

# Report

---

## Customers' satisfaction with their supplier - supplier level findings

---

Publication date: 25 November 2024

Team: Consumer Insights and Behavioural Science

Email: [consumer.first@ofgem.gov.uk](mailto:consumer.first@ofgem.gov.uk)

---

This document presents data on two indicators of energy customer satisfaction for seven energy supplier groups. The data comes from the Energy Consumer Satisfaction Survey, which is a survey of domestic energy consumers in England, Scotland and Wales (Great Britain) commissioned by Ofgem and Citizen's Advice.

© Crown copyright 2024

The text of this document may be reproduced (excluding logos) under and in accordance with the terms of the [Open Government Licence](#).

Without prejudice to the generality of the terms of the Open Government Licence the material that is reproduced must be acknowledged as Crown copyright and the document title of this document must be specified in that acknowledgement.

Any enquiries related to the text of this publication should be sent to Ofgem at:

10 South Colonnade, Canary Wharf, London, E14 4PU.

This publication is available at [www.ofgem.gov.uk](http://www.ofgem.gov.uk). Any enquiries regarding the use and re-use of this information resource should be sent to: [psi@nationalarchives.gsi.gov.uk](mailto:psi@nationalarchives.gsi.gov.uk)

---

## Introduction

As the independent energy regulator for England, Scotland and Wales (Great Britain) Ofgem's priority is to protect energy customers. In Ofgem's [Multi-year Strategy](#), we committed to publishing more data to drive up standards in the market. By publishing more data, we aim to enable more informed consumer choice and incentivise better supplier performance.

This report presents the latest data on two key customer satisfaction indicators for seven energy supplier groups. These are the seven suppliers with the largest sample base in the survey. These indicators are: overall satisfaction with their supplier, and satisfaction with the customer service they have received from their supplier. [The previous survey's results, including a supplier level report, can be found here.](#)

The data comes from the Energy Consumer Satisfaction Survey, a survey of domestic energy consumers in Great Britain commissioned by Ofgem and Citizens Advice. We regularly publish the aggregate results of this survey.

The survey was designed to be nationally representative of the energy consumer population in Great Britain. It uses a quota-based approach to sampling and results were weighted overall by age, gender, region, Index of Multiple Deprivation (IMD), ethnicity and payment type. We used a mixed mode method of data collection which was largely online and included face to face interviewing targeted at digitally excluded respondents. The fieldwork was conducted between 10 July and 1 August 2024 with 3,750 domestic energy consumers.

The data reported reflects customers' perceptions of their supplier and the service they receive. The survey asks which supplier the respondents are with and then asks questions about their experiences with that supplier. The satisfaction results below are based on all respondents, regardless of whether they have been in contact with their supplier or not.

It is worth noting the seasonal difference between survey waves, with consumers being surveyed in summer (July 2024) for this wave and in winter (January/February 2024) in the last wave.

These results do not provide an independent assessment of suppliers' processes or practices. Energy suppliers are also required by Ofgem's rules to publish their performance in the Citizens Advice Star Rating. More details about the rating and its methodology are available [here](#).

## Results

As outlined in the main report, at a whole market level, a higher proportion of consumers are satisfied with their supplier overall in July 2024 compared to the previous wave (January to February 2024), with overall satisfaction reaching a level last achieved in April 2020. A similar increase has also been seen in consumers' satisfaction with their supplier's customer service. However, across the whole market, there has not been a statistically significant change in the proportion of consumers who said they were very dissatisfied or dissatisfied with their supplier overall, nor with the customer service they provide. While the overall increase in satisfaction levels is encouraging, the data shows that not all consumers have positive experiences with their energy suppliers.

Table 1 shows the proportion of domestic energy consumers who are satisfied or dissatisfied with their supplier overall in July 2024, split by supplier group. Table 2 shows the proportion of domestic energy consumers who are satisfied or dissatisfied with the customer service provided by their energy supplier in July 2024, split by supplier group. In both tables, subsidiary brands such as white label brands are included in the supplier group that is responsible for their customer service operations.

Table 1: Customers' perceptions of their energy supplier overall

	GB Average	British Gas	EDF Energy	E.ON / E.ON Next	Octopus Energy	OVO Energy	Scottish Power	Utilita
Overall satisfaction: Satisfied or very satisfied	<b>78%</b>	76%	70% ▼	76%	87% ▲	72% ▼	71% ▼	85% ▲
Neither satisfied nor dissatisfied	<b>14%</b>	14%	20% ▲	14%	10% ▼	17%	18%	10%
Dissatisfied or very dissatisfied	<b>8%</b>	10% ▲	10%	9%	3% ▼	10%	11%	4%
Unsure or Prefer not to say	<b>0%</b>	0%	0%	0%	0%	1%	0%	1%

▲ Significant difference against market average in Great Britain for July 2024 at 95% confidence interval. A note on interpreting statistically significant differences [here](#).

A5: Overall, how satisfied or dissatisfied are you with [supplier] as your supplier of <FUEL TYPE>?

Satisfaction metrics are answered on a five point scale:

- very dissatisfied
- dissatisfied
- neither satisfied nor dissatisfied
- satisfied
- very satisfied

The results in this table show the total satisfied (very satisfied and satisfied), neither satisfied nor dissatisfied, total dissatisfied (very dissatisfied and dissatisfied), unsure or prefer not to say figures at a total market level (Great Britain average) and split by individual suppliers.

Base: total market (Great Britain average) all respondents, January/February 2024 (3,750), British Gas (1015), EDF Energy (371), E.ON / E.ON Next (including Sainsbury's Energy) (556), Octopus Energy (including Your Co-op Energy and London Power) (796), OVO Energy (including SSE and Boost Energy) (373), Scottish Power (257), Utilita (130).

Table 2: Customers' perceptions of the customer service provided by their energy supplier

	GB Average	British Gas	EDF Energy	E.ON / E.ON Next	Octopus Energy	OVO Energy	Scottish Power	Utilita
Satisfied or very satisfied	<b>71%</b>	69%	61% ▼	71%	79% ▲	61% ▼	66%	74%
Neither satisfied nor dissatisfied	<b>18%</b>	16%	25% ▲	18%	15% ▼	22%	18%	15%
Dissatisfied or very dissatisfied	<b>8%</b>	12% ▲	9%	8%	3% ▼	10%	13% ▲	8%
Unsure or Prefer not to say	<b>3%</b>	3%	4%	3%	3%	7% ▲	4%	2%

A7: Overall, how satisfied or dissatisfied are you with the customer service you have received from [supplier]?

Satisfaction metrics are answered on a five point scale:

- very dissatisfied
- dissatisfied
- neither satisfied nor dissatisfied
- satisfied
- very satisfied

The results in this table show the total satisfied (very satisfied and satisfied), neither satisfied nor dissatisfied, total dissatisfied (very dissatisfied and dissatisfied), unsure or prefer not to say figures at a total market level (Great Britain average) and split by individual suppliers.

Base: total market (Great Britain average) all respondents, January/February 2024 (3,750), British Gas (1015), EDF Energy (371), E.ON / E.ON Next (including Sainsbury's Energy) (556), Octopus Energy (including Your Co-op Energy and London Power) (796), OVO Energy (including SSE and Boost Energy) (373), Scottish Power (257), Utilita (130).

Below we draw comparisons between supplier groups and the average for July 2024, and identify the supplier groups that have seen an increase or decrease in their results since

the previous survey wave. Please note that only differences that are statistically significant are included in this commentary.

### **How suppliers' results compare against the average**

Octopus Energy and Utilita were the only suppliers with a significantly higher proportion of customers who said they were satisfied or very satisfied with their supplier overall, compared to the average for July 2024. Meanwhile, EDF Energy, OVO Energy and Scottish Power each had significantly lower than average proportions of customers who claimed they were satisfied or very satisfied overall, compared to average.

In terms of dissatisfaction overall, a significantly larger proportion of British Gas customers said they were very dissatisfied or dissatisfied with their supplier overall, compared to average. A smaller proportion of Octopus Energy customers said they were very dissatisfied or dissatisfied with their supplier overall, compared to average.

Similarly, a significantly higher proportion of Octopus Energy customers reported that they were satisfied or very satisfied with the customer service they received from their supplier. In contrast, a lower proportion of EDF Energy and OVO Energy customers claimed they were satisfied or very satisfied with the customer service received from their supplier.

Compared to average in July 2024, significantly higher proportions of British Gas and Scottish Power customers said they were dissatisfied with the customer service provided by their energy supplier. A significantly lower proportion of Octopus Energy customers said they were dissatisfied with customer service compared to average.

### **How suppliers' results in July 2024 compare against the previous survey wave (January to February 2024)**

Comparing the results for supplier groups between the January to February 2024 and July 2024 waves, British Gas, OVO Energy and Utilita saw a statistically significant increase in the proportion of customers who said they were satisfied or very satisfied overall. In terms of consumers' satisfaction with the customer service they received from their supplier, British Gas, Scottish Power and Utilita saw a statistically significant increase in the proportion of consumers who said they were satisfied or very satisfied since the previous wave.

Comparing the July 2024 results for supplier groups to results from January to February 2024, no suppliers saw a statistically significant change in the proportion of consumers who said they were dissatisfied or very dissatisfied with their supplier overall. Similarly, there was no statistically significant change in the proportion of consumers who said they were dissatisfied or very dissatisfied with the customer service provided by their supplier, for any of the supplier groups.

## **Interpreting these results**

The survey is based on a sample of the population of energy consumers in Great Britain responsible for paying their energy bills. We cannot be certain that the figures obtained are exactly those that would have been reached if everyone had taken part (the "true" values). The reported figures are estimates, within a small margin of error. The margin of error varies with sample size – the larger the sample is, the smaller the error will be. For this reason, individual suppliers with fewer than 100 respondents taking part in this survey are not shown.

We have marked statistical significance on the table. Statistical significance testing allows us to assess how confident we can be that the difference between an individual supplier's satisfaction and the satisfaction for the rest of the market is likely to reflect a true difference. We have tested the results at a 95% confidence level. When percentages are low in a given category (e.g. very dissatisfied or dissatisfied), then the difference between percentage values needs to be greater for the results to be statistically significant at a 95% interval level.

Given that the survey uses quotas rather than random probability sampling, statistical significance is indicative only. This has been marked to aid understanding of where differences are meaningful. It indicates where a supplier's results are statistically higher than the GB average as shown through the use of an up arrow, or significantly lower than average as shown through a down arrow.

Full details of the methodology, including further detail on statistical significance testing, is available in our [technical report for the Energy Consumer Satisfaction Survey](#).