



## Why do more people choose EE?

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.

## Broadband

Number of respondents of Home Broadband providers

More Broadband switchers choose us	More WFH'ers choose us	More Gamers choose us	More Students choose us
EE+BT: 1.823m	EE+BT: 2.941m	EE+BT: 5.911m	EE+BT: 3.923m
VMo2: 1.236m	VMo2: 2.600m	VMo2: 5.849m	VMo2: 3.651m
Sky: 1.209m	Sky: 2.171m	Sky: 5.053m	Sky: 2.869m
Voda: 906k	Voda: 629k	Voda: 1.378m	Voda: 941k
Plusnet: 419k	Plusnet: 546k	Plusnet: 1.027m	Plusnet: 522k
TalkTalk: 405k	TalkTalk: 688k	TalkTalk: 1.871m	TalkTalk: 1.093m

## Mobile

Number of respondents of Mobile providers

More Families choose us	More Commuters choose us	More Parents choose us	More Students choose us	More gamers choose us
EE: 2.939m	EE: 4.890m	EE: 2.226m	EE: 2.673m	EE: 4.465m
O2: 2.711m	O2: 4.452m	O2: 2.143m	O2: 2.427m	O2: 4.217m
Three: 1.552m	Three: 2.207m	Three: 1.205m	Three: 1.746m	Three: 2.321m
Giffgaff: 867k	Giffgaff: 1.408m	Giffgaff: 601k	Giffgaff: 1.165m	Giffgaff: 1.642m
Sky Mobile: 1.032m	Sky Mobile: 1.523m	Sky Mobile: 790k	Sky Mobile: 867k	Sky Mobile: 1.647k
Tesco Mobile: 906k	Tesco Mobile: 1.750m	Tesco Mobile: 675k	Tesco Mobile: 957k	Tesco Mobile: 1.881m
BT Mobile: 198k	BT Mobile: 430k	BT Mobile: 145k	BT Mobile: 291k	BT Mobile: 429k
Virgin Mobile: 701k	Virgin Mobile: 1.128m	Virgin Mobile: 543k	Virgin Mobile: 703k	Virgin Mobile: 1.189m
Vodafone: 2.059m	Vodafone: 3.082m	Vodafone: 1.585m	Vodafone: 1.934m	Vodafone: 3.049m

More Content Creators choose us	More Whatsapp'ers choose us	More Texters choose us	More Photography fans choose us
EE: 810k	EE: 6.847m	EE: 8.360m	EE: 967k
O2: 713k	O2: 6.423m	O2: 7.724m	O2: 913k
Three: 501k	Three: 3.334m	Three: 3.944m	Three: 464k
Giffgaff: 351k	Giffgaff: 2.217m	Giffgaff: 2.687m	Giffgaff: 404k
Sky Mobile: 215k	Sky Mobile: 2.212m	Sky Mobile: 2.835m	Sky Mobile: 354k
Tesco Mobile: 264k	Tesco Mobile: 2.713m	Tesco Mobile: 3.554m	Tesco Mobile: 393k
BT Mobile: 94k	BT Mobile: 753k	BT Mobile: 1.013m	BT Mobile: 144k
Virgin Mobile: 322k	Virgin Mobile: 1.776m	Virgin Mobile: 2.238m	Virgin Mobile: 242k
Vodafone: 637k	Vodafone: 4.754m	Vodafone: 5.611m	Vodafone: 735k

<b>More Monthly Contract users choose us (phone incl)</b>	<b>More Pay Monthly Users SIM Only users choose us (no mobile phone)</b>
EE: 4.769m	EE: 3.521m
O2: 4.609m	O2: 2.925m
Three: 1.905m	Three: 2.181m
Giffgaff: 182k	Giffgaff: 1.464
Sky Mobile: 1.818m	Sky Mobile: 1.352m
Tesco Mobile: 2.462m	Tesco Mobile: 1.159m
BT Mobile: 305k	BT Mobile: 878k
Virgin Mobile: 1.164m	Virgin Mobile: 1.340m
Vodafone: 2.956m	Vodafone: 2.508m

## Broadband & Mobile

Number of respondents of Mobile & Home Broadband providers

<b>More families choose us</b>	<b>More WFH'ers choose us</b>
EE+BT: 1.461m	EE+BT 4.239m
VMo2: 1.245m	VMo2 4.219m
Sky: 743k	Sky: 2.354m
Voda: 401k	Voda: 1.868m
Plusnet: 53k	Plusnet: 631k