



# Fixed broadband customer satisfaction: consumer survey



Oliver Bruff and Dongye Liu

## About this report

This report uses the results of Analysys Mason's annual consumer survey to analyse how customers' satisfaction with their fixed broadband services is changing over time in Europe, North America, Asia-Pacific and South Africa.<sup>1</sup>

The survey was conducted in association with Dynata between July and August 2023. 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, Norway, Spain, Sweden and the UK
- **Central and Eastern Europe (CEE):** Poland and Turkey
- **North America (NA):** Canada and the USA
- **Developed Asia-Pacific (DVAP):** Australia and New Zealand
- **Emerging Asia-Pacific (EMAP):** Malaysia
- **Sub-Saharan Africa (SSA):** South Africa

### WHO SHOULD READ THIS REPORT

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



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Executive summary

Western Europe

Central and Eastern Europe

North America

Asia-Pacific





Sub-Saharan Africa

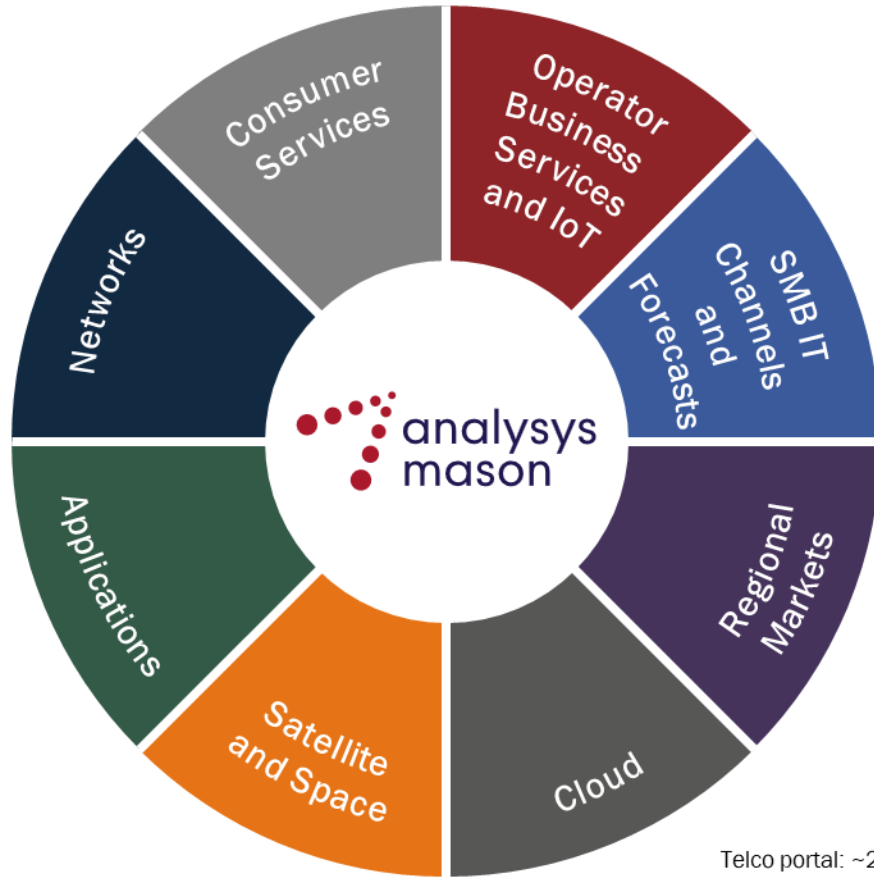
Methodology and panel information

Appendix

**About the authors and Analysys Mason**

# Our research services

- 
**Consumer Services**
  - Fixed Broadband Services
  - Mobile Services
  - Fixed-Mobile Convergence
  - Smart Devices
  - Future Comms
  - Video, Gaming and Entertainment
- 
**Networks**
  - Next-Generation Wireless Networks
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  - Operator Investment Strategies
  - Telecoms Strategy and Forecast
  - Transport Network Strategies
- 
**Applications**
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  - Digital Experience
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**Satellite and Space**
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  - Satellite Capacity
  - Satellite Infrastructure
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- Operator Business Services and IoT**

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- SMB Technology Forecaster**

- Regional Markets**

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  - European Telecoms Market Matrix
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- Cloud**

  - Cloud Infrastructure Strategies
  - Data, AI and Development Platforms
  - Edge and Media Platforms
  - Multi-Cloud Networking
- DataHub**

  - Forecast data for 80 countries

Telco portal: ~2800 forecast and ~320 historical metrics  
 SMB Technology Forecaster portal: ~120 000 forecast metrics

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