

A1. Methodology

Covid-19 Affordability Tracker

Methodology	CATIbus (telephone) survey run by Ipsos MORI
Core objective	To provide Ofcom with continued understanding of consumer affordability issues in the UK communications markets (covering mobile and fixed telecoms, Pay TV, on demand and bundling) from March 2020.
Sample size	1,166
Fieldwork period	The fieldwork was carried out between 5 and 10 June 2020. Additional waves of research will be run in July, August and September 2020.
Sample definition	UK adults aged 18+. Quotas are set on age, gender, working status and geographical regions. This sample also included a Northern Ireland boost.
Sampling process	Respondents are found and interviewed using random digit dialling (RDD). Mobile numbers have a selection probability proportional to mobile network market share, while landline numbers have a selection probability proportional to their population distribution across government office regions. The split between mobile and landline is around 70% mobile and 30% landline.
Weighting	Where necessary, the data have been post-weighted to ensure they are representative of the UK adult population. This sample was weighted to be representative of UK profile (including non-telephone owning households) for the key demographic variables of: gender by age, region, social grade and working status.

Below is the split of the sample across the quotas:

	Interviews achieved	Weighted
Total	1166 (100%)	1166 (100%)
Gender		
Male	523 (45%)	569 (49%)
Female	641 (55%)	595 (51%)
Age groups		
18-24	113 (10%)	123 (11%)

25-34	161 (14%)	199 (17%)
35-44	176 (15%)	185 (16%)
45-54	185 (16%)	200 (17%)
55-64	218 (19%)	180 (15%)
65-74	191 (16%)	178 (15%)
75+	117 (10%)	96 (8%)
Regions		
North East	52 (5%)	47 (4%)
Yorkshire and Humberside	81 (7%)	95 (8%)
East Midlands	82 (7%)	83 (7%)
Eastern	99 (9%)	109 (9%)
Greater London	167 (14%)	152 (13%)
South East	145 (12%)	159 (14%)
South West	84 (7%)	102 (9%)
West Midlands	90 (8%)	103 (9%)
North West	104 (9%)	127 (11%)
Wales	52 (5%)	55 (5%)
Scotland	103 (9%)	98 (8%)
Northern Ireland	107 (9%)	36 (3%)
Social Grade		
AB	293 (25%)	306 (26%)
C1	421 (36%)	315 (27%)
C2	189 (16%)	243 (21%)
DE	230 (20%)	275 (24%)
N/A	33 (3%)	27 (2%)
Working status		
Any working	668 (57%)	688 (59%)
Any not working	496 (43%)	476 (41%)