



Why do more people choose EE?

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

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

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

Broadband

Number of respondents of Home Broadband providers

More WFH'ers choose us		More students choose us		More broadband switchers choose us	
EE+BT:	2,938,000	EE+BT:	3,930,000	EE+BT:	1,877,000
VMo2:	2,667,000	VMo2:	3,686,000	VMo2:	1,206,000
Sky:	2,168,000	Sky:	2,775,000	Sky:	1,211,000
Voda:	679,000	Voda:	1,000,000	Voda:	856,000
Plusnet:	566,000	Plusnet:	518,000	Plusnet:	415,000
TalkTalk:	796,000	TalkTalk:	1,032,000	TalkTalk:	417,000

Mobile

Number of respondents of Mobile providers

More families choose EE		More parents choose EE		More students choose EE	
EE:	2,877,000	EE:	2,166,000	EE:	2,628,000
O2:	2,658,000	O2:	2,119,000	O2:	2,499,000
Three:	1,482,000	Three:	1,157,000	Three:	1,640,000
Giffgaff:	874,000	Giffgaff:	603,000	Giffgaff:	1,202,000
Sky Mobile:	1,045,000	Sky Mobile:	775,000	Sky Mobile:	876,000
Tesco Mobile:	963,000	Tesco Mobile:	716,000	Tesco Mobile:	955,000
BT Mobile:	227,000	BT Mobile:	168,000	BT Mobile:	293,000
Virgin Mobile:	726,000	Virgin Mobile:	582,000	Virgin Mobile:	648,000
Vodafone:	2,061,000	Vodafone:	1,558,000	Vodafone:	1,877,000
More content creators choose EE		More photography lovers choose EE		More Samsung owners choose EE	
EE:	3,258,000	EE:	962,000	EE:	3,429,000
O2:	3,138,000	O2:	870,000	O2:	3,187,000
Three:	2,007,000	Three:	465,000	Three:	1,668,000
Giffgaff:	1,288,000	Giffgaff:	406,000	Giffgaff:	1,018,000
Sky Mobile:	988,000	Sky Mobile:	350,000	Sky Mobile:	1,129,000
Tesco Mobile:	1,037,000	Tesco Mobile:	440,000	Tesco Mobile:	1,811,000
BT Mobile:	321,000	BT Mobile:	152,000	BT Mobile:	481,000
Virgin Mobile:	687,000	Virgin Mobile:	259,000	Virgin Mobile:	1,084,000
Vodafone:	2,280,000	Vodafone:	752,000	Vodafone:	2,314,000

More tech lovers choose EE		More commuters choose EE		More families choose EE	
EE:	8,653,000	EE:	4,864,000	EE:	2,877,000
O2:	8,009,000	O2:	4,526,000	O2:	2,658,000
Three:	4,228,000	Three:	2,227,000	Three:	1,482,000
Giffgaff:	2,876,000	Giffgaff:	1,475,000	Giffgaff:	874,000
Sky Mobile:	2,968,000	Sky Mobile:	1,527,000	Sky Mobile:	1,045,000
Tesco Mobile:	3,704,000	Tesco Mobile:	1,727,000	Tesco Mobile:	963,000
BT Mobile:	1,013,000	BT Mobile:	466,000	BT Mobile:	227,000
Virgin Mobile:	2,277,000	Virgin Mobile:	1,081,000	Virgin Mobile:	726,000
Vodafone:	5,905,000	Vodafone:	3,167,000	Vodafone:	2,061,000
More Whattsappers choose EE		More texters choose EE			
EE:	6,842,000	EE:	8,240,000		
O2:	6,323,000	O2:	7,769,000		
Three:	3,311,000	Three:	3,993,000		
Giffgaff:	2,210,000	Giffgaff:	2,666,000		
Sky Mobile:	2,256,000	Sky Mobile:	2,824,000		
Tesco Mobile:	2,686,000	Tesco Mobile:	3,537,000		
BT Mobile:	729,000	BT Mobile:	961,000		
Virgin Mobile:	1,706,000	Virgin Mobile:	2,108,000		
Vodafone:	4,716,000	Vodafone:	5,585,000		

Broadband & Mobile

Number of respondents of Mobile & Home Broadband providers

More families choose us		More gamers choose us	
EE+BT:	1,423,000	EE+BT:	2,229,000
VMo2:	1,256,000	VMo2:	2,154,000
Sky:	766,000	Sky:	1,139,000
Voda:	419,000	Voda:	559,000
Plusnet:	56,000	Plusnet:	107,000