



The UK's no.1 broadband and mobile provider.

Source: Kantar TGI data - Kantar TGB2305A – TGI GB (Aug 2022 – Jul 2023)

Survey of 24,111 people aged 15+ across Great Britain from Aug 2022 – Jul 2023.

Kantar interviews a representative sample of over 24,000 adults aged 15+ every year in Great Britain about their behaviour and characteristics.

Number of respondents of Mobile and Home Broadband providers

	EE & BT combined	EE	BT	Sky	VMO2 combined	Virgin Media	O2	Vodafone
Sept 2023 report	11,390	5,728	5,711	6,300	10,837	6,262	4,589	4,240