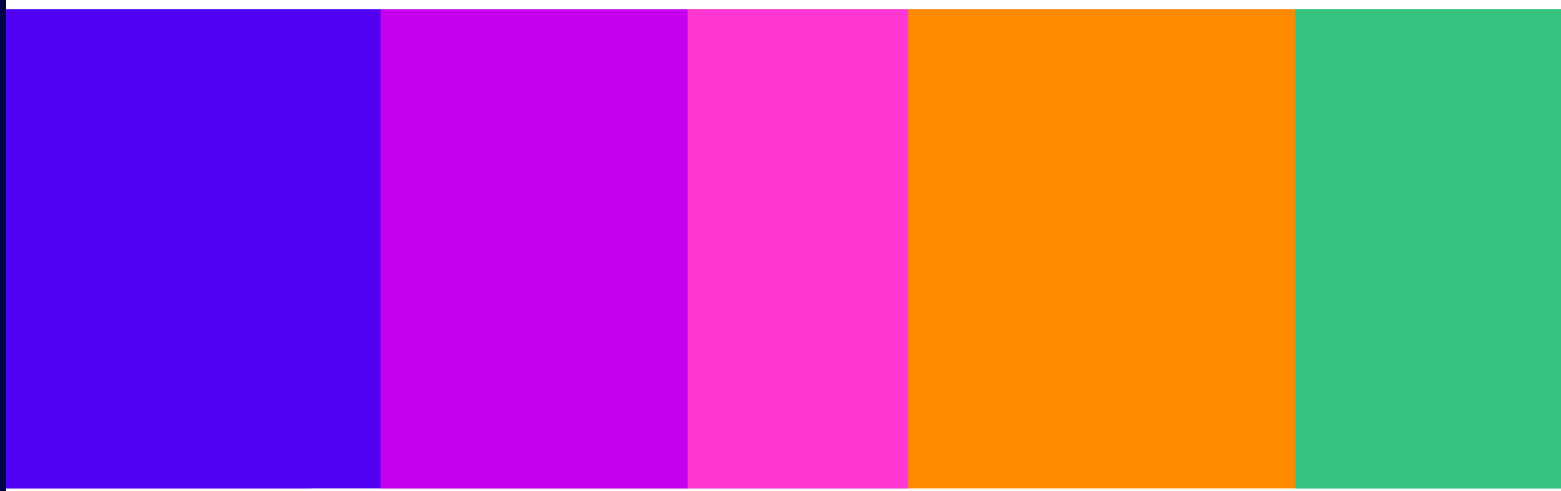




Communications Affordability Tracker

Confirmation of changes for 2025

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Overview

This document confirms the change to the frequency of Ofcom's Communications Affordability Tracker, which will now be conducted every six months and will next run in April 2025 and October 2025.

The Communications Affordability Tracker provides Ofcom with data tracking the affordability of communication services among UK adults.

Alongside helping to inform internal policy decision making, the tracker also feeds into [Ofcom's Pricing Trends reports](#). We intend to continue using the tracker for both of these functions.

We acknowledge that we have received feedback to our notification expressing concern about the decision to reduce the frequency of the Communications Affordability Tracker from quarterly to biannually. Specifically, it was noted that this change might limit the ability of organisations to engage with us on matters related to communications and public policy.

Examination of the data collected over a number of years, shows that there have been relatively few significant movements in the communications affordability metrics between waves for an extended period. We believe that collecting data every six months will continue to provide users of these statistics with sufficient evidence to monitor the actions that consumers take to afford communications services and will ensure that Ofcom's research investment continues to be allocated efficiently.

Confirmed changes – in brief

- Moving the frequency of the Communications Affordability Tracker survey from every three months to every six months.
- Fieldwork to be conducted in April/May and October.

We will continue to publish the Communications Affordability Tracker data on Ofcom's [Statistical release calendar](#) and the [Communication Affordability Tracker Power BI](#).

If you have any queries, please email market.research@ofcom.org.uk