



What drives consumer satisfaction with energy suppliers?

Regression analysis using data collected on the Energy Consumer Satisfaction Survey

October 2026



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Foreword

BMG have been running the Energy Supplier Customer Satisfaction Survey for Ofgem and Citizens Advice since 2023. In January 2026 we completed wave 22 of the survey, BMG's 6th wave.

Since we inherited the programme, the survey has tracked the perceptions of Great British energy consumers and their suppliers through a time of change. As the energy market has begun to stabilise after the crisis, we have seen overall satisfaction scores steadily rise across the last few waves, maintaining a record high of 81% in January 2026.

We have already done significant work to understand what leads to consumers being satisfied with their supplier. This includes asking consumers directly; capturing the reasons behind people's views in their own words and using standard cross-tabulations to explore patterns across satisfaction, whether demographics (like financial circumstances) or more experience-based (such as recent contact or billing interactions).

Additionally, a previous [Key Drivers Analysis \(KDA\)](#) explored the factors associated with overall satisfaction and highlighted the importance of customers' experiences with their supplier and the quality of service they receive.

Building on that analysis, this report sets out to answer two overarching research questions:

1. What drives overall supplier satisfaction?
2. How do contact experiences shape customer service satisfaction?

To help answer the first question, we have built on the modelling published last year, updating the analysis using more recent data to assess whether the relative importance of factors influencing overall satisfaction has changed. This is examined through two complementary models focused on demographic and energy characteristics, and specific satisfaction metrics respectively.

The second question is new for this report. We ran two new models to explore the drivers of customer service satisfaction among those who recently contacted or attempted to contact their supplier.

This is examined through two complementary models focused on demographic and energy characteristics, contact method and reason for contact and a separate model focused on specific contact perception metrics. Contact was a natural focus given that our previous modelling identified contact experiences as one of the top predictors of overall satisfaction.

This approach allows us to explore multiple variables at once. It holds other factors constant, so we can pinpoint which ones really matter, and let us uncover links that consumers might not articulate themselves. It can show whether recent perceptions of contact experience – such as empathy shown by the supplier, ease of contacting the supplier, method of contacting the supplier, can lead to better or worse outcomes.

Robert Struthers

Senior Insight Director

Executive summary

Background & Overview

In 2025 we explored the drivers of overall satisfaction. The full report can be found [here](#) and sets out detailed analysis of what explains supplier satisfaction: from demographic factors and the importance of financial vulnerability, to which specific satisfaction metrics such as contact, billing and smart meters matter to the experience.

This piece builds upon our previous Key Drivers Analysis in two ways. Firstly, conducting a re-assessment of which factors influence overall satisfaction:

- What is the role of demographic and energy characteristics in driving overall satisfaction, and how have these changed over time?
- What is the role of different aspects of customer service in driving overall satisfaction, and how has this changed over time?
- How have the key drivers of overall satisfaction evolved over time?

Secondly, we conducted new analysis on customer service satisfaction to assess what drives customer service satisfaction amongst those who recently contacted or tried to contact their supplier;

1. What is the role of demographic energy characteristics in driving customer service satisfaction among those that have recently contacted their supplier?
 - And finally, which customer service factors influence customer service satisfaction?

The regression analysis is conducted on 7,701 survey responses collected across two waves (July/August 2025 and January 2026) for overall satisfaction among all respondents, and 4,262 survey responses collected across three waves for customer service satisfaction among those who contacted or tried to contact their supplier (January 2025, July/August 2025 and January 2026).



Overall Satisfaction models

The role of specific customer touchpoints

Satisfaction with specific service metrics in our model explains 38.1% of the variance in consumers' satisfaction with their suppliers. The model finds:

- **Bill satisfaction and ease of contacting the supplier are joint top predictors of overall satisfaction.** This is consistent with the model we ran last year, though the order of the top two has swapped. Bill satisfaction and ease of contacting the supplier explain 35% and 32% of the model variance respectively.
- **Smart meter satisfaction is the third strongest predictor of overall satisfaction.** Smart meter satisfaction explains 25% of the model variance compared to 21% in last year's model.
- **Other factors in the model carry notably less weight.** They explain a smaller share of the variation because they affect fewer customers. Support with bill payments, complaint handling, and the switching process are less common experiences. This limits their capacity to shape satisfaction across the full customer base. For the customers who do experience them, however, their impact can be substantial. This is especially true of complaints.
- **Proving the service recovery paradox applies to energy.** Well-handled complaints are associated with a higher Implied Impact Satisfaction¹ (89%) than never complaining at all (86%). This means if all consumers were satisfied with their complaint handling then overall satisfaction would be 89%. Unresolved complaints drop Implied Impact Satisfaction to 65%. This confirms that the "service recovery paradox" holds true even within the energy sector.

The role of demographic and energy characteristics

The Demographic & Energy Characteristics model explains 13.6% of the variance in consumer's satisfaction with suppliers. As expected, this is lower, as this model explores demographics and energy characteristics alone rather than direct measures of supplier performance. The model shows:

- **Financial vulnerability impacts satisfaction.** Using our Financial Vulnerability Classification, consumers classified as 'doing well' have an Implied Impact Satisfaction score of 88%, meaning if all consumers were doing well financially, overall satisfaction would be 88%. This is compared to just 74% for those classified as 'highly financially vulnerable' - a 14-percentage point gap. Financial vulnerability accounts for 31% of the variance explained by this model, more than even supplier (23%).

This mirrors findings from the model we ran in 2025² and underscores how a consumer's financial situation shapes their relationship with their energy supplier, even when other factors are held constant.

- **The customer's supplier is the second strongest predictor.** Controlling for consumer characteristics, Implied Impact Satisfaction scores range from 91% for the best-performing supplier to 75% for the lowest scoring. This 16 percentage point gap shows the relatively wide range of experiences consumers can expect depending on their supplier.³

¹ Details on how Implied Satisfaction Score is calculated can be found in the Annex.

² Note that 2025 model on overall satisfaction did not include ownership of Evs and heat pumps, while they have been included in the 2026 model due to the greater base size. Comparisons between the models should therefore be seen as indicative only.

³ Supplier findings from this report should be used alongside, and not replace, existing published data on supplier:

[Energy Consumer Satisfaction Survey: January 2026 | Ofgem](#)

Parent supplier contributes 23% of the model's explained variance. It is still predictive, but it is striking that it lags behind financial circumstances.

- **Several other variables have a statistically significant, but more moderate, influence on the model.** These include smart meter uptake, age, switching behaviour, payment type and uptake of low-carbon technologies (electric vehicles and heat pumps). These relationships are outlined in more detail in the main body of the report.



Customer Service Satisfaction models

The role of demographic and energy characteristics

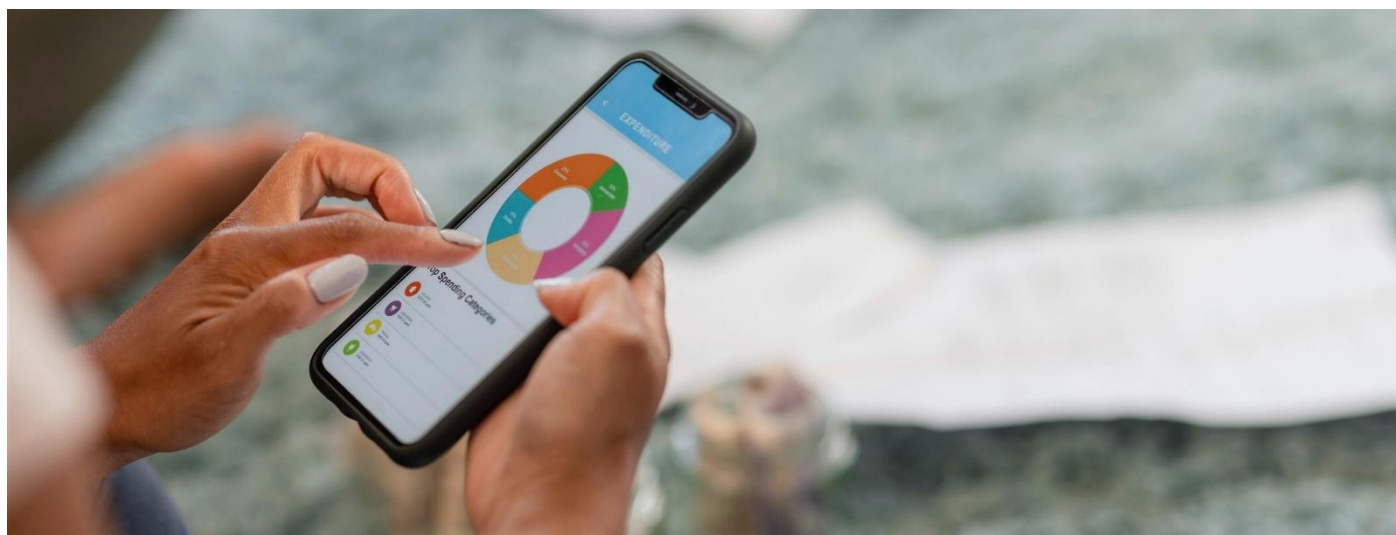
The Demographic & Energy Characteristics model for customer service satisfaction focuses on consumers who have recently contacted, or attempted to contact, their supplier. In addition to demographic and energy-related characteristics, the model also includes variables relating to contact method and reason for contact. These factors were included to account for the context of the interaction, as customer experiences and satisfaction levels may differ depending on why a customer made contact and the channel through which that contact took place.

Many of the **same demographic factors that shape overall satisfaction also predict customer service satisfaction**. Within this model, Financial Vulnerability Classification is the strongest demographic predictor, followed by age and parent supplier. Overall, the model explains 25% of the variation in customer service satisfaction among consumers who have recently interacted with their supplier. Contact method and reason for contact account for around 6 percentage points of this explained variation, highlighting that the context of an interaction can play an important role in shaping customers' perceptions of the service they receive.

The role of contact method and reason

Contact method and reason for contact had a significant impact on customer service satisfaction;

- **Contacting via app and phone is associated with positive customer service experiences.** These methods have Implied Impact Satisfaction scores of 88% and 85% respectively, meaning that if all recent contacts were done via the app or phone, customer service satisfaction would be 88% and 85%. Given that these are also among the most widely used channels, this is reassuring: the most commonly used methods are associated with the most positive experiences.
- **Using multiple contact methods is a signal of a poor experience when phone is involved.** We speculate this may be because customers have escalated across channels out of frustration. However, using multiple channels excluding phone does not carry the same negative association.
- **The reason for contact also matters.** Customers contacting to make a complaint record an Implied Impact Satisfaction score of just 67%, compared to 89% who last made contact for another reason, a 22 percentage point gap. Bill queries and switching enquiries are also associated with below-average experiences. By contrast, giving a meter reading or reporting a gas leak is associated with more positive customer service satisfaction.



The role of different elements of contact handling

The second model focuses on specific elements of the contact experience and the role these factors play in predicting customer service satisfaction, again amongst those who had recently made contact or tried to contact their supplier. This model explains 53.5% of the variance in customer service satisfaction among those who had contacted or tried to contact their supplier. This is expectedly larger than other models as this model examines measures directly associated with the contact experience.

- **Empathy and overall handling of the interaction are the top two predictors of satisfaction with customer service.** Both rank above resolution and the acceptability of contact attempts. Customers satisfied with the level of empathy or concern shown record an Implied Impact Satisfaction score of 89%, meaning if all customers were satisfied with the empathy shown by their supplier during their last contact experience, customer service satisfaction would be 89%. This compares to 71% for those who were not, a gap of 18 percentage points. Satisfaction with how the interaction was handled overall produces a gap of 10 percentage points.
- **Reaching a resolution is the third most predictive factor of customer service satisfaction.** Full supplier resolution is associated with better experiences - while this might seem self-evident, these customers still had a reason to get in touch. The cost of no resolution compounds over time. Where a supplier fully resolved a customer's query or issue, Implied Impact Satisfaction reaches 89%. If everybody's query was unresolved for one month or more, Implied Impact Satisfaction would be 68%. This points to the lasting damage that prolonged uncertainty inflicts on the customer relationship.
- **Good customer service is not reducible to any single element.** The contact experience is driven by a combination of factors rather than a single dominant driver. Empathy, resolution, handling, effort and accessibility each make a meaningful contribution to customer satisfaction. These factors all explain between 10% and 15% of the variance in the model. This is consistent with Parasuraman, Zeithaml and Berry's widely cited SERVQUAL framework. It established that customers assess service quality across multiple dimensions at once rather than through any one lens.⁴



⁴ [\(PDF\) A Conceptual Model of Service Quality and its Implication for Future Research \(SERVQUAL\)](#)

Methodology

Overview

Overall Satisfaction models

The analysis replicates the modelling conducted in 2025 but draws on more recent data collected between July/August 2025 and January 2026 (the two most recent waves conducted). As previously, two models were analysed, each exploring a distinct set of explanatory factors.

One model **examined specific satisfaction metrics**: granular measures of consumer experience across key service touchpoints, including bill satisfaction and complaint handling. This model assesses the degree to which satisfaction with specific service interactions translates into overall supplier satisfaction. This is unchanged from the 2025 model.

Another model **examined demographic and energy characteristics** to capture the extent to which structural and socioeconomic factors shape consumer satisfaction. The model includes a range of consumer demographics including age, gender and financial circumstances, and energy characteristics including payment type, smart meter uptake and energy supplier.

New to this model in 2026, we included two additional variables: electric vehicle ownership and heat pump ownership. In the 2025 model, these variables did not have the sufficient base size due to being introduced to the survey in January 2025 only. The 2026 model is able to include these variables as they have been asked in both waves of the survey from which we have analysed the data.

The specific satisfaction metrics model explained 38.1% of the variance in overall satisfaction. This higher figure is to be expected: a model built on direct measures of satisfaction with specific supplier touchpoints will naturally explain more of the variance in overall satisfaction than one based on background characteristics alone.

The explanatory power of each model was assessed using R-squared values. The Demographic & Energy Characteristics model explained 13.6% of the variance in overall satisfaction. This level of explained variance is typical in social research models using demographic factors. The rest of the variance may be explained by satisfaction with different dimensions of customer service and other unobservable factors such as broader perceptions of the market or wider consumer sentiment.

Customer Service Satisfaction models

New to the 2026 report, the analysis for the customer service satisfaction models draws on the three most recent waves of the survey, from January 2025 to January 2026. This provides a robust sample size as the analysis is focused on the subset of those who have contacted, or attempted to contact, their energy supplier in the past three months (approximately 33% of all consumers in each wave).

The dependent variable is also more specific, asking about customer service satisfaction rather than overall satisfaction.

The first model **examined demographic and energy characteristics, with contact method and the reason for contact**. This model included demographic and energy characteristics outlined in the overall satisfaction model, with additional low-carbon technologies including heat batteries and solar panels.

The second model **examined specific customer service perception** metrics. The aim of the model was to examine variables very close to the contact experience, including whether the query or issue was resolved, the responsiveness of the supplier, how the interaction was handled by the supplier and how well the supplier understood the customer's needs.

The explanatory power for the demographic & energy characteristics with contact method and reason model is 25.0%.

Again, the explanatory power of the two models differs considerably. The demographic and energy characteristics model, with contact method and reason, has an R-squared value of 25.0%. The contact perceptions model reaches 53.5%. As with the specific satisfaction metrics model for overall satisfaction, this higher explanatory power reflects that factors closer to the contact experience carry greater weight than background characteristics alone.

Research questions

Both **overall satisfaction models** are built to answer one central research question:

What are the key factors that influence whether customers feel satisfied with their energy supplier?

The dependent variable is the 'overall supplier satisfaction' measure from the Energy Consumer Satisfaction Survey. The question wording and response options are as follows:

A5: "Overall, how satisfied or dissatisfied are you with [Supplier Name] as your supplier of [Gas and / or Electricity]?"⁵

- Very dissatisfied
- Dissatisfied
- Neither satisfied nor dissatisfied
- Satisfied
- Very satisfied
- Unsure
- Prefer not to answer

The **customer service satisfaction models** answer a similar question:

What are the key factors that influence satisfaction with their supplier's customer service among those who contacted, or attempted to contact, their supplier?

A7: "Overall, how satisfied or dissatisfied are you with the customer service you have received from [Supplier Name]"

The response options to this question are the same as shown above for overall satisfaction.

For these customer service satisfaction models, we analyse survey data only from respondents who have contacted or tried to contact their supplier in the past 3 months;

E3: "Have you contacted, or tried to contact, [Supplier Name] within the last 3 months?"

- Yes - contacted
- Yes - tried to contact but wasn't able to
- No
- Unsure
- Prefer not to answer

⁵ For dual fuel customers who have different electricity and gas suppliers, a least-fill selection process during the survey was used to determine which supplier to ask the customer about, so they were only asked to rate one supplier

Only answer codes 'Yes - contacted' and 'Yes - tried to contact but wasn't able to' are included in the dependent variable for the customer service satisfaction models.

Sources and sample sizes

The overall satisfaction models combine data from the two most recent waves of the Energy Satisfaction Survey, (July/August 2025 and January 2026). After removing missing cases (see appendix), the models are based on 7,701 responses. This provides a robust sample size, allowing for confident identification of statistically significant relationships.

The customer service satisfaction models combine data from the three most recent waves, from January 2025 to January 2026. These models only include those who contacted, or attempted to contact, their supplier in the past three months for a total sample of 4,262 responses after removing missing cases.

Modelling approach

All models discussed in this report use logistic regression: a statistical method used to predict the likelihood of a binary outcome.

For example, for our overall satisfaction models we simplified the dependent variable into two binary categories: customers who said they were "very satisfied" or "satisfied", and everyone else (including those who were dissatisfied, very dissatisfied, or selected "neither").

This choice was driven by both practical and statistical considerations; satisfaction levels are relatively high, averaging 82% across the last two waves for overall satisfaction, and 80% for customer service satisfaction (among those in contact or attempted contact) across the last three waves. That leaves only a small proportion of respondents spread across the "neutral," "dissatisfied," and "very dissatisfied" categories.

Splitting the outcome into more than two groups would overcomplicate the analysis and risk unstable results due to small sample sizes for some of the categories outside of the satisfied options. A binary outcome gives us a clear and reliable basis for comparing satisfied customers with those dissatisfied or neutral.

This approach avoids a key limitation of linear regression when applied to survey data with categorical outcomes like satisfaction. Linear regression assumes equal spacing between response options, but in reality, people may see bigger differences between some categories than others. For example, the jump from "fairly satisfied" to "very satisfied" might feel smaller than the shift from "neutral" to "fairly satisfied." Logistic regression treats the outcome as categorical rather than continuous, allowing us to model the likelihood of being satisfied without making unrealistic assumptions about how these categories are structured.

For all of the models, we made deliberate choices about which variables to include from the start based on our experience of the data and available literature on the topic. For example, income and the Index of Multiple Deprivation were excluded because they overlap with our Financial Vulnerability Classification, which we use instead as a clearer and more comprehensive way of measuring consumers' household financial circumstances.

In each model, the variables were selected using a forward selection approach. This involves starting with no variables and adding predictors one by one based on the greatest statistically significant improvement to model fit.

In our previous [Key Drivers Analysis](#), we conducted correlation checks to assess multicollinearity among the independent variables. Here, strong correlation between value for money and satisfaction with information in our Satisfaction Metrics Models meant that they were excluded from the final reported models.

This makes intuitive sense. Satisfaction with value for money is a broad measure that reflects not just price perceptions but also views on service quality and customer support. Similarly, satisfaction with information

received could cover letters, emails, texts, contact centre conversations, smart meter displays, or billing accuracy. On balance, we felt including them had little explanatory value.

For this reason, we have also excluded these variables from the Satisfaction Metrics Model in this Key Drivers Analysis.

Additionally, tests for multicollinearity were conducted (see appendix for full details) this wave. The results showed no issues, meaning the variables are not too closely related to distort our findings.⁶



⁶ Analysis based on Adjusted Generalised Variance Inflation Factor (GVIF) scores. See appendix for further details.

Structure of Overall Satisfaction models

To explore the relative importance of specific satisfaction metrics across key customer touchpoints as well as demographic and energy characteristics, we ran two models using logistic regression:



Overall Satisfaction: Satisfaction Metrics

This model examined the relationship between overall satisfaction and a set of more specific satisfaction measures spanning key touchpoints of the supplier experience, including satisfaction with billing accuracy and clarity, ease of contacting the supplier, smart meter satisfaction, support with paying bills, the switching process, and complaint handling.



Overall Satisfaction: Demographic & Energy Characteristics

This model included respondent demographics and energy-related characteristics. In total, 20⁷ independent variables were tested.⁸ Demographic factors covered variables such as age, region, parent supplier and our Financial Vulnerability Classification. Energy characteristics included variables such as payment type and smart meter uptake. New for 2026, ownership of electric vehicles and heat pumps were also included.

Structure of Customer Service Satisfaction models

To explore the relative importance and direction of various contact related factors influencing customer service satisfaction, we ran two models using logistic regression.



Customer Service Satisfaction: Demographic & Energy Characteristics with Contact Method and Reason Modelling

This model included respondent demographics, energy-related characteristics, contact method used for the last contact, or contact attempt, and the reason for contact. In total, 38 independent variables were tested.



Customer Service Satisfaction: Contact Perceptions Modelling

This model focused on key customer service touchpoints directly related to the contact experience. Variables included contact resolution factors, perceptions of the contact interaction and practical elements of the contact.

⁷ An additional 2 variables – EV ownership and heat pump ownership – were added to the model due to greater sample size, which is a change from the previous model run in 2025.

⁸ All variables were checked and constructed to ensure sufficient sample sizes for detecting statistically significant effects. A full breakdown of variables and sample sizes from the combined model in the Appendix.

Key measures

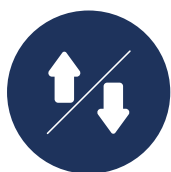
Four measures are used throughout the report to help interpret the regression findings. These are:



Nagelkerke R Square is a measure of the overall explanatory power of each model.

The Nagelkerke R Square value is a measure of what percentage of variation in the dependent variable – overall and customer service satisfaction – can be explained by the independent variables in the model. The higher the percentage, the better the model's explanatory power. For example, a Nagelkerke R Square of 30% means that the model accounts for 30% of the variation in satisfaction. The remaining 70% reflects the influence of other variables not included in the model.

Relatively low R Square values are common in social science, where models based solely on demographics, often explain a relatively modest share of variation. Consumer satisfaction is inherently complex and influenced by many unmeasured or intangible factors.



Relative Importance Scores explain the specific predictive power of each independent variable within a model.

The relative importance of each independent variable in the logistic regression model was assessed by examining how much each one contributes to explaining the overall explanatory power of the model. This is expressed as a percentage – for instance, a 9% score for age means it accounts for 9% of the model's overall predictive power, having controlled for all other independent variables in the model.



Statistical Significance shows which variables have a meaningful and reliable relationship with satisfaction.

In simple terms, statistical significance means that the relationship observed in the data is unlikely to have occurred by chance. In the model, a statistically significant result gives us confidence that the variable genuinely helps to explain differences in overall satisfaction, rather than just being a random pattern. We use a 95% confidence level, meaning we're 95% certain that the observed effect is real and not due to random variation. Unless stated otherwise, the relationships between variables in this report are statistically significant.



Implied Impact Satisfaction Scores are used to help quantify the relationship between each sub-category within an independent variable and overall satisfaction.

In our overall satisfaction models, across two survey waves an average of 82% of people are satisfied, which means the odds of satisfaction are 4 to 1. If the odds double, they become 8 to 1, but this does not mean the chance of being satisfied doubles too. It only increases from 82% to about 89%. People often mistake “doubling the odds” for “doubling the likelihood,” like going from 30% to 60%. But when most people are already satisfied, there's less room for improvement, so even big-sounding changes in odds lead to smaller shifts in actual likelihood.

To make this easier, we developed what we call ‘Implied Impact Satisfaction Scores’. Take smart meter uptake: in our overall satisfaction model, the odds ratio (Exp(B)) for smart meter ownership is 1.27. This means that, holding other factors constant, consumers with a smart meter are 1.27 times more likely to be satisfied compared to the average – but that is not intuitive. Implied Impact Satisfaction Scores translate this into more meaningful terms: relative to a 82% satisfaction benchmark, if all consumers had a smart meter, satisfaction would be expected to rise to 85%, and if nobody had one, it would fall to 78%.

Overall Satisfaction Models

Satisfaction Metrics Modelling

Contact satisfaction and bill satisfaction continue to be the top drivers of overall satisfaction

The Satisfaction Metrics Model accounts for 38.1% of the variance in overall satisfaction. Direct measures of customer experience will naturally be more predictive of overall satisfaction than structural characteristics alone. This is consistent with the same model we ran in 2025 (R-squared value of 37.5%).

When it comes to more specific aspects of satisfaction, our modelling shows that overall satisfaction is primarily driven by two key factors: satisfaction with billing and ease of contacting their supplier. These top predictors have a relative importance score of 35% and 32%, respectively. This highlights the critical role that both smooth customer interactions and clear, accurate billing play in shaping customer perceptions.

Satisfaction with smart meters is also a key factor, with a relative importance score of 25%.

Table 1: Satisfaction metrics ranked by importance (R-square of 38.1%)

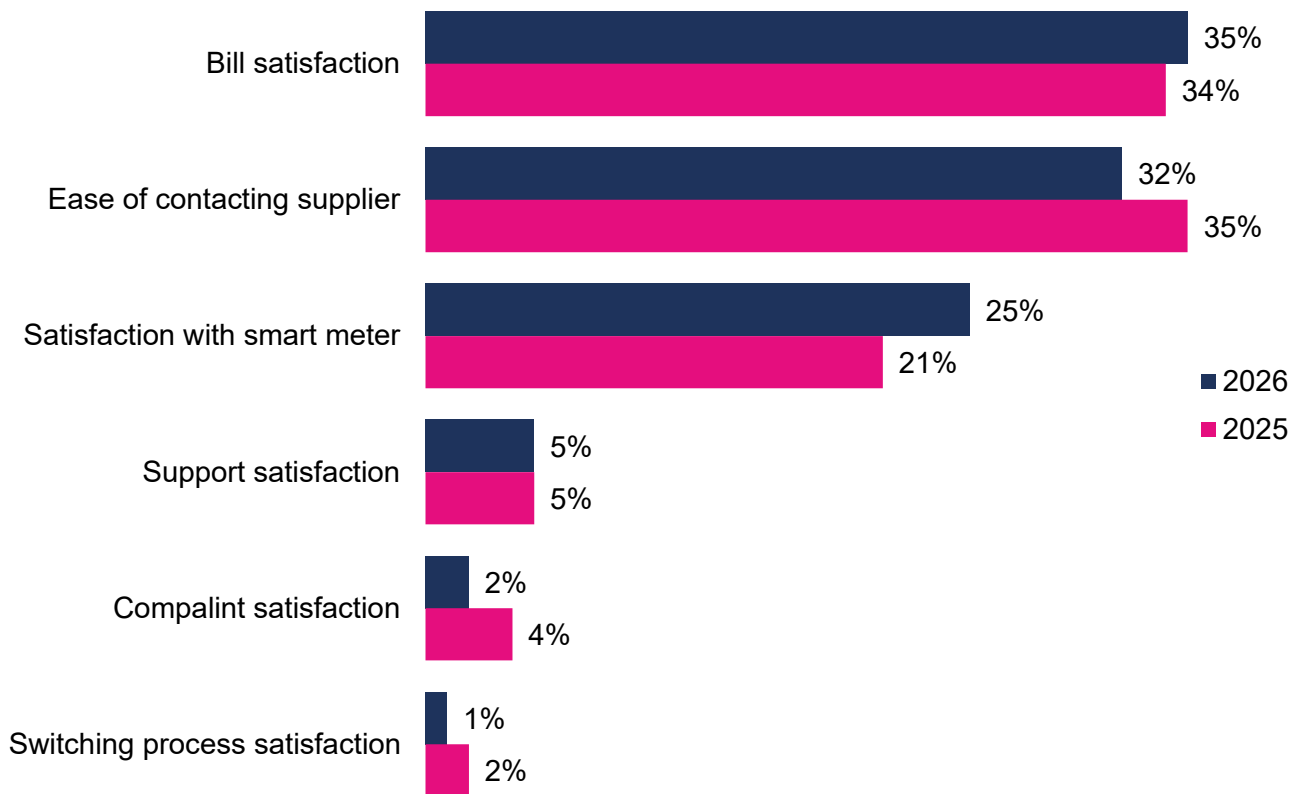
Category	Variable	Relative importance score	Nagelkerke R Square	Rank	Statistical significance
Key factor	Bill satisfaction ⁹	35%	13%	1	Yes
Key factor	Ease of contacting supplier ¹⁰	32%	12%	2	Yes
Key factor	Satisfaction with smart meter	25%	10%	3	Yes
Lower predictive power	Support received about help in paying bills satisfaction	5%	2%	4	Yes
Lower predictive power	Complaint satisfaction	2%	1%	5	Yes
Lower predictive power	Switching process satisfaction	1%	<1%	6	Yes

These findings mostly align with last year's model, though billing and ease of contact have swapped places for the first and second-most predictive factors. Ease of contact is less predictive in this model, while smart meter satisfaction is more predictive (see Figure 4 overleaf).

⁹ Respondents are classified as satisfied if they reported being fairly or very satisfied with **either** the ease of understanding **or** the accuracy of their bill. They are classified as **not** satisfied only if they did not report satisfaction both aspects. This question was asked only to those who pay for gas or electricity by direct debit or on receipt of bill (standard credit). Prepayment meter (PPM) customers were excluded, as they pay upfront and do not receive bills in the same way.

¹⁰ This variable groups respondents based on two questions: ease of contact and satisfaction with the interaction. Easy or satisfied with contact includes anyone who found it fairly/very easy to get in touch **or** was fairly / very satisfied with how it was handled. Not easy AND not satisfied includes those who found it fairly / very difficult **and** were dissatisfied. A separate group includes those who hadn't tried to contact their supplier in the last 3 months.

Figure 1: Relative importance scores – Satisfaction metrics modelling: 2025 model vs. 2026 model



R-squared of model – 2025: 37.5%; 2026: 38.1%. All variables shown are statistically significant.

You can see the impact each variable in the model has on satisfaction using our Implied Impact Satisfaction Scores on the next page.

For example, relative to the 82% average satisfaction benchmark, if all consumers were satisfied with how their contact was handled or found it easy to get in contact with them, overall satisfaction would be expected to rise to 90%. If no one was satisfied, it would fall to 64%, a 26 percentage point difference.

Another interesting example is with smart meters. Satisfied smart meter owners (91%) score higher than those without a meter (78%). Dissatisfied owners, at 71%, score lower than both. Therefore, a bad smart meter experience is worse for satisfaction than not having one at all.



Table 2: Implied Impact Satisfaction Metrics model, Key factor: Bill satisfaction

Variable	Response ¹¹	Implied Impact Satisfaction Score
Bill satisfaction	Satisfied	92%
Bill satisfaction	NOT satisfied	59%
Bill satisfaction	Pre-payment meter / other / Unknown	85%

Table 3: Implied Impact Satisfaction Metrics model, Key factor: Ease of contacting supplier / satisfaction with contact

Variable	Response	Implied Impact Satisfaction Score
Ease of contacting supplier / satisfaction with contact	Easy to contact Or Satisfied with contact	90%
Ease of contacting supplier / satisfaction with contact	NOT easy AND NOT satisfied	64%
Ease of contacting supplier / satisfaction with contact	Has not tried to contact in prior 3 months	84%

Table 4: Implied Impact Satisfaction Metrics model, Key factor: Satisfaction with smart meter

Variable	Response	Implied Impact Satisfaction Score
Satisfaction with smart meter	Satisfied with smart meter	91%
Satisfaction with smart meter	NOT satisfied with smart meter	71%
Satisfaction with smart meter	No smart meter	78%

Table 5: Implied Impact Satisfaction Metrics model, Lower predictive power due to interaction incidence: Satisfaction with support received about help in paying bills

Variable	Response	Implied Impact Satisfaction Score
Satisfaction with support received about help in paying bills	Satisfied with support	86%
Satisfaction with support received about help in paying bills	NOT satisfied with support	69%

¹¹ Details on how Implied Satisfaction Score is calculated can be found in the Annex.

Variable	Response	Implied Impact Satisfaction Score
Satisfaction with support received about help in paying bills	Not received support	87%

Table 6: Implied Impact Satisfaction Metrics model, Lower predictive power due to interaction incidence: Complaint satisfaction

Variable	Response	Implied Impact Satisfaction Score
Complaint satisfaction	Satisfied with complaint handling	89%
Complaint satisfaction	NOT satisfied with complaint handling	65%
Complaint satisfaction	Not made a complaint	86%

Table 7: Implied Impact Satisfaction Metrics model, Lower predictive power due to interaction incidence: Switching process satisfaction

Variable	Response	Implied Impact Satisfaction Score
Switching process satisfaction	Satisfied with switching process	83%
Switching process satisfaction	NOT satisfied with switching process	75%
Switching process satisfaction	Not switched	85%

Every measure counts, but the incidence of interaction shapes overall predictive power

Other measures, while still statistically significant, have a more modest impact on overall satisfaction. Satisfaction with support received about helping paying their bills (relative importance score of 5%) and complaint handling (2%) both contribute positively, but less substantially to the model. Satisfaction with the switching process has the smallest impact, with a relative importance score of 1%.

The lower scores for each in part reflect the smaller share of customers who experience these events – not necessarily weaker effects. For example, in the January 2026 wave, 2% of customers reportedly contacted their supplier to make a complaint and 11% of customers contacted their supplier about support in paying their bills, while a much greater share of customers receive bills (88%) and have smart meters (71%).

Indeed, as the tables above show, our Implied Impact Satisfaction Scores show strong shifts within these groups with lower overall incidence.

This is particularly the case for complaints as we see a particularly low incidence, yet a large gap between those satisfied and dissatisfied with the handling of that complaint. Satisfaction with complaint handling is as high as 89% for those satisfied, but as low as 65% for those not satisfied – a gap of 23 percentage

points. This is higher for the gap in satisfied and dissatisfied for support satisfaction (17 percentage points) and satisfaction with switching (9 percentage points).

However, because only 2% of customers reported making a complaint in January 2026, its contribution to explaining overall satisfaction remains limited. The structure of the complaint satisfaction variable means most variation comes from the small number of customers who have made a complaint. Those who haven't complained are grouped together, so satisfaction differences only show within this smaller group. This is why we see big differences between those satisfied and dissatisfied with complaint handling – but overall, complaint satisfaction has limited impact across the full customer base.

Revealing the 'service recovery paradox'

The Implied Impact Satisfaction Scores clearly illustrate a consistent pattern in the results: positive interactions are associated with better experiences than no interaction at all.

This is most starkly seen in the case of complaints: you might expect that even a customer satisfied with complaint handling would still feel less satisfied overall than one who never had to complain. However, the opposite is true: customers satisfied with complaint handling have an Implied Impact Satisfaction Score of 89%, compared to 86% among those who never made a complaint. By contrast, dissatisfied complainants' satisfaction falls dramatically to just 65%.

This is supported by findings in other studies that highlight the phenomenon known as the "service recovery paradox," where a well-handled service failure can lead to higher customer satisfaction than if no problem had occurred.¹² Academics suggest this happens because effective complaint resolution shows responsiveness, fairness, and care, building trust and emotional connection. When customers feel heard and valued, the recovery can outweigh the original issue.

We initially found this surprising, particularly as energy is often seen as a passive market with low engagement, where consumers are often content to have no supplier contact. In our survey findings, we consistently see one of the main reasons for customers being satisfied overall is due to never experiencing any issues with their supplier. With that in mind, doubts existed about whether the "service recovery paradox" would apply to energy suppliers.

However, this modelling proved otherwise. All else being equal, customers who had a well-handled complaint reported higher satisfaction than those who had not complained at all.

This highlights a crucial point for suppliers: successful engagement even in tricky circumstances is an opportunity. When handled well, customer interactions can lift satisfaction beyond what passive experiences alone can achieve – meaning suppliers should actively welcome opportunities to engage, provided they deliver them well.

Demographic & Energy Characteristics Modelling

Demographics alone explain limited but meaningful variation in satisfaction

This model focuses on demographic and energy-related characteristics, thereby excluding direct experience measures such as satisfaction with billing accuracy as we saw in the previous model.

The R-squared value for this model is 13.6%, meaning it explains only a limited share of the overall variation in satisfaction. Accordingly, a 31% relative importance score refers to 31% of that 13.6%, *not* of

¹² See, for example: McCollough, M. A., Berry, L. L., & Yadav, M. S. (2000). An empirical investigation of customer satisfaction after service failure and recovery. *Journal of Service Research*, 3(2), 121–137. Available [here](#).

the total variation. We ran a similar model in 2025, excluding low-carbon technology variables (electric vehicle ownership and heat pump ownership) which had a similar R-squared value (11.6%).¹³

The model still offers valuable insights into which consumers are more or less likely to report a positive experience with their energy supplier. Indeed, an R-squared value of 13.6% in this range is typical in social science when models include only demographic characteristics. This makes sense given that the model is based solely on general characteristics, without including any direct measures of customer experience.

Moreover, as our Implied Impact Satisfaction scores show, some factors in this model can still noticeably shape how satisfied people are. For example, when it comes to our Financial Vulnerability Classification, as we will go on to show using our Implied Impact Satisfaction Score, we would expect satisfaction to fall to 74% in a world where everyone was in the 'highly vulnerable' category, compared to 88% if everyone were in the 'doing well' group. Yes, a clear majority in both groups would be satisfied, but this still represents a notable gap.

The strongest demographic predictor of overall satisfaction is people's financial circumstances

Variables in the model that are statistically significant are shown in Figure 1 overleaf, while the full list of variables can be found in the appendix.¹⁴

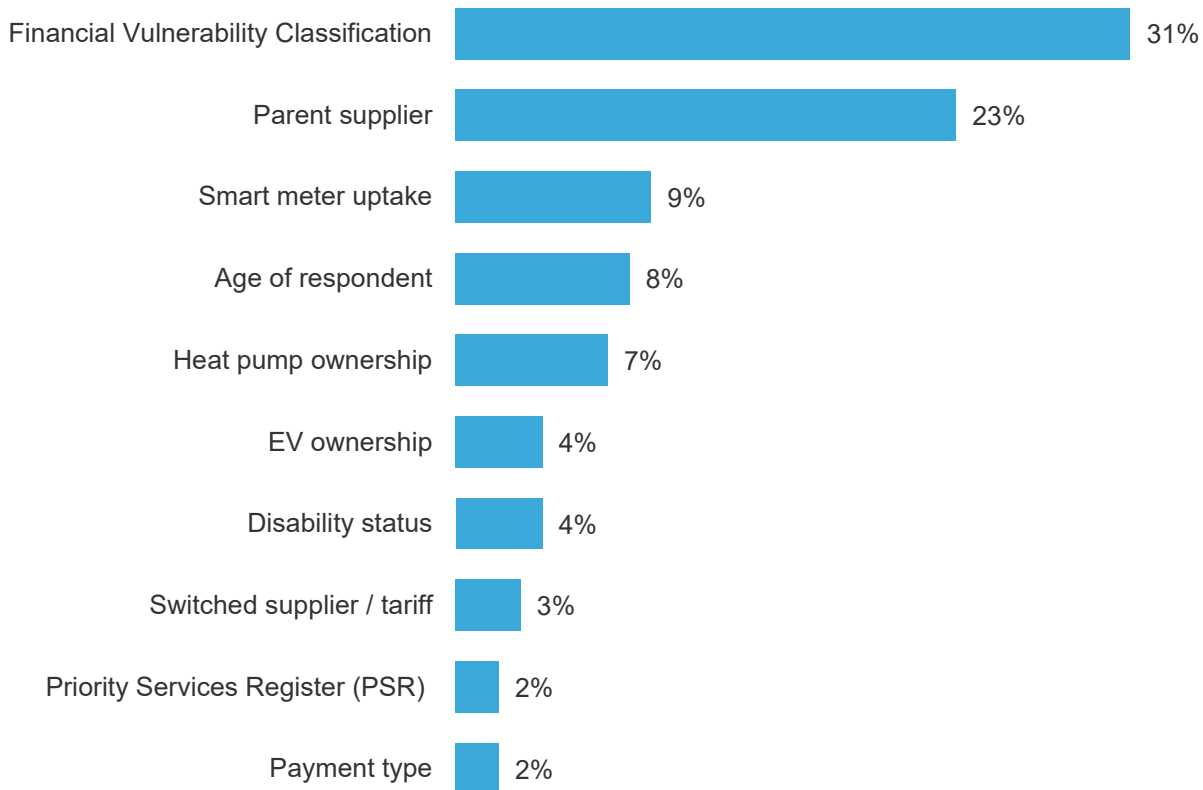
The regression results show there are two clear predictors of satisfaction, both of which we saw in the regression we ran last year. The strongest is our Financial Vulnerability Classification, a custom-built variable exploring how well respondents are coping financially.¹⁵

Financial circumstances account for 31% of the explained variance, which surpasses even supplier (23% of explained variance), the next strongest predictor. Together, these two variables contribute substantially more than any others in the model.

¹³ The 2025 model did not include ownership of EVs and heat pumps due to the lower base size (this question was only introduced in January 2025). However, as we have more data on this question for this year's model, we have included these two variables in the model. While we have reported the model which includes ownership of EVs and heat pumps, there is limited difference in the findings for the model which does not include these two variables.

¹⁴ Variables included in the final model used to calculate odds ratios and Implied Impact on Satisfaction scores were limited to those that were statistically significant. To calculate these relative importance scores for all variables, a separate version of the model was run with all variables forced in, allowing each one to receive a score.

¹⁵ See appendix for more detail on how this variable is constructed.

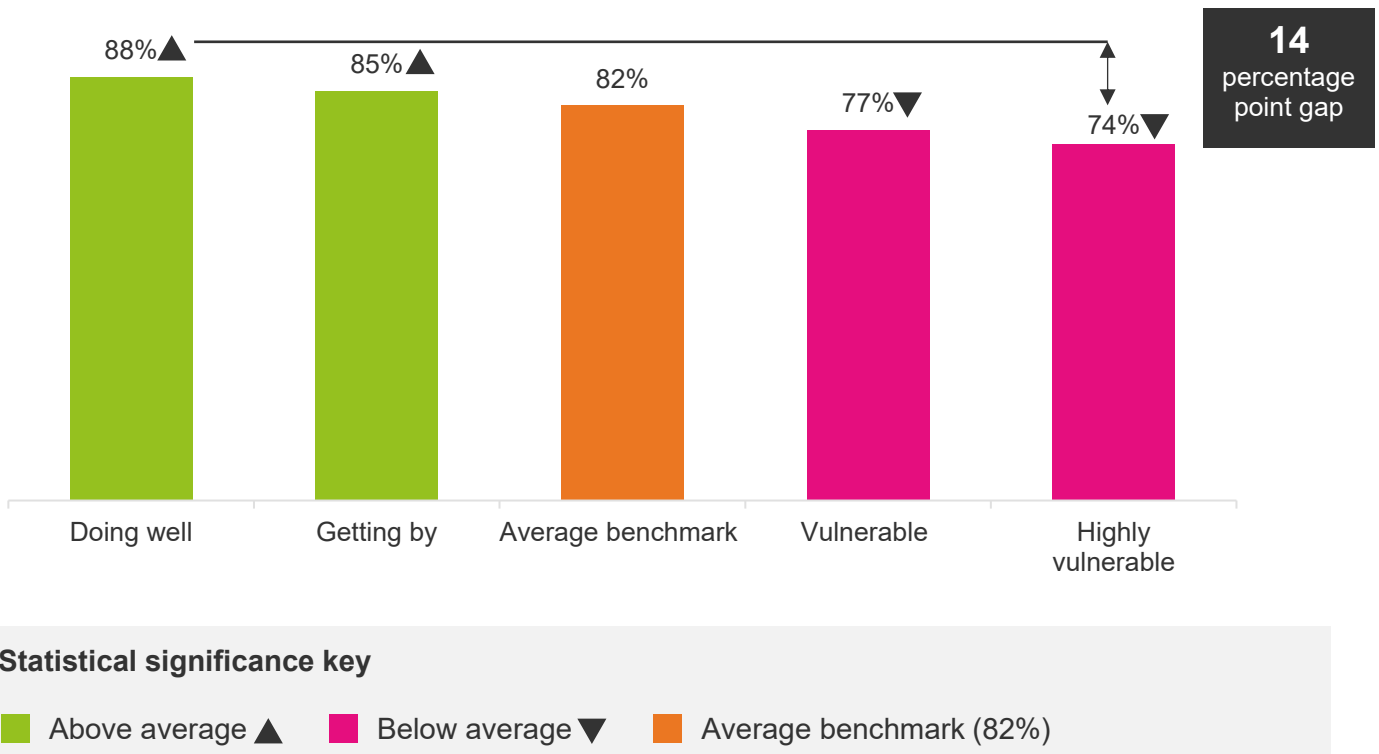
Figure 2: Relative importance scores - Demographic & Energy Characteristics model

R-squared of model: 13.6%. All variables shown are statistically significant. See appendix for full list of variables included in the model.

Put simply, people who are struggling financially are much less likely to be satisfied. Using our Implied Impact Satisfaction Scores, relative to our 82% benchmark and controlling for other factors, if the whole sample was just in the 'highly financially vulnerable' category, we would expect a satisfaction score of just 74%, compared to 88% if the whole sample was in the 'doing well' category.

While this aligns with patterns consistently seen in our survey data, seeing financial circumstances top the regression model is still striking: all else being equal, how someone is managing financially can matter more to their satisfaction with their supplier than which supplier they are actually with.



Figure 3: Implied Impact Satisfaction Scores by Financial Vulnerability Classification

This finding also highlights a broader theme in how domestic energy consumers relate to their suppliers: customers can have a passive relationship with their supplier, where satisfaction often simply means “nothing has gone wrong”¹⁶ This passivity shapes how they judge their experience: affordability and financial strain tend to carry more weight in satisfaction scores, with price often the most obvious reference point consumers have.

That said, the likelihood is that dissatisfaction among financially struggling consumers may not be solely about affordability or financial strain. Our data shows they’re slightly more likely to have contacted their supplier – likely for support, given their situation. So, in some cases, lower satisfaction could be reflective of those interactions.

Parent supplier ranks second in our demographic and energy characteristics model

Supplier experiences are important in understanding overall consumer satisfaction

Ranking behind Financial Vulnerability, the customer’s supplier is the second strongest predictor of satisfaction in our demographic and energy characteristics model, with a relative importance score of 23%.¹⁷

While the majority of customers of all suppliers are satisfied with their supplier overall, there remains a substantial gap in Implied Impact Satisfaction for suppliers even after controlling for demographic and energy characteristic factors.

¹⁶ See page 12 of the following report for more on passive satisfaction with suppliers: [Energy Consumer Satisfaction Survey: January 2026 | Ofgem](#)

¹⁷ Parent supplier was used as the supplier variable. Subsidiary brands such as white label brands are included in the supplier group that is responsible for their customer service operations.

The model estimates that overall satisfaction would range from 75% to 91% even if suppliers had identical customer profiles, a difference of 16 percentage points. This divergence suggests that supplier-specific factors remain an important driver of consumer satisfaction.

The regression model controls for a range of demographic and energy-related characteristics, such as financial vulnerability. By controlling for these factors, we are able to isolate the impact of the supplier on overall satisfaction, and estimate how satisfied consumers would be if all customers were served by the same supplier (the Implied Impact Satisfaction score).

If these scores differed substantially from unadjusted scores for each supplier, this would indicate that customer characteristics play a significant role in shaping customer satisfaction for each supplier. Instead, we see close alignment between Implied Impact scores and unadjusted scores for each supplier (see Table 8). This tells us that differences in composition between suppliers, across all of the demographic and energy characteristic factors included in the model, have only very minimal impact on supplier scores.

These results should be read alongside published figures (the Energy Satisfaction Survey and Citizens Advice Star Rating¹⁸) rather than in place of them.

Table 8: Implied Impact Satisfaction Scores vs. Published average (unadjusted)¹⁹

Supplier	Implied Impact Satisfaction Scores	Margin of error	Published average (unadjusted)	Difference (pp)
British Gas	79	± 2.0	81	+2
E.ON / E.ON Next	82	± 3.2	81	-1
EDF Energy	78	± 3.7	77	-1
Octopus Energy	91	± 2.4	90	-1
OVO Group	75	± 3.8	71	-4
Scottish Power	78	± 4.3	76	-2
Utilita	79	± 5.9	76	-3

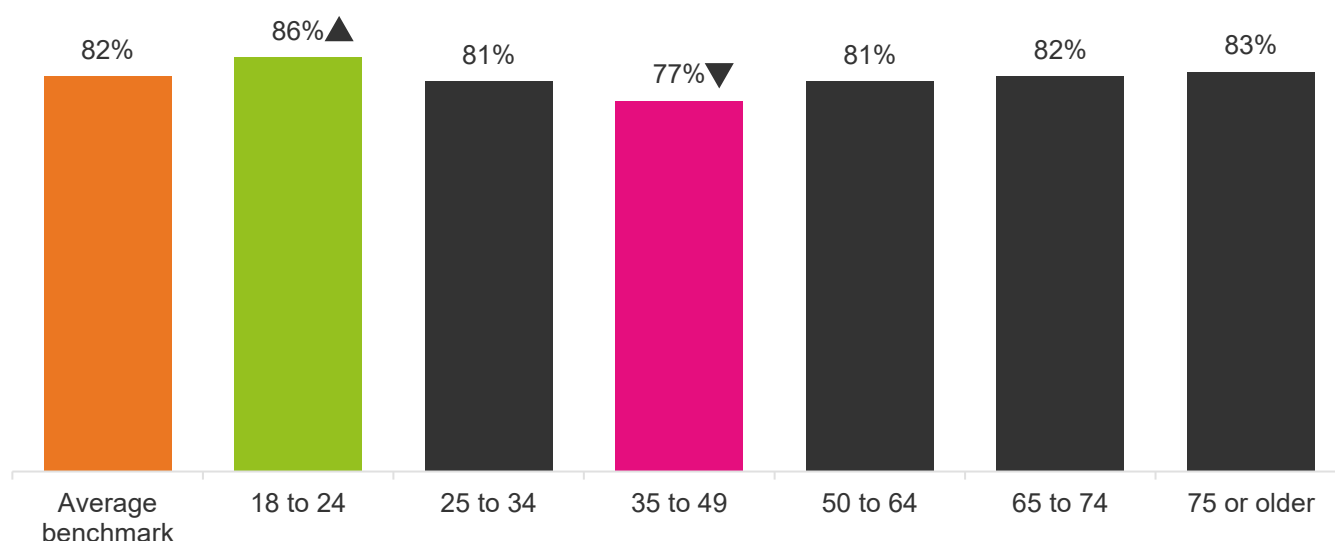
For OVO Group and Utilita, there is a larger percentage point difference between implied and unadjusted scores compared to those for other suppliers. This suggests that customer composition may have some influence on observed (unadjusted) satisfaction levels, though this effect remains limited.

Age: A U-shape relationship mirroring life satisfaction

Age accounts for 9% of the model's explained variance and follows a U-shaped rather than linear pattern. Satisfaction is highest among 18 to 24 year olds at 86%, dips to its lowest among those aged 35 to 49 at 77%, and recovers steadily thereafter, reaching 83% among customers aged 75 and over. This trend is consistent with what we found in the previous model run in 2025.

¹⁸ [Compare energy suppliers' customer service - Citizens Advice](#)

¹⁹ Unadjusted published average refers to the satisfaction rating reported for each supplier in the Energy Consumer Satisfaction Survey across the same fieldwork period of the data used in the regression (Jul/Aug'25-Jan'26), but divided equally between the two waves of fieldwork, meaning that the scores of each individual wave are treated equally when the average is calculated.

Figure 4: Implied Impact Satisfaction Scores by age group**Statistical significance key**

Above average ▲

No different to average

Below average ▼

Average benchmark (82%)

This mirrors a broader trend found in wider wellbeing research: numerous studies have shown that life satisfaction often follows a U-shaped curve across the life course.²⁰ People in their 20s report the highest wellbeing, dropping for those in midlife, while older adults often report greater contentment, possibly due to increased stability, reduced daily demands, or a shift in perspective that comes with age.

The energy satisfaction data may reflect these same underlying dynamics, with middle-aged consumers more likely to scrutinise services critically or feel frustrated by issues, while older customers may approach the experience with more patience or lower expectations.

Other interesting relationships with satisfaction

Besides financial circumstances, supplier and age, there are other factors that hold interesting relationships with satisfaction.

We have highlighted several factors of particular interest below:

- Smart meter ownership is linked with higher satisfaction:** Smart meter ownership remains the third most significant energy-related factor in our model, the same rank we saw in our 2025 model. Controlling for other variables, customers with a smart meter tend to report higher satisfaction levels (85%), while those without are less satisfied (78%), meaning there is a gap of 7 percentage points between those with and without a smart meter.

This is an encouraging finding given the continued rollout of smart meters. That said, the direction of causality is unclear. Customers who have accepted a smart meter may already be more positively disposed towards their supplier or more engaged with the energy market generally, meaning the relationship may reflect consumer mindset as much as the smart meter experience itself.

²⁰ See, for example: Galambos, N. L., Krahn, H. J., Johnson, M. D., & Lachman, M. E. (2020). The U shape of happiness across the life course: Expanding the discussion. *Perspectives on Psychological Science*, 15(4), 898–912. Available [here](#).

- **EV and heat pump ownership is associated with higher satisfaction²¹:** Heat pump and EV ownership both hold moderate predictive power, with relative importance scores of 7% and 4% respectively. Implied Impact Satisfaction rises to 86% for those with a heat pump vs. 75% for those without, while for EV owners, their satisfaction rises to 84% vs. 79% with those without.

However, the direction of causality of satisfaction is unclear. Owners of these technologies may benefit from dedicated tariffs or energy savings that leave them feeling better served by their supplier. But they may equally be a self-selecting group of consumers who are more engaged with or trusting of the energy market to begin with. Nevertheless, it is encouraging that we see a positive relationship here, and that adopting these technologies is not associated with worse experiences.

- **Disability status is associated with lower satisfaction:** Customers who reported having a disability are less likely to be satisfied with their supplier (80%) compared to those who do not have a disability (83%). This is in line with findings reported in our 2025 model.
- **Switching supplier is linked to higher satisfaction compared to non-switchers:** Switching supplier is associated with a bigger uplift in satisfaction (85%) compared to those who have not switched at all (78%) and is higher than the average benchmark (82%). Those who have switched tariff with the same supplier (81%) have an Implied Impact Satisfaction in line with the average.

It is encouraging that switching supplier is associated with higher satisfaction, all else being equal. It suggests that consumers who exercise choice in the market tend to see better outcomes for doing so.

- **Controlling for other factors, PPM customers are the most satisfied payment type:** Once other factors are controlled for, PPM customers (84%) are more likely to be satisfied with their supplier, standard credit (79%) customers are less satisfied and direct debit (82%) customers are in line with the average benchmark (82%). This mirrors the relationship observed in our 2025 model.

In our standard survey data, direct debit customers have historically reported the highest satisfaction of any payment type. The regression diverges because PPM customers are disproportionately concentrated among the most financially vulnerable: 34% fell into that group in January 2026, against 19% of standard credit and 16% of direct debit customers. Controlling for financial circumstances separates out that pressure and reveals a more positive underlying picture for PPM.

There are a number of other variables included in the model that have a statistically significant relationship with overall satisfaction, albeit less predictive than others already discussed, such as region and gender.

Additionally, there are variables that were included in the model, but do not have a statistically significant relationship with overall satisfaction, such as digital exclusion and ethnicity. A full list of these variables can be found in the appendix.

²¹ In our previous model, data on ownership of electric vehicles and heat pumps were only available for one wave (January 2025), so these variables were not included in the 2025 model. However, due to larger base sizes available, EV and heat pump owners come through as statistically significant in this model. This is why the 2025 and 2026 model are not directly comparable.

Customer Service Satisfaction Models

Demographic & Energy Characteristics with Contact Method and Reason Modelling

Similar demographic and energy characteristics are important for customer service satisfaction

This model set out to understand how well key demographic and energy characteristics, the contact method used and the reason for getting in contact predict customer service satisfaction among those who had contacted, or attempted to contact, their supplier in the past three months.

The model explains 25.0% of the variance in customer service satisfaction. This model is more predictive than the similar model run for overall satisfaction model because we have introduced variables more directly tied to the contact experience itself: the contact method used and the reason for contact.

The demographic and energy characteristic variables included mirror those used in the overall satisfaction model, along with additional low-carbon technologies such as home battery storage and solar panel ownership.

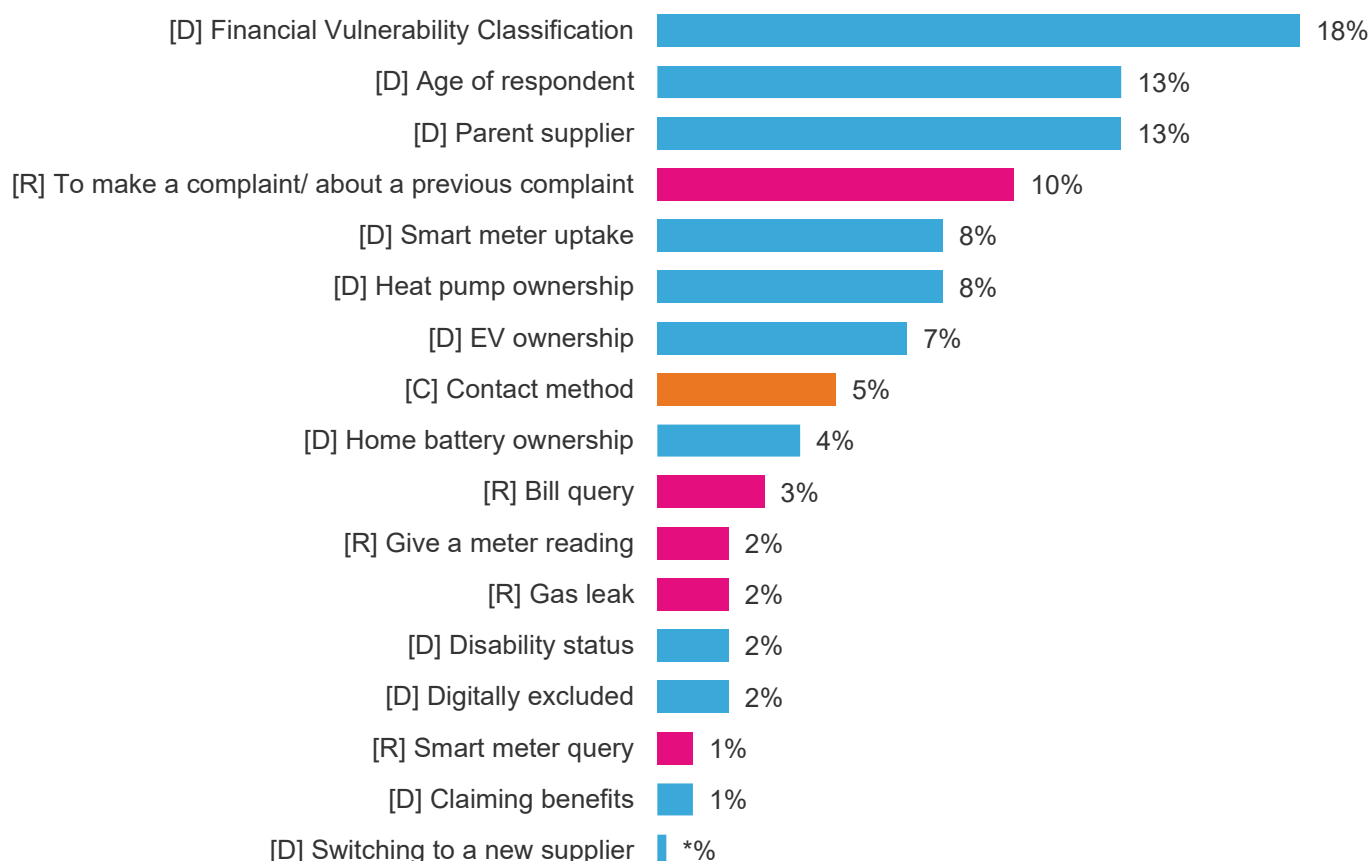
As shown in Figure 5 overleaf, many of the same demographic and energy characteristic factors that predict overall satisfaction also emerge as important drivers of customer service satisfaction, namely financial circumstances, age and supplier.

The nature of these relationships is also consistent with the overall satisfaction findings. Customers in the most financially comfortable group ('doing well') are associated with having better experiences than those in the least financially comfortable group ('highly financially vulnerable'): an Implied Impact Satisfaction score of 88% compared to 74%, against an average benchmark of 80%.

Importantly, the fact that financial circumstances remain the most predictive factor, despite having no direct bearing on the quality of how a supplier handles contact, underscores just how pervasive a customer's financial situation is across every dimension of the supplier experience.



Figure 5: Relative importance scores – Demographic & Energy Characteristics with Contact Method and Reason



R-squared of model: 25.0%. All variables shown are statistically significant. See appendix for full list of variables included in the model.

Variables key

■ [D] Demographic and energy characteristics ■ [C] Contact method ■ [R] Reason for contact

Some contact reasons are associated with higher satisfaction

Alongside demographics and energy characteristics, this model evaluates how predictive the contact method and the subject of the customer's most recent contact, referred to throughout as contact reasons, are for customer service satisfaction.

For contact reason, all reasons collected in the survey were tested in the model, however not all came through as statistically significant²². The contact reasons that are statistically significant in the model are:

- To make a complaint or about a previous complaint
- To query a bill
- To give a meter reading
- About a gas leak
- Smart meter query
- About switching supplier

²² For the full list of contact reasons that were included in the model, but not statistically significant, see the appendix.

The model reveals that some contact reasons are associated with higher satisfaction than others.

Firstly looking at contact reasons associated with worse experiences, as shown in Figure 6, customers who contacted their supplier to make or follow up on a complaint, query a bill, discuss switching, or raise a smart meter issue all recorded Implied Impact Satisfaction scores below the 80% average benchmark. In other words, customers who made contact for another reason were more likely to walk away with a positive impression.

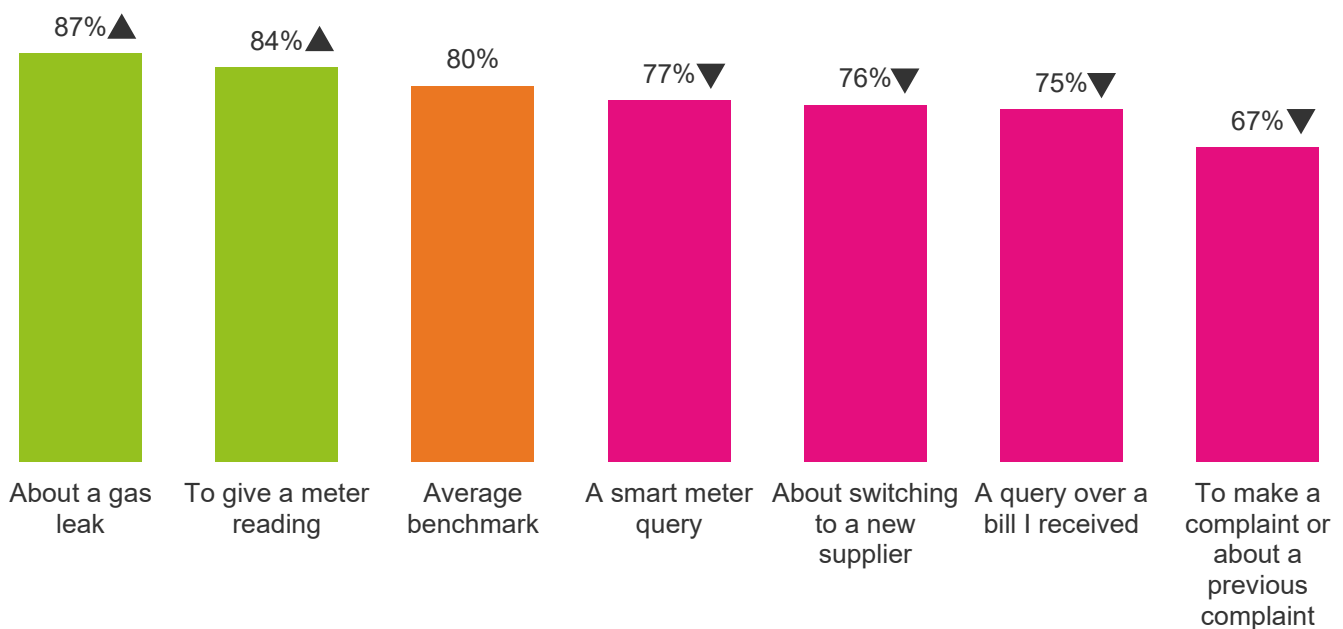
Complaints stand out as the contact reason which is associated with the most negative experiences, with a 22 percentage point gap between those who did and didn't contact for that reason - a finding consistent with the role complaints play in overall satisfaction, explored elsewhere in this report. To put this into perspective, the next-largest gaps in Implied Impact Satisfaction are for bill queries and switching enquiries at 9 and 8 percentage points, respectively. While still meaningful, these gaps are considerably narrower, underscoring just how disproportionate the impact of complaints is relative to other contact reasons.

For reasons that are associated with better contact experiences, these are contacting to give a meter reading and about a gas leak.

The fact that contacting suppliers about a gas leak is associated with positive experiences may seem counterintuitive given the urgency these situations carry, but there's a plausible explanation: energy suppliers are rarely the ones responsible for resolving a gas leak directly. Instead, they tend to play a signposting role, such as directing customers to the right parties which may mean a positive interaction experience if done quickly and efficiently.

For meter readings, the positive association likely reflects the routine, low-friction nature of the interaction: customers aren't calling with a problem to solve, simply a task to complete.

Figure 6: Implied Impact Satisfaction Scores if contacted supplier for this reason



Statistical significance key

■ Above average▲
 ■ Below average▼
 ■ Average benchmark (80%)

It is worth noting that incidence rates have a bearing on the relative importance of each variable in the model. Taking complaints as an example: although making a complaint is one of the more predictive contact reasons, its overall incidence in the survey is low - just 2% of customers overall contacted their supplier to make a complaint in January 2026. As only a small proportion of customers are driving this, there is a limit to how highly complaints can rank in the model relative to factors that affect a much larger share of the customer base.

Phone and app contact is associated with higher satisfaction

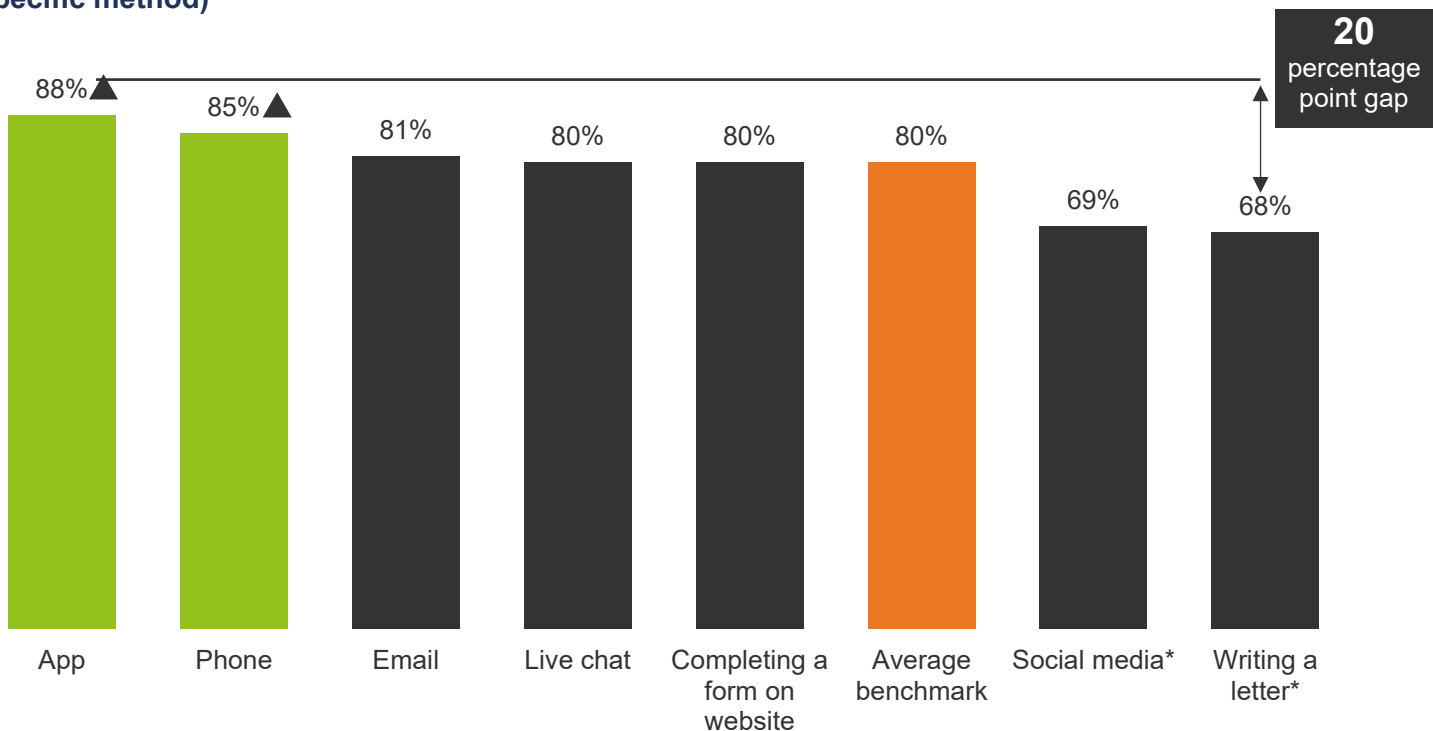
Contact method itself has fairly limited predictive power, with a relative importance score of 5%. However, interesting differences emerge when we look at which methods, and combinations of methods, are associated with more positive satisfaction.

Looking at Implied Impact Satisfaction, contacts via the app score the highest at 88%, followed by phone at 85%, with both sitting statistically above the 80% benchmark when other factors are held constant.

While no individual contact method falls statistically below the benchmark (likely reflecting smaller base sizes), the data suggests that email, live chat, web forms, social media, and written correspondence do not reliably drive better experiences when all else is equal.

One possible objection is that app and phone contacts may simply reflect easier or lower-friction interactions. However, this model controls for contact reason, meaning the channel differences in Implied Impact Satisfaction hold even after accounting for why customers got in touch - the effect is not simply a proxy for query type.

Figure 7: Implied Impact Satisfaction Scores by contact method (customers who only use that specific method)



**Caution low base sizes. While social media and writing a letter appear lower than the average benchmark, this is not statistically significant due to low base sizes - writing a letter is 32 and social media is 48.*

Statistical significance key

■ Above average ▲
 ■ No different to average
 ■ Average benchmark (80%)

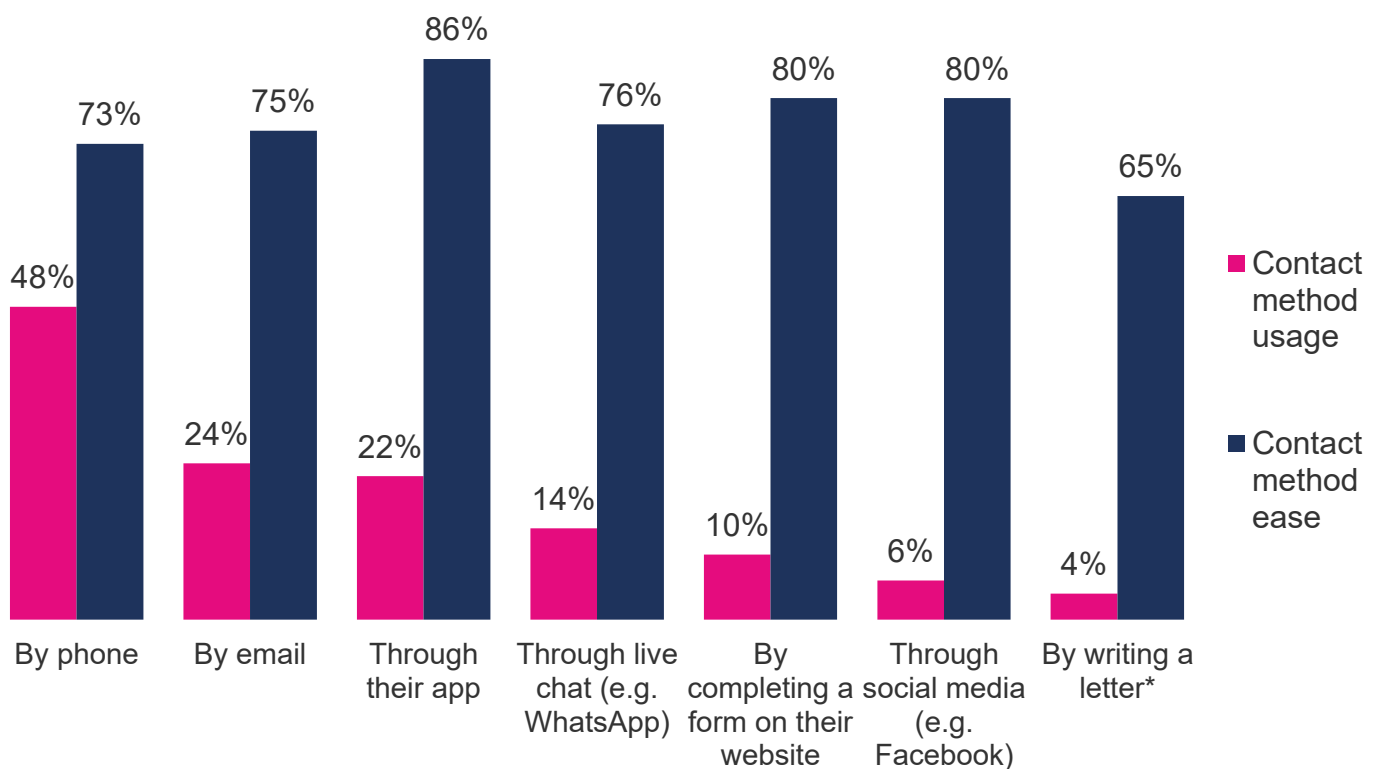
Encouragingly, the three most used methods in January 2026 also carry the highest Implied Impact Satisfaction scores. Phone scores 85%, email 81% and app 88% (see Figure 8). The one caveat is email, whose score sits in line with the 80% benchmark rather than above it. It is not, however, associated with worse-than-average experiences.

At the other end of the scale, writing a letter and social media are both the least used and the lowest scoring methods. Usage sits at 4% and 6%, with Implied Impact Satisfaction scores of 68% and 69% respectively.

Another useful comparison is between Implied Impact Satisfaction scores and the perceived ease of each contact method. App scores highest on Implied Impact Satisfaction and is also rated the easiest method in our survey (see Figure 8).

More interesting, however, is the picture for phone: despite ranking second for Implied Impact Satisfaction, it is considered one of the least easy contact methods. This suggests that while customers do not always find it straightforward to use, phone contact tends to result in better experiences and a more positive lasting impression of their supplier, likely linked to the nature of the contact itself. The nuances of phone as a contact method are explored further in the next section.

Figure 8: January 2026: Contact method usage and ease of contact (% easy)



Source: E6. How did you make contact with [supplier] on that last occasion? Base: all who contacted or tried to contact (1,473) / 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 (bases vary depending on contact method). *Caution - low base size of 59.

Multiple contact methods are associated with higher satisfaction, provided phone is not among them

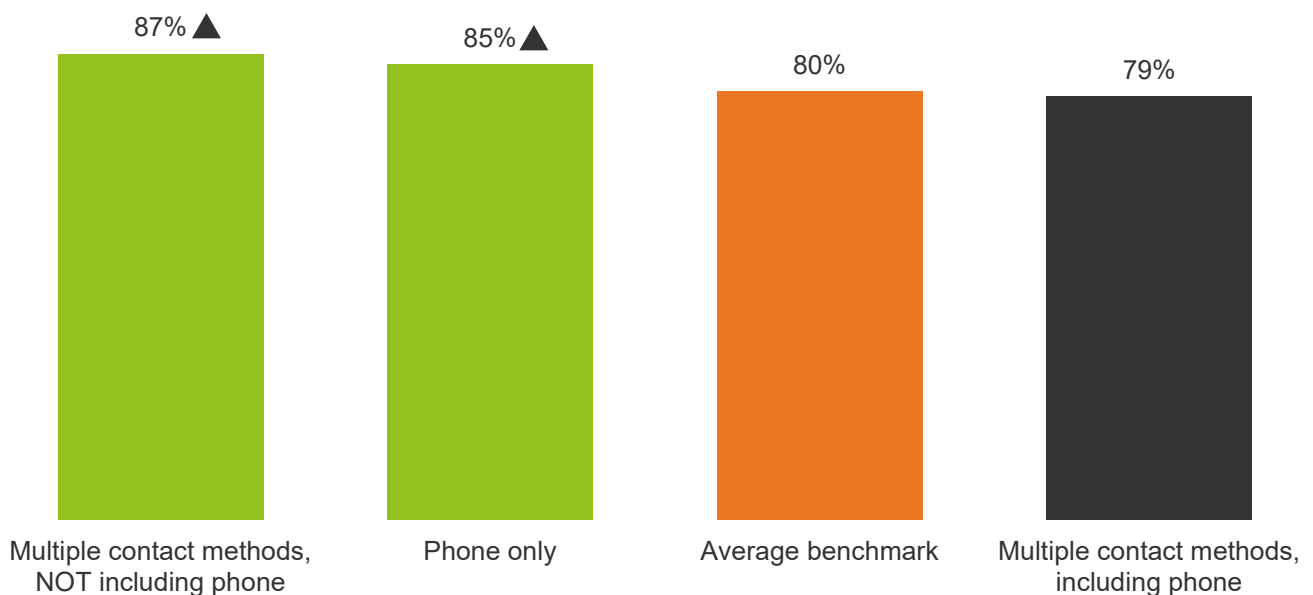
As shown in Figure 7, customers who relied solely on phone as their contact method are associated with having a better overall experience.

When done right, phone contact can lead to positive experiences. This could be because consumers value speaking to a human and that there is an added layer of assurance.

The picture changes, however, when customers use phone in combination with another contact method. The Implied Impact Satisfaction score falls to 79%, in line with the average rather than above it. This suggests multi-channel journeys involving phone are a sign of something going wrong. Customers may have attempted to resolve their query by phone only to be redirected elsewhere, or conversely, tried an online channel first and turned to the phone out of frustration when they didn't get a response.

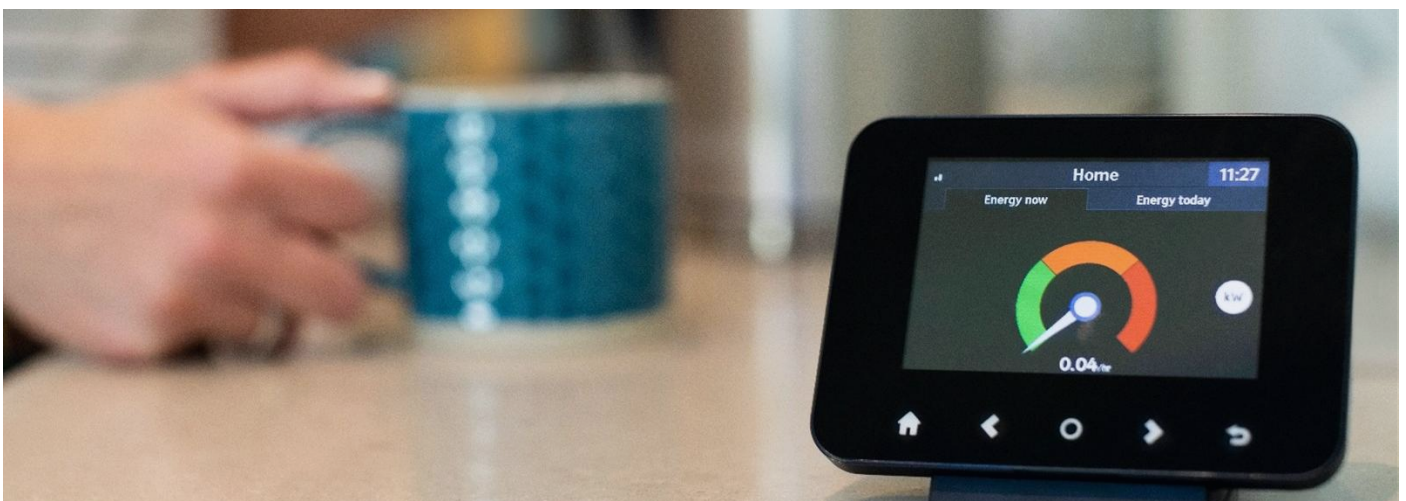
Interestingly, this dynamic does not apply to customers who used multiple contact methods but avoided the phone entirely. Their experiences remained comparatively positive, with an Implied Impact Satisfaction of 87%, suggesting a different set of expectations altogether. While we cannot explain definitively why this is, it could be because navigating more than one channel, when those channels are online, is less burdensome for consumers, particularly for those with digital skills.

Figure 9: Implied Impact Satisfaction Scores of using phone when contacting supplier



Statistical significance key

■ Above average ▲
 ■ No different to average
 ■ Average benchmark (80%)



Contact Perceptions Modelling

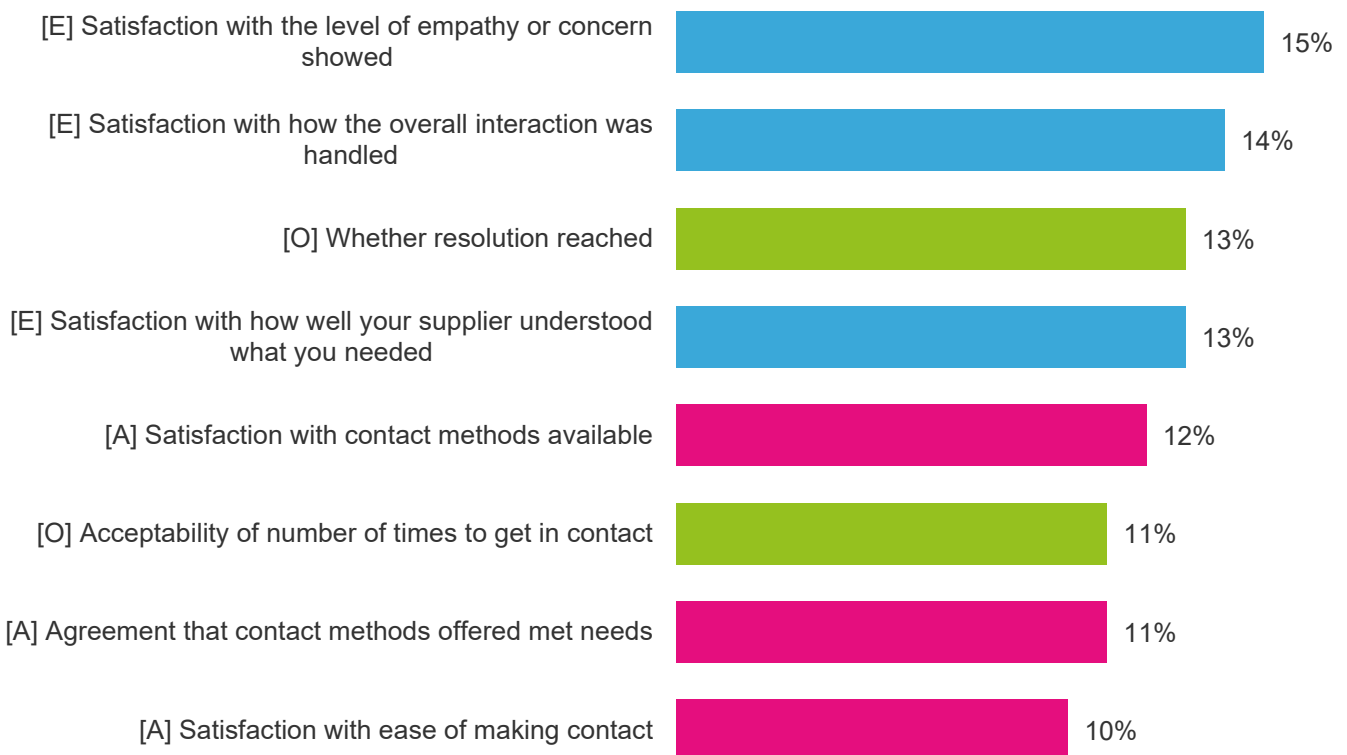
Lots of perceptions of the contact interaction matter, but empathy matters that bit more

The Contact Perceptions model accounts for 53.5% of the variance in customer service satisfaction. As observed for overall satisfaction, direct measures of customer experience will naturally be more predictive than structural characteristics alone.

The variables included in the model cover three broad categories:

- **Empathetic measures:** including the level of empathy or concern shown by the supplier during the interaction, the overall handling of the contact, and whether customers felt their supplier understood what they needed.
- **Access measures:** including satisfaction with the contact methods available, whether those methods felt suitable and whether getting in touch was straightforward.
- **Outcome factors:** whether a resolution was reached and the acceptability of contact attempts.

Figure 10: Relative importance scores – Customer Service Satisfaction: Contact Perceptions model



R-squared of model: 53.5%. All variables shown are statistically significant. See appendix for full list of variables included in the model.

Variables key

■ [E] Empathy measures ■ [A] Access measures ■ [O] Outcome factors

Though variables cluster together in ranking, supplier empathy and overall handling emerge as the top two predictors in the model, with 15% and 13% relative importance scores respectively. These factors rank

ahead of even practical outcomes like resolution (12%). This suggests that how a supplier makes a customer feel can matter as much as whether their issue is ultimately resolved.

This trend is supported by wider customer service literature. Hess, Ganesan, and Klein (2003) found that how a service failure is handled, and specifically whether the employee demonstrated concern and understanding, mattered more to customers than the failure itself, a principle that resonates strongly with the patterns observed above.²³

Nonetheless, resolution and contact effort still carry considerable weight at 12% and 11% respectively. Satisfaction with how well the supplier understood the customer's needs, the suitability of contact methods, and ease of contact all follow closely behind.

What this means is that suppliers have to get all angles of the customer interaction right: empathy towards the customer, the customer can access their supplier easily and that the customer gets a positive resolution.



When we look closer at the relationship within these measures, we see how there is a considerable gap in customer experience based on whether customers are satisfied or dissatisfied with that element of the interaction.

²³ [Hess, R.L., Ganesan, S. and Klein, N.M. \(2003\) Service Failure and Recovery The Impact of Relationship Factors on Customer Satisfaction. Journal of the Academy of Marketing Science, 31, 127-145. - References - Scientific Research Publishing.](#)

Table 9: Gap in Implied Impact Satisfaction Scores of contact interaction, Empathy measures

Contact satisfaction measure	Relative Importance score	Gap in Implied Impact Satisfaction (Satisfied minus Dissatisfied)	Implied Impact Satisfaction Scores if Satisfied/ Agree	Implied Impact Satisfaction Scores if Dissatisfied/ Disagree
Satisfaction with the level of empathy or concern shown towards you	15%	+17.7	89%	71%
Satisfaction with how the overall interaction was handled	14%	+10.4	86%	75%
Satisfaction with how well your supplier understood what you needed	13%	+7.4	85%	78%

Table 10: Gap in Implied Impact Satisfaction Scores of contact interaction, Access measures

Access measures	Relative Importance score	Gap in Implied Impact Satisfaction (Satisfied/Agree minus Dissatisfied/ Disagree)	Implied Impact Satisfaction Scores if Satisfied/ Agree	Implied Impact Satisfaction Scores if Dissatisfied/ Disagree
Satisfaction with contact methods available	12%	+13.7	88%	75%
Agreement that the contact methods offered meet your needs	11%	+6.2	84%	78%
Satisfaction with ease of making contact	10%	+8.5	84%	75%

Table 11: Gap in Implied Impact Satisfaction Scores of contact interaction, Outcome measures

Outcome measures	Relative Importance score	Gap in Implied Impact Satisfaction (Fully resolved/Acceptable minus Ongoing 1 month+/Unacceptable)	Implied Impact Satisfaction Scores if Satisfied/ Agree	Implied Impact Satisfaction Scores if Dissatisfied/ Disagree
Resolution reached*	13%	+20.4	89%	68%
Acceptability of contact attempts**	11%	+13.3	87%	73%

Average benchmark = 80%. *For resolution reached, this is highlighting the gap in those where their resolution was fully resolved vs. queries ongoing for longer than one month. **For acceptability of contact attempts, this is highlighting the gap in those where they found the number of contact attempts acceptable vs. unacceptable.

Firstly taking the most predictive factor in this model, satisfaction with the level of empathy or concern shown, customers who felt their supplier demonstrated genuine empathy recorded an Implied Impact Satisfaction score of 89%, compared to just 71% among those who didn't - a gap of 18 percentage points. A gap this size highlights the disparity of experiences customers can have based off of just this factor, as the model controls for all else.

A similar dynamic plays out across the other empathy measures. Customers satisfied with how the overall interaction was handled sits 10 percentage points above those who weren't, while satisfaction with how well the supplier understood their needs produces a gap of 7 percentage points.

While empathy measures make up the top two predictors in the model, satisfaction with how customers access their supplier for their issue or query and the outcome of the contact also matter. Access measures and outcome factors tell a similar story to the empathy measures explained above.

For example, customers satisfied with the contact methods available have an Implied Impact Satisfaction score of 88%, compared to 75% for those dissatisfied - a gap of nearly 14 percentage points. For ease of making contact, the gap stands at 9 percentage points, and a 6 percentage point disparity emerges for those who felt the available methods met their needs.

This mirrors findings in wider literature – no single factor dominates

What the model ultimately shows is that no single factor dominates. Relative importance scores sit within a comparatively narrow range, each contributing meaningfully but none decisively - consistent with Parasuraman, Zeithaml and Berry's widely cited SERVQUAL framework, which established that customers assess service quality across multiple dimensions at once rather than through any one lens.²⁴

The negative impact of unresolved queries compounds over time

Reaching a resolution is the third most predictive variable in the model, accounting for 12% of the total variance for customer service satisfaction.

Where a supplier fully resolved a customer's query or issue, Implied Impact Satisfaction reaches 89%, unsurprisingly higher than the average benchmark.

Where a supplier does not resolve the query, however, the impact on satisfaction compounds over time. Customers with an ongoing query of less than a month record an Implied Impact Satisfaction score of 76%, in line with the average benchmark. For those waiting longer than a month, that figure drops sharply to 68%, pointing to the lasting damage that prolonged uncertainty inflicts on the customer relationship.

²⁴ [\(PDF\) A Conceptual Model of Service Quality and its Implication for Future Research \(SERVQUAL\)](#)

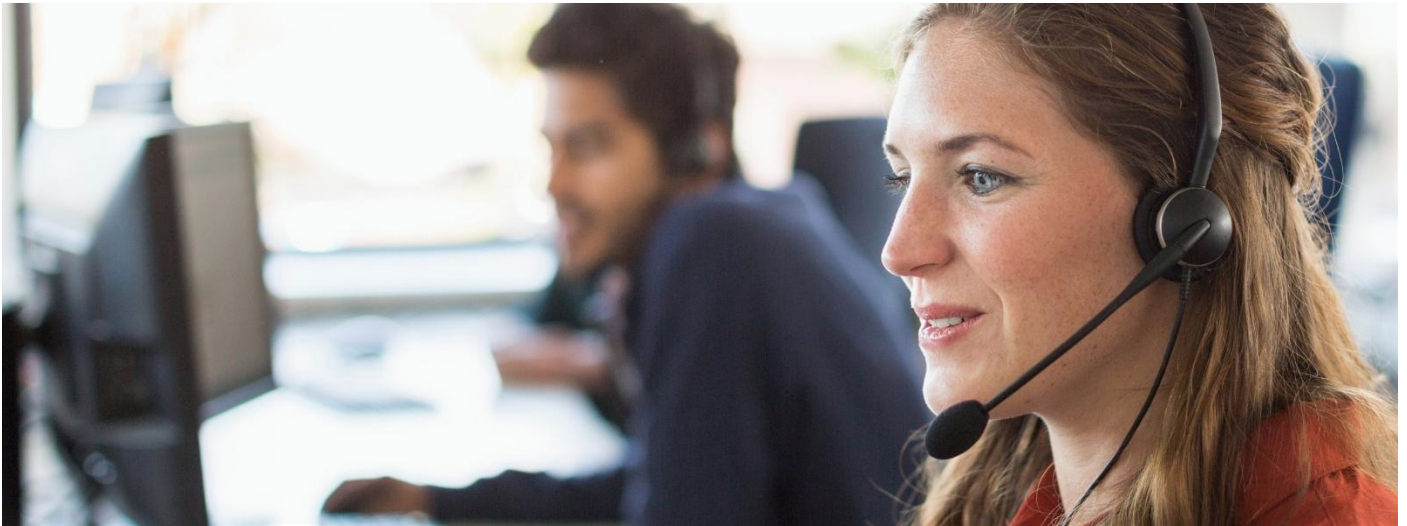
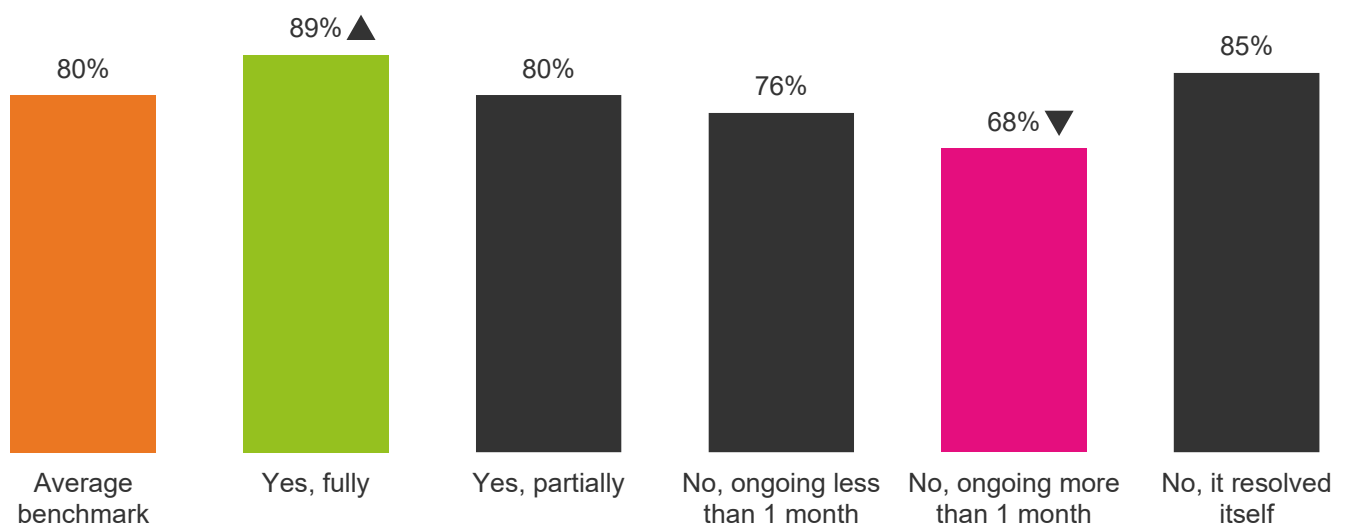


Figure 11: Implied Impact Satisfaction Scores of reaching a resolution



Statistical significance key

■ Above average ▲

■ No different to average

■ Below average ▼

■ Average benchmark (80%)



Appendix

BMG's Financial Vulnerability Classification

Overview

Many of the factors linked to overall satisfaction also relate to socio-economic status – especially indicators of household financial comfort. To provide a clear summary of each respondent's financial situation in the context of rising financial pressures, we have combined three measures – savings, debt, and ability to handle unexpected expenses – into a set of financial vulnerability classifications. This builds on analysis questions used by the ONS using data from the Opinions and Lifestyle survey.²⁵

These categories are defined as follows:

- **Highly financially vulnerable** – not able to save, and who cannot afford an unexpected but necessary expense of £900²⁶ and who are borrowing more than usual.
- **Financially vulnerable** – not able to save, who either cannot afford an unexpected expense of £900 or are borrowing more than usual.
- **Getting by** – expect to save or can afford unexpected expense of £900, who are not borrowing more than usual.
- **Doing well** – expect to save in the next 12 months, can afford an unexpected £900 expense, and who are not borrowing more than usual.

For those who answered “don't know” or “prefer not to say” to one of the three input questions, we used modelling to assign them to the groups they most closely resembled. This considerably reduced the proportion of unclassified cases – now just 6% in the latest wave. Figures below are the latest figures from January 2026. This version of the variable was used in the regressions as it considerably reduced the number of missing cases in the model.

Financial Vulnerability Classification category	Share of consumers in January 2026
Doing well	44%
Getting by	13%
Vulnerable	19%
Highly financially vulnerable	18%
Unclassified	6%

Classification questions

Base: All respondents

SINGLE RESPONSE

²⁵ [Impact of increased cost of living on adults across Great Britain | ONS](#)

²⁶ Prior to January 2026, the amount asked in the survey was £850. In January 2026, we updated this figure (in line with CPI) to £900.

CL1. In view of the general economic situation, do you think you will be able to save any money in the next 12 months?

Please select one only

Fixed code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		
98	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

CL2. Could your household afford to pay an unexpected, but necessary, expense of £900?

Please select one only

Fixed code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		
98	Prefer not to say		

Base: All respondents

SINGLE RESPONSE

CL3. Have you had to borrow more money or use more credit than usual in the last month, compared to a year ago?

Borrowing or using credit includes credit cards, overdrafts, or taking out loans, borrowing from friends, family, neighbours or other personal connections.

Please select one only

Fixed code	Answer list	Scripting notes	Routing
1	Yes		
2	No		
97	Don't know		
98	Prefer not to say		

Full regression model breakdown: Variables ranked by importance

Overall Satisfaction: Demographic & Energy Characteristics

Table 12: Demographic & Energy Characteristics model variables ranked by importance (R-square of 13.6%)

Category	Variable	Relative importance score	Nagelkerke R Square	Rank	Statistically significant	Nature of relationship ²⁷
Key variable	Financial Vulnerability Classification	31%	4.2%	1	Yes	Consumers classified as 'doing well' and 'getting by' are more likely to be satisfied than average, while 'vulnerable' and 'highly vulnerable' are less likely to be satisfied than average.
Key variable	Parent supplier	23%	3.2%	2	Yes	16% point range in Implied Impact Satisfaction Scores between top and bottom parent supplier.
Moderate	Smart meter uptake	9%	1.3%	3	Yes	Consumers with a smart meter are more likely to be satisfied than average, with those without less likely than average.
Moderate	Age of respondent	8%	1.0%	4	Yes	Satisfaction has U-shape relationship with age: satisfaction is highest for 18-24s, dipping to its lowest level for 35-49s, before improving again for older age groups.
Moderate	Heat pump ownership	7%	1.0%	5	Yes	Heat pump owners are associated with higher satisfaction than those without a heat pump.

²⁷ The nature of the relationship between each variable and satisfaction is described in the table, based on how each group's odds of satisfaction compare to the overall average. This analysis uses effect coding, where each group is compared to the average across all groups, rather than to a single reference category.

Category	Variable	Relative importance score	Nagelkerke R Square	Rank	Statistically significant	Nature of relationship ²⁷
Minimal but statistically significant	EV ownership	4%	0.6%	6	Yes	EV owners are associated with higher overall satisfaction compared to non-EV owners.
Minimal but statistically significant	Disability status	4%	0.5%	7	Yes	Customers with a disability are less likely to be satisfied than average, with those without less likely to be so.
Minimal but statistically significant	Switched supplier / tariff	3%	0.5%	8	Yes	Customers who've switched tariff with the same supplier are more satisfied vs. non-switchers
Minimal but statistically significant	Priority Services Register (PSR) membership	2%	0.3%	9	Yes	Customers who are members of the PSR are more likely to be satisfied than average, with customers who are not less satisfied than average.
Minimal but statistically significant	Payment type	2%	0.3%	10	Yes	Standard Credit customers are less likely to be satisfied than average, prepayment meter customers more likely to be satisfied than average, and Direct Debit customers in line with the average.
Not statistically significant	Region	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Children under 5 or expecting	N/A	N/A	N/A	No	Not applicable.

Category	Variable	Relative importance score	Nagelkerke R Square	Rank	Statistically significant	Nature of relationship ²⁷
Not statistically significant	Fuel type	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Gender	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Tenure	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Whether claiming benefits	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Ethnicity	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Carer status	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Urban / Rural	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Digitally excluded	N/A	N/A	N/A	No	Not applicable.

Relative importance scores are not shown for variables that are not statistically significant. These typically hold a very small percentage share even when not significant but have been excluded here as no significant relationship was found.

Customer Service Satisfaction: Demographic & Energy Characteristics with Contact Method and Reason

Table 13: Contact Reason & Method model variables ranked by importance (R-square of 25.0%)

Category	Variable	Relative importance score	Nagelkerke R Square	Rank	Statistically significant	Nature of relationship ²⁸
Key factor	Financial Vulnerability Classification	18%	4.5%	1	Yes	Consumers classified as 'doing well' and 'getting by' are more likely to be satisfied than average, and 'vulnerable' and 'highly vulnerable' less than average.
Key factor	Age of respondent	13%	3.3%	2	Yes	25 to 34 year olds are the most satisfied of the age groups, with the lowest being for 50 to 74 year olds.
Key factor	Parent supplier	13%	3.2%	3	Yes	16% point range in Implied Impact Satisfaction Scores between top and bottom parent supplier.
Moderate	Contact reason: To make a complaint / about a previous complaint	10%	2.5%	4	Yes	Those who contacted their supplier to make a complaint less likely to be satisfied, with a 22% point gap in Implied Impact Satisfaction between those who have and have not complained.
Moderate	Smart meter uptake	8%	1.9%	5	Yes	Consumers with a smart meter are more likely to be satisfied than average, with those without less likely than average.
Moderate	Heat pump ownership	8%	1.9%	6	Yes	Consumers with a heat pump are more likely than average to be satisfied.

²⁸ The nature of the relationship between each variable and satisfaction is described in the table, based on how each group's odds of satisfaction compare to the overall average. This analysis uses effect coding, where each group is compared to the average across all groups, rather than to a single reference category.

Category	Variable	Relative importance score	Nagelkerke R Square	Rank	Statistically significant	Nature of relationship ²⁸
Moderate	EV ownership	7%	1.6%	7	Yes	Customers who own an EV are more likely than average to be satisfied.
Moderate	Contact method	5%	1.3%	8	Yes	Those who contact their supplier through a supplier's app, those that used multiple contact methods not including telephone, and those who used telephone are more likely to be satisfied than average.
Moderate	Home battery ownership	4%	1.1%	9	Yes	Customers who have home battery storage are more likely than average to be satisfied.
Moderate	Contact reason: Bill query	3%	0.8%	10	Yes	Those who contacted a supplier regarding a bill query are less likely than average to be satisfied.
Minimal but statistically significant	Contact reason: To give a meter reading	2%	0.5%	11	Yes	Customers who contacted suppliers to give a meter reading are more likely than average to be satisfied.
Minimal but statistically significant	Contact reason: About a gas leak	2%	0.5%	12	Yes	Those who made contact regarding a gas leak are more likely to be satisfied than average.
Minimal but statistically significant	Disability status	2%	0.5%	13	Yes	Customers with a disability are less likely than average to be satisfied.

Category	Variable	Relative importance score	Nagelkerke R Square	Rank	Statistically significant	Nature of relationship ²⁸
Minimal but statistically significant	Digitally excluded	2%	0.5%	14	Yes	Those who are digitally excluded are less likely than average to be satisfied.
Minimal but statistically significant	Contact reason: Smart meter query	1%	0.3%	15	Yes	Customers who contacted their supplier with a query about a smart meter are less likely to be satisfied than average.
Minimal but statistically significant	Whether claiming benefits	1%	0.3%	16	Yes	Customers who receive benefits are more likely than average to be satisfied.
Minimal but statistically significant	Contact reason: About switching to a new supplier	<1%	0.1%	17	Yes	Those who contacted a supplier with regards to switching to a new supplier are less likely to be satisfied than average.
Not statistically significant	Children under 5 or expecting	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Payment type	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Region	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Fuel type	N/A	N/A	N/A	No	Not applicable.

Category	Variable	Relative importance score	Nagelkerke R Square	Rank	Statistically significant	Nature of relationship ²⁸
Not statistically significant	Gender	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Tenure	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Priority Services Register (PSR) membership	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Ethnicity	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Carer status	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Urban / Rural	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Time of Use tariffs	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Solar panel ownership	N/A	N/A	N/A	No	Not applicable.

Category	Variable	Relative importance score	Nagelkerke R Square	Rank	Statistically significant	Nature of relationship ²⁸
Not statistically significant	Contact reason: To change the way I pay for my energy	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Contact reason: To enquire about the products or services they offer	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Contact reason: To find out about changing my fuel type supplier tariff	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Contact reason: To seek help with issue	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Contact reason: To ask for a credit balance refund	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Contact reason: There was a problem with my direct debit	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Contact reason: I/my households fuel type supplier was cut off	N/A	N/A	N/A	No	Not applicable.
Not statistically significant	Contact reason: To tell supplier about a change in my circumstances	N/A	N/A	N/A	No	Not applicable.

Category	Variable	Relative importance score	Nagelkerke R Square	Rank	Statistically significant	Nature of relationship ²⁸
Not statistically significant	Contact reason: I/my household had a faulty meter	N/A	N/A	N/A	No	Not applicable.

Customer Service Satisfaction: Contact Perceptions

Table 14: Contact Perceptions model variables ranked by importance (R-square of 53.5%)

Category	Variable	Relative importance score	Nagelkerke R Square	Rank	Statistically significant	Nature of relationship ²⁹
Key factor	Satisfaction with the level of empathy or concern shown	15	8.0%	1	Yes	Customers who were satisfied with the empathy shown were more likely than average to be satisfied.
Key factor	Satisfaction with how the overall interaction was handled	14	7.3%	2	Yes	Customers who were dissatisfied with the interaction were less likely to be satisfied than average
Key factor	Resolution reached	13	7.0%	3	Yes	Those who had a resolution for their query are more likely to be satisfied than average. Those who had a query which was ongoing for more than a month are less likely than average to be satisfied.
Key factor	Satisfaction with how well your supplier understood what you needed	13	6.8%	4	Yes	Customers who felt that their supplier understood what they needed are more likely to be satisfied than average.

²⁹ The nature of the relationship between each variable and satisfaction is described in the table, based on how each group's odds of satisfaction compare to the overall average. This analysis uses effect coding, where each group is compared to the average across all groups, rather than to a single reference category.

Category	Variable	Relative importance score	Nagelkerke R Square	Rank	Statistically significant	Nature of relationship ²⁹
Key factor	Satisfaction with contact methods available	12	6.6%	5	Yes	Those satisfied with contact methods available are more likely than average to be satisfied.
Key factor	Acceptability of number of times you had to get in contact	11	6.0%	6	Yes	Customers who felt that the number of contact attempts was acceptable are more likely than average to be satisfied.
Key factor	Agreement that the contact methods offered meet your needs	11	5.7%	7	Yes	Customers who agreed that the contact methods offered met their needs are more likely than average to be satisfied.
Key factor	Satisfaction with ease of making contact	10	5.5%	8	Yes	Those who were satisfied with the ease of making contact are more likely to be satisfied than average.
Minimal but statistically significant	Being able to find the right person / department	<1	0.2%	9	Yes	Those who experienced not being able to find the right person or department are less likely than average to be satisfied.
Minimal but statistically significant	Available on the day or at the time I needed it	<1	0.2%	10	Yes	Customers who felt that suppliers were not available when needed are less likely than average to be satisfied with their service
Minimal but statistically significant	Supplier offered a contact method suitable for my needs	<1	0.1%	11	Yes	Those who felt that their supplier did not offer a suitable contact method were less likely to be satisfied than average

Variable summary

Overall Satisfaction models

Variable	Category	Questionnaire logic	Numbers
n/a	Total	All	7,701
Dependent: Overall satisfaction with supplier	Satisfied	A5="Very satisfied" OR A5="Satisfied"	6,303
Dependent: Overall satisfaction with supplier	NOT Satisfied	A5="Very dissatisfied" OR A5="Dissatisfied" OR A5="Unsure" OR ~A5="Prefer not to answer"	503
Financial Vulnerability Classification	Doing well	CLR=1 (see appendix for full definition of CLR variable)	3,633
Financial Vulnerability Classification	Getting by	CLR=2 (see appendix for full definition of CLR variable)	977
Financial Vulnerability Classification	Financially vulnerable	CLR=3 (see appendix for full definition of CLR variable)	1,341
Financial Vulnerability Classification	Highly financially vulnerable	CLR=4 (see appendix for full definition of CLR variable)	1,264
Gender	Male	S10=Male	3,599
Gender	Female	S10=Female	4,085
Gender	Missing	S10="Non-binary" OR "Other" OR "Prefer not to say"	17
Age	18 to 24	S9A="18 to 24" OR (S9>17 & S9<25)	186
Age	25 to 34	S9A="25 to 34" OR (S9>24 & S9<35)	1,298
Age	35 to 49	S9A="35 to 49" OR (S9>34 & S9<50)	2,060
Age	50 to 64	S9A="50 to 64" OR (S9>49 & S9<65)	1,978
Age	65 to 74	S9A="65 to 74" OR (S9>64 & S9<75)	1,423
Age	75 or older	S9A="75 or older" OR (S9>74)	756
Region	North East	dregion = "North East"	312
Region	North West	dregion = "North West"	953
Region	Yorkshire and the Humber	dregion = "Yorkshire and the Humber"	651
Region	East Midlands	dregion = "East Midlands"	571
Region	West Midlands	dregion = "West Midlands"	696

Variable	Category	Questionnaire logic	Numbers
Region	East of England	dregion = "East of England"	693
Region	London	dregion = "London"	1,146
Region	South East	dregion = "South East"	1,002
Region	South West	dregion = "South West"	664
Region	Wales	dregion = "Wales"	392
Region	Scotland	dregion = "Scotland"	621
Urban/ Rural	Rural	UR_Code="Rural"	1,165
Urban/ Rural	Urban	UR_Code="Urban"	6,392
Urban/ Rural	Missing data	UR_Code is BLANK	7
Disability status	No/Unknown	H4="No" OR H5="No" OR H5="Don't know" OR H5="Prefer not to say"	5,284
Disability status	Yes	H5="Yes"	2,417
Digitally excluded	Yes	digitallyexcluded="DIGITALLY EXCLUDED" (no access to the internet; OR access to the internet but not confident using; OR only use the internet for email, browsing, accessing news, social media or none of these)	1,052
Digitally excluded	No	digitallyexcluded="NOT DIGITALLY EXCLUDED" (all else)	6,649
Tenure	Being bought on a mortgage	H10 = "Being bought on a mortgage"	1,471
Tenure	Owned outright by household	H10 = "Owned outright by household"	3,259
Tenure	Shared ownership	H10 = "Shared ownership"	58
Tenure	Rented from Local Authority	H10 = "Rented from Local Authority"	767
Tenure	Rented from Housing Association / Trust	H10 = "Rented from Housing Association / Trust"	834
Tenure	Rented from private landlord	H10 = "Rented from private landlord"	1,129
Tenure	Living rent free	H10 = "Living rent free"	67
Tenure	Other / Unknown	H10 = "Other" OR H10 = "Don't know" OR H10 = "Prefer not to say"	116
In Receipt of benefits	No / Unknown	H2="None" OR H2="Don't know" OR H2="Prefer not to say"	4,713
In Receipt of benefits	Yes	H2 = Any code (1 to 12)	2,988

Variable	Category	Questionnaire logic	Numbers
Someone expecting/ children under 5	No / Unknown	NOT(H12="Someone who is expecting" OR H12="Children aged under 5 ")	6,612
Someone expecting/ children under 5	Yes	H12="Someone who is expecting" OR H12="Children aged under 5 "	1,089
Ethnicity	White / Unknown	Missing DEthncity OR DEthncity="White categories"	6,392
Ethnicity	Ethnic minority group	DEthncity="Mixed / Multiple ethnic categories" OR "Asian / Asian British categories" OR "Black / African / Caribbean / Black British categories" OR "Other ethnic group" categories.	1,309
Full time carer	No / Unknown	H7="No" OR H7="Prefer not to answer" OR "Don't know"	6,675
Full time carer	Yes	H7="Yes"	1,026
Electric vehicle ownership	No / Unknown	NOT(H13="A plug-in hybrid car or van" OR H13="A fully electric car or van")	6,643
Electric vehicle ownership	Yes	H13="A plug-in hybrid car or van" OR H13="A fully electric car or van"	1,058
Priority Services Register (PSR) membership	No / Unknown	S15="No" OR S15="Don't know" OR S15="Prefer not to say"	4,526
Priority Services Register (PSR) membership	Yes	S15="yes"	3,175
Smart meter uptake	No / Unsure	C1="No, but I would consider getting one in the future" OR C1="No, and I would not consider getting one in the future" OR C1="Don't know"	2,213
Smart meter uptake	Yes	C1="Yes – I have a smart meter for mains electricity" OR C1="Yes – I have a smart meter for mains gas" OR C1="Yes – I have a smart meter for mains gas and electricity"	5,488
Switched	Switched Supplier	F1="Yes – I have switched my energy supplier"	658

Variable	Category	Questionnaire logic	Numbers
Switched	Switched tariff, but not supplier	F1="Yes – I have switched my energy tariff but stayed with the same supplier"	1,206
Switched	No / Unknown	NOT (F1="Yes – I have switched my energy supplier") & NOT(F1="Yes – I have switched my energy tariff but stayed with the same supplier")	5,891
Payment type	Direct debit only	(paymenttyperecode_1="Direct debit") AND NOT(paymenttyperecode_2="Standard credit" AND NOT(paymenttyperecode_4="Pre-Payment meter")	5,093
Payment type	Standard credit	NOT (paymenttyperecode_1="Direct debit") AND (paymenttyperecode_2="Standard credit" AND NOT(paymenttyperecode_4="Pre-Payment meter")	1,213
Payment type	Pre-Payment meter	NOT (paymenttyperecode_1="Direct debit") AND NOT(paymenttyperecode_2="Standard credit" AND (paymenttyperecode_4="Pre-Payment meter")	1,395
Bill satisfaction	Satisfied	MAX(b8_1,b8_2)="Very Satisfied" OR MAX(b8_1,b8_2)="Satisfied"	5621
Bill satisfaction	NOT satisfied	MAX(b8_1,b8_2)="Very dissatisfied" OR MAX(b8_1,b8_2)="Dissatisfied" OR MAX(b8_1,b8_2)="Neither satisfied nor dissatisfied" OR MAX(b8_1,b8_2)="Unsure" OR MAX(b8_1,b8_2)="Prefer not to answer"	733
Bill satisfaction	Pre-payment meter / other / Unknown	Not Asked B8_1 OR B8_2	1347
Complaint satisfaction	Satisfied with complaint handling	E10="Very Satisfied" OR E10="Satisfied"	140
Complaint satisfaction	NOT satisfied with complaint handling	E10="Very dissatisfied" OR E10="Dissatisfied" OR E10="Neither satisfied nor dissatisfied" E10="Unsure" OR E10="Prefer not to answer"	76
Complaint satisfaction	Not made a complaint	Not Asked E10	7485
Ease of contacting supplier/ satisfaction with contact	Easy to contact Or Satisfied	MAX(e2,e16)="Very Satisfied" OR MAX(e2,e16)="Satisfied"	5305

Variable	Category	Questionnaire logic	Numbers
Ease of contacting supplier/ satisfaction with contact	NOT easy AND NOT satisfied	MAX(e2,e16)="Very dissatisfied" OR MAX(e2,e16)="Dissatisfied" OR MAX(e2,e16)="Neither satisfied nor dissatisfied" OR MAX(be2,e16)="Unsure" OR MAX(e2,e16)="Prefer not to answer"	1225
Ease of contacting supplier/ satisfaction with contact	Has not tried to contact	Not Asked e2 AND e16	1171
Support with bill paying satisfaction	Satisfied with support	ANY(G10=4,5)	728
Support with bill paying satisfaction	NOT satisfied with support	ANY(G10=1,2,3,97,98)	197

Customer Service Satisfaction models

Variable	Category	Questionnaire logic	Numbers
n/a	Those who contacted or tried to contact their supplier in the past 3 months	E3="Yes – contacted" OR E3="Yes – tried to contact but wasn't able to"	4,262
Dependent: Customer service satisfaction with supplier	Satisfied	A7="Very satisfied" OR A7="Satisfied"	3,450
Dependent: Customer service satisfaction with supplier	NOT Satisfied	A7="Very dissatisfied" OR A7="Dissatisfied" OR A7="Unsure" OR ~A7="Prefer not to answer"	812
Financial Vulnerability Classification	Doing well	CLR=1 (see appendix for full definition of CLR variable)	2,074
Financial Vulnerability Classification	Getting by	CLR=2 (see appendix for full definition of CLR variable)	485
Financial Vulnerability Classification	Financially vulnerable	CLR=3 (see appendix for full definition of CLR variable)	625
Financial Vulnerability Classification	Highly financially vulnerable	CLR=4 (see appendix for full definition of CLR variable)	884
Gender	Male	S10=Male	2,030
Gender	Female	S10=Female	2,227
Gender	Missing	S10="Non-binary" OR "Other" OR "Prefer not to say"	5
Age	18 to 24	S9A="18 to 24" OR (S9>17 & S9<25)	169
Age	25 to 34	S9A="25 to 34" OR (S9>24 & S9<35)	1157
Age	35 to 49	S9A="35 to 49" OR (S9>34 & S9<50)	1268
Age	50 to 64	S9A="50 to 64" OR (S9>49 & S9<65)	900
Age	65 to 74	S9A="65 to 74" OR (S9>64 & S9<75)	499
Age	75 or older	S9A="75 or older" OR (S9>74)	269
Region	North East	dregion = "North East"	170
Region	North West	dregion = "North West"	520

Variable	Category	Questionnaire logic	Numbers
Region	Yorkshire and the Humber	dregion = "Yorkshire and the Humber"	338
Region	East Midlands	dregion = "East Midlands"	285
Region	West Midlands	dregion = "West Midlands"	413
Region	East of England	dregion = "East of England"	342
Region	London	dregion = "London"	886
Region	South East	dregion = "South East"	461
Region	South West	dregion = "South West"	324
Region	Wales	dregion = "Wales"	205
Region	Scotland	dregion = "Scotland"	318
Urban/ Rural	Rural	UR_Code="Rural"	478
Urban/ Rural	Urban	UR_Code="Urban"	3,551
Urban/ Rural	Missing data	UR_Code is BLANK	233
Disability status	No/Unknown	H4="No" OR H5="No" OR H5="Don't know" OR H5="Prefer not to say"	2,859
Disability status	Yes	H5="Yes"	1,403
Digitally excluded	Yes	digitallyexcluded="DIGITALLY EXCLUDED" (no access to the internet; OR access to the internet but not confident using; OR only use the internet for email, browsing, accessing news, social media or none of these)	488
Digitally excluded	No	digitallyexcluded="NOT DIGITALLY EXCLUDED" (all else)	3,774
Tenure	Being bought on a mortgage	H10 = "Being bought on a mortgage"	800
Tenure	Owned outright by household	H10 = "Owned outright by household"	1,691
Tenure	Shared ownership	H10 = "Shared ownership"	36
Tenure	Rented from Local Authority	H10 = "Rented from Local Authority"	427
Tenure	Rented from Housing Association / Trust	H10 = "Rented from Housing Association / Trust"	460
Tenure	Rented from private landlord	H10 = "Rented from private landlord"	740
Tenure	Living rent free	H10 = "Living rent free"	46
Tenure	Other / Unknown	H10 = "Other" OR H10 = "Don't know" OR H10 = "Prefer not to say"	62

Variable	Category	Questionnaire logic	Numbers
In Receipt of benefits	No / Unknown	H2="None" OR H2="Don't know" OR H2="Prefer not to say"	2,192
In Receipt of benefits	Yes	H2 = Any code (1 to 12)	2,070
Someone expecting/ children under 5	No / Unknown	NOT(H12="Someone who is expecting" OR H12="Children aged under 5 ")	3,338
Someone expecting/ children under 5	Yes	H12="Someone who is expecting" OR H12="Children aged under 5 "	924
Ethnicity	White / Unknown	Missing DEthncity OR DEthncity="White categories"	3,225
Ethnicity	Ethnic minority group	DEthncity="Mixed / Multiple ethnic categories" OR "Asian / Asian British categories" OR "Black / African / Caribbean / Black British categories" OR "Other ethnic group" categories.	1,037
Full time carer	No / Unknown	H7="No" OR H7="Prefer not to answer" OR "Don't know"	3,423
Full time carer	Yes	H7="Yes"	839
Electric vehicle ownership	No / Unknown	NOT(H13="A plug-in hybrid car or van" OR H13="A fully electric car or van")	3,423
Electric vehicle ownership	Yes	H13="A plug-in hybrid car or van" OR H13="A fully electric car or van"	872
Heat pump ownership	No / Unknown	NOT(H13="Heat pump")	3,620
Heat pump ownership	Yes	H13="Heat pump"	642
Home battery ownership	No / Unknown	NOT(H13="Home battery storage for electricity")	3,828
Home battery ownership	Yes	H13="Home battery storage for electricity"	434
Solar panel ownership	No / Unknown	NOT(H13="Solar panels")	3,500
Solar panel ownership	Yes	H13="Solar panels"	762
Time of Use tariffs	No / Unknown	NOT(W22: H16="Yes – a Time of Use tariff where energy is cheaper at set times of the day or night"	3,946

Variable	Category	Questionnaire logic	Numbers
		W20-21: H13="Time of Use Tariff")	
Time of Use tariffs	Yes	W22: H16="Yes – a Time of Use tariff where energy is cheaper at set times of the day or night" W20-21: H13="Time of Use Tariff"	316
Priority Services Register (PSR) membership	No / Unknown	S15="No" OR S15="Don't know" OR S15="Prefer not to say"	1,878
Priority Services Register (PSR) membership	Yes	S15="yes"	2,384
Smart meter uptake	No / Unsure	C1="No, but I would consider getting one in the future" OR C1="No, and I would not consider getting one in the future" OR C1="Don't know"	945
Smart meter uptake	Yes	C1="Yes – I have a smart meter for mains electricity" OR C1="Yes – I have a smart meter for mains gas" OR C1="Yes – I have a smart meter for mains gas and electricity"	3,317
Switched	Switched Supplier	F1="Yes – I have switched my energy supplier"	644
Switched	Switched tariff, but not supplier	F1="Yes – I have switched my energy tariff but stayed with the same supplier"	825
Switched	No / Unknown	NOT (F1="Yes – I have switched my energy supplier") & NOT(F1="Yes – I have switched my energy tariff but stayed with the same supplier")	2,793
Payment type	Direct debit only	(paymenttyperecode_1="Direct debit") AND NOT(paymenttyperecode_2="Standard credit" AND NOT(paymenttyperecode_4="Pre-Payment meter")	2,392
Payment type	Standard credit	NOT (paymenttyperecode_1="Direct debit") AND (paymenttyperecode_2="Standard credit" AND NOT(paymenttyperecode_4="Pre-Payment meter")	698
Payment type	Pre-Payment meter	NOT (paymenttyperecode_1="Direct debit") AND NOT(paymenttyperecode_2="Standard credit" AND (paymenttyperecode_4="Pre-Payment meter")	854

Variable	Category	Questionnaire logic	Numbers
Reason for contact - A query over a bill I received	No/unknown	E4_1=NOT SELECTED	3,636
Reason for contact - A query over a bill I received	Yes	E4_1=SELECTED	626
Reason for contact - A query about smart meters / my smart meter	No/unknown	E4_2=NOT SELECTED	3,628
Reason for contact - A query about smart meters / my smart meter	Yes	E4_2=SELECTED	634
Reason for contact - To change the way I pay for my energy	No/unknown	E4_3=NOT SELECTED	3,920
Reason for contact - To change the way I pay for my energy	Yes	E4_3=SELECTED	342
Reason for contact - About switching to a new supplier	No/unknown	E4_4=NOT SELECTED	4,070
Reason for contact - About switching to a new supplier	Yes	E4_4=SELECTED	192
Reason for contact - To enquire about the products or services they offer	No/unknown	E4_5=NOT SELECTED	3,733
Reason for contact - To	Yes	E4_5=SELECTED	529

Variable	Category	Questionnaire logic	Numbers
enquire about the products or services they offer			
Reason for contact - To find out about changing my fuel type supplier tariff	No/unknown	E4_6=NOT SELECTED	3,715
Reason for contact - To find out about changing my fuel type supplier tariff	Yes	E4_6=SELECTED	547
Reason for contact - To give a meter reading	No/unknown	E4_7=NOT SELECTED	3,483
Reason for contact - To give a meter reading	Yes	E4_7=SELECTED	779
Reason for contact - To make a complaint or about a previous complaint	No/unknown	E4_8=NOT SELECTED	3,957
Reason for contact - To make a complaint or about a previous complaint	Yes	E4_8=SELECTED	305
Reason for contact - To seek help with issue	No/unknown	E4_9=NOT SELECTED	3,714
Reason for contact - To seek help with issue	Yes	E4_9=SELECTED	548
Reason for contact - To	No/unknown	E4_11=NOT SELECTED	3,907

Variable	Category	Questionnaire logic	Numbers
ask for a credit balance refund			
Reason for contact - To ask for a credit balance refund	Yes	E4_11=SELECTED	355
Reason for contact - There was a problem with my direct debit	No/unknown	E4_12=NOT SELECTED	3,957
Reason for contact - There was a problem with my direct debit	Yes	E4_12=SELECTED	305
Reason for contact - I/my households fuel type supplier was cut off	No/unknown	E4_13=NOT SELECTED	4,058
Reason for contact - I/my households fuel type supplier was cut off	Yes	E4_13=SELECTED	204
Reason for contact - A gas leak	No/unknown	E4_14=NOT SELECTED	4,082
Reason for contact - A gas leak	Yes	E4_14=SELECTED	180
Reason for contact - I/my household had a faulty meter	No/unknown	E4_15=NOT SELECTED	3,927
Reason for contact - I/my household had a faulty meter	Yes	E4_15=SELECTED	335

Variable	Category	Questionnaire logic	Numbers
Reason for contact - To tell supplier about a change in my circumstances	No/unknown	E4_16=NOT SELECTED	3,894
Reason for contact - To tell supplier about a change in my circumstances	Yes	E4_16=SELECTED	368
Satisfaction with ease of making contact	Dissatisfied	E7_2 ="Very dissatisfied","Dissatisfied"	431
Satisfaction with ease of making contact	Neither/Unknown	E7_2 ="Neither satisfied nor dissatisfied","Unsure","Prefer not to answer"	443
Satisfaction with ease of making contact	Satisfied	E7_2 = "Very satisfied","Satisfied"	3,388
Satisfaction with ease of finding contact	Dissatisfied	E7_1 ="Very dissatisfied","Dissatisfied"	377
Satisfaction with ease of finding contact	Neither/Unknown	E7_1 ="Neither satisfied nor dissatisfied","Unsure","Prefer not to answer"	476
Satisfaction with ease of finding contact	Satisfied	E7_1 = "Very satisfied","Satisfied"	3,409
Satisfaction with how the overall interaction was handled	Dissatisfied	E7_12 ="Very dissatisfied","Dissatisfied"	402
Satisfaction with how the overall interaction was handled	Neither/Unknown	E7_12 ="Neither satisfied nor dissatisfied","Unsure","Prefer not to answer"	477
Satisfaction with how the	Satisfied	E7_12 = "Very satisfied","Satisfied"	3,,383

Variable	Category	Questionnaire logic	Numbers
overall interaction was handled			
Satisfaction with the level of empathy or concern showed towards you	Dissatisfied	E7_13 ="Very dissatisfied","Dissatisfied"	413
Satisfaction with the level of empathy or concern showed towards you	Neither/Unknown	E7_13 ="Neither satisfied nor dissatisfied","Unsure","Prefer not to answer"	615
Satisfaction with the level of empathy or concern showed towards you	Satisfied	E7_13 = "Very satisfied","Satisfied"	3,234
Satisfaction with how well your supplier understood what you needed	Dissatisfied	E7_15 ="Very dissatisfied","Dissatisfied"	429
Satisfaction with how well your supplier understood what you needed	Neither/Unknown	E7_15 ="Neither satisfied nor dissatisfied","Unsure","Prefer not to answer"	486
Satisfaction with how well your supplier understood what you needed	Satisfied	E7_15 = "Very satisfied","Satisfied"	3,347
Method of contact	By phone only	E6=1 only	1541
Method of contact	Through live chat only	E6=2 only	331
Method of contact	By email only	E6=3 only	669
Method of contact	By writing a letter only	E6=4 only	32

Variable	Category	Questionnaire logic	Numbers
Method of contact	Through social media only	E6=5 only	48
Method of contact	By completing a form on their website only	E6=6 only	205
Method of contact	Through their App only	E6=7 only	593
Method of contact	Multi contact including phone	2 or more responses at E6 and E6=" By phone"	459
Method of contact	Multi contact NOT including phone	2 or more responses at E6 and NOT(E6=" By phone")	384
Resolution	Yes, fully	E14="Yes, fully"	2,905
Resolution	Yes, partially	E14="Yes, partially"	776
Resolution	No, ongoing less than 1 month	(E14=3 or 4) & (E14A=1 or 2 or 3)	121
Resolution	No, ongoing more than 1 month	(E14=3 or 4) & (E14A=4)	286
Resolution	No, it resolved itself	(E14=3 or 4) & (E14A=5)	48
Resolution	Unknown	E14="Unknown" or E14="Not applicable " or ((E14=3 or 4) & (E14A=97 or 98))	126
Acceptability of number of times you had to get in contact	Acceptable	Q12a="Completely acceptable","Somewhat acceptable"	3,162
Acceptability of number of times you had to get in contact	Neither/Unknown	Q12a="Neither acceptable nor unacceptable","Unsure"	563
Acceptability of number of times you had to get in contact	Unacceptable	Q12a="Somewhat unacceptable","Completely unacceptable"	537
Contact methods offered met your needs	Disagree	E17="Strongly disagree","Disagree"	286
Contact methods offered met your needs	Neither/Unknown	E17="Neither agree nor disagree","Don't know","Not applicable"	492
Contact methods	Agree	E17="Agree","Strongly agree"	3,484

Variable	Category	Questionnaire logic	Numbers
offered met your needs			
Having to get in contact more than once before you received a response	NOT experienced/NOT Asked	NOT (E12_1=1) Not Asked (E12)	3788
Having to get in contact more than once before you received a response	Experienced	E12_1=1	474
Supplier taking a long time between responses	NOT experienced/NOT Asked	NOT (E12_2=1) Not Asked (E12)	3,537
Supplier taking a long time between responses	Experienced	E12_2=1	725
Not receiving a response	NOT experienced/NOT Asked	NOT (E12_3=1) Not Asked (E12)	3,960
Not receiving a response	Experienced	E12_3=1	302
Not being able to find the right person / department	NOT experienced/NOT Asked	NOT (E12_4=1) Not Asked (E12)	3,962
Not being able to find the right person / department	Experienced	E12_4=1	300
Not available on the day or at the time I needed it	NOT experienced/NOT Asked	NOT (E12_10=1) Not Asked (E12)	3,943
Not available on the day or at the time I needed it	Experienced	E12_10=1	319
Being passed around different departments	NOT experienced/NOT Asked	NOT (E12_11=1) Not Asked (E12)	3,743

Variable	Category	Questionnaire logic	Numbers
Being passed around different departments	Experienced	E12_11=1	519
Supplier didn't offer a contact method suitable for my needs	NOT experienced/NOT Asked	NOT (E12_12=1) Not Asked (E12)	3,981
Supplier didn't offer a contact method suitable for my needs	Experienced	E12_12=1	281

Handling missing cases

Ensuring a large sample size is essential in regression analysis. At times, responses may be incomplete due to survey routing or respondent uncertainty. To handle this, missing cases were either excluded or appropriately recoded:

- **Removal of missing data:** If a respondent did not provide an answer to a critical demographic question such as gender, their response was removed from the model entirely (i.e. entire case), as an "unknown" category does not offer meaningful insights.
- **Recoding for certain variables:** For questions like disability status, if a respondent did not provide an answer, their response was recoded as "No / Unknown." This ensures that analysis actively compares those who stated a disability against those who did not state a disability.

We've set out details of the missing cases alongside the full variable structures in the appendix. Overall, the share removed only accounts for 7% of available cases for overall satisfaction and 5% for the customer service satisfaction models, meaning impact on the modelling is negligible.

When preparing attitudinal variables for regression, responses were categorised into three groups:

1. **Positive response:** For example, those expressing satisfaction.
2. **Negative response or, at best, neutral responses:** For example, those expressing dissatisfaction and neither satisfied nor dissatisfied.
3. **Not asked the question:** Some respondents were not presented with specific attitudinal questions, such as satisfaction with billing if they were on a prepayment meter. In these instances, to retain these respondents in the model (as removing them would considerably reduce the sample and potentially bias the results), we created a separate category for those not asked the question. This ensured consistency across variables while maintaining the full sample size.

Model outputs

The tables below set out in full the model outputs for all models outlined in this report.

Exp(B) (commonly referred to as an odds ratio) shows how the odds for each group differ from the overall average across all categories. For example, an Exp(B) of 1.09 means the odds are 9% higher than the average. This value is used as basis to calculate our Implied Impact Satisfaction Scores.

The **P-value** indicates whether this difference is statistically significant. A p-value of 0.04 means there's a 4% probability the result occurred by chance, which meets the 95% confidence level for significance.

Overall Satisfaction: Satisfaction Metrics model (waves 21-22 combined)

The dependent variable for this model is: "Overall, how satisfied or dissatisfied are you with <SUPPLIER> as your supplier of <FUEL TYPE>?" (Variable A5).

The variables in the table are independent variables that are statistically significant in the model.

Variable	Category	Exp(B)	P-value	Implied Impact Satisfaction Score
Bill satisfaction	Satisfied	2.4303	0.00	92%
Bill satisfaction	NOT satisfied	0.3202	0.00	59%
Bill satisfaction	Pre-payment meter / other / Unknown	1.2849	0.00	85%
Complaint satisfaction	Satisfied with complaint handling	1.7447	0.03	89%
Complaint satisfaction	NOT satisfied with complaint handling	0.4224	0.00	65%
Complaint satisfaction	Not made a complaint	1.3568	0.05	86%
Support satisfaction	Satisfied with support	1.3620	0.01	86%
Support satisfaction	NOT satisfied with support	0.491	0.00	69%
Support satisfaction	Not received support	1.4954	0.00	87%
Switching process satisfaction	Satisfied with switching process	1.1362	0.34	83%
Switching process satisfaction	NOT satisfied with switching process	0.6754	0.04	75%
Switching process satisfaction	Not switched	1.3031	0.01	85%
Satisfaction with smart meter	Satisfied with smart meter	2.3005	0.00	91%
Satisfaction with smart meter	NOT satisfied with smart meter	0.5432	0.00	71%
Satisfaction with smart meter	No smart meter	0.8003	0.00	78%
Ease of contacting supplier / satisfaction with contact	Easy Or Satisfied	2.1151	0.00	90%
Ease of contacting supplier / satisfaction with contact	NOT easy AND NOT satisfied	0.4039	0.00	64%
Ease of contacting supplier / satisfaction with contact	Has not tried to contact	1.1707	0.01	84%

Nagelkerke R Square	38.1%
Number of cases	7701 (100%)

Overall Satisfaction: Demographic & Energy Characteristics model (waves 21-22 combined)

The dependent variable for this model is: "Overall, how satisfied or dissatisfied are you with <SUPPLIER> as your supplier of <FUEL TYPE>?" (Variable A5).

The variables in the table are independent variables that are statistically significant in the model.

Variable	Category	Exp(B)	P-value	Implied Impact Satisfaction Score
Financial Vulnerability Classification	Getting by	1.28	0.001	85%
Financial Vulnerability Classification	Financially vulnerable	0.76	0.000	77%
Financial Vulnerability Classification	Highly financially vulnerable	0.63	0.000	74%
Financial Vulnerability Classification	Doing well	1.65	0.000	88%
Smart meter uptake	Yes	1.25	0.000	85%
Smart meter uptake	No / Unknown	0.80	0.000	78%
Age	18 to 24	1.24	0.028	85%
Age	25 to 34	0.96	0.583	81%
Age	35 to 49	0.77	0.000	77%
Age	50 to 64	0.98	0.776	81%
Age	65 to 74	1.05	0.633	82%
Age	75 or older	1.05	0.798	82%
Priority Services Register (PSR) membership	Yes	1.13	0.000	83%
Priority Services Register (PSR) membership	No / Unknown	0.88	0.000	80%
Payment type	Standard credit	0.82	0.013	79%
Payment type	Pre-Payment meter	1.22	0.010	84%
Payment type	Unknown / Multi-methods	0.94	0.609	81%
Payment type	Direct debit	1.05	0.380	82%
Switched supplier / tariff	Switched Supplier	1.30	0.001	85%
Switched supplier / tariff	Switched tariff, but not supplier	0.99	0.832	81%
Switched supplier / tariff	No / Unknown	0.78	0.003	78%
Gender	Female	1.04	0.300	82%
Gender	Male	0.97	0.300	81%
Disability status	Yes	0.90	0.003	80%

Variable	Category	Exp(B)	P-value	Implied Impact Satisfaction Score
Disability status	No / Unknown	1.12	0.003	83%
Region	North West	1.06	0.550	82%
Region	Yorkshire and the Humber	0.86	0.131	79%
Region	East Midlands	0.96	0.709	81%
Region	West Midlands	1.09	0.423	83%
Region	East of England	1.02	0.874	82%
Region	London	1.07	0.498	83%
Region	South East	0.91	0.293	80%
Region	South West	0.94	0.545	81%
Region	Wales	1.00	0.982	82%
Region	Scotland	0.89	0.294	80%
Region	North East	1.27	0.140	85%
Fuel type	Mains gas only	0.87	0.210	79%
Fuel type	Mains electricity only	1.03	0.745	82%
Fuel type	Mains gas and electricity	1.11	0.583	83%
Children under 5 or expecting	Yes	1.08	0.230	83%
Children under 5 or expecting	No / Unknown	0.93	0.230	80%
Electric vehicle ownership	Yes	1.18	0.013	84%
Electric vehicle ownership	No / Unknown	0.85	0.013	79%
Heat pump ownership	Yes	1.44	0.000	86%
Heat pump ownership	No / Unknown	0.69	0.000	75%

Nagelkerke R Square	13.60%
Number of cases	7199 (93.5%)

Customer Service Satisfaction: Demographic & Energy Characteristics with Contact Method and Reason model (waves 20-22 combined)

The dependent variable for this model is: "Overall, how satisfied or dissatisfied are you with the customer service you have received from <A3/A4 SUPPLIER>?" (Variable A7). This is based off of customers who have contacted, or tried to contact, their energy supplier in the past three months.

The variables in the table are independent variables that are statistically significant in the model.

Variable	Category	Exp(B)	P-value	Implied Impact Satisfaction Score
Age of respondent	18 to 24	1.22	0.367	83%
Age of respondent	25 to 34	1.73	0.000	88%
Age of respondent	35 to 49	1.17	0.090	83%
Age of respondent	50 to 64	0.71	0.000	74%
Age of respondent	65 to 74	0.73	0.005	75%
Age of respondent	75 or older	0.79	0.123	76%
Disability status	Yes	0.89	0.018	78%
Disability status	No/Unknown	1.13	0.018	82%
Digitally excluded	Yes	0.82	0.002	77%
Digitally excluded	No	1.22	0.002	83%
Receiving benefits	Yes	1.20	0.001	83%
Receiving benefits	No	0.83	0.001	77%
Financial vulnerability	Getting by	1.03	0.782	81%
Financial vulnerability	Financially vulnerable	0.81	0.012	77%
Financial vulnerability	Highly financially vulnerable	0.69	0.000	74%
Financial vulnerability	Doing well	1.74	0.000	88%
EV Ownership	Yes	1.33	0.000	84%
EV Ownership	No/Unknown	0.75	0.000	75%
Smart Meter uptake	Yes	1.37	0.000	85%
Smart Meter uptake	No/Unsure	0.73	0.000	75%
Home battery ownership	Yes	1.43	0.006	85%
Home battery ownership	No	0.70	0.006	74%
Heat pump ownership	Yes	1.55	0.000	86%
Heat pump ownership	No	0.65	0.000	73%
Reason for contact: Billing Query	Yes	0.75	0.000	75%
Reason for contact: Billing Query	No/Unknown	1.33	0.000	84%
Reason for contact: Smart Meter Query	Yes	0.84	0.003	77%
Reason for contact: Smart Meter Query	No/Unknown	1.19	0.003	83%
Reason for contact: To give a meter reading	Yes	1.27	0.000	84%

Variable	Category	Exp(B)	P-value	Implied Impact Satisfaction Score
Reason for contact: To give a meter reading	No/Unknown	0.79	0.000	76%
Reason for contact: to make a complaint	Yes	0.50	0.000	67%
Reason for contact: to make a complaint	No/Unknown	1.99	0.000	89%
Reason for contact: A gas leak	Yes	1.57	0.016	87%
Reason for contact: A gas leak	No/Unknown	0.64	0.016	72%
Reason for contact: About switching to a new supplier	Yes	0.78	0.022	76%
Reason for contact: About switching to a new supplier	No/Unknown	1.29	0.022	84%
Method of contact	Through live chat only	0.97	0.828	80%
Method of contact	By email only	1.04	0.771	81%
Method of contact	By writing a letter only	0.52	0.091	68%
Method of contact	Through social media only	0.54	0.077	69%
Method of contact	By completing a form on their website only	1.01	0.968	80%
Method of contact	Through their App only	1.80	0.000	88%
Method of contact	Multi contact including phone	0.91	0.510	79%
Method of contact	Multi contact NOT including phone	1.58	0.011	87%
Method of contact	By phone only	1.37	0.002	85%

Nagelkerke R Square	25.0%
Number of cases	4068 (95%)

Customer Service Satisfaction: Contact Perceptions (waves 20-22 combined)

The dependent variable for this model is: "Overall, how satisfied or dissatisfied are you with the customer service you have received from <A3/A4 SUPPLIER>?" (Variable A7). This is based off of customers who have contacted, or tried to contact, their energy supplier in the past three months.

The variables in the table are independent variables that are statistically significant in the model.

Variable	Category	Exp(B)	P-value	Implied Impact Satisfaction Score
Satisfaction with ease of making contact	Neither/Unknown	1.063	0.564	81%
Satisfaction with ease of making contact	Satisfied	1.264	0.018	84%
Satisfaction with ease of making contact	Dissatisfied	0.744	0.016	75%
Satisfaction with how the interaction was handled	Neither/Unknown	0.905	0.349	79%
Satisfaction with how the interaction was handled	Satisfied	1.472	0.001	86%
Satisfaction with how the interaction was handled	Dissatisfied	0.750	0.047	75%
Satisfaction with the level of empathy or concern shown	Neither/Unknown	0.862	0.119	78%
Satisfaction with the level of empathy or concern shown	Satisfied	1.927	0.000	89%
Satisfaction with the level of empathy or concern shown	Dissatisfied	0.750	0.000	71%
Satisfaction with supplier understanding what is needed	Neither/Unknown	0.831	0.077	77%
Satisfaction with supplier understanding what is needed	Satisfied	1.406	0.001	85%
Satisfaction with supplier understanding what is needed	Dissatisfied	0.856	0.029	78%
Satisfaction with contact methods available	Neither/Unknown	0.766	0.017	76%
Satisfaction with contact methods available	Satisfied	1.825	0.000	88%
Satisfaction with contact methods available	Dissatisfied	0.715	0.025	74%
Being able to find the right person / department	Experienced	1.311	0.011	84%
Being able to find the right person / department	NOT experienced/ Unknown	0.763	0.011	76%
Available on the day or time I need it	Experienced	1.301	0.010	84%
Available on the day or time I need it	NOT experienced/NOT Asked	0.769	0.010	76%

Variable	Category	Exp(B)	P-value	Implied Impact Satisfaction Score
Supplier offered a contact method suitable for my needs	Experienced	1.282	0.028	84%
Supplier offered a contact method suitable for my needs	NOT experienced/NOT Asked	0.780	0.028	76%
Acceptability of the number of times to get in contact	Neither/Unknown	0.949	0.589	79%
Acceptability of the number of times to get in contact	Unacceptable	0.670	0.000	73%
Acceptability of the number of times to get in contact	Acceptable	1.573	0.000	87%
Resolution reached	Yes, partially	0.994	0.961	80%
Resolution reached	No, ongoing less than 1 month	0.767	0.210	76%
Resolution reached	No, ongoing more than 1 month	0.525	0.000	68%
Resolution reached	No, it resolved itself	1.366	0.310	85%
Resolution reached	Unknown	0.967	0.873	80%
Resolution reached	Yes, fully	1.890	0.000	89%
Agreement that the contact methods met needs	Neither/Unknown	0.852	0.172	78%
Agreement that the contact methods met needs	Agree	1.331	0.011	84%
Agreement that the contact methods met needs	Disagree	0.882	0.415	78%

Nagelkerke R Square	53.5%
Number of cases	4262 (100%)

Multicollinearity tests

When assessing multicollinearity in regression models, the Generalised Variance Inflation Factor (GVIF) is a useful diagnostic tool, especially when dealing with categorical variables with multiple levels.

GVIF is an extension of the standard Variance Inflation Factor (VIF) used to detect multicollinearity in regression models. While VIF is suited for single-parameter (scalar) predictors, GVIF is designed to handle predictors with multiple degrees of freedom, such as categorical variables with multiple levels or factor variables such as is the case in our models.

GVIF quantifies how much the variance of a regression coefficient is inflated due to correlations with other predictors. A high GVIF value suggests that a predictor is highly collinear with others, which can undermine the stability and interpretability of the regression model. The table below quantifies the thresholds.

We use the **Adjusted GVIF** value to the number of levels in a categorical variable, making multicollinearity easier to interpret.³⁰ It puts GVIF values on the same scale as standard GVIFs, so we can fairly compare variables. This helps us spot potential collinearity problems more accurately and make better decisions about which variables to keep.

Adjusted GVIF	Interpretation
≈ 1	No multicollinearity
1–2	Low multicollinearity
2–5	Moderate multicollinearity
>5	High multicollinearity

Across all predictors in the model, the Adjusted GVIF values range from 1.04 to 1.53, which is below the commonly accepted thresholds for problematic multicollinearity (as shown above). Most demographic, household, and contact-reason variables show Adjusted GVIF values close to 1.05–1.15, indicating very low collinearity.

A small number of variables, such as specific contact satisfaction measures (E7 series), contact methods and contact difficulty-related measures (E12 series), show slightly higher Adjusted GVIF values in the 1.25–1.53 range. However, these still fall comfortably within acceptable limits and do not indicate any meaningful inflation of variance.

Overall, the results show that multicollinearity is not a concern in any of the models, and all predictors retain sufficient independent variation to be included without compromising coefficient stability or interpretability.

³⁰ Formula: $GVIF^{1/(2 \cdot Df)}$



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