



Fixed broadband customer satisfaction: consumer survey



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About this report

This report uses the results of our annual consumer survey to analyse how customers' satisfaction with their fixed broadband services in Europe, North America and Asia-Pacific is changing over time.¹

The survey was conducted in association with Dynata between July and August 2022. The survey groups were chosen to be representative of the internet-using population in the above-mentioned regions. We set quotas on age, gender and geographical spread to that effect. There were at least 1000 respondents per country.

KEY QUESTIONS ANSWERED IN THIS REPORT

- What are operators' Net Promoter Scores (NPSs) and how are they changing over time?
- How satisfied are consumers with operators':
 - price
 - service reliability
 - broadband speed
 - customer service.

GEOGRAPHICAL COVERAGE

- **Western Europe (WE):** France, Germany, Ireland, Italy, Spain, Sweden and the UK
- **Central and Eastern Europe (CEE):** Poland and Turkey
- **North America (NA):** USA
- **Developed Asia-Pacific (DVAP):** Australia and New Zealand
- **Emerging Asia-Pacific (EMAP):** Malaysia and the Philippines

WHO SHOULD READ THIS REPORT

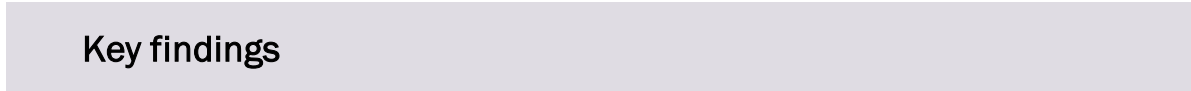
- Operator-based strategy executives and marketing managers who are interested in understanding consumer satisfaction.

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¹ Countries for which only 2022 data is available (Canada, Norway and South Africa) are not included in this report. Data for these countries is available in Analysys Mason's [country-specific survey reports](#).



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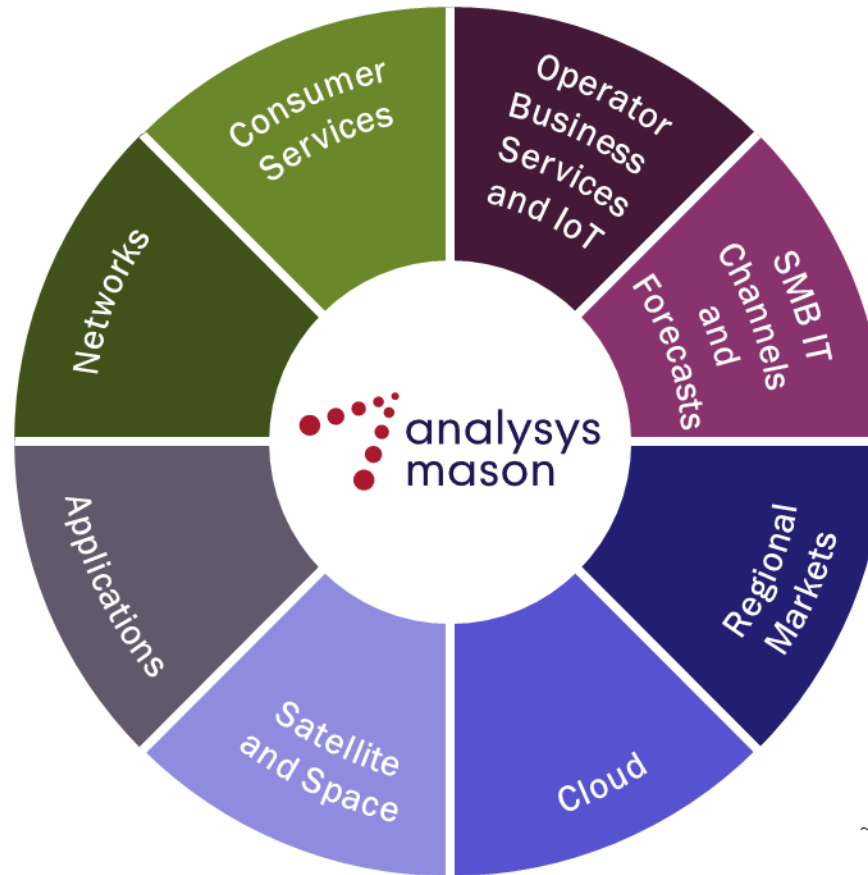
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PUBLISHED BY ANALYSYS MASON LIMITED IN MAY 2023

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