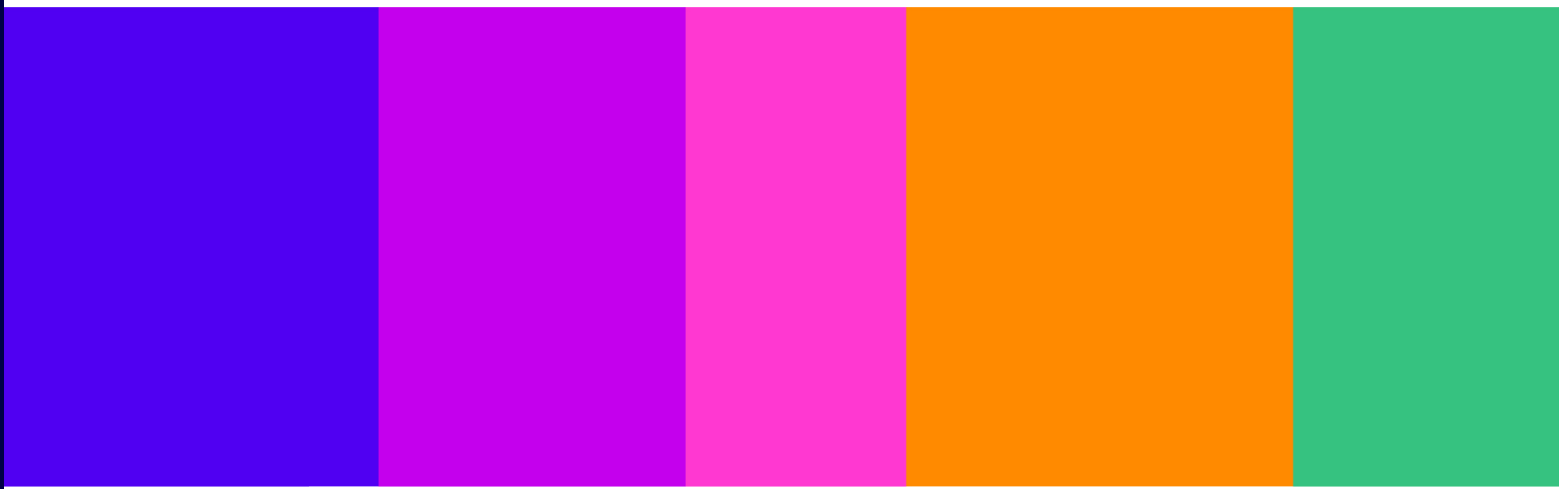


Communications Affordability Tracker

Notification of proposed change for 2025

Published 07 February 2025



1. Overview

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.

What we are proposing – in brief

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

Our proposal

We are proposing to reduce the frequency of the Communications Affordability Tracker, because the data shows that there has been little significant movement in the metrics that the tracker measures between waves for an extended period. We believe that collecting data every six month will provide 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.

We propose to conduct the fieldwork for the tracker every six months. We will be publishing the January data in early February 2025 and we propose that the next wave of the Communications Affordability Tracker would be collected in April 2025 (as in previous years) and then subsequently every six months, in October and April.

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

Tell us what you think

If you have any comments on these propose changes, or if you want more information, please email marketresearch@ofcom.org.uk by 9am on 07 March 2025.

2. Background

Communications Affordability Tracker

The Communications Affordability Tracker tracks the affordability of communication services among UK adults. It is a CATI (Computer Assisted Telephone Interview) survey run by Ipsos MORI with c.1,000 interviews with UK adults aged 18+ conducted each wave. The tracker identifies those who are either the sole or joint decision-maker for communications services in their household and/or those who personally use a mobile phone. Quotas are set on age, gender, working status and geographical region. The sample also includes a Northern Ireland boost, which is subsequently down-weighted in the UK representative results. This provides us with continued understanding of consumer affordability issues in the UK communications markets (covering mobile, landline, fixed broadband, pay-TV, and on-demand TV services).

The study is designed to report on affordability at an overall level and by service.

Since April 2023, awareness of broadband social tariffs has been measured on the Communications Affordability Tracker. The Communications Affordability Tracker is our main source of evidence about consumer awareness on this topic.