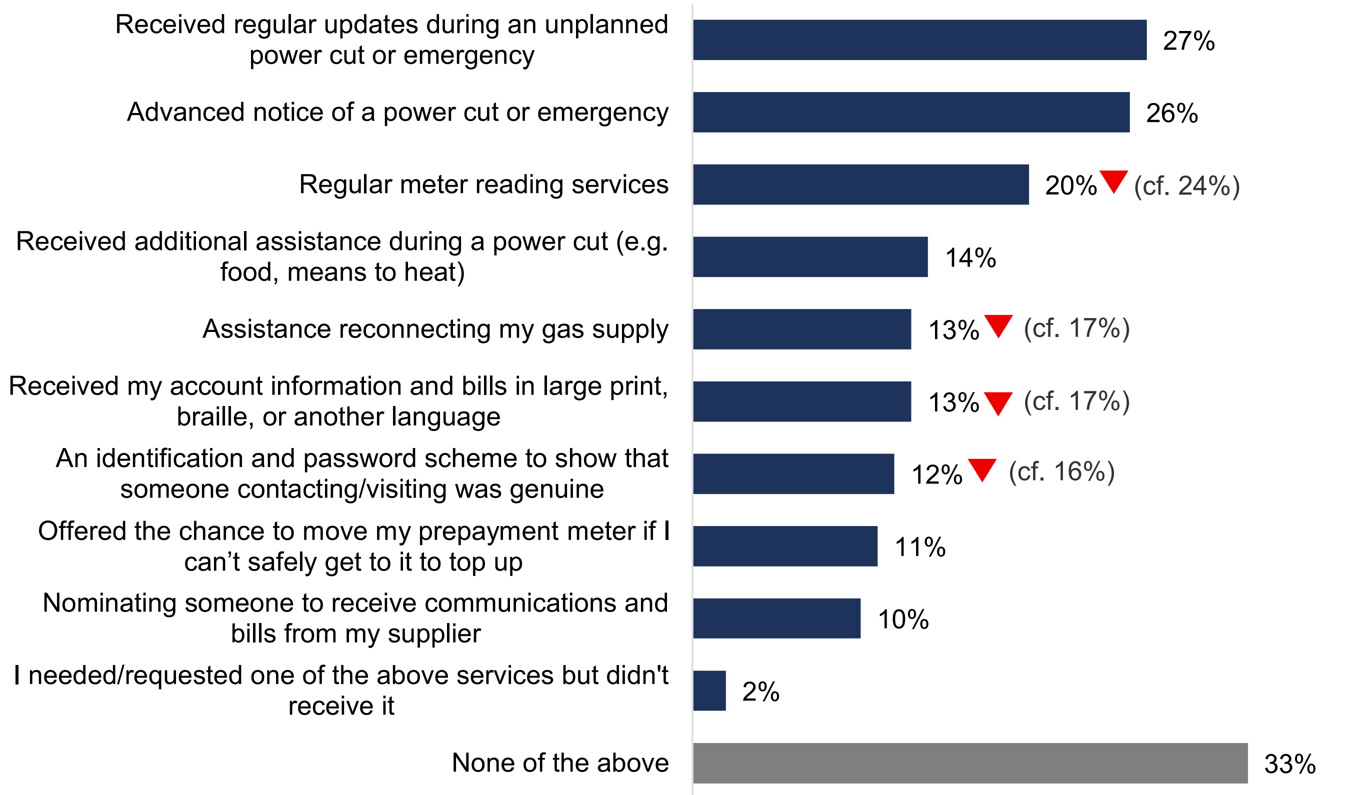
Services received from the PSR

The proportion of respondents who reported that they or a member of their household is on the PSR increased from 38% in Jul/Aug'25 to 40% in the latest wave, continuing the longer-term increase from 33% since July 2024.

In line with the previous wave (Jul/Aug'25), 67% of these reported receiving a service from the PSR in the last six months, equating to 27% of the total sample.

The most commonly received services were reported to be regular updates during an unplanned power cut or emergency (27%), advanced notice of a scheduled power cut (26%) and regular meter reading services (20%). Mentions of meter reading services have reduced to 20% from 24% in Jul/Aug'25. There have also been decreases in mentions of assistance reconnecting gas supply and receiving account information in an accessible format, in both instances 13% in Jan'26 from 17% in Jul/Aug'25.

Figure 51: Services received from the PSR



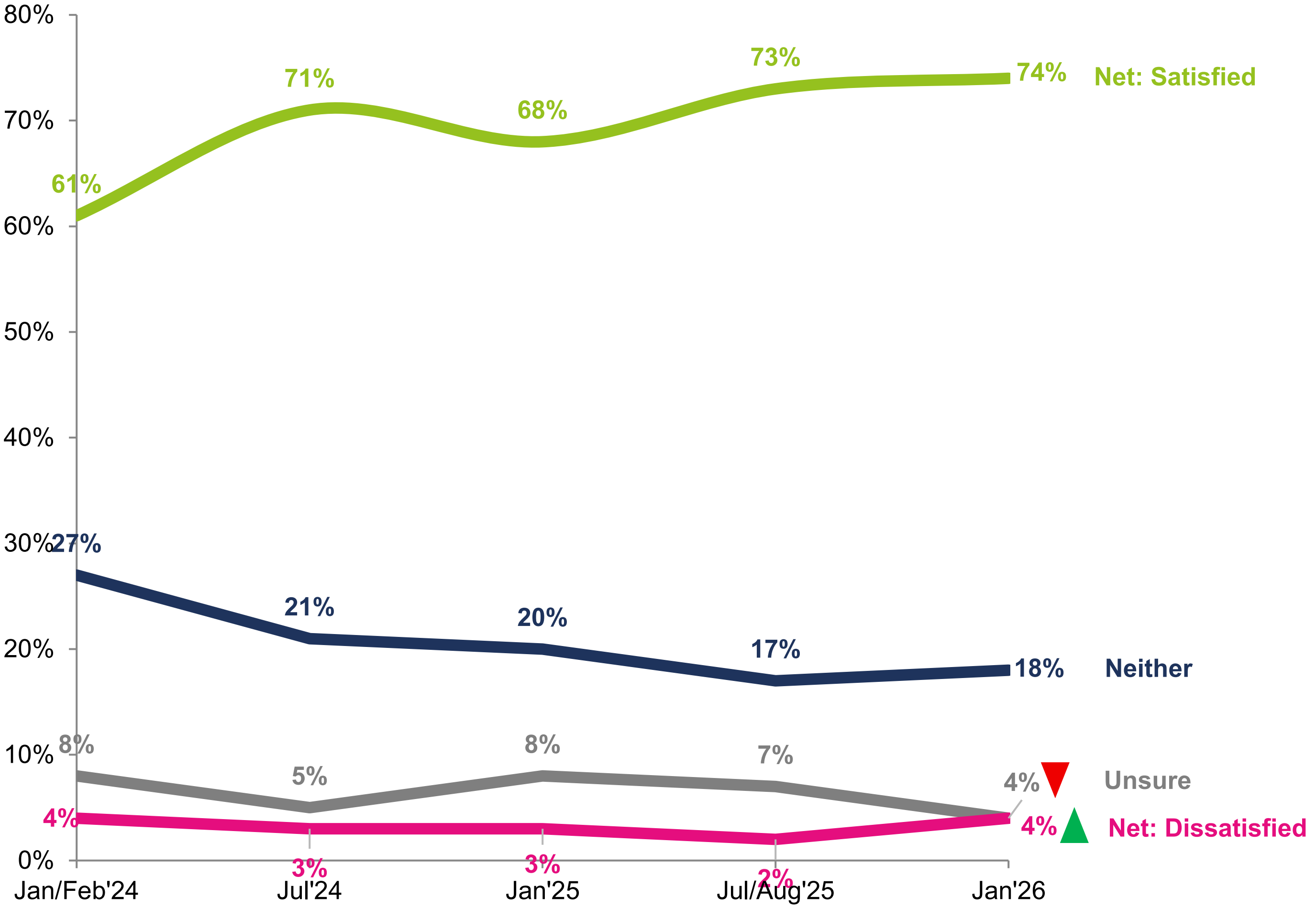
A8a: In the last 6 months, which of the following services have you received from the Priority Services Register? Base: Those on the Priority Services Register (1,645). Significance is marked versus the previous wave. Brackets indicate figure from previous wave (Jul/Aug'25).

Satisfaction with the services received by being on the PSR

Among those who reported that their household is on the PSR, three quarters (74%) were satisfied with the services they have received, maintaining the increase observed in Jul/Aug'25. This included 41% who were very satisfied.

However, a higher proportion of those on the PSR reported being dissatisfied with the services received compared to last wave, rising from 2% to 4%. This increase is coming from fewer saying they were unsure compared to last wave (4% from 7%).

Figure 52: Satisfaction with the services received by being on the PSR



A10. Please could you say how satisfied or dissatisfied you are overall with the services you have received by being on the Priority Services Register? Base: Those on the Priority Services Register: Jan'26 (1,584), July/Aug'25 (1,530), Jan'25 (1,445), Jul'24 (1,340), Jan/Feb'24 (1,266). Data labels under 3% not shown. Unsure (7%) and prefer not to answer (1%) not shown here.

Despite high levels of satisfaction overall, households with someone who is currently pregnant, children under 5 or with adults over 65 continued to record a lower level of satisfaction with services received on the PSR (70%). The same was true for respondents with a disability (71%), suggesting that groups who primarily benefit from the PSR (and who the PSR mainly serves) continue to report a less positive experience.

With that said, customers on the PSR continue to report a slightly higher level of overall supplier satisfaction (82% compared to 81% overall) and customer service satisfaction (79% compared to 77% overall) compared to the average.

Switching

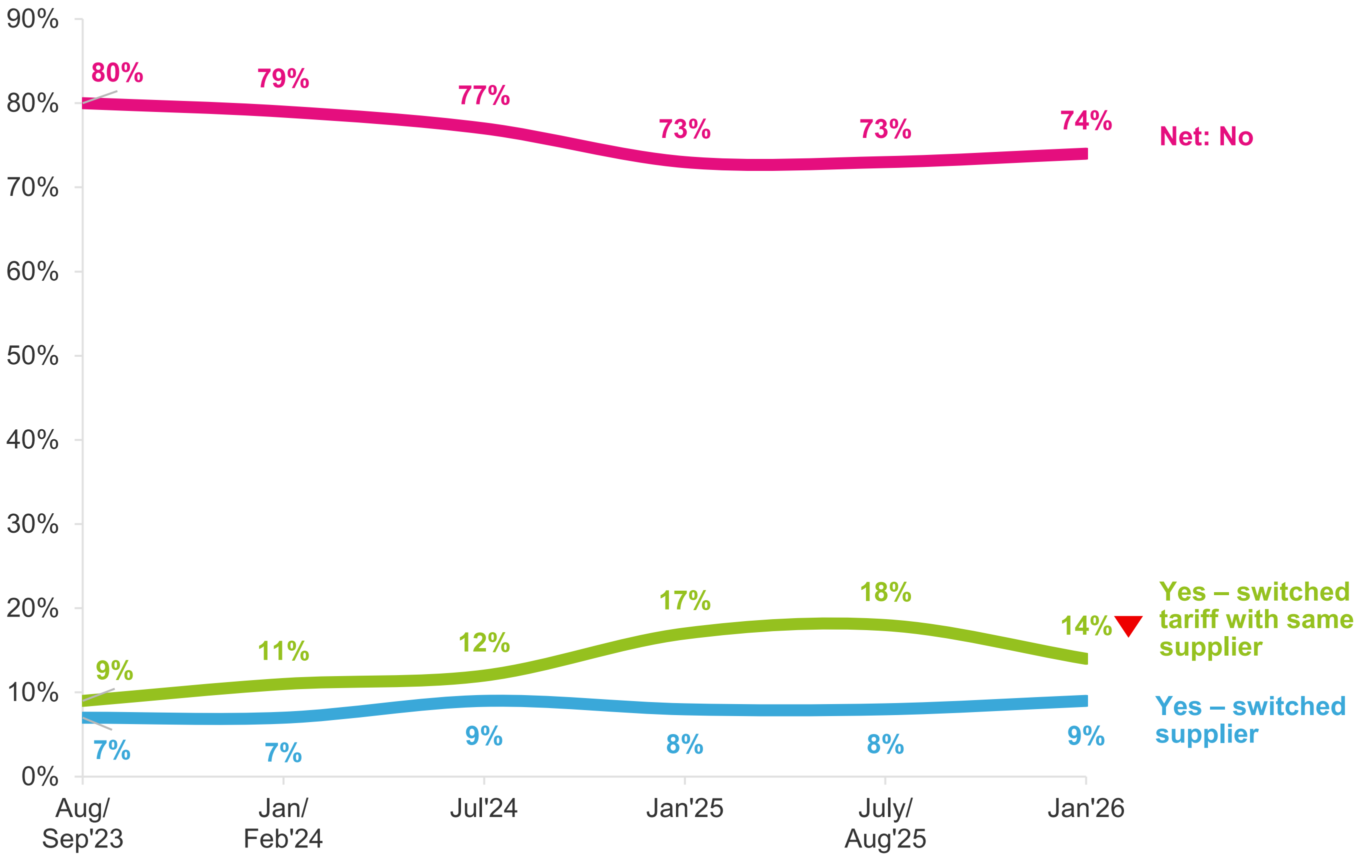
Overview of findings

- **The uplift seen since Jan'25 in the proportion who report having switched tariff with the same supplier in the last year has largely been reversed:** 14% of customers reported switching tariff with the same supplier in the past year (down from 18% in Jul/Aug'25) while a further 9% reported switching supplier. Three quarters (74%) of customers said they have not switched at all in the past year
- **Those who have switched tariff with the same supplier continue to be more satisfied overall:** customers who have switched tariff with the same supplier have continued to report a higher level of overall satisfaction (87%) compared to those who have not switched (80%), however the gap between the three switching groups appears to be closing

Switching behaviour in the last year

Three quarters (74%) of customers said they have not switched tariff or supplier in the past 12 months, which remains in line with figures recorded since Jan'25. The proportion of customers who said they have switched tariff with the same supplier has decreased from 18% in Jul/Aug'25 to 14% in the latest wave, while those who have switched supplier remains in line (9%).

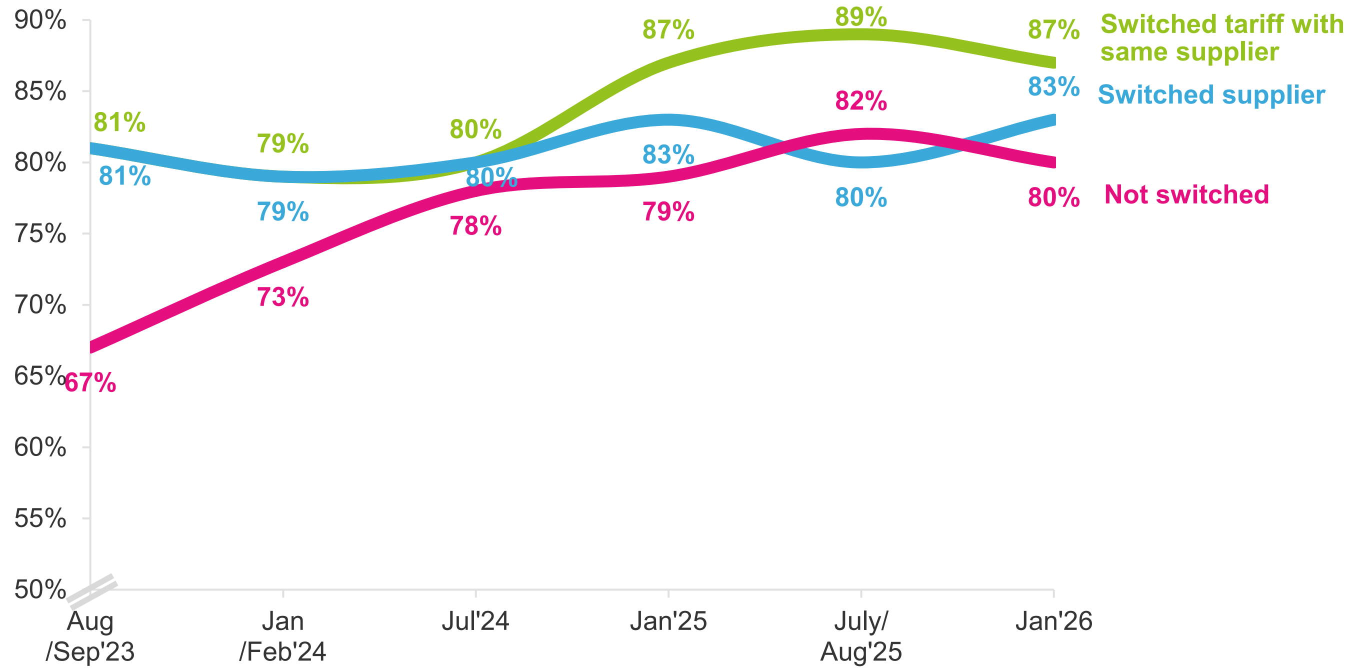
Figure 53: Switching behaviour in the last year



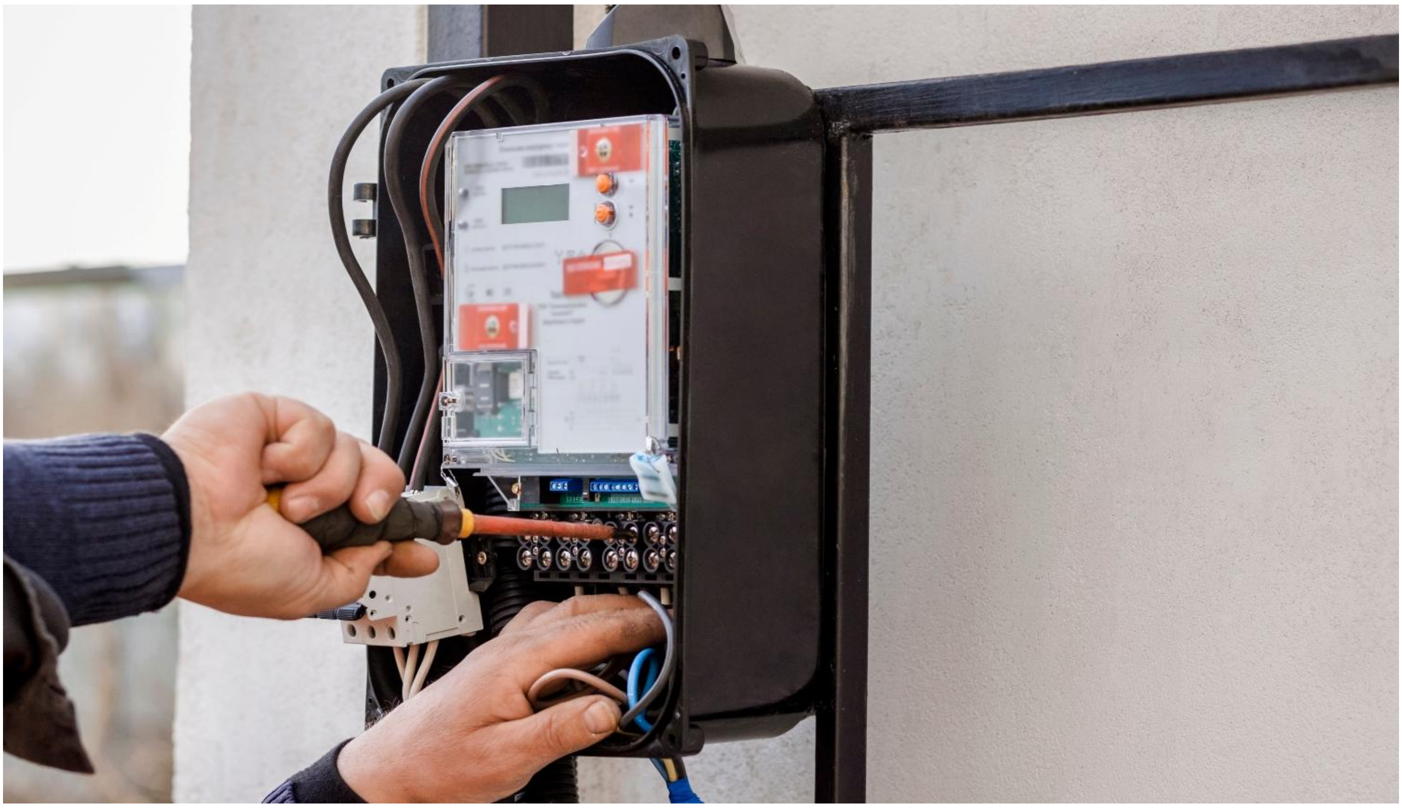
F1: In the past 12 months, have you chosen to either switch your energy supplier, or switch your energy tariff but stay with the same supplier? Base: All respondents: Jan'26 (3,911), Jul/Aug'25 (3,790), Jan'25 (3,854), Jul'24 (3,750), Jan/Feb'24 (3,855), Aug/Sep'23 (3,742).

Customers who had switched tariff with the same supplier continued to report higher levels of overall satisfaction (87%) compared to those who had not switched (80%), though the gap between the three switching behaviours appears to be narrowing.

Figure 54: Overall satisfaction by switching actions

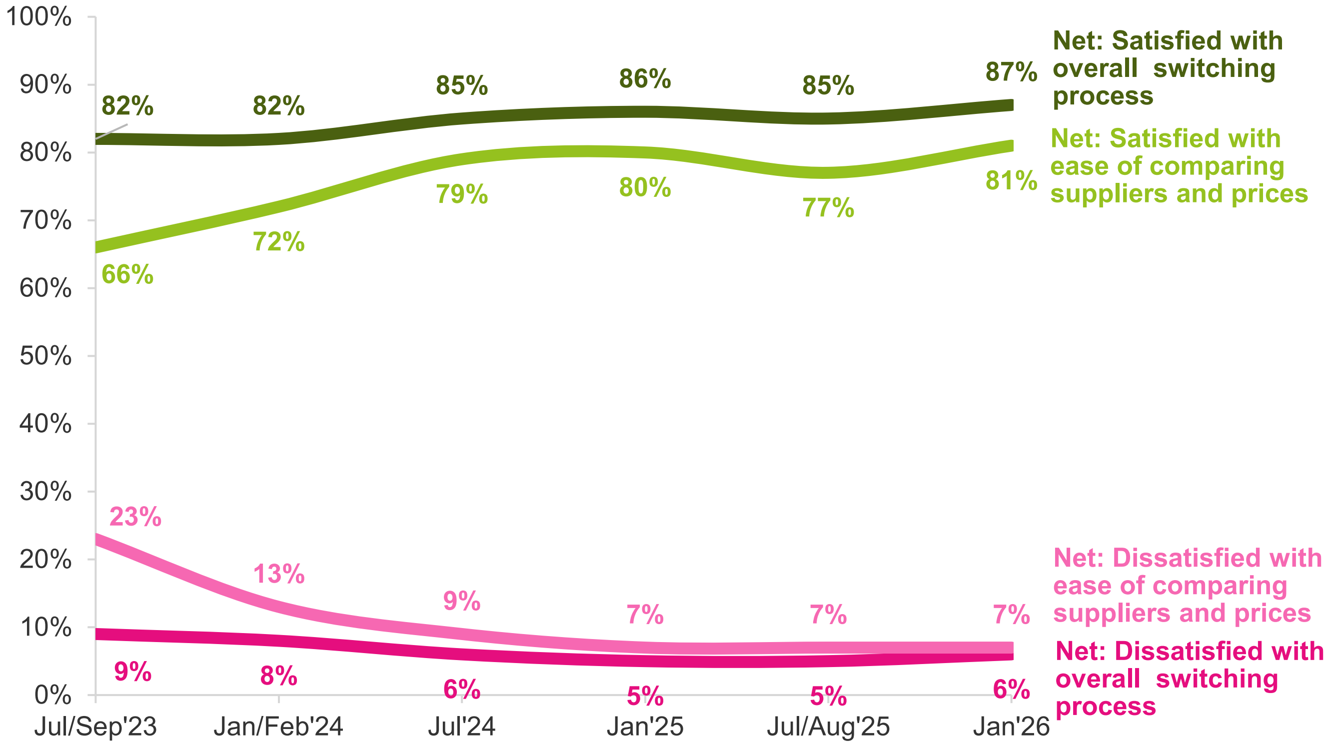


A5: Overall, how satisfied or dissatisfied are you with <A3/A4 SUPPLIER> as your supplier of <FUEL TYPE>? Base: Yes – switched supplier: Jan'26 (358), Jul/Aug'25 (303), Jan'25 (325), Jul'24 (321), Jan/Feb'24 (281), Aug/Sep'23 (259), Yes – switched tariff: Jan'26 (565), Jul/Aug'25 (677), Jan'25 (641), Jul'24 (447), Jan/Feb'24 (428), Aug/Sep'23 (355), Not switched: Jan'26 (2,884), Jul/Aug'25 (2,751), Jan'25 (2,812), Jul'24 (2,900), Jan/Feb'24 (3,059), Aug/Sep'23 (3,002).

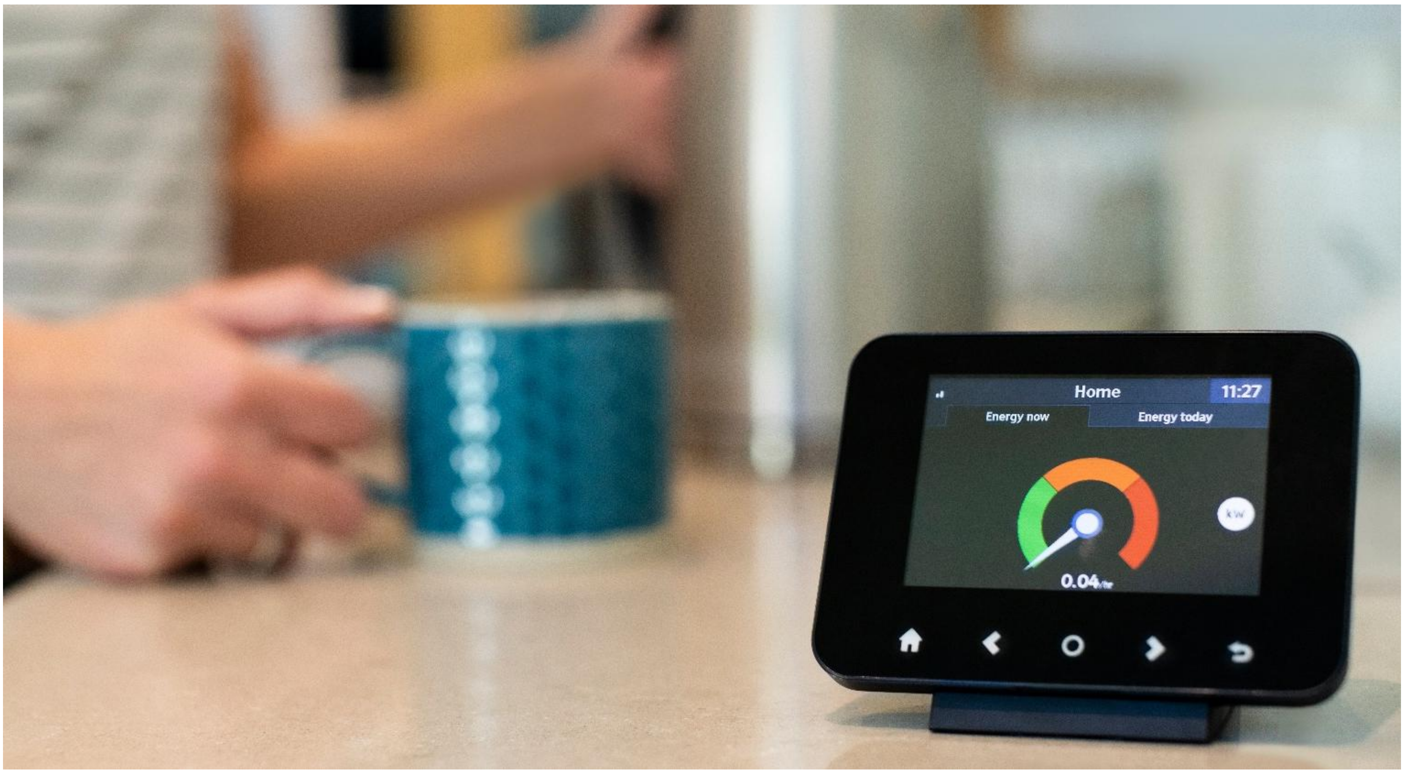


For those who had switched supplier in the past year, the majority were satisfied with the ease of comparing suppliers and their prices (81%) and the switching process overall (87%). Both figures represent record highs, but not a statistically significant change since Jul/Aug’25.

Figure 55: Satisfaction with ease of comparing and switching process



F2. Using a scale of 1 to 5 please can you tell me how dissatisfied or satisfied you were with the following aspects of your switch to another supplier: Base: Those who switched energy supplier Jan’26 (358), Jul/Aug’25 (303), Jan’25 (325), Jul’24 (321), Jan/Feb’24 (281), Aug/Sep’23 (259).



BMG

an RSK company