

● UK DATA REPORT · JUNE 2026

THE COMPLAINTS LEAGUE

Monday, 8 June 2026

Ofcom Complaints by Provider: *2026 league.*

Who gets the most complaints, who gets the fewest, and what the latest Ofcom data really says. The full league table for the most recent quarter, with the stories behind the numbers.

11

**VODAFONE, MOST
COMPLAINED**

Per 100,000, Q4 2025

5

VIRGIN AND PLUSNET, FEWEST

Per 100,000, Q4 2025

7

INDUSTRY AVERAGE

Ofcom, published May 2026

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Reviewed by **Adrian James**

Next review within 90 days

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SECTION 01 · THE LEAGUE

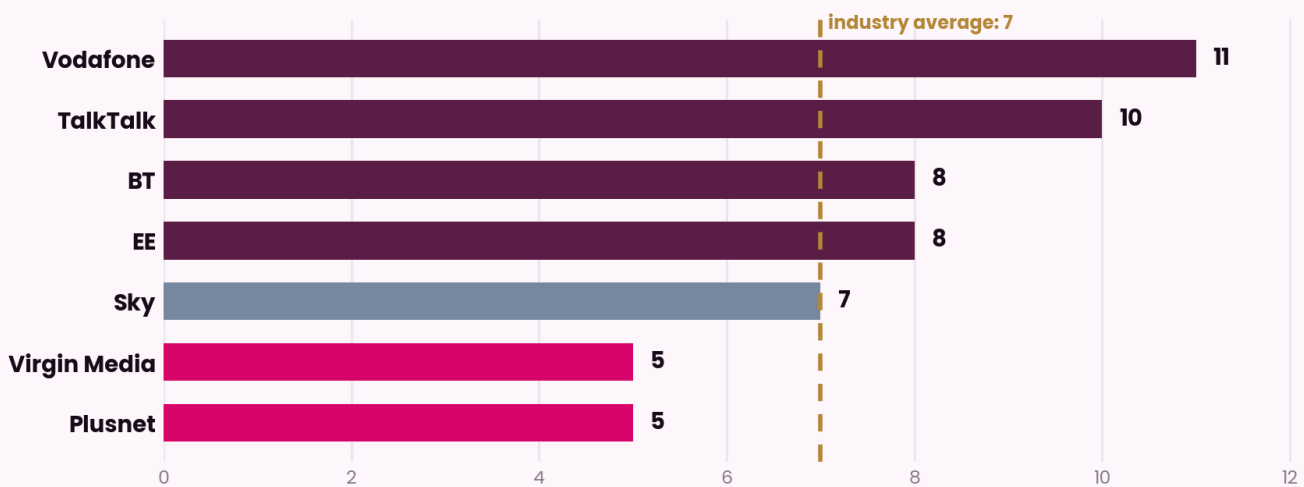
The 2026 complaints league

KEY FACTS · OFCOM Q4 2025, PUBLISHED MAY 2026

Vodafone (11) and TalkTalk (10) complaints per 100,000 customers were the most complained-about broadband providers in Q4 2025, the second quarter running for the pair.

Virgin Media and Plusnet (both 5) attracted the fewest complaints; the industry average was **7 per 100,000**.

Broadband complaints actually fell this quarter, even though complaints to Ofcom overall rose for the first time since Q3 2023, driven by mobile price rise announcements.



Broadband complaints per 100,000 customers, Q4 2025 (Ofcom, published May 2026)

Broadband complaints per 100,000 customers, October to December 2025. Source: Ofcom telecoms and pay-TV complaints data, published May 2026.

Every quarter, Ofcom publishes the complaints it receives about the biggest broadband providers, scaled per 100,000 customers so big and small providers can be compared fairly. It is one of the only independent, like-for-like measures of service quality in UK broadband, and this is the most recent quarter.

SECTION 02 · THE MOVERS

Who is rising, who is falling

The single quarter matters less than the direction of travel. Here is how each provider moved from the previous quarter, July to September 2025, to the latest one.

PROVIDER	Q3 2025	Q4 2025	DIRECTION
Vodafone	10	11	▲ Worse
TalkTalk	10	10	► Flat
BT	9	8	▼ Better
EE	10	8	▼ Better
Sky	6	7	▲ Worse
Virgin Media	7	5	▼ Better
Plusnet	4	5	▲ Worse

Complaints per 100,000 customers, Ofcom. Differences of less than about one complaint per 100,000 are statistically comparable, so treat single-point moves in the middle of the table lightly.

THE TURNAROUND STORY OF THE YEAR

Virgin Media is the standout. After years above the industry average, including an Ofcom investigation into its complaints handling in 2023, its complaint levels fell below average in late 2025, and by this latest quarter it was joint least complained-about broadband provider in the country. Proof that the table is worth watching: providers can and do change. Current deals from the two best performers: broadbandswitch.uk/virgin-media-broadband-deals.html and broadbandswitch.uk/plusnet-broadband-deals.html.

SECTION 03 · BEHIND THE NUMBERS

What people complain about

- ✓ **Faults, service and provisioning lead the gripes.** For Vodafone, the quarter's most complained-about provider, just over half of complaints were driven by faults, service quality and getting connected.
- ✓ **Complaints handling itself is a close second.** A large share of escalations are not about the original fault but about how badly the complaint was then handled, which is exactly what the escalation ladder in our companion guide is for.
- ✓ **The quarter's overall rise was a mobile story.** Complaints to Ofcom rose for the first time since late 2023, but the driver was mid-contract price rise announcements by mobile providers. Broadband complaints fell.

How to read the table honestly

- ✓ **It counts complaints made to Ofcom itself,** not every gripe sent to a provider or ombudsman, so it is a consistent sample rather than a total.
- ✓ **The numbers are tiny fractions.** Even the worst figure, 11 per 100,000, is about one customer in nine thousand. This is a relative comparison of providers, not a portrait of widespread failure.
- ✓ **Small gaps are noise.** Ofcom treats differences under about one complaint per 100,000 as statistically comparable.
- ✓ **Ofcom logged 38,441 telecoms complaints in 2024,** so the sample behind these tables is substantial.

MORE UK BROADBAND DATA FROM BROADBANDSWITCH.UK

Connected Nations 2026 analysis: what Ofcom's flagship coverage report really means for you, at broadbandswitch.uk/reports/connected-nations-2025/.

All reports and daily insights: broadbandswitch.uk/insights.html.

The full UK market directory: 429 ISPs tracked and fact-checked, at broadbandswitch.uk/broadband-providers.php.

SECTION 04 · USING THE DATA

Putting the league to work

The table is most useful at two moments: when you are choosing a provider, and when you are stuck with one that is misbehaving.

1 Choosing? Use it as a tiebreaker.

When two deals are close on price and speed, the complaints record is the best free signal of what the service feels like when something goes wrong. Our head-to-head provider comparisons live at broadbandswitch.uk/provider-comparisons.html.

2 With a top-of-the-table provider? Document everything.

If your provider sits above the average, be extra disciplined: complain in writing, keep dates, and know the six-week escalation rule. Our companion guide, the Escalation Hub, walks the whole ladder, alongside the rest of our guides at broadbandswitch.uk/guides.html.

3 Remember the table moves.

Virgin Media went from investigated to best-in-class within three years. Check the latest quarter before acting on reputation alone.

A COMPLAINT TO OFCOM STILL COUNTS

Ofcom cannot resolve your individual case, but every complaint registered with the regulator feeds these league tables and its monitoring. Complain to your provider to get it fixed, and tell Ofcom too, so the record reflects reality.

• VOTE WITH YOUR ROUTER

See how the best-rated providers price up at your address.

Compare live deals from every network at your postcode, complaints record and all.

[Compare live deals at your postcode →](#)

BROADBANDSWITCH.UK/COMPARE · 35+ PROVIDERS · 429 ISPS TRACKED

SECTION · REFERENCES

References and sources



Written by **Dr Alex J. Martin-Smith** (CMgr, MBA, LL.M, DBA), Lead Editor. Reviewed by **Adrian James**.
Published 8 June 2026, next review within 90 days. Every figure is sourced below and logged in our public corrections process at broadbandswitch.uk/corrections-log.html.

Every figure in this report is backed by a publicly verifiable source, listed in APA 7th edition format. League figures are Ofcom's Q4 2025 complaints data, the most recent quarter published at the time of writing.

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Citing this report: BroadbandSwitch.uk. (2026, June 8). *Ofcom complaints by provider 2026: Who gets the most and fewest*. SearchSwitchSave. <https://broadbandswitch.uk/reports/ofcom-complaints-by-provider/>

REMEMBER

Vodafone and TalkTalk top the latest table, Virgin Media and Plusnet prop up the good end, and the gap between them is the best free signal of service quality in UK broadband. Compare the well-behaved ones at broadbandswitch.uk/compare.

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