J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 1
COM1 - Which, if any, of the following do you currently personally use?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
Internet access at home	**6702** ***93%***	3271 *94%*	3402 *93%*	744 97%ghi	1199 97%hi	1119 98%ghi	1209 98%ghi	1058 95%hi	907 91%i	454 *67%*	1841 97%lm	1770 96%lm	1388 93%m	1444 *86%*	483 94%AB	642 95%twxAB	897 95%twxyAB	266 *92%*	718 91%B	928 94%tAB	583 94%B	579 92%B	531 91%B	5627 93%tAB	584 96%stwxyAB	308 *90%*	183 *87%*
Internet access at work (through workplace network connection)	**3563** ***50%***	1857 53%b	1690 *46%*	446 58%ghi	815 66%cghi	818 71%cdghi	833 67%cghi	496 45%hi	126 13%i	20 *3%*	1179 62%lm	1111 61%lm	739 49%m	394 *23%*	260 51%B	339 50%B	526 56%qsvxyzAB	132 46%B	399 51%AB	512 52%vAB	288 46%B	321 51%AB	268 46%B	3045 51%vAB	294 48%B	149 44%B	75 *36%*
Internet access via a mobile phone/tablet using a mobile network (e.g. 3G/4G access)	**6178** ***86%***	3014 *86%*	3134 *85%*	731 96%fghi	1189 96%fghi	1105 97%fghi	1151 93%ghi	944 85%hi	725 72%i	320 *47%*	1696 90%lm	1638 89%lm	1286 86%m	1322 *78%*	444 87%B	575 85%B	840 89%qsvwyzAB	241 83%B	684 87%B	865 88%AB	526 85%B	537 85%B	504 87%B	5217 87%AB	519 85%B	282 82%B	160 *76%*
Internet access in public place (e.g. internet café, library) using a WiFi (wireless) network	**2771** ***39%***	1387 *40%*	1369 *37%*	414 54%defghi	579 47%ghi	497 43%ghi	522 42%ghi	416 37%hi	262 26%i	78 *12%*	786 42%m	772 42%m	577 39%m	522 *31%*	178 *35%*	264 *39%*	399 42%psxyB	94 *32%*	300 *38%*	392 *40%*	245 *39%*	238 *38%*	208 *36%*	2317 *38%*	254 42%psB	127 *37%*	73 *35%*
Other type of internet access I personally use	**535** ***7%***	293 8%b	241 *7%*	91 12%eghi	110 9%ghi	79 7%i	121 10%eghi	68 6%i	58 6%i	9 *1%*	154 *8%*	153 8%m	105 *7%*	107 *6%*	43 8%v	51 *8%*	82 9%vB	18 *6%*	67 8%vB	71 *7%*	29 *5%*	48 *8%*	42 *7%*	450 7%vB	47 8%v	27 8%v	11 *5%*
None of these/ Don't access the internet	**296** ***4%***	117 *3%*	177 5%a	1 *	1 *	1 *	5 *	21 2%cdef	68 7%cdefg	197 29%cdefgh	30 *2%*	43 *2%*	61 4%jk	147 9%jkl	18 *4%*	21 *3%*	22 *2%*	16 5%r	41 5%rz	33 *3%*	30 5%r	34 5%rz	23 *4%*	239 4%r	16 *3%*	22 6%qruyz	19 9%pqrtuvwxyz
Any internet access [NET]	**6895** ***96%***	3370 97%b	3492 *95%*	764 100%ghi	1240 100%ghi	1144 100%ghi	1230 100%ghi	1092 98%hi	933 93%i	479 *71%*	1859 98%lm	1792 98%lm	1434 96%m	1541 *91%*	494 96%B	656 97%AB	919 98%stvwyAB	274 *95%*	747 95%B	950 97%AB	593 95%B	599 95%B	558 96%B	5789 96%AB	595 97%twAB	319 *94%*	191 *91%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 2
COM1 - Which, if any, of the following do you currently personally use?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
Internet access at home	**6702** ***93%***	2016 99%b	4686 *91%*	2850 99%defghi	709 96%fgi	611 96%fgi	2287 *86%*	232 *88%*	4170 98%defgi	2519 *87%*	1505 *84%*	3411 96%j	1732 98%jk	1285 *82%*	2271 95%m	1206 98%mn	1906 98%mn	2982 *90%*	2819 97%qst	5801 93%q	901 94%q	5781 *93%*	881 *95%*
Internet access at work (through workplace network connection)	**3563** ***50%***	1371 67%b	2192 *43%*	2371 82%defghi	496 67%efgi	383 60%fgi	272 *10%*	35 *13%*	3250 76%defgi	308 *11%*	623 *35%*	1858 52%j	1055 60%jk	501 *32%*	1011 42%m	760 62%mn	1273 65%mn	1488 *45%*	1556 54%qs	3044 49%q	519 54%qs	2969 *48%*	565 61%u
Internet access via a mobile phone/tablet using a mobile network (e.g. 3G/4G access)	**6178** ***86%***	1954 96%b	4224 *82%*	2767 96%defghi	669 91%fi	577 91%fi	1916 *72%*	237 90%fi	4013 94%defgi	2153 74%f	1352 *75%*	3125 88%j	1651 93%jk	1138 *72%*	2009 84%m	1154 94%mn	1845 95%mn	2700 *81%*	2598 89%qs	5298 85%q	879 91%qs	5277 *85%*	863 93%u
Internet access in public place (e.g. internet café, library) using a WiFi (wireless) network	**2771** ***39%***	936 46%b	1835 *36%*	1283 44%fi	322 44%fi	291 46%fi	771 *29%*	100 38%fi	1897 44%fi	871 30%f	550 *31%*	1399 39%j	802 45%jk	453 *29%*	893 37%m	539 44%mn	873 45%mn	1134 *34%*	1212 42%qs	2346 38%q	425 44%qs	2316 *37%*	431 46%u
Other type of internet access I personally use	**535** ***7%***	174 *8%*	361 *7%*	272 9%dfghi	44 *6%*	46 *7%*	160 *6%*	13 *5%*	362 8%dfi	173 *6%*	105 *6%*	258 *7%*	168 9%jk	84 *5%*	174 7%m	109 9%m	165 8%m	226 *7%*	229 *8%*	455 *7%*	80 *8%*	429 *7%*	99 11%u
None of these/ Don't access the internet	**296** ***4%***	2 *	294 6%a	4 *	10 1%ch	4 *1%*	270 10%cdeghi	7 3%ceh	18 *c	277 10%cdegh	193 11%kl	91 3%l	7 *	193 12%nop	89 4%op	6 *	4 *	227 7%rst	51 2%	278 4%rt	18 2%	285 5%v	9 *1%*
Any internet access [NET]	**6895** ***96%***	2042 100%b	4852 *94%*	2888 100%dfghi	727 99%fi	633 99%fgi	2378 *90%*	256 97%fi	4247 100%dfgi	2634 90%f	1604 *89%*	3468 97%j	1765 100%jk	1381 *88%*	2314 96%m	1222 100%mn	1940 100%mn	3093 *93%*	2857 98%qs	5950 96%q	945 98%qs	5932 *95%*	920 99%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 3
COM1 - Which, if any, of the following do you currently personally use?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
Internet access at home	**6702**	4865	1106	6504	4121	4899	5907	2642	736	5966	1833	206	272	1301	2311	1301	432	1612	2357
	93%	*93%*	98%acd	95%a	97%ac	99%acdg	99%acdg	98%acd	*72%*	97%h	99%kn	*89%*	99%k	99%kn	98%k	99%kn	*82%*	94%p	99%pq
Internet access at work (through workplace network connection)	**3563**	2367	707	3500	2280	2980	3215	1540	333	3230	907	93	182	706	1182	706	153	693	1681
	50%	*45%*	63%acdfg	51%a	54%ac	60%acdfg	54%ac	57%acdf	*32%*	52%h	49%k	*40%*	66%jkmno	54%jkn	50%jk	54%jkn	*29%*	41%p	71%pq
Internet access via a mobile phone/tablet using a mobile network (e.g. 3G/4G access)	**6178**	4339	1058	6072	3840	4693	5434	2553	720	5458	1650	186	260	1209	2097	1209	412	1448	2241
	86%	*83%*	94%acdf	89%a	91%ac	95%acdf	91%ac	95%acdf	*70%*	89%h	89%k	*81%*	95%jkn	92%jkn	89%k	92%jkn	*78%*	85%p	94%pq
Internet access in public place (e.g. internet café, library) using a WiFi (wireless) network	**2771**	1892	507	2736	1778	2251	2473	1271	292	2479	727	77	129	553	932	553	169	617	1078
	39%	*36%*	45%acf	40%a	42%ac	45%acdf	41%ac	47%acdf	*28%*	40%h	*39%*	*33%*	47%jkn	42%k	*40%*	42%k	*32%*	*36%*	45%pq
Other type of internet access I personally use	**535**	355	108	525	326	447	470	276	63	472	147	22	22	101	190	101	42	114	213
	7%	*7%*	10%acdf	8%a	8%a	9%acdf	8%a	10%acdef	*6%*	*8%*	*8%*	*10%*	*8%*	*8%*	*8%*	*8%*	*8%*	*7%*	9%q
None of these/ Don't access the internet	**296**	276	11	175	76	14	32	13	150	146	13	16	1	2	30	2	50	62	8
	4%	5%bcdefg	1%e	3%bdefg	2%befg	*	1%e	*	15%i	*2%*	*1%*	7%jlmno	*	*	1%jmo	*	9%qr	4%r	*
Any internet access [NET]	**6895**	4956	1116	6684	4166	4941	5948	2686	877	6017	1841	214	273	1308	2328	1308	480	1646	2369
	96%	*95%*	99%acd	97%a	98%ac	100%abcdf	99%acd	100%acd	*85%*	98%h	99%kn	*93%*	100%k	100%kn	99%k	100%kn	*91%*	96%p	100%pq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 4
COM1 - Which, if any, of the following do you currently personally use?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
Internet access at home	**6702**	297	758	347	139	136	1243	5459	308	-	1243	-	-	-	-	-	-	1379	1865	2127	1147
	93%	97%g	97%g	96%g	*98%*	*96%*	97%g	*92%*	97%g	-	*97%*	-	-	-	-	-	-	*94%*	*92%*	*94%*	*94%*
Internet access at work (through workplace network connection)	**3563**	151	405	168	52	60	632	2931	144	-	632	-	-	-	-	-	-	694	998	1143	652
	50%	49%d	52%dfh	*47%*	*36%*	*43%*	49%d	50%d	*45%*	-	*49%*	-	-	-	-	-	-	*47%*	*49%*	*50%*	53%q
Internet access via a mobile phone/tablet using a mobile network (e.g. 3G/4G access)	**6178**	281	717	315	128	126	1160	5017	290	-	1160	-	-	-	-	-	-	1263	1700	1983	1071
	86%	91%g	92%cfg	*87%*	*90%*	*89%*	90%g	*85%*	91%g	-	*90%*	-	-	-	-	-	-	*86%*	*84%*	87%r	88%r
Internet access in public place (e.g. internet café, library) using a WiFi (wireless) network	**2771**	152	359	145	56	62	559	2212	149	-	559	-	-	-	-	-	-	554	782	868	494
	39%	49%cfg	46%fg	*40%*	*39%*	*44%*	43%g	*37%*	47%cg	-	*43%*	-	-	-	-	-	-	*38%*	*39%*	*38%*	*40%*
Other type of internet access I personally use	**535**	34	75	39	8	24	119	417	39	-	119	-	-	-	-	-	-	97	154	173	101
	7%	11%g	10%g	11%g	*6%*	17%bdfg	9%g	*7%*	12%dg	-	*9%*	-	-	-	-	-	-	*7%*	*8%*	*8%*	*8%*
None of these/ Don't access the internet	**296**	5	9	8	1	1	21	275	4	-	21	-	-	-	-	-	-	59	95	81	42
	4%	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	5%abfh	*1%*	-	*2%*	-	-	-	-	-	-	*4%*	*5%*	*4%*	*3%*
Any internet access [NET]	**6895**	302	772	353	141	140	1267	5628	314	-	1267	-	-	-	-	-	-	1415	1923	2186	1179
	96%	98%g	99%g	*98%*	*99%*	*99%*	98%g	*95%*	99%g	-	*98%*	-	-	-	-	-	-	*96%*	*95%*	*96%*	*97%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 5
COM1 - Which, if any, of the following do you currently personally use?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
Internet access at home	**6702**	4393	179	-	-	663	6007	234	346	642	671	814	1725	1235	2232	1033	1746	4730
	93%	*93%*	*91%*	-	-	*87%*	94%e	*73%*	88%g	94%gh	98%ghi	99%ghi	99%ghij	95%n	*91%*	96%n	*90%*	95%p
Internet access at work (through workplace network connection)	**3563**	2321	73	-	-	219	3331	47	84	250	328	521	1310	698	1103	565	720	2735
	50%	49%b	*37%*	-	-	*29%*	52%e	*15%*	21%g	36%gh	48%ghi	63%ghij	75%ghijk	54%n	*45%*	52%n	*37%*	55%p
Internet access via a mobile phone/tablet using a mobile network (e.g. 3G/4G access)	**6178**	4033	163	-	-	588	5562	217	301	568	618	772	1651	1155	2012	963	1646	4324
	86%	*86%*	*83%*	-	-	*77%*	87%e	*67%*	76%g	83%gh	91%ghi	94%ghi	95%ghij	89%n	*82%*	89%n	*85%*	87%p
Internet access in public place (e.g. internet café, library) using a WiFi (wireless) network	**2771**	1744	70	-	-	225	2535	86	137	237	258	350	810	509	846	436	712	1963
	39%	*37%*	*36%*	-	-	*29%*	40%e	*27%*	35%g	34%g	38%g	42%ghi	47%ghij	39%n	*35%*	40%n	*37%*	*40%*
Other type of internet access I personally use	**535**	282	9	-	-	54	480	25	23	42	60	52	170	94	137	54	154	362
	7%	*6%*	*4%*	-	-	*7%*	*8%*	*8%*	*6%*	*6%*	*9%*	*6%*	10%hik	*7%*	*6%*	*5%*	*8%*	*7%*
None of these/ Don't access the internet	**296**	195	8	-	-	69	219	50	34	26	4	2	4	36	146	19	108	150
	4%	*4%*	*4%*	-	-	9%f	*3%*	16%hijkl	9%ijkl	4%jkl	*1%*	*	*	*3%*	6%mo	*2%*	6%q	*3%*
Any internet access [NET]	**6895**	4513	188	-	-	696	6160	272	361	660	678	823	1731	1265	2299	1061	1836	4816
	96%	*96%*	*96%*	-	-	*91%*	97%e	*84%*	91%g	96%gh	99%ghi	100%ghi	100%ghi	97%n	*94%*	98%n	*94%*	97%p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - a/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 6
COM2 - Thinking about telecommunication services such as landline and internet connection in your household.
Are you responsible, either solely or jointly, for deciding what services to pay for and providers to use in your household?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
Yes - solely	**3320** ***46%***	1712 49%b *44%*	1596 *44%*	96 *13%*	482 39%c	534 47%cd	620 50%cd	578 52%cd e	527 53%cd e	472 70%cd efgh	733 *39%*	806 44%j	721 48%jk	961 57%jkl	247 48%q	281 *41%*	396 *42%*	150 52%qr u	398 51%qr uwy	413 *42%*	280 *45%*	276 *44%*	291 50%qruy	2732 *45%*	306 50%qr uwy	172 50%qru	110 53%qruvwy
Yes - jointly	**2907** ***40%***	1347 *39%*	1548 42%a	190 *25%*	528 43%ci	537 47%ci	544 44%ci	489 44%ci	432 43%ci	183 *27%*	960 51%kl m	784 43%lm	574 38%m	482 *29%*	193 *38%*	288 *43%*	370 *39%*	106 *37%*	297 *38%*	418 *43%*	274 44%t	261 *41%*	229 *39%*	2437 *40%*	257 *42%*	133 *39%*	82 *39%*
No	**963** ***13%***	428 *12%*	525 14%a	478 63%de fghi	230 19%efg hi	74 6%ghi	72 6%i	46 *4%*	41 *4%*	20 *3%*	195 *10%*	245 13%j	199 13%j	245 15%j	73 14%zB	108 16%tvx zAB	176 19%st vxyzA B	33 *11%*	92 12%z	152 15%tv xzAB	69 *11%*	95 15%xz B	61 *11%*	859 14%vxzB	48 *8%*	37 *11%*	18 *9%*
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Sole or joint decision maker [NET]	**6228** ***87%***	3059 88%b *86%*	3145 *86%*	287 *37%*	1010 81%c	1071 94%cd	1164 94%cd	1067 96%cd e	960 96%cd e	656 97%cd ef	1694 90%kl m	1590 *87%*	1296 *87%*	1443 *85%*	439 *86%*	569 *84%*	765 *81%*	256 89%r	695 88%qr u	832 *85%*	554 89%qruy	537 *85%*	520 89%qruw y	5169 86%r	563 92%pq rtuwy	304 89%qru	192 91%pqruwy

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 7
COM2 - Thinking about telecommunication services such as landline and internet connection in your household.
Are you responsible, either solely or jointly, for deciding what services to pay for and providers to use in your household?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
Yes - solely	**3320**	790	2531	1263	287	296	1336	127	1847	1463	1688	1182	425	1484	844	416	557	3320	-	3320	-	2938	361
	46%	39%	49%a	44%d	39%	47%d	50%cdh	48%d	43%d	50%cdh	94%kl	33%l	24%	94%nop	35%p	34%p	29%	100%rst	-	53%rt	-	47%v	39%
Yes - jointly	**2907**	968	1940	1250	338	275	977	64	1863	1042	38	2117	724	26	1381	566	917	-	2907	2907	-	2582	307
	40%	47%b	38%	43%fgi	46%fgi	43%fgi	37%gi	24%	44%fgi	36%g	2%	60%jl	41%j	2%	57%mop	46%m	47%m	-	100%qst	47%qt	-	42%v	33%
No	**963**	287	676	379	112	65	335	72	555	407	71	259	624	64	178	246	469	-	-	-	963	697	261
	13%	14%	13%	13%	15%e	10%	13%	27%cdefhi	13%e	14%ef	4%	7%j	35%jk	4%	7%m	20%mn	24%mno	-	-	-	100%qrs	11%	28%u
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sole or joint decision maker [NET]	**6228**	1757	4470	2513	625	572	2314	191	3710	2505	1726	3300	1149	1510	2224	982	1475	3320	2907	6228	-	5520	668
	87%	86%	87%	87%g	85%g	90%dghi	87%gi	73%	87%g	86%g	96%kl	93%l	65%	96%nop	93%op	80%p	76%	100%t	100%t	100%t	-	89%v	72%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 8
COM2 - Thinking about telecommunication services such as landline and internet connection in your household.
Are you responsible, either solely or jointly, for deciding what services to pay for and providers to use in your household?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
Yes - solely	**3320**	2452	565	3088	1749	1983	2658	1156	517	2803	948	114	93	581	1155	581	313	981	1025
	46%	47%cdefg	50%cdefg	45%deg	41%e	***40%***	44%de	43%e	50%i	***45%***	51%lmno	50%l	***34%***	44%l	49%lmo	44%l	59%r	57%r	***43%***
Yes - jointly	**2907**	2152	465	2808	1885	2199	2571	1146	300	2608	766	92	131	615	989	615	140	598	1175
	40%	***41%***	***41%***	***41%***	44%acfg	44%abcfg	43%ac	***42%***	***29%***	42%h	***41%***	***40%***	***48%***	47%jn	***42%***	47%jn	***26%***	35%p	49%pq
No	**963**	627	97	963	608	773	752	397	211	752	140	24	51	114	215	114	77	128	177
	13%	12%b	***9%***	14%abf	14%abf	16%abcdf	13%b	15%abf	21%i	***12%***	***8%***	***10%***	18%jkmno	***9%***	9%j	***9%***	15%qr	***8%***	***7%***
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sole or joint decision maker [NET]	**6228**	4604	1029	5896	3634	4182	5229	2302	817	5411	1714	207	224	1196	2144	1196	453	1579	2199
	87%	88%cdeg	91%acdefg	86%e	86%e	***84%***	87%cdeg	***85%***	***79%***	88%h	92%ln	90%l	***82%***	91%l	91%l	91%l	***85%***	92%p	93%p

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 9
COM2 - Thinking about telecommunication services such as landline and internet connection in your household.
Are you responsible, either solely or jointly, for deciding what services to pay for and providers to use in your household?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
Yes - solely	**3320**	136	358	184	80	78	600	2720	166	-	600	-	-	-	-	-	-	689	974	1000	546
	46%	*44%*	*46%*	*51%*	56%a	55%a	*47%*	*46%*	52%ab	-	*47%*	-	-	-	-	-	-	*47%*	48%s	*44%*	*45%*
Yes - jointly	**2907**	110	344	119	30	38	508	2399	95	-	508	-	-	-	-	-	-	611	776	940	499
	40%	36%dh	44%acdefh	33%d	*21%*	*27%*	39%cdeh	41%cdeh	*30%*	-	*39%*	-	-	-	-	-	-	*41%*	*38%*	*41%*	*41%*
No	**963**	62	79	58	32	26	179	784	57	-	179	-	-	-	-	-	-	173	268	328	177
	13%	20%bfg	*10%*	16%b	22%bfg	18%b	14%b	13%b	18%b	-	*14%*	-	-	-	-	-	-	*12%*	*13%*	14%q	*14%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sole or joint decision maker [NET]	**6228**	246	703	302	110	115	1108	5119	261	-	1108	-	-	-	-	-	-	1300	1750	1940	1045
	87%	*80%*	90%acdefgh	*84%*	*78%*	*82%*	86%ad	87%ad	*82%*	-	*86%*	-	-	-	-	-	-	88%s	*87%*	*86%*	*86%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 10
COM2 - Thinking about telecommunication services such as landline and internet connection in your household.
Are you responsible, either solely or jointly, for deciding what services to pay for and providers to use in your household?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
Yes - solely	**3320**	2158	103	-	-	433	2869	245	291	444	353	368	625	586	1189	467	1012	2178
	46%	*46%*	*53%*	-	-	57%f	*45%*	76%ijkl	74%ijkl	65%jkl	52%kl	45%l	*36%*	*45%*	49%o	*43%*	52%q	*44%*
Yes - jointly	**2907**	1903	68	-	-	256	2637	36	74	194	277	397	955	586	922	442	666	2165
	40%	*40%*	*34%*	-	-	*34%*	41%e	*11%*	19%g	28%gh	41%ghi	48%ghij	55%ghijk	45%n	*38%*	*41%*	*34%*	44%p
No	**963**	647	25	-	-	75	873	40	30	48	52	60	155	129	334	171	265	623
	13%	*14%*	*13%*	-	-	*10%*	14%e	13%ijk	*8%*	*7%*	*8%*	*7%*	*9%*	*10%*	14%m	16%m	*14%*	*13%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sole or joint decision maker [NET]	**6228**	4062	171	-	-	690	5506	282	365	638	630	765	1580	1172	2111	909	1678	4343
	87%	*86%*	*87%*	-	-	90%f	*86%*	*87%*	*92%*	93%g	92%g	93%g	*91%*	90%no	*86%*	*84%*	*86%*	*87%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 11
COM3 - Which, if any, of the following services and devices do you have in your household?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
Mobile phone(s)/ Smartphone(s)	**6859** ***95%***	3336 *96%*	3491 *95%*	761 100%efghi	1221 98%ghi	1116 97%ghi	1206 98%ghi	1061 95%hi	924 92%i	554 *82%*	1823 96%m	1775 97%m	1427 95%m	1564 *93%*	484 *94%*	648 96%B	909 96%B	283 98%B	752 95%B	933 95%B	587 *94%*	605 96%B	555 96%B	5755 95%B	584 96%B	327 96%B	193 *92%*
Fixed broadband	**5981** ***83%***	2955 85%b	3003 *82%*	616 81%i	1076 87%chi	1023 89%chi	1106 90%cghi	961 86%chi	813 81%i	375 *56%*	1678 89%lm	1599 87%lm	1240 83%m	1254 *74%*	423 *83%*	574 85%B	784 83%B	240 *83%*	655 83%B	850 86%wxyAB	515 83%B	515 *81%*	472 *81%*	5027 83%B	514 84%B	277 *81%*	163 *78%*
Landline to make and receive calls	**5231** ***73%***	2495 *72%*	2717 74%a	405 53%d	485 *39%*	733 64%cd	1014 82%cde	978 88%cdef	945 94%cdefg	660 98%cdefgh	1457 77%klm	1275 *69%*	1069 *71%*	1237 73%k	371 73%r	512 76%rxy	619 *66%*	209 *72%*	560 71%r	723 74%rx	476 76%rtxy	455 72%r	394 *68%*	4320 72%r	452 74%rx	263 77%rtxy	196 93%pqrstuvwxyzA
Any on-demand and streaming TV and video services that you pay to receive	**4955** ***69%***	2426 *70%*	2506 *68%*	665 87%efghi	1051 85%fghi	935 82%ghi	981 79%ghi	709 64%hi	450 45%i	158 *23%*	1468 78%klm	1369 75%lm	1031 69%m	909 *54%*	353 69%xB	483 71%xB	688 73%wxyAB	200 69%xB	550 70%xB	694 71%xB	425 68%xB	428 68%xB	352 *61%*	4172 69%xB	444 73%xAB	223 65%B	116 *55%*
A TV service with additional channels you pay to receive	**4242** ***59%***	2069 *59%*	2158 *59%*	437 57%i	645 52%i	719 63%cdi	862 70%cdeghi	711 64%cdhi	592 59%di	273 *40%*	1202 64%km	1106 60%m	904 60%m	871 *52%*	299 *58%*	417 62%rv	519 *55%*	188 65%rvA	482 61%rv	597 61%rv	338 *54%*	372 *59%*	331 *57%*	3543 59%rv	390 64%rvxyAB	189 *55%*	121 *58%*
Mobile broadband	**2699** ***38%***	1309 *38%*	1375 *37%*	360 47%dfghi	439 35%i	478 42%dhi	495 40%di	440 40%i	361 36%i	121 *18%*	790 42%lm	718 39%m	544 36%m	533 *32%*	189 *37%*	259 38%x	381 40%vxB	125 43%vxB	300 38%x	370 38%x	216 *35%*	240 *38%*	184 *32%*	2263 38%x	234 38%x	131 38%x	70 *34%*
Landline - pay line rental only, do not use this to make or receive calls	**1127** ***16%***	586 17%b	537 *15%*	84 11%hi	346 28%cfghi	278 24%cfghi	195 16%cghi	118 11%hi	74 7%i	30 *4%*	306 16%m	315 17%m	242 16%m	220 *13%*	86 17%B	91 13%B	151 16%B	47 16%B	155 20%quyAB	148 15%B	100 16%B	100 16%B	102 18%AB	979 16%AB	98 16%B	40 12%B	10 *5%*
Any landline [NET]	**6052** ***84%***	2915 *84%*	3117 *85%*	463 *61%*	795 *64%*	958 84%cd	1135 92%cde	1048 94%cdef	972 97%cdefg	669 99%cdefgh	1670 88%klm	1529 *83%*	1243 *83%*	1388 *82%*	437 85%r	582 86%r	728 *77%*	244 84%r	669 85%r	831 84%r	546 88%rwxy	525 83%r	473 *81%*	5036 84%r	526 86%rx	290 85%r	201 96%pqrstuvwxyzA
Any broadband [NET]	**6301** ***88%***	3097 89%b	3178 *87%*	678 89%i	1129 91%hi	1076 94%cdghi	1142 92%chi	1002 90%hi	867 87%i	396 *59%*	1754 93%klm	1667 91%lm	1303 87%m	1349 *80%*	445 87%B	602 89%B	842 89%xB	248 *86%*	688 87%B	887 90%wxyB	544 87%B	545 86%B	492 *85%*	5293 88%xB	542 89%B	294 *86%*	171 *82%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 12
COM3 - Which, if any, of the following services and devices do you have in your household?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
Mobile phone(s)/ Smartphone(s)	**6859** ***95%***	2005 98%b *94%*	4854	2833 98%fi	719 98%fi	619 97%fi	2419 *91%*	255 97%fi	4172 98%fi	2673 92%f	1646 *92%*	3412 96%j	1741 98%jk	1423 *90%*	2290 95%m	1201 98%mn	1905 98%mn	3088 *93%*	2808 97%qs	5896 95%q	963 100%qrs	5909 *95%*	906 98%u
Fixed broadband	**5981** ***83%***	1831 90%b	4149 *81%*	2589 90%dfghi	634 86%fgi	554 87%fgi	2008 76%i	183 *70%*	3777 89%dfgi	2191 *75%*	1298 *72%*	3094 87%j	1548 87%j	1096 *70%*	2044 85%m	1078 88%mn	1736 89%mn	2658 *80%*	2571 88%qst	5229 84%qt	752 *78%*	5185 *83%*	756 *81%*
Landline to make and receive calls	**5231** ***73%***	1390 *68%*	3841 75%a	1829 63%g	548 74%cgh	456 72%cgh	2245 85%cdeghi	145 *55%*	2833 66%cg	2390 82%cdegh	1284 *71%*	2592 *73%*	1317 *74%*	1167 74%p	1802 75%op	866 *71%*	1373 *71%*	2452 74%t	2152 74%t	4604 74%t	627 *65%*	4651 75%v	551 *59%*
Any on-demand and streaming TV and video services that you pay to receive	**4955** ***69%***	1744 85%b	3211 *62%*	2414 83%defghi	556 75%fgi	480 75%fgi	1325 *50%*	172 65%fi	3449 81%defgi	1497 51%f	872 *49%*	2562 72%j	1490 84%jk	691 *44%*	1552 65%m	1004 82%mn	1692 87%mno	1983 *60%*	2199 76%qs	4182 67%q	773 80%qrs	4230 *68%*	696 75%u
A TV service with additional channels you pay to receive	**4242** ***59%***	1359 66%b	2883 *56%*	1840 64%fgi	468 64%fgi	394 62%fgi	1409 53%i	123 *47%*	2703 63%fgi	1532 *53%*	779 *43%*	2201 62%j	1229 69%jk	658 *42%*	1406 59%m	829 68%mn	1326 68%mn	1749 *53%*	1885 65%qs	3634 58%q	608 63%qs	3710 60%v	511 *55%*
Mobile broadband	**2699** ***38%***	874 43%b	1826 *35%*	1164 40%fgi	322 44%fgi	241 *38%*	888 *34%*	81 *31%*	1727 40%fgi	969 *33%*	533 *30%*	1406 40%j	737 42%j	449 *29%*	899 37%m	490 40%m	846 44%mn	1156 *35%*	1146 39%qs	2302 37%q	397 41%qs	2296 *37%*	389 42%u
Landline - pay line rental only, do not use this to make or receive calls	**1127** ***16%***	437 21%b	690 *13%*	632 22%dfghi	101 14%fi	127 20%dfgi	234 *9%*	32 *12%*	860 20%dfgi	266 *9%*	276 15%l	620 17%l	223 *13%*	219 *14%*	344 *14%*	221 18%mn	338 17%mn	565 17%t	465 16%t	1029 17%t	97 *10%*	972 *16%*	150 *16%*
Any landline [NET]	**6052** ***84%***	1722 *84%*	4330 *84%*	2326 80%g	624 85%cg	549 86%cgh	2375 90%cdeghi	170 *64%*	3500 82%cg	2544 87%cgh	1492 *83%*	3057 86%jl	1461 *82%*	1323 *84%*	2052 *85%*	1030 *84%*	1621 *83%*	2869 86%t	2500 86%t	5369 86%t	683 *71%*	5348 86%v	671 *72%*
Any broadband [NET]	**6301** ***88%***	1911 93%b	4389 *85%*	2693 93%fgi	675 92%fgi	579 91%fgi	2140 *81%*	201 *77%*	3947 93%fgi	2341 *80%*	1387 *77%*	3241 91%j	1626 92%j	1180 *75%*	2144 89%m	1128 92%mn	1820 94%mn	2793 *84%*	2686 92%qst	5478 88%q	823 *85%*	5443 *88%*	817 *88%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 13
COM3 - Which, if any, of the following services and devices do you have in your household?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
Mobile phone(s)/ Smartphone(s)	**6859** ***95%***	4900 *94%*	1108 98%ad	6859 100%abde fg	4121 97%a	4877 98%adf	5841 98%ad	2666 99%adf	1018 99%i	5841 *95%*	1825 98%mo	223 *97%*	271 *99%*	1272 *97%*	2320 98%mo	1272 *97%*	489 *92%*	1634 96%p	2326 98%pq
Fixed broadband	**5981** ***83%***	4406 *84%*	1036 92%acdg	5841 85%a	3792 89%acg	4492 91%acd g	5981 100%abcd eg	2379 88%ac	- -	5981 97%h	1854 100%kn	108 *47%*	274 100%kn	1310 100%kn	2236 95%k	1310 100%kn	380 *72%*	1435 84%p	2182 92%pq
Landline to make and receive calls	**5231** ***73%***	5231 100%bcdef g	306 *27%*	4900 71%be	3287 77%bcef g	3413 69%b	4406 74%bce	1962 73%be	643 *63%*	4588 74%h	1600 86%ln	205 89%ln	105 *38%*	1138 87%ln	1910 81%l	1138 87%ln	347 *66%*	1270 74%pr	1645 *69%*
Any on-demand and streaming TV and video services that you pay to receive	**4955** ***69%***	3413 *65%*	923 82%acdf g	4877 71%a	3339 79%acf	4955 100%abcd fg	4492 75%ac	2112 78%acf	448 *44%*	4507 73%h	1281 69%k	142 *62%*	246 90%jkmno	1041 79%jkn	1670 71%jk	1041 79%jkn	300 *57%*	1092 64%p	1989 84%pq
A TV service with additional channels you pay to receive	**4242** ***59%***	3287 63%c	699 *62%*	4121 *60%*	4242 100%abce fg	3339 67%abcf	3792 63%c	1778 66%abcf	405 *39%*	3837 62%h	833 *45%*	231 100%jn	274 100%jn	1310 100%jn	1337 57%j	1310 100%jn	230 *43%*	947 55%p	1572 66%pq
Mobile broadband	**2699** ***38%***	1962 *38%*	428 *38%*	2666 39%a	1778 42%abcf	2112 43%abcf	2379 40%ac	2699 100%abcdef	320 *31%*	2379 39%h	694 *37%*	83 *36%*	131 48%jkn	568 43%jn	908 *38%*	568 43%jn	170 *32%*	624 *37%*	1004 42%pq
Landline - pay line rental only, do not use this to make or receive calls	**1127** ***16%***	306 *6%*	1127 100%acde fg	1108 16%a	699 16%a	923 19%acdf g	1036 17%acdg	428 16%a	81 *8%*	1045 17%h	352 *19%*	37 *16%*	47 *17%*	228 *17%*	436 *18%*	228 *17%*	59 *11%*	287 17%p	472 20%pq
Any landline [NET]	**6052** ***84%***	5231 100%cdef g	1127 100%cdef g	5721 *83%*	3782 89%cefg	4119 *83%*	5181 87%ceg	2251 *83%*	689 *67%*	5363 87%h	1854 100%ln	231 100%ln	141 *52%*	1310 100%ln	2226 94%l	1310 100%ln	394 *74%*	1485 87%p	2012 85%p
Any broadband [NET]	**6301** ***88%***	4584 *88%*	1059 94%ac	6152 90%a	3931 93%ac	4700 95%acd	5981 100%abc de	2699 100%abcde	320 *31%*	5981 97%h	1854 100%kn	140 *61%*	274 100%kn	1310 100%kn	2268 96%k	1310 100%kn	417 *79%*	1504 88%p	2266 95%pq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 14
COM3 - Which, if any, of the following services and devices do you have in your household?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
Mobile phone(s)/ Smartphone(s)	**6859**	298	762	347	139	140	1250	5609	310	-	1250	-	-	-	-	-	-	1401	1896	2189	1180
	95%	*97%*	98%g	*96%*	*98%*	*99%*	97%g	*95%*	*98%*	-	*97%*	-	-	-	-	-	-	*95%*	*94%*	97%r	97%r
Fixed broadband	**5981**	248	690	298	121	118	1105	4876	263	-	1105	-	-	-	-	-	-	1247	1653	1922	995
	83%	*81%*	88%acfgh	*83%*	*85%*	*84%*	86%ag	*83%*	*83%*	-	*86%*	-	-	-	-	-	-	*85%*	*82%*	85%rt	*81%*
Landline to make and receive calls	**5231**	190	550	229	77	77	848	4384	195	-	848	-	-	-	-	-	-	1161	1471	1632	772
	73%	*62%*	70%acdefh	*64%*	*54%*	*55%*	66%de	74%abcdefh	*61%*	-	*66%*	-	-	-	-	-	-	79%rst	73%t	72%t	*63%*
Any on-demand and streaming TV and video services that you pay to receive	**4955**	241	629	256	119	111	1002	3953	252	-	1002	-	-	-	-	-	-	1023	1367	1583	866
	69%	78%cg	81%cfg	*71%*	83%cg	78%g	78%cg	*67%*	79%cg	-	*78%*	-	-	-	-	-	-	*69%*	*68%*	*70%*	*71%*
A TV service with additional channels you pay to receive	**4242**	177	523	215	85	80	801	3441	193	-	801	-	-	-	-	-	-	859	1210	1381	671
	59%	*57%*	67%acefgh	*60%*	*60%*	*56%*	62%g	*58%*	*61%*	-	*62%*	-	-	-	-	-	-	*58%*	60%t	61%t	*55%*
Mobile broadband	**2699**	133	335	134	56	53	526	2173	131	-	526	-	-	-	-	-	-	552	754	848	475
	38%	43%g	43%g	*37%*	*39%*	*38%*	41%g	*37%*	*41%*	-	*41%*	-	-	-	-	-	-	*37%*	*37%*	*37%*	*39%*
Landline - pay line rental only, do not use this to make or receive calls	**1127**	57	146	71	31	32	252	874	65	-	252	-	-	-	-	-	-	217	321	355	224
	16%	*19%*	19%g	20%g	*22%*	23%g	20%g	*15%*	20%g	-	*20%*	-	-	-	-	-	-	*15%*	*16%*	*16%*	18%q
Any landline [NET]	**6052**	225	652	280	105	101	1029	5023	237	-	1029	-	-	-	-	-	-	1316	1714	1887	934
	84%	*73%*	83%acdefh	*78%*	*73%*	*72%*	80%aeh	85%acdefh	*75%*	-	*80%*	-	-	-	-	-	-	89%rst	85%t	83%t	*76%*
Any broadband [NET]	**6301**	270	722	318	127	127	1166	5135	281	-	1166	-	-	-	-	-	-	1303	1739	2020	1067
	88%	*88%*	92%acfgh	*88%*	*90%*	*90%*	91%g	*87%*	*88%*	-	*91%*	-	-	-	-	-	-	*88%*	*86%*	89%r	*87%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 15
COM3 - Which, if any, of the following services and devices do you have in your household?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
Mobile phone(s)/ Smartphone(s)	**6859**	4497	187	-	-	717	6102	285	369	658	659	814	1695	1262	2296	1051	1843	4759
	95%	*96%*	*95%*	-	-	*94%*	96%e	*88%*	93%g	96%g	97%gh	99%ghij	98%ghi	97%n	*94%*	97%n	*95%*	*96%*
Fixed broadband	**5981**	3953	155	-	-	579	5385	201	298	564	601	745	1612	1147	1977	928	1535	4258
	83%	*84%*	*79%*	-	-	*76%*	84%e	*62%*	75%g	82%gh	88%ghi	90%ghi	93%ghijk	88%n	*81%*	86%n	*79%*	86%p
Landline to make and receive calls	**5231**	3461	136	-	-	598	4602	224	277	503	495	568	1216	945	1865	738	1409	3621
	73%	*74%*	*69%*	-	-	78%f	*72%*	*70%*	*70%*	*73%*	*73%*	*69%*	*70%*	73%o	76%mo	*68%*	*73%*	*73%*
Any on-demand and streaming TV and video services that you pay to receive	**4955**	3249	112	-	-	439	4499	127	186	408	497	659	1525	946	1579	792	1284	3524
	69%	69%b	*57%*	-	-	*57%*	71%e	*39%*	*47%*	60%gh	73%ghi	80%ghij	88%ghijk	73%n	*65%*	73%n	*66%*	71%p
A TV service with additional channels you pay to receive	**4242**	2792	113	-	-	422	3802	112	199	335	387	531	1208	782	1424	653	1119	2992
	59%	*59%*	*57%*	-	-	*55%*	60%e	*35%*	50%g	49%g	57%gi	64%ghij	70%ghijk	*60%*	*58%*	*60%*	*58%*	*60%*
Mobile broadband	**2699**	1721	80	-	-	265	2425	87	113	242	277	332	753	493	890	389	698	1901
	38%	*37%*	*41%*	-	-	*35%*	*38%*	*27%*	*28%*	35%gh	41%gh	40%gh	43%ghi	*38%*	*36%*	*36%*	*36%*	*38%*
Landline - pay line rental only, do not use this to make or receive calls	**1127**	713	36	-	-	86	1037	25	53	116	130	158	341	212	348	183	287	805
	16%	*15%*	*19%*	-	-	*11%*	16%e	*8%*	13%g	17%g	19%gh	19%gh	20%gh	*16%*	*14%*	*17%*	*15%*	*16%*
Any landline [NET]	**6052**	4008	158	-	-	657	5362	241	317	587	594	693	1481	1113	2114	882	1623	4210
	84%	*85%*	*81%*	-	-	*86%*	*84%*	*75%*	*80%*	86%gh	87%gh	84%g	85%gh	86%o	86%o	*82%*	*84%*	*85%*
Any broadband [NET]	**6301**	4140	166	-	-	621	5660	224	315	599	633	771	1670	1184	2092	970	1626	4463
	88%	*88%*	*85%*	-	-	*81%*	89%e	*69%*	80%g	87%gh	93%ghi	93%ghi	96%ghijk	91%n	*86%*	90%n	*84%*	90%p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 16
COM4 - Do you personally use either of the following as your main mobile phone? Please think about your personal mobile phone and not a work phone.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE/SMARTPHONE IN THE HOUSEHOLD

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**6816**	3167	3617	675	955	925	1207	1249	1109	680	1606	2420	1149	1275	407	599	828	231	683	819	514	546	488	5115	720	404	577
Weighted Base	**6859**	3336	3491	761	1221	1116	1206	1061	924	554	1823	1775	1427	1564	484	648	909	283	752	933	587	605	555	5755	584	327	193
Smartphone	**6114**	2988	3096	755	1184	1083	1138	940	714	284	1679	1625	1291	1286	437	576	844	243	666	855	512	533	490	5156	527	281	149
	89%	*90%*	*89%*	99%defghi	97%fghi	97%fghi	94%ghi	89%hi	77%i	*51%*	92%m	92%m	90%m	*82%*	90%B	89%B	93%qstvwxyAB	86%B	89%B	92%svwyAB	87%B	88%B	88%B	90%AB	90%B	86%B	*77%*
Standard mobile phone	**671**	306	363	6	30	23	54	113	192	253	125	130	117	264	40	63	58	34	81	69	71	64	59	539	53	39	40
	10%	*9%*	*10%*	*1%*	2%c	*2%*	4%cde	11%cdef	21%cdefg	46%cdefgh	*7%*	*7%*	*8%*	17%jkl	*8%*	10%r	*6%*	12%ru	11%ru	*7%*	12%ruy	11%r	11%r	9%ru	*9%*	12%ru	21%pqrstuvwxyzA
I don't use a mobile phone for personal use	**58**	35	23	-	4	9	13	6	13	13	19	17	12	11	7	7	3	2	3	8	2	7	5	45	4	6	3
	1%	*1%*	*1%*	-	*	1%c	1%c	*1%*	1%cd	2%cdeg	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	*	*1%*	*	*1%*	*1%*	*1%*	*1%*	2%rtvy	2%rtv
Don't know	**16**	7	8	-	3	1	1	2	5	4	-	2	7	4	-	2	4	3	1	1	1	2	1	14	-	-	1
	*	*	*	-	*	*	*	*	*1%*	1%cef	-	*	*j	*	-	*	*	1%yz	*	*	*	*	*	*	-	-	1%ptuz
Any [NET]	**6785**	3293	3459	761	1214	1106	1191	1053	906	537	1804	1756	1408	1549	477	639	902	277	748	924	584	596	549	5696	580	320	189
	99%	*99%*	*99%*	100%efghi	99%hi	99%i	99%i	99%hi	*98%*	*97%*	*99%*	*99%*	*99%*	*99%*	*99%*	*99%*	99%B	*98%*	99%AB	99%B	99%B	*99%*	*99%*	99%B	99%B	*98%*	*98%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 17
COM4 - Do you personally use either of the following as your main mobile phone? Please think about your personal mobile phone and not a work phone.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE/SMARTPHONE IN THE HOUSEHOLD

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**6816**	1774	5042	2620	667	592	2711	214	3879	2925	1705	3366	1682	1502	2390	1158	1727	3133	2814	5947	869	6147	627
Weighted Base	**6859**	2005	4854	2833	719	619	2419	255	4172	2673	1646	3412	1741	1423	2290	1201	1905	3088	2808	5896	963	5909	906
Smartphone	**6114** ***89%***	1933 96%b	4181 *86%*	2725 96%defghi	672 93%fi	583 94%fi	1892 *78%*	229 90%fi	3979 95%dfgi	2120 79%f	1331 *81%*	3080 90%j	1652 95%jk	1114 *78%*	1998 87%m	1130 94%mn	1838 96%mno	2641 *86%*	2568 91%qs	5209 88%q	905 94%qrs	5213 *88%*	863 95%u
Standard mobile phone	**671** ***10%***	50 *2%*	621 13%a	75 *3%*	45 6%ch	33 5%ch	492 20%cdeghi	25 10%ceh	153 4%c	518 19%cdegh	299 18%kl	289 8%l	75 *4%*	295 21%nop	265 12%op	51 *4%*	54 *3%*	410 13%rst	203 *7%*	613 10%rt	58 *6%*	628 11%v	38 *4%*
I don't use a mobile phone for personal use	**58** ***1%***	18 *1%*	40 *1%*	30 1%dh	1 *	2 *	25 1%d	- -	33 1%d	25 *1%*	9 *1%*	37 *1%*	12 *1%*	9 *1%*	20 *1%*	16 *1%*	13 *1%*	27 1%t	31 1%t	58 1%t	- -	55 *1%*	2 *
Don't know	**16** *	4 *	12 *	3 *	1 *	1 *	10 *c	1 *	5 *	10 *	8 *	5 *	2 *	5 *p	7 *p	3 *	- -	10 *	6 *	16 *	- -	13 *	3 *
Any [NET]	**6785** ***99%***	1983 *99%*	4802 *99%*	2800 *99%*	717 100%fi	615 *99%*	2384 *99%*	254 *100%*	4133 *99%*	2638 *99%*	1629 *99%*	3370 *99%*	1727 *99%*	1409 *99%*	2263 *99%*	1182 *98%*	1892 99%o	3050 *99%*	2771 *99%*	5822 *99%*	963 100%qrs	5841 *99%*	901 *99%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 18
COM4 - Do you personally use either of the following as your main mobile phone? Please think about your personal mobile phone and not a work phone.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE/SMARTPHONE IN THE HOUSEHOLD

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**6816**	5109	1007	6816	4119	4703	5792	2634	1024	5792	1867	235	260	1298	2362	1298	445	1685	2286
Weighted Base	**6859**	4900	1108	6859	4121	4877	5841	2666	1018	5841	1825	223	271	1272	2320	1272	489	1634	2326
Smartphone	**6114**	4239	1049	6114	3806	4685	5378	2528	736	5378	1624	179	262	1184	2065	1184	404	1436	2236
	89%	*87%*	95%acdf	89%a	92%ac	96%abcd fg	92%ac	95%acdf	*72%*	92%h	89%k	*80%*	97%jkmno	93%jkn	89%k	93%jkn	*82%*	88%p	96%pq
Standard mobile phone	**671**	601	49	671	276	156	404	116	267	404	176	42	4	71	222	71	81	186	67
	10%	12%bcdefg	4%e	10%bdefg	7%beg	*3%*	7%beg	4%e	26%i	*7%*	10%lmo	19%jlmno	*2%*	6%l	10%lmo	6%l	16%qr	11%r	*3%*
I don't use a mobile phone for personal use	**58**	49	7	58	32	33	51	18	7	51	25	1	4	14	30	14	4	9	20
	1%	1%e	*1%*	1%e	*1%*	*1%*	1%e	*1%*	*1%*	*1%*	*1%*	*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't know	**16**	12	3	16	8	4	8	4	8	8	1	2	*	3	3	3	2	3	3
	*	*ef	*	*ef	*e	*	*	*	1%i	*	*	1%jn	*	*	*j	*	*	*	*
Any [NET]	**6785**	4839	1097	6785	4081	4840	5782	2644	1003	5782	1800	221	267	1255	2287	1255	484	1622	2303
	99%	*99%*	*99%*	*99%*	99%a	99%acf	99%a	99%a	*99%*	*99%*	*99%*	*99%*	*98%*	*99%*	*99%*	*99%*	*99%*	*99%*	*99%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 19
COM4 - Do you personally use either of the following as your main mobile phone? Please think about your personal mobile phone and not a work phone.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE/SMARTPHONE IN THE HOUSEHOLD

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**6816**	271	729	320	107	122	1171	5645	269	-	1171	-	-	-	-	-	-	1380	1806	1982	1071
Weighted Base	**6859**	298	762	347	139*	140*	1250	5609	310	-**	1250	-**	-**	-**	-**	-**	-**	1401	1896	2189	1180
Smartphone	**6114**	280	711	316	139	131	1164	4950	293	-	1164	-	-	-	-	-	-	1263	1658	1954	1089
	89%	94%g	93%g	*91%*	100%abcefgh	*94%*	93%g	*88%*	94%g	-	*93%*	-	-	-	-	-	-	90%r	*87%*	*89%*	92%rs
Standard mobile phone	**671**	18	45	27	-	5	74	597	15	-	74	-	-	-	-	-	-	126	214	204	86
	10%	6%d	6%d	8%d	-	*4%*	6%d	11%abdefh	5%d	-	*6%*	-	-	-	-	-	-	*9%*	11%t	*9%*	*7%*
I don't use a mobile phone for personal use	**58**	-	4	2	-	1	6	53	1	-	6	-	-	-	-	-	-	9	17	25	4
	1%	-	*1%*	*1%*	-	*1%*	*	*1%*	*	-	*	-	-	-	-	-	-	*1%*	*1%*	1%t	*
Don't know	**16**	-	2	2	-	3	6	10	1	-	6	-	-	-	-	-	-	2	6	6	1
	*	-	*	*1%*	-	2%abfg	*	*	*	-	*	-	-	-	-	-	-	*	*	*	*
Any [NET]	**6785**	298	756	343	139	136	1239	5546	308	-	1239	-	-	-	-	-	-	1390	1872	2159	1175
	99%	100%e	*99%*	*99%*	*100%*	*97%*	*99%*	*99%*	99%e	-	*99%*	-	-	-	-	-	-	*99%*	*99%*	*99%*	100%s

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 20
COM4 - Do you personally use either of the following as your main mobile phone? Please think about your personal mobile phone and not a work phone.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE/SMARTPHONE IN THE HOUSEHOLD

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**6816**	4473	174	-	-	718	6059	282	373	691	654	794	1647	1282	2327	973	1763	4796
Weighted Base	**6859**	4497	187	-**	-**	717	6102	285	369	658	659	814	1695	1262	2296	1051	1843	4759
Smartphone	**6114**	4002	164	-	-	573	5505	211	295	565	616	772	1645	1138	2002	960	1625	4288
	89%	*89%*	*88%*	-	-	*80%*	90%e	*74%*	*80%*	86%gh	93%ghi	95%ghi	97%ghijk	90%n	*87%*	91%n	*88%*	90%p
Standard mobile phone	**671**	450	21	-	-	133	534	69	71	88	43	37	30	111	267	83	203	418
	10%	*10%*	*11%*	-	-	19%f	*9%*	24%ijkl	19%ijkl	13%jkl	6%l	5%l	*2%*	*9%*	12%mo	*8%*	11%q	*9%*
I don't use a mobile phone for personal use	**58**	37	1	-	-	10	49	3	3	3	1	5	18	12	22	6	10	46
	1%	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*
Don't know	**16**	8	-	-	-	1	14	2	1	2	-	-	3	1	4	1	5	8
	*	*	-	-	-	*	*	*1%*	*	*	-	-	*	*	*	*	*	*
Any [NET]	**6785**	4452	185	-	-	706	6039	280	366	653	658	809	1675	1249	2269	1043	1827	4705
	99%	*99%*	*99%*	-	-	*98%*	*99%*	*98%*	*99%*	*99%*	100%gl	*99%*	*99%*	*99%*	*99%*	*99%*	*99%*	*99%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 21
COM5 - Still thinking about your personal mobile phone you use most often, which of the following best describes the mobile package you currently have?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**6731**	3116	3583	675	951	917	1190	1238	1085	659	1588	2391	1133	1257	402	588	823	227	678	810	510	538	482	5058	716	393	564
Weighted Base	**6785**	3293	3459	761	1214	1106	1191	1053	906	537	1804	1756	1408	1549	477	639	902	277	748	924	584	596	549	5696	580	320	189
A Pay as you go/ Pre-pay package	**934** ***14%***	424 *13%*	504 *15%*	95 12%ef	133 11%e	83 *7%*	109 *9%*	137 13%ef	175 19%cd efg	198 37%cde fgh	161 *9%*	202 11%j	173 12%j	349 22%jkl	77 16%r	82 *13%*	96 *11%*	38 *14%*	111 15%r	117 *13%*	94 16%r	70 *12%*	83 15%r	767 13%r	70 *12%*	55 17%ruwz	42 22%pqrstuvwxyz
A monthly contract/post-pay which includes the phone	**3048** ***45%***	1407 *43%*	1629 47%a	335 44%hi	646 53%cf ghi	588 53%cf ghi	563 47%gh i	426 40%i	340 38%i	146 *27%*	806 *45%*	792 *45%*	669 48%m	664 *43%*	210 44%B	288 45%B	386 43%B	144 52%rv AB	343 46%B	421 46%B	252 43%B	277 46%B	249 45%B	2569 45%B	273 47%B	137 *43%*	69 *36%*
A monthly contract/post-pay which doesn't include the phone (SIM only)	**2665** ***39%***	1393 42%b	1259 *36%*	320 42%di	421 *35%*	423 38%i	497 42%di	472 45%de hi	365 40%di	161 *30%*	796 44%lm	737 42%m	545 39%m	496 *32%*	186 *39%*	255 *40%*	398 44%st xyzB	93 *34%*	282 *38%*	361 *39%*	226 *39%*	241 *40%*	204 *37%*	2247 *39%*	225 *39%*	124 *39%*	69 *37%*
Other	**52** ***1%***	32 *1%*	20 *1%*	3 *	5 *	9 *1%*	10 *1%*	10 *1%*	11 *1%*	3 *1%*	19 *1%*	15 *1%*	8 *1%*	7 *	- -	1 *	9 *1%*	2 *1%*	7 *1%*	7 *1%*	4 *1%*	4 *1%*	8 2%pq	42 *1%*	5 *1%*	3 *1%*	3 2%pqy
Don't know	**86** ***1%***	37 *1%*	47 *1%*	8 *1%*	9 *1%*	3 *	12 *1%*	8 *1%*	16 2%e	29 5%cde fgh	22 1%k	10 *1%*	13 *1%*	33 2%kl	5 *1%*	13 2%t	13 *1%*	1 *	5 *1%*	17 2%	7 *1%*	5 *1%*	6 *1%*	71 *1%*	8 *1%*	1 *	6 3%prstvwxyzA
Any contract [NET]	**5713** ***84%***	2801 *85%*	2888 *83%*	655 86%hi	1067 88%hi	1011 91%cd ghi	1060 89%gh i	898 85%hi	705 78%i	306 *57%*	1601 89%m	1529 87%m	1214 86%m	1160 *75%*	396 83%B	543 85%B	785 87%vx AB	237 86%B	624 84%B	782 85%B	478 82%B	518 87%vA B	453 82%B	4816 85%B	497 86%B	261 82%B	138 *73%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 22
COM5 - Still thinking about your personal mobile phone you use most often, which of the following best describes the mobile package you currently have?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**6731**	1756	4975	2589	664	588	2665	213	3841	2878	1687	3317	1665	1485	2356	1138	1714	3090	2772	5862	869	6065	625
Weighted Base	**6785**	1983	4802	2800	717	615	2384	254	4133	2638	1629	3370	1727	1409	2263	1182	1892	3050	2771	5822	963	5841	901
A Pay as you go/ Pre-pay package	**934** ***14%***	187 *9%*	747 16%a	212 *8%*	92 13%ceh	48 *8%*	531 22%cdeh	45 18%ceh	352 9%c	576 22%cdeh	351 22%kl	400 12%l	169 *10%*	315 22%nop	323 14%op	129 11%p	155 *8%*	500 16%rs	306 *11%*	806 14%r	128 *13%*	817 *14%*	111 *12%*
A monthly contract/post-pay which includes the phone	**3048** ***45%***	1035 52%b	2013 *42%*	1425 51%efghi	343 48%fi	279 45%fi	886 *37%*	109 *43%*	2047 50%efi	995 38%f	632 *39%*	1620 48%jl	771 45%j	506 *36%*	1005 44%m	585 49%mn	937 50%mn	1299 *43%*	1329 48%qst	2628 45%q	420 *44%*	2688 46%v	345 *38%*
A monthly contract/post-pay which doesn't include the phone (SIM only)	**2665** ***39%***	731 *37%*	1934 40%a	1121 *40%*	272 *38%*	278 45%cdfhi	894 *38%*	99 *39%*	1671 40%fi	993 *38%*	605 *37%*	1294 *38%*	747 43%jk	549 *39%*	894 *40%*	444 *38%*	763 *40%*	1190 *39%*	1090 *39%*	2280 *39%*	385 *40%*	2211 *38%*	435 48%u
Other	**52** ***1%***	16 *1%*	36 *1%*	27 *1%*	6 *1%*	3 *1%*	16 *1%*	* *	36 *1%*	16 *1%*	15 *1%*	25 *1%*	12 *1%*	12 *1%*	14 *1%*	12 *1%*	14 *1%*	28 *1%*	21 *1%*	50 *1%*	2 *	48 *1%*	2 *
Don't know	**86** ***1%***	14 *1%*	72 1%a	15 *1%*	5 *1%*	7 *1%*	57 2%cdhi	1 *	26 *1%*	58 2%cdh	26 *2%*	31 *1%*	29 2%k	26 *2%*	26 *1%*	11 *1%*	23 *1%*	33 *1%*	25 *1%*	58 *1%*	28 3%qrs	77 *1%*	7 *1%*
Any contract [NET]	**5713** ***84%***	1766 89%b	3947 *82%*	2546 91%dfghi	615 86%fi	557 90%dfgi	1780 *75%*	208 82%fi	3718 90%dfgi	1988 *75%f*	1237 *76%*	2914 86%j	1518 88%j	1055 *75%*	1900 84%m	1029 87%mn	1701 90%mno	2489 *82%*	2419 87%qst	4908 84%q	805 *84%*	4899 *84%*	780 *87%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 23
COM5 - Still thinking about your personal mobile phone you use most often, which of the following best describes the mobile package you currently have?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**6731**	5034	997	6731	4073	4663	5727	2607	1004	5727	1836	232	256	1278	2324	1278	439	1667	2266
Weighted Base	**6785**	4839	1097	6785	4081	4840	5782	2644	1003	5782	1800	221	267	1255	2287	1255	484	1622	2303
A Pay as you go/ Pre-pay package	**934** ***14%***	704 15%bcdefg	93 *9%*	934 14%bdefg	383 9%e	416 *9%*	674 12%bdeg	237 *9%*	260 26%i	674 *12%*	231 13%lmo	34 15%lmo	17 *6%*	103 *8%*	281 12%lmo	103 *8%*	123 25%qr	280 17%r	132 *6%*
A monthly contract/post-pay which includes the phone	**3048** ***45%***	2080 *43%*	605 55%acdefg	3048 45%a	2049 50%acfg	2382 49%acfg	2709 47%ac	1244 47%ac	339 *34%*	2709 47%h	724 *40%*	97 *44%*	146 55%jkn	629 50%jn	968 42%j	629 50%jn	210 *43%*	700 *43%*	1131 49%q
A monthly contract/post-pay which doesn't include the phone (SIM only)	**2665** ***39%***	1957 40%bcd	382 *35%*	2665 39%b	1585 39%b	1968 41%bcd	2308 40%bc	1118 42%abcdf	357 *36%*	2308 40%h	809 45%lmno	87 *40%*	98 *37%*	510 *41%*	994 43%l	510 *41%*	145 *30%*	621 38%p	1006 44%pq
Other	**52** ***1%***	36 *1%*	7 *1%*	52 *1%*	28 *1%*	37 *1%*	45 *1%*	21 *1%*	7 *1%*	45 *1%*	15 *1%*	1 *	2 *1%*	8 *1%*	18 *1%*	8 *1%*	5 *1%*	9 *1%*	21 *1%*
Don't know	**86** ***1%***	63 1%defg	10 *1%*	86 1%defg	36 *1%*	37 *1%*	47 *1%*	23 *1%*	39 4%i	47 *1%*	21 1%mo	1 *1%*	4 2%mo	4 *	27 1%mo	4 *	1 *	11 *1%*	13 *1%*
Any contract [NET]	**5713** ***84%***	4037 *83%*	987 90%acf	5713 84%a	3634 89%acf	4350 90%acdf	5016 87%ac	2362 89%acf	696 *69%*	5016 87%h	1533 *85%*	184 *84%*	244 91%jkn	1139 91%jkn	1961 *86%*	1139 91%jkn	355 *73%*	1321 81%p	2137 93%pq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 24
COM5 - Still thinking about your personal mobile phone you use most often, which of the following best describes the mobile package you currently have?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**6731**	271	722	315	107	119	1159	5572	266	-	1159	-	-	-	-	-	-	1366	1781	1953	1067
Weighted Base	**6785**	298	756	343	139*	136*	1239	5546	308	-**	1239	-**	-**	-**	-**	-**	-**	1390	1872	2159	1175
A Pay as you go/ Pre-pay package	**934**	46	74	57	19	22	153	781	46	-	153	-	-	-	-	-	-	182	268	317	124
	14%	15%b	*10%*	16%bf	*13%*	16%b	12%b	14%b	15%b	-	*12%*	-	-	-	-	-	-	*13%*	14%t	15%t	*11%*
A monthly contract/post-pay which includes the phone	**3048**	157	349	181	86	83	610	2438	170	-	610	-	-	-	-	-	-	683	839	944	513
	45%	53%g	*46%*	53%g	62%bfg	61%bfg	49%bg	*44%*	55%bfg	-	*49%*	-	-	-	-	-	-	49%rst	*45%*	*44%*	*44%*
A monthly contract/post-pay which doesn't include the phone (SIM only)	**2665**	92	326	105	32	30	465	2200	89	-	465	-	-	-	-	-	-	494	724	866	512
	39%	*31%*	43%acdefh	*31%*	*23%*	*22%*	38%acdeh	40%acdeh	*29%*	-	*38%*	-	-	-	-	-	-	*36%*	*39%*	40%q	44%qr
Other	**52**	3	5	1	2	1	9	43	2	-	9	-	-	-	-	-	-	11	10	14	14
	1%	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	-	-	-	-	-	*1%*	*1%*	*1%*	*1%*
Don't know	**86**	1	2	-	-	-	2	84	1	-	2	-	-	-	-	-	-	18	31	18	12
	1%	*	*	-	-	-	*	2%bf	*	-	*	-	-	-	-	-	-	*1%*	2%s	*1%*	*1%*
Any contract [NET]	**5713**	249	675	286	119	113	1075	4638	260	-	1075	-	-	-	-	-	-	1178	1563	1809	1025
	84%	*83%*	89%acfgh	*83%*	*85%*	*83%*	87%g	*84%*	*84%*	-	*87%*	-	-	-	-	-	-	*85%*	*83%*	*84%*	87%rs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 25
COM5 - Still thinking about your personal mobile phone you use most often, which of the following best describes the mobile package you currently have?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**6731**	4417	173	-	-	704	5988	277	368	683	651	789	1629	1265	2294	964	1743	4736
Weighted Base	**6785**	4452	185	-**	-**	706	6039	280	366	653	658	809	1675	1249	2269	1043	1827	4705
A Pay as you go/ Pre-pay package	**934** *14%*	603 *14%*	39 21%a	- -	- -	155 22%f	771 *13%*	90 32%ijkl	108 29%ijkl	115 18%kl	95 14%kl	57 7%l	76 *5%*	145 *12%*	342 15%m	138 *13%*	314 17%q	570 *12%*
A monthly contract/post-pay which includes the phone	**3048** *45%*	2018 *45%*	79 *42%*	- -	- -	304 *43%*	2734 *45%*	99 *35%*	119 *33%*	296 45%gh	295 45%gh	421 52%ghij	822 49%gh	563 *45%*	997 *44%*	492 *47%*	860 *47%*	2098 *45%*
A monthly contract/post-pay which doesn't include the phone (SIM only)	**2665** *39%*	1745 *39%*	64 *34%*	- -	- -	230 *33%*	2419 40%e	88 *31%*	133 *36%*	229 *35%*	265 40%g	327 40%g	747 45%ghi	518 *41%*	876 *39%*	398 *38%*	618 *34%*	1949 41%p
Other	**52** *1%*	34 *1%*	2 *1%*	- -	- -	5 *1%*	47 *1%*	2 *1%*	3 *1%*	5 *1%*	3 *	3 *	18 *1%*	8 *1%*	21 *1%*	6 *1%*	9 *	41 *1%*
Don't know	**86** *1%*	52 *1%*	2 *1%*	- -	- -	12 *2%*	69 *1%*	1 *	2 *1%*	8 1%jk	1 *	1 *	13 *1%*	15 *1%*	33 *1%*	9 *1%*	28 *2%*	49 *1%*
Any contract [NET]	**5713** *84%*	3763 85%b	143 *77%*	- -	- -	534 *76%*	5153 85%e	187 *67%*	253 *69%*	525 80%gh	560 85%gh	748 92%ghij	1569 94%ghij	1081 87%n	1873 *83%*	890 *85%*	1478 *81%*	4046 86%p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 26
COM6 - Which, if any, the following services do you receive from the same provider?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE MORE THAN
ONE OF LANDLINE/BROADBAND AND OR PAY TV SERVICE IN THE HOUSEHOLD

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**5852**	2758	3074	472	718	825	1124	1157	1015	531	1468	2106	977	1013	345	517	667	194	585	724	440	468	413	4353	638	347	514
Weighted Base	**5818**	2841	2957	528	907	994	1123	976	849	432	1662	1518	1193	1234	409	559	716	237	638	823	503	514	464	4862	511	273	172
Landline and Fixed broadband	**1854** *32%*	910 *32%*	936 *32%*	87 *16%*	250 28%c	333 33%cd	341 30%c	345 35%cd f	304 36%cd f	190 44%cd efgh	562 34%l	487 *32%*	351 *29%*	398 *32%*	114 *28%*	168 *30%*	208 *29%*	79 *33%*	201 *31%*	258 *31%*	197 39%pqrtu wyz	136 *26%*	163 35%w	1523 31%w	159 *31%*	106 39%pqrtu wyz	65 38%pqrtuwyz
Landline and Pay TV	**231** *4%*	106 *4%*	124 *4%*	13 *3%*	28 *3%*	32 *3%*	28 *3%*	40 *4%*	49 6%cde f	40 9%cde fgh	47 *3%*	50 *3%*	56 5%j	66 5%jk	15 *4%*	26 *5%*	24 *3%*	21 9%prt uvxyz	27 *4%*	21 *3%*	17 *3%*	24 *5%*	13 *3%*	189 *4%*	22 *4%*	12 *4%*	8 5%u
Fixed broadband and Pay TV	**274** *5%*	136 *5%*	138 *5%*	43 8%fgh i	75 8%efg hi	50 5%hi	52 5%hi	31 3%i	22 3%i	1 *	71 *4%*	88 6%m	57 *5%*	48 *4%*	24 *6%*	31 *6%*	34 *5%*	12 *5%*	34 *5%*	35 *4%*	18 *3%*	20 *4%*	26 *6%*	232 *5%*	23 *5%*	12 *4%*	7 *4%*
Landline, fixed broadband and Pay TV	**1310** *23%*	657 *23%*	651 *22%*	83 *16%*	147 *16%*	232 23%cd i	311 28%cd ei	243 25%cd i	222 26%cd i	71 *16%*	395 *24%*	333 *22%*	279 *23%*	261 *21%*	74 *18%*	127 *23%*	172 24%p	65 27%pv	139 *22%*	203 25%p	98 *19%*	112 *22%*	104 *22%*	1093 *22%*	124 24%p	59 *22%*	34 *20%*
None of these	**1963** *34%*	963 *34%*	992 *34%*	247 47%ef ghi	372 41%ef ghi	327 33%hi	373 33%hi	301 31%h	223 *26%*	116 *27%*	541 *33%*	525 *35%*	415 *35%*	404 *33%*	165 40%qsux yAB	180 *32%*	251 35%sA	57 *24%*	217 34%s	269 33%s	167 33%s	206 40%qs uvxyA B	152 33%s	1663 34%sAB	173 34%s	77 *28%*	50 *29%*
Don't know	**186** *3%*	68 *2%*	116 4%a	55 10%def ghi	34 4%fg	20 *2%*	17 *2%*	15 *2%*	29 3%fg	14 3%fg	46 *3%*	36 *2%*	34 *3%*	58 5%jk	18 4%vxz	27 5%vxz	27 4%vxz	3 *1%*	21 *3%*	37 5%vxz	8 *2%*	17 *3%*	6 *1%*	163 3%vxz	8 *2%*	7 *3%*	7 4%vxz
Dual play [NET]	**2359** *41%*	1152 *41%*	1198 *41%*	142 *27%*	353 39%c	415 42%c	421 38%c	416 43%cf	375 44%cd f	230 53%cd efgh	680 *41%*	625 *41%*	464 *39%*	511 *41%*	153 *37%*	225 *40%*	266 *37%*	112 47%pr uw	261 *41%*	314 *38%*	231 46%pruwy	180 *35%*	202 44%w	1944 40%w	204 *40%*	130 48%pqruw yz	81 47%pruwyz

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 27
COM6 - Which, if any, the following services do you receive from the same provider?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE MORE THAN
ONE OF LANDLINE/BROADBAND AND OR PAY TV SERVICE IN THE HOUSEHOLD

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**5852**	1605	4247	2296	592	518	2298	141	3406	2439	1318	2993	1494	1147	2091	1053	1535	2644	2536	5180	672	5328	493
Weighted Base	**5818**	1794	4023	2452	624	537	2034	163	3613	2197	1241	3007	1528	1056	1977	1078	1681	2570	2514	5085	733	5090	696
Landline and Fixed broadband	**1854** *32%*	532 *30%*	1322 33%a	723 *30%*	202 *32%*	168 *31%*	718 35%cghi	39 *24%*	1093 *30%*	756 34%cgh	475 38%kl	957 32%l	406 *27%*	408 39%nop	652 33%p	320 *30%*	467 *28%*	948 37%rst	766 30%t	1714 34%rt	140 *19%*	1639 *32%*	205 *29%*
Landline and Pay TV	**231** *4%*	55 *3%*	176 4%a	84 *3%*	17 *3%*	13 *2%*	112 6%cdehi	3 *2%*	114 *3%*	115 5%cdeh	65 5%l	118 *4%*	42 *3%*	60 6%op	88 4%p	31 *3%*	50 *3%*	114 *4%*	92 *4%*	207 *4%*	24 *3%*	213 *4%*	17 *2%*
Fixed broadband and Pay TV	**274** *5%*	108 6%b	166 *4%*	139 6%fi	32 *5%*	20 *4%*	72 *4%*	11 *7%*	191 5%fi	83 4%f	30 *2%*	157 5%j	88 6%j	21 *2%*	89 4%m	70 6%mn	95 6%m	93 *4%*	131 5%qs	224 4%q	51 7%qs	223 *4%*	52 7%u
Landline, fixed broadband and Pay TV	**1310** *23%*	432 *24%*	878 *22%*	558 *23%*	147 *24%*	115 *21%*	456 *22%*	33 *20%*	820 *23%*	489 *22%*	246 *20%*	703 23%j	358 23%j	208 *20%*	444 *22%*	243 *23%*	414 25%m	581 23%t	615 24%t	1196 24%t	114 *16%*	1180 23%v	124 *18%*
None of these	**1963** *34%*	614 *34%*	1350 *34%*	887 36%fi	206 *33%*	205 38%fi	596 *29%*	68 41%fi	1298 36%fi	663 30%f	399 *32%*	1001 *33%*	547 *36%*	342 *32%*	648 *33%*	365 *34%*	594 *35%*	800 *31%*	853 *34%*	1654 *33%*	309 42%qrs	1690 *33%*	257 *37%*
Don't know	**186** *3%*	55 *3%*	132 *3%*	61 *2%*	20 *3%*	16 *3%*	81 4%ch	10 6%ch	96 *3%*	90 4%ch	26 *2%*	71 *2%*	87 6%jk	17 *2%*	56 3%m	49 5%mn	62 4%m	34 *1%*	57 2%qs	92 2%q	95 13%qrs	145 *3%*	41 6%u
Dual play [NET]	**2359** *41%*	695 *39%*	1664 *41%*	947 *39%*	251 *40%*	201 *37%*	902 44%ceghi	53 *33%*	1398 *39%*	955 43%cegh	571 46%kl	1232 41%l	536 *35%*	489 46%nop	828 42%p	421 *39%*	611 *36%*	1155 45%rst	989 39%t	2144 42%rt	215 *29%*	2075 *41%*	273 *39%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 28
COM6 - Which, if any, the following services do you receive from the same provider?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE MORE THAN
ONE OF LANDLINE/BROADBAND AND OR PAY TV SERVICE IN THE HOUSEHOLD

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**5852**	4814	983	5764	4130	4215	5509	2322	339	5513	1898	241	264	1337	2403	1337	315	1466	2066
Weighted Base	**5818**	4646	1082	5735	4115	4320	5495	2319	320	5498	1854	231	274	1310	2359	1310	341	1402	2082
Landline and Fixed broadband	**1854**	1600	352	1825	833	1281	1854	694	-	1854	1854	-	-	-	1854	-	111	489	660
	32%	34%cdeg	33%d	32%deg	20%	30%d	34%cdeg	30%d	-	34%h	100%klmno	-	-	-	79%klmo	-	32%	35%	32%
Landline and Pay TV	**231**	205	37	223	231	142	108	83	119	111	-	231	-	-	231	-	15	50	64
	4%	4%cefg	3%f	4%ef	6%abcefg	3%f	2%	4%f	37%i	2%	-	100%jlmno	-	-	10%jlmo	-	4%	4%	3%
Fixed broadband and Pay TV	**274**	105	47	271	274	246	274	131	-	274	-	-	274	-	274	-	12	54	115
	5%	2%	4%a	5%a	7%abcefg	6%acf	5%ac	6%ac	-	5%h	-	-	100%jkmno	-	12%jkmo	-	4%	4%	6%q
Landline, fixed broadband and Pay TV	**1310**	1138	228	1272	1310	1041	1310	568	-	1310	-	-	-	1310	-	1310	65	342	513
	23%	24%bc	21%	22%	32%abcefg	24%bc	24%bc	24%bc	-	24%h	-	-	-	100%jkln	-	100%jkln	19%	24%	25%
None of these	**1963**	1447	396	1959	1314	1477	1782	767	181	1782	-	-	-	-	-	-	128	438	690
	34%	31%	37%adfg	34%adf	32%	34%adf	32%a	33%a	57%i	32%	-	-	-	-	-	-	37%	31%	33%
Don't know	**186**	151	22	184	153	133	167	76	19	167	-	-	-	-	-	-	11	29	40
	3%	3%	2%	3%bf	4%abcef	3%	3%	3%b	6%i	3%	-	-	-	-	-	-	3%	2%	2%
Dual play [NET]	**2359**	1910	436	2320	1337	1670	2236	908	119	2239	1854	231	274	-	2359	-	138	593	839
	41%	41%deg	40%d	40%de	33%	39%d	41%de	39%d	37%	41%	100%mo	100%mo	100%mo	-	100%mo	-	40%	42%	40%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 29
COM6 - Which, if any, the following services do you receive from the same provider?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE MORE THAN
ONE OF LANDLINE/BROADBAND AND OR PAY TV SERVICE IN THE HOUSEHOLD

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**5852**	218	651	267	84	94	1011	4841	214	-	1011	-	-	-	-	-	-	1219	1574	1687	858
Weighted Base	**5818**	233	666	289	111*	106*	1060	4758	243	-**	1060	-**	-**	-**	-**	-**	-**	1227	1644	1856	919
Landline and Fixed broadband	**1854**	59	176	75	37	29	293	1561	61	-	293	-	-	-	-	-	-	415	514	587	273
	32%	*25%*	*26%*	*26%*	*33%*	*27%*	*28%*	33%abcfh	*25%*	-	*28%*	-	-	-	-	-	-	*34%*	*31%*	*32%*	*30%*
Landline and Pay TV	**231**	8	23	13	-	7	38	192	12	-	38	-	-	-	-	-	-	43	69	75	36
	4%	*4%*	*3%*	*4%*	-	7%d	*4%*	*4%*	*5%*	-	*4%*	-	-	-	-	-	-	*3%*	*4%*	*4%*	*4%*
Fixed broadband and Pay TV	**274**	12	28	13	3	7	40	234	11	-	40	-	-	-	-	-	-	57	74	95	42
	5%	*5%*	*4%*	*4%*	*3%*	*7%*	*4%*	*5%*	*5%*	-	*4%*	-	-	-	-	-	-	*5%*	*4%*	*5%*	*5%*
Landline, fixed broadband and Pay TV	**1310**	43	173	55	23	17	232	1078	48	-	232	-	-	-	-	-	-	240	383	457	195
	23%	*18%*	26%acfh	*19%*	*21%*	*16%*	*22%*	*23%*	*20%*	-	*22%*	-	-	-	-	-	-	*20%*	23%q	25%q	*21%*
None of these	**1963**	105	251	126	44	44	429	1534	107	-	429	-	-	-	-	-	-	435	559	578	340
	34%	45%g	38%g	43%g	*40%*	*42%*	40%bg	*32%*	44%g	-	*40%*	-	-	-	-	-	-	35%s	*34%*	*31%*	37%s
Don't know	**186**	7	15	8	3	2	28	158	5	-	28	-	-	-	-	-	-	37	46	64	33
	3%	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	-	*3%*	-	-	-	-	-	-	*3%*	*3%*	*3%*	*4%*
Dual play [NET]	**2359**	79	227	100	40	42	371	1988	83	-	371	-	-	-	-	-	-	515	656	756	351
	41%	*34%*	*34%*	*35%*	*36%*	*40%*	*35%*	42%abcf	*34%*	-	*35%*	-	-	-	-	-	-	*42%*	*40%*	*41%*	*38%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 30
COM6 - Which, if any, the following services do you receive from the same provider?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE MORE THAN ONE OF LANDLINE/BROADBAND AND OR PAY TV SERVICE IN THE HOUSEHOLD

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**5852**	3868	136	-	-	595	5234	185	297	575	583	711	1516	1127	2000	833	1477	4185
Weighted Base	**5818**	3854	147	-**	-**	585	5213	182	283	538	579	720	1546	1096	1960	893	1526	4100
Landline and Fixed broadband	**1854** *32%*	1222 *32%*	35 *24%*	- -	- -	175 *30%*	1675 *32%*	71 39%kl	96 *34%*	193 36%kl	224 39%kl	212 *29%*	470 *30%*	343 *31%*	638 *33%*	269 *30%*	453 *30%*	1343 *33%*
Landline and Pay TV	**231** *4%*	158 *4%*	5 *3%*	- -	- -	24 *4%*	201 *4%*	12 7%l	7 *3%*	17 *3%*	27 5%l	30 4%l	38 *2%*	41 *4%*	80 *4%*	38 *4%*	63 *4%*	157 *4%*
Fixed broadband and Pay TV	**274** *5%*	178 *5%*	8 *5%*	- -	- -	19 *3%*	254 *5%*	6 *4%*	6 *2%*	16 *3%*	21 *4%*	37 *5%*	94 6%hij	57 *5%*	82 *4%*	45 *5%*	67 *4%*	201 *5%*
Landline, fixed broadband and Pay TV	**1310** *23%*	884 *23%*	41 *28%*	- -	- -	156 27%f	1151 *22%*	25 *14%*	73 26%g	126 23%g	122 *21%*	184 25%g	398 26%gj	253 *23%*	468 *24%*	198 *22%*	359 *24%*	928 *23%*
None of these	**1963** *34%*	1298 *34%*	52 *35%*	- -	- -	193 *33%*	1766 *34%*	61 *33%*	95 *34%*	174 *32%*	171 *30%*	251 *35%*	511 *33%*	375 *34%*	631 *32%*	320 *36%*	530 *35%*	1354 *33%*
Don't know	**186** *3%*	114 *3%*	7 *5%*	- -	- -	18 *3%*	167 *3%*	7 4%k	7 *2%*	11 *2%*	14 2%k	6 *1%*	34 2%k	27 *2%*	62 *3%*	24 *3%*	56 *4%*	118 *3%*
Dual play [NET]	**2359** *41%*	1558 *40%*	47 *32%*	- -	- -	218 *37%*	2129 *41%*	90 49%hkl	109 *38%*	227 *42%*	272 47%hkl	279 *39%*	602 *39%*	441 *40%*	800 *41%*	351 *39%*	582 *38%*	1701 41%p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 31
COM7 - Importance of communication services to household at the moment: SUMMARY
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO WITH EACH IN THE HOUSEHOLD

	Total	Very important [+2]	Fairly important [+1]	Not very important [-1]	Not at all important [-2]	MEAN	Don't know	Important [NET]	Not important [NET]
Mobile phone - to make and receive calls	**3149**	2246 *71%*	623 *20%*	212 *7%*	61 *2%*	1.52	7 *	2869 *91%*	273 *9%*
Mobile phone for internet access	**3149**	1602 *51%*	845 *27%*	410 *13%*	256 *8%*	1.00	36 *1%*	2447 *78%*	666 *21%*
Landline to make and receive calls	**2429**	719 *30%*	592 *24%*	778 *32%*	338 *14%*	0.24	3 *	1310 *54%*	1116 *46%*
Pay TV service with additional channels you pay to receive (e.g. Sky, BT TV, Virgin Media, EE TV, Talk Talk TV, etc.)	**1954**	758 *39%*	718 *37%*	356 *18%*	103 *5%*	0.86	19 *1%*	1476 *76%*	459 *23%*
Any on-demand and streaming TV and video services that you pay to receive (e.g. Netflix, NOW TV, or Amazon Prime Video)	**2256**	727 *32%*	939 *42%*	476 *21%*	96 *4%*	0.77	18 *1%*	1666 *74%*	572 *25%*
Fixed broadband through a phone line or fibre optic cable - perhaps using a Wi-Fi router	**2745**	2171 *79%*	436 *16%*	92 *3%*	28 *1%*	1.70	18 *1%*	2608 *95%*	120 *4%*

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 32
COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**3086**	1401	1677	300	443	431	517	570	507	310	692	1084	547	616	194	248	364	100	320	360	232	240	221	2279	340	191	276
Weighted Base	**3124**	1518	1597	346	567	507	545	485	417	249	831	804	649	729	226	289	416	130*	341	420	268	275	258	2623	268	146	86
[+2] Very important	**2237** **72%**	1042 69%	1189 74%a	253 73%hi	470 83%cf ghi	418 83%cf ghi	408 75%gh i	330 68%hi	243 58%i	110 44%	632 76%m	591 73%m	475 73%m	474 65%	156 69%	217 75%AB	340 82%ps tuvxy zAB	93 71%	240 70%	285 68%	182 68%	205 74%A	185 72%	1903 73%uAB	186 69%	91 62%	57 66%
[+1] Fairly important	**618** **20%**	331 22%b	286 18%	67 19%de	74 13%	59 12%	103 19%de	119 25%de f	122 29%cd ef	74 30%cd ef	141 17%	143 18%	126 19%	177 24%jk	45 20%	49 17%	63 15%	31 23%	69 20%	101 24%qr y	52 19%	55 20%	54 21%	517 20%r	53 20%	29 20%	19 22%r
[-1] Not very important	**206** **7%**	106 7%	99 6%	17 5%	17 3%	24 5%	30 5%	27 6%	39 9%cd efg	50 20%cde fgh	47 6%	51 6%	38 6%	60 8%	19 8%r	22 8%r	8 2%	5 4%	26 8%r	22 5%r	25 9%ry	14 5%	14 5%r	157 6%r	20 7%r	22 15%qrstuw xyz	8 9%r
[-2] Not at all important	**56** **2%**	35 2%	21 1%	9 3%f	4 1%	5 1%	3 1%	8 2%	12 3%df	13 5%def g	10 1%	19 2%	9 1%	17 2%	5 2%q	- -	5 1%	1 1%	7 2%q	10 2%q	8 3%q	2 1%	4 2%	42 2%	9 4%qrw y	3 2%q	2 2%q
MEAN	**1.53**	1.48	1.58a	1.55h i	1.75c fghi	1.70c ghi	1.62h i	1.52h i	1.31i	0.88	1.61m	1.54m	1.57m	1.42	1.45	1.60vA B	1.74p qtuvx yzAB	1.60A	1.49A	1.51A	1.40	1.62v zAB	1.56A	1.56vzAB	1.44	1.26	1.42
Don't know	**7** *	4 *	3 *	- -	2 *	1 *	2 *	- -	1 *	1 1%	* *	1 *	1 *	3 *	- -	1 *	- -	- -	- -	2 *	1 *	- -	1 *	4 *	- -	1 1%y	1 1%prtwyz
Important [NET]	**2855** **91%**	1373 90%	1475 92%	320 92%hi	543 96%gh i	477 94%hi	510 94%hi	449 93%hi	365 88%i	185 74%	773 93%m	734 91%	601 93%	650 89%	202 89%	266 92%A	403 97%pq tuvxy zAB	123 95%AB	309 90%A	386 92%A	234 87%	259 94%vA B	239 93%A	2421 92%vAB	239 89%A	120 82%	76 88%
Not important [NET]	**262** **8%**	141 9%	120 8%	26 8%d	22 4%	29 6%	33 6%	35 7%d	51 12%de fg	63 25%cde fgh	57 7%	70 9%	47 7%	76 10%j	24 11%r	22 8%r	13 3%	7 5%	33 10%r	32 8%r	33 12%rwy	16 6%	18 7%r	199 8%r	29 11%r	25 17%qrstu wxy	10 11%rw

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - jk/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 33
COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**3086**	798	2288	1169	319	266	1236	90	1754	1326	768	1523	774	678	1078	533	780	1397	1284	2681	405	2785	284
Weighted Base	**3124**	904	2220	1282	341	279	1112	103*	1902	1215	726	1548	829	639	1023	550	894	1356	1314	2670	454	2688	419
[+2] Very important	**2237**	706	1531	991	252	225	689	76	1468	765	489	1120	620	411	707	412	701	958	942	1900	337	1869	354
	72%	78%b	*69%*	77%fi	74%fi	81%fi	*62%*	74%fi	77%fi	63%f	*67%*	72%j	75%j	*64%*	*69%*	75%mn	78%mn	*71%*	*72%*	*71%*	*74%*	*70%*	84%u
[+1] Fairly important	**618**	144	474	220	67	39	270	21	327	291	142	314	152	134	229	99	146	268	263	531	87	570	46
	20%	*16%*	21%a	*17%*	*20%*	*14%*	24%ceh	*20%*	*17%*	24%ceh	*20%*	*20%*	*18%*	21%p	22%p	*18%*	*16%*	*20%*	*20%*	*20%*	*19%*	21%v	*11%*
[-1] Not very important	**206**	45	161	57	18	9	115	6	84	121	71	85	47	69	63	30	40	103	81	184	22	194	12
	7%	*5%*	7%a	*4%*	*5%*	*3%*	10%cdeh	*6%*	*4%*	10%cdeh	10%kl	*5%*	*6%*	11%nop	*6%*	*5%*	*4%*	*8%*	*6%*	*7%*	*5%*	7%v	*3%*
[-2] Not at all important	**56**	10	47	13	3	6	34	-	22	34	20	27	10	20	20	10	7	23	26	49	7	49	7
	2%	*1%*	*2%*	*1%*	*1%*	*2%*	3%ch	-	*1%*	3%ch	*3%*	*2%*	*1%*	3%p	2%p	*2%*	*1%*	*2%*	*2%*	*2%*	*2%*	*2%*	*2%*
MEAN	**1.53**	1.65b	1.48	1.65fi	1.60fi	1.68fi	1.32	1.62fi	1.65fi	1.35f	1.40	1.56j	1.60j	1.34	1.51m	1.59m	1.67mn	1.51	1.53	1.52	1.60	1.50	1.74u
Don't know	**7**	-	7	1	-	*	5	-	1	5	4	3	-	4	3	-	-	4	2	6	1	7	-
	*	-	*	*	-	*	*	-	*	*	*1%*	*	-	1%p	*	-	-	*	*	*	*	*	-
Important [NET]	**2855**	849	2005	1211	319	264	958	97	1794	1055	631	1434	772	546	937	511	848	1226	1205	2431	424	2438	400
	91%	94%b	*90%*	94%fi	94%fi	95%fi	*86%*	*94%*	94%fi	87%f	*87%*	93%j	93%j	*85%*	92%m	93%m	95%mn	*90%*	*92%*	*91%*	*93%*	*91%*	95%u
Not important [NET]	**262**	54	208	70	22	14	149	6	106	155	90	111	57	89	84	39	47	126	107	233	29	243	19
	8%	*6%*	9%a	*5%*	*6%*	*5%*	13%cdehi	*6%*	*6%*	13%cdeh	12%kl	*7%*	*7%*	14%nop	8%p	*7%*	*5%*	*9%*	*8%*	*9%*	*6%*	9%v	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 34
COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**3086**	2333	444	3086	1860	2120	2622	1201	464	2622	821	115	121	626	1057	626	220	781	1025
Weighted Base	**3124**	2258	503	3124	1886	2218	2666	1228	458	2666	803	112*	129	621	1044	621	236	752	1068
[+2] Very important	**2237** ***72%***	1543 *68%*	407 81%acdfg	2237 72%a	1407 75%ac	1726 78%acdfg	1954 73%ac	927 75%ac	283 *62%*	1954 73%h	559 *70%*	74 *66%*	105 82%jkn	466 75%j	739 *71%*	466 75%j	168 *71%*	530 *70%*	831 78%q
[+1] Fairly important	**618** ***20%***	488 22%bcdefg	71 *14%*	618 20%be	352 19%be	360 *16%*	519 19%be	227 19%be	99 *22%*	519 *19%*	181 *23%*	26 *24%*	19 *15%*	117 *19%*	226 *22%*	117 *19%*	42 *18%*	166 22%r	173 *16%*
[-1] Not very important	**206** ***7%***	180 8%bcdefg	18 *4%*	206 7%bdefg	92 *5%*	100 *5%*	147 6%e	56 *5%*	59 13%i	147 *6%*	53 *7%*	9 8%l	2 *2%*	26 *4%*	65 6%l	26 *4%*	21 9%r	42 *6%*	53 *5%*
[-2] Not at all important	**56** ***2%***	42 2%e	7 *1%*	56 2%e	31 *2%*	28 *1%*	42 2%e	17 *1%*	14 *3%*	42 *2%*	9 *1%*	1 *1%*	2 *1%*	10 *2%*	12 *1%*	10 *2%*	3 *1%*	11 *2%*	10 *1%*
MEAN	**1.53**	1.47	1.70acdf	1.53a	1.60ac	1.65acdf	1.58ac	1.62acf	1.27	1.58h	1.53	1.49	1.74jkn	1.62	1.55	1.62	1.49	1.55	1.65pq
Don't know	**7** *	5 *	- -	7 *f	4 *	4 *	4 *	1 *	3 *1%*	4 *	- -	1 1%jn	- -	2 *	1 *	2 *	1 *1%*	2 *	1 *
Important [NET]	**2855** ***91%***	2031 *90%*	478 95%ac	2855 91%a	1759 93%ac	2086 94%acf	2473 93%ac	1154 94%ac	382 *83%*	2473 93%h	740 *92%*	101 *90%*	125 *97%*	583 *94%*	965 *93%*	583 *94%*	210 *89%*	696 *93%*	1004 94%p
Not important [NET]	**262** ***8%***	222 10%bcdefg	25 *5%*	262 8%bdefg	123 *7%*	128 *6%*	189 7%e	73 *6%*	73 16%i	189 *7%*	63 *8%*	10 *9%*	4 *3%*	36 *6%*	77 *7%*	36 *6%*	25 10%r	54 *7%*	63 *6%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 35
COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**3086**	130	335	141	57	49	546	2540	120	-	546	-	-	-	-	-	-	627	806	885	492
Weighted Base	**3124**	145	360	153	75*	57*	597	2526	142*	-**	597	-**	-**	-**	-**	-**	-**	658	836	992	550
[+2] Very important	**2237** ***72%***	112 *77%*	283 79%g	125 82%dg	51 *68%*	40 *70%*	454 76%g	1783 *71%*	115 81%dg	- -	454 *76%*	-	- -	- -	- -	- -	- -	462 *70%*	579 *69%*	695 *70%*	444 81%qrs
[+1] Fairly important	**618** ***20%***	24 *17%*	60 *17%*	21 *14%*	23 31%abcfh	15 27%c	114 *19%*	504 *20%*	22 *16%*	- -	114 *19%*	-	- -	- -	- -	- -	- -	135 20%t	175 21%t	208 21%t	81 *15%*
[-1] Not very important	**206** ***7%***	7 *5%*	16 *4%*	4 *2%*	1 *1%*	2 *3%*	25 *4%*	181 7%f	4 *3%*	- -	25 *4%*	-	- -	- -	- -	- -	- -	48 7%t	58 7%t	73 7%t	19 *3%*
[-2] Not at all important	**56** ***2%***	2 2%b	* *	3 2%b	* *	* *	5 1%b	52 2%b	1 *1%*	- -	5 *1%*	-	- -	- -	- -	- -	- -	13 *2%*	22 *3%*	13 *1%*	6 *1%*
MEAN	**1.53**	1.63	1.70g	1.71g	1.66	1.62	1.65g	1.50	1.73g	-	1.65	-	-	-	-	-	-	1.50	1.47	1.51	1.71qrs
Don't know	**7** ***	- -	* *	- -	- -	- -	* *	6 *	- -	- -	* *	-	- -	- -	- -	- -	- -	1 *	1 *	3 *	- -
Important [NET]	**2855** ***91%***	136 *94%*	343 95%g	146 *96%*	74 99%g	55 *96%*	568 95%g	2287 *91%*	137 97%g	- -	568 *95%*	-	- -	- -	- -	- -	- -	596 *91%*	754 *90%*	903 *91%*	526 96%qrs
Not important [NET]	**262** ***8%***	9 *6%*	16 *4%*	7 *4%*	1 *1%*	2 *4%*	29 *5%*	233 9%bf	5 *3%*	- -	29 *5%*	-	- -	- -	- -	- -	- -	61 9%t	81 10%t	86 9%t	25 *4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 36
COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**3086**	2923	120	-	-	342	2726	137	178	322	304	366	727	803	1509	694	798	2189
Weighted Base	**3124**	2951	128*	-**	-**	345	2760	134	168	312	312	364	776	804	1497	737	840	2187
[+2] Very important	**2237** *72%*	2104 *71%*	101 *79%*	- -	- -	249 *72%*	1973 *71%*	84 *63%*	115 *68%*	225 *72%*	228 *73%*	263 *72%*	622 80%ghijk	585 73%n	1015 *68%*	579 79%mn	611 *73%*	1563 *71%*
[+1] Fairly important	**618** *20%*	592 *20%*	17 *13%*	- -	- -	65 *19%*	552 *20%*	32 24%l	35 *21%*	59 *19%*	63 *20%*	79 22%l	113 *15%*	151 *19%*	327 22%o	117 *16%*	155 *19%*	439 *20%*
[-1] Not very important	**206** *7%*	196 *7%*	6 *5%*	- -	- -	25 *7%*	179 *6%*	13 10%l	13 *7%*	21 *7%*	18 *6%*	20 *6%*	32 *4%*	56 *7%*	115 8%o	32 *4%*	51 *6%*	147 *7%*
[-2] Not at all important	**56** *2%*	53 *2%*	4 *3%*	- -	- -	6 *2%*	51 *2%*	3 *2%*	5 3%k	7 *2%*	3 *1%*	1 *	9 *1%*	10 *1%*	36 2%o	7 *1%*	18 *2%*	35 *2%*
MEAN	**1.53**	1.53	1.61	-	-	1.53	1.53	1.38	1.45	1.53	1.58	1.60g	1.68ghi	1.55n	1.45	1.67mn	1.54	1.53
Don't know	**7** *	7 *	- -	- -	- -	1 *	5 *	1 1%l	1 *1%*	1 *	- -	1 *	* *	2 *	3 *	1 *	4 *	3 *
Important [NET]	**2855** *91%*	2695 *91%*	118 *92%*	- -	- -	314 *91%*	2525 *91%*	117 *87%*	150 *89%*	284 *91%*	291 *93%*	342 94%g	735 95%ghi	735 *91%*	1343 *90%*	697 95%mn	766 *91%*	2002 *92%*
Not important [NET]	**262** *8%*	249 *8%*	10 *8%*	- -	- -	30 *9%*	230 *8%*	16 12%kl	17 10%l	27 *9%*	21 *7%*	21 *6%*	41 *5%*	67 8%o	152 10%o	39 *5%*	69 *8%*	182 *8%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 37
COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**3118**	1421	1689	300	444	435	524	575	514	318	698	1098	550	624	195	254	367	100	321	363	232	244	224	2300	342	193	283
Weighted Base	**3149**	1534	1607	346	567	511	552	488	422	255	836	814	652	735	227	294	420	130*	342	422	268	280	261	2644	269	148	89
[+2] Very important	**2246** *71%*	1048 *68%*	1192 *74%a*	253 *73%hi*	470 *83%cf ghi*	420 *82%cf ghi*	412 *75%gh i*	332 *68%hi*	244 *58%i*	111 *43%*	636 *76%m*	595 *73%m*	475 *73%m*	474 *65%*	156 *69%*	219 *74%AB*	340 *81%pt uvwxy zAB*	93 *71%*	240 *70%*	287 *68%*	182 *68%*	205 *73%A*	189 *72%A*	1911 *72%AB*	187 *69%*	91 *61%*	58 *65%*
[+1] Fairly important	**623** *20%*	335 *22%b*	287 *18%*	67 *19%de*	74 *13%*	59 *11%*	103 *19%de*	120 *25%de f*	123 *29%cd ef*	76 *30%cd ef*	142 *17%*	144 *18%*	129 *20%*	177 *24%jk*	45 *20%*	50 *17%*	65 *15%*	31 *23%*	69 *20%*	101 *24%ry*	52 *19%*	55 *20%*	54 *21%*	520 *20%r*	54 *20%*	30 *20%*	20 *22%r*
[-1] Not very important	**212** *7%*	109 *7%*	102 *6%*	17 *5%*	17 *3%*	26 *5%*	31 *6%*	27 *6%*	40 *9%cd efg*	52 *20%cde fgh*	48 *6%*	54 *7%*	38 *6%*	61 *8%*	20 *9%r*	24 *8%r*	11 *3%*	5 *4%*	26 *8%r*	22 *5%*	25 *9%r*	14 *5%*	14 *5%*	161 *6%r*	20 *7%r*	23 *16%qrstu wxyz*	8 *10%ruy*
[-2] Not at all important	**61** *2%*	37 *2%*	24 *1%*	9 *3%f*	4 *1%*	5 *1%*	3 *1%*	8 *2%*	14 *3%def*	16 *6%cde fg*	10 *1%*	20 *2%*	9 *1%*	20 *3%*	5 *2%*	1 *	5 *1%*	1 *1%*	7 *2%*	10 *2%q*	8 *3%q*	5 *2%*	4 *2%*	47 *2%q*	9 *4%qry*	3 *2%*	2 *2%q*
MEAN	**1.52**	1.47	1.57a	1.55h i	1.75c fghi	1.69g hi	1.62h i	1.52h i	1.29i	0.84	1.61m	1.52m	1.57m	1.40	1.44	1.58AB	1.73p qtuvw xyzAB	1.60A	1.49A	1.50A	1.40	1.58A B	1.57A	1.55vAB	1.44	1.25	1.40
Don't know	**7** *	4 *	3 *	- -	2 *	1 *	2 *	- -	1 *	1 *1%*	* *	1 *	1 *	3 *	- -	1 *	- -	- -	- -	2 *	1 *	- -	1 *	4 *	- -	1 *1%y*	1 *1%prtwyz*
Important [NET]	**2869** *91%*	1383 *90%*	1479 *92%*	320 *92%hi*	544 *96%hi*	479 *94%hi*	515 *93%hi*	452 *93%hi*	367 *87%i*	186 *73%*	778 *93%m*	739 *91%*	604 *93%m*	652 *89%*	202 *89%*	269 *91%A*	404 *96%pq tuvyz AB*	123 *95%AB*	309 *90%A*	388 *92%A*	234 *87%*	261 *93%vA B*	242 *93%AB*	2431 *92%vAB*	240 *89%A*	120 *82%*	77 *87%*
Not important [NET]	**273** *9%*	146 *10%*	126 *8%*	26 *8%d*	22 *4%*	31 *6%*	35 *6%*	35 *7%d*	54 *13%cd efg*	68 *26%cde fgh*	58 *7%*	74 *9%*	47 *7%*	81 *11%jl*	25 *11%r*	25 *8%r*	15 *4%*	7 *5%*	33 *10%r*	33 *8%r*	33 *12%ry*	19 *7%*	18 *7%*	208 *8%r*	29 *11%r*	26 *18%qrstu wxyz*	10 *12%ry*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 38
COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**3118**	806	2312	1181	319	268	1254	90	1768	1344	774	1543	780	684	1091	540	786	1413	1300	2713	405	2817	284
Weighted Base	**3149**	911	2238	1293	341	281	1125	103*	1914	1228	730	1565	833	643	1034	555	900	1368	1327	2695	454	2714	419
[+2] Very important	**2246**	710	1536	998	252	225	690	76	1476	766	490	1126	622	413	711	413	705	965	944	1910	337	1878	354
	71%	78%b	***69%***	77%fi	74%fi	80%fi	***61%***	74%fi	77%fi	62%f	***67%***	72%j	75%j	***64%***	***69%***	74%mn	78%mn	***71%***	***71%***	***71%***	***74%***	***69%***	84%u
[+1] Fairly important	**623**	145	478	222	67	39	273	21	328	294	142	318	153	134	232	101	147	270	266	536	87	574	46
	20%	***16%***	21%a	***17%***	***20%***	***14%***	24%ceh	***20%***	***17%***	24%ceh	***20%***	***20%***	***18%***	21%p	22%p	***18%***	***16%***	***20%***	***20%***	***20%***	***19%***	21%v	***11%***
[-1] Not very important	**212**	46	166	58	18	10	119	6	86	125	71	89	48	70	65	32	41	104	86	190	22	200	12
	7%	***5%***	7%a	***4%***	***5%***	***3%***	11%cdeh	***6%***	***4%***	10%cdeh	10%kl	***6%***	***6%***	11%nop	***6%***	***6%***	***5%***	***8%***	***6%***	***7%***	***5%***	7%v	***3%***
[-2] Not at all important	**61**	10	51	14	3	6	38	-	23	38	22	29	10	22	23	10	7	25	29	54	7	54	7
	2%	***1%***	***2%***	***1%***	***1%***	***2%***	3%cdhi	-	***1%***	3%ch	3%l	***2%***	***1%***	3%p	2%p	***2%***	***1%***	***2%***	***2%***	***2%***	***2%***	***2%***	***2%***
MEAN	**1.52**	1.65b	1.47	1.65fi	1.60fi	1.68fi	1.30	1.62fi	1.65fi	1.33f	1.39	1.55j	1.59j	1.32	1.50m	1.57m	1.67mn	1.50	1.52	1.51	1.60	1.49	1.74u
Don't know	**7**	-	7	1	-	*	5	-	1	5	4	3	-	4	3	-	-	4	2	6	1	7	-
	*	-	*	*	-	*	*	-	*	*	***1%***	*	-	1%p	*	-	-	*	*	*	*	*	-
Important [NET]	**2869**	855	2014	1220	319	265	963	97	1804	1060	633	1444	775	547	943	513	852	1235	1211	2445	424	2453	400
	91%	94%b	***90%***	94%fi	94%fi	94%fi	***86%***	94%fi	94%fi	86%f	***87%***	92%j	93%j	***85%***	91%m	92%m	95%mn	***90%***	***91%***	***91%***	***93%***	***90%***	95%u
Not important [NET]	**273**	56	217	72	22	15	157	6	109	163	93	118	58	92	88	42	48	129	115	244	29	254	19
	9%	***6%***	10%a	***6%***	***6%***	***5%***	14%cdehi	***6%***	***6%***	13%cdeh	13%kl	***8%***	***7%***	14%nop	9%p	***8%***	***5%***	***9%***	***9%***	***9%***	***6%***	9%v	***5%***

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 39
COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**3118**	2361	448	3118	1878	2135	2647	1212	471	2647	833	115	123	634	1071	634	222	789	1033
Weighted Base	**3149**	2280	506	3149	1901	2230	2687	1237	462	2687	813	112*	131	629	1055	629	237	757	1076
[+2] Very important	**2246** ***71%***	1551 *68%*	407 80%acdfg *80%*	2246 71%a *71%*	1414 74%ac *74%*	1731 78%acdfg *78%*	1961 73%ac *73%*	931 75%acf *75%*	285 62% *62%*	1961 73%h *73%*	562 69% *69%*	74 66% *66%*	106 82%jkn *82%*	470 75%j *75%*	743 70% *70%*	470 75%j *75%*	168 71% *71%*	533 70% *70%*	835 78%q *78%*
[+1] Fairly important	**623** ***20%***	492 22%bcdefg *22%*	73 14% *14%*	623 20%be *20%*	356 19%be *19%*	362 16% *16%*	524 19%be *19%*	229 19%be *19%*	99 21% *21%*	524 19% *19%*	182 22% *22%*	26 24% *24%*	20 15% *15%*	118 19% *19%*	228 22% *22%*	118 19% *19%*	42 18% *18%*	167 22%r *22%*	175 16% *16%*
[-1] Not very important	**212** ***7%***	185 8%bcdefg *8%*	20 4% *4%*	212 7%bdefg *7%*	95 5% *5%*	105 5% *5%*	152 6%e *6%*	58 5% *5%*	61 13%i *13%*	152 6% *6%*	56 7%l *7%*	9 8%l *8%*	2 2% *2%*	28 5% *5%*	67 6%l *6%*	28 5% *5%*	21 9%r *9%*	42 6% *6%*	54 5% *5%*
[-2] Not at all important	**61** ***2%***	47 2%e *2%*	7 1% *1%*	61 2%e *2%*	31 2% *2%*	28 1% *1%*	46 2%e *2%*	17 1% *1%*	15 3% *3%*	46 2% *2%*	13 2% *2%*	1 1% *1%*	2 1% *1%*	11 2% *2%*	15 1% *1%*	11 2% *2%*	4 2% *2%*	13 2% *2%*	10 1% *1%*
MEAN	**1.52**	1.46	1.68acdf	1.52a	1.60acf	1.65acdf	1.57ac	1.62acf	1.26	1.57h	1.51	1.49	1.73jkn	1.61	1.53	1.61	1.48	1.54	1.65pq
Don't know	**7** ***	5 ***	- *-*	7 *f ***	4 ***	4 ***	4 ***	1 ***	3 1% *1%*	4 ***	- *-*	1 1%jn *-*	- *-*	2 ***	1 ***	2 ***	1 1% *1%*	2 ***	1 ***
Important [NET]	**2869** ***91%***	2043 90% *90%*	480 95%ac *95%*	2869 91%a *91%*	1770 93%ac *93%*	2093 94%acf *94%*	2485 92%ac *92%*	1161 94%acf *94%*	384 83% *83%*	2485 92%h *92%*	744 92% *92%*	101 90% *90%*	126 97% *97%*	588 94% *94%*	971 92% *92%*	588 94% *94%*	210 89% *89%*	700 92% *92%*	1010 94%p *94%*
Not important [NET]	**273** ***9%***	232 10%bcdefg *10%*	27 5% *5%*	273 9%bdefg *9%*	127 7% *7%*	133 6% *6%*	198 7%eg *7%*	75 6% *6%*	75 16%i *16%*	198 7% *7%*	68 8% *8%*	10 9% *9%*	4 3% *3%*	39 6% *6%*	83 8% *8%*	39 6% *6%*	25 11%r *11%*	55 7% *7%*	64 6% *6%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 40
COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**3118**	130	340	143	57	49	552	2566	121	-	552	-	-	-	-	-	-	634	814	892	495
Weighted Base	**3149**	145	364	155	75*	57*	603	2546	143*	-**	603	-**	-**	-**	-**	-**	-**	664	844	999	554
[+2] Very important	**2246**	112	284	126	51	40	454	1792	116	-	454	-	-	-	-	-	-	463	581	700	444
	71%	*77%*	78%g	81%dg	*68%*	*70%*	75%g	*70%*	81%dg	-	*75%*	-	-	-	-	-	-	*70%*	*69%*	*70%*	80%qrs
[+1] Fairly important	**623**	24	62	21	23	15	115	507	22	-	115	-	-	-	-	-	-	136	176	209	83
	20%	*17%*	*17%*	*14%*	31%abcfh	27%c	*19%*	*20%*	*16%*	-	*19%*	-	-	-	-	-	-	21%t	21%t	21%t	*15%*
[-1] Not very important	**212**	7	18	5	1	2	28	185	4	-	28	-	-	-	-	-	-	49	61	73	20
	7%	*5%*	*5%*	*3%*	*1%*	*3%*	*5%*	7%f	*2%*	-	*5%*	-	-	-	-	-	-	7%t	7%t	7%t	*4%*
[-2] Not at all important	**61**	2	1	3	*	*	5	56	1	-	5	-	-	-	-	-	-	13	24	14	8
	2%	*2%*	*	*2%*	*	*	1%b	2%b	*1%*	-	*1%*	-	-	-	-	-	-	*2%*	*3%*	*1%*	*1%*
MEAN	**1.52**	1.63	1.68g	1.69g	1.66	1.62	1.64g	1.49	1.73g	-	1.64	-	-	-	-	-	-	1.49	1.46	1.51	1.69qrs
Don't know	**7**	-	*	-	-	-	*	6	-	-	*	-	-	-	-	-	-	1	1	3	-
	*******	-	*	-	-	-	*	*	-	-	*	-	-	-	-	-	-	*	*	*	-
Important [NET]	**2869**	136	345	147	74	55	570	2300	138	-	570	-	-	-	-	-	-	599	757	909	527
	91%	*94%*	95%g	*95%*	99%g	*96%*	94%g	*90%*	97%g	-	*94%*	-	-	-	-	-	-	*90%*	*90%*	*91%*	95%qrs
Not important [NET]	**273**	9	18	8	1	2	33	241	5	-	33	-	-	-	-	-	-	63	85	87	28
	9%	*6%*	*5%*	*5%*	*1%*	*4%*	*5%*	9%bdfh	*3%*	-	*5%*	-	-	-	-	-	-	9%t	10%t	9%t	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 41
COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**3118**	2953	121	-	-	347	2753	138	182	324	306	367	735	814	1525	699	808	2209
Weighted Base	**3149**	2975	130*	-**	-**	349	2782	135	171	313	313	365	784	812	1510	741	847	2204
[+2] Very important	**2246** *71%*	2112 *71%*	101 *78%*	- -	- -	250 *72%*	1982 *71%*	84 *63%*	116 *68%*	226 *72%*	228 *73%*	264 *72%*	626 80%ghijk	588 *72%n*	1020 *68%*	581 *78%mn*	613 *72%*	1571 *71%*
[+1] Fairly important	**623** *20%*	597 *20%*	17 *13%*	- -	- -	66 *19%*	556 *20%*	32 *24%l*	35 *21%*	60 *19%*	63 *20%*	79 *22%l*	116 *15%*	152 *19%*	329 *22%o*	119 *16%*	157 *19%*	441 *20%*
[-1] Not very important	**212** *7%*	201 *7%*	8 *6%*	- -	- -	27 *8%*	183 *7%*	13 *10%l*	13 *7%*	21 *7%*	18 *6%*	20 *6%*	33 *4%*	58 *7%*	118 *8%o*	35 *5%*	54 *6%*	151 *7%*
[-2] Not at all important	**61** *2%*	58 *2%*	4 *3%*	- -	- -	6 *2%*	56 *2%*	4 *3%k*	6 *4%kl*	7 *2%*	3 *1%*	1 *	9 *1%*	12 *1%*	40 *3%o*	7 *1%*	20 *2%*	39 *2%*
MEAN	**1.52**	1.52	1.58	-	-	1.52	1.52	1.36	1.43	1.53	1.58g	1.60g	1.68ghi	1.54n	1.44	1.66mn	1.53	1.52
Don't know	**7** *	7 *	- -	- -	- -	1 *	5 *	1 *1%l*	1 *1%*	1 *	- -	1 *	* *	2 *	3 *	1 *	4 *	3 *
Important [NET]	**2869** *91%*	2709 *91%*	118 *91%*	- -	- -	315 *90%*	2538 *91%*	117 *87%*	151 *88%*	285 *91%*	292 93%g	343 94%gh	742 95%gh	740 *91%*	1350 *89%*	699 94%mn	770 *91%*	2012 *91%*
Not important [NET]	**273** *9%*	259 *9%*	11 *9%*	- -	- -	32 *9%*	239 *9%*	17 *12%kl*	19 *11%l*	27 *9%*	21 *7%*	21 *6%*	42 *5%*	70 *9%o*	157 *10%o*	41 *6%*	73 *9%*	189 *9%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 42
COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**3086**	1401	1677	300	443	431	517	570	507	310	692	1084	547	616	194	248	364	100	320	360	232	240	221	2279	340	191	276
Weighted Base	**3124**	1518	1597	346	567	507	545	485	417	249	831	804	649	729	226	289	416	130*	341	420	268	275	258	2623	268	146	86
[+2] Very important	**1593** ***51%***	743 *49%*	844 *53%*	242 70%fg hi	377 67%fg hi	324 64%fg hi	282 52%gh i	193 40%i	141 34%i	30 *12%*	450 54%m	411 *51%*	336 *52%*	335 *46%*	114 50%B	146 51%B	258 62%pq stuvx yzAB	60 *47%*	167 49%B	205 49%B	112 *42%*	152 55%vB	135 52%vB	1351 51%vB	141 53%vB	69 *47%*	33 *38%*
[+1] Fairly important	**841** ***27%***	429 *28%*	411 *26%*	82 *24%*	141 *25%*	131 *26%*	173 32%cd i	153 32%cd i	108 *26%*	50 *20%*	209 *25%*	228 *28%*	190 *29%*	187 *26%*	56 *25%*	83 *29%*	101 *24%*	35 *27%*	96 *28%*	133 32%rw z	76 *28%*	62 *22%*	73 *28%*	715 *27%*	65 *24%*	36 *25%*	24 *28%*
[-1] Not very important	**404** ***13%***	209 *14%*	193 *12%*	16 *5%*	35 *6%*	47 9%c	74 14%cd	84 17%cd e	89 21%cd ef	58 23%cd ef	116 *14%*	97 *12%*	69 *11%*	107 *15%*	34 15%r	36 *12%*	32 *8%*	18 *14%*	38 *11%*	54 13%r	53 20%qrtux yz	39 14%r	28 *11%*	330 13%r	35 13%r	24 16%r	16 18%rbxy
[-2] Not at all important	**250** ***8%***	119 *8%*	132 *8%*	7 *2%*	12 *2%*	3 *1%*	13 *2%*	49 10%cd ef	70 17%cd efg	94 38%cde fgh	48 *6%*	62 *8%*	49 *8%*	85 12%jkl	18 *8%*	20 *7%*	23 *5%*	16 12%ru	37 11%ruy	24 *6%*	25 *9%*	17 *6%*	19 *7%*	198 *8%*	22 *8%*	18 12%ruy	12 14%pqruwxyz
MEAN	**1.01**	0.98	1.04	1.55f ghi	1.48f ghi	1.44f ghi	1.17g hi	0.74h i	0.39 i	-0.58	1.09m	1.04m	1.08m	0.81	0.97B	1.05vB	1.31p qstuv wyzAB	0.82	0.95B	1.06v AB	0.74	1.08v AB	1.09vAB	1.04vAB	1.02v B	0.79	0.60
Don't know	**36** ***1%***	19 *1%*	17 *1%*	- -	1 *	2 *	3 *1%*	5 *1%*	9 2%cde	17 7%cde fgh	8 *1%*	5 *1%*	5 *1%*	16 2%k	5 *2%*	5 *2%*	2 *1%*	1 *1%*	4 *1%*	3 *1%*	2 *1%*	5 *2%*	3 *1%*	30 *1%*	5 *2%*	- -	1 2%A
Important [NET]	**2434** ***78%***	1172 *77%*	1255 *79%*	323 93%fg hi	518 91%fg hi	455 90%fg hi	454 83%gh i	347 72%hi	248 60%i	81 *32%*	658 79%m	639 79%m	526 81%m	521 *72%*	169 *75%*	229 79%vB	360 86%pq stvwy zAB	95 *73%*	263 77%B	338 81%vA B	188 *70%*	214 78%B	209 81%vAB	2065 79%vAB	206 77%B	105 *72%*	57 *66%*
Not important [NET]	**654** ***21%***	327 *22%*	325 *20%*	23 *7%*	47 *8%*	50 *10%*	88 16%cd e	134 28%cd ef	159 38%cd efg	152 61%cd efgh	164 *20%*	160 *20%*	118 *18%*	192 26%jkl	51 23%r	56 *19%*	54 *13%*	34 26%r	74 22%r	78 *19%*	78 29%qruwx yz	56 20%r	46 *18%*	528 20%r	57 21%r	41 28%qruxy	28 32%pqrtuwxyz

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 43
COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**3086**	798	2288	1169	319	266	1236	90	1754	1326	768	1523	774	678	1078	533	780	1397	1284	2681	405	2785	284
Weighted Base	**3124**	904	2220	1282	341	279	1112	103*	1902	1215	726	1548	829	639	1023	550	894	1356	1314	2670	454	2688	419
[+2] Very important	**1593** ***51%***	545 60%b *47%*	1048	727 57%fi	182 54%fi	184 66%cdfhi	432 *39%*	62 60%fi	1094 58%fi	494 41%f	304 *42%*	785 51%j	495 60%jk	247 *39%*	471 46%m	313 57%mn	554 62%mn	629 *46%*	683 52%qs	1312 49%q	281 62%qrs	1316 *49%*	268 64%u
[+1] Fairly important	**841** ***27%***	254 *28%*	586 *26%*	392 31%efhi	100 29%e	50 *18%*	270 24%e	28 *28%*	542 28%efi	299 25%e	164 *23%*	456 29%j	215 *26%*	144 *23%*	302 30%m	147 *27%*	243 *27%*	347 *26%*	387 29%qst	735 28%q	106 *23%*	730 *27%*	107 *26%*
[-1] Not very important	**404** ***13%***	84 *9%*	319 14%a	133 *10%*	37 *11%*	26 *9%*	194 17%cdeh	11 *10%*	196 *10%*	205 17%cdeh	114 16%l	196 *13%*	89 *11%*	105 16%op	150 15%p	65 *12%*	80 *9%*	199 15%t	168 13%t	367 14%t	37 *8%*	374 14%v	29 *7%*
[-2] Not at all important	**250** ***8%***	19 *2%*	231 10%a	26 *2%*	17 5%c	18 7%cgh	188 17%cdeghi	1 *1%*	62 3%c	188 16%cdegh	125 17%kl	99 6%l	24 *3%*	124 19%nop	88 9%op	21 4%p	16 *2%*	158 12%rst	64 *5%*	222 8%r	28 *6%*	236 9%v	13 *3%*
MEAN	**1.01**	1.35b	0.87	1.30fi	1.17fi	1.27fi	0.52	1.38fi	1.27fi	0.60f	0.58	1.06j	1.30jk	0.46	0.91m	1.22mn	1.39mno	0.82	1.12qs	0.97q	1.27qs	0.95	1.41u
Don't know	**36** ***1%***	1 *	36 2%a	3 *	4 1%ch	- -	28 2%ceh	1 *1%*	8 *	29 2%ceh	19 3%kl	12 *1%*	5 *1%*	19 3%nop	11 1%p	5 1%p	1 *	23 *2%*	12 *1%*	35 *1%*	1 *	33 *1%*	2 *
Important [NET]	**2434** ***78%***	799 88%b	1634 *74%*	1120 87%fhi	282 83%fi	234 84%fi	703 *63%*	91 88%fi	1636 86%fi	793 65%f	468 *64%*	1241 80%j	710 86%jk	391 *61%*	774 76%m	459 83%mn	797 89%mno	976 *72%*	1070 81%qs	2046 *77%*q	387 85%qs	2045 *76%*	375 90%u
Not important [NET]	**654** ***21%***	104 *11%*	550 25%a	159 *12%*	54 *16%*	45 *16%*	382 34%cdeghi	11 *11%*	258 *14%*	393 32%cdegh	239 33%kl	295 19%l	113 *14%*	229 36%nop	238 23%op	86 16%p	96 *11%*	357 26%rst	232 *18%*	589 22%rt	65 *14%*	610 23%v	42 *10%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 44
COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**3086**	2333	444	3086	1860	2120	2622	1201	464	2622	821	115	121	626	1057	626	220	781	1025
Weighted Base	**3124**	2258	503	3124	1886	2218	2666	1228	458	2666	803	112*	129	621	1044	621	236	752	1068
[+2] Very important	**1593**	1037	323	1593	1014	1297	1388	714	205	1388	389	46	82	326	517	326	118	351	613
	51%	*46%*	64%acde fg	51%a	54%acf	58%acdf	52%ac	58%acdf	*45%*	52%h	*49%*	*41%*	63%jkmno	*53%*	*50%*	*53%*	*50%*	*47%*	57%q
[+1] Fairly important	**841**	638	113	841	528	605	765	340	76	765	220	35	35	184	290	184	53	210	304
	27%	28%bc	*23%*	27%b	28%b	27%b	29%bce	28%b	*17%*	29%h	*27%*	*31%*	*27%*	*30%*	*28%*	*30%*	*23%*	*28%*	*29%*
[-1] Not very important	**404**	327	50	404	239	246	348	125	56	348	128	14	11	81	153	81	28	115	117
	13%	14%bcdef g	*10%*	13%eg	13%eg	*11%*	13%eg	*10%*	*12%*	*13%*	16%ln	*13%*	*8%*	*13%*	15%l	*13%*	*12%*	15%r	*11%*
[-2] Not at all important	**250**	223	17	250	97	63	152	47	98	152	59	15	2	28	76	28	30	67	27
	8%	10%bcdefg	*3%*	8%bdefg	5%eg	*3%*	6%beg	4%e	21%i	*6%*	7%l	14%jlmno	*1%*	*5%*	7%lmo	*5%*	13%r	9%r	*3%*
MEAN	**1.01**	0.87	1.34acd f	1.01a	1.13acf	1.28acd f	1.09ac	1.26acdf	0.54	1.09h	0.94	0.74	1.43jkmno	1.13jk	0.98	1.13jk	0.87	0.89	1.28pq
Don't know	**36**	33	-	36	7	7	14	3	23	14	6	1	-	1	8	1	6	9	7
	1%	1%bcdefg	-	1%bdefg	*	*	1%e	*	5%i	*1%*	*1%*	*1%*	-	*	*1%*	*	2%r	*1%*	*1%*
Important [NET]	**2434**	1675	436	2434	1542	1902	2152	1053	281	2152	609	81	117	510	807	510	171	561	917
	78%	*74%*	87%acdf	78%a	82%ac	86%acdf	81%ac	86%acdf	*61%*	81%h	*76%*	*72%*	91%jkmno	82%jkn	*77%*	82%jkn	*73%*	*75%*	86%pq
Not important [NET]	**654**	550	67	654	336	309	500	172	154	500	187	30	12	110	229	110	59	182	144
	21%	24%bcdef g	*13%*	21%bdef g	18%beg	*14%*	19%beg	*14%*	34%i	*19%*	23%lmo	26%l	*9%*	18%l	22%l	18%l	25%r	24%r	*13%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - jk/l/m/n/o - p/q/r
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 45
COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**3086**	130	335	141	57	49	546	2540	120	-	546	-	-	-	-	-	-	627	806	885	492
Weighted Base	**3124**	145	360	153	75*	57*	597	2526	142*	-**	597	-**	-**	-**	-**	-**	-**	658	836	992	550
[+2] Very important	**1593**	84	203	99	47	34	336	1257	99	-	336	-	-	-	-	-	-	325	390	510	336
	51%	*58%*	56%g	65%fg	*63%*	*59%*	56%g	*50%*	70%abfg	-	*56%*	-	-	-	-	-	-	*49%*	*47%*	*51%*	61%qrs
[+1] Fairly important	**841**	43	112	33	24	21	180	661	37	-	180	-	-	-	-	-	-	193	237	260	126
	27%	*30%*	31%c	*22%*	*32%*	36%c	30%c	*26%*	*26%*	-	*30%*	-	-	-	-	-	-	29%t	*28%*	*26%*	*23%*
[-1] Not very important	**404**	9	31	15	2	2	55	349	3	-	55	-	-	-	-	-	-	83	122	139	45
	13%	7%h	9%h	10%h	*3%*	*3%*	9%h	14%abdfh	*2%*	-	*9%*	-	-	-	-	-	-	13%t	15%t	14%t	*8%*
[-2] Not at all important	**250**	9	13	5	2	1	25	225	3	-	25	-	-	-	-	-	-	51	76	74	37
	8%	6%h	*4%*	*3%*	*2%*	*1%*	*4%*	9%bcfh	*2%*	-	*4%*	-	-	-	-	-	-	*8%*	*9%*	*7%*	*7%*
MEAN	**1.01**	1.26g	1.28g	1.36g	1.52g	1.50g	1.25g	0.95	1.59abcfg	-	1.25	-	-	-	-	-	-	1.01	0.90	1.01	1.25qrs
Don't know	**36**	-	1	1	-	-	1	35	-	-	1	-	-	-	-	-	-	7	12	10	7
	1%	-	*	*1%*	-	-	*	1%f	-	-	*	-	-	-	-	-	-	*1%*	*1%*	*1%*	*1%*
Important [NET]	**2434**	127	315	133	71	55	516	1918	136	-	516	-	-	-	-	-	-	518	627	770	462
	78%	87%g	88%g	87%g	95%fg	96%g	86%g	*76%*	96%abcfg	-	*86%*	-	-	-	-	-	-	*79%*	*75%*	*78%*	84%qrs
Not important [NET]	**654**	19	44	20	3	2	80	574	6	-	80	-	-	-	-	-	-	133	198	213	82
	21%	13%h	12%h	13%h	*5%*	*4%*	13%h	23%abcdefh	*4%*	-	*13%*	-	-	-	-	-	-	20%t	24%t	21%t	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 46
COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**3086**	2923	120	-	-	342	2726	137	178	322	304	366	727	803	1509	694	798	2189
Weighted Base	**3124**	2951	128*	-**	-**	345	2760	134	168	312	312	364	776	804	1497	737	840	2187
[+2] Very important	**1593**	1509	61	-	-	157	1424	59	77	144	146	194	472	404	708	438	435	1109
	51%	*51%*	*47%*	-	-	*46%*	*52%*	*44%*	*46%*	*46%*	*47%*	*53%*	61%ghijk	*50%*	*47%*	59%mn	*52%*	*51%*
[+1] Fairly important	**841**	790	45	-	-	85	753	25	32	91	103	108	210	231	403	184	211	612
	27%	*27%*	*35%*	-	-	*25%*	*27%*	*19%*	*19%*	29%gh	33%gh	30%gh	27%h	*29%*	*27%*	*25%*	*25%*	*28%*
[-1] Not very important	**404**	385	11	-	-	52	347	20	25	44	47	54	72	109	213	71	106	281
	13%	*13%*	*9%*	-	-	*15%*	*13%*	*15%*	15%l	14%l	15%l	15%l	*9%*	14%o	14%o	*10%*	*13%*	*13%*
[-2] Not at all important	**250**	235	9	-	-	40	210	25	30	31	15	6	17	46	154	41	73	164
	8%	*8%*	*7%*	-	-	12%f	*8%*	19%ijkl	18%ijkl	10%jkl	5%kl	*2%*	*2%*	*6%*	10%mo	*6%*	*9%*	*8%*
MEAN	**1.01**	1.01	1.09	-	-	0.80	1.04e	0.56	0.62	0.88	1.02gh	1.18ghi	1.36ghijk	1.06n	0.88	1.24mn	1.00	1.03
Don't know	**36**	33	2	-	-	10	26	5	5	3	1	1	6	14	19	4	14	22
	1%	*1%*	*2%*	-	-	3%f	*1%*	4%jkl	3%jkl	*1%*	*	*	*1%*	*2%*	*1%*	*1%*	*2%*	*1%*
Important [NET]	**2434**	2299	106	-	-	243	2176	84	108	234	249	302	682	635	1111	621	646	1721
	78%	*78%*	*82%*	-	-	*70%*	79%e	*63%*	*64%*	75%gh	80%gh	83%ghi	88%ghijk	79%n	*74%*	84%mn	*77%*	*79%*
Not important [NET]	**654**	619	20	-	-	92	558	45	55	75	62	61	89	155	367	112	180	445
	21%	*21%*	*16%*	-	-	27%f	*20%*	34%jkl	33%jkl	24%kl	20%l	17%l	*11%*	*19%*	25%mo	*15%*	*21%*	*20%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 47
COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**3118**	1421	1689	300	444	435	524	575	514	318	698	1098	550	624	195	254	367	100	321	363	232	244	224	2300	342	193	283
Weighted Base	**3149**	1534	1607	346	567	511	552	488	422	255	836	814	652	735	227	294	420	130*	342	422	268	280	261	2644	269	148	89
[+2] Very important	**1602** ***51%***	747 *49%*	849 53%a	242 70%fg hi	377 67%fg hi	327 64%fg hi	285 52%gh i	194 40%hi	141 33%i	32 *12%*	451 54%m	418 51%m	336 *52%*	336 *46%*	114 50%B	149 51%B	260 62%pq stuvx yzAB	60 *47%*	167 49%B	207 49%B	112 *42%*	154 55%vB	135 52%vB	1358 51%vB	141 52%vB	69 *47%*	34 *38%*
[+1] Fairly important	**845** ***27%***	432 *28%*	413 *26%*	82 *24%*	141 *25%*	131 *26%*	175 32%cd hi	153 31%cd i	108 *25%*	52 *20%*	210 *25%*	229 *28%*	192 *29%*	187 *25%*	56 *25%*	83 *28%*	102 *24%*	35 *27%*	96 *28%*	133 32%rw z	76 *28%*	62 *22%*	76 *29%*	718 *27%*	65 *24%*	37 *25%*	24 *27%*
[-1] Not very important	**410** ***13%***	212 *14%*	196 *12%*	16 *5%*	35 *6%*	47 9%c	75 14%cd	85 18%cd e	90 21%cd ef	60 24%cd efg	117 *14%*	98 *12%*	70 *11%*	110 *15%*	34 15%r	37 *13%*	32 *8%*	18 *14%*	38 *11%*	54 13%r	53 20%qrtux yz	41 15%r	28 *11%*	335 13%r	35 13%r	24 16%r	17 19%rbxy
[-2] Not at all important	**256** ***8%***	123 *8%*	133 *8%*	7 *2%*	12 *2%*	3 *1%*	13 *2%*	50 10%cd ef	74 18%cd efg	95 37%cde fgh	50 *6%*	64 *8%*	49 *8%*	87 12%jkl	18 *8%*	21 *7%*	23 *5%*	16 12%ru	37 11%ruy	25 *6%*	25 *9%*	18 *7%*	20 *7%*	202 *8%*	24 *9%*	18 12%ru	13 14%pqruwxyz
MEAN	**1.00**	0.97	1.04	1.55f ghi	1.48f ghi	1.44f ghi	1.18g hi	0.74h i	0.36 i	-0.57	1.08m	1.04m	1.07m	0.80	0.96B	1.04vB	1.30p qstuv wyzAB	0.82	0.94B	1.06v AB	0.74	1.06v B	1.08vAB	1.03vAB	1.00v B	0.79	0.58
Don't know	**36** ***1%***	19 *1%*	17 *1%*	- -	1 *	2 *	3 *1%*	5 *1%*	9 2%cde	17 6%cde fgh	8 *1%*	5 *1%*	5 *1%*	16 2%k	5 *2%*	5 *2%*	2 *1%*	1 *1%*	4 *1%*	3 *1%*	2 *1%*	5 *2%*	3 *1%*	30 *1%*	5 *2%*	- -	1 2%A
Important [NET]	**2447** ***78%***	1179 *77%*	1261 *78%*	323 93%fg hi	518 91%fg hi	458 90%fg hi	460 83%gh i	348 71%hi	248 59%i	83 *33%*	661 79%m	647 79%m	527 81%m	523 *71%*	169 75%B	232 79%vB	362 86%pq stvwy zAB	95 *73%*	263 77%B	340 80%vA B	188 *70%*	216 77%B	211 81%vB	2076 79%vB	206 77%B	106 *72%*	58 *66%*
Not important [NET]	**666** ***21%***	335 *22%*	329 *20%*	23 *7%*	47 *8%*	51 *10%*	88 16%cd e	136 28%cd ef	165 39%cd efg	156 61%cd efgh	167 *20%*	162 *20%*	119 *18%*	197 27%jkl	52 23%r	58 20%r	55 *13%*	34 26%r	75 22%r	79 *19%*	78 29%qruxy	59 21%r	47 *18%*	537 20%r	59 22%r	41 28%ruxy	29 33%pqrtuwxyz

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 48
COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**3118**	806	2312	1181	319	268	1254	90	1768	1344	774	1543	780	684	1091	540	786	1413	1300	2713	405	2817	284
Weighted Base	**3149**	911	2238	1293	341	281	1125	103*	1914	1228	730	1565	833	643	1034	555	900	1368	1327	2695	454	2714	419
[+2] Very important	**1602**	550	1052	734	182	184	435	62	1100	497	305	790	498	249	473	315	558	634	687	1321	281	1325	268
	51%	60%b	*47%*	57%fi	54%fi	66%cdfhi	*39%*	60%fi	57%fi	40%f	*42%*	50%j	60%jk	*39%*	46%m	57%mn	62%mn	*46%*	52%qs	49%q	62%qrs	*49%*	64%u
[+1] Fairly important	**845**	255	589	395	100	50	272	28	544	301	164	460	215	144	305	147	245	349	390	739	106	734	107
	27%	*28%*	*26%*	31%efhi	29%e	*18%*	24%e	*28%*	28%efi	24%e	*22%*	29%j	*26%*	*22%*	30%m	*26%*	*27%*	*26%*	29%qt	27%q	*23%*	*27%*	*26%*
[-1] Not very important	**410**	86	324	134	37	27	198	11	198	209	114	201	90	105	154	67	81	200	173	373	37	381	29
	13%	*9%*	14%a	*10%*	*11%*	*10%*	18%cdehi	*10%*	*10%*	17%cdeh	16%l	*13%*	*11%*	16%p	15%p	*12%*	*9%*	15%t	13%t	14%t	*8%*	14%v	*7%*
[-2] Not at all important	**256**	19	237	27	17	19	192	1	63	193	128	102	24	127	90	21	16	162	66	228	28	242	13
	8%	*2%*	11%a	*2%*	5%c	7%cgh	17%cdeghi	*1%*	3%c	16%cdegh	18%kl	6%l	*3%*	20%nop	9%op	4%p	*2%*	12%rst	*5%*	8%r	*6%*	9%v	*3%*
MEAN	**1.00**	1.35b	0.86	1.30fi	1.17fi	1.26fi	0.51	1.38fi	1.27fi	0.58f	0.57	1.05j	1.30jk	0.45	0.90m	1.21mn	1.39mno	0.81	1.11qs	0.96q	1.27qrs	0.94	1.41u
Don't know	**36**	1	36	3	4	-	28	1	8	29	19	12	5	19	11	5	1	23	12	35	1	33	2
	1%	*	2%a	*	1%ch	-	2%ceh	*1%*	*	2%ceh	3%kl	*1%*	*1%*	3%nop	1%p	1%p	*	2%	*1%*	*1%*	*	*1%*	*
Important [NET]	**2447**	805	1642	1128	282	234	707	91	1645	798	469	1250	713	392	778	462	802	983	1076	2060	387	2058	375
	78%	88%b	73%	87%fhi	83%fi	83%fi	*63%*	88%fi	86%fi	65%f	*64%*	80%j	86%jk	*61%*	75%m	83%mn	89%mno	72%	81%qs	76%q	85%qs	*76%*	90%u
Not important [NET]	**666**	105	561	161	54	47	390	11	262	402	242	303	115	232	244	88	96	361	239	601	65	622	42
	21%	*12%*	25%a	*12%*	*16%*	*17%*	35%cdeghi	*11%*	*14%*	33%cdegh	33%kl	19%l	*14%*	36%nop	24%op	16%p	*11%*	26%rst	*18%*	22%rt	*14%*	23%v	*10%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 49
COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**3118**	2361	448	3118	1878	2135	2647	1212	471	2647	833	115	123	634	1071	634	222	789	1033
Weighted Base	**3149**	2280	506	3149	1901	2230	2687	1237	462	2687	813	112*	131	629	1055	629	237	757	1076
[+2] Very important	**1602**	1043	324	1602	1020	1303	1396	717	206	1396	393	46	83	330	522	330	118	353	616
	51%	*46%*	64%acde fg	51%a	54%acf	58%acdf	52%ac	58%acdf	*45%*	52%h	*48%*	*41%*	64%jkmno	*53%*	*49%*	*53%*	*50%*	*47%*	57%q
[+1] Fairly important	**845**	643	114	845	532	608	769	343	76	769	222	35	35	185	292	185	53	211	308
	27%	28%bc	*23%*	27%b	28%b	27%b	29%bce	28%b	*16%*	29%h	*27%*	*31%*	*27%*	*29%*	*28%*	*29%*	*22%*	*28%*	*29%*
[-1] Not very important	**410**	333	51	410	243	249	353	127	57	353	131	14	11	82	157	82	29	115	118
	13%	15%bcdef g	*10%*	13%eg	13%eg	*11%*	13%eg	*10%*	*12%*	*13%*	16%ln	*13%*	*8%*	*13%*	15%l	*13%*	*12%*	15%r	*11%*
[-2] Not at all important	**256**	229	17	256	99	63	155	47	101	155	60	15	2	30	77	30	31	69	27
	8%	10%bcdefg	*3%*	8%bdefg	5%eg	*3%*	6%beg	4%e	22%i	*6%*	7%l	14%jlmno	*1%*	*5%*	7%l	*5%*	13%r	9%r	*2%*
MEAN	**1.00**	0.86	1.34acd f	1.00a	1.12ac	1.28acd f	1.08ac	1.26acdf	0.52	1.08h	0.94	0.74	1.43jkmno	1.12jkn	0.98	1.12jkn	0.86	0.88	1.28pq
Don't know	**36**	33	-	36	7	7	14	3	23	14	6	1	-	1	8	1	6	9	7
	1%	1%bcdefg	-	1%bdefg	*	*	1%e	*	5%i	*1%*	*1%*	*1%*	-	*	*1%*	*	2%r	*1%*	*1%*
Important [NET]	**2447**	1686	439	2447	1552	1911	2165	1060	282	2165	615	81	118	515	814	515	171	563	924
	78%	*74%*	87%acdf	78%a	82%ac	86%acdf	81%ac	86%acdf	*61%*	81%h	*76%*	*72%*	90%jkmno	82%jkn	*77%*	82%jkn	*72%*	*74%*	86%pq
Not important [NET]	**666**	562	68	666	342	312	508	175	158	508	192	30	13	112	234	112	60	185	145
	21%	25%bcdef g	*13%*	21%bdef g	18%beg	*14%*	19%beg	*14%*	34%i	*19%*	24%lmo	26%l	*10%*	18%l	22%l	18%l	25%r	24%r	*13%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 50
COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**3118**	130	340	143	57	49	552	2566	121	-	552	-	-	-	-	-	-	634	814	892	495
Weighted Base	**3149**	145	364	155	75*	57*	603	2546	143*	-**	603	-**	-**	-**	-**	-**	-**	664	844	999	554
[+2] Very important	**1602**	84	205	100	47	34	338	1263	100	-	338	-	-	-	-	-	-	326	394	512	336
	51%	*58%*	56%g	65%fg	*63%*	*59%*	56%g	*50%*	70%abfg	-	*56%*	-	-	-	-	-	-	*49%*	*47%*	*51%*	61%qrs
[+1] Fairly important	**845**	43	114	33	24	21	181	664	37	-	181	-	-	-	-	-	-	194	237	263	127
	27%	*30%*	31%c	*22%*	*32%*	36%c	30%c	*26%*	*26%*	-	*30%*	-	-	-	-	-	-	29%t	*28%*	*26%*	*23%*
[-1] Not very important	**410**	9	31	16	2	2	56	354	3	-	56	-	-	-	-	-	-	84	123	139	48
	13%	7%h	9%h	10%h	*3%*	*3%*	9%h	14%abdfh	*2%*	-	*9%*	-	-	-	-	-	-	*13%*	15%t	14%t	*9%*
[-2] Not at all important	**256**	9	14	5	2	1	26	230	3	-	26	-	-	-	-	-	-	53	78	76	37
	8%	6%h	*4%*	*3%*	*2%*	*1%*	*4%*	9%bcfh	*2%*	-	*4%*	-	-	-	-	-	-	*8%*	*9%*	*8%*	*7%*
MEAN	**1.00**	1.26g	1.28g	1.35g	1.52g	1.50g	1.25g	0.95	1.59abcfg	-	1.25	-	-	-	-	-	-	1.00	0.90	1.01	1.23qrs
Don't know	**36**	-	1	1	-	-	1	35	-	-	1	-	-	-	-	-	-	7	12	10	7
	1%	-	*	*1%*	-	-	*	1%f	-	-	*	-	-	-	-	-	-	*1%*	*1%*	*1%*	*1%*
Important [NET]	**2447**	127	319	133	71	55	519	1928	137	-	519	-	-	-	-	-	-	520	631	775	463
	78%	87%g	87%g	86%g	95%fg	96%g	86%g	*76%*	96%abcfg	-	*86%*	-	-	-	-	-	-	*78%*	*75%*	*78%*	83%qrs
Not important [NET]	**666**	19	45	21	3	2	82	584	6	-	82	-	-	-	-	-	-	137	201	214	85
	21%	13%h	12%h	13%h	*5%*	*4%*	14%dh	23%abcdefh	*4%*	-	*14%*	-	-	-	-	-	-	21%t	24%t	21%t	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 51
COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**3118**	2953	121	-	-	347	2753	138	182	324	306	367	735	814	1525	699	808	2209
Weighted Base	**3149**	2975	130*	-**	-**	349	2782	135	171	313	313	365	784	812	1510	741	847	2204
[+2] Very important	**1602** *51%*	1517 *51%*	62 *48%*	- -	- -	160 *46%*	1430 *51%*	59 *44%*	77 *45%*	144 *46%*	147 *47%*	195 *53%*	475 61%ghijk	409 *50%*	710 *47%*	440 59%mn	440 *52%*	1114 *51%*
[+1] Fairly important	**845** *27%*	794 *27%*	45 *35%*	- -	- -	85 *24%*	757 *27%*	25 *18%*	32 *19%*	91 29%gh	103 33%gh	108 30%gh	214 27%h	231 *28%*	408 *27%*	184 *25%*	211 *25%*	616 *28%*
[-1] Not very important	**410** *13%*	391 *13%*	11 *9%*	- -	- -	53 *15%*	353 *13%*	20 *15%*	25 *15%*	44 14%l	47 15%l	54 15%l	73 *9%*	110 14%o	217 14%o	72 *10%*	107 *13%*	285 *13%*
[-2] Not at all important	**256** *8%*	240 *8%*	9 *7%*	- -	- -	41 12%f	215 *8%*	26 20%ijkl	32 19%ijkl	31 10%jkl	15 5%kl	6 *2%*	17 *2%*	48 *6%*	157 10%mo	42 *6%*	76 *9%*	168 *8%*
MEAN	**1.00**	1.01	1.10	-	-	0.80	1.03e	0.55	0.58	0.88	1.02gh	1.18ghi	1.36ghijk	1.06n	0.87	1.23mn	1.00	1.02
Don't know	**36** *1%*	33 *1%*	2 *2%*	- -	- -	10 3%f	26 *1%*	5 4%jkl	5 3%jkl	3 *1%*	1 *	1 *	6 *1%*	14 *2%*	19 *1%*	4 *1%*	14 *2%*	22 *1%*
Important [NET]	**2447** *78%*	2311 *78%*	107 *83%*	- -	- -	245 *70%*	2187 79%e	84 *62%*	108 *63%*	235 75%gh	250 80%gh	303 83%ghi	688 88%ghijk	640 79%n	1117 *74%*	624 84%mn	650 *77%*	1730 *78%*
Not important [NET]	**666** *21%*	631 *21%*	20 *16%*	- -	- -	93 27%f	569 *20%*	46 34%jkl	57 33%ijkl	75 24%kl	62 20%l	61 17%l	90 *11%*	158 *19%*	374 25%mo	114 *15%*	183 *22%*	453 *21%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 52
COM7_3 - Importance of communication services to household at the moment: Landline - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A LANDLINE IN THE HOUSEHOLD

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**2540**	1154	1382	162	185	278	446	544	536	383	593	852	445	525	153	212	264	76	259	286	201	193	167	1811	275	170	284
Weighted Base	**2429**	1155	1270	192	239	328	461	460	437	305	684	589	499	571	173	245	292	96*	266	317	219	209	189	2006	210	126	87
[+2] Very important	**719**	294	423	24	25	45	86	140	184	210	161	163	153	213	56	66	76	19	69	92	84	60	48	569	62	54	34
	30%	*25%*	33%a	*13%*	*11%*	*14%*	19%d	30%cd ef	42%cd efg	69%cd efgh	*23%*	*28%*	31%j	37%jk	*32%*	*27%*	*26%*	*20%*	*26%*	*29%*	38%qrstu xy	*29%*	*25%*	*28%*	*30%*	42%qrstu wxyz	39%qrstuwxyz
[+1] Fairly important	**592**	277	314	49	47	67	121	125	123	57	167	152	123	124	40	48	74	25	66	77	56	60	34	481	58	33	20
	24%	*24%*	*25%*	*26%*	*20%*	*21%*	26%i	27%i	28%de i	*19%*	*24%*	*26%*	*25%*	*22%*	*23%*	*20%*	*25%*	*26%*	*25%*	*24%*	*26%*	29%x	*18%*	*24%*	27%x	*26%*	*23%*
[-1] Not very important	**778**	380	398	81	110	135	173	138	111	30	257	199	156	146	53	88	99	39	78	94	66	65	72	655	72	26	25
	32%	*33%*	*31%*	42%gh i	46%gh i	41%gh i	37%gh i	30%i	25%i	*10%*	38%lm	34%m	*31%*	*26%*	*31%*	36%A	34%A	41%A	*29%*	*30%*	*30%*	31%A	38%A	33%A	34%A	*21%*	*28%*
[-2] Not at all important	**338**	202	136	37	57	78	82	57	19	9	97	75	67	87	24	42	43	12	51	54	12	24	35	298	17	14	9
	14%	18%b	*11%*	19%hi	24%gh i	24%gh i	18%gh i	12%hi	*4%*	*3%*	*14%*	*13%*	*13%*	*15%*	14%v	17%vz	15%vz	*13%*	19%vw zAB	17%vzB	*6%*	12%v	19%vzB	15%vz	*8%*	*11%*	*10%*
MEAN	**0.24**	0.07	0.39 a	-0.30	-0.53	-0.41 e	-0.09d	0.33c def	0.79c defg	1.41c defgh	0.05	0.22	0.28j	0.40jk	0.29	0.03	0.14	-0.01	0.09	0.19	0.61qrst uxy	0.31 x	-0.06	0.18x	0.36q x	0.69pqrs tuwxyz	0.51qrstuxy
Don't know	**3**	3	*	*	-	2	-	-	-	*	2	*	-	*	-	-	-	-	2	-	-	-	-	2	*	-	*
	*	*	*	*	-	*1%*	-	-	-	*	*	*	-	*	-	-	-	-	1%y	-	-	-	-	*	*	-	*
Important [NET]	**1310**	571	737	73	73	113	207	264	307	267	328	315	276	337	96	114	150	44	135	169	140	120	82	1050	120	87	53
	54%	*49%*	58%a	*38%*	*30%*	*34%*	45%de	58%cd ef	70%cd efg	87%cd efgh	*48%*	*53%*	55%j	59%j	*55%*	*47%*	*51%*	*46%*	*51%*	*53%*	64%qrstu xy	57%x	*43%*	52%x	57%qx	69%pqrst uwxyz	61%qrsbxy
Not important [NET]	**1116**	582	533	118	167	213	254	195	130	39	354	274	223	233	78	130	142	52	129	148	79	89	107	954	90	39	34
	46%	50%b	*42%*	62%gh i	70%fg hi	65%fg hi	55%gh i	42%hi	30%i	*13%*	52%lm	*46%*	*45%*	*41%*	45%A	53%vzA B	49%vA B	54%vA B	49%vA B	47%vA	*36%*	43%A	57%vwyz AB	48%vAB	43%A	*31%*	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 53
COM7_3 - Importance of communication services to household at the moment: Landline - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A LANDLINE IN THE HOUSEHOLD

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**2540**	577	1963	791	257	206	1224	58	1254	1282	676	1239	611	625	913	411	580	1207	1053	2260	280	2336	193
Weighted Base	**2429**	651	1778	826	270	208	1052	69*	1304	1120	590	1197	631	540	817	409	654	1097	1031	2128	301	2147	274
[+2] Very important	**719**	101	617	133	49	44	476	17	226	492	266	326	121	253	285	67	109	404	260	664	54	677	41
	30%	*16%*	35%a	*16%*	*18%*	*21%*	45%cdeghi	*25%*	*17%*	44%cdegh	45%kl	27%l	*19%*	47%nop	35%op	*16%*	*17%*	37%rst	25%t	31%rt	*18%*	32%v	*15%*
[+1] Fairly important	**592**	146	446	190	79	44	263	13	314	277	116	299	172	112	206	114	155	232	285	517	75	525	63
	24%	*22%*	*25%*	*23%*	29%h	*21%*	*25%*	*19%*	*24%*	*25%*	*20%*	25%j	27%j	*21%*	*25%*	28%m	*24%*	*21%*	28%qs	24%q	*25%*	*24%*	*23%*
[-1] Not very important	**778**	251	527	337	102	74	235	29	513	264	148	396	233	128	238	157	255	310	352	662	117	655	121
	32%	39%b	*30%*	41%fi	38%fi	36%fi	*22%*	43%fi	39%fi	24%f	*25%*	33%j	37%j	*24%*	29%m	38%mn	39%mn	*28%*	34%qs	31%q	39%qs	*31%*	44%u
[-2] Not at all important	**338**	150	188	164	39	46	77	9	248	86	60	173	105	47	88	70	133	149	134	283	55	288	49
	14%	23%b	*11%*	20%fi	14%fi	22%fi	*7%*	*14%*	19%fi	8%f	*10%*	14%j	17%j	*9%*	*11%*	17%mn	20%mn	*14%*	*13%*	*13%*	18%rs	*13%*	*18%*
MEAN	**0.24**	-0.31	0.44a	-0.25	-0.01ch	-0.16	0.79cdeghi	-0.01	-0.19	0.74cdegh	0.64kl	0.17l	-0.05	0.74nop	0.44op	-0.12	-0.23	0.39rst	0.18t	0.29rt	-0.14	0.30v	-0.27
Don't know	**3**	2	1	2	-	-	1	-	2	1	*	2	-	*	*	-	2	2	-	2	*	3	-
	*	*	*	*	-	-	*	-	*	*	*	*	-	*	*	-	*	*	-	*	*	*	-
Important [NET]	**1310**	247	1063	323	128	88	739	30	540	769	381	625	293	365	490	182	264	636	545	1181	129	1201	104
	54%	*38%*	60%a	*39%*	48%ch	*42%*	70%cdeghi	*44%*	*41%*	69%cdegh	65%kl	52%l	*46%*	68%nop	60%op	*44%*	*40%*	58%rst	53%t	55%rt	*43%*	56%v	*38%*
Not important [NET]	**1116**	402	715	501	141	120	312	39	762	350	208	570	338	174	326	227	388	459	486	945	171	943	169
	46%	62%b	*40%*	61%dfi	52%fi	58%fi	*30%*	56%fi	58%dfi	31%f	*35%*	48%j	54%jk	*32%*	40%m	56%mn	59%mn	*42%*	47%qs	44%q	57%qrs	*44%*	62%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 54
COM7_3 - Importance of communication services to household at the moment: Landline - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A LANDLINE IN THE HOUSEHOLD

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**2540**	2540	112	2361	1551	1559	2095	936	333	2207	743	108	60	566	911	566	171	650	774
Weighted Base	**2429**	2429	120*	2280	1512	1557	2035	923	305	2125	704	101*	60*	555	866	555	172	585	772
[+2] Very important	**719** ***30%***	719 30%bcdef g	17 *14%*	623 27%bdef g	359 24%beg	300 *19%*	503 25%beg	192 *21%*	153 50%i	565 *27%*	194 28%mo	34 34%mo	12 *20%*	116 *21%*	240 28%mo	116 *21%*	55 32%r	189 32%r	157 *20%*
[+1] Fairly important	**592** ***24%***	592 *24%*	27 *23%*	566 *25%*	363 *24%*	369 *24%*	513 25%ae	225 *24%*	63 *21%*	528 *25%*	202 *29%*	27 *27%*	13 *22%*	146 *26%*	242 *28%*	146 *26%*	43 *25%*	148 *25%*	179 *23%*
[-1] Not very important	**778** ***32%***	778 *32%*	47 *39%*	758 33%a	557 37%acf	612 39%acdf	708 35%ac	354 38%acf	61 *20%*	717 34%h	211 *30%*	26 *25%*	23 *38%*	220 40%jkn	259 *30%*	220 40%jkn	50 *29%*	178 *31%*	298 39%pq
[-2] Not at all important	**338** ***14%***	338 *14%*	29 24%acdf	330 14%a	233 15%a	272 17%acdf	308 15%a	150 16%a	27 *9%*	311 15%h	95 *14%*	14 *14%*	12 *20%*	73 *13%*	121 *14%*	73 *13%*	25 *14%*	69 *12%*	139 18%q
MEAN	**0.24**	0.24bcd efg	-0.36	0.17bde fg	0.04be	-0.12	0.10bd eg	-0.05b	0.83i	0.15	0.27lmo	0.41lmo	-0.16	0.02	0.26lmo	0.02	0.31r	0.36r	-0.11
Don't know	**3** ***	3 *d	- -	3 *d	* *	3 *d	3 *d	3 *	- -	3 *	2 *	- -	- -	* *	2 *	* *	- -	- -	- -
Important [NET]	**1310** ***54%***	1310 54%bcdef g	44 *37%*	1189 52%bdef g	722 48%be	670 *43%*	1016 50%bdeg	417 *45%*	216 71%i	1094 *51%*	396 56%lmo	61 61%lmo	25 *42%*	261 *47%*	483 56%lmo	261 *47%*	97 57%r	337 58%r	336 *44%*
Not important [NET]	**1116** ***46%***	1116 *46%*	76 63%acdf	1088 48%a	790 52%acf	884 57%acdf	1016 50%ac	504 55%acf	88 *29%*	1028 48%h	306 *43%*	40 *39%*	35 58%jkn	293 53%jkn	381 *44%*	293 53%jkn	74 *43%*	248 *42%*	436 56%pq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 55
COM7_3 - Importance of communication services to household at the moment: Landline - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A LANDLINE IN THE HOUSEHOLD

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**2540**	89	263	102	37	31	408	2132	80	-	408	-	-	-	-	-	-	546	666	697	347
Weighted Base	**2429**	96*	275	107*	44*	32**	426	2003	91*	-**	426	-**	-**	-**	-**	-**	-**	554	664	759	366
[+2] Very important	**719**	23	67	29	7	11	105	614	21	-	105	-	-	-	-	-	-	186	215	190	94
	30%	*24%*	*25%*	*27%*	*15%*	*34%*	*25%*	31%f	*23%*	-	*25%*	-	-	-	-	-	-	34%st	32%st	*25%*	*26%*
[+1] Fairly important	**592**	29	64	26	7	4	96	496	23	-	96	-	-	-	-	-	-	133	166	186	87
	24%	*30%*	*23%*	*24%*	*16%*	*13%*	*22%*	*25%*	*26%*	-	*22%*	-	-	-	-	-	-	*24%*	*25%*	*24%*	*24%*
[-1] Not very important	**778**	34	103	42	23	12	161	617	37	-	161	-	-	-	-	-	-	160	195	264	135
	32%	*35%*	38%g	*39%*	52%g	*36%*	38%g	*31%*	*41%*	-	*38%*	-	-	-	-	-	-	*29%*	*29%*	35%qr	37%qr
[-2] Not at all important	**338**	11	40	10	8	6	65	273	9	-	65	-	-	-	-	-	-	74	86	119	50
	14%	*11%*	*15%*	*9%*	*17%*	*18%*	*15%*	*14%*	*10%*	-	*15%*	-	-	-	-	-	-	*13%*	*13%*	*16%*	*14%*
MEAN	**0.24**	0.20d	0.05	0.21d	-0.40	0.09	0.03	0.28bdf	0.10d	-	0.03	-	-	-	-	-	-	0.36s	0.35s	0.09	0.11
																		t	t		
Don't know	**3**	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	*	2	-	-
	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	-	-
Important [NET]	**1310**	52	131	55	14	15	200	1110	44	-	200	-	-	-	-	-	-	319	381	376	181
	54%	54%d	*48%*	51%d	*31%*	*47%*	*47%*	55%bdf	49%d	-	*47%*	-	-	-	-	-	-	58%st	57%st	*50%*	*49%*
Not important [NET]	**1116**	45	144	52	30	17	226	890	46	-	226	-	-	-	-	-	-	234	281	383	185
	46%	*46%*	52%g	*49%*	69%acgh	*53%*	53%g	*44%*	*51%*	-	*53%*	-	-	-	-	-	-	*42%*	*42%*	50%qr	51%qr

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 56
COM7_3 - Importance of communication services to household at the moment: Landline - to make and receive calls
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A LANDLINE IN THE HOUSEHOLD

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**2540**	2416	93	-	-	317	2210	116	146	262	246	278	555	648	1330	502	659	1797
Weighted Base	**2429**	2304	96*	-**	-**	301	2118	111*	125	232	229	267	576	619	1240	511	655	1703
[+2] Very important	**719**	679	26	-	-	134	582	44	58	85	53	61	101	169	415	113	220	467
	30%	*29%*	*27%*	-	-	45%f	*27%*	40%jkl	46%jkl	37%jkl	*23%*	*23%*	*17%*	*27%*	33%mo	*22%*	34%q	*27%*
[+1] Fairly important	**592**	566	18	-	-	61	525	27	25	57	60	73	128	158	309	109	138	439
	24%	*25%*	*19%*	-	-	*20%*	*25%*	*24%*	*20%*	*25%*	*26%*	*27%*	*22%*	*26%*	*25%*	*21%*	*21%*	26%p
[-1] Not very important	**778**	733	40	-	-	65	712	28	29	62	86	89	238	218	342	202	196	566
	32%	*32%*	*41%*	-	-	*21%*	34%e	*25%*	*23%*	*27%*	37%ghi	*33%*	41%ghik	35%n	*28%*	39%n	*30%*	*33%*
[-2] Not at all important	**338**	323	13	-	-	41	296	12	13	28	30	44	109	74	172	88	100	227
	14%	*14%*	*13%*	-	-	*14%*	*14%*	*11%*	*11%*	*12%*	*13%*	*16%*	19%hi	*12%*	*14%*	17%m	*15%*	*13%*
MEAN	**0.24**	0.24	0.06	-	-	0.60f	0.18	0.56jkl	0.69jkl	0.48jkl	0.09l	0.07l	-0.22	0.21o	0.37o	-0.08	0.28	0.21
Don't know	**3**	3	-	-	-	-	3	-	-	-	-	-	-	*	3	-	-	3
	*	*	-	-	-	-	*	-	-	-	-	-	-	*	*	-	-	*
Important [NET]	**1310**	1245	44	-	-	195	1107	71	83	142	113	134	229	327	724	222	358	906
	54%	*54%*	*46%*	-	-	65%f	*52%*	64%jkl	66%jkl	61%jkl	49%l	50%l	*40%*	53%o	58%mo	*43%*	*55%*	*53%*
Not important [NET]	**1116**	1056	52	-	-	106	1008	40	42	89	116	133	348	292	514	289	296	793
	46%	*46%*	*54%*	-	-	*35%*	48%e	*36%*	*34%*	*39%*	51%ghi	50%ghi	60%ghijk	47%n	*41%*	57%mn	*45%*	*47%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 57
COM7_4 - Importance of communication services to household at the moment: Pay TV
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY PAY TV SERVICES IN THE HOUSEHOLD

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**1939**	921	1012	164	242	279	384	381	331	154	469	689	348	344	117	160	210	67	212	238	135	153	136	1428	223	112	176
Weighted Base	**1954**	975	973	192	310	318	411	323	275	121	565	503	408	413	139	192	241	91*	218	275	156	169	158	1640	175	84*	55
[+2] Very important	**758** *39%*	363 *37%*	393 *40%*	43 *22%*	100 *32%*	130 *41%c*	178 *43%cd*	135 *42%cd*	118 *43%cd*	50 *41%c*	219 *39%*	213 *42%l*	136 *33%*	168 *41%*	54 *39%*	65 *34%*	107 *44%u*	33 *36%*	83 *38%*	91 *33%*	60 *38%*	58 *34%*	74 *47%qu*	625 *38%*	70 *40%*	35 *41%*	28 *51%qtuvwy*
[+1] Fairly important	**718** *37%*	349 *36%*	367 *38%*	89 *46%de* hi	108 *35%*	111 *35%*	157 *38%*	122 *38%*	94 *34%*	38 *31%*	225 *40%m*	171 *34%*	163 *40%*	133 *32%*	59 *42%r*	75 *39%r*	68 *28%*	35 *38%*	71 *33%*	110 *40%r*	59 *37%*	77 *46%rt* xyB	49 *31%*	603 *37%r*	67 *38%r*	31 *37%*	17 *31%*
[-1] Not very important	**356** *18%*	190 *19%*	164 *17%*	43 *22%f*	86 *28%fg* hi	65 *20%*	58 *14%*	47 *14%*	41 *15%*	17 *14%*	86 *15%*	90 *18%*	93 *23%j*	76 *18%*	22 *16%*	40 *21%*	46 *19%*	20 *22%*	46 *21%*	50 *18%*	25 *16%*	28 *17%*	27 *17%*	305 *19%*	30 *17%*	12 *14%*	10 *17%*
[-2] Not at all important	**103** *5%*	59 *6%*	43 *4%*	15 *8%e*	15 *5%*	10 *3%*	18 *4%*	17 *5%*	18 *7%*	9 *7%*	29 *5%*	27 *5%*	13 *3%*	29 *7%l*	3 *2%*	11 *6%*	15 *6%B*	2 *2%*	15 *7%B*	19 *7%B*	12 *7%B*	6 *3%*	8 *5%*	91 *6%B*	6 *3%*	5 *7%*	1 *1%*
MEAN	**0.86**	0.80	0.93a	0.53	0.62	0.91c d	1.02c d	0.97c d	0.93c d	0.91c	0.93	0.90	0.78	0.83	1.02	0.74	0.87	0.85	0.76	0.76	0.84	0.91	0.96	0.84	0.96	0.94	1.12qtuy
Don't know	**19** *1%*	13 *1%*	6 *1%*	3 *1%*	1 *	2 *1%*	- -	2 *1%*	3 *1%f*	7 *6%cde* fgh	6 *1%*	3 *1%*	3 *1%*	7 *2%*	2 *1%*	- -	4 *2%*	1 *1%*	4 *2%*	5 *2%*	1 *	- -	- -	16 *1%*	1 *1%*	1 *2%*	- -
Important [NET]	**1476** *76%*	713 *73%*	760 *78%a*	132 *69%*	208 *67%*	241 *76%d*	335 *81%cd* i	258 *80%cd*	212 *77%d*	87 *72%*	444 *79%*	383 *76%*	298 *73%*	301 *73%*	113 *81%*	140 *73%*	175 *73%*	68 *74%*	154 *71%*	202 *73%*	119 *76%*	135 *80%*	122 *77%*	1228 *75%*	137 *79%*	65 *78%*	45 *81%t*
Not important [NET]	**459** *23%*	249 *26%b*	207 *21%*	58 *30%fg*	101 *33%ef* ghi	75 *24%*	77 *19%*	64 *20%*	59 *21%*	26 *21%*	115 *20%*	117 *23%*	106 *26%*	105 *25%*	25 *18%*	52 *27%*	62 *26%*	22 *24%*	60 *28%*	69 *25%*	37 *24%*	34 *20%*	36 *23%*	396 *24%*	36 *20%*	17 *20%*	10 *19%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 58
COM7_4 - Importance of communication services to household at the moment: Pay TV
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY PAY TV SERVICES IN THE HOUSEHOLD

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**1939**	552	1387	787	210	175	718	46	1172	764	371	1015	544	323	687	377	544	806	877	1683	256	1773	159
Weighted Base	**1954**	619	1335	845	230	182	642	51*	1257	693	335	1027	582	291	644	389	621	768	891	1659	295	1713	235
[+2] Very important	**758** *39%*	250 *40%*	507 *38%*	312 *37%*	88 *38%*	60 *33%*	275 43%ceh	21 *42%*	460 *37%*	296 43%ceh	146 44%l	398 *39%*	209 *36%*	133 46%no	232 *36%*	142 *36%*	246 *40%*	326 42%t	333 *37%*	659 *40%*	99 *34%*	670 *39%*	85 *36%*
[+1] Fairly important	**718** *37%*	215 *35%*	503 *38%*	323 *38%*	89 *39%*	71 *39%*	218 *34%*	17 *34%*	483 *38%*	235 *34%*	102 *30%*	392 38%j	221 38%j	84 *29%*	258 40%m	144 37%m	230 37%m	243 *32%*	360 40%qs	603 36%q	116 39%q	647 *38%*	70 *30%*
[-1] Not very important	**356** *18%*	117 *19%*	239 *18%*	173 20%fi	45 *19%*	36 *20%*	92 *14%*	8 *17%*	253 20%fi	100 *14%*	63 *19%*	181 *18%*	111 *19%*	53 *18%*	109 *17%*	87 *22%*	105 *17%*	147 *19%*	151 *17%*	298 *18%*	59 *20%*	293 *17%*	63 27%u
[-2] Not at all important	**103** *5%*	30 *5%*	73 *5%*	35 *4%*	7 *3%*	13 *7%*	44 7%ch	4 *8%*	55 *4%*	48 7%ch	20 *6%*	48 *5%*	35 *6%*	16 *6%*	38 *6%*	15 *4%*	34 *5%*	46 *6%*	38 *4%*	84 *5%*	19 *6%*	88 *5%*	13 *6%*
MEAN	**0.86**	0.88	0.86	0.83	0.90	0.72	0.94	0.85	0.83	0.93	0.88	0.89	0.80	0.92	0.84	0.80	0.89	0.86	0.91	0.89	0.74	0.89v	0.65
Don't know	**19** *1%*	6 *1%*	12 *1%*	2 *	1 *1%*	1 *1%*	14 2%ch	- -	5 *	14 2%ch	4 *1%*	8 *1%*	6 *1%*	4 *1%*	6 *1%*	2 *1%*	6 *1%*	7 *1%*	9 *1%*	16 *1%*	3 *1%*	15 *1%*	3 *1%*
Important [NET]	**1476** *76%*	465 *75%*	1011 *76%*	635 *75%*	177 *77%*	131 *72%*	492 *77%*	38 *76%*	943 *75%*	531 *77%*	247 *74%*	790 *77%*	430 *74%*	217 *75%*	490 *76%*	285 *73%*	476 *77%*	568 *74%*	693 *78%*	1261 *76%*	215 *73%*	1317 *77%*v	155 *66%*
Not important [NET]	**459** *23%*	147 *24%*	312 *23%*	208 *25%*	52 *23%*	49 *27%*	135 *21%*	12 *24%*	309 *25%*	148 *21%*	83 *25%*	229 *22%*	145 *25%*	69 *24%*	148 *23%*	102 *26%*	139 *22%*	193 *25%*	188 *21%*	381 *23%*	78 *26%*	381 *22%*	76 32%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 59
COM7_4 - Importance of communication services to household at the moment: Pay TV
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY PAY TV SERVICES IN THE HOUSEHOLD

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**1939**	1551	296	1878	1939	1473	1724	813	187	1752	342	118	125	651	585	651	109	467	699
Weighted Base	**1954**	1512	322	1901	1954	1524	1743	824	189	1765	334	116*	132	645	582	645	116*	440	726
[+2] Very important	**758** ***39%***	594 *39%*	127 *39%*	740 *39%*	758 *39%*	606 *40%*	676 *39%*	316 *38%*	73 *39%*	684 *39%*	129 *39%*	40 *35%*	56 *43%*	283 *44%*	225 *39%*	283 *44%*	45 *38%*	162 *37%*	292 *40%*
[+1] Fairly important	**718** ***37%***	574 *38%*	119 *37%*	702 *37%*	718 *37%*	575 *38%*	645 *37%*	312 *38%*	64 *34%*	654 *37%*	120 *36%*	49 *42%*	46 *35%*	238 *37%*	215 *37%*	238 *37%*	36 *31%*	172 *39%*	282 *39%*
[-1] Not very important	**356** ***18%***	254 *17%*	55 *17%*	345 18%a	356 18%a	275 *18%*	318 18%a	143 *17%*	37 *19%*	319 *18%*	60 *18%*	21 *18%*	23 *17%*	98 *15%*	104 *18%*	98 *15%*	28 *24%*	83 *19%*	116 *16%*
[-2] Not at all important	**103** ***5%***	72 *5%*	20 *6%*	97 5%e	103 5%e	60 *4%*	89 5%e	47 6%e	12 *6%*	91 *5%*	21 *6%*	4 *4%*	7 *5%*	25 *4%*	32 *5%*	25 *4%*	4 *4%*	22 *5%*	32 *4%*
MEAN	**0.86**	0.91cdf	0.87	0.87	0.86	0.92cdf	0.87	0.86	0.81	0.87	0.84	0.88	0.92	1.02j	0.87	1.02j	0.79	0.84	0.95
Don't know	**19** ***1%***	19 1%cdef	2 *1%*	18 1%e	19 1%e	7 *	14 1%e	5 *1%*	3 *2%*	16 *1%*	5 1%mo	1 *1%*	- -	1 *	6 1%mo	1 *	4 3%qr	1 *	4 *1%*
Important [NET]	**1476** ***76%***	1168 77%cdf	245 *76%*	1442 *76%*	1476 *76%*	1182 78%cdf	1321 *76%*	628 *76%*	137 *73%*	1339 *76%*	249 *74%*	90 *77%*	102 *77%*	521 81%jn	440 *76%*	521 81%jn	80 *69%*	335 *76%*	574 79%p
Not important [NET]	**459** ***23%***	325 *22%*	75 *23%*	442 23%ae	459 23%ae	336 *22%*	407 23%ae	190 *23%*	48 *26%*	411 *23%*	81 *24%*	25 *21%*	30 *23%*	123 *19%*	135 *23%*	123 *19%*	32 *28%*	104 *24%*	148 *20%*

Proportions/Means: Columns Tested (5% risk level) – a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 60
COM7_4 - Importance of communication services to household at the moment: Pay TV
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY PAY TV SERVICES IN THE HOUSEHOLD

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**1939**	78	235	87	34	26	356	1583	76	-	356	-	-	-	-	-	-	399	526	559	279
Weighted Base	**1954**	85*	246	92*	43**	29**	379	1575	86*	-**	379	-**	-**	-**	-**	-**	-**	420	546	625	308
[+2] Very important	**758**	35	97	43	17	15	153	605	38	-	153	-	-	-	-	-	-	173	214	226	116
	39%	*41%*	*39%*	*47%*	*40%*	*52%*	*40%*	*38%*	*44%*	-	*40%*	-	-	-	-	-	-	*41%*	*39%*	*36%*	*38%*
[+1] Fairly important	**718**	29	86	31	13	9	131	587	29	-	131	-	-	-	-	-	-	143	191	244	123
	37%	*34%*	*35%*	*34%*	*30%*	*30%*	*35%*	*37%*	*33%*	-	*35%*	-	-	-	-	-	-	*34%*	*35%*	*39%*	*40%*
[-1] Not very important	**356**	17	52	16	8	3	75	282	16	-	75	-	-	-	-	-	-	80	102	114	51
	18%	*20%*	*21%*	*17%*	*18%*	*12%*	*20%*	*18%*	*18%*	-	*20%*	-	-	-	-	-	-	*19%*	*19%*	*18%*	*16%*
[-2] Not at all important	**103**	2	10	2	5	2	17	86	4	-	17	-	-	-	-	-	-	20	34	35	14
	5%	*2%*	*4%*	*2%*	*13%*	*7%*	*4%*	*5%*	*4%*	-	*4%*	-	-	-	-	-	-	*5%*	*6%*	*6%*	*5%*
MEAN	**0.86**	0.94	0.85	1.06	0.66	1.09	0.88	0.86	0.95	-	0.88	-	-	-	-	-	-	0.89	0.83	0.83	0.91
Don't know	**19**	3	1	-	-	-	4	15	-	-	4	-	-	-	-	-	-	4	5	6	4
	1%	*3%*	*1%*	-	-	-	*1%*	*1%*	-	-	*1%*	-	-	-	-	-	-	*1%*	*1%*	*1%*	*1%*
Important [NET]	**1476**	64	183	74	30	24	284	1192	67	-	284	-	-	-	-	-	-	317	405	470	239
	76%	*75%*	*74%*	*81%*	*70%*	*82%*	*75%*	*76%*	*78%*	-	*75%*	-	-	-	-	-	-	*75%*	*74%*	*75%*	*78%*
Not important [NET]	**459**	19	62	18	13	5	91	368	19	-	91	-	-	-	-	-	-	100	136	148	65
	23%	*22%*	*25%*	*19%*	*30%*	*18%*	*24%*	*23%*	*22%*	-	*24%*	-	-	-	-	-	-	*24%*	*25%*	*24%*	*21%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 61
COM7_4 - Importance of communication services to household at the moment: Pay TV
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY PAY TV SERVICES IN THE HOUSEHOLD

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**1939**	1835	77	-	-	212	1718	64	91	171	169	262	525	498	953	446	490	1406
Weighted Base	**1954**	1846	83*	-**	-**	215	1733	65*	86*	151	176	251	563	497	938	470	510	1405
[+2] Very important	**758** *39%*	716 *39%*	33 *40%*	- -	- -	87 *40%*	669 *39%*	26 *39%*	32 *37%*	60 *40%*	62 *35%*	102 *40%*	220 *39%*	201 *40%*	380 *41%*	163 *35%*	229 45%q	516 *37%*
[+1] Fairly important	**718** *37%*	686 *37%*	23 *28%*	- -	- -	69 *32%*	645 *37%*	18 *28%*	30 *35%*	52 *35%*	69 *39%*	104 *41%*	219 *39%*	176 *35%*	343 *37%*	175 *37%*	150 *29%*	551 39%p
[-1] Not very important	**356** *18%*	328 *18%*	21 *25%*	- -	- -	41 *19%*	314 *18%*	15 *23%*	16 *19%*	31 *20%*	35 *20%*	39 *15%*	92 *16%*	91 *18%*	163 *17%*	96 *20%*	92 *18%*	257 *18%*
[-2] Not at all important	**103** *5%*	98 *5%*	5 *6%*	- -	- -	13 *6%*	90 *5%*	3 *4%*	7 8%k	7 *5%*	9 *5%*	5 *2%*	28 *5%*	24 *5%*	43 *5%*	34 *7%*	32 *6%*	71 *5%*
MEAN	**0.86**	0.87	0.70	-	-	0.84	0.87	0.81	0.74	0.85	0.79	1.03	0.92	0.89	0.92o	0.72	0.90	0.85
Don't know	**19** *1%*	18 *1%*	1 *1%*	- -	- -	4 *2%*	14 *1%*	4 6%hijkl	- -	- -	- -	2 *1%*	3 *1%*	6 *1%*	9 *1%*	2 *	8 *2%*	10 *1%*
Important [NET]	**1476** *76%*	1402 *76%*	56 *68%*	- -	- -	156 *73%*	1314 *76%*	44 *67%*	63 *73%*	113 *75%*	131 *75%*	205 82%g	440 *78%*	376 *76%*	723 *77%*	337 *72%*	378 *74%*	1067 *76%*
Not important [NET]	**459** *23%*	426 *23%*	26 *31%*	- -	- -	54 *25%*	404 *23%*	18 *27%*	24 *27%*	38 *25%*	45 *25%*	44 *18%*	120 *21%*	115 *23%*	206 *22%*	130 28%n	124 *24%*	328 *23%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 62
COM7_5 - Importance of communication services to household at the moment: OTT services
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY OTT SERVICES IN THE HOUSEHOLD

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**2164**	997	1162	269	391	361	432	367	253	88	545	818	370	338	136	181	267	67	225	266	166	174	145	1627	247	126	164
Weighted Base	**2256**	1123	1128	311	489	423	452	307	204	68*	675	627	451	429	163	214	308	92*	243	314	197	206	168	1904	198	99*	54
[+2] Very important	**727**	338	389	115	160	160	160	74	41	16	244	199	136	122	58	73	101	35	79	96	63	54	52	611	65	35	15
	32%	*30%*	*34%*	37%ghi	33%gh	38%ghi	35%gh	*24%*	*20%*	*24%*	36%m	*32%*	*30%*	*28%*	*36%*	*34%*	*33%*	*39%*	*33%*	*31%*	*32%*	*26%*	*31%*	*32%*	*33%*	*35%*	*28%*
[+1] Fairly important	**939**	485	451	139	209	167	182	133	89	18	283	284	190	156	77	101	120	29	86	140	78	104	68	802	74	41	21
	42%	*43%*	*40%*	45%i	43%i	40%i	40%i	43%i	44%i	*26%*	*42%*	45%m	*42%*	*36%*	47%st	47%st	*39%*	*31%*	*35%*	*45%*	*39%*	51%rstyz	*41%*	42%t	*37%*	*41%*	*40%*
[-1] Not very important	**476**	244	229	42	99	84	88	82	59	22	126	120	110	104	18	33	71	25	64	64	45	42	33	395	47	19	15
	21%	*22%*	*20%*	*14%*	*20%*	*20%*	*19%*	27%cdef	29%cdef	32%cdef	*19%*	*19%*	*24%*	*24%*	*11%*	*15%*	23%p	27%p	26%pqy	20%p	23%p	20%p	*19%*	21%p	24%p	*19%*	28%pqy
[-2] Not at all important	**96**	47	49	9	16	10	20	16	13	12	22	24	13	36	4	7	13	2	12	13	10	5	14	80	10	4	2
	4%	*4%*	*4%*	*3%*	*3%*	*2%*	*4%*	*5%*	6%e	17%cdefgh	*3%*	*4%*	*3%*	8%jkl	*2%*	*3%*	*4%*	*2%*	*5%*	*4%*	*5%*	*3%*	9%pwy	*4%*	*5%*	*4%*	*3%*
MEAN	**0.77**	0.74	0.81	1.01ghi	0.83hi	0.91hi	0.84hi	0.55i	0.43i	0.07	0.89m	0.82m	0.72	0.54	1.07rtuvwxyzB	0.93tB	0.74	0.78	0.65	0.78	0.71	0.77	0.66	0.78	0.71	0.83	0.63
Don't know	**18**	9	9	5	5	2	2	2	3	*	2	2	2	11	6	-	3	1	2	2	1	1	1	16	2	-	*
	1%	*1%*	*1%*	*2%*	*1%*	*	*	*1%*	*2%*	*	*	*	*	3%jkl	4%quy	-	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	-	*1%*
Important [NET]	**1666**	823	840	254	370	327	343	207	129	34	527	482	326	278	136	173	221	64	165	236	141	158	120	1413	140	76	37
	74%	*73%*	*74%*	82%ghi	76%ghi	77%ghi	76%ghi	*67%*	63%i	*50%*	*78%*	*77%*	*72%*	*65%*	83%rtvxyzB	81%rtyzB	*72%*	*70%*	*68%*	*75%*	*72%*	*77%*	*72%*	74%t	*70%*	*76%*	*68%*
Not important [NET]	**572**	291	279	52	115	94	107	98	71	34	147	143	123	139	22	40	84	27	75	76	55	48	47	475	56	24	17
	25%	*26%*	*25%*	*17%*	*23%*	*22%*	24%c	32%cdef	35%cdef	50%cdefgh	*22%*	*23%*	*27%*	33%jk	*13%*	*19%*	27%p	29%p	31%pqy	24%p	28%p	*23%*	28%p	25%p	28%pq	24%p	31%pq

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 63
COM7_5 - Importance of communication services to household at the moment: OTT services
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY OTT SERVICES IN THE HOUSEHOLD

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**2164**	694	1470	990	248	212	651	60	1450	711	390	1114	650	315	716	443	683	831	1003	1834	330	1937	218
Weighted Base	**2256**	772	1483	1093	268	216	603	71*	1578	674	386	1158	702	314	700	456	779	842	1037	1879	377	1924	323
[+2] Very important	**727**	288	439	358	86	74	185	22	518	208	121	373	230	94	196	144	291	250	345	595	132	612	114
	32%	37%b	*30%*	*33%*	*32%*	*34%*	*31%*	*32%*	*33%*	*31%*	*31%*	*32%*	*33%*	*30%*	*28%*	*32%*	37%mn	*30%*	*33%*	*32%*	*35%*	*32%*	*35%*
[+1] Fairly important	**939**	312	626	474	116	92	224	33	682	257	129	496	308	106	299	199	330	332	454	786	153	793	139
	42%	*40%*	*42%*	43%f	*43%*	*43%*	*37%*	*47%*	43%fi	*38%*	*33%*	43%j	44%j	*34%*	43%m	44%m	42%m	*39%*	*44%*	*42%*	*40%*	*41%*	*43%*
[-1] Not very important	**476**	148	328	220	60	40	141	12	319	153	96	248	130	79	165	99	131	205	205	410	66	422	52
	21%	*19%*	*22%*	*20%*	*22%*	*18%*	*23%*	*17%*	*20%*	*23%*	25%l	*21%*	*19%*	25%p	24%p	*22%*	*17%*	24%rst	*20%*	22%r	*18%*	*22%*	*16%*
[-2] Not at all important	**96**	20	76	38	3	7	46	3	47	49	32	35	29	27	35	10	24	47	31	78	18	84	12
	4%	*3%*	5%a	*3%*	*1%*	*3%*	8%cdeh	*5%*	*3%*	7%cdh	8%kl	*3%*	*4%*	9%op	5%o	*2%*	*3%*	6%rs	*3%*	4%r	*5%*	*4%*	*4%*
MEAN	**0.77**	0.91b	0.70	0.82fi	0.84fi	0.87fi	0.61	0.84	0.83fi	0.63	0.56	0.80j	0.83j	0.53	0.66	0.81m	0.94mn	0.64	0.85qs	0.75q	0.85q	0.75	0.91
Don't know	**18**	4	14	5	4	3	7	-	12	7	8	6	5	7	5	4	3	7	3	10	8	13	5
	1%	*1%*	*1%*	*	*1%*	*2%*	*1%*	-	*1%*	*1%*	2%k	*	*1%*	2%p	*1%*	*1%*	*	*1%*	*	*1%*	2%rs	*1%*	*2%*
Important [NET]	**1666**	600	1066	832	202	166	409	55	1200	465	250	869	538	201	496	343	621	582	799	1381	284	1405	253
	74%	78%b	*72%*	76%fi	75%f	77%f	*68%*	*78%*	76%fi	*69%*	*65%*	75%j	77%j	*64%*	*71%*	75%m	80%mn	*69%*	77%qs	74%q	*75%*	*73%*	*78%*
Not important [NET]	**572**	168	404	257	62	47	187	15	366	202	128	283	159	106	200	109	155	252	235	488	84	506	65
	25%	*22%*	27%a	*24%*	*23%*	*22%*	31%cdeh	*22%*	*23%*	30%ceh	33%kl	*24%*	*23%*	34%op	29%p	*24%*	*20%*	30%rst	*23%*	26%r	*22%*	*26%*	*20%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 64
COM7_5 - Importance of communication services to household at the moment: OTT services
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY OTT SERVICES IN THE HOUSEHOLD

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**2164**	1559	374	2135	1473	2164	1967	927	192	1972	537	71	108	503	716	503	124	507	863
Weighted Base	**2256**	1557	427	2230	1524	2256	2043	968	209	2047	547	72*	118*	513	737	513	136*	502	913
[+2] Very important	**727** ***32%***	490 *31%*	148 *35%*	718 *32%*	517 34%acefg *34%*	727 *32%*	648 *32%*	292 *30%*	78 *37%*	648 *32%*	154 *28%*	28 *40%*	43 *37%*	187 36%j *36%*	226 31%j *31%*	187 36%j *36%*	44 *32%*	155 *31%*	309 *34%*
[+1] Fairly important	**939** ***42%***	651 *42%*	176 *41%*	932 *42%*	623 *41%*	939 *42%*	867 42%e *42%*	415 *43%*	71 *34%*	868 42%h *42%*	234 *43%*	30 *41%*	42 *35%*	210 *41%*	305 *41%*	210 *41%*	61 *45%*	194 *39%*	408 *45%*
[-1] Not very important	**476** ***21%***	335 *22%*	88 *21%*	466 *21%*	323 *21%*	476 *21%*	429 *21%*	205 *21%*	44 *21%*	431 *21%*	128 *23%*	13 *18%*	28 *24%*	101 *20%*	169 *23%*	101 *20%*	25 *18%*	123 24%r *19%*	173 *19%*
[-2] Not at all important	**96** ***4%***	69 4%d *4%*	14 *3%*	96 4%d *4%*	54 *4%*	96 4%d *4%*	86 *4%*	52 5%def *5%*	10 *5%*	86 *4%*	30 *5%*	- - *-*	3 *2%*	15 *3%*	33 *4%*	15 *3%*	4 *3%*	28 6%r *2%*	22 *2%*
MEAN	**0.77**	0.75	0.84	0.77	0.81ag	0.77	0.77	0.72	0.81	0.77	0.65	1.03jn	0.82	0.88jn	0.71j	0.88jn	0.86	0.65	0.89q
Don't know	**18** ***1%***	11 *1%*	1 ***	18 1%df *1%*	8 *1%*	18 1%df *1%*	13 *1%*	5 *1%*	6 3%i *1%*	13 *1%*	2 *** *1%*	1 *1%*	2 2%mo *2%*	* ** *1%*	5 *1%*	* ** *1%*	2 1%r *1%*	2 ** *1%*	1 ** *1%*
Important [NET]	**1666** ***74%***	1141 *73%*	324 *76%*	1650 *74%*	1139 *75%*	1666 *74%*	1515 *74%*	706 *73%*	150 *72%*	1516 *74%*	387 *71%*	58 *81%*	85 *72%*	397 77%j *77%*	530 *72%*	397 77%j *77%*	105 *77%*	349 *69%*	717 79%q *79%*
Not important [NET]	**572** ***25%***	404 *26%*	102 *24%*	562 *25%*	377 *25%*	572 *25%*	515 *25%*	257 *27%*	54 *26%*	518 *25%*	158 29%mo *28%*	13 *18%*	31 *26%*	116 *23%*	202 *27%*	116 *23%*	29 *21%*	151 30%r *30%*	195 *21%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 65
COM7_5 - Importance of communication services to household at the moment: OTT services
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY OTT SERVICES IN THE HOUSEHOLD

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**2164**	94	264	99	49	39	417	1747	93	-	417	-	-	-	-	-	-	452	567	623	358
Weighted Base	**2256**	104*	288	108*	65*	47**	465	1790	109*	-**	465	-**	-**	-**	-**	-**	-**	486	602	709	404
[+2] Very important	**727**	28	79	40	23	16	139	588	35	-	139	-	-	-	-	-	-	140	208	234	129
	32%	*27%*	*27%*	*37%*	*36%*	*34%*	*30%*	*33%*	*32%*	-	*30%*	-	-	-	-	-	-	*29%*	*35%*	*33%*	*32%*
[+1] Fairly important	**939**	42	126	43	18	16	192	747	41	-	192	-	-	-	-	-	-	196	226	306	189
	42%	*41%*	44%d	*40%*	*27%*	*34%*	*41%*	*42%*	*37%*	-	*41%*	-	-	-	-	-	-	*40%*	*38%*	*43%*	47%r
[-1] Not very important	**476**	27	67	20	19	15	108	368	28	-	108	-	-	-	-	-	-	114	133	142	71
	21%	*26%*	*23%*	*19%*	*29%*	*32%*	*23%*	*21%*	*26%*	-	*23%*	-	-	-	-	-	-	*23%*	*22%*	*20%*	*18%*
[-2] Not at all important	**96**	4	12	3	4	-	20	76	2	-	20	-	-	-	-	-	-	31	26	22	15
	4%	*3%*	*4%*	*2%*	*6%*	-	*4%*	*4%*	*2%*	-	*4%*	-	-	-	-	-	-	6%s	*4%*	*3%*	*4%*
MEAN	**0.77**	0.63	0.68	0.92	0.58	0.70	0.70	0.79	0.74	-	0.70	-	-	-	-	-	-	0.62	0.77	0.83q	0.86q
Don't know	**18**	3	3	2	1	-	7	12	3	-	7	-	-	-	-	-	-	5	8	4	1
	1%	3%g	*1%*	*2%*	*2%*	-	*1%*	*1%*	3%g	-	*1%*	-	-	-	-	-	-	*1%*	*1%*	*1%*	*
Important [NET]	**1666**	70	205	83	41	32	331	1335	76	-	331	-	-	-	-	-	-	336	435	540	318
	74%	*68%*	*71%*	*77%*	*63%*	*68%*	*71%*	*75%*	*69%*	-	*71%*	-	-	-	-	-	-	*69%*	*72%*	76%q	79%qr
Not important [NET]	**572**	31	79	23	23	15	128	444	30	-	128	-	-	-	-	-	-	145	160	165	86
	25%	*29%*	*28%*	*21%*	*35%*	*32%*	*28%*	*25%*	*28%*	-	*28%*	-	-	-	-	-	-	30%st	*26%*	*23%*	*21%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 66
COM7_5 - Importance of communication services to household at the moment: OTT services
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY OTT SERVICES IN THE HOUSEHOLD

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**2164**	2058	74	-	-	205	1949	57	86	197	215	290	655	582	1003	532	539	1569
Weighted Base	**2256**	2145	76*	-**	-**	211	2036	56*	81*	201	230	285	704	597	1029	573	587	1618
[+2] Very important	**727**	686	28	-	-	71	653	15	31	54	65	86	260	193	332	180	210	501
	32%	*32%*	*37%*	-	-	*34%*	*32%*	*26%*	*39%*	*27%*	*28%*	*30%*	37%ij	*32%*	*32%*	*31%*	*36%*	*31%*
[+1] Fairly important	**939**	906	23	-	-	73	863	24	25	79	104	125	308	262	417	238	210	707
	42%	*42%*	*30%*	-	-	*35%*	*42%*	*43%*	*31%*	*39%*	45%h	*44%*	44%h	*44%*	*41%*	*42%*	*36%*	44%p
[-1] Not very important	**476**	445	19	-	-	52	421	11	21	53	51	69	117	120	222	125	132	332
	21%	*21%*	*25%*	-	-	*25%*	*21%*	*20%*	*26%*	26%l	*22%*	24%l	*17%*	*20%*	*22%*	*22%*	*22%*	*21%*
[-2] Not at all important	**96**	92	4	-	-	10	86	4	4	14	9	5	19	17	48	26	29	65
	4%	*4%*	*6%*	-	-	*5%*	*4%*	7%k	*5%*	7%kl	*4%*	*2%*	*3%*	*3%*	*5%*	*4%*	*5%*	*4%*
MEAN	**0.77**	0.77	0.70	-	-	0.69	0.78	0.63	0.72	0.53	0.72	0.77	0.96ijk	0.84	0.75	0.74	0.76	0.78
Don't know	**18**	15	2	-	-	5	13	2	-	2	1	*	1	5	10	3	6	12
	1%	*1%*	*2%*	-	-	*2%f*	*1%*	3%kl	-	*1%*	*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*
Important [NET]	**1666**	1592	51	-	-	144	1516	39	56	133	169	212	568	456	748	418	420	1209
	74%	*74%*	*67%*	-	-	*68%*	*74%*	*69%*	*69%*	*66%*	*73%*	*74%*	81%hijk	*76%*	*73%*	*73%*	*72%*	*75%*
Not important [NET]	**572**	537	23	-	-	62	507	15	25	67	61	73	136	137	271	151	161	397
	25%	*25%*	*30%*	-	-	*29%*	*25%*	*27%*	31%l	33%l	26%l	26%l	*19%*	*23%*	*26%*	*26%*	*27%*	*25%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 67
COM7_6 - Importance of communication services to household at the moment: Fixed Broadband
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE BROADBAND IN THE HOUSEHOLD

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**2712**	1253	1454	236	404	391	484	524	462	206	632	999	476	485	170	236	307	89	282	327	202	203	197	2013	299	161	239
Weighted Base	**2745**	1358	1382	275	512	458	511	441	379	165	763	744	562	585	195	272	353	116*	300	381	234	237	229	2318	231	122	75
[+2] Very important	**2171** *79%*	1091 *80%*	1075 *78%*	197 72%i	410 80%chi	393 86%cghi	440 86%cdghi	351 80%chi	275 73%i	100 *60%*	663 87%klm	613 82%lm	422 75%m	401 *69%*	147 *75%*	240 88%pstuvwxyzB	299 85%ptuvwxyz	90 *77%*	231 *77%*	297 *78%*	178 *76%*	177 *75%*	176 *77%*	1834 *79%*	178 *77%*	101 *83%*	59 *78%*
[+1] Fairly important	**436** *16%*	210 *15%*	226 *16%*	53 19%ef	81 16%f	53 *11%*	55 *11%*	72 16%f	80 21%ef	42 25%defg	77 *10%*	101 *14%*	102 18%jk	142 24%jkl	33 17%qr	22 *8%*	34 *9%*	19 *16%*	56 19%qr	69 18%qr	39 17%qr	51 21%qry	44 19%qr	365 16%qr	43 19%qr	16 *14%*	12 16%qr
[-1] Not very important	**92** *3%*	36 *3%*	56 *4%*	19 7%efg	17 3%f	9 *2%*	5 *1%*	10 *2%*	13 3%f	18 11%defgh	15 *2%*	18 *2%*	26 5%jk	28 5%jk	7 *4%*	9 *3%*	18 5%t	5 *5%*	5 *2%*	13 *3%*	10 *4%*	6 *3%*	4 *2%*	78 *3%*	5 *2%*	4 *4%*	3 4%t
[-2] Not at all important	**28** *1%*	16 *1%*	12 *1%*	1 *1%*	3 *1%*	2 *	9 *2%*	6 *1%*	4 *1%*	3 *2%*	3 *	10 *1%*	8 *1%*	7 *1%*	3 *2%*	- -	3 *1%*	2 *1%*	6 2%qu	1 *	4 2%q	2 *1%*	4 *2%*	24 *1%*	3 *1%*	- -	1 *1%*
MEAN	**1.70**	1.72	1.68	1.57i	1.72ci	1.81cghi	1.79chi	1.72ci	1.64i	1.33	1.82klm	1.74lm	1.62	1.56	1.64	1.82ptvwyzB	1.72	1.64	1.69	1.71	1.62	1.67	1.69	1.70	1.68	1.76	1.68
Don't know	**18** *1%*	5 *	13 *1%*	3 *1%*	1 *	2 *	2 *	2 *	6 2%d	2 *1%*	4 *	2 *	4 *1%*	7 1%k	4 2%ry	1 *	- -	1 *1%*	2 *1%*	2 *1%*	2 *1%*	1 *	1 *1%*	15 *1%*	1 *1%*	- -	1 1%r
Important [NET]	**2608** *95%*	1301 *96%*	1302 *94%*	251 *91%*	491 96%ci	445 97%chi	495 97%chi	423 96%ci	355 94%i	142 *86%*	741 97%lm	715 96%lm	524 *93%*	543 *93%*	180 *92%*	262 *96%*	332 *94%*	108 *93%*	287 *96%*	366 *96%*	217 *93%*	228 *96%*	220 *96%*	2199 *95%*	221 *96%*	117 *96%*	70 *94%*
Not important [NET]	**120** *4%*	52 *4%*	68 *5%*	21 8%efg	20 *4%*	11 *2%*	14 *3%*	16 *4%*	17 *5%*	22 13%defgh	18 *2%*	28 *4%*	34 6%j	35 6%j	10 *5%*	9 *3%*	21 *6%*	7 *6%*	11 *4%*	13 *4%*	14 *6%*	8 *3%*	8 *4%*	103 *4%*	9 *4%*	4 *4%*	4 *5%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 68
COM7_6 - Importance of communication services to household at the moment: Fixed Broadband
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE BROADBAND IN THE HOUSEHOLD

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**2712**	739	1973	1074	289	239	1039	66	1602	1105	606	1388	702	525	967	486	722	1203	1197	2400	312	2462	236
Weighted Base	**2745**	830	1915	1174	305	256	928	76*	1735	1004	572	1408	748	494	913	498	826	1170	1224	2394	351	2381	349
[+2] Very important	**2171**	696	1475	971	242	216	676	62	1430	738	427	1121	611	360	705	409	689	933	979	1912	259	1878	280
	79%	84%b	*77%*	83%fi	*79%f*	*84%fi*	*73%*	*82%*	*82%fi*	*74%*	*75%*	*80%j*	*82%j*	*73%*	*77%*	*82%mn*	*83%mn*	*80%t*	*80%t*	*80%t*	*74%*	*79%*	*80%*
[+1] Fairly important	**436**	104	333	165	49	31	178	12	245	190	99	229	103	92	163	67	108	179	192	371	66	382	53
	16%	*12%*	*17%a*	*14%*	*16%*	*12%*	*19%ceh*	*16%*	*14%*	*19%ceh*	*17%*	*16%*	*14%*	*19%op*	*18%p*	*14%*	*13%*	*15%*	*16%*	*15%*	*19%*	*16%*	*15%*
[-1] Not very important	**92**	27	65	23	11	4	51	2	38	53	27	38	27	24	28	16	24	41	31	71	20	79	12
	3%	*3%*	*3%*	*2%*	*4%*	*2%*	*6%ceh*	*2%*	*2%*	*5%ceh*	*5%k*	*3%*	*4%*	*5%*	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	*6%rs*	*3%*	*3%*
[-2] Not at all important	**28**	2	27	13	2	1	12	-	16	12	13	12	4	12	11	3	2	13	14	28	1	27	1
	1%	*	*1%a*	*1%*	*1%*	*	*1%*	-	*1%*	*1%*	*2%kl*	*1%*	*1%*	*2%op*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*
MEAN	**1.70**	1.77b	1.67	1.76fi	1.70	1.81fi	1.59	1.78	1.75fi	1.60f	1.59	1.72j	1.73j	1.56	1.68m	1.74m	1.77mn	1.70	1.72	1.71	1.63	1.69	1.73
Don't know	**18**	2	16	2	-	4	11	-	7	11	6	8	3	6	7	2	3	4	9	12	5	14	3
	1%	*	*1%*	*	-	*2%cdh*	*1%ch*	-	*	*1%ch*	*1%*	*1%*	*	*1%*	*1%*	*	*	*	*1%*	*1%*	*1%q*	*1%*	*1%*
Important [NET]	**2608**	799	1808	1136	292	247	853	74	1674	928	526	1350	714	452	868	476	797	1112	1171	2283	324	2260	333
	95%	*96%*	*94%*	*97%fi*	*96%*	*96%f*	*92%*	*98%*	*96%fi*	*92%*	*92%*	*96%j*	*95%j*	*92%*	*95%m*	*96%m*	*96%m*	*95%*	*96%t*	*95%*	*93%*	*95%*	*95%*
Not important [NET]	**120**	29	91	36	13	5	63	2	54	65	40	50	31	36	38	19	26	54	45	99	21	107	13
	4%	*3%*	*5%*	*3%*	*4%*	*2%*	*7%ceh*	*2%*	*3%*	*6%ceh*	*7%kl*	*4%*	*4%*	*7%nop*	*4%*	*4%*	*3%*	*5%*	*4%*	*4%*	*6%*	*4%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 69
COM7_6 - Importance of communication services to household at the moment: Fixed Broadband
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE BROADBAND IN THE HOUSEHOLD

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**2712**	2095	421	2647	1724	1967	2712	1087	-	2712	846	56	125	651	1027	651	169	688	970
Weighted Base	**2745**	2035	476	2687	1743	2043	2745	1103	-**	2745	824	61*	132	645	1017	645	183	655	1012
[+2] Very important	**2171** ***79%***	1623 *80%*	378 *79%*	2130 *79%*	1383 *79%*	1695 83%acdfg *83%*	2171 *79%*	883 *80%*	- -	2171 *79%*	670 *81%*	53 *86%*	103 *78%*	525 *81%*	825 *81%*	525 *81%*	137 *75%*	501 *76%*	876 87%pq *86%*
[+1] Fairly important	**436** ***16%***	312 15%e *15%*	81 *17%*	427 16%e *16%*	276 16%e *16%*	279 *14%*	436 16%e *16%*	167 *15%*	- -	436 *16%*	120 *15%*	7 *11%*	17 *13%*	98 *15%*	144 *14%*	98 *15%*	34 19%r *19%*	118 18%r *18%*	112 *11%*
[-1] Not very important	**92** ***3%***	66 3%e *3%*	13 *3%*	88 3%e *3%*	60 3%e *3%*	50 *2%*	92 3%e *3%*	43 4%e *4%*	- -	92 *3%*	23 *3%*	2 *3%*	11 9%jmno *9%*	15 *2%*	36 4%j *4%*	15 *2%*	10 6%r *6%*	24 4%r *4%*	14 *1%*
[-2] Not at all important	**28** ***1%***	22 1%e *1%*	3 *1%*	27 1%e *1%*	15 *1%*	13 *1%*	28 1%e *1%*	8 *1%*	- -	28 *1%*	7 *1%*	- -	1 * *	3 * *	8 *1%*	3 * *	- - -	9 *1%*	7 *1%*
MEAN	**1.70**	1.70	1.72	1.70	1.70	1.76acdfg *1.76*	1.70	1.70	-	1.70	1.73	1.81	1.60	1.76l	1.72	1.76l	1.64	1.65	1.82pq *1.82*
Don't know	**18** ***1%***	12 1%e *1%*	1 * *	16 1%e *1%*	9 *1%*	7 * *	18 1%eg *1%*	3 * *	- -	18 *1%*	4 * *	- - -	- - -	4 *1%*	4 * *	4 *1%*	1 *1%*	2 * *	3 * *
Important [NET]	**2608** ***95%***	1935 *95%*	459 *96%*	2557 95%f *95%*	1660 *95%*	1974 97%acdfg *97%*	2608 *95%*	1050 *95%*	- -	2608 *95%*	790 96%l *96%*	60 *97%*	120 *91%*	624 97%l *97%*	969 95%l *95%*	624 97%l *97%*	171 *94%*	619 *95%*	988 98%pq *98%*
Not important [NET]	**120** ***4%***	88 4%e *4%*	16 *3%*	114 4%e *4%*	74 4%e *4%*	63 *3%*	120 4%e *4%*	51 5%e *5%*	- -	120 *4%*	30 *4%*	2 *3%*	12 9%jmno *9%*	17 *3%*	44 *4%*	17 *3%*	10 6%r *6%*	33 5%r *5%*	21 *2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 70
COM7_6 - Importance of communication services to household at the moment: Fixed Broadband
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE BROADBAND IN THE HOUSEHOLD

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**2712**	109	307	123	53	45	488	2224	106	-	488	-	-	-	-	-	-	567	703	789	414
Weighted Base	**2745**	119*	328	133*	69*	52*	532	2213	123*	-**	532	-**	-**	-**	-**	-**	-**	593	724	890	463
[+2] Very important	**2171**	97	269	113	50	39	430	1741	95	-	430	-	-	-	-	-	-	475	571	696	370
	79%	*81%*	*82%*	*84%*	*72%*	*74%*	*81%*	*79%*	*77%*	-	*81%*	-	-	-	-	-	-	*80%*	*79%*	*78%*	*80%*
[+1] Fairly important	**436**	15	49	18	14	12	84	353	21	-	84	-	-	-	-	-	-	94	120	142	69
	16%	*13%*	*15%*	*13%*	*20%*	*22%*	*16%*	*16%*	*17%*	-	*16%*	-	-	-	-	-	-	*16%*	*17%*	*16%*	*15%*
[-1] Not very important	**92**	7	10	2	6	2	18	74	7	-	18	-	-	-	-	-	-	17	18	34	19
	3%	*6%*	*3%*	*2%*	*8%c*	*3%*	*3%*	*3%*	*6%c*	-	*3%*	-	-	-	-	-	-	*3%*	*3%*	*4%*	*4%*
[-2] Not at all important	**28**	-	-	1	-	-	1	28	-	-	1	-	-	-	-	-	-	6	8	8	5
	1%	-	-	*1%*	-	-	*	*1%f*	-	-	*	-	-	-	-	-	-	*1%*	*1%*	*1%*	*1%*
MEAN	**1.70**	1.68	1.76	1.79dh	1.56	1.67	1.74	1.69	1.65	-	1.74	-	-	-	-	-	-	1.71	1.71	1.69	1.68
Don't know	**18**	-	-	-	-	-	-	18	-	-	-	-	-	-	-	-	-	1	6	10	1
	1%	-	-	-	-	-	-	*1%*	-	-	-	-	-	-	-	-	-	*	*1%*	*1%*	*
Important [NET]	**2608**	112	318	130	63	51	514	2094	116	-	514	-	-	-	-	-	-	569	691	839	439
	95%	*94%*	*97%*	*98%*	*92%*	*97%*	*97%*	*95%*	*94%*	-	*97%*	-	-	-	-	-	-	*96%*	*95%*	*94%*	*95%*
Not important [NET]	**120**	7	10	3	6	2	18	101	7	-	18	-	-	-	-	-	-	23	27	42	24
	4%	*6%*	*3%*	*2%*	*8%*	*3%*	*3%*	*5%*	*6%*	-	*3%*	-	-	-	-	-	-	*4%*	*4%*	*5%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 71
COM7_6 - Importance of communication services to household at the moment: Fixed Broadband
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE BROADBAND IN THE HOUSEHOLD

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**2712**	2583	101	-	-	276	2428	95	143	281	272	336	707	740	1299	618	666	1967
Weighted Base	**2745**	2608	110*	-**	-**	278	2461	94*	132	270	279	331	755	737	1288	660	696	1968
[+2] Very important	**2171**	2072	81	-	-	225	1942	72	90	200	219	272	671	604	1004	526	549	1564
	79%	*79%*	*74%*	-	-	*81%*	*79%*	*77%*	*68%*	*74%*	*79%h*	*82%hi*	*89%ghijk*	*82%n*	*78%*	*80%*	*79%*	*79%*
[+1] Fairly important	**436**	413	16	-	-	38	396	14	28	56	47	49	70	106	213	100	110	311
	16%	*16%*	*15%*	-	-	*14%*	*16%*	*15%*	*22%l*	*21%l*	*17%l*	*15%l*	*9%*	*14%*	*17%*	*15%*	*16%*	*16%*
[-1] Not very important	**92**	80	11	-	-	10	82	7	12	7	7	8	8	16	44	26	26	59
	3%	*3%*	*10%a*	-	-	*3%*	*3%*	*7%l*	*9%ijkl*	*3%*	*2%*	*3%*	*1%*	*2%*	*3%*	*4%*	*4%*	*3%*
[-2] Not at all important	**28**	28	-	-	-	3	25	-	2	4	6	1	3	6	16	6	10	18
	1%	*1%*	-	-	-	*1%*	*1%*	-	*2%*	*2%*	*2%l*	*	*	*1%*	*1%*	*1%*	*1%*	*1%*
MEAN	**1.70**	1.70b	1.54	-	-	1.71	1.70	1.63	1.45	1.65h	1.68h	1.76h	1.86ghijk	1.76n	1.68	1.69	1.67	1.71
Don't know	**18**	15	1	-	-	1	16	1	-	3	-	1	3	4	11	1	1	16
	1%	*1%*	*1%*	-	-	*	*1%*	*1%*	-	*1%*	-	*	*	*1%*	*1%*	*	*	*1%*
Important [NET]	**2608**	2485	97	-	-	264	2338	86	118	256	266	322	741	711	1217	626	659	1875
	95%	95%b	*89%*	-	-	*95%*	*95%*	*92%*	*90%*	*95%*	*96%h*	*97%gh*	*98%ghij*	*96%*	*94%*	*95%*	*95%*	*95%*
Not important [NET]	**120**	108	11	-	-	13	107	7	14	11	12	9	11	22	60	33	36	76
	4%	*4%*	*10%a*	-	-	*5%*	*4%*	*7%l*	*10%ijkl*	*4%l*	*4%l*	*3%*	*1%*	*3%*	*5%*	*5%*	*5%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

Table 72
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE MULTIPLE SERVICES FROM THE SAME PROVIDER

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**1600**	767	832	23	160	245	321	343	328	177	387	575	272	301	79	141	153	63	165	185	128	115	120	1149	184	109	158
Weighted Base	**1565**	782	783	27**	207	283	339	295	271	140	448	412	322	340	91*	159	165	88*	170	206	149	128*	137*	1292	141	84*	49
[5] Less than £10 per month	**5** ***	2 ***	4 ***	- -	* ***	4 *1%*	- -	1 ***	- -	- -	- -	2 *1%*	1 ***	2 *1%*	1 *1%*	2 *1%*	1 *1%*	- -	- -	1 ***	- -	- -	- -	5 ***	* ***	- -	* ***
[15] £10-£19.99 per month	**33** *2%*	21 *3%*	12 *1%*	- -	9 5%fgh	13 4%fgh	3 *1%*	2 *1%*	2 *1%*	3 *2%*	12 *3%*	5 *1%*	3 *1%*	10 *3%*	3 3%q	- -	5 *3%*	1 *2%*	5 3%q	3 *2%*	3 *2%*	4 *3%*	5 4%q	30 *2%*	1 *1%*	1 *2%*	* *1%*
[25] £20-£29.99 per month	**207** *13%*	106 *14%*	100 *13%*	7 *26%*	38 18%fh	49 17%fh	34 *10%*	38 *13%*	26 *9%*	14 *10%*	52 *12%*	60 *15%*	43 *14%*	49 *14%*	14 *15%*	15 *9%*	28 *17%*	11 *13%*	22 *13%*	23 *11%*	25 *17%*	12 *9%*	22 *16%*	172 *13%*	16 *11%*	13 *16%*	6 *12%*
[35] £30-£39.99 per month	**250** *16%*	125 *16%*	125 *16%*	3 *11%*	47 23%fg	59 21%fg	41 *12%*	29 *10%*	46 17%g	25 18%g	55 *12%*	79 19%j	51 *16%*	55 *16%*	13 *14%*	18 *11%*	29 *17%*	11 *13%*	22 *13%*	40 *19%*	26 *17%*	22 *18%*	25 *19%*	207 *16%*	21 *15%*	14 *17%*	9 *18%*
[45] £40-£49.99 per month	**189** *12%*	98 *13%*	91 *12%*	5 *18%*	20 *10%*	30 *11%*	42 *12%*	39 *13%*	39 *14%*	15 *10%*	52 *12%*	48 *12%*	38 *12%*	48 *14%*	11 *13%*	25 *16%*	25 *15%*	8 *9%*	17 *10%*	28 *14%*	13 *9%*	14 *11%*	15 *11%*	156 *12%*	17 *12%*	10 *12%*	6 *12%*
[55] £50-£59.99 per month	**160** *10%*	76 *10%*	83 *11%*	- -	22 *11%*	21 *8%*	46 13%e	26 *9%*	32 *12%*	13 *10%*	44 *10%*	38 *9%*	38 *12%*	37 *11%*	10 *11%*	13 *8%*	16 *9%*	14 16%w	19 *11%*	24 *12%*	13 *8%*	7 *5%*	16 *12%*	130 *10%*	15 *11%*	8 *10%*	5 *11%*
[65] £60-£69.99 per month	**138** *9%*	76 *10%*	62 *8%*	2 *7%*	22 *11%*	24 *9%*	32 *9%*	31 *11%*	18 *7%*	9 *6%*	40 *9%*	39 *9%*	31 *9%*	24 *7%*	10 *11%*	16 *10%*	14 *8%*	12 14%w	14 *9%*	20 *10%*	13 *8%*	5 *4%*	13 *10%*	117 *9%*	10 *7%*	8 *10%*	3 *6%*
[75] £70-£79.99 per month	**93** *6%*	45 *6%*	48 *6%*	1 *4%*	9 *4%*	12 *4%*	25 *8%*	22 *8%*	11 *4%*	12 *8%*	30 *7%*	23 *5%*	24 *7%*	14 *4%*	5 *5%*	15 *9%*	8 *5%*	2 *2%*	10 *6%*	11 *5%*	6 *4%*	9 *7%*	9 *6%*	75 *6%*	7 *5%*	6 *7%*	4 9%s
[85] £80-£89.99 per month	**78** *5%*	39 *5%*	39 *5%*	- -	9 *4%*	14 *5%*	14 *4%*	18 *6%*	15 *5%*	9 *6%*	24 *5%*	19 *5%*	12 *4%*	21 *6%*	3 *4%*	7 *5%*	5 *3%*	4 *5%*	5 *3%*	11 *5%*	5 *3%*	9 *7%*	9 *6%*	59 *5%*	12 9%rty	2 *3%*	4 8%r
[95] £90-£99.99 per month	**70** *4%*	41 *5%*	29 *4%*	- -	10 *5%*	12 *4%*	21 6%i	13 *4%*	13 5%i	1 *1%*	20 *5%*	14 *3%*	18 *5%*	18 *5%*	- -	10 6%p	5 *3%*	6 7%p	9 6%p	4 *2%*	8 *5%*	10 8%pu	5 *3%*	57 *4%*	8 5%p	3 *3%*	3 5%p
[105] £100-£109.99 per month	**64** *4%*	33 *4%*	31 *4%*	1 *3%*	6 *3%*	11 *4%*	13 *4%*	13 *4%*	15 *5%*	6 *4%*	15 *3%*	21 *5%*	14 *5%*	13 *4%*	3 *3%*	8 *5%*	10 *6%*	3 *3%*	4 *2%*	14 *7%*	9 *6%*	3 *3%*	2 *2%*	55 *4%*	6 *4%*	1 *1%*	2 *5%*
[115] £110-£119.99 per month	**20** *1%*	10 *1%*	10 *1%*	3 *11%*	- -	1 *	11 3%deg i	2 *1%*	3 *1%*	- -	8 2%m	4 *1%*	8 3%m	- -	3 *3%*	3 *2%*	1 *1%*	- -	2 *1%*	1 *	2 *1%*	1 *1%*	- -	13 *1%*	2 *2%*	4 5%ruxy	1 2%x
[129.99] £120 or over per month	**74** *5%*	47 6%b	27 *3%*	2 *6%*	2 *1%*	9 *3%*	26 8%dei	21 7%dei	13 5%i	1 *1%*	31 7%l	18 *4%*	7 *2%*	16 *5%*	7 8%r	8 *5%*	2 *1%*	6 *6%*	11 7%r	12 *6%*	6 *4%*	7 *6%*	4 *3%*	62 5%r	6 *4%*	4 *5%*	2 *3%*
MEAN	**57.65**	58.76	56.49	57.92	49.14	51.02	64.59 dei	62.60 dei	59.49 de	53.60	61.25 km	56.26	57.59	55.60	56.76	62.40r x	51.58	60.10	58.97	58.12	56.51	60.72 r	51.91	57.31r	60.57 rx	56.93	59.51rx
Don't know	**165** *11%*	53 *7%*	112 14%a	4 *15%*	12 *6%*	25 *9%*	27 *8%*	36 12%d	30 *11%*	30 21%de fgh	59 *13%*	41 *10%*	31 *10%*	27 *8%*	9 *10%*	19 *12%*	15 *9%*	6 *7%*	28 16%uxy B	12 *6%*	17 *12%*	21 16%u	10 *8%*	138 11%u	16 *11%*	8 *10%*	4 *8%*
Refused	**20** *1%*	10 *1%*	10 *1%*	- -	- -	1 *	3 *1%*	4 *1%*	9 3%de	3 *2%*	6 *1%*	2 *	2 *1%*	5 *1%*	- -	2 *1%*	2 *1%*	3 *3%*	- -	3 *1%*	3 *2%*	2 *2%*	1 *1%*	15 *1%*	4 2%t	- -	1 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 73
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE MULTIPLE SERVICES FROM THE SAME PROVIDER

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**1600**	432	1168	589	157	133	690	28	879	718	420	861	312	362	600	271	362	829	771	1600	-	1497	98
Weighted Base	**1565**	482	1084	635	165	131	602	29**	931	630	379	863	316	326	554	263	417	784	781	1565	-**	1418	143*
[5] Less than £10 per month	**5**	3	2	2	2	-	1	-	4	1	1	4	*	1	1	2	1	3	3	5	-	5	-
	*	1%	*	*	1%	-	*	-	*	*	*	*	*	*	*	1%	*	*	*	*	-	*	-
[15] £10-£19.99 per month	**33**	6	27	20	1	1	11	-	22	11	16	9	6	15	3	7	5	22	11	33	-	26	7
	2%	1%	2%	3%	1%	1%	2%	-	2%	2%	4%k	1%	2%	5%np	1%	3%n	1%	3%	1%	2%	-	2%	5%
[25] £20-£29.99 per month	**207**	73	133	92	20	15	72	7	127	79	67	109	31	55	63	33	56	117	90	207	-	184	23
	13%	15%	12%	14%	12%	12%	12%	23%	14%	13%	18%kl	13%	10%	17%n	11%	12%	13%	15%	12%	13%	-	13%	16%
[35] £30-£39.99 per month	**250**	77	173	105	25	16	97	6	146	103	68	132	48	60	82	48	58	139	112	250	-	220	29
	16%	16%	16%	17%	15%	13%	16%	20%	16%	16%	18%	15%	15%	18%	15%	18%	14%	18%	14%	16%	-	15%	21%
[45] £40-£49.99 per month	**189**	40	149	66	23	19	74	4	109	78	52	105	31	45	83	26	35	110	79	189	-	164	25
	12%	8%	14%a	10%	14%	15%	12%	15%	12%	12%	14%	12%	10%	14%p	15%p	10%	8%	14%rs	10%	12%r	-	12%	17%
[55] £50-£59.99 per month	**160**	56	103	65	16	10	66	2	91	68	45	86	28	41	45	29	44	84	75	160	-	148	12
	10%	12%	10%	10%	10%	7%	11%	8%	10%	11%	12%	10%	9%	13%n	8%	11%	11%	11%	10%	10%	-	10%	8%
[65] £60-£69.99 per month	**138**	53	85	62	23	10	42	1	96	42	28	87	24	23	50	19	47	75	64	138	-	118	19
	9%	11%	8%	10%	14%fi	8%	7%	2%	10%fi	7%	7%	10%	8%	7%	9%	7%	11%	10%	8%	9%	-	8%	13%
[75] £70-£79.99 per month	**93**	29	63	35	5	14	39	-	54	39	16	53	23	14	39	12	27	42	50	93	-	90	3
	6%	6%	6%	6%	3%	10%dh	7%	-	6%	6%	4%	6%	7%	4%	7%	5%	7%	5%	6%	6%	-	6%	2%
[85] £80-£89.99 per month	**78**	26	52	33	7	7	29	2	47	31	13	54	10	11	35	15	17	33	45	78	-	75	2
	5%	5%	5%	5%	4%	6%	5%	7%	5%	5%	3%	6%	3%	3%	6%	6%	4%	4%	6%	5%	-	5%	2%
[95] £90-£99.99 per month	**70**	27	43	28	7	7	25	3	43	28	19	29	22	16	14	13	27	37	33	70	-	65	5
	4%	6%	4%	4%	4%	6%	4%	9%	5%	4%	5%	3%	7%k	5%	3%	5%	7%n	5%	4%	4%	-	5%	3%
[105] £100-£109.99 per month	**64**	13	51	26	4	12	22	-	42	22	8	39	17	6	28	12	18	26	38	64	-	59	5
	4%	3%	5%	4%	2%	9%cdfhi	4%	-	5%	3%	2%	5%j	5%j	2%	5%m	5%	4%	3%	5%	4%	-	4%	3%
[115] £110-£119.99 per month	**20**	8	12	12	4	1	3	-	16	3	3	7	10	2	5	6	6	12	8	20	-	19	1
	1%	2%	1%	2%	2%i	1%	1%	-	2%	1%	1%	1%	3%k	1%	1%	2%	2%	2%	1%	1%	-	1%	1%
[129.99] £120 or over per month	**74**	23	51	34	8	7	23	2	50	25	10	33	31	9	21	14	31	32	43	74	-	71	3
	5%	5%	5%	5%	5%	5%	4%	8%	5%	4%	3%	4%	10%jk	3%	4%	5%	7%mn	4%	5%	5%	-	5%	2%
MEAN	**57.65**	58.02	57.47	57.71	57.61	63.82fi	56.45	54.02	58.56	56.33	50.78	57.75j	66.40jk	50.33	58.50m	58.27m	62.37m	55.11	60.50qs	57.65q	-	58.56v	49.23
Don't know	**165**	44	121	48	20	10	85	2	78	87	27	105	33	23	75	25	41	44	121	165	-	155	10
	11%	9%	11%	8%	12%	8%	14%ch	8%	8%	14%ch	7%	12%j	10%	7%	14%m	10%	10%	6%	16%qs	11%q	-	11%	7%
Refused	**20**	2	18	6	-	1	13	-	6	13	5	11	2	5	10	2	2	9	10	20	-	20	-
	1%	*	2%	1%	-	*	2%h	-	1%	2%h	1%	1%	1%	2%	2%	1%	*	1%	1%	1%	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 74
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE MULTIPLE SERVICES FROM THE SAME PROVIDER

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**1600**	1361	258	1565	1127	1099	1548	618	51	1549	794	103	102	601	999	601	90	436	592
Weighted Base	**1565**	1300	282	1533	1102	1115	1518	613	46*	1519	771	103*	106*	586	979	586	84*	408	612
[5] Less than £10 per month	**5**	3	2	5	3	4	5	3	-	5	4	-	-	1	4	1	-	2	2
	*******	*	*1%*	*	*	*	*	*1%*	-	*	*	-	-	*	*	*	-	*	*
[15] £10-£19.99 per month	**33**	21	12	33	9	22	33	12	-	33	31	-	-	2	31	2	4	9	13
	2%	2%d	4%acdefg	2%ad	*1%*	2%d	2%ad	2%d	-	*2%*	4%mno	-	-	*	3%mo	*	*5%*	*2%*	*2%*
[25] £20-£29.99 per month	**207**	164	51	203	69	141	203	63	3	204	191	5	3	8	199	8	12	62	77
	13%	13%d	18%acdefg	13%dg	*6%*	13%d	13%dg	10%d	*5%*	*13%*	25%klmno	5%mo	*3%*	*1%*	20%klmo	*1%*	*15%*	*15%*	*13%*
[35] £30-£39.99 per month	**250**	208	45	248	132	177	244	101	7	244	176	20	14	41	210	41	26	59	100
	16%	16%d	*16%*	16%d	*12%*	16%d	16%d	16%d	*14%*	*16%*	23%mo	19%mo	13%mo	*7%*	21%mo	*7%*	30%qr	*14%*	*16%*
[45] £40-£49.99 per month	**189**	160	28	187	143	121	182	69	7	182	102	15	12	60	129	60	6	59	75
	12%	*12%*	*10%*	12%e	13%e	*11%*	*12%*	*11%*	*15%*	*12%*	*13%*	*14%*	*11%*	*10%*	*13%*	*10%*	*7%*	*14%*	*12%*
[55] £50-£59.99 per month	**160**	120	36	156	126	114	156	56	4	156	64	8	21	67	93	67	13	46	60
	10%	*9%*	*13%*	10%a	11%ac	*10%*	10%a	*9%*	*8%*	*10%*	*8%*	*8%*	20%jkmno	*11%*	9%j	*11%*	*15%*	*11%*	*10%*
[65] £60-£69.99 per month	**138**	113	28	135	113	102	136	58	2	136	42	12	6	77	61	77	7	46	53
	9%	*9%*	*10%*	*9%*	10%acf	*9%*	*9%*	*9%*	*4%*	*9%*	*5%*	12%jn	*6%*	13%jn	*6%*	13%jn	*8%*	*11%*	*9%*
[75] £70-£79.99 per month	**93**	80	12	91	82	69	91	40	2	91	21	5	10	57	35	57	6	20	46
	6%	*6%*	*4%*	*6%*	7%acef	*6%*	*6%*	*7%*	*5%*	*6%*	*3%*	*5%*	9%jn	10%jn	*4%j*	10%jn	*7%*	*5%*	*8%*
[85] £80-£89.99 per month	**78**	68	12	71	75	54	77	34	1	77	12	7	6	52	26	52	2	20	30
	5%	5%c	*4%*	*5%*	7%acef	*5%*	5%c	*6%*	*2%*	*5%*	*2%*	7%jn	6%j	9%jn	*3%j*	9%jn	*3%*	*5%*	*5%*
[95] £90-£99.99 per month	**70**	57	14	67	66	56	68	37	2	68	13	5	5	46	24	46	2	26	31
	4%	*4%*	*5%*	*4%*	6%acf	*5%*	*4%*	6%c	*4%*	*4%*	*2%*	5%j	*5%*	8%jn	2%j	8%jn	*2%*	*6%*	*5%*
[105] £100-£109.99 per month	**64**	56	6	63	62	56	63	29	1	63	6	3	4	51	12	51	2	13	33
	4%	*4%*	*2%*	*4%*	6%abcf	5%bcf	*4%*	*5%*	*2%*	*4%*	*1%*	*3%*	4%j	9%jn	1%j	9%jn	*3%*	*3%*	*5%*
[115] £110-£119.99 per month	**20**	18	2	18	19	20	19	8	1	19	3	1	1	15	5	15	-	8	7
	1%	*1%*	*1%*	*1%*	2%cf	2%cf	*1%*	*1%*	*2%*	*1%*	*	*1%*	*1%*	3%jn	*	3%jn	-	*2%*	*1%*
[129.99] £120 or over per month	**74**	60	13	74	73	63	74	36	-	74	8	1	9	56	18	56	1	15	42
	5%	*5%*	*5%*	*5%*	7%acf	*6%*	*5%*	*6%*	-	*5%*	*1%*	*1%*	8%jkn	10%jkn	2%j	10%jkn	*2%*	*4%*	*7%*
MEAN	**57.65**	58.33bc	53.42	57.48b	65.95ab cefg	59.88ab cf	57.74b	61.01abcf	54.54	57.71	41.83	57.65jn	66.77jn	75.97jkln	46.07j	75.97jkln	48.11	56.60p	60.53p
Don't know	**165**	153	17	163	112	105	150	60	15	150	92	17	13	43	122	43	3	23	38
	11%	12%bcdef	*6%*	11%bef	10%b	*9%*	10%b	*10%*	32%i	*10%*	12%mo	16%mo	*12%*	*7%*	12%mo	*7%*	*3%*	*6%*	*6%*
Refused	**20**	18	1	19	17	11	17	7	3	17	7	3	1	8	11	8	-	2	4
	1%	1%f	*	*1%*	2%ef	*1%*	*1%*	*1%*	6%i	*1%*	*1%*	*3%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - jk/l/m/n/o - p/q/r
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 75
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE MULTIPLE SERVICES FROM THE SAME PROVIDER

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**1600**	47	173	65	22	19	265	1335	43	-	265	-	-	-	-	-	-	338	432	457	215
Weighted Base	**1565**	49*	176	66*	30**	24**	273	1292	52*	-**	273	-**	-**	-**	-**	-**	-**	354	435	502	226
[5] Less than £10 per month	**5** ***	- -	1 *1%*	- -	- -	- -	1 ***	4 ***	- -	- -	1 ***	- -	- -	- -	- -	- -	- -	2 *1%*	1 ***	1 ***	1 ***
[15] £10-£19.99 per month	**33** ***2%***	2 *5%*	3 *2%*	1 *2%*	- -	4 *16%*	7 *2%*	26 *2%*	4 *7%g*	- -	7 *2%*	- -	- -	- -	- -	- -	- -	8 *2%*	6 *1%*	9 *2%*	9 *4%r*
[25] £20-£29.99 per month	**207** ***13%***	10 *21%*	19 *11%*	11 *16%*	6 *18%*	5 *20%*	37 *14%*	169 *13%*	8 *16%*	- -	37 *14%*	- -	- -	- -	- -	- -	- -	44 *13%*	48 *11%*	71 *14%*	37 *17%*
[35] £30-£39.99 per month	**250** ***16%***	10 *20%*	27 *15%*	9 *13%*	4 *13%*	3 *11%*	42 *15%*	209 *16%*	7 *13%*	- -	42 *15%*	- -	- -	- -	- -	- -	- -	64 *18%*	65 *15%*	76 *15%*	36 *16%*
[45] £40-£49.99 per month	**189** ***12%***	2 *5%*	19 *11%*	7 *11%*	6 *19%*	- -	29 *11%*	160 *12%*	6 *11%*	- -	29 *11%*	- -	- -	- -	- -	- -	- -	40 *11%*	62 *14%*	59 *12%*	23 *10%*
[55] £50-£59.99 per month	**160** ***10%***	5 *10%*	21 *12%*	10 *15%*	- -	2 *7%*	33 *12%*	127 *10%*	3 *6%*	- -	33 *12%*	- -	- -	- -	- -	- -	- -	39 *11%*	55 *13%*	43 *9%*	18 *8%*
[65] £60-£69.99 per month	**138** ***9%***	7 *14%*	30 17%fg	8 *12%*	4 *13%*	5 *20%*	37 13%g	102 *8%*	12 23%g	- -	37 *13%*	- -	- -	- -	- -	- -	- -	36 *10%*	39 *9%*	44 *9%*	17 *7%*
[75] £70-£79.99 per month	**93** ***6%***	4 *9%*	13 *8%*	3 *5%*	2 *7%*	- -	22 *8%*	71 *5%*	1 *1%*	- -	22 *8%*	- -	- -	- -	- -	- -	- -	24 *7%*	26 *6%*	25 *5%*	13 *6%*
[85] £80-£89.99 per month	**78** ***5%***	2 *4%*	4 *2%*	1 *2%*	- -	- -	5 *2%*	73 6%f	2 *3%*	- -	5 *2%*	- -	- -	- -	- -	- -	- -	15 *4%*	20 *5%*	26 *5%*	13 *6%*
[95] £90-£99.99 per month	**70** ***4%***	3 *6%*	11 *6%*	8 12%g	6 *21%*	3 *13%*	23 8%g	47 *4%*	5 *9%*	- -	23 *8%*	- -	- -	- -	- -	- -	- -	13 *4%*	22 *5%*	24 *5%*	8 *4%*
[105] £100-£109.99 per month	**64** ***4%***	1 *2%*	8 *4%*	1 *1%*	- -	- -	9 *3%*	54 *4%*	- -	- -	9 *3%*	- -	- -	- -	- -	- -	- -	6 *2%*	16 *4%*	25 5%q	14 6%q
[115] £110-£119.99 per month	**20** ***1%***	* *1%*	* *	- -	2 *7%*	2 *9%*	2 *1%*	18 *1%*	2 4%b	- -	2 *1%*	- -	- -	- -	- -	- -	- -	3 *1%*	8 *2%*	7 *1%*	2 *1%*
[129.99] £120 or over per month	**74** ***5%***	- -	6 *3%*	* *	- -	- -	6 *2%*	68 *5%*	* *	- -	6 *2%*	- -	- -	- -	- -	- -	- -	22 *6%*	15 *3%*	26 *5%*	10 *4%*
MEAN	**57.65**	50.81	58.15	53.67	60.41	53.44	56.44	57.92	53.71	-	56.44	-	-	-	-	-	-	56.60	57.92	58.75	55.98
Don't know	**165** ***11%***	1 *3%*	13 *7%*	5 *8%*	- -	1 *4%*	18 *7%*	147 11%f	2 *3%*	- -	18 *7%*	- -	- -	- -	- -	- -	- -	33 *9%*	43 *10%*	61 *12%*	24 *11%*
Refused	**20** ***1%***	1 *2%*	1 *1%*	2 *3%*	- -	- -	2 *1%*	17 *1%*	1 *2%*	- -	2 *1%*	- -	- -	- -	- -	- -	- -	4 *1%*	9 *2%*	5 *1%*	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 76
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE MULTIPLE SERVICES FROM THE SAME PROVIDER

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**1600**	1532	52	-	-	175	1420	55	90	174	172	217	415	450	792	337	409	1160
Weighted Base	**1565**	1493	60*	-**	-**	171	1391	47*	81*	157	169	213	444	427	766	355	408	1131
[5] Less than £10 per month	**5**	4	1	-	-	*	5	-	-	-	-	3	1	1	3	1	-	5
	*	*	2%	-	-	*	*	-	-	-	-	1%	*	*	*	*	-	*
[15] £10-£19.99 per month	**33**	31	1	-	-	3	29	4	1	1	8	7	5	8	18	4	10	23
	2%	2%	2%	-	-	2%	2%	9%il	1%	1%	5%il	3%	1%	2%	2%	1%	2%	2%
[25] £20-£29.99 per month	**207**	200	6	-	-	19	187	5	15	28	26	21	56	52	95	59	64	138
	13%	13%	10%	-	-	11%	13%	10%	19%	18%k	16%	10%	13%	12%	12%	17%	16%	12%
[35] £30-£39.99 per month	**250**	238	10	-	-	35	216	17	15	24	31	33	68	62	126	61	77	167
	16%	16%	17%	-	-	20%	16%	35%hijkl	19%	15%	19%	15%	15%	15%	16%	17%	19%	15%
[45] £40-£49.99 per month	**189**	178	10	-	-	23	167	2	15	25	26	29	45	45	105	38	41	147
	12%	12%	17%	-	-	13%	12%	5%	19%gl	16%	15%	13%	10%	11%	14%	11%	10%	13%
[55] £50-£59.99 per month	**160**	151	8	-	-	17	143	7	10	22	21	14	45	52	82	25	39	118
	10%	10%	13%	-	-	10%	10%	15%	12%	14%k	12%	7%	10%	12%o	11%	7%	10%	10%
[65] £60-£69.99 per month	**138**	134	4	-	-	13	125	4	8	20	16	13	44	33	63	43	32	103
	9%	9%	7%	-	-	8%	9%	9%	10%	13%k	10%	6%	10%	8%	8%	12%	8%	9%
[75] £70-£79.99 per month	**93**	91	2	-	-	9	83	4	2	8	9	10	38	31	39	20	26	67
	6%	6%	3%	-	-	5%	6%	9%	2%	5%	5%	5%	9%	7%	5%	6%	6%	6%
[85] £80-£89.99 per month	**78**	75	3	-	-	8	69	1	2	7	6	20	18	28	39	11	17	60
	5%	5%	4%	-	-	5%	5%	2%	3%	5%	3%	9%jl	4%	7%o	5%	3%	4%	5%
[95] £90-£99.99 per month	**70**	61	7	-	-	8	62	-	7	4	5	19	22	20	26	24	24	47
	4%	4%	11%a	-	-	5%	4%	-	9%	3%	3%	9%gij	5%	5%	3%	7%n	6%	4%
[105] £100-£109.99 per month	**64**	64	-	-	-	8	56	1	*	4	5	14	24	19	27	18	12	51
	4%	4%	-	-	-	5%	4%	1%	1%	3%	3%	7%h	5%	4%	4%	5%	3%	5%
[115] £110-£119.99 per month	**20**	20	-	-	-	*	20	-	-	2	1	7	5	9	8	2	8	12
	1%	1%	-	-	-	*	1%	-	-	1%	1%	3%	1%	2%	1%	1%	2%	1%
[129.99] £120 or over per month	**74**	71	3	-	-	7	68	1	1	4	6	9	37	21	38	14	18	56
	5%	5%	5%	-	-	4%	5%	2%	1%	3%	4%	4%	8%hi	5%	5%	4%	4%	5%
MEAN	**57.65**	57.72	56.15	-	-	55.98	57.86	45.85	49.89	53.70	51.77	62.73ghij	62.64ghij	60.24	56.59	56.65	56.13	58.44
Don't know	**165**	159	4	-	-	18	147	1	4	6	5	13	34	37	92	31	34	126
	11%	11%	7%	-	-	11%	11%	3%	5%	4%	3%	6%	8%	9%	12%	9%	8%	11%
Refused	**20**	16	1	-	-	2	17	-	-	-	3	*	3	9	6	3	6	11
	1%	1%	2%	-	-	1%	1%	-	-	-	2%	*	1%	2%	1%	1%	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 77
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND FIXED BROADBAND FROM THE SAME PROVIDER

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**794**	362	432	8	80	129	139	175	153	109	190	293	123	153	38	66	78	29	74	84	73	53	64	559	87	69	79
Weighted Base	**771**	362	408	10**	103*	156	142	147	122	89*	223	209	141	174	41*	69*	85*	41**	78*	95*	84*	61*	72*	625	69*	51*	25*
[5] Less than £10	**4**	*	4	-	*	3	-	1	-	-	-	1	1	2	1	2	-	-	-	1	-	-	-	4	-	-	*
per month	*	*	1%	-	*	2%	-	1%	-	-	-	*	1%	1%	2%	3%y	-	-	-	1%	-	-	-	1%	-	-	1%
[15] £10-£19.99	**31**	20	10	-	9	11	3	2	2	2	12	3	2	10	3	-	4	1	5	3	3	4	5	29	-	1	*
per month	**4%**	6%b	3%	-	9%gh	7%g	2%	1%	2%	3%	5%k	2%	2%	6%k	7%qz	-	5%	4%	7%z	3%	4%	6%	7%z	5%	-	3%	1%
[25] £20-£29.99	**191**	101	90	6	35	47	34	36	19	12	51	54	41	43	12	14	26	11	22	21	23	12	18	159	15	13	4
per month	**25%**	28%	22%	58%	34%hi	30%hi	24%	24%	16%	14%	23%	26%	29%	25%	29%	20%	31%	26%	28%	22%	28%	19%	26%	25%	22%	25%	17%
[35] £30-£39.99	**176**	85	91	-	31	41	26	23	34	21	40	55	37	35	9	14	18	7	13	31	19	12	17	140	16	13	6
per month	**23%**	23%	22%	-	30%g	26%g	18%	16%	28%g	24%	18%	26%j	26%	20%	23%	20%	21%	16%	16%	33%ty	22%	20%	24%	22%	24%	25%	26%
[45] £40-£49.99	**102**	48	54	2	10	20	23	20	21	7	34	29	13	24	7	12	15	6	7	13	9	5	9	82	10	6	3
per month	**13%**	13%	13%	16%	9%	13%	16%	14%	17%i	8%	15%	14%	9%	14%	16%	17%	17%	14%	9%	14%	11%	9%	13%	13%	15%	12%	13%
[55] £50-£59.99	**64**	26	37	-	5	9	13	15	13	9	13	14	16	19	3	3	7	4	6	6	6	5	7	47	8	5	4
per month	**8%**	7%	9%	-	5%	5%	9%	10%	10%	10%	6%	7%	11%	11%	7%	5%	9%	10%	8%	6%	7%	8%	9%	7%	12%	9%	16%quy
[65] £60-£69.99	**42**	23	19	2	6	5	7	13	4	6	17	7	7	9	3	6	5	-	5	5	6	2	3	35	2	4	1
per month	**5%**	6%	5%	17%	6%	3%	5%	9%eh	3%	6%	8%	4%	5%	5%	7%	9%	6%	-	6%	5%	8%	3%	5%	6%	2%	8%	4%
[75] £70-£79.99	**21**	9	11	-	-	2	5	4	3	6	9	6	2	3	-	5	-	-	3	3	1	3	2	16	1	2	1
per month	**3%**	3%	3%	-	-	1%	4%	3%	3%	6%d	4%	3%	1%	2%	-	7%r	-	-	4%	3%	1%	4%	3%	3%	1%	4%	4%r
[85] £80-£89.99	**12**	4	9	-	-	2	1	4	3	2	4	5	-	4	-	-	-	-	-	2	1	4	3	10	2	-	1
per month	**2%**	1%	2%	-	-	1%	1%	3%	3%	3%	2%	2%	-	2%	-	-	-	-	-	3%	1%	6%ry	4%	2%	3%	-	3%
[95] £90-£99.99	**13**	6	7	-	2	1	7	1	3	-	4	1	4	5	-	3	-	-	1	2	2	-	2	9	2	2	*
per month	**2%**	2%	2%	-	2%	1%	5%egi	*	2%	-	2%	*	3%	3%	-	4%	-	-	1%	2%	3%	-	2%	1%	3%	3%	2%
[105] £100-£109.99	**6**	3	3	-	1	-	-	1	1	2	-	3	-	3	-	-	1	3	1	-	-	-	-	5	1	-	*
per month	**1%**	1%	1%	-	1%	-	-	1%	1%	2%	-	2%	-	1%	-	-	1%	7%	1%	-	-	-	-	1%	1%	-	1%
[115] £110-£119.99	**3**	-	3	-	-	-	2	-	1	-	2	-	1	-	-	-	-	-	-	-	-	1	-	1	1	1	-
per month	*	-	1%	-	-	-	1%	-	1%	-	1%	-	1%	-	-	-	-	-	-	-	-	2%y	-	*	1%	2%y	-
[129.99] £120 or	**8**	2	6	-	-	1	3	5	*	-	3	3	2	1	-	-	1	4	2	-	1	-	-	7	1	1	*
over per month	**1%**	1%	2%	-	-	1%	2%	3%	*	-	1%	1%	2%	*	-	-	1%	9%	2%	-	1%	-	-	1%	1%	2%	1%
MEAN	**41.83**	39.97	43.62 a	36.01	35.25	35.67	45.92 de	46.42 de	44.05 de	46.09 de	43.16	41.50	41.09	41.63	35.04	43.72	38.09	50.71	40.86	40.12	40.58	43.47	40.63	41.05	45.34	44.85	45.44r
Don't know	**92**	29	63	1	4	15	18	20	15	20	32	27	15	13	3	12	7	5	15	7	10	13	5	77	9	3	3
	12%	8%	15%a	9%	4%	9%	12%d	14%d	12%d	22%de	14%	13%	11%	8%	8%	17%	8%	12%	19%u	7%	12%	21%uA	7%	12%	13%	7%	11%
Refused	**7**	5	2	-	-	-	1	1	3	2	3	1	-	3	-	-	1	1	-	1	1	1	-	5	2	-	-
	1%	1%	*	-	-	-	1%	1%	2%	2%	1%	1%	-	2%	-	-	1%	2%	-	1%	1%	2%	-	1%	3%	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 78
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND FIXED BROADBAND FROM THE SAME PROVIDER

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**794**	197	597	268	76	58	374	15	402	389	229	417	143	199	300	128	163	436	358	794	-	735	57
Weighted Base	**771**	222	548	292	78*	57*	323	16**	427	339	212	412	141	182	273	125*	186	412	358	771	-**	685	85*
[5] Less than £10 per month	**4**	3	1	1	2	-	1	-	3	1	-	4	-	-	1	2	1	2	2	4	-	4	-
	*	1%	*	*	3%	-	*	-	1%	*	-	1%	-	-	*	2%	1%	*	1%	*	-	1%	-
[15] £10-£19.99 per month	**31**	5	25	20	1	1	9	-	22	9	15	8	6	14	3	7	5	21	10	31	-	24	7
	4%	2%	5%	7%fi	1%	2%	3%	-	5%	3%	7%k	2%	4%	8%np	1%	6%n	2%	5%	3%	4%	-	4%	8%
[25] £20-£29.99 per month	**191**	69	121	88	20	13	63	7	121	69	62	98	30	50	55	33	52	109	82	191	-	168	23
	25%	31%b	22%	30%fi	25%	23%	19%	42%	28%fi	20%f	29%	24%	21%	28%	20%	26%	28%	26%	23%	25%	-	24%	27%
[35] £30-£39.99 per month	**176**	53	123	69	17	13	72	4	99	76	47	91	35	40	59	30	43	101	74	176	-	154	21
	23%	24%	22%	24%	21%	23%	22%	23%	23%	22%	22%	22%	25%	22%	22%	24%	23%	25%	21%	23%	-	23%	25%
[45] £40-£49.99 per month	**102**	25	77	39	13	11	35	2	63	37	26	58	18	21	42	15	24	64	39	102	-	85	17
	13%	11%	14%	13%	17%	19%	11%	11%	15%	11%	12%	14%	13%	12%	16%	12%	13%	15%	11%	13%	-	12%	20%
[55] £50-£59.99 per month	**64**	19	45	11	8	7	38	-	26	38	18	35	10	18	18	12	14	37	26	64	-	61	2
	8%	8%	8%	4%	10%c	12%c	12%ch	-	6%c	11%ch	9%	8%	7%	10%	7%	10%	8%	9%	7%	8%	-	9%	2%
[65] £60-£69.99 per month	**42**	6	36	18	4	1	19	1	23	19	9	28	6	8	23	6	6	19	23	42	-	36	6
	5%	3%	7%	6%	5%	1%	6%	4%	5%	6%	4%	7%	4%	4%	8%	4%	3%	5%	6%	5%	-	5%	7%
[75] £70-£79.99 per month	**21**	5	16	6	-	1	13	-	7	13	5	12	3	5	10	1	5	12	9	21	-	21	-
	3%	2%	3%	2%	-	3%	4%	-	2%	4%	2%	3%	2%	3%	4%	1%	3%	3%	2%	3%	-	3%	-
[85] £80-£89.99 per month	**12**	3	10	5	1	1	6	-	7	6	4	6	3	3	5	2	2	6	7	12	-	11	1
	2%	1%	2%	2%	1%	3%	2%	-	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	-	2%	2%
[95] £90-£99.99 per month	**13**	4	9	4	2	-	7	1	6	8	7	4	2	6	2	2	4	9	4	13	-	13	-
	2%	2%	2%	1%	2%	-	2%	5%	1%	2%	3%k	1%	1%	3%	1%	1%	2%	2%	1%	2%	-	2%	-
[105] £100-£109.99 per month	**6**	-	6	2	-	*	3	-	2	3	-	4	2	-	4	1	1	2	3	6	-	4	1
	1%	-	1%	1%	-	1%	1%	-	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%
[115] £110-£119.99 per month	**3**	1	2	1	1	-	1	-	2	1	1	-	2	1	-	-	2	2	1	3	-	3	-
	*	*	*	*	1%	-	*	-	*	*	*	-	1%k	1%	-	-	1%	*	*	*	-	*	-
[129.99] £120 or over per month	**8**	4	5	6	-	1	2	-	7	2	1	1	7	1	1	3	4	3	5	8	-	8	-
	1%	2%	1%	2%	-	1%	1%	-	2%	1%	*	*	5%jk	*	*	3%	2%	1%	1%	1%	-	1%	-
MEAN	**41.83**	39.79	42.69	40.01	40.00	42.08	44.41ch	36.17	40.27	44.01h	39.92	41.29	46.89jk	40.28	43.46	40.61	42.48	41.00	42.96	41.83	-	42.42	37.45
Don't know	**92**	24	67	22	11	7	49	2	40	52	15	61	16	13	46	11	22	23	68	92	-	85	6
	12%	11%	12%	7%	14%	13%	15%ch	15%	9%	15%ch	7%	15%j	11%	7%	17%m	9%	12%	6%	19%qs	12%q	-	12%	7%
Refused	**7**	-	7	1	-	-	6	-	1	6	2	4	1	2	4	-	1	3	4	7	-	7	-
	1%	-	1%	*	-	-	2%h	-	*	2%h	1%	1%	*	1%	2%	-	*	1%	1%	1%	-	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 79
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND FIXED BROADBAND FROM THE SAME PROVIDER

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**794**	696	123	781	321	497	794	292	-	794	794	-	-	-	794	-	56	203	280
Weighted Base	**771**	659	138	759	307	504	771	283	-**	771	771	-**	-**	-**	771	-**	50*	196	289
[5] Less than £10 per month	**4** ***	3 ***	1 *1%*	4 *1%*	2 *1%*	3 *1%*	4 ***	2 *1%*	- -	4 ***	4 ***	- -	- -	- -	4 ***	- -	- -	2 *1%*	1 ***
[15] £10-£19.99 per month	**31** *4%*	20 *3%*	11 *8%acdef*	31 *4%a*	7 *2%*	20 *4%*	31 *4%a*	10 *4%*	- -	31 *4%*	31 *4%*	- -	- -	- -	31 *4%*	- -	4 *8%*	9 *5%*	13 *4%*
[25] £20-£29.99 per month	**191** *25%*	151 *23%d*	45 *33%adg*	189 *25%adg*	53 *17%*	132 *26%adg*	191 *25%ad*	58 *20%*	- -	191 *25%*	191 *25%*	- -	- -	- -	191 *25%*	- -	10 *21%*	55 *28%*	74 *26%*
[35] £30-£39.99 per month	**176** *23%*	154 *23%d*	26 *19%*	175 *23%d*	58 *19%*	117 *23%d*	176 *23%d*	73 *26%d*	- -	176 *23%*	176 *23%*	- -	- -	- -	176 *23%*	- -	16 *33%*	47 *24%*	69 *24%*
[45] £40-£49.99 per month	**102** *13%*	91 *14%*	16 *12%*	100 *13%*	56 *18%acef g*	64 *13%*	102 *13%*	37 *13%*	- -	102 *13%*	102 *13%*	- -	- -	- -	102 *13%*	- -	3 *6%*	29 *15%*	45 *16%*
[55] £50-£59.99 per month	**64** *8%*	54 *8%*	11 *8%*	62 *8%*	30 *10%e*	35 *7%*	64 *8%*	21 *7%*	- -	64 *8%*	64 *8%*	- -	- -	- -	64 *8%*	- -	6 *11%*	20 *10%*	17 *6%*
[65] £60-£69.99 per month	**42** *5%*	34 *5%*	12 *9%*	41 *5%*	17 *5%*	26 *5%*	42 *5%*	15 *5%*	- -	42 *5%*	42 *5%*	- -	- -	- -	42 *5%*	- -	3 *7%*	8 *4%*	19 *6%*
[75] £70-£79.99 per month	**21** *3%*	20 *3%*	2 *1%*	20 *3%*	10 *3%*	14 *3%*	21 *3%*	12 *4%*	- -	21 *3%*	21 *3%*	- -	- -	- -	21 *3%*	- -	2 *4%*	4 *2%*	10 *4%*
[85] £80-£89.99 per month	**12** *2%*	12 *2%*	2 *1%*	12 *2%*	10 *3%acef*	8 *2%*	12 *2%*	4 *2%*	- -	12 *2%*	12 *2%*	- -	- -	- -	12 *2%*	- -	1 *3%*	2 *1%*	4 *1%*
[95] £90-£99.99 per month	**13** *2%*	12 *2%*	3 *2%*	13 *2%*	9 *3%*	9 *2%*	13 *2%*	7 *2%*	- -	13 *2%*	13 *2%*	- -	- -	- -	13 *2%*	- -	2 *4%*	1 *1%*	9 *3%*
[105] £100-£109.99 per month	**6** *1%*	6 *1%*	- -	6 *1%*	4 *1%*	6 *1%*	6 *1%*	4 *2%*	- -	6 *1%*	6 *1%*	- -	- -	- -	6 *1%*	- -	1 *1%*	1 ***	3 *1%*
[115] £110-£119.99 per month	**3** ***	3 ***	- -	3 ***	2 *1%*	3 *1%*	3 ***	2 *1%*	- -	3 ***	3 ***	- -	- -	- -	3 ***	- -	- -	1 *1%*	2 *1%*
[129.99] £120 or over per month	**8** *1%*	6 *1%*	3 *2%*	8 *1%*	7 *2%af*	8 *2%*	8 *1%*	3 *1%*	- -	8 *1%*	8 *1%*	- -	- -	- -	8 *1%*	- -	- -	1 ***	4 *1%*
MEAN	**41.83**	42.55c	39.88	41.64	47.99ab cefg	42.12	41.83	44.03	-	41.83	41.83	-	-	-	41.83	-	42.47	38.81	43.31
Don't know	**92** *12%*	87 13%bf	6 *4%*	92 12%b	39 13%b	55 11%b	92 12%b	34 12%b	- -	92 *12%*	92 *12%*	- -	- -	- -	92 *12%*	- -	2 *3%*	15 *8%*	18 *6%*
Refused	**7** *1%*	7 *1%*	- -	6 *1%*	5 *2%*	4 *1%*	7 *1%*	1 ***	- -	7 *1%*	7 *1%*	- -	- -	- -	7 *1%*	- -	- -	1 ***	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 80
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND FIXED BROADBAND FROM THE SAME PROVIDER

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**794**	23	66	27	11	9	116	678	15	-	116	-	-	-	-	-	-	187	203	220	105
Weighted Base	**771**	25**	66*	27**	17**	10**	118*	652	20**	-**	118*	-**	-**	-**	-**	-**	-**	194	199	242	111*
[5] Less than £10 per month	**4** ***	- -	1 *1%*	- -	- -	- -	1 *1%*	3 ***	- -	- -	1 *1%*	- -	- -	- -	- -	- -	- -	2 *1%*	- -	1 ***	1 *1%*
[15] £10-£19.99 per month	**31** ***4%***	2 *9%*	3 *4%*	1 *5%*	- -	4 *37%*	7 *6%*	24 *4%*	4 *18%*	- -	7 *6%*	- -	- -	- -	- -	- -	- -	7 *4%*	5 *3%*	8 *3%*	9 *9%r*
[25] £20-£29.99 per month	**191** ***25%***	9 *35%*	17 *26%*	9 *33%*	5 *29%*	5 *47%*	33 *28%*	157 *24%*	7 *35%*	- -	33 *28%*	- -	- -	- -	- -	- -	- -	42 *22%*	45 *22%*	64 *26%*	36 *32%*
[35] £30-£39.99 per month	**176** ***23%***	7 *27%*	16 *25%*	5 *20%*	4 *24%*	1 *12%*	28 *23%*	148 *23%*	4 *19%*	- -	28 *23%*	- -	- -	- -	- -	- -	- -	49 *25%*	41 *21%*	55 *23%*	24 *22%*
[45] £40-£49.99 per month	**102** ***13%***	1 *4%*	6 *10%*	3 *11%*	5 *28%*	- -	12 *10%*	90 *14%*	3 *13%*	- -	12 *10%*	- -	- -	- -	- -	- -	- -	22 *11%*	32 *16%*	33 *14%*	12 *11%*
[55] £50-£59.99 per month	**64** ***8%***	* *2%*	7 *11%*	3 *10%*	- -	* *4%*	8 *7%*	55 *8%*	2 *10%*	- -	8 *7%*	- -	- -	- -	- -	- -	- -	22 *11%st*	24 *12%st*	11 *5%*	3 *3%*
[65] £60-£69.99 per month	**42** ***5%***	2 *8%*	5 *8%*	1 *4%*	2 *11%*	- -	10 *9%*	32 *5%*	- -	- -	10 *9%*	- -	- -	- -	- -	- -	- -	9 *5%*	7 *4%*	18 *8%*	6 *5%*
[75] £70-£79.99 per month	**21** ***3%***	2 *6%*	3 *4%*	- -	- -	- -	4 *4%*	16 *3%*	- -	- -	4 *4%*	- -	- -	- -	- -	- -	- -	8 *4%*	4 *2%*	6 *3%*	2 *1%*
[85] £80-£89.99 per month	**12** ***2%***	- -	- -	- -	- -	- -	- -	12 *2%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 *2%*	3 *2%*	4 *2%*	1 *1%*
[95] £90-£99.99 per month	**13** ***2%***	1 *3%*	3 *5%*	- -	1 *9%*	- -	5 *4%*	9 *1%*	1 *4%*	- -	5 *4%*	- -	- -	- -	- -	- -	- -	3 *2%*	6 *3%*	2 *1%*	2 *2%*
[105] £100-£109.99 per month	**6** ***1%***	- -	- -	- -	- -	- -	- -	6 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *1%*	1 ***	2 *2%*
[115] £110-£119.99 per month	**3** ***	- -	- -	- -	- -	- -	- -	3 ***	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 ***	1 *1%*	1 *1%*
[129.99] £120 or over per month	**8** ***1%***	- -	- -	- -	- -	- -	- -	8 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 *3%r*	- -	2 *1%*	1 *1%*
MEAN	**41.83**	37.28	41.26	34.96	43.44	23.73	40.03	42.18	33.31	-	40.03	-	-	-	-	-	-	43.56	43.01	40.51	38.84
Don't know	**92** ***12%***	1 *6%*	4 *6%*	4 *13%*	- -	- -	9 *7%*	83 *13%*	- -	- -	9 *7%*	- -	- -	- -	- -	- -	- -	20 *11%*	25 *12%*	34 *14%*	9 *8%*
Refused	**7** ***1%***	- -	- -	1 *3%*	- -	- -	1 *1%*	6 *1%*	- -	- -	1 *1%*	- -	- -	- -	- -	- -	- -	1 *1%*	4 *2%*	1 ***	1 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 81
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND FIXED BROADBAND FROM THE SAME PROVIDER

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**794**	766	20	-	-	78	713	34	48	87	96	84	191	225	393	165	199	575
Weighted Base	**771**	742	23**	-**	-**	76*	693	28**	43*	85*	88*	88*	203	213	377	172	203	549
[5] Less than £10 per month	**4**	3	1	-	-	-	4	-	-	-	-	2	1	-	3	1	-	4
	*	*	4%	-	-	-	1%	-	-	-	-	2%	*	-	1%	1%	-	1%
[15] £10-£19.99 per month	**31**	29	1	-	-	3	27	4	1	1	8	6	5	7	18	4	10	21
	4%	4%	7%	-	-	5%	4%	14%	2%	1%	9%il	7%	2%	3%	5%	2%	5%	4%
[25] £20-£29.99 per month	**191**	184	5	-	-	17	173	5	13	23	25	20	54	50	84	55	56	131
	25%	25%	23%	-	-	22%	25%	16%	31%	27%	28%	22%	27%	24%	22%	32%n	27%	24%
[35] £30-£39.99 per month	**176**	172	4	-	-	22	154	9	10	21	18	24	50	45	84	46	50	120
	23%	23%	17%	-	-	29%	22%	34%	23%	25%	21%	27%	25%	21%	22%	27%	25%	22%
[45] £40-£49.99 per month	**102**	97	4	-	-	8	94	1	5	12	16	13	30	24	60	18	19	82
	13%	13%	18%	-	-	11%	14%	4%	12%	14%	18%	15%	15%	11%	16%	10%	10%	15%
[55] £50-£59.99 per month	**64**	59	3	-	-	7	57	3	5	12	8	2	13	18	35	10	17	46
	8%	8%	15%	-	-	9%	8%	11%	10%	14%k	9%	2%	7%	9%	9%	6%	8%	8%
[65] £60-£69.99 per month	**42**	41	1	-	-	1	41	3	1	4	3	5	14	17	19	6	11	30
	5%	6%	6%	-	-	1%	6%	12%	3%	5%	3%	6%	7%	8%	5%	4%	6%	5%
[75] £70-£79.99 per month	**21**	21	-	-	-	2	18	2	*	3	2	-	8	8	10	2	7	14
	3%	3%	-	-	-	3%	3%	7%	1%	4%	3%	-	4%	4%	3%	1%	3%	3%
[85] £80-£89.99 per month	**12**	12	-	-	-	1	11	-	-	1	1	2	3	5	4	4	3	9
	2%	2%	-	-	-	1%	2%	-	-	2%	1%	2%	1%	2%	1%	2%	1%	2%
[95] £90-£99.99 per month	**13**	13	-	-	-	4	10	-	3	*	1	4	3	5	3	6	10	3
	2%	2%	-	-	-	5%f	1%	-	7%i	1%	1%	5%	2%	2%	1%	3%	5%q	1%
[105] £100-£109.99 per month	**6**	6	-	-	-	-	6	1	-	-	-	4	-	4	-	1	2	4
	1%	1%	-	-	-	-	1%	2%	-	-	-	4%l	-	2%n	-	1%	1%	1%
[115] £110-£119.99 per month	**3**	3	-	-	-	-	3	-	-	1	-	-	2	1	2	-	-	3
	*	*	-	-	-	-	*	-	-	1%	-	-	1%	*	1%	-	-	1%
[129.99] £120 or over per month	**8**	8	-	-	-	-	8	-	1	-	-	*	4	1	5	2	1	7
	1%	1%	-	-	-	-	1%	-	2%	-	-	*	2%	*	1%	1%	*	1%
MEAN	**41.83**	41.94	37.02	-	-	40.62	41.93	40.78	42.56	41.67	37.16	42.17	43.22	44.65	41.07	40.12	42.28	41.61
Don't know	**92**	89	1	-	-	8	83	-	3	5	5	6	15	23	50	15	14	75
	12%	12%	6%	-	-	11%	12%	-	8%	6%	5%	7%	8%	11%	13%	9%	7%	14%p
Refused	**7**	5	1	-	-	2	4	-	-	-	1	-	-	3	1	2	3	2
	1%	1%	3%	-	-	3%f	1%	-	-	-	1%	-	-	2%	*	1%	2%	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 82
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND PAY TV FROM THE SAME PROVIDER

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**103**	52	50	1	9	12	13	19	22	26	19	37	13	31	6	7	12	5	14	9	8	15	4	80	8	5	10
Weighted Base	**103***	57*	45*	1**	16**	14**	13**	16**	21**	22**	21**	26*	20**	35**	8**	10**	12**	9**	12**	10**	9**	15**	4**	89*	7**	4**	3**
[25] £20-£29.99 per month	**5** *5%*	1 *2%*	3 *7%*	- -	- -	1 *5%*	- -	1 *8%*	2 *11%*	1 *5%*	- -	2 *7%*	- -	4 *11%*	1 *15%*	1 *12%*	- -	- -	- -	1 *7%*	- -	- -	1 *32%*	4 *5%*	- -	- -	1 *30%*
[35] £30-£39.99 per month	**20** *19%*	12 *20%*	8 *19%*	- -	4 *26%*	7 *47%*	2 *18%*	1 *4%*	4 *18%*	2 *11%*	5 *23%*	7 *27%*	1 *7%*	7 *20%*	2 *32%*	2 *16%*	1 *12%*	3 *28%*	1 *6%*	4 *36%*	2 *22%*	3 *22%*	- -	17 *20%*	1 *16%*	2 *37%*	- -
[45] £40-£49.99 per month	**15** *14%*	9 *15%*	6 *13%*	- -	- -	- -	1 *8%*	5 *32%*	5 *26%*	3 *14%*	1 *6%*	* *1%*	4 *19%*	9 *27%*	- -	3 *29%*	1 *7%*	- -	1 *7%*	1 *14%*	1 *11%*	5 *35%*	- -	12 *14%*	2 *30%*	- -	* *14%*
[55] £50-£59.99 per month	**8** *8%*	6 *10%*	2 *5%*	- -	2 *11%*	1 *7%*	* *3%*	- -	3 *15%*	2 *9%*	1 *5%*	3 *12%*	3 *15%*	1 *3%*	- -	- -	1 *5%*	- -	2 *14%*	2 *17%*	1 *12%*	- -	1 *28%*	6 *7%*	1 *10%*	1 *16%*	1 *15%*
[65] £60-£69.99 per month	**12** *12%*	9 *16%*	3 *7%*	- -	6 *37%*	- -	3 *23%*	2 *11%*	1 *6%*	1 *2%*	3 *14%*	2 *8%*	6 *30%*	1 *4%*	2 *21%*	- -	2 *20%*	4 *40%*	3 *21%*	1 *7%*	- -	1 *9%*	- -	12 *14%*	- -	- -	* *6%*
[75] £70-£79.99 per month	**5** *5%*	4 *6%*	1 *3%*	- -	- -	2 *11%*	- -	1 *4%*	1 *5%*	2 *9%*	1 *5%*	1 *5%*	2 *8%*	1 *2%*	- -	2 *16%*	- -	- -	2 *19%*	- -	1 *7%*	1 *4%*	- -	5 *6%*	- -	- -	- -
[85] £80-£89.99 per month	**7** *7%*	5 *9%*	2 *5%*	- -	3 *17%*	1 *8%*	* *3%*	- -	1 *4%*	2 *11%*	4 *20%*	1 *2%*	- -	3 *7%*	- -	2 *17%*	- -	- -	2 *15%*	- -	2 *26%*	1 *7%*	- -	7 *8%*	- -	- -	* *11%*
[95] £90-£99.99 per month	**5** *5%*	3 *6%*	2 *5%*	- -	1 *5%*	1 *4%*	2 *14%*	* *2%*	1 *6%*	1 *3%*	2 *10%*	2 *8%*	- -	1 *3%*	- -	1 *10%*	2 *15%*	1 *9%*	1 *5%*	- -	- -	- -	- -	4 *5%*	1 *8%*	- -	1 *17%*
[105] £100-£109.99 per month	**3** *3%*	1 *1%*	2 *4%*	- -	- -	- -	1 *7%*	2 *12%*	- -	- -	1 *4%*	1 *3%*	1 *6%*	- -	- -	- -	1 *7%*	- -	- -	1 *11%*	- -	- -	- -	2 *2%*	1 *12%*	- -	- -
[115] £110-£119.99 per month	**1** *1%*	- -	1 *2%*	- -	- -	- -	1 *6%*	- -	- -	- -	- -	1 *3%*	- -	- -	- -	- -	- -	- -	- -	1 *8%*	- -	- -	- -	1 *1%*	- -	- -	- -
[129.99] £120 or over per month	**1** *1%*	- -	1 *3%*	- -	- -	- -	- -	1 *7%*	- -	- -	- -	1 *4%*	- -	- -	- -	- -	- -	- -	1 *5%*	- -	- -	- -	1 *14%*	1 *1%*	- -	- -	- -
MEAN	**57.65**	57.72	58.55	-	60.93	49.05	69.01	64.11	50.08	57.00	65.80	61.39	59.90	47.52	41.95	57.80	67.88	57.66	70.22	55.25	59.86	49.91	55.90	58.19	58.75	41.05	54.97
Don't know	**17** *16%*	8 *14%*	9 *20%*	1 *100%*	1 *4%*	2 *17%*	1 *12%*	3 *19%*	- -	8 *35%*	3 *14%*	5 *20%*	3 *15%*	6 *17%*	2 *33%*	- -	4 *35%*	- -	1 *6%*	- -	2 *23%*	3 *18%*	1 *26%*	13 *15%*	2 *25%*	2 *47%*	- -
Refused	**3** *3%*	- -	3 *7%*	- -	- -	- -	1 *6%*	* *1%*	2 *10%*	- -	- -	- -	- -	2 *6%*	- -	- -	- -	2 *22%*	- -	- -	- -	1 *5%*	- -	3 *3%*	- -	- -	* *7%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 83
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND PAY TV FROM THE SAME PROVIDER

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**103**	22	81	34	6	4	57	2	44	59	38	53	11	32	43	12	15	54	49	103	-	97	5
Weighted Base	**103***	26**	77*	38**	6**	6**	52*	2**	49*	54*	35*	60*	8**	30**	43*	11**	19**	55*	48*	103*	-**	96*	6**
[25] £20-£29.99 per month	**5** *5%*	1 *3%*	5 *6%*	1 *2%*	- -	- -	5 *9%*	- -	1 *1%*	5 *9%*	1 *3%*	4 *6%*	1 *9%*	1 *4%*	4 *8%*	- -	1 *4%*	4 *7%*	2 *4%*	5 *5%*	- -	5 *6%*	- -
[35] £30-£39.99 per month	**20** *19%*	6 *21%*	15 *19%*	10 *26%*	2 *33%*	1 *18%*	7 *14%*	- -	13 *26%*	7 *14%*	9 *25%*	10 *17%*	1 *16%*	7 *24%*	6 *14%*	5 *42%*	2 *11%*	13 *24%*	7 *14%*	20 *19%*	- -	18 *19%*	2 *29%*
[45] £40-£49.99 per month	**15** *14%*	1 *4%*	14 *18%*	3 *8%*	1 *16%*	- -	10 *18%*	1 *55%*	4 *8%*	11 *20%*	7 *21%*	7 *12%*	* *3%*	6 *21%*	8 *19%*	- -	* *1%*	7 *13%*	7 *15%*	15 *14%*	- -	15 *15%*	- -
[55] £50-£59.99 per month	**8** *8%*	1 *5%*	7 *9%*	4 *10%*	- -	- -	4 *8%*	- -	4 *8%*	4 *8%*	4 *11%*	4 *7%*	* *4%*	4 *13%*	3 *7%*	1 *9%*	* *2%*	4 *7%*	4 *9%*	8 *8%*	- -	8 *8%*	- -
[65] £60-£69.99 per month	**12** *12%*	9 *35%*	3 *4%*	5 *14%*	2 *28%*	2 *40%*	3 *6%*	- -	9 *18%*	3 *6%*	1 *2%*	12 19%j	- -	1 *2%*	3 *6%*	- -	9 *49%*	7 *13%*	5 *10%*	12 *12%*	- -	10 *10%*	2 *40%*
[75] £70-£79.99 per month	**5** *5%*	2 *6%*	4 *5%*	2 *4%*	- -	- -	4 *7%*	- -	2 *3%*	4 *7%*	1 *2%*	3 *5%*	2 *21%*	1 *3%*	3 *6%*	- -	2 *9%*	3 *6%*	2 *4%*	5 *5%*	- -	5 *5%*	- -
[85] £80-£89.99 per month	**7** *7%*	1 *5%*	6 *8%*	4 *11%*	- -	- -	3 *6%*	- -	4 *9%*	3 *6%*	* *1%*	7 *12%*	- -	* *1%*	6 *13%*	1 *11%*	- -	* *1%*	7 15%qs	7 7%q	- -	7 *8%*	- -
[95] £90-£99.99 per month	**5** *5%*	1 *2%*	5 *6%*	1 *1%*	1 *11%*	2 *29%*	2 *3%*	1 *45%*	3 *6%*	2 4%f	4 *10%*	1 *1%*	1 *12%*	3 *10%*	1 *3%*	1 *8%*	- -	4 *8%*	1 *2%*	5 *5%*	- -	4 *4%*	1 *17%*
[105] £100-£109.99 per month	**3** *3%*	1 *3%*	2 *2%*	2 *4%*	- -	- -	1 *2%*	- -	2 *3%*	1 *2%*	- -	3 *5%*	- -	- -	2 *5%*	- -	1 *5%*	- -	3 *6%*	3 *3%*	- -	2 *2%*	1 *14%*
[115] £110-£119.99 per month	**1** *1%*	- -	1 *1%*	- -	- -	1 *13%*	- -	- -	1 *2%*	- -	- -	1 *1%*	- -	- -	1 *2%*	- -	- -	1 *1%*	- -	1 *1%*	- -	1 *1%*	- -
[129.99] £120 or over per month	**1** *1%*	- -	1 *1%*	1 *3%*	- -	- -	- -	- -	1 *2%*	- -	- -	- -	1 *15%*	- -	- -	- -	1 *6%*	- -	1 *2%*	1 *1%*	- -	1 *1%*	- -
MEAN	**57.65**	58.82	57.23	59.86	53.92	75.01	53.14	67.53	61.32	53.79	51.14	59.31	72.39	51.26	58.95	52.56	66.54	53.00	62.99	57.65	-	56.91	67.06
Don't know	**17** *16%*	4 *16%*	13 *17%*	5 *13%*	1 *12%*	- -	11 *22%*	- -	6 *12%*	11 *21%*	6 *18%*	9 *15%*	2 *20%*	4 *15%*	7 *16%*	3 *30%*	2 *13%*	9 *16%*	8 *17%*	17 *16%*	- -	16 *17%*	- -
Refused	**3** *3%*	- -	3 *4%*	1 *3%*	- -	- -	2 *4%*	- -	1 *2%*	2 *4%*	2 *6%*	- -	- -	2 *7%*	- -	- -	- -	2 *4%*	1 *2%*	3 *3%*	- -	3 *3%*	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 84
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND PAY TV FROM THE SAME PROVIDER

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**103**	93	13	100	103	59	51	34	51	52	-	103	-	-	103	-	5	29	24
Weighted Base	**103***	88*	19**	99*	103*	61*	55*	36**	46*	57*	-**	103*	-**	-**	103*	-**	6**	28**	28**
[25] £20-£29.99 per month	**5** *5%*	5 6%c	1 *6%*	3 *3%*	5 5%c	2 *4%*	2 *3%*	2 *5%*	3 *5%*	3 *5%*	- -	5 *5%*	- -	- -	5 *5%*	- -	- -	3 *10%*	- -
[35] £30-£39.99 per month	**20** *19%*	16 *18%*	5 *27%*	20 *20%*	20 *19%*	17 28%a	13 *24%*	11 *31%*	7 *14%*	13 *24%*	- -	20 *19%*	- -	- -	20 *19%*	- -	4 *62%*	6 *21%*	8 *30%*
[45] £40-£49.99 per month	**15** *14%*	14 15%e	1 *5%*	15 15%e	15 *14%*	5 *8%*	8 *14%*	6 *18%*	7 *15%*	8 *13%*	- -	15 *14%*	- -	- -	15 *14%*	- -	1 *16%*	4 *15%*	1 *3%*
[55] £50-£59.99 per month	**8** *8%*	4 *5%*	4 *20%*	8 8%a	8 8%a	6 *10%*	4 *8%*	2 *5%*	4 *8%*	4 *8%*	- -	8 *8%*	- -	- -	8 *8%*	- -	- -	3 *10%*	4 *15%*
[65] £60-£69.99 per month	**12** *12%*	8 *9%*	6 *30%*	12 12%a	12 12%a	10 *16%*	11 19%a	5 *15%*	2 *4%*	11 19%h	- -	12 *12%*	- -	- -	12 *12%*	- -	- -	8 *31%*	3 *10%*
[75] £70-£79.99 per month	**5** *5%*	5 *6%*	- -	5 *5%*	5 *5%*	2 *4%*	3 *5%*	1 *2%*	2 *5%*	3 *5%*	- -	5 *5%*	- -	- -	5 *5%*	- -	- -	- -	2 *9%*
[85] £80-£89.99 per month	**7** *7%*	6 *7%*	1 *7%*	5 *6%*	7 7%c	5 *8%*	6 *12%*	2 *5%*	1 *2%*	6 *11%*	- -	7 *7%*	- -	- -	7 *7%*	- -	- -	- -	2 *7%*
[95] £90-£99.99 per month	**5** *5%*	5 *6%*	- -	5 *5%*	5 *5%*	3 *6%*	3 *6%*	1 *2%*	2 *4%*	3 *6%*	- -	5 *5%*	- -	- -	5 *5%*	- -	- -	1 *3%*	3 *11%*
[105] £100-£109.99 per month	**3** *3%*	3 *3%*	- -	3 *3%*	3 *3%*	2 *3%*	2 *3%*	1 *3%*	1 *2%*	2 *3%*	- -	3 *3%*	- -	- -	3 *3%*	- -	- -	- -	1 *4%*
[115] £110-£119.99 per month	**1** *1%*	1 *1%*	- -	1 *1%*	1 *1%*	1 *1%*	- -	- -	1 *2%*	- -	- -	1 *1%*	- -	- -	1 *1%*	- -	- -	1 *3%*	- -
[129.99] £120 or over per month	**1** *1%*	1 *1%*	- -	1 *1%*	1 *1%*	1 *2%*	1 *2%*	- -	- -	1 *2%*	- -	1 *1%*	- -	- -	1 *1%*	- -	- -	- -	1 *2%*
MEAN	**57.65**	58.34	52.15	57.93	57.65	58.53	60.03	50.73	54.54	59.29	-	57.65	-	-	57.65	-	37.03	52.18	62.07
Don't know	**17** *16%*	16 18%f	1 *4%*	17 17%f	17 16%f	7 12%f	2 *4%*	4 *12%*	15 32%i	2 *4%*	- -	17 *16%*	- -	- -	17 *16%*	- -	1 *23%*	2 *7%*	2 *9%*
Refused	**3** *3%*	3 3%	- -	3 3%	3 3%	- -	- -	1 *2%*	3 *6%*	- -	- -	3 *3%*	- -	- -	3 3%	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 85
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND PAY TV FROM THE SAME PROVIDER

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**103**	2	10	6	-	1	17	86	2	-	17	-	-	-	-	-	-	14	39	21	19
Weighted Base	**103***	3**	10**	6**	-**	4**	18**	85*	5**	-**	18**	-**	-**	-**	-**	-**	-**	17**	41*	21**	20**
[25] £20-£29.99	**5**	1	1	-	-	-	2	3	-	-	2	-	-	-	-	-	-	1	1	3	-
per month	***5%***	*42%*	*10%*	-	-	-	*12%*	*4%*	-	-	*12%*	-	-	-	-	-	-	*4%*	*3%*	*12%*	-
[35] £30-£39.99	**20**	2	1	2	-	-	3	17	2	-	3	-	-	-	-	-	-	3	8	5	3
per month	***19%***	*58%*	*11%*	*26%*	-	-	*16%*	*20%*	*32%*	-	*16%*	-	-	-	-	-	-	*19%*	*20%*	*26%*	*15%*
[45] £40-£49.99	**15**	-	1	1	-	-	2	13	-	-	2	-	-	-	-	-	-	-	8	2	4
per month	***14%***	-	*9%*	*12%*	-	-	*9%*	*15%*	-	-	*9%*	-	-	-	-	-	-	-	*20%*	*11%*	*17%*
[55] £50-£59.99	**8**	-	1	2	-	-	3	5	-	-	3	-	-	-	-	-	-	2	5	-	1
per month	***8%***	-	*9%*	*28%*	-	-	*15%*	*6%*	-	-	*15%*	-	-	-	-	-	-	*10%*	*11%*	-	*6%*
[65] £60-£69.99	**12**	-	4	-	-	4	4	8	4	-	4	-	-	-	-	-	-	6	1	3	2
per month	***12%***	-	*43%*	-	-	*100%*	*25%*	*9%*	*68%*	-	*25%*	-	-	-	-	-	-	*33%*	*3%*	*13%*	*12%*
[75] £70-£79.99	**5**	-	-	1	-	-	1	4	-	-	1	-	-	-	-	-	-	2	2	1	-
per month	***5%***	-	-	*23%*	-	-	*8%*	*4%*	-	-	*8%*	-	-	-	-	-	-	*13%*	*4%*	*6%*	-
[85] £80-£89.99	**7**	-	-	-	-	-	-	7	-	-	-	-	-	-	-	-	-	2	3	-	2
per month	***7%***	-	-	-	-	-	-	*9%*	-	-	-	-	-	-	-	-	-	*13%*	*7%*	-	*9%*
[95] £90-£99.99	**5**	-	-	1	-	-	1	5	-	-	1	-	-	-	-	-	-	-	2	1	2
per month	***5%***	-	-	*10%*	-	-	*4%*	*6%*	-	-	*4%*	-	-	-	-	-	-	-	*5%*	*5%*	*9%*
[105] £100-£109.99	**3**	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	3	-	-
per month	***3%***	-	-	-	-	-	-	*3%*	-	-	-	-	-	-	-	-	-	-	*7%*	-	-
[115] £110-£119.99	**1**	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-
per month	***1%***	-	-	-	-	-	-	*1%*	-	-	-	-	-	-	-	-	-	-	*2%*	-	-
[129.99] £120 or	**1**	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1
over per month	***1%***	-	-	-	-	-	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	*3%*	*3%*
MEAN	**57.65**	30.79	53.06	57.22	-	65.00	52.58	58.86	55.52	-	52.58	-	-	-	-	-	-	60.02	58.34	50.74	61.62
Don't know	**17**	-	2	-	-	-	2	15	-	-	2	-	-	-	-	-	-	1	6	3	6
	16%	-	*18%*	-	-	-	*11%*	*18%*	-	-	*11%*	-	-	-	-	-	-	*8%*	*16%*	*15%*	*29%*
Refused	**3**	-	-	-	-	-	-	3	-	-	-	-	-	-	-	-	-	-	1	2	-
	3%	-	-	-	-	-	-	*3%*	-	-	-	-	-	-	-	-	-	-	*2%*	*9%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 86
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND PAY TV FROM THE SAME PROVIDER

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**103**	98	4	-	-	15	88	5	4	11	12	13	13	21	57	23	31	70
Weighted Base	**103***	98*	5**	-**	-**	16**	87*	6**	4**	7**	15**	13**	17**	22**	51*	28**	28**	73*
[25] £20-£29.99 per month	**5** *5%*	5 *6%*	- -	- -	- -	1 *8%*	4 *5%*	- -	- -	2 *30%*	- -	1 *6%*	- -	1 *3%*	4 *7%*	1 *4%*	1 *4%*	3 *4%*
[35] £30-£39.99 per month	**20** *19%*	18 *18%*	2 *37%*	- -	- -	2 *13%*	18 *21%*	4 *62%*	3 *72%*	- -	3 *19%*	4 *30%*	5 *29%*	6 *27%*	11 *21%*	3 *11%*	6 *22%*	13 *18%*
[45] £40-£49.99 per month	**15** *14%*	13 *13%*	2 *34%*	- -	- -	2 *12%*	13 *15%*	1 *16%*	1 *28%*	2 *22%*	2 *14%*	* *2%*	- -	3 *11%*	6 *11%*	5 *19%*	1 *4%*	13 *18%*
[55] £50-£59.99 per month	**8** *8%*	8 *8%*	* *4%*	- -	- -	- -	8 *9%*	- -	- -	2 *25%*	3 *20%*	2 *13%*	1 *4%*	2 *10%*	4 *9%*	1 *4%*	1 *5%*	7 *9%*
[65] £60-£69.99 per month	**12** *12%*	12 *13%*	- -	- -	- -	4 *26%*	8 *9%*	- -	- -	1 *12%*	5 *34%*	2 *19%*	3 *17%*	1 *7%*	3 *6%*	8 *27%*	* *1%*	12 *17%*
[75] £70-£79.99 per month	**5** *5%*	5 *5%*	- -	- -	- -	1 *4%*	4 *5%*	- -	- -	- -	1 *5%*	- -	2 *9%*	2 *10%*	1 *3%*	2 *6%*	3 *11%*	2 *3%*
[85] £80-£89.99 per month	**7** *7%*	7 *7%*	- -	- -	- -	- -	7 *8%*	- -	- -	- -	* *2%*	- -	2 *9%*	4 *19%*	2 *5%*	1 *3%*	1 *5%*	6 *8%*
[95] £90-£99.99 per month	**5** *5%*	5 *5%*	- -	- -	- -	- -	5 *6%*	- -	- -	* *4%*	- -	1 *9%*	3 *15%*	1 *5%*	4 *7%*	1 *2%*	3 *10%*	3 *3%*
[105] £100-£109.99 per month	**3** *3%*	3 *3%*	- -	- -	- -	2 *13%*	1 *1%*	- -	- -	- -	- -	1 *9%*	- -	- -	2 *4%*	1 *3%*	1 *4%*	2 *2%*
[115] £110-£119.99 per month	**1** *1%*	1 *1%*	- -	- -	- -	- -	1 *1%*	- -	- -	- -	1 *5%*	- -	- -	- -	1 *2%*	- -	1 *3%*	- -
[129.99] £120 or over per month	**1** *1%*	1 *1%*	- -	- -	- -	- -	1 *1%*	- -	- -	- -	- -	- -	1 *3%*	- -	- -	1 *4%*	- -	1 *2%*
MEAN	**57.65**	58.58	40.57	-	-	59.61	57.32	37.03	37.82	46.25	58.14	57.55	65.43	57.84	55.79	61.21	62.98	57.01
Don't know	**17** *16%*	16 *16%*	1 *26%*	- -	- -	4 *24%*	13 *15%*	1 *23%*	- -	* *5%*	- -	2 *12%*	2 *14%*	2 *8%*	10 *20%*	5 *19%*	7 *25%*	10 *14%*
Refused	**3** *3%*	3 *3%*	- -	- -	- -	- -	3 *3%*	- -	- -	- -	- -	- -	- -	- -	3 *6%*	- -	2 *7%*	1 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 87
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**102**	46	56	8	26	14	24	13	16	1	23	40	22	15	8	10	10	6	12	12	7	7	11	83	10	1	8
Weighted Base	**106***	53*	53*	8**	30**	15**	27**	12**	13**	1**	28**	32*	28**	16**	10**	11**	11**	7**	15**	13**	10**	7**	13**	95*	7**	1**	3**
[25] £20-£29.99	**3**	1	2	1	-	1	-	-	1	-	1	1	-	-	1	-	-	-	-	1	-	-	1	2	-	-	*
per month	***3%***	*2%*	*3%*	*14%*	-	*5%*	-	-	*6%*	-	*4%*	*5%*	-	-	*7%*	-	-	-	-	*6%*	-	-	*7%*	*2%*	-	-	*11%*
[35] £30-£39.99	**14**	10	4	1	5	1	7	1	-	-	3	5	4	3	1	1	1	-	3	-	3	1	4	13	1	-	*
per month	***13%***	*19%*	*8%*	*8%*	*16%*	*8%*	*25%*	*6%*	-	-	*10%*	*16%*	*13%*	*16%*	*9%*	*7%*	*13%*	-	*20%*	-	*27%*	*9%*	*30%*	*14%*	*9%*	-	*13%*
[45] £40-£49.99	**12**	8	4	2	6	-	1	2	1	-	1	2	9	-	1	2	3	1	1	2	2	1	-	12	-	-	*
per month	***11%***	*15%*	*8%*	*22%*	*20%*	-	*5%*	*20%*	*6%*	-	*5%*	*7%*	*30%*	-	*11%*	*18%*	*25%*	*9%*	*9%*	*14%*	*17%*	*10%*	-	*12%*	-	-	*7%*
[55] £50-£59.99	**21**	5	16	-	9	6	5	-	1	-	5	6	6	4	2	4	-	5	1	4	1	-	1	18	2	1	-
per month	***20%***	*10%*	30%a	-	*28%*	*40%*	*20%*	-	*10%*	-	*18%*	*20%*	*22%*	*23%*	*24%*	*32%*	-	*78%*	*9%*	*32%*	*10%*	-	*7%*	*19%*	*34%*	*100%*	-
[65] £60-£69.99	**6**	2	4	-	3	3	-	*	*	-	-	5	*	1	-	-	3	-	-	2	-	-	-	6	*	-	*
per month	***6%***	*5%*	*7%*	-	*10%*	*17%*	-	*3%*	*2%*	-	-	*15%*	*1%*	*7%*	-	-	*31%*	-	-	*17%*	-	-	-	*6%*	*6%*	-	*11%*
[75] £70-£79.99	**10**	6	4	1	2	1	3	2	-	1	2	3	1	5	2	-	1	-	1	1	2	-	2	8	1	-	-
per month	***9%***	*11%*	*8%*	*14%*	*5%*	*7%*	*12%*	*19%*	-	*100%*	*5%*	*8%*	*3%*	*30%*	*16%*	-	*8%*	-	*7%*	*9%*	*16%*	-	*18%*	*9%*	*21%*	-	-
[85] £80-£89.99	**6**	3	3	-	3	-	2	-	1	-	2	2	1	*	1	-	-	1	-	1	-	-	2	5	1	-	*
per month	***6%***	*6%*	*5%*	-	*10%*	-	*6%*	-	*10%*	-	*8%*	*7%*	*3%*	*2%*	*14%*	-	-	*12%*	-	*7%*	-	-	*13%*	*5%*	*14%*	-	*12%*
[95] £90-£99.99	**5**	3	2	-	1	3	-	1	-	-	-	1	3	1	-	-	-	-	3	1	-	-	-	4	-	-	1
per month	***5%***	*5%*	*4%*	-	*4%*	*17%*	-	*7%*	-	-	-	*3%*	*10%*	*8%*	-	-	-	-	*23%*	*7%*	-	-	-	*5%*	-	-	*18%*
[105] £100-£109.99	**4**	*	3	-	-	1	3	-	*	-	-	2	1	*	-	-	2	-	-	-	1	-	-	3	*	-	*
per month	***4%***	*1%*	*6%*	-	-	*4%*	*10%*	-	*4%*	-	-	*7%*	*4%*	*3%*	-	-	*16%*	-	-	-	*12%*	-	-	*3%*	*7%*	-	*16%*
[115] £110-£119.99	**1**	-	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
per month	***1%***	-	*2%*	-	-	-	-	*9%*	-	-	*4%*	-	-	-	*11%*	-	-	-	-	-	-	-	-	*1%*	-	-	-
[129.99] £120 or	**9**	7	2	1	-	-	5	2	1	-	7	2	-	-	1	2	-	-	1	-	2	2	1	9	-	-	-
over per month	***8%***	*14%*	*3%*	*11%*	-	-	*20%*	*13%*	*9%*	-	*23%*	*7%*	-	-	*8%*	*20%*	-	-	*8%*	-	*17%*	*29%*	*8%*	*9%*	-	-	-
MEAN	**66.77**	68.30	65.22	59.01	56.77	64.25	74.10	79.29	74.24	75.00	80.49	65.33	56.74	65.25	69.98	70.63	62.84	57.83	70.27	60.71	70.29	94.41	61.33	66.79	66.48	55.00	69.85
Don't know	**13**	6	8	2	2	-	*	3	6	-	6	1	4	2	-	2	1	-	4	1	-	4	1	13	-	-	*
	12%	*11%*	*14%*	*32%*	*6%*	-	*1%*	*22%*	*45%*	-	*20%*	*3%*	*14%*	*11%*	-	*22%*	*7%*	-	*25%*	*8%*	-	*52%*	*10%*	*14%*	-	-	*11%*
Refused	**1**	1	-	-	-	-	1	-	1	-	1	1	-	-	-	-	-	-	-	-	-	-	1	1	1	-	-
	1%	*3%*	-	-	-	-	*2%*	-	*6%*	-	*3%*	*2%*	-	-	-	-	-	-	-	-	-	-	*7%*	*1%*	*10%*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 88
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**102**	38	64	52	15	6	28	1	73	29	15	64	23	11	38	24	29	35	67	102	-	95	7
Weighted Base	**106***	39*	66*	57*	15**	6**	27**	1**	78*	28**	14**	66*	25**	11**	38**	23**	34**	32*	74*	106*	-**	96*	10**
[25] £20-£29.99 per month	**3** *3%*	1 *2%*	2 *3%*	1 *1%*	- -	1 *12%*	1 *4%*	- -	1 *2%*	1 *4%*	1 *6%*	2 *3%*	- -	1 *8%*	1 *3%*	- -	1 *2%*	2 *5%*	1 *1%*	3 *3%*	- -	3 *3%*	- -
[35] £30-£39.99 per month	**14** *13%*	2 *5%*	12 *18%*	7 *13%*	4 *28%*	- -	2 *9%*	- -	12 *15%*	2 *9%*	3 *22%*	7 *10%*	4 *16%*	3 *25%*	6 *15%*	3 *12%*	3 *8%*	4 *11%*	11 *14%*	14 *13%*	- -	12 *12%*	2 *22%*
[45] £40-£49.99 per month	**12** *11%*	2 *5%*	10 *15%*	5 *8%*	- -	- -	8 *28%*	- -	5 *6%*	8 *27%*	* *2%*	8 *12%*	4 *15%*	* *2%*	6 *16%*	4 *19%*	1 *4%*	2 *5%*	11 *14%*	12 *11%*	- -	9 *10%*	3 *28%*
[55] £50-£59.99 per month	**21** *20%*	13 33%b	8 *12%*	15 *26%*	4 *24%*	1 *14%*	1 *5%*	1 *100%*	19 *24%*	2 *8%*	7 *47%*	15 *22%*	- -	5 *44%*	4 *11%*	6 *26%*	6 *19%*	7 *21%*	15 *20%*	21 *20%*	- -	21 *22%*	- -
[65] £60-£69.99 per month	**6** *6%*	5 *11%*	2 *3%*	2 *4%*	1 *8%*	1 *19%*	1 *5%*	- -	5 *6%*	1 *5%*	2 *14%*	4 *7%*	- -	1 *9%*	2 *4%*	1 *4%*	3 *8%*	4 14%r	2 *3%*	6 *6%*	- -	4 *5%*	2 *20%*
[75] £70-£79.99 per month	**10** *9%*	4 *9%*	6 *9%*	6 *11%*	- -	2 *28%*	2 *6%*	- -	8 *10%*	2 *6%*	1 *4%*	4 *6%*	5 *20%*	1 *5%*	3 *8%*	2 *7%*	4 *13%*	5 *16%*	5 *6%*	10 *9%*	- -	10 *10%*	- -
[85] £80-£89.99 per month	**6** *6%*	3 *8%*	3 *4%*	3 *5%*	1 *9%*	1 *15%*	1 *3%*	- -	5 *7%*	1 *3%*	- -	6 *9%*	- -	- -	3 *8%*	1 *4%*	2 *7%*	2 *5%*	4 *6%*	6 *6%*	- -	6 *6%*	- -
[95] £90-£99.99 per month	**5** *5%*	5 12%b	- -	4 *7%*	1 *6%*	- -	- -	- -	5 *6%*	- -	- -	2 *3%*	3 *11%*	- -	- -	1 *4%*	4 *12%*	1 *2%*	4 *6%*	5 *5%*	- -	5 *5%*	- -
[105] £100-£109.99 per month	**4** *4%*	1 *2%*	3 *4%*	1 *2%*	2 *15%*	- -	* *2%*	- -	3 *4%*	* *2%*	- -	2 *3%*	2 *8%*	- -	1 *3%*	1 *5%*	2 *5%*	1 *4%*	3 *4%*	4 *4%*	- -	4 *4%*	- -
[115] £110-£119.99 per month	**1** *1%*	- -	1 *2%*	- -	1 *7%*	- -	- -	- -	1 *1%*	- -	- -	1 *2%*	- -	- -	1 *3%*	- -	- -	- -	1 *1%*	1 *1%*	- -	- -	1 *11%*
[129.99] £120 or over per month	**9** *8%*	4 *11%*	4 *7%*	6 *10%*	- -	1 *13%*	2 *9%*	- -	7 *8%*	2 *8%*	- -	7 *10%*	2 *9%*	- -	3 *7%*	- -	6 *18%*	1 *4%*	7 *10%*	9 *8%*	- -	9 *9%*	- -
MEAN	**66.77**	73.06	61.98	68.42	67.39	73.00	60.68	55.00	68.59	60.41	50.57	68.58	72.66	49.22	64.44	58.21	79.59	63.76	68.08	66.77	-	67.73	56.80
Don't know	**13** *12%*	- -	13 20%a	6 *11%*	* *2%*	- -	7 *26%*	- -	6 *8%*	7 *25%*	1 *5%*	8 *11%*	5 *19%*	1 *7%*	8 *20%*	4 *18%*	1 *2%*	3 *11%*	10 *13%*	13 *12%*	- -	11 *12%*	2 *19%*
Refused	**1** *1%*	- -	1 *2%*	1 *1%*	- -	- -	1 *2%*	- -	1 *1%*	1 *2%*	- -	1 *1%*	1 *3%*	- -	1 *2%*	- -	1 *2%*	1 *3%*	1 *1%*	1 *1%*	- -	1 *2%*	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 89
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**102**	51	20	100	102	85	102	46	-	102	-	-	102	-	102	-	2	31	39
Weighted Base	**106***	50*	21**	105*	106*	92*	106*	55*	-**	106*	-**	-**	106*	-**	106*	-**	3**	26**	45*
[25] £20-£29.99	**3**	3	1	3	3	2	3	-	-	3	-	-	3	-	3	-	-	1	*
per month	***3%***	*5%*	*3%*	*3%*	*3%*	*2%*	*3%*	-	-	*3%*	-	-	*3%*	-	*3%*	-	-	*6%*	*1%*
[35] £30-£39.99	**14**	5	3	13	14	13	14	7	-	14	-	-	14	-	14	-	1	1	6
per month	***13%***	*10%*	*13%*	*13%*	*13%*	*14%*	*13%*	*12%*	-	*13%*	-	-	*13%*	-	*13%*	-	*22%*	*4%*	*13%*
[45] £40-£49.99	**12**	4	1	12	12	11	12	8	-	12	-	-	12	-	12	-	-	5	5
per month	***11%***	*9%*	*6%*	*12%*	*11%*	*12%*	*11%*	*15%*	-	*11%*	-	-	*11%*	-	*11%*	-	-	*18%*	*10%*
[55] £50-£59.99	**21**	6	8	21	21	20	21	5	-	21	-	-	21	-	21	-	2	7	9
per month	***20%***	*11%*	*36%*	20%ag	20%ag	22%ag	20%ag	*8%*	-	*20%*	-	-	*20%*	-	*20%*	-	*78%*	*29%*	*20%*
[65] £60-£69.99	**6**	2	2	6	6	4	6	4	-	6	-	-	6	-	6	-	-	1	3
per month	***6%***	*5%*	*7%*	*6%*	*6%*	*4%*	*6%*	*7%*	-	*6%*	-	-	*6%*	-	*6%*	-	-	*5%*	*6%*
[75] £70-£79.99	**10**	6	1	10	10	9	10	7	-	10	-	-	10	-	10	-	-	3	5
per month	***9%***	*13%*	*5%*	*9%*	*9%*	*10%*	*9%*	*14%*	-	*9%*	-	-	*9%*	-	*9%*	-	-	*11%*	*10%*
[85] £80-£89.99	**6**	3	2	6	6	4	6	3	-	6	-	-	6	-	6	-	-	2	4
per month	***6%***	*6%*	*11%*	*6%*	*6%*	*5%*	*6%*	*6%*	-	*6%*	-	-	*6%*	-	*6%*	-	-	*10%*	*8%*
[95] £90-£99.99	**5**	1	-	5	5	3	5	4	-	5	-	-	5	-	5	-	-	2	-
per month	***5%***	*2%*	-	*5%*	*5%*	*3%*	*5%*	*8%*	-	*5%*	-	-	*5%*	-	*5%*	-	-	*7%*	-
[105] £100-£109.99	**4**	3	-	4	4	4	4	1	-	4	-	-	4	-	4	-	-	1	1
per month	***4%***	*5%*	-	*4%*	*4%*	*4%*	*4%*	*2%*	-	*4%*	-	-	*4%*	-	*4%*	-	-	*5%*	*2%*
[115] £110-£119.99	**1**	1	-	1	1	1	1	1	-	1	-	-	1	-	1	-	-	-	1
per month	***1%***	*2%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	-	-	*1%*	-	*1%*	-	-	-	*2%*
[129.99] £120 or	**9**	5	3	9	9	9	9	7	-	9	-	-	9	-	9	-	-	-	6
over per month	***8%***	*9%*	*14%*	*8%*	*8%*	*10%*	*8%*	*13%*	-	*8%*	-	-	*8%*	-	*8%*	-	-	-	*13%*
MEAN	**66.77**	70.32	66.48	67.05	66.77	66.91	66.77	73.50	-	66.77	-	-	66.77	-	66.77	-	50.57	62.04	70.86
Don't know	**13**	11	1	13	13	10	13	7	-	13	-	-	13	-	13	-	-	1	5
	12%	21%cdef	*5%*	*13%*	*12%*	*11%*	*12%*	*12%*	-	*12%*	-	-	*12%*	-	*12%*	-	-	*5%*	*11%*
Refused	**1**	1	-	1	1	1	1	1	-	1	-	-	1	-	1	-	-	-	1
	1%	*2%*	-	*1%*	*1%*	*2%*	*1%*	*1%*	-	*1%*	-	-	*1%*	-	*1%*	-	-	-	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 90
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**102**	3	7	7	1	2	13	89	4	-	13	-	-	-	-	-	-	26	24	32	12
Weighted Base	**106***	4**	8**	7**	1**	2**	15**	91*	5**	-**	15**	-**	-**	-**	-**	-**	-**	29**	25**	35**	14**
[25] £20-£29.99	**3**	-	-	1	1	-	1	1	1	-	1	-	-	-	-	-	-	-	-	2	-
per month	*3%*	-	-	*20%*	*100%*	-	*10%*	*1%*	*16%*	-	*10%*	-	-	-	-	-	-	-	-	*7%*	-
[35] £30-£39.99	**14**	-	2	1	-	-	2	12	-	-	2	-	-	-	-	-	-	3	1	6	4
per month	*13%*	-	*22%*	*8%*	-	-	*17%*	*13%*	-	-	*17%*	-	-	-	-	-	-	*11%*	*4%*	*16%*	*29%*
[45] £40-£49.99	**12**	-	2	2	-	-	2	10	2	-	2	-	-	-	-	-	-	3	5	1	3
per month	*11%*	-	*20%*	*23%*	-	-	*11%*	*12%*	*36%*	-	*11%*	-	-	-	-	-	-	*9%*	*21%*	*4%*	*20%*
[55] £50-£59.99	**21**	1	1	3	-	1	3	18	1	-	3	-	-	-	-	-	-	6	6	8	1
per month	*20%*	*36%*	*9%*	*37%*	-	*61%*	*23%*	*20%*	*30%*	-	*23%*	-	-	-	-	-	-	*20%*	*26%*	*23%*	*7%*
[65] £60-£69.99	**6**	-	-	-	-	-	-	6	-	-	-	-	-	-	-	-	-	1	1	2	2
per month	*6%*	-	-	-	-	-	-	*7%*	-	-	-	-	-	-	-	-	-	*5%*	*4%*	*6%*	*12%*
[75] £70-£79.99	**10**	2	-	-	-	-	2	8	-	-	2	-	-	-	-	-	-	5	2	2	1
per month	*9%*	*40%*	-	-	-	-	*10%*	*9%*	-	-	*10%*	-	-	-	-	-	-	*16%*	*8%*	*5%*	*10%*
[85] £80-£89.99	**6**	-	-	-	-	-	-	6	-	-	-	-	-	-	-	-	-	2	1	2	*
per month	*6%*	-	-	-	-	-	-	*7%*	-	-	-	-	-	-	-	-	-	*8%*	*6%*	*5%*	*2%*
[95] £90-£99.99	**5**	1	1	1	-	1	1	3	1	-	1	-	-	-	-	-	-	-	1	3	-
per month	*5%*	*23%*	*17%*	*12%*	-	*39%*	*10%*	*4%*	*19%*	-	*10%*	-	-	-	-	-	-	-	*5%*	*9%*	-
[105] £100-£109.99	**4**	-	1	-	-	-	1	3	-	-	1	-	-	-	-	-	-	*	1	2	-
per month	*4%*	-	*12%*	-	-	-	*7%*	*3%*	-	-	*7%*	-	-	-	-	-	-	*2%*	*4%*	*5%*	-
[115] £110-£119.99	**1**	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
per month	*1%*	-	-	-	-	-	-	*1%*	-	-	-	-	-	-	-	-	-	-	-	*3%*	-
[129.99] £120 or	**9**	-	-	-	-	-	-	9	-	-	-	-	-	-	-	-	-	7	2	1	-
over per month	*8%*	-	-	-	-	-	-	*10%*	-	-	-	-	-	-	-	-	-	*23%*	*6%*	*2%*	-
MEAN	**66.77**	72.39	63.20	49.87	25.00	70.61	57.25	68.33	54.29	-	57.25	-	-	-	-	-	-	77.13	66.66	63.04	50.21
Don't know	**13**	-	2	-	-	-	2	11	-	-	2	-	-	-	-	-	-	1	4	5	3
	12%	-	*20%*	-	-	-	*12%*	*13%*	-	-	*12%*	-	-	-	-	-	-	*5%*	*16%*	*14%*	*20%*
Refused	**1**	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-
	1%	-	-	-	-	-	-	*2%*	-	-	-	-	-	-	-	-	-	*2%*	-	*2%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 91
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**102**	96	5	-	-	7	95	1	3	10	6	19	33	38	37	25	28	73
Weighted Base	**106***	100*	5**	-**	-**	8**	98*	1**	3**	7**	7**	20**	37**	36*	41*	27**	28**	77*
[25] £20-£29.99 per month	**3** *3%*	2 *2%*	1 *15%*	- -	- -	- -	3 *3%*	- -	- -	1 *11%*	- -	1 *4%*	* *1%*	1 *3%*	1 *2%*	1 *3%*	2 *6%*	1 *1%*
[35] £30-£39.99 per month	**14** *13%*	13 *13%*	1 *14%*	- -	- -	4 *49%*	10 *11%*	1 *100%*	- -	1 *16%*	- -	3 *14%*	3 *9%*	1 *2%*	9 *22%m*	5 *17%*	4 *14%*	10 *13%*
[45] £40-£49.99 per month	**12** *11%*	10 *10%*	2 *34%*	- -	- -	1 *17%*	11 *11%*	- -	- -	2 *23%*	3 *45%*	3 *14%*	2 *5%*	5 *14%*	4 *9%*	3 *13%*	4 *13%*	8 *11%*
[55] £50-£59.99 per month	**21** *20%*	21 *21%*	- -	- -	- -	- -	21 *22%*	- -	2 *62%*	2 *36%*	2 *30%*	4 *22%*	8 *21%*	10 *28%*	9 *21%*	3 *10%*	8 *27%*	14 *18%*
[65] £60-£69.99 per month	**6** *6%*	6 *6%*	- -	- -	- -	- -	6 *6%*	- -	1 *38%*	- -	* *5%*	- -	3 *7%*	* *1%*	3 *8%*	3 *11%*	2 *7%*	4 *6%*
[75] £70-£79.99 per month	**10** *9%*	10 *10%*	- -	- -	- -	2 *19%*	8 *8%*	- -	- -	- -	1 *15%*	2 *10%*	5 *12%*	6 *16%*	3 *7%*	1 *4%*	4 *13%*	6 *8%*
[85] £80-£89.99 per month	**6** *6%*	6 *6%*	- -	- -	- -	- -	6 *6%*	- -	- -	* *6%*	* *5%*	2 *12%*	3 *8%*	2 *7%*	4 *9%*	- -	* *1%*	6 *8%*
[95] £90-£99.99 per month	**5** *5%*	4 *4%*	1 *18%*	- -	- -	- -	5 *5%*	- -	- -	- -	- -	2 *10%*	- -	- -	1 *3%*	4 *13%*	1 *5%*	3 *5%*
[105] £100-£109.99 per month	**4** *4%*	4 *4%*	- -	- -	- -	1 *15%*	3 *3%*	- -	- -	* *7%*	- -	1 *4%*	1 *3%*	1 *3%*	2 *4%*	1 *4%*	1 *4%*	3 *3%*
[115] £110-£119.99 per month	**1** *1%*	1 *1%*	- -	- -	- -	- -	1 *1%*	- -	- -	- -	- -	- -	1 *3%*	- -	- -	- -	- -	1 *1%*
[129.99] £120 or over per month	**9** *8%*	9 *9%*	- -	- -	- -	- -	9 *9%*	- -	- -	- -	- -	1 *4%*	5 *14%*	4 *11%*	2 *5%*	2 *9%*	1 *2%*	8 *11%*
MEAN	**66.77**	67.49	50.71	-	-	54.82	67.90	35.00	58.75	51.60	55.56	64.62	75.11	69.89	62.21	67.76	59.03	69.85
Don't know	**13** *12%*	12 *12%*	1 *20%*	- -	- -	- -	13 *13%*	- -	- -	- -	- -	1 *7%*	5 *13%*	4 *11%*	4 *9%*	5 *17%*	2 *8%*	10 *13%*
Refused	**1** *1%*	1 *1%*	- -	- -	- -	- -	1 *2%*	- -	- -	- -	- -	- -	1 *4%*	1 *4%*	- -	- -	- -	1 *2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 92
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE, FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**601**	307	294	6	45	90	145	136	137	41	155	205	114	102	27	58	53	23	65	80	40	40	41	427	79	34	61
Weighted Base	**586**	310	276	9**	58*	98*	157	120	115	29*	176	145	133*	115*	32**	69*	57*	31**	65*	88*	47*	45*	48*	482	59*	28**	18*
[5] Less than £10	**1**	1	-	-	-	1	-	*	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	*	-	-
per month	*	*	-	-	-	1%	-	*	-	-	-	1%	-	-	-	-	2%	-	-	-	-	-	-	*	1%	-	-
[15] £10-£19.99	**2**	1	1	-	-	1	-	-	-	1	-	1	1	-	-	-	1	-	-	-	-	-	-	1	1	-	-
per month	*	*	*	-	-	1%	-	-	-	2%	-	1%	*	-	-	-	1%	-	-	-	-	-	-	*	2%y	-	-
[25] £20-£29.99	**8**	3	5	-	3	1	-	1	3	*	-	3	3	2	-	-	1	1	1	1	2	-	2	7	1	*	*
per month	1%	1%	2%	-	5%f	1%	-	*	3%f	2%	-	2%	2%	2%	-	-	2%	2%	1%	1%	3%	-	4%	1%	1%	2%	1%
[35] £30-£39.99	**41**	19	22	2	8	10	7	5	8	2	8	12	9	10	-	2	8	2	6	5	3	7	4	36	3	-	2
per month	7%	6%	8%	27%	13%	10%	4%	4%	7%	5%	4%	8%	7%	9%	-	3%	14%	6%	9%	6%	6%	15%q	9%	7%	4%	-	10%
[45] £40-£49.99	**60**	34	27	2	5	10	16	11	11	5	16	17	12	15	4	8	7	1	8	12	1	3	6	50	5	4	2
per month	10%	11%	10%	19%	9%	10%	10%	9%	10%	16%	9%	12%	9%	13%	12%	12%	11%	4%	12%	13%	2%	7%	13%	10%	9%	14%	11%v
[55] £50-£59.99	**67**	39	28	-	6	6	27	10	15	2	25	15	13	14	5	6	8	5	10	12	4	2	8	59	4	2	1
per month	11%	13%	10%	-	11%	6%	17%e	9%	13%	8%	14%	10%	10%	12%	14%	9%	14%	15%	16%	13%	10%	4%	16%	12%	8%	8%	5%
[65] £60-£69.99	**77**	42	36	-	7	17	22	16	13	3	20	24	18	12	6	10	3	8	7	12	6	2	10	64	8	4	1
per month	13%	13%	13%	-	12%	17%	14%	13%	11%	10%	11%	17%	13%	11%	17%	15%	6%	26%	11%	14%	13%	4%	20%w	13%	14%	15%	6%
[75] £70-£79.99	**57**	26	31	-	7	7	17	15	7	3	18	13	20	6	3	8	8	2	4	7	3	6	4	45	5	3	4
per month	10%	8%	11%	-	12%	7%	11%	13%	6%	12%	10%	9%	15%m	5%	10%	12%	14%	6%	5%	8%	7%	14%	9%	9%	9%	12%	20%tuvy
[85] £80-£89.99	**52**	27	25	-	3	10	11	14	9	4	14	11	11	15	2	5	5	4	4	8	2	4	5	38	9	2	2
per month	9%	9%	9%	-	5%	11%	7%	11%	8%	15%	8%	8%	9%	13%	6%	8%	8%	11%	6%	9%	4%	10%	9%	8%	16%y	9%	14%
[95] £90-£99.99	**46**	29	18	-	6	7	12	11	9	1	14	10	11	11	-	6	3	6	4	2	5	10	3	40	5	1	1
per month	8%	9%	6%	-	10%	8%	8%	9%	8%	2%	8%	7%	8%	9%	-	9%	6%	18%	7%	2%	11%u	22%rtu y	6%	8%u	9%	3%	6%
[105] £100-£109.99	**51**	29	23	1	5	10	10	10	13	3	14	14	12	10	3	8	6	-	3	12	8	3	2	45	4	1	2
per month	9%	9%	8%	8%	8%	10%	6%	8%	12%	12%	8%	10%	9%	9%	8%	11%	10%	-	5%	14%	17%	8%	4%	9%	7%	3%	9%
[115] £110-£119.99	**15**	10	5	3	-	1	8	1	1	-	5	3	7	-	1	3	1	-	2	-	2	-	-	10	1	3	1
per month	3%	3%	2%	36%	-	1%	5%	1%	1%	-	3%	2%	5%m	-	5%	4%	2%	-	4%	-	3%	-	-	2%	2%	11%	5%uwx
[129.99] £120 or	**56**	38	18	1	2	8	18	14	11	1	22	12	5	15	6	5	2	2	8	12	4	5	2	46	5	4	1
over per month	10%	12%b	7%	11%	4%	8%	12%	12%	10%	5%	13%l	9%	4%	13%l	19%	8%	3%	6%	12%	13%	8%	12%	4%	10%	9%	13%	8%
MEAN	**75.97**	78.31	73.07	81.09	67.81	73.29	78.10	79.87 d	76.14	70.76	79.96 k	72.90	74.48	76.51	83.03	79.05r x	66.74	72.32	74.52	77.17	81.66rx	80.30 x	66.08	75.48r	76.99	81.59	77.14
Don't know	**43**	11	33	-	5	8	7	10	9	2	18	8	9	6	3	5	3	2	8	4	5	2	3	35	5	3	1
	7%	3%	12%a	-	9%	8%	5%	9%	8%	8%	10%	5%	6%	5%	10%	7%	5%	5%	13%	5%	10%	5%	6%	7%	9%	9%	3%
Refused	**8**	3	5	-	-	1	1	2	3	1	3	-	2	-	-	2	1	-	-	2	2	-	-	7	1	-	*
	1%	1%	2%	-	-	1%	*	2%	3%	4%	2%	-	2%	-	-	2%	2%	-	-	2%	5%	-	-	1%	2%	-	2%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 93
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE, FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**601**	175	426	235	60	65	231	10	360	241	138	327	135	120	219	107	155	304	297	601	-	570	29
Weighted Base	**586**	194	392	249	66*	62*	199	10**	376	210	118	325	143	102*	200	105*	179	285	302	586	-**	542	42**
[5] Less than £10 per month	**1**	-	1	1	-	-	-	-	1	-	1	-	*	1	-	*	-	1	*	1	-	1	-
	*	-	*	1%	-	-	-	-	*	-	1%	-	*	1%	-	*	-	*	*	*	-	*	-
[15] £10-£19.99 per month	**2**	1	1	1	-	-	1	-	1	1	1	1	-	1	-	-	1	1	1	2	-	2	-
	*	*	*	*	-	-	1%	-	*	1%	1%	*	-	1%	-	-	*	*	*	*	-	*	-
[25] £20-£29.99 per month	**8**	3	6	3	1	1	4	-	4	4	3	5	-	3	3	-	3	3	5	8	-	8	-
	1%	1%	1%	1%	1%	2%	2%	-	1%	2%	2%	2%	-	3%	1%	-	1%	1%	2%	1%	-	1%	-
[35] £30-£39.99 per month	**41**	17	24	19	2	2	15	2	23	18	9	24	7	9	11	10	10	20	20	41	-	35	5
	7%	9%	6%	8%	3%	3%	8%	23%	6%	8%	8%	7%	5%	9%	5%	9%	6%	7%	7%	7%	-	7%	11%
[45] £40-£49.99 per month	**60**	12	49	20	9	9	22	1	37	23	18	32	9	17	26	7	10	38	23	60	-	55	5
	10%	6%	12%a	8%	13%	14%	11%	13%	10%	11%	16%l	10%	6%	17%op	13%p	7%	6%	13%rs	8%	10%r	-	10%	12%
[55] £50-£59.99 per month	**67**	23	44	36	5	2	23	1	42	24	16	33	18	14	20	10	23	36	30	67	-	57	10
	11%	12%	11%	14%eh	7%	3%	11%	14%	11%e	12%	14%	10%	12%	14%	10%	9%	13%	13%	10%	11%	-	11%	23%
[65] £60-£69.99 per month	**77**	33	45	37	17	6	18	-	59	18	16	43	18	14	23	12	29	44	34	77	-	68	8
	13%	17%	11%	15%	25%efi	10%	9%	-	16%fi	9%	14%	13%	13%	13%	11%	12%	16%	15%	11%	13%	-	12%	19%
[75] £70-£79.99 per month	**57**	19	38	21	5	11	21	-	37	21	9	35	13	8	24	10	16	22	35	57	-	55	3
	10%	10%	10%	9%	7%	17%	10%	-	10%	10%	8%	11%	9%	7%	12%	9%	9%	8%	12%	10%	-	10%	6%
[85] £80-£89.99 per month	**52**	19	33	21	5	5	19	2	31	21	9	36	7	7	22	10	13	25	26	52	-	51	1
	9%	10%	8%	8%	7%	8%	10%	20%	8%	10%	7%	11%	5%	7%	11%	10%	7%	9%	9%	9%	-	9%	2%
[95] £90-£99.99 per month	**46**	17	30	19	4	5	17	1	29	18	9	22	16	7	11	9	19	23	23	46	-	43	4
	8%	9%	8%	8%	6%	9%	8%	9%	8%	8%	7%	7%	11%	7%	6%	9%	11%	8%	8%	8%	-	8%	9%
[105] £100-£109.99 per month	**51**	11	40	21	2	12	17	-	34	17	8	31	13	6	22	10	14	23	29	51	-	49	3
	9%	6%	10%	8%	2%	19%cdfhi	9%	-	9%	8%	6%	9%	9%	5%	11%	9%	8%	8%	10%	9%	-	9%	6%
[115] £110-£119.99 per month	**15**	7	8	11	2	-	2	-	13	2	2	5	8	1	3	6	4	9	6	15	-	15	-
	3%	4%	2%	4%	3%	-	1%	-	3%	1%	2%	2%	5%k	1%	2%	6%	2%	3%	2%	3%	-	3%	-
[129.99] £120 or over per month	**56**	15	41	22	8	5	19	2	35	21	10	25	21	8	17	10	20	27	29	56	-	53	3
	10%	8%	10%	9%	12%	9%	9%	21%	9%	10%	8%	8%	15%k	8%	9%	10%	11%	10%	10%	10%	-	10%	7%
MEAN	**75.97**	74.96	76.46	75.80	76.02	80.20	74.85	74.69	76.58	74.84	69.77	74.97	83.61jk	67.82	76.00m	79.73m	78.51m	74.55	77.44	75.97	-	76.71	67.85
Don't know	**43**	15	28	15	8	3	17	-	26	17	5	28	10	5	15	7	16	8	35	43	-	41	2
	7%	8%	7%	6%	12%	5%	9%	-	7%	8%	4%	9%	7%	5%	8%	7%	9%	3%	12%qs	7%q	-	8%	4%
Refused	**8**	2	7	3	-	1	4	-	4	4	1	6	1	1	5	2	*	4	5	8	-	8	-
	1%	1%	2%	1%	-	1%	2%	-	1%	2%	1%	2%	1%	1%	2%	2%	*	1%	2%	1%	-	2%	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 94
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE, FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**601**	521	102	584	601	458	601	246	-	601	-	-	-	601	-	601	27	173	249
Weighted Base	**586**	503	104*	570	586	458	586	240	-**	586	-**	-**	-**	586	-**	586	25**	160	250
[5] Less than £10 per month	**1**	*	1	1	1	1	1	1	-	1	-	-	-	1	-	1	-	-	1
	*	*	1%	*	*a	*	*a	*	-	*	-	-	-	*	-	*	-	-	*
[15] £10-£19.99 per month	**2**	1	1	2	2	2	2	1	-	2	-	-	-	2	-	2	-	-	1
	*	*	1%	*	*	*	*	1%	-	*	-	-	-	*	-	*	-	-	*
[25] £20-£29.99 per month	**8**	4	4	8	8	5	8	4	-	8	-	-	-	8	-	8	2	3	2
	1%	1%	4%ae	1%a	1%a	1%	1%a	1%	-	1%	-	-	-	1%	-	1%	8%	2%	1%
[35] £30-£39.99 per month	**41**	32	11	39	41	30	41	11	-	41	-	-	-	41	-	41	5	5	16
	7%	6%	11%g	7%	7%	7%	7%	4%	-	7%	-	-	-	7%	-	7%	19%	3%	7%
[45] £40-£49.99 per month	**60**	51	9	60	60	41	60	17	-	60	-	-	-	60	-	60	2	21	25
	10%	10%	9%	11%eg	10%	9%	10%	7%	-	10%	-	-	-	10%	-	10%	8%	13%	10%
[55] £50-£59.99 per month	**67**	56	14	65	67	52	67	29	-	67	-	-	-	67	-	67	5	15	30
	11%	11%	14%	11%	11%	11%	11%	12%	-	11%	-	-	-	11%	-	11%	21%	10%	12%
[65] £60-£69.99 per month	**77**	69	9	76	77	63	77	34	-	77	-	-	-	77	-	77	3	28	29
	13%	14%	9%	13%	13%	14%	13%	14%	-	13%	-	-	-	13%	-	13%	13%	18%	12%
[75] £70-£79.99 per month	**57**	49	10	56	57	44	57	20	-	57	-	-	-	57	-	57	4	14	29
	10%	10%	9%	10%	10%	10%	10%	8%	-	10%	-	-	-	10%	-	10%	15%	9%	11%
[85] £80-£89.99 per month	**52**	47	7	48	52	37	52	25	-	52	-	-	-	52	-	52	1	15	21
	9%	9%	7%	8%	9%	8%	9%	10%	-	9%	-	-	-	9%	-	9%	4%	10%	8%
[95] £90-£99.99 per month	**46**	39	10	45	46	41	46	25	-	46	-	-	-	46	-	46	-	21	19
	8%	8%	10%	8%	8%	9%	8%	10%	-	8%	-	-	-	8%	-	8%	-	13%	8%
[105] £100-£109.99 per month	**51**	45	6	51	51	45	51	23	-	51	-	-	-	51	-	51	2	11	28
	9%	9%	6%	9%	9%	10%	9%	9%	-	9%	-	-	-	9%	-	9%	6%	7%	11%
[115] £110-£119.99 per month	**15**	13	2	13	15	15	15	5	-	15	-	-	-	15	-	15	-	6	5
	3%	3%	2%	2%	3%	3%c	3%	2%	-	3%	-	-	-	3%	-	3%	-	4%	2%
[129.99] £120 or over per month	**56**	49	8	56	56	45	56	26	-	56	-	-	-	56	-	56	1	14	31
	10%	10%	7%	10%	10%	10%	10%	11%	-	10%	-	-	-	10%	-	10%	5%	9%	12%
MEAN	**75.97**	76.92	70.05	75.87	75.97	77.53bc df	75.97	78.97b	-	75.97	-	-	-	75.97	-	75.97	60.73	77.35	78.45
Don't know	**43**	39	10	41	43	32	43	15	-	43	-	-	-	43	-	43	-	5	12
	7%	8%	9%	7%	7%	7%	7%	6%	-	7%	-	-	-	7%	-	7%	-	3%	5%
Refused	**8**	8	1	8	8	6	8	5	-	8	-	-	-	8	-	8	-	1	3
	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	-	-	-	1%	-	1%	-	1%	1%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 95
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE, FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**601**	19	90	25	10	7	119	482	22	-	119	-	-	-	-	-	-	111	166	184	79
Weighted Base	**586**	17**	92*	25**	13**	8**	123*	463	22**	-**	123*	-**	-**	-**	-**	-**	-**	113*	171	204	81*
[5] Less than £10	**1**	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	*	1	-	-
per month	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	1%	-	-
[15] £10-£19.99	**2**	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	1	1	1	-
per month	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	*	-
[25] £20-£29.99	**8**	-	*	*	-	-	*	8	*	-	*	-	-	-	-	-	-	2	3	2	1
per month	1%	-	*	1%	-	-	*	2%	1%	-	*	-	-	-	-	-	-	1%	1%	1%	2%
[35] £30-£39.99	**41**	1	8	1	-	1	9	32	1	-	9	-	-	-	-	-	-	9	15	10	5
per month	7%	8%	9%	4%	-	16%	7%	7%	6%	-	7%	-	-	-	-	-	-	8%	9%	5%	6%
[45] £40-£49.99	**60**	1	10	2	1	-	13	47	1	-	13	-	-	-	-	-	-	15	17	22	4
per month	10%	7%	11%	8%	10%	-	11%	10%	6%	-	11%	-	-	-	-	-	-	13%	10%	11%	5%
[55] £50-£59.99	**67**	3	13	2	-	-	18	49	-	-	18	-	-	-	-	-	-	10	20	24	12
per month	11%	18%	14%	10%	-	-	15%	10%	-	-	15%	-	-	-	-	-	-	9%	12%	12%	15%
[65] £60-£69.99	**77**	5	21	7	2	1	22	55	8	-	22	-	-	-	-	-	-	20	30	21	7
per month	13%	27%	23%fg	26%	17%	15%	18%	12%	38%	-	18%	-	-	-	-	-	-	17%	17%	10%	8%
[75] £70-£79.99	**57**	1	11	2	2	-	15	42	1	-	15	-	-	-	-	-	-	9	19	16	10
per month	10%	7%	12%	6%	18%	-	12%	9%	3%	-	12%	-	-	-	-	-	-	8%	11%	8%	12%
[85] £80-£89.99	**52**	2	4	1	-	-	5	47	2	-	5	-	-	-	-	-	-	7	12	21	10
per month	9%	12%	4%	5%	-	-	4%	10%	8%	-	4%	-	-	-	-	-	-	6%	7%	10%	12%
[95] £90-£99.99	**46**	2	6	7	5	2	16	30	3	-	16	-	-	-	-	-	-	10	13	17	5
per month	8%	9%	7%	26%	38%	29%	13%bg	7%	15%	-	13%	-	-	-	-	-	-	9%	8%	8%	6%
[105] £100-£109.99	**51**	1	7	1	-	-	8	43	-	-	8	-	-	-	-	-	-	6	10	23	12
per month	9%	7%	7%	3%	-	-	7%	9%	-	-	7%	-	-	-	-	-	-	5%	6%	11%	15%qr
[115] £110-£119.99	**15**	*	*	-	2	2	2	13	2	-	2	-	-	-	-	-	-	3	6	5	1
per month	3%	1%	*	-	17%	27%	2%b	3%	10%	-	2%	-	-	-	-	-	-	2%	4%	2%	1%
[129.99] £120 or	**56**	-	6	*	-	-	6	50	*	-	6	-	-	-	-	-	-	10	13	23	8
over per month	10%	-	7%	1%	-	-	5%	11%	1%	-	5%	-	-	-	-	-	-	9%	8%	11%	10%
MEAN	**75.97**	68.92	70.46	72.74	84.82	84.81	72.31	76.97	74.72	-	72.31	-	-	-	-	-	-	72.85	72.67	79.24	78.82
Don't know	**43**	-	5	2	-	1	6	37	2	-	6	-	-	-	-	-	-	10	8	18	6
	7%	-	6%	7%	-	11%	5%	8%	8%	-	5%	-	-	-	-	-	-	9%	5%	9%	8%
Refused	**8**	1	1	1	-	-	1	7	1	-	1	-	-	-	-	-	-	2	4	2	-
	1%	4%	2%	3%	-	-	1%	2%	4%	-	1%	-	-	-	-	-	-	2%	2%	1%	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 96
COM8 - On average, how much per month, does your household spend on this communications package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE, FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**601**	572	23	-	-	75	524	15	35	66	58	101	178	166	305	124	151	442
Weighted Base	**586**	554	28**	-**	-**	72*	513	12**	31**	58*	59*	93*	187	155	297	128*	148	432
[5] Less than £10 per month	**1** ***	1 ***	- -	- -	- -	* *1%*	1 ***	- -	- -	- -	- -	1 *1%*	- -	1 *1%*	- -	- -	- -	1 ***
[15] £10-£19.99 per month	**2** ***	2 ***	- -	- -	- -	- -	1 ***	- -	- -	- -	- -	1 *1%*	- -	1 *1%*	- -	1 *1%*	- -	2 ***
[25] £20-£29.99 per month	**8** *1%*	8 *1%*	- -	- -	- -	2 *2%*	7 *1%*	* *2%*	2 *5%*	2 *3%*	2 *3%*	- -	2 *1%*	- -	6 *2%*	2 *2%*	5 4%q	3 *1%*
[35] £30-£39.99 per month	**41** *7%*	35 *6%*	4 *14%*	- -	- -	7 *9%*	34 *7%*	3 *23%*	3 *8%*	2 *3%*	10 17%ikl	3 *3%*	10 *5%*	10 *7%*	22 *7%*	7 *6%*	17 11%q	23 *5%*
[45] £40-£49.99 per month	**60** *10%*	58 *10%*	3 *10%*	- -	- -	11 *15%*	49 *10%*	- -	9 *28%*	10 17%l	4 *7%*	13 *14%*	13 *7%*	13 *8%*	35 *12%*	12 *10%*	17 *12%*	43 *10%*
[55] £50-£59.99 per month	**67** *11%*	63 *11%*	4 *15%*	- -	- -	10 *14%*	57 *11%*	4 *33%*	3 *11%*	6 *10%*	7 *12%*	6 *7%*	23 *12%*	21 *14%*	34 *11%*	11 *9%*	13 *9%*	51 *12%*
[65] £60-£69.99 per month	**77** *13%*	75 *13%*	3 *10%*	- -	- -	8 *11%*	69 *14%*	1 *8%*	6 *18%*	15 26%kl	8 *14%*	5 *6%*	25 *13%*	13 *9%*	37 *13%*	27 21%m	18 *12%*	57 *13%*
[75] £70-£79.99 per month	**57** *10%*	56 *10%*	2 *6%*	- -	- -	4 *6%*	52 *10%*	2 *20%*	1 *4%*	5 *8%*	5 *9%*	9 *9%*	24 *13%*	15 *9%*	25 *9%*	15 *12%*	13 *9%*	45 *10%*
[85] £80-£89.99 per month	**52** *9%*	49 *9%*	3 *9%*	- -	- -	8 *11%*	44 *9%*	1 *7%*	2 *8%*	5 *9%*	4 *7%*	16 17%l	10 *5%*	17 *11%*	29 *10%*	6 *5%*	13 *9%*	39 *9%*
[95] £90-£99.99 per month	**46** *8%*	39 *7%*	6 *20%*	- -	- -	5 *6%*	42 *8%*	- -	4 *13%*	4 *6%*	5 *8%*	12 *13%*	16 *9%*	14 *9%*	18 *6%*	14 *11%*	9 *6%*	37 *9%*
[105] £100-£109.99 per month	**51** *9%*	51 *9%*	- -	- -	- -	5 *7%*	47 *9%*	- -	* *1%*	4 *7%*	5 *8%*	9 *9%*	23 *12%*	14 *9%*	24 *8%*	14 *11%*	8 *5%*	44 *10%*
[115] £110-£119.99 per month	**15** *3%*	15 *3%*	- -	- -	- -	* *	15 *3%*	- -	- -	1 *1%*	1 *1%*	7 8%l	2 *1%*	8 5%n	5 *2%*	2 *2%*	7 *5%*	8 *2%*
[129.99] £120 or over per month	**56** *10%*	53 *10%*	3 *11%*	- -	- -	7 *9%*	49 *10%*	1 *7%*	- -	4 *8%*	6 *10%*	8 *9%*	27 *14%*	16 *10%*	31 *10%*	8 *6%*	16 *11%*	40 *9%*
MEAN	**75.97**	76.15	73.65	-	-	70.56	76.80	61.57	60.07	71.52	71.03	81.96i	81.02i	78.83	74.88	74.94	73.52	77.01
Don't know	**43** *7%*	42 *8%*	1 *3%*	- -	- -	6 *9%*	37 *7%*	- -	1 *3%*	* *1%*	1 *1%*	4 *4%*	11 *6%*	8 *5%*	28 *9%*	6 *4%*	11 *7%*	31 *7%*
Refused	**8** *1%*	7 *1%*	1 *3%*	- -	- -	- -	8 *2%*	- -	- -	- -	2 *4%*	* *	1 *1%*	4 *3%*	2 *1%*	2 *1%*	1 *1%*	7 *2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 97
COM9 - On average, how much per month do you personally spend on your main mobile phone package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**3086**	1401	1677	300	443	431	517	570	507	310	692	1084	547	616	194	248	364	100	320	360	232	240	221	2279	340	191	276
Weighted Base	**3124**	1518	1597	346	567	507	545	485	417	249	831	804	649	729	226	289	416	130*	341	420	268	275	258	2623	268	146	86
[2.5] Less than £5 per month	**127** *4%*	68 *4%*	60 *4%*	11 3%d *1%*	4 *1%*	6 *1%*	15 3%d	24 5%de	30 7%cd ef	38 15%cde fgh	36 *4%*	27 *3%*	20 *3%*	38 *5%*	11 *5%*	17 6%u	16 *4%*	6 *5%*	12 *4%*	9 *2%*	11 *4%*	10 *3%*	10 *4%*	101 *4%*	11 *4%*	10 7%u	6 7%uy
[7.5] £5-£9.99 per month	**416** *13%*	192 *13%*	222 *14%*	18 *5%*	34 *6%*	35 *7%*	77 14%cd e	86 18%cd e	109 26%cd efg	55 22%cd ef	104 *13%*	106 *13%*	89 *14%*	103 *14%*	21 *9%*	38 *13%*	38 *9%*	18 *14%*	54 16%r	50 *12%*	43 16%r	42 15%r	45 17%pr	348 13%r	32 *12%*	25 17%pr	10 *12%*
[12.5] £10-£14.99 per month	**529** *17%*	255 *17%*	273 *17%*	57 *17%*	93 *16%*	84 *17%*	81 *15%*	90 *19%*	71 *17%*	51 21%f	141 *17%*	133 *17%*	96 *15%*	144 20%l	35 *16%*	45 *16%*	58 *14%*	24 *18%*	65 *19%*	75 *18%*	39 *15%*	68 25%pq rvxyz A	41 *16%*	450 *17%*	35 *13%*	22 *15%*	21 24%pqrvxyzA
[17.5] £15-£19.99 per month	**306** *10%*	149 *10%*	155 *10%*	48 14%dfi	49 *9%*	47 *9%*	47 *9%*	61 13%i	39 *9%*	14 *6%*	68 *8%*	76 *9%*	73 *11%*	78 *11%*	20 *9%*	24 *8%*	42 *10%*	11 *8%*	43 12%x	35 *8%*	34 13%x	26 *10%*	16 *6%*	251 *10%*	33 12%x	14 *9%*	9 *11%*
[22.5] £20-£24.99 per month	**375** *12%*	204 13%b	171 *11%*	46 13%i	70 12%i	56 *11%*	78 14%i	53 *11%*	54 13%i	17 *7%*	107 *13%*	86 *11%*	97 15%km	74 *10%*	30 13%s	41 14%sw	71 17%stw y	6 *5%*	31 *9%*	54 13%s	29 *11%*	21 *8%*	27 *11%*	310 12%sw	32 *12%*	24 16%stw	9 *11%*
[27.5] £25-£29.99 per month	**208** *7%*	106 *7%*	102 *6%*	18 *5%*	30 *5%*	45 9%i	41 *8%*	40 8%i	24 *6%*	10 *4%*	52 *6%*	63 *8%*	40 *6%*	43 *6%*	16 *7%*	23 *8%*	33 *8%*	10 *8%*	15 *4%*	29 *7%*	16 *6%*	18 *6%*	19 *7%*	178 *7%*	15 *6%*	9 *6%*	6 *7%*
[32.5] £30-£34.99 per month	**209** *7%*	94 *6%*	114 *7%*	25 7%i	44 8%hi	45 9%hi	44 8%hi	30 6%i	15 *4%*	5 *2%*	70 8%m	58 *7%*	38 *6%*	37 *5%*	26 11%rtuy	23 8%r	12 *3%*	7 *5%*	20 *6%*	25 *6%*	20 7%r	17 *6%*	19 7%r	169 6%r	27 10%ry	8 *5%*	5 *6%*
[37.5] £35-£39.99 per month	**154** *5%*	79 *5%*	75 *5%*	16 5%h	51 9%cgh i	37 7%ghi	33 6%ghi	11 2%h	2 *	5 *2%*	32 *4%*	50 6%j	30 *5%*	38 *5%*	10 *4%*	7 *2%*	30 7%q	6 *4%*	15 *4%*	25 *6%*	14 *5%*	12 *4%*	15 *6%*	134 *5%*	13 *5%*	4 *3%*	3 *3%*
[42.5] £40-£44.99 per month	**177** *6%*	80 *5%*	97 *6%*	18 5%hi	56 10%ceg hi	27 5%hi	37 7%hi	27 6%hi	8 *2%*	5 *2%*	43 *5%*	53 *7%*	36 *6%*	41 *6%*	20 9%wA	12 *4%*	23 *5%*	16 12%qrv wyzAB	20 *6%*	28 *7%*	14 *5%*	9 *3%*	17 *7%*	158 *6%*	12 *5%*	4 *3%*	3 *4%*
[47.5] £45-£49.99 per month	**69** *2%*	30 *2%*	39 *2%*	5 *1%*	20 3%i	16 3%i	14 3%i	9 2%i	6 2%i	- -	24 *3%*	21 *3%*	8 *1%*	15 *2%*	2 *1%*	8 *3%*	10 *3%*	2 *1%*	8 *2%*	11 *3%*	4 *2%*	4 *1%*	11 4%p	62 *2%*	4 *2%*	2 *1%*	1 *2%*
[55] £50 or more per month	**336** *11%*	175 *12%*	159 *10%*	48 14%ghi	102 18%fghi	93 18%fghi	51 9%ghi	21 4%i	16 *4%*	3 *1%*	91 *11%*	82 *10%*	85 13%m	62 *9%*	20 *9%*	36 12%B	60 14%wxyB	15 *12%*	35 *10%*	48 *11%*	25 *10%*	22 *8%*	18 *7%*	279 11%B	35 13%xB	16 *11%*	5 *6%*
MEAN	**24.57**	24.71	24.42	26.77 ghi	30.70 cfghicfghi	29.56	25.16 ghi	20.56 hi	17.15 i	13.62	24.87 m	25.23 m	25.25 m	22.86	25.28wB	24.61B	26.89 tvwyABB	25.66	23.59	25.89 wAB	23.56	21.60	24.11B	24.70wB	25.78 wAB	22.21	20.92
Don't know	**180** *6%*	74 *5%*	106 *7%*	31 9%defg	11 *2%*	16 *3%*	20 *4%*	24 5%d	34 8%def	43 17%cde fgh	54 *7%*	41 *5%*	28 *4%*	45 *6%*	14 *6%*	13 *4%*	20 *5%*	7 *6%*	22 *6%*	26 *6%*	13 *5%*	22 *8%*	13 *5%*	149 *6%*	18 *7%*	7 *4%*	7 *8%*
Refused	**39** *1%*	12 *1%*	25 *2%*	5 *1%*	4 *1%*	1 *	6 *1%*	9 2%e	10 2%e	3 *1%*	9 *1%*	7 *1%*	6 *1%*	11 *2%*	1 *1%*	2 *1%*	4 *1%*	2 *2%*	3 *1%*	3 *1%*	5 *2%*	6 *2%*	7 *3%*	35 *1%*	2 *1%*	2 *1%*	1 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 98
COM9 - On average, how much per month do you personally spend on your main mobile phone package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**3086**	798	2288	1169	319	266	1236	90	1754	1326	768	1523	774	678	1078	533	780	1397	1284	2681	405	2785	284
Weighted Base	**3124**	904	2220	1282	341	279	1112	103*	1902	1215	726	1548	829	639	1023	550	894	1356	1314	2670	454	2688	419
[2.5] Less than £5 per month	**127** *4%*	18 *2%*	110 *5%a*	24 *2%*	3 *1%*	5 *2%*	93 *8%cdehi*	2 *2%*	32 *2%*	95 *8%cdeh*	46 *6%kl*	54 *4%*	27 *3%*	46 *7%nop*	46 *4%p*	14 *3%*	22 *2%*	76 *6%rst*	43 *3%*	119 *4%rt*	9 *2%*	116 *4%*	11 *3%*
[7.5] £5-£9.99 per month	**416** *13%*	79 *9%*	337 *15%a*	99 *8%*	46 *14%ch*	33 *12%*	227 *20%cdeghi*	7 *7%*	178 *9%c*	234 *19%cdegh*	120 *17%l*	210 *14%l*	84 *10%*	108 *17%op*	173 *17%op*	64 *12%p*	70 *8%*	214 *16%t*	170 *13%t*	384 *14%t*	32 *7%*	369 *14%*	43 *10%*
[12.5] £10-£14.99 per month	**529** *17%*	144 *16%*	385 *17%*	191 *15%*	59 *17%*	41 *15%*	209 *19%ch*	26 *25%ceh*	291 *15%*	235 *19%ch*	140 *19%*	261 *17%*	125 *15%*	126 *20%p*	174 *17%*	94 *17%*	132 *15%*	243 *18%*	216 *16%*	458 *17%*	70 *15%*	446 *17%*	80 *19%*
[17.5] £15-£19.99 per month	**306** *10%*	83 *9%*	223 *10%*	123 *10%*	49 *14%cefhi*	19 *7%*	106 *10%*	10 *10%*	190 *10%*	116 *10%*	56 *8%*	156 *10%*	91 *11%j*	52 *8%*	101 *10%*	59 *11%*	92 *10%*	121 *9%*	132 *10%*	254 *10%*	53 *12%*	258 *10%*	49 *12%*
[22.5] £20-£24.99 per month	**375** *12%*	111 *12%*	264 *12%*	183 *14%fi*	41 *12%*	37 *13%f*	97 *9%*	17 *16%fi*	261 *14%fi*	114 *9%f*	98 *14%*	171 *11%*	104 *13%*	89 *14%n*	104 *10%*	73 *13%*	108 *12%*	181 *13%*	144 *11%*	325 *12%*	50 *11%*	318 *12%*	57 *14%*
[27.5] £25-£29.99 per month	**208** *7%*	69 *8%*	139 *6%*	96 *7%*	21 *6%*	20 *7%*	64 *6%*	7 *7%*	137 *7%*	71 *6%*	35 *5%*	106 *7%*	65 *8%j*	33 *5%*	59 *6%*	47 *9%m*	67 *7%*	75 *6%*	101 *8%q*	176 *7%q*	32 *7%*	186 *7%*	20 *5%*
[32.5] £30-£34.99 per month	**209** *7%*	80 *9%b*	129 *6%*	96 *8%fi*	32 *9%fi*	18 *7%*	55 *5%*	7 *7%*	147 *8%fi*	62 *5%*	42 *6%*	102 *7%*	62 *8%*	30 *5%*	54 *5%*	41 *8%*	81 *9%mn*	77 *6%*	98 *7%*	175 *7%*	34 *7%*	190 *7%*	18 *4%*
[37.5] £35-£39.99 per month	**154** *5%*	59 *7%b*	95 *4%*	85 *7%fi*	17 *5%*	14 *5%*	31 *3%*	7 *7%f*	116 *6%fi*	38 *3%f*	27 *4%*	84 *5%*	41 *5%*	19 *3%*	50 *5%*	26 *5%*	58 *7%m*	56 *4%*	74 *6%*	130 *5%*	24 *5%*	122 *5%*	32 *8%u*
[42.5] £40-£44.99 per month	**177** *6%*	72 *8%b*	105 *5%*	95 *7%fi*	20 *6%*	21 *8%fi*	35 *3%*	6 *6%*	135 *7%fi*	41 *3%*	31 *4%*	92 *6%*	54 *7%*	25 *4%*	52 *5%*	29 *5%*	70 *8%mn*	62 *5%*	86 *7%q*	148 *6%q*	29 *6%*	152 *6%*	25 *6%*
[47.5] £45-£49.99 per month	**69** *2%*	22 *2%*	47 *2%*	42 *3%fi*	4 *1%*	8 *3%*	14 *1%*	1 *1%*	54 *3%dfi*	15 *1%*	12 *2%*	40 *3%*	17 *2%*	11 *2%*	26 *3%*	12 *2%*	19 *2%*	32 *2%*	27 *2%*	59 *2%*	10 *2%*	64 *2%*	5 *1%*
[55] £50 or more per month	**336** *11%*	131 *15%b*	205 *9%*	188 *15%dfi*	31 *9%f*	47 *17%dfi*	59 *5%*	11 *11%f*	265 *14%dfi*	71 *6%f*	62 *9%*	171 *11%*	101 *12%j*	46 *7%*	97 *10%*	65 *12%m*	125 *14%mn*	141 *10%*	141 *11%*	281 *11%*	55 *12%*	273 *10%*	60 *14%*
MEAN	**24.57**	28.13b	23.05	28.47dfhi	24.25fi	28.30dfi	18.90	25.04fi	27.69dfi	19.47f	21.81	24.98j	26.19j	20.73	23.25m	25.52mn	28.08mno	23.16	25.21qs	24.16q	27.14qs	24.33	26.03
Don't know	**180** *6%*	32 *4%*	148 *7%a*	45 *4%*	17 *5%*	13 *5%*	104 *9%cdeghi*	1 *1%*	75 *4%*	104 *9%cgh*	42 *6%*	87 *6%*	51 *6%*	41 *6%*	72 *7%o*	21 *4%*	46 *5%*	57 *4%*	70 *5%*	127 *5%*	53 *12%qrs*	160 *6%*	17 *4%*
Refused	**39** *1%*	5 *1%*	34 *2%*	15 *1%*	3 *1%*	2 *1%*	18 *2%*	1 *1%*	20 *1%*	18 *2%*	14 *2%l*	14 *1%*	5 *1%*	12 *2%p*	14 *1%*	3 *1%*	4 *	21 *2%*	13 *1%*	34 *1%*	5 *1%*	34 *1%*	2 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 99
COM9 - On average, how much per month do you personally spend on your main mobile phone package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**3086**	2333	444	3086	1860	2120	2622	1201	464	2622	821	115	121	626	1057	626	220	781	1025
Weighted Base	**3124**	2258	503	3124	1886	2218	2666	1228	458	2666	803	112*	129	621	1044	621	236	752	1068
[2.5] Less than £5 per month	**127** *4%*	110 5%bcdefg	11 *2%*	127 4%bdefg	58 3%e	41 *2%*	96 4%e	33 3%e	31 *7%i*	96 *4%*	40 *5%*	4 *4%*	4 *3%*	22 *4%*	47 *5%*	22 *4%*	13 6%r	32 *4%*	27 *3%*
[7.5] £5-£9.99 per month	**416** *13%*	361 16%bcdefg	44 *9%*	416 13%bdeg	223 *12%*	239 *11%*	354 13%bde	143 *12%*	62 *14%*	354 *13%*	139 17%ln	15 *14%*	8 *6%*	97 16%l	162 16%l	97 16%l	28 *12%*	138 18%pr	93 *9%*
[12.5] £10-£14.99 per month	**529** *17%*	395 17%bdef	53 *11%*	529 17%bdef	264 14%b	333 15%b	434 16%bde	199 16%bd	95 *21%i*	434 *16%*	152 19%mo	19 *17%*	17 *13%*	76 *12%*	188 18%mo	76 *12%*	58 25%r	144 *19%*	163 *15%*
[17.5] £15-£19.99 per month	**306** *10%*	227 *10%*	43 *9%*	306 *10%*	182 *10%*	230 *10%*	261 *10%*	124 *10%*	46 *10%*	261 *10%*	80 *10%*	11 *10%*	15 *11%*	66 *11%*	105 *10%*	66 *11%*	32 *13%*	71 *9%*	97 *9%*
[22.5] £20-£24.99 per month	**375** *12%*	267 *12%*	66 *13%*	375 *12%*	226 *12%*	276 *12%*	336 13%c	169 14%ac	39 *9%*	336 13%h	86 *11%*	11 *10%*	10 *8%*	84 *13%*	107 *10%*	84 *13%*	19 *8%*	96 *13%*	143 *13%*
[27.5] £25-£29.99 per month	**208** *7%*	145 *6%*	33 *6%*	208 *7%*	148 8%acfg	167 8%acfg	181 *7%*	75 *6%*	27 *6%*	181 *7%*	54 *7%*	6 *6%*	15 *12%*	46 *7%*	75 *7%*	46 *7%*	11 *5%*	48 *6%*	90 *8%*
[32.5] £30-£34.99 per month	**209** *7%*	153 *7%*	47 9%cf	209 *7%*	144 8%cf	173 8%acf	181 *7%*	82 *7%*	28 *6%*	181 *7%*	51 *6%*	7 *6%*	9 *7%*	47 *8%*	67 *6%*	47 *8%*	15 *6%*	51 *7%*	83 *8%*
[37.5] £35-£39.99 per month	**154** *5%*	92 *4%*	36 7%ac	154 5%a	109 6%ac	130 6%acf	137 5%a	72 6%a	17 *4%*	137 *5%*	23 *3%*	2 *1%*	8 *6%*	35 6%jn	32 *3%*	35 6%jn	14 *6%*	27 *4%*	64 6%q
[42.5] £40-£44.99 per month	**177** *6%*	105 *5%*	48 10%acdefg	177 6%a	120 6%a	149 7%ac	163 6%ac	72 6%a	13 *3%*	163 6%h	40 *5%*	10 *9%*	8 *7%*	38 *6%*	59 *6%*	38 *6%*	11 *4%*	38 *5%*	72 *7%*
[47.5] £45-£49.99 per month	**69** *2%*	45 *2%*	19 4%ac	69 *2%*	49 3%a	59 3%ac	63 *2%*	28 *2%*	6 *1%*	63 *2%*	16 *2%*	2 *2%*	3 *2%*	22 *4%*	20 *2%*	22 *4%*	3 *1%*	9 *1%*	37 3%q
[55] £50 or more per month	**336** *11%*	185 *8%*	86 17%acdefg	336 11%a	235 12%acf	291 13%acf	302 11%ac	142 12%a	34 *7%*	302 11%h	66 *8%*	10 *9%*	26 20%jkmno	62 *10%*	103 10%j	62 *10%*	21 *9%*	72 *10%*	152 14%q
MEAN	**24.57**	22.58	30.30acdefg	24.57a	26.50acf	27.06acfg	25.11ac	25.66ac	21.14	25.11h	22.06	24.10	30.02jkmno	25.11jn	23.29j	25.11jn	22.37	22.44	27.90pq
Don't know	**180** *6%*	148 7%bcdef	13 *3%*	180 6%bef	99 5%b	110 5%b	132 5%b	72 6%b	48 11%i	132 *5%*	53 7%mo	10 9%mo	4 *3%*	20 *3%*	67 6%mo	20 *3%*	9 *4%*	26 *3%*	40 *4%*
Refused	**39** *1%*	26 *1%*	3 *1%*	39 1%ef	28 1%ef	19 *1%*	28 *1%*	17 1%e	11 2%i	28 *1%*	4 *1%*	5 4%jmno	1 *1%*	6 *1%*	10 1%j	6 *1%*	1 *	1 *	6 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 100
COM9 - On average, how much per month do you personally spend on your main mobile phone package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**3086**	130	335	141	57	49	546	2540	120	-	546	-	-	-	-	-	-	627	806	885	492
Weighted Base	**3124**	145	360	153	75*	57*	597	2526	142*	-**	597	-**	-**	-**	-**	-**	-**	658	836	992	550
[2.5] Less than £5 per month	**127** *4%*	1 *1%*	8 *2%*	4 *3%*	- -	1 *3%*	11 *2%*	116 *5%f*	3 *2%*	- -	11 *2%*	- -	- -	- -	- -	- -	- -	26 *4%*	32 *4%*	43 *4%*	21 *4%*
[7.5] £5-£9.99 per month	**416** *13%*	24 16%ceh	47 13%ce	10 *7%*	7 *10%*	1 *2%*	72 12%ce	344 14%ce	12 *9%*	- -	72 *12%*	- -	- -	- -	- -	- -	- -	88 *13%*	121 *14%*	137 *14%*	60 *11%*
[12.5] £10-£14.99 per month	**529** *17%*	26 *18%*	57 *16%*	22 *14%*	8 *11%*	10 *18%*	92 *15%*	437 *17%*	23 *16%*	- -	92 *15%*	- -	- -	- -	- -	- -	- -	89 *14%*	126 *15%*	206 21%qrt	86 *16%*
[17.5] £15-£19.99 per month	**306** *10%*	11 *8%*	44 *12%*	19 *12%*	9 *13%*	4 *7%*	67 *11%*	239 *9%*	16 *11%*	- -	67 *11%*	- -	- -	- -	- -	- -	- -	57 *9%*	90 *11%*	96 *10%*	54 *10%*
[22.5] £20-£24.99 per month	**375** *12%*	17 *12%*	52 *15%*	21 *14%*	11 *15%*	5 *9%*	85 *14%*	290 *11%*	15 *11%*	- -	85 *14%*	- -	- -	- -	- -	- -	- -	80 *12%*	105 *13%*	101 *10%*	80 15%s
[27.5] £25-£29.99 per month	**208** *7%*	6 *4%*	15 *4%*	7 *4%*	6 8%h	1 *2%*	32 *5%*	176 *7%*	3 *2%*	- -	32 *5%*	- -	- -	- -	- -	- -	- -	55 *8%*	47 *6%*	65 *7%*	35 *6%*
[32.5] £30-£34.99 per month	**209** *7%*	12 *8%*	33 *9%*	9 *6%*	4 *6%*	4 *8%*	46 *8%*	162 *6%*	12 *9%*	- -	46 *8%*	- -	- -	- -	- -	- -	- -	49 *7%*	62 *7%*	62 *6%*	30 *5%*
[37.5] £35-£39.99 per month	**154** *5%*	12 *8%*	21 *6%*	19 13%bdfg	2 *2%*	3 *5%*	39 *7%*	115 *5%*	14 10%g	- -	39 *7%*	- -	- -	- -	- -	- -	- -	30 *5%*	39 *5%*	40 *4%*	41 *7%s*
[42.5] £40-£44.99 per month	**177** *6%*	12 *9%*	29 *8%*	10 *6%*	5 *7%*	9 16%fg	42 *7%*	135 *5%*	14 *10%*	- -	42 *7%*	- -	- -	- -	- -	- -	- -	42 *6%*	38 *5%*	60 *6%*	34 *6%*
[47.5] £45-£49.99 per month	**69** *2%*	4 *3%*	6 *2%*	2 *2%*	1 *2%*	2 *4%*	12 *2%*	56 *2%*	4 *3%*	- -	12 *2%*	- -	- -	- -	- -	- -	- -	15 *2%*	14 *2%*	26 *3%*	12 *2%*
[55] £50 or more per month	**336** *11%*	12 *8%*	36 *10%*	24 *16%*	18 25%abfgh	15 26%abfgh	75 13%b	261 *10%*	20 *14%*	- -	75 *13%*	- -	- -	- -	- -	- -	- -	87 13%s	93 *11%*	86 *9%*	65 *12%*
MEAN	**24.57**	25.25	25.31	28.73bg	30.62abg	34.02abfgh	26.38g	24.12	28.43abg	-	26.38	-	-	-	-	-	-	26.15s	24.34	23.30	25.83s
Don't know	**180** *6%*	6 *4%*	10 *3%*	5 *4%*	2 *2%*	1 *2%*	21 *3%*	159 6%bf	4 *2%*	- -	21 *3%*	- -	- -	- -	- -	- -	- -	35 *5%*	55 *7%*	58 *6%*	26 *5%*
Refused	**39** *1%*	1 *1%*	1 *	1 *1%*	- -	1 *1%*	2 *	36 *1%*	2 *1%*	- -	2 *	- -	- -	- -	- -	- -	- -	7 *1%*	13 *2%*	12 *1%*	6 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 101
COM9 - On average, how much per month do you personally spend on your main mobile phone package?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**3086**	2923	120	-	-	342	2726	137	178	322	304	366	727	803	1509	694	798	2189
Weighted Base	**3124**	2951	128*	-**	-**	345	2760	134	168	312	312	364	776	804	1497	737	840	2187
[2.5] Less than £5 per month	**127** *4%*	116 *4%*	9 *7%*	- -	- -	23 *7%f*	103 *4%*	11 *8%kl*	13 *8%jkl*	15 *5%k*	10 *3%*	5 *1%*	21 *3%*	31 *4%*	69 *5%*	23 *3%*	41 *5%*	83 *4%*
[7.5] £5-£9.99 per month	**416** *13%*	396 *13%*	17 *13%*	- -	- -	45 *13%*	368 *13%*	23 *17%l*	33 *20%l*	57 *18%l*	47 *15%l*	46 *13%l*	52 *7%*	124 *15%o*	213 *14%o*	68 *9%*	98 *12%*	303 *14%*
[12.5] £10-£14.99 per month	**529** *17%*	506 *17%*	17 *13%*	- -	- -	66 *19%*	460 *17%*	34 *26%kl*	45 *27%ijkl*	56 *18%*	55 *18%*	60 *16%*	118 *15%*	143 *18%*	263 *18%*	115 *16%*	159 *19%*	358 *16%*
[17.5] £15-£19.99 per month	**306** *10%*	286 *10%*	15 *12%*	- -	- -	43 *12%*	264 *10%*	16 *12%*	12 *7%*	33 *11%*	36 *11%*	32 *9%*	70 *9%*	78 *10%*	150 *10%*	72 *10%*	86 *10%*	215 *10%*
[22.5] £20-£24.99 per month	**375** *12%*	348 *12%*	21 *16%*	- -	- -	36 *10%*	337 *12%*	7 *5%*	26 16%g	36 *12%*	46 15%g	38 *11%*	105 14%g	93 *12%*	186 *12%*	83 *11%*	96 *11%*	269 *12%*
[27.5] £25-£29.99 per month	**208** *7%*	201 *7%*	6 *5%*	- -	- -	12 *3%*	194 7%e	8 *6%*	7 *4%*	19 *6%*	11 *3%*	36 10%j	68 9%j	60 *7%*	97 *6%*	44 *6%*	62 *7%*	141 *6%*
[32.5] £30-£34.99 per month	**209** *7%*	200 *7%*	4 *3%*	- -	- -	18 *5%*	189 *7%*	8 *6%*	7 *4%*	18 *6%*	28 *9%*	21 *6%*	68 *9%*	67 8%n	86 *6%*	53 *7%*	53 *6%*	153 *7%*
[37.5] £35-£39.99 per month	**154** *5%*	148 *5%*	5 *4%*	- -	- -	16 *5%*	138 *5%*	3 *2%*	2 *1%*	16 5%h	16 5%h	27 8%h	43 6%h	37 *5%*	75 *5%*	41 *6%*	44 *5%*	105 *5%*
[42.5] £40-£44.99 per month	**177** *6%*	165 *6%*	7 *6%*	- -	- -	21 *6%*	156 *6%*	4 *3%*	5 *3%*	15 *5%*	24 *8%*	20 *5%*	53 *7%*	36 *4%*	80 *5%*	56 8%m	37 *4%*	136 *6%*
[47.5] £45-£49.99 per month	**69** *2%*	68 *2%*	1 *1%*	- -	- -	11 *3%*	57 *2%*	1 *1%*	1 *	7 *2%*	5 *2%*	6 *2%*	30 4%h	15 *2%*	30 *2%*	23 *3%*	17 *2%*	51 *2%*
[55] £50 or more per month	**336** *11%*	316 *11%*	19 *15%*	- -	- -	25 *7%*	311 11%e	11 *8%*	10 *6%*	26 *8%*	29 *9%*	61 17%ghij	112 14%hij	72 *9%*	138 *9%*	116 16%mn	98 *12%*	228 *10%*
MEAN	**24.57**	24.58	24.80	-	-	22.39	24.86e	19.60	18.11	22.33h	24.06gh	27.56ghij	28.39ghij	23.35	23.48	28.02mn	24.45	24.63
Don't know	**180** *6%*	170 *6%*	3 *3%*	- -	- -	24 *7%*	153 *6%*	6 *5%*	6 *4%*	14 *4%*	6 *2%*	9 *3%*	34 *4%*	39 *5%*	96 *6%*	33 *4%*	42 *5%*	125 *6%*
Refused	**39** *1%*	32 *1%*	3 *3%*	- -	- -	5 *2%*	30 *1%*	1 *1%*	1 *1%*	- -	1 *	2 *1%*	3 *	9 *1%*	15 *1%*	9 *1%*	9 *1%*	19 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 102
COM10 - Thinking about the last month, have you or anyone in your household cancelled any media/communications services because you could no longer afford them?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
Yes	**308**	125	177	64	82	54	41	39	16	10	52	75	73	92	17	33	54	13	37	36	20	30	33	273	19	12	4
	4%	*4%*	5%a	8%efg hi	7%fgh i	5%hi	3%hi	3%hi	*2%*	*2%*	*3%*	*4%j*	*5%j*	*5%j*	*3%*	5%B	6%vzB	*4%*	5%B	*4%*	*3%*	5%B	6%zB	5%B	*3%*	*4%*	*2%*
No	**6826**	3337	3463	679	1148	1086	1188	1067	983	663	1830	1748	1409	1583	493	641	872	275	743	937	598	601	543	5705	592	325	205
	95%	96%b	*94%*	*89%*	93%c	95%c	96%cd	96%cd	98%cd efg	98%cd efg	97%klm	*95%*	*94%*	*94%*	96%r	*95%*	*93%*	*95%*	*94%*	95%r	96%r	*95%*	*94%*	95%r	97%rtxy	*95%*	97%qrbxy
Don't know	**46**	22	24	20	8	3	5	5	1	2	5	10	11	12	3	3	12	2	6	9	2	1	4	41	1	3	1
	1%	*1%*	*1%*	3%def ghi	*1%*	*	*	*	*	*	*	*1%*	*1%*	*1%*	*1%*	*	1%z	*1%*	*1%*	*1%*	*	*	*1%*	*1%*	*	*1%*	*
Refused	**10**	4	5	2	2	2	2	2	*	-	2	1	2	1	-	-	4	-	1	2	2	-	-	9	-	1	*
	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	-	*	-	*	*	*	-	-	*	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 103
COM10 - Thinking about the last month, have you or anyone in your household cancelled any media/communications services because you could no longer afford them?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
Yes	**308**	118	190	107	36	31	98	33	174	131	81	121	103	64	71	68	104	136	110	246	62	236	67
	4%	6%b	*4%*	*4%*	*5%*	*5%*	*4%*	13%cdefhi	*4%*	*4%*f	*5%*	*3%*	6%k	*4%*	*3%*	6%n	5%n	*4%*	*4%*	*4%*	6%qrs	*4%*	7%u
No	**6826**	1908	4918	2764	692	600	2535	226	4055	2762	1709	3415	1642	1505	2313	1155	1811	3172	2782	5954	873	5945	843
	95%	*93%*	96%a	96%g	94%g	94%g	96%gi	*86%*	95%g	95%g	95%l	96%l	*93%*	96%p	96%op	*94%*	*93%*	96%t	96%t	96%t	*91%*	96%v	*91%*
Don't know	**46**	15	32	17	8	4	14	4	29	18	6	20	21	4	17	3	23	10	13	23	24	29	17
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	1%f	*	*1%*	1%jk	*	*1%*	*	1%mo	*	*	*	2%qrs	*	2%u
Refused	**10**	3	7	4	2	1	2	-	7	2	1	2	7	1	2	2	5	2	3	5	5	8	2
	*	*	*	*	*	*	*	-	*	*	*	*	*k	*	*	*	*	*	*	*	*qs	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 104
COM10 - Thinking about the last month, have you or anyone in your household cancelled any media/communications services because you could no longer afford them?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
Yes	**308**	190	57	298	177	241	248	133	57	251	59	8	12	43	79	43	41	97	52
	4%	*4%*	5%a	4%a	4%a	5%acdf	4%a	5%af	*6%*	*4%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	8%r	6%r	*2%*
No	**6826**	5006	1067	6509	4036	4678	5705	2541	947	5879	1789	220	261	1264	2270	1264	485	1606	2320
	95%	96%cdeg	*95%*	95%eg	95%eg	*94%*	95%ceg	*94%*	*92%*	95%h	*97%*	*96%*	*95%*	*97%*	*96%*	*97%*	*92%*	*94%*	98%pq
Don't know	**46**	28	2	42	24	29	23	21	19	27	6	1	1	2	8	2	3	4	1
	1%	1%f	*	1%f	1%f	1%f	*	1%f	2%i	*	*	*	*	*	*	*	1%r	*	*
Refused	**10**	7	-	10	5	7	5	4	5	5	-	1	1	1	2	1	-	1	3
	*	*	-	*f	*	*f	*	*	*i	*	-	*j	*	*	*	*	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - jk/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 105
COM10 - Thinking about the last month, have you or anyone in your household cancelled any media/communications services because you could no longer afford them?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
Yes	**308**	308	120	65	28	45	308	-	171	-	308	-	-	-	-	-	-	54	70	100	80
	4%	100%bcdefgh	15%g	18%g	19%g	32%bcdg	24%bcg	-	54%bcdefg	-	*24%*	-	-	-	-	-	-	*4%*	*3%*	*4%*	7%qrs
No	**6826**	-	657	289	111	94	967	5859	144	-	967	-	-	-	-	-	-	1415	1932	2148	1127
	95%	-	84%aefh	80%aefh	78%aeh	67%ah	75%aeh	99%abcdefh	45%a	-	*75%*	-	-	-	-	-	-	96%t	96%t	95%t	92%
Don't know	**46**	-	4	6	4	2	12	35	2	-	12	-	-	-	-	-	-	3	12	17	13
	1%	-	*	2%ag	3%abg	2%	1%b	*1%*	*1%*	-	*1%*	-	-	-	-	-	-	*	*1%*	*1%*	1%q
Refused	**10**	-	-	*	-	-	*	10	-	-	*	-	-	-	-	-	-	1	4	3	2
	*	-	-	*	-	-	*	*	-	-	*	-	-	-	-	-	-	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 106
COM10 - Thinking about the last month, have you or anyone in your household cancelled any media/communications services because you could no longer afford them?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
Yes	**308**	168	39	-	-	63	243	31	23	35	38	26	42	31	67	106	139	160
	4%	*4%*	20%a	-	-	8%f	*4%*	9%ijkl	6%l	5%l	6%kl	*3%*	*2%*	*2%*	*3%*	10%mn	7%q	*3%*
No	**6826**	4515	151	-	-	694	6101	292	373	648	640	798	1690	1263	2366	961	1789	4780
	95%	96%b	*77%*	-	-	*91%*	96%e	*91%*	*94%*	94%g	*94%*	97%gj	97%ghij	97%o	97%o	*89%*	*92%*	96%p
Don't know	**46**	24	6	-	-	5	32	-	-	2	4	2	-	7	10	12	14	20
	1%	*1%*	3%a	-	-	*1%*	*	-	-	*l	1%l	*	-	*1%*	*	1%n	*1%*	*
Refused	**10**	1	1	-	-	2	3	-	-	1	-	-	3	-	3	2	1	6
	*****	*	1%a	-	-	*	*	-	-	*	-	-	*	-	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 107
COM11 - Which of these services did you, or someone in your household, cancel in the last month because you could no longer afford them?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CANCELLED COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**281**	112	163	59	65	42	41	43	17	13	41	92	55	72	13	30	41	9	34	29	18	27	29	230	26	12	13
Weighted Base	**308**	125*	177	64*	82*	54*	41**	39*	16**	10**	52*	75*	73*	92*	17**	33**	54*	13**	37*	36**	20**	30**	33**	273	19**	12**	4**
A TV service with additional channels you pay to receive	**128** ***42%***	44 *35%*	83 *47%*	25 *38%*	36 *44%*	17 *31%*	21 *52%*	16 *43%*	7 *44%*	5 *44%*	20 *39%*	35 *46%*	24 *32%*	43 *46%*	7 *45%*	9 *28%*	21 *38%*	8 *64%*	20 *54%*	19 *53%*	6 *32%*	11 *36%*	11 *34%*	113 *41%*	10 *54%*	4 *35%*	1 *23%*
Any on-demand and streaming TV and video services that you pay to receive	**126** ***41%***	55 *44%*	69 *39%*	33 *52%*	31 *38%*	25 *46%*	18 *44%*	15 *39%*	3 *16%*	* *5%*	23 *43%*	30 *39%*	38 *52%m*	30 *33%*	7 *41%*	15 *44%*	24 *44%*	5 *37%*	11 *28%*	17 *47%*	10 *49%*	9 *31%*	16 *49%*	113 *42%*	6 *30%*	6 *47%*	1 *32%*
Mobile phone service	**32** ***10%***	17 *14%*	15 *8%*	2 *3%*	10 *13%*	12 *22%cg*	4 *9%*	1 *3%*	2 *11%*	1 *10%*	7 *13%*	8 *11%*	8 *11%*	8 *9%*	- -	4 *11%*	11 *21%ty*	- -	1 *3%*	3 *9%*	2 *12%*	5 *18%*	2 *6%*	29 *11%*	2 *8%*	1 *9%*	* *8%*
Fixed broadband	**30** ***10%***	5 *4%*	24 *13%a*	6 *10%*	8 *10%*	3 *6%*	1 *4%*	6 *17%*	3 *21%*	1 *9%*	3 *6%*	8 *10%*	9 *12%*	8 *9%*	3 *19%*	5 *15%*	6 *10%*	- -	3 *7%*	2 *6%*	1 *6%*	4 *13%*	5 *14%*	28 *10%*	2 *8%*	- -	1 *14%*
Fixed landline telephone (to make calls on)	**22** ***7%***	10 *8%*	12 *7%*	2 *4%*	6 *7%*	2 *3%*	2 *4%*	6 *15%*	1 *7%*	4 *37%*	2 *4%*	3 *4%*	8 *11%*	8 *8%*	1 *8%*	6 *18%*	1 *2%*	- -	5 *13%*	2 *7%*	1 *6%*	2 *6%*	1 *3%*	20 *7%*	2 *13%*	- -	* *5%*
Don't know	**13** ***4%***	6 *5%*	7 *4%*	2 *3%*	3 *4%*	1 *2%*	1 *3%*	2 *5%*	3 *16%*	2 *15%*	1 *2%*	2 *3%*	- -	8 *9%l*	- -	2 *7%*	- -	2 *13%*	2 *6%*	1 *2%*	2 *8%*	- -	2 *6%*	11 *4%*	- -	1 *9%*	1 *32%*
Refused	**2** ***1%***	2 *1%*	- -	- -	2 *2%*	- -	- -	- -	- -	- -	- -	- -	- -	2 *2%*	2 *10%*	- -	- -	- -	- -	- -	- -	- -	- -	2 *1%*	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 108
COM11 - Which of these services did you, or someone in your household, cancel in the last month because you could no longer afford them?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CANCELLED COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**281**	95	186	102	28	26	96	26	156	122	74	110	94	59	71	64	85	126	100	226	55	229	47
Weighted Base	**308**	118*	190	107*	36**	31**	98*	33**	174	131	81*	121*	103*	64*	71*	68*	104*	136	110*	246	62*	236	67*
A TV service with additional channels you pay to receive	**128** *42%*	45 *38%*	84 *44%*	44 *41%*	12 *33%*	11 *34%*	48 *49%*	12 *38%*	67 *38%*	61 *46%*	34 *42%*	51 *43%*	41 *39%*	27 *42%*	35 *50%*	26 *39%*	39 *38%*	58 *42%*	45 *40%*	102 *42%*	26 *42%*	101 *43%*	25 *37%*
Any on-demand and streaming TV and video services that you pay to receive	**126** *41%*	43 *37%*	83 *43%*	43 *40%*	24 *68%*	11 *34%*	29 *30%*	16 *49%*	78 45%f	45 35%f	31 *38%*	50 *41%*	45 *44%*	27 *43%*	27 *39%*	30 *45%*	41 *39%*	47 *35%*	48 *44%*	96 *39%*	30 *49%*	97 *41%*	25 *37%*
Mobile phone service	**32** *10%*	20 17%b	12 *6%*	13 *12%*	4 *10%*	8 *25%*	6 *6%*	2 *6%*	24 *14%*	8 *6%*	5 *6%*	15 *13%*	12 *12%*	2 *3%*	9 *13%*	8 *12%*	13 *13%*	18 *13%*	12 *11%*	30 *12%*	2 *3%*	18 *8%*	14 22%u
Fixed broadband	**30** *10%*	9 *8%*	21 *11%*	10 *10%*	1 *3%*	3 *8%*	13 *13%*	4 *11%*	14 *8%*	16 *12%*	15 19%k	4 *3%*	11 *10%*	11 17%n	3 *5%*	7 *10%*	9 *8%*	17 13%t	12 *11%*	29 12%t	1 *2%*	24 *10%*	5 *8%*
Fixed landline telephone (to make calls on)	**22** *7%*	10 *9%*	12 *6%*	6 *6%*	4 *11%*	1 *3%*	10 *10%*	1 *3%*	11 *7%*	11 *8%*	9 *11%*	8 *7%*	5 *5%*	6 *9%*	3 *4%*	8 *12%*	5 *5%*	14 *11%*	6 *5%*	20 *8%*	2 *3%*	19 *8%*	2 *4%*
Don't know	**13** *4%*	1 *1%*	12 6%a	2 *2%*	- -	- -	8 8%h	3 *10%*	2 *1%*	11 8%h	8 10%kl	2 *2%*	2 *2%*	8 13%nop	1 *2%*	- -	3 *3%*	8 *6%*	2 *2%*	10 *4%*	3 *5%*	13 *6%*	- -
Refused	**2** *1%*	2 *1%*	- -	- -	- *5%*	2 -	- -	- *1%*	2 -	- -	- -	2 *1%*	- -	- -	- -	- -	2 *2%*	- -	2 *1%*	2 *1%*	- -	2 *1%*	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 109
COM11 - Which of these services did you, or someone in your household, cancel in the last month because you could no longer afford them?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CANCELLED COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**281**	181	51	271	170	219	230	121	47	234	52	7	10	44	69	44	29	95	48
Weighted Base	**308**	190	57*	298	177	241	248	133	57*	251	59*	8**	12**	43*	79*	43*	41**	97*	52*
A TV service with additional channels you pay to receive	**128**	85	26	122	80	101	104	48	22	107	25	6	3	22	33	22	24	30	27
	42%	*45%*	*46%*	*41%*	45%g	*42%*	*42%*	*36%*	*38%*	*42%*	*42%*	*69%*	*24%*	*52%*	*42%*	*52%*	*58%*	*31%*	52%q
Any on-demand and streaming TV and video services that you pay to receive	**126**	69	19	124	63	108	106	56	19	106	27	1	6	17	34	17	18	50	19
	41%	*36%*	*33%*	42%ad	*36%*	45%ad	43%ad	*42%*	*34%*	*42%*	*46%*	*16%*	*52%*	*41%*	*44%*	*41%*	*44%*	*51%*	*37%*
Mobile phone service	**32**	25	4	31	23	23	25	17	7	25	5	-	3	5	8	5	6	6	8
	10%	*13%*	*6%*	*10%*	*13%*	*9%*	*10%*	*13%*	*12%*	*10%*	*9%*	-	*26%*	*11%*	*11%*	*11%*	*14%*	*6%*	*15%*
Fixed broadband	**30**	12	5	30	17	23	22	10	8	22	3	-	2	3	5	3	7	9	5
	10%	*7%*	*10%*	10%a	*9%*	*10%*	*9%*	*8%*	*14%*	*9%*	*6%*	-	*16%*	*6%*	*7%*	*6%*	*17%*	*9%*	*9%*
Fixed landline telephone (to make calls on)	**22**	16	5	22	8	13	16	9	6	16	8	-	-	1	8	1	-	9	2
	7%	9%d	*8%*	7%de	*5%*	*6%*	*7%*	*7%*	*10%*	*7%*	*14%*	-	-	*3%*	*10%*	*3%*	-	*9%*	*5%*
Don't know	**13**	8	2	11	9	9	9	6	4	9	1	1	1	1	3	1	-	4	*
	4%	*4%*	*3%*	*4%*	*5%*	*4%*	*3%*	*4%*	*7%*	*4%*	*1%*	*15%*	*11%*	*2%*	4%j	*2%*	-	*4%*	*1%*
Refused	**2**	2	-	2	2	2	2	2	-	2	-	-	-	-	-	-	-	-	-
	1%	*1%*	-	*1%*	*1%*	*1%*	*1%*	*1%*	-	*1%*	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 110
COM11 - Which of these services did you, or someone in your household, cancel in the last month because you could no longer afford them?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CANCELLED COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**281**	281	108	57	24	40	281	-	151	-	281	-	-	-	-	-	-	52	62	89	65
Weighted Base	**308**	308	120*	65*	28**	45*	308	-**	171	-**	308	-**	-**	-**	-**	-**	-**	54*	70*	100*	80*
A TV service with additional channels you pay to receive	**128** ***42%***	128 *42%*	62 51%af	28 *44%*	6 *21%*	20 *45%*	128 *42%*	- -	83 49%af	- -	128 *42%*	-	-	-	-	-	-	23 *43%*	25 *35%*	46 *46%*	34 *42%*
Any on-demand and streaming TV and video services that you pay to receive	**126** ***41%***	126 41%h	40 *33%*	22 *33%*	10 *35%*	16 *35%*	126 41%h	- -	57 *33%*	- -	126 *41%*	-	-	-	-	-	-	16 *30%*	35 *49%*	37 *37%*	36 *45%*
Mobile phone service	**32** ***10%***	32 *10%*	21 18%af	11 *17%*	10 *38%*	6 *13%*	32 *10%*	- -	25 15%af	- -	32 *10%*	-	-	-	-	-	-	4 *7%*	8 *11%*	11 *11%*	9 *12%*
Fixed broadband	**30** ***10%***	30 *10%*	19 16%af	10 *15%*	4 *15%*	8 *18%*	30 *10%*	- -	24 14%af	- -	30 *10%*	-	-	-	-	-	-	2 *4%*	6 *9%*	14 *14%*	8 *10%*
Fixed landline telephone (to make calls on)	**22** ***7%***	22 *7%*	10 *8%*	5 *7%*	3 *9%*	2 *5%*	22 *7%*	- -	16 *9%*	- -	22 *7%*	-	-	-	-	-	-	9 17%r	2 *3%*	6 *6%*	5 *6%*
Don't know	**13** ***4%***	13 4%b	* *	4 6%b	1 *3%*	1 *3%*	13 4%b	- -	5 3%b	- -	13 *4%*	-	-	-	-	-	-	2 *5%*	6 9%s	1 *1%*	2 *3%*
Refused	**2** ***1%***	2 *1%*	2 *1%*	- -	- -	- -	2 *1%*	- -	2 *1%*	- -	2 *1%*	-	-	-	-	-	-	- -	- -	2 *2%*	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 111
COM11 - Which of these services did you, or someone in your household, cancel in the last month because you could no longer afford them?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CANCELLED COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**281**	146	35	-	-	61	219	23	22	34	34	23	39	30	58	93	116	154
Weighted Base	**308**	168	39**	-**	-**	63*	243	31**	23**	35**	38**	26**	42*	31**	67*	106*	139*	160
A TV service with additional channels you pay to receive	**128**	64	22	-	-	29	100	19	6	12	13	12	21	12	23	46	63	61
	42%	*38%*	*57%*	-	-	*45%*	*41%*	*64%*	*27%*	*33%*	*34%*	*44%*	*49%*	*40%*	*35%*	*43%*	*46%*	*38%*
Any on-demand and streaming TV and video services that you pay to receive	**126**	72	15	-	-	17	109	15	9	19	18	15	13	15	24	50	40	83
	41%	*43%*	*40%*	-	-	*27%*	45%e	*49%*	*38%*	*54%*	*47%*	*57%*	*31%*	*49%*	*35%*	*47%*	*29%*	52%p
Mobile phone service	**32**	15	4	-	-	9	24	1	4	2	2	5	7	2	7	11	12	18
	10%	*9%*	*11%*	-	-	*14%*	*10%*	*3%*	*18%*	*7%*	*4%*	*19%*	*17%*	*5%*	*11%*	*11%*	*9%*	*11%*
Fixed broadband	**30**	12	1	-	-	5	24	7	1	2	7	2	4	3	4	6	16	14
	10%	*7%*	*3%*	-	-	*8%*	*10%*	*23%*	*3%*	*6%*	*19%*	*6%*	*9%*	*10%*	*6%*	*6%*	*11%*	*9%*
Fixed landline telephone (to make calls on)	**22**	16	-	-	-	7	15	-	2	3	3	1	1	2	8	5	15	6
	7%	*9%*	-	-	-	*11%*	*6%*	-	*7%*	*10%*	*9%*	*5%*	*3%*	*8%*	*12%*	*5%*	11%q	*4%*
Don't know	**13**	10	1	-	-	5	8	-	3	-	1	-	*	2	7	3	9	4
	4%	*6%*	*3%*	-	-	*8%*	*3%*	-	*14%*	-	*3%*	-	*1%*	*5%*	*10%*	*2%*	*6%*	*2%*
Refused	**2**	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-
	1%	-	-	-	-	-	*1%*	-	-	-	-	-	-	-	-	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 112
COM12 - Still thinking about the last month, have you, or anyone in your household, made changes to any of your existing media/communications services (e.g. changed package or tariff) in order to make them more affordable?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
Yes	**781** ***11%***	366 *10%*	408 *11%*	74 10%i	156 13%hi	170 15%cg hi	154 12%hi	116 10%hi	77 8%i	35 *5%*	187 *10%*	198 *11%*	201 13%jk m	172 *10%*	49 *10%*	70 *10%*	112 *12%*	43 15%xA	91 *12%*	106 *11%*	67 *11%*	78 12%xA	48 *8%*	664 *11%*	67 *11%*	27 *8%*	23 *11%*
No	**6338** ***88%***	3094 *89%*	3219 *88%*	669 *88%*	1067 *86%*	970 *85%*	1073 *87%*	989 89%e	921 92%cd efg	634 94%cd efg	1691 90%l	1620 88%l	1277 *85%*	1500 89%l	460 *90%*	602 *89%*	814 *86%*	245 *85%*	690 *88%*	865 *88%*	547 *88%*	550 *87%*	527 91%rs	5301 *88%*	541 *89%*	311 91%rs	184 *88%*
Don't know	**62** ***1%***	24 *1%*	38 *1%*	21 3%efg hi	17 1%eh	1 *	7 *1%*	6 *1%*	3 *	7 1%e	10 *1%*	16 *1%*	15 *1%*	16 *1%*	3 *1%*	4 *1%*	12 *1%*	1 *	6 *1%*	11 *1%*	6 *1%*	5 *1%*	6 *1%*	55 *1%*	3 *	3 *1%*	2 *1%*
Refused	**9** *	4 *	4 *	1 *	1 *	4 *	2 *	2 *	- -	- -	1 *	1 *	2 *	1 *	- -	1 *	4 *	- -	- -	1 *	2 *	- -	- -	8 *	- -	1 *	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 113
COM12 - Still thinking about the last month, have you, or anyone in your household, made changes to any of your existing media/communications services (e.g. changed package or tariff) in order to make them more affordable?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
Yes	**781**	294	488	332	95	76	243	35	503	278	153	401	220	117	231	160	270	358	344	703	79	645	128
	11%	14%b	*9%*	11%fi	13%fi	*12%*	*9%*	*13%*	12%fi	10%f	*9%*	11%j	12%j	*7%*	10%m	13%mn	14%mn	11%t	12%t	11%t	*8%*	*10%*	14%u
No	**6338**	1734	4604	2536	634	554	2378	224	3725	2603	1638	3136	1508	1451	2154	1056	1636	2952	2542	5494	843	5522	781
	88%	*85%*	89%a	*88%*	*86%*	*87%*	90%cdhi	*85%*	*87%*	89%dh	91%kl	88%l	*85%*	92%nop	90%op	*86%*	*84%*	*89%*	*87%*	*88%*	*88%*	89%v	*84%*
Don't know	**62**	15	48	20	6	4	28	4	30	31	5	19	37	5	15	8	33	8	17	25	38	43	19
	1%	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*	*1%*	2%jk	*	*1%*	*1%*	2%mno	*	*1%*	*	4%qrs	*1%*	2%u
Refused	**9**	2	7	4	2	2	-	-	8	-	1	2	7	1	2	3	4	2	4	6	4	8	2
	*	*	*	*	*fi	*fi	-	-	*fi	-	*	*	*jk	*	*	*	*	*	*	*	*q	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 114
COM12 - Still thinking about the last month, have you, or anyone in your household, made changes to any of your existing media/communications services (e.g. changed package or tariff) in order to make them more affordable?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
Yes	**781**	550	146	762	523	629	690	335	84	697	176	23	28	173	227	173	79	208	262
	11%	*11%*	13%a	11%a	12%acf	13%acf	12%ac	12%ac	*8%*	11%h	*9%*	*10%*	*10%*	13%jn	*10%*	13%jn	15%r	*12%*	*11%*
No	**6338**	4634	977	6030	3689	4285	5249	2341	917	5421	1667	204	245	1133	2116	1133	447	1492	2110
	88%	89%cdefg	*87%*	88%deg	*87%*	*86%*	88%de	*87%*	*89%*	*88%*	90%mo	*88%*	*89%*	*87%*	90%mo	*87%*	*84%*	*87%*	89%p
Don't know	**62**	41	4	58	26	34	37	20	22	40	11	2	1	3	14	3	3	8	1
	1%	1%f	*	1%def	*1%*	*1%*	*1%*	*1%*	2%i	*1%*	*1%*	*1%*	*	*	*1%*	*	1%r	*r	*
Refused	**9**	6	-	9	4	7	4	3	5	4	1	1	1	1	2	1	-	-	3
	*****	*	-	*f	*	*f	*	*	*i	*	*	*j	*	*	*j	*	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 115
COM12 - Still thinking about the last month, have you, or anyone in your household, made changes to any of your existing media/communications services (e.g. changed package or tariff) in order to make them more affordable?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
Yes	**781**	120	781	95	38	55	781	-	208	-	781	-	-	-	-	-	-	160	224	243	131
	11%	39%cdg	100%acdefgh	26%g	27%g	39%cdg	61%acdeg	-	66%acdeg	-	***61%***	-	-	-	-	-	-	***11%***	***11%***	***11%***	***11%***
No	**6338**	178	-	263	103	86	495	5843	107	-	495	-	-	-	-	-	-	1304	1770	2008	1071
	88%	58%bfh	-	73%abefh	72%abefh	61%bfh	38%b	99%abcdefh	34%b	-	***38%***	-	-	-	-	-	-	***89%***	***88%***	***89%***	***88%***
Don't know	**62**	9	-	3	1	-	11	51	2	-	11	-	-	-	-	-	-	8	21	15	17
	1%	3%bcfgh	-	1%b	***1%***	-	1%b	1%b	***1%***	-	***1%***	-	-	-	-	-	-	***1%***	***1%***	***1%***	***1%***
Refused	**9**	-	-	-	-	-	-	9	-	-	-	-	-	-	-	-	-	1	4	2	2
	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 116
COM12 - Still thinking about the last month, have you, or anyone in your household, made changes to any of your existing media/communications services (e.g. changed package or tariff) in order to make them more affordable?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
Yes	**781**	474	45	-	-	107	674	41	45	85	81	117	189	127	200	187	262	497
	11%	*10%*	23%a	-	-	14%f	*11%*	*13%*	*11%*	*12%*	*12%*	14%l	*11%*	*10%*	*8%*	17%mn	13%q	*10%*
No	**6338**	4204	145	-	-	649	5657	280	349	601	596	705	1542	1165	2228	882	1670	4428
	88%	89%b	*74%*	-	-	*85%*	89%e	*87%*	*88%*	*88%*	*87%*	*85%*	89%k	90%o	91%o	*82%*	*86%*	89%p
Don't know	**62**	30	6	-	-	8	45	2	1	*	5	3	1	9	16	11	11	34
	1%	*1%*	3%a	-	-	*1%*	*1%*	*1%*	*	*	1%l	*	*	*1%*	*1%*	*1%*	*1%*	*1%*
Refused	**9**	1	-	-	-	-	4	-	-	-	-	-	3	-	2	1	-	6
	*	*	-	-	-	-	*	-	-	-	-	-	*	-	*	*	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 117
COM13 - Which of these services did you, or someone in your household, change in the last month in order to make them more affordable?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE
A MOBILE PHONE WHO HAVE MADE CHANGES TO THEIR COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUES

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**749**	342	399	67	117	138	147	141	98	41	165	259	155	141	41	62	99	30	77	92	56	67	46	570	81	34	64
Weighted Base	**781**	366	408	74*	156*	170	154	116	77*	35*	187	198	201	172	49*	70*	112*	43**	91*	106*	67*	78*	48*	664	67*	27*	23*
A TV service with additional channels you pay to receive	**253** *32%*	123 *34%*	130 *32%*	8 *11%*	46 *29%c*	62 *36%c*	53 *34%c*	44 *38%c*	30 *39%c*	10 *30%c*	49 *26%*	69 *35%*	67 *33%*	62 *36%*	22 *45%r*	32 *45%rvxy*	29 *26%*	14 *32%*	30 *32%*	30 *28%*	17 *25%*	24 *31%*	11 *24%*	208 *31%*	27 *40%*	11 *40%*	8 *33%*
Mobile phone service - changes to data allowance	**224** *29%*	111 *30%*	110 *27%*	24 *33%h*	47 *31%h*	51 *30%h*	55 *36%gh*	27 *24%*	10 *14%*	8 *23%*	61 *33%*	51 *26%*	64 *32%*	40 *23%*	15 *30%*	12 *17%*	32 *28%*	19 *43%*	37 *40%qyz*	30 *29%*	19 *28%*	20 *25%*	13 *27%*	196 *29%q*	13 *19%*	8 *31%*	7 *29%*
Fixed broadband	**217** *28%*	94 *26%*	120 *29%*	14 *19%*	37 *24%*	43 *25%*	50 *32%*	33 *29%*	32 *41%cde*	9 *25%*	52 *28%*	59 *30%*	56 *28%*	47 *28%*	12 *24%*	22 *31%*	27 *24%*	11 *25%*	21 *23%*	36 *34%*	18 *27%*	19 *24%*	16 *34%*	182 *27%*	19 *29%*	7 *26%*	9 *38%*
Mobile phone service - changes to minutes allowance	**160** *20%*	70 *19%*	89 *22%*	11 *15%*	30 *19%*	41 *24%h*	42 *27%h*	20 *17%*	8 *10%*	8 *23%*	43 *23%*	48 *24%*	32 *16%*	32 *19%*	13 *27%*	8 *11%*	19 *17%*	15 *34%*	20 *22%*	22 *20%*	12 *18%*	17 *22%*	11 *23%*	137 *21%*	12 *18%*	7 *24%*	4 *18%*
Any on-demand and streaming TV and video services that you pay to receive	**122** *16%*	56 *15%*	65 *16%*	19 *26%fghi*	33 *21%fhi*	35 *21%fhi*	16 *10%*	13 *11%i*	6 *7%*	- -	37 *20%*	25 *13%*	26 *13%*	31 *18%*	9 *19%*	12 *18%*	27 *24%y*	3 *7%*	11 *12%*	15 *14%*	8 *11%*	12 *16%*	5 *10%*	102 *15%*	13 *19%*	3 *11%*	4 *16%*
Fixed landline telephone (to make calls on)	**119** *15%*	57 *15%*	62 *15%*	1 *1%*	11 *7%*	24 *14%c*	23 *15%c*	32 *27%cdef*	19 *25%cd*	10 *28%cd*	31 *17%*	29 *15%*	38 *19%*	20 *12%*	6 *12%*	13 *18%*	12 *11%*	2 *5%*	11 *13%*	25 *24%rwy*	14 *20%*	7 *8%*	9 *18%*	99 *15%*	10 *15%*	5 *18%*	5 *22%w*
Don't know	**76** *10%*	34 *9%*	41 *10%*	12 *16%ef*	18 *11%*	9 *6%*	8 *5%*	14 *12%*	12 *15%ef*	3 *8%*	24 *13%k*	11 *5%*	14 *7%*	23 *13%k*	3 *6%*	6 *9%*	17 *15%B*	3 *6%*	8 *9%*	11 *10%*	5 *8%*	10 *13%*	5 *11%*	68 *10%*	6 *10%*	1 *4%*	* *2%*
Refused	**11** *1%*	6 *2%*	5 *1%*	1 *1%*	3 *2%*	2 *1%*	1 *1%*	3 *3%*	1 *1%*	- -	1 *1%*	4 *2%*	1 *	4 *2%*	1 *2%*	1 *1%*	1 *1%*	- -	1 *1%*	1 *1%*	2 *3%*	1 *1%*	- -	8 *1%*	2 *3%*	1 *4%*	1 *2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 118
COM13 - Which of these services did you, or someone in your household, change in the last month in order to make them more affordable?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE
A MOBILE PHONE WHO HAVE MADE CHANGES TO THEIR COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUES

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**749**	248	501	302	80	70	265	31	452	296	148	376	218	120	236	155	235	337	342	679	70	650	90
Weighted Base	**781**	294	488	332	95*	76*	243	35**	503	278	153	401	220	117*	231	160	270	358	344	703	79*	645	128*
A TV service with additional channels you pay to receive	**253** *32%*	106 *36%*	147 *30%*	108 *32%*	35 *37%e*	15 *19%*	83 *34%e*	11 *31%*	158 *31%e*	94 *34%e*	46 *30%*	142 *35%*	62 *28%*	32 *27%*	79 *34%*	50 *31%*	91 *34%*	118 *33%*	117 *34%*	236 *34%*	17 *22%*	220 *34%*	30 *24%*
Mobile phone service - changes to data allowance	**224** *29%*	90 *31%*	134 *27%*	108 *33%d*	18 *19%*	28 *37%d*	60 *25%*	9 *26%*	154 *31%d*	69 *25%*	32 *21%*	118 *29%*	74 *34%j*	28 *24%*	60 *26%*	56 *35%*	80 *30%*	109 *30%*	94 *27%*	202 *29%*	22 *27%*	175 *27%*	47 *36%*
Fixed broadband	**217** *28%*	91 *31%*	126 *26%*	84 *25%*	31 *33%*	23 *31%*	76 *31%i*	3 *8%*	138 *27%*	79 *28%*	46 *30%*	118 *29%*	51 *23%*	29 *24%*	72 *31%*	37 *23%*	78 *29%*	98 *27%*	103 *30%*	201 *29%*	16 *20%*	184 *28%*	29 *23%*
Mobile phone service - changes to minutes allowance	**160** *20%*	63 *21%*	97 *20%*	78 *24%*	18 *19%*	13 *17%*	43 *18%*	8 *22%*	109 *22%*	51 *18%*	19 *13%*	92 *23%j*	48 *22%j*	15 *13%*	50 *22%*	38 *24%*	56 *21%*	73 *20%*	71 *20%*	143 *20%*	17 *21%*	134 *21%*	23 *18%*
Any on-demand and streaming TV and video services that you pay to receive	**122** *16%*	50 *17%*	72 *15%*	57 *17%f*	16 *17%*	12 *15%*	25 *10%*	11 *31%*	85 *17%f*	36 *13%f*	18 *12%*	67 *17%*	36 *16%*	14 *12%*	33 *14%*	20 *13%*	55 *20%*	39 *11%*	64 *18%qs*	103 *15%q*	19 *24%q*	97 *15%*	22 *17%*
Fixed landline telephone (to make calls on)	**119** *15%*	42 *14%*	78 *16%*	35 *10%*	23 *24%ch*	10 *12%*	50 *21%chi*	2 *6%*	67 *13%c*	52 *19%c*	28 *18%l*	69 *17%l*	22 *10%*	23 *20%o*	42 *18%o*	16 *10%*	37 *14%*	58 *16%*	55 *16%*	113 *16%*	6 *8%*	99 *15%*	18 *14%*
Don't know	**76** *10%*	24 *8%*	51 *10%*	30 *9%*	8 *8%*	7 *9%*	25 *10%*	6 *17%*	44 *9%*	31 *11%*	22 *14%k*	32 *8%*	22 *10%*	17 *14%p*	24 *11%*	16 *10%*	18 *7%*	34 *9%*	31 *9%*	65 *9%*	11 *13%*	54 *8%*	21 *16%u*
Refused	**11** *1%*	2 *1%*	9 *2%*	5 *2%*	- -	3 *4%*	2 *1%*	1 *3%*	8 *2%*	3 *1%*	1 *1%*	9 *2%*	2 *1%*	1 *1%*	6 *3%*	2 *1%*	2 *1%*	5 *1%*	6 *2%*	10 *1%*	1 *1%*	10 *2%*	1 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 119
COM13 - Which of these services did you, or someone in your household, change in the last month in order to make them more affordable?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE
A MOBILE PHONE WHO HAVE MADE CHANGES TO THEIR COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUES

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**749**	549	134	729	511	592	664	318	78	671	181	25	23	176	229	176	67	206	250
Weighted Base	**781**	550	146	762	523	629	690	335	84*	697	176	23**	28**	173	227	173	79*	208	262
A TV service with additional channels you pay to receive	**253** ***32%***	208 38%cefg	46 *32%*	247 *32%*	253 48%abce fg	214 *34%*	234 34%c	104 *31%*	17 *20%*	236 34%h	41 *23%*	12 *50%*	9 *31%*	101 59%jn	61 27%j	101 59%jn	22 *28%*	66 *32%*	93 *36%*
Mobile phone service - changes to data allowance	**224** ***29%***	146 *27%*	44 *30%*	224 29%ad	134 *26%*	178 *28%*	203 29%ad	97 *29%*	20 *24%*	203 *29%*	53 *30%*	2 *11%*	12 *43%*	44 *26%*	67 *30%*	44 *26%*	28 *35%*	64 *31%*	77 *29%*
Fixed broadband	**217** ***28%***	160 *29%*	40 *27%*	213 *28%*	142 *27%*	172 *27%*	217 31%cdeg	84 *25%*	- -	217 31%h	63 *36%*	4 *16%*	8 *30%*	52 *30%*	75 *33%*	52 *30%*	23 *29%*	64 *31%*	73 *28%*
Mobile phone service - changes to minutes allowance	**160** ***20%***	113 *21%*	26 *18%*	160 *21%*	101 *19%*	127 *20%*	144 *21%*	76 *23%*	16 *19%*	144 *21%*	43 *24%*	4 *17%*	8 *29%*	29 *17%*	55 *24%*	29 *17%*	21 *27%*	46 *22%*	49 *19%*
Any on-demand and streaming TV and video services that you pay to receive	**122** ***16%***	70 *13%*	19 *13%*	115 15%ad	64 *12%*	122 19%acdf	101 15%ad	54 16%d	20 *23%*	102 *15%*	19 *11%*	1 *4%*	4 *14%*	24 *14%*	24 *11%*	24 *14%*	18 *23%*	26 *13%*	41 *16%*
Fixed landline telephone (to make calls on)	**119** ***15%***	119 22%bcdefg	5 *4%*	112 15%b	80 15%b	86 14%b	109 16%bce	49 15%b	6 *8%*	113 *16%*	41 23%n	2 *9%*	1 *4%*	35 *21%*	44 *19%*	35 *21%*	15 *19%*	41 *20%*	38 *15%*
Don't know	**76** ***10%***	51 *9%*	12 *8%*	75 10%ef	43 *8%*	53 *8%*	54 *8%*	38 11%def	21 24%i	55 *8%*	9 *5%*	5 *23%*	3 *12%*	7 *4%*	18 8%j	7 *4%*	3 *4%*	18 *9%*	21 *8%*
Refused	**11** ***1%***	6 *1%*	4 3%de	11 1%def	4 *1%*	5 *1%*	7 *1%*	3 *1%*	4 4%i	7 *1%*	3 *1%*	1 *4%*	- -	- -	3 *1%*	- -	- -	3 *2%*	5 *2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 120
COM13 - Which of these services did you, or someone in your household, change in the last month in order to make them more affordable?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE
A MOBILE PHONE WHO HAVE MADE CHANGES TO THEIR COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUES

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**749**	108	749	88	31	52	749	-	188	-	749	-	-	-	-	-	-	149	212	209	115
Weighted Base	**781**	120*	781	95*	38**	55*	781	-**	208	-**	781	-**	-**	-**	-**	-**	-**	160	224	243	131*
A TV service with additional channels you pay to receive	**253** ***32%***	45 *37%*	253 *32%*	35 *37%*	12 *32%*	23 *42%*	253 *32%*	- -	76 *37%*	- -	253 *32%*	-	-	-	-	-	-	55 *34%*	75 *34%*	83 *34%*	31 *24%*
Mobile phone service - changes to data allowance	**224** ***29%***	30 *25%*	224 *29%*	30 *31%*	12 *32%*	14 *24%*	224 *29%*	- -	58 *28%*	- -	224 *29%*	-	-	-	-	-	-	34 *21%*	58 *26%*	74 *30%*	51 39%qr
Fixed broadband	**217** ***28%***	28 *23%*	217 28%e	24 25%e	5 *14%*	7 *13%*	217 28%e	- -	50 24%e	- -	217 *28%*	-	-	-	-	-	-	44 *27%*	60 *27%*	70 *29%*	34 *26%*
Mobile phone service - changes to minutes allowance	**160** ***20%***	22 *19%*	160 *20%*	23 *24%*	13 *34%*	13 *24%*	160 *20%*	- -	43 *21%*	- -	160 *20%*	-	-	-	-	-	-	28 *18%*	46 *21%*	51 *21%*	30 *23%*
Any on-demand and streaming TV and video services that you pay to receive	**122** ***16%***	28 24%bf	122 *16%*	15 *16%*	6 *16%*	10 *18%*	122 *16%*	- -	40 *19%*	- -	122 *16%*	-	-	-	-	-	-	34 21%r	24 *11%*	34 *14%*	26 20%r
Fixed landline telephone (to make calls on)	**119** ***15%***	15 *12%*	119 *15%*	13 *14%*	2 *6%*	3 *6%*	119 *15%*	- -	26 *13%*	- -	119 *15%*	-	-	-	-	-	-	30 *18%*	31 *14%*	35 *15%*	18 *14%*
Don't know	**76** ***10%***	9 *8%*	76 *10%*	10 *10%*	6 *16%*	6 *11%*	76 *10%*	- -	18 *9%*	- -	76 *10%*	-	-	-	-	-	-	15 *10%*	26 *12%*	26 *11%*	7 *6%*
Refused	**11** ***1%***	2 *1%*	11 *1%*	- -	1 *3%*	1 *2%*	11 *1%*	- -	2 *1%*	- -	11 *1%*	-	-	-	-	-	-	1 *1%*	8 4%s	1 *	1 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 121
COM13 - Which of these services did you, or someone in your household, change in the last month in order to make them more affordable?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE
A MOBILE PHONE WHO HAVE MADE CHANGES TO THEIR COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUES

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**749**	443	39	-	-	105	644	38	43	83	74	114	179	124	199	154	245	481
Weighted Base	**781**	474	45**	-**	-**	107*	674	41**	45*	85*	81*	117*	189	127	200	187	262	497
A TV service with additional channels you pay to receive	**253** *32%*	157 *33%*	10 *23%*	- -	- -	46 *43%f*	206 *31%*	15 *37%*	21 *45%i*	20 *24%*	28 *34%*	31 *27%*	71 *38%*	31 *24%*	64 *32%*	72 *38%m*	95 *36%*	152 *30%*
Mobile phone service - changes to data allowance	**224** *29%*	136 *29%*	18 *39%*	- -	- -	25 *23%*	199 *29%*	8 *20%*	8 *18%*	32 *37%*	21 *26%*	44 *37%h*	56 *30%*	38 *30%*	61 *30%*	56 *30%*	78 *30%*	140 *28%*
Fixed broadband	**217** *28%*	133 *28%*	18 *40%*	- -	- -	20 *19%*	197 *29%*	12 *29%*	15 *33%*	24 *29%*	26 *32%*	31 *27%*	54 *28%*	32 *25%*	57 *29%*	60 *32%*	72 *28%*	138 *28%*
Mobile phone service - changes to minutes allowance	**160** *20%*	86 *18%*	12 *27%*	- -	- -	19 *18%*	141 *21%*	9 *23%*	6 *12%*	21 *24%*	17 *21%*	26 *22%*	37 *20%*	29 *23%*	41 *20%*	28 *15%*	53 *20%*	104 *21%*
Any on-demand and streaming TV and video services that you pay to receive	**122** *16%*	76 *16%*	5 *12%*	- -	- -	13 *12%*	109 *16%*	9 *23%*	2 *5%*	12 *14%*	22 *27%hk*	11 *9%*	34 *18%*	20 *16%*	31 *15%*	29 *16%*	41 *16%*	76 *15%*
Fixed landline telephone (to make calls on)	**119** *15%*	81 *17%*	6 *13%*	- -	- -	11 *10%*	108 *16%*	9 *22%*	10 *21%*	18 *21%*	14 *18%*	13 *11%*	30 *16%*	22 *17%*	33 *17%*	33 *17%*	43 *17%*	72 *15%*
Don't know	**76** *10%*	43 *9%*	3 *6%*	- -	- -	14 *13%*	62 *9%*	3 *7%*	4 *9%*	7 *9%*	8 *10%*	7 *6%*	11 *6%*	12 *10%*	17 *8%*	14 *7%*	24 *9%*	49 *10%*
Refused	**11** *1%*	6 *1%*	1 *2%*	- -	- -	2 *2%*	9 *1%*	- -	1 *2%*	2 *3%*	1 *1%*	4 *3%*	1 *	2 *2%*	3 *1%*	2 *1%*	2 *1%*	8 *2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 122
COM14 - Have you or anyone in your household reduced the amount you spend on items such as food or clothes, etc. in order to afford your media/communication service payments in the last month?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
Yes	**361** ***5%***	125 *4%*	234 6%a	69 9%efg hi	78 6%ghi	69 6%ghi	59 5%hi	44 4%h	24 *2%*	16 *2%*	45 *2%*	93 5%j	75 5%j	139 8%jkl	27 *5%*	28 *4%*	64 7%qvy B	20 7%v	47 6%v	45 *5%*	18 *3%*	27 *4%*	28 *5%*	304 5%v	36 6%v	13 *4%*	8 *4%*
No	**6759** ***94%***	3332 96%b	3396 *93%*	676 *88%*	1149 93%c	1068 93%c	1167 94%c	1062 95%cd	973 97%cd efg	651 96%cd e	1837 97%kl m	1731 94%m	1406 94%m	1520 *90%*	484 *95%*	644 95%r	864 *92%*	265 *91%*	734 *93%*	924 *94%*	596 96%rs	601 95%r	548 *94%*	5659 94%r	572 *94%*	327 96%rs	201 96%rs
Don't know	**58** ***1%***	22 *1%*	36 *1%*	20 3%def gh	12 1%h	6 *1%*	5 *	5 *	2 *	8 1%fh	6 *	9 *1%*	10 *1%*	25 1%jk	1 *	4 *1%*	11 *1%*	2 *1%*	7 *1%*	13 *1%*	7 *1%*	4 *1%*	5 *1%*	55 *1%*	2 *	1 *	1 *
Refused	**13** *	8 *	3 *	- -	1 *	2 *	6 *	3 *	1 *	- -	2 *	2 *	3 *	4 *	- -	1 *	3 *	3 1%tuw xy	- -	1 *	2 *	- -	- -	11 *	1 *	1 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 123
COM14 - Have you or anyone in your household reduced the amount you spend on items such as food or clothes, etc. in order to afford your media/communication service payments in the last month?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
Yes	**361**	133	228	110	49	36	133	32	195	164	110	149	97	82	91	77	106	184	119	302	58	256	101
	5%	6%b	*4%*	*4%*	7%ch	*6%*	5%c	12%cdefhi	5%c	6%cf	6%k	*4%*	*5%*	*5%*	*4%*	6%n	5%n	6%rs	*4%*	5%r	6%r	*4%*	11%u
No	**6759**	1895	4864	2761	679	592	2488	227	4032	2715	1676	3383	1641	1481	2291	1141	1808	3116	2769	5885	874	5911	808
	94%	*93%*	95%a	95%defghi	92%g	93%g	*94%gi*	*86%*	95%dgi	93%g	*93%*	95%jl	*93%*	*94%*	95%op	*93%*	*93%*	94%t	95%qst	94%qt	*91%*	95%v	*87%*
Don't know	**58**	15	44	14	7	5	28	4	26	32	10	21	26	9	16	7	25	18	12	30	28	38	19
	1%	*1%*	*1%*	*	*1%*	*1%*	1%c	*2%*	*1%*	1%ch	*1%*	*1%*	1%jk	*1%*	*1%*	*1%*	*1%*	*1%*	*	*	3%qrs	*1%*	2%u
Refused	**13**	2	11	6	2	3	-	-	12	-	1	4	7	1	4	3	4	2	8	11	2	12	1
	*	*	*	*fi	*fi	1%fi	-	-	*fi	-	*	*	*	*	*	*	*	*	*	*q	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 124
COM14 - Have you or anyone in your household reduced the amount you spend on items such as food or clothes, etc. in order to afford your media/communication service payments in the last month?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
Yes	**361**	229	71	347	215	256	298	134	56	305	75	13	13	55	100	55	69	111	43
	5%	*4%*	6%a	5%a	5%a	5%a	5%a	*5%*	*5%*	*5%*	*4%*	*5%*	*5%*	*4%*	*4%*	*4%*	13%qr	6%r	*2%*
No	**6759**	4956	1049	6449	3996	4659	5649	2541	942	5817	1772	213	260	1253	2246	1253	458	1588	2326
	94%	95%bce	*93%*	*94%*	*94%*	*94%*	94%ce	*94%*	*92%*	94%h	*96%*	*93%*	*95%*	*96%*	*95%*	*96%*	*86%*	93%p	98%pq
Don't know	**58**	37	7	50	25	33	28	21	22	36	6	*	1	1	8	1	3	8	5
	1%	1%f	*1%*	1%f	*1%*	1%f	*	1%f	2%i	*1%*	*	*	*	*	*	*	*1%*	*	*
Refused	**13**	10	-	13	7	7	5	3	8	5	-	4	-	1	4	1	-	*	3
	*****	*f	-	*f	*f	*	*	*	1%i	*	-	2%jlmno	-	*	*	*	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 125
COM14 - Have you or anyone in your household reduced the amount you spend on items such as food or clothes, etc. in order to afford your media/communication service payments in the last month?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
Yes	**361**	65	95	361	54	67	361	-	172	-	361	-	-	-	-	-	-	69	88	114	82
	5%	21%bg	12%g	100%abdefgh	38%abfg	47%abfg	28%abg	-	54%abdfg	-	*28%*	-	-	-	-	-	-	*5%*	*4%*	*5%*	7%r
No	**6759**	239	682	-	87	74	918	5841	144	-	918	-	-	-	-	-	-	1395	1904	2134	1125
	94%	78%cdefh	87%acdefh	-	61%ch	53%c	71%cdeh	99%abcdefh	45%c	-	*71%*	-	-	-	-	-	-	95%t	94%t	94%t	92%
Don't know	**58**	4	5	-	1	-	9	50	2	-	9	-	-	-	-	-	-	8	21	15	13
	1%	*1%*	*1%*	-	*1%*	-	*1%*	*1%*	*	-	*1%*	-	-	-	-	-	-	*1%*	*1%*	*1%*	*1%*
Refused	**13**	-	-	-	-	-	-	13	-	-	-	-	-	-	-	-	-	1	5	4	2
	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 126
COM14 - Have you or anyone in your household reduced the amount you spend on items such as food or clothes, etc. in order to afford your media/communication service payments in the last month?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
Yes	**361**	165	66	-	-	86	271	43	48	51	32	28	27	32	57	134	188	153
	5%	*3%*	33%a	-	-	11%f	*4%*	13%ijkl	12%ijkl	7%kl	5%l	3%l	*2%*	*2%*	*2%*	12%mn	10%q	*3%*
No	**6759**	4509	126	-	-	667	6065	279	345	632	643	795	1701	1262	2374	932	1738	4783
	94%	96%b	*64%*	-	-	*87%*	95%e	*87%*	*87%*	92%gh	94%gh	96%ghi	98%ghijk	97%o	97%o	*86%*	*89%*	96%p
Don't know	**58**	30	4	-	-	11	38	-	2	2	7	2	3	7	13	11	18	24
	1%	*1%*	2%a	-	-	1%f	*1%*	-	*	*	1%l	*	*	*1%*	*1%*	*1%*	*1%*	*
Refused	**13**	5	-	-	-	-	5	-	-	-	-	*	3	-	1	4	-	6
	*****	*	-	-	-	-	*	-	-	-	-	*	*	-	*	*	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 127
COM15 - Have you or anyone in your household missed a payment for any of your media/communications services in the last month?
This relates to missed payments that you haven't discussed or agreed with your provider beforehand.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
Yes	**142**	52	88	38	36	30	26	10	1	2	10	19	42	66	5	16	24	6	25	16	7	21	8	128	10	2	2
	2%	*1%*	2%a	5%efg hi	3%ghi	3%ghi	2%ghi	1%h	*	*	*1%*	*1%*	3%jk	4%jk	*1%*	2%A	3%A	*2%*	3%pvA B	*2%*	*1%*	3%puv AB	*1%*	2%A	*2%*	*1%*	*1%*
No	**6990**	3404	3556	704	1196	1109	1203	1098	996	669	1873	1801	1434	1609	507	656	907	280	759	955	610	607	566	5847	600	336	207
	97%	*98%*	*97%*	*92%*	96%c	97%c	97%c	99%c def	100%cd ef	99%cd ef	99%kl m	98%lm	*96%*	*95%*	99%qrtu wy	*97%*	*96%*	*97%*	*96%*	*97%*	*98%*	*96%*	*97%*	*97%*	98%rt w	98%w	99%rtwv
Don't know	**45**	23	21	20	7	3	4	2	4	4	3	14	11	12	-	4	5	4	4	12	4	4	4	41	-	3	1
	1%	*1%*	*1%*	3%def ghi	*1%*	*	*	*	*	*1%*	*	1%j	1%j	1%j	-	*1%*	*	1%pz	*1%*	1%pz	*1%*	*1%*	1%z	1%z	-	1%z	1%z
Refused	**13**	9	4	3	1	3	2	3	-	1	2	1	7	1	-	1	6	-	-	-	2	-	3	12	1	1	-
	*	*	*	*	*	*	*	*	-	*	*	*	*k	*	-	*	1%uy	-	-	-	*	-	*	*	*	*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 128
COM15 - Have you or anyone in your household missed a payment for any of your media/communications services in the last month?
This relates to missed payments that you haven't discussed or agreed with your provider beforehand.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
Yes	**142**	69	74	44	20	10	43	22	74	66	41	62	40	20	40	31	51	80	30	110	32	105	38
	2%	3%b	*1%*	2%	3%c	2%	2%	9%cdefhi	2%	2%f	2%	2%	2%	*1%*	2%	3%m	3%m	2%rs	*1%*	2%r	3%rs	2%	4%u
No	**6990**	1952	5038	2827	711	622	2585	234	4160	2820	1749	3472	1708	1547	2347	1188	1866	3230	2858	6088	902	6075	871
	97%	95%	98%a	98%gi	96%g	98%g	98%gi	*89%*	98%g	97%g	*97%*	98%l	*96%*	98%op	98%p	*97%*	*96%*	97%t	98%qst	98%qt	*94%*	98%v	*94%*
Don't know	**45**	21	24	17	4	1	19	4	22	23	6	19	19	6	9	7	21	8	12	19	26	28	16
	1%	1%b	*	*1%*	*1%*	*	*1%*	1%e	*1%*	*1%*	*	*1%*	1%j	*	*	*1%*	1%mn	*	*	*	3%qrs	*	2%u
Refused	**13**	2	11	3	2	4	1	2	9	3	1	6	6	1	6	2	5	3	8	10	3	9	4
	*	*	*	*	*	1%cfi	*	1%cfi	*	*f	*	*	*	*	*	*	*	*	*	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 129
COM15 - Have you or anyone in your household missed a payment for any of your media/communications services in the last month?
This relates to missed payments that you haven't discussed or agreed with your provider beforehand.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
Yes	**142**	77	31	139	85	119	121	56	21	122	37	-	3	23	40	23	26	50	12
	2%	*1%*	3%a	2%a	2%a	2%acdf	2%a	2%a	*2%*	*2%*	*2%*	-	*1%*	*2%*	*2%*	*2%*	5%r	3%r	*1%*
No	**6990**	5127	1093	6664	4132	4805	5837	2621	974	6016	1813	229	270	1285	2313	1285	498	1651	2360
	97%	98%cdefg	*97%*	*97%*	97%e	*97%*	98%ce	*97%*	*95%*	98%h	*98%*	*100%*	*99%*	*98%*	*98%*	*98%*	*94%*	97%p	99%pq
Don't know	**45**	20	3	43	18	26	18	17	25	20	3	-	-	1	3	1	6	4	1
	1%	*	*	1%adf	*	1%f	*	1%f	2%i	*	*	-	-	*	*	*	1%qr	*	*
Refused	**13**	8	-	13	7	6	6	5	8	6	1	1	1	1	3	1	-	2	3
	*******	*	-	*ef	*	*	*	*	1%i	*	*	*	*	*	*	*	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 130
COM15 - Have you or anyone in your household missed a payment for any of your media/communications services in the last month?
This relates to missed payments that you haven't discussed or agreed with your provider beforehand.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
Yes	**142**	28	38	54	142	46	142	-	92	-	142	-	-	-	-	-	-	20	39	59	22
	2%	9%bg	5%g	15%abfg	100%abcefgh	32%abcfg	11%bg	-	29%abcfg	-	*11%*	-	-	-	-	-	-	*1%*	*2%*	3%q	*2%*
No	**6990**	274	738	300	-	90	1131	5859	219	-	1131	-	-	-	-	-	-	1443	1960	2192	1188
	97%	89%cdeh	94%acdefh	83%deh	-	64%d	88%cdeh	99%abcdefh	69%d	-	*88%*	-	-	-	-	-	-	98%s	*97%*	*97%*	*97%*
Don't know	**45**	6	5	7	-	5	15	31	7	-	15	-	-	-	-	-	-	8	11	16	8
	1%	2%bg	*1%*	2%g	-	4%bfg	1%bg	*1%*	2%bg	-	*1%*	-	-	-	-	-	-	*1%*	*1%*	*1%*	*1%*
Refused	**13**	-	-	-	-	-	-	13	-	-	-	-	-	-	-	-	-	2	8	1	2
	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*s	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 131
COM15 - Have you or anyone in your household missed a payment for any of your media/communications services in the last month?
This relates to missed payments that you haven't discussed or agreed with your provider beforehand.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
Yes	**142**	72	26	-	-	40	100	11	16	33	9	9	11	14	23	59	100	37
	2%	*2%*	13%a	-	-	5%f	*2%*	4%kl	4%jkl	5%jkl	*1%*	*1%*	*1%*	*1%*	*1%*	5%mn	5%q	*1%*
No	**6990**	4613	159	-	-	713	6246	308	379	648	670	815	1720	1282	2408	1012	1819	4906
	97%	98%b	*81%*	-	-	*93%*	98%e	*95%*	*96%*	*94%*	98%ghi	99%ghi	99%ghi	99%o	98%o	*94%*	*94%*	99%p
Don't know	**45**	17	11	-	-	9	27	3	1	3	3	2	1	3	14	9	22	17
	1%	*	6%a	-	-	1%f	*	1%l	*	*	*	*	*	*	*1%*	*1%*	1%q	*
Refused	**13**	5	-	-	-	2	6	-	-	2	-	-	3	2	1	1	2	6
	*******	*	-	-	-	*	*	-	-	*	-	-	*	*	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 132
COM16 - Which services did you or someone in your household miss a payment for? If this relates to a package of services, then please mention all services included.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE MISSED A PAYMENT FOR A COMMUNICATION SERVICES IN THE LAST MONTH

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**111**	36	73	31	29	22	20	6	1	2	7	23	30	44	5	12	20	3	18	11	5	15	6	95	9	2	5
Weighted Base	**142***	52**	88*	38**	36**	30**	26**	10**	1**	2**	10**	19**	42**	66*	5**	16**	24**	6**	25**	16**	7**	21**	8**	128*	10**	2**	2**
Mobile phone service	**69**	35	33	18	16	11	18	5	1	-	5	7	25	30	3	7	12	5	10	10	4	13	3	66	3	-	*
	49%	*67%*	*37%*	*48%*	*44%*	*36%*	*69%*	*54%*	*100%*	-	*48%*	*37%*	*59%*	*46%*	*67%*	*41%*	*49%*	*81%*	*40%*	*66%*	*48%*	*60%*	*41%*	*52%*	*25%*	-	*21%*
Fixed broadband	**43**	12	31	4	8	16	5	7	-	2	1	9	10	22	-	4	9	1	12	1	1	5	1	34	5	1	2
	30%	*23%*	*35%*	*12%*	*23%*	*54%*	*20%*	*71%*	-	*100%*	*8%*	*47%*	*23%*	*34%*	-	*27%*	*36%*	*19%*	*50%*	*5%*	*9%*	*25%*	*14%*	*27%*	*51%*	*62%*	*100%*
A TV service with additional channels you pay to receive	**25**	6	19	4	7	7	2	3	-	1	2	3	6	13	-	5	4	-	2	3	-	4	-	18	6	-	1
	18%	*11%*	*22%*	*11%*	*20%*	*25%*	*8%*	*31%*	-	*54%*	*20%*	*16%*	*15%*	*20%*	-	*31%*	*18%*	-	*8%*	*19%*	-	*17%*	-	*14%*	*64%*	-	*33%*
Any on-demand and streaming TV and video services that you pay to receive	**21**	7	14	11	4	4	1	1	-	-	-	2	6	11	1	2	2	-	1	5	3	1	4	19	1	-	1
	14%	*13%*	*15%*	*29%*	*12%*	*13%*	*2%*	*9%*	-	-	-	*12%*	*15%*	*17%*	*15%*	*11%*	*9%*	-	*6%*	*32%*	*43%*	*4%*	*45%*	*15%*	*12%*	-	*31%*
Fixed landline telephone (to make calls on)	**17**	5	12	1	1	4	5	5	-	1	1	4	3	8	1	2	4	1	3	-	1	1	-	13	3	1	*
	12%	*9%*	*14%*	*2%*	*3%*	*14%*	*18%*	*56%*	-	*46%*	*8%*	*21%*	*8%*	*12%*	*18%*	*14%*	*17%*	*19%*	*12%*	-	*9%*	*4%*	-	*10%*	*27%*	*62%*	*18%*
Don't know	**9**	1	8	2	4	1	2	-	-	-	1	-	1	5	-	-	2	-	1	4	-	3	-	9	-	-	-
	6%	*1%*	*9%*	*4%*	*12%*	*4%*	*6%*	-	-	-	*9%*	-	*3%*	*8%*	-	-	*6%*	-	*3%*	*24%*	-	*12%*	-	*7%*	-	-	-
Refused	**4**	-	4	1	2	-	1	-	-	-	1	-	1	1	-	-	-	-	2	-	-	1	-	3	-	1	-
	2%	-	*4%*	*2%*	*6%*	-	*2%*	-	-	-	*15%*	-	*2%*	*2%*	-	-	-	-	*9%*	-	-	*3%*	-	*2%*	-	*38%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 133
COM16 - Which services did you or someone in your household miss a payment for? If this relates to a package of services, then please mention all services included.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE MISSED A PAYMENT FOR A COMMUNICATION SERVICES IN THE LAST MONTH

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**111**	49	62	33	17	7	35	18	57	53	30	48	33	16	32	23	40	59	25	84	27	87	24
Weighted Base	**142***	69*	74*	44**	20**	10**	43**	22**	74*	66*	41**	62*	40**	20**	40**	31**	51*	80*	30**	110*	32**	105*	38**
Mobile phone service	**69**	37	32	24	6	5	22	13	35	35	17	35	17	8	16	17	28	38	15	54	16	46	24
	49%	*54%*	*44%*	*55%*	*29%*	*51%*	*50%*	*57%*	*47%*	*53%*	*42%*	*57%*	*44%*	*43%*	*39%*	*56%*	*54%*	*48%*	*51%*	*49%*	*49%*	*44%*	*63%*
Fixed broadband	**43**	20	23	10	9	4	17	-	23	17	18	18	7	11	10	11	11	33	6	39	4	28	14
	30%	*29%*	*31%*	*23%*	*46%*	*42%*	*38%*	-	*32%*	*25%*	*44%*	*29%*	*18%*	*55%*	*25%*	*36%*	*21%*	*41%*	*21%*	*35%*	*12%*	*27%*	*38%*
A TV service with additional channels you pay to receive	**25**	13	13	4	6	3	9	3	13	12	12	8	5	8	4	7	7	18	5	23	2	23	2
	18%	*18%*	*17%*	*10%*	*29%*	*31%*	*21%*	*11%*	*18%*	*18%*	*29%*	*13%*	*14%*	*40%*	*9%*	*22%*	*13%*	*23%*	*15%*	*21%*	*7%*	*22%*	*6%*
Any on-demand and streaming TV and video services that you pay to receive	**21**	9	12	7	2	3	5	3	12	8	7	5	9	3	6	2	10	6	7	13	8	19	1
	14%	*13%*	*16%*	*17%*	*11%*	*30%*	*13%*	*12%*	*17%*	*13%*	*17%*	*8%*	*23%*	*15%*	*14%*	*7%*	*19%*	*7%*	*23%*	*12%*	*25%*	*18%*	*3%*
Fixed landline telephone (to make calls on)	**17**	7	10	3	2	3	9	1	8	10	11	5	1	8	2	5	2	16	1	16	1	11	6
	12%	*11%*	*13%*	*6%*	*12%*	*27%*	*20%*	*4%*	*10%*	*15%*	*27%*	*8%*	*3%*	*40%*	*5%*	*17%*	*4%*	*20%*	*2%*	*15%*	*3%*	*11%*	*15%*
Don't know	**9**	5	4	2	-	-	4	3	2	7	4	2	4	-	5	1	3	6	-	6	2	7	2
	6%	*7%*	*5%*	*5%*	-	-	*9%*	*12%*	*3%*	*10%*	*9%*	*2%*	*9%*	-	*13%*	*3%*	*5%*	*8%*	-	*6%*	*7%*	*7%*	*5%*
Refused	**4**	1	3	-	1	-	2	1	1	3	-	3	1	-	2	-	1	1	1	1	2	4	-
	2%	*1%*	*4%*	-	*4%*	-	*5%*	*3%*	*1%*	*4%*	-	*5%*	*2%*	-	*6%*	-	*3%*	*1%*	*2%*	*1%*	*7%*	*3%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 134
COM16 - Which services did you or someone in your household miss a payment for? If this relates to a package of services, then please mention all services included.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE MISSED A PAYMENT FOR A COMMUNICATION SERVICES IN THE LAST MONTH

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**111**	61	22	107	64	90	94	43	16	95	27	-	3	17	30	17	20	37	9
Weighted Base	**142***	77*	31**	139*	85*	119*	121*	56*	21**	122*	37**	-**	3**	23**	40**	23**	26**	50*	12**
Mobile phone service	**69**	33	20	69	34	54	57	27	13	57	22	-	2	8	23	8	16	22	7
	49%	*43%*	*64%*	50%d	*40%*	*46%*	*47%*	*49%*	*61%*	*47%*	*59%*	-	*48%*	*35%*	*58%*	*35%*	*63%*	*44%*	*55%*
Fixed broadband	**43**	27	13	41	29	35	43	17	-	43	16	-	1	12	17	12	6	22	2
	30%	*35%*	*43%*	*30%*	*34%*	*30%*	35%ce	*30%*	-	*35%*	*45%*	-	*30%*	*51%*	*44%*	*51%*	*23%*	*43%*	*16%*
A TV service with additional channels you pay to receive	**25**	15	3	24	25	23	22	10	3	22	1	-	-	8	1	8	6	14	*
	18%	*19%*	*9%*	*18%*	30%cef	*19%*	*18%*	*17%*	*16%*	*18%*	*2%*	-	-	*33%*	*2%*	*33%*	*25%*	*28%*	*2%*
Any on-demand and streaming TV and video services that you pay to receive	**21**	13	1	20	16	21	15	8	5	15	5	-	1	3	5	3	7	4	4
	14%	*17%*	*2%*	*14%*	*19%*	17%f	*13%*	*14%*	*26%*	*13%*	*13%*	-	*23%*	*12%*	*14%*	*12%*	*29%*	*7%*	*31%*
Fixed landline telephone (to make calls on)	**17**	17	-	15	9	13	16	6	-	17	9	-	-	4	9	4	3	6	1
	12%	22%cdef	-	*11%*	*11%*	*11%*	*13%*	*11%*	-	*14%*	*24%*	-	-	*19%*	*23%*	*19%*	*11%*	*12%*	*9%*
Don't know	**9**	3	-	7	4	9	6	5	3	6	1	-	-	-	1	-	-	-	-
	6%	*4%*	-	*5%*	*4%*	*7%*	*5%*	*9%*	*14%*	*5%*	*4%*	-	-	-	*3%*	-	-	-	-
Refused	**4**	2	1	4	2	3	3	2	1	3	1	-	-	-	1	-	1	-	-
	2%	*3%*	*2%*	*3%*	*2%*	*2%*	*2%*	*4%*	*3%*	*2%*	*4%*	-	-	-	*4%*	-	*2%*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 135
COM16 - Which services did you or someone in your household miss a payment for? If this relates to a package of services, then please mention all services included.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE MISSED A PAYMENT FOR A COMMUNICATION SERVICES IN THE LAST MONTH

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**111**	24	31	40	111	34	111	-	70	-	111	-	-	-	-	-	-	15	30	42	19
Weighted Base	**142***	28**	38**	54*	142*	46**	142*	-**	92*	-**	142*	-**	-**	-**	-**	-**	-**	20**	39**	59*	22**
Mobile phone service	**69** ***49%***	8 *30%*	16 *42%*	27 *49%*	69 *49%*	24 *53%*	69 *49%*	- -	44 *47%*	- -	69 *49%*	-	- -	- -	- -	- -	- -	10 *48%*	19 *49%*	31 *52%*	10 *43%*
Fixed broadband	**43** ***30%***	9 *34%*	12 *32%*	17 *31%*	43 *30%*	15 *32%*	43 *30%*	- -	28 *31%*	- -	43 *30%*	-	- -	- -	- -	- -	- -	6 *31%*	8 *20%*	17 *29%*	10 *44%*
A TV service with additional channels you pay to receive	**25** ***18%***	4 *14%*	6 *16%*	11 *20%*	25 *18%*	10 *21%*	25 *18%*	- -	17 *18%*	- -	25 *18%*	-	- -	- -	- -	- -	- -	5 *26%*	6 *16%*	6 *11%*	7 *31%*
Any on-demand and streaming TV and video services that you pay to receive	**21** ***14%***	5 *19%*	4 *10%*	9 *16%*	21 *14%*	6 *14%*	21 *14%*	- -	13 *14%*	- -	21 *14%*	-	- -	- -	- -	- -	- -	2 *11%*	9 *24%*	8 *14%*	- -
Fixed landline telephone (to make calls on)	**17** ***12%***	3 *11%*	5 *12%*	4 *7%*	17 *12%*	7 *14%*	17 *12%*	- -	10 *11%*	- -	17 *12%*	-	- -	- -	- -	- -	- -	3 *17%*	- -	6 *10%*	7 *32%*
Don't know	**9** ***6%***	4 *14%*	4 *11%*	- -	9 *6%*	2 *4%*	9 *6%*	- -	5 *5%*	- -	9 *6%*	-	- -	- -	- -	- -	- -	- -	4 *10%*	4 *7%*	1 *3%*
Refused	**4** ***2%***	2 *8%*	1 *4%*	3 *5%*	4 *2%*	1 *3%*	4 *2%*	- -	4 *4%*	- -	4 *2%*	-	- -	- -	- -	- -	- -	- -	- -	2 *4%*	1 *6%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 136
COM16 - Which services did you or someone in your household miss a payment for? If this relates to a package of services, then please mention all services included.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE MISSED A PAYMENT FOR A COMMUNICATION SERVICES IN THE LAST MONTH

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**111**	55	22	-	-	34	75	10	13	23	8	7	8	10	16	49	74	32
Weighted Base	**142***	72*	26**	-**	-**	40**	100*	11**	16**	33**	9**	9**	11**	14**	23**	59*	100*	37**
Mobile phone service	**69**	33	15	-	-	20	49	4	5	24	1	4	7	6	10	31	48	19
	49%	*45%*	*56%*	-	-	*50%*	*49%*	*34%*	*30%*	*73%*	*11%*	*48%*	*60%*	*43%*	*45%*	*53%*	*47%*	*53%*
Fixed broadband	**43**	20	9	-	-	12	29	3	8	10	5	3	1	1	8	20	31	11
	30%	*28%*	*34%*	-	-	*31%*	*29%*	*28%*	*52%*	*30%*	*57%*	*31%*	*8%*	*7%*	*34%*	*35%*	*31%*	*29%*
A TV service with additional channels you pay to receive	**25**	14	5	-	-	9	16	6	4	6	1	3	*	4	5	10	18	6
	18%	*19%*	*18%*	-	-	*22%*	*16%*	*56%*	*27%*	*17%*	*6%*	*37%*	*2%*	*26%*	*21%*	*17%*	*18%*	*17%*
Any on-demand and streaming TV and video services that you pay to receive	**21**	13	1	-	-	10	11	4	2	3	2	-	4	4	3	4	17	2
	14%	*18%*	*4%*	-	-	*25%*	*11%*	*34%*	*14%*	*9%*	*26%*	-	*34%*	*31%*	*12%*	*6%*	*17%*	*5%*
Fixed landline telephone (to make calls on)	**17**	8	5	-	-	4	12	2	4	3	2	-	-	-	2	12	12	5
	12%	*11%*	*21%*	-	-	*10%*	*12%*	*19%*	*24%*	*8%*	*19%*	-	-	-	*7%*	*20%*	*12%*	*14%*
Don't know	**9**	2	2	-	-	1	8	-	1	-	-	-	-	-	2	2	7	1
	6%	*2%*	*6%*	-	-	*2%*	*8%*	-	*8%*	-	-	-	-	-	*8%*	*4%*	*7%*	*4%*
Refused	**4**	1	1	-	-	1	2	1	-	-	-	-	-	-	1	1	1	2
	2%	*2%*	*2%*	-	-	*3%*	*2%*	*6%*	-	-	-	-	-	-	*3%*	*2%*	*1%*	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 137
COM16B - As a result of missing a payment your service did your provider disconnect you from this service against your will? - Summary table
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE *MISSED A PAYMENT FOR A SERVICE IN THE LAST MONTH*

	Mobile phone service	Fixed landline telephone	Fixed broadband	Pay TV service	Paid for on-demand or streaming TV or video service
Unweighted Base	47	15	37	23	16
Weighted Base	69	17	43	25	21
Yes	24 *34%*	2 *11%*	15 *35%*	9 *38%*	12 *57%*
No	46 *66%*	15 *89%*	28 *65%*	16 *62%*	9 *43%*

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 138
COM16B_1 - As a result of missing a payment for a mobile phone service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A MOBILE PHONE SERVICE IN THE LAST MONTH

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**47**	21	24	14	12	7	11	2	1	-	3	7	16	18	3	5	9	2	6	6	2	8	3	44	2	-	1
Weighted Base	**69***	35**	33**	18**	16**	11**	18**	5**	1**	-**	5**	7**	25**	30**	3**	7**	12**	5**	10**	10**	4**	13**	3**	66*	3**	-**	***
Yes	**24**	12	11	10	6	2	6	-	-	-	1	4	9	8	2	1	2	2	5	1	-	7	2	24	-	-	-
	34%	*34%*	*33%*	*56%*	*36%*	*19%*	*32%*	-	-	-	*25%*	*51%*	*37%*	*26%*	*73%*	*21%*	*19%*	*51%*	*48%*	*14%*	-	*52%*	*71%*	*36%*	-	-	-
No	**46**	23	22	8	10	9	13	5	1	-	4	3	16	23	1	5	10	2	5	9	4	6	1	43	3	-	*
	66%	*66%*	*67%*	*44%*	*64%*	*81%*	*68%*	*100%*	*100%*	-	*75%*	*49%*	*63%*	*74%*	*27%*	*79%*	*81%*	*49%*	*52%*	*86%*	*100%*	*48%*	*29%*	*64%*	*100%*	-	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 139
COM16B_1 - As a result of missing a payment for a mobile phone service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A MOBILE PHONE SERVICE IN THE LAST MONTH

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**47**	23	24	14	6	3	14	10	23	24	11	23	13	6	12	11	18	24	11	35	12	33	14
Weighted Base	**69***	37**	32**	24**	6**	5**	22**	13**	35**	35**	17**	35**	17**	8**	16**	17**	28**	38**	15**	54*	16**	46**	24**
Yes	**24**	9	14	8	4	3	4	5	15	9	1	10	13	1	4	4	15	7	6	14	10	14	10
	34%	*25%*	*45%*	*34%*	*65%*	*56%*	*18%*	*38%*	*43%*	*25%*	*4%*	*28%*	*76%*	*8%*	*26%*	*22%*	*54%*	*20%*	*41%*	*26%*	*63%*	*30%*	*42%*
No	**46**	28	18	16	2	2	18	8	20	26	17	25	4	8	12	14	13	31	9	40	6	32	14
	66%	*75%*	*55%*	*66%*	*35%*	*44%*	*82%*	*62%*	*57%*	*75%*	*96%*	*72%*	*24%*	*92%*	*74%*	*78%*	*46%*	*80%*	*59%*	*74%*	*37%*	*70%*	*58%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 140
COM16B_1 - As a result of missing a payment for a mobile phone service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A MOBILE PHONE SERVICE IN THE LAST MONTH

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**47**	21	12	47	22	36	38	19	9	38	14	-	1	5	15	5	11	14	4
Weighted Base	**69***	33**	20**	69*	34**	54**	57*	27**	13**	57*	22**	-**	2**	8**	23**	8**	16**	22**	7**
Yes	**24**	14	5	24	14	19	19	8	5	19	5	-	-	3	5	3	6	4	1
	34%	*41%*	*26%*	*34%*	*41%*	*35%*	*33%*	*28%*	*37%*	*33%*	*23%*	-	-	*42%*	*21%*	*42%*	*35%*	*20%*	*18%*
No	**46**	19	15	46	20	35	38	19	8	38	17	-	2	5	18	5	11	18	6
	66%	*59%*	*74%*	*66%*	*59%*	*65%*	*67%*	*72%*	*63%*	*67%*	*77%*	-	*100%*	*58%*	*79%*	*58%*	*65%*	*80%*	*82%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 141
COM16B_1 - As a result of missing a payment for a mobile phone service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A MOBILE PHONE SERVICE IN THE LAST MONTH

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**47**	7	11	14	47	14	47	-	26	-	47	-	-	-	-	-	-	6	15	19	6
Weighted Base	**69***	8**	16**	27**	69*	24**	69*	-**	44**	-**	69*	-**	-**	-**	-**	-**	-**	10**	19**	31**	10**
Yes	**24**	3	6	9	24	5	24	-	12	-	24	-	-	-	-	-	-	2	7	14	1
	34%	*36%*	*34%*	*34%*	*34%*	*20%*	*34%*	-	*29%*	-	*34%*	-	-	-	-	-	-	*18%*	*35%*	*46%*	*13%*
No	**46**	5	11	18	46	19	46	-	31	-	46	-	-	-	-	-	-	8	12	17	8
	66%	*64%*	*66%*	*66%*	*66%*	*80%*	*66%*	-	*71%*	-	*66%*	-	-	-	-	-	-	*82%*	*65%*	*54%*	*87%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 142
COM16B_1 - As a result of missing a payment for a mobile phone service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A MOBILE PHONE SERVICE IN THE LAST MONTH

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**47**	22	10	-	-	14	33	3	3	15	1	3	4	4	6	22	30	14
Weighted Base	**69***	33**	15**	-**	-**	20**	49**	4**	5**	24**	1**	4**	7**	6**	10**	31**	48**	19**
Yes	**24**	13	6	-	-	4	19	1	-	5	1	3	1	-	7	13	13	9
	34%	*41%*	*41%*	-	-	*22%*	*39%*	*20%*	-	*23%*	*100%*	*62%*	*18%*	-	*63%*	*42%*	*27%*	*47%*
No	**46**	19	9	-	-	15	30	3	5	19	-	2	6	6	4	18	35	10
	66%	*59%*	*59%*	-	-	*78%*	*61%*	*80%*	*100%*	*77%*	-	*38%*	*82%*	*100%*	*37%*	*58%*	*73%*	*53%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 143
COM16B_2 - As a result of missing a payment for your fixed landline telephone did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR THEIR FIXED LANDLINE TELEPHONE IN THE LAST MONTH

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**15**	4	11	1	1	4	5	3	-	1	1	5	3	5	1	2	4	1	1	-	1	1	-	11	2	1	1
Weighted Base	**17***	5**	12**	1**	1**	4**	5**	5**	-**	1**	1**	4**	3**	8**	1**	2**	4**	1**	3**	-**	1**	1**	-**	13**	3**	1**	***
Yes	**2**	1	1	-	-	1	1	-	-	-	-	1	-	1	1	-	-	-	-	-	1	-	-	2	-	-	*
	11%	*18%*	*9%*	-	-	*17%*	*26%*	-	-	-	-	*27%*	-	*11%*	*100%*	-	-	-	-	-	*100%*	-	-	*12%*	-	-	*100%*
No	**15**	4	11	1	1	3	4	5	-	1	1	3	3	7	-	2	4	1	3	-	-	1	-	11	3	1	-
	89%	*82%*	*91%*	*100%*	*100%*	*83%*	*74%*	*100%*	-	*100%*	*100%*	*73%*	*100%*	*89%*	-	*100%*	*100%*	*100%*	*100%*	-	-	*100%*	-	*88%*	*100%*	*100%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 144
COM16B_2 - As a result of missing a payment for your fixed landline telephone did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR THEIR FIXED LANDLINE TELEPHONE IN THE LAST MONTH

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**15**	6	9	3	2	2	7	1	7	8	10	3	2	7	2	3	3	13	1	14	1	11	4
Weighted Base	**17***	7**	10**	3**	2**	3**	9**	1**	8**	10**	11**	5**	1**	8**	2**	5**	2**	16**	1**	16**	1**	11**	6**
Yes	**2**	1	1	1	-	-	*	1	1	1	1	1	*	1	-	-	1	1	1	2	-	2	-
	11%	*14%*	*9%*	*27%*	-	-	*4%*	*100%*	*9%*	*13%*	*8%*	*15%*	*31%*	*11%*	-	-	*56%*	*8%*	*100%*	*12%*	-	*17%*	-
No	**15**	6	9	2	2	3	8	-	7	8	10	4	1	7	2	5	1	14	-	14	1	9	6
	89%	*86%*	*91%*	*73%*	*100%*	*100%*	*96%*	-	*91%*	*87%*	*92%*	*85%*	*69%*	*89%*	*100%*	*100%*	*44%*	*92%*	-	*88%*	*100%*	*83%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 145
COM16B_2 - As a result of missing a payment for your fixed landline telephone did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE *MISSED A PAYMENT FOR THEIR FIXED LANDLINE TELEPHONE IN THE LAST MONTH*

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**15**	15	-	13	7	11	14	4	-	15	7	-	-	4	7	4	3	5	1
Weighted Base	**17***	17**	-**	15**	9**	13**	16**	6**	-**	17**	9**	-**	-**	4**	9**	4**	3**	6**	1**
Yes	**2**	2	-	1	1	1	1	-	-	2	*	-	-	1	*	1	2	-	-
	11%	*11%*	-	*7%*	*7%*	*8%*	*7%*	-	-	*11%*	*4%*	-	-	*16%*	*4%*	*16%*	*55%*	-	-
No	**15**	15	-	14	9	12	15	6	-	15	9	-	-	4	9	4	1	6	1
	89%	*89%*	-	*93%*	*93%*	*92%*	*93%*	*100%*	-	*89%*	*96%*	-	-	*84%*	*96%*	*84%*	*45%*	*100%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 146
COM16B_2 - As a result of missing a payment for your fixed landline telephone did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR THEIR FIXED LANDLINE TELEPHONE IN THE LAST MONTH

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**15**	3	6	4	15	5	15	-	9	-	15	-	-	-	-	-	-	3	-	6	5
Weighted Base	**17***	3**	5**	4**	17**	7**	17**	-**	10**	-**	17**	-**	-**	-**	-**	-**	-**	3**	-**	6**	7**
Yes	**2**	-	1	*	2	*	2	-	1	-	2	-	-	-	-	-	-	1	-	1	-
	11%	-	*22%*	*10%*	*11%*	*6%*	*11%*	-	*10%*	-	*11%*	-	-	-	-	-	-	*20%*	-	*14%*	-
No	**15**	3	4	3	15	6	15	-	9	-	15	-	-	-	-	-	-	3	-	5	7
	89%	*100%*	*78%*	*90%*	*89%*	*94%*	*89%*	-	*90%*	-	*89%*	-	-	-	-	-	-	*80%*	-	*86%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 147
COM16B_2 - As a result of missing a payment for your fixed landline telephone did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR THEIR FIXED LANDLINE TELEPHONE IN THE LAST MONTH

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**15**	7	6	-	-	5	9	2	4	2	2	-	-	-	2	11	10	5
Weighted Base	**17***	8**	5**	-**	-**	4**	12**	2**	4**	3**	2**	-**	-**	-**	2**	12**	12**	5**
Yes	**2**	1	1	-	-	1	-	1	*	-	1	-	-	-	-	2	2	-
	11%	*11%*	*19%*	-	-	*25%*	-	*40%*	*9%*	-	*39%*	-	-	-	-	*17%*	*16%*	-
No	**15**	7	4	-	-	3	12	1	4	3	1	-	-	-	2	10	10	5
	89%	*89%*	*81%*	-	-	*75%*	*100%*	*60%*	*91%*	*100%*	*61%*	-	-	-	*100%*	*83%*	*84%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 148
COM16B_3 - As a result of missing a payment for your fixed broadband did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR THEIR FIXED BROADBAND IN THE LAST MONTH

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**37**	10	27	4	8	12	7	4	-	2	1	12	7	16	-	4	7	1	8	1	1	4	1	27	4	1	5
Weighted Base	**43***	12**	31**	4**	8**	16**	5**	7**	-**	2**	1**	9**	10**	22**	-**	4**	9**	1**	12**	1**	1**	5**	1**	34**	5**	1**	2**
Yes	**15**	4	11	3	3	6	1	2	-	-	-	5	5	5	-	2	1	-	3	1	1	3	1	12	2	-	*
	35%	*36%*	*34%*	*67%*	*33%*	*40%*	*21%*	*22%*	-	-	-	*58%*	*49%*	*22%*	-	*49%*	*9%*	-	*28%*	*100%*	*100%*	*57%*	*100%*	*35%*	*46%*	-	*18%*
No	**28**	8	20	1	6	10	4	5	-	2	1	4	5	17	-	2	8	1	9	-	-	2	-	23	3	1	2
	65%	*64%*	*66%*	*33%*	*67%*	*60%*	*79%*	*78%*	-	*100%*	*100%*	*42%*	*51%*	*78%*	-	*51%*	*91%*	*100%*	*72%*	-	-	*43%*	-	*65%*	*54%*	*100%*	*82%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 149
COM16B_3 - As a result of missing a payment for your fixed broadband did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR THEIR FIXED BROADBAND IN THE LAST MONTH

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**37**	17	20	10	9	3	14	-	22	14	15	14	8	9	9	9	10	26	7	33	4	28	9
Weighted Base	**43***	20**	23**	10**	9**	4**	17**	-**	23**	17**	18**	18**	7**	11**	10**	11**	11**	33**	6**	39**	4**	28**	14**
Yes	**15**	6	8	6	5	1	3	-	12	3	3	5	7	3	2	2	8	6	5	11	4	11	4
	35%	*32%*	*37%*	*59%*	*49%*	*36%*	*17%*	-	*51%*	*17%*	*15%*	*28%*	*100%*	*26%*	*20%*	*17%*	*76%*	*19%*	*77%*	*28%*	*100%*	*38%*	*28%*
No	**28**	13	15	4	5	3	14	-	12	14	15	13	-	8	8	9	3	27	1	28	-	17	10
	65%	*68%*	*63%*	*41%*	*51%*	*64%*	*83%*	-	*49%*	*83%*	*85%*	*72%*	-	*74%*	*80%*	*83%*	*24%*	*81%*	*23%*	*72%*	-	*62%*	*72%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 150
COM16B_3 - As a result of missing a payment for your fixed broadband did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR THEIR FIXED BROADBAND IN THE LAST MONTH

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**37**	25	10	35	24	29	37	13	-	37	12	-	1	10	13	10	5	17	3
Weighted Base	**43***	27**	13**	41**	29**	35**	43**	17**	-**	43**	16**	-**	1**	12**	17**	12**	6**	22**	2**
Yes	**15**	5	8	15	12	12	15	5	-	15	2	-	1	6	3	6	2	7	1
	35%	*20%*	*58%*	*36%*	*42%*	*35%*	*35%*	*32%*	-	*35%*	*14%*	-	*100%*	*47%*	*19%*	*47%*	*28%*	*35%*	*33%*
No	**28**	22	6	27	17	23	28	12	-	28	14	-	-	6	14	6	4	14	1
	65%	*80%*	*42%*	*64%*	*58%*	*65%*	*65%*	*68%*	-	*65%*	*86%*	-	-	*53%*	*81%*	*53%*	*72%*	*65%*	*67%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 151
COM16B_3 - As a result of missing a payment for your fixed broadband did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR THEIR FIXED BROADBAND IN THE LAST MONTH

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**37**	9	12	15	37	13	37	-	25	-	37	-	-	-	-	-	-	6	5	13	8
Weighted Base	**43***	9**	12**	17**	43**	15**	43**	-**	28**	-**	43**	-**	-**	-**	-**	-**	-**	6**	8**	17**	10**
Yes	**15**	4	6	7	15	7	15	-	13	-	15	-	-	-	-	-	-	3	2	7	2
	35%	*46%*	*52%*	*42%*	*35%*	*45%*	*35%*	-	*44%*	-	*35%*	-	-	-	-	-	-	*46%*	*29%*	*44%*	*19%*
No	**28**	5	6	10	28	8	28	-	16	-	28	-	-	-	-	-	-	3	5	9	8
	65%	*54%*	*48%*	*58%*	*65%*	*55%*	*65%*	-	*56%*	-	*65%*	-	-	-	-	-	-	*54%*	*71%*	*56%*	*81%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 152
COM16B_3 - As a result of missing a payment for your fixed broadband did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE *MISSED A PAYMENT FOR THEIR FIXED BROADBAND IN THE LAST MONTH*

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**37**	18	9	-	-	11	25	3	7	8	4	3	2	1	7	19	25	11
Weighted Base	**43***	20**	9**	-**	-**	12**	29**	3**	8**	10**	5**	3**	1**	1**	8**	20**	31**	11**
Yes	**15**	4	3	-	-	2	11	1	3	4	2	1	1	-	2	5	9	5
	35%	*21%*	*33%*	-	-	*19%*	*39%*	*29%*	*32%*	*36%*	*30%*	*52%*	*72%*	-	*25%*	*26%*	*29%*	*46%*
No	**28**	16	6	-	-	10	18	2	6	6	4	1	*	1	6	15	22	6
	65%	*79%*	*67%*	-	-	*81%*	*61%*	*71%*	*68%*	*64%*	*70%*	*48%*	*28%*	*100%*	*75%*	*74%*	*71%*	*54%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 153
COM16B_4 - As a result of missing a payment for a Pay TV service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A PAY TV SERVICE IN THE LAST MONTH

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**23**	6	17	5	6	6	2	3	-	1	1	5	5	11	-	4	4	-	2	2	-	3	-	15	6	-	2
Weighted Base	**25***	6**	19**	4**	7**	7**	2**	3**	-**	1**	2**	3**	6**	13**	-**	5**	4**	-**	2**	3**	-**	4**	-**	18**	6**	-**	1**
Yes	**9**	2	7	4	4	1	*	1	-	-	-	2	1	6	-	1	1	-	-	2	-	1	-	6	3	-	*
	38%	*39%*	*37%*	*86%*	*48%*	*20%*	*12%*	*19%*	-	-	-	*72%*	*23%*	*44%*	-	*26%*	*32%*	-	-	*71%*	-	*39%*	-	*35%*	*46%*	-	*38%*
No	**16**	4	12	1	4	6	2	2	-	1	2	1	5	7	-	4	3	-	2	1	-	2	-	12	3	-	*
	62%	*61%*	*63%*	*14%*	*52%*	*80%*	*88%*	*81%*	-	*100%*	*100%*	*28%*	*77%*	*56%*	-	*74%*	*68%*	-	*100%*	*29%*	-	*61%*	-	*65%*	*54%*	-	*62%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 154
COM16B_4 - As a result of missing a payment for a Pay TV service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A PAY TV SERVICE IN THE LAST MONTH

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**23**	11	12	6	5	2	8	2	13	10	10	8	5	6	5	6	6	15	5	20	3	21	2
Weighted Base	**25***	13**	13**	4**	6**	3**	9**	3**	13**	12**	12**	8**	5**	8**	4**	7**	7**	18**	5**	23**	2**	23**	2**
Yes	**9**	3	6	3	1	1	3	1	5	4	4	3	3	2	3	1	3	6	2	8	2	9	1
	38%	*28%*	*48%*	*68%*	*16%*	*49%*	*29%*	*56%*	*40%*	*35%*	*29%*	*32%*	*64%*	*27%*	*67%*	*21%*	*51%*	*31%*	*47%*	*34%*	*75%*	*38%*	*37%*
No	**16**	9	7	1	5	2	7	1	8	8	9	5	2	6	1	5	3	13	2	15	1	14	1
	62%	*72%*	*52%*	*32%*	*84%*	*51%*	*71%*	*44%*	*60%*	*65%*	*71%*	*68%*	*36%*	*73%*	*33%*	*79%*	*49%*	*69%*	*53%*	*66%*	*25%*	*62%*	*63%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 155
COM16B_4 - As a result of missing a payment for a Pay TV service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A PAY TV SERVICE IN THE LAST MONTH

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**23**	15	2	22	23	21	21	9	2	21	1	-	-	7	1	7	5	12	1
Weighted Base	**25***	15**	3**	24**	25**	23**	22**	10**	3**	22**	1**	-**	-**	8**	1**	8**	6**	14**	***
Yes	**9**	3	1	9	9	9	7	5	2	7	-	-	-	2	-	2	3	3	*
	38%	*21%*	*51%*	*39%*	*38%*	*41%*	*34%*	*47%*	*66%*	*34%*	-	-	-	*22%*	-	*22%*	*48%*	*25%*	*100%*
No	**16**	12	1	15	16	14	15	5	1	15	1	-	-	6	1	6	3	10	-
	62%	*79%*	*49%*	*61%*	*62%*	*59%*	*66%*	*53%*	*34%*	*66%*	*100%*	-	-	*78%*	*100%*	*78%*	*52%*	*75%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 156
COM16B_4 - As a result of missing a payment for a Pay TV service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A PAY TV SERVICE IN THE LAST MONTH

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**23**	4	7	10	23	8	23	-	15	-	23	-	-	-	-	-	-	4	5	5	7
Weighted Base	**25***	4**	6**	11**	25**	10**	25**	-**	17**	-**	25**	-**	-**	-**	-**	-**	-**	5**	6**	6**	7**
Yes	**9**	4	3	4	9	5	9	-	7	-	9	-	-	-	-	-	-	1	3	3	2
	38%	*100%*	*51%*	*37%*	*38%*	*47%*	*38%*	-	*43%*	-	*38%*	-	-	-	-	-	-	*26%*	*47%*	*49%*	*28%*
No	**16**	-	3	7	16	5	16	-	10	-	16	-	-	-	-	-	-	4	3	3	5
	62%	-	*49%*	*63%*	*62%*	*53%*	*62%*	-	*57%*	-	*62%*	-	-	-	-	-	-	*74%*	*53%*	*51%*	*72%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 157
COM16B_4 - As a result of missing a payment for a Pay TV service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A PAY TV SERVICE IN THE LAST MONTH

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**23**	13	4	-	-	8	15	5	4	5	1	2	1	3	4	10	16	6
Weighted Base	**25***	14**	5**	-**	-**	9**	16**	6**	4**	6**	1**	3**	***	4**	5**	10**	18**	6**
Yes	**9**	4	1	-	-	2	7	3	-	1	1	1	*	1	-	3	6	4
	38%	*29%*	*17%*	-	-	*26%*	*44%*	*48%*	-	*24%*	*100%*	*43%*	*100%*	*38%*	-	*34%*	*31%*	*61%*
No	**16**	10	4	-	-	7	9	3	4	4	-	2	-	2	5	6	13	2
	62%	*71%*	*83%*	-	-	*74%*	*56%*	*52%*	*100%*	*76%*	-	*57%*	-	*62%*	*100%*	*66%*	*69%*	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 158
COM16B_5 - As a result of missing a payment for a paid for on-demand or streaming TV or video service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A PAID FOR ON-DEMAND OR STREAMING TV OR VIDEO SERVICEE IN THE LAST MONTH

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**16**	5	11	8	3	2	2	1	-	-	-	4	5	6	1	1	2	-	1	3	2	1	2	13	1	-	2
Weighted Base	**21***	7**	14**	11**	4**	4**	1**	1**	-**	-**	-**	2**	6**	11**	1**	2**	2**	-**	1**	5**	3**	1**	4**	19**	1**	-**	1**
Yes	**12**	2	9	6	3	2	1	-	-	-	-	1	5	6	1	-	1	-	1	4	2	-	1	11	-	-	1
	57%	*35%*	*68%*	*52%*	*76%*	*55%*	*100%*	-	-	-	-	*59%*	*71%*	*51%*	*100%*	-	*58%*	-	*100%*	*87%*	*68%*	-	*30%*	*59%*	-	-	*100%*
No	**9**	5	4	5	1	2	-	1	-	-	-	1	2	5	-	2	1	-	-	1	1	1	2	8	1	-	-
	43%	*65%*	*32%*	*48%*	*24%*	*45%*	-	*100%*	-	-	-	*41%*	*29%*	*49%*	-	*100%*	*42%*	-	-	*13%*	*32%*	*100%*	*70%*	*41%*	*100%*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 159
COM16B_5 - As a result of missing a payment for a paid for on-demand or streaming TV or video service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A PAID FOR ON-DEMAND OR STREAMING TV OR VIDEO SERVICEE IN THE LAST MONTH

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**16**	6	10	6	1	2	5	2	9	7	4	6	6	2	6	1	7	5	5	10	6	15	1
Weighted Base	**21***	9**	12**	7**	2**	3**	5**	3**	12**	8**	7**	5**	9**	3**	6**	2**	10**	6**	7**	13**	8**	19**	1**
Yes	**12**	4	8	1	2	3	2	3	6	5	4	2	5	2	2	2	5	3	2	6	6	10	1
	57%	*45%*	*66%*	*18%*	*100%*	*100%*	*45%*	*100%*	*52%*	*64%*	*62%*	*44%*	*59%*	*71%*	*35%*	*100%*	*55%*	*54%*	*36%*	*44%*	*77%*	*54%*	*100%*
No	**9**	5	4	6	-	-	3	-	6	3	3	3	4	1	4	-	4	3	4	7	2	9	-
	43%	*55%*	*34%*	*82%*	-	-	*55%*	-	*48%*	*36%*	*38%*	*56%*	*41%*	*29%*	*65%*	-	*45%*	*46%*	*64%*	*56%*	*23%*	*46%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 160
COM16B_5 - As a result of missing a payment for a paid for on-demand or streaming TV or video service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A PAID FOR ON-DEMAND OR STREAMING TV OR VIDEO SERVICEE IN THE LAST MONTH

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**16**	12	1	15	11	16	13	5	3	13	4	-	1	4	5	4	4	4	3
Weighted Base	**21***	13**	1**	20**	16**	21**	15**	8**	5**	15**	5**	-**	1**	3**	5**	3**	7**	4**	4**
Yes	**12**	10	1	12	10	12	8	6	4	8	3	-	1	1	3	1	6	1	*
	57%	*72%*	*100%*	*59%*	*63%*	*57%*	*53%*	*73%*	*67%*	*53%*	*54%*	-	*100%*	*47%*	*60%*	*47%*	*76%*	*19%*	*7%*
No	**9**	4	-	8	6	9	7	2	2	7	2	-	-	2	2	2	2	3	3
	43%	*28%*	-	*41%*	*37%*	*43%*	*47%*	*27%*	*33%*	*47%*	*46%*	-	-	*53%*	*40%*	*53%*	*24%*	*81%*	*93%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 161
COM16B_5 - As a result of missing a payment for a paid for on-demand or streaming TV or video service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A PAID FOR ON-DEMAND OR STREAMING TV OR VIDEO SERVICEE IN THE LAST MONTH

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**16**	4	5	6	16	5	16	-	10	-	16	-	-	-	-	-	-	2	7	5	-
Weighted Base	**21***	5**	4**	9**	21**	6**	21**	-**	13**	-**	21**	-**	-**	-**	-**	-**	-**	2**	9**	8**	-**
Yes	**12**	2	2	8	12	6	12	-	9	-	12	-	-	-	-	-	-	1	5	5	-
	57%	*44%*	*49%*	*87%*	*57%*	*100%*	*57%*	-	*70%*	-	*57%*	-	-	-	-	-	-	*48%*	*53%*	*60%*	-
No	**9**	3	2	1	9	-	9	-	4	-	9	-	-	-	-	-	-	1	4	3	-
	43%	*56%*	*51%*	*13%*	*43%*	-	*43%*	-	*30%*	-	*43%*	-	-	-	-	-	-	*52%*	*47%*	*40%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 162
COM16B_5 - As a result of missing a payment for a paid for on-demand or streaming TV or video service did your provider disconnect you from this service against your will?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE
MISSED A PAYMENT FOR A PAID FOR ON-DEMAND OR STREAMING TV OR VIDEO SERVICEE IN THE LAST MONTH

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**16**	10	2	-	-	9	7	2	3	2	2	-	3	3	2	5	13	2
Weighted Base	**21***	13**	1**	-**	-**	10**	11**	4**	2**	3**	2**	-**	4**	4**	3**	4**	17**	2**
Yes	**12**	6	1	-	-	6	5	2	*	3	1	-	*	-	-	4	10	-
	57%	*47%*	*100%*	-	-	*64%*	*50%*	*54%*	*17%*	*100%*	*53%*	-	*7%*	-	-	*100%*	*57%*	-
No	**9**	7	-	-	-	4	5	2	2	-	1	-	3	4	3	-	7	2
	43%	*53%*	-	-	-	*36%*	*50%*	*46%*	*83%*	-	*47%*	-	*93%*	*100%*	*100%*	-	*43%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 163
COM17 - In the last month, have you or anyone in your household had to make changes to the way you pay for your media/communications services, in order to continue to pay for them? For example, used savings or your overdraft when you wouldn't do usually, or taken a payment break that you agreed with your provider.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
Yes	**141** ***2%***	52 *1%*	87 2%a	27 4%fgh i	43 4%fgh i	24 2%i	18 1%i	17 2%i	10 1%i	1 *	7 *	30 2%j	53 4%jk	45 3%j	3 *1%*	10 *1%*	24 3%p	16 5%pqr tuvwx yzB	17 *2%*	22 *2%*	8 *1%*	8 *1%*	10 *2%*	117 *2%*	10 *2%*	10 3%p	4 *2%*
No	**6996** ***97%***	3414 98%b	3553 *97%*	720 *94%*	1185 *96%*	1118 98%cd	1212 98%cd	1091 98%cd	988 99%cd	668 99%cd	1875 99%kl m	1794 98%lm	1432 *96%*	1626 *96%*	506 99%rsyA	661 98%s	907 *96%*	274 *95%*	767 *97%*	955 *97%*	605 *97%*	622 98%rs	564 *97%*	5862 97%s	600 98%s	330 *96%*	205 *98%*
Don't know	**41** ***1%***	18 *1%*	22 *1%*	17 2%def ghi	9 1%e	1 *	2 *	2 *	3 *	5 1%e	3 *	9 *	8 *1%*	14 1%j	3 *1%*	3 *	7 *1%*	- -	4 *1%*	5 *1%*	6 1%z	3 *	6 1%z	38 *1%*	1 *	1 *	1 *1%*
Refused	**12** *	4 *	8 *	1 *	2 *	2 *	3 *	3 *	- -	1 *	4 *	1 *	2 *	3 *	- -	3 *	4 *	- -	- -	1 *	3 *1%*	- -	- -	11 *	1 *	1 *	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 164
COM17 - In the last month, have you or anyone in your household had to make changes to the way you pay for your media/communications services, in order to continue to pay for them? For example, used savings or your overdraft when you wouldn't do usually, or taken a payment break that you agreed with your provider.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
Yes	**141**	67	75	47	24	10	48	14	80	61	45	58	38	27	34	30	51	78	38	115	26	93	48
	2%	3%b	1%	2%	3%cfh	2%	2%	5%cefhi	2%	2%f	3%k	2%	2%	2%	1%	2%n	3%n	2%rs	1%	2%r	3%r	1%	5%u
No	**6996**	1961	5035	2833	705	619	2583	244	4157	2826	1742	3484	1708	1538	2357	1189	1869	3228	2858	6087	910	6086	867
	97%	96%	98%a	98%dgh	96%	97%g	98%dgi	93%	97%dg	97%g	97%	98%jl	96%	98%p	98%op	97%	96%	97%t	98%qst	98%qt	94%	98%v	93%
Don't know	**41**	12	28	7	6	6	18	4	19	21	7	14	19	7	10	5	18	10	7	17	23	27	13
	1%	1%	1%	*	1%c	1%c	1%c	1%c	*c	1%c	*	*	1%jk	*	*	*	1%	*	*	*	2%qrs	*	1%u
Refused	**12**	5	8	5	2	1	1	2	8	3	3	2	7	2	1	4	6	4	5	9	4	11	1
	*	*	*	*	*	*	*	1%fi	*	*f	*	*	*k	*	*	*	*	*	*	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 165
COM17 - In the last month, have you or anyone in your household had to make changes to the way you pay for your media/communications services, in order to continue to pay for them? For example, used savings or your overdraft when you wouldn't do usually, or taken a payment break that you agreed with your provider.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
Yes	**141**	77	32	140	80	111	118	53	23	119	29	7	7	17	42	17	30	46	13
	2%	1%	3%ad	2%a	2%a	2%ad	2%a	2%a	2%	2%	2%	3%	3%	1%	2%	1%	6%qr	3%r	1%
No	**6996**	5122	1091	6672	4135	4816	5839	2631	980	6016	1819	222	267	1291	2308	1291	495	1658	2359
	97%	98%cde	97%	97%	97%	97%	98%ce	97%	95%	98%h	98%	96%	97%	99%k	98%	99%k	93%	97%p	99%pq
Don't know	**41**	25	2	35	20	20	17	11	19	22	5	*	-	-	5	-	5	3	-
	1%	*f	*	1%f	*f	*f	*	*	2%i	*	*	*	-	-	*	-	1%qr	*	-
Refused	**12**	8	1	12	8	9	7	4	6	7	1	1	1	2	3	2	-	1	4
	*	*	*	*f	*	*f	*	*	1%i	*	*	*	*	*	*	*	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 166
COM17 - In the last month, have you or anyone in your household had to make changes to the way you pay for your media/communications services, in order to continue to pay for them? For example, used savings or your overdraft when you wouldn't do usually, or taken a payment break that you agreed with your provider.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
Yes	**141**	45	55	67	46	141	141	-	120	-	141	-	-	-	-	-	-	34	32	47	25
	2%	15%bfg	7%g	19%bfg	32%abcfg	100%abcdfgh	11%bg	-	38%abcfg	-	***11%***	-	-	-	-	-	-	***2%***	***2%***	***2%***	***2%***
No	**6996**	260	721	288	96	-	1135	5861	196	-	1135	-	-	-	-	-	-	1432	1965	2207	1186
	97%	84%deh	92%acdefh	80%deh	68%e	-	88%acdeh	99%abcdefh	62%e	-	***88%***	-	-	-	-	-	-	***97%***	***97%***	***97%***	***97%***
Don't know	**41**	2	3	4	-	-	9	31	1	-	9	-	-	-	-	-	-	5	15	11	9
	1%	***1%***	*	***1%***	-	-	***1%***	***1%***	*	-	***1%***	-	-	-	-	-	-	*	***1%***	*	***1%***
Refused	**12**	1	2	1	-	-	2	11	1	-	2	-	-	-	-	-	-	2	5	3	2
	*	*	*	*	-	-	*	*	*	-	*	-	-	-	-	-	-	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 167
COM17 - In the last month, have you or anyone in your household had to make changes to the way you pay for your media/communications services, in order to continue to pay for them? For example, used savings or your overdraft when you wouldn't do usually, or taken a payment break that you agreed with your provider.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
Yes	**141**	52	22	-	-	47	92	14	12	32	15	8	9	11	18	48	84	55
	2%	*1%*	11%a	-	-	6%f	*1%*	4%kl	3%kl	5%jkl	2%l	*1%*	*1%*	*1%*	*1%*	4%mn	4%q	*1%*
No	**6996**	4640	167	-	-	713	6255	305	383	652	663	817	1722	1288	2417	1019	1848	4886
	97%	99%b	*85%*	-	-	*93%*	98%e	*95%*	*97%*	*95%*	*97%*	99%ghij	99%ghij	99%o	99%o	*94%*	*95%*	98%p
Don't know	**41**	15	6	-	-	4	26	3	-	*	3	1	-	2	9	9	11	19
	1%	*	3%a	-	-	*1%*	*	1%ikl	-	*	*l	*	-	*	*	1%m	*1%*	*
Refused	**12**	2	1	-	-	-	6	-	-	1	-	-	4	-	1	3	1	6
	*******	*	*	-	-	-	*	-	-	*	-	-	*	-	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 168
COM18 - And which of the following services did this relate to?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY
USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A COMMUNICATION SERVICES IN THE LAST MONTH

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**125**	36	86	26	33	18	18	16	13	1	5	38	36	38	3	9	19	10	13	17	7	5	9	92	12	11	10
Weighted Base	**141***	52**	87*	27**	43**	24**	18**	17**	10**	1**	7**	30*	53**	45**	3**	10**	24**	16**	17**	22**	8**	8**	10**	117*	10**	10**	4**
Mobile phone service	**74**	35	36	18	27	13	7	4	3	-	5	16	26	22	2	5	15	8	9	16	3	3	5	66	3	4	2
	53%	*68%*	*42%*	*67%*	*63%*	*55%*	*40%*	*26%*	*33%*	-	*73%*	*53%*	*50%*	*50%*	*47%*	*45%*	*65%*	*52%*	*55%*	*72%*	*41%*	*38%*	*47%*	*56%*	*29%*	*36%*	*49%*
Fixed broadband	**48**	14	34	7	11	14	10	4	1	-	3	10	20	14	1	2	7	13	2	4	2	2	3	38	4	5	1
	34%	*27%*	*39%*	*26%*	*26%*	*59%*	*57%*	*26%*	*9%*	-	*46%*	*34%*	*37%*	*31%*	*28%*	*23%*	*31%*	*85%*	*12%*	*18%*	*29%*	*29%*	*32%*	*32%*	*44%*	*47%*	*36%*
A TV service with additional channels you pay to receive	**48**	19	29	5	12	9	8	8	4	1	3	6	18	18	2	5	7	10	6	4	4	3	2	43	4	1	*
	34%	*37%*	*33%*	*17%*	*29%*	*38%*	*45%*	*50%*	*36%*	*100%*	*42%*	*20%*	*35%*	*40%*	*53%*	*54%*	*29%*	*66%*	*34%*	*20%*	*53%*	*33%*	*15%*	*36%*	*36%*	*12%*	*7%*
Any on-demand and streaming TV and video services that you pay to receive	**43**	20	22	10	12	14	6	-	-	-	3	8	21	9	2	4	8	7	4	5	3	-	2	35	3	5	-
	30%	*39%*	*25%*	*38%*	*28%*	*60%*	*33%*	-	-	-	*46%*	*27%*	*39%*	*21%*	*53%*	*44%*	*33%*	*47%*	*23%*	*23%*	*36%*	-	*24%*	*30%*	*29%*	*45%*	-
Fixed landline telephone (to make calls on)	**21**	6	15	4	1	6	5	3	2	-	1	6	6	8	-	2	5	5	-	4	-	-	-	16	1	3	1
	15%	*11%*	*18%*	*15%*	*2%*	*25%*	*30%*	*15%*	*19%*	-	*13%*	*19%*	*12%*	*18%*	-	*23%*	*19%*	*33%*	-	*17%*	-	-	-	*13%*	*13%*	*32%*	*16%*
Don't know	**1**	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-
	1%	-	*1%*	-	-	-	-	-	*12%*	-	-	*4%*	-	-	-	-	-	-	-	-	-	-	*12%*	*1%*	-	-	-
Refused	**2**	1	1	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	1	-	-	1
	1%	*2%*	*1%*	-	*2%*	-	-	*3%*	-	-	-	*3%*	-	*1%*	-	-	-	-	-	-	-	-	*9%*	*1%*	-	-	*17%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 169
COM18 - And which of the following services did this relate to?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY
USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A COMMUNICATION SERVICES IN THE LAST MONTH

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**125**	49	76	37	21	8	48	11	66	59	37	51	36	24	32	26	42	65	34	99	26	92	33
Weighted Base	**141***	67*	75*	47**	24**	10**	48*	14**	80*	61*	45*	58*	38**	27**	34**	30**	51*	78*	38**	115*	26**	93*	48**
Mobile phone service	**74**	32	42	32	8	4	22	9	44	30	22	28	24	11	21	14	28	41	17	58	16	46	28
	53%	*48%*	*56%*	*67%*	*34%*	*43%*	*45%*	*65%*	*55%*	*50%*	*48%*	*49%*	*64%*	*43%*	*63%*	*47%*	*55%*	*52%*	*46%*	*50%*	*62%*	*50%*	*58%*
Fixed broadband	**48**	26	22	21	12	4	11	1	37	12	14	23	12	11	8	6	23	23	17	40	8	32	16
	34%	*39%*	*30%*	*45%*	*50%*	*38%*	*22%*	*8%*	*46%fi*	*19%*	*31%*	*40%*	*30%*	*40%*	*25%*	*20%*	*45%*	*30%*	*46%*	*35%*	*31%*	*35%*	*34%*
A TV service with additional channels you pay to receive	**48**	32	15	16	12	1	17	1	29	19	9	25	14	6	6	13	22	25	19	44	4	31	17
	34%	*49%b*	*21%*	*34%*	*52%*	*11%*	*36%*	*11%*	*36%*	*30%*	*19%*	*43%j*	*37%*	*22%*	*18%*	*45%*	*43%*	*32%*	*50%*	*38%*	*16%*	*33%*	*36%*
Any on-demand and streaming TV and video services that you pay to receive	**43**	22	21	20	4	8	8	3	32	11	9	16	18	6	5	5	27	14	18	32	11	29	14
	30%	*33%*	*28%*	*43%*	*15%*	*86%*	*18%*	*19%*	*40%fi*	*18%*	*20%*	*28%*	*47%*	*23%*	*14%*	*16%*	*54%*	*18%*	*47%*	*28%q*	*43%*	*32%*	*28%*
Fixed landline telephone (to make calls on)	**21**	11	10	5	5	2	7	1	12	8	6	7	7	4	6	-	10	9	7	17	4	13	7
	15%	*16%*	*13%*	*11%*	*23%*	*23%*	*15%*	*8%*	*16%*	*14%*	*14%*	*12%*	*19%*	*16%*	*19%*	*-*	*20%*	*12%*	*20%*	*15%*	*15%*	*14%*	*15%*
Don't know	**1**	-	1	-	-	-	1	-	-	1	1	-	-	1	-	-	-	1	-	1	-	1	-
	1%	*-*	*2%*	*-*	*-*	*-*	*3%*	*-*	*-*	*2%*	*3%*	*-*	*-*	*5%*	*-*	*-*	*-*	*2%*	*-*	*1%*	*-*	*1%*	*-*
Refused	**2**	1	1	1	-	-	-	1	1	1	1	1	-	1	-	1	-	-	1	1	1	1	1
	1%	*1%*	*1%*	*1%*	*-*	*-*	*-*	*7%*	*1%*	*2%*	*1%*	*2%*	*-*	*2%*	*-*	*3%*	*-*	*-*	*2%*	*1%*	*2%*	*1%*	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 170
COM18 - And which of the following services did this relate to?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY
USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A COMMUNICATION SERVICES IN THE LAST MONTH

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**125**	75	26	122	69	94	103	46	21	104	23	4	6	14	33	14	23	40	11
Weighted Base	**141***	77*	32**	140*	80*	111*	118*	53*	23**	119*	29**	7**	7**	17**	42**	17**	30**	46*	13**
Mobile phone service	**74** ***53%***	35 *45%*	16 *48%*	74 53%d	33 *41%*	59 53%d	58 *49%*	30 57%d	16 *72%*	58 *49%*	16 *56%*	4 *62%*	3 *41%*	3 *19%*	23 *54%*	3 *19%*	17 *57%*	22 *48%*	11 *80%*
Fixed broadband	**48** ***34%***	27 *34%*	19 *59%*	48 *34%*	33 *41%*	41 *37%*	48 41%c	18 *33%*	- -	48 *41%*	13 *47%*	4 *52%*	2 *26%*	7 *42%*	19 *44%*	7 *42%*	12 *40%*	21 *45%*	4 *34%*
A TV service with additional channels you pay to receive	**48** ***34%***	34 44%c	14 *44%*	47 *33%*	48 60%acef g	42 *38%*	45 38%c	21 *40%*	3 *12%*	45 *38%*	6 *20%*	6 *89%*	5 *68%*	11 *65%*	17 *39%*	11 *65%*	8 *28%*	17 *37%*	2 *13%*
Any on-demand and streaming TV and video services that you pay to receive	**43** ***30%***	22 *29%*	11 *34%*	43 *31%*	25 *32%*	43 39%cf	37 *31%*	17 *31%*	6 *27%*	37 *31%*	10 *35%*	4 *52%*	2 *36%*	2 *9%*	16 *38%*	2 *9%*	14 *47%*	11 *25%*	4 *33%*
Fixed landline telephone (to make calls on)	**21** ***15%***	21 27%cdefg	2 *5%*	21 *15%*	11 *14%*	16 *14%*	20 *17%*	7 *13%*	1 *4%*	20 *17%*	10 *34%*	- -	- -	- -	10 *23%*	- -	9 *30%*	5 *11%*	1 *7%*
Don't know	**1** ***1%***	- -	- -	1 *1%*	- -	- -	- -	- -	1 *6%*	- -	- -	- -	- -	- -	- -	- -	1 *4%*	- -	- -
Refused	**2** ***1%***	- -	- -	2 *1%*	1 *1%*	1 *1%*	1 *1%*	1 *2%*	1 *3%*	1 *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 171
COM18 - And which of the following services did this relate to?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY
USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A COMMUNICATION SERVICES IN THE LAST MONTH

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**125**	40	52	62	34	125	125	-	103	-	125	-	-	-	-	-	-	27	29	39	20
Weighted Base	**141***	45*	55*	67*	46**	141*	141*	-**	120*	-**	141*	-**	-**	-**	-**	-**	-**	34**	32**	47*	25**
Mobile phone service	**74** ***53%***	21 *48%*	26 *47%*	33 *49%*	25 *55%*	74 *53%*	74 *53%*	- -	63 *52%*	- -	74 *53%*	-	- -	- -	- -	- -	- -	19 *56%*	18 *55%*	25 *53%*	11 *45%*
Fixed broadband	**48** ***34%***	12 *27%*	16 *29%*	23 *34%*	14 *31%*	48 *34%*	48 *34%*	- -	40 *33%*	- -	48 *34%*	-	- -	- -	- -	- -	- -	13 *39%*	6 *20%*	20 *43%*	7 *30%*
A TV service with additional channels you pay to receive	**48** ***34%***	19 *42%*	25 45%c	20 *30%*	16 *34%*	48 *34%*	48 *34%*	- -	42 *35%*	- -	48 *34%*	-	- -	- -	- -	- -	- -	14 *41%*	8 *25%*	15 *33%*	10 *40%*
Any on-demand and streaming TV and video services that you pay to receive	**43** ***30%***	17 *37%*	16 *29%*	19 *28%*	9 *20%*	43 *30%*	43 *30%*	- -	35 *29%*	- -	43 *30%*	-	- -	- -	- -	- -	- -	13 *38%*	8 *25%*	14 *30%*	8 *32%*
Fixed landline telephone (to make calls on)	**21** ***15%***	4 *8%*	5 *9%*	13 19%b	4 *9%*	21 *15%*	21 *15%*	- -	15 *13%*	- -	21 *15%*	-	- -	- -	- -	- -	- -	4 *11%*	5 *16%*	8 *17%*	3 *14%*
Don't know	**1** ***1%***	1 *3%*	1 *2%*	- -	- -	1 *1%*	1 *1%*	- -	1 *1%*	- -	1 *1%*	-	- -	- -	- -	- -	- -	- -	- -	- -	1 *5%*
Refused	**2** ***1%***	- -	1 *2%*	1 *1%*	- -	2 *1%*	2 *1%*	- -	1 *1%*	- -	2 *1%*	-	- -	- -	- -	- -	- -	- -	- -	1 *2%*	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 172
COM18 - And which of the following services did this relate to?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY
USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A COMMUNICATION SERVICES IN THE LAST MONTH

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**125**	46	23	-	-	39	83	12	9	29	11	7	8	10	16	45	71	52
Weighted Base	**141***	52*	22**	-**	-**	47**	92*	14**	12**	32**	15**	8**	9**	11**	18**	48*	84*	55*
Mobile phone service	**74**	28	13	-	-	30	44	8	7	16	8	3	8	5	5	33	38	34
	53%	*54%*	*59%*	-	-	*64%*	*47%*	*56%*	*55%*	*49%*	*52%*	*35%*	*93%*	*46%*	*31%*	*69%*	*45%*	*62%*
Fixed broadband	**48**	18	12	-	-	17	30	5	7	12	8	4	*	4	5	21	24	24
	34%	*34%*	*53%*	-	-	*36%*	*32%*	*39%*	*58%*	*37%*	*52%*	*56%*	*3%*	*35%*	*29%*	*43%*	*28%*	*43%*
A TV service with additional channels you pay to receive	**48**	18	8	-	-	16	32	5	4	6	7	6	2	1	8	16	31	16
	34%	*36%*	*34%*	-	-	*35%*	*34%*	*34%*	*31%*	*18%*	*42%*	*76%*	*19%*	*13%*	*46%*	*34%*	*37%*	*29%*
Any on-demand and streaming TV and video services that you pay to receive	**43**	16	7	-	-	18	25	4	3	8	11	4	2	3	3	16	20	22
	30%	*32%*	*30%*	-	-	*38%*	*27%*	*26%*	*22%*	*23%*	*71%*	*54%*	*24%*	*33%*	*18%*	*34%*	*24%*	*40%*
Fixed landline telephone (to make calls on)	**21**	5	6	-	-	8	13	4	5	3	-	3	-	4	1	7	12	8
	15%	*10%*	*26%*	-	-	*17%*	*14%*	*30%*	*44%*	*11%*	-	*34%*	-	*35%*	*5%*	*14%*	*15%*	*15%*
Don't know	**1**	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	-
	1%	-	-	-	-	-	*1%*	*9%*	-	-	-	-	-	-	-	-	*2%*	-
Refused	**2**	1	-	-	-	-	2	-	-	-	-	-	-	-	1	-	-	2
	1%	*1%*	-	-	-	-	*2%*	-	-	-	-	-	-	-	*3%*	-	-	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 173
COM19 - Types of payment changes made to this communication service: SUMMARY
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR EACH SERVICE IN THE LAST MONTH

	Mobile phone service	Fixed landline telephone	Fixed broadband	Pay TV service	On-demand or streaming TV or video service
Unweighted Base	62	20	43	37	33
Weighted Base	74	21	48	48	43
Used savings to pay the bill	26 *35%*	11 *54%*	15 *31%*	10 *21%*	19 *45%*
Used a credit card to pay the bill	5 *7%*	1 *3%*	3 *6%*	2 *5%*	1 *2%*
Took an agreed payment break/ deferral	8 *10%*	- -	5 *9%*	3 *5%*	- -
Used an overdraft to pay the bill	21 *28%*	3 *14%*	21 *44%*	10 *20%*	15 *34%*
Took out a loan/ borrowed money to pay the bill	9 *12%*	* *2%*	2 *4%*	2 *5%*	1 *2%*
Entered into a repayment plan agreement	2 *3%*	1 *4%*	1 *2%*	2 *4%*	1 *2%*
Cancelled Direct debit	- -	- -	- -	- -	1 *2%*
Changed from monthly to annual	- -	- -	- -	- -	- -
Other	14 *18%*	5 *23%*	6 *12%*	20 *41%*	10 *22%*
Don't know	6 *8%*	- -	2 *5%*	3 *5%*	2 *4%*
Refused	* *	- -	- -	- -	- -

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 174
COM19_1 - Types of payment changes made to this communication service: Mobile phone
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A MOBILE PHONE SERVICE IN THE LAST MONTH

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**62**	23	36	16	18	10	8	4	6	-	4	19	16	18	2	4	11	5	8	12	2	2	4	50	3	4	5
Weighted Base	**74***	35**	36**	18**	27**	13**	7**	4**	3**	-**	5**	16**	26**	22**	2**	5**	15**	8**	9**	16**	3**	3**	5**	66*	3**	4**	2**
Used savings to pay the bill	**26** *35%*	15 *42%*	10 *26%*	4 *22%*	9 *34%*	6 *45%*	3 *40%*	3 *73%*	1 *21%*	- -	1 *18%*	2 *10%*	13 *50%*	10 *43%*	- -	3 *67%*	6 *39%*	4 *54%*	2 *24%*	5 *32%*	- -	- -	1 *16%*	22 *33%*	2 *67%*	2 *58%*	* *18%*
Used an overdraft to pay the bill	**21** *28%*	12 *33%*	8 *22%*	6 *31%*	9 *34%*	5 *38%*	1 *11%*	- -	- -	- -	3 *63%*	5 *31%*	11 *41%*	2 *8%*	- -	2 *33%*	3 *22%*	5 *67%*	3 *37%*	1 *5%*	2 *71%*	- -	2 *35%*	18 *28%*	- -	2 *58%*	- -
Took out a loan/ borrowed money to pay the bill	**9** *12%*	4 *12%*	3 *8%*	1 *5%*	5 *19%*	1 *6%*	- -	2 *51%*	- -	- -	1 *19%*	2 *12%*	- -	6 *27%*	- -	- -	2 *14%*	- -	2 *25%*	3 *17%*	- -	- -	1 *16%*	8 *12%*	1 *33%*	- -	- -
Took an agreed payment break/ deferral	**8** *10%*	4 *11%*	4 *10%*	3 *14%*	2 *6%*	1 *6%*	3 *37%*	- -	- -	- -	- -	3 *17%*	1 *6%*	3 *15%*	- -	2 *33%*	- -	- -	1 *16%*	3 *16%*	- -	- -	2 *42%*	8 *11%*	- -	- -	- -
Used a credit card to pay the bill	**5** *7%*	3 *7%*	2 *7%*	2 *10%*	- -	1 *6%*	1 *9%*	1 *18%*	1 *25%*	- -	- -	1 *5%*	- -	3 *14%*	1 *59%*	- -	2 *11%*	- -	- -	- -	- -	1 *35%*	1 *16%*	4 *7%*	- -	1 *17%*	- -
Entered into a repayment plan agreement	**2** *3%*	1 *4%*	1 *2%*	1 *4%*	- -	1 *8%*	* *3%*	- -	- -	- -	- -	2 *14%*	- -	- -	- -	- -	1 *5%*	- -	1 *12%*	- -	- -	- -	- -	2 *3%*	- -	- -	* *15%*
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**14** *18%*	7 *19%*	7 *19%*	3 *15%*	7 *27%*	1 *8%*	1 *17%*	- -	1 *31%*	- -	- -	3 *21%*	5 *18%*	3 *14%*	1 *41%*	- -	4 *23%*	- -	1 *7%*	4 *24%*	1 *29%*	- -	3 *65%*	13 *19%*	- -	1 *14%*	* *21%*
Don't know	**6** *8%*	2 *7%*	3 *9%*	2 *10%*	2 *7%*	1 *6%*	- -	* *9%*	1 *15%*	- -	- -	1 *8%*	2 *7%*	2 *11%*	- -	- -	- -	2 *23%*	- -	1 *5%*	- -	2 *65%*	- -	5 *7%*	- -	* *11%*	1 *30%*
Refused	* *	* *1%*	- -	- -	- -	- -	- -	- -	* *8%*	- -	- -	- -	- -	* *1%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *16%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 175
COM19_1 - Types of payment changes made to this communication service: Mobile phone
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A MOBILE PHONE SERVICE IN THE LAST MONTH

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**62**	20	42	21	9	4	21	7	34	28	15	25	22	9	19	11	23	29	18	47	15	44	18
Weighted Base	**74***	32**	42*	32**	8**	4**	22**	9**	44**	30**	22**	28**	24**	11**	21**	14**	28**	41**	17**	58*	16**	46*	28**
Used savings to pay the bill	**26** *35%*	12 *36%*	15 *35%*	12 *40%*	3 *36%*	2 *52%*	7 *34%*	1 *12%*	18 *40%*	9 *28%*	3 *15%*	16 *55%*	7 *30%*	3 *29%*	7 *33%*	5 *33%*	11 *41%*	14 *35%*	6 *33%*	20 *35%*	6 *38%*	16 *34%*	10 *37%*
Used an overdraft to pay the bill	**21** *28%*	11 *34%*	10 *23%*	10 *33%*	3 *38%*	2 *48%*	2 *8%*	4 *40%*	15 *35%*	5 *18%*	6 *27%*	9 *32%*	6 *23%*	4 *33%*	2 *10%*	5 *34%*	10 *36%*	10 *25%*	4 *24%*	15 *25%*	6 *38%*	16 *35%*	5 *16%*
Took out a loan/ borrowed money to pay the bill	**9** *12%*	1 *2%*	8 *20%*	2 *7%*	1 *8%*	- -	5 *25%*	1 *9%*	3 *7%*	6 *20%*	2 *10%*	4 *13%*	3 *14%*	2 *19%*	3 *14%*	2 *16%*	2 *6%*	5 *13%*	2 *10%*	7 *12%*	2 *14%*	6 *13%*	3 *12%*
Took an agreed payment break/ deferral	**8** *10%*	5 *17%*	2 *5%*	4 *13%*	- -	- -	3 *12%*	1 *9%*	4 *10%*	3 *11%*	1 *6%*	5 *17%*	1 *6%*	- -	2 *10%*	3 *21%*	3 *9%*	5 *11%*	3 *17%*	8 *13%*	- -	6 *14%*	1 *4%*
Used a credit card to pay the bill	**5** *7%*	- -	5 *12%*	- -	- -	- -	3 *15%*	2 *21%*	- -	5 *17%*	1 *4%*	2 *6%*	2 *10%*	1 *8%*	2 *9%*	- -	2 *8%*	3 *8%*	2 *10%*	5 *9%*	- -	3 *7%*	2 *7%*
Entered into a repayment plan agreement	**2** *3%*	- -	2 *5%*	2 *7%*	- -	- -	- -	- -	2 *5%*	- -	- -	1 *5%*	1 *3%*	- -	1 *7%*	- -	1 *3%*	1 *3%*	* *1%*	1 *2%*	1 *5%*	1 *3%*	1 *3%*
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**14** *18%*	6 *19%*	7 *18%*	8 *25%*	1 *11%*	- -	3 *13%*	2 *23%*	9 *20%*	5 *16%*	8 *35%*	* *1%*	6 *24%*	1 *12%*	6 *31%*	1 *6%*	5 *17%*	8 *21%*	2 *12%*	11 *18%*	3 *19%*	6 *13%*	8 *28%*
Don't know	**6** *8%*	4 *12%*	2 *4%*	1 *3%*	1 *6%*	- -	2 *11%*	2 *22%*	1 *3%*	4 *14%*	2 *9%*	2 *6%*	2 *8%*	- -	4 *18%*	- -	2 *7%*	4 *9%*	- -	4 *6%*	2 *12%*	2 *4%*	4 *14%*
Refused	* *	- -	* *1%*	- -	- -	- -	* *1%*	- -	- -	* *1%*	- -	* *1%*	- -	- -	* *1%*	- -	- -	- -	* *2%*	* *	- -	* *1%*	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 176
COM19_1 - Types of payment changes made to this communication service: Mobile phone
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A MOBILE PHONE SERVICE IN THE LAST MONTH

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**62**	35	11	62	28	48	47	25	15	47	13	2	2	3	17	3	13	16	8
Weighted Base	**74***	35**	16**	74*	33**	59*	58*	30**	16**	58*	16**	4**	3**	3**	23**	3**	17**	22**	11**
Used savings to pay the bill	**26** ***35%***	13 *37%*	6 *37%*	26 *35%*	11 *33%*	22 *37%*	19 *33%*	9 *30%*	7 *42%*	19 *33%*	8 *50%*	4 *100%*	- -	- -	12 *53%*	- -	10 *58%*	12 *56%*	- -
Used an overdraft to pay the bill	**21** ***28%***	4 *12%*	9 *57%*	21 *28%*	9 *27%*	18 *31%*	16 *27%*	9 *29%*	5 *30%*	16 *27%*	3 *19%*	4 *83%*	2 *54%*	1 *28%*	8 *35%*	1 *28%*	3 *18%*	8 *36%*	4 *35%*
Took out a loan/ borrowed money to pay the bill	**9** ***12%***	2 *6%*	- -	9 *12%*	4 *13%*	8 *14%*	6 *10%*	3 *11%*	3 *19%*	6 *10%*	2 *14%*	- -	1 *46%*	- -	4 *15%*	- -	4 *21%*	2 *10%*	2 *22%*
Took an agreed payment break/ deferral	**8** ***10%***	3 *8%*	- -	8 *10%*	3 *9%*	6 *11%*	8 *13%*	3 *8%*	- -	8 *13%*	1 *9%*	- -	2 *54%*	- -	3 *13%*	- -	1 *5%*	- -	2 *14%*
Used a credit card to pay the bill	**5** ***7%***	3 *10%*	1 *4%*	5 *7%*	1 *2%*	3 *5%*	4 *7%*	2 *8%*	1 *6%*	4 *7%*	1 *5%*	- -	- -	- -	1 *4%*	- -	3 *15%*	1 *5%*	- -
Entered into a repayment plan agreement	**2** ***3%***	2 *6%*	1 *7%*	2 *3%*	2 *7%*	2 *4%*	2 *4%*	1 *4%*	- -	2 *4%*	1 *7%*	- -	- -	* *8%*	1 *5%*	* *8%*	- -	1 *5%*	* *2%*
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**14** ***18%***	5 *14%*	3 *18%*	14 *18%*	5 *14%*	8 *14%*	12 *20%*	3 *11%*	2 *11%*	12 *20%*	* *2%*	- -	- -	2 *64%*	* *2%*	2 *64%*	3 *15%*	2 *9%*	4 *41%*
Don't know	**6** ***8%***	6 *16%*	- -	6 *8%*	4 *11%*	5 *9%*	5 *9%*	5 *17%*	1 *3%*	5 *9%*	1 *8%*	- -	- -	- -	1 *5%*	- -	- -	1 *4%*	- -
Refused	* *	* *1%*	- -	* *	- -	- -	- -	* *1%*	* *2%*	- -	- -	- -	- -	- -	- -	- -	- -	* *1%*	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 177
COM19_1 - Types of payment changes made to this communication service: Mobile phone
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A MOBILE PHONE SERVICE IN THE LAST MONTH

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**62**	16	23	29	19	62	62	-	51	-	62	-	-	-	-	-	-	12	16	21	8
Weighted Base	**74***	21**	26**	33**	25**	74*	74*	-**	63*	-**	74*	-**	-**	-**	-**	-**	-**	19**	18**	25**	11**
Used savings to pay the bill	**26** *35%*	6 *30%*	7 *27%*	11 *35%*	6 *22%*	26 *35%*	26 *35%*	- -	20 *32%*	- -	26 *35%*	- -	- -	- -	- -	- -	- -	11 *56%*	5 *28%*	2 *9%*	8 *70%*
Used an overdraft to pay the bill	**21** *28%*	9 *40%*	8 *30%*	10 *31%*	6 *26%*	21 *28%*	21 *28%*	- -	20 *31%*	- -	21 *28%*	- -	- -	- -	- -	- -	- -	10 *50%*	1 *4%*	8 *31%*	3 *23%*
Took out a loan/ borrowed money to pay the bill	**9** *12%*	4 *18%*	3 *12%*	7 *23%*	6 *23%*	9 *12%*	9 *12%*	- -	8 *13%*	- -	9 *12%*	- -	- -	- -	- -	- -	- -	- -	1 *4%*	4 *17%*	4 *38%*
Took an agreed payment break/ deferral	**8** *10%*	2 *11%*	4 *15%*	4 *11%*	5 *19%*	8 *10%*	8 *10%*	- -	8 *12%*	- -	8 *10%*	- -	- -	- -	- -	- -	- -	3 *13%*	3 *20%*	2 *6%*	- -
Used a credit card to pay the bill	**5** *7%*	2 *8%*	2 *7%*	2 *7%*	3 *13%*	5 *7%*	5 *7%*	- -	4 *7%*	- -	5 *7%*	- -	- -	- -	- -	- -	- -	1 *4%*	2 *10%*	2 *10%*	- -
Entered into a repayment plan agreement	**2** *3%*	1 *5%*	2 *8%*	1 *2%*	1 *4%*	2 *3%*	2 *3%*	- -	2 *4%*	- -	2 *3%*	- -	- -	- -	- -	- -	- -	- -	1 *6%*	- -	1 *7%*
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**14** *18%*	* *2%*	7 *25%*	6 *20%*	2 *8%*	14 *18%*	14 *18%*	- -	10 *16%*	- -	14 *18%*	- -	- -	- -	- -	- -	- -	1 *6%*	8 *44%*	4 *17%*	- -
Don't know	**6** *8%*	4 *18%*	2 *7%*	1 *3%*	3 *11%*	6 *8%*	6 *8%*	- -	5 *7%*	- -	6 *8%*	- -	- -	- -	- -	- -	- -	- -	1 *7%*	4 *16%*	- -
Refused	* *	- -	- -	* *1%*	- -	* *	* *	- -	* *	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 178
COM19_1 - Types of payment changes made to this communication service: Mobile phone
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A MOBILE PHONE SERVICE IN THE LAST MONTH

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**62**	23	13	-	-	22	39	7	3	13	4	3	7	5	4	29	31	29
Weighted Base	**74***	28**	13**	-**	-**	30**	44*	8**	7**	16**	8**	3**	8**	5**	5**	33**	38**	34**
Used savings to pay the bill	**26**	12	7	-	-	15	10	4	3	10	5	1	-	2	2	14	14	12
	35%	*43%*	*51%*	-	-	*51%*	*23%*	*53%*	*41%*	*62%*	*58%*	*32%*	-	*44%*	*45%*	*43%*	*38%*	*34%*
Used an overdraft to pay the bill	**21**	8	6	-	-	8	13	1	-	4	6	2	2	2	-	11	6	15
	28%	*27%*	*43%*	-	-	*25%*	*30%*	*10%*	-	*28%*	*73%*	*68%*	*18%*	*44%*	-	*33%*	*16%*	*43%*
Took out a loan/ borrowed money to pay the bill	**9**	4	1	-	-	6	3	3	-	3	-	-	2	-	-	5	8	1
	12%	*13%*	*11%*	-	-	*20%*	*7%*	*37%*	-	*18%*	-	-	*27%*	-	-	*15%*	*21%*	*3%*
Took an agreed payment break/ deferral	**8**	3	2	-	-	2	6	1	-	-	-	-	2	-	-	5	3	3
	10%	*9%*	*15%*	-	-	*7%*	*13%*	*10%*	-	-	-	-	*18%*	-	-	*14%*	*9%*	*9%*
Used a credit card to pay the bill	**5**	2	2	-	-	2	3	2	-	2	-	-	-	1	1	3	1	4
	7%	*9%*	*14%*	-	-	*8%*	*6%*	*21%*	-	*12%*	-	-	-	*18%*	*12%*	*8%*	*4%*	*11%*
Entered into a repayment plan agreement	**2**	*	1	-	-	*	2	-	-	-	1	-	*	-	-	1	1	1
	3%	*1%*	*6%*	-	-	*1%*	*4%*	-	-	-	*14%*	-	*3%*	-	-	*3%*	*4%*	*2%*
Changed from monthly to annual	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**14**	4	1	-	-	5	8	1	4	-	-	-	4	2	-	3	6	5
	18%	*15%*	*9%*	-	-	*18%*	*19%*	*8%*	*59%*	-	-	-	*52%*	*38%*	-	*10%*	*16%*	*15%*
Don't know	**6**	1	-	-	-	1	5	-	-	1	-	-	-	-	2	1	4	2
	8%	*4%*	-	-	-	*3%*	*11%*	-	-	*5%*	-	-	-	-	*43%*	*4%*	*10%*	*5%*
Refused	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-
	*	-	-	-	-	*1%*	-	-	-	*2%*	-	-	-	-	-	-	*1%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

Table 179
COM19_2 - Types of payment changes made to this communication service: Fixed landline
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED LANDLINE IN THE LAST MONTH

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**20**	3	17	3	1	4	6	3	3	-	1	8	5	6	-	2	3	4	-	4	-	-	-	13	1	4	2
Weighted Base	**21***	6**	15**	4**	1**	6**	5**	3**	2**	-**	1**	6**	6**	8**	-**	2**	5**	5**	-**	4**	-**	-**	-**	16**	1**	3**	1**
Used savings to pay the bill	**11**	3	9	1	1	6	2	1	-	-	1	2	3	5	-	2	4	1	-	2	-	-	-	9	1	1	-
	54%	*48%*	*57%*	*32%*	*100%*	*100%*	*40%*	*38%*	-	-	*100%*	*34%*	*53%*	*64%*	-	*100%*	*82%*	*16%*	-	*58%*	-	-	-	*57%*	*100%*	*32%*	-
Used an overdraft to pay the bill	**3**	-	3	-	-	-	2	1	-	-	-	1	-	1	-	-	-	1	-	1	-	-	-	2	-	1	-
	14%	-	*19%*	-	-	-	*41%*	*24%*	-	-	-	*24%*	-	*18%*	-	-	-	*29%*	-	*21%*	-	-	-	*14%*	-	*18%*	-
Entered into a repayment plan agreement	**1**	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	4%	-	*5%*	*21%*	-	-	-	-	-	-	-	*15%*	-	-	-	-	*18%*	-	-	-	-	-	-	*5%*	-	-	-
Used a credit card to pay the bill	**1**	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-
	3%	-	*4%*	-	-	-	*12%*	-	-	-	-	-	-	*8%*	-	-	-	-	-	-	-	-	-	-	-	*20%*	-
Took out a loan/ borrowed money to pay the bill	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*
	2%	-	*2%*	-	-	-	*7%*	-	-	-	-	*6%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*65%*
Took an agreed payment break/ deferral	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Changed from monthly to annual	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**5**	3	2	2	-	-	-	1	2	-	-	1	3	1	-	-	-	3	-	1	-	-	-	4	-	1	*
	23%	*52%*	*13%*	*47%*	-	-	-	*39%*	*100%*	-	-	*21%*	*47%*	*9%*	-	-	-	*56%*	-	*21%*	-	-	-	*23%*	-	*30%*	*35%*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 180
COM19_2 - Types of payment changes made to this communication service: Fixed landline
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED LANDLINE IN THE LAST MONTH

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**20**	9	11	4	5	2	8	1	11	9	7	7	6	5	6	-	9	11	6	17	3	15	5
Weighted Base	**21***	11**	10**	5**	5**	2**	7**	1**	12**	8**	6**	7**	7**	4**	6**	-**	10**	9**	7**	17**	4**	13**	7**
Used savings to pay the bill	**11**	8	4	4	5	2	-	1	10	1	3	5	3	1	4	-	6	4	6	10	1	7	5
	54%	*72%*	*36%*	*71%*	*86%*	*100%*	-	*100%*	*82%*	*12%*	*53%*	*73%*	*37%*	*30%*	*69%*	-	*56%*	*46%*	*76%*	*60%*	*32%*	*49%*	*64%*
Used an overdraft to pay the bill	**3**	1	2	1	1	-	1	-	1	1	2	-	1	2	-	-	1	2	1	3	-	3	-
	14%	*7%*	*21%*	*12%*	*14%*	-	*20%*	-	*11%*	*18%*	*32%*	-	*11%*	*48%*	-	-	*8%*	*22%*	*10%*	*17%*	-	*21%*	-
Entered into a repayment plan agreement	**1**	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	1	-	1
	4%	-	*8%*	*16%*	-	-	-	-	*7%*	-	-	-	*11%*	-	-	-	*8%*	-	-	-	*21%*	-	*11%*
Used a credit card to pay the bill	**1**	-	1	-	-	-	1	-	-	1	-	-	1	-	-	-	1	1	-	1	-	1	-
	3%	-	*7%*	-	-	-	*9%*	-	-	*8%*	-	-	*9%*	-	-	-	*6%*	*7%*	-	*4%*	-	*5%*	-
Took out a loan/ borrowed money to pay the bill	*	*	-	-	-	-	*	-	-	*	-	-	*	-	-	-	*	*	-	*	-	*	-
	2%	*3%*	-	-	-	-	*5%*	-	-	*4%*	-	-	*5%*	-	-	-	*4%*	*4%*	-	*2%*	-	*3%*	-
Took an agreed payment break/ deferral	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Changed from monthly to annual	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**5**	2	3	-	-	-	5	-	-	5	1	2	2	1	2	-	2	2	1	3	2	3	2
	23%	*18%*	*29%*	-	-	-	*66%*	-	-	*58%*	*15%*	*27%*	*26%*	*22%*	*31%*	-	*19%*	*21%*	*13%*	*17%*	*47%*	*22%*	*25%*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 181
COM19_2 - Types of payment changes made to this communication service: Fixed landline
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED LANDLINE IN THE LAST MONTH

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**20**	20	2	19	9	14	18	7	1	19	9	-	-	-	9	-	6	6	1
Weighted Base	**21***	21**	2**	21**	11**	16**	20**	7**	1**	20**	10**	-**	-**	-**	10**	-**	9**	5**	1**
Used savings to pay the bill	**11** ***54%***	11 *54%*	1 *57%*	11 *55%*	5 *46%*	10 *65%*	10 *53%*	2 *28%*	1 *100%*	10 *52%*	6 *57%*	- -	- -	- -	6 *57%*	- -	7 *83%*	3 *55%*	- -
Used an overdraft to pay the bill	**3** ***14%***	3 *14%*	- -	3 *14%*	1 *7%*	1 *5%*	3 *14%*	1 *11%*	- -	3 *14%*	2 *21%*	- -	- -	- -	2 *21%*	- -	1 *17%*	1 *26%*	- -
Entered into a repayment plan agreement	**1** ***4%***	1 *4%*	- -	1 *4%*	1 *7%*	1 *5%*	1 *4%*	- -	- -	1 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	- -
Used a credit card to pay the bill	**1** ***3%***	1 *3%*	1 *43%*	1 *3%*	1 *6%*	1 *4%*	1 *3%*	1 *9%*	- -	1 *3%*	- -	- -	- -	- -	- -	- -	- -	- -	- -
Took out a loan/ borrowed money to pay the bill	* ***2%***	* *2%*	- -	* *2%*	- -	* *2%*	* *2%*	- -	- -	* *2%*	* *4%*	- -	- -	- -	* *4%*	- -	- -	- -	- -
Took an agreed payment break/ deferral	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**5** ***23%***	5 *23%*	- -	5 *22%*	4 *34%*	3 *18%*	5 *23%*	4 *51%*	- -	5 *24%*	2 *18%*	- -	- -	- -	2 *18%*	- -	- -	1 *19%*	1 *100%*
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 182
COM19_2 - Types of payment changes made to this communication service: Fixed landline
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED LANDLINE IN THE LAST MONTH

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**20**	3	6	13	5	20	20	-	15	-	20	-	-	-	-	-	-	3	6	7	2
Weighted Base	**21***	4**	5**	13**	4**	21**	21**	-**	15**	-**	21**	-**	-**	-**	-**	-**	-**	4**	5**	8**	3**
Used savings to pay the bill	**11** ***54%***	1 *28%*	2 *42%*	8 *63%*	2 *56%*	11 *54%*	11 *54%*	- -	8 *51%*	- -	11 *54%*	- -	- -	- -	- -	- -	- -	3 *73%*	4 *70%*	2 *30%*	3 *77%*
Used an overdraft to pay the bill	**3** ***14%***	- -	1 *13%*	3 *23%*	- -	3 *14%*	3 *14%*	- -	3 *19%*	- -	3 *14%*	- -	- -	- -	- -	- -	- -	- -	1 *11%*	2 *29%*	- -
Entered into a repayment plan agreement	**1** ***4%***	1 *22%*	1 *17%*	1 *7%*	1 *19%*	1 *4%*	1 *4%*	- -	1 *5%*	- -	1 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *23%*
Used a credit card to pay the bill	**1** ***3%***	- -	- -	1 *5%*	1 *16%*	1 *3%*	1 *3%*	- -	1 *4%*	- -	1 *3%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *8%*	- -
Took out a loan/ borrowed money to pay the bill	***** ***2%***	- -	* *8%*	* *3%*	* *9%*	* *2%*	* *2%*	- -	* *2%*	- -	* *2%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Took an agreed payment break/ deferral	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**5** ***23%***	2 *50%*	1 *21%*	- -	- -	5 *23%*	5 *23%*	- -	3 *19%*	- -	5 *23%*	- -	- -	- -	- -	- -	- -	1 *27%*	1 *19%*	3 *34%*	- -
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 183
COM19_2 - Types of payment changes made to this communication service: Fixed landline
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED LANDLINE IN THE LAST MONTH

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**20**	6	6	-	-	7	13	3	4	4	-	3	-	3	2	7	12	8
Weighted Base	**21***	5**	6**	-**	-**	8**	13**	4**	5**	3**	-**	3**	-**	4**	1**	7**	12**	8**
Used savings to pay the bill	**11** ***54%***	3 *65%*	3 *55%*	- -	- -	6 *76%*	5 *41%*	3 *64%*	4 *75%*	3 *83%*	- -	1 *33%*	- -	1 *34%*	- -	5 *82%*	7 *59%*	4 *48%*
Used an overdraft to pay the bill	**3** ***14%***	- -	1 *25%*	- -	- -	- -	3 *23%*	1 *36%*	- -	1 *17%*	- -	1 *30%*	- -	1 *40%*	- -	- -	2 *18%*	1 *7%*
Entered into a repayment plan agreement	**1** ***4%***	- -	1 *14%*	- -	- -	- -	1 *6%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *12%*	- -	1 *10%*
Used a credit card to pay the bill	**1** ***3%***	1 *12%*	- -	- -	- -	1 *8%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *77%*	- -	1 *5%*	- -
Took out a loan/ borrowed money to pay the bill	* ***2%***	- -	* *6%*	- -	- -	* *4%*	- -	- -	* *7%*	- -	- -	- -	- -	- -	- -	* *6%*	* *3%*	- -
Took an agreed payment break/ deferral	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**5** ***23%***	1 *22%*	- -	- -	- -	1 *12%*	4 *30%*	- -	1 *18%*	- -	- -	1 *37%*	- -	1 *26%*	* *23%*	- -	2 *15%*	3 *35%*
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 184
COM19_3 - Types of payment changes made to this communication service: Fixed broadband
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED BROADBAND IN THE LAST MONTH

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**43**	8	35	7	9	10	11	5	1	-	2	14	14	12	1	2	6	8	2	4	1	1	3	28	5	6	4
Weighted Base	**48***	14**	34**	7**	11**	14**	10**	4**	1**	-**	3**	10**	20**	14**	1**	2**	7**	13**	2**	4**	2**	2**	3**	38**	4**	5**	1**
Used an overdraft to pay the bill	**21**	5	17	2	8	6	3	2	-	-	3	4	9	5	1	1	3	6	1	1	2	2	1	18	3	1	*
	44%	*32%*	*48%*	*34%*	*73%*	*41%*	*29%*	*35%*	-	-	*100%*	*37%*	*44%*	*39%*	*100%*	*41%*	*39%*	*46%*	*38%*	*19%*	*100%*	*100%*	*22%*	*46%*	*61%*	*12%*	*18%*
Used savings to pay the bill	**15**	6	9	1	4	7	1	1	-	-	-	2	7	7	-	1	4	4	1	2	-	-	-	13	1	1	-
	31%	*44%*	*26%*	*18%*	*38%*	*52%*	*13%*	*20%*	-	-	-	*18%*	*35%*	*46%*	-	*59%*	*50%*	*33%*	*62%*	*53%*	-	-	-	*34%*	*29%*	*22%*	-
Took an agreed payment break/ deferral	**5**	2	2	-	-	2	2	-	-	-	-	-	5	-	-	-	-	2	-	-	-	2	-	5	-	-	-
	9%	*17%*	*7%*	-	-	*16%*	*23%*	-	-	-	-	-	*23%*	-	-	-	-	*18%*	-	-	-	*100%*	-	*12%*	-	-	-
Used a credit card to pay the bill	**3**	-	3	1	1	-	1	-	-	-	-	1	1	1	-	-	1	-	-	-	-	-	1	2	*	1	-
	6%	-	*9%*	*11%*	*9%*	-	*11%*	-	-	-	-	*12%*	*6%*	*5%*	-	-	*10%*	-	-	-	-	-	*32%*	*5%*	*10%*	*13%*	-
Took out a loan/ borrowed money to pay the bill	**2**	-	2	-	-	-	1	1	-	-	-	*	-	1	-	-	-	-	-	-	-	-	-	-	-	1	1
	4%	-	*5%*	-	-	-	*8%*	*23%*	-	-	-	*4%*	-	*10%*	-	-	-	-	-	-	-	-	-	-	-	*20%*	*62%*
Entered into a repayment plan agreement	**1**	*	1	1	-	-	*	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	*
	2%	*2%*	*2%*	*12%*	-	-	*2%*	-	-	-	-	*10%*	-	-	-	-	*11%*	-	-	-	-	-	-	*2%*	-	-	*20%*
Changed from monthly to annual	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**6**	3	3	-	1	1	2	1	1	-	-	2	3	-	-	-	-	2	-	1	-	-	2	5	-	1	-
	12%	*18%*	*10%*	-	*10%*	*8%*	*15%*	*22%*	*100%*	-	-	*21%*	*13%*	-	-	-	-	*16%*	-	*28%*	-	-	*46%*	*13%*	-	*20%*	-
Don't know	**2**	2	1	2	-	-	-	-	-	-	-	1	2	-	-	-	-	2	-	-	-	-	-	2	-	1	-
	5%	*13%*	*2%*	*36%*	-	-	-	-	-	-	-	*6%*	*10%*	-	-	-	-	*14%*	-	-	-	-	-	*5%*	-	*12%*	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 185
COM19_3 - Types of payment changes made to this communication service: Fixed broadband
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED BROADBAND IN THE LAST MONTH

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**43**	21	22	17	9	4	12	1	30	13	13	19	11	9	9	7	18	21	14	35	8	32	11
Weighted Base	**48***	26**	22**	21**	12**	4**	11**	1**	37**	12**	14**	23**	12**	11**	8**	6**	23**	23**	17**	40**	8**	32**	16**
Used an overdraft to pay the bill	**21** *44%*	12 *44%*	10 *43%*	11 *51%*	5 *43%*	1 *28%*	4 *39%*	- -	17 *46%*	4 *35%*	7 *48%*	11 *48%*	3 *29%*	6 *56%*	2 *20%*	2 *33%*	11 *49%*	12 *53%*	6 *37%*	19 *46%*	2 *31%*	16 *49%*	5 *33%*
Used savings to pay the bill	**15** *31%*	11 *43%*	4 *18%*	6 *30%*	5 *38%*	2 *59%*	1 *12%*	1 *100%*	13 *35%*	2 *19%*	5 *33%*	8 *35%*	3 *23%*	3 *24%*	3 *41%*	1 *14%*	8 *36%*	8 *36%*	6 *33%*	14 *35%*	1 *16%*	10 *32%*	5 *29%*
Took an agreed payment break/ deferral	**5** *9%*	5 *17%*	- -	- -	5 *38%*	- -	- -	- -	5 *12%*	- -	- -	5 *20%*	- -	- -	- -	2 *38%*	2 *10%*	- -	5 *27%*	5 *11%*	- -	- -	5 *28%*
Used a credit card to pay the bill	**3** *6%*	1 *5%*	2 *8%*	1 *5%*	- -	* *12%*	1 *13%*	- -	2 *4%*	1 *12%*	* *3%*	1 *5%*	1 *12%*	- -	1 *13%*	* *7%*	1 *6%*	1 *5%*	- -	1 *3%*	2 *23%*	2 *7%*	1 *5%*
Took out a loan/ borrowed money to pay the bill	**2** *4%*	1 *3%*	1 *4%*	1 *5%*	- -	- -	1 *7%*	- -	1 *3%*	1 *7%*	1 *7%*	* *2%*	* *3%*	1 *9%*	- -	* *7%*	* *2%*	1 *6%*	* *3%*	2 *4%*	- -	2 *6%*	- -
Entered into a repayment plan agreement	**1** *2%*	- -	1 *5%*	1 *5%*	- -	- -	- -	- -	1 *3%*	- -	- -	* *1%*	1 *7%*	- -	* *3%*	- -	1 *4%*	- -	* *1%*	* *1%*	1 *10%*	* *1%*	1 *5%*
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**6** *12%*	2 *6%*	4 *19%*	4 *18%*	- -	- -	2 *18%*	- -	4 *10%*	2 *17%*	1 *8%*	3 *15%*	1 *10%*	1 *11%*	2 *23%*	- -	3 *12%*	4 *16%*	2 *12%*	6 *14%*	- -	5 *15%*	1 *7%*
Don't know	**2** *5%*	2 *7%*	1 *3%*	1 *3%*	- -	- -	2 *18%*	- -	1 *2%*	2 *16%*	- -	- -	2 *22%*	- -	- -	- -	2 *11%*	- -	- -	- -	2 *31%*	1 *2%*	2 *12%*
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 186
COM19_3 - Types of payment changes made to this communication service: Fixed broadband
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED BROADBAND IN THE LAST MONTH

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**43**	26	14	42	27	34	43	14	-	43	11	1	2	6	14	6	9	18	4
Weighted Base	**48***	27**	19**	48*	33**	41**	48*	18**	-**	48*	13**	4**	2**	7**	19**	7**	12**	21**	4**
Used an overdraft to pay the bill	**21** ***44%***	7 *26%*	12 *61%*	21 *44%*	12 *38%*	17 *41%*	21 *44%*	9 *53%*	- -	21 *44%*	5 *38%*	4 *100%*	1 *52%*	2 *34%*	10 *51%*	2 *34%*	4 *32%*	11 *52%*	2 *50%*
Used savings to pay the bill	**15** ***31%***	10 *39%*	5 *25%*	15 *32%*	11 *34%*	13 *33%*	15 *31%*	5 *31%*	- -	15 *31%*	6 *43%*	4 *100%*	1 *48%*	- -	10 *55%*	- -	7 *63%*	6 *29%*	- -
Took an agreed payment break/ deferral	**5** ***9%***	- -	5 *24%*	5 *10%*	5 *14%*	5 *11%*	5 *9%*	2 *13%*	- -	5 *9%*	- -	- -	- -	5 *63%*	- -	5 *63%*	- -	2 *11%*	- -
Used a credit card to pay the bill	**3** ***6%***	3 *9%*	2 *10%*	3 *6%*	3 *9%*	3 *7%*	3 *6%*	3 *14%*	- -	3 *6%*	- -	- -	- -	- -	- -	- -	- -	2 *8%*	- -
Took out a loan/ borrowed money to pay the bill	**2** ***4%***	1 *3%*	- -	1 *3%*	- -	1 *3%*	2 *4%c*	- -	- -	2 *4%*	* *3%*	- -	- -	- -	* *2%*	- -	- -	- -	1 *22%*
Entered into a repayment plan agreement	**1** ***2%***	1 *4%*	- -	1 *2%*	1 *3%*	1 *3%*	1 *2%*	- -	- -	1 *2%*	- -	- -	- -	* *4%*	- -	* *4%*	- -	- -	* *6%*
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**6** ***12%***	3 *12%*	3 *14%*	6 *12%*	5 *14%*	5 *12%*	6 *12%*	2 *12%*	- -	6 *12%*	2 *16%*	- -	- -	2 *21%*	2 *12%*	2 *21%*	- -	4 *18%*	1 *22%*
Don't know	**2** ***5%***	2 *9%*	- -	2 *5%*	2 *8%*	2 *6%*	2 *5%*	2 *14%*	- -	2 *5%*	- -	- -	- -	1 *8%*	- -	1 *8%*	1 *5%*	- -	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 187
COM19_3 - Types of payment changes made to this communication service: Fixed broadband
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED BROADBAND IN THE LAST MONTH

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**43**	12	14	23	14	43	43	-	36	-	43	-	-	-	-	-	-	10	7	16	6
Weighted Base	**48***	12**	16**	23**	14**	48*	48*	-**	40**	-**	48*	-**	-**	-**	-**	-**	-**	13**	6**	20**	7**
Used an overdraft to pay the bill	**21** ***44%***	6 *50%*	11 *66%*	11 *47%*	5 *34%*	21 *44%*	21 *44%*	- -	21 *53%*	- -	21 *44%*	- -	- -	- -	- -	- -	- -	9 *68%*	1 *20%*	8 *41%*	2 *32%*
Used savings to pay the bill	**15** ***31%***	2 *16%*	5 *34%*	7 *30%*	4 *25%*	15 *31%*	15 *31%*	- -	12 *30%*	- -	15 *31%*	- -	- -	- -	- -	- -	- -	6 *47%*	2 *29%*	4 *22%*	3 *36%*
Took an agreed payment break/ deferral	**5** ***9%***	- -	2 *14%*	5 *20%*	5 *32%*	5 *9%*	5 *9%*	- -	5 *12%*	- -	5 *9%*	- -	- -	- -	- -	- -	- -	- -	- -	5 *23%*	- -
Used a credit card to pay the bill	**3** ***6%***	1 *9%*	- -	2 *8%*	2 *12%*	3 *6%*	3 *6%*	- -	3 *7%*	- -	3 *6%*	- -	- -	- -	- -	- -	- -	1 *6%*	- -	1 *3%*	2 *21%*
Took out a loan/ borrowed money to pay the bill	**2** ***4%***	- -	* *2%*	1 *4%*	1 *6%*	2 *4%*	2 *4%*	- -	1 *2%*	- -	2 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *5%*	- -
Entered into a repayment plan agreement	**1** ***2%***	1 *9%*	1 *7%*	1 *4%*	1 *7%*	1 *2%*	1 *2%*	- -	1 *3%*	- -	1 *2%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *11%*
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**6** ***12%***	- -	2 *13%*	- -	- -	6 *12%*	6 *12%*	- -	2 *5%*	- -	6 *12%*	- -	- -	- -	- -	- -	- -	1 *7%*	3 *51%*	2 *8%*	- -
Don't know	**2** ***5%***	2 *16%*	- -	- -	- -	2 *5%*	2 *5%*	- -	2 *5%*	- -	2 *5%*	- -	- -	- -	- -	- -	- -	1 *5%*	- -	2 *9%*	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 188
COM19_3 - Types of payment changes made to this communication service: Fixed broadband
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED BROADBAND IN THE LAST MONTH

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**43**	15	12	-	-	14	27	4	6	12	5	4	1	3	5	19	23	19
Weighted Base	**48***	18**	12**	-**	-**	17**	30**	5**	7**	12**	8**	4**	***	4**	5**	21**	24**	24**
Used an overdraft to pay the bill	**21**	10	3	-	-	7	13	3	2	3	7	2	-	1	2	10	10	12
	44%	*54%*	*27%*	-	-	*40%*	*45%*	*52%*	*25%*	*27%*	*88%*	*42%*	-	*40%*	*34%*	*46%*	*40%*	*49%*
Used savings to pay the bill	**15**	7	3	-	-	10	5	3	4	3	4	-	-	1	-	9	8	8
	31%	*40%*	*27%*	-	-	*59%*	*17%*	*48%*	*56%*	*26%*	*45%*	-	-	*34%*	-	*43%*	*32%*	*32%*
Took an agreed payment break/ deferral	**5**	-	2	-	-	-	5	-	-	2	-	-	-	-	-	2	5	-
	9%	-	*20%*	-	-	-	*15%*	-	-	*20%*	-	-	-	-	-	*11%*	*19%*	-
Used a credit card to pay the bill	**3**	1	2	-	-	1	2	-	-	2	-	-	-	-	1	2	2	1
	6%	*4%*	*13%*	-	-	*4%*	*6%*	-	-	*13%*	-	-	-	-	*13%*	*7%*	*8%*	*5%*
Took out a loan/ borrowed money to pay the bill	**2**	-	1	-	-	1	1	-	*	-	1	-	-	-	-	1	1	1
	4%	-	*7%*	-	-	*5%*	*3%*	-	*5%*	-	*12%*	-	-	-	-	*4%*	*3%*	*4%*
Entered into a repayment plan agreement	**1**	*	1	-	-	*	1	-	-	-	-	-	*	-	-	1	*	1
	2%	*1%*	*7%*	-	-	*1%*	*3%*	-	-	-	-	-	*100%*	-	-	*5%*	*1%*	*3%*
Changed from monthly to annual	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**6**	4	-	-	-	2	4	-	1	1	-	3	-	1	3	-	-	5
	12%	*21%*	-	-	-	*12%*	*12%*	-	*14%*	*10%*	-	*58%*	-	*26%*	*53%*	-	-	*20%*
Don't know	**2**	-	-	-	-	-	2	-	-	1	-	-	-	-	-	-	2	1
	5%	-	-	-	-	-	*8%*	-	-	*5%*	-	-	-	-	-	-	*8%*	*3%*
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 189
COM19_4 - Types of payment changes made to this communication service: Pay TV service
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A PAY TV SERVICE IN THE LAST MONTH

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**37**	12	25	4	9	6	7	7	3	1	2	8	11	13	1	4	5	5	3	5	4	2	1	30	4	2	1
Weighted Base	**48***	19**	29**	5**	12**	9**	8**	8**	4**	1**	3**	6**	18**	18**	2**	5**	7**	10**	6**	4**	4**	3**	2**	43**	4**	1**	***
Used savings to pay the bill	**10**	7	3	-	4	4	-	2	-	-	-	1	4	4	-	-	3	4	-	2	*	-	-	9	1	-	-
	21%	*35%*	*11%*	-	*29%*	*44%*	-	*27%*	-	-	-	*14%*	*20%*	*22%*	-	-	*39%*	*35%*	-	*42%*	*11%*	-	-	*20%*	*35%*	-	-
Used an overdraft to pay the bill	**10**	4	6	-	6	2	1	-	-	-	1	1	4	4	-	1	1	5	-	1	1	-	-	9	1	-	-
	20%	*19%*	*21%*	-	*47%*	*25%*	*18%*	-	-	-	*35%*	*13%*	*20%*	*24%*	-	*18%*	*20%*	*45%*	-	*18%*	*30%*	-	-	*21%*	*18%*	-	-
Took an agreed payment break/ deferral	**3**	3	-	-	-	-	3	-	-	-	-	*	2	-	-	-	-	2	-	-	-	-	-	2	-	-	*
	5%	*14%*	-	-	-	-	*32%*	-	-	-	-	*4%*	*13%*	-	-	-	-	*23%*	-	-	-	-	-	*6%*	-	-	*100%*
Took out a loan/ borrowed money to pay the bill	**2**	-	2	1	2	-	-	-	-	-	-	1	2	-	-	-	-	-	-	1	-	-	-	1	2	-	-
	5%	-	*8%*	*15%*	*14%*	-	-	-	-	-	-	*11%*	*10%*	-	-	-	-	-	-	*15%*	-	-	-	*2%*	*47%*	-	-
Used a credit card to pay the bill	**2**	-	2	-	-	2	1	-	-	-	-	-	2	1	2	-	-	-	-	-	-	-	-	2	-	1	-
	5%	-	*8%*	-	-	*19%*	*8%*	-	-	-	-	-	*9%*	*4%*	*100%*	-	-	-	-	-	-	-	-	*4%*	-	*53%*	-
Entered into a repayment plan agreement	**2**	-	2	2	-	-	-	-	-	-	-	1	1	-	-	-	2	-	-	-	-	-	-	2	-	-	-
	4%	-	*7%*	*45%*	-	-	-	-	-	-	-	*13%*	*7%*	-	-	-	*32%*	-	-	-	-	-	-	*5%*	-	-	-
Changed from monthly to annual	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**20**	8	12	-	4	1	3	6	4	1	2	2	6	9	-	5	-	1	6	1	2	3	2	19	-	1	-
	41%	*41%*	*42%*	-	*34%*	*12%*	*42%*	*73%*	*100%*	*100%*	*65%*	*34%*	*31%*	*51%*	-	*82%*	-	*14%*	*100%*	*25%*	*59%*	*100%*	*100%*	*45%*	-	*47%*	-
Don't know	**3**	2	1	2	1	-	-	-	-	-	-	1	2	-	-	-	1	2	-	-	-	-	-	3	-	-	-
	5%	*10%*	*2%*	*40%*	*5%*	-	-	-	-	-	-	*10%*	*10%*	-	-	-	*9%*	*18%*	-	-	-	-	-	*6%*	-	-	-
Refused	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 190
COM19_4 - Types of payment changes made to this communication service: Pay TV service
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A PAY TV SERVICE IN THE LAST MONTH

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**37**	21	16	11	10	1	14	1	22	15	7	19	10	5	7	9	15	19	15	34	3	27	10
Weighted Base	**48***	32**	15**	16**	12**	1**	17**	1**	29**	19**	9**	25**	14**	6**	6**	13**	22**	25**	19**	44**	4**	31**	17**
Used savings to pay the bill	**10**	8	2	6	2	-	1	-	8	1	1	4	4	1	-	2	6	6	4	10	-	6	4
	21%	*23%*	*15%*	*40%*	*17%*	-	*8%*	-	*29%*	*8%*	*15%*	*18%*	*26%*	*22%*	-	*14%*	*28%*	*25%*	*19%*	*23%*	-	*20%*	*21%*
Used an overdraft to pay the bill	**10**	8	2	4	3	1	2	-	8	2	2	7	1	1	1	2	6	5	4	10	-	8	1
	20%	*25%*	*11%*	*23%*	*27%*	*100%*	*10%*	-	*27%*	*9%*	*22%*	*28%*	*6%*	*11%*	*16%*	*17%*	*26%*	*22%*	*22%*	*22%*	-	*27%*	*8%*
Took an agreed payment break/ deferral	**3**	2	*	*	2	-	-	-	3	-	-	3	-	-	*	2	-	-	3	3	-	*	2
	5%	*7%*	*2%*	*2%*	*19%*	-	-	-	*9%*	-	-	*10%*	-	-	*4%*	*18%*	-	-	*14%*	*6%*	-	*1%*	*14%*
Took out a loan/ borrowed money to pay the bill	**2**	2	1	1	1	-	1	-	1	1	-	2	-	-	1	1	1	1	2	2	-	2	-
	5%	*5%*	*4%*	*4%*	*5%*	-	*6%*	-	*5%*	*6%*	-	*10%*	-	-	*12%*	*8%*	*3%*	*3%*	*9%*	*6%*	-	*8%*	-
Used a credit card to pay the bill	**2**	2	1	2	-	-	1	-	2	1	-	-	2	-	-	-	2	1	2	2	-	1	2
	5%	*5%*	*4%*	*11%*	-	-	*4%*	-	*6%*	*4%*	-	-	*17%*	-	-	-	*11%*	*3%*	*9%*	*5%*	-	*2%*	*10%*
Entered into a repayment plan agreement	**2**	1	1	2	-	-	-	-	2	-	-	-	2	-	-	-	2	-	-	-	2	-	2
	4%	*4%*	*5%*	*14%*	-	-	-	-	*7%*	-	-	-	*15%*	-	-	-	*10%*	-	-	-	*53%*	-	*12%*
Changed from monthly to annual	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**20**	11	9	5	3	-	10	1	8	12	5	11	3	4	4	6	6	15	5	20	-	16	4
	41%	*33%*	*59%*	*30%*	*26%*	-	*61%*	*100%*	*27%*	*64%*	*63%*	*46%*	*22%*	*67%*	*68%*	*44%*	*27%*	*59%*	*27%*	*45%*	-	*51%*	*24%*
Don't know	**3**	3	-	-	1	-	2	-	1	2	-	1	2	-	-	-	3	1	-	1	2	1	2
	5%	*8%*	-	-	*5%*	-	*11%*	-	*2%*	*10%*	-	*3%*	*14%*	-	-	-	*11%*	*3%*	-	*1%*	*47%*	*2%*	*11%*
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 191
COM19_4 - Types of payment changes made to this communication service: Pay TV service
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A PAY TV SERVICE IN THE LAST MONTH

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**37**	29	10	36	37	31	34	16	3	34	2	3	4	9	9	9	6	12	2
Weighted Base	**48***	34**	14**	47**	48**	42**	45**	21**	3**	45**	6**	6**	5**	11**	17**	11**	8**	17**	2**
Used savings to pay the bill	**10**	6	5	10	10	8	8	5	1	8	3	4	1	-	7	-	4	4	-
	21%	*18%*	*35%*	*21%*	*21%*	*19%*	*19%*	*23%*	*52%*	*19%*	*47%*	*58%*	*18%*	-	*43%*	-	*49%*	*21%*	-
Used an overdraft to pay the bill	**10**	5	4	10	10	10	10	7	-	10	-	4	1	2	5	2	2	7	-
	20%	*15%*	*30%*	*21%*	*20%*	*23%*	*21%*	*31%*	-	*21%*	-	*58%*	*21%*	*17%*	*27%*	*17%*	*29%*	*43%*	-
Took an agreed payment break/ deferral	**3**	*	2	3	3	3	3	-	-	3	-	-	-	3	-	3	-	2	*
	5%	*1%*	*16%*	*6%*	*5%*	*6%*	*6%*	-	-	*6%*	-	-	-	*23%*	-	*23%*	-	*14%*	*14%*
Took out a loan/ borrowed money to pay the bill	**2**	2	-	2	2	2	2	2	-	2	-	-	-	-	-	-	1	1	-
	5%	*5%*	-	*5%*	*5%*	*6%*	*5%*	*8%*	-	*5%*	-	-	-	-	-	-	*8%*	*6%*	-
Used a credit card to pay the bill	**2**	2	1	2	2	2	2	1	-	2	-	-	-	-	-	-	-	-	-
	5%	*7%*	*5%*	*5%*	*5%*	*6%*	*5%*	*3%*	-	*5%*	-	-	-	-	-	-	-	-	-
Entered into a repayment plan agreement	**2**	2	-	2	2	2	1	-	1	1	-	1	-	-	1	-	-	-	-
	4%	*6%*	-	*5%*	*4%*	*5%*	*2%*	-	*48%*	*2%*	-	*21%*	-	-	*8%*	-	-	-	-
Changed from monthly to annual	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**20**	14	6	19	20	16	20	8	-	20	3	1	3	7	7	7	1	6	2
	41%	*40%*	*39%*	*40%*	*41%*	*37%*	*44%*	*40%*	-	*44%*	*53%*	*21%*	*61%*	*60%*	*43%*	*60%*	*14%*	*33%*	*86%*
Don't know	**3**	3	-	3	3	3	3	3	-	3	-	-	-	-	-	-	-	1	-
	5%	*7%*	-	*5%*	*5%*	*6%*	*6%*	*12%*	-	*6%*	-	-	-	-	-	-	-	*4%*	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 192
COM19_4 - Types of payment changes made to this communication service: Pay TV service
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A PAY TV SERVICE IN THE LAST MONTH

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**37**	18	22	18	12	37	37	-	34	-	37	-	-	-	-	-	-	10	7	13	6
Weighted Base	**48***	19**	25**	20**	16**	48**	48**	-**	42**	-**	48**	-**	-**	-**	-**	-**	-**	14**	8**	15**	10**
Used savings to pay the bill	**10** ***21%***	1 *5%*	6 *24%*	4 *18%*	1 *8%*	10 *21%*	10 *21%*	- -	7 *17%*	- -	10 *21%*	- -	- -	- -	- -	- -	- -	5 *37%*	- -	2 *12%*	3 *27%*
Used an overdraft to pay the bill	**10** ***20%***	3 *14%*	8 *31%*	3 *15%*	- -	10 *20%*	10 *20%*	- -	8 *20%*	- -	10 *20%*	- -	- -	- -	- -	- -	- -	4 *25%*	2 *27%*	2 *16%*	1 *14%*
Took an agreed payment break/ deferral	**3** ***5%***	* *1%*	* *1%*	2 *12%*	3 *17%*	3 *5%*	3 *5%*	- -	3 *6%*	- -	3 *5%*	- -	- -	- -	- -	- -	- -	- -	- -	2 *15%*	- -
Took out a loan/ borrowed money to pay the bill	**2** ***5%***	1 *4%*	1 *4%*	1 *5%*	2 *11%*	2 *5%*	2 *5%*	- -	2 *6%*	- -	2 *5%*	- -	- -	- -	- -	- -	- -	- -	1 *13%*	1 *4%*	1 *7%*
Used a credit card to pay the bill	**2** ***5%***	2 *9%*	2 *7%*	2 *12%*	1 *4%*	2 *5%*	2 *5%*	- -	2 *6%*	- -	2 *5%*	- -	- -	- -	- -	- -	- -	- -	- -	2 *15%*	- -
Entered into a repayment plan agreement	**2** ***4%***	2 *11%*	1 *3%*	2 *11%*	1 *5%*	2 *4%*	2 *4%*	- -	2 *5%*	- -	2 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *22%*
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**20** ***41%***	8 *42%*	11 *42%*	5 *25%*	8 *50%*	20 *41%*	20 *41%*	- -	18 *43%*	- -	20 *41%*	- -	- -	- -	- -	- -	- -	8 *58%*	5 *59%*	4 *25%*	3 *30%*
Don't know	**3** ***5%***	3 *13%*	1 *3%*	1 *3%*	1 *4%*	3 *5%*	3 *5%*	- -	3 *6%*	- -	3 *5%*	- -	- -	- -	- -	- -	- -	1 *4%*	- -	2 *12%*	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 193
COM19_4 - Types of payment changes made to this communication service: Pay TV service
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A PAY TV SERVICE IN THE LAST MONTH

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**37**	14	7	-	-	12	25	4	2	5	3	5	2	1	7	13	25	11
Weighted Base	**48***	18**	8**	-**	-**	16**	32**	5**	4**	6**	7**	6**	2**	1**	8**	16**	31**	16**
Used savings to pay the bill	**10**	5	2	-	-	8	2	1	3	-	4	-	-	-	1	6	4	6
	21%	*25%*	*28%*	-	-	*47%*	*7%*	*27%*	*72%*	-	*55%*	-	-	-	*12%*	*35%*	*12%*	*39%*
Used an overdraft to pay the bill	**10**	5	1	-	-	4	5	2	-	1	5	2	-	-	-	6	5	5
	20%	*26%*	*14%*	-	-	*26%*	*17%*	*49%*	-	*11%*	*74%*	*31%*	-	-	-	*36%*	*16%*	*29%*
Took an agreed payment break/ deferral	**3**	*	2	-	-	*	2	-	-	2	-	-	*	-	-	3	3	-
	5%	*1%*	*31%*	-	-	*2%*	*7%*	-	-	*40%*	-	-	*14%*	-	-	*16%*	*9%*	-
Took out a loan/ borrowed money to pay the bill	**2**	-	1	-	-	2	1	-	1	1	-	-	-	-	-	1	2	-
	5%	-	*9%*	-	-	*11%*	*2%*	-	*28%*	*11%*	-	-	-	-	-	*4%*	*8%*	-
Used a credit card to pay the bill	**2**	2	-	-	-	1	2	-	-	-	2	-	-	-	1	2	2	-
	5%	*13%*	-	-	-	*4%*	*5%*	-	-	-	*26%*	-	-	-	*8%*	*10%*	*8%*	-
Entered into a repayment plan agreement	**2**	1	1	-	-	-	2	-	-	-	-	-	-	-	-	2	-	2
	4%	*7%*	*11%*	-	-	-	*7%*	-	-	-	-	-	-	-	-	*13%*	-	*13%*
Changed from monthly to annual	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**20**	8	1	-	-	5	14	1	-	2	-	3	2	1	6	1	13	6
	41%	*44%*	*8%*	-	-	*33%*	*46%*	*24%*	-	*37%*	-	*59%*	*86%*	*100%*	*72%*	*8%*	*42%*	*37%*
Don't know	**3**	1	-	-	-	-	3	-	-	-	-	1	-	-	1	-	2	1
	5%	*3%*	-	-	-	-	*8%*	-	-	-	-	*11%*	-	-	*8%*	-	*6%*	*4%*
Refused	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 194
COM19_5 - Types of payment changes made to this communication service: OTT service
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR AN OTT SERVICE IN THE LAST MONTH

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**33**	11	21	9	9	9	6	-	-	-	2	9	12	8	1	4	6	4	4	4	2	-	2	27	3	3	-
Weighted Base	**43***	20**	22**	10**	12**	14**	6**	-**	-**	-**	3**	8**	21**	9**	2**	4**	8**	7**	4**	5**	3**	-**	2**	35**	3**	5**	-**
Used savings to pay the bill	**19** ***45%***	11 *56%*	7 *32%*	3 *31%*	8 *64%*	5 *35%*	3 *51%*	- -	- -	- -	- -	3 *35%*	10 *47%*	6 *65%*	- -	1 *30%*	4 *45%*	4 *60%*	3 *82%*	1 *17%*	- -	- -	- -	13 *38%*	2 *65%*	4 *86%*	- -
Used an overdraft to pay the bill	**15** ***34%***	7 *34%*	6 *30%*	2 *17%*	6 *53%*	6 *38%*	1 *13%*	- -	- -	- -	3 *100%*	2 *28%*	7 *34%*	2 *21%*	- -	- -	2 *28%*	5 *63%*	1 *26%*	3 *60%*	3 *100%*	- -	1 *37%*	15 *41%*	- -	- -	- -
Took out a loan/ borrowed money to pay the bill	**1** ***2%***	- -	- -	- -	1 *8%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *11%*	- -	- -	- -	- -	1 *26%*	- -	- -	- -	- -	1 *3%*	- -	- -	- -
Cancelled Direct debit	**1** ***2%***	- -	1 *4%*	- -	1 *8%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *10%*	- -	1 *22%*	- -	- -	- -	- -	- -	- -	- -	1 *3%*	- -	- -	- -
Entered into a repayment plan agreement	**1** ***2%***	- -	1 *4%*	1 *8%*	- -	- -	- -	- -	- -	- -	- -	1 *10%*	- -	- -	- -	- -	1 *10%*	- -	- -	- -	- -	- -	- -	1 *2%*	- -	- -	- -
Used a credit card to pay the bill	**1** ***2%***	- -	1 *3%*	- -	- -	- -	1 *11%*	- -	- -	- -	- -	- -	- -	1 *7%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *14%*	- -
Took an agreed payment break/ deferral	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**10** ***22%***	4 *18%*	6 *27%*	3 *25%*	2 *12%*	4 *27%*	2 *25%*	- -	- -	- -	- -	2 *27%*	6 *27%*	1 *7%*	2 *100%*	2 *48%*	1 *17%*	- -	1 *18%*	1 *23%*	- -	- -	2 *63%*	8 *24%*	1 *35%*	- -	- -
Don't know	**2** ***4%***	2 *9%*	- -	2 *18%*	- -	- -	- -	- -	- -	- -	- -	- -	2 *9%*	- -	- -	- -	- -	2 *26%*	- -	- -	- -	- -	- -	2 *5%*	- -	- -	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 195
COM19_5 - Types of payment changes made to this communication service: OTT service
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR AN OTT SERVICE IN THE LAST MONTH

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**33**	15	18	12	4	6	9	2	22	11	6	12	15	4	4	5	20	9	14	23	10	24	9
Weighted Base	**43***	22**	21**	20**	4**	8**	8**	3**	32**	11**	9**	16**	18**	6**	5**	5**	27**	14**	18**	32**	11**	29**	14**
Used savings to pay the bill	**19** ***45%***	9 *39%*	11 *51%*	11 *56%*	2 *53%*	4 *48%*	2 *24%*	- -	17 *54%*	2 *19%*	3 *34%*	8 *49%*	8 *47%*	3 *52%*	2 *53%*	1 *17%*	13 *47%*	9 *61%*	7 *38%*	15 *48%*	4 *34%*	14 *46%*	6 *42%*
Used an overdraft to pay the bill	**15** ***34%***	10 *43%*	5 *24%*	6 *29%*	2 *47%*	3 *40%*	3 *30%*	1 *48%*	11 *34%*	4 *34%*	4 *48%*	8 *49%*	2 *13%*	2 *37%*	1 *26%*	3 *52%*	8 *31%*	6 *41%*	5 *28%*	11 *34%*	4 *33%*	14 *46%*	1 *7%*
Took out a loan/ borrowed money to pay the bill	**1** ***2%***	- -	1 *5%*	- -	- -	- -	1 *12%*	- -	- -	1 *9%*	- -	- -	1 *6%*	- -	- -	- -	1 *4%*	- -	- -	- -	1 *9%*	1 *3%*	- -
Cancelled Direct debit	**1** ***2%***	- -	1 *5%*	- -	- -	- -	1 *11%*	- -	- -	1 *9%*	- -	1 *6%*	- -	- -	1 *21%*	- -	- -	- -	1 *5%*	1 *3%*	- -	1 *3%*	- -
Entered into a repayment plan agreement	**1** ***2%***	- -	1 *4%*	1 *4%*	- -	- -	- -	- -	1 *3%*	- -	- -	- -	1 *5%*	- -	- -	- -	1 *3%*	- -	- -	- -	1 *7%*	- -	1 *6%*
Used a credit card to pay the bill	**1** ***2%***	- -	1 *3%*	- -	- -	- -	1 *8%*	- -	- -	1 *6%*	- -	- -	1 *4%*	- -	- -	- -	1 *2%*	1 *5%*	- -	1 *2%*	- -	1 *2%*	- -
Took an agreed payment break/ deferral	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**10** ***22%***	6 *26%*	4 *18%*	6 *29%*	- -	1 *12%*	1 *16%*	1 *52%*	7 *21%*	3 *24%*	2 *18%*	3 *19%*	5 *27%*	1 *11%*	- -	2 *31%*	7 *27%*	3 *18%*	5 *28%*	8 *24%*	2 *18%*	5 *18%*	4 *31%*
Don't know	**2** ***4%***	2 *9%*	- -	- -	- -	- -	2 *23%*	- -	- -	2 *17%*	- -	- -	2 *11%*	- -	- -	- -	2 *7%*	- -	- -	- -	2 *17%*	- -	2 *14%*
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 196
COM19_5 - Types of payment changes made to this communication service: OTT service
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR AN OTT SERVICE IN THE LAST MONTH

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**33**	18	7	33	18	33	29	13	4	29	6	1	2	1	9	1	9	9	3
Weighted Base	**43***	22**	11**	43**	25**	43**	37**	17**	6**	37**	10**	4**	2**	2**	16**	2**	14**	11**	4**
Used savings to pay the bill	**19** ***45%***	10 *43%*	6 *51%*	19 *45%*	10 *38%*	19 *45%*	14 *39%*	8 *46%*	5 *80%*	14 *39%*	5 *46%*	4 *100%*	- -	- -	8 *51%*	- -	8 *60%*	6 *57%*	- -
Used an overdraft to pay the bill	**15** ***34%***	5 *23%*	7 *62%*	15 *34%*	9 *34%*	15 *34%*	13 *36%*	8 *45%*	1 *20%*	13 *36%*	5 *54%*	4 *100%*	- -	- -	9 *56%*	- -	2 *16%*	7 *61%*	2 *51%*
Took out a loan/ borrowed money to pay the bill	**1** ***2%***	- -	- -	1 *2%*	- -	1 *2%*	1 *3%*	- -	- -	1 *3%*	- -	- -	- -	- -	- -	- -	- -	- -	- -
Cancelled Direct debit	**1** ***2%***	- -	- -	1 *2%*	1 *4%*	1 *2%*	1 *3%*	- -	- -	1 *3%*	- -	- -	1 *39%*	- -	1 *6%*	- -	1 *7%*	- -	- -
Entered into a repayment plan agreement	**1** ***2%***	1 *4%*	- -	1 *2%*	1 *3%*	1 *2%*	1 *2%*	- -	- -	1 *2%*	- -	- -	- -	- -	- -	- -	- -	- -	- -
Used a credit card to pay the bill	**1** ***2%***	1 *3%*	1 *6%*	1 *2%*	1 *3%*	1 *2%*	1 *2%*	1 *4%*	- -	1 *2%*	- -	- -	- -	- -	- -	- -	- -	- -	- -
Took an agreed payment break/ deferral	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**10** ***22%***	4 *19%*	2 *14%*	10 *22%*	7 *26%*	10 *22%*	10 *26%*	2 *15%*	- -	10 *26%*	- -	- -	2 *61%*	2 *100%*	2 *9%*	2 *100%*	2 *17%*	2 *14%*	2 *49%*
Don't know	**2** ***4%***	2 *9%*	- -	2 *4%*	2 *7%*	2 *4%*	2 *5%*	2 *11%*	- -	2 *5%*	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

Table 197
COM19_5 - Types of payment changes made to this communication service: OTT service
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR AN OTT SERVICE IN THE LAST MONTH

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**33**	12	13	16	7	33	33	-	27	-	33	-	-	-	-	-	-	8	7	11	7
Weighted Base	**43***	17**	16**	19**	9**	43**	43**	-**	35**	-**	43**	-**	-**	-**	-**	-**	-**	13**	8**	14**	8**
Used savings to pay the bill	**19** ***45%***	5 *29%*	6 *34%*	7 *35%*	1 *14%*	19 *45%*	19 *45%*	- -	13 *37%*	- -	19 *45%*	- -	- -	- -	- -	- -	- -	8 *64%*	5 *58%*	- -	6 *77%*
Used an overdraft to pay the bill	**15** ***34%***	4 *26%*	6 *38%*	5 *29%*	3 *38%*	15 *34%*	15 *34%*	- -	14 *38%*	- -	15 *34%*	- -	- -	- -	- -	- -	- -	7 *55%*	- -	5 *38%*	2 *25%*
Took out a loan/ borrowed money to pay the bill	**1** ***2%***	- -	- -	- -	- -	1 *2%*	1 *2%*	- -	- -	- -	1 *2%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *12%*
Cancelled Direct debit	**1** ***2%***	1 *6%*	1 *6%*	1 *5%*	- -	1 *2%*	1 *2%*	- -	1 *3%*	- -	1 *2%*	- -	- -	- -	- -	- -	- -	- -	1 *12%*	- -	- -
Entered into a repayment plan agreement	**1** ***2%***	1 *5%*	1 *5%*	1 *4%*	1 *9%*	1 *2%*	1 *2%*	- -	1 *2%*	- -	1 *2%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *10%*
Used a credit card to pay the bill	**1** ***2%***	- -	- -	1 *4%*	1 *7%*	1 *2%*	1 *2%*	- -	1 *2%*	- -	1 *2%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *5%*	- -
Took an agreed payment break/ deferral	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Changed from monthly to annual	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**10** ***22%***	4 *23%*	6 *39%*	4 *23%*	3 *31%*	10 *22%*	10 *22%*	- -	8 *23%*	- -	10 *22%*	- -	- -	- -	- -	- -	- -	1 *8%*	2 *30%*	6 *44%*	- -
Don't know	**2** ***4%***	2 *11%*	- -	- -	- -	2 *4%*	2 *4%*	- -	2 *5%*	- -	2 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	2 *14%*	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 198
COM19_5 - Types of payment changes made to this communication service: OTT service
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO
PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR AN OTT SERVICE IN THE LAST MONTH

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**33**	12	6	-	-	11	22	3	1	6	6	4	2	3	3	12	18	14
Weighted Base	**43***	16**	7**	-**	-**	18**	25**	4**	3**	8**	11**	4**	2**	3**	3**	16**	20**	22**
Used savings to pay the bill	**19**	7	4	-	-	10	9	3	3	4	5	1	-	2	1	8	6	13
	45%	*41%*	*65%*	-	-	*57%*	*36%*	*73%*	*100%*	*51%*	*43%*	*20%*	-	*62%*	*32%*	*48%*	*30%*	*60%*
Used an overdraft to pay the bill	**15**	7	2	-	-	10	5	-	-	3	7	2	-	-	-	8	7	8
	34%	*41%*	*23%*	-	-	*53%*	*20%*	-	-	*36%*	*62%*	*43%*	-	-	-	*50%*	*34%*	*35%*
Took out a loan/ borrowed money to pay the bill	**1**	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	2%	-	-	-	-	-	*4%*	-	-	-	-	-	-	-	-	-	*5%*	-
Cancelled Direct debit	**1**	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	-
	2%	-	-	-	-	-	*4%*	*27%*	-	-	-	-	-	-	-	-	*5%*	-
Entered into a repayment plan agreement	**1**	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1
	2%	-	*12%*	-	-	-	*3%*	-	-	-	-	-	-	-	-	*5%*	-	*4%*
Used a credit card to pay the bill	**1**	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-
	2%	*4%*	-	-	-	*4%*	-	-	-	-	-	-	-	-	*20%*	-	*3%*	-
Took an agreed payment break/ deferral	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Changed from monthly to annual	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**10**	6	-	-	-	1	8	-	-	1	3	2	2	1	2	3	5	4
	22%	*36%*	-	-	-	*6%*	*34%*	-	-	*13%*	*27%*	*36%*	*100%*	*38%*	*47%*	*18%*	*23%*	*17%*
Don't know	**2**	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-
	4%	-	-	-	-	-	*8%*	-	-	-	-	-	-	-	-	-	*10%*	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 199
NEWQ1_1 - You said that you recently had difficulty paying for your Mobile phone service - changes to minutes allowance.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**28**	12	16	4	2	4	3	7	5	3	7	14	1	6	1	3	3	4	1	4	3	4	1	24	2	-	2
Weighted Base	**24***	9**	14**	3**	2**	4**	4**	4**	3**	3**	7**	10**	1**	6**	1**	3**	2**	4**	1**	3**	3**	3**	2**	22**	1**	-**	1**
Just the last month	**12**	7	5	1	-	3	4	2	1	-	5	5	-	2	-	1	2	3	1	1	1	1	2	11	1	-	*
	49%	*73%*	*34%*	*43%*	-	*57%*	*100%*	*52%*	*46%*	-	*68%*	*48%*	-	*37%*	-	*28%*	*100%*	*58%*	*100%*	*21%*	*44%*	*22%*	*100%*	*49%*	*48%*	-	*41%*
Last 2 months	**3**	1	2	-	1	1	-	1	-	-	-	1	-	2	-	1	-	-	-	-	1	1	-	3	-	-	-
	12%	*7%*	*15%*	-	*49%*	*28%*	-	*15%*	-	-	-	*9%*	-	*33%*	-	*46%*	-	-	-	-	*33%*	*21%*	-	*13%*	-	-	-
Last 3 months	**2**	-	2	1	-	1	-	1	-	-	-	1	1	-	-	1	-	-	-	1	1	-	-	2	-	-	-
	10%	-	*16%*	*28%*	-	*15%*	-	*17%*	-	-	-	*14%*	*100%*	-	-	*27%*	-	-	-	*30%*	*23%*	-	-	*11%*	-	-	-
Last 4 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**2**	1	1	1	1	-	-	-	-	-	1	1	-	-	-	-	-	1	-	1	-	-	-	2	-	-	-
	8%	*11%*	*6%*	*29%*	*51%*	-	-	-	-	-	*13%*	*10%*	-	-	-	-	-	*23%*	-	*30%*	-	-	-	*9%*	-	-	-
More than the last 6 months	**1**	-	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-	-	-	-	-	1	-	-	-
	3%	-	*5%*	-	-	-	-	-	-	*27%*	-	-	-	*13%*	*100%*	-	-	-	-	-	-	-	-	*3%*	-	-	-
Prefer not to say	**2**	-	2	-	-	-	-	-	-	2	1	1	-	-	-	-	-	1	-	-	-	1	-	2	-	-	-
	9%	-	*14%*	-	-	-	-	-	-	*73%*	*18%*	*8%*	-	-	-	-	-	*19%*	-	-	-	*40%*	-	*10%*	-	-	-
Don't know	**2**	1	1	-	-	-	-	1	1	-	-	1	-	1	-	-	-	-	-	1	-	1	-	1	1	-	*
	9%	*10%*	*9%*	-	-	-	-	*16%*	*54%*	-	-	*11%*	-	*18%*	-	-	-	-	-	*19%*	-	*17%*	-	*5%*	*52%*	-	*59%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 200
NEWQ1_1 - You said that you recently had difficulty paying for your Mobile phone service - changes to minutes allowance.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**28**	7	21	9	3	1	14	1	13	15	6	11	11	6	7	5	10	16	8	24	4	28	-
Weighted Base	**24***	8**	16**	8**	3**	1**	10**	1**	13**	11**	5**	10**	8**	5**	5**	4**	10**	15**	5**	21**	3**	24**	-**
Just the last month	**12**	6	6	5	3	1	2	1	9	3	1	7	3	1	3	2	6	8	2	10	2	12	-
	49%	*79%*	*35%*	*57%*	*100%*	*100%*	*18%*	*100%*	*72%*	*24%*	*25%*	*69%*	*39%*	*25%*	*51%*	*38%*	*66%*	*55%*	*36%*	*50%*	*46%*	*49%*	-
Last 2 months	**3**	-	3	1	-	-	2	-	1	2	2	1	-	2	1	-	-	2	1	3	-	3	-
	12%	-	*18%*	*12%*	-	-	*18%*	-	*8%*	*17%*	*44%*	*6%*	-	*44%*	*13%*	-	-	*15%*	*12%*	*14%*	-	*12%*	-
Last 3 months	**2**	2	1	2	-	-	1	-	2	1	-	1	2	-	-	-	2	1	1	1	1	2	-
	10%	*21%*	*4%*	*19%*	-	-	*7%*	-	*13%*	*6%*	-	*7%*	*19%*	-	-	-	*24%*	*5%*	*13%*	*7%*	*27%*	*10%*	-
Last 4 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**2**	-	2	1	-	-	1	-	1	1	-	-	2	-	-	1	1	-	1	1	1	2	-
	8%	-	*12%*	*12%*	-	-	*9%*	-	*8%*	*8%*	-	-	*23%*	-	-	*22%*	*10%*	-	*19%*	*5%*	*27%*	*8%*	-
More than the last 6 months	**1**	-	1	-	-	-	1	-	-	1	1	-	-	1	-	-	-	1	-	1	-	1	-
	3%	-	*5%*	-	-	-	*7%*	-	-	*7%*	*15%*	-	-	*15%*	-	-	-	*5%*	-	*4%*	-	*3%*	-
Prefer not to say	**2**	-	2	-	-	-	2	-	-	2	1	-	1	1	-	1	-	2	-	2	-	2	-
	9%	-	*13%*	-	-	-	*20%*	-	-	*18%*	*16%*	-	*15%*	*16%*	-	*31%*	-	*14%*	-	*10%*	-	*9%*	-
Don't know	**2**	-	2	-	-	-	2	-	-	2	-	2	*	-	2	*	-	1	1	2	-	2	-
	9%	-	*14%*	-	-	-	*21%*	-	-	*19%*	-	*18%*	*4%*	-	*36%*	*9%*	-	*7%*	*20%*	*11%*	-	*9%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 201
NEWQ1_1 - You said that you recently had difficulty paying for your Mobile phone service - changes to minutes allowance.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**28**	21	5	28	14	19	23	15	5	23	8	3	-	6	11	6	4	7	8
Weighted Base	**24***	18**	3**	24**	12**	16**	19**	12**	5**	19**	7**	2**	-**	5**	9**	5**	3**	6**	7**
Just the last month	**12**	10	1	12	8	9	10	5	2	10	4	1	-	3	6	3	1	4	4
	49%	*54%*	*46%*	*49%*	*65%*	*56%*	*51%*	*44%*	*40%*	*51%*	*62%*	*58%*	-	*55%*	*61%*	*55%*	*19%*	*72%*	*62%*
Last 2 months	**3**	1	1	3	1	1	2	2	1	2	-	-	-	1	-	1	1	1	1
	12%	*4%*	*21%*	*12%*	*6%*	*6%*	*9%*	*13%*	*26%*	*9%*	-	-	-	*13%*	-	*13%*	*36%*	*12%*	*15%*
Last 3 months	**2**	2	1	2	2	2	1	2	1	1	1	1	-	1	2	1	2	-	-
	10%	*9%*	*22%*	*10%*	*13%*	*14%*	*7%*	*19%*	*18%*	*7%*	*10%*	*42%*	-	*14%*	*17%*	*14%*	*45%*	-	-
Last 4 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**2**	1	-	2	1	2	2	2	-	2	-	-	-	-	-	-	-	-	1
	8%	*6%*	-	*8%*	*8%*	*12%*	*10%*	*16%*	-	*10%*	-	-	-	-	-	-	-	-	*15%*
More than the last 6 months	**1**	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	3%	*4%*	-	*3%*	-	-	-	-	*16%*	-	-	-	-	-	-	-	-	-	-
Prefer not to say	**2**	2	-	2	-	1	2	-	-	2	1	-	-	-	1	-	-	-	-
	9%	*12%*	-	*9%*	-	*5%*	*11%*	-	-	*11%*	*18%*	-	-	-	*14%*	-	-	-	-
Don't know	**2**	2	*	2	1	1	2	1	-	2	1	-	-	1	1	1	-	1	1
	9%	*12%*	*11%*	*9%*	*8%*	*6%*	*11%*	*8%*	-	*11%*	*10%*	-	-	*18%*	*8%*	*18%*	-	*16%*	*9%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 202
NEWQ1_1 - You said that you recently had difficulty paying for your Mobile phone service - changes to minutes allowance.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**28**	1	28	1	1	-	28	-	3	-	28	-	-	-	-	-	-	4	10	7	5
Weighted Base	**24***	1**	24**	1**	1**	-**	24**	-**	3**	-**	24**	-**	-**	-**	-**	-**	-**	5**	8**	6**	4**
Just the last month	**12**	-	12	-	-	-	12	-	-	-	12	-	-	-	-	-	-	4	2	1	4
	49%	-	*49%*	-	-	-	*49%*	-	-	-	*49%*	-	-	-	-	-	-	*73%*	*26%*	*24%*	*100%*
Last 2 months	**3**	1	3	-	-	-	3	-	1	-	3	-	-	-	-	-	-	-	1	2	-
	12%	*100%*	*12%*	-	-	-	*12%*	-	*35%*	-	*12%*	-	-	-	-	-	-	-	*15%*	*28%*	-
Last 3 months	**2**	-	2	1	-	-	2	-	1	-	2	-	-	-	-	-	-	1	1	1	-
	10%	-	*10%*	*100%*	-	-	*10%*	-	*32%*	-	*10%*	-	-	-	-	-	-	*14%*	*8%*	*16%*	-
Last 4 months	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 5 months	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**2**	-	2	-	1	-	2	-	1	-	2	-	-	-	-	-	-	-	1	1	-
	8%	-	*8%*	-	*100%*	-	*8%*	-	*33%*	-	*8%*	-	-	-	-	-	-	-	*11%*	*17%*	-
More than the last 6 months	**1**	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-
	3%	-	*3%*	-	-	-	*3%*	-	-	-	*3%*	-	-	-	-	-	-	-	*9%*	-	-
Prefer not to say	**2**	-	2	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	1	1	-
	9%	-	*9%*	-	-	-	*9%*	-	-	-	*9%*	-	-	-	-	-	-	-	*16%*	*14%*	-
Don't know	**2**	-	2	-	-	-	2	-	-	-	2	-	-	-	-	-	-	1	1	-	-
	9%	-	*9%*	-	-	-	*9%*	-	-	-	*9%*	-	-	-	-	-	-	*13%*	*14%*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 203
NEWQ1_1 - You said that you recently had difficulty paying for your Mobile phone service - changes to minutes allowance.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**28**	15	-	-	-	5	23	3	3	3	2	3	5	6	4	4	9	19
Weighted Base	**24***	15**	-**	-**	-**	4**	20**	3**	2**	1**	3**	2**	4**	6**	5**	3**	8**	16**
Just the last month	**12**	7	-	-	-	2	10	1	1	1	2	1	3	2	4	1	4	8
	49%	*50%*	-	-	-	*51%*	*49%*	*24%*	*66%*	*40%*	*69%*	*33%*	*78%*	*32%*	*84%*	*42%*	*49%*	*49%*
Last 2 months	**3**	2	-	-	-	1	2	1	1	-	1	-	-	-	-	2	2	1
	12%	*13%*	-	-	-	*34%*	*8%*	*44%*	*34%*	-	*31%*	-	-	-	-	*58%*	*23%*	*6%*
Last 3 months	**2**	2	-	-	-	-	2	1	-	-	-	1	-	2	-	-	1	2
	10%	*11%*	-	-	-	-	*11%*	*32%*	-	-	-	*36%*	-	*29%*	-	-	*8%*	*10%*
Last 4 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**2**	1	-	-	-	-	2	-	-	-	-	-	1	-	-	-	1	1
	8%	*6%*	-	-	-	-	*9%*	-	-	-	-	-	*22%*	-	-	-	*11%*	*6%*
More than the last 6 months	**1**	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-
	3%	*5%*	-	-	-	-	*4%*	-	-	-	-	-	-	-	*16%*	-	*9%*	-
Prefer not to say	**2**	1	-	-	-	-	2	-	-	-	-	-	-	1	-	-	-	2
	9%	*9%*	-	-	-	-	*10%*	-	-	-	-	-	-	*23%*	-	-	-	*13%*
Don't know	**2**	1	-	-	-	1	2	-	-	1	-	1	-	1	-	-	-	2
	9%	*6%*	-	-	-	*16%*	*8%*	-	-	*60%*	-	*31%*	-	*17%*	-	-	-	*14%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 204
NEWQ1_2 - You said that you recently had difficulty paying for your Mobile phone service - changes to data allowance.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**61**	31	28	9	13	11	10	9	6	3	19	14	16	9	1	5	9	4	13	8	7	3	3	53	1	3	4
Weighted Base	**77***	46**	30**	12**	20**	15**	14**	8**	5**	3**	25**	13**	27**	10**	2**	5**	12**	7**	17**	9**	10**	4**	5**	71*	2**	2**	2**
Just the last month	**34**	21	12	2	10	7	6	3	3	2	8	5	17	4	2	1	8	4	11	2	4	1	1	33	-	1	1
	45%	*46%*	*42%*	*21%*	*53%*	*47%*	*45%*	*38%*	*51%*	*79%*	*33%*	*40%*	*63%*	*41%*	*100%*	*13%*	*66%*	*61%*	*64%*	*17%*	*37%*	*25%*	*31%*	*47%*	-	*31%*	*25%*
Last 2 months	**6**	3	2	1	3	2	-	-	-	-	-	3	1	1	-	-	2	-	-	1	1	-	-	4	-	-	2
	7%	*7%*	*6%*	*8%*	*15%*	*12%*	-	-	-	-	-	*20%*	*2%*	*9%*	-	-	*18%*	-	-	*14%*	*7%*	-	-	*6%*	-	-	*62%*
Last 3 months	**5**	4	1	2	-	1	-	1	1	-	4	-	1	-	-	1	-	-	-	3	1	-	-	5	-	-	-
	7%	*9%*	*4%*	*14%*	-	*8%*	-	*16%*	*22%*	-	*17%*	-	*4%*	-	-	*22%*	-	-	-	*32%*	*12%*	-	-	*8%*	-	-	-
Last 4 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 5 months	**1**	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-
	1%	-	*2%*	-	-	-	-	*7%*	-	-	-	*5%*	-	-	-	-	-	-	*3%*	-	-	-	-	*1%*	-	-	-
Last 6 months	**3**	2	1	2	-	-	1	-	-	-	3	-	-	-	-	-	-	-	1	-	-	-	2	3	-	-	-
	4%	*4%*	*4%*	*17%*	-	-	*8%*	-	-	-	*12%*	-	-	-	-	-	-	-	*7%*	-	-	-	*43%*	*4%*	-	-	-
More than the last 6 months	**5**	2	3	1	-	-	4	-	-	-	3	1	2	-	-	-	2	-	1	-	-	1	-	4	-	1	-
	7%	*4%*	*11%*	*10%*	-	-	*28%*	-	-	-	*10%*	*4%*	*7%*	-	-	-	*16%*	-	*7%*	-	-	*34%*	-	*6%*	-	*31%*	-
Prefer not to say	**5**	2	3	2	1	-	1	-	1	-	3	1	2	-	-	-	-	1	-	-	-	2	1	4	-	1	-
	6%	*5%*	*9%*	*15%*	*3%*	-	*10%*	-	*22%*	-	*10%*	*5%*	*6%*	-	-	-	-	*20%*	-	-	-	*42%*	*26%*	*6%*	-	*38%*	-
Don't know	**18**	11	7	2	6	5	1	3	*	1	4	3	5	5	-	3	-	1	3	3	5	-	-	16	2	-	*
	23%	*25%*	*23%*	*16%*	*29%*	*32%*	*9%*	*39%*	*6%*	*21%*	*17%*	*26%*	*17%*	*50%*	-	*64%*	-	*18%*	*19%*	*37%*	*45%*	-	-	*22%*	*100%*	-	*12%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 205
NEWQ1_2 - You said that you recently had difficulty paying for your Mobile phone service - changes to data allowance.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**61**	21	40	27	3	9	19	3	39	22	10	26	25	10	14	16	21	28	27	55	6	50	11
Weighted Base	**77***	29**	48*	33**	5**	14**	21**	4**	52*	25**	13**	36**	29**	13**	16**	20**	28**	40**	31**	71*	7**	57*	20**
Just the last month	**34**	14	21	17	4	5	7	2	25	9	10	14	11	10	7	7	11	20	12	32	2	21	13
	45%	*47%*	*43%*	*51%*	*86%*	*32%*	*34%*	*48%*	*49%*	*36%*	*75%*	*38%*	*39%*	*75%*	*43%*	*32%*	*41%*	*50%*	*39%*	*45%*	*37%*	*37%*	*66%*
Last 2 months	**6**	3	3	3	-	-	2	1	3	3	-	4	1	-	2	-	4	2	2	4	2	3	3
	7%	*11%*	*6%*	*8%*	-	-	*10%*	*25%*	*5%*	*12%*	-	*12%*	*5%*	-	*11%*	-	*15%*	*5%*	*6%*	*5%*	*33%*	*6%*	*13%*
Last 3 months	**5**	3	3	3	-	-	3	-	3	3	-	4	2	-	1	3	1	-	5	5	-	5	-
	7%	*9%*	*6%*	*8%*	-	-	*13%*	-	*5%*	*11%*	-	*10%*	*6%*	-	*7%*	*15%*	*4%*	-	*18%*	*8%*	-	*9%*	-
Last 4 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 5 months	**1**	-	1	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	1	-	1	-
	1%	-	*1%*	*2%*	-	-	-	-	*1%*	-	-	-	*2%*	-	-	*3%*	-	-	*2%*	*1%*	-	*1%*	-
Last 6 months	**3**	-	3	-	-	1	2	-	1	2	-	-	3	-	-	1	2	1	2	3	-	3	-
	4%	-	*6%*	-	-	*8%*	*9%*	-	*2%*	*8%*	-	-	*11%*	-	-	*6%*	*7%*	*3%*	*6%*	*4%*	-	*5%*	-
More than the last 6 months	**5**	2	3	-	-	2	3	-	2	3	-	1	4	-	1	2	2	4	-	4	1	3	2
	7%	*6%*	*7%*	-	-	*13%*	*15%*	-	*4%*	*12%*	-	*4%*	*13%*	-	*8%*	*10%*	*6%*	*10%*	-	*6%*	*17%*	*5%*	*10%*
Prefer not to say	**5**	-	5	4	-	-	1	-	4	1	1	1	2	1	1	2	-	3	2	5	-	5	-
	6%	-	*10%*	*11%*	-	-	*6%*	-	*7%*	*5%*	*11%*	*3%*	*8%*	*11%*	*7%*	*12%*	-	*8%*	*6%*	*7%*	-	*9%*	-
Don't know	**18**	8	10	7	1	7	3	1	14	4	2	12	5	2	4	5	8	10	7	17	1	16	2
	23%	*27%*	*21%*	*20%*	*14%*	*46%*	*14%*	*28%*	*27%*	*16%*	*14%*	*32%*	*16%*	*14%*	*23%*	*24%*	*27%*	*25%*	*23%*	*24%*	*13%*	*27%*	*12%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 206
NEWQ1_2 - You said that you recently had difficulty paying for your Mobile phone service - changes to data allowance.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**61**	36	12	61	36	46	56	26	5	56	13	1	5	16	19	16	6	13	28
Weighted Base	**77***	46**	16**	77*	45**	59*	72*	31**	5**	72*	15**	1**	5**	18**	21**	18**	8**	17**	35**
Just the last month	**34**	19	8	34	17	25	31	14	3	31	4	-	2	11	5	11	6	8	17
	45%	*41%*	*49%*	*45%*	*38%*	*42%*	*43%*	*45%*	*65%*	*43%*	*23%*	-	*33%*	*64%*	*25%*	*64%*	*74%*	*46%*	*49%*
Last 2 months	**6**	3	-	6	3	4	5	4	1	5	1	-	2	-	3	-	1	1	1
	7%	*7%*	-	*7%*	*6%*	*6%*	*6%*	*15%*	*23%*	*6%*	*6%*	-	*35%*	-	*13%*	-	*16%*	*3%*	*4%*
Last 3 months	**5**	4	-	5	1	5	5	-	-	5	1	-	-	1	1	1	-	-	4
	7%	*9%*	-	*7%*	*3%*	*9%*	*8%*	-	-	*8%*	*8%*	-	-	*7%*	*5%*	*7%*	-	-	*12%*
Last 4 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 5 months	**1**	1	-	1	1	1	1	1	-	1	-	-	-	1	-	1	-	-	1
	1%	*1%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	-	-	-	*3%*	-	*3%*	-	-	*2%*
Last 6 months	**3**	1	-	3	3	3	3	-	-	3	-	-	-	1	-	1	-	2	1
	4%	*2%*	-	*4%*	*7%*	*5%*	*4%*	-	-	*4%*	-	-	-	*6%*	-	*6%*	-	*11%*	*3%*
More than the last 6 months	**5**	5	-	5	2	3	5	3	-	5	-	-	-	1	-	1	-	2	1
	7%	*11%*	-	*7%*	*4%*	*4%*	*7%*	*10%*	-	*7%*	-	-	-	*8%*	-	*8%*	-	*11%*	*4%*
Prefer not to say	**5**	4	2	5	4	5	5	4	-	5	2	-	2	1	4	1	-	-	4
	6%	*9%*	*13%*	*6%*	*10%*	*8%*	*7%*	*14%*	-	*7%*	*13%*	-	*32%*	*7%*	*18%*	*7%*	-	-	*12%*
Don't know	**18**	9	6	18	14	14	17	5	1	17	8	1	-	1	8	1	1	5	5
	23%	*19%*	*38%*	*23%*	*32%*	*24%*	*24%*	*15%*	*12%*	*24%*	*49%*	*100%*	-	*5%*	*38%*	*5%*	*11%*	*28%*	*14%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 207
NEWQ1_2 - You said that you recently had difficulty paying for your Mobile phone service - changes to data allowance.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**61**	6	61	5	-	-	61	-	10	-	61	-	-	-	-	-	-	7	14	20	16
Weighted Base	**77***	9**	77*	8**	-**	-**	77*	-**	15**	-**	77*	-**	-**	-**	-**	-**	-**	7**	17**	26**	25**
Just the last month	**34**	4	34	5	-	-	34	-	8	-	34	-	-	-	-	-	-	4	6	13	10
	45%	*47%*	*45%*	*69%*	-	-	*45%*	-	*52%*	-	*45%*	-	-	-	-	-	-	*54%*	*37%*	*51%*	*42%*
Last 2 months	**6**	-	6	1	-	-	6	-	1	-	6	-	-	-	-	-	-	-	1	1	2
	7%	-	*7%*	*15%*	-	-	*7%*	-	*8%*	-	*7%*	-	-	-	-	-	-	-	*8%*	*3%*	*9%*
Last 3 months	**5**	2	5	-	-	-	5	-	2	-	5	-	-	-	-	-	-	1	-	4	-
	7%	*19%*	*7%*	-	-	-	*7%*	-	*11%*	-	*7%*	-	-	-	-	-	-	*17%*	-	*16%*	-
Last 4 months	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 5 months	**1**	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	1%	-	*1%*	-	-	-	*1%*	-	-	-	*1%*	-	-	-	-	-	-	-	-	*2%*	-
Last 6 months	**3**	-	3	-	-	-	3	-	-	-	3	-	-	-	-	-	-	-	1	-	2
	4%	-	*4%*	-	-	-	*4%*	-	-	-	*4%*	-	-	-	-	-	-	-	*7%*	-	*8%*
More than the last 6 months	**5**	3	5	-	-	-	5	-	3	-	5	-	-	-	-	-	-	-	1	-	4
	7%	*35%*	*7%*	-	-	-	*7%*	-	*20%*	-	*7%*	-	-	-	-	-	-	-	*3%*	-	*18%*
Prefer not to say	**5**	-	5	-	-	-	5	-	-	-	5	-	-	-	-	-	-	-	1	1	3
	6%	-	*6%*	-	-	-	*6%*	-	-	-	*6%*	-	-	-	-	-	-	-	*4%*	*5%*	*12%*
Don't know	**18**	-	18	1	-	-	18	-	1	-	18	-	-	-	-	-	-	2	7	6	3
	23%	-	*23%*	*16%*	-	-	*23%*	-	*8%*	-	*23%*	-	-	-	-	-	-	*29%*	*41%*	*22%*	*12%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 208
NEWQ1_2 - You said that you recently had difficulty paying for your Mobile phone service - changes to data allowance.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**61**	45	2	-	-	8	53	1	2	6	4	15	19	12	18	17	22	37
Weighted Base	**77***	58*	4**	-**	-**	9**	69*	1**	4**	10**	4**	18**	24**	13**	21**	27**	26**	48*
Just the last month	**34**	27	3	-	-	7	28	1	3	6	2	6	13	8	13	8	12	21
	45%	*46%*	*70%*	-	-	*77%*	*41%*	*100%*	*78%*	*67%*	*56%*	*34%*	*53%*	*61%*	*61%*	*31%*	*46%*	*43%*
Last 2 months	**6**	4	-	-	-	-	6	-	-	1	-	2	-	-	3	1	2	3
	7%	*7%*	-	-	-	-	*8%*	-	-	*13%*	-	*10%*	-	-	*16%*	*2%*	*10%*	*7%*
Last 3 months	**5**	4	-	-	-	-	5	-	-	-	-	1	3	3	1	-	1	4
	7%	*7%*	-	-	-	-	*8%*	-	-	-	-	*6%*	*13%*	*23%*	*6%*	-	*5%*	*9%*
Last 4 months	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 5 months	**1**	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	1
	1%	*1%*	-	-	-	-	*1%*	-	-	-	-	-	*2%*	-	*3%*	-	-	*1%*
Last 6 months	**3**	3	-	-	-	-	3	-	-	-	-	2	1	-	-	3	-	3
	4%	*5%*	-	-	-	-	*4%*	-	-	-	-	*11%*	*5%*	-	-	*11%*	-	*6%*
More than the last 6 months	**5**	4	1	-	-	1	4	-	-	2	-	1	-	-	1	4	3	1
	7%	*7%*	*30%*	-	-	*13%*	*6%*	-	-	*20%*	-	*8%*	-	-	*3%*	*17%*	*10%*	*3%*
Prefer not to say	**5**	4	-	-	-	-	5	-	-	-	-	-	4	2	-	2	-	5
	6%	*6%*	-	-	-	-	*7%*	-	-	-	-	-	*18%*	*14%*	-	*6%*	-	*10%*
Don't know	**18**	12	-	-	-	1	17	-	1	-	2	6	2	*	3	9	8	10
	23%	*21%*	-	-	-	*10%*	*25%*	-	*22%*	-	*44%*	*31%*	*9%*	*2%*	*13%*	*33%*	*30%*	*21%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 209
NEWQ1_3 - You said that you recently had difficulty paying for your Mobile phone service.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**40**	18	20	9	12	3	7	2	7	-	3	9	14	11	2	4	7	-	5	3	2	6	4	33	2	1	4
Weighted Base	**50***	27**	21**	11**	18**	4**	11**	1**	4**	-**	5**	8**	22**	13**	2**	5**	8**	-**	6**	4**	4**	11**	6**	46**	2**	***	1**
Just the last month	**20**	8	12	1	8	2	6	-	3	-	4	1	10	5	1	3	1	-	2	-	4	4	2	17	2	-	1
	40%	*29%*	*58%*	*10%*	*43%*	*46%*	*57%*	-	*66%*	-	*75%*	*11%*	*48%*	*40%*	*58%*	*60%*	*10%*	-	*36%*	-	*100%*	*35%*	*44%*	*38%*	*100%*	-	*46%*
Last 2 months	**12**	7	5	2	7	-	1	-	1	-	-	2	8	1	1	1	5	-	2	1	-	-	2	11	-	-	1
	24%	*27%*	*23%*	*23%*	*37%*	-	*13%*	-	*28%*	-	-	*26%*	*36%*	*4%*	*42%*	*26%*	*55%*	-	*29%*	*18%*	-	-	*33%*	*25%*	-	-	*35%*
Last 3 months	**12**	9	3	5	4	-	2	1	-	-	1	2	4	5	-	1	2	-	1	3	-	5	-	12	-	-	-
	24%	*34%*	*13%*	*49%*	*20%*	-	*18%*	*66%*	-	-	*25%*	*19%*	*16%*	*36%*	-	*14%*	*23%*	-	*20%*	*82%*	-	*43%*	-	*25%*	-	-	-
Last 4 months	**2**	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-	1	-	2	-	-	-
	5%	*5%*	-	*9%*	-	*31%*	-	-	-	-	-	*12%*	-	*10%*	-	-	*12%*	-	-	-	-	*12%*	-	*5%*	-	-	-
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**1**	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-
	2%	-	*6%*	-	-	-	*11%*	-	-	-	-	*15%*	-	-	-	-	-	-	-	-	-	-	*22%*	*3%*	-	-	-
More than the last 6 months	**2**	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	1	-	2	-	-	-
	4%	*3%*	-	*9%*	-	*23%*	-	-	-	-	-	*11%*	-	*8%*	-	-	-	-	*15%*	-	-	*9%*	-	*4%*	-	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	1	-	-	-	-	-	*	*	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	*	*
	1%	*3%*	-	-	-	-	-	*34%*	*6%*	-	-	*5%*	-	*2%*	-	-	-	-	-	-	-	-	-	-	-	*100%*	*19%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 210
NEWQ1_3 - You said that you recently had difficulty paying for your Mobile phone service.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**40**	15	25	14	4	2	13	7	20	20	9	17	14	5	13	7	15	18	9	27	13	26	14
Weighted Base	**50***	24**	25**	25**	3**	2**	11**	9**	30**	19**	12**	20**	18**	4**	15**	10**	21**	24**	9**	34**	16**	28**	22**
Just the last month	**20**	13	7	8	2	2	3	6	11	9	7	11	3	3	6	5	6	12	5	17	3	11	9
	40%	*52%*	*29%*	*31%*	*56%*	*63%*	*30%*	*68%*	*36%*	*47%*	*55%*	*54%*	*15%*	*64%*	*42%*	*52%*	*28%*	*50%*	*53%*	*51%*	*17%*	*40%*	*41%*
Last 2 months	**12**	5	7	8	1	-	3	-	9	3	4	3	5	1	5	-	6	5	1	6	5	5	7
	24%	*20%*	*28%*	*31%*	*44%*	-	*26%*	-	*30%*	*15%*	*29%*	*17%*	*28%*	*18%*	*34%*	-	*29%*	*21%*	*15%*	*19%*	*34%*	*18%*	*31%*
Last 3 months	**12**	4	8	8	-	-	3	1	8	3	1	5	6	1	2	4	6	5	1	6	5	8	4
	24%	*15%*	*32%*	*33%*	-	-	*26%*	*8%*	*27%*	*18%*	*6%*	*26%*	*33%*	*18%*	*11%*	*36%*	*28%*	*22%*	*8%*	*19%*	*34%*	*28%*	*19%*
Last 4 months	**2**	1	1	-	-	-	1	1	-	2	-	-	2	-	-	1	1	-	-	-	2	2	-
	5%	*4%*	*5%*	-	-	-	*12%*	*12%*	-	*12%*	-	-	*13%*	-	-	*13%*	*5%*	-	-	-	*14%*	*8%*	-
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**1**	1	-	1	-	-	-	-	1	-	1	-	-	-	1	-	-	1	-	1	-	-	1
	2%	*5%*	-	*5%*	-	-	-	-	*4%*	-	*10%*	-	-	-	*8%*	-	-	*5%*	-	*4%*	-	-	*6%*
More than the last 6 months	**2**	1	1	-	-	1	-	1	1	1	-	-	2	-	-	-	2	-	2	2	-	1	1
	4%	*4%*	*4%*	-	-	*37%*	-	*12%*	*3%*	*5%*	-	-	*11%*	-	-	-	*9%*	-	*21%*	*6%*	-	*4%*	*4%*
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	-	1	-	-	-	1	-	-	1	-	1	-	-	1	-	-	*	*	1	-	1	-
	1%	-	*3%*	-	-	-	*6%*	-	-	*4%*	-	*3%*	-	-	*5%*	-	-	*2%*	*3%*	*2%*	-	*2%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 211
NEWQ1_3 - You said that you recently had difficulty paying for your Mobile phone service.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**40**	24	6	40	15	26	31	14	9	31	10	1	-	2	11	2	6	6	4
Weighted Base	**50***	27**	9**	50**	18**	33**	40**	15**	9**	40**	11**	1**	-**	2**	11**	2**	8**	8**	8**
Just the last month	**20**	11	7	20	4	16	17	8	3	17	6	-	-	-	6	-	4	3	4
	40%	*42%*	*74%*	*40%*	*21%*	*47%*	*42%*	*51%*	*31%*	*42%*	*60%*	-	-	-	*56%*	-	*48%*	*41%*	*50%*
Last 2 months	**12**	5	-	12	6	7	11	5	1	11	1	-	-	1	1	1	3	1	3
	24%	*20%*	-	*24%*	*33%*	*21%*	*26%*	*37%*	*13%*	*26%*	*13%*	-	-	*54%*	*12%*	*54%*	*40%*	*12%*	*35%*
Last 3 months	**12**	7	1	12	6	8	8	2	4	8	1	1	-	-	2	-	-	2	1
	24%	*28%*	*13%*	*24%*	*33%*	*25%*	*19%*	*10%*	*42%*	*19%*	*11%*	*100%*	-	-	*17%*	-	-	*29%*	*15%*
Last 4 months	**2**	-	1	2	1	1	1	-	1	1	1	-	-	-	1	-	-	1	-
	5%	-	*13%*	*5%*	*6%*	*3%*	*3%*	-	*11%*	*3%*	*12%*	-	-	-	*11%*	-	-	*15%*	-
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**1**	1	-	1	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-
	2%	*5%*	-	*2%*	-	-	*3%*	-	-	*3%*	-	-	-	-	-	-	-	-	-
More than the last 6 months	**2**	1	-	2	1	1	2	-	-	2	-	-	-	1	-	1	1	-	-
	4%	*3%*	-	*4%*	*5%*	*3%*	*5%*	-	-	*5%*	-	-	-	*46%*	-	*46%*	*12%*	-	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	1	-	1	*	*	*	*	*	*	*	-	-	-	*	-	-	*	-
	1%	*3%*	-	*1%*	*2%*	*1%*	*1%*	*2%*	*3%*	*1%*	*4%*	-	-	-	*4%*	-	-	*3%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 212
NEWQ1_3 - You said that you recently had difficulty paying for your Mobile phone service.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**40**	5	3	10	23	18	40	-	15	-	40	-	-	-	-	-	-	5	13	14	4
Weighted Base	**50***	6**	5**	14**	33**	19**	50**	-**	20**	-**	50**	-**	-**	-**	-**	-**	-**	7**	16**	21**	4**
Just the last month	**20**	2	5	4	18	4	20	-	6	-	20	-	-	-	-	-	-	4	3	11	1
	40%	*35%*	*100%*	*28%*	*54%*	*22%*	*40%*	-	*30%*	-	*40%*	-	-	-	-	-	-	*57%*	*18%*	*54%*	*20%*
Last 2 months	**12**	1	-	2	6	6	12	-	3	-	12	-	-	-	-	-	-	1	7	2	1
	24%	*12%*	-	*13%*	*18%*	*31%*	*24%*	-	*13%*	-	*24%*	-	-	-	-	-	-	*10%*	*46%*	*12%*	*21%*
Last 3 months	**12**	2	-	6	6	6	12	-	8	-	12	-	-	-	-	-	-	2	3	5	1
	24%	*38%*	-	*41%*	*18%*	*31%*	*24%*	-	*40%*	-	*24%*	-	-	-	-	-	-	*33%*	*17%*	*25%*	*32%*
Last 4 months	**2**	1	-	-	2	-	2	-	1	-	2	-	-	-	-	-	-	-	1	-	1
	5%	*15%*	-	-	*7%*	-	*5%*	-	*5%*	-	*5%*	-	-	-	-	-	-	-	*8%*	-	*28%*
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**1**	-	-	1	-	1	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-
	2%	-	-	*9%*	-	*7%*	*2%*	-	*6%*	-	*2%*	-	-	-	-	-	-	-	*8%*	-	-
More than the last 6 months	**2**	-	-	1	1	1	2	-	1	-	2	-	-	-	-	-	-	-	-	2	-
	4%	-	-	*7%*	*3%*	*5%*	*4%*	-	*4%*	-	*4%*	-	-	-	-	-	-	-	-	*9%*	-
Prefer not to say	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	-	-	*	-	1	1	-	*	-	1	-	-	-	-	-	-	-	*	-	-
	1%	-	-	*2%*	-	*4%*	*1%*	-	*1%*	-	*1%*	-	-	-	-	-	-	-	*3%*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 213
NEWQ1_3 - You said that you recently had difficulty paying for your Mobile phone service.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**40**	20	6	-	-	9	30	2	2	5	1	2	4	4	7	17	21	17
Weighted Base	**50***	27**	7**	-**	-**	9**	40**	2**	3**	8**	1**	3**	8**	5**	13**	19**	28**	19**
Just the last month	**20**	12	3	-	-	*	19	2	-	4	-	2	4	5	4	8	14	5
	40%	*45%*	*39%*	-	-	*4%*	*49%*	*100%*	-	*50%*	-	*62%*	*50%*	*100%*	*29%*	*44%*	*51%*	*28%*
Last 2 months	**12**	5	-	-	-	1	11	-	2	1	-	1	3	-	1	5	5	6
	24%	*20%*	-	-	-	*8%*	*28%*	-	*60%*	*17%*	-	*38%*	*35%*	-	*11%*	*24%*	*18%*	*30%*
Last 3 months	**12**	9	-	-	-	3	8	-	-	2	-	-	1	-	8	2	4	7
	24%	*33%*	-	-	-	*35%*	*19%*	-	-	*29%*	-	-	*15%*	-	*57%*	*9%*	*15%*	*39%*
Last 4 months	**2**	-	2	-	-	2	-	-	1	-	-	-	-	-	-	2	2	-
	5%	-	*31%*	-	-	*25%*	-	-	*40%*	-	-	-	-	-	-	*12%*	*8%*	-
Last 5 months	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**1**	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-
	2%	-	*17%*	-	-	*14%*	-	-	-	-	-	-	-	-	-	*7%*	-	-
More than the last 6 months	**2**	-	1	-	-	1	1	-	-	-	1	-	-	-	-	1	2	-
	4%	-	*13%*	-	-	*10%*	*3%*	-	-	-	*100%*	-	-	-	-	*5%*	*7%*	-
Prefer not to say	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	**1**	*	-	-	-	*	*	-	-	*	-	-	-	-	*	-	*	*
	1%	*1%*	-	-	-	*3%*	*1%*	-	-	*3%*	-	-	-	-	*3%*	-	*1%*	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 214
NEWQ1_4 - You said that you recently had difficulty paying for your Fixed landline telephone.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**23**	10	13	-	1	4	3	6	5	4	3	8	8	4	1	2	1	-	1	6	6	1	-	18	1	1	3
Weighted Base	**21***	11**	11**	-**	2**	4**	2**	6**	3**	5**	2**	5**	11**	3**	1**	2**	1**	-**	1**	7**	6**	1**	-**	19**	1**	1**	1**
Just the last month	**4**	2	2	-	-	1	1	-	1	1	-	1	2	1	1	1	-	-	-	-	2	1	-	4	-	-	-
	19%	*16%*	*22%*	-	-	*29%*	*44%*	-	*56%*	*12%*	-	*24%*	*19%*	*26%*	*100%*	*25%*	-	-	-	-	*35%*	*100%*	-	*21%*	-	-	-
Last 2 months	**2**	-	2	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	2	-	-	2	-	-	-
	8%	-	*17%*	-	-	-	-	*33%*	-	-	-	-	*17%*	-	-	-	-	-	-	-	*30%*	-	-	*9%*	-	-	-
Last 3 months	**2**	2	-	-	-	-	-	-	-	2	-	-	-	2	-	-	-	-	-	2	-	-	-	2	-	-	-
	7%	*14%*	-	-	-	-	-	-	-	*34%*	-	-	-	*45%*	-	-	-	-	-	*22%*	-	-	-	*8%*	-	-	-
Last 4 months	**2**	-	2	-	-	2	-	-	*	-	-	-	2	*	-	2	-	-	-	-	-	-	-	2	-	-	*
	8%	-	*17%*	-	-	*37%*	-	-	*8%*	-	-	-	*15%*	*6%*	-	*75%*	-	-	-	-	-	-	-	*8%*	-	-	*29%*
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**1**	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-
	6%	*12%*	-	-	-	-	-	-	-	*28%*	-	-	*12%*	-	-	-	-	-	*100%*	-	-	-	-	*7%*	-	-	-
More than the last 6 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	**2**	1	1	-	-	1	-	1	-	-	2	1	-	-	-	-	-	-	-	2	-	-	-	2	-	1	-
	11%	*9%*	*14%*	-	-	*34%*	-	*17%*	-	-	*69%*	*15%*	-	-	-	-	-	-	-	*23%*	-	-	-	*9%*	-	*100%*	-
Don't know	**9**	5	3	-	2	-	1	3	1	1	1	3	4	1	-	-	1	-	-	4	2	-	-	7	1	-	1
	40%	*49%*	*30%*	-	*100%*	-	*56%*	*50%*	*36%*	*27%*	*31%*	*62%*	*37%*	*22%*	-	-	*100%*	-	-	*55%*	*35%*	-	-	*38%*	*100%*	-	*71%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 215
NEWQ1_4 - You said that you recently had difficulty paying for your Fixed landline telephone.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**23**	5	18	6	4	2	10	1	12	11	8	11	4	8	6	3	6	11	12	23	-	22	1
Weighted Base	**21***	5**	17**	5**	6**	1**	8**	1**	13**	9**	8**	10**	4**	8**	5**	3**	6**	11**	10**	21**	-**	20**	2**
Just the last month	**4**	1	3	-	1	-	2	1	1	3	3	1	-	3	-	1	-	3	1	4	-	4	-
	19%	*26%*	*17%*	-	*19%*	-	*26%*	*100%*	*9%*	*33%*	*38%*	*12%*	-	*38%*	-	*45%*	-	*26%*	*12%*	*19%*	-	*21%*	-
Last 2 months	**2**	-	2	-	2	-	-	-	2	-	-	-	2	-	-	-	2	2	-	2	-	2	-
	8%	-	*11%*	-	*29%*	-	-	-	*14%*	-	-	-	*45%*	-	-	-	*30%*	*16%*	-	*8%*	-	*9%*	-
Last 3 months	**2**	-	2	-	-	-	2	-	-	2	-	2	-	-	2	-	-	-	2	2	-	2	-
	7%	-	*9%*	-	-	-	*20%*	-	-	*18%*	-	*16%*	-	-	*29%*	-	-	-	*15%*	*7%*	-	*8%*	-
Last 4 months	**2**	2	*	2	-	-	*	-	2	*	-	2	-	-	*	-	2	2	-	2	-	*	2
	8%	*35%*	*1%*	*31%*	-	-	*3%*	-	*12%*	*3%*	-	*18%*	-	-	*4%*	-	*27%*	*16%*	-	*8%*	-	*1%*	*100%*
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**1**	-	1	-	-	-	1	-	-	1	1	-	-	1	-	-	-	1	-	1	-	1	-
	6%	-	*8%*	-	-	-	*16%*	-	-	*15%*	*17%*	-	-	*17%*	-	-	-	*11%*	-	*6%*	-	*6%*	-
More than the last 6 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	**2**	1	1	2	-	-	-	-	2	-	-	2	-	-	1	-	1	-	2	2	-	2	-
	11%	*31%*	*6%*	*47%*	-	-	-	-	*19%*	-	-	*24%*	-	-	*18%*	-	*24%*	-	*23%*	*11%*	-	*12%*	-
Don't know	**9**	*	8	1	3	1	3	-	6	3	3	3	2	3	2	1	1	3	5	9	-	9	-
	40%	*7%*	*49%*	*22%*	*52%*	*100%*	*36%*	-	*45%*	*32%*	*45%*	*29%*	*55%*	*45%*	*48%*	*55%*	*19%*	*31%*	*50%*	*40%*	-	*43%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 216
NEWQ1_4 - You said that you recently had difficulty paying for your Fixed landline telephone.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**23**	23	2	17	12	13	14	11	4	19	8	-	-	1	8	1	4	7	5
Weighted Base	**21***	21**	2**	16**	9**	12**	13**	10**	4**	18**	8**	-**	-**	1**	8**	1**	5**	6**	5**
Just the last month	**4**	4	1	3	1	3	1	2	2	2	1	-	-	-	1	-	1	1	1
	19%	*19%*	*42%*	*20%*	*16%*	*23%*	*11%*	*21%*	*48%*	*13%*	*18%*	-	-	-	*18%*	-	*17%*	*22%*	*24%*
Last 2 months	**2**	2	-	2	2	2	2	-	-	2	-	-	-	-	-	-	-	-	-
	8%	*8%*	-	*11%*	*19%*	*15%*	*14%*	-	-	*10%*	-	-	-	-	-	-	-	-	-
Last 3 months	**2**	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-
	7%	*7%*	-	-	-	-	-	-	-	*9%*	-	-	-	-	-	-	*29%*	-	-
Last 4 months	**2**	2	-	*	*	*	*	*	-	2	-	-	-	-	-	-	2	-	-
	8%	*8%*	-	*1%*	*2%*	*2%*	*2%*	*2%*	-	*10%*	-	-	-	-	-	-	*30%*	-	-
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**1**	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-
	6%	*6%*	-	*8%*	-	-	-	-	*34%*	-	-	-	-	-	-	-	*24%*	-	-
More than the last 6 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	**2**	2	-	2	1	1	2	1	-	2	2	-	-	1	2	1	-	1	1
	11%	*11%*	-	*11%*	*15%*	*12%*	*19%*	*14%*	-	*14%*	*21%*	-	-	*100%*	*21%*	*100%*	-	*11%*	*19%*
Don't know	**9**	9	1	8	4	6	7	6	1	8	5	-	-	-	5	-	-	4	3
	40%	*40%*	*58%*	*48%*	*47%*	*48%*	*54%*	*63%*	*18%*	*44%*	*61%*	-	-	-	*61%*	-	-	*66%*	*56%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 217
NEWQ1_4 - You said that you recently had difficulty paying for your Fixed landline telephone.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**23**	1	20	1	1	2	23	-	2	-	23	-	-	-	-	-	-	5	8	6	1
Weighted Base	**21***	1**	20**	2**	1**	1**	21**	-**	2**	-**	21**	-**	-**	-**	-**	-**	-**	7**	7**	6**	1**
Just the last month	**4**	1	3	-	1	-	4	-	1	-	4	-	-	-	-	-	-	-	1	3	-
	19%	*100%*	*16%*	-	*100%*	-	*19%*	-	*36%*	-	*19%*	-	-	-	-	-	-	-	*21%*	*47%*	-
Last 2 months	**2**	-	2	-	-	-	2	-	-	-	2	-	-	-	-	-	-	2	-	-	-
	8%	-	*9%*	-	-	-	*8%*	-	-	-	*8%*	-	-	-	-	-	-	*25%*	-	-	-
Last 3 months	**2**	-	2	2	-	-	2	-	2	-	2	-	-	-	-	-	-	-	-	2	-
	7%	-	*8%*	*100%*	-	-	*7%*	-	*64%*	-	*7%*	-	-	-	-	-	-	-	-	*27%*	-
Last 4 months	**2**	-	2	-	-	-	2	-	-	-	2	-	-	-	-	-	-	2	-	-	-
	8%	-	*9%*	-	-	-	*8%*	-	-	-	*8%*	-	-	-	-	-	-	*22%*	-	-	-
Last 5 months	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**1**	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-
	6%	-	*7%*	-	-	-	*6%*	-	-	-	*6%*	-	-	-	-	-	-	-	*19%*	-	-
More than the last 6 months	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	**2**	-	2	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	2	1	-
	11%	-	*12%*	-	-	-	*11%*	-	-	-	*11%*	-	-	-	-	-	-	-	*25%*	*13%*	-
Don't know	**9**	-	8	-	-	1	9	-	-	-	9	-	-	-	-	-	-	4	2	1	1
	40%	-	*39%*	-	-	*100%*	*40%*	-	-	-	*40%*	-	-	-	-	-	-	*52%*	*34%*	*13%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 218
NEWQ1_4 - You said that you recently had difficulty paying for your Fixed landline telephone.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**23**	17	-	-	-	1	21	3	-	3	3	2	5	7	8	3	6	17
Weighted Base	**21***	17**	-**	-**	-**	2**	18**	4**	-**	4**	3**	1**	5**	8**	7**	2**	6**	15**
Just the last month	**4**	3	-	-	-	-	3	1	-	1	-	-	1	2	-	1	2	2
	19%	*19%*	-	-	-	-	*18%*	*24%*	-	*36%*	-	-	*24%*	*28%*	-	*38%*	*28%*	*16%*
Last 2 months	**2**	2	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	2
	8%	*10%*	-	-	-	-	*10%*	-	-	-	-	-	-	*22%*	-	-	-	*12%*
Last 3 months	**2**	2	-	-	-	-	2	2	-	-	-	-	-	2	-	-	-	2
	7%	*9%*	-	-	-	-	*8%*	*42%*	-	-	-	-	-	*19%*	-	-	-	*10%*
Last 4 months	**2**	2	-	-	-	-	2	-	-	-	2	-	-	2	*	-	2	-
	8%	*10%*	-	-	-	-	*10%*	-	-	-	*61%*	-	-	*19%*	*3%*	-	*28%*	-
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**1**	1	-	-	-	-	1	1	-	-	-	-	-	-	1	-	-	1
	6%	*7%*	-	-	-	-	*7%*	*35%*	-	-	-	-	-	-	*17%*	-	-	*8%*
More than the last 6 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	**2**	2	-	-	-	-	2	-	-	-	-	1	1	1	-	1	-	2
	11%	*10%*	-	-	-	-	*13%*	-	-	-	-	*52%*	*19%*	*12%*	-	*62%*	-	*16%*
Don't know	**9**	6	-	-	-	2	6	-	-	2	1	1	3	-	6	-	3	6
	40%	*35%*	-	-	-	*100%*	*33%*	-	-	*64%*	*39%*	*48%*	*56%*	-	*80%*	-	*44%*	*38%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 219
NEWQ1_5 - You said that you recently had difficulty paying for your Fixed broadband.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**94**	38	54	10	22	20	16	10	10	6	13	34	22	25	2	11	8	3	11	13	6	7	5	66	13	4	11
Weighted Base	**94***	37*	55*	10**	26**	23**	15**	8**	8**	3**	15**	26**	23**	30**	3**	12**	9**	4**	13**	13**	8**	10**	5**	76*	11**	3**	4**
Just the last month	**33**	10	22	1	9	11	6	4	1	1	8	8	3	14	1	4	1	3	7	3	4	4	-	28	3	1	1
	35%	*27%*	*40%*	*14%*	*36%*	*48%*	*38%*	*52%*	*7%*	*20%*	*54%*	*30%*	*13%*	*47%*	*40%*	*39%*	*10%*	*76%*	*52%*	*26%*	*49%*	*44%*	-	*37%*	*29%*	*36%*	*24%*
Last 2 months	**11**	5	5	1	3	3	1	1	1	-	-	3	1	6	-	1	2	-	1	2	-	1	1	7	2	-	1
	11%	*14%*	*10%*	*12%*	*13%*	*13%*	*7%*	*13%*	*10%*	-	-	*14%*	*5%*	*19%*	-	*11%*	*23%*	-	*5%*	*11%*	-	*8%*	*24%*	*10%*	*16%*	-	*39%*
Last 3 months	**5**	3	1	1	2	1	-	1	-	1	-	4	-	1	-	2	1	1	-	1	-	-	-	4	*	-	*
	5%	*8%*	*2%*	*10%*	*6%*	*4%*	-	*9%*	-	*18%*	-	*14%*	-	*4%*	-	*13%*	*11%*	*24%*	-	*5%*	-	-	-	*5%*	*3%*	-	*8%*
Last 4 months	**1**	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	1%	-	*1%*	*8%*	-	-	-	-	-	-	-	*3%*	-	-	-	-	*9%*	-	-	-	-	-	-	*1%*	-	-	-
Last 5 months	**4**	-	4	2	2	-	-	-	-	-	1	-	3	-	-	-	-	-	-	1	2	-	-	3	1	-	-
	4%	-	*7%*	*16%*	*9%*	-	-	-	-	-	*10%*	-	*11%*	-	-	-	-	-	-	*11%*	*21%*	-	-	*4%*	*9%*	-	-
Last 6 months	**6**	1	5	-	2	1	2	-	1	-	-	-	2	4	2	-	1	-	-	1	-	2	-	6	-	-	-
	7%	*3%*	*9%*	-	*7%*	*6%*	*13%*	-	*13%*	-	-	-	*10%*	*13%*	*60%*	-	*11%*	-	-	*10%*	-	*20%*	-	*8%*	-	-	-
More than the last 6 months	**9**	4	6	3	2	2	1	-	1	1	1	1	6	1	-	1	-	-	1	1	1	2	2	8	1	1	-
	10%	*10%*	*10%*	*27%*	*8%*	*8%*	*6%*	-	*12%*	*25%*	*9%*	*3%*	*28%*	*3%*	-	*8%*	-	-	*7%*	*6%*	*11%*	*19%*	*44%*	*10%*	*8%*	*33%*	-
Prefer not to say	**11**	6	5	1	4	-	2	2	3	-	1	5	4	1	-	-	1	-	1	3	1	-	2	9	1	1	-
	11%	*16%*	*9%*	*6%*	*16%*	-	*10%*	*21%*	*36%*	-	*9%*	*18%*	*17%*	*2%*	-	-	*15%*	-	*6%*	*25%*	*19%*	-	*32%*	*11%*	*12%*	*31%*	-
Don't know	**14**	8	6	1	1	5	4	*	2	1	3	5	3	3	-	3	2	-	4	1	-	1	-	11	3	-	1
	15%	*22%*	*12%*	*8%*	*5%*	*21%*	*25%*	*6%*	*23%*	*38%*	*19%*	*18%*	*15%*	*11%*	-	*30%*	*20%*	-	*29%*	*6%*	-	*9%*	-	*14%*	*23%*	-	*30%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 220
NEWQ1_5 - You said that you recently had difficulty paying for your Fixed broadband.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**94**	35	59	40	10	11	31	1	61	32	22	47	23	16	29	18	30	44	44	88	6	84	7
Weighted Base	**94***	36**	57*	42*	10**	11**	27**	1**	63*	28**	26**	44*	21**	17**	28**	17**	31**	47*	40*	87*	6**	84*	7**
Just the last month	**33**	12	21	17	2	6	5	-	25	5	12	16	4	8	9	6	10	22	10	32	1	29	1
	35%	*32%*	*37%*	*41%*	*19%*	*56%*	*18%*	-	*40%*	*17%*	*48%*	*36%*	*19%*	*48%*	*31%*	*34%*	*31%*	*47%*	*25%*	*37%r*	*12%*	*35%*	*13%*
Last 2 months	**11**	2	9	4	1	-	6	-	5	6	2	5	3	2	4	3	1	8	2	11	-	8	2
	11%	*5%*	*15%*	*10%*	*7%*	-	*20%*	-	*8%*	*20%*	*8%*	*12%*	*14%*	*13%*	*15%*	*20%*	*3%*	*17%*	*6%*	*12%*	-	*10%*	*34%*
Last 3 months	**5**	1	4	2	1	-	2	-	3	2	*	2	1	*	3	1	1	1	4	5	-	4	1
	5%	*3%*	*7%*	*6%*	*7%*	-	*6%*	-	*5%*	*6%*	*1%*	*5%*	*5%*	*2%*	*9%*	*6%*	*3%*	*2%*	*9%*	*5%*	-	*5%*	*14%*
Last 4 months	**1**	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1
	1%	*2%*	-	-	-	-	*3%*	-	-	*3%*	-	-	*4%*	-	-	-	*2%*	-	-	-	*12%*	-	*11%*
Last 5 months	**4**	1	3	2	-	-	2	-	2	2	1	1	2	1	-	3	-	1	3	4	-	4	-
	4%	*4%*	*5%*	*6%*	-	-	*6%*	-	*4%*	*6%*	*4%*	*3%*	*8%*	*6%*	-	*19%*	-	*2%*	*8%*	*5%*	-	*5%*	-
Last 6 months	**6**	5	1	-	1	2	3	-	3	3	4	2	-	1	3	-	2	4	2	6	-	6	-
	7%	*14%*	*2%*	-	*13%*	*18%*	*11%*	-	*5%*	*10%*	*17%*	*4%*	-	*6%*	*12%*	-	*6%*	*9%*	*5%*	*7%*	-	*7%*	-
More than the last 6 months	**9**	5	5	1	3	1	4	-	5	4	2	3	5	1	1	-	8	3	4	7	2	9	-
	10%	*13%*	*8%*	*3%*	*28%*	*8%*	*16%*	-	*8%c*	*15%*	*9%*	*6%*	*21%*	*6%*	*3%*	-	*24%*	*7%*	*11%*	*9%*	*29%*	*11%*	-
Prefer not to say	**11**	2	9	6	1	-	2	1	8	3	1	7	3	1	6	1	3	3	6	9	2	9	2
	11%	*6%*	*15%*	*16%*	*12%*	-	*8%*	*100%*	*12%*	*11%*	*3%*	*16%*	*14%*	*4%*	*21%*	*7%*	*9%*	*6%*	*15%*	*10%*	*33%*	*10%*	*29%*
Don't know	**14**	8	7	7	1	2	3	-	11	3	3	8	3	3	2	2	7	4	9	13	1	14	-
	15%	*21%*	*12%*	*18%*	*15%*	*18%*	*12%*	-	*17%*	*12%*	*11%*	*18%*	*16%*	*17%*	*8%*	*14%*	*22%*	*9%*	*22%*	*15%*	*13%*	*17%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 221
NEWQ1_5 - You said that you recently had difficulty paying for your Fixed broadband.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**94**	46	33	93	48	76	94	35	-	94	32	-	4	11	36	11	9	31	27
Weighted Base	**94***	43*	32**	93*	48*	78*	94*	35**	-**	94*	31**	-**	4**	8**	35**	8**	9**	33**	25**
Just the last month	**33**	10	12	32	13	28	33	13	-	33	10	-	1	*	11	*	3	9	11
	35%	*24%*	*37%*	*35%*	*27%*	*35%*	*35%*	*36%*	-	*35%*	*33%*	-	*33%*	*3%*	*33%*	*3%*	*36%*	*28%*	*46%*
Last 2 months	**11**	5	4	11	6	8	11	4	-	11	1	-	-	4	1	4	-	8	1
	11%	*12%*	*13%*	*11%*	*13%*	*10%*	*11%*	*10%*	-	*11%*	*4%*	-	-	*56%*	*4%*	*56%*	-	*25%*	*3%*
Last 3 months	**5**	1	1	5	2	4	5	1	-	5	2	-	-	-	2	-	*	2	*
	5%	*3%*	*3%*	*5%*	*5%*	*5%*	*5%*	*4%*	-	*5%*	*6%*	-	-	-	*6%*	-	*3%*	*5%*	*1%*
Last 4 months	**1**	1	1	1	1	1	1	1	-	1	-	-	-	-	-	-	-	-	-
	1%	*2%*	*2%*	*1%*	*2%*	*1%*	*1%*	*2%*	-	*1%*	-	-	-	-	-	-	-	-	-
Last 5 months	**4**	2	2	4	3	4	4	2	-	4	1	-	2	-	3	-	-	4	-
	4%	*4%*	*8%*	*4%*	*6%*	*5%*	*4%*	*5%*	-	*4%*	*5%*	-	*41%*	-	*9%*	-	-	*13%*	-
Last 6 months	**6**	3	3	6	5	5	6	4	-	6	3	-	-	-	3	-	3	1	-
	7%	*8%*	*9%*	*7%*	*11%*	*7%*	*7%*	*12%*	-	*7%*	*11%*	-	-	-	*9%*	-	*32%*	*4%*	-
More than the last 6 months	**9**	5	1	9	4	8	9	4	-	9	3	-	-	-	3	-	1	5	-
	10%	*11%*	*3%*	*10%*	*9%*	*11%*	*10%*	*11%*	-	*10%*	*9%*	-	-	-	*8%*	-	*10%*	*15%*	-
Prefer not to say	**11**	5	4	11	5	9	11	5	-	11	6	-	-	2	6	2	1	3	5
	11%	*12%*	*13%*	*11%*	*11%*	*11%*	*11%*	*13%*	-	*11%*	*18%*	-	-	*20%*	*16%*	*20%*	*14%*	*9%*	*20%*
Don't know	**14**	11	4	14	8	12	14	2	-	14	4	-	1	2	5	2	*	*	7
	15%	*25%*	*13%*	*15%*	*17%*	*15%*	*15%*	*6%*	-	*15%*	*14%*	-	*26%*	*22%*	*16%*	*22%*	*5%*	*1%*	*30%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 222
NEWQ1_5 - You said that you recently had difficulty paying for your Fixed broadband.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**94**	17	77	18	9	10	93	1	30	-	93	-	-	-	-	-	-	20	22	29	12
Weighted Base	**94***	16**	77*	17**	11**	8**	92*	2**	27**	-**	92*	-**	-**	-**	-**	-**	-**	20**	25**	33**	12**
Just the last month	**33**	3	23	4	6	3	31	2	5	-	31	-	-	-	-	-	-	6	10	11	5
	35%	*17%*	*30%*	*23%*	*52%*	*44%*	*34%*	*100%*	*19%*	-	*34%*	-	-	-	-	-	-	*29%*	*40%*	*34%*	*40%*
Last 2 months	**11**	5	5	7	5	2	11	-	8	-	11	-	-	-	-	-	-	3	2	4	-
	11%	*28%*	*7%*	*38%*	*48%*	*25%*	11%b	-	*29%*	-	*11%*	-	-	-	-	-	-	*17%*	*8%*	*11%*	-
Last 3 months	**5**	3	5	-	-	-	5	-	3	-	5	-	-	-	-	-	-	-	1	3	-
	5%	*16%*	*6%*	-	-	-	*5%*	-	*10%*	-	*5%*	-	-	-	-	-	-	-	*4%*	*10%*	-
Last 4 months	**1**	-	-	1	-	1	1	-	1	-	1	-	-	-	-	-	-	1	-	-	-
	1%	-	-	*4%*	-	*10%*	*1%*	-	*3%*	-	*1%*	-	-	-	-	-	-	*4%*	-	-	-
Last 5 months	**4**	1	4	3	-	1	4	-	4	-	4	-	-	-	-	-	-	1	2	-	1
	4%	*9%*	*5%*	*18%*	-	*13%*	*4%*	-	*15%*	-	*4%*	-	-	-	-	-	-	*7%*	*7%*	-	*8%*
Last 6 months	**6**	1	6	-	-	-	6	-	1	-	6	-	-	-	-	-	-	1	-	5	-
	7%	*6%*	*8%*	-	-	-	*7%*	-	*4%*	-	*7%*	-	-	-	-	-	-	*5%*	-	*16%*	-
More than the last 6 months	**9**	3	9	2	-	-	9	-	4	-	9	-	-	-	-	-	-	2	3	4	1
	10%	*18%*	*12%*	*13%*	-	-	*10%*	-	*14%*	-	*10%*	-	-	-	-	-	-	*9%*	*11%*	*12%*	*7%*
Prefer not to say	**11**	-	10	1	-	1	11	-	1	-	11	-	-	-	-	-	-	3	3	1	3
	11%	-	*13%*	*4%*	-	*8%*	*12%*	-	*3%*	-	*12%*	-	-	-	-	-	-	*16%*	*13%*	*4%*	*24%*
Don't know	**14**	1	14	-	-	-	14	-	1	-	14	-	-	-	-	-	-	2	4	4	2
	15%	*6%*	*18%*	-	-	-	*15%*	-	*3%*	-	*15%*	-	-	-	-	-	-	*12%*	*16%*	*13%*	*20%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 223
NEWQ1_5 - You said that you recently had difficulty paying for your Fixed broadband.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**94**	60	6	-	-	7	86	4	8	13	11	14	19	14	26	25	32	60
Weighted Base	**94***	57*	6**	-**	-**	8**	85*	3**	11**	10**	14**	14**	17**	11**	23**	27**	33**	59*
Just the last month	**33**	19	1	-	-	3	29	-	5	3	5	5	6	4	3	14	10	23
	35%	*34%*	*24%*	-	-	*39%*	*35%*	-	*45%*	*33%*	*33%*	*34%*	*37%*	*35%*	*12%*	*50%*	*29%*	*40%*
Last 2 months	**11**	9	-	-	-	3	7	-	5	4	*	*	1	*	6	2	7	4
	11%	*15%*	-	-	-	*38%*	*9%*	-	*43%*	*38%*	*2%*	*3%*	*4%*	*3%*	*27%*	*7%*	*20%*	*7%*
Last 3 months	**5**	3	-	-	-	-	5	*	-	1	2	1	-	*	*	2	1	4
	5%	*5%*	-	-	-	-	*6%*	*9%*	-	*7%*	*11%*	*9%*	-	*3%*	*1%*	*7%*	*4%*	*6%*
Last 4 months	**1**	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-
	1%	-	-	-	-	-	*1%*	-	-	-	-	-	-	-	-	-	*2%*	-
Last 5 months	**4**	2	2	-	-	-	4	-	-	1	2	1	-	-	1	3	1	3
	4%	*4%*	*27%*	-	-	-	*5%*	-	-	*10%*	*12%*	*10%*	-	-	*4%*	*11%*	*4%*	*4%*
Last 6 months	**6**	-	-	-	-	-	6	1	1	-	2	-	-	-	-	-	4	2
	7%	-	-	-	-	-	*7%*	*34%*	*12%*	-	*14%*	-	-	-	-	-	*13%*	*3%*
More than the last 6 months	**9**	5	2	-	-	2	7	1	-	-	2	3	-	1	4	3	5	5
	10%	*9%*	*36%*	-	-	*23%*	*9%*	*32%*	-	-	*15%*	*19%*	-	*12%*	*15%*	*10%*	*15%*	*8%*
Prefer not to say	**11**	5	-	-	-	-	11	1	-	1	1	1	5	3	2	-	3	8
	11%	*10%*	-	-	-	-	*13%*	*25%*	-	*8%*	*11%*	*8%*	*30%*	*30%*	*9%*	-	*9%*	*13%*
Don't know	**14**	13	1	-	-	-	14	-	-	*	*	2	5	2	7	4	2	11
	15%	*24%*	*14%*	-	-	-	*17%*	-	-	*4%*	*3%*	*17%*	*30%*	*16%*	*31%*	*15%*	*5%*	*19%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 224
NEWQ1_6 - You said that you recently had difficulty paying for your A TV service with additional channels you pay to receive.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**136**	68	68	9	14	27	30	26	21	9	19	54	28	27	9	14	14	5	13	10	7	13	10	95	22	6	13
Weighted Base	**128**	62*	66*	9**	17**	32**	29**	19**	16**	7**	16**	41*	32**	34**	9**	18**	16**	5**	14**	12**	8**	12**	7**	101*	17**	5**	5**
Just the last month	**37**	18	19	4	3	11	8	8	3	*	6	14	6	9	1	2	8	2	6	5	1	2	2	29	4	3	2
	29%	*29%*	*29%*	*47%*	*15%*	*35%*	*26%*	*43%*	*20%*	*4%*	*39%*	*35%*	*20%*	*26%*	*13%*	*9%*	*49%*	*35%*	*45%*	*47%*	*14%*	*13%*	*23%*	*28%*	*24%*	*52%*	*33%*
Last 2 months	**12**	3	9	2	1	3	1	1	3	1	2	3	3	4	1	3	2	-	2	-	-	1	1	9	3	-	1
	9%	*5%*	*13%*	*22%*	*4%*	*8%*	*4%*	*4%*	*21%*	*18%*	*13%*	*7%*	*9%*	*11%*	*8%*	*14%*	*13%*	-	*11%*	-	-	*5%*	*14%*	*8%*	*15%*	-	*16%*
Last 3 months	**15**	4	11	1	2	5	2	1	3	1	-	6	3	5	1	2	2	1	4	1	1	-	1	14	-	1	*
	12%	*7%*	*17%*	*9%*	*13%*	*16%*	*7%*	*4%*	*20%*	*21%*	-	*14%*	*10%*	*16%*	*7%*	*13%*	*15%*	*20%*	*28%*	*9%*	*16%*	-	*11%*	*13%*	-	*26%*	*8%*
Last 4 months	**2**	1	1	-	-	-	1	1	-	-	-	*	1	1	-	-	-	-	-	-	-	-	-	-	1	1	*
	2%	*2%*	*1%*	-	-	-	*3%*	*7%*	-	-	-	*1%*	*2%*	*4%*	-	-	-	-	-	-	-	-	-	-	*4%*	*22%*	*5%*
Last 5 months	**3**	3	1	-	-	3	-	-	1	-	-	-	1	3	-	3	-	-	-	-	-	-	-	3	-	-	-
	2%	*4%*	*1%*	-	-	*8%*	-	-	*4%*	-	-	-	*2%*	*8%*	-	*18%*	-	-	-	-	-	-	-	*3%*	-	-	-
Last 6 months	**6**	2	4	-	1	1	1	1	2	-	-	2	2	1	2	-	-	1	-	-	1	2	-	6	-	-	-
	5%	*3%*	*6%*	-	*6%*	*3%*	*5%*	*5%*	*12%*	-	-	*5%*	*7%*	*3%*	*25%*	-	-	*23%*	-	-	*8%*	*15%*	-	*6%*	-	-	-
More than the last 6 months	**10**	5	5	1	5	2	1	-	*	-	*	3	2	5	-	-	3	-	-	1	2	3	*	10	-	-	*
	8%	*8%*	*8%*	*15%*	*31%*	*7%*	*4%*	-	*3%*	-	*3%*	*7%*	*8%*	*14%*	-	-	*18%*	-	-	*8%*	*28%*	*29%*	*7%*	*10%*	-	-	*10%*
Prefer not to say	**14**	10	4	-	3	-	6	3	2	1	4	4	3	2	-	5	-	-	-	-	1	2	3	11	3	-	-
	11%	*16%*	*6%*	-	*18%*	-	*20%*	*14%*	*11%*	*8%*	*23%*	*10%*	*10%*	*7%*	-	*26%*	-	-	-	-	*14%*	*20%*	*36%*	*11%*	*17%*	-	-
Don't know	**28**	16	13	1	2	7	9	4	1	3	4	9	10	4	4	4	1	1	2	4	2	2	1	21	7	-	1
	22%	*25%*	*19%*	*7%*	*12%*	*23%*	*32%*	*23%*	*9%*	*49%*	*22%*	*22%*	*32%*	*12%*	*47%*	*20%*	*5%*	*22%*	*15%*	*36%*	*20%*	*18%*	*9%*	*20%*	*39%*	-	*29%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 225
NEWQ1_6 - You said that you recently had difficulty paying for your A TV service with additional channels you pay to receive.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**136**	44	92	54	15	9	53	4	78	57	34	61	37	26	41	29	39	69	56	125	11	122	13
Weighted Base	**128**	47*	81*	55*	19**	7**	42*	3**	82*	45*	30**	58*	37**	22**	33*	28**	44*	65*	51*	116	12**	110*	17**
Just the last month	**37**	18	19	18	4	4	9	1	26	10	3	20	12	2	11	9	14	17	14	31	6	31	7
	29%	*37%*	*24%*	*32%*	*23%*	*51%*	*22%*	*37%*	*31%*	*23%*	*12%*	*34%*	*32%*	*10%*	*35%*	*30%*	*32%*	*26%*	*28%*	*27%*	*50%*	*28%*	*38%*
Last 2 months	**12**	4	8	3	3	*	5	-	7	5	6	3	3	4	1	4	2	6	5	11	1	10	1
	9%	*8%*	*10%*	*5%*	*17%*	*5%*	*12%*	-	*8%*	*11%*	*19%*	*6%*	*7%*	*20%*	*4%*	*14%*	*5%*	*9%*	*10%*	*10%*	*5%*	*9%*	*8%*
Last 3 months	**15**	3	12	5	1	1	9	-	6	9	6	7	3	5	5	4	2	9	6	15	-	13	3
	12%	*7%*	*15%*	*8%*	*5%*	*11%*	*21%*	-	*8%*	*19%*	*20%*	*12%*	*7%*	*22%*	*14%*	*13%*	*5%*	*14%*	*12%*	*13%*	-	*11%*	*16%*
Last 4 months	**2**	*	2	-	1	-	1	-	1	1	*	1	1	-	1	1	-	1	1	2	-	2	-
	2%	*	*2%*	-	*6%*	-	*2%*	-	*1%*	*2%*	*1%*	*2%*	*2%*	-	*4%*	*3%*	-	*2%*	*1%*	*2%*	-	*2%*	-
Last 5 months	**3**	3	1	3	1	-	-	-	3	-	1	3	-	1	-	-	3	1	3	3	-	3	-
	2%	*5%*	*1%*	*5%*	*3%*	-	-	-	*4%*	-	*2%*	*4%*	-	*3%*	-	-	*6%*	*1%*	*5%*	*3%*	-	*3%*	-
Last 6 months	**6**	2	4	2	-	-	3	1	2	4	2	2	2	2	1	-	3	3	2	5	1	5	1
	5%	*5%*	*5%*	*4%*	-	-	*7%*	*34%*	*3%*	*9%*	*7%*	*3%*	*6%*	*9%*	*3%*	-	*7%*	*4%*	*4%*	*4%*	*9%*	*5%*	*6%*
More than the last 6 months	**10**	4	7	5	2	*	2	-	8	2	2	3	6	*	1	2	7	5	4	9	1	4	5
	8%	*8%*	*8%*	*10%*	*12%*	*7%*	*5%*	-	*10%*	*5%*	*6%*	*4%*	*17%*	*2%*	*4%*	*7%*	*15%*	*8%*	*8%*	*8%*	*11%*	*4%*	*32%*
Prefer not to say	**14**	3	10	6	2	1	5	-	9	5	1	6	6	1	4	2	7	7	4	11	2	14	-
	11%	*7%*	*13%*	*11%*	*12%*	*8%*	*11%*	-	*11%*	*11%*	*3%*	*11%*	*16%*	*4%*	*11%*	*8%*	*16%*	*11%*	*9%*	*10%*	*20%*	*13%*	-
Don't know	**28**	10	18	14	4	1	9	1	19	9	9	14	5	6	8	7	6	16	12	28	1	28	-
	22%	*22%*	*22%*	*25%*	*20%*	*18%*	*20%*	*29%*	*23%*	*21%*	*31%*	*24%*	*13%*	*29%*	*26%*	*25%*	*14%*	*24%*	*24%*	*24%*	*5%*	*26%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 226
NEWQ1_6 - You said that you recently had difficulty paying for your A TV service with additional channels you pay to receive.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**136**	113	25	133	136	109	117	57	17	119	32	6	2	43	40	43	12	32	50
Weighted Base	**128**	107*	22**	126	128	106*	112*	55*	15**	113*	27**	5**	3**	40*	35*	40*	11**	30**	46*
Just the last month	**37**	27	10	37	37	30	33	15	4	33	8	1	2	12	11	12	3	10	15
	29%	*25%*	*45%*	*29%a*	*29%a*	*29%*	*30%*	*28%*	*24%*	*30%*	*30%*	*13%*	*58%*	*29%*	*30%*	*29%*	*27%*	*34%*	*33%*
Last 2 months	**12**	10	1	12	12	10	10	7	2	10	4	*	-	2	4	2	1	3	4
	9%	*9%*	*6%*	*9%*	*9%*	*10%*	*9%*	*12%*	*14%*	*9%*	*13%*	*8%*	-	*4%*	*11%*	*4%*	*9%*	*10%*	*8%*
Last 3 months	**15**	14	3	14	15	12	13	6	2	14	1	1	1	6	3	6	1	6	2
	12%	*13%*	*12%*	*11%*	*12%*	*11%*	*11%*	*11%*	*10%*	*12%*	*4%*	*16%*	*42%*	*15%*	*9%*	*15%*	*10%*	*21%*	*4%*
Last 4 months	**2**	2	-	2	2	1	2	2	-	2	-	-	-	2	-	2	-	-	2
	2%	*2%*	-	*2%*	*2%*	*1%*	*2%*	*4%*	-	*2%*	-	-	-	*5%*	-	*5%*	-	-	*5%*
Last 5 months	**3**	3	-	3	3	3	3	1	-	3	-	-	-	1	-	1	1	-	-
	2%	*3%*	-	*3%*	*2%*	*3%*	*3%*	*1%*	-	*3%*	-	-	-	*2%*	-	*2%*	*6%*	-	-
Last 6 months	**6**	6	-	6	6	4	6	3	-	6	4	-	-	1	4	1	-	-	1
	5%	*6%*	-	*5%*	*5%*	*4%*	*5%*	*5%*	-	*5%*	*15%*	-	-	*3%*	*11%*	*3%*	-	-	*2%*
More than the last 6 months	**10**	8	3	10	10	10	9	4	2	9	-	1	-	5	1	5	-	2	3
	8%	*8%*	*13%*	*8%*	*8%*	*9%*	*8%*	*8%*	*12%*	*8%*	-	*26%*	-	*13%*	*4%*	*13%*	-	*6%*	*7%*
Prefer not to say	**14**	13	2	13	14	11	14	4	-	14	4	-	-	5	4	5	3	1	6
	11%	*12%*	*10%*	*11%*	*11%*	*10%*	*12%*	*7%*	-	*12%*	*14%*	-	-	*11%*	*11%*	*11%*	*27%*	*2%*	*14%*
Don't know	**28**	23	3	28	28	24	22	14	6	22	6	2	-	7	8	7	2	8	13
	22%	*22%*	*14%*	*22%*	*22%*	*23%*	*20%*	*25%*	*40%*	*20%*	*23%*	*37%*	-	*17%*	*23%*	*17%*	*22%*	*28%*	*28%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 227
NEWQ1_6 - You said that you recently had difficulty paying for your A TV service with additional channels you pay to receive.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**136**	26	128	12	4	4	136	-	34	-	136	-	-	-	-	-	-	32	44	29	18
Weighted Base	**128**	28**	119	10**	4**	5**	128	-**	34**	-**	128	-**	-**	-**	-**	-**	-**	30**	43*	32**	18**
Just the last month	**37**	11	36	4	1	1	37	-	14	-	37	-	-	-	-	-	-	8	10	11	6
	29%	*41%*	*30%*	*39%*	*13%*	*15%*	*29%*	-	*42%*	-	*29%*	-	-	-	-	-	-	*28%*	*23%*	*35%*	*32%*
Last 2 months	**12**	1	9	1	3	-	12	-	3	-	12	-	-	-	-	-	-	5	4	-	2
	9%	*5%*	*8%*	*13%*	*62%*	-	9%b	-	*8%*	-	*9%*	-	-	-	-	-	-	*16%*	*10%*	-	*11%*
Last 3 months	**15**	5	14	2	-	1	15	-	5	-	15	-	-	-	-	-	-	2	7	4	2
	12%	*20%*	*12%*	*21%*	-	*29%*	*12%*	-	*16%*	-	*12%*	-	-	-	-	-	-	*6%*	*17%*	*13%*	*9%*
Last 4 months	**2**	-	2	*	-	-	2	-	*	-	2	-	-	-	-	-	-	1	-	1	-
	2%	-	*2%*	*2%*	-	-	*2%*	-	*1%*	-	*2%*	-	-	-	-	-	-	*2%*	-	*4%*	-
Last 5 months	**3**	-	3	-	-	-	3	-	-	-	3	-	-	-	-	-	-	-	-	3	-
	2%	-	*3%*	-	-	-	*2%*	-	-	-	*2%*	-	-	-	-	-	-	-	-	*10%*	-
Last 6 months	**6**	3	6	-	-	-	6	-	3	-	6	-	-	-	-	-	-	2	3	1	1
	5%	*12%*	*5%*	-	-	-	*5%*	-	*9%*	-	*5%*	-	-	-	-	-	-	*6%*	*6%*	*3%*	*5%*
More than the last 6 months	**10**	4	8	1	-	3	10	-	4	-	10	-	-	-	-	-	-	-	3	3	4
	8%	*13%*	*7%*	*13%*	-	*56%*	8%b	-	*10%*	-	*8%*	-	-	-	-	-	-	-	*7%*	*9%*	*22%*
Prefer not to say	**14**	2	14	-	-	-	14	-	2	-	14	-	-	-	-	-	-	5	5	2	1
	11%	*9%*	*12%*	-	-	-	*11%*	-	*7%*	-	*11%*	-	-	-	-	-	-	*18%*	*13%*	*6%*	*6%*
Don't know	**28**	1	27	1	1	-	28	-	2	-	28	-	-	-	-	-	-	7	10	7	3
	22%	*2%*	*23%*	*13%*	*25%*	-	*22%*	-	*6%*	-	*22%*	-	-	-	-	-	-	*24%*	*24%*	*21%*	*14%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 228
NEWQ1_6 - You said that you recently had difficulty paying for your A TV service with additional channels you pay to receive. For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**136**	79	6	-	-	26	110	8	10	12	10	21	36	15	39	31	47	87
Weighted Base	**128**	77*	7**	-**	-**	24**	104*	8**	9**	12**	9**	19**	33*	16**	35*	34**	50*	76*
Just the last month	**37**	23	2	-	-	4	34	2	1	4	4	7	12	4	13	8	9	26
	29%	*29%*	*25%*	-	-	*15%*	*32%*	*29%*	*17%*	*31%*	*46%*	*35%*	*37%*	*25%*	*37%*	*22%*	*19%*	*33%*
Last 2 months	**12**	7	1	-	-	2	9	*	*	2	1	1	2	3	2	3	5	6
	9%	*8%*	*19%*	-	-	*9%*	*9%*	*5%*	*4%*	*19%*	*14%*	*7%*	*6%*	*20%*	*5%*	*9%*	*11%*	*8%*
Last 3 months	**15**	7	2	-	-	5	10	-	3	3	1	-	2	-	4	5	7	9
	12%	*9%*	*29%*	-	-	*23%*	*9%*	-	*35%*	*27%*	*11%*	-	*6%*	-	*11%*	*16%*	*14%*	*11%*
Last 4 months	**2**	2	-	-	-	-	2	-	-	-	-	*	2	1	1	*	1	1
	2%	*3%*	-	-	-	-	*2%*	-	-	-	-	*1%*	*6%*	*8%*	*2%*	*1%*	*2%*	*1%*
Last 5 months	**3**	3	-	-	-	-	3	1	-	-	-	-	-	1	-	3	3	-
	2%	*4%*	-	-	-	-	*3%*	*8%*	-	-	-	-	-	*4%*	-	*8%*	6%q	-
Last 6 months	**6**	3	1	-	-	2	4	-	-	-	-	-	1	-	1	3	2	4
	5%	*4%*	*12%*	-	-	*7%*	*4%*	-	-	-	-	-	*2%*	-	*2%*	*10%*	*4%*	*6%*
More than the last 6 months	**10**	9	-	-	-	6	4	-	*	-	1	1	2	-	1	8	8	3
	8%	*11%*	-	-	-	*26%*	*4%*	-	*5%*	-	*13%*	*6%*	*6%*	-	*3%*	*23%*	16%q	*4%*
Prefer not to say	**14**	9	-	-	-	1	13	2	1	-	-	3	4	3	5	1	5	9
	11%	*11%*	-	-	-	*3%*	*13%*	*29%*	*7%*	-	-	*18%*	*11%*	*19%*	*15%*	*2%*	*10%*	*11%*
Don't know	**28**	15	1	-	-	4	24	2	3	3	1	6	9	4	9	4	9	19
	22%	*19%*	*15%*	-	-	*17%*	*23%*	*30%*	*32%*	*23%*	*15%*	*34%*	*26%*	*23%*	*25%*	*11%*	*18%*	*25%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 229
NEWQ1_7 - You said that you recently had difficulty paying for your Any on-demand and streaming TV and video services that you pay to receive.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**61**	22	38	16	15	15	11	2	2	-	14	18	12	13	4	4	14	-	6	6	5	4	5	48	6	4	3
Weighted Base	**73***	29**	44*	21**	19**	20**	10**	1**	2**	-**	18**	14**	15**	23**	4**	5**	18**	-**	8**	8**	7**	5**	8**	62*	6**	4**	1**
Just the last month	**35**	13	22	13	7	10	3	1	1	-	9	8	6	11	3	2	4	-	6	2	6	3	5	31	2	1	1
	48%	*45%*	*50%*	*62%*	*39%*	*48%*	*28%*	*100%*	*45%*	-	*52%*	*56%*	*36%*	*47%*	*62%*	*35%*	*23%*	-	*73%*	*33%*	*92%*	*63%*	*60%*	*49%*	*41%*	*22%*	*69%*
Last 2 months	**3**	-	2	-	1	2	-	-	-	-	-	1	1	-	-	-	-	-	1	1	-	-	-	2	-	1	-
	4%	-	*4%*	-	*5%*	*9%*	-	-	-	-	-	*7%*	*8%*	-	-	-	-	-	*8%*	*17%*	-	-	-	*3%*	-	*23%*	-
Last 3 months	**8**	3	6	4	-	4	-	-	-	-	-	1	2	6	-	1	6	-	-	-	-	-	1	8	-	-	-
	11%	*9%*	*13%*	*21%*	-	*20%*	-	-	-	-	-	*5%*	*11%*	*26%*	-	*12%*	*36%*	-	-	-	-	-	*18%*	*13%*	-	-	-
Last 4 months	**2**	-	2	-	-	1	2	-	-	-	-	1	-	2	-	1	-	-	-	2	-	-	-	2	-	-	-
	3%	-	*5%*	-	-	*4%*	*16%*	-	-	-	-	*6%*	-	*7%*	-	*15%*	-	-	-	*21%*	-	-	-	*4%*	-	-	-
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**3**	2	1	-	3	-	-	-	-	-	-	1	2	-	-	-	2	-	-	-	-	-	-	2	1	-	-
	3%	*7%*	*1%*	-	*13%*	-	-	-	-	-	-	*4%*	*12%*	-	-	-	*11%*	-	-	-	-	-	-	*3%*	*11%*	-	-
More than the last 6 months	**8**	4	4	1	4	2	1	-	-	-	1	*	4	2	2	-	2	-	-	1	-	-	-	5	1	2	*
	11%	*13%*	*10%*	*6%*	*21%*	*11%*	*8%*	-	-	-	*6%*	*3%*	*26%*	*7%*	*38%*	-	*13%*	-	-	*10%*	-	-	-	*8%*	*18%*	*42%*	*31%*
Prefer not to say	**1**	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	1%	-	*2%*	*5%*	-	-	-	-	-	-	-	*7%*	-	-	-	-	-	-	-	-	-	*20%*	-	*2%*	-	-	-
Don't know	**13**	7	6	1	4	2	5	-	1	-	8	2	1	3	-	2	3	-	1	1	1	1	2	11	2	1	-
	18%	*25%*	*14%*	*7%*	*22%*	*9%*	*49%*	-	*55%*	-	*42%*	*12%*	*6%*	*13%*	-	*38%*	*18%*	-	*19%*	*18%*	*8%*	*17%*	*22%*	*18%*	*29%*	*13%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 230
NEWQ1_7 - You said that you recently had difficulty paying for your Any on-demand and streaming TV and video services that you pay to receive.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**61**	21	40	28	9	9	10	5	46	15	9	29	23	6	20	10	25	16	32	48	13	54	6
Weighted Base	**73***	27**	47*	32**	12**	11**	12**	6**	55*	18**	12**	33**	29**	8**	23**	13**	30**	21**	35**	56*	17**	61*	11**
Just the last month	**35**	10	25	20	6	2	7	1	27	8	5	16	14	3	13	8	11	6	18	24	11	31	3
	48%	*36%*	*54%*	*61%*	*47%*	*15%*	*56%*	*17%*	*49%*	*44%*	*41%*	*48%*	*49%*	*41%*	*57%*	*58%*	*37%*	*27%*	*52%*	*43%*	*63%*	*50%*	*31%*
Last 2 months	**3**	1	2	1	-	1	-	1	2	1	-	1	2	-	1	1	1	1	2	3	-	3	-
	4%	*5%*	*3%*	*4%*	-	*9%*	-	*11%*	*4%*	*3%*	-	*2%*	*8%*	-	*3%*	*8%*	*4%*	*6%*	*5%*	*5%*	-	*5%*	-
Last 3 months	**8**	4	4	-	3	-	4	1	3	6	1	3	4	1	-	2	5	3	3	7	2	2	6
	11%	*16%*	*9%*	-	*21%*	-	*35%*	*25%*	*5%*	*32%*	*12%*	*8%*	*15%*	*19%*	-	*16%*	*17%*	*16%*	*9%*	*12%*	*10%*	*3%*	*59%*
Last 4 months	**2**	1	2	2	-	-	-	-	2	-	-	2	-	-	2	-	1	2	1	2	-	2	-
	3%	*3%*	*3%*	*7%*	-	-	-	-	*4%*	-	-	*7%*	-	-	*7%*	-	*3%*	*8%*	*2%*	*4%*	-	*4%*	-
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**3**	-	3	1	-	2	-	-	3	-	-	1	2	-	1	-	2	-	1	1	2	3	-
	3%	-	*5%*	*2%*	-	*17%*	-	-	*5%*	-	-	*2%*	*7%*	-	*3%*	-	*6%*	-	*2%*	*1%*	*11%*	*4%*	-
More than the last 6 months	**8**	4	4	2	-	4	-	1	7	1	4	2	2	3	*	1	4	4	3	7	1	7	1
	11%	*14%*	*9%*	*7%*	-	*41%*	-	*21%*	*12%*	*7%*	*33%*	*6%*	*7%*	*40%*	*2%*	*6%*	*13%*	*19%*	*8%*	*12%*	*7%*	*11%*	*11%*
Prefer not to say	**1**	-	1	-	-	-	1	-	-	1	-	1	-	-	1	-	-	-	1	1	-	1	-
	1%	-	*2%*	-	-	-	*8%*	-	-	*6%*	-	*3%*	-	-	*5%*	-	-	-	*3%*	*2%*	-	*2%*	-
Don't know	**13**	7	6	6	4	2	-	1	12	1	2	7	4	-	6	2	6	5	7	12	1	13	-
	18%	*25%*	*14%*	*18%*	*32%*	*17%*	-	*26%*	*21%*	*8%*	*14%*	*23%*	*14%*	-	*24%*	*13%*	*20%*	*24%*	*19%*	*21%*	*9%*	*21%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 231
NEWQ1_7 - You said that you recently had difficulty paying for your Any on-demand and streaming TV and video services that you pay to receive.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**61**	31	9	58	29	61	49	27	11	50	8	-	2	12	10	12	7	11	18
Weighted Base	**73***	35**	8**	69*	32**	73*	54*	34**	19**	54*	8**	-**	2**	11**	10**	11**	10**	12**	20**
Just the last month	**35**	18	3	35	16	35	28	14	6	28	5	-	1	5	6	5	4	8	11
	48%	*50%*	*40%*	*50%*	*52%*	*48%*	*53%*	*41%*	*33%*	*53%*	*71%*	-	*35%*	*42%*	*63%*	*42%*	*38%*	*65%*	*53%*
Last 2 months	**3**	2	-	1	2	3	2	-	-	3	1	-	-	-	1	-	-	1	-
	4%	*5%*	-	*1%*	*6%*	*4%c*	*4%c*	-	-	*5%*	*17%*	-	-	-	*13%*	-	-	*5%*	-
Last 3 months	**8**	4	-	8	2	8	6	6	3	6	-	-	-	2	-	2	5	-	1
	11%	*12%*	-	*12%*	*7%*	*11%*	*11%*	*19%*	*14%*	*11%*	-	-	-	*15%*	-	*15%*	*45%*	-	*3%*
Last 4 months	**2**	1	2	2	2	2	2	2	-	2	-	-	-	2	-	2	1	-	-
	3%	*2%*	*20%*	*3%*	*7%*	*3%*	*4%*	*5%*	-	*4%*	-	-	-	*22%*	-	*22%*	*7%*	-	-
Last 5 months	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**3**	-	-	3	-	3	1	1	2	1	-	-	-	-	-	-	-	2	1
	3%	-	-	*4%f*	-	*3%f*	*1%*	*2%*	*10%*	*1%*	-	-	-	-	-	-	-	*16%*	*3%*
More than the last 6 months	**8**	2	1	8	4	8	5	5	3	5	-	-	-	1	-	1	1	-	*
	11%	*7%*	*10%*	*12%*	*11%*	*11%*	*9%*	*14%*	*16%*	*9%*	-	-	-	*7%*	-	*7%*	*10%*	-	*2%*
Prefer not to say	**1**	-	-	1	-	1	1	1	-	1	-	-	-	-	-	-	-	-	-
	1%	-	-	*1%*	-	*1%*	*2%*	*3%*	-	*2%*	-	-	-	-	-	-	-	-	-
Don't know	**13**	8	3	11	5	13	8	6	5	8	1	-	1	2	2	2	-	2	8
	18%	*24%*	*31%*	*16%*	*17%*	*18%*	*15%*	*17%*	*27%*	*15%*	*12%*	-	*65%*	*14%*	*23%*	*14%*	-	*14%*	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 232
NEWQ1_7 - You said that you recently had difficulty paying for your Any on-demand and streaming TV and video services that you pay to receive.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**61**	15	47	6	10	5	61	-	20	-	61	-	-	-	-	-	-	12	16	15	15
Weighted Base	**73***	16**	56*	7**	14**	5**	73*	-**	23**	-**	73*	-**	-**	-**	-**	-**	-**	16**	19**	18**	19**
Just the last month	**35**	5	22	4	11	2	35	-	8	-	35	-	-	-	-	-	-	8	10	10	6
	48%	*29%*	*40%*	*53%*	*80%*	*33%*	*48%*	-	*37%*	-	*48%*	-	-	-	-	-	-	*49%*	*51%*	*56%*	*33%*
Last 2 months	**3**	2	3	-	1	-	3	-	2	-	3	-	-	-	-	-	-	1	1	-	1
	4%	*12%*	*5%*	-	*10%*	-	*4%*	-	*8%*	-	*4%*	-	-	-	-	-	-	*4%*	*7%*	-	*5%*
Last 3 months	**8**	2	8	-	-	1	8	-	2	-	8	-	-	-	-	-	-	2	-	1	6
	11%	*12%*	*14%*	-	-	*12%*	*11%*	-	*9%*	-	*11%*	-	-	-	-	-	-	*13%*	-	*3%*	*30%*
Last 4 months	**2**	-	2	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	-	2	-
	3%	-	*4%*	-	-	-	*3%*	-	-	-	*3%*	-	-	-	-	-	-	-	-	*13%*	-
Last 5 months	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**3**	2	3	-	-	-	3	-	2	-	3	-	-	-	-	-	-	-	-	-	3
	3%	*12%*	*4%*	-	-	-	*3%*	-	*8%*	-	*3%*	-	-	-	-	-	-	-	-	-	*13%*
More than the last 6 months	**8**	6	5	2	-	3	8	-	7	-	8	-	-	-	-	-	-	1	3	4	-
	11%	*36%*	*9%*	*25%*	-	*55%*	*11%*	-	*30%*	-	*11%*	-	-	-	-	-	-	*6%*	*16%*	*19%*	-
Prefer not to say	**1**	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-
	1%	-	*2%*	-	-	-	*1%*	-	-	-	*1%*	-	-	-	-	-	-	-	*6%*	-	-
Don't know	**13**	-	12	2	1	-	13	-	2	-	13	-	-	-	-	-	-	5	4	1	3
	18%	-	*21%*	*22%*	*11%*	-	*18%*	-	*7%*	-	*18%*	-	-	-	-	-	-	*28%*	*21%*	*8%*	*18%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 233
NEWQ1_7 - You said that you recently had difficulty paying for your Any on-demand and streaming TV and video services that you pay to receive.
For how many of the last few months has this happened?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**61**	32	6	-	-	7	54	4	2	7	4	8	13	12	12	11	19	39
Weighted Base	**73***	42**	6**	-**	-**	8**	65*	6**	2**	8**	5**	9**	15**	14**	14**	15**	27**	41*
Just the last month	**35**	23	3	-	-	2	33	4	1	3	2	6	7	9	11	5	11	20
	48%	*56%*	*43%*	-	-	*20%*	*51%*	*66%*	*42%*	*39%*	*36%*	*65%*	*46%*	*61%*	*73%*	*31%*	*42%*	*49%*
Last 2 months	**3**	1	1	-	-	1	2	-	1	1	-	-	-	-	-	2	2	1
	4%	*2%*	*10%*	-	-	*8%*	*4%*	-	*58%*	*7%*	-	-	-	-	-	*11%*	*6%*	*3%*
Last 3 months	**8**	6	2	-	-	2	7	2	-	3	-	-	1	1	-	8	5	1
	11%	*15%*	*34%*	-	-	*21%*	*10%*	*34%*	-	*32%*	-	-	*4%*	*4%*	-	*53%*	*18%*	*3%*
Last 4 months	**2**	2	-	-	-	1	2	-	-	1	-	-	-	2	1	-	-	2
	3%	*6%*	-	-	-	*10%*	*2%*	-	-	*9%*	-	-	-	*11%*	*5%*	-	-	*6%*
Last 5 months	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Last 6 months	**3**	-	-	-	-	-	3	-	-	-	-	3	-	-	-	-	2	1
	3%	-	-	-	-	-	*4%*	-	-	-	-	*29%*	-	-	-	-	*7%*	*2%*
More than the last 6 months	**8**	2	1	-	-	2	6	-	-	1	-	-	*	-	*	1	3	5
	11%	*4%*	*13%*	-	-	*23%*	*10%*	-	-	*12%*	-	-	*3%*	-	*3%*	*5%*	*10%*	*13%*
Prefer not to say	**1**	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-
	1%	*2%*	-	-	-	-	*2%*	-	-	-	-	-	-	-	*7%*	-	*4%*	-
Don't know	**13**	6	-	-	-	1	12	-	-	-	3	1	7	3	2	-	3	10
	18%	*15%*	-	-	-	*19%*	*18%*	-	-	-	*64%*	*6%*	*47%*	*23%*	*11%*	-	*12%*	*24%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 234
NEWQ2A - For how many of the last few months have you been experiencing problems with this? - Summary table
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

	Mobile service	Fixed Broadband service
Unweighted Base	77	66
Weighted Base	95	77
Just the last month	20 *22%*	12 *16%*
Last 2 months	9 *9%*	6 *7%*
Last 3 months	8 *8%*	3 *4%*
Last 4 months	7 *8%*	4 *5%*
Last 5 months	7 *7%*	6 *8%*
Last 6 months	6 *6%*	5 *7%*
More than the last 6 months	16 *17%*	19 *24%*
Prefer not to say	7 *8%*	9 *11%*
Don't know	14 *15%*	14 *18%*

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 235
NEWQ2A_1 - You said that you recently had difficulty paying for your Mobile service.
Thinking specifically about missing a payment(s) for your Mobile service. For how many of the last few months have you been experiencing problems with this?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**77**	27	48	16	14	19	21	4	2	1	14	21	19	20	3	4	18	7	9	11	4	3	4	63	6	1	7
Weighted Base	**95***	37**	56*	19**	19**	26**	23**	6**	1**	1**	16**	16**	28**	32**	3**	5**	22**	13**	14**	15**	5**	4**	4**	84*	7**	1**	2**
Just the last month	**20**	10	10	8	6	-	1	5	-	1	2	3	4	11	2	1	5	3	4	5	1	-	-	19	-	-	1
	22%	*27%*	*19%*	*42%*	*31%*	-	*3%*	*81%*	-	*100%*	*12%*	*21%*	*14%*	*35%*	*51%*	*14%*	*21%*	*21%*	*32%*	*30%*	*17%*	-	-	*23%*	-	-	*43%*
Last 2 months	**9**	3	6	-	4	1	4	-	-	-	1	2	2	5	-	-	3	1	-	3	-	-	-	7	1	-	-
	9%	*8%*	*11%*	-	*19%*	*4%*	*18%*	-	-	-	*7%*	*11%*	*5%*	*14%*	-	-	*16%*	*8%*	-	*19%*	-	-	-	*9%*	*20%*	-	-
Last 3 months	**8**	3	5	1	2	3	2	-	-	-	-	3	1	4	-	2	-	2	-	1	-	1	1	7	1	-	-
	8%	*8%*	*9%*	*4%*	*12%*	*11%*	*10%*	-	-	-	-	*18%*	*5%*	*11%*	-	*33%*	-	*18%*	-	*4%*	-	*34%*	*19%*	*8%*	*20%*	-	-
Last 4 months	**7**	2	6	2	1	3	2	-	-	-	2	1	3	-	-	-	2	-	2	-	2	2	-	7	-	-	-
	8%	*5%*	*10%*	*9%*	*4%*	*13%*	*7%*	-	-	-	*14%*	*6%*	*12%*	-	-	-	*8%*	-	*13%*	-	*43%*	*41%*	-	*9%*	-	-	-
Last 5 months	**7**	4	3	-	-	7	*	-	-	-	-	1	-	6	-	-	3	-	1	-	-	-	-	4	3	-	*
	7%	*10%*	*6%*	-	-	*25%*	*2%*	-	-	-	-	*9%*	-	*17%*	-	-	*12%*	-	*8%*	-	-	-	-	*5%*	*38%*	-	*15%*
Last 6 months	**6**	-	5	3	-	2	-	-	-	-	1	1	3	1	-	-	2	-	3	-	-	-	-	5	1	-	-
	6%	-	*8%*	*16%*	-	*9%*	-	-	-	-	*6%*	*4%*	*9%*	*4%*	-	-	*9%*	-	*20%*	-	-	-	-	*5%*	*14%*	-	-
More than the last 6 months	**16**	8	7	4	5	3	5	-	-	-	-	2	10	3	-	1	3	7	2	1	-	1	1	15	-	1	*
	17%	*22%*	*13%*	*19%*	*27%*	*11%*	*20%*	-	-	-	-	*12%*	*35%*	*11%*	-	*30%*	*13%*	*53%*	*12%*	*7%*	-	*25%*	*21%*	*18%*	-	*100%*	*10%*
Prefer not to say	**7**	2	5	-	1	-	6	1	-	-	5	1	2	-	1	-	1	-	1	2	1	-	1	7	-	-	-
	8%	*6%*	*9%*	-	*4%*	-	*25%*	*15%*	-	-	*31%*	*5%*	*6%*	-	*49%*	-	*3%*	-	*7%*	*14%*	*18%*	-	*32%*	*9%*	-	-	-
Don't know	**14**	5	9	2	1	7	3	*	1	-	5	2	4	2	-	1	4	-	1	4	1	-	1	12	1	-	1
	15%	*14%*	*15%*	*10%*	*3%*	*27%*	*14%*	*4%*	*100%*	-	*30%*	*13%*	*13%*	*7%*	-	*24%*	*19%*	-	*9%*	*26%*	*21%*	-	*28%*	*15%*	*8%*	-	*32%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 236
NEWQ2A_1 - You said that you recently had difficulty paying for your Mobile service.
Thinking specifically about missing a payment(s) for your Mobile service. For how many of the last few months have you been experiencing problems with this?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**77**	37	40	25	13	8	24	7	46	31	17	33	27	9	20	16	32	41	26	67	10	53	24
Weighted Base	**95***	52**	42*	33**	14**	8**	32**	9**	54*	41**	23**	45**	26**	13**	23**	21**	38**	54*	28**	82*	13**	60*	35**
Just the last month	**20**	13	8	3	1	1	12	3	5	15	2	11	7	-	7	5	9	13	2	15	6	11	10
	22%	*24%*	*18%*	*10%*	*10%*	*11%*	*37%*	*37%*	*10%*	*37%*	*11%*	*24%*	*26%*	-	*28%*	*25%*	*23%*	*24%*	*6%*	*18%*	*44%*	*18%*	*27%*
Last 2 months	**9**	2	7	-	1	1	6	2	2	7	5	3	1	5	2	1	1	7	2	9	-	7	2
	9%	*3%*	*17%*	-	*6%*	*14%*	*17%*	*17%*	*3%*	*17%*	*22%*	*7%*	*3%*	*39%*	*8%*	*5%*	*2%*	*13%*	*6%*	*11%*	-	*12%*	*6%*
Last 3 months	**8**	7	1	4	1	1	1	-	7	1	1	6	1	1	-	5	2	6	2	8	-	8	-
	8%	*14%*	*2%*	*14%*	*5%*	*19%*	*4%*	-	*12%*	*3%*	*3%*	*13%*	*6%*	*6%*	-	*25%*	*6%*	*11%*	*8%*	*10%*	-	*13%*	-
Last 4 months	**7**	3	5	5	-	-	2	1	5	3	5	-	2	4	1	-	2	5	1	6	2	5	3
	8%	*5%*	*11%*	*14%*	-	-	*6%*	*12%*	*9%*	*7%*	*21%*	-	*9%*	*30%*	*4%*	-	*6%*	*9%*	*2%*	*7%*	*14%*	*8%*	*8%*
Last 5 months	**7**	5	2	4	1	-	2	-	5	2	1	1	5	1	1	-	5	4	3	7	-	4	3
	7%	*9%*	*6%*	*12%*	*9%*	-	*6%*	-	*9%*	*5%*	*6%*	*2%*	*18%*	*10%*	*5%*	-	*12%*	*8%*	*9%*	*9%*	-	*7%*	*8%*
Last 6 months	**6**	1	4	1	1	1	2	-	4	2	3	1	1	2	1	2	-	4	1	5	1	2	4
	6%	*3%*	*10%*	*3%*	*10%*	*16%*	*6%*	-	*7%*	*5%*	*15%*	*3%*	*4%*	*15%*	*5%*	*12%*	-	*7%*	*4%*	*6%*	*5%*	*3%*	*11%*
More than the last 6 months	**16**	9	7	7	4	1	2	2	12	4	2	11	3	-	3	4	9	8	6	14	3	10	6
	17%	*18%*	*16%*	*20%*	*28%*	*18%*	*8%*	*21%*	*22%*	*11%*	*9%*	*24%*	*13%*	-	*15%*	*20%*	*23%*	*15%*	*20%*	*17%*	*21%*	*17%*	*18%*
Prefer not to say	**7**	3	4	4	1	1	1	-	7	1	2	4	1	-	5	1	2	4	3	7	-	7	1
	8%	*6%*	*10%*	*13%*	*9%*	*13%*	*3%*	-	*12%*	*2%*	*9%*	*10%*	*3%*	-	*21%*	*5%*	*4%*	*8%*	*10%*	*9%*	-	*11%*	*2%*
Don't know	**14**	9	5	5	3	1	4	1	8	5	1	8	5	-	3	2	9	2	10	12	2	7	7
	15%	*18%*	*11%*	*14%*	*22%*	*10%*	*13%*	*14%*	*16%*	*13%*	*5%*	*17%*	*19%*	-	*13%*	*9%*	*24%*	*4%*	*34%*	15%q	*16%*	*11%*	*21%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 237
NEWQ2A_1 - You said that you recently had difficulty paying for your Mobile service.
Thinking specifically about missing a payment(s) for your Mobile service. For how many of the last few months have you been experiencing problems with this?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**77**	46	18	77	41	61	69	33	8	69	23	2	3	7	28	7	16	28	14
Weighted Base	**95***	52*	26**	95*	51*	76*	84*	43**	10**	84*	31**	4**	4**	10**	39**	10**	22**	37**	14**
Just the last month	**20**	12	3	20	10	20	18	12	2	18	7	-	1	2	9	2	2	5	3
	22%	*23%*	*12%*	*22%*	*19%*	*27%*	*22%*	*28%*	*18%*	*22%*	*24%*	-	*33%*	*25%*	*22%*	*25%*	*11%*	*15%*	*20%*
Last 2 months	**9**	6	1	9	4	5	5	6	4	5	4	-	-	-	4	-	3	4	-
	9%	*11%*	*4%*	9%f	*8%*	*6%*	*6%*	*15%*	*35%*	*6%*	*14%*	-	-	-	*11%*	-	*14%*	*11%*	-
Last 3 months	**8**	2	3	8	8	5	8	4	-	8	-	-	2	4	2	4	1	6	2
	8%	*4%*	*11%*	*8%*	16%ae	*7%*	*10%*	*8%*	-	*10%*	-	-	*38%*	*38%*	*4%*	*38%*	*3%*	*16%*	*10%*
Last 4 months	**7**	1	5	7	-	6	6	1	2	6	2	-	-	-	2	-	2	2	3
	8%	*2%*	*17%*	8%a	-	*8%*	*7%*	*2%*	*17%*	*7%*	*7%*	-	-	-	*6%*	-	*8%*	*5%*	*20%*
Last 5 months	**7**	7	1	7	5	7	7	1	-	7	6	-	-	-	6	-	4	1	-
	7%	*14%*	*4%*	*7%*	*10%*	*9%*	*8%*	*3%*	-	*8%*	*19%*	-	-	-	*15%*	-	*18%*	*3%*	-
Last 6 months	**6**	1	3	6	1	3	3	1	2	3	1	-	-	-	1	-	-	2	1
	6%	*2%*	*10%*	*6%*	*2%*	*4%*	*4%*	*3%*	*21%*	*4%*	*4%*	-	-	-	*3%*	-	-	*5%*	*7%*
More than the last 6 months	**16**	7	9	16	10	14	15	7	1	15	4	4	-	3	7	3	4	10	*
	17%	*13%*	*32%*	*17%*	*20%*	*19%*	*18%*	*16%*	*10%*	*18%*	*11%*	*92%*	-	*27%*	*18%*	*27%*	*19%*	*28%*	*2%*
Prefer not to say	**7**	6	2	7	6	3	7	4	-	7	4	-	-	1	4	1	1	2	4
	8%	*11%*	*7%*	*8%*	*11%*	*5%*	9%e	*8%*	-	*9%*	*14%*	-	-	*10%*	*11%*	*10%*	*4%*	*6%*	*25%*
Don't know	**14**	10	1	14	8	12	14	7	-	14	2	*	1	-	4	-	5	4	2
	15%	*20%*	*2%*	*15%*	*15%*	*15%*	*17%*	*16%*	-	*17%*	*7%*	*8%*	*30%*	-	*10%*	-	*24%*	*11%*	*16%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 238
NEWQ2A_1 - You said that you recently had difficulty paying for your Mobile service.
Thinking specifically about missing a payment(s) for your Mobile service. For how many of the last few months have you been experiencing problems with this?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**77**	16	53	27	33	41	77	-	51	-	77	-	-	-	-	-	-	13	21	23	13
Weighted Base	**95***	19**	58*	33**	45**	54*	95*	-**	68*	-**	95*	-**	-**	-**	-**	-**	-**	20**	25**	28**	19**
Just the last month	**20**	2	7	6	12	17	20	-	17	-	20	-	-	-	-	-	-	3	1	9	6
	22%	*10%*	*13%*	*19%*	*27%*	32%b	22%b	-	24%b	-	*22%*	-	-	-	-	-	-	*16%*	*3%*	*31%*	*33%*
Last 2 months	**9**	3	4	3	8	5	9	-	7	-	9	-	-	-	-	-	-	1	2	3	2
	9%	*17%*	*6%*	*9%*	*17%*	*9%*	*9%*	-	*11%*	-	*9%*	-	-	-	-	-	-	*7%*	*7%*	*11%*	*13%*
Last 3 months	**8**	2	6	4	7	3	8	-	7	-	8	-	-	-	-	-	-	-	6	2	-
	8%	*8%*	*10%*	*13%*	*16%*	*5%*	*8%*	-	*10%*	-	*8%*	-	-	-	-	-	-	-	*24%*	*8%*	-
Last 4 months	**7**	2	5	2	3	4	7	-	7	-	7	-	-	-	-	-	-	4	3	-	-
	8%	*12%*	*9%*	*5%*	*8%*	*7%*	*8%*	-	*11%*	-	*8%*	-	-	-	-	-	-	*20%*	*14%*	-	-
Last 5 months	**7**	-	3	2	2	5	7	-	3	-	7	-	-	-	-	-	-	1	1	-	4
	7%	-	*5%*	*5%*	*4%*	10%h	*7%*	-	*4%*	-	*7%*	-	-	-	-	-	-	*7%*	*5%*	-	*22%*
Last 6 months	**6**	2	3	4	4	4	6	-	5	-	6	-	-	-	-	-	-	-	1	3	2
	6%	*12%*	*5%*	*11%*	*9%*	*7%*	*6%*	-	*7%*	-	*6%*	-	-	-	-	-	-	-	*3%*	*9%*	*12%*
More than the last 6 months	**16**	6	10	9	8	13	16	-	16	-	16	-	-	-	-	-	-	5	4	5	2
	17%	*33%*	*17%*	*26%*	*18%*	*23%*	*17%*	-	*24%*	-	*17%*	-	-	-	-	-	-	*25%*	*15%*	*17%*	*12%*
Prefer not to say	**7**	-	7	1	-	1	7	-	1	-	7	-	-	-	-	-	-	2	2	4	-
	8%	-	12%h	*2%*	-	*1%*	8%eh	-	*1%*	-	*8%*	-	-	-	-	-	-	*9%*	*9%*	*13%*	-
Don't know	**14**	2	13	3	1	3	14	-	6	-	14	-	-	-	-	-	-	3	5	3	2
	15%	*9%*	23%efh	*10%*	*1%*	*5%*	15%eh	-	*8%*	-	*15%*	-	-	-	-	-	-	*16%*	*21%*	*11%*	*8%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 239
NEWQ2A_1 - You said that you recently had difficulty paying for your Mobile service.
Thinking specifically about missing a payment(s) for your Mobile service. For how many of the last few months have you been experiencing problems with this?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**77**	29	17	-	-	23	54	8	6	18	9	6	12	4	8	33	42	33
Weighted Base	**95***	36**	20**	-**	-**	32**	63*	10**	8**	24**	13**	7**	11**	6**	6**	44**	54*	39**
Just the last month	**20**	9	-	-	-	5	15	1	2	5	-	-	3	1	1	8	18	3
	22%	*26%*	-	-	-	*15%*	*25%*	*6%*	*26%*	*21%*	-	-	*25%*	*11%*	*10%*	*19%*	*33%*	*7%*
Last 2 months	**9**	1	1	-	-	4	5	3	1	2	-	1	-	-	-	3	5	4
	9%	*4%*	*5%*	-	-	*13%*	*8%*	*30%*	*18%*	*6%*	-	*16%*	-	-	-	*6%*	*8%*	*9%*
Last 3 months	**8**	1	3	-	-	4	4	-	-	5	-	1	2	-	1	3	4	4
	8%	*4%*	*15%*	-	-	*11%*	*7%*	-	-	*21%*	-	*22%*	*13%*	-	*23%*	*7%*	*8%*	*10%*
Last 4 months	**7**	6	-	-	-	2	5	-	-	2	2	2	1	2	-	4	3	4
	8%	*16%*	-	-	-	*7%*	*8%*	-	-	*7%*	*17%*	*26%*	*6%*	*30%*	-	*9%*	*6%*	*10%*
Last 5 months	**7**	2	2	-	-	4	3	1	3	-	1	-	-	-	-	3	4	3
	7%	*4%*	*8%*	-	-	*14%*	*4%*	*13%*	*38%*	-	*8%*	-	-	-	-	*7%*	*8%*	*7%*
Last 6 months	**6**	-	2	-	-	3	2	-	1	1	-	-	1	-	-	2	3	3
	6%	-	*9%*	-	-	*11%*	*3%*	-	*8%*	*5%*	-	-	*9%*	-	-	*4%*	*5%*	*7%*
More than the last 6 months	**16**	8	8	-	-	6	10	2	-	6	6	-	*	-	1	16	9	8
	17%	*23%*	*40%*	-	-	*20%*	*16%*	*21%*	-	*26%*	*46%*	-	*2%*	-	*11%*	*35%*	*16%*	*19%*
Prefer not to say	**7**	2	2	-	-	1	7	-	1	1	1	1	3	1	1	2	2	6
	8%	*6%*	*8%*	-	-	*3%*	*11%*	-	*10%*	*4%*	*9%*	*14%*	*23%*	*23%*	*16%*	*4%*	*3%*	*14%*
Don't know	**14**	6	3	-	-	2	12	3	-	2	3	1	2	2	2	4	7	6
	15%	*16%*	*15%*	-	-	*7%*	*19%*	*31%*	-	*8%*	*20%*	*21%*	*21%*	*36%*	*40%*	*9%*	*12%*	*16%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 240
NEWQ2A_2 - You said that you recently had difficulty paying for your Fixed Broadband service.
Thinking specifically about missing a payment(s) for your FixedBroadband service. For how many of the last few months have you been experiencing problems with this?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**66**	17	49	8	9	18	22	6	2	1	13	19	16	16	2	5	13	7	6	7	4	2	4	50	5	3	8
Weighted Base	**77***	22**	55*	9**	11**	26**	22**	7**	1**	1**	15**	13**	24**	22**	2**	5**	15**	13**	9**	8**	5**	4**	4**	65*	6**	2**	3**
Just the last month	**12**	2	10	3	5	1	-	3	-	-	1	2	4	5	-	1	3	3	3	-	-	1	1	12	-	-	*
	16%	*8%*	*19%*	*29%*	*46%*	*5%*	-	*45%*	-	-	*8%*	*18%*	*16%*	*21%*	-	*19%*	*17%*	*21%*	*32%*	-	-	*38%*	*27%*	*18%*	-	-	*14%*
Last 2 months	**6**	1	4	-	-	3	2	-	-	-	1	1	2	1	-	-	-	1	-	1	-	2	-	4	1	-	-
	7%	*7%*	*7%*	-	-	*12%*	*10%*	-	-	-	*7%*	*6%*	*9%*	*7%*	-	-	-	*8%*	-	*10%*	-	*62%*	-	*6%*	*23%*	-	-
Last 3 months	**3**	1	2	1	-	1	1	-	-	-	-	2	1	-	-	-	1	-	-	-	-	-	1	2	1	-	-
	4%	*7%*	*3%*	*8%*	-	*6%*	*4%*	-	-	-	-	*12%*	*6%*	-	-	-	*6%*	-	-	-	-	-	*18%*	*3%*	*23%*	-	-
Last 4 months	**4**	-	4	-	-	3	1	-	-	-	2	1	1	-	-	-	-	-	-	1	2	-	-	3	-	1	-
	5%	-	*8%*	-	-	*13%*	*4%*	-	-	-	*15%*	*6%*	*4%*	-	-	-	-	-	-	*11%*	*43%*	-	-	*5%*	-	*46%*	-
Last 5 months	**6**	3	3	-	-	6	*	-	-	-	-	*	-	6	-	-	3	-	-	-	-	-	-	3	3	-	*
	8%	*12%*	*6%*	-	-	*21%*	*2%*	-	-	-	-	*3%*	-	*25%*	-	-	*18%*	-	-	-	-	-	-	*4%*	*44%*	-	*12%*
Last 6 months	**5**	-	5	3	-	2	-	-	-	-	-	2	1	2	1	-	2	-	3	-	-	-	-	5	-	-	-
	7%	-	*10%*	*32%*	-	*9%*	-	-	-	-	-	*12%*	*6%*	*10%*	*38%*	-	*11%*	-	*29%*	-	-	-	-	*8%*	-	-	-
More than the last 6 months	**19**	9	9	2	5	2	8	1	-	-	3	2	8	6	-	-	3	8	2	3	-	-	1	17	-	1	1
	24%	*41%*	*17%*	*21%*	*47%*	*7%*	*35%*	*22%*	-	-	*21%*	*13%*	*31%*	*28%*	-	-	*19%*	*63%*	*17%*	*38%*	-	-	*26%*	*25%*	-	*54%*	*24%*
Prefer not to say	**9**	3	5	-	1	1	6	1	*	-	6	*	2	1	1	-	1	-	1	1	2	-	1	8	-	-	1
	11%	*14%*	*10%*	-	*7%*	*4%*	*25%*	*14%*	*29%*	-	*38%*	*2%*	*7%*	*5%*	*62%*	-	*5%*	-	*10%*	*17%*	*39%*	-	*30%*	*12%*	-	-	*30%*
Don't know	**14**	3	11	1	-	6	5	1	1	1	2	4	5	1	-	4	4	1	1	2	1	-	-	13	1	-	1
	18%	*12%*	*21%*	*10%*	-	*23%*	*20%*	*18%*	*71%*	*100%*	*11%*	*28%*	*21%*	*5%*	-	*81%*	*24%*	*8%*	*13%*	*25%*	*17%*	-	-	*19%*	*9%*	-	*20%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 241
NEWQ2A_2 - You said that you recently had difficulty paying for your Fixed Broadband service.
Thinking specifically about missing a payment(s) for your FixedBroadband service. For how many of the last few months have you been experiencing problems with this?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**66**	37	29	22	15	8	19	2	45	21	16	29	21	7	16	14	29	33	26	59	7	45	21
Weighted Base	**77***	49**	28**	28**	17**	8**	22**	2**	53*	24**	18**	39**	20**	8**	17**	18**	34**	39**	29**	68*	9**	46*	31**
Just the last month	**12**	9	3	4	1	1	6	-	6	6	*	7	5	-	2	4	6	5	1	6	6	4	8
	16%	*19%*	*10%*	*14%*	*6%*	*11%*	*28%*	-	*11%*	*26%*	*2%*	*18%*	*24%*	-	*9%*	*25%*	*18%*	*14%*	*3%*	*9%*	*69%*	*9%*	*25%*
Last 2 months	**6**	4	1	-	3	1	1	-	4	1	1	3	1	1	-	1	3	1	4	6	-	3	2
	7%	*8%*	*5%*	-	*17%*	*14%*	*7%*	-	*8%*	*6%*	*8%*	*8%*	*4%*	*18%*	-	*6%*	*9%*	*4%*	*14%*	*8%*	-	*7%*	*7%*
Last 3 months	**3**	1	2	1	-	1	1	-	2	1	1	1	1	1	1	-	1	3	-	3	-	2	1
	4%	*3%*	*6%*	*3%*	-	*20%*	*4%*	-	*4%*	*4%*	*4%*	*2%*	*7%*	*9%*	*6%*	-	*4%*	*8%*	-	*5%*	-	*5%*	*3%*
Last 4 months	**4**	1	3	2	1	-	1	-	3	1	3	-	1	2	1	-	1	3	1	4	-	2	2
	5%	*2%*	*11%*	*8%*	*6%*	-	*4%*	-	*6%*	*3%*	*18%*	-	*4%*	*27%*	*6%*	-	*2%*	*8%*	*3%*	*6%*	-	*5%*	*6%*
Last 5 months	**6**	5	1	3	1	-	2	-	4	2	1	-	5	1	-	-	5	3	3	6	-	3	3
	8%	*9%*	*5%*	*10%*	*8%*	-	*9%*	-	*8%*	*8%*	*7%*	-	*23%*	*16%*	-	-	*13%*	*8%*	*9%*	*9%*	-	*7%*	*9%*
Last 6 months	**5**	2	3	-	1	-	3	1	1	4	4	-	1	2	1	1	1	4	1	5	1	3	2
	7%	*5%*	*10%*	-	*8%*	-	*13%*	*46%*	*3%*	*16%*	*24%*	-	*5%*	*23%*	*6%*	*8%*	*3%*	*9%*	*3%*	*7%*	*8%*	*6%*	*8%*
More than the last 6 months	**19**	14	4	10	5	-	4	-	14	4	4	14	1	1	4	6	8	11	5	17	2	10	8
	24%	*28%*	*16%*	*35%*	*28%*	-	*18%*	-	*27%*	*17%*	*20%*	*37%*	*3%*	*7%*	*26%*	*33%*	*23%*	*28%*	*19%*	*24%*	*23%*	*22%*	*27%*
Prefer not to say	**9**	5	4	5	2	1	*	-	8	*	2	6	*	-	5	1	2	5	3	9	-	8	1
	11%	*10%*	*13%*	*18%*	*14%*	*13%*	*1%*	-	*16%*	*1%*	*12%*	*16%*	*1%*	-	*29%*	*7%*	*7%*	*13%*	*11%*	*12%*	-	*17%*	*2%*
Don't know	**14**	7	6	4	2	3	4	1	9	5	1	7	6	-	3	4	7	3	11	14	-	10	4
	18%	*15%*	*23%*	*13%*	*13%*	*43%*	*16%*	*54%*	*17%*	*20%*	*6%*	*19%*	*28%*	-	*18%*	*21%*	*21%*	*7%*	*38%*	*20%*	-	*21%*	*13%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 242
NEWQ2A_2 - You said that you recently had difficulty paying for your Fixed Broadband service.
Thinking specifically about missing a payment(s) for your FixedBroadband service. For how many of the last few months have you been experiencing problems with this?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**66**	47	15	65	39	51	66	29	-	66	25	2	3	7	30	7	11	24	11
Weighted Base	**77***	50*	23**	77*	48**	62*	77*	37**	-**	77*	31**	4**	3**	10**	38**	10**	16**	29**	11**
Just the last month	**12**	10	3	12	10	12	12	8	-	12	4	-	1	*	5	*	1	4	-
	16%	*20%*	*11%*	*16%*	*21%*	*20%*	*16%*	*23%*	-	*16%*	*12%*	-	*31%*	*4%*	*13%*	*4%*	*5%*	*16%*	-
Last 2 months	**6**	3	2	6	4	4	6	6	-	6	2	-	-	2	2	2	-	3	-
	7%	*7%*	*10%*	*7%*	*8%*	*7%*	*7%*	*15%*	-	*7%*	*7%*	-	-	*22%*	*6%*	*22%*	-	*9%*	-
Last 3 months	**3**	1	1	3	2	2	3	1	-	3	1	-	-	1	1	1	-	2	-
	4%	*2%*	*6%*	*4%*	*5%*	*4%*	*4%*	*3%*	-	*4%*	*3%*	-	-	*15%*	*3%*	*15%*	-	*8%*	-
Last 4 months	**4**	2	2	4	1	3	4	-	-	4	3	-	-	-	3	-	1	1	2
	5%	*4%*	*10%*	*5%*	*2%*	*5%*	*5%*	-	-	*5%*	*11%*	-	-	-	*9%*	-	*5%*	*4%*	*20%*
Last 5 months	**6**	6	-	6	4	6	6	-	-	6	5	-	-	-	5	-	4	-	-
	8%	*12%*	-	*8%*	*8%*	*10%*	*8%*	-	-	*8%*	*15%*	-	-	-	*12%*	-	*25%*	-	-
Last 6 months	**5**	1	3	5	1	4	5	2	-	5	1	-	-	-	1	-	1	2	-
	7%	*2%*	*12%*	*7%a*	*3%*	*7%*	*7%a*	*5%*	-	*7%*	*4%*	-	-	-	*3%*	-	*6%*	*7%*	-
More than the last 6 months	**19**	8	10	18	12	12	19	10	-	19	5	4	1	5	10	5	5	11	*
	24%	*15%*	*41%*	*24%a*	*24%*	*20%*	*24%a*	*27%*	-	*24%*	*16%*	*92%*	*29%*	*49%*	*25%*	*49%*	*31%*	*40%*	*2%*
Prefer not to say	**9**	7	2	9	6	5	9	4	-	9	5	-	-	1	5	1	-	3	4
	11%	*14%*	*7%*	*11%*	*13%*	*9%*	*11%*	*10%*	-	*11%*	*17%*	-	-	*10%*	*14%*	*10%*	-	*12%*	*39%*
Don't know	**14**	12	1	14	8	12	14	6	-	14	5	*	1	-	6	-	5	2	4
	18%	*25%*	*3%*	*18%*	*16%*	*19%*	*18%*	*17%*	-	*18%*	*15%*	*8%*	*40%*	-	*16%*	-	*28%*	*7%*	*39%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 243
NEWQ2A_2 - You said that you recently had difficulty paying for your Fixed Broadband service.
Thinking specifically about missing a payment(s) for your FixedBroadband service. For how many of the last few months have you been experiencing problems with this?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**66**	13	44	21	26	32	66	-	40	-	66	-	-	-	-	-	-	12	17	19	10
Weighted Base	**77***	15**	47*	24**	31**	40**	77*	-**	51*	-**	77*	-**	-**	-**	-**	-**	-**	16**	20**	23**	14**
Just the last month	**12**	5	3	1	8	9	12	-	8	-	12	-	-	-	-	-	-	1	2	3	6
	16%	*37%*	*6%*	*6%*	*26%*	*23%*	16%b	-	*17%*	-	*16%*	-	-	-	-	-	-	*4%*	*11%*	*12%*	*42%*
Last 2 months	**6**	1	4	3	4	3	6	-	4	-	6	-	-	-	-	-	-	1	1	3	-
	7%	*7%*	*9%*	*12%*	*14%*	*8%*	*7%*	-	*8%*	-	*7%*	-	-	-	-	-	-	*9%*	*4%*	*14%*	-
Last 3 months	**3**	-	3	1	2	1	3	-	3	-	3	-	-	-	-	-	-	-	2	-	1
	4%	-	*7%*	*3%*	*8%*	*2%*	*4%*	-	*6%*	-	*4%*	-	-	-	-	-	-	-	*11%*	-	*7%*
Last 4 months	**4**	3	1	1	1	3	4	-	3	-	4	-	-	-	-	-	-	2	-	2	-
	5%	*23%*	*2%*	*4%*	*3%*	*8%*	*5%*	-	*7%*	-	*5%*	-	-	-	-	-	-	*14%*	-	*8%*	-
Last 5 months	**6**	-	2	2	2	4	6	-	2	-	6	-	-	-	-	-	-	1	-	-	4
	8%	-	*4%*	*7%*	*5%*	*11%*	*8%*	-	*3%*	-	*8%*	-	-	-	-	-	-	*8%*	-	-	*29%*
Last 6 months	**5**	-	2	2	4	5	5	-	5	-	5	-	-	-	-	-	-	-	2	4	-
	7%	-	*4%*	*10%*	*11%*	*12%*	*7%*	-	*9%*	-	*7%*	-	-	-	-	-	-	-	*8%*	*15%*	-
More than the last 6 months	**19**	4	13	9	9	9	19	-	17	-	19	-	-	-	-	-	-	6	7	4	2
	24%	*26%*	*28%*	*37%*	*28%*	*22%*	*24%*	-	*33%*	-	*24%*	-	-	-	-	-	-	*34%*	*34%*	*17%*	*11%*
Prefer not to say	**9**	-	8	1	-	1	9	-	1	-	9	-	-	-	-	-	-	2	3	3	-
	11%	-	17%h	*3%*	-	*2%*	11%h	-	*1%*	-	*11%*	-	-	-	-	-	-	*10%*	*16%*	*12%*	-
Don't know	**14**	1	12	4	1	5	14	-	8	-	14	-	-	-	-	-	-	4	3	5	2
	18%	*7%*	*25%*	*17%*	*3%*	*13%*	*18%*	-	*16%*	-	*18%*	-	-	-	-	-	-	*22%*	*16%*	*22%*	*11%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 244
NEWQ2A_2 - You said that you recently had difficulty paying for your Fixed Broadband service.
Thinking specifically about missing a payment(s) for your FixedBroadband service. For how many of the last few months have you been experiencing problems with this?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**66**	24	16	-	-	16	49	5	5	15	8	6	8	3	8	28	36	28
Weighted Base	**77***	27**	19**	-**	-**	21**	55*	7**	6**	18**	12**	6**	7**	4**	6**	35**	43**	32**
Just the last month	**12**	3	2	-	-	1	10	-	-	4	1	1	-	-	2	3	10	3
	16%	*12%*	*10%*	-	-	*7%*	*18%*	-	-	*20%*	*8%*	*11%*	-	-	*33%*	*9%*	*22%*	*8%*
Last 2 months	**6**	1	1	-	-	-	6	-	1	-	-	1	-	-	-	3	4	1
	7%	*5%*	*6%*	-	-	-	*10%*	-	*24%*	-	-	*18%*	-	-	-	*7%*	*9%*	*3%*
Last 3 months	**3**	-	-	-	-	1	2	-	-	1	-	1	-	-	-	-	-	3
	4%	-	-	-	-	*4%*	*4%*	-	-	*4%*	-	*25%*	-	-	-	-	-	*10%*
Last 4 months	**4**	2	2	-	-	3	1	-	1	1	2	-	-	-	-	4	2	2
	5%	*8%*	*10%*	-	-	*14%*	*2%*	-	*14%*	*6%*	*18%*	-	-	-	-	*12%*	*4%*	*7%*
Last 5 months	**6**	2	2	-	-	4	2	1	3	-	-	-	-	-	-	3	3	3
	8%	*6%*	*9%*	-	-	*20%*	*3%*	*19%*	*51%*	-	-	-	-	-	-	*9%*	*7%*	*8%*
Last 6 months	**5**	1	1	-	-	1	4	-	1	2	-	-	-	-	-	2	4	2
	7%	*3%*	*4%*	-	-	*6%*	*7%*	-	*11%*	*12%*	-	-	-	-	-	*4%*	*9%*	*5%*
More than the last 6 months	**19**	8	8	-	-	8	10	3	-	7	6	-	*	2	1	13	12	6
	24%	*30%*	*42%*	-	-	*38%*	*19%*	*44%*	-	*39%*	*51%*	-	*4%*	*47%*	*11%*	*38%*	*29%*	*19%*
Prefer not to say	**9**	4	1	-	-	1	7	-	-	1	2	1	3	1	2	2	2	6
	11%	*15%*	*4%*	-	-	*5%*	*14%*	-	-	*5%*	*19%*	*16%*	*48%*	*30%*	*30%*	*5%*	*5%*	*19%*
Don't know	**14**	5	3	-	-	1	13	3	-	3	1	2	3	1	2	6	6	7
	18%	*20%*	*16%*	-	-	*5%*	*23%*	*37%*	-	*14%*	*4%*	*30%*	*48%*	*23%*	*27%*	*16%*	*14%*	*20%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 245
NEWQ2B - You said that you recently changed the way you pay for your X. For how many of the last few months has this been the case? - Summary table
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

	Mobile service	Fixed Broadband service
Unweighted Base	77	66
Weighted Base	95	77
Just the last month	34 *36%*	21 *27%*
Last 2 months	15 *16%*	13 *17%*
Last 3 months	8 *8%*	5 *6%*
Last 4 months	10 *10%*	9 *12%*
Last 5 months	7 *8%*	6 *7%*
Last 6 months	8 *8%*	6 *8%*
More than the last 6 months	9 *9%*	10 *13%*
Prefer not to say	2 *2%*	2 *2%*
Don't know	3 *3%*	5 *6%*

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 246
NEWQ2B_1 - You said that you recently changed the way you pay for your Mobile. For how many of the last few months has this been the case?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**77**	27	48	16	14	19	21	4	2	1	14	21	19	20	3	4	18	7	9	11	4	3	4	63	6	1	7
Weighted Base	**95***	37**	56*	19**	19**	26**	23**	6**	1**	1**	16**	16**	28**	32**	3**	5**	22**	13**	14**	15**	5**	4**	4**	84*	7**	1**	2**
Just the last month	**34**	16	18	8	8	6	5	6	1	-	5	8	6	13	2	-	9	3	7	8	2	-	1	31	1	-	2
	36%	*44%*	*32%*	*42%*	*42%*	*23%*	*22%*	*100%*	*100%*	-	*35%*	*50%*	*22%*	*42%*	*51%*	-	*43%*	*21%*	*49%*	*51%*	*36%*	-	*32%*	*37%*	*20%*	-	*62%*
Last 2 months	**15**	3	11	3	4	1	7	-	-	-	2	3	5	4	1	-	4	1	1	5	-	-	1	13	1	-	*
	16%	*8%*	*19%*	*13%*	*23%*	*4%*	*30%*	-	-	-	*16%*	*21%*	*16%*	*11%*	*49%*	-	*18%*	*8%*	*7%*	*31%*	-	-	*19%*	*15%*	*20%*	-	*15%*
Last 3 months	**8**	2	6	-	2	4	2	-	-	-	-	2	2	4	-	2	2	2	-	-	-	1	1	8	-	-	-
	8%	*6%*	*10%*	-	*8%*	*16%*	*10%*	-	-	-	-	*9%*	*7%*	*14%*	-	*33%*	*9%*	*18%*	-	-	-	*34%*	*21%*	*9%*	-	-	-
Last 4 months	**10**	6	4	2	4	2	2	-	-	-	2	*	7	-	-	-	-	4	2	-	2	2	-	9	-	-	*
	10%	*15%*	*7%*	*9%*	*19%*	*9%*	*9%*	-	-	-	*14%*	*2%*	*25%*	-	-	-	-	*28%*	*13%*	-	*43%*	*41%*	-	*11%*	-	-	*10%*
Last 5 months	**7**	4	4	1	-	6	1	-	-	-	1	1	-	6	-	-	3	1	-	-	-	-	1	5	3	-	-
	8%	*10%*	*7%*	*4%*	-	*21%*	*5%*	-	-	-	*7%*	*5%*	-	*17%*	-	-	*12%*	*6%*	-	-	-	-	*28%*	*5%*	*38%*	-	-
Last 6 months	**8**	2	5	5	-	2	-	-	-	-	3	1	3	1	-	-	2	-	3	2	-	-	-	7	1	-	-
	8%	*5%*	*8%*	*26%*	-	*9%*	-	-	-	-	*19%*	*4%*	*9%*	*4%*	-	-	*9%*	-	*20%*	*13%*	-	-	-	*8%*	*14%*	-	-
More than the last 6 months	**9**	3	6	1	2	2	4	-	-	-	-	-	5	3	-	1	2	2	2	-	-	1	-	8	-	1	-
	9%	*9%*	*10%*	*5%*	*8%*	*8%*	*19%*	-	-	-	-	-	*19%*	*8%*	-	*30%*	*9%*	*18%*	*12%*	-	-	*25%*	-	*10%*	-	*100%*	-
Prefer not to say	**2**	-	2	-	-	1	1	-	-	-	-	1	-	1	-	-	-	-	-	1	1	-	-	2	-	-	-
	2%	-	*3%*	-	-	*4%*	*4%*	-	-	-	-	*5%*	-	*3%*	-	-	-	-	-	*5%*	*21%*	-	-	*2%*	-	-	-
Don't know	**3**	1	2	-	-	2	*	-	-	1	1	1	1	-	-	2	-	-	-	-	-	-	-	2	1	-	*
	3%	*2%*	*4%*	-	-	*6%*	*1%*	-	-	*100%*	*9%*	*4%*	*2%*	-	-	*37%*	-	-	-	-	-	-	-	*2%*	*8%*	-	*13%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 247
NEWQ2B_1 - You said that you recently changed the way you pay for your Mobile. For how many of the last few months has this been the case?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**77**	37	40	25	13	8	24	7	46	31	17	33	27	9	20	16	32	41	26	67	10	53	24
Weighted Base	**95***	52**	42*	33**	14**	8**	32**	9**	54*	41**	23**	45**	26**	13**	23**	21**	38**	54*	28**	82*	13**	60*	35**
Just the last month	**34**	18	16	8	4	3	13	5	15	19	4	19	10	-	13	7	13	21	7	28	6	20	14
	36%	*35%*	*37%*	*25%*	*28%*	*40%*	*42%*	*62%*	*28%*	*46%*	*18%*	*43%*	*40%*	-	*58%*	*34%*	*36%*	*39%*	*26%*	*35%*	*44%*	*34%*	*39%*
Last 2 months	**15**	6	8	5	2	2	5	2	8	6	7	2	5	6	1	3	4	9	4	13	2	13	2
	16%	*12%*	*20%*	*14%*	*11%*	*26%*	*16%*	*17%*	*15%*	*16%*	*31%*	*4%*	*21%*	*45%*	*6%*	*14%*	*12%*	*16%*	*15%*	*16%*	*14%*	*22%*	*5%*
Last 3 months	**8**	7	1	4	-	-	3	1	4	4	-	8	-	-	1	5	2	4	4	8	-	6	2
	8%	*14%*	*2%*	*11%*	-	-	*11%*	*9%*	*7%*	*10%*	-	*17%*	-	-	*3%*	*25%*	*5%*	*8%*	*12%*	*10%*	-	*10%*	*6%*
Last 4 months	**10**	5	4	8	-	-	2	-	8	2	4	4	2	4	*	-	5	8	*	8	2	8	2
	10%	*10%*	*10%*	*24%*	-	-	*6%*	-	*14%*	*4%*	*17%*	*8%*	*7%*	*30%*	*1%*	-	*14%*	*14%*	*1%*	*9%*	*14%*	*13%*	*5%*
Last 5 months	**7**	5	2	4	1	-	2	-	5	2	2	-	5	1	1	1	4	4	3	7	1	4	4
	8%	*10%*	*5%*	*11%*	*9%*	-	*7%*	-	*9%*	*6%*	*10%*	-	*19%*	*10%*	*5%*	*4%*	*11%*	*7%*	*9%*	*8%*	*6%*	*6%*	*11%*
Last 6 months	**8**	1	6	1	1	1	4	-	4	4	3	3	1	2	3	2	-	4	1	5	3	2	6
	8%	*3%*	*14%*	*3%*	*10%*	*16%*	*12%*	-	*7%*	*10%*	*15%*	*7%*	*4%*	*15%*	*14%*	*12%*	-	*7%*	*4%*	*6%*	*21%*	*3%*	*16%*
More than the last 6 months	**9**	6	3	2	4	1	1	1	7	2	2	6	1	-	2	2	4	4	5	9	-	4	5
	9%	*11%*	*7%*	*6%*	*28%*	*18%*	*2%*	*12%*	*13%*	*4%*	*9%*	*14%*	*3%*	-	*10%*	*11%*	*11%*	*7%*	*19%*	*11%*	-	*6%*	*15%*
Prefer not to say	**2**	1	1	-	1	-	1	-	1	1	-	1	1	-	-	-	2	-	2	2	-	1	1
	2%	*2%*	*2%*	-	*8%*	-	*3%*	-	*2%*	*2%*	-	*2%*	*3%*	-	-	-	*5%*	-	*7%*	*2%*	-	*2%*	*2%*
Don't know	**3**	1	1	1	1	-	1	-	2	1	-	2	1	-	1	-	2	1	2	3	-	3	-
	3%	*3%*	*3%*	*4%*	*4%*	-	*2%*	-	*4%*	*2%*	-	*4%*	*4%*	-	*3%*	-	*5%*	*1%*	*7%*	*3%*	-	*4%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 248
NEWQ2B_1 - You said that you recently changed the way you pay for your Mobile. For how many of the last few months has this been the case?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**77**	46	18	77	41	61	69	33	8	69	23	2	3	7	28	7	16	28	14
Weighted Base	**95***	52*	26**	95*	51*	76*	84*	43**	10**	84*	31**	4**	4**	10**	39**	10**	22**	37**	14**
Just the last month	**34**	22	8	34	19	30	32	19	2	32	13	-	3	4	15	4	5	10	5
	36%	*42%*	*29%*	*36%*	*37%*	*40%*	*38%*	*44%*	*18%*	*38%*	*42%*	-	*62%*	*40%*	*40%*	*40%*	*24%*	*27%*	*36%*
Last 2 months	**15**	10	2	15	10	8	11	10	4	11	4	-	-	1	4	1	2	8	3
	16%	20%e	*6%*	16%e	*19%*	*10%*	*13%*	*22%*	*35%*	*13%*	*13%*	-	-	*10%*	*10%*	*10%*	*10%*	*21%*	*22%*
Last 3 months	**8**	4	1	8	5	6	8	6	-	8	2	-	2	2	4	2	3	4	2
	8%	*8%*	*5%*	*8%*	*10%*	*7%*	*9%*	*13%*	-	*9%*	*6%*	-	*38%*	*23%*	*9%*	*23%*	*13%*	*10%*	*10%*
Last 4 months	**10**	*	8	10	4	10	8	4	2	8	2	4	-	*	6	*	2	5	2
	10%	*	*28%*	10%a	7%a	12%a	9%a	*8%*	*17%*	*9%*	*7%*	*92%*	-	*3%*	*15%*	*3%*	*8%*	*14%*	*17%*
Last 5 months	**7**	7	-	7	4	6	7	1	-	7	4	-	-	-	4	-	4	2	-
	8%	*13%*	-	*8%*	*8%*	*8%*	*9%*	*2%*	-	*9%*	*14%*	-	-	-	*11%*	-	*18%*	*5%*	-
Last 6 months	**8**	1	3	8	1	5	5	1	2	5	1	-	-	-	1	-	2	2	1
	8%	*2%*	*10%*	8%a	*2%*	*7%*	*6%*	*3%*	*21%*	*6%*	*4%*	-	-	-	*3%*	-	*9%*	*5%*	*7%*
More than the last 6 months	**9**	5	5	9	5	8	8	2	1	8	4	-	-	2	4	2	3	5	-
	9%	*9%*	*19%*	*9%*	*9%*	*10%*	*9%*	*5%*	*10%*	*9%*	*11%*	-	-	*24%*	*9%*	*24%*	*15%*	*14%*	-
Prefer not to say	**2**	2	-	2	2	1	2	-	-	2	-	-	-	-	-	-	1	1	-
	2%	*4%*	-	*2%*	*4%*	*1%*	*2%*	-	-	*2%*	-	-	-	-	-	-	*4%*	*3%*	-
Don't know	**3**	1	1	3	2	3	3	1	-	3	1	*	-	-	1	-	-	1	1
	3%	*2%*	*2%*	*3%*	*4%*	*3%*	*3%*	*2%*	-	*3%*	*2%*	*8%*	-	-	*2%*	-	-	*2%*	*7%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 249
NEWQ2B_1 - You said that you recently changed the way you pay for your Mobile. For how many of the last few months has this been the case?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**77**	16	53	27	33	41	77	-	51	-	77	-	-	-	-	-	-	13	21	23	13
Weighted Base	**95***	19**	58*	33**	45**	54*	95*	-**	68*	-**	95*	-**	-**	-**	-**	-**	-**	20**	25**	28**	19**
Just the last month	**34** ***36%***	3 *13%*	20 *34%*	9 *26%*	17 *38%*	23 *42%*	34 *36%*	- -	25 *37%*	- -	34 *36%*	-	- -	- -	- -	- -	- -	5 *25%*	8 *31%*	12 *43%*	8 *41%*
Last 2 months	**15** ***16%***	5 *26%*	9 *15%*	6 *19%*	7 *16%*	9 *17%*	15 *16%*	- -	10 *14%*	- -	15 *16%*	-	- -	- -	- -	- -	- -	1 *7%*	3 *13%*	6 *23%*	3 *17%*
Last 3 months	**8** ***8%***	2 *12%*	7 *11%*	7 *20%*	6 *13%*	2 *4%*	8 *8%*	- -	7 10%e	- -	8 *8%*	-	- -	- -	- -	- -	- -	- -	6 *26%*	2 *5%*	- -
Last 4 months	**10** ***10%***	2 *13%*	7 *13%*	- -	4 *8%*	6 *11%*	10 *10%*	- -	10 *14%*	- -	10 *10%*	-	- -	- -	- -	- -	- -	8 *38%*	2 *7%*	- -	- -
Last 5 months	**7** ***8%***	2 *10%*	3 *6%*	2 *6%*	1 *3%*	5 *9%*	7 *8%*	- -	3 *5%*	- -	7 *8%*	-	- -	- -	- -	- -	- -	1 *7%*	1 *4%*	1 *3%*	4 *22%*
Last 6 months	**8** ***8%***	2 *12%*	5 *8%*	4 *11%*	4 *9%*	4 *7%*	8 *8%*	- -	5 *7%*	- -	8 *8%*	-	- -	- -	- -	- -	- -	2 *10%*	1 *3%*	3 *9%*	2 *12%*
More than the last 6 months	**9** ***9%***	3 *14%*	3 *4%*	6 *19%*	6 *13%*	5 *10%*	9 9%b	- -	9 13%b	- -	9 *9%*	-	- -	- -	- -	- -	- -	1 *7%*	3 *12%*	3 *11%*	2 *8%*
Prefer not to say	**2** ***2%***	- -	2 *3%*	- -	- -	- -	2 *2%*	- -	- -	- -	2 *2%*	-	- -	- -	- -	- -	- -	- -	1 *4%*	1 *3%*	- -
Don't know	**3** ***3%***	- -	3 *5%*	- -	- -	- -	3 *3%*	- -	- -	- -	3 *3%*	-	- -	- -	- -	- -	- -	1 *6%*	- -	1 *4%*	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 250
NEWQ2B_1 - You said that you recently changed the way you pay for your Mobile. For how many of the last few months has this been the case?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**77**	29	17	-	-	23	54	8	6	18	9	6	12	4	8	33	42	33
Weighted Base	**95***	36**	20**	-**	-**	32**	63*	10**	8**	24**	13**	7**	11**	6**	6**	44**	54*	39**
Just the last month	**34**	12	1	-	-	8	26	3	2	5	3	3	4	2	2	10	23	10
	36%	*32%*	*7%*	-	-	*25%*	*42%*	*27%*	*26%*	*21%*	*22%*	*46%*	*38%*	*34%*	*24%*	*22%*	*43%*	*26%*
Last 2 months	**15**	2	4	-	-	2	12	2	2	3	1	2	3	-	2	5	7	7
	16%	*7%*	*21%*	-	-	*8%*	*20%*	*20%*	*23%*	*14%*	*7%*	*27%*	*28%*	-	*33%*	*11%*	*14%*	*17%*
Last 3 months	**8**	1	5	-	-	4	4	1	-	6	-	-	2	-	1	5	6	2
	8%	*4%*	*25%*	-	-	*14%*	*6%*	*8%*	-	*24%*	-	-	*13%*	-	*23%*	*11%*	*12%*	*4%*
Last 4 months	**10**	10	-	-	-	6	3	-	-	2	6	2	*	2	-	8	2	8
	10%	*26%*	-	-	-	*19%*	*5%*	-	-	*7%*	*43%*	*26%*	*2%*	*30%*	-	*18%*	*4%*	*19%*
Last 5 months	**7**	2	1	-	-	4	3	1	3	1	1	-	-	-	-	4	4	3
	8%	*7%*	*6%*	-	-	*12%*	*5%*	*13%*	*33%*	*3%*	*8%*	-	-	-	-	*8%*	*7%*	*9%*
Last 6 months	**8**	2	2	-	-	3	4	2	1	1	-	-	1	2	-	2	3	5
	8%	*6%*	*9%*	-	-	*11%*	*7%*	*19%*	*8%*	*5%*	-	-	*9%*	*36%*	-	*4%*	*5%*	*13%*
More than the last 6 months	**9**	4	5	-	-	2	7	1	-	5	2	-	-	-	1	8	7	2
	9%	*10%*	*27%*	-	-	*5%*	*12%*	*13%*	-	*23%*	*12%*	-	-	-	*11%*	*19%*	*12%*	*6%*
Prefer not to say	**2**	1	1	-	-	2	-	-	1	-	1	-	-	-	-	2	2	-
	2%	*3%*	*4%*	-	-	*6%*	-	-	*10%*	-	*8%*	-	-	-	-	*4%*	*3%*	-
Don't know	**3**	2	-	-	-	-	3	-	-	1	-	-	1	-	1	1	-	3
	3%	*6%*	-	-	-	-	*4%*	-	-	*3%*	-	-	*9%*	-	*10%*	*2%*	-	*7%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 251
NEWQ2B_2 - You said that you recently changed the way you pay for your Fixed Broadband. For how many of the last few months has this been the case?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**66**	17	49	8	9	18	22	6	2	1	13	19	16	16	2	5	13	7	6	7	4	2	4	50	5	3	8
Weighted Base	**77***	22**	55*	9**	11**	26**	22**	7**	1**	1**	15**	13**	24**	22**	2**	5**	15**	13**	9**	8**	5**	4**	4**	65*	6**	2**	3**
Just the last month	**21**	7	15	4	5	7	4	1	1	-	4	3	7	4	-	2	4	3	1	2	2	4	1	19	1	-	1
	27%	*29%*	*27%*	*39%*	*47%*	*25%*	*19%*	*14%*	*71%*	-	*30%*	*24%*	*30%*	*18%*	-	*40%*	*28%*	*21%*	*13%*	*31%*	*36%*	*100%*	*27%*	*29%*	*9%*	-	*48%*
Last 2 months	**13**	5	8	3	-	3	8	-	-	-	4	4	3	1	1	-	2	1	1	4	-	-	1	10	3	-	*
	17%	*22%*	*15%*	*29%*	-	*10%*	*35%*	-	-	-	*31%*	*27%*	*14%*	*7%*	*62%*	-	*13%*	*8%*	*10%*	*46%*	-	-	*18%*	*15%*	*46%*	-	*12%*
Last 3 months	**5**	-	5	-	1	3	1	-	-	-	1	2	2	-	-	-	4	-	-	-	-	-	1	5	-	-	-
	6%	-	*9%*	-	*6%*	*12%*	*5%*	-	-	-	*8%*	*12%*	*8%*	-	-	-	*24%*	-	-	-	-	-	*30%*	*7%*	-	-	-
Last 4 months	**9**	4	5	-	4	2	2	1	-	-	2	1	4	2	-	-	-	7	-	-	2	-	-	9	-	-	*
	12%	*17%*	*10%*	-	*33%*	*9%*	*11%*	*15%*	-	-	*15%*	*9%*	*15%*	*10%*	-	-	-	*53%*	-	-	*43%*	-	-	*14%*	-	-	*9%*
Last 5 months	**6**	3	3	-	-	6	-	-	-	-	-	-	-	6	-	-	3	-	-	-	-	-	-	3	3	-	-
	7%	*12%*	*5%*	-	-	*21%*	-	-	-	-	-	-	-	*25%*	-	-	*18%*	-	-	-	-	-	-	*4%*	*44%*	-	-
Last 6 months	**6**	1	5	3	-	1	1	1	*	-	1	2	1	2	1	-	1	-	3	1	-	-	1	6	-	-	*
	8%	*6%*	*9%*	*32%*	-	*5%*	*5%*	*13%*	*29%*	-	*7%*	*13%*	*6%*	*10%*	*38%*	-	*4%*	-	*29%*	*11%*	-	-	*26%*	*9%*	-	-	*8%*
More than the last 6 months	**10**	2	8	-	2	3	5	1	-	-	-	1	6	3	-	1	2	2	2	-	-	-	-	7	-	2	*
	13%	*10%*	*14%*	-	*14%*	*12%*	*21%*	*9%*	-	-	-	*4%*	*26%*	*14%*	-	*27%*	*13%*	*18%*	*17%*	-	-	-	-	*11%*	-	*100%*	*15%*
Prefer not to say	**2**	-	2	-	-	1	1	-	-	-	-	1	-	1	-	-	-	-	-	1	1	-	-	2	-	-	-
	2%	-	*3%*	-	-	*4%*	*4%*	-	-	-	-	*6%*	-	*5%*	-	-	-	-	-	*11%*	*21%*	-	-	*3%*	-	-	-
Don't know	**5**	1	4	-	-	1	-	3	-	1	1	1	-	3	-	2	-	-	3	-	-	-	-	5	-	-	*
	6%	*4%*	*7%*	-	-	*4%*	-	*49%*	-	*100%*	*9%*	*5%*	-	*13%*	-	*33%*	-	-	*32%*	-	-	-	-	*7%*	-	-	*8%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 252
NEWQ2B_2 - You said that you recently changed the way you pay for your Fixed Broadband. For how many of the last few months has this been the case?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**66**	37	29	22	15	8	19	2	45	21	16	29	21	7	16	14	29	33	26	59	7	45	21
Weighted Base	**77***	49**	28**	28**	17**	8**	22**	2**	53*	24**	18**	39**	20**	8**	17**	18**	34**	39**	29**	68*	9**	46*	31**
Just the last month	**21**	12	9	8	5	2	4	1	16	5	2	11	8	-	5	5	11	7	8	15	6	11	10
	27%	*24%*	*33%*	*28%*	*32%*	*32%*	*19%*	*54%*	*30%*	*22%*	*12%*	*27%*	*42%*	-	*28%*	*29%*	*33%*	*19%*	*27%*	*22%*	*69%*	*25%*	*31%*
Last 2 months	**13**	8	5	3	2	4	5	-	8	5	4	5	4	2	4	2	4	7	4	11	2	9	4
	17%	*16%*	*19%*	*11%*	*9%*	*46%*	*22%*	-	*16%*	*20%*	*20%*	*13%*	*22%*	*27%*	*26%*	*11%*	*13%*	*19%*	*13%*	*16%*	*23%*	*20%*	*13%*
Last 3 months	**5**	4	1	1	1	-	2	1	2	3	1	4	-	-	2	-	3	2	3	5	-	2	3
	6%	*7%*	*4%*	*4%*	*4%*	-	*9%*	*46%*	*3%*	*12%*	*6%*	*10%*	-	-	*13%*	-	*8%*	*4%*	*11%*	*7%*	-	*4%*	*10%*
Last 4 months	**9**	6	3	8	-	-	1	-	8	1	2	7	-	2	1	2	4	8	1	9	-	9	-
	12%	*12%*	*13%*	*30%*	-	-	*4%*	-	*16%*	*4%*	*12%*	*18%*	-	*27%*	*7%*	*13%*	*10%*	*20%*	*4%*	*14%*	-	*20%*	-
Last 5 months	**6**	4	1	3	1	-	2	-	4	2	1	-	4	1	-	-	4	3	3	6	-	3	3
	7%	*9%*	*5%*	*10%*	*8%*	-	*7%*	-	*8%*	*6%*	*7%*	-	*21%*	*16%*	-	-	*12%*	*7%*	*9%*	*8%*	-	*6%*	*9%*
Last 6 months	**6**	3	3	1	2	-	3	-	3	3	4	1	1	2	1	3	1	4	2	6	1	4	2
	8%	*7%*	*11%*	*4%*	*13%*	-	*14%*	-	*6%*	*12%*	*24%*	*2%*	*6%*	*23%*	*6%*	*14%*	*3%*	*10%*	*6%*	*8%*	*8%*	*9%*	*8%*
More than the last 6 months	**10**	7	3	3	5	1	1	-	9	1	4	6	1	1	2	3	4	4	6	10	-	5	5
	13%	*15%*	*9%*	*9%*	*29%*	*18%*	*5%*	-	*17%*	*4%*	*20%*	*15%*	*3%*	*7%*	*14%*	*16%*	*12%*	*11%*	*20%*	*15%*	-	*10%*	*17%*
Prefer not to say	**2**	1	1	-	1	-	1	-	1	1	-	1	1	-	-	-	2	-	2	2	-	1	1
	2%	*2%*	*3%*	-	*6%*	-	*4%*	-	*2%*	*3%*	-	*3%*	*4%*	-	-	-	*5%*	-	*6%*	*3%*	-	*2%*	*3%*
Don't know	**5**	4	1	1	-	*	4	-	1	4	-	5	*	-	1	3	1	4	1	5	-	2	3
	6%	*8%*	*3%*	*4%*	-	*3%*	*16%*	-	*2%*	*15%*	-	*12%*	*1%*	-	*4%*	*17%*	*4%*	*10%*	*4%*	*7%*	-	*4%*	*10%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 253
NEWQ2B_2 - You said that you recently changed the way you pay for your Fixed Broadband. For how many of the last few months has this been the case?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**66**	47	15	65	39	51	66	29	-	66	25	2	3	7	30	7	11	24	11
Weighted Base	**77***	50*	23**	77*	48**	62*	77*	37**	-**	77*	31**	4**	3**	10**	38**	10**	16**	29**	11**
Just the last month	**21**	14	7	21	15	17	21	11	-	21	5	*	2	3	8	3	3	6	3
	27%	*29%*	*31%*	*28%*	*31%*	*28%*	*27%*	*29%*	-	*27%*	*17%*	*8%*	*71%*	*27%*	*20%*	*27%*	*19%*	*20%*	*23%*
Last 2 months	**13**	8	2	13	7	8	13	7	-	13	5	-	-	2	5	2	2	6	2
	17%	*16%*	*11%*	*17%*	*15%*	*14%*	*17%*	*20%*	-	*17%*	*16%*	-	-	*25%*	*13%*	*25%*	*13%*	*22%*	*23%*
Last 3 months	**5**	5	-	5	2	4	5	5	-	5	3	-	-	-	3	-	2	1	1
	6%	*10%*	-	*6%*	*4%*	*6%*	*6%*	*13%*	-	*6%*	*10%*	-	-	-	*8%*	-	*12%*	*2%*	*11%*
Last 4 months	**9**	3	6	9	7	7	9	6	-	9	3	4	-	2	7	2	-	6	3
	12%	*7%*	*25%*	*12%*	*15%*	*11%*	*12%*	*16%*	-	*12%*	*10%*	*92%*	-	*25%*	*18%*	*25%*	-	*20%*	*32%*
Last 5 months	**6**	6	-	6	4	6	6	-	-	6	4	-	-	-	4	-	4	-	-
	7%	*11%*	-	*7%*	*8%*	*9%*	*7%*	-	-	*7%*	*14%*	-	-	-	*11%*	-	*25%*	-	-
Last 6 months	**6**	2	3	6	2	4	6	3	-	6	1	-	1	-	2	-	1	3	-
	8%	*4%*	*12%*	*8%*	*4%*	*7%*	*8%*	*8%*	-	*8%*	*5%*	-	*29%*	-	*6%*	-	*6%*	*10%*	-
More than the last 6 months	**10**	6	5	10	5	9	10	2	-	10	5	-	-	2	5	2	3	6	-
	13%	*11%*	*22%*	*12%*	*10%*	*15%*	*13%*	*6%*	-	*13%*	*17%*	-	-	*24%*	*14%*	*24%*	*21%*	*19%*	-
Prefer not to say	**2**	2	-	2	2	1	2	-	-	2	-	-	-	-	-	-	1	1	-
	2%	*4%*	-	*2%*	*4%*	*2%*	*2%*	-	-	*2%*	-	-	-	-	-	-	*5%*	*4%*	-
Don't know	**5**	4	-	5	4	5	5	3	-	5	4	-	-	-	4	-	-	1	1
	6%	*8%*	-	*6%*	*9%*	*8%*	*6%*	*8%*	-	*6%*	*12%*	-	-	-	*10%*	-	-	*2%*	*12%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 254
NEWQ2B_2 - You said that you recently changed the way you pay for your Fixed Broadband. For how many of the last few months has this been the case?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**66**	13	44	21	26	32	66	-	40	-	66	-	-	-	-	-	-	12	17	19	10
Weighted Base	**77***	15**	47*	24**	31**	40**	77*	-**	51*	-**	77*	-**	-**	-**	-**	-**	-**	16**	20**	23**	14**
Just the last month	**21**	6	14	4	9	11	21	-	12	-	21	-	-	-	-	-	-	2	4	10	4
	27%	*40%*	*30%*	*16%*	*28%*	*26%*	*27%*	-	*23%*	-	*27%*	-	-	-	-	-	-	*14%*	*21%*	*41%*	*25%*
Last 2 months	**13**	1	11	3	5	3	13	-	6	-	13	-	-	-	-	-	-	3	4	3	2
	17%	*7%*	*23%*	*11%*	*16%*	*7%*	*17%*	-	*12%*	-	*17%*	-	-	-	-	-	-	*21%*	*20%*	*14%*	*14%*
Last 3 months	**5**	1	5	4	1	2	5	-	4	-	5	-	-	-	-	-	-	1	4	-	-
	6%	*4%*	*10%*	*15%*	*2%*	*4%*	*6%*	-	*7%*	-	*6%*	-	-	-	-	-	-	*4%*	*21%*	-	-
Last 4 months	**9**	2	7	2	2	7	9	-	9	-	9	-	-	-	-	-	-	7	2	-	-
	12%	*17%*	*15%*	*9%*	*8%*	*18%*	*12%*	-	*18%*	-	*12%*	-	-	-	-	-	-	*41%*	*11%*	-	-
Last 5 months	**6**	-	2	1	1	4	6	-	1	-	6	-	-	-	-	-	-	1	-	-	4
	7%	-	*3%*	*5%*	*4%*	*10%*	*7%*	-	*3%*	-	*7%*	-	-	-	-	-	-	*8%*	-	-	*29%*
Last 6 months	**6**	2	3	2	4	4	6	-	6	-	6	-	-	-	-	-	-	-	2	4	-
	8%	*13%*	*6%*	*9%*	*11%*	*11%*	*8%*	-	*11%*	-	*8%*	-	-	-	-	-	-	-	*9%*	*19%*	-
More than the last 6 months	**10**	3	2	8	6	6	10	-	10	-	10	-	-	-	-	-	-	1	3	4	2
	13%	*18%*	*5%*	*35%*	*21%*	*16%*	13%b	-	20%b	-	*13%*	-	-	-	-	-	-	*8%*	*13%*	*18%*	*11%*
Prefer not to say	**2**	-	2	-	-	-	2	-	-	-	2	-	-	-	-	-	-	-	1	1	-
	2%	-	*4%*	-	-	-	*2%*	-	-	-	*2%*	-	-	-	-	-	-	-	*5%*	*4%*	-
Don't know	**5**	-	2	-	3	3	5	-	3	-	5	-	-	-	-	-	-	1	-	1	3
	6%	-	*4%*	-	*10%*	*7%*	*6%*	-	*6%*	-	*6%*	-	-	-	-	-	-	*4%*	-	*5%*	*21%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 255
NEWQ2B_2 - You said that you recently changed the way you pay for your Fixed Broadband. For how many of the last few months has this been the case?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MADE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**66**	24	16	-	-	16	49	5	5	15	8	6	8	3	8	28	36	28
Weighted Base	**77***	27**	19**	-**	-**	21**	55*	7**	6**	18**	12**	6**	7**	4**	6**	35**	43**	32**
Just the last month	**21**	7	3	-	-	3	17	2	-	4	3	1	2	1	3	5	13	7
	27%	*24%*	*14%*	-	-	*16%*	*31%*	*32%*	-	*20%*	*23%*	*16%*	*23%*	*30%*	*43%*	*14%*	*30%*	*22%*
Last 2 months	**13**	4	2	-	-	1	12	2	2	2	-	3	2	2	2	3	4	9
	17%	*16%*	*13%*	-	-	*6%*	*21%*	*29%*	*31%*	*9%*	-	*56%*	*37%*	*47%*	*33%*	*8%*	*8%*	*27%*
Last 3 months	**5**	1	2	-	-	-	5	-	-	2	-	1	1	-	1	2	3	2
	6%	*2%*	*11%*	-	-	-	*9%*	-	-	*11%*	-	*11%*	*18%*	-	*10%*	*6%*	*7%*	*6%*
Last 4 months	**9**	7	2	-	-	8	1	-	-	2	6	1	*	1	-	8	2	7
	12%	*26%*	*12%*	-	-	*39%*	*2%*	-	-	*12%*	*47%*	*17%*	*4%*	*23%*	-	*24%*	*6%*	*21%*
Last 5 months	**6**	2	1	-	-	4	2	1	3	-	-	-	-	-	-	3	3	3
	7%	*6%*	*7%*	-	-	*19%*	*3%*	*19%*	*45%*	-	-	-	-	-	-	*8%*	*7%*	*8%*
Last 6 months	**6**	1	2	-	-	1	5	-	1	2	1	-	-	-	*	2	5	2
	8%	*4%*	*8%*	-	-	*6%*	*9%*	-	*11%*	*12%*	*9%*	-	-	-	*4%*	*7%*	*11%*	*5%*
More than the last 6 months	**10**	4	6	-	-	1	9	1	-	6	2	-	-	-	1	9	8	2
	13%	*13%*	*31%*	-	-	*5%*	*16%*	*20%*	-	*32%*	*13%*	-	-	-	*11%*	*25%*	*19%*	*6%*
Prefer not to say	**2**	1	1	-	-	2	-	-	1	-	1	-	-	-	-	2	2	-
	2%	*4%*	*4%*	-	-	*9%*	-	-	*14%*	-	*9%*	-	-	-	-	*5%*	*4%*	-
Don't know	**5**	1	-	-	-	-	5	-	-	1	-	-	1	-	-	1	3	2
	6%	*4%*	-	-	-	-	*9%*	-	-	*3%*	-	-	*19%*	-	-	*3%*	*8%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 256
NEWQ3 - You said that you recently had difficulty paying for your landline or TV services. Which of the following most applies?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH, EXCLUDING CANCELLING A SERVICE, WITH MULTIPLE SERVICES, EXCLUDING MOBILE AND BROADBAND

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**94**	28	66	12	17	18	24	15	4	4	6	35	19	29	4	8	16	6	9	17	6	6	1	73	11	6	4
Weighted Base	**108***	36**	71*	13**	23**	25**	24**	16**	3**	4**	9**	25*	31**	38**	6**	10**	17**	12**	12**	20**	6**	7**	1**	90*	10**	6**	1**
This month is the first time I've had difficulty paying for landline or TV services	**33** *31%*	8 *21%*	26 *36%*	9 *66%*	6 *27%*	7 *28%*	7 *29%*	4 *27%*	- -	- -	5 *57%*	7 *29%*	8 *28%*	11 *29%*	3 *50%*	3 *30%*	7 *39%*	- -	7 *62%*	7 *36%*	2 *34%*	1 *12%*	- -	30 *33%*	1 *10%*	2 *37%*	* *20%*
I've had difficulty paying for landline or TV services for longer than a month	**55** *51%*	19 *54%*	36 *50%*	4 *29%*	13 *55%*	12 *48%*	14 *56%*	9 *56%*	2 *73%*	2 *56%*	1 *11%*	12 *49%*	18 *59%*	21 *54%*	- -	5 *52%*	6 *33%*	12 *100%*	3 *22%*	9 *46%*	4 *59%*	5 *67%*	1 *100%*	44 *48%*	7 *70%*	4 *63%*	1 *57%*
Prefer not to say	**3** *3%*	- -	3 *4%*	- -	1 *5%*	1 *3%*	- -	- -	- -	1 *28%*	- -	1 *3%*	1 *4%*	1 *3%*	- -	1 *11%*	- -	- -	1 *9%*	1 *4%*	- -	- -	- -	3 *3%*	- -	- -	- -
Don't know	**16** *15%*	9 *25%*	7 *10%*	1 *5%*	3 *13%*	5 *20%*	4 *15%*	3 *17%*	1 *27%*	1 *16%*	3 *32%*	5 *19%*	3 *9%*	5 *14%*	3 *50%*	1 *7%*	5 *28%*	- -	1 *6%*	3 *14%*	* *7%*	1 *21%*	- -	14 *15%*	2 *20%*	- -	* *24%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 257
NEWQ3 - You said that you recently had difficulty paying for your landline or TV services. Which of the following most applies?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH, EXCLUDING CANCELLING A SERVICE, WITH MULTIPLE SERVICES, EXCLUDING MOBILE AND BROADBAND

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**94**	41	53	27	19	9	32	6	55	38	27	38	27	17	21	22	32	50	30	80	14	74	18
Weighted Base	**108***	56*	52*	31**	25**	11**	33**	8**	66*	40**	29**	50**	27**	17**	21**	27**	42**	56*	36**	92*	16**	78*	27**
This month is the first time I've had difficulty paying for landline or TV services	**33**	14	19	9	9	2	10	2	20	12	4	14	14	3	6	9	14	16	8	24	9	21	13
	31%	*26%*	*37%*	*28%*	*37%*	*23%*	*31%*	*28%*	*30%*	*30%*	*13%*	*29%*	*52%*	*17%*	*30%*	*33%*	*35%*	*29%*	*23%*	*27%*	*57%*	*27%*	*46%*
I've had difficulty paying for landline or TV services for longer than a month	**55**	28	27	17	13	7	15	2	37	18	19	27	9	12	11	12	20	28	22	50	5	41	11
	51%	*51%*	*52%*	*56%*	*51%*	*69%*	*47%*	*31%*	*56%*	*44%*	*67%*	*54%*	*32%*	*69%*	*53%*	*47%*	*48%*	*50%*	*61%*	*54%*	*34%*	*53%*	*41%*
Prefer not to say	**3**	2	1	1	-	-	1	1	1	2	1	2	-	-	1	2	-	2	1	3	-	3	-
	3%	*3%*	*2%*	*2%*	-	-	*3%*	*14%*	*1%*	*5%*	*4%*	*4%*	-	-	*5%*	*7%*	-	*3%*	*3%*	*3%*	-	*4%*	-
Don't know	**16**	11	5	4	3	1	6	2	8	8	5	7	4	2	3	3	7	10	5	15	1	13	3
	15%	*20%*	*10%*	*14%*	*12%*	*8%*	*18%*	*26%*	*12%*	*20%*	*16%*	*14%*	*16%*	*15%*	*12%*	*13%*	*18%*	*18%*	*14%*	*16%*	*9%*	*17%*	*12%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 258
NEWQ3 - You said that you recently had difficulty paying for your landline or TV services. Which of the following most applies?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH, EXCLUDING CANCELLING A SERVICE, WITH MULTIPLE SERVICES, EXCLUDING MOBILE AND BROADBAND

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**94**	73	16	91	72	78	86	40	7	87	18	3	5	24	26	24	18	31	10
Weighted Base	**108***	78*	21**	104*	83*	91*	97*	47**	9**	99*	21**	6**	5**	27**	33**	27**	24**	35**	10**
This month is the first time I've had difficulty paying for landline or TV services	**33**	26	2	33	26	33	29	25	4	29	9	-	1	3	10	3	8	11	1
	31%	*33%*	*9%*	*32%*	*32%*	*37%f*	*30%*	*52%*	*48%*	*30%*	*43%*	-	*13%*	*12%*	*30%*	*12%*	*32%*	*31%*	*9%*
I've had difficulty paying for landline or TV services for longer than a month	**55**	38	15	54	42	41	49	16	4	51	9	6	5	17	19	17	14	17	4
	51%	*48%*	*75%*	*51%e*	*50%*	*45%*	*51%*	*35%*	*47%*	*51%*	*41%*	*100%*	*87%*	*62%*	*59%*	*62%*	*59%*	*50%*	*37%*
Prefer not to say	**3**	2	-	2	3	1	3	1	-	3	1	-	-	1	1	1	-	1	1
	3%	*2%*	-	*2%*	*4%*	*1%*	*3%ce*	*2%*	-	*3%*	*4%*	-	-	*4%*	*2%*	*4%*	-	*3%*	*8%*
Don't know	**16**	13	3	15	12	16	16	5	*	16	3	-	-	6	3	6	2	6	5
	15%	*16%*	*16%*	*15%*	*14%*	*17%*	*16%*	*11%*	*5%*	*16%*	*13%*	-	-	*22%*	*8%*	*22%*	*9%*	*16%*	*47%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 259
NEWQ3 - You said that you recently had difficulty paying for your landline or TV services. Which of the following most applies?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MADE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH, EXCLUDING CANCELLING A SERVICE, WITH MULTIPLE SERVICES, EXCLUDING MOBILE AND BROADBAND

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**94**	31	69	77	33	52	94	-	94	-	94	-	-	-	-	-	-	23	25	28	14
Weighted Base	**108***	34**	72*	86*	43**	64*	108*	-**	108*	-**	108*	-**	-**	-**	-**	-**	-**	30**	27**	34**	16**
This month is the first time I've had difficulty paying for landline or TV services	**33** ***31%***	11 *32%*	17 *24%*	24 *28%*	18 *42%*	22 *34%*	33 31%b	- -	33 31%b	- -	33 *31%*	- -	- -	- -	- -	- -	- -	5 *16%*	12 *43%*	8 *22%*	9 *58%*
I've had difficulty paying for landline or TV services for longer than a month	**55** ***51%***	22 *64%*	37 *51%*	44 *52%*	21 *49%*	38 *59%*	55 *51%*	- -	55 *51%*	- -	55 *51%*	- -	- -	- -	- -	- -	- -	19 *65%*	9 *33%*	20 *59%*	6 *39%*
Prefer not to say	**3** ***3%***	1 *3%*	3 *4%*	2 *2%*	1 *3%*	1 *2%*	3 *3%*	- -	3 *3%*	- -	3 *3%*	- -	- -	- -	- -	- -	- -	- -	1 *4%*	2 *5%*	- -
Don't know	**16** ***15%***	- -	16 21%efh	15 18%e	3 *7%*	3 *5%*	16 15%e	- -	16 15%e	- -	16 *15%*	- -	- -	- -	- -	- -	- -	6 *19%*	5 *20%*	4 *13%*	1 *3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

Table 260
NEWQ3 - You said that you recently had difficulty paying for your landline or TV services. Which of the following most applies?
BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MADE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH, EXCLUDING CANCELLING A SERVICE, WITH MULTIPLE SERVICES, EXCLUDING MOBILE AND BROADBAND

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**94**	37	19	-	-	33	61	11	8	18	10	7	8	10	10	35	55	34
Weighted Base	**108***	43**	22**	-**	-**	36**	71*	14**	9**	22**	14**	6**	9**	12**	11**	40**	64*	38**
This month is the first time I've had difficulty paying for landline or TV services	**33** *31%*	12 *28%*	5 *24%*	- -	- -	11 *30%*	22 *32%*	3 *22%*	3 *36%*	6 *29%*	5 *37%*	3 *48%*	1 *8%*	6 *46%*	3 *23%*	7 *18%*	20 *31%*	8 *22%*
I've had difficulty paying for landline or TV services for longer than a month	**55** *51%*	19 *45%*	15 *67%*	- -	- -	19 *52%*	36 *50%*	10 *76%*	* *4%*	14 *62%*	7 *51%*	2 *27%*	3 *30%*	6 *48%*	3 *27%*	25 *64%*	35 *54%*	20 *53%*
Prefer not to say	**3** *3%*	3 *7%*	- -	- -	- -	2 *6%*	1 *1%*	- -	1 *13%*	- -	- -	- -	1 *9%*	- -	2 *16%*	1 *3%*	1 *2%*	2 *5%*
Don't know	**16** *15%*	9 *20%*	2 *9%*	- -	- -	4 *11%*	12 *17%*	* *2%*	4 *48%*	2 *9%*	2 *12%*	1 *25%*	5 *53%*	1 *6%*	4 *34%*	6 *15%*	8 *13%*	7 *19%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 261
COM23 - How confident or not are you that you and your household will be able to pay for your communication services without making any (further) changes in the next three months?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**4977**	2277	2682	467	669	653	795	901	873	608	1146	1733	858	959	301	438	568	164	503	602	387	387	356	3706	540	304	427
Weighted Base	**4977**	2415	2544	530	860	789	854	774	687	471	1312	1259	1035	1168	353	469	652	201	544	679	433	434	407	4172	424	237	144
[+2] Very confident	**3693** ***74%***	1872 77%b ***71%***	1813 ***71%***	328 ***62%***	622 72%c	576 73%c	639 75%c	587 76%c	562 82%cd efg	372 79%cd e	1080 82%kl m	981 78%lm	754 73%m	744 ***64%***	269 ***76%***	362 ***77%***	465 ***71%***	144 ***71%***	394 ***72%***	497 ***73%***	338 78%rw	309 ***71%***	316 ***78%***	3094 ***74%***	315 ***74%***	177 ***75%***	106 ***74%***
[+1] Fairly confident	**1016** ***20%***	425 ***18%***	586 23%a	160 30%de fghi	192 22%hi	168 ***21%h***	170 ***20%h***	143 ***18%***	101 ***15%***	80 ***17%***	196 ***15%***	226 18%j	210 ***20%j***	335 29%jkl	69 ***20%***	86 ***18%***	142 ***22%***	31 ***15%***	126 23%v	145 ***21%***	74 ***17%***	100 ***23%***	75 ***19%***	847 ***20%***	92 ***22%***	47 ***20%***	30 ***21%***
[-1] Not very confident	**146** ***3%***	63 ***3%***	81 ***3%***	26 5%hi	26 ***3%***	25 ***3%***	23 ***3%***	26 ***3%***	12 ***2%***	7 ***2%***	20 ***2%***	32 ***3%***	39 4%j	50 4%jk	9 ***2%***	12 ***2%***	32 5%txy z	14 7%pqt uvwxy zB	12 ***2%***	21 ***3%***	11 ***3%***	10 ***2%***	8 ***2%***	129 3%z	6 ***1%***	8 ***4%***	3 ***2%***
[-2] Not at all confident	**50** ***1%***	18 ***1%***	30 ***1%***	7 ***1%***	6 ***1%***	8 ***1%***	11 ***1%***	6 ***1%***	7 ***1%***	4 ***1%***	5 *	10 ***1%***	15 1%j	16 1%j	2 *	4 ***1%***	6 ***1%***	4 2%v	7 ***1%***	9 ***1%***	1 *	9 2%vx	1 *	43 ***1%***	4 ***1%***	2 ***1%***	1 ***1%***
MEAN	**1.66**	1.71b	1.62	1.49	1.65c	1.65c	1.66c	1.68c	1.76c defg	1.75c def	1.79k lm	1.71l m	1.62m	1.52	1.71rs	1.70rs	1.59	1.54	1.65	1.64	1.74rstu wy	1.61	1.74rsu wy	1.66r	1.70r s	1.66	1.68
Don't know	**60** ***1%***	32 ***1%***	28 ***1%***	8 ***1%***	13 ***1%***	10 ***1%***	10 ***1%***	7 ***1%***	5 ***1%***	7 ***1%***	8 ***1%***	8 ***1%***	15 ***1%***	20 2%jk	4 ***1%***	4 ***1%***	2 *	9 4%pqr tuvwy A	4 ***1%***	7 ***1%***	6 ***1%***	5 ***1%***	6 ***2%***	48 ***1%***	7 2%r	2 ***1%***	3 2%rt
Refused	**13** *	6 *	6 *	1 *	1 *	2 *	1 *	5 ***1%***	* *	1 *	4 *	1 *	3 *	2 *	- -	2 *	4 ***1%***	- -	1 *	- -	3 ***1%***	1 *	- -	11 *	- -	1 *	1 *u
Confident [NET]	**4708** ***95%***	2296 ***95%***	2399 ***94%***	488 ***92%***	814 ***95%***	744 ***94%***	809 ***95%***	730 ***94%***	663 96%c	453 96%c	1275 97%lm	1207 96%lm	964 ***93%***	1080 ***92%***	338 96%s	448 95%s	607 93%s	174 ***87%***	520 96%s	642 94%s	412 95%s	409 94%s	392 96%s	3942 94%s	407 96%s	224 94%s	136 94%s
Not confident [NET]	**196** ***4%***	81 ***3%***	111 ***4%***	33 6%hi	32 ***4%***	33 ***4%***	34 ***4%***	32 ***4%***	19 ***3%***	11 ***2%***	24 ***2%***	42 ***3%***	54 5%jk	66 6%jk	10 ***3%***	16 ***3%***	38 6%vxy z	18 9%pqt uvxyz B	19 ***4%***	30 ***4%***	11 ***3%***	19 ***4%***	9 ***2%***	171 ***4%***	10 ***2%***	10 ***4%***	4 ***3%***

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - jk/lm - pq/rs/tu/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 262
COM23 - How confident or not are you that you and your household will be able to pay for your communication services without making any (further) changes in the next three months?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**4977**	1218	3759	1804	473	407	2139	147	2684	2286	1363	2405	1172	1223	1728	800	1198	2373	1982	4355	622	4509	443
Weighted Base	**4977**	1403	3574	2008	513	430	1839	179	2951	2018	1273	2433	1235	1124	1627	834	1363	2295	1988	4284	693	4307	643
[+2] Very confident	**3693** ***74%***	976 *70%*	2716 76%a	1583 79%defghi	333 65%g	314 73%dg	1375 75%dgi	83 *47%*	2231 76%dgi	1458 72%dg	910 *71%*	1905 78%jl	859 *70%*	831 *74%*	1307 80%mop	583 *70%*	958 *70%*	1709 74%t	1521 77%t	3231 *75%t*	462 *67%*	3266 76%v	408 *63%*
[+1] Fairly confident	**1016** ***20%***	336 24%b	680 *19%*	343 *17%*	144 28%cefhi	92 *22%*	360 *20%*	72 40%cdefhi	580 20%c	432 21%cf	266 21%k	437 *18%*	300 24%k	220 20%n	251 *15%*	199 24%mn	336 25%mn	449 *20%*	382 *19%*	831 *19%*	185 27%qrs	844 *20%*	165 26%u
[-1] Not very confident	**146** ***3%***	55 4%b	91 *3%*	44 *2%*	21 4%c	15 *4%*	57 *3%*	9 5%c	80 3%c	66 *3%*	49 4%k	55 *2%*	39 *3%*	35 *3%*	38 *2%*	32 *4%*	38 *3%*	74 *3%*	51 *3%*	125 *3%*	21 *3%*	110 *3%*	36 6%u
[-2] Not at all confident	**50** ***1%***	17 *1%*	33 *1%*	13 *1%*	9 2%h	2 *	18 *1%*	7 4%cefhi	24 *1%*	26 1%f	20 *2%*	20 *1%*	10 *1%*	14 *1%*	16 *1%*	8 *1%*	12 *1%*	29 *1%*	17 *1%*	46 *1%*	4 *1%*	34 *1%*	15 2%u
MEAN	**1.66**	1.59	1.69a	1.73dfghi	1.52g	1.66dg	1.67dgi	1.25	1.69dgi	1.63dg	1.60	1.72jl	1.62	1.65	1.73mop	1.60	1.63	1.65	1.70t	1.67	1.61	1.69v	1.47
Don't know	**60** ***1%***	16 *1%*	44 *1%*	22 *1%*	4 *1%*	3 *1%*	24 *1%*	6 3%ceh	30 *1%*	30 1%f	24 2%k	14 *1%*	19 2%k	20 2%n	13 *1%*	7 *1%*	17 *1%*	28 *1%*	14 *1%*	42 *1%*	18 3%qrs	45 *1%*	15 2%u
Refused	**13** *	2 *	11 *	1 *	2 *	3 1%c	4 *	1 *1%*	6 *c	5 *	4 *	1 *	7 1%k	4 *	1 *	4 *1%*	3 *	6 *	4 *	10 *	3 *	9 *	4 *1%*
Confident [NET]	**4708** ***95%***	1312 *94%*	3396 *95%*	1927 96%dfghi	477 93%g	407 95%g	1735 94%gi	155 *87%*	2811 95%dgi	1890 94%g	1176 *92%*	2342 96%jl	1159 *94%*	1051 *94%*	1558 96%m	782 *94%*	1293 *95%*	2158 *94%*	1903 96%qst	4062 95%q	647 *93%*	4110 95%v	573 *89%*
Not confident [NET]	**196** ***4%***	72 5%b	123 *3%*	57 *3%*	30 6%ch	17 *4%*	76 *4%*	17 9%cefhi	104 *4%c*	92 5%cf	69 5%k	75 *3%*	49 *4%*	49 *4%*	54 *3%*	40 *5%*	50 *4%*	103 *5%*	68 *3%*	171 *4%*	25 *4%*	144 *3%*	51 8%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 263
COM23 - How confident or not are you that you and your household will be able to pay for your communication services without making any (further) changes in the next three months?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**4977**	3827	684	4711	2928	3258	4101	1813	717	4260	1316	169	179	936	1664	936	345	1230	1608
Weighted Base	**4977**	3644	760	4752	2941	3405	4146	1831	702	4275	1268	165	186	932	1618	932	375	1167	1656
[+2] Very confident	**3693**	2751	555	3530	2184	2521	3108	1354	496	3196	1004	119	147	690	1271	690	206	837	1441
	74%	75%ce	*73%*	*74%*	*74%*	*74%*	75%c	*74%*	*71%*	75%h	79%mo	*73%*	*79%*	*74%*	79%mo	*74%*	*55%*	72%p	87%pq
[+1] Fairly confident	**1016**	710	158	967	608	728	844	367	142	873	218	39	31	194	287	194	127	256	187
	20%	*19%*	*21%*	20%a	21%a	21%acf	*20%*	*20%*	*20%*	*20%*	*17%*	*23%*	*17%*	*21%*	*18%*	*21%*	34%qr	22%r	*11%*
[-1] Not very confident	**146**	98	25	140	85	88	120	64	20	126	23	5	8	29	35	29	33	45	13
	3%	*3%*	*3%*	*3%*	*3%*	*3%*	*3%*	3%ae	*3%*	*3%*	*2%*	*3%*	*4%*	*3%*	*2%*	*3%*	9%qr	4%r	*1%*
[-2] Not at all confident	**50**	37	11	47	28	24	36	16	13	37	12	-	-	13	12	13	6	20	9
	1%	1%e	1%e	1%e	*1%*	*1%*	*1%*	*1%*	2%i	*1%*	*1%*	-	-	*1%*	*1%*	*1%*	2%r	2%r	*1%*
MEAN	**1.66**	1.68c	1.63	1.66	1.66	1.68	1.67	1.65	1.62	1.67	1.73mo	1.68	1.71	1.64	1.73mo	1.64	1.32	1.59p	1.84pq
Don't know	**60**	38	9	55	30	37	34	27	22	38	9	1	1	6	10	6	2	9	5
	1%	1%f	*1%*	1%f	*1%*	1%f	*1%*	1%f	3%i	*1%*	*1%*	*1%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*
Refused	**13**	9	2	13	6	6	5	3	8	5	2	1	-	*	3	*	-	-	1
	*	*f	*	*f	*	*	*	*	1%i	*	*	1%mo	-	*	*	*	-	-	*
Confident [NET]	**4708**	3461	713	4497	2792	3249	3953	1721	639	4070	1222	158	178	884	1558	884	333	1093	1628
	95%	*95%*	*94%*	*95%*	*95%*	95%cg	95%cg	*94%*	*91%*	95%h	*96%*	*96%*	*96%*	*95%*	*96%*	*95%*	*89%*	94%p	98%pq
Not confident [NET]	**196**	136	36	187	113	112	155	80	33	163	35	5	8	41	47	41	40	65	22
	4%	*4%*	5%e	4%e	*4%*	*3%*	4%e	4%e	*5%*	*4%*	*3%*	*3%*	*4%*	*4%*	*3%*	*4%*	11%qr	6%r	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 264
COM23 - How confident or not are you that you and your household will be able to pay for your communication services without making any (further) changes in the next three months?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**4977**	187	485	213	78	72	798	4179	171	-	798	-	-	-	-	-	-	1014	1333	1434	769
Weighted Base	**4977**	213	523	237	100*	79*	870	4107	209	-**	870	-**	-**	-**	-**	-**	-**	1025	1365	1578	866
[+2] Very confident	**3693**	94	342	63	32	37	471	3222	81	-	471	-	-	-	-	-	-	780	986	1190	632
	74%	44%c	66%acdefh	*27%*	*32%*	47%c	54%acdh	78%abcdefh	39%c	-	*54%*	-	-	-	-	-	-	*76%*	*72%*	*75%*	*73%*
[+1] Fairly confident	**1016**	74	131	101	40	15	274	742	69	-	274	-	-	-	-	-	-	204	283	311	188
	20%	35%beg	25%g	43%befgh	40%beg	*19%*	31%beg	*18%*	33%beg	-	*31%*	-	-	-	-	-	-	*20%*	*21%*	*20%*	*22%*
[-1] Not very confident	**146**	32	36	44	14	14	81	65	39	-	81	-	-	-	-	-	-	23	56	36	28
	3%	15%bfg	7%g	18%bfg	14%bg	17%bfg	9%bg	*2%*	19%bfg	-	*9%*	-	-	-	-	-	-	*2%*	4%qs	*2%*	*3%*
[-2] Not at all confident	**50**	7	9	22	12	9	30	20	16	-	30	-	-	-	-	-	-	6	18	17	9
	1%	3%g	2%g	9%abfg	12%abfg	11%abfg	3%bg	*	8%abfg	-	*3%*	-	-	-	-	-	-	*1%*	*1%*	*1%*	*1%*
MEAN	**1.66**	1.05cdh	1.47acdefh	0.61	0.68	0.77	1.26acdeh	1.75abcdefh	0.78	-	1.26	-	-	-	-	-	-	1.71r	1.61	1.69r	1.64
Don't know	**60**	6	4	6	2	4	15	45	4	-	15	-	-	-	-	-	-	11	15	22	8
	1%	3%b	*1%*	*3%*	*2%*	6%bfg	2%b	*1%*	*2%*	-	*2%*	-	-	-	-	-	-	*1%*	*1%*	*1%*	*1%*
Refused	**13**	-	-	-	-	-	-	13	-	-	-	-	-	-	-	-	-	2	7	2	1
	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*	*1%*	*	*
Confident [NET]	**4708**	168	474	165	72	52	744	3964	150	-	744	-	-	-	-	-	-	984	1268	1501	819
	95%	79%ceh	91%acdefh	*70%*	*72%*	*66%*	86%acdeh	97%abcdefh	*72%*	-	*86%*	-	-	-	-	-	-	96%r	*93%*	95%r	*95%*
Not confident [NET]	**196**	39	45	66	26	22	111	85	55	-	111	-	-	-	-	-	-	28	74	52	37
	4%	18%bfg	9%g	28%abfg	26%bfg	29%bfg	13%bg	*2%*	26%abfg	-	*13%*	-	-	-	-	-	-	*3%*	5%qs	*3%*	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 265
COM23 - How confident or not are you that you and your household will be able to pay for your communication services without making any (further) changes in the next three months?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**4977**	4721	186	-	-	566	4374	226	286	520	462	540	1163	1325	2506	1009	1311	3481
Weighted Base	**4977**	4708	196	-**	-**	561	4380	225	269	493	462	542	1224	1301	2445	1080	1368	3429
[+2] Very confident	**3693**	3693	-	-	-	350	3333	128	160	352	350	437	1067	1110	1934	553	890	2705
	74%	78%b	-	-	-	*62%*	76%e	*57%*	*60%*	71%gh	76%gh	81%ghi	87%ghijk	85%no	79%o	*51%*	*65%*	79%p
[+1] Fairly confident	**1016**	1016	-	-	-	149	853	67	72	103	101	98	133	161	449	374	357	606
	20%	22%b	-	-	-	27%f	*19%*	30%ijkl	27%kl	21%l	22%l	18%l	*11%*	*12%*	18%m	35%mn	26%q	*18%*
[-1] Not very confident	**146**	-	146	-	-	35	108	24	23	25	7	4	11	19	22	99	74	61
	3%	-	75%a	-	-	6%f	*2%*	11%ijkl	8%jkl	5%jkl	*2%*	*1%*	*1%*	*1%*	*1%*	9%mn	5%q	*2%*
[-2] Not at all confident	**50**	-	50	-	-	11	37	4	10	11	2	2	8	4	11	34	25	24
	1%	-	25%a	-	-	2%f	*1%*	*2%*	4%jkl	2%jkl	*	*	*1%*	*	*	3%mn	2%q	*1%*
MEAN	**1.66**	1.78b	-1.25	-	-	1.45	1.69e	1.30	1.32	1.55gh	1.72ghi	1.78ghi	1.84ghij	1.82no	1.77o	1.24	1.50	1.74p
Don't know	**60**	-	-	-	-	15	43	1	4	4	1	1	4	7	24	17	21	26
	1%	-	-	-	-	3%f	*1%*	*1%*	2%kl	*1%*	*	*	*	*1%*	*1%*	2%m	2%q	*1%*
Refused	**13**	-	-	-	-	1	7	-	-	-	-	-	1	-	6	3	1	7
	*	-	-	-	-	*	*	-	-	-	-	-	*	-	*	*	*	*
Confident [NET]	**4708**	4708	-	-	-	499	4186	195	233	454	452	535	1199	1271	2383	927	1247	3311
	95%	100%b	-	-	-	*89%*	96%e	*87%*	*86%*	92%gh	98%ghi	99%ghi	98%ghi	98%o	97%o	*86%*	*91%*	97%p
Not confident [NET]	**196**	-	196	-	-	46	145	28	33	35	9	6	19	23	33	132	99	85
	4%	-	100%a	-	-	8%f	*3%*	13%ijkl	12%ijkl	7%jkl	*2%*	*1%*	*2%*	*2%*	*1%*	12%mn	7%q	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - ghi/jkl - mn/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 266
COM25 - Do you or anyone in your household have any conditions that impact or limit their use of communication services?
These can include, but are not restricted to, problems with hearing, eyesight, mobility, mental abilities or mental health.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
Yes	**764**	322	437	65	118	94	109	124	126	128	126	132	141	334	44	72	86	30	96	95	72	61	75	632	63	39	31
	11%	*9%*	12%a	*9%*	*10%*	*8%*	*9%*	11%e	13%cd ef	19%cde fgh	*7%*	*7%*	9%jk	20%jkl	*9%*	*11%*	*9%*	*10%*	*12%*	*10%*	*12%*	*10%*	13%r	*10%*	*10%*	*11%*	15%pqruwyz
No	**6379**	3145	3207	692	1114	1046	1120	984	870	539	1761	1695	1347	1330	466	600	850	257	688	880	544	567	503	5357	544	302	177
	89%	90%b	*87%*	90%hi	90%i	91%ghi	91%hi	88%i	87%i	*80%*	93%lm	92%lm	90%m	*79%*	91%B	89%B	90%B	*89%*	*87%*	90%B	*87%*	90%B	*87%*	89%B	89%B	*88%*	*84%*
Don't know	**27**	10	17	7	4	3	2	2	2	7	1	3	5	17	1	2	3	-	4	5	3	2	2	21	4	-	2
	*	*	*	1%f	*	*	*	*	*	1%fgh	*	*	*	1%jk	*	*	*	-	*	*1%*	*1%*	*	*	*	*1%*	-	1%yA
Refused	**20**	11	8	1	4	2	5	3	3	1	2	5	2	8	1	2	3	3	-	3	3	2	1	19	-	1	*
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%tz	-	*	*1%*	*	*	*	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 267
COM25 - Do you or anyone in your household have any conditions that impact or limit their use of communication services?
These can include, but are not restricted to, problems with hearing, eyesight, mobility, mental abilities or mental health.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
Yes	**764**	172	592	153	79	41	438	47	272	486	227	345	183	197	277	122	160	433	256	690	75	668	92
	11%	*8%*	12%a	*5%*	11%ceh	*6%*	17%cdeh	18%cdeh	6%c	17%cdeh	13%k	*10%*	*10%*	13%p	12%p	*10%*	*8%*	13%rst	*9%*	11%rt	*8%*	*11%*	*10%*
No	**6379**	1864	4515	2727	654	594	2187	211	3976	2398	1556	3199	1573	1363	2111	1099	1773	2869	2637	5506	873	5509	832
	89%	91%b	*88%*	94%dfghi	89%fgi	93%dfgi	*83%*	*80%*	93%dfgi	*82%*	*87%*	90%j	*89%*	*87%*	*88%*	90%m	91%mn	*86%*	91%qs	88%q	91%q	*89%*	*90%*
Don't know	**27**	6	20	4	1	*	18	3	5	21	10	6	10	10	5	4	8	12	5	17	10	23	3
	*	*	*	*	*	*	1%ch	1%cdeh	*	1%ch	1%k	*	1%k	*1%*	*	*	*	*	*	*	1%qrs	*	*
Refused	**20**	2	18	7	3	1	5	1	11	6	4	8	6	4	8	3	3	6	9	15	5	17	1
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*1%*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 268
COM25 - Do you or anyone in your household have any conditions that impact or limit their use of communication services?
These can include, but are not restricted to, problems with hearing, eyesight, mobility, mental abilities or mental health.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
Yes	**764**	598	86	717	422	439	579	265	157	608	175	24	19	156	218	156	92	236	105
	11%	11%bcdefg	*8%*	10%bef	10%be	*9%*	10%be	10%b	15%i	*10%*	*9%*	*10%*	*7%*	12%jln	*9%*	12%jln	17%r	14%r	*4%*
No	**6379**	4602	1037	6102	3802	4499	5385	2425	847	5532	1675	201	254	1151	2129	1151	433	1468	2266
	89%	*88%*	92%acdfg	89%a	90%a	91%acdf	90%ac	90%a	*82%*	90%h	90%mo	*87%*	93%mo	*88%*	90%mo	*88%*	*82%*	86%p	95%pq
Don't know	**27**	17	3	21	9	11	9	5	12	14	1	1	1	1	3	1	6	4	1
	*	*f	*	*f	*	*	*	*	1%i	*	*	*	*	*	*	*	1%qr	*	*
Refused	**20**	14	1	19	10	7	8	5	11	9	3	4	-	1	7	1	-	-	4
	*	*ef	*	*ef	*f	*	*	*	1%i	*	*	2%jlmno	-	*	*j	*	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 269
COM25 - Do you or anyone in your household have any conditions that impact or limit their use of communication services?
These can include, but are not restricted to, problems with hearing, eyesight, mobility, mental abilities or mental health.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
Yes	**764**	63	107	86	40	47	211	554	81	-	211	-	-	-	-	-	-	157	207	243	127
	11%	21%bfg	14%g	24%bfg	28%bfg	33%abcfgh	16%bg	*9%*	26%bfg	-	*16%*	-	-	-	-	-	-	*11%*	*10%*	*11%*	*10%*
No	**6379**	243	674	271	100	92	1071	5309	235	-	1071	-	-	-	-	-	-	1310	1792	2009	1091
	89%	79%e	86%acdefh	75%e	*71%*	*65%*	83%cdeh	90%abcdefh	74%e	-	*83%*	-	-	-	-	-	-	*89%*	*89%*	*89%*	*89%*
Don't know	**27**	1	-	2	2	2	5	22	1	-	5	-	-	-	-	-	-	3	10	9	3
	*	*	-	*1%*	1%b	2%b	*	*	*	-	*	-	-	-	-	-	-	*	*	*	*
Refused	**20**	-	-	1	-	-	1	19	-	-	1	-	-	-	-	-	-	3	9	7	1
	*	-	-	*	-	-	*	*	-	-	*	-	-	-	-	-	-	*	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 270
COM25 - Do you or anyone in your household have any conditions that impact or limit their use of communication services?
These can include, but are not restricted to, problems with hearing, eyesight, mobility, mental abilities or mental health.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
Yes	**764**	499	46	-	-	764	-	55	77	108	74	54	70	125	249	165	466	253
	11%	*11%*	23%a	-	-	100%f	-	17%jkl	20%jkl	16%jkl	11%kl	7%l	*4%*	*10%*	*10%*	15%mn	24%q	*5%*
No	**6379**	4186	145	-	-	-	6379	265	318	576	604	767	1663	1172	2182	901	1465	4699
	89%	89%b	*74%*	-	-	-	100%e	*82%*	*80%*	*84%*	89%ghi	93%ghij	96%ghijk	90%o	89%o	*83%*	*75%*	95%p
Don't know	**27**	13	3	-	-	-	-	2	-	2	4	2	-	2	7	8	11	8
	*	*	2%a	-	-	-	-	1%l	-	*l	1%l	*	-	*	*	*1%*	1%q	*
Refused	**20**	11	2	-	-	-	-	-	-	-	-	2	2	2	7	6	1	5
	*	*	*1%*	-	-	-	-	-	-	-	-	*	*	*	*	*1%*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 271
COM26 - What is your current total household income from all sources before tax, or any other deductions are made?
Please include any benefits or credits that you or anyone else in your household receives, including household benefit, as well as any income from employment.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
[5,199.50] Up to £10,399 per year	**322** *4%*	139 *4%*	181 *5%*	34 *4%e*	33 *3%*	29 *2%*	36 *3%*	61 *5%def*	69 *7%def*	60 *9%cdefg*	14 *1%*	37 *2%j*	43 *3%j*	225 *13%jkl*	21 *4%*	36 *5%*	36 *4%*	17 *6%*	46 *6%v*	38 *4%*	19 *3%*	23 *4%*	26 *4%*	261 *4%*	29 *5%*	22 *6%v*	10 *5%*
[12,999.50] £10,400 to £15,599 per year	**395** *5%*	163 *5%*	231 *6%a*	25 *3%*	66 *5%f*	50 *4%*	39 *3%*	67 *6%cf*	76 *8%cdef*	73 *11%cdefgh*	29 *2%*	79 *4%j*	79 *5%j*	199 *12%jkl*	32 *6%*	34 *5%*	35 *4%*	14 *5%*	54 *7%r*	45 *5%*	37 *6%*	36 *6%*	35 *6%*	322 *5%r*	40 *7%r*	20 *6%*	14 *6%r*
[20,799.50] £15,600 to £25,999 per year	**686** *10%*	328 *9%*	354 *10%*	52 *7%*	100 *8%*	83 *7%*	100 *8%*	124 *11%cdef*	140 *14%cdefg*	87 *13%cdef*	80 *4%*	183 *10%j*	202 *14%jk*	203 *12%j*	45 *9%*	57 *8%*	84 *9%*	23 *8%*	78 *10%*	81 *8%*	57 *9%*	71 *11%*	66 *11%*	562 *9%*	52 *9%*	45 *13%pqruyz*	27 *13%pqruyz*
[31,199.50] £26,000 to £36,399 per year	**682** *9%*	321 *9%*	358 *10%*	64 *8%*	133 *11%fi*	104 *9%*	99 *8%*	116 *10%i*	120 *12%cfi*	46 *7%*	144 *8%*	183 *10%j*	191 *13%jkm*	151 *9%*	51 *10%*	53 *8%*	70 *7%*	33 *11%*	83 *11%r*	84 *9%*	79 *13%qruwy*	51 *8%*	62 *11%*	566 *9%r*	56 *9%*	34 *10%*	26 *12%qruwy*
[44,199.50] £36,400 to £51,999 per year	**826** *11%*	442 *13%b*	382 *10%*	46 *6%*	184 *15%chi*	174 *15%chi*	160 *13%chi*	136 *12%ci*	98 *10%ci*	26 *4%*	252 *13%m*	250 *14%m*	224 *15%m*	79 *5%*	63 *12%r*	73 *11%*	79 *8%*	46 *16%rwzB*	92 *12%*	133 *14%rwB*	82 *13%rB*	59 *9%*	72 *12%rB*	701 *12%rB*	64 *10%*	44 *13%rB*	17 *8%*
[64,999.50] £52,000 to £77,999 per year	**834** *12%*	466 *13%b*	366 *10%*	55 *7%i*	169 *14%chi*	187 *16%cghi*	227 *18%cdghi*	118 *11%chi*	57 *6%i*	20 *3%*	344 *18%klm*	264 *14%lm*	161 *11%m*	54 *3%*	74 *14%rA*	90 *13%A*	97 *10%*	25 *9%*	86 *11%*	110 *11%*	72 *12%*	83 *13%A*	70 *12%*	708 *12%*	74 *12%*	29 *8%*	23 *11%*
[90,999.50] £78,000 and above per year	**901** *13%*	550 *16%b*	346 *9%*	64 *8%hi*	187 *15%cghi*	238 *21%cdghi*	228 *18%cghi*	121 *11%hi*	47 *5%i*	15 *2%*	503 *27%klm*	271 *15%lm*	94 *6%m*	16 *1%*	50 *10%*	87 *13%tB*	194 *21%pqstuvwxyzAB*	32 *11%*	63 *8%*	149 *15%ptvwxyAB*	68 *11%*	62 *10%*	54 *9%*	759 *13%txB*	90 *15%ptwxAB*	35 *10%*	17 *8%*
MEAN	**46284**	49647b	42669	44199 hi	49779 cghi	54649 cdghicdghi	54485	43215 hi	33496 i	25489	62830 klm	50192 lm	40554 m	22790	45217B	47619t xAB	53849 pqstuvwxyzAB	43795	40962	49512 stvwxyAB	45149tB	44967 B	43026	46644bxA B	47728 txAB	41126	40264
Don't know	**1179** *16%*	471 *14%*	699 *19%a*	346 *45%defghi*	218 *18%efgh*	113 *10%*	96 *8%*	132 *12%f*	137 *14%ef*	134 *20%efgh*	201 *11%*	261 *14%j*	257 *17%jk*	396 *23%jkl*	83 *16%*	111 *16%*	182 *19%vyz*	44 *15%*	121 *15%*	161 *16%*	91 *15%*	121 *19%z*	96 *17%*	1010 *17%*	85 *14%*	53 *15%*	33 *16%*
Refused	**1365** *19%*	607 *17%*	752 *21%a*	78 *10%*	151 *12%*	167 *15%c*	250 *20%cde*	238 *21%cde*	255 *25%cdefg*	214 *32%cdefgh*	322 *17%*	307 *17%*	243 *16%*	365 *22%jkl*	93 *18%*	135 *20%*	165 *18%*	55 *19%*	164 *21%*	183 *19%*	117 *19%*	127 *20%*	100 *17%*	1140 *19%*	121 *20%*	61 *18%*	44 *21%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 272
COM26 - What is your current total household income from all sources before tax, or any other deductions are made?
Please include any benefits or credits that you or anyone else in your household receives, including household benefit, as well as any income from employment.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
[5,199.50] Up to £10,399 per year	**322** *4%*	31 *2%*	291 6%a	10 *	36 5%ceh	14 2%c	217 8%cdeh	44 17%cdefhi	60 1%c	261 9%cdefh	214 12%kl	69 *2%*	33 *2%*	205 13%nop	63 3%p	26 *2%*	24 *1%*	245 7%rst	36 *1%*	282 5%r	40 4%r	287 *5%*	34 *4%*
[12,999.50] £10,400 to £15,599 per year	**395** *5%*	57 *3%*	338 7%a	52 *2%*	45 6%ch	28 4%ch	241 9%cdeh	29 11%cdeh	125 3%c	271 9%cdeh	247 14%kl	103 *3%*	41 *2%*	219 14%nop	97 4%p	36 *3%*	40 *2%*	291 9%rst	74 *3%*	365 6%rt	30 *3%*	345 *6%*	50 *5%*
[20,799.50] £15,600 to £25,999 per year	**686** *10%*	141 *7%*	545 11%a	200 *7%*	96 13%cegh	49 *8%*	324 12%ceghi	17 *6%*	345 8%c	341 12%cegh	299 17%kl	281 8%l	105 *6%*	254 16%nop	229 10%p	94 8%p	108 *6%*	444 13%rst	194 *7%*	638 10%rt	48 *5%*	602 *10%*	77 *8%*
[31,199.50] £26,000 to £36,399 per year	**682** *9%*	193 *9%*	489 *10%*	261 *9%*	85 11%g	60 *9%*	257 10%i	15 *6%*	406 *10%*	272 *9%*	211 12%kl	348 10%l	121 *7%*	173 11%p	237 10%p	117 *10%*	154 *8%*	353 11%t	277 10%t	630 10%t	52 *5%*	597 *10%*	81 *9%*
[44,199.50] £36,400 to £51,999 per year	**826** *11%*	264 13%b	562 *11%*	460 16%fghi	93 13%fgi	83 13%fgi	177 *7%*	12 *5%*	636 15%fgi	189 *6%*	143 *8%*	500 14%jl	178 *10%*	121 *8%*	326 14%mp	160 13%m	218 11%m	368 11%t	397 14%qst	765 12%qt	60 *6%*	756 12%v	66 *7%*
[64,999.50] £52,000 to £77,999 per year	**834** *12%*	324 16%b	510 *10%*	548 19%defghi	69 9%fgi	82 13%fgi	126 *5%*	9 *3%*	700 16%defgi	134 *5%*	69 *4%*	547 15%jl	215 12%j	55 *3%*	312 13%m	180 15%m	287 15%m	326 10%t	442 15%qst	769 12%qt	66 *7%*	732 *12%*	98 *11%*
[90,999.50] £78,000 and above per year	**901** *13%*	397 19%b	503 *10%*	608 21%dfghi	72 10%fgi	116 18%dfgi	98 *4%*	7 *3%*	795 19%dfgi	105 *4%*	54 *3%*	558 16%j	289 16%j	47 *3%*	272 11%m	167 14%m	414 21%mno	299 *9%*	512 18%qst	811 13%qt	90 *9%*	770 *12%*	125 *13%*
MEAN	**46284**	55947b	42083	58114defghi	41482fgi	52886dfgi	30513gi	24026	54691dfgi	29967g	26539	52710j	55790jk	25840	47661mn	51527mno	59173mno	38669	55227qst	46181q	47423q	46028	48216
Don't know	**1179** *16%*	328 *16%*	852 *17%*	295 *10%*	127 17%ch	92 14%c	565 21%cdeh	98 37%cdefhi	514 12%c	663 23%cdefh	229 *13%*	438 *12%*	506 29%jk	200 *13%*	326 *14%*	243 20%mn	409 21%mn	387 *12%*	365 *13%*	752 *12%*	427 44%qrs	951 *15%*	226 24%u
Refused	**1365** *19%*	309 *15%*	1057 21%a	457 *16%*	115 *16%*	112 *18%*	644 24%cdeghi	32 *12%*	684 *16%*	676 23%cdegh	331 *18%*	716 20%l	285 *16%*	298 19%p	541 23%mop	205 *17%*	290 *15%*	606 *18%*	610 21%qst	1216 20%qt	150 *16%*	1177 *19%*	172 *18%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 273
COM26 - What is your current total household income from all sources before tax, or any other deductions are made?
Please include any benefits or credits that you or anyone else in your household receives, including household benefit, as well as any income from employment.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
[5,199.50] Up to £10,399 per year	**322** *4%*	224 4%bdefg	25 *2%*	285 4%bdefg	112 *3%*	127 *3%*	201 3%bde	87 3%e	97 9%i	225 *4%*	71 4%mo	12 5%mo	6 *2%*	25 *2%*	90 4%mo	25 *2%*	322 61%qr	- -	- -
[12,999.50] £10,400 to £15,599 per year	**395** *5%*	277 5%deg	53 *5%*	369 5%defg	199 5%e	186 *4%*	298 5%eg	113 *4%*	80 8%i	316 *5%*	96 5%ln	7 *3%*	6 *2%*	73 6%l	109 *5%*	73 6%l	32 6%r	351 21%pr	- -
[20,799.50] £15,600 to £25,999 per year	**686** *10%*	503 10%de	116 10%de	658 10%de	335 *8%*	408 *8%*	564 9%de	242 9%d	103 *10%*	582 *9%*	193 10%ln	17 *8%*	16 *6%*	126 *10%*	227 10%l	126 *10%*	108 20%r	576 34%pr	- -
[31,199.50] £26,000 to £36,399 per year	**682** *9%*	495 9%	130 12%cd	659 *10%*	387 *9%*	497 10%d	601 10%acd	277 10%d	72 *7%*	610 10%h	224 12%lmo	27 *12%*	21 *8%*	122 *9%*	272 12%l	122 *9%*	48 *9%*	447 26%pr	173 *7%*
[44,199.50] £36,400 to £51,999 per year	**826** *11%*	568 *11%*	158 14%ac	814 12%a	531 13%a	659 13%acf	745 12%ac	332 12%a	79 *8%*	747 12%h	212 *11%*	30 *13%*	37 *13%*	184 *14%*	279 *12%*	184 *14%*	19 *4%*	334 20%p	468 20%p
[64,999.50] £52,000 to £77,999 per year	**834** *12%*	571 *11%*	161 14%ac	807 12%a	561 13%ac	717 14%acdf g	771 13%ac	340 13%a	57 *6%*	777 13%h	232 13%k	13 *6%*	45 16%k	186 14%k	290 12%k	186 14%k	- -	- -	834 35%pq
[90,999.50] £78,000 and above per year	**901** *13%*	645 *12%*	180 16%ac	888 13%a	647 15%acf	808 16%acdf	842 14%ac	413 15%acf	57 *5%*	844 14%h	238 *13%*	25 *11%*	49 18%jkn	212 16%jn	312 *13%*	212 16%jn	- -	- -	901 38%pq
MEAN	**46284**	46164	49961ac	46831a	50871ac f	51831ac dfg	48493ac	49863acf	33585	47970h	46399	43869	56171jkmno	50691jkn	47305j	50691jkn	12614	26489p	68288pq
Don't know	**1179** *16%*	857 16%bf	119 *11%*	1109 16%bf	682 16%bf	778 16%b	901 15%b	450 17%bf	231 22%i	949 *15%*	235 *13%*	42 18%jmo	47 *17%*	162 *12%*	325 14%j	162 *12%*	- -	- -	- -
Refused	**1365** *19%*	1090 21%bcdef g	185 *16%*	1270 19%efg	788 19%efg	775 *16%*	1058 18%e	445 *16%*	253 25%i	1113 *18%*	353 *19%*	56 24%mo	47 *17%*	221 *17%*	456 *19%*	221 *17%*	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 274
COM26 - What is your current total household income from all sources before tax, or any other deductions are made?
Please include any benefits or credits that you or anyone else in your household receives, including household benefit, as well as any income from employment.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
[5,199.50] Up to £10,399 per year	**322**	31	41	43	11	14	89	233	36	-	89	-	-	-	-	-	-	62	85	118	47
	4%	10%bfg	*5%*	12%bfg	8%g	10%g	7%bg	*4%*	11%bfg	-	*7%*	-	-	-	-	-	-	*4%*	*4%*	*5%*	*4%*
[12,999.50] £10,400 to £15,599 per year	**395**	23	45	48	16	12	103	292	25	-	103	-	-	-	-	-	-	93	109	121	59
	5%	*7%*	*6%*	13%abfgh	11%bg	*8%*	8%bg	*5%*	8%g	-	*8%*	-	-	-	-	-	-	*6%*	*5%*	*5%*	*5%*
[20,799.50] £15,600 to £25,999 per year	**686**	35	85	51	33	32	152	534	58	-	152	-	-	-	-	-	-	137	199	212	111
	10%	*11%*	*11%*	14%g	23%abcfg	23%abcfg	12%g	*9%*	18%abfg	-	*12%*	-	-	-	-	-	-	*9%*	*10%*	*9%*	*9%*
[31,199.50] £26,000 to £36,399 per year	**682**	38	81	32	9	15	126	556	35	-	126	-	-	-	-	-	-	137	181	236	102
	9%	*12%*	*10%*	*9%*	*7%*	*11%*	*10%*	*9%*	*11%*	-	*10%*	-	-	-	-	-	-	*9%*	*9%*	*10%*	*8%*
[44,199.50] £36,400 to £51,999 per year	**826**	26	117	28	9	8	158	667	26	-	158	-	-	-	-	-	-	173	217	281	137
	11%	*8%*	15%acdefgh	*8%*	*6%*	*5%*	12%aceh	*11%*	*8%*	-	*12%*	-	-	-	-	-	-	*12%*	*11%*	*12%*	*11%*
[64,999.50] £52,000 to £77,999 per year	**834**	26	97	23	8	6	125	709	21	-	125	-	-	-	-	-	-	194	213	261	143
	12%	*8%*	12%cefh	*6%*	*6%*	*4%*	10%ce	12%cefh	*7%*	-	*10%*	-	-	-	-	-	-	13%r	*11%*	*11%*	*12%*
[90,999.50] £78,000 and above per year	**901**	16	92	5	3	4	110	790	8	-	110	-	-	-	-	-	-	195	245	251	193
	13%	5%ch	12%acdefh	*1%*	*2%*	*2%*	9%acdeh	13%acdefh	*3%*	-	*9%*	-	-	-	-	-	-	*13%*	*12%*	*11%*	16%rs
MEAN	**46284**	34371cdeh	44675acdefh	26356	27236	26578	39447acdeh	47846abcdefh	29146	-	39447	-	-	-	-	-	-	47126	45911	44692	49813rs
Don't know	**1179**	64	93	77	39	32	217	962	69	-	217	-	-	-	-	-	-	206	294	402	245
	16%	21%b	*12%*	21%bfg	27%bfg	23%b	17%b	16%b	22%bfg	-	*17%*	-	-	-	-	-	-	*14%*	*15%*	18%qr	20%qr
Refused	**1365**	49	130	54	13	19	207	1159	38	-	207	-	-	-	-	-	-	277	475	385	184
	19%	*16%*	17%h	*15%*	*9%*	*13%*	*16%*	20%dfh	*12%*	-	*16%*	-	-	-	-	-	-	19%t	24%qst	*17%*	*15%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 275
COM26 - What is your current total household income from all sources before tax, or any other deductions are made?
Please include any benefits or credits that you or anyone else in your household receives, including household benefit, as well as any income from employment.
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
[5,199.50] Up to £10,399 per year	**322**	195	28	-	-	55	265	322	-	-	-	-	-	55	108	61	180	132
	4%	*4%*	14%a	-	-	7%f	*4%*	100%hijkl	-	-	-	-	-	*4%*	*4%*	*6%*	9%q	*3%*
[12,999.50] £10,400 to £15,599 per year	**395**	233	33	-	-	77	318	-	395	-	-	-	-	58	133	75	211	181
	5%	*5%*	17%a	-	-	10%f	*5%*	-	100%gijkl	-	-	-	-	*4%*	*5%*	7%m	11%q	*4%*
[20,799.50] £15,600 to £25,999 per year	**686**	454	35	-	-	108	576	-	-	686	-	-	-	124	234	128	261	419
	10%	*10%*	18%a	-	-	14%f	*9%*	-	-	100%ghjkl	-	-	-	*10%*	*10%*	*12%*	13%q	*8%*
[31,199.50] £26,000 to £36,399 per year	**682**	452	9	-	-	74	604	-	-	-	682	-	-	128	210	119	192	484
	9%	10%b	*5%*	-	-	*10%*	*9%*	-	-	-	100%ghikl	-	-	*10%*	*9%*	11%n	*10%*	*10%*
[44,199.50] £36,400 to £51,999 per year	**826**	535	6	-	-	54	767	-	-	-	-	826	-	165	258	117	166	653
	11%	11%b	*3%*	-	-	*7%*	12%e	-	-	-	-	100%ghijl	-	*13%*	*11%*	*11%*	*9%*	13%p
[64,999.50] £52,000 to £77,999 per year	**834**	591	11	-	-	49	784	-	-	-	-	-	834	210	289	104	140	685
	12%	13%b	*6%*	-	-	*6%*	12%e	-	-	-	-	-	48%ghijk	16%no	*12%*	*10%*	*7%*	14%p
[90,999.50] £78,000 and above per year	**901**	608	8	-	-	21	879	-	-	-	-	-	901	251	280	84	76	819
	13%	13%b	*4%*	-	-	*3%*	14%e	-	-	-	-	-	52%ghijk	19%no	11%o	*8%*	*4%*	16%p
MEAN	**46284**	47259b	25283	-	-	30370	47981e	5200	13000	20800gh	31200	44200ghij	78497ghijk	51885no	45867o	39630	31358	51803p
Don't know	**1179**	774	35	-	-	179	985	-	-	-	-	-	-	141	422	223	452	638
	16%	*16%*	*18%*	-	-	23%f	*15%*	-	-	-	-	-	-	*11%*	17%m	21%mn	23%q	*13%*
Refused	**1365**	867	31	-	-	147	1201	-	-	-	-	-	-	169	510	170	265	955
	19%	*18%*	*16%*	-	-	*19%*	*19%*	-	-	-	-	-	-	*13%*	21%mo	*16%*	*14%*	19%p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 276
COM27 - Thinking of your total household monthly income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**4977**	2277	2682	467	669	653	795	901	873	608	1146	1733	858	959	301	438	568	164	503	602	387	387	356	3706	540	304	427
Weighted Base	**4977**	2415	2544	530	860	789	854	774	687	471	1312	1259	1035	1168	353	469	652	201	544	679	433	434	407	4172	424	237	144
[5] Much better off	**372** ***7%***	186 *8%*	182 *7%*	40 *8%*	62 *7%*	68 *9%*	53 *6%*	47 *6%*	69 10%fg	33 *7%*	117 9%m	108 9%m	71 *7%*	63 *5%*	31 *9%*	35 *8%*	51 *8%*	14 *7%*	43 *8%*	39 *6%*	25 *6%*	35 *8%*	29 *7%*	303 *7%*	35 *8%*	24 10%u	9 *7%*
[4] Slightly better off	**929** ***19%***	478 *20%*	451 *18%*	82 *15%*	150 *17%*	159 *20%*	165 *19%*	138 *18%*	149 22%c	86 *18%*	330 25%kl m	248 20%lm	159 *15%*	173 *15%*	59 *17%*	98 *21%*	112 *17%*	47 23%t	86 *16%*	149 22%ty	78 *18%*	84 *19%*	67 *16%*	779 *19%*	81 *19%*	46 *19%*	24 *17%*
[3] About the same	**2445** ***49%***	1184 *49%*	1257 *49%*	218 *41%*	407 47%e	323 *41%*	409 48%ce	395 51%ce	386 56%cd efg	302 64%cd efgh	637 *49%*	610 *48%*	487 *47%*	609 *52%*	183 52%r	229 *49%*	287 *44%*	88 *44%*	293 54%rs uwy	312 *46%*	221 *51%*	200 *46%*	230 57%qrsu wyA	2043 49%r	210 *50%*	114 *48%*	79 55%rsuwy
[2] Slightly worse off	**724** ***15%***	350 *15%*	368 *14%*	111 21%fg hi	146 17%hi	144 18%hi	130 15%hi	114 15%hi	43 *6%*	33 *7%*	155 *12%*	177 *14%*	198 19%jk m	167 *14%*	47 *13%*	67 *14%*	116 18%tx y	27 *14%*	66 *12%*	102 *15%*	64 *15%*	69 *16%*	46 *11%*	603 *14%*	60 *14%*	40 *17%*	20 *14%*
[1] Much worse off	**357** ***7%***	156 *6%*	195 *8%*	33 6%i	66 8%hi	82 10%ch i	84 10%chi	60 8%hi	24 4%i	7 *2%*	46 *3%*	93 7%j	98 9%j	105 9%j	19 *5%*	27 *6%*	67 10%pqx yzAB	19 *9%*	48 9%x	48 *7%*	34 *8%*	27 *6%*	19 *5%*	309 *7%*	28 *7%*	11 *5%*	9 *6%*
MEAN	**3.05**	3.08	3.02	2.97	2.99	2.98	2.97	3.00	3.29c defg	3.23c defg	3.25k lm	3.08l m	2.91	2.93	3.11r	3.10r	2.94	3.05	3.02	3.04	2.99	3.07	3.10r	3.04r	3.08r	3.13r	3.04
Don't know	**89** ***2%***	31 *1%*	57 2%a	37 7%def ghi	21 2%ef	3 *	5 *1%*	11 *1%*	7 *1%*	4 *1%*	17 *1%*	13 *1%*	15 *1%*	30 3%k	9 3%z	11 2%z	11 *2%*	3 *2%*	5 *1%*	18 3%zB	7 *2%*	14 3%tzB	5 *1%*	84 2%zB	3 *1%*	2 *1%*	1 *
Refused	**61** ***1%***	29 *1%*	32 *1%*	9 *2%*	7 *1%*	10 *1%*	8 *1%*	9 *1%*	9 *1%*	7 *1%*	11 *1%*	9 *1%*	8 *1%*	21 2%k	5 *1%*	2 *	7 *1%*	3 *1%*	4 *1%*	11 *2%*	4 *1%*	4 *1%*	10 3%qy	50 *1%*	7 *2%*	1 *	2 *1%*
Better off [NET]	**1301** ***26%***	665 *28%*	633 *25%*	122 *23%*	212 *25%*	227 *29%*	218 *25%*	185 *24%*	218 32%cd fgi	119 *25%*	447 34%kl m	356 28%lm	229 *22%*	235 *20%*	90 *26%*	134 *28%*	163 *25%*	61 *30%*	129 *24%*	188 *28%*	103 *24%*	119 *27%*	96 *24%*	1082 *26%*	116 *27%*	70 *29%*	34 *23%*
Worse off [NET]	**1080** ***22%***	507 *21%*	564 *22%*	143 27%hi	213 25%hi	226 29%gh i	215 25%hi	174 23%hi	67 *10%*	40 *9%*	201 *15%*	270 21%j	296 29%jk m	273 23%j	66 *19%*	94 *20%*	184 28%pq tuxyz B	46 *23%*	114 *21%*	150 22%x	97 22%x	96 *22%*	65 *16%*	912 22%x	88 *21%*	51 *22%*	29 *20%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 277
COM27 - Thinking of your total household monthly income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**4977**	1218	3759	1804	473	407	2139	147	2684	2286	1363	2405	1172	1223	1728	800	1198	2373	1982	4355	622	4509	443
Weighted Base	**4977**	1403	3574	2008	513	430	1839	179	2951	2018	1273	2433	1235	1124	1627	834	1363	2295	1988	4284	693	4307	643
[5] Much better off	**372** *7%*	98 *7%*	274 *8%*	180 9%efhi *7%*	37 *7%*	20 *5%*	125 *7%*	10 *5%*	237 8%e *7%*	135 *7%*	91 7%l *5%*	216 9%l *5%*	60 *5%*	84 *7%*	152 9%op *5%*	44 *5%*	89 *6%*	168 7%t *5%*	172 9%t *8%*	340 8%t *5%*	32 *5%*	325 *8%*	45 *7%*
[4] Slightly better off	**929** *19%*	229 *16%*	700 20%a	441 22%efghi *12%*	101 20%eg *12%*	51 *12%*	323 18%egi *7%*	12 *7%*	594 20%efgi *17%*	335 17%eg *17%*	218 *17%*	496 20%jl *17%*	209 *17%*	200 *18%*	341 21%p *20%*	164 *20%*	220 *16%*	419 18%t *14%*	414 21%t *14%*	832 19%t *14%*	97 *14%*	835 19%v *14%*	91 *14%*
[3] About the same	**2445** *49%*	648 *46%*	1797 50%a	971 48%egh *33%*	233 45%e *36%*	142 *33%*	1031 56%cdeghi *46%*	65 *46%*	1346 46%eg *48%*	1096 54%cdegh *48%*	675 53%kl *48%*	1167 *48%*	589 *48%*	609 54%nop *47%*	809 *50%*	390 *47%*	629 *46%*	1189 52%rs *46%*	922 *46%*	2111 49%r *48%*	334 *48%*	2157 50%v *43%*	277 *43%*
[2] Slightly worse off	**724** *15%*	277 20%b *13%*	447 *13%*	273 14%f *11%*	87 17%fi *11%*	125 29%cdfhi *11%*	196 *11%*	43 24%cfhi *11%*	484 16%cfi *10%*	239 12%f *10%*	141 *11%*	349 14%j *12%*	230 19%jk *12%*	112 *7%*	190 *6%*	121 15%m *6%*	298 22%mno *6%*	298 *13%*	298 *15%*	597 *14%*	127 18%qs *6%*	593 *14%*	124 19%u *7%*
[1] Much worse off	**357** *7%*	118 *8%*	239 *7%*	99 *5%*	38 7%c *5%*	81 19%cdfhi *5%*	98 *5%*	38 21%cdfhi *7%*	218 7%cf *8%*	136 7%cf *8%*	107 8%k *6%*	153 *6%*	93 *8%*	80 *7%*	95 *6%*	92 11%mnp *6%*	86 *6%*	169 *7%*	144 *7%*	312 *7%*	44 *6%*	290 *7%*	63 10%u *7%*
MEAN	**3.05**	2.94	3.09a	3.17defghi	3.03eg	2.53	3.10egi	2.47	3.05eg	3.05eg	3.04l	3.11jl	2.93	3.09op	3.17op	2.93	2.94	3.05t	3.09t	3.07t	2.91	3.07v	2.89
Don't know	**89** *2%*	27 *2%*	62 2%a	29 *1%*	10 *2%*	2 *	40 2%e	8 5%ceh	41 *1%*	49 2%cefh	19 *1%*	29 *1%*	40 3%jk	17 *1%*	22 *1%*	14 *2%*	36 3%n	27 *1%*	14 *1%*	41 *1%*	48 7%qrs	61 *1%*	29 4%u
Refused	**61** *1%*	6 *	55 2%a	15 *1%*	7 *1%*	9 2%ch	25 *1%*	4 *2%*	31 1%c	29 *1%*	23 2%k	22 *1%*	12 *1%*	22 2%p	19 *1%*	10 *1%*	6 *	26 *1%*	25 *1%*	50 *1%*	11 *2%*	46 *1%*	14 *2%*
Better off [NET]	**1301** *26%*	327 *23%*	974 27%a	621 31%efghi *24%*	139 27%eg *17%*	71 *17%*	448 24%egi *12%*	21 *12%*	831 28%efgi *24%*	470 23%eg *24%*	308 *24%*	712 29%jl *22%*	269 *22%*	284 *25%*	493 30%mop *25%*	208 *25%*	309 *23%*	586 26%t *20%*	586 29%qst *22%*	1172 27%qt *21%*	129 *19%*	1161 27%v *21%*	137 *21%*
Worse off [NET]	**1080** *22%*	395 28%b *19%*	686 *19%*	372 *19%*	125 24%cfi *16%*	206 48%cdfhi *16%*	294 *16%*	81 45%cdfhi *19%*	702 24%cfi *19%*	375 19%f *19%*	248 *19%*	502 *21%*	323 26%jk *17%*	192 *17%*	285 *18%*	213 25%mn *18%*	384 28%mn *20%*	467 *20%*	442 *22%*	909 *21%*	171 25%q *20%*	883 *20%*	186 29%u *20%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 278
COM27 - Thinking of your total household monthly income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**4977**	3827	684	4711	2928	3258	4101	1813	717	4260	1316	169	179	936	1664	936	345	1230	1608
Weighted Base	**4977**	3644	760	4752	2941	3405	4146	1831	702	4275	1268	165	186	932	1618	932	375	1167	1656
[5] Much better off	**372**	264	71	357	219	266	326	124	37	334	94	11	13	77	118	77	27	82	178
	7%	*7%*	9%g	*8%*	*7%*	*8%*	8%a	*7%*	*5%*	8%h	*7%*	*7%*	*7%*	*8%*	*7%*	*8%*	*7%*	*7%*	11%q
[4] Slightly better off	**929**	680	141	905	563	680	821	369	98	832	250	30	43	176	323	176	57	217	425
	19%	*19%*	*18%*	*19%*	*19%*	20%ac	20%ac	*20%*	*14%*	19%h	*20%*	*18%*	*23%*	*19%*	*20%*	*19%*	*15%*	*19%*	26%pq
[3] About the same	**2445**	1865	348	2296	1424	1579	1977	890	378	2067	638	80	82	468	800	468	165	554	785
	49%	51%bcdefg	*46%*	48%e	48%e	*46%*	48%e	49%e	54%i	*48%*	*50%*	*48%*	*44%*	*50%*	*49%*	*50%*	*44%*	*47%*	*47%*
[2] Slightly worse off	**724**	518	104	702	451	547	620	272	94	629	174	28	36	141	238	141	72	187	201
	15%	*14%*	*14%*	*15%*	15%a	16%acf	*15%*	*15%*	*13%*	*15%*	*14%*	*17%*	*19%*	*15%*	*15%*	*15%*	19%r	16%r	*12%*
[1] Much worse off	**357**	221	79	349	202	245	308	117	44	313	94	10	9	57	113	57	50	117	58
	7%	*6%*	10%acdefg	7%a	7%a	7%a	7%a	*6%*	*6%*	*7%*	*7%*	*6%*	*5%*	*6%*	*7%*	*6%*	13%r	10%r	*4%*
MEAN	**3.05**	3.07c	3.03	3.05	3.05	3.05	3.06	3.06	2.98	3.06	3.06	3.02	3.09	3.08	3.06	3.08	2.84	2.97	3.28pq
Don't know	**89**	53	9	86	53	63	63	45	24	65	5	2	2	10	9	10	3	11	8
	2%	*1%*	*1%*	2%af	*2%*	2%af	*2%*	2%acf	3%i	*2%*	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*
Refused	**61**	44	8	57	28	25	32	14	26	35	12	4	1	3	17	3	1	-	1
	1%	1%ef	*1%*	1%efg	*1%*	*1%*	*1%*	*1%*	4%i	*1%*	*1%*	3%mo	*1%*	*	*1%*	*	*	-	*
Better off [NET]	**1301**	945	212	1262	782	946	1147	493	135	1166	343	41	57	253	441	253	84	299	603
	26%	*26%*	*28%*	*27%*	*27%*	28%ac	28%ac	*27%*	*19%*	27%h	*27%*	*25%*	*30%*	*27%*	*27%*	*27%*	*22%*	*26%*	36%pq
Worse off [NET]	**1080**	738	183	1051	653	792	928	389	138	942	269	38	45	198	351	198	122	303	259
	22%	*20%*	24%a	22%a	22%a	23%acg	22%a	*21%*	*20%*	*22%*	*21%*	*23%*	*24%*	*21%*	*22%*	*21%*	32%qr	26%r	*16%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 279
COM27 - Thinking of your total household monthly income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**4977**	187	485	213	78	72	798	4179	171	-	798	-	-	-	-	-	-	1014	1333	1434	769
Weighted Base	**4977**	213	523	237	100*	79*	870	4107	209	-**	870	-**	-**	-**	-**	-**	-**	1025	1365	1578	866
[5] Much better off	**372** ***7%***	9 *4%*	34 7%cf	3 *1%*	4 *4%*	2 *2%*	44 5%c	328 8%cf	8 4%c	- -	44 *5%*	-	- -	- -	- -	- -	- -	68 *7%*	109 *8%*	118 *7%*	67 *8%*
[4] Slightly better off	**929** ***19%***	22 *10%*	93 18%ah	30 *12%*	10 *10%*	9 *11%*	137 16%ah	792 19%acfh	20 *10%*	- -	137 *16%*	-	- -	- -	- -	- -	- -	202 *20%*	240 *18%*	310 *20%*	154 *18%*
[3] About the same	**2445** ***49%***	67 *31%*	200 38%cdefh	57 *24%*	23 *23%*	18 *23%*	299 34%cdh	2146 52%abcdefh	51 *24%*	- -	299 *34%*	-	- -	- -	- -	- -	- -	530 *52%*	666 *49%*	759 *48%*	411 *47%*
[2] Slightly worse off	**724** ***15%***	52 25%g	120 23%g	64 27%g	31 31%g	24 31%g	213 24%g	511 *12%*	57 27%g	- -	213 *24%*	-	- -	- -	- -	- -	- -	132 *13%*	196 *14%*	231 *15%*	145 17%q
[1] Much worse off	**357** ***7%***	54 25%bfg	67 13%g	70 29%bfg	27 27%bfg	24 30%bfg	149 17%bg	208 *5%*	64 31%bfg	- -	149 *17%*	-	- -	- -	- -	- -	- -	66 *6%*	102 *7%*	110 *7%*	70 *8%*
MEAN	**3.05**	2.41	2.82acdefh	2.24	2.29	2.23	2.66acdeh	3.13abcdefh	2.26	-	2.66	-	-	-	-	-	-	3.07	3.04	3.06	3.00
Don't know	**89** ***2%***	5 *2%*	5 *1%*	12 5%bfg	5 5%b	2 *2%*	22 3%b	67 *2%*	6 *3%*	- -	22 *3%*	-	- -	- -	- -	- -	- -	17 *2%*	29 *2%*	30 *2%*	14 *2%*
Refused	**61** ***1%***	4 *2%*	3 *1%*	2 *1%*	- -	- -	7 *1%*	54 *1%*	2 *1%*	- -	7 *1%*	-	- -	- -	- -	- -	- -	10 *1%*	23 *2%*	21 *1%*	5 *1%*
Better off [NET]	**1301** ***26%***	31 *15%*	127 24%acfh	32 *14%*	14 *14%*	11 *14%*	181 21%ach	1120 27%acdefh	28 *14%*	- -	181 *21%*	-	- -	- -	- -	- -	- -	270 *26%*	349 *26%*	428 *27%*	221 *25%*
Worse off [NET]	**1080** ***22%***	106 50%bfg	187 36%g	134 57%bfg	59 58%bfg	48 61%bfg	362 42%bg	719 *18%*	121 58%bfg	- -	362 *42%*	-	- -	- -	- -	- -	- -	198 *19%*	298 *22%*	340 *22%*	215 25%q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 280
COM27 - Thinking of your total household monthly income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**4977**	4721	186	-	-	566	4374	226	286	520	462	540	1163	1325	2506	1009	1311	3481
Weighted Base	**4977**	4708	196	-**	-**	561	4380	225	269	493	462	542	1224	1301	2445	1080	1368	3429
[5] Much better off	**372**	361	8	-	-	35	336	18	15	39	37	45	137	372	-	-	102	266
	7%	*8%*	*4%*	-	-	*6%*	*8%*	*8%*	*5%*	*8%*	*8%*	*8%*	11%h	29%no	-	-	*7%*	*8%*
[4] Slightly better off	**929**	909	16	-	-	90	836	37	44	85	91	121	324	929	-	-	203	713
	19%	19%b	*8%*	-	-	*16%*	*19%*	*16%*	*16%*	*17%*	*20%*	*22%*	26%ghij	71%no	-	-	*15%*	21%p
[3] About the same	**2445**	2383	33	-	-	249	2182	108	133	234	210	258	569	-	2445	-	618	1750
	49%	51%b	*17%*	-	-	*44%*	50%e	*48%*	*49%*	*48%*	*45%*	*48%*	*46%*	-	100%mo	-	*45%*	51%p
[2] Slightly worse off	**724**	658	53	-	-	88	624	31	35	77	85	81	151	-	-	724	260	436
	15%	*14%*	27%a	-	-	*16%*	*14%*	*14%*	*13%*	*16%*	18%l	*15%*	*12%*	-	-	67%mn	19%q	*13%*
[1] Much worse off	**357**	269	79	-	-	77	277	29	40	51	34	36	37	-	-	357	148	193
	7%	*6%*	41%a	-	-	14%f	*6%*	13%jkl	15%jkl	10%l	7%l	7%l	*3%*	-	-	33%mn	11%q	*6%*
MEAN	**3.05**	3.10b	2.04	-	-	2.85	3.08e	2.92	2.84	2.97	3.02h	3.11ghi	3.31ghijk	4.29no	3.00o	1.67	2.89	3.13p
Don't know	**89**	75	5	-	-	19	69	1	3	7	5	1	4	-	-	-	32	38
	2%	*2%*	*3%*	-	-	3%f	*2%*	*	*1%*	1%l	*1%*	*	*	-	-	-	2%q	*1%*
Refused	**61**	52	2	-	-	3	56	1	-	-	-	-	1	-	-	-	5	32
	1%	*1%*	*1%*	-	-	*1%*	*1%*	*	-	-	-	-	*	-	-	-	*	*1%*
Better off [NET]	**1301**	1271	23	-	-	125	1172	55	58	124	128	165	461	1301	-	-	304	979
	26%	27%b	*12%*	-	-	*22%*	27%e	*24%*	*22%*	*25%*	*28%*	31%h	38%ghijk	100%no	-	-	*22%*	29%p
Worse off [NET]	**1080**	927	132	-	-	165	901	61	75	128	119	117	188	-	-	1080	408	629
	22%	*20%*	68%a	-	-	29%f	*21%*	27%l	28%l	26%l	26%l	22%l	*15%*	-	-	100%mn	30%q	*18%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 281
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
Personal Independence Payment (PIP)	**456** *6%*	209 *6%*	245 *7%*	31 *4%i*	66 *5%i*	70 *6%i*	96 *8%cdi*	106 *10%cdei*	78 *8%cdi*	10 *1%*	62 *3%*	79 *4%*	81 *5%j*	223 *13%jkl*	36 *7%r*	57 *8%ruwy*	35 *4%*	19 *6%*	63 *8%ruwy*	47 *5%*	37 *6%*	30 *5%*	40 *7%r*	365 *6%r*	37 *6%r*	28 *8%ruw*	26 *12%pqrstuvwxyzA*
Universal Credit (and household has other earnings)	**407** *6%*	164 *5%*	236 *6%a*	80 *10%efghi*	118 *10%fghi*	81 *7%ghi*	70 *6%hi*	50 *5%hi*	6 *1%*	2 *	36 *2%*	72 *4%j*	109 *7%jk*	172 *10%jkl*	32 *6%B*	48 *7%xB*	61 *6%B*	19 *7%B*	56 *7%xB*	48 *5%*	28 *5%*	37 *6%B*	22 *4%*	352 *6%B*	33 *5%*	17 *5%*	6 *3%*
Carer's allowance	**268** *4%*	103 *3%*	164 *4%a*	19 *3%*	48 *4%*	40 *3%*	47 *4%*	63 *6%cefhi*	28 *3%*	22 *3%*	33 *2%*	42 *2%*	51 *3%j*	136 *8%jkl*	18 *3%*	21 *3%*	32 *3%*	15 *5%*	32 *4%*	29 *3%*	27 *4%*	21 *3%*	32 *6%u*	227 *4%*	20 *3%*	9 *3%*	12 *6%qruwyzA*
Employment and Support Allowance (ESA)	**235** *3%*	100 *3%*	133 *4%*	23 *3%hi*	31 *2%i*	40 *3%hi*	50 *4%hi*	75 *7%cdefhi*	13 *1%*	4 *1%*	21 *1%*	29 *2%*	35 *2%j*	146 *9%jkl*	12 *2%*	26 *4%*	37 *4%*	10 *3%*	25 *3%*	26 *3%*	19 *3%*	14 *2%*	16 *3%*	186 *3%*	25 *4%*	11 *3%*	12 *6%ptuvwxy*
Pensions Credit (Guaranteed Credit)	**227** *3%*	96 *3%*	130 *4%*	13 *2%d*	7 *1%*	13 *1%*	12 *1%*	26 *2%def*	74 *7%cdefg*	82 *12%cdefgh*	39 *2%*	34 *2%*	44 *3%k*	100 *6%jkl*	18 *4%*	19 *3%*	26 *3%*	9 *3%*	22 *3%*	30 *3%*	19 *3%*	18 *3%*	19 *3%*	180 *3%*	20 *3%*	16 *5%*	11 *5%qrtuvwyz*
Universal Credit (and household has no other earnings)	**204** *3%*	82 *2%*	118 *3%*	50 *7%efghi*	54 *4%fghi*	41 *4%ghi*	33 *3%hi*	20 *2%hi*	3 *	3 *	10 *1%*	19 *1%*	33 *2%jk*	136 *8%jkl*	11 *2%*	15 *2%*	33 *4%vz*	14 *5%vz*	22 *3%*	30 *3%*	10 *2%*	27 *4%vzB*	20 *3%*	181 *3%vz*	9 *1%*	10 *3%*	4 *2%*
Income Support	**164** *2%*	71 *2%*	92 *3%*	39 *5%defghi*	35 *3%h*	27 *2%*	20 *2%*	19 *2%*	11 *1%*	13 *2%*	19 *1%*	23 *1%*	19 *1%*	96 *6%jkl*	8 *1%*	17 *2%*	27 *3%*	5 *2%*	20 *3%*	18 *2%*	15 *2%*	18 *3%*	17 *3%*	144 *2%*	8 *1%*	4 *1%*	7 *3%pzA*
Income-based Jobseeker's Allowance	**84** *1%*	43 *1%*	39 *1%*	27 *4%defghi*	21 *2%fhi*	7 *1%*	9 *1%*	14 *1%i*	5 *	1 *	9 *	14 *1%*	13 *1%*	44 *3%jkl*	- -	6 *1%*	18 *2%p*	6 *2%p*	10 *1%p*	8 *1%*	9 *1%p*	12 *2%p*	3 *1%*	73 *1%p*	6 *1%p*	4 *1%p*	1 *1%p*
Pensions Credit (no Guaranteed Credit)	**54** *1%*	25 *1%*	29 *1%*	4 *1%*	5 *	4 *	6 *1%*	3 *	17 *2%defg*	15 *2%cdefg*	10 *1%*	10 *1%*	10 *1%*	21 *1%jk*	7 *1%*	4 *1%*	12 *1%*	4 *1%*	3 *	8 *1%*	5 *1%*	2 *	2 *	48 *1%*	2 *	1 *	4 *2%qtwxyzA*
Other	**655** *9%*	266 *8%*	387 *11%a*	44 *6%*	117 *9%cg*	142 *12%cgh*	140 *11%cg*	56 *5%*	89 *9%cg*	66 *10%cg*	156 *8%*	136 *7%*	145 *10%k*	204 *12%jkl*	43 *8%*	72 *11%r*	70 *7%*	33 *11%*	65 *8%*	88 *9%*	61 *10%*	60 *9%*	57 *10%*	548 *9%*	56 *9%*	35 *10%*	15 *7%*
None of these	**4966** *69%*	2527 *72%b*	2423 *66%*	487 *64%*	835 *67%*	778 *68%*	871 *70%c*	809 *73%cdei*	725 *72%cdei*	452 *67%*	1536 *81%klm*	1427 *78%lm*	1040 *70%m*	785 *46%*	362 *71%B*	449 *66%*	641 *68%*	185 *64%*	538 *68%*	710 *72%qsyB*	437 *70%B*	435 *69%*	396 *68%*	4154 *69%B*	448 *73%qrsyAB*	229 *67%*	135 *64%*
Don't know	**124** *2%*	57 *2%*	66 *2%*	53 *7%defghi*	19 *2%e*	4 *	8 *1%*	8 *1%*	14 *1%e*	20 *3%efgh*	19 *1%*	23 *1%*	17 *1%*	51 *3%jkl*	7 *1%*	17 *3%z*	28 *3%vwyzA*	5 *2%*	11 *1%*	20 *2%z*	8 *1%*	8 *1%*	10 *2%*	113 *2%z*	4 *1%*	3 *1%*	4 *2%z*
Refused	**157** *2%*	69 *2%*	86 *2%*	7 *1%*	17 *1%*	27 *2%*	31 *3%c*	22 *2%*	21 *2%*	28 *4%cdegh*	15 *1%*	30 *2%j*	19 *1%*	61 *4%jkl*	6 *1%*	13 *2%*	17 *2%*	9 *3%*	20 *3%*	16 *2%*	18 *3%*	15 *2%*	19 *3%p*	134 *2%*	10 *2%*	9 *3%*	4 *2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 281
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
Any benefits [NET]	**1943**	834	1093	218	370	336	325	274	241	176	318	355	419	792	137	197	255	90	218	238	160	174	156	1626	149	100	67
	27%	*24%*	30%a	*29%*	30%gh	29%gh	*26%*	*25%*	*24%*	*26%*	*17%*	*19%*	28%jk	47%jkl	*27%*	*29%*	*27%*	31%u	*28%*	*24%*	*26%*	*28%*	*27%*	*27%*	*24%*	*29%*	32%uvyz

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 282
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
Personal Independence Payment (PIP)	**456**	82	374	103	46	16	264	23	165	287	108	211	135	101	169	101	83	226	176	401	54	418	37
	6%	*4%*	7%a	*4%*	6%ceh	*2%*	10%cdeh	9%ceh	*4%*	10%cdeh	*6%*	*6%*	8%k	6%p	7%p	8%p	*4%*	*7%*	*6%*	*6%*	*6%*	7%v	*4%*
Universal Credit (and household has other earnings)	**407**	220	187	88	102	56	105	52	246	157	91	175	141	44	74	118	172	204	127	331	77	314	89
	6%	11%b	*4%*	*3%*	14%cefhi	9%cfhi	*4%*	20%cefhi	6%cf	5%cf	*5%*	*5%*	8%jk	*3%*	*3%*	10%mn	9%mn	6%rs	*4%*	5%r	8%rs	*5%*	10%u
Carer's allowance	**268**	94	174	49	32	15	154	15	96	169	42	137	87	27	99	51	90	113	118	231	37	240	26
	4%	5%b	*3%*	*2%*	4%ch	*2%*	6%ceh	6%ceh	2%c	6%ceh	*2%*	4%j	5%j	*2%*	4%m	4%m	5%m	*3%*	*4%*	*4%*	*4%*	*4%*	*3%*
Employment and Support Allowance (ESA)	**235**	49	186	22	21	2	170	20	45	190	73	87	74	70	57	62	46	131	70	202	34	204	30
	3%	*2%*	4%a	*1%*	3%ceh	*	6%cdeh	8%cdeh	1%c	7%cdeh	4%k	*2%*	4%k	4%np	*2%*	5%np	*2%*	4%rs	*2%*	3%r	*3%*	*3%*	*3%*
Pensions Credit (Guaranteed Credit)	**227**	7	220	33	8	8	175	2	50	178	115	69	41	115	70	20	21	154	55	209	18	206	21
	3%	*	4%a	*1%*	*1%*	*1%*	7%cdeghi	*1%*	*1%*	6%cdegh	6%kl	*2%*	*2%*	7%nop	3%op	*2%*	*1%*	5%rst	*2%*	3%rt	*2%*	*3%*	*2%*
Universal Credit (and household has no other earnings)	**204**	77	127	18	17	10	93	66	45	159	88	68	45	58	54	42	47	120	38	159	45	156	46
	3%	4%b	*2%*	*1%*	2%ch	2%c	4%ceh	25%cdefhi	1%c	5%cdefh	5%kl	*2%*	*3%*	4%n	*2%*	*3%*	*2%*	4%rs	*1%*	3%r	5%rs	*3%*	5%u
Income Support	**164**	54	110	37	9	4	98	16	50	114	50	52	62	32	39	45	47	78	57	135	29	136	28
	2%	*3%*	*2%*	*1%*	*1%*	*1%*	4%cdeh	6%cdeh	*1%*	4%cdefh	3%k	*1%*	4%k	*2%*	*2%*	4%mn	*2%*	*2%*	*2%*	*2%*	*3%*	*2%*	*3%*
Income-based Jobseeker's Allowance	**84**	26	59	13	9	4	25	33	26	58	14	25	45	13	17	18	36	28	34	62	22	69	15
	1%	*1%*	*1%*	*	*1%*	*1%*	*1%*	13%cdefhi	*1%*	2%cefh	*1%*	*1%*	3%jk	*1%*	*1%*	1%n	2%mn	*1%*	*1%*	*1%*	2%qrs	*1%*	*2%*
Pensions Credit (no Guaranteed Credit)	**54**	8	47	9	4	2	35	4	15	39	21	20	12	21	17	8	8	27	23	51	3	47	7
	1%	*	1%a	*	*1%*	*	1%ceh	1%ch	*	1%ceh	1%k	*1%*	*1%*	1%p	*1%*	*1%*	*	*1%*	*1%*	*1%*	*	*1%*	*1%*
Other	**655**	346	309	218	92	49	275	20	359	295	185	353	115	121	149	150	233	332	268	600	55	584	70
	9%	17%b	*6%*	*8%*	13%ceh	*8%*	10%ch	*7%*	8%c	10%ch	10%l	10%l	*6%*	*8%*	*6%*	12%mn	12%mn	10%t	9%t	10%t	*6%*	*9%*	*8%*
None of these	**4966**	1256	3710	2349	466	478	1592	76	3294	1669	1138	2628	1164	1066	1829	771	1279	2178	2165	4343	623	4335	598
	69%	*61%*	72%a	81%defghi	63%gi	75%dfgi	60%gi	*29%*	77%dfgi	57%g	*63%*	74%jl	*66%*	68%o	76%mop	*63%*	*66%*	*66%*	74%qst	70%qt	*65%*	70%v	*64%*
Don't know	**124**	40	84	38	11	7	66	3	55	69	22	26	75	22	15	27	60	37	25	63	62	88	37
	2%	*2%*	*2%*	*1%*	*1%*	*1%*	2%ch	*1%*	*1%*	2%ch	*1%*	*1%*	4%jk	1%n	*1%*	2%n	3%mn	*1%*	*1%*	*1%*	6%qrs	*1%*	4%u
Refused	**157**	32	125	41	16	10	80	5	67	85	59	48	35	46	46	22	29	92	51	143	14	130	21
	2%	*2%*	*2%*	*1%*	*2%*	*2%*	3%ch	*2%*	*2%*	3%ch	3%kl	*1%*	*2%*	3%p	*2%*	*2%*	*1%*	3%rst	*2%*	2%r	*1%*	*2%*	*2%*
Any benefits [NET]	**1943**	716	1227	463	245	141	911	178	849	1089	579	856	498	440	511	408	577	1012	666	1678	265	1664	273
	27%	35%b	*24%*	*16%*	33%ceh	22%c	34%ceh	68%cdefhi	20%c	37%cefh	32%kl	*24%*	28%k	28%n	*21%*	33%mn	30%n	30%rs	*23%*	27%r	28%r	*27%*	*29%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 283
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
Personal Independence Payment (PIP)	**456** *6%*	353 *7%*	65 *6%*	438 *6%*	304 *7%cef*	311 *6%*	395 *7%*	180 *7%*	54 *5%*	402 *7%*	114 *6%*	16 *7%*	16 *6%*	108 *8%jn*	146 *6%*	108 *8%jn*	50 *9%r*	166 *10%r*	79 *3%*
Universal Credit (and household has other earnings)	**407** *6%*	260 *5%*	74 *7%*	401 *6%a*	253 *6%a*	317 *6%acfg*	344 *6%a*	144 *5%*	60 *6%*	348 *6%*	71 *4%*	7 *3%*	16 *6%*	88 *7%jn*	94 *4%*	88 *7%jn*	64 *12%qr*	142 *8%r*	35 *1%*
Carer's allowance	**268** *4%*	202 *4%*	39 *3%*	253 *4%*	172 *4%*	181 *4%*	228 *4%*	93 *3%*	32 *3%*	236 *4%*	65 *4%*	5 *2%*	15 *6%*	49 *4%*	85 *4%*	49 *4%*	43 *8%r*	92 *5%r*	21 *1%*
Employment and Support Allowance (ESA)	**235** *3%*	179 *3%*	27 *2%*	219 *3%*	147 *3%*	156 *3%*	191 *3%*	102 *4%b*	39 *4%*	196 *3%*	61 *3%*	5 *2%*	5 *2%*	64 *5%jln*	71 *3%*	64 *5%jln*	41 *8%r*	91 *5%r*	15 *1%*
Pensions Credit (Guaranteed Credit)	**227** *3%*	217 *4%bcdefg*	13 *1%*	198 *3%bef*	134 *3%befg*	93 *2%*	138 *2%be*	64 *2%b*	65 *6%i*	162 *3%*	54 *3%*	19 *8%jlmno*	3 *1%*	43 *3%*	75 *3%*	43 *3%*	40 *8%qr*	59 *3%r*	21 *1%*
Universal Credit (and household has no other earnings)	**204** *3%*	100 *2%*	39 *3%ad*	198 *3%adf*	96 *2%a*	139 *3%ad*	156 *3%a*	68 *3%a*	46 *4%i*	158 *3%*	31 *2%*	6 *3%*	6 *2%*	25 *2%*	43 *2%*	25 *2%*	53 *10%qr*	69 *4%r*	7 *
Income Support	**164** *2%*	112 *2%*	20 *2%*	154 *2%*	104 *2%*	107 *2%*	130 *2%*	63 *2%*	29 *3%*	135 *2%*	31 *2%*	4 *2%*	9 *3%*	39 *3%j*	45 *2%*	39 *3%j*	25 *5%qr*	42 *2%r*	6 *
Income-based Jobseeker's Allowance	**84** *1%*	56 *1%*	11 *1%*	80 *1%*	50 *1%*	63 *1%*	65 *1%*	36 *1%*	18 *2%*	66 *1%*	18 *1%*	* *	4 *1%*	12 *1%*	22 *1%*	12 *1%*	21 *4%qr*	12 *1%*	9 *
Pensions Credit (no Guaranteed Credit)	**54** *1%*	47 *1%befg*	2 *	51 *1%bef*	32 *1%bef*	22 *	34 *1%e*	15 *1%*	18 *2%i*	36 *1%*	11 *1%*	5 *2%jmno*	2 *1%*	6 *	18 *1%*	6 *	8 *1%r*	16 *1%r*	6 *
Other	**655** *9%*	475 *9%*	116 *10%*	626 *9%*	374 *9%*	462 *9%*	534 *9%*	232 *9%*	104 *10%*	551 *9%*	173 *9%*	21 *9%*	28 *10%*	132 *10%*	222 *9%*	132 *10%*	79 *15%r*	226 *13%r*	142 *6%*
None of these	**4966** *69%*	3621 *69%*	805 *71%*	4759 *69%*	2992 *71%ac*	3524 *71%ac*	4258 *71%ac*	1901 *70%*	604 *59%*	4362 *71%h*	1343 *72%*	157 *68%*	201 *73%*	928 *71%*	1701 *72%*	928 *71%*	209 *39%*	1079 *63%p*	2068 *87%pq*
Don't know	**124** *2%*	79 *2%*	13 *1%*	115 *2%df*	59 *1%*	80 *2%f*	81 *1%*	48 *2%f*	34 *3%i*	91 *1%*	23 *1%*	2 *1%*	3 *1%*	10 *1%*	28 *1%*	10 *1%*	15 *3%qr*	10 *1%*	16 *1%*
Refused	**157** *2%*	122 *2%cdef*	22 *2%*	142 *2%def*	73 *2%e*	68 *1%*	107 *2%e*	51 *2%e*	42 *4%i*	115 *2%*	35 *2%*	9 *4%mo*	4 *1%*	13 *1%*	48 *2%mo*	13 *1%*	- -	1 *	4 *
Any benefits [NET]	**1943** *27%*	1409 *27%f*	287 *25%*	1843 *27%ef*	1119 *26%*	1284 *26%*	1535 *26%*	698 *26%*	348 *34%i*	1595 *26%*	453 *24%*	63 *27%*	67 *24%*	359 *27%*	582 *25%*	359 *27%*	306 *58%qr*	617 *36%r*	288 *12%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 284
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
Personal Independence Payment (PIP)	**456**	25	56	34	19	13	110	345	26	-	110	-	-	-	-	-	-	97	126	141	66
	6%	*8%*	*7%*	10%g	14%bg	*9%*	9%bg	*6%*	*8%*	-	*9%*	-	-	-	-	-	-	*7%*	*6%*	*6%*	*5%*
Universal Credit (and household has other earnings)	**407**	41	79	58	43	38	157	250	66	-	157	-	-	-	-	-	-	75	100	153	72
	6%	13%g	10%g	16%bfg	30%abcfgh	27%abcfg	12%bg	*4%*	21%abfg	-	*12%*	-	-	-	-	-	-	*5%*	*5%*	*7%r*	*6%*
Carer's allowance	**268**	24	38	27	12	6	73	195	24	-	73	-	-	-	-	-	-	53	80	88	35
	4%	8%g	*5%*	8%g	8%g	*4%*	6%g	*3%*	*7%g*	-	*6%*	-	-	-	-	-	-	*4%*	*4%*	*4%*	*3%*
Employment and Support Allowance (ESA)	**235**	24	40	22	11	9	74	161	23	-	74	-	-	-	-	-	-	47	62	66	47
	3%	8%g	5%g	6%g	7%g	6%g	6%g	*3%*	*7%g*	-	*6%*	-	-	-	-	-	-	*3%*	*3%*	*3%*	*4%*
Pensions Credit (Guaranteed Credit)	**227**	11	16	13	3	7	27	200	12	-	27	-	-	-	-	-	-	58	57	71	30
	3%	*3%*	*2%*	*4%*	*2%*	*5%*	*2%*	3%f	*4%*	-	*2%*	-	-	-	-	-	-	*4%*	*3%*	*3%*	*2%*
Universal Credit (and household has no other earnings)	**204**	24	33	33	25	20	75	129	34	-	75	-	-	-	-	-	-	31	65	68	36
	3%	8%bg	4%g	9%bfg	18%abcfgh	14%abfg	6%bg	*2%*	11%bfg	-	*6%*	-	-	-	-	-	-	*2%*	*3%*	*3%*	*3%*
Income Support	**164**	17	22	13	9	1	44	120	14	-	44	-	-	-	-	-	-	26	53	48	30
	2%	6%befg	*3%*	*4%*	6%eg	*1%*	3%g	*2%*	4%eg	-	*3%*	-	-	-	-	-	-	*2%*	*3%*	*2%*	*2%*
Income-based Jobseeker's Allowance	**84**	7	9	6	6	3	22	63	7	-	22	-	-	-	-	-	-	15	30	24	14
	1%	*2%*	*1%*	*2%*	4%bg	*2%*	*2%*	*1%*	*2%*	-	*2%*	-	-	-	-	-	-	*1%*	*1%*	*1%*	*1%*
Pensions Credit (no Guaranteed Credit)	**54**	6	3	3	-	2	10	44	5	-	10	-	-	-	-	-	-	21	10	12	7
	1%	2%bfg	*	*1%*	-	*2%*	1%b	*1%*	1%b	-	*1%*	-	-	-	-	-	-	1%rs	*	*1%*	*1%*
Other	**655**	32	84	53	28	19	152	503	41	-	152	-	-	-	-	-	-	149	165	230	96
	9%	*10%*	*11%*	15%g	19%abfg	*13%*	12%g	*9%*	13%g	-	*12%*	-	-	-	-	-	-	*10%*	*8%*	*10%*	*8%*
None of these	**4966**	160	497	153	37	55	727	4239	134	-	727	-	-	-	-	-	-	1027	1391	1559	855
	69%	52%cdeh	64%acdefh	42%d	*26%*	39%d	56%cdeh	72%abcdefh	42%d	-	*56%*	-	-	-	-	-	-	*70%*	*69%*	*69%*	*70%*
Don't know	**124**	4	11	5	5	-	21	103	4	-	21	-	-	-	-	-	-	13	38	43	27
	2%	*1%*	*1%*	*1%*	*3%*	-	*2%*	*2%*	*1%*	-	*2%*	-	-	-	-	-	-	*1%*	2%q	2%q	2%q
Refused	**157**	5	11	16	1	2	26	131	6	-	26	-	-	-	-	-	-	24	68	35	26
	2%	*2%*	*1%*	4%bfgh	*1%*	*2%*	2%b	*2%*	*2%*	-	*2%*	-	-	-	-	-	-	*2%*	3%qs	*2%*	*2%*
Any benefits [NET]	**1943**	139	262	188	100	84	513	1430	174	-	513	-	-	-	-	-	-	410	522	631	314
	27%	45%bg	34%g	52%bfg	71%abcfgh	59%abfg	40%bg	*24%*	55%abfg	-	*40%*	-	-	-	-	-	-	*28%*	*26%*	*28%*	*26%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 285
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
Personal Independence Payment (PIP)	**456**	315	21	-	-	190	265	34	58	62	56	33	55	63	171	101	456	-
	6%	*7%*	11%a	-	-	25%f	*4%*	10%kl	15%ijkl	9%kl	8%kl	*4%*	*3%*	*5%*	7%m	9%mn	23%q	-
Universal Credit (and household has other earnings)	**407**	240	35	-	-	86	318	15	38	82	50	35	28	48	88	134	407	-
	6%	*5%*	18%a	-	-	11%f	*5%*	5%l	10%gkl	12%gjkl	7%kl	4%l	*2%*	*4%*	*4%*	12%mn	21%q	-
Carer's allowance	**268**	179	7	-	-	127	140	16	26	46	34	21	17	33	103	50	268	-
	4%	*4%*	*4%*	-	-	17%f	*2%*	5%l	7%kl	7%kl	5%kl	3%l	*1%*	*3%*	4%m	5%m	14%q	-
Employment and Support Allowance (ESA)	**235**	158	12	-	-	84	151	29	46	26	20	15	10	30	101	40	235	-
	3%	*3%*	*6%*	-	-	11%f	*2%*	9%ijkl	12%ijkl	4%kl	3%l	2%l	*1%*	*2%*	4%m	*4%*	12%q	-
Pensions Credit (Guaranteed Credit)	**227**	152	7	-	-	61	167	38	28	20	14	7	14	42	93	22	227	-
	3%	*3%*	*3%*	-	-	8%f	*3%*	12%ijkl	7%ijkl	3%kl	2%l	*1%*	*1%*	*3%*	4%o	*2%*	12%q	-
Universal Credit (and household has no other earnings)	**204**	113	20	-	-	51	146	39	43	26	7	10	5	27	58	49	204	-
	3%	*2%*	10%a	-	-	7%f	*2%*	12%ijkl	11%ijkl	4%jkl	*1%*	1%l	*	*2%*	*2%*	5%mn	10%q	-
Income Support	**164**	92	12	-	-	51	112	17	18	19	11	3	6	17	67	23	164	-
	2%	*2%*	6%a	-	-	7%f	*2%*	5%jkl	5%jkl	3%kl	2%kl	*	*	*1%*	3%m	*2%*	8%q	-
Income-based Jobseeker's Allowance	**84**	51	5	-	-	13	72	13	3	10	7	2	7	8	20	26	84	-
	1%	*1%*	*3%*	-	-	*2%*	*1%*	4%hijkl	*1%*	2%kl	*1%*	*	*	*1%*	*1%*	2%mn	4%q	-
Pensions Credit (no Guaranteed Credit)	**54**	43	*	-	-	16	38	6	8	8	4	3	3	14	22	6	54	-
	1%	*1%*	*	-	-	2%f	*1%*	2%kl	2%kl	1%l	*1%*	*	*	*1%*	*1%*	*1%*	3%q	-
Other	**655**	436	25	-	-	142	511	42	62	83	75	80	108	132	206	119	655	-
	9%	*9%*	*13%*	-	-	19%f	*8%*	13%l	16%kl	12%l	11%l	10%l	*6%*	*10%*	*8%*	11%n	34%q	-
None of these	**4966**	3311	85	-	-	253	4699	132	181	419	484	653	1504	979	1750	629	-	4966
	69%	70%b	*43%*	-	-	*33%*	74%e	*41%*	*46%*	61%gh	71%ghi	79%ghij	87%ghijk	75%no	72%o	*58%*	-	100%p
Don't know	**124**	66	5	-	-	19	100	11	2	5	5	5	12	9	31	22	-	-
	2%	*1%*	*2%*	-	-	*2%*	*2%*	3%hijkl	*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	2%m	-	-
Refused	**157**	84	8	-	-	27	115	-	1	-	*	1	3	8	46	21	-	-
	2%	*2%*	*4%*	-	-	3%f	*2%*	-	*	-	*	*	*	*1%*	2%m	2%m	-	-
Any benefits [NET]	**1943**	1247	99	-	-	466	1465	180	211	261	192	166	216	304	618	408	1943	-
	27%	*26%*	51%a	-	-	61%f	*23%*	56%ijkl	53%ijkl	38%jkl	28%kl	20%l	*12%*	*23%*	*25%*	38%mn	100%q	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 286
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**26**	13	13	2	8	8	3	2	2	1	5	8	6	6	-	3	8	-	1	3	2	3	2	22	2	1	1
Weighted Base	**32***	17**	15**	2**	10**	12**	4**	1**	2**	1**	7**	8**	8**	8**	-**	4**	11**	-**	1**	3**	2**	5**	2**	29**	2**	1**	***
Universal Credit (and household has other earnings)	**4**	2	2	-	-	3	1	-	-	-	1	-	3	-	-	-	-	-	-	-	-	3	-	3	-	1	-
	13%	*11%*	*16%*	-	-	*25%*	*37%*	-	-	-	*19%*	-	*39%*	-	-	-	-	-	-	-	-	*63%*	-	*11%*	-	*100%*	-
Income Support	**3**	2	1	-	-	2	1	-	-	-	1	-	-	2	-	-	2	-	-	-	-	1	-	3	-	-	-
	11%	*12%*	*9%*	-	-	*17%*	*37%*	-	-	-	*19%*	-	-	*24%*	-	-	*18%*	-	-	-	-	*25%*	-	*12%*	-	-	-
Carer's allowance	**3**	3	-	-	-	2	-	-	-	1	-	-	-	3	-	-	2	-	-	-	-	-	1	3	-	-	-
	10%	*18%*	-	-	-	*17%*	-	-	-	*100%*	-	-	-	*36%*	-	-	*18%*	-	-	-	-	-	*52%*	*11%*	-	-	-
Pensions Credit (Guaranteed Credit)	**2**	2	-	-	-	2	-	-	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	2	-	-	-
	6%	*12%*	-	-	-	*17%*	-	-	-	-	-	-	-	*24%*	-	-	*18%*	-	-	-	-	-	-	*7%*	-	-	-
Universal Credit (and household has no other earnings)	**2**	-	2	-	2	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	2	-	2	-	-	-
	6%	-	*13%*	-	*19%*	-	-	-	-	-	-	-	-	*23%*	-	-	-	-	-	-	-	*37%*	-	*7%*	-	-	-
Pensions Credit (no Guaranteed Credit)	**2**	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-
	5%	*9%*	-	-	*14%*	-	-	-	-	-	*22%*	-	-	-	-	-	-	-	-	-	*61%*	-	-	*5%*	-	-	-
Personal Independence Payment (PIP)	**1**	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	4%	*8%*	-	-	*14%*	-	-	-	-	-	-	*17%*	-	-	-	-	*12%*	-	-	-	-	-	-	*5%*	-	-	-
Income-based Jobseeker's Allowance	**1**	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	4%	-	*9%*	-	-	-	*37%*	-	-	-	*19%*	-	-	-	-	-	-	-	-	-	-	*25%*	-	*5%*	-	-	-
Employment and Support Allowance (ESA)	**1**	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	4%	-	*9%*	-	-	-	*37%*	-	-	-	*19%*	-	-	-	-	-	-	-	-	-	-	*25%*	-	*5%*	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	**18**	8	10	1	6	7	2	1	2	-	3	6	5	3	-	4	8	-	-	3	1	-	1	16	2	-	*
	56%	*44%*	*71%*	*42%*	*54%*	*58%*	*63%*	*46%*	*100%*	-	*42%*	*75%*	*61%*	*41%*	-	*100%*	*70%*	-	-	*79%*	*39%*	-	*48%*	*55%*	*100%*	-	*100%*
Don't know	**2**	2	-	1	-	-	-	1	-	-	1	1	-	-	-	-	-	-	1	1	-	-	-	2	-	-	-
	6%	*10%*	-	*58%*	-	-	-	*54%*	-	-	*17%*	*8%*	-	-	-	-	-	-	*100%*	*21%*	-	-	-	*6%*	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any benefits [NET]	**12**	8	4	-	5	5	1	-	-	1	3	1	3	5	-	-	3	-	-	-	2	5	1	11	-	1	-
	38%	*46%*	*29%*	-	*46%*	*42%*	*37%*	-	-	*100%*	*42%*	*17%*	*39%*	*59%*	-	-	*30%*	-	-	-	*61%*	*100%*	*52%*	*38%*	-	*100%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 287
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**26**	15	11	11	3	6	5	1	20	6	4	12	10	2	7	6	11	14	10	24	2	16	10
Weighted Base	**32***	20**	12**	13**	4**	8**	6**	2**	24**	8**	5**	15**	12**	2**	9**	8**	13**	18**	12**	30**	2**	18**	14**
Universal Credit (and household has other earnings)	**4** *13%*	4 *22%*	- -	- -	2 *65%*	2 *25%*	- -	- -	4 *18%*	- -	1 *23%*	3 *21%*	- -	- -	1 *12%*	- -	3 *24%*	4 *24%*	- -	4 *14%*	- -	2 *11%*	2 *16%*
Income Support	**3** *11%*	1 *7%*	2 *17%*	- -	1 *36%*	- -	2 *34%*	- -	1 *5%*	2 *26%*	- -	3 *22%*	- -	- -	2 *23%*	- -	1 *10%*	3 *19%*	- -	3 *11%*	- -	- -	3 *24%*
Carer's allowance	**3** *10%*	- -	3 *25%*	- -	- -	- -	3 *51%*	- -	- -	3 *39%*	- -	3 *20%*	- -	- -	3 *35%*	- -	- -	3 *17%*	- -	3 *10%*	- -	1 *6%*	2 *14%*
Pensions Credit (Guaranteed Credit)	**2** *6%*	- -	2 *17%*	- -	- -	- -	2 *34%*	- -	- -	2 *26%*	- -	2 *13%*	- -	- -	2 *23%*	- -	- -	2 *12%*	- -	2 *7%*	- -	- -	2 *14%*
Universal Credit (and household has no other earnings)	**2** *6%*	2 *10%*	- -	- -	- -	- -	- -	2 *100%*	- -	2 *24%*	2 *42%*	- -	- -	- -	2 *22%*	- -	- -	2 *11%*	- -	2 *6%*	- -	- -	2 *13%*
Pensions Credit (no Guaranteed Credit)	**2** *5%*	2 *8%*	- -	2 *12%*	- -	- -	- -	- -	2 *6%*	- -	- -	- -	2 *12%*	- -	- -	- -	2 *11%*	- -	2 *12%*	2 *5%*	- -	2 *8%*	- -
Personal Independence Payment (PIP)	**1** *4%*	1 *7%*	- -	1 *11%*	- -	- -	- -	- -	1 *6%*	- -	- -	- -	1 *12%*	- -	- -	- -	1 *11%*	- -	1 *11%*	1 *5%*	- -	- -	1 *10%*
Income-based Jobseeker's Allowance	**1** *4%*	1 *7%*	- -	- -	1 *36%*	- -	- -	- -	1 *5%*	- -	- -	1 *9%*	- -	- -	- -	- -	1 *10%*	1 *7%*	- -	1 *4%*	- -	- -	1 *9%*
Employment and Support Allowance (ESA)	**1** *4%*	1 *7%*	- -	- -	1 *36%*	- -	- -	- -	1 *5%*	- -	- -	1 *9%*	- -	- -	- -	- -	1 *10%*	1 *7%*	- -	1 *4%*	- -	- -	1 *9%*
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
None of these	**18** *56%*	10 *48%*	8 *69%*	10 *77%*	1 *35%*	5 *67%*	2 *30%*	- -	16 *67%*	2 *23%*	1 *21%*	9 *59%*	8 *66%*	1 *59%*	3 *32%*	8 *100%*	6 *45%*	8 *44%*	9 *76%*	17 *57%*	1 *42%*	11 *64%*	7 *46%*
Don't know	**2** *6%*	1 *6%*	1 *6%*	- -	- -	1 *9%*	1 *19%*	- -	1 *3%*	1 *14%*	1 *15%*	- -	1 *9%*	1 *41%*	- -	- -	1 *8%*	1 *4%*	- -	1 *2%*	1 *58%*	2 *10%*	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any benefits [NET]	**12** *38%*	9 *46%*	3 *25%*	3 *23%*	2 *65%*	2 *25%*	3 *51%*	2 *100%*	7 *30%*	5 *63%*	3 *64%*	6 *41%*	3 *24%*	- -	6 *68%*	- -	6 *46%*	9 *52%*	3 *24%*	12 *41%*	- -	4 *25%*	8 *54%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 288
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**26**	20	3	25	17	18	20	13	6	20	5	-	2	3	7	3	4	5	6
Weighted Base	**32***	25**	4**	31**	23**	23**	25**	17**	7**	25**	5**	-**	3**	5**	8**	5**	6**	6**	8**
Universal Credit (and household has other earnings)	**4** ***13%***	4 *17%*	1 *37%*	4 *14%*	3 *14%*	2 *10%*	4 *17%*	3 *19%*	- -	4 *17%*	1 *19%*	- -	- -	1 *28%*	1 *12%*	1 *28%*	3 *58%*	1 *18%*	- -
Income Support	**3** ***11%***	3 *14%*	1 *37%*	3 *11%*	3 *15%*	3 *15%*	3 *14%*	3 *20%*	- -	3 *14%*	- -	- -	- -	3 *73%*	- -	3 *73%*	1 *24%*	2 *35%*	- -
Carer's allowance	**3** ***10%***	3 *12%*	- -	3 *10%*	2 *9%*	2 *9%*	2 *8%*	2 *12%*	1 *14%*	2 *8%*	- -	- -	- -	2 *45%*	- -	2 *45%*	- -	2 *35%*	- -
Pensions Credit (Guaranteed Credit)	**2** ***6%***	2 *8%*	- -	2 *7%*	2 *9%*	2 *9%*	2 *8%*	2 *12%*	- -	2 *8%*	- -	- -	- -	2 *45%*	- -	2 *45%*	- -	2 *35%*	- -
Universal Credit (and household has no other earnings)	**2** ***6%***	2 *8%*	- -	2 *6%*	- -	2 *9%*	2 *8%*	2 *11%*	- -	2 *8%*	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pensions Credit (no Guaranteed Credit)	**2** ***5%***	2 *6%*	- -	2 *5%*	2 *7%*	2 *7%*	2 *6%*	2 *9%*	- -	2 *6%*	- -	- -	2 *50%*	- -	2 *18%*	- -	- -	- -	2 *19%*
Personal Independence Payment (PIP)	**1** ***4%***	1 *6%*	- -	1 *5%*	1 *6%*	1 *6%*	1 *6%*	- -	- -	1 *6%*	- -	- -	- -	- -	- -	- -	1 *25%*	- -	- -
Income-based Jobseeker's Allowance	**1** ***4%***	1 *5%*	1 *37%*	1 *4%*	1 *6%*	1 *6%*	1 *5%*	1 *8%*	- -	1 *5%*	- -	- -	- -	1 *28%*	- -	1 *28%*	1 *24%*	- -	- -
Employment and Support Allowance (ESA)	**1** ***4%***	1 *5%*	1 *37%*	1 *4%*	1 *6%*	1 *6%*	1 *5%*	1 *8%*	- -	1 *5%*	- -	- -	- -	1 *28%*	- -	1 *28%*	1 *24%*	- -	- -
Other	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
None of these	**18** ***56%***	12 *47%*	2 *63%*	17 *54%*	15 *64%*	12 *54%*	13 *51%*	7 *42%*	5 *76%*	13 *51%*	4 *81%*	- -	2 *50%*	1 *27%*	6 *70%*	1 *27%*	1 *16%*	2 *35%*	7 *81%*
Don't know	**2** ***6%***	1 *5%*	- -	2 *6%*	- -	1 *5%*	1 *5%*	1 *7%*	1 *10%*	1 *5%*	- -	- -	- -	- -	- -	- -	- -	1 *12%*	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any benefits [NET]	**12** ***38%***	12 *49%*	1 *37%*	12 *40%*	8 *36%*	9 *41%*	11 *45%*	9 *51%*	1 *14%*	11 *45%*	1 *19%*	- -	2 *50%*	3 *73%*	3 *30%*	3 *73%*	5 *84%*	3 *53%*	2 *19%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 289
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**26**	26	16	9	8	5	26	-	20	-	26	-	-	-	-	-	-	4	5	8	8
Weighted Base	**32***	32**	21**	11**	10**	6**	32**	-**	25**	-**	32**	-**	-**	-**	-**	-**	-**	4**	8**	11**	9**
Universal Credit (and household has other earnings)	**4** ***13%***	4 *13%*	3 *15%*	1 *10%*	1 *10%*	1 *19%*	4 *13%*	- -	4 *17%*	- -	4 *13%*	- -	- -	- -	- -	- -	- -	- -	- -	3 *28%*	1 *14%*
Income Support	**3** ***11%***	3 *11%*	3 *16%*	2 *19%*	2 *20%*	- -	3 *11%*	- -	3 *14%*	- -	3 *11%*	- -	- -	- -	- -	- -	- -	- -	2 *26%*	- -	1 *14%*
Carer's allowance	**3** ***10%***	3 *10%*	3 *15%*	2 *19%*	2 *20%*	- -	3 *10%*	- -	3 *12%*	- -	3 *10%*	- -	- -	- -	- -	- -	- -	- -	2 *26%*	1 *9%*	- -
Pensions Credit (Guaranteed Credit)	**2** ***6%***	2 *6%*	2 *10%*	2 *19%*	2 *20%*	- -	2 *6%*	- -	2 *8%*	- -	2 *6%*	- -	- -	- -	- -	- -	- -	- -	2 *26%*	- -	- -
Universal Credit (and household has no other earnings)	**2** ***6%***	2 *6%*	2 *9%*	- -	2 *18%*	2 *34%*	2 *6%*	- -	2 *8%*	- -	2 *6%*	- -	- -	- -	- -	- -	- -	- -	- -	2 *18%*	- -
Pensions Credit (no Guaranteed Credit)	**2** ***5%***	2 *5%*	- -	- -	- -	- -	2 *5%*	- -	- -	- -	2 *5%*	- -	- -	- -	- -	- -	- -	2 *39%*	- -	- -	- -
Personal Independence Payment (PIP)	**1** ***4%***	1 *4%*	- -	1 *13%*	- -	- -	1 *4%*	- -	1 *6%*	- -	1 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *15%*
Income-based Jobseeker's Allowance	**1** ***4%***	1 *4%*	1 *6%*	- -	- -	- -	1 *4%*	- -	1 *5%*	- -	1 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *14%*
Employment and Support Allowance (ESA)	**1** ***4%***	1 *4%*	1 *6%*	- -	- -	- -	1 *4%*	- -	1 *5%*	- -	1 *4%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *14%*
Other	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
None of these	**18** ***56%***	18 *56%*	12 *56%*	6 *58%*	5 *52%*	3 *47%*	18 *56%*	- -	13 *52%*	- -	18 *56%*	- -	- -	- -	- -	- -	- -	2 *44%*	6 *74%*	5 *44%*	5 *58%*
Don't know	**2** ***6%***	2 *6%*	1 *5%*	- -	- -	- -	2 *6%*	- -	1 *5%*	- -	2 *6%*	- -	- -	- -	- -	- -	- -	1 *18%*	- -	- -	1 *12%*
Refused	**-** **-**	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any benefits [NET]	**12** ***38%***	12 *38%*	8 *39%*	5 *42%*	5 *48%*	3 *53%*	12 *38%*	- -	11 *43%*	- -	12 *38%*	- -	- -	- -	- -	- -	- -	2 *39%*	2 *26%*	6 *56%*	3 *30%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 290
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**26**	11	4	-	-	7	19	1	3	2	2	3	5	1	5	10	8	16
Weighted Base	**32***	15**	4**	-**	-**	9**	24**	1**	4**	2**	2**	5**	7**	2**	7**	11**	12**	18**
Universal Credit (and household has other earnings)	**4**	2	1	-	-	-	4	-	-	2	-	2	-	-	-	3	4	-
	13%	*13%*	*25%*	-	-	-	*18%*	-	-	*100%*	-	*40%*	-	-	-	*27%*	*35%*	-
Income Support	**3**	2	-	-	-	2	1	-	2	1	-	-	-	-	2	-	3	-
	11%	*14%*	-	-	-	*24%*	*6%*	-	*51%*	*56%*	-	-	-	-	*29%*	-	*28%*	-
Carer's allowance	**3**	3	-	-	-	2	1	-	2	-	-	-	-	-	3	-	3	-
	10%	*21%*	-	-	-	*24%*	*4%*	-	*51%*	-	-	-	-	-	*43%*	-	*25%*	-
Pensions Credit (Guaranteed Credit)	**2**	2	-	-	-	2	-	-	2	-	-	-	-	-	2	-	2	-
	6%	*14%*	-	-	-	*24%*	-	-	*51%*	-	-	-	-	-	*29%*	-	*17%*	-
Universal Credit (and household has no other earnings)	**2**	-	-	-	-	-	2	-	-	-	-	-	-	-	2	-	2	-
	6%	-	-	-	-	-	*8%*	-	-	-	-	-	-	-	*27%*	-	*16%*	-
Pensions Credit (no Guaranteed Credit)	**2**	2	-	-	-	2	-	-	-	-	-	-	2	2	-	-	2	-
	5%	*10%*	-	-	-	*17%*	-	-	-	-	-	-	*21%*	*100%*	-	-	*12%*	-
Personal Independence Payment (PIP)	**1**	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	1	-
	4%	*9%*	-	-	-	*16%*	-	-	-	-	-	*29%*	-	-	-	*13%*	*12%*	-
Income-based Jobseeker's Allowance	**1**	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-
	4%	-	-	-	-	-	*6%*	-	-	*56%*	-	-	-	-	-	-	*11%*	-
Employment and Support Allowance (ESA)	**1**	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-
	4%	-	-	-	-	-	*6%*	-	-	*56%*	-	-	-	-	-	-	*11%*	-
Other	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	**18**	7	2	-	-	2	16	1	1	-	2	1	6	-	2	5	-	18
	56%	*47%*	*48%*	-	-	*29%*	*66%*	*100%*	*32%*	-	*100%*	*31%*	*79%*	-	*30%*	*44%*	-	*100%*
Don't know	**2**	-	1	-	-	1	1	-	1	-	-	-	-	-	-	2	-	-
	6%	-	*27%*	-	-	*13%*	*3%*	-	*17%*	-	-	-	-	-	-	*16%*	-	-
Refused	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any benefits [NET]	**12**	8	1	-	-	5	7	-	2	2	-	3	2	2	5	4	12	-
	38%	*53%*	*25%*	-	-	*58%*	*31%*	-	*51%*	*100%*	-	*69%*	*21%*	*100%*	*70%*	*39%*	*100%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 291
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**20**	8	12	2	4	2	2	5	1	4	2	4	5	7	1	5	1	-	4	1	1	2	1	16	3	-	1
Weighted Base	**22***	10**	12**	2**	6**	2**	2**	6**	1**	4**	2**	3**	8**	8**	1**	6**	1**	-**	5**	2**	1**	2**	1**	20**	2**	-**	***
Carer's allowance	**3**	2	2	-	1	-	1	1	-	1	-	2	-	2	-	1	-	-	-	-	-	1	1	3	1	-	-
	14%	*15%*	*13%*	-	*14%*	-	*32%*	*12%*	-	*26%*	-	*50%*	-	*20%*	-	*14%*	-	-	-	-	-	*43%*	*100%*	*13%*	*22%*	-	-
Universal Credit (and household has other earnings)	**3**	2	1	-	-	-	1	2	-	-	-	-	-	2	-	1	-	-	2	-	-	-	-	3	-	-	-
	12%	*15%*	*9%*	-	-	-	*68%*	*26%*	-	-	-	-	-	*20%*	-	*18%*	-	-	*30%*	-	-	-	-	*13%*	-	-	-
Employment and Support Allowance (ESA)	**3**	2	1	2	-	-	-	1	-	-	-	1	-	2	-	2	-	-	-	-	-	1	-	3	-	-	-
	11%	*17%*	*6%*	*77%*	-	-	-	*12%*	-	-	-	*23%*	-	*24%*	-	*30%*	-	-	-	-	-	*43%*	-	*13%*	-	-	-
Pensions Credit (no Guaranteed Credit)	**2**	2	-	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	2	-	-	-
	11%	*23%*	-	-	*42%*	-	-	-	-	-	-	-	*32%*	-	-	-	-	-	-	*100%*	-	-	-	*12%*	-	-	-
Income Support	**2**	-	2	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-	-	2	-	-	-
	7%	-	*13%*	-	*27%*	-	-	-	-	-	-	-	*21%*	-	-	-	-	-	*32%*	-	-	-	-	*8%*	-	-	-
Personal Independence Payment (PIP)	**1**	1	1	-	-	-	1	1	-	-	-	1	-	1	-	-	-	-	-	-	-	1	-	1	1	-	-
	5%	*5%*	*6%*	-	-	-	*32%*	*12%*	-	-	-	*23%*	-	*7%*	-	-	-	-	-	-	-	*43%*	-	*4%*	*22%*	-	-
Universal Credit (and household has no other earnings)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions Credit (Guaranteed Credit)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Income-based Jobseeker's Allowance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**4**	1	4	-	-	1	1	-	1	1	-	-	1	3	-	1	-	-	-	-	1	-	-	2	2	-	-
	18%	*5%*	*30%*	-	-	*85%*	*32%*	-	*100%*	*27%*	-	-	*14%*	*40%*	-	*17%*	-	-	-	-	*100%*	-	-	*11%*	*77%*	-	-
None of these	**6**	3	3	1	1	-	-	4	-	1	2	2	3	-	1	1	1	-	2	-	-	-	-	6	1	-	-
	27%	*30%*	*25%*	*23%*	*17%*	-	-	*62%*	-	*23%*	*100%*	*50%*	*34%*	-	*100%*	*20%*	*100%*	-	*38%*	-	-	-	-	*28%*	*23%*	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	**1**	-	1	-	-	*	-	-	-	1	-	-	-	*	-	-	-	-	-	-	-	1	-	1	-	-	*
	5%	-	*10%*	-	-	*15%*	-	-	-	*24%*	-	-	-	*3%*	-	-	-	-	-	-	-	*57%*	-	*5%*	-	-	*100%*
Any benefits [NET]	**15**	7	8	2	5	1	2	2	1	2	-	2	5	7	-	5	-	-	3	2	1	1	1	13	2	-	-
	68%	*70%*	*65%*	*77%*	*83%*	*85%*	*100%*	*38%*	*100%*	*53%*	-	*50%*	*66%*	*97%*	-	*80%*	-	-	*62%*	*100%*	*100%*	*43%*	*100%*	*67%*	*77%*	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 292
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**20**	9	11	5	3	1	10	1	9	11	8	7	5	5	3	8	4	13	6	19	1	18	1
Weighted Base	**22***	10**	12**	6**	4**	1**	10**	1**	11**	11**	9**	8**	5**	6**	3**	8**	5**	14**	6**	20**	2**	19**	2**
Carer's allowance	**3**	2	1	-	-	-	2	1	-	3	-	2	1	-	1	1	2	2	2	3	-	3	-
	14%	*20%*	*9%*	-	-	-	*22%*	*100%*	-	*28%*	-	*28%*	*13%*	-	*34%*	*6%*	*31%*	*10%*	*26%*	*15%*	-	*16%*	-
Universal Credit (and household has other earnings)	**3**	1	2	2	-	1	-	-	3	-	3	-	-	2	-	1	-	3	-	3	-	3	-
	12%	*10%*	*13%*	*24%*	-	*100%*	-	-	*23%*	-	*30%*	-	-	*25%*	-	*13%*	-	*18%*	-	*13%*	-	*14%*	-
Employment and Support Allowance (ESA)	**3**	3	-	-	-	-	3	-	-	3	-	-	3	-	-	-	3	-	1	1	2	3	-
	11%	*24%*	-	-	-	-	*25%*	-	-	*23%*	-	-	*48%*	-	-	-	*51%*	-	*12%*	*3%*	*100%*	*13%*	-
Pensions Credit (no Guaranteed Credit)	**2**	2	-	2	-	-	-	-	2	-	-	2	-	-	-	2	-	2	-	2	-	-	2
	11%	*23%*	-	*38%*	-	-	-	-	*21%*	-	-	*29%*	-	-	-	*29%*	-	*17%*	-	*12%*	-	-	*100%*
Income Support	**2**	2	-	-	2	-	-	-	2	-	-	2	-	-	-	-	2	-	2	2	-	2	-
	7%	*15%*	-	-	*40%*	-	-	-	*14%*	-	-	*19%*	-	-	-	-	*32%*	-	*27%*	*8%*	-	*8%*	-
Personal Independence Payment (PIP)	**1**	1	-	-	-	-	1	-	-	1	-	1	1	-	-	1	1	1	1	1	-	1	-
	5%	*12%*	-	-	-	-	*12%*	-	-	*11%*	-	*6%*	*13%*	-	-	*6%*	*14%*	*3%*	*12%*	*6%*	-	*6%*	-
Universal Credit (and household has no other earnings)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions Credit (Guaranteed Credit)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Income-based Jobseeker's Allowance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**4**	2	2	-	1	-	3	-	1	3	2	2	-	1	1	2	-	3	1	4	-	4	-
	18%	*17%*	*19%*	-	*33%*	-	*27%*	-	*11%*	*25%*	*29%*	*19%*	-	*20%*	*36%*	*22%*	-	*21%*	*18%*	*20%*	-	*22%*	-
None of these	**6**	-	6	2	1	-	3	-	3	3	2	1	3	2	1	3	-	4	2	6	-	5	-
	27%	-	*52%*	*35%*	*26%*	-	*28%*	-	*29%*	*26%*	*28%*	*11%*	*52%*	*40%*	*30%*	*33%*	-	*30%*	*30%*	*30%*	-	*27%*	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	**1**	*	1	*	-	-	1	-	*	1	1	-	-	1	-	*	-	1	-	1	-	1	-
	5%	*2%*	*8%*	*4%*	-	-	*9%*	-	*2%*	*9%*	*13%*	-	-	*16%*	-	*3%*	-	*8%*	-	*6%*	-	*6%*	-
Any benefits [NET]	**15**	10	5	4	3	1	6	1	8	7	5	7	3	3	2	5	5	9	4	13	2	13	2
	68%	*98%*	*40%*	*62%*	*74%*	*100%*	*63%*	*100%*	*69%*	*66%*	*59%*	*89%*	*48%*	*45%*	*70%*	*64%*	*100%*	*62%*	*70%*	*65%*	*100%*	*67%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 293
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**20**	16	4	20	8	13	16	8	4	16	7	-	-	1	7	1	-	6	2
Weighted Base	**22***	16**	5**	22**	8**	13**	16**	9**	6**	16**	8**	-**	-**	1**	8**	1**	-**	9**	2**
Carer's allowance	**3**	2	1	3	1	2	2	1	1	2	1	-	-	-	1	-	-	1	-
	14%	*14%*	*17%*	*14%*	*10%*	*15%*	*12%*	*15%*	*17%*	*12%*	*6%*	-	-	-	*6%*	-	-	*10%*	-
Universal Credit (and household has other earnings)	**3**	1	-	3	-	-	3	-	-	3	1	-	-	-	1	-	-	2	-
	12%	*7%*	-	*12%*	-	-	*16%*	-	-	*16%*	*14%*	-	-	-	*14%*	-	-	*18%*	-
Employment and Support Allowance (ESA)	**3**	3	2	3	-	3	3	2	-	3	2	-	-	-	2	-	-	-	-
	11%	*15%*	*37%*	*11%*	-	*19%*	*15%*	*20%*	-	*15%*	*22%*	-	-	-	*22%*	-	-	-	-
Pensions Credit (no Guaranteed Credit)	**2**	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
	11%	-	-	*11%*	-	-	-	-	*42%*	-	-	-	-	-	-	-	-	*28%*	-
Income Support	**2**	2	-	2	2	2	2	2	-	2	2	-	-	-	2	-	-	2	-
	7%	*10%*	-	*7%*	*19%*	*12%*	*10%*	*18%*	-	*10%*	*19%*	-	-	-	*19%*	-	-	*18%*	-
Personal Independence Payment (PIP)	**1**	1	-	1	-	1	1	1	-	1	1	-	-	-	1	-	-	-	-
	5%	*7%*	-	*5%*	-	*9%*	*7%*	*6%*	-	*7%*	*6%*	-	-	-	*6%*	-	-	-	-
Universal Credit (and household has no other earnings)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions Credit (Guaranteed Credit)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Income-based Jobseeker's Allowance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**4**	4	1	4	1	3	2	2	2	2	2	-	-	-	2	-	-	-	-
	18%	*25%*	*24%*	*18%*	*16%*	*23%*	*10%*	*20%*	*41%*	*10%*	*21%*	-	-	-	*21%*	-	-	-	-
None of these	**6**	5	1	6	4	5	6	3	-	6	2	-	-	1	2	1	-	2	2
	27%	*31%*	*21%*	*27%*	*51%*	*39%*	*37%*	*29%*	-	*37%*	*24%*	-	-	*100%*	*24%*	*100%*	-	*26%*	*100%*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	**1**	1	-	1	*	*	1	*	-	1	-	-	-	-	-	-	-	-	-
	5%	*7%*	-	*5%*	*3%*	*2%*	*7%*	*3%*	-	*7%*	-	-	-	-	-	-	-	-	-
Any benefits [NET]	**15**	10	4	15	4	8	9	6	6	9	6	-	-	-	6	-	-	6	-
	68%	*62%*	*79%*	*68%*	*46%*	*59%*	*56%*	*68%*	*100%*	*56%*	*76%*	-	-	-	*76%*	-	-	*74%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 294
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**20**	20	9	4	2	1	20	-	13	-	20	-	-	-	-	-	-	6	2	6	5
Weighted Base	**22***	22**	10**	5**	3**	2**	22**	-**	16**	-**	22**	-**	-**	-**	-**	-**	-**	9**	2**	6**	5**
Carer's allowance	**3** ***14%***	3 *14%*	1 *10%*	- -	- -	- -	3 *14%*	- -	1 *6%*	- -	3 *14%*	- -	- -	- -	- -	- -	- -	- -	1 *47%*	2 *24%*	1 *14%*
Universal Credit (and household has other earnings)	**3** ***12%***	3 *12%*	1 *11%*	2 *33%*	3 *100%*	- -	3 *12%*	- -	3 *16%*	- -	3 *12%*	- -	- -	- -	- -	- -	- -	2 *17%*	- -	1 *17%*	- -
Employment and Support Allowance (ESA)	**3** ***11%***	3 *11%*	- -	2 *40%*	- -	- -	3 *11%*	- -	2 *11%*	- -	3 *11%*	- -	- -	- -	- -	- -	- -	2 *20%*	- -	- -	1 *14%*
Pensions Credit (no Guaranteed Credit)	**2** ***11%***	2 *11%*	- -	- -	- -	2 *100%*	2 *11%*	- -	2 *15%*	- -	2 *11%*	- -	- -	- -	- -	- -	- -	2 *27%*	- -	- -	- -
Income Support	**2** ***7%***	2 *7%*	2 *15%*	- -	- -	- -	2 *7%*	- -	2 *10%*	- -	2 *7%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 *32%*
Personal Independence Payment (PIP)	**1** ***5%***	1 *5%*	- -	- -	- -	- -	1 *5%*	- -	- -	- -	1 *5%*	- -	- -	- -	- -	- -	- -	- -	- -	1 *8%*	1 *14%*
Universal Credit (and household has no other earnings)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pensions Credit (Guaranteed Credit)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Income-based Jobseeker's Allowance	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**4** ***18%***	4 *18%*	1 *13%*	- -	- -	- -	4 *18%*	- -	1 *8%*	- -	4 *18%*	- -	- -	- -	- -	- -	- -	2 *27%*	- -	2 *25%*	- -
None of these	**6** ***27%***	6 *27%*	5 *51%*	1 *22%*	- -	- -	6 *27%*	- -	5 *32%*	- -	6 *27%*	- -	- -	- -	- -	- -	- -	1 *10%*	- -	3 *42%*	3 *53%*
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	**1** ***5%***	1 *5%*	- -	* *5%*	- -	- -	1 *5%*	- -	* *1%*	- -	1 *5%*	- -	- -	- -	- -	- -	- -	- -	1 *53%*	- -	- -
Any benefits [NET]	**15** ***68%***	15 *68%*	5 *49%*	3 *73%*	3 *100%*	2 *100%*	15 *68%*	- -	11 *66%*	- -	15 *68%*	- -	- -	- -	- -	- -	- -	8 *90%*	1 *47%*	4 *58%*	2 *47%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 295
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**20**	13	-	-	-	7	13	-	1	2	3	1	1	2	7	4	12	6
Weighted Base	**22***	16**	-**	-**	-**	7**	15**	-**	2**	3**	3**	1**	1**	2**	8**	5**	15**	6**
Carer's allowance	**3**	2	-	-	-	1	2	-	-	-	1	-	-	-	2	-	3	-
	14%	*15%*	-	-	-	*17%*	*12%*	-	-	-	*24%*	-	-	-	*30%*	-	*20%*	-
Universal Credit (and household has other earnings)	**3**	3	-	-	-	-	3	-	2	-	-	-	-	-	-	3	3	-
	12%	*17%*	-	-	-	-	*17%*	-	*100%*	-	-	-	-	-	-	*47%*	*17%*	-
Employment and Support Allowance (ESA)	**3**	-	-	-	-	1	2	-	-	-	-	-	-	-	-	-	3	-
	11%	-	-	-	-	*10%*	*12%*	-	-	-	-	-	-	-	-	-	*17%*	-
Pensions Credit (no Guaranteed Credit)	**2**	2	-	-	-	2	-	-	-	2	-	-	-	-	2	-	2	-
	11%	*16%*	-	-	-	*34%*	-	-	-	*70%*	-	-	-	-	*31%*	-	*16%*	-
Income Support	**2**	2	-	-	-	-	2	-	-	-	2	-	-	-	-	2	2	-
	7%	*10%*	-	-	-	-	*10%*	-	-	-	*46%*	-	-	-	-	*29%*	*10%*	-
Personal Independence Payment (PIP)	**1**	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-
	5%	*3%*	-	-	-	*17%*	-	-	-	-	-	-	-	-	*7%*	-	*8%*	-
Universal Credit (and household has no other earnings)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pensions Credit (Guaranteed Credit)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Income-based Jobseeker's Allowance	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**4**	4	-	-	-	3	1	-	-	-	-	-	-	1	2	1	4	-
	18%	*26%*	-	-	-	*40%*	*8%*	-	-	-	-	-	-	*43%*	*22%*	*24%*	*27%*	-
None of these	**6**	2	-	-	-	1	5	-	-	1	1	1	1	1	1	-	-	6
	27%	*14%*	-	-	-	*14%*	*34%*	-	-	*30%*	*30%*	*100%*	*100%*	*57%*	*11%*	-	-	*100%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	**1**	1	-	-	-	*	1	-	-	-	-	-	-	-	1	-	-	-
	5%	*6%*	-	-	-	*3%*	*6%*	-	-	-	-	-	-	-	*12%*	-	-	-
Any benefits [NET]	**15**	12	-	-	-	6	9	-	2	2	2	-	-	1	6	5	15	-
	68%	*80%*	-	-	-	*83%*	*60%*	-	*100%*	*70%*	*70%*	-	-	*43%*	*77%*	*100%*	*100%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 296
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**28**	4	22	6	7	3	2	6	3	1	3	9	7	7	2	5	5	-	2	1	1	4	4	24	2	-	2
Weighted Base	**30***	5**	24**	6**	8**	3**	1**	6**	3**	1**	3**	8**	9**	8**	3**	5**	6**	-**	3**	2**	1**	4**	5**	28**	2**	-**	1**
Universal Credit (and household has other earnings)	**8**	-	7	1	3	2	1	-	1	-	-	2	2	3	2	2	1	-	-	2	-	-	1	8	-	-	-
	27%	-	*30%*	*16%*	*37%*	*54%*	*74%*	-	*37%*	-	-	*28%*	*19%*	*37%*	*55%*	*40%*	*18%*	-	-	*100%*	-	-	*27%*	*29%*	-	-	-
Universal Credit (and household has no other earnings)	**3**	-	3	2	1	-	-	-	-	-	-	-	-	3	-	1	-	-	2	-	-	-	-	3	-	-	-
	9%	-	*11%*	*25%*	*12%*	-	-	-	-	-	-	-	-	*30%*	-	*19%*	-	-	*61%*	-	-	-	-	*9%*	-	-	-
Carer's allowance	**2**	-	2	-	1	-	-	1	-	-	-	2	-	-	-	1	-	-	-	-	-	1	-	2	-	-	-
	5%	-	*7%*	-	*10%*	-	-	*11%*	-	-	-	*20%*	-	-	-	*17%*	-	-	-	-	-	*19%*	-	*5%*	-	-	-
Pensions Credit (no Guaranteed Credit)	**1**	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	3%	*22%*	-	-	-	-	-	-	*29%*	-	-	-	*11%*	-	-	-	*18%*	-	-	-	-	-	-	*4%*	-	-	-
Income Support	**1**	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-
	3%	-	-	*16%*	-	-	-	-	-	-	-	-	-	*12%*	-	-	*18%*	-	-	-	-	-	-	*4%*	-	-	-
Income-based Jobseeker's Allowance	**1**	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-
	3%	-	-	*16%*	-	-	-	-	-	-	-	-	-	*12%*	-	-	*18%*	-	-	-	-	-	-	*4%*	-	-	-
Personal Independence Payment (PIP)	**1**	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	2%	-	*3%*	-	-	-	-	*11%*	-	-	-	*9%*	-	-	-	-	-	-	-	-	-	*19%*	-	*2%*	-	-	-
Employment and Support Allowance (ESA)	**1**	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	2%	-	*3%*	-	-	-	-	*11%*	-	-	-	*9%*	-	-	-	-	-	-	-	-	-	*19%*	-	*2%*	-	-	-
Pensions Credit (Guaranteed Credit)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**2**	-	2	-	1	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-	1	-	1	2	-	-	-
	8%	-	*11%*	-	*16%*	-	-	-	*34%*	-	*39%*	-	-	*14%*	-	-	-	-	-	-	*100%*	-	*28%*	*9%*	-	-	-
None of these	**14**	4	10	4	2	1	*	6	-	1	2	4	6	1	1	1	4	-	1	-	-	3	2	12	2	-	*
	47%	*78%*	*41%*	*60%*	*26%*	*38%*	*26%*	*89%*	-	*100%*	*61%*	*52%*	*69%*	*16%*	*45%*	*24%*	*64%*	-	*39%*	-	-	*81%*	*44%*	*44%*	*100%*	-	*62%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	*****	-	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*
	1%	-	*1%*	-	-	*7%*	-	-	-	-	-	-	-	*3%*	-	-	-	-	-	-	-	-	-	-	-	-	*38%*
Any benefits [NET]	**16**	1	14	3	6	2	1	1	3	-	1	4	3	7	2	4	2	-	2	2	1	1	3	16	-	-	-
	52%	*22%*	*58%*	*40%*	*74%*	*54%*	*74%*	*11%*	*100%*	-	*39%*	*48%*	*31%*	*81%*	*55%*	*76%*	*36%*	-	*61%*	*100%*	*100%*	*19%*	*56%*	*56%*	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 297
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**28**	8	20	10	1	2	12	3	13	15	13	4	11	9	3	8	8	15	12	27	1	22	5
Weighted Base	**30***	9**	21**	10**	1**	3**	13**	4**	14**	16**	15**	4**	11**	11**	3**	7**	9**	17**	12**	29**	1**	24**	5**
Universal Credit (and household has other earnings)	**8** *27%*	3 *31%*	5 *25%*	3 *26%*	- -	1 *43%*	4 *35%*	- -	4 *27%*	4 *27%*	4 *29%*	- -	4 *34%*	3 *31%*	- -	1 *16%*	4 *41%*	4 *26%*	3 *22%*	7 *25%*	1 *100%*	4 *18%*	4 *73%*
Universal Credit (and household has no other earnings)	**3** *9%*	2 *18%*	1 *5%*	- -	- -	- -	1 *8%*	2 *44%*	- -	3 *16%*	2 *11%*	1 *23%*	- -	- -	3 *74%*	- -	- -	2 *9%*	1 *8%*	3 *9%*	- -	3 *11%*	- -
Carer's allowance	**2** *5%*	2 *17%*	- -	- -	- -	- -	1 *6%*	1 *23%*	- -	2 *9%*	- -	1 *20%*	1 *7%*	- -	- -	- -	2 *17%*	- -	2 *13%*	2 *5%*	- -	2 *6%*	- -
Pensions Credit (no Guaranteed Credit)	**1** *3%*	- -	1 *5%*	- -	- -	- -	1 *8%*	- -	- -	1 *6%*	1 *7%*	- -	- -	1 *9%*	- -	- -	- -	1 *6%*	- -	1 *3%*	- -	1 *4%*	- -
Income Support	**1** *3%*	- -	1 *5%*	- -	- -	- -	1 *8%*	- -	- -	1 *6%*	- -	- -	1 *9%*	- -	- -	- -	1 *11%*	- -	1 *8%*	1 *3%*	- -	- -	1 *20%*
Income-based Jobseeker's Allowance	**1** *3%*	- -	1 *5%*	- -	- -	- -	1 *8%*	- -	- -	1 *6%*	- -	- -	1 *9%*	- -	- -	- -	1 *11%*	- -	1 *8%*	1 *3%*	- -	- -	1 *20%*
Personal Independence Payment (PIP)	**1** *2%*	1 *8%*	- -	- -	- -	- -	1 *6%*	- -	- -	1 *4%*	- -	- -	1 *7%*	- -	- -	- -	1 *8%*	- -	1 *6%*	1 *2%*	- -	1 *3%*	- -
Employment and Support Allowance (ESA)	**1** *2%*	1 *8%*	- -	- -	- -	- -	1 *6%*	- -	- -	1 *4%*	- -	- -	1 *7%*	- -	- -	- -	1 *8%*	- -	1 *6%*	1 *2%*	- -	1 *3%*	- -
Pensions Credit (Guaranteed Credit)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**2** *8%*	1 *15%*	1 *6%*	1 *13%*	- -	- -	1 *9%*	- -	1 *9%*	1 *7%*	2 *16%*	- -	- -	1 *11%*	- -	- -	1 *15%*	2 *14%*	- -	2 *9%*	- -	2 *10%*	- -
None of these	**14** *47%*	1 *16%*	13 *60%*	6 *60%*	1 *100%*	1 *57%*	4 *35%*	1 *33%*	9 *62%*	6 *34%*	5 *36%*	2 *57%*	6 *60%*	5 *50%*	1 *26%*	6 *81%*	2 *26%*	7 *43%*	7 *57%*	14 *49%*	- -	12 *49%*	1 *27%*
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	* *1%*	* *3%*	- -	* *2%*	- -	- -	- -	- -	* *2%*	- -	* *1%*	- -	- -	- -	- -	* *3%*	- -	* *1%*	- -	* *1%*	- -	* *1%*	- -
Any benefits [NET]	**16** *52%*	7 *81%*	8 *40%*	4 *38%*	- -	1 *43%*	8 *65%*	2 *67%*	5 *36%*	11 *66%*	10 *63%*	2 *43%*	4 *40%*	6 *50%*	3 *74%*	1 *16%*	6 *74%*	10 *56%*	5 *43%*	15 *51%*	1 *100%*	12 *50%*	4 *73%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 298
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**28**	13	5	28	16	22	22	9	6	22	3	-	2	3	5	3	5	9	4
Weighted Base	**30***	12**	5**	30**	17**	23**	22**	10**	8**	22**	3**	-**	2**	3**	5**	3**	7**	9**	5**
Universal Credit (and household has other earnings)	**8**	3	-	8	6	6	5	3	3	5	1	-	1	-	2	-	3	1	-
	27%	*22%*	-	*27%*	*35%*	*25%*	*21%*	*30%*	*43%*	*21%*	*33%*	-	*49%*	-	*39%*	-	*49%*	*11%*	-
Universal Credit (and household has no other earnings)	**3**	-	-	3	1	3	1	-	2	1	-	-	1	-	1	-	3	-	-
	9%	-	-	*9%*	*6%*	*11%*	*4%*	-	*20%*	*4%*	-	-	*51%*	-	*19%*	-	*37%*	-	-
Carer's allowance	**2**	1	1	2	1	2	2	1	-	2	-	-	-	-	-	-	-	1	-
	5%	*6%*	*15%*	*5%*	*5%*	*7%*	*7%*	*8%*	-	*7%*	-	-	-	-	-	-	-	*9%*	-
Pensions Credit (no Guaranteed Credit)	**1**	-	1	1	-	-	1	1	-	1	-	-	-	-	-	-	1	-	-
	3%	-	*18%*	*3%*	-	-	*5%*	*10%*	-	*5%*	-	-	-	-	-	-	*15%*	-	-
Income Support	**1**	-	-	1	1	1	1	1	-	1	-	-	-	-	-	-	-	-	-
	3%	-	-	*3%*	*6%*	*4%*	*4%*	*10%*	-	*4%*	-	-	-	-	-	-	-	-	-
Income-based Jobseeker's Allowance	**1**	-	-	1	1	1	1	1	-	1	-	-	-	-	-	-	-	-	-
	3%	-	-	*3%*	*6%*	*4%*	*4%*	*10%*	-	*4%*	-	-	-	-	-	-	-	-	-
Personal Independence Payment (PIP)	**1**	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-
	2%	*6%*	-	*2%*	-	*3%*	*3%*	-	-	*3%*	-	-	-	-	-	-	-	-	-
Employment and Support Allowance (ESA)	**1**	1	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-
	2%	*6%*	-	*2%*	-	*3%*	*3%*	-	-	*3%*	-	-	-	-	-	-	-	-	-
Pensions Credit (Guaranteed Credit)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**2**	1	1	2	1	2	2	1	-	2	1	-	-	-	1	-	-	1	-
	8%	*10%*	*22%*	*8%*	*8%*	*11%*	*11%*	*13%*	-	*11%*	*36%*	-	-	-	*23%*	-	-	*14%*	-
None of these	**14**	8	2	14	8	11	11	4	3	11	1	-	-	3	1	3	-	6	5
	47%	*61%*	*45%*	*47%*	*45%*	*46%*	*51%*	*37%*	*37%*	*51%*	*31%*	-	-	*100%*	*20%*	*100%*	-	*66%*	*100%*
Don't know	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	*****	*	-	*	*	*	*	*	-	*	-	-	-	-	-	-	-	-	-
	1%	*2%*	-	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	-	-	-	-	-	-	-	-	-
Any benefits [NET]	**16**	5	3	16	9	12	11	6	5	11	2	-	2	-	4	-	7	3	-
	52%	*38%*	*55%*	*52%*	*53%*	*53%*	*48%*	*61%*	*63%*	*48%*	*69%*	-	*100%*	-	*80%*	-	*100%*	*34%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 299
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**28**	28	18	8	3	6	28	-	22	-	28	-	-	-	-	-	-	2	5	11	8
Weighted Base	**30***	30**	19**	10**	4**	8**	30**	-**	24**	-**	30**	-**	-**	-**	-**	-**	-**	2**	6**	14**	8**
Universal Credit (and household has other earnings)	**8** ***27%***	8 *27%*	5 *27%*	4 *38%*	4 *100%*	6 *75%*	8 *27%*	- -	8 *34%*	- -	8 *27%*	-	- -	- -	- -	- -	- -	- -	- -	7 *50%*	1 *17%*
Universal Credit (and household has no other earnings)	**3** ***9%***	3 *9%*	1 *5%*	3 *26%*	- -	1 *12%*	3 *9%*	- -	3 *11%*	- -	3 *9%*	-	- -	- -	- -	- -	- -	- -	3 *43%*	- -	- -
Carer's allowance	**2** ***5%***	2 *5%*	- -	- -	- -	- -	2 *5%*	- -	- -	- -	2 *5%*	-	- -	- -	- -	- -	- -	- -	1 *14%*	- -	1 *9%*
Pensions Credit (no Guaranteed Credit)	**1** ***3%***	1 *3%*	1 *5%*	- -	- -	- -	1 *3%*	- -	1 *4%*	- -	1 *3%*	-	- -	- -	- -	- -	- -	1 *46%*	- -	- -	- -
Income Support	**1** ***3%***	1 *3%*	1 *5%*	- -	- -	- -	1 *3%*	- -	1 *4%*	- -	1 *3%*	-	- -	- -	- -	- -	- -	- -	- -	1 *7%*	- -
Income-based Jobseeker's Allowance	**1** ***3%***	1 *3%*	1 *5%*	- -	- -	- -	1 *3%*	- -	1 *4%*	- -	1 *3%*	-	- -	- -	- -	- -	- -	- -	- -	1 *7%*	- -
Personal Independence Payment (PIP)	**1** ***2%***	1 *2%*	- -	- -	- -	- -	1 *2%*	- -	- -	- -	1 *2%*	-	- -	- -	- -	- -	- -	- -	- -	- -	1 *9%*
Employment and Support Allowance (ESA)	**1** ***2%***	1 *2%*	- -	- -	- -	- -	1 *2%*	- -	- -	- -	1 *2%*	-	- -	- -	- -	- -	- -	- -	- -	- -	1 *9%*
Pensions Credit (Guaranteed Credit)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**2** ***8%***	2 *8%*	1 *7%*	1 *13%*	- -	- -	2 *8%*	- -	1 *5%*	- -	2 *8%*	-	- -	- -	- -	- -	- -	1 *54%*	- -	1 *10%*	- -
None of these	**14** ***47%***	14 *47%*	11 *56%*	2 *20%*	- -	1 *13%*	14 *47%*	- -	11 *45%*	- -	14 *47%*	-	- -	- -	- -	- -	- -	- -	3 *43%*	6 *41%*	6 *74%*
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	* ***1%***	* *1%*	- -	* *2%*	- -	- -	* *1%*	- -	* *1%*	- -	* *1%*	-	- -	- -	- -	- -	- -	- -	- -	- -	- -
Any benefits [NET]	**16** ***52%***	16 *52%*	8 *44%*	8 *77%*	4 *100%*	7 *87%*	16 *52%*	- -	13 *54%*	- -	16 *52%*	-	- -	- -	- -	- -	- -	2 *100%*	3 *57%*	8 *59%*	2 *26%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 300
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**28**	11	1	-	-	5	22	5	1	2	6	2	3	3	4	5	13	14
Weighted Base	**30***	12**	1**	-**	-**	5**	24**	7**	1**	2**	7**	2**	4**	3**	4**	6**	16**	14**
Universal Credit (and household has other earnings)	**8**	4	-	-	-	2	5	3	-	-	3	-	-	-	-	4	8	-
	27%	*31%*	-	-	-	*42%*	*21%*	*49%*	-	-	*37%*	-	-	-	-	*60%*	*52%*	-
Universal Credit (and household has no other earnings)	**3**	2	-	-	-	-	3	3	-	-	-	-	-	-	-	2	3	-
	9%	*13%*	-	-	-	-	*11%*	*37%*	-	-	-	-	-	-	-	*26%*	*16%*	-
Carer's allowance	**2**	1	-	-	-	1	1	-	-	-	1	-	-	-	1	-	2	-
	5%	*7%*	-	-	-	*14%*	*3%*	-	-	-	*12%*	-	-	-	*20%*	-	*10%*	-
Pensions Credit (no Guaranteed Credit)	**1**	-	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	-
	3%	-	-	-	-	-	*4%*	*15%*	-	-	-	-	-	-	-	-	*6%*	-
Income Support	**1**	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	1	-
	3%	*8%*	-	-	-	-	*4%*	-	-	-	-	-	-	-	-	*16%*	*6%*	-
Income-based Jobseeker's Allowance	**1**	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	1	-
	3%	*8%*	-	-	-	-	*4%*	-	-	-	-	-	-	-	-	*16%*	*6%*	-
Personal Independence Payment (PIP)	**1**	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	2%	-	-	-	-	*14%*	-	-	-	-	-	-	-	-	-	-	*4%*	-
Employment and Support Allowance (ESA)	**1**	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-
	2%	-	-	-	-	*14%*	-	-	-	-	-	-	-	-	-	-	*4%*	-
Pensions Credit (Guaranteed Credit)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**2**	1	1	-	-	-	2	-	-	-	1	-	-	1	1	-	2	-
	8%	*10%*	*100%*	-	-	-	*10%*	-	-	-	*18%*	-	-	*42%*	*29%*	-	*16%*	-
None of these	**14**	5	-	-	-	2	12	-	1	2	2	2	4	2	2	1	-	14
	47%	*39%*	-	-	-	*40%*	*51%*	-	*100%*	*100%*	*34%*	*100%*	*100%*	*58%*	*51%*	*14%*	-	*100%*
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	-	-	*5%*	-	-	-	-	-	-	-	-	-	-	-	-
Any benefits [NET]	**16**	7	1	-	-	3	12	7	-	-	5	-	-	1	2	5	16	-
	52%	*61%*	*100%*	-	-	*56%*	*49%*	*100%*	-	-	*66%*	-	-	*42%*	*49%*	*86%*	*100%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 301
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**117**	41	74	22	26	15	21	18	8	6	15	41	20	32	6	8	15	5	18	14	6	11	11	94	15	5	3
Weighted Base	**128***	44*	83*	25**	36**	17**	21**	16**	7**	5**	20**	35*	24**	43**	7**	9**	21**	8**	20**	19**	6**	11**	11**	113*	10**	4**	1**
Universal Credit (and household has other earnings)	**16**	2	14	3	9	1	-	1	1	-	1	3	2	9	-	-	-	5	4	6	-	-	1	16	-	-	-
	12%	*4%*	*17%*	*14%*	*26%*	*4%*	-	*6%*	*18%*	-	*7%*	*8%*	*8%*	*21%*	-	-	-	*58%*	*18%*	*32%*	-	-	*11%*	*14%*	-	-	-
Personal Independence Payment (PIP)	**12**	5	7	-	4	1	4	1	1	1	1	2	3	6	2	2	1	-	2	-	1	1	-	9	1	1	*
	10%	*12%*	*8%*	-	*11%*	*8%*	*18%*	*5%*	*21%*	*12%*	*4%*	*6%*	*11%*	*14%*	*23%*	*18%*	*7%*	-	*10%*	-	*21%*	*10%*	-	*8%*	*15%*	*29%*	*25%*
Universal Credit (and household has no other earnings)	**12**	3	8	4	1	1	2	3	1	-	-	3	-	8	1	1	2	1	4	-	-	2	-	11	1	-	-
	9%	*7%*	*10%*	*17%*	*3%*	*8%*	*11%*	*16%*	*8%*	-	-	*9%*	-	*20%*	*17%*	*10%*	*9%*	*18%*	*19%*	-	-	*18%*	-	*10%*	*8%*	-	-
Carer's allowance	**10**	3	6	1	5	1	2	-	1	1	-	-	3	7	-	-	2	3	1	-	1	1	1	8	1	-	-
	8%	*8%*	*8%*	*3%*	*13%*	*8%*	*7%*	-	*8%*	*22%*	-	-	*11%*	*16%*	-	-	*9%*	*35%*	*3%*	-	*21%*	*7%*	*9%*	*7%*	*15%*	-	-
Employment and Support Allowance (ESA)	**8**	2	7	-	2	2	1	2	1	-	1	2	1	4	1	-	-	-	1	-	1	1	1	6	1	-	*
	7%	*4%*	*8%*	-	*7%*	*10%*	*4%*	*12%*	*21%*	-	*4%*	*5%*	*5%*	*10%*	*18%*	-	-	-	*7%*	-	*21%*	*10%*	*11%*	*6%*	*15%*	-	*49%*
Income Support	**6**	3	4	2	3	1	-	-	-	-	-	2	2	3	-	2	1	-	2	-	1	-	-	6	-	-	-
	5%	*6%*	*4%*	*7%*	*9%*	*8%*	-	-	-	-	-	*5%*	*7%*	*7%*	-	*18%*	*5%*	-	*11%*	-	*21%*	-	-	*6%*	-	-	-
Pensions Credit (Guaranteed Credit)	**5**	1	5	-	2	-	2	-	1	1	2	2	-	1	-	-	3	-	1	-	1	-	1	5	-	-	-
	4%	*1%*	*6%*	-	*6%*	-	*9%*	-	*10%*	*13%*	*11%*	*5%*	-	*2%*	-	-	*15%*	-	*5%*	-	*12%*	-	*5%*	*5%*	-	-	-
Income-based Jobseeker's Allowance	**2**	*	1	1	-	1	*	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	*
	1%	*1%*	*2%*	*3%*	-	*4%*	*1%*	-	-	-	-	*3%*	-	-	-	-	-	-	*6%*	-	-	-	-	*1%*	-	-	*25%*
Pensions Credit (no Guaranteed Credit)	**1**	1	1	-	-	-	1	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1
	1%	*1%*	*1%*	-	-	-	*5%*	*3%*	-	-	-	*3%*	-	*1%*	-	-	-	-	*5%*	-	-	-	-	*1%*	-	-	*51%*
Other	**15**	3	12	3	2	2	5	1	1	-	1	3	1	10	-	-	3	1	-	2	1	2	2	12	1	2	*
	12%	*8%*	*15%*	*10%*	*7%*	*12%*	*22%*	*9%*	*16%*	-	*5%*	*7%*	*3%*	*24%*	-	-	*16%*	*18%*	-	*13%*	*19%*	*15%*	*18%*	*11%*	*7%*	*56%*	*25%*
None of these	**61**	25	35	13	13	11	10	9	3	3	14	21	13	10	3	7	9	2	6	11	3	6	4	52	7	2	-
	47%	*57%*	*42%*	*52%*	*35%*	*67%*	*46%*	*55%*	*35%*	*54%*	*67%*	*61%*	*57%*	*23%*	*42%*	*72%*	*43%*	*23%*	*32%*	*60%*	*49%*	*57%*	*36%*	*46%*	*71%*	*44%*	-
Don't know	**2**	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	2	-	-	-
	1%	*3%*	*1%*	*3%*	*3%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*3%*	-	-	*10%*	*2%*	-	-	-
Refused	**2**	1	1	-	-	-	1	1	-	-	1	-	1	-	-	-	-	-	2	-	-	-	-	2	-	-	-
	2%	*2%*	*2%*	-	-	-	*5%*	*8%*	-	-	*5%*	-	*5%*	-	-	-	-	-	*12%*	-	-	-	-	*2%*	-	-	-
Any benefits [NET]	**63**	16	46	11	22	6	10	6	5	2	6	14	9	33	4	3	12	6	11	7	3	5	6	57	3	2	1
	49%	*38%*	*56%*	*46%*	*62%*	*33%*	*49%*	*37%*	*65%*	*46%*	*27%*	*39%*	*38%*	*77%*	*58%*	*28%*	*57%*	*77%*	*57%*	*36%*	*51%*	*43%*	*54%*	*50%*	*29%*	*56%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 302
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**117**	36	81	44	8	10	45	9	62	54	29	49	37	23	36	27	30	55	41	96	21	96	18
Weighted Base	**128***	45*	84*	44*	12**	11**	48*	12**	67*	61*	34**	51*	41*	27**	35*	26**	39**	58*	45*	102*	26**	101*	25**
Universal Credit (and household has other earnings)	**16** *12%*	9 *21%*	6 *8%*	2 *5%*	3 *22%*	1 *12%*	5 *11%*	4 *35%*	6 *9%*	10 *16%f*	6 *17%*	7 *13%*	3 *8%*	4 *16%*	1 *2%*	4 *17%*	6 *16%*	6 *10%*	7 *15%*	12 *12%*	3 *13%*	13 *13%*	3 *11%*
Personal Independence Payment (PIP)	**12** *10%*	4 *10%*	8 *9%*	3 *8%*	- -	- -	8 *16%*	1 *9%*	3 *5%*	9 *15%*	3 *9%*	4 *8%*	5 *12%*	3 *12%*	1 *4%*	5 *20%*	2 *6%*	8 *13%*	3 *6%*	11 *10%*	2 *6%*	10 *10%*	2 *10%*
Universal Credit (and household has no other earnings)	**12** *9%*	6 *14%*	6 *7%*	1 *2%*	- -	1 *12%*	7 *15%ch*	3 *21%*	2 *3%*	10 *16%ch*	4 *12%*	4 *7%*	4 *10%*	3 *10%*	3 *9%*	2 *9%*	4 *10%*	7 *11%*	1 *2%*	8 *7%*	4 *17%*	9 *9%*	2 *10%*
Carer's allowance	**10** *8%*	4 *8%*	6 *7%*	1 *2%*	- -	2 *18%*	4 *9%*	3 *23%*	3 *4%*	7 *12%*	- -	6 *11%*	4 *10%*	- -	2 *6%*	3 *11%*	5 *12%*	5 *8%*	3 *6%*	7 *7%*	2 *9%*	9 *9%*	- -
Employment and Support Allowance (ESA)	**8** *7%*	2 *3%*	7 *8%*	* *1%*	- -	- -	7 *15%ch*	1 *9%*	* *	8 *13%ch*	3 *8%*	2 *5%*	3 *8%*	3 *10%*	1 *2%*	3 *10%*	2 *6%*	7 *11%*	* *1%*	7 *7%r*	2 *6%*	7 *7%*	1 *4%*
Income Support	**6** *5%*	2 *4%*	5 *6%*	2 *4%*	2 *13%*	- -	3 *6%*	- -	3 *5%*	3 *5%*	2 *5%*	2 *3%*	3 *8%*	2 *6%*	- -	2 *9%*	2 *6%*	3 *5%*	2 *4%*	5 *4%*	2 *6%*	5 *5%*	1 *4%*
Pensions Credit (Guaranteed Credit)	**5** *4%*	- -	5 *7%*	4 *9%*	- -	- -	1 *3%*	- -	4 *6%*	1 *2%*	- -	3 *6%*	1 *4%*	- -	4 *11%*	1 *5%*	- -	3 *4%*	3 *6%*	5 *5%*	- -	2 *2%*	3 *13%*
Income-based Jobseeker's Allowance	**2** *1%*	- -	2 *2%*	1 *2%*	- -	- -	- -	1 *5%*	1 *1%*	1 *1%*	- -	1 *2%*	1 *2%*	- -	1 *2%*	- -	1 *2%*	- -	1 *2%*	1 *1%*	1 *3%*	2 *2%*	- -
Pensions Credit (no Guaranteed Credit)	**1** *1%*	- -	1 *2%*	1 *3%*	- -	- -	- -	- -	1 *2%*	- -	- -	1 *1%*	- -	- -	1 *4%*	- -	- -	1 *3%*	- -	1 *1%*	- -	1 *1%*	- -
Other	**15** *12%*	10 *23%b*	5 *6%*	5 *10%*	2 *15%*	- -	9 *19%*	- -	6 *9%*	9 *15%*	5 *13%*	7 *13%*	4 *10%*	2 *8%*	4 *12%*	4 *16%*	5 *12%*	7 *12%*	7 *15%*	13 *13%*	2 *7%*	11 *11%*	4 *16%*
None of these	**61** *47%*	14 *31%*	47 *56%a*	29 *65%fi*	6 *55%*	6 *58%*	15 *31%*	4 *35%*	41 *62%fi*	19 *32%*	17 *50%*	25 *49%*	19 *46%*	15 *55%*	20 *57%*	11 *42%*	15 *39%*	25 *44%*	25 *56%*	50 *49%*	10 *40%*	50 *50%*	9 *35%*
Don't know	**2** *1%*	1 *1%*	1 *1%*	- -	1 *10%*	- -	1 *1%*	- -	1 *2%*	1 *1%*	- -	1 *2%*	1 *2%*	- -	1 *3%*	- -	1 *2%*	- -	1 *3%*	1 *1%*	1 *2%*	1 *1%*	1 *5%*
Refused	**2** *2%*	- -	2 *3%*	- -	- -	- -	1 *3%*	- -	- -	1 *2%*	- -	- -	1 *3%*	- -	- -	- -	1 *3%*	1 *2%*	- -	1 *1%*	1 *5%*	2 *2%*	- -
Any benefits [NET]	**63** *49%*	30 *67%b*	33 *40%*	15 *35%*	4 *35%*	4 *42%*	31 *65%ch*	8 *65%*	24 *36%*	39 *65%ch*	17 *50%*	25 *49%*	20 *49%*	12 *45%*	14 *40%*	15 *58%*	22 *57%*	31 *54%*	18 *41%*	50 *49%*	14 *52%*	48 *47%*	15 *60%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 303
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**117**	82	24	111	79	88	96	44	18	99	21	5	2	24	28	24	15	33	26
Weighted Base	**128***	85*	26**	122*	80*	101*	104*	48*	22**	107*	25**	6**	3**	22**	33**	22**	24**	30**	27**
Universal Credit (and household has other earnings)	**16** ***12%***	7 *8%*	3 *11%*	14 *12%*	9 *12%*	13 *13%*	10 *10%*	5 *11%*	4 *19%*	12 *11%*	1 *6%*	- -	- -	- -	1 *4%*	- -	6 *26%*	2 *7%*	1 *3%*
Personal Independence Payment (PIP)	**12** ***10%***	10 *12%*	3 *11%*	12 *10%*	11 *14%*	11 *11%*	12 *12%*	3 *6%*	- -	12 *11%*	1 *4%*	2 *29%*	- -	6 *29%*	3 *8%*	6 *29%*	3 *13%*	3 *11%*	3 *13%*
Universal Credit (and household has no other earnings)	**12** ***9%***	8 *9%*	4 *16%*	12 *10%*	9 *11%*	9 *9%*	9 *9%*	3 *7%*	3 *12%*	9 *9%*	- -	- -	1 *34%*	2 *9%*	1 *3%*	2 *9%*	4 *16%*	2 *5%*	1 *2%*
Carer's allowance	**10** ***8%***	4 *5%*	2 *6%*	10 *8%*	4 *5%*	8 *8%*	7 *7%*	2 *4%*	3 *13%*	7 *7%*	- -	- -	- -	2 *9%*	- -	2 *9%*	3 *12%*	4 *13%*	1 *2%*
Employment and Support Allowance (ESA)	**8** ***7%***	7 *8%*	2 *7%*	7 *6%*	6 *7%*	8 *8%*	8 *8%*	3 *6%*	- -	8 *8%*	1 *4%*	- -	- -	5 *22%*	1 *3%*	5 *22%*	- -	4 *14%*	2 *6%*
Income Support	**6** ***5%***	6 *7%*	- -	6 *5%*	6 *8%*	6 *6%*	6 *5%*	3 *5%*	1 *3%*	6 *5%*	2 *6%*	2 *29%*	- -	1 *6%*	3 *10%*	1 *6%*	2 *7%*	4 *13%*	- -
Pensions Credit (Guaranteed Credit)	**5** ***4%***	5 *6%*	- -	5 *4%*	3 *4%*	4 *4%*	4 *4%*	1 *2%*	1 *5%*	4 *4%*	1 *2%*	1 *17%*	- -	1 *3%*	2 *5%*	1 *3%*	- -	1 *5%*	2 *8%*
Income-based Jobseeker's Allowance	**2** ***1%***	2 *2%f*	- -	1 *1%*	2 *2%f*	2 *2%*	* *	- -	1 *3%*	1 *1%*	- -	- -	- -	* *1%*	- -	* *1%*	- -	1 *2%*	* *1%*
Pensions Credit (no Guaranteed Credit)	**1** ***1%***	1 *2%*	- -	1 *1%*	1 *1%*	1 *1%*	1 *	- -	1 *5%*	1 *	1 *2%*	1 *17%*	- -	- -	1 *4%*	- -	- -	1 *2%*	- -
Other	**15** ***12%***	10 *12%*	3 *10%*	15 *13%*	10 *12%*	12 *12%*	15 *15%*	6 *12%*	- -	15 *14%*	3 *11%*	- -	2 *66%*	2 *11%*	5 *14%*	2 *11%*	3 *15%*	4 *14%*	1 *3%*
None of these	**61** ***47%***	41 *48%*	15 *56%*	58 *47%*	36 *45%*	47 *46%*	50 *48%*	27 *56%*	10 *46%*	51 *48%*	16 *63%*	3 *54%*	- -	12 *52%*	19 *56%*	12 *52%*	7 *31%*	12 *39%*	20 *73%*
Don't know	**2** ***1%***	1 *1%*	- -	2 *1%*	1 *1%*	1 *1%*	2 *2%*	1 *1%*	- -	2 *2%*	1 *5%*	- -	- -	- -	1 *4%*	- -	- -	- -	- -
Refused	**2** ***2%***	1 *1%*	- -	2 *2%*	2 *3%*	2 *2%*	1 *1%*	1 *2%*	1 *6%*	1 *1%*	- -	- -	- -	1 *5%*	- -	1 *5%*	- -	- -	- -
Any benefits [NET]	**63** ***49%***	42 *49%*	11 *44%*	60 *49%*	40 *50%*	51 *51%*	51 *49%*	20 *40%*	11 *49%*	53 *50%*	8 *32%*	3 *46%*	3 *100%*	9 *43%*	13 *40%*	9 *43%*	16 *69%*	18 *61%*	7 *27%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 304
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**117**	117	56	24	5	19	117	-	73	-	117	-	-	-	-	-	-	24	21	40	29
Weighted Base	**128***	128*	62*	28**	6**	20**	128*	-**	83*	-**	128*	-**	-**	-**	-**	-**	-**	23**	25**	46*	34**
Universal Credit (and household has other earnings)	**16** ***12%***	16 *12%*	7 *12%*	6 *21%*	2 *36%*	5 *26%*	16 *12%*	- -	14 *17%*	- -	16 *12%*	-	- -	- -	- -	- -	-	6 *26%*	- -	8 *18%*	1 *4%*
Personal Independence Payment (PIP)	**12** ***10%***	12 *10%*	6 *9%*	5 *17%*	* *4%*	1 *5%*	12 *10%*	- -	9 *11%*	- -	12 *10%*	-	- -	- -	- -	- -	-	3 *15%*	3 *12%*	4 *9%*	1 *4%*
Universal Credit (and household has no other earnings)	**12** ***9%***	12 *9%*	5 *8%*	6 *20%*	1 *17%*	5 *26%*	12 *9%*	- -	9 *10%*	- -	12 *9%*	-	- -	- -	- -	- -	-	2 *10%*	4 *18%*	1 *1%*	5 *14%*
Carer's allowance	**10** ***8%***	10 *8%*	8 *13%*	1 *3%*	- -	1 *7%*	10 *8%*	- -	9 *11%*	- -	10 *8%*	-	- -	- -	- -	- -	-	1 *3%*	2 *9%*	4 *10%*	3 *8%*
Employment and Support Allowance (ESA)	**8** ***7%***	8 *7%*	4 *7%*	* *1%*	* *4%*	1 *6%*	8 *7%*	- -	4 *5%*	- -	8 *7%*	-	- -	- -	- -	- -	-	3 *12%*	3 *11%*	2 *5%*	- -
Income Support	**6** ***5%***	6 *5%*	4 *6%*	2 *8%*	- -	- -	6 *5%*	- -	6 *8%*	- -	6 *5%*	-	- -	- -	- -	- -	-	- -	3 *12%*	1 *1%*	3 *8%*
Pensions Credit (Guaranteed Credit)	**5** ***4%***	5 *4%*	2 *4%*	2 *6%*	- -	2 *8%*	5 *4%*	- -	2 *3%*	- -	5 *4%*	-	- -	- -	- -	- -	-	2 *10%*	- -	2 *4%*	1 *4%*
Income-based Jobseeker's Allowance	**2** ***1%***	2 *1%*	1 *1%*	1 *2%*	* *4%*	* *1%*	2 *1%*	- -	2 *2%*	- -	2 *1%*	-	- -	- -	- -	- -	-	1 *3%*	- -	1 *1%*	- -
Pensions Credit (no Guaranteed Credit)	**1** ***1%***	1 *1%*	1 *1%*	- -	- -	- -	1 *1%*	- -	1 *1%*	- -	1 *1%*	-	- -	- -	- -	- -	-	- -	- -	1 *2%*	- -
Other	**15** ***12%***	15 *12%*	6 *10%*	6 *19%*	* *4%*	2 *12%*	15 *12%*	- -	11 *13%*	- -	15 *12%*	-	- -	- -	- -	- -	-	4 *16%*	5 *20%*	3 *7%*	3 *10%*
None of these	**61** ***47%***	61 *47%*	29 *48%*	8 *27%*	2 *42%*	7 *36%*	61 *47%*	- -	35 *42%*	- -	61 *47%*	-	- -	- -	- -	- -	-	8 *35%*	11 *45%*	25 *55%*	17 *49%*
Don't know	**2** ***1%***	2 *1%*	- -	- -	- -	- -	2 *1%*	- -	- -	- -	2 *1%*	-	- -	- -	- -	- -	-	1 *3%*	- -	1 *3%*	- -
Refused	**2** ***2%***	2 *2%*	2 *4%*	1 *4%*	- -	- -	2 *2%*	- -	2 *3%*	- -	2 *2%*	-	- -	- -	- -	- -	-	- -	- -	1 *2%*	1 *4%*
Any benefits [NET]	**63** ***49%***	63 *49%*	30 *49%*	20 *69%*	3 *58%*	13 *64%*	63 *49%*	- -	46 *55%*	- -	63 *49%*	-	- -	- -	- -	- -	-	14 *63%*	14 *55%*	18 *40%*	16 *47%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 305
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**117**	56	19	-	-	28	89	13	7	14	11	9	21	11	22	39	55	58
Weighted Base	**128***	64*	22**	-**	-**	29**	100*	19**	6**	12**	13**	12**	21**	12**	23**	46*	63*	61*
Universal Credit (and household has other earnings)	**16**	7	1	-	-	4	11	3	-	1	3	1	1	-	5	4	16	-
	12%	*11%*	*6%*	-	-	*15%*	*11%*	*17%*	-	*5%*	*22%*	*13%*	*4%*	-	*20%*	*8%*	25%q	-
Personal Independence Payment (PIP)	**12**	6	3	-	-	7	5	2	3	1	-	1	3	2	3	4	12	-
	10%	*10%*	*12%*	-	-	*24%*	*5%*	*9%*	*44%*	*6%*	-	*12%*	*17%*	*14%*	*12%*	*10%*	19%q	-
Universal Credit (and household has no other earnings)	**12**	4	2	-	-	5	7	4	1	1	-	-	1	-	1	4	12	-
	9%	*6%*	*7%*	-	-	*19%*	*7%*	*19%*	*12%*	*7%*	-	-	*3%*	-	*6%*	*9%*	19%q	-
Carer's allowance	**10**	5	1	-	-	4	6	-	2	-	3	2	1	-	5	-	10	-
	8%	*7%*	*2%*	-	-	*14%*	*6%*	-	*35%*	-	*22%*	*16%*	*3%*	-	*22%*	-	16%q	-
Employment and Support Allowance (ESA)	**8**	5	1	-	-	5	3	-	3	1	*	-	2	-	2	3	8	-
	7%	*7%*	*2%*	-	-	*19%*	*3%*	-	*55%*	*6%*	*2%*	-	*9%*	-	*10%*	*6%*	13%q	-
Income Support	**6**	3	2	-	-	3	3	2	1	-	3	-	-	1	-	4	6	-
	5%	*4%*	*11%*	-	-	*11%*	*3%*	*9%*	*22%*	-	*20%*	-	-	*8%*	-	*8%*	10%q	-
Pensions Credit (Guaranteed Credit)	**5**	4	-	-	-	1	5	-	1	1	-	1	2	3	-	1	5	-
	4%	*6%*	-	-	-	*3%*	*5%*	-	*10%*	*7%*	-	*8%*	*11%*	*26%*	-	*2%*	9%q	-
Income-based Jobseeker's Allowance	**2**	*	1	-	-	1	1	-	-	1	-	-	*	-	-	2	2	-
	1%	*	*6%*	-	-	*3%*	*1%*	-	-	*5%*	-	-	*1%*	-	-	*3%*	*2%*	-
Pensions Credit (no Guaranteed Credit)	**1**	1	-	-	-	1	1	-	-	-	1	1	-	1	-	-	1	-
	1%	*2%*	-	-	-	*2%*	*1%*	-	-	-	*4%*	*8%*	-	*8%*	-	-	*2%*	-
Other	**15**	6	4	-	-	4	11	3	-	2	2	1	*	2	3	4	15	-
	12%	*9%*	*20%*	-	-	*14%*	*11%*	*18%*	-	*21%*	*14%*	*6%*	*1%*	*13%*	*15%*	*9%*	24%q	-
None of these	**61**	31	13	-	-	10	51	7	1	7	5	5	14	5	10	26	-	61
	47%	*48%*	*58%*	-	-	*34%*	*51%*	*37%*	*14%*	*60%*	*39%*	*44%*	*68%*	*39%*	*42%*	*56%*	-	100%p
Don't know	**2**	2	-	-	-	-	2	-	-	-	-	-	-	-	1	1	-	-
	1%	*3%*	-	-	-	-	*2%*	-	-	-	-	-	-	-	*5%*	*1%*	-	-
Refused	**2**	1	-	-	-	-	2	-	-	-	-	-	-	-	1	-	-	-
	2%	*2%*	-	-	-	-	*2%*	-	-	-	-	-	-	-	*5%*	-	-	-
Any benefits [NET]	**63**	30	9	-	-	19	44	12	5	5	8	6	7	8	11	20	63	-
	49%	*47%*	*42%*	-	-	*66%*	*45%*	*63%*	*86%*	*40%*	*61%*	*56%*	*32%*	*61%*	*47%*	*43%*	100%q	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 306
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**115**	48	65	32	27	19	16	17	3	1	19	38	27	23	6	14	19	5	10	14	9	8	13	98	8	5	4
Weighted Base	**126***	55*	69*	33**	31**	25**	18**	15**	3**	***	23**	30*	38**	30**	7**	15**	24**	5**	11**	17**	10**	9**	16**	113*	6**	6**	1**
Universal Credit (and household has other earnings)	**13**	5	7	7	2	4	*	-	-	-	3	-	4	6	1	-	8	-	-	1	-	-	2	12	1	-	*
	10%	*10%*	*10%*	*22%*	*6%*	*14%*	*2%*	-	-	-	*11%*	-	*11%*	*21%*	*18%*	-	*32%*	-	-	*6%*	-	-	*10%*	*10%*	*21%*	-	*29%*
Employment and Support Allowance (ESA)	**13**	3	10	5	3	-	3	2	-	-	-	-	5	8	2	-	5	-	1	1	1	-	2	12	1	-	-
	10%	*6%*	*14%*	*16%*	*10%*	-	*15%*	*13%*	-	-	-	-	*13%*	*27%*	*30%*	-	*22%*	-	*12%*	*5%*	*12%*	-	*10%*	*11%*	*12%*	-	-
Carer's allowance	**10**	2	8	3	2	4	-	2	-	-	-	-	-	10	1	2	3	-	1	-	-	1	2	9	1	-	-
	8%	*3%*	*12%*	*8%*	*6%*	*15%*	-	*14%*	-	-	-	-	-	*34%*	*12%*	*12%*	*12%*	-	*13%*	-	-	*7%*	*9%*	*8%*	*21%*	-	-
Personal Independence Payment (PIP)	**9**	2	7	2	2	-	1	4	-	-	-	-	-	8	1	-	1	-	3	1	-	1	2	7	1	1	-
	7%	*4%*	*10%*	*5%*	*6%*	-	*7%*	*27%*	-	-	-	-	-	*27%*	*12%*	-	*4%*	-	*25%*	*5%*	-	*7%*	*9%*	*7%*	*12%*	*10%*	-
Income Support	**7**	3	3	5	-	2	-	-	-	-	-	1	-	6	-	2	3	-	-	-	-	-	2	7	-	-	-
	5%	*6%*	*5%*	*15%*	-	*7%*	-	-	-	-	-	*3%*	-	*19%*	-	*12%*	*14%*	-	-	-	-	-	*9%*	*6%*	-	-	-
Universal Credit (and household has no other earnings)	**6**	3	3	-	4	1	-	1	-	-	-	-	-	6	-	2	-	-	1	-	-	2	1	6	-	-	-
	5%	*5%*	*5%*	-	*13%*	*3%*	-	*9%*	-	-	-	-	-	*21%*	-	*14%*	-	-	*13%*	-	-	*23%*	*5%*	*6%*	-	-	-
Income-based Jobseeker's Allowance	**3**	3	-	2	-	-	-	1	-	-	-	-	-	3	-	-	2	-	-	-	-	1	-	3	-	-	-
	2%	*5%*	-	*7%*	-	-	-	*4%*	-	-	-	-	-	*10%*	-	-	*9%*	-	-	-	-	*7%*	-	*3%*	-	-	-
Pensions Credit (Guaranteed Credit)	**1**	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	1%	*2%*	-	-	-	-	-	-	*34%*	-	-	-	*2%*	-	-	-	-	-	-	-	*9%*	-	-	*1%*	-	-	-
Pensions Credit (no Guaranteed Credit)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**10**	6	3	1	4	1	3	1	-	-	-	3	4	2	1	1	3	-	-	1	1	1	2	10	-	-	-
	8%	*11%*	*5%*	*4%*	*12%*	*3%*	*16%*	*6%*	-	-	-	*10%*	*11%*	*6%*	*12%*	*4%*	*13%*	-	-	*5%*	*14%*	*7%*	*12%*	*8%*	-	-	-
None of these	**83**	36	46	21	21	18	12	10	1	*	20	26	27	9	4	10	10	5	8	14	7	6	10	74	4	5	1
	66%	*66%*	*67%*	*62%*	*68%*	*73%*	*64%*	*67%*	*46%*	*100%*	*89%*	*87%*	*70%*	*29%*	*63%*	*70%*	*43%*	*100%*	*75%*	*81%*	*65%*	*63%*	*63%*	*65%*	*67%*	*90%*	*71%*
Don't know	**1**	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	1%	-	*1%*	*2%*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*4%*	-	-	-	*1%*	-	-	-
Refused	**1**	1	1	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	-	-
	1%	*1%*	*1%*	*3%*	-	-	-	-	*20%*	-	-	-	-	-	*8%*	-	*3%*	-	-	-	-	-	-	*1%*	-	-	-
Any benefits [NET]	**40**	18	21	11	10	7	7	5	1	-	3	4	11	21	2	4	13	-	3	3	3	3	6	38	2	1	*
	32%	*33%*	*30%*	*34%*	*32%*	*27%*	*36%*	*33%*	*34%*	-	*11%*	*13%*	*30%*	*71%*	*30%*	*30%*	*53%*	-	*25%*	*16%*	*35%*	*37%*	*37%*	*33%*	*33%*	*10%*	*29%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 307
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**115**	36	79	41	19	9	32	12	69	44	28	43	44	25	26	29	35	43	43	86	29	95	17
Weighted Base	**126***	43**	83*	43*	24**	11**	29**	16**	78*	45*	31**	50*	45*	27**	27**	30**	41**	47*	48*	96*	30**	97*	25**
Universal Credit (and household has other earnings)	**13** *10%*	7 *15%*	7 *8%*	2 *5%*	4 *16%*	- -	3 *11%*	4 *25%*	6 *8%*	7 *16%*	2 *8%*	3 *7%*	8 *17%*	2 *8%*	- -	4 *14%*	7 *16%*	2 *5%*	7 *14%*	9 *9%*	4 *14%*	5 *6%*	7 *27%*
Employment and Support Allowance (ESA)	**13** *10%*	6 *13%*	7 *8%*	- -	4 *16%*	- -	6 *22%*	2 *15%*	4 *5%*	9 *20%ch*	2 *6%*	6 *12%*	5 *11%*	2 *7%*	2 *7%*	5 *17%*	4 *9%*	5 *11%*	7 *14%*	12 *12%*	1 *4%*	6 *6%*	7 *28%*
Carer's allowance	**10** *8%*	4 *8%*	7 *8%*	2 *4%*	1 *6%*	- -	5 *18%*	2 *12%*	3 *4%*	7 *16%*	5 *17%*	4 *8%*	1 *3%*	3 *13%*	4 *14%*	1 *3%*	2 *5%*	7 *14%*	2 *5%*	9 *10%*	1 *4%*	7 *8%*	3 *12%*
Personal Independence Payment (PIP)	**9** *7%*	2 *4%*	7 *8%*	- -	1 *6%*	- -	7 *25%*	- -	1 *2%*	7 *16%ch*	2 *7%*	7 *13%l*	- -	2 *8%*	5 *17%*	1 *3%*	1 *2%*	5 *10%*	3 *7%*	8 *9%*	1 *2%*	8 *8%*	1 *4%*
Income Support	**7** *5%*	4 *9%*	3 *3%*	3 *7%*	2 *9%*	- -	2 *5%*	- -	5 *7%*	2 *3%*	3 *11%*	2 *5%*	1 *2%*	2 *6%*	2 *7%*	3 *11%*	- -	3 *7%*	2 *5%*	6 *6%*	1 *3%*	3 *3%*	3 *13%*
Universal Credit (and household has no other earnings)	**6** *5%*	- -	6 *8%*	- -	1 *6%*	- -	2 *7%*	3 *17%*	1 *2%*	5 *11%*	- -	6 *13%l*	- -	- -	6 *23%*	- -	- -	2 *5%*	2 *4%*	4 *4%*	2 *7%*	6 *6%*	- -
Income-based Jobseeker's Allowance	**3** *2%*	2 *5%*	1 *1%*	- -	2 *9%*	- -	1 *2%*	- -	2 *3%*	1 *1%*	- -	3 *6%*	- -	- -	1 *2%*	2 *7%*	- -	- -	3 *6%*	3 *3%*	- -	1 *1%*	2 *9%*
Pensions Credit (Guaranteed Credit)	**1** *1%*	- -	1 *1%*	- -	- -	- -	1 *3%*	- -	- -	1 *2%*	1 *3%*	- -	- -	1 *3%*	- -	- -	- -	1 *2%*	- -	1 *1%*	- -	1 *1%*	- -
Pensions Credit (no Guaranteed Credit)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**10** *8%*	8 *17%*	2 *3%*	6 *13%*	1 *4%*	- -	2 *8%*	1 *5%*	6 *8%*	3 *7%*	1 *2%*	5 *11%*	3 *8%*	1 *3%*	1 *3%*	4 *13%*	4 *11%*	3 *6%*	6 *13%*	9 *9%*	1 *2%*	6 *7%*	3 *12%*
None of these	**83** *66%*	27 *62%*	57 *69%*	33 *76%i*	18 *74%*	11 *100%*	12 *42%*	7 *45%*	61 *79%i*	20 *43%*	22 *70%*	33 *65%*	29 *65%*	20 *73%*	15 *56%*	20 *65%*	28 *69%*	31 *65%*	33 *68%*	63 *66%*	20 *66%*	68 *71%*	12 *49%*
Don't know	**1** *1%*	1 *1%*	- -	- -	- -	- -	1 *2%*	- -	- -	1 *1%*	- -	- -	1 *1%*	- -	- -	- -	1 *2%*	- -	- -	- -	1 *2%*	1 *1%*	- -
Refused	**1** *1%*	1 *2%*	1 *1%*	- -	- -	- -	1 *5%*	- -	- -	1 *3%*	- -	- -	1 *3%*	- -	- -	1 *2%*	1 *2%*	- -	1 *1%*	1 *1%*	1 *3%*	1 *1%*	1 *3%*
Any benefits [NET]	**40** *32%*	15 *35%*	25 *31%*	10 *24%*	6 *26%*	- -	15 *51%*	9 *55%*	17 *21%*	24 *52%ch*	9 *30%*	17 *35%*	14 *31%*	7 *27%*	12 *44%*	10 *33%*	11 *27%*	17 *35%*	15 *31%*	32 *33%*	9 *29%*	27 *28%*	12 *48%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 308
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**115**	65	17	114	63	102	100	53	15	100	22	1	6	19	29	19	14	48	17
Weighted Base	**126***	69*	19**	124*	63*	108*	106*	56*	19**	106*	27**	1**	6**	17**	34**	17**	18**	50*	19**
Universal Credit (and household has other earnings)	**13**	8	-	13	4	10	8	9	5	8	6	-	-	1	6	1	-	4	-
	10%	*12%*	-	11%f	*7%*	*10%*	*8%*	16%df	*25%*	*8%*	*24%*	-	-	*6%*	*19%*	*6%*	-	*7%*	-
Employment and Support Allowance (ESA)	**13**	9	1	13	5	10	10	7	3	10	3	-	-	3	3	3	2	6	-
	10%	*13%*	*4%*	*10%*	*8%*	*9%*	*9%*	*12%*	*15%*	*9%*	*12%*	-	-	*15%*	*9%*	*15%*	*11%*	*11%*	-
Carer's allowance	**10**	4	1	10	4	7	7	4	4	7	2	-	-	-	2	-	3	4	-
	8%	*5%*	*7%*	*8%*	*6%*	*6%*	*6%*	*6%*	*19%*	*6%*	*8%*	-	-	-	*6%*	-	*15%*	*9%*	-
Personal Independence Payment (PIP)	**9**	5	2	9	5	7	8	3	1	8	1	-	-	3	1	3	1	6	-
	7%	*8%*	*11%*	*7%*	*8%*	*7%*	*8%*	*6%*	*3%*	*8%*	*4%*	-	-	*15%*	*3%*	*15%*	*8%*	*12%*	-
Income Support	**7**	3	-	7	7	7	5	3	2	5	2	-	-	-	2	-	2	1	-
	5%	*5%*	-	*5%*	10%cf	*6%*	*5%*	*6%*	*9%*	*5%*	*8%*	-	-	-	*7%*	-	*10%*	*2%*	-
Universal Credit (and household has no other earnings)	**6**	-	1	6	1	5	6	1	-	6	-	-	1	-	1	-	2	4	-
	5%	-	*7%*	*5%*	*2%*	*4%*	6%d	*3%*	-	*6%*	-	-	*16%*	-	*3%*	-	*10%*	*9%*	-
Income-based Jobseeker's Allowance	**3**	3	-	3	3	3	3	2	-	3	2	-	-	-	2	-	-	1	-
	2%	*4%*	-	*2%*	*5%*	*3%*	*3%*	*4%*	-	*3%*	*8%*	-	-	-	*7%*	-	-	*1%*	-
Pensions Credit (Guaranteed Credit)	**1**	1	1	1	1	1	1	1	-	1	1	-	-	-	1	-	-	1	-
	1%	*1%*	*5%*	*1%*	*1%*	*1%*	*1%*	*2%*	-	*1%*	*3%*	-	-	-	*3%*	-	-	*2%*	-
Pensions Credit (no Guaranteed Credit)	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**10**	9	-	10	6	9	10	4	-	10	4	-	1	3	5	3	1	3	4
	8%	*13%*	-	*8%*	*9%*	*8%*	*9%*	*7%*	-	*9%*	*14%*	-	*14%*	*16%*	*13%*	*16%*	*5%*	*6%*	*22%*
None of these	**83**	44	16	82	43	74	72	37	12	72	17	1	4	11	22	11	12	32	15
	66%	*64%*	*82%*	*66%*	*68%*	*69%*	*67%*	*66%*	*60%*	*67%*	*63%*	*100%*	*70%*	*63%*	*65%*	*63%*	*66%*	*65%*	*78%*
Don't know	**1**	-	-	1	-	1	1	1	-	1	-	-	-	-	-	-	-	-	-
	1%	-	-	*1%*	-	*1%*	*1%*	*1%*	-	*1%*	-	-	-	-	-	-	-	-	-
Refused	**1**	1	1	1	1	1	1	1	1	1	-	-	-	-	-	-	-	-	-
	1%	*2%*	*3%*	*1%*	*1%*	*1%*	*1%*	*2%*	*3%*	*1%*	-	-	-	-	-	-	-	-	-
Any benefits [NET]	**40**	24	3	40	20	32	33	17	7	33	10	-	2	6	12	6	6	17	4
	32%	*34%*	*16%*	*32%*	*31%*	*30%*	*31%*	*31%*	*37%*	*31%*	*37%*	-	*30%*	*37%*	*35%*	*37%*	*34%*	*35%*	*22%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 309
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**115**	115	37	20	9	15	115	-	51	-	115	-	-	-	-	-	-	18	31	36	26
Weighted Base	**126***	126*	40**	22**	10**	16**	126*	-**	57*	-**	126*	-**	-**	-**	-**	-**	-**	16**	35**	37*	36**
Universal Credit (and household has other earnings)	**13** ***10%***	13 *10%*	4 *10%*	4 *19%*	1 *12%*	2 *13%*	13 *10%*	- -	6 *11%*	- -	13 *10%*	-	- -	- -	- -	- -	- -	1 *7%*	1 *3%*	2 *6%*	8 *23%*
Employment and Support Allowance (ESA)	**13** ***10%***	13 *10%*	4 *9%*	2 *8%*	- -	2 *11%*	13 *10%*	- -	4 *8%*	- -	13 *10%*	-	- -	- -	- -	- -	- -	1 *5%*	1 *2%*	3 *8%*	8 *23%*
Carer's allowance	**10** ***8%***	10 *8%*	2 *5%*	4 *19%*	3 *30%*	1 *6%*	10 *8%*	- -	6 *10%*	- -	10 *8%*	-	- -	- -	- -	- -	- -	2 *11%*	4 *12%*	- -	4 *12%*
Personal Independence Payment (PIP)	**9** ***7%***	9 *7%*	2 *4%*	2 *8%*	- -	2 *11%*	9 *7%*	- -	2 *4%*	- -	9 *7%*	-	- -	- -	- -	- -	- -	2 *12%*	2 *7%*	1 *2%*	4 *10%*
Income Support	**7** ***5%***	7 *5%*	1 *3%*	- -	2 *18%*	- -	7 *5%*	- -	3 *5%*	- -	7 *5%*	-	- -	- -	- -	- -	- -	- -	2 *5%*	- -	5 *13%*
Universal Credit (and household has no other earnings)	**6** ***5%***	6 *5%*	2 *4%*	2 *8%*	1 *8%*	2 *11%*	6 *5%*	- -	2 *3%*	- -	6 *5%*	-	- -	- -	- -	- -	- -	- -	5 *15%*	1 *3%*	- -
Income-based Jobseeker's Allowance	**3** ***2%***	3 *2%*	- -	- -	- -	- -	3 *2%*	- -	- -	- -	3 *2%*	-	- -	- -	- -	- -	- -	1 *4%*	- -	- -	2 *6%*
Pensions Credit (Guaranteed Credit)	**1** ***1%***	1 *1%*	1 *2%*	- -	- -	- -	1 *1%*	- -	1 *2%*	- -	1 *1%*	-	- -	- -	- -	- -	- -	- -	1 *3%*	- -	- -
Pensions Credit (no Guaranteed Credit)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	-	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	**10** ***8%***	10 *8%*	3 *6%*	3 *12%*	- -	2 *16%*	10 *8%*	- -	4 *7%*	- -	10 *8%*	-	- -	- -	- -	- -	- -	- -	2 *7%*	2 *6%*	5 *14%*
None of these	**83** ***66%***	83 *66%*	28 *70%*	14 *63%*	6 *62%*	10 *62%*	83 *66%*	- -	39 *69%*	- -	83 *66%*	-	- -	- -	- -	- -	- -	13 *77%*	23 *65%*	30 *81%*	17 *48%*
Don't know	**1** ***1%***	1 *1%*	- -	- -	- -	- -	1 *1%*	- -	- -	- -	1 *1%*	-	- -	- -	- -	- -	- -	1 *4%*	- -	- -	- -
Refused	**1** ***1%***	1 *1%*	- -	- -	- -	- -	1 *1%*	- -	- -	- -	1 *1%*	-	- -	- -	- -	- -	- -	- -	1 *2%*	- -	1 *1%*
Any benefits [NET]	**40** ***32%***	40 *32%*	12 *30%*	8 *37%*	4 *38%*	6 *38%*	40 *32%*	- -	18 *31%*	- -	40 *32%*	-	- -	- -	- -	- -	- -	3 *19%*	11 *32%*	7 *19%*	18 *51%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

Table 310
COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE
OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**115**	63	12	-	-	17	98	12	8	18	16	15	11	15	20	42	34	78
Weighted Base	**126***	72*	15**	-**	-**	17**	109*	15**	9**	19**	18**	15**	13**	15**	24**	50*	40**	83*
Universal Credit (and household has other earnings)	**13**	7	1	-	-	2	11	-	-	*	3	-	-	-	-	8	13	-
	10%	*10%*	*7%*	-	-	*13%*	*10%*	-	-	*2%*	*18%*	-	-	-	-	*17%*	*33%*	-
Employment and Support Allowance (ESA)	**13**	9	-	-	-	2	11	1	2	3	2	-	-	1	1	6	13	-
	10%	*12%*	-	-	-	*10%*	*10%*	*8%*	*24%*	*14%*	*10%*	-	-	*8%*	*5%*	*13%*	*32%*	-
Carer's allowance	**10**	7	1	-	-	3	8	2	-	2	3	-	-	-	3	5	10	-
	8%	*9%*	*9%*	-	-	*16%*	*7%*	*12%*	-	*11%*	*17%*	-	-	-	*14%*	*10%*	*26%*	-
Personal Independence Payment (PIP)	**9**	4	1	-	-	3	6	1	2	3	2	-	-	1	2	4	9	-
	7%	*6%*	*9%*	-	-	*17%*	*5%*	*4%*	*24%*	*15%*	*10%*	-	-	*8%*	*6%*	*7%*	*22%*	-
Income Support	**7**	7	-	-	-	-	7	2	-	-	1	-	-	1	3	2	7	-
	5%	*9%*	-	-	-	-	*6%*	*12%*	-	-	*6%*	-	-	*7%*	*14%*	*5%*	*16%*	-
Universal Credit (and household has no other earnings)	**6**	1	2	-	-	2	4	2	3	1	-	-	-	-	1	2	6	-
	5%	*1%*	*14%*	-	-	*11%*	*4%*	*12%*	*36%*	*8%*	-	-	-	-	*4%*	*4%*	*15%*	-
Income-based Jobseeker's Allowance	**3**	3	-	-	-	1	2	-	-	1	-	-	-	-	-	3	3	-
	2%	*4%*	-	-	-	*4%*	*2%*	-	-	*4%*	-	-	-	-	-	*6%*	*7%*	-
Pensions Credit (Guaranteed Credit)	**1**	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-
	1%	-	-	-	-	-	*1%*	-	-	*5%*	-	-	-	-	-	-	*2%*	-
Pensions Credit (no Guaranteed Credit)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**10**	8	1	-	-	4	6	-	-	-	2	3	3	1	3	5	10	-
	8%	*11%*	*6%*	-	-	*22%*	*5%*	-	-	-	*10%*	*23%*	*21%*	*4%*	*14%*	*9%*	*24%*	-
None of these	**83**	45	11	-	-	8	75	10	3	13	13	11	10	12	14	30	-	83
	66%	*62%*	*70%*	-	-	*49%*	*69%*	*65%*	*41%*	*68%*	*72%*	*77%*	*79%*	*81%*	*59%*	*61%*	-	*100%*
Don't know	**1**	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-
	1%	*1%*	-	-	-	-	*1%*	-	-	-	-	-	-	-	-	*1%*	-	-
Refused	**1**	1	1	-	-	-	1	-	-	-	-	-	-	-	1	1	-	-
	1%	*1%*	*3%*	-	-	-	*1%*	-	-	-	-	-	-	-	*4%*	*1%*	-	-
Any benefits [NET]	**40**	26	4	-	-	9	32	5	5	6	5	3	3	3	9	18	40	-
	32%	*36%*	*27%*	-	-	*51%*	*29%*	*35%*	*59%*	*32%*	*28%*	*23%*	*21%*	*19%*	*38%*	*37%*	*100%*	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 311
AFFORDABILITY IN LAST MONTH
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
CANCELLED A SERVICE	**308** *4%*	125 *4%*	177 *5%a*	64 *8%efg hi*	82 *7%fgh i*	54 *5%hi*	41 *3%hi*	39 *3%hi*	16 *2%*	10 *2%*	52 *3%*	75 *4%j*	73 *5%j*	92 *5%j*	17 *3%*	33 *5%B*	54 *6%vzB*	13 *4%*	37 *5%B*	36 *4%*	20 *3%*	30 *5%B*	33 *6%zB*	273 *5%B*	19 *3%*	12 *4%*	4 *2%*
MADE CHANGES TO A SERVICE	**781** *11%*	366 *10%*	408 *11%*	74 *10%i*	156 *13%hi*	170 *15%cg hi*	154 *12%hi*	116 *10%hi*	77 *8%i*	35 *5%*	187 *10%*	198 *11%*	201 *13%jk m*	172 *10%*	49 *10%*	70 *10%*	112 *12%*	43 *15%xA*	91 *12%*	106 *11%*	67 *11%*	78 *12%xA*	48 *8%*	664 *11%*	67 *11%*	27 *8%*	23 *11%*
REDUCED SPEND ELSEWHERE	**361** *5%*	125 *4%*	234 *6%a*	69 *9%efg hi*	78 *6%ghi*	69 *6%ghi*	59 *5%hi*	44 *4%h*	24 *2%*	16 *2%*	45 *2%*	93 *5%j*	75 *5%j*	139 *8%jkl*	27 *5%*	28 *4%*	64 *7%qvy B*	20 *7%v*	47 *6%v*	45 *5%*	18 *3%*	27 *4%*	28 *5%*	304 *5%v*	36 *6%v*	13 *4%*	8 *4%*
MISSED PAYMENT	**142** *2%*	52 *1%*	88 *2%a*	38 *5%efg hi*	36 *3%ghi*	30 *3%ghi*	26 *2%ghi*	10 *1%h*	1 *	2 *	10 *1%*	19 *1%*	42 *3%jk*	66 *4%jk*	5 *1%*	16 *2%A*	24 *3%A*	6 *2%*	25 *3%pvA B*	16 *2%*	7 *1%*	21 *3%puv AB*	8 *1%*	128 *2%A*	10 *2%*	2 *1%*	2 *1%*
MADE CHANGES TO PAYMENT METHOD	**141** *2%*	52 *1%*	87 *2%a*	27 *4%fgh i*	43 *4%fgh i*	24 *2%i*	18 *1%i*	17 *2%i*	10 *1%i*	1 *	7 *	30 *2%j*	53 *4%jk*	45 *3%j*	3 *1%*	10 *1%*	24 *3%p*	16 *5%pqr tuvwx yzB*	17 *2%*	22 *2%*	8 *1%*	8 *1%*	10 *2%*	117 *2%*	10 *2%*	10 *3%p*	4 *2%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**1288** *18%*	556 *16%*	719 *20%a*	190 *25%fg hi*	274 *22%fg hi*	255 *22%fg hi*	225 *18%hi*	174 *16%hi*	110 *11%*	56 *8%*	259 *14%*	312 *17%j*	311 *21%jk*	361 *21%jk*	81 *16%*	130 *19%A*	193 *21%uv A*	65 *23%pu vA*	157 *20%uA*	155 *16%*	97 *16%*	125 *20%A*	97 *17%*	1100 *18%A*	107 *17%*	47 *14%*	34 *16%*
NO AFFORDABILITY ISSUES	**5903** *82%*	2931 *84%b*	2951 *80%*	574 *75%*	966 *78%*	890 *78%*	1011 *82%cd e*	939 *84%cd e*	890 *89%cd efg*	619 *92%cd efg*	1630 *86%kl m*	1522 *83%lm*	1184 *79%*	1327 *79%*	431 *84%s*	547 *81%*	748 *79%*	224 *77%*	630 *80%*	828 *84%rs t*	526 *84%rs*	508 *80%*	484 *83%*	4928 *82%*	505 *83%*	295 *86%qrstw y*	176 *84%*
MULTIPLE AFFORDABILITY ISSUES	**318** *4%*	122 *4%*	191 *5%a*	62 *8%fgh i*	81 *7%ghi*	63 *6%ghi*	56 *5%hi*	34 *3%hi*	14 *1%*	7 *1%*	31 *2%*	76 *4%j*	95 *6%jk*	107 *6%jk*	14 *3%*	18 *3%*	61 *6%pqv yzAB*	21 *7%pqv zAB*	46 *6%pqv B*	49 *5%qB*	20 *3%*	27 *4%*	22 *4%*	278 *5%qB*	24 *4%*	11 *3%*	5 *2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 312
AFFORDABILITY IN LAST MONTH
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
CANCELLED A SERVICE	**308**	118	190	107	36	31	98	33	174	131	81	121	103	64	71	68	104	136	110	246	62	236	67
	4%	6%b	*4%*	*4%*	*5%*	*5%*	*4%*	13%cdefhi	*4%*	4%f	*5%*	*3%*	6%k	*4%*	*3%*	6%n	5%n	*4%*	*4%*	*4%*	6%qrs	*4%*	7%u
MADE CHANGES TO A SERVICE	**781**	294	488	332	95	76	243	35	503	278	153	401	220	117	231	160	270	358	344	703	79	645	128
	11%	14%b	*9%*	11%fi	13%fi	*12%*	*9%*	*13%*	12%fi	10%f	*9%*	11%j	12%j	*7%*	10%m	13%mn	14%mn	11%t	12%t	11%t	*8%*	*10%*	14%u
REDUCED SPEND ELSEWHERE	**361**	133	228	110	49	36	133	32	195	164	110	149	97	82	91	77	106	184	119	302	58	256	101
	5%	6%b	*4%*	*4%*	7%ch	*6%*	5%c	12%cdefhi	5%c	6%cf	6%k	*4%*	*5%*	*5%*	*4%*	6%n	5%n	6%rs	*4%*	5%r	6%r	*4%*	11%u
MISSED PAYMENT	**142**	69	74	44	20	10	43	22	74	66	41	62	40	20	40	31	51	80	30	110	32	105	38
	2%	3%b	*1%*	*2%*	3%c	*2%*	*2%*	9%cdefhi	*2%*	2%f	*2%*	*2%*	*2%*	*1%*	*2%*	3%m	3%m	2%rs	*1%*	2%r	3%rs	*2%*	4%u
MADE CHANGES TO PAYMENT METHOD	**141**	67	75	47	24	10	48	14	80	61	45	58	38	27	34	30	51	78	38	115	26	93	48
	2%	3%b	*1%*	*2%*	3%cfh	*2%*	*2%*	5%cefhi	*2%*	2%f	3%k	*2%*	*2%*	*2%*	*1%*	2%n	3%n	2%rs	*1%*	2%r	3%r	*1%*	5%u
ANY AFFORDABILITY ISSUES IN PAST MONTH	**1288**	481	807	500	153	126	424	78	779	503	300	608	369	231	360	252	439	600	508	1108	179	1031	246
	18%	24%b	*16%*	*17%*	21%f	20%f	*16%*	30%cdefhi	18%cf	17%f	*17%*	*17%*	21%jk	*15%*	*15%*	20%mn	23%mn	*18%*	*17%*	*18%*	*19%*	*17%*	26%u
NO AFFORDABILITY ISSUES	**5903**	1563	4340	2392	584	510	2224	185	3486	2409	1497	2951	1403	1342	2042	976	1504	2720	2399	5119	784	5186	683
	82%	*76%*	84%a	83%gh	79%g	80%g	84%deghi	*70%*	82%g	83%g	83%l	83%l	*79%*	85%op	85%op	*80%*	*77%*	*82%*	*83%*	*82%*	*81%*	83%v	*74%*
MULTIPLE AFFORDABILITY ISSUES	**318**	141	177	100	50	28	100	38	179	138	91	126	99	59	65	80	112	166	95	261	57	226	87
	4%	7%b	*3%*	*3%*	7%cfh	*4%*	*4%*	14%cdefhi	4%c	5%cf	5%k	*4%*	6%k	*4%*	*3%*	6%mn	6%mn	5%rs	*3%*	4%r	6%rs	*4%*	9%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 313
AFFORDABILITY IN LAST MONTH
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
CANCELLED A SERVICE	**308**	190	57	298	177	241	248	133	57	251	59	8	12	43	79	43	41	97	52
	4%	*4%*	5%a	4%a	4%a	5%acdf	4%a	5%af	*6%*	*4%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	8%r	6%r	*2%*
MADE CHANGES TO A SERVICE	**781**	550	146	762	523	629	690	335	84	697	176	23	28	173	227	173	79	208	262
	11%	*11%*	13%a	11%a	12%acf	13%acf	12%ac	12%ac	*8%*	11%h	*9%*	*10%*	*10%*	13%jn	*10%*	13%jn	15%r	*12%*	*11%*
REDUCED SPEND ELSEWHERE	**361**	229	71	347	215	256	298	134	56	305	75	13	13	55	100	55	69	111	43
	5%	*4%*	6%a	5%a	5%a	5%a	5%a	*5%*	*5%*	*5%*	*4%*	*5%*	*5%*	*4%*	*4%*	*4%*	13%qr	6%r	*2%*
MISSED PAYMENT	**142**	77	31	139	85	119	121	56	21	122	37	-	3	23	40	23	26	50	12
	2%	*1%*	3%a	2%a	2%a	2%acdf	2%a	2%a	*2%*	*2%*	*2%*	-	*1%*	*2%*	*2%*	*2%*	5%r	3%r	*1%*
MADE CHANGES TO PAYMENT METHOD	**141**	77	32	140	80	111	118	53	23	119	29	7	7	17	42	17	30	46	13
	2%	*1%*	3%ad	2%a	2%a	2%ad	2%a	2%a	*2%*	*2%*	*2%*	*3%*	*3%*	*1%*	*2%*	*1%*	6%qr	3%r	*1%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**1288**	848	252	1250	801	1002	1105	526	169	1119	293	38	40	232	371	232	161	358	330
	18%	*16%*	22%acdfg	18%a	19%a	20%acdf	18%a	19%a	*16%*	*18%*	*16%*	*17%*	*15%*	*18%*	*16%*	*18%*	30%qr	21%r	*14%*
NO AFFORDABILITY ISSUES	**5903**	4384	874	5609	3441	3953	4876	2173	859	5044	1561	192	234	1078	1988	1078	369	1350	2046
	82%	84%bcdefg	*78%*	82%be	81%be	*80%*	82%be	81%b	*84%*	*82%*	*84%*	*83%*	*85%*	*82%*	*84%*	*82%*	*70%*	79%p	86%pq
MULTIPLE AFFORDABILITY ISSUES	**318**	195	65	310	193	252	263	131	51	267	61	12	11	48	83	48	62	103	39
	4%	*4%*	6%af	5%a	5%a	5%acdf	4%a	5%a	*5%*	*4%*	*3%*	*5%*	*4%*	*4%*	*4%*	*4%*	12%qr	6%r	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 314
AFFORDABILITY IN LAST MONTH
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
CANCELLED A SERVICE	**308**	308	120	65	28	45	308	-	171	-	308	-	-	-	-	-	-	54	70	100	80
	4%	100%bcdefgh	15%g	18%g	19%g	32%bcdg	24%bcg	-	54%bcdefg	-	*24%*	-	-	-	-	-	-	*4%*	*3%*	*4%*	7%qrs
MADE CHANGES TO A SERVICE	**781**	120	781	95	38	55	781	-	208	-	781	-	-	-	-	-	-	160	224	243	131
	11%	39%cdg	100%acdefgh	26%g	27%g	39%cdg	61%acdeg	-	66%acdeg	-	*61%*	-	-	-	-	-	-	*11%*	*11%*	*11%*	*11%*
REDUCED SPEND ELSEWHERE	**361**	65	95	361	54	67	361	-	172	-	361	-	-	-	-	-	-	69	88	114	82
	5%	21%bg	12%g	100%abdefgh	38%abfg	47%abfg	28%abg	-	54%abdfg	-	*28%*	-	-	-	-	-	-	*5%*	*4%*	*5%*	7%r
MISSED PAYMENT	**142**	28	38	54	142	46	142	-	92	-	142	-	-	-	-	-	-	20	39	59	22
	2%	9%bg	5%g	15%abfg	100%abcefgh	32%abcfg	11%bg	-	29%abcfg	-	*11%*	-	-	-	-	-	-	*1%*	*2%*	3%q	*2%*
MADE CHANGES TO PAYMENT METHOD	**141**	45	55	67	46	141	141	-	120	-	141	-	-	-	-	-	-	34	32	47	25
	2%	15%bfg	7%g	19%bfg	32%abcfg	100%abcdfgh	11%bg	-	38%abcfg	-	*11%*	-	-	-	-	-	-	*2%*	*2%*	*2%*	*2%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**1288**	308	781	361	142	141	1288	-	318	-	1288	-	-	-	-	-	-	249	346	406	253
	18%	100%g	100%g	100%g	100%g	100%g	100%g	-	100%g	-	*100%*	-	-	-	-	-	-	*17%*	*17%*	*18%*	21%qr
NO AFFORDABILITY ISSUES	**5903**	-	-	-	-	-	-	5903	-	-	-	-	-	-	-	-	-	1225	1672	1862	968
	82%	-	-	-	-	-	-	100%abcdefh	-	-	-	-	-	-	-	-	-	83%t	83%t	*82%*	*79%*
MULTIPLE AFFORDABILITY ISSUES	**318**	171	208	172	92	120	318	-	318	-	318	-	-	-	-	-	-	70	81	99	63
	4%	56%bfg	27%g	48%bfg	64%bcfg	85%abcdfg	25%g	-	100%abcdefg	-	*25%*	-	-	-	-	-	-	*5%*	*4%*	*4%*	*5%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 315
AFFORDABILITY IN LAST MONTH
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
CANCELLED A SERVICE	**308**	168	39	-	-	63	243	31	23	35	38	26	42	31	67	106	139	160
	4%	*4%*	20%a	-	-	8%f	*4%*	9%ijkl	6%l	5%l	6%kl	*3%*	*2%*	*2%*	*3%*	10%mn	7%q	*3%*
MADE CHANGES TO A SERVICE	**781**	474	45	-	-	107	674	41	45	85	81	117	189	127	200	187	262	497
	11%	*10%*	23%a	-	-	14%f	*11%*	*13%*	*11%*	*12%*	*12%*	14%l	*11%*	*10%*	*8%*	17%mn	13%q	*10%*
REDUCED SPEND ELSEWHERE	**361**	165	66	-	-	86	271	43	48	51	32	28	27	32	57	134	188	153
	5%	*3%*	33%a	-	-	11%f	*4%*	13%ijkl	12%ijkl	7%kl	5%l	3%l	*2%*	*2%*	*2%*	12%mn	10%q	*3%*
MISSED PAYMENT	**142**	72	26	-	-	40	100	11	16	33	9	9	11	14	23	59	100	37
	2%	*2%*	13%a	-	-	5%f	*2%*	4%kl	4%jkl	5%jkl	*1%*	*1%*	*1%*	*1%*	*1%*	5%mn	5%q	*1%*
MADE CHANGES TO PAYMENT METHOD	**141**	52	22	-	-	47	92	14	12	32	15	8	9	11	18	48	84	55
	2%	*1%*	11%a	-	-	6%f	*1%*	4%kl	3%kl	5%jkl	2%l	*1%*	*1%*	*1%*	*1%*	4%mn	4%q	*1%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**1288**	744	111	-	-	211	1071	89	103	152	126	158	236	181	299	362	513	727
	18%	*16%*	56%a	-	-	28%f	*17%*	28%jkl	26%jkl	22%l	18%l	19%l	*14%*	*14%*	*12%*	33%mn	26%q	*15%*
NO AFFORDABILITY ISSUES	**5903**	3964	85	-	-	554	5309	233	292	534	556	667	1499	1120	2146	719	1430	4239
	82%	84%b	*44%*	-	-	*72%*	83%e	*72%*	*74%*	*78%*	82%gh	81%gh	86%ghijk	86%o	88%o	*67%*	*74%*	85%p
MULTIPLE AFFORDABILITY ISSUES	**318**	150	55	-	-	81	235	36	25	58	35	26	30	28	51	121	174	134
	4%	*3%*	28%a	-	-	11%f	*4%*	11%hjkl	6%kl	8%jkl	5%l	3%l	*2%*	*2%*	*2%*	11%mn	9%q	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 316
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**24**	12	12	-	8	8	3	2	2	1	4	7	6	6	-	3	7	-	-	3	2	3	2	20	2	1	1
Weighted Base	**30***	16**	14**	-**	10**	12**	4**	1**	2**	1**	6**	8**	8**	8**	-**	4**	11**	-**	-**	3**	2**	5**	2**	27**	2**	1**	***
CANCELLED A SERVICE	**30**	16	14	-	10	12	4	1	2	1	6	8	8	8	-	4	11	-	-	3	2	5	2	27	2	1	*
	100%	*100%*	*100%*	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**19**	9	10	-	5	10	3	1	-	1	1	4	6	8	-	2	6	-	-	3	1	5	1	18	2	-	-
	64%	*54%*	*75%*	-	*52%*	*80%*	*74%*	*46%*	-	*100%*	*23%*	*54%*	*75%*	*96%*	-	*41%*	*61%*	-	-	*79%*	*39%*	*100%*	*52%*	*65%*	*100%*	-	-
REDUCED SPEND ELSEWHERE	**10**	6	4	-	3	6	1	1	-	-	-	3	3	3	-	2	5	-	-	1	-	-	1	8	1	1	-
	33%	*36%*	*30%*	-	*28%*	*47%*	*26%*	*46%*	-	-	-	*46%*	*41%*	*39%*	-	*41%*	*44%*	-	-	*39%*	-	-	*48%*	*31%*	*37%*	*100%*	-
MISSED PAYMENT	**10**	4	6	-	3	6	-	1	-	-	-	2	4	4	-	2	3	-	-	1	-	2	-	8	1	1	-
	32%	*22%*	*44%*	-	*33%*	*47%*	-	*46%*	-	-	-	*28%*	*46%*	*47%*	-	*41%*	*31%*	-	-	*40%*	-	*37%*	-	*30%*	*37%*	*100%*	-
MADE CHANGES TO PAYMENT METHOD	**5**	2	3	-	3	1	-	-	*	-	-	2	1	2	-	2	-	-	-	-	-	2	-	3	-	1	*
	16%	*9%*	*24%*	-	*33%*	*9%*	-	-	*19%*	-	-	*20%*	*14%*	*27%*	-	*41%*	-	-	-	-	-	*37%*	-	*13%*	-	*100%*	*100%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**30**	16	14	-	10	12	4	1	2	1	6	8	8	8	-	4	11	-	-	3	2	5	2	27	2	1	*
	100%	*100%*	*100%*	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**23**	11	12	-	7	11	4	1	*	1	1	5	8	8	-	2	8	-	-	3	1	5	2	20	2	1	*
	76%	*69%*	*85%*	-	*65%*	*89%*	*100%*	*46%*	*19%*	*100%*	*23%*	*72%*	*100%*	*100%*	-	*41%*	*74%*	-	-	*79%*	*39%*	*100%*	*100%*	*74%*	*100%*	*100%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 317
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**24**	14	10	10	3	6	4	1	19	5	4	12	8	2	7	6	9	14	10	24	-	15	9
Weighted Base	**30***	19**	11**	12**	4**	8**	5**	2**	23**	7**	5**	15**	10**	2**	9**	8**	11**	18**	12**	30**	-**	17**	14**
CANCELLED A SERVICE	**30**	19	11	12	4	8	5	2	23	7	5	15	10	2	9	8	11	18	12	30	-	17	14
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*
MADE CHANGES TO A SERVICE	**19**	10	9	7	3	5	3	2	14	5	3	11	5	1	7	4	6	14	6	19	-	10	10
	64%	*55%*	*79%*	*61%*	*71%*	*57%*	*63%*	*100%*	*61%*	*73%*	*63%*	*73%*	*50%*	*59%*	*84%*	*53%*	*57%*	*77%*	*45%*	*64%*	-	*58%*	*72%*
REDUCED SPEND ELSEWHERE	**10**	5	5	4	2	1	2	-	8	2	1	7	2	-	6	2	2	6	4	10	-	4	6
	33%	*26%*	*45%*	*38%*	*64%*	*15%*	*42%*	-	*34%*	*30%*	*23%*	*45%*	*20%*	-	*63%*	*30%*	*17%*	*33%*	*34%*	*33%*	-	*26%*	*42%*
MISSED PAYMENT	**10**	6	4	3	1	1	2	2	6	4	3	5	2	-	6	2	2	8	2	10	-	3	6
	32%	*31%*	*34%*	*29%*	*29%*	*15%*	*42%*	*100%*	*24%*	*59%*	*64%*	*31%*	*19%*	-	*71%*	*18%*	*16%*	*46%*	*12%*	*32%*	-	*20%*	*46%*
MADE CHANGES TO PAYMENT METHOD	**5**	5	*	2	1	-	*	2	3	2	3	2	-	-	3	2	-	3	2	5	-	2	3
	16%	*24%*	*3%*	*13%*	*29%*	-	*7%*	*100%*	*11%*	*33%*	*64%*	*12%*	-	-	*38%*	*18%*	-	*17%*	*15%*	*16%*	-	*11%*	*22%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**30**	19	11	12	4	8	5	2	23	7	5	15	10	2	9	8	11	18	12	30	-	17	14
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**23**	14	9	10	4	5	3	2	18	5	4	13	6	1	9	5	8	16	7	23	-	11	12
	76%	*73%*	*82%*	*81%*	*100%*	*57%*	*70%*	*100%*	*76%*	*78%*	*85%*	*82%*	*64%*	*59%*	*100%*	*64%*	*69%*	*88%*	*60%*	*76%*	-	*65%*	*90%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 318
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**24**	18	3	23	16	16	18	12	6	18	5	-	2	3	7	3	4	5	6
Weighted Base	**30***	23**	4**	29**	22**	21**	23**	16**	7**	23**	5**	-**	3**	5**	8**	5**	6**	6**	8**
CANCELLED A SERVICE	**30**	23	4	29	22	21	23	16	7	23	5	-	3	5	8	5	6	6	8
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**19**	16	3	18	14	13	15	10	4	15	3	-	2	5	4	5	3	3	4
	64%	*68%*	*74%*	*62%*	*64%*	*64%*	*66%*	*63%*	*58%*	*66%*	*48%*	-	*50%*	*100%*	*49%*	*100%*	*58%*	*45%*	*47%*
REDUCED SPEND ELSEWHERE	**10**	9	1	10	7	8	8	5	2	8	1	-	2	3	3	3	2	4	2
	33%	*37%*	*26%*	*35%*	*31%*	*38%*	*34%*	*30%*	*31%*	*34%*	*19%*	-	*50%*	*72%*	*30%*	*72%*	*42%*	*63%*	*19%*
MISSED PAYMENT	**10**	8	-	8	5	8	8	6	1	8	2	-	2	2	4	2	-	4	2
	32%	*35%*	-	*29%*	*25%*	*41%*	*36%*	*36%*	*17%*	*36%*	*43%*	-	*50%*	*45%*	*46%*	*45%*	-	*63%*	*19%*
MADE CHANGES TO PAYMENT METHOD	**5**	3	-	5	2	5	5	2	-	5	1	-	2	-	3	-	-	1	2
	16%	*14%*	-	*17%*	*7%*	*22%*	*21%*	*12%*	-	*21%*	*26%*	-	*50%*	-	*34%*	-	-	*18%*	*19%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**30**	23	4	29	22	21	23	16	7	23	5	-	3	5	8	5	6	6	8
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**23**	20	4	22	16	16	18	11	5	18	4	-	2	5	6	5	6	4	4
	76%	*84%*	*100%*	*75%*	*71%*	*76%*	*78%*	*68%*	*71%*	*78%*	*74%*	-	*50%*	*100%*	*66%*	*100%*	*100%*	*63%*	*47%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 319
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**24**	24	14	8	7	4	24	-	18	-	24	-	-	-	-	-	-	4	5	8	6
Weighted Base	**30***	30**	19**	10**	10**	5**	30**	-**	23**	-**	30**	-**	-**	-**	-**	-**	-**	4**	8**	11**	7**
CANCELLED A SERVICE	**30**	30	19	10	10	5	30	-	23	-	30	-	-	-	-	-	-	4	8	11	7
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	-	*100%*	-	-	-	-	-	-	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**19**	19	19	7	9	3	19	-	19	-	19	-	-	-	-	-	-	1	7	9	3
	64%	*64%*	*100%*	*66%*	*89%*	*71%*	*64%*	-	*84%*	-	*64%*	-	-	-	-	-	-	*25%*	*82%*	*81%*	*43%*
REDUCED SPEND ELSEWHERE	**10**	10	7	10	6	3	10	-	10	-	10	-	-	-	-	-	-	-	2	5	3
	33%	*33%*	*34%*	*100%*	*67%*	*53%*	*33%*	-	*44%*	-	*33%*	-	-	-	-	-	-	-	*26%*	*45%*	*44%*
MISSED PAYMENT	**10**	10	9	6	10	5	10	-	10	-	10	-	-	-	-	-	-	-	3	5	2
	32%	*32%*	*45%*	*64%*	*100%*	*93%*	*32%*	-	*42%*	-	*32%*	-	-	-	-	-	-	-	*42%*	*42%*	*25%*
MADE CHANGES TO PAYMENT METHOD	**5**	5	3	3	5	5	5	-	5	-	5	-	-	-	-	-	-	-	-	5	-
	16%	*16%*	*18%*	*26%*	*47%*	*100%*	*16%*	-	*21%*	-	*16%*	-	-	-	-	-	-	-	-	*42%*	-
ANY AFFORDABILITY ISSUES IN PAST MONTH	**30**	30	19	10	10	5	30	-	23	-	30	-	-	-	-	-	-	4	8	11	7
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	-	*100%*	-	-	-	-	-	-	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**23**	23	19	10	10	5	23	-	23	-	23	-	-	-	-	-	-	1	7	11	5
	76%	*76%*	*100%*	*100%*	*100%*	*100%*	*76%*	-	*100%*	-	*76%*	-	-	-	-	-	-	*25%*	*82%*	*100%*	*62%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 320
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**24**	11	2	-	-	6	18	1	3	2	2	3	5	1	5	8	8	15
Weighted Base	**30***	15**	2**	-**	-**	7**	23**	1**	4**	2**	2**	5**	7**	2**	7**	9**	12**	17**
CANCELLED A SERVICE	**30**	15	2	-	-	7	23	1	4	2	2	5	7	2	7	9	12	17
	100%	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**19**	8	1	-	-	3	16	-	3	1	2	2	3	-	5	4	8	11
	64%	*55%*	*54%*	-	-	*44%*	*71%*	-	*83%*	*56%*	*100%*	*40%*	*40%*	-	*70%*	*48%*	*68%*	*64%*
REDUCED SPEND ELSEWHERE	**10**	5	2	-	-	6	4	1	2	1	1	1	2	-	2	5	5	5
	33%	*32%*	*100%*	-	-	*75%*	*19%*	*100%*	*51%*	*44%*	*37%*	*29%*	*21%*	-	*29%*	*53%*	*37%*	*32%*
MISSED PAYMENT	**10**	2	2	-	-	3	6	-	3	1	1	-	2	-	4	2	5	5
	32%	*14%*	*100%*	-	-	*44%*	*28%*	-	*83%*	*44%*	*37%*	-	*21%*	-	*56%*	*25%*	*41%*	*27%*
MADE CHANGES TO PAYMENT METHOD	**5**	*	1	-	-	*	5	-	-	1	-	-	2	-	2	1	3	2
	16%	*2%*	*46%*	-	-	*5%*	*20%*	-	-	*44%*	-	-	*21%*	-	*27%*	*15%*	*24%*	*11%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**30**	15	2	-	-	7	23	1	4	2	2	5	7	2	7	9	12	17
	100%	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**23**	10	2	-	-	6	17	1	3	2	2	3	3	-	5	7	11	12
	76%	*67%*	*100%*	-	-	*80%*	*75%*	*100%*	*83%*	*100%*	*100%*	*69%*	*40%*	-	*70%*	*78%*	*88%*	*71%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 321
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**19**	7	12	1	4	2	2	5	1	4	2	4	5	6	1	4	1	-	4	1	1	2	1	15	3	-	1
Weighted Base	**20***	9**	12**	1**	6**	2**	2**	6**	1**	4**	2**	3**	8**	6**	1**	4**	1**	-**	5**	2**	1**	2**	1**	18**	2**	-**	***
CANCELLED A SERVICE	**20**	9	12	1	6	2	2	6	1	4	2	3	8	6	1	4	1	-	5	2	1	2	1	18	2	-	*
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*
MADE CHANGES TO A SERVICE	**10**	3	7	1	3	1	1	4	-	1	1	2	4	2	1	2	1	-	3	-	-	-	1	8	2	-	-
	50%	*38%*	*58%*	*100%*	*44%*	*85%*	*68%*	*62%*	-	*26%*	*54%*	*50%*	*55%*	*40%*	*100%*	*55%*	*100%*	-	*52%*	-	-	-	*100%*	*47%*	*78%*	-	-
REDUCED SPEND ELSEWHERE	**3**	2	1	-	1	*	-	2	-	-	1	-	-	2	-	-	1	-	2	-	-	-	-	3	-	-	*
	13%	*18%*	*11%*	-	*17%*	*15%*	-	*26%*	-	-	*54%*	-	-	*30%*	-	-	*100%*	-	*30%*	-	-	-	-	*14%*	-	-	*100%*
MISSED PAYMENT	**3**	2	1	-	-	-	1	2	-	-	-	-	-	2	-	1	-	-	2	-	-	-	-	3	-	-	-
	13%	*18%*	*9%*	-	-	-	*68%*	*26%*	-	-	-	-	-	*26%*	-	*26%*	-	-	*30%*	-	-	-	-	*15%*	-	-	-
MADE CHANGES TO PAYMENT METHOD	**2**	2	-	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	2	-	-	-
	12%	*28%*	-	-	*42%*	-	-	-	-	-	-	-	*32%*	-	-	-	-	-	-	*100%*	-	-	-	*14%*	-	-	-
ANY AFFORDABILITY ISSUES IN PAST MONTH	**20**	9	12	1	6	2	2	6	1	4	2	3	8	6	1	4	1	-	5	2	1	2	1	18	2	-	*
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**14**	7	7	1	5	2	1	5	-	1	1	2	7	4	1	2	1	-	4	2	-	-	1	12	2	-	*
	70%	*84%*	*60%*	*100%*	*86%*	*100%*	*68%*	*88%*	-	*26%*	*54%*	*50%*	*86%*	*70%*	*100%*	*55%*	*100%*	-	*82%*	*100%*	-	-	*100%*	*69%*	*78%*	-	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 322
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**19**	8	11	5	3	1	9	1	9	10	8	7	4	5	3	8	3	13	6	19	-	17	1
Weighted Base	**20***	9**	12**	6**	4**	1**	8**	1**	11**	9**	9**	8**	3**	6**	3**	8**	3**	14**	6**	20**	-**	17**	2**
CANCELLED A SERVICE	**20**	9	12	6	4	1	8	1	11	9	9	8	3	6	3	8	3	14	6	20	-	17	2
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*
MADE CHANGES TO A SERVICE	**10**	4	6	2	4	1	3	-	7	3	5	3	3	2	1	5	2	7	3	10	-	9	-
	50%	*46%*	*53%*	*35%*	*100%*	*100%*	*36%*	-	*63%*	*32%*	*55%*	*31%*	*80%*	*40%*	*34%*	*62%*	*51%*	*47%*	*56%*	*50%*	-	*54%*	-
REDUCED SPEND ELSEWHERE	**3**	*	3	3	-	-	-	-	3	-	3	-	-	3	-	*	-	3	-	3	-	2	-
	13%	*3%*	*21%*	*43%*	-	-	-	-	*24%*	-	*32%*	-	-	*42%*	-	*3%*	-	*19%*	-	*13%*	-	*10%*	-
MISSED PAYMENT	**3**	1	2	2	-	1	-	-	3	-	3	-	-	2	-	1	-	3	-	3	-	3	-
	13%	*13%*	*13%*	*24%*	-	*100%*	-	-	*23%*	-	*30%*	-	-	*25%*	-	*13%*	-	*18%*	-	*13%*	-	*15%*	-
MADE CHANGES TO PAYMENT METHOD	**2**	2	-	2	-	-	-	-	2	-	-	2	-	-	-	2	-	2	-	2	-	-	2
	12%	*28%*	-	*38%*	-	-	-	-	*21%*	-	-	*29%*	-	-	-	*29%*	-	*17%*	-	*12%*	-	-	*100%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**20**	9	12	6	4	1	8	1	11	9	9	8	3	6	3	8	3	14	6	20	-	17	2
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**14**	7	8	6	4	1	3	-	11	3	7	5	3	4	1	8	2	11	3	14	-	11	2
	70%	*76%*	*65%*	*100%*	*100%*	*100%*	*36%*	-	*100%*	*32%*	*75%*	*61%*	*80%*	*65%*	*34%*	*94%*	*51%*	*76%*	*56%*	*70%*	-	*64%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

Table 323
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**19**	15	3	19	8	12	15	7	4	15	6	-	-	1	6	1	-	6	2
Weighted Base	**20***	15**	3**	20**	8**	11**	15**	7**	6**	15**	6**	-**	-**	1**	6**	1**	-**	9**	2**
CANCELLED A SERVICE	**20**	15	3	20	8	11	15	7	6	15	6	-	-	1	6	1	-	9	2
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	-	*100%*	*100%*
MADE CHANGES TO A SERVICE	**10**	9	1	10	7	8	8	5	2	8	4	-	-	1	4	1	-	4	2
	50%	*62%*	*34%*	*50%*	*87%*	*70%*	*54%*	*78%*	*40%*	*54%*	*59%*	-	-	*100%*	*59%*	*100%*	-	*44%*	*100%*
REDUCED SPEND ELSEWHERE	**3**	*	-	3	*	1	3	*	-	3	-	-	-	-	-	-	-	2	1
	13%	*2%*	-	*13%*	*3%*	*11%*	*19%*	*3%*	-	*19%*	-	-	-	-	-	-	-	*18%*	*42%*
MISSED PAYMENT	**3**	1	-	3	-	-	3	-	-	3	1	-	-	-	1	-	-	2	-
	13%	*7%*	-	*13%*	-	-	*18%*	-	-	*18%*	*17%*	-	-	-	*17%*	-	-	*18%*	-
MADE CHANGES TO PAYMENT METHOD	**2**	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	-	2	-
	12%	-	-	*12%*	-	-	-	-	*42%*	-	-	-	-	-	-	-	-	*28%*	-
ANY AFFORDABILITY ISSUES IN PAST MONTH	**20**	15	3	20	8	11	15	7	6	15	6	-	-	1	6	1	-	9	2
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	-	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**14**	9	1	14	7	8	10	6	5	10	4	-	-	1	4	1	-	8	2
	70%	*64%*	*34%*	*70%*	*90%*	*72%*	*65%*	*81%*	*82%*	*65%*	*59%*	-	-	*100%*	*59%*	*100%*	-	*90%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 324
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**19**	19	9	3	2	1	19	-	12	-	19	-	-	-	-	-	-	5	2	6	5
Weighted Base	**20***	20**	10**	3**	3**	2**	20**	-**	14**	-**	20**	-**	-**	-**	-**	-**	-**	7**	2**	6**	5**
CANCELLED A SERVICE	**20**	20	10	3	3	2	20	-	14	-	20	-	-	-	-	-	-	7	2	6	5
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	-	*100%*	-	-	-	-	-	-	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**10**	10	10	1	1	-	10	-	10	-	10	-	-	-	-	-	-	1	-	5	4
	50%	*50%*	*100%*	*37%*	*42%*	-	*50%*	-	*71%*	-	*50%*	-	-	-	-	-	-	*18%*	-	*75%*	*86%*
REDUCED SPEND ELSEWHERE	**3**	3	1	3	2	-	3	-	3	-	3	-	-	-	-	-	-	2	-	-	1
	13%	*13%*	*10%*	*100%*	*58%*	-	*13%*	-	*19%*	-	*13%*	-	-	-	-	-	-	*21%*	-	-	*21%*
MISSED PAYMENT	**3**	3	1	2	3	-	3	-	3	-	3	-	-	-	-	-	-	2	-	1	-
	13%	*13%*	*11%*	*55%*	*100%*	-	*13%*	-	*18%*	-	*13%*	-	-	-	-	-	-	*21%*	-	*17%*	-
MADE CHANGES TO PAYMENT METHOD	**2**	2	-	-	-	2	2	-	2	-	2	-	-	-	-	-	-	2	-	-	-
	12%	*12%*	-	-	-	*100%*	*12%*	-	*17%*	-	*12%*	-	-	-	-	-	-	*33%*	-	-	-
ANY AFFORDABILITY ISSUES IN PAST MONTH	**20**	20	10	3	3	2	20	-	14	-	20	-	-	-	-	-	-	7	2	6	5
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	-	*100%*	-	-	-	-	-	-	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**14**	14	10	3	3	2	14	-	14	-	14	-	-	-	-	-	-	5	-	5	4
	70%	*70%*	*100%*	*100%*	*100%*	*100%*	*70%*	-	*100%*	-	*70%*	-	-	-	-	-	-	*72%*	-	*75%*	*86%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 325
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**19**	13	-	-	-	7	12	-	1	2	3	1	1	2	7	4	11	6
Weighted Base	**20***	16**	-**	-**	-**	7**	13**	-**	2**	3**	3**	1**	1**	2**	8**	5**	13**	6**
CANCELLED A SERVICE	**20**	16	-	-	-	7	13	-	2	3	3	1	1	2	8	5	13	6
	100%	*100%*	-	-	-	*100%*	*100%*	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**10**	6	-	-	-	2	8	-	-	1	3	1	1	1	1	4	5	5
	50%	*41%*	-	-	-	*32%*	*59%*	-	-	*30%*	*76%*	*100%*	*100%*	*57%*	*13%*	*72%*	*38%*	*86%*
REDUCED SPEND ELSEWHERE	**3**	2	-	-	-	1	2	-	2	-	1	-	-	-	-	2	2	1
	13%	*10%*	-	-	-	*17%*	*11%*	-	*100%*	-	*30%*	-	-	-	-	*28%*	*11%*	*17%*
MISSED PAYMENT	**3**	3	-	-	-	-	3	-	2	-	-	-	-	-	-	3	3	-
	13%	*17%*	-	-	-	-	*20%*	-	*100%*	-	-	-	-	-	-	*47%*	*20%*	-
MADE CHANGES TO PAYMENT METHOD	**2**	2	-	-	-	2	-	-	-	2	-	-	-	-	2	-	2	-
	12%	*16%*	-	-	-	*34%*	-	-	-	*70%*	-	-	-	-	*31%*	-	*18%*	-
ANY AFFORDABILITY ISSUES IN PAST MONTH	**20**	16	-	-	-	7	13	-	2	3	3	1	1	2	8	5	13	6
	100%	*100%*	-	-	-	*100%*	*100%*	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**14**	10	-	-	-	5	9	-	2	3	3	1	1	1	3	5	9	5
	70%	*66%*	-	-	-	*69%*	*71%*	-	*100%*	*100%*	*76%*	*100%*	*100%*	*57%*	*44%*	*100%*	*68%*	*86%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 326
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**27**	4	21	6	6	3	2	6	3	1	3	8	7	7	2	4	5	-	2	1	1	4	4	23	2	-	2
Weighted Base	**29***	5**	23**	6**	7**	3**	1**	6**	3**	1**	3**	7**	9**	8**	3**	4**	6**	-**	3**	2**	1**	4**	5**	27**	2**	-**	1**
CANCELLED A SERVICE	**29**	5	23	6	7	3	1	6	3	1	3	7	9	8	3	4	6	-	3	2	1	4	5	27	2	-	1
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*
MADE CHANGES TO A SERVICE	**19**	3	14	3	4	3	1	4	2	1	3	5	7	2	3	3	4	-	1	-	-	1	5	17	2	-	*
	65%	*69%*	*61%*	*53%*	*60%*	*93%*	*100%*	*56%*	*66%*	*100%*	*100%*	*77%*	*84%*	*23%*	*100%*	*80%*	*75%*	-	*39%*	-	-	*25%*	*100%*	*63%*	*100%*	-	*62%*
REDUCED SPEND ELSEWHERE	**10**	-	9	3	5	2	-	-	-	-	3	-	2	5	2	1	1	-	2	2	-	-	1	9	1	-	*
	34%	-	*40%*	*40%*	*73%*	*62%*	-	-	-	-	*100%*	-	*19%*	*58%*	*55%*	*24%*	*18%*	-	*61%*	*100%*	-	-	*28%*	*32%*	*65%*	-	*38%*
MISSED PAYMENT	**3**	-	3	-	2	-	1	-	-	-	-	-	-	2	-	1	-	-	-	2	-	-	-	3	-	-	-
	11%	-	*14%*	-	*29%*	-	*74%*	-	-	-	-	-	-	*25%*	-	*27%*	-	-	-	*100%*	-	-	-	*12%*	-	-	-
MADE CHANGES TO PAYMENT METHOD	**7**	-	6	1	3	2	-	-	1	-	1	1	2	3	2	1	-	-	-	2	-	-	1	6	1	-	-
	24%	-	*27%*	*16%*	*42%*	*54%*	-	-	*37%*	-	*30%*	*19%*	*19%*	*36%*	*55%*	*24%*	-	-	-	*100%*	-	-	*27%*	*22%*	*65%*	-	-
ANY AFFORDABILITY ISSUES IN PAST MONTH	**29**	5	23	6	7	3	1	6	3	1	3	7	9	8	3	4	6	-	3	2	1	4	5	27	2	-	1
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**23**	3	18	5	7	3	1	4	2	1	3	5	7	6	3	3	4	-	3	2	-	1	5	21	2	-	1
	79%	*69%*	*79%*	*78%*	*89%*	*100%*	*100%*	*56%*	*66%*	*100%*	*100%*	*77%*	*84%*	*70%*	*100%*	*80%*	*75%*	-	*100%*	*100%*	-	*25%*	*100%*	*77%*	*100%*	-	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 327
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**27**	8	19	9	1	2	12	3	12	15	13	4	10	9	3	8	7	15	12	27	-	22	4
Weighted Base	**29***	9**	20**	9**	1**	3**	13**	4**	13**	16**	15**	4**	10**	11**	3**	7**	8**	17**	12**	29**	-**	24**	4**
CANCELLED A SERVICE	**29**	9	20	9	1	3	13	4	13	16	15	4	10	11	3	7	8	17	12	29	-	24	4
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*
MADE CHANGES TO A SERVICE	**19**	4	15	8	1	1	8	1	10	9	9	2	8	7	2	5	5	11	8	19	-	14	4
	65%	*46%*	*74%*	*83%*	*100%*	*43%*	*63%*	*33%*	*76%*	*56%*	*62%*	*45%*	*79%*	*64%*	*54%*	*76%*	*62%*	*66%*	*64%*	*65%*	-	*58%*	*100%*
REDUCED SPEND ELSEWHERE	**10**	5	5	5	-	-	3	2	5	5	6	1	3	3	3	1	3	6	4	10	-	6	3
	34%	*54%*	*25%*	*56%*	-	-	*24%*	*44%*	*41%*	*29%*	*41%*	*23%*	*28%*	*28%*	*74%*	*18%*	*38%*	*36%*	*30%*	*34%*	-	*26%*	*66%*
MISSED PAYMENT	**3**	1	2	-	-	1	2	-	1	2	3	-	-	2	-	1	-	3	-	3	-	3	-
	11%	*12%*	*10%*	-	-	*43%*	*17%*	-	*8%*	*13%*	*21%*	-	-	*19%*	-	*16%*	-	*19%*	-	*11%*	-	*13%*	-
MADE CHANGES TO PAYMENT METHOD	**7**	2	5	3	-	-	4	-	3	4	3	1	3	3	1	1	2	3	4	7	-	4	3
	24%	*19%*	*26%*	*29%*	-	-	*34%*	-	*21%*	*27%*	*22%*	*23%*	*28%*	*31%*	*28%*	*15%*	*22%*	*20%*	*30%*	*24%*	-	*18%*	*66%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**29**	9	20	9	1	3	13	4	13	16	15	4	10	11	3	7	8	17	12	29	-	24	4
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**23**	6	17	8	1	1	10	3	10	13	13	2	8	9	3	5	5	15	8	23	-	18	4
	79%	*67%*	*84%*	*85%*	*100%*	*43%*	*80%*	*77%*	*78%*	*79%*	*88%*	*45%*	*79%*	*83%*	*100%*	*80%*	*62%*	*89%*	*64%*	*79%*	-	*74%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 328
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**27**	13	5	27	15	21	21	9	6	21	3	-	1	3	4	3	5	8	4
Weighted Base	**29***	12**	5**	29**	16**	23**	21**	10**	8**	21**	3**	-**	1**	3**	4**	3**	7**	8**	5**
CANCELLED A SERVICE	**29**	12	5	29	16	23	21	10	8	21	3	-	1	3	4	3	7	8	5
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**19**	8	2	19	10	14	16	7	3	16	2	-	1	3	3	3	3	5	3
	65%	*66%*	*37%*	*65%*	*66%*	*61%*	*73%*	*69%*	*44%*	*73%*	*64%*	-	*100%*	*100%*	*72%*	*100%*	*47%*	*63%*	*71%*
REDUCED SPEND ELSEWHERE	**10**	2	-	10	6	9	5	4	5	5	-	-	1	-	1	-	5	1	2
	34%	*16%*	-	*34%*	*40%*	*40%*	*24%*	*35%*	*60%*	*24%*	-	-	*100%*	-	*23%*	-	*67%*	*16%*	*42%*
MISSED PAYMENT	**3**	1	-	3	2	2	1	2	2	1	1	-	-	-	1	-	2	-	-
	11%	*9%*	-	*11%*	*13%*	*9%*	*5%*	*21%*	*27%*	*5%*	*33%*	-	-	-	*25%*	-	*30%*	-	-
MADE CHANGES TO PAYMENT METHOD	**7**	2	-	7	5	5	3	2	4	3	-	-	1	-	1	-	4	-	1
	24%	*14%*	-	*24%*	*30%*	*21%*	*12%*	*21%*	*55%*	*12%*	-	-	*100%*	-	*23%*	-	*62%*	-	*21%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**29**	12	5	29	16	23	21	10	8	21	3	-	1	3	4	3	7	8	5
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**23**	8	2	23	13	18	16	9	7	16	2	-	1	3	3	3	7	5	3
	79%	*68%*	*37%*	*79%*	*81%*	*79%*	*74%*	*92%*	*91%*	*74%*	*64%*	-	*100%*	*100%*	*72%*	*100%*	*100%*	*63%*	*71%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 329
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**27**	27	18	8	2	5	27	-	21	-	27	-	-	-	-	-	-	2	5	10	8
Weighted Base	**29***	29**	19**	10**	3**	7**	29**	-**	23**	-**	29**	-**	-**	-**	-**	-**	-**	2**	6**	13**	8**
CANCELLED A SERVICE	**29**	29	19	10	3	7	29	-	23	-	29	-	-	-	-	-	-	2	6	13	8
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	-	*100%*	-	-	-	-	-	-	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**19**	19	19	6	1	5	19	-	19	-	19	-	-	-	-	-	-	1	2	11	5
	65%	*65%*	*100%*	*60%*	*34%*	*70%*	*65%*	-	*83%*	-	*65%*	-	-	-	-	-	-	*46%*	*36%*	*83%*	*63%*
REDUCED SPEND ELSEWHERE	**10**	10	6	10	2	6	10	-	10	-	10	-	-	-	-	-	-	-	3	5	2
	34%	*34%*	*31%*	*100%*	*66%*	*82%*	*34%*	-	*43%*	-	*34%*	-	-	-	-	-	-	-	*43%*	*40%*	*26%*
MISSED PAYMENT	**3**	3	1	2	3	2	3	-	3	-	3	-	-	-	-	-	-	-	-	3	-
	11%	*11%*	*6%*	*21%*	*100%*	*30%*	*11%*	-	*14%*	-	*11%*	-	-	-	-	-	-	-	-	*25%*	-
MADE CHANGES TO PAYMENT METHOD	**7**	7	5	6	2	7	7	-	7	-	7	-	-	-	-	-	-	-	1	4	2
	24%	*24%*	*26%*	*58%*	*66%*	*100%*	*24%*	-	*31%*	-	*24%*	-	-	-	-	-	-	-	*16%*	*30%*	*30%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**29**	29	19	10	3	7	29	-	23	-	29	-	-	-	-	-	-	2	6	13	8
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	-	*100%*	-	-	-	-	-	-	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**23**	23	19	10	3	7	23	-	23	-	23	-	-	-	-	-	-	1	4	13	5
	79%	*79%*	*100%*	*100%*	*100%*	*100%*	*79%*	-	*100%*	-	*79%*	-	-	-	-	-	-	*46%*	*63%*	*100%*	*63%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 330
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**27**	11	1	-	-	5	22	5	1	2	5	2	3	3	4	5	12	14
Weighted Base	**29***	12**	1**	-**	-**	5**	24**	7**	1**	2**	6**	2**	4**	3**	4**	6**	15**	14**
CANCELLED A SERVICE	**29**	12	1	-	-	5	24	7	1	2	6	2	4	3	4	6	15	14
	100%	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**19**	9	1	-	-	2	17	3	-	2	4	2	2	3	2	5	8	11
	65%	*70%*	*100%*	-	-	*40%*	*70%*	*47%*	-	*100%*	*64%*	*100%*	*63%*	*100%*	*51%*	*74%*	*56%*	*75%*
REDUCED SPEND ELSEWHERE	**10**	3	1	-	-	4	6	5	-	-	4	-	1	1	-	3	8	2
	34%	*27%*	*100%*	-	-	*86%*	*23%*	*67%*	-	-	*64%*	-	*26%*	*42%*	-	*53%*	*52%*	*14%*
MISSED PAYMENT	**3**	1	-	-	-	2	1	2	-	-	-	-	-	-	-	1	3	-
	11%	*9%*	-	-	-	*42%*	*4%*	*30%*	-	-	-	-	-	-	-	*17%*	*22%*	-
MADE CHANGES TO PAYMENT METHOD	**7**	2	-	-	-	3	4	4	-	-	2	-	1	-	-	2	6	1
	24%	*14%*	-	-	-	*62%*	*16%*	*62%*	-	-	*27%*	-	*26%*	-	-	*27%*	*41%*	*7%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**29**	12	1	-	-	5	24	7	1	2	6	2	4	3	4	6	15	14
	100%	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**23**	10	1	-	-	4	19	7	-	2	4	2	2	3	2	6	12	11
	79%	*83%*	*100%*	-	-	*86%*	*77%*	*100%*	-	*100%*	*64%*	*100%*	*63%*	*100%*	*51%*	*100%*	*82%*	*75%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 331
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**96**	35	60	8	23	14	21	17	6	6	11	35	15	28	4	7	9	4	12	11	6	9	11	73	15	5	3
Weighted Base	**102***	35**	66*	7**	32**	16**	21**	15**	5**	5**	15**	29*	16**	37**	5**	8**	12**	6**	13**	16**	6**	9**	11**	87*	10**	4**	1**
CANCELLED A SERVICE	**102**	35	66	7	32	16	21	15	5	5	15	29	16	37	5	8	12	6	13	16	6	9	11	87	10	4	1
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**53**	21	33	2	13	8	14	9	3	4	9	12	9	21	3	3	5	5	8	8	4	5	7	48	3	2	1
	52%	*58%*	*50%*	*32%*	*42%*	*52%*	*64%*	*58%*	*61%*	*82%*	*59%*	*40%*	*53%*	*58%*	*57%*	*42%*	*43%*	*87%*	*62%*	*48%*	*54%*	*53%*	*62%*	*55%*	*29%*	*44%*	*76%*
REDUCED SPEND ELSEWHERE	**25**	6	18	2	10	4	4	2	1	-	4	4	3	14	2	3	6	2	3	7	1	-	1	23	1	1	*
	24%	*16%*	*28%*	*33%*	*33%*	*25%*	*21%*	*15%*	*14%*	-	*24%*	*14%*	*18%*	*39%*	*32%*	*34%*	*46%*	*37%*	*20%*	*41%*	*12%*	-	*9%*	*27%*	*8%*	*19%*	*24%*
MISSED PAYMENT	**3**	1	2	1	2	-	*	-	-	-	-	*	-	2	-	-	-	-	-	2	-	1	-	3	-	-	*
	3%	*4%*	*3%*	*14%*	*7%*	-	*1%*	-	-	-	-	*1%*	-	*6%*	-	-	-	-	-	*13%*	-	*12%*	-	*4%*	-	-	*25%*
MADE CHANGES TO PAYMENT METHOD	**17**	4	13	2	3	4	3	3	2	1	3	3	2	8	-	2	1	3	-	2	3	2	1	14	2	1	*
	17%	*13%*	*19%*	*23%*	*10%*	*23%*	*12%*	*21%*	*38%*	*23%*	*22%*	*10%*	*12%*	*22%*	-	*27%*	*7%*	*41%*	-	*13%*	*46%*	*25%*	*11%*	*16%*	*21%*	*14%*	*49%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**102**	35	66	7	32	16	21	15	5	5	15	29	16	37	5	8	12	6	13	16	6	9	11	87	10	4	1
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**70**	24	45	6	20	13	14	9	3	4	11	15	11	30	3	5	9	6	10	11	6	5	8	63	4	2	1
	68%	*67%*	*69%*	*75%*	*63%*	*83%*	*68%*	*58%*	*61%*	*82%*	*73%*	*52%*	*64%*	*83%*	*57%*	*64%*	*74%*	*100%*	*74%*	*71%*	*89%*	*53%*	*71%*	*72%*	*44%*	*44%*	*100%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 332
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**96**	28	68	40	7	8	33	7	55	40	29	45	20	23	33	25	14	55	41	96	-	84	9
Weighted Base	**102***	34**	69*	40*	11**	7**	32**	10**	59*	42*	34**	47*	19**	27**	32**	24**	18**	58*	45*	102*	-**	87*	12**
CANCELLED A SERVICE	**102**	34	69	40	11	7	32	10	59	42	34	47	19	27	32	24	18	58	45	102	-	87	12
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*
MADE CHANGES TO A SERVICE	**53**	17	36	18	7	3	16	8	28	24	17	26	10	14	15	12	11	28	25	53	-	45	6
	52%	*51%*	*53%*	*44%*	*66%*	*42%*	*50%*	*75%*	*48%*	*56%*	*48%*	*55%*	*51%*	*53%*	*47%*	*49%*	*62%*	*49%*	*56%*	*52%*	-	*52%*	*52%*
REDUCED SPEND ELSEWHERE	**25**	10	15	9	4	1	9	2	13	11	11	10	3	8	6	9	1	16	9	25	-	21	3
	24%	*30%*	*22%*	*21%*	*35%*	*13%*	*28%*	*15%*	*23%*	*25%*	*32%*	*21%*	*16%*	*30%*	*18%*	*37%*	*8%*	*28%*	*19%*	*24%*	-	*24%*	*27%*
MISSED PAYMENT	**3**	-	3	*	-	-	2	1	*	3	2	1	-	2	1	-	-	3	*	3	-	2	1
	3%	-	*5%*	*1%*	-	-	*7%*	*10%*	*	*7%*	*6%*	*3%*	-	*8%*	*4%*	-	-	*5%*	*1%*	*3%*	-	*3%*	*8%*
MADE CHANGES TO PAYMENT METHOD	**17**	2	15	5	-	1	10	1	6	11	9	7	1	9	5	3	-	14	3	17	-	15	2
	17%	*6%*	*22%*	*11%*	-	*14%*	*33%*	*10%*	*10%*	*27%h*	*26%*	*16%*	*4%*	*33%*	*17%*	*12%*	-	*24%*	*8%*	*17%r*	-	*17%*	*15%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**102**	34	69	40	11	7	32	10	59	42	34	47	19	27	32	24	18	58	45	102	-	87	12
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**70**	24	46	24	10	4	22	9	38	31	26	30	12	21	18	17	13	40	30	70	-	59	9
	68%	*72%*	*67%*	*59%*	*89%*	*56%*	*68%*	*91%*	*64%*	*74%*	*77%*	*65%*	*63%*	*79%*	*57%*	*69%*	*70%*	*69%*	*67%*	*68%*	-	*68%*	*71%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 333
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**96**	68	21	90	64	71	82	34	11	85	18	4	1	23	23	23	13	30	23
Weighted Base	**102***	69*	22**	96*	62*	80*	87*	36*	12**	90*	21**	4**	1**	21**	26**	21**	20**	27**	25**
CANCELLED A SERVICE	**102**	69	22	96	62	80	87	36	12	90	21	4	1	21	26	21	20	27	25
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**53**	40	8	51	35	42	47	17	4	49	10	2	1	16	13	16	10	16	11
	52%	*58%*	*38%*	*52%*	*57%*	*52%*	*54%*	*47%*	*34%*	*55%*	*47%*	*40%*	*100%*	*76%*	*48%*	*76%*	*50%*	*61%*	*44%*
REDUCED SPEND ELSEWHERE	**25**	15	4	25	20	22	20	7	5	20	1	2	1	7	4	7	10	5	3
	24%	*21%*	*17%*	*26%*	*33%af*	*28%*	*24%*	*20%*	*37%*	*23%*	*7%*	*38%*	*100%*	*34%*	*16%*	*34%*	*47%*	*18%*	*11%*
MISSED PAYMENT	**3**	1	-	3	2	2	*	2	3	*	-	-	-	*	-	*	2	1	*
	3%	*2%*	-	*4%f*	*4%f*	*3%f*	*	*6%*	*25%*	*	-	-	-	*1%*	-	*1%*	*10%*	*4%*	*1%*
MADE CHANGES TO PAYMENT METHOD	**17**	10	5	16	13	12	13	5	4	13	2	-	1	4	3	4	5	5	2
	17%	*14%*	*23%*	*17%*	*20%*	*15%*	*15%*	*13%*	*35%*	*14%*	*11%*	-	*100%*	*21%*	*12%*	*21%*	*27%*	*19%*	*10%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**102**	69	22	96	62	80	87	36	12	90	21	4	1	21	26	21	20	27	25
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**70**	47	13	67	46	56	59	23	9	61	12	3	1	17	16	17	19	19	13
	68%	*69%*	*59%*	*70%*	*74%*	*71%*	*68%*	*64%*	*71%*	*68%*	*58%*	*78%*	*100%*	*78%*	*63%*	*78%*	*92%*	*70%*	*53%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 334
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**96**	96	50	21	3	17	96	-	63	-	96	-	-	-	-	-	-	22	20	31	20
Weighted Base	**102***	102*	53*	25**	3**	17**	102*	-**	70*	-**	102*	-**	-**	-**	-**	-**	-**	21**	23**	35**	21**
CANCELLED A SERVICE	**102**	102	53	25	3	17	102	-	70	-	102	-	-	-	-	-	-	21	23	35	21
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	-	*100%*	-	-	-	-	-	-	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**53**	53	53	11	1	11	53	-	53	-	53	-	-	-	-	-	-	10	14	19	9
	52%	*52%*	100%afh	*45%*	*38%*	*65%*	*52%*	-	76%af	-	*52%*	-	-	-	-	-	-	*48%*	*63%*	*53%*	*43%*
REDUCED SPEND ELSEWHERE	**25**	25	11	25	2	7	25	-	25	-	25	-	-	-	-	-	-	5	6	9	5
	24%	*24%*	*21%*	*100%*	*62%*	*42%*	*24%*	-	36%abf	-	*24%*	-	-	-	-	-	-	*25%*	*24%*	*24%*	*25%*
MISSED PAYMENT	**3**	3	1	2	3	3	3	-	3	-	3	-	-	-	-	-	-	-	1	2	-
	3%	*3%*	*2%*	*8%*	*100%*	*20%*	*3%*	-	*5%*	-	*3%*	-	-	-	-	-	-	-	*4%*	*6%*	-
MADE CHANGES TO PAYMENT METHOD	**17**	17	11	7	3	17	17	-	17	-	17	-	-	-	-	-	-	5	4	5	3
	17%	*17%*	*21%*	*29%*	*100%*	*100%*	*17%*	-	25%af	-	*17%*	-	-	-	-	-	-	*24%*	*18%*	*13%*	*13%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**102**	102	53	25	3	17	102	-	70	-	102	-	-	-	-	-	-	21	23	35	21
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	-	*100%*	-	-	-	-	-	-	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**70**	70	53	25	3	17	70	-	70	-	70	-	-	-	-	-	-	15	19	22	13
	68%	*68%*	100%af	*100%*	*100%*	*100%*	*68%*	-	100%af	-	*68%*	-	-	-	-	-	-	*70%*	*83%*	*61%*	*62%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 335
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**96**	45	13	-	-	25	71	11	7	14	9	8	18	10	19	28	44	50
Weighted Base	**102***	51*	15**	-**	-**	26**	76*	16**	6**	12**	11**	10**	18**	11**	20**	33**	50*	50*
CANCELLED A SERVICE	**102**	51	15	-	-	26	76	16	6	12	11	10	18	11	20	33	50	50
	100%	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**53**	23	8	-	-	12	41	7	3	5	9	7	7	3	8	20	24	28
	52%	*45%*	*49%*	-	-	*47%*	*54%*	*46%*	*45%*	*42%*	*78%*	*68%*	*39%*	*25%*	*40%*	*59%*	*49%*	*56%*
REDUCED SPEND ELSEWHERE	**25**	12	4	-	-	12	13	8	1	2	1	3	2	2	3	9	19	5
	24%	*23%*	*25%*	-	-	*46%*	*17%*	*50%*	*12%*	*19%*	*11%*	*30%*	*9%*	*15%*	*17%*	*27%*	38%q	*10%*
MISSED PAYMENT	**3**	*	1	-	-	3	-	2	-	1	-	-	*	-	-	1	2	1
	3%	*	*7%*	-	-	*13%*	-	*13%*	-	*9%*	-	-	*1%*	-	-	*4%*	*5%*	*2%*
MADE CHANGES TO PAYMENT METHOD	**17**	5	3	-	-	11	6	5	1	3	2	1	*	-	2	6	11	6
	17%	*10%*	*17%*	-	-	*44%*	*8%*	*34%*	*12%*	*27%*	*22%*	*11%*	*1%*	-	*9%*	*18%*	*23%*	*12%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**102**	51	15	-	-	26	76	16	6	12	11	10	18	11	20	33	50	50
	100%	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**70**	32	10	-	-	23	47	15	4	6	11	8	7	3	12	27	37	32
	68%	*63%*	*69%*	-	-	*88%*	*62%*	*90%*	*57%*	*54%*	*100%*	*83%*	*39%*	*25%*	*57%*	*80%*	*74%*	*64%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 336
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**86**	35	50	13	19	18	15	17	3	1	15	26	19	21	4	10	14	4	6	12	8	5	12	75	4	3	4
Weighted Base	**96***	40**	55*	14**	23**	23**	18**	15**	3**	***	18**	20**	27**	27**	4**	11**	19**	4**	7**	15**	9**	5**	15**	89*	3**	3**	1**
CANCELLED A SERVICE	**96**	40	55	14	23	23	18	15	3	*	18	20	27	27	4	11	19	4	7	15	9	5	15	89	3	3	1
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**33**	13	20	3	7	7	9	6	1	-	4	7	11	10	1	2	8	2	-	11	4	-	2	31	1	1	1
	35%	*33%*	*37%*	*18%*	*31%*	*33%*	*53%*	*40%*	*34%*	-	*22%*	*35%*	*42%*	*38%*	*37%*	*23%*	*43%*	*52%*	-	*72%*	*48%*	-	*11%*	*35%*	*47%*	*19%*	*54%*
REDUCED SPEND ELSEWHERE	**16**	5	11	1	8	3	1	3	-	-	1	7	2	5	-	2	5	1	2	2	2	-	2	16	-	1	-
	17%	*12%*	*21%*	*10%*	*35%*	*12%*	*4%*	*22%*	-	-	*6%*	*36%*	*6%*	*20%*	-	*23%*	*24%*	*22%*	*22%*	*16%*	*20%*	-	*13%*	*18%*	-	*19%*	-
MISSED PAYMENT	**6**	2	4	-	2	4	-	-	-	-	-	2	1	3	-	3	1	-	-	1	-	-	1	6	-	-	-
	6%	*6%*	*7%*	-	*9%*	*17%*	-	-	-	-	-	*11%*	*5%*	*10%*	-	*31%*	*3%*	-	-	*9%*	-	-	*5%*	*7%*	-	-	-
MADE CHANGES TO PAYMENT METHOD	**10**	5	5	1	6	2	1	1	-	-	1	4	2	3	-	3	2	1	-	1	-	-	1	7	1	2	-
	10%	*12%*	*9%*	*4%*	*26%*	*8%*	*4%*	*6%*	-	-	*6%*	*18%*	*7%*	*13%*	-	*29%*	*9%*	*27%*	-	*6%*	-	-	*5%*	*8%*	*26%*	*62%*	-
ANY AFFORDABILITY ISSUES IN PAST MONTH	**96**	40	55	14	23	23	18	15	3	*	18	20	27	27	4	11	19	4	7	15	9	5	15	89	3	3	1
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**45**	16	28	5	12	11	9	7	1	-	4	12	13	15	1	5	10	3	2	12	4	-	3	40	1	3	1
	47%	*41%*	*51%*	*33%*	*51%*	*49%*	*53%*	*45%*	*34%*	-	*22%*	*59%*	*49%*	*54%*	*37%*	*46%*	*54%*	*74%*	*22%*	*77%*	*48%*	-	*19%*	*45%*	*47%*	*100%*	*54%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 337
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**86**	30	56	31	13	9	23	8	53	31	25	35	26	23	18	24	21	43	43	86	-	72	12
Weighted Base	**96***	37**	59*	33**	18**	11**	22**	10**	61*	32**	28**	41**	27**	25**	20**	26**	24**	47*	48*	96*	-**	75*	18**
CANCELLED A SERVICE	**96**	37	59	33	18	11	22	10	61	32	28	41	27	25	20	26	24	47	48	96	-	75	18
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*
MADE CHANGES TO A SERVICE	**33**	10	23	7	9	3	11	5	18	15	10	15	8	10	7	13	3	17	16	33	-	25	5
	35%	*28%*	*39%*	*20%*	*49%*	*26%*	*48%*	*47%*	*29%*	*48%*	*36%*	*38%*	*30%*	*39%*	*34%*	*50%*	*14%*	*36%*	*33%*	*35%*	-	*34%*	*29%*
REDUCED SPEND ELSEWHERE	**16**	6	11	5	2	2	3	4	9	8	5	10	2	5	4	5	2	6	10	16	-	7	6
	17%	*15%*	*18%*	*14%*	*13%*	*16%*	*15%*	*44%*	*14%*	*24%*	*17%*	*24%*	*6%*	*18%*	*21%*	*19%*	*9%*	*13%*	*21%*	*17%*	-	*10%*	*35%*
MISSED PAYMENT	**6**	5	1	5	1	-	-	1	5	1	2	3	1	-	3	2	2	5	2	6	-	6	-
	6%	*14%*	*1%*	*14%*	*4%*	-	-	*8%*	*9%*	*2%*	*6%*	*7%*	*5%*	-	*13%*	*6%*	*8%*	*10%*	*3%*	*6%*	-	*8%*	-
MADE CHANGES TO PAYMENT METHOD	**10**	5	5	2	1	3	3	1	6	4	2	7	1	2	2	4	1	4	6	10	-	9	1
	10%	*14%*	*8%*	*5%*	*8%*	*27%*	*15%*	*8%*	*10%*	*13%*	*9%*	*17%*	*2%*	*10%*	*9%*	*17%*	*5%*	*8%*	*12%*	*10%*	-	*12%*	*5%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**96**	37	59	33	18	11	22	10	61	32	28	41	27	25	20	26	24	47	48	96	-	75	18
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**45**	14	31	10	10	5	13	8	24	21	17	18	9	16	9	14	6	24	20	45	-	31	11
	47%	*37%*	*53%*	*29%*	*54%*	*43%*	*57%*	*83%*	*39%*	*65%*	*62%*	*43%*	*35%*	*61%*	*47%*	*53%*	*24%*	*52%*	*41%*	*47%*	-	*42%*	*59%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 338
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**86**	54	16	85	49	75	77	36	9	77	21	1	3	17	25	17	11	36	17
Weighted Base	**96***	58*	18**	94*	50*	81*	84*	39**	12**	84*	26**	1**	3**	16**	30**	16**	14**	38**	19**
CANCELLED A SERVICE	**96**	58	18	94	50	81	84	39	12	84	26	1	3	16	30	16	14	38	19
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**33**	21	5	32	17	27	32	12	1	32	12	-	3	6	15	6	6	13	9
	35%	*37%*	*30%*	*34%*	*34%*	*33%*	*38%*	*32%*	*10%*	*38%*	*45%*	-	*100%*	*38%*	*49%*	*38%*	*45%*	*35%*	*45%*
REDUCED SPEND ELSEWHERE	**16**	9	1	16	8	13	13	6	3	13	1	-	3	3	4	3	3	8	3
	17%	*15%*	*4%*	*17%*	*16%*	*17%*	*16%*	*15%*	*23%*	*16%*	*4%*	-	*100%*	*21%*	*14%*	*21%*	*18%*	*20%*	*13%*
MISSED PAYMENT	**6**	2	-	5	5	6	4	1	2	4	1	-	2	-	3	-	3	1	2
	6%	*3%*	-	*5%*	10%ac	*7%*	*5%*	*2%*	*15%*	*5%*	*5%*	-	*45%*	-	*9%*	-	*18%*	*2%*	*8%*
MADE CHANGES TO PAYMENT METHOD	**10**	4	1	10	6	9	8	4	2	8	1	-	3	1	4	1	2	3	2
	10%	*7%*	*4%*	*10%*	*13%*	*11%*	*10%*	*11%*	*15%*	*10%*	*4%*	-	*100%*	*4%*	*14%*	*4%*	*12%*	*9%*	*11%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**96**	58	18	94	50	81	84	39	12	84	26	1	3	16	30	16	14	38	19
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**45**	25	5	43	21	36	37	16	8	37	12	-	3	7	15	7	9	18	9
	47%	*43%*	*30%*	*46%*	*42%*	*44%*	*44%*	*40%*	*64%*	*44%*	*45%*	-	*100%*	*43%*	*49%*	*43%*	*64%*	*47%*	*48%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 339
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**86**	86	30	15	5	10	86	-	39	-	86	-	-	-	-	-	-	12	24	26	20
Weighted Base	**96***	96*	33**	16**	6**	10**	96*	-**	45*	-**	96*	-**	-**	-**	-**	-**	-**	10**	27**	28**	29**
CANCELLED A SERVICE	**96**	96	33	16	6	10	96	-	45	-	96	-	-	-	-	-	-	10	27	28	29
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	-	*100%*	-	-	-	-	-	-	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**33**	33	33	9	4	7	33	-	33	-	33	-	-	-	-	-	-	4	10	12	6
	35%	*35%*	*100%*	*57%*	*70%*	*75%*	*35%*	-	75%af	-	*35%*	-	-	-	-	-	-	*44%*	*37%*	*43%*	*22%*
REDUCED SPEND ELSEWHERE	**16**	16	9	16	3	6	16	-	16	-	16	-	-	-	-	-	-	3	2	5	7
	17%	*17%*	*28%*	*100%*	*49%*	*58%*	*17%*	-	36%af	-	*17%*	-	-	-	-	-	-	*31%*	*6%*	*16%*	*23%*
MISSED PAYMENT	**6**	6	4	3	6	3	6	-	6	-	6	-	-	-	-	-	-	1	4	2	-
	6%	*6%*	*13%*	*18%*	*100%*	*30%*	*6%*	-	*14%*	-	*6%*	-	-	-	-	-	-	*6%*	*14%*	*5%*	-
MADE CHANGES TO PAYMENT METHOD	**10**	10	7	6	3	10	10	-	10	-	10	-	-	-	-	-	-	1	4	5	1
	10%	*10%*	*22%*	*35%*	*49%*	*100%*	*10%*	-	22%af	-	*10%*	-	-	-	-	-	-	*6%*	*13%*	*17%*	*3%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**96**	96	33	16	6	10	96	-	45	-	96	-	-	-	-	-	-	10	27	28	29
	100%	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	-	*100%*	-	*100%*	-	-	-	-	-	-	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**45**	45	33	16	6	10	45	-	45	-	45	-	-	-	-	-	-	5	14	14	11
	47%	*47%*	*100%*	*100%*	*100%*	*100%*	*47%*	-	100%af	-	*47%*	-	-	-	-	-	-	*51%*	*50%*	*50%*	*38%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 340
AFFORDABILITY IN LAST MONTH
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**86**	47	9	-	-	15	71	10	6	14	10	14	11	12	14	30	26	59
Weighted Base	**96***	56*	11**	-**	-**	15**	80*	13**	6**	14**	12**	14**	13**	11**	16**	39**	32**	63*
CANCELLED A SERVICE	**96**	56	11	-	-	15	80	13	6	14	12	14	13	11	16	39	32	63
	100%	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
MADE CHANGES TO A SERVICE	**33**	16	7	-	-	5	29	6	1	7	4	6	5	5	1	17	8	25
	35%	*29%*	*63%*	-	-	*31%*	*36%*	*48%*	*23%*	*49%*	*34%*	*44%*	*38%*	*44%*	*4%*	*44%*	*25%*	*40%*
REDUCED SPEND ELSEWHERE	**16**	8	2	-	-	3	13	3	1	4	4	1	2	-	1	9	6	10
	17%	*14%*	*22%*	-	-	*18%*	*17%*	*20%*	*13%*	*25%*	*30%*	*5%*	*11%*	-	*7%*	*23%*	*20%*	*16%*
MISSED PAYMENT	**6**	2	1	-	-	1	5	3	1	-	-	1	2	-	2	1	3	3
	6%	*4%*	*7%*	-	-	*5%*	*7%*	*20%*	*23%*	-	-	*5%*	*11%*	-	*15%*	*2%*	*8%*	*5%*
MADE CHANGES TO PAYMENT METHOD	**10**	1	3	-	-	4	6	2	-	1	1	2	2	1	1	3	5	5
	10%	*2%*	*24%*	-	-	*28%*	*7%*	*13%*	-	*5%*	*8%*	*12%*	*16%*	*6%*	*4%*	*7%*	*16%*	*8%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**96**	56	11	-	-	15	80	13	6	14	12	14	13	11	16	39	32	63
	100%	*100%*	*100%*	-	-	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*	*100%*
NO AFFORDABILITY ISSUES	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MULTIPLE AFFORDABILITY ISSUES	**45**	24	7	-	-	7	38	9	2	9	6	6	6	6	3	22	13	32
	47%	*43%*	*63%*	-	-	*43%*	*47%*	*68%*	*36%*	*61%*	*47%*	*44%*	*42%*	*50%*	*18%*	*56%*	*41%*	*50%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

Table 341
Affordability issues - Mobile
BASE: ALL ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE IN MOBILE INTERNET ONLY HOUSEHOLDS

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**733**	314	410	124	108	93	100	114	109	80	140	217	127	180	45	64	109	22	68	78	59	67	55	567	72	42	52
Weighted Base	**775**	350	416	145	151*	109*	103*	104*	92*	67*	159	165	161	238	55*	70*	126*	28**	73*	86*	70*	72*	72*	651	67*	36*	21*
A - Any affordability issue with Mobile in the last month	**45** **6%**	19 6%	24 6%	11 8%	10 6%	7 7%	9 9%	4 4%	3 3%	1 2%	7 4%	8 5%	20 12%jkm	8 4%	2 4%	3 5%	11 9%	- -	5 8%	8 9%	5 7%	5 7%	1 1%	40 6%	1 1%	3 7%	1 7%
B - Multiple affordability issues with Mobile in the last month	**17** **2%**	5 2%	12 3%	5 3%	5 3%	2 2%	3 3%	2 2%	- -	1 2%	1 1%	3 2%	7 4%	5 2%	2 4%	1 2%	5 4%	- -	3 4%	3 4%	2 2%	2 2%	- -	17 3%	- -	- -	- -
K - Cancelled or missed a payment for Mobile in the last month	**17** **2%**	5 1%	11 3%	6 4%	4 2%	4 4%	3 3%	- -	- -	- -	1 1%	1 1%	9 5%jk	5 2%	- -	- -	8 6%y	- -	4 5%	2 2%	- -	2 2%	1 1%	17 3%	- -	- -	- -
L - Made changes to payment method or tariff with Mobile in the last month	**37** **5%**	19 5%	18 4%	9 6%	10 6%	4 4%	6 6%	4 4%	3 3%	1 2%	5 3%	7 4%	17 10%jkm	6 2%	2 4%	3 5%	7 6%	- -	3 5%	8 9%x	5 7%	4 6%	- -	32 5%	1 1%	3 7%x	1 7%x
Cancelled a service - Mobile phone	**5** **1%**	1 *	4 1%	- -	- -	4 4%cd	1 1%	- -	- -	- -	1 1%	- -	2 1%	2 1%	- -	- -	4 4%y	- -	- -	- -	- -	- -	1 1%	5 1%	- -	- -	- -
Made changes to make more affordable - Mobile phone - minutes	**12** **2%**	4 1%	8 2%	1 1%	1 1%	2 2%	4 4%	2 2%	1 1%	1 2%	3 2%	3 2%	3 2%	3 1%	1 3%	1 2%	3 2%	- -	1 1%	2 2%	3 4%	1 1%	- -	12 2%	- -	- -	- -
Made changes to make more affordable - Mobile phone - data	**19** **3%**	7 2%	11 3%	3 2%	4 2%	4 4%	3 3%	4 4%	- -	1 2%	4 3%	4 2%	8 5%	3 1%	2 4%	2 3%	4 3%	- -	3 5%	1 1%	3 5%	3 4%	- -	19 3%	- -	- -	1 3%
Missed a payment - Mobile phone	**13** **2%**	4 1%	8 2%	6 4%	4 2%	1 1%	2 2%	- -	- -	- -	- -	1 1%	8 5%jk	3 1%	- -	- -	5 4%	- -	4 5%	2 2%	- -	2 2%	- -	13 2%	- -	- -	- -
Made changes to a payment method - Mobile phone	**15** **2%**	9 3%	6 1%	6 4%	6 4%	- -	2 2%	- -	2 2%	- -	- -	3 2%	8 5%j	3 1%	1 1%	1 1%	3 2%	- -	- -	6 7%ty	- -	1 1%	- -	11 2%	1 1%	3 7%tvxy	1 4%t

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 342
Affordability issues - Mobile
BASE: ALL ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE IN MOBILE INTERNET ONLY HOUSEHOLDS

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**733**	168	565	238	69	69	306	50	376	356	229	313	177	210	232	115	167	338	229	567	166	636	93
Weighted Base	**775**	197	579	263	82*	71*	299	59*	416	358	246	325	190	224	232	125*	185	345	241	586	189	625	147*
A - Any affordability issue with Mobile in the last month	**45**	16	29	18	3	5	11	8	26	19	14	18	12	12	12	6	15	25	9	35	11	31	14
	6%	8%	5%	7%	4%	7%	4%	13%fi	6%	5%f	6%	6%	6%	5%	5%	5%	8%	7%	4%	6%	6%	5%	10%
B - Multiple affordability issues with Mobile in the last month	**17**	4	13	3	1	1	8	4	6	12	5	7	5	5	5	1	6	11	4	14	3	13	5
	2%	2%	2%	1%	1%	2%	3%	6%ch	1%	3%	2%	2%	3%	2%	2%	1%	3%	3%	1%	2%	2%	2%	3%
K - Cancelled or missed a payment for Mobile in the last month	**17**	7	10	3	-	3	4	8	5	11	6	6	5	4	6	3	4	10	3	13	4	9	8
	2%	4%	2%	1%	-	4%	1%	13%cdfhi	1%	3%f	3%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	5%u
L - Made changes to payment method or tariff with Mobile in the last month	**37**	10	27	15	3	4	11	4	22	15	12	16	9	12	9	4	12	22	6	28	10	27	10
	5%	5%	5%	6%	4%	5%	4%	6%	5%	4%	5%	5%	5%	5%	4%	3%	7%	6%	2%	5%r	5%	4%	7%
Cancelled a service - Mobile phone	**5**	2	3	3	-	3	-	-	5	-	-	3	2	-	1	3	1	2	3	5	-	2	3
	1%	1%	1%	1%	-	4%fi	-	-	1%	-	-	1%	1%	-	1%	2%	1%	1%	1%	1%	-	*	2%
Made changes to make more affordable - Mobile phone - minutes	**12**	3	9	6	1	1	4	-	8	4	2	6	4	2	4	1	4	7	4	11	1	11	1
	2%	2%	1%	2%	1%	2%	1%	-	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	2%	2%	*	2%	1%
Made changes to make more affordable - Mobile phone - data	**19**	6	13	7	2	4	7	-	12	7	6	7	6	6	4	1	8	11	4	15	4	15	5
	3%	3%	2%	3%	2%	5%	2%	-	3%	2%	3%	2%	3%	3%	2%	1%	4%	3%	2%	3%	2%	2%	3%
Missed a payment - Mobile phone	**13**	5	8	-	-	1	4	8	1	11	6	3	3	4	6	-	3	9	-	9	4	7	6
	2%	2%	1%	-	-	2%	1%	13%cdefhi	*	3%cfh	3%	1%	1%	2%	2%	-	1%	3%r	-	1%	2%	1%	4%u
Made changes to a payment method - Mobile phone	**15**	3	12	6	1	-	4	4	7	8	5	7	3	5	4	2	4	10	1	11	5	9	6
	2%	2%	2%	2%	1%	-	1%	6%f	2%	2%f	2%	2%	2%	2%	2%	2%	2%	3%	*	2%r	2%	1%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 343
Affordability issues - Mobile
BASE: ALL ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE IN MOBILE INTERNET ONLY HOUSEHOLDS

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**733**	440	70	725	328	395	-	300	733	-	-	94	-	-	94	-	70	165	165
Weighted Base	**775**	422	70*	765	337	428	-**	320	775	-**	-**	90*	-**	-**	90*	-**	84*	167	173
A - Any affordability issue with Mobile in the last month	**45** ***6%***	23 *5%*	2 *3%*	45 *6%*	16 *5%*	27 *6%*	- -	22 *7%*	45 *6%*	- -	- -	4 *5%*	- -	- -	4 *5%*	- -	12 14%r	10 *6%*	7 *4%*
B - Multiple affordability issues with Mobile in the last month	**17** ***2%***	9 *2%*	* *1%*	17 *2%*	7 *2%*	14 *3%*	- -	9 *3%*	17 *2%*	- -	- -	1 *1%*	- -	- -	1 *1%*	- -	6 7%r	5 3%r	- -
K - Cancelled or missed a payment for Mobile in the last month	**17** ***2%***	9 *2%*	1 *1%*	17 *2%*	6 *2%*	8 *2%*	- -	7 *2%*	17 *2%*	- -	- -	- -	- -	- -	- -	- -	5 *6%*	3 *2%*	3 *2%*
L - Made changes to payment method or tariff with Mobile in the last month	**37** ***5%***	18 *4%*	1 *2%*	37 *5%*	11 *3%*	24 6%d	- -	20 6%d	37 *5%*	- -	- -	4 *5%*	- -	- -	4 *5%*	- -	11 13%r	10 *6%*	4 *2%*
Cancelled a service - Mobile phone	**5** ***1%***	4 *1%*	1 *1%*	5 *1%*	3 *1%*	1 *	- -	3 *1%*	5 *1%*	- -	- -	- -	- -	- -	- -	- -	1 *1%*	- -	1 *1%*
Made changes to make more affordable - Mobile phone - minutes	**12** ***2%***	10 *2%*	* *1%*	12 *2%*	7 *2%*	9 *2%*	- -	7 *2%*	12 *2%*	- -	- -	3 *3%*	- -	- -	3 *3%*	- -	2 *2%*	3 *2%*	1 *
Made changes to make more affordable - Mobile phone - data	**19** ***3%***	9 *2%*	* *1%*	19 *3%*	6 *2%*	15 *3%*	- -	10 *3%*	19 *3%*	- -	- -	2 *2%*	- -	- -	2 *2%*	- -	5 *6%*	4 *2%*	3 *2%*
Missed a payment - Mobile phone	**13** ***2%***	6 *1%*	- -	13 *2%*	3 *1%*	7 *2%*	- -	5 *1%*	13 *2%*	- -	- -	- -	- -	- -	- -	- -	4 *5%*	3 *2%*	2 *1%*
Made changes to a payment method - Mobile phone	**15** ***2%***	6 *1%*	1 *1%*	15 *2%*	4 *1%*	9 *2%*	- -	8 *3%*	15 *2%*	- -	- -	1 *1%*	- -	- -	1 *1%*	- -	6 7%r	6 4%r	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 344
Affordability issues - Mobile
BASE: ALL ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE IN MOBILE INTERNET ONLY HOUSEHOLDS

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**733**	41	67	49	16	19	140	593	39	-	140	-	-	-	-	-	-	138	200	207	136
Weighted Base	**775**	52*	73*	50*	21**	21**	151	624	48*	-**	151	-**	-**	-**	-**	-**	-**	144	215	227	168
A - Any affordability issue with Mobile in the last month	**45** ***6%***	14 27%g	29 39%fg	14 27%g	13 *61%*	16 *77%*	45 30%g	- -	25 52%acfg	- -	45 *30%*	-	- -	- -	- -	- -	- -	9 *6%*	8 *4%*	16 *7%*	10 *6%*
B - Multiple affordability issues with Mobile in the last month	**17** ***2%***	4 8%g	13 17%g	4 9%g	9 *43%*	7 *34%*	17 12%g	- -	10 21%ag	- -	17 *12%*	-	- -	- -	- -	- -	- -	3 *2%*	2 *1%*	8 *4%*	4 *2%*
K - Cancelled or missed a payment for Mobile in the last month	**17** ***2%***	9 18%g	8 11%g	6 13%g	13 *61%*	6 *29%*	17 11%g	- -	15 31%bcfg	- -	17 *11%*	-	- -	- -	- -	- -	- -	2 *1%*	3 *1%*	7 *3%*	5 *3%*
L - Made changes to payment method or tariff with Mobile in the last month	**37** ***5%***	9 17%g	25 34%fg	11 21%g	9 *43%*	16 *77%*	37 25%g	- -	19 40%acfg	- -	37 *25%*	-	- -	- -	- -	- -	- -	9 *6%*	6 *3%*	13 *6%*	8 *5%*
Cancelled a service - Mobile phone	**5** ***1%***	5 10%fg	3 4%g	2 4%g	1 *6%*	- -	5 4%g	- -	4 8%g	- -	5 *4%*	-	- -	- -	- -	- -	- -	- -	2 *1%*	1 *	3 *2%*
Made changes to make more affordable - Mobile phone - minutes	**12** ***2%***	1 2%g	12 17%afg	3 5%g	1 *6%*	* *2%*	12 8%g	- -	3 5%g	- -	12 *8%*	-	- -	- -	- -	- -	- -	1 *1%*	1 *	5 *2%*	4 *3%*
Made changes to make more affordable - Mobile phone - data	**19** ***3%***	1 2%g	19 27%acfgh	4 7%g	3 *14%*	1 *5%*	19 13%ag	- -	5 11%ag	- -	19 *13%*	-	- -	- -	- -	- -	- -	3 *2%*	4 *2%*	8 *4%*	4 *2%*
Missed a payment - Mobile phone	**13** ***2%***	5 10%g	6 8%g	5 11%g	13 *61%*	6 *29%*	13 8%g	- -	12 25%abcfg	- -	13 *8%*	-	- -	- -	- -	- -	- -	2 *1%*	1 *	6 *3%*	4 *2%*
Made changes to a payment method - Mobile phone	**15** ***2%***	8 15%bg	3 4%g	7 13%g	6 *28%*	15 *75%*	15 10%bg	- -	13 28%abcfg	- -	15 *10%*	-	- -	- -	- -	- -	- -	6 *4%*	3 *1%*	4 *2%*	2 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 345
Affordability issues - Mobile
BASE: ALL ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE IN MOBILE INTERNET ONLY HOUSEHOLDS

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**733**	449	27	-	-	92	625	50	45	79	62	69	101	99	253	113	224	460
Weighted Base	**775**	470	27**	-**	-**	94*	661	59*	48*	78*	66*	70*	110*	100*	262	117*	248	481
A - Any affordability issue with Mobile in the last month	**45** *6%*	23 *5%*	9 *34%*	- -	- -	12 13%f	33 *5%*	5 *9%*	- -	13 16%hjl	1 *1%*	6 *9%*	4 *4%*	6 *6%*	11 *4%*	14 12%n	19 *8%*	26 *5%*
B - Multiple affordability issues with Mobile in the last month	**17** *2%*	8 *2%*	2 *8%*	- -	- -	6 7%f	11 *2%*	3 *5%*	- -	5 7%l	- -	3 *4%*	- -	2 *2%*	3 *1%*	5 *5%*	9 *3%*	9 *2%*
K - Cancelled or missed a payment for Mobile in the last month	**17** *2%*	5 *1%*	5 *20%*	- -	- -	7 7%f	10 *1%*	3 *5%*	- -	3 *3%*	- -	2 *3%*	3 *3%*	- -	- -	8 7%mn	9 *4%*	8 *2%*
L - Made changes to payment method or tariff with Mobile in the last month	**37** *5%*	20 *4%*	6 *22%*	- -	- -	10 10%f	27 *4%*	4 7%l	- -	13 16%hjl	1 *1%*	6 9%l	1 *1%*	6 *6%*	11 *4%*	9 *8%*	15 *6%*	22 *5%*
Cancelled a service - Mobile phone	**5** *1%*	3 *1%*	1 *5%*	- -	- -	2 *2%*	3 *	1 *2%*	- -	- -	- -	- -	1 *1%*	- -	- -	3 2%n	- -	5 *1%*
Made changes to make more affordable - Mobile phone - minutes	**12** *2%*	8 *2%*	1 *5%*	- -	- -	2 *3%*	10 *1%*	1 *2%*	- -	3 *4%*	- -	2 *3%*	- -	2 *2%*	5 *2%*	3 *2%*	3 *1%*	9 *2%*
Made changes to make more affordable - Mobile phone - data	**19** *3%*	13 *3%*	1 *5%*	- -	- -	4 *4%*	15 *2%*	1 *1%*	- -	5 7%l	1 *1%*	5 7%l	1 *1%*	2 *2%*	7 *3%*	5 *5%*	7 *3%*	13 *3%*
Missed a payment - Mobile phone	**13** *2%*	2 *	5 *20%*	- -	- -	6 6%f	7 *1%*	2 *4%*	- -	3 *3%*	- -	2 *3%*	2 *2%*	- -	- -	7 6%mn	9 4%q	4 *1%*
Made changes to a payment method - Mobile phone	**15** *2%*	4 *1%*	5 *18%*	- -	- -	6 7%f	9 *1%*	3 6%l	- -	7 10%jl	- -	1 *1%*	- -	3 *3%*	2 *1%*	4 *3%*	8 *3%*	7 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 346
Affordability issues - Mobile
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**6817**	3167	3618	675	955	926	1207	1249	1109	680	1606	2420	1150	1275	407	599	828	231	683	820	514	546	488	5116	720	404	577
Weighted Base	**6860**	3336	3492	761	1221	1118	1206	1061	924	554	1823	1775	1428	1564	484	648	909	283	752	934	587	605	555	5756	584	327	193
A - Any affordability issue with Mobile in the last month	**384** ***6%***	187 *6%*	190 *5%*	54 7%ghi	91 7%ghi	84 8%ghi	85 7%ghi	40 4%h	19 *2%*	11 *2%*	85 *5%*	85 *5%*	112 8%jk	89 *6%*	19 *4%*	27 *4%*	64 7%pq z	32 11%pqu vwxyzA B	55 7%pqz A	52 *6%*	30 *5%*	36 *6%*	25 *4%*	339 6%z	21 *4%*	13 *4%*	10 *5%*
B - Multiple affordability issues with Mobile in the last month	**155** ***2%***	69 *2%*	83 *2%*	19 2%h	36 3%hi	34 3%hi	37 3%hi	19 2%h	5 *1%*	5 *1%*	34 *2%*	38 *2%*	36 *3%*	39 *3%*	14 3%q	4 *1%*	23 3%q	10 4%q	21 3%q	27 3%q	10 *2%*	17 3%q	7 *1%*	134 2%q	11 *2%*	7 *2%*	4 2%q
K - Cancelled or missed a payment for Mobile in the last month	**99** ***1%***	51 *2%*	46 *1%*	20 3%ghi	25 2%ghi	22 2%ghi	22 2%ghi	6 *1%*	3 *	1 *	12 *1%*	14 *1%*	31 2%jk	39 2%jk	3 *1%*	9 *1%*	22 2%pzA B	5 *2%*	11 *1%*	14 *1%*	6 *1%*	18 3%pvx yzAB	5 *1%*	93 2%B	4 *1%*	1 *	1 *
L - Made changes to payment method or tariff with Mobile in the last month	**321** ***5%***	153 *5%*	163 *5%*	43 6%ghi	77 6%ghi	68 6%ghi	69 6%ghi	36 3%h	17 *2%*	11 *2%*	76 *4%*	76 *4%*	90 6%jk	68 *4%*	16 *3%*	19 *3%*	50 6%qz	29 10%pqr uvwxyz AB	47 6%qz	47 *5%*	25 *4%*	26 *4%*	21 *4%*	281 5%qz	18 *3%*	12 *4%*	9 *5%*
Cancelled a service - Mobile phone	**32** *	17 *1%*	15 *	2 *	10 1%g	12 1%fgh	4 *	1 *	2 *	1 *	7 *	8 *	8 *1%*	8 *1%*	- -	4 *1%*	11 1%pty	- -	1 *	3 *	2 *	5 *1%*	2 *	29 *1%*	2 *	1 *	* *
Made changes to make more affordable - Mobile phone - minutes	**160** ***2%***	70 *2%*	89 *3%*	11 *1%*	30 2%h	41 4%cgh i	42 3%cgh i	20 2%h	8 *1%*	8 *1%*	43 *2%*	48 *3%*	32 *2%*	32 *2%*	13 *3%*	8 *1%*	19 *2%*	15 5%qru vxyz	20 *3%*	22 *2%*	12 *2%*	17 *3%*	11 *2%*	137 *2%*	12 *2%*	7 *2%*	4 *2%*
Made changes to make more affordable - Mobile phone - data	**224** ***3%***	111 *3%*	110 *3%*	24 3%h	47 4%hi	51 5%ghi	55 5%ghi	27 3%h	10 *1%*	8 *1%*	61 *3%*	51 *3%*	64 4%km	40 *3%*	15 *3%*	12 *2%*	32 *3%*	19 7%qux yzA	37 5%qxy z	30 *3%*	19 *3%*	20 *3%*	13 *2%*	196 3%q	13 *2%*	8 *3%*	7 *3%*
Missed a payment - Mobile phone	**69** ***1%***	35 *1%*	33 *1%*	18 2%egh i	16 1%hi	11 1%hi	18 2%ghi	5 *	1 *	- -	5 *	7 *	25 2%jk	30 2%jk	3 *1%*	7 *1%*	12 1%A	5 2%A	10 1%A	10 *1%*	4 *1%*	13 2%zAB	3 *1%*	66 1%A	3 *	- -	* *
Made changes to a payment method - Mobile phone	**74** ***1%***	35 *1%*	36 *1%*	18 2%fgh i	27 2%fgh i	13 1%i	7 *1%*	4 *	3 *	- -	5 *	16 1%j	26 2%jk	22 1%j	2 *	5 *1%*	15 *2%*	8 3%pqv wyz	9 *1%*	16 *2%*	3 *1%*	3 *	5 *1%*	66 *1%*	3 *1%*	4 *1%*	2 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 347
Affordability issues - Mobile
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**6817**	1775	5042	2621	667	592	2711	214	3880	2925	1705	3366	1683	1502	2390	1158	1728	3134	2814	5948	869	6148	627
Weighted Base	**6860**	2007	4854	2835	719	619	2419	255	4173	2673	1646	3412	1742	1423	2290	1201	1907	3089	2808	5897	963	5910	906
A - Any affordability issue with Mobile in the last month	**384** ***6%***	168 8%b	216 *4%*	174 6%f	36 *5%*	41 7%f	107 *4%*	26 10%cdfhi	250 6%f	134 5%f	72 *4%*	185 *5%*	126 7%jk	48 *3%*	99 *4%*	90 7%mn	146 8%mn	193 6%rs	136 *5%*	330 6%r	54 *6%*	281 *5%*	100 11%u
B - Multiple affordability issues with Mobile in the last month	**155** ***2%***	63 3%b	92 *2%*	70 *2%*	15 *2%*	12 *2%*	44 *2%*	14 5%cdefhi	97 *2%*	58 2%f	21 *1%*	86 3%j	47 3%j	14 *1%*	50 2%m	35 3%m	55 3%m	72 *2%*	65 *2%*	137 *2%*	17 *2%*	121 *2%*	31 3%u
K - Cancelled or missed a payment for Mobile in the last month	**99** ***1%***	56 3%b	43 *1%*	35 *1%*	10 *1%*	12 *2%*	28 *1%*	15 6%cdefhi	56 *1%*	43 2%f	22 *1%*	48 *1%*	29 *2%*	10 *1%*	23 *1%*	24 2%mn	41 2%mn	55 2%rs	26 *1%*	81 1%r	18 *2%*	62 *1%*	37 4%u
L - Made changes to payment method or tariff with Mobile in the last month	**321** ***5%***	129 6%b	191 *4%*	146 5%f	30 *4%*	32 *5%*	92 *4%*	20 8%fi	208 5%f	112 4%f	60 *4%*	158 *5%*	102 6%j	45 *3%*	89 *4%*	69 6%mn	117 6%mn	165 5%r	115 *4%*	279 5%r	41 *4%*	244 *4%*	75 8%u
Cancelled a service - Mobile phone	**32** *	20 1%b	12 *	13 *	4 *1%*	8 1%cfhi	6 *	2 *1%*	24 *1%*	8 *	5 *	15 *	12 *1%*	2 *	9 *	8 1%m	13 1%m	18 *1%*	12 *	30 *1%*	2 *	18 *	14 2%u
Made changes to make more affordable - Mobile phone - minutes	**160** ***2%***	63 3%b	97 *2%*	78 3%f	18 *2%*	13 *2%*	43 *2%*	8 *3%*	109 *3%*	51 *2%*	19 *1%*	92 3%j	48 3%j	15 *1%*	50 2%m	38 3%m	56 3%m	73 *2%*	71 *3%*	143 *2%*	17 *2%*	134 *2%*	23 *3%*
Made changes to make more affordable - Mobile phone - data	**224** ***3%***	90 4%b	134 *3%*	108 4%fi	18 *2%*	28 5%fi	60 *2%*	9 *4%*	154 4%fi	69 *3%*	32 *2%*	118 3%j	74 4%j	28 *2%*	60 *3%*	56 5%mn	80 4%mn	109 *4%*	94 *3%*	202 *3%*	22 *2%*	175 *3%*	47 5%u
Missed a payment - Mobile phone	**69** ***1%***	37 2%b	32 *1%*	24 *1%*	6 *1%*	5 *1%*	22 *1%*	13 5%cdefhi	35 *1%*	35 1%f	17 *1%*	35 *1%*	17 *1%*	8 *1%*	16 *1%*	17 1%mn	28 1%mn	38 1%rs	15 *1%*	54 1%r	16 2%r	46 *1%*	24 3%u
Made changes to a payment method - Mobile phone	**74** ***1%***	32 2%b	42 *1%*	32 *1%*	8 *1%*	4 *1%*	22 *1%*	9 3%cdefhi	44 *1%*	30 1%f	22 *1%*	28 *1%*	24 *1%*	11 *1%*	21 *1%*	14 *1%*	28 *1%*	41 1%rs	17 *1%*	58 1%r	16 2%r	46 *1%*	28 3%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 348
Affordability issues - Mobile
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**6817**	5110	1007	6816	4120	4704	5793	2634	1024	5793	1868	235	260	1298	2363	1298	445	1685	2286
Weighted Base	**6860**	4901	1108	6859	4122	4879	5842	2666	1018	5842	1826	223	271	1272	2321	1272	489	1634	2326
A - Any affordability issue with Mobile in the last month	**384** *6%*	239 *5%*	78 *7%acd*	382 *6%a*	218 *5%*	301 *6%acdf*	334 *6%a*	164 *6%a*	50 *5%*	334 *6%*	102 *6%*	9 *4%*	15 *5%*	58 *5%*	126 *5%*	58 *5%*	59 *12%qr*	105 *6%r*	105 *5%*
B - Multiple affordability issues with Mobile in the last month	**155** *2%*	101 *2%*	27 *2%*	155 *2%*	92 *2%*	125 *3%ac*	135 *2%*	71 *3%a*	19 *2%*	135 *2%*	36 *2%*	2 *1%*	8 *3%*	26 *2%*	46 *2%*	26 *2%*	24 *5%r*	48 *3%r*	41 *2%*
K - Cancelled or missed a payment for Mobile in the last month	**99** *1%*	57 *1%*	23 *2%a*	97 *1%a*	55 *1%*	76 *2%a*	80 *1%*	43 *2%a*	19 *2%*	80 *1%*	27 *1%*	- -	3 *1%*	13 *1%*	30 *1%*	13 *1%*	22 *4%qr*	28 *2%r*	13 *1%*
L - Made changes to payment method or tariff with Mobile in the last month	**321** *5%*	200 *4%*	61 *5%*	321 *5%a*	178 *4%*	251 *5%acd*	280 *5%ad*	139 *5%ad*	41 *4%*	280 *5%*	78 *4%*	9 *4%*	13 *5%*	53 *4%*	100 *4%*	53 *4%*	48 *10%qr*	88 *5%*	94 *4%*
Cancelled a service - Mobile phone	**32** *	25 *1%*	4 *	31 *	23 *1%*	23 *	25 *	17 *1%*	7 *1%*	25 *	5 *	- -	3 *1%*	5 *	8 *	5 *	6 *1%*	6 *	8 *
Made changes to make more affordable - Mobile phone - minutes	**160** *2%*	113 *2%*	26 *2%*	160 *2%*	101 *2%*	127 *3%*	144 *2%*	76 *3%*	16 *2%*	144 *2%*	43 *2%*	4 *2%*	8 *3%*	29 *2%*	55 *2%*	29 *2%*	21 *4%r*	46 *3%*	49 *2%*
Made changes to make more affordable - Mobile phone - data	**224** *3%*	146 *3%*	44 *4%*	224 *3%a*	134 *3%*	178 *4%ac*	203 *3%ac*	97 *4%*	20 *2%*	203 *3%h*	53 *3%*	2 *1%*	12 *4%k*	44 *3%*	67 *3%*	44 *3%*	28 *6%r*	64 *4%*	77 *3%*
Missed a payment - Mobile phone	**69** *1%*	33 *1%*	20 *2%acdf*	69 *1%a*	34 *1%*	54 *1%ad*	57 *1%a*	27 *1%a*	13 *1%*	57 *1%*	22 *1%*	- -	2 *1%*	8 *1%*	23 *1%*	8 *1%*	16 *3%qr*	22 *1%r*	7 *
Made changes to a payment method - Mobile phone	**74** *1%*	35 *1%*	16 *1%a*	74 *1%ad*	33 *1%*	59 *1%adf*	58 *1%a*	30 *1%a*	16 *2%*	58 *1%*	16 *1%*	4 *2%mo*	3 *1%*	3 *	23 *1%mo*	3 *	17 *3%qr*	22 *1%r*	11 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 349
Affordability issues - Mobile
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**6817**	272	730	320	108	122	1172	5645	270	-	1172	-	-	-	-	-	-	1380	1807	1982	1071
Weighted Base	**6860**	300	764	347	140*	140*	1252	5609	312	-**	1252	-**	-**	-**	-**	-**	-**	1401	1897	2189	1180
A - Any affordability issue with Mobile in the last month	**384** ***6%***	70 24%g	283 37%acfg	83 24%g	89 63%abcfgh	90 64%abcfgh	384 31%acg	- -	150 48%abcfg	- -	384 *31%*	- -	- -	- -	- -	- -	- -	68 *5%*	104 *5%*	124 *6%*	78 *7%*
B - Multiple affordability issues with Mobile in the last month	**155** ***2%***	29 10%g	143 19%acfg	28 8%g	30 22%acfg	32 23%acfg	155 12%cg	- -	61 20%acfg	- -	155 *12%*	- -	- -	- -	- -	- -	- -	27 *2%*	38 *2%*	56 *3%*	30 *3%*
K - Cancelled or missed a payment for Mobile in the last month	**99** ***1%***	38 13%bfg	35 5%g	35 10%bg	77 55%abcefgh	28 20%bcfg	99 8%bg	- -	66 21%abcfg	- -	99 *8%*	- -	- -	- -	- -	- -	- -	14 *1%*	27 *1%*	40 *2%*	18 *2%*
L - Made changes to payment method or tariff with Mobile in the last month	**321** ***5%***	51 17%g	272 36%acfg	63 18%g	39 28%acg	81 58%abcdfgh	321 26%acg	- -	120 38%acdfg	- -	321 *26%*	- -	- -	- -	- -	- -	- -	59 *4%*	84 *4%*	100 *5%*	69 *6%*
Cancelled a service - Mobile phone	**32** *	32 11%bcefg	21 3%g	11 3%g	10 7%bfg	6 4%g	32 3%g	- -	25 8%bcfg	- -	32 *3%*	- -	- -	- -	- -	- -	- -	4 *	8 *	11 *	9 *1%*
Made changes to make more affordable - Mobile phone - minutes	**160** ***2%***	22 7%g	160 21%acdefgh	23 7%g	13 9%g	13 10%g	160 13%acg	- -	43 14%acg	- -	160 *13%*	- -	- -	- -	- -	- -	- -	28 *2%*	46 *2%*	51 *2%*	30 *3%*
Made changes to make more affordable - Mobile phone - data	**224** ***3%***	30 10%g	224 29%acdefgh	30 9%g	12 9%g	14 10%g	224 18%acdeg	- -	58 19%acdeg	- -	224 *18%*	- -	- -	- -	- -	- -	- -	34 *2%*	58 *3%*	74 *3%*	51 *4%q*
Missed a payment - Mobile phone	**69** ***1%***	8 3%g	16 2%g	27 8%abg	69 49%abcefgh	24 17%abcfg	69 6%abg	- -	44 14%abcfg	- -	69 *6%*	- -	- -	- -	- -	- -	- -	10 *1%*	19 *1%*	31 *1%*	10 *1%*
Made changes to a payment method - Mobile phone	**74** ***1%***	21 7%bg	26 3%g	33 9%bfg	25 18%abcfg	74 53%abcdfgh	74 6%bg	- -	63 20%abcfg	- -	74 *6%*	- -	- -	- -	- -	- -	- -	19 *1%*	18 *1%*	25 *1%*	11 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 350
Affordability issues - Mobile
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**6817**	4473	174	-	-	718	6060	282	374	691	654	794	1647	1282	2327	973	1763	4797
Weighted Base	**6860**	4497	187	-**	-**	717	6104	285	370	658	659	814	1695	1262	2296	1051	1843	4761
A - Any affordability issue with Mobile in the last month	**384**	212	39	-	-	71	312	19	24	64	31	53	80	54	85	112	159	214
	6%	5%	21%a	-	-	10%f	5%	7%	6%	10%jkl	5%	7%	5%	4%	4%	11%mn	9%q	4%
B - Multiple affordability issues with Mobile in the last month	**155**	78	17	-	-	25	129	10	6	25	16	26	31	24	38	36	60	90
	2%	2%	9%a	-	-	3%f	2%	4%	2%	4%l	2%	3%	2%	2%	2%	3%mn	3%q	2%
K - Cancelled or missed a payment for Mobile in the last month	**99**	48	18	-	-	27	71	5	9	27	3	9	12	8	17	41	60	35
	1%	1%	9%a	-	-	4%f	1%	2%	2%jl	4%jkl	*	1%	1%	1%	1%	4%mn	3%q	1%
L - Made changes to payment method or tariff with Mobile in the last month	**321**	178	29	-	-	58	262	18	17	49	30	48	69	48	71	90	122	191
	5%	4%	15%a	-	-	8%f	4%	6%	5%	7%jl	5%	6%	4%	4%	3%	9%mn	7%q	4%
Cancelled a service - Mobile phone	**32**	15	4	-	-	9	24	1	4	2	2	5	7	2	7	11	12	18
	*	*	2%a	-	-	1%f	*	*	1%	*	*	1%	*	*	*	1%mn	1%	*
Made changes to make more affordable - Mobile phone - minutes	**160**	86	12	-	-	19	141	9	6	21	17	26	37	29	41	28	53	104
	2%	2%	7%a	-	-	3%	2%	3%	2%	3%	3%	3%	2%	2%	2%	3%	3%	2%
Made changes to make more affordable - Mobile phone - data	**224**	136	18	-	-	25	199	8	8	32	21	44	56	38	61	56	78	140
	3%	3%	9%a	-	-	3%	3%	3%	2%	5%	3%	5%hl	3%	3%	3%	5%mn	4%q	3%
Missed a payment - Mobile phone	**69**	33	15	-	-	20	49	4	5	24	1	4	7	6	10	31	48	19
	1%	1%	8%a	-	-	3%f	1%	1%j	1%j	4%hjkl	*	1%	*	*	*	3%mn	3%q	*
Made changes to a payment method - Mobile phone	**74**	28	13	-	-	30	44	8	7	16	8	3	8	5	5	33	38	34
	1%	1%	7%a	-	-	4%f	1%	3%kl	2%kl	2%kl	1%	*	*	*	*	3%mn	2%q	1%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 351
Affordability issues - Landline
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**5488**	2551	2917	359	381	601	1027	1155	1141	812	1345	1851	915	1094	320	481	587	173	528	665	430	434	366	3984	574	342	588
Weighted Base	**5237**	2499	2719	405	490	733	1014	979	945	660	1458	1275	1071	1239	371	513	620	209	561	725	476	455	394	4326	452	263	196
C - Any affordability issues with Landline in the last month	**167** *3%*	75 *3%*	91 *3%*	6 *2%*	18 *4%*	33 *4%chi*	32 *3%*	41 *4%chi*	22 *2%*	14 *2%*	34 *2%*	39 *3%*	50 *5%j*	42 *3%*	7 *2%*	19 *4%*	21 *3%*	9 *4%*	17 *3%*	32 *4%*	16 *3%*	9 *2%*	10 *2%*	138 *3%*	15 *3%*	8 *3%*	6 *3%*
D - Multiple affordability issues with Landline in the last month	**11** *	2 *	9 *	1 *	2 *	2 *	1 *	5 *h	- -	- -	1 *	3 *	5 *	1 *	1 *	3 1%y	1 *	- -	3 *	- -	- -	- -	- -	8 *	2 *	1 *	* *
M - Cancelled or missed a payment for Landline in the last month	**38** *1%*	15 *1%*	23 *1%*	3 *1%*	7 1%h	6 *1%*	5 *1%*	11 1%h	1 *	5 *1%*	3 *	7 *1%*	11 1%j	15 1%j	2 *1%*	7 *1%*	5 *1%*	1 *1%*	8 *1%*	2 *	2 *	3 *1%*	1 *	31 *1%*	5 *1%*	1 *	1 *
N - Made changes to payment method or tariff with Landline in the last month	**139** *3%*	62 *2%*	76 *3%*	5 *1%*	12 *2%*	30 *4%ci*	29 *3%*	33 *3%ci*	21 *2%*	10 *1%*	31 *2%*	34 *3%*	44 *4%jm*	28 *2%*	6 *2%*	14 *3%*	17 *3%*	8 *4%*	11 *2%*	29 *4%wy*	14 *3%*	7 *1%*	9 *2%*	114 *3%*	11 *2%*	8 *3%*	5 *3%*
Cancelled a service - Fixed landline telephone	**22** *	10 *	12 *	2 *1%*	6 1%fh	2 *	2 *	6 *1%*	1 *	4 *1%*	2 *	3 *	8 1%j	8 *1%*	1 *	6 1%y	1 *	- -	5 *1%*	2 *	1 *	2 *	1 *	20 *	2 *1%*	- -	* *
Made changes to make more affordable - Fixed landline telephone	**119** *2%*	57 *2%*	62 *2%*	1 *	11 *2%c*	24 *3%c*	23 *2%c*	32 *3%ci*	19 *2%c*	10 *1%*	31 *2%*	29 *2%*	38 *4%m*	20 *2%*	6 *2%*	13 *3%*	12 *2%*	2 *1%*	11 *2%*	25 *4%y*	14 *3%*	7 *1%*	9 *2%*	99 *2%*	10 *2%*	5 *2%*	5 *3%*
Missed a payment - Fixed landline telephone	**17** *	5 *	12 *	1 *	1 *	4 1%h	5 *h	5 1%h	- -	1 *	1 *	4 *	3 *	8 1%j	1 *	2 *	4 *1%*	1 *1%*	3 *1%*	- -	1 *	1 *	- -	13 *	3 1%u	1 *	* *
Made changes to a payment method - Fixed landline telephone	**21** *	6 *	15 *1%*	4 1%i	1 *	6 1%i	5 *1%*	3 *	2 *	- -	1 *	6 *j	6 1%j	8 1%j	- -	2 *	5 *1%*	5 2%pqt uvwxy zB	- -	4 *1%*	- -	- -	- -	16 *	1 *	3 1%ptvwxy	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 352
Affordability issues - Landline
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**5488**	1261	4227	1765	528	450	2613	125	2743	2738	1445	2687	1309	1335	1982	870	1274	2656	2250	4906	582	5052	406
Weighted Base	**5237**	1393	3844	1834	548	456	2245	146	2838	2391	1287	2595	1317	1169	1802	869	1374	2457	2153	4610	627	4654	554
C - Any affordability issues with Landline in the last month	**167** *3%*	65 5%b	102 *3%*	47 *3%*	29 5%cfhi	13 *3%*	73 *3%*	5 *3%*	89 3%c	78 *3%*	49 *4%*	86 *3%*	32 *2%*	39 *3%*	52 *3%*	25 *3%*	51 *4%*	89 *4%*	65 *3%*	154 *3%*	12 *2%*	132 *3%*	32 6%u
D - Multiple affordability issues with Landline in the last month	**11** *	4 *	7 *	2 *	6 1%cfhi	1 *	2 *	- -	9 *c	2 *	5 *	3 *	4 *	3 *	2 *	4 *	3 *	7 *	3 *	10 *	1 *	9 *	2 *
M - Cancelled or missed a payment for Landline in the last month	**38** *1%*	17 1%b	21 *1%*	9 *	6 *1%*	3 *1%*	19 *1%*	2 *1%*	18 *1%*	20 *1%*	19 1%kl	13 *	6 *	14 1%n	5 *	13 1%np	7 *	29 1%rs	7 *	36 1%r	3 *	29 *1%*	8 *1%*
N - Made changes to payment method or tariff with Landline in the last month	**139** *3%*	52 4%b	87 *2%*	40 *2%*	28 5%cfhi	12 *3%*	57 *3%*	3 *2%*	79 3%c	60 *3%*	34 *3%*	75 *3%*	29 *2%*	28 *2%*	48 *3%*	16 *2%*	47 *3%*	66 *3%*	62 *3%*	128 *3%*	10 *2%*	111 *2%*	26 5%u
Cancelled a service - Fixed landline telephone	**22** *	10 *1%*	12 *	6 *	4 *1%*	1 *	10 *	1 *1%*	11 *	11 *	9 *1%*	8 *	5 *	6 *1%*	3 *	8 1%n	5 *	14 *1%*	6 *	20 *	2 *	19 *	2 *
Made changes to make more affordable - Fixed landline telephone	**119** *2%*	42 *3%*	78 *2%*	35 *2%*	23 4%cfhi	10 *2%*	50 *2%*	2 *1%*	67 2%c	52 *2%*	28 *2%*	69 *3%*	22 *2%*	23 *2%*	42 *2%*	16 *2%*	37 *3%*	58 *2%*	55 3%t	113 *2%*	6 *1%*	99 *2%*	18 *3%*
Missed a payment - Fixed landline telephone	**17** *	7 *1%*	10 *	3 *	2 *	3 *1%*	9 *	1 *1%*	8 *	10 *	11 1%kl	5 *	1 *	8 1%np	2 *	5 1%n	2 *	16 1%rs	1 *	16 *r	1 *	11 *	6 1%u
Made changes to a payment method - Fixed landline telephone	**21** *	11 1%b	10 *	5 *	5 *1%*	2 *	7 *	1 *1%*	12 *	8 *	6 *	7 *	7 *1%*	4 *	6 *	- -	10 1%o	9 *	7 *	17 *	4 *1%*	13 *	7 1%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 353
Affordability issues - Landline
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**5488**	5484	296	5113	3407	3438	4565	2010	708	4780	1680	219	110	1178	2009	1178	337	1396	1694
Weighted Base	**5237**	5231	307	4906	3288	3415	4409	1963	645	4592	1600	205	105*	1138	1910	1138	347	1275	1646
C - Any affordability issues with Landline in the last month	**167** *3%*	161 3%	11 *4%*	157 *3%*	101 3%	117 3%	149 3%a	66 3%	13 *2%*	154 *3%*	60 4%n	2 *1%*	1 *1%*	40 3%	63 3%	40 3%	25 7%r	55 4%r	41 3%
D - Multiple affordability issues with Landline in the last month	**11** *	11 *	1 *	11 *	8 *	10 *	11 *	5 *	- -	11 *	6 *	- -	- -	1 *	6 *	1 *	1 *	6 *	1 *
M - Cancelled or missed a payment for Landline in the last month	**38** *1%*	32 *1%*	5 2%d	36 1%ad	18 *1%*	26 1%d	32 *1%*	15 *1%*	6 *1%*	32 *1%*	16 *1%*	- -	- -	6 *1%*	16 *1%*	6 *1%*	3 *1%*	15 1%r	3 *
N - Made changes to payment method or tariff with Landline in the last month	**139** *3%*	139 3%	7 *2%*	131 3%	91 3%	100 3%	128 3%ac	56 3%	7 *1%*	132 3%h	49 3%	2 *1%*	1 *1%*	35 3%	52 3%	35 3%	24 7%qr	45 *4%*	39 2%
Cancelled a service - Fixed landline telephone	**22** *	16 *	5 2%acdefg	22 *ad	8 *	13 *	16 *	9 *	6 *1%*	16 *	8 *1%*	- -	- -	1 *	8 *	1 *	- -	9 1%r	2 *
Made changes to make more affordable - Fixed landline telephone	**119** *2%*	119 2%	5 *2%*	112 2%	80 *2%*	86 3%	109 *2%*	49 3%	6 *1%*	113 2%h	41 3%	2 *1%*	1 *1%*	35 3%	44 2%	35 3%	15 *4%*	41 3%	38 2%
Missed a payment - Fixed landline telephone	**17** *	17 *	- -	15 *	9 *	13 *	16 *	6 *	- -	17 *	9 *1%*	- -	- -	4 *	9 *	4 *	3 1%r	6 *r	1 *
Made changes to a payment method - Fixed landline telephone	**21** *	21 *	2 *	21 *	11 *	16 *	20 *	7 *	1 *	20 *	10 1%mo	- -	- -	- -	10 1%mo	- -	9 3%qr	5 *	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 354
Affordability issues - Landline
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**5488**	185	550	225	62	76	842	4646	181	-	842	-	-	-	-	-	-	1181	1460	1518	741
Weighted Base	**5237**	196	551	232	78*	80*	853	4384	200	-**	853	-**	-**	-**	-**	-**	-**	1165	1472	1632	773
C - Any affordability issues with Landline in the last month	**167** *3%*	34 17%g	129 23%cfg	29 13%g	20 26%cg	28 36%abcfg	167 20%cg	- -	55 28%acfg	- -	167 *20%*	- -	- -	- -	- -	- -	- -	44 *4%*	37 *3%*	50 *3%*	30 *4%*
D - Multiple affordability issues with Landline in the last month	**11** *	9 4%bfg	9 2%g	4 2%g	5 6%bfg	4 6%bfg	11 1%g	- -	11 6%bcfg	- -	11 *1%*	- -	- -	- -	- -	- -	- -	1 *	1 *	5 *	4 *1%*
M - Cancelled or missed a payment for Landline in the last month	**38** *1%*	24 12%bcfg	14 3%g	8 3%g	19 24%abcfgh	9 11%bcfg	38 4%bg	- -	25 13%bcfg	- -	38 *4%*	- -	- -	- -	- -	- -	- -	13 1%r	2 *	11 1%r	12 2%r
N - Made changes to payment method or tariff with Landline in the last month	**139** *3%*	19 9%g	123 22%acdfg	25 11%g	6 8%g	23 29%acdfg	139 16%acg	- -	40 20%acdg	- -	139 *16%*	- -	- -	- -	- -	- -	- -	33 *3%*	35 *2%*	43 *3%*	22 *3%*
Cancelled a service - Fixed landline telephone	**22** *	22 11%bcefg	10 2%g	5 2%g	3 3%g	2 3%g	22 3%g	- -	16 8%bcfg	- -	22 *3%*	- -	- -	- -	- -	- -	- -	9 1%r	2 *	6 *	5 *1%*
Made changes to make more affordable - Fixed landline telephone	**119** *2%*	15 8%g	119 22%acdefgh	13 6%g	2 3%g	3 4%g	119 14%acdeg	- -	26 13%acdeg	- -	119 *14%*	- -	- -	- -	- -	- -	- -	30 *3%*	31 *2%*	35 *2%*	18 *2%*
Missed a payment - Fixed landline telephone	**17** *	3 2%g	5 1%g	4 2%g	17 22%abcefgh	7 8%abcfg	17 2%bg	- -	10 5%abcfg	- -	17 *2%*	- -	- -	- -	- -	- -	- -	3 *	- -	6 *r	7 1%r
Made changes to a payment method - Fixed landline telephone	**21** *	4 2%g	5 1%g	13 5%bfg	4 5%bg	21 26%abcdfgh	21 2%bg	- -	15 8%abfg	- -	21 *2%*	- -	- -	- -	- -	- -	- -	4 *	5 *	8 *	3 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 355
Affordability issues - Landline
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**5488**	3650	132	-	-	640	4814	232	312	567	528	580	1227	1012	2009	711	1430	3844
Weighted Base	**5237**	3466	136	-**	-**	602	4605	224	279	505	497	568	1216	945	1868	740	1414	3622
C - Any affordability issues with Landline in the last month	**167** *3%*	105 *3%*	13 10%a	- -	- -	28 *5%*	138 *3%*	14 6%kl	20 7%kl	24 5%l	18 *4%*	16 *3%*	30 *2%*	26 *3%*	44 *2%*	49 7%mn	75 5%q	87 *2%*
D - Multiple affordability issues with Landline in the last month	**11** *	4 *	4 3%a	- -	- -	3 *	9 *	1 *1%*	* *	3 *1%*	2 *	1 *	1 *	1 *	- -	6 1%n	6 *	5 *
M - Cancelled or missed a payment for Landline in the last month	**38** *1%*	22 *1%*	5 4%a	- -	- -	11 2%f	26 *1%*	2 1%l	5 2%kl	6 1%l	5 1%l	1 *	1 *	2 *	9 *1%*	16 2%mn	26 2%q	11 *
N - Made changes to payment method or tariff with Landline in the last month	**139** *3%*	86 *2%*	11 8%a	- -	- -	18 *3%*	121 *3%*	13 6%kl	14 5%l	20 *4%*	14 *3%*	16 *3%*	30 *2%*	25 *3%*	34 *2%*	39 5%mn	55 4%q	81 *2%*
Cancelled a service - Fixed landline telephone	**22** *	16 *	- -	- -	- -	7 1%f	15 *	- -	2 *1%*	3 *1%*	3 *1%*	1 *	1 *	2 *	8 *	5 *1%*	15 1%q	6 *
Made changes to make more affordable - Fixed landline telephone	**119** *2%*	81 *2%*	6 *4%*	- -	- -	11 *2%*	108 *2%*	9 *4%*	10 *3%*	18 *3%*	14 *3%*	13 *2%*	30 *2%*	22 *2%*	33 *2%*	33 4%mn	43 3%q	72 *2%*
Missed a payment - Fixed landline telephone	**17** *	8 *	5 4%a	- -	- -	4 *1%*	12 *	2 1%kl	4 1%kl	3 1%l	2 *	- -	- -	- -	2 *	12 2%mn	12 1%q	5 *
Made changes to a payment method - Fixed landline telephone	**21** *	5 *	6 4%a	- -	- -	8 1%f	13 *	4 2%jl	5 2%jl	3 1%l	- -	3 *l	-	4 *n	1 *	7 1%n	12 1%q	8 *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 356
Affordability issues - Fixed Broadband
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**5950**	2813	3113	552	851	845	1111	1139	978	463	1475	2183	999	1011	357	529	718	199	596	740	451	460	421	4471	641	347	491
Weighted Base	**5989**	2955	3010	618	1078	1024	1106	962	814	375	1679	1600	1241	1258	423	574	785	240	657	852	515	516	473	5034	515	277	163
E - Any affordability issues with fixed broadband in the last month	**312** ***5%***	121 *4%*	187 6%a	28 *4%*	58 *5%*	70 7%hi	64 6%i	46 *5%*	35 *4%*	10 *3%*	59 *4%*	75 *5%*	86 7%jk	88 7%jk	16 *4%*	28 *5%*	44 *6%*	24 10%pqr tuvwxy zA	36 *5%*	42 *5%*	22 *4%*	27 *5%*	21 *4%*	261 *5%*	29 *6%*	11 *4%*	11 *7%*
F - Multiple affordability issues with fixed broadband in the last month	**25** *	4 *	20 1%a	3 *1%*	6 *1%*	7 *1%*	3 *	5 *	1 *	1 *	2 *	9 1%j	7 *1%*	4 *	- -	3 *1%*	4 *	1 *	2 *	2 *	- -	3 *1%*	4 *1%*	20 *	2 *	2 *1%*	1 1%pv
O - Cancelled or missed a payment for Fixed Broadband in the last month	**71** ***1%***	16 *1%*	52 2%a	11 2%fh	16 1%h	19 2%fh	6 *1%*	13 1%h	3 *	3 *1%*	4 *	16 1%j	19 1%j	31 2%jk	3 *1%*	7 *1%*	14 2%uv	1 *	15 2%uvy A	3 *	2 *	9 2%u	6 *1%*	61 1%u	7 1%u	1 *	3 2%uv
P - Made changes to payment method or tariff with Fixed Broadband in the last month	**262** ***4%***	108 *4%*	151 5%a	20 *3%*	48 *4%*	56 6%i	61 6%i	35 *4%*	33 *4%*	9 *2%*	57 *3%*	66 *4%*	75 6%jk	61 *5%*	13 *3%*	24 *4%*	33 *4%*	23 10%pqr tuvwxy zA	23 *4%*	39 *5%*	20 *4%*	21 *4%*	20 *4%*	217 *4%*	24 *5%*	11 *4%*	10 6%p
Cancelled a service - Fixed broadband	**30** ***1%***	5 *	24 1%a	6 1%f	8 *1%*	3 *	1 *	6 *1%*	3 *	1 *	3 *	8 *	9 *1%*	8 *1%*	3 *1%*	5 *1%*	6 *1%*	- -	3 *	2 *	1 *	4 *1%*	5 *1%*	28 *1%*	2 *	- -	1 *
Made changes to make more affordable - Fixed broadband	**219** ***4%***	94 *3%*	122 *4%*	14 *2%*	37 *3%*	43 *4%*	51 5%c	33 *3%*	32 *4%*	9 *2%*	54 *3%*	59 *4%*	56 *4%*	47 *4%*	12 *3%*	22 *4%*	27 *3%*	11 *5%*	21 *3%*	37 *4%*	18 *4%*	19 *4%*	16 *3%*	183 *4%*	19 *4%*	7 *3%*	9 5%A
Missed a payment - Fixed broadband	**43** ***1%***	12 *	31 1%a	4 1%h	8 1%h	16 2%fh	5 *	7 1%h	- -	2 *h	1 *	9 1%j	10 1%j	22 2%jk	- -	4 *1%*	9 1%u	1 *	12 2%puv xy	1 *	1 *	5 1%u	1 *	34 1%u	5 1%u	1 *	2 1%puvx
Made changes to a payment method - Fixed broadband	**48** ***1%***	14 *	34 1%a	7 1%h	11 1%h	14 1%hi	10 1%h	4 *	1 *	- -	3 *	10 *1%*	20 2%jk	14 1%j	1 *	2 *	7 *1%*	13 6%pqr tuvwx yzAB	2 *	4 *	2 *	2 *	3 *1%*	38 *1%*	4 *1%*	5 2%pqtu	1 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 357
Affordability issues - Fixed Broadband
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**5950**	1625	4325	2402	595	526	2262	154	3523	2416	1355	3045	1506	1170	2135	1047	1573	2692	2581	5273	677	5380	534
Weighted Base	**5989**	1833	4156	2590	634	554	2012	186	3778	2198	1305	3094	1549	1101	2046	1079	1736	2665	2572	5237	752	5192	757
E - Any affordability issues with fixed broadband in the last month	**312** *5%*	137 7%b	175 *4%*	115 *4%*	47 7%ch	31 *6%*	108 *5%*	7 *4%*	193 5%c	116 *5%*	84 6%l	156 *5%*	70 *5%*	56 *5%*	90 *4%*	55 *5%*	110 6%n	159 6%t	129 *5%*	288 5%t	24 *3%*	251 *5%*	56 7%u
F - Multiple affordability issues with fixed broadband in the last month	**25** *	7 *	17 *	10 *	6 *1%*	1 *	7 *	- -	17 *	7 *	10 1%k	7 *	8 *1%*	6 *1%*	4 *	6 *1%*	9 *	12 *	10 *	22 *	3 *	16 *	8 1%u
O - Cancelled or missed a payment for Fixed Broadband in the last month	**71** *1%*	28 *2%*	43 *1%*	19 *1%*	10 *2%*	6 *1%*	29 1%c	4 *2%*	35 *1%*	33 1%c	32 2%kl	22 *1%*	17 *1%*	22 2%n	14 *1%*	17 2%n	19 *1%*	49 2%rst	18 *1%*	67 1%r	4 *1%*	51 *1%*	19 2%u
P - Made changes to payment method or tariff with Fixed Broadband in the last month	**262** *4%*	116 6%b	147 *4%*	104 *4%*	42 7%cfghi	27 *5%*	86 *4%*	4 *2%*	173 5%c	89 *4%*	61 *5%*	139 *4%*	60 *4%*	40 *4%*	80 *4%*	42 *4%*	99 6%mn	122 *5%*	117 *5%*	239 *5%*	23 *3%*	213 *4%*	43 *6%*
Cancelled a service - Fixed broadband	**30** *1%*	9 *	21 *1%*	10 *	1 *	3 *	13 *1%*	4 2%cdh	14 *	16 1%f	15 1%k	4 *	11 1%k	11 1%n	3 *	7 *1%*	9 *1%*	17 *1%*	12 *	29 *1%*	1 *	24 *	5 *1%*
Made changes to make more affordable - Fixed broadband	**219** *4%*	91 5%b	128 *3%*	85 *3%*	31 *5%*	23 *4%*	76 *4%*	3 *2%*	140 *4%*	79 *4%*	47 *4%*	118 *4%*	51 *3%*	30 *3%*	72 *4%*	37 *3%*	78 5%m	100 *4%*	103 4%t	203 4%t	16 *2%*	184 *4%*	29 *4%*
Missed a payment - Fixed broadband	**43** *1%*	20 *1%*	23 *1%*	10 *	9 1%ch	4 *1%*	17 *1%*	- -	23 1%c	17 *1%*	18 1%kl	18 *1%*	7 *	11 *1%*	10 *	11 *1%*	11 *1%*	33 1%rs	6 *	39 1%r	4 *1%*	28 *1%*	14 2%u
Made changes to a payment method - Fixed broadband	**48** *1%*	26 1%b	22 *1%*	21 *1%*	12 2%cfhi	4 *1%*	11 *1%*	1 *1%*	37 *1%*	12 *1%*	14 *1%*	23 *1%*	12 *1%*	11 *1%*	8 *	6 *1%*	23 1%n	23 *1%*	17 *1%*	40 *1%*	8 *1%*	32 *1%*	16 2%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 358
Affordability issues - Fixed Broadband
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**5950**	4563	935	5798	3789	4352	5944	2367	6	5944	1898	109	264	1337	2271	1337	346	1488	2145
Weighted Base	**5989**	4407	1036	5849	3794	4498	5981	2382	8**	5981	1854	108*	274	1310	2236	1310	385	1436	2183
E - Any affordability issues with fixed broadband in the last month	**312** ***5%***	210 *5%*	74 7%acdefg	306 5%af	203 5%a	251 6%af	304 *5%*	121 *5%*	8 *100%*	304 *5%*	89 *5%*	7 *7%*	10 *4%*	70 *5%*	106 *5%*	70 *5%*	45 12%qr	104 7%r	82 *4%*
F - Multiple affordability issues with fixed broadband in the last month	**25** *	14 *	6 *1%*	24 *	17 *	20 *	25 *	10 *	- -	25 *	6 *	- -	2 *1%*	4 *	8 *	4 *	2 *1%*	10 1%r	2 *
O - Cancelled or missed a payment for Fixed Broadband in the last month	**71** ***1%***	39 *1%*	19 2%af	70 1%af	45 1%a	58 1%af	63 1%a	27 *1%*	8 *100%*	63 *1%*	19 *1%*	- -	2 *1%*	15 *1%*	21 *1%*	15 *1%*	13 3%r	30 2%r	7 *
P - Made changes to payment method or tariff with Fixed Broadband in the last month	**262** ***4%***	182 *4%*	61 6%acfg	258 *4%*	172 *5%*	211 5%a	262 *4%*	102 *4%*	- -	262 *4%*	75 *4%*	7 *7%*	9 *3%*	59 *5%*	91 *4%*	59 *5%*	35 9%r	84 6%r	77 *4%*
Cancelled a service - Fixed broadband	**30** ***1%***	12 *	5 *1%*	30 1%af	17 *a	23 1%af	22 *	10 *	8 *100%*	22 *	3 *	- -	2 *1%*	3 *	5 *	3 *	7 2%r	9 *1%*	5 *
Made changes to make more affordable - Fixed broadband	**219** ***4%***	160 *4%*	42 *4%*	214 *4%*	143 *4%*	174 *4%*	219 *4%*	86 *4%*	- -	219 *4%*	63 *3%*	4 *3%*	8 *3%*	52 *4%*	75 *3%*	52 *4%*	23 6%r	64 *4%*	73 *3%*
Missed a payment - Fixed broadband	**43** ***1%***	27 *1%*	13 1%a	41 *1%*	29 *1%*	35 *1%*	43 *1%*	17 *1%*	- -	43 *1%*	16 *1%*	- -	1 *	12 *1%*	17 *1%*	12 *1%*	6 2%r	22 2%r	2 *
Made changes to a payment method - Fixed broadband	**48** ***1%***	27 *1%*	19 2%acdefg	48 1%a	33 1%a	41 1%a	48 1%a	18 *1%*	- -	48 *1%*	13 *1%*	4 3%jmno	2 *1%*	7 *1%*	19 *1%*	7 *1%*	12 3%r	21 1%r	4 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 359
Affordability issues - Fixed Broadband
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**5950**	236	667	276	95	106	1043	4907	236	-	1043	-	-	-	-	-	-	1226	1579	1734	920
Weighted Base	**5989**	256	694	303	123*	123*	1113	4876	270	-**	1113	-**	-**	-**	-**	-**	-**	1247	1656	1924	998
E - Any affordability issues with fixed broadband in the last month	**312** ***5%***	60 23%g	243 35%acfg	62 21%g	53 43%acfg	63 51%abcfgh	310 28%cg	2 *	114 42%abcfg	- -	310 *28%*	-	-	-	-	-	-	62 *5%*	80 *5%*	105 *5%*	54 *5%*
F - Multiple affordability issues with fixed broadband in the last month	**25** *	17 6%bfg	19 3%g	10 3%g	11 9%bcfg	13 11%bcfg	25 2%g	- -	25 9%bcfg	- -	25 *2%*	-	-	-	-	-	-	3 *	2 *	14 *1%r*	4 *
O - Cancelled or missed a payment for Fixed Broadband in the last month	**71** ***1%***	38 15%bcfg	30 4%g	27 9%bg	45 37%abcefgh	22 18%bcfg	71 6%bg	- -	50 19%bcfg	- -	71 *6%*	-	-	-	-	-	-	8 *1%*	14 *1%*	29 *1%*	18 *2%q*
P - Made changes to payment method or tariff with Fixed Broadband in the last month	**262** ***4%***	38 15%g	228 33%acdfg	44 15%g	19 15%g	51 42%acdfgh	261 23%acg	2 *	85 31%acdfg	- -	261 *23%*	-	-	-	-	-	-	56 *4%*	67 *4%*	89 *5%*	40 *4%*
Cancelled a service - Fixed broadband	**30** ***1%***	30 12%bcdfg	19 3%g	10 3%g	4 3%g	8 7%fg	30 3%g	- -	24 9%bcfg	- -	30 *3%*	-	-	-	-	-	-	2 *	6 *	14 *1%*	8 *1%*
Made changes to make more affordable - Fixed broadband	**219** ***4%***	28 11%g	217 31%acdefgh	24 8%g	5 4%g	7 6%g	217 20%acdeg	2 *	50 19%acdeg	- -	217 *20%*	-	-	-	-	-	-	44 *4%*	62 *4%*	70 *4%*	34 *3%*
Missed a payment - Fixed broadband	**43** ***1%***	9 4%g	12 2%g	17 6%bg	43 35%abcefgh	15 12%abcfg	43 4%bg	- -	28 11%abcfg	- -	43 *4%*	-	-	-	-	-	-	6 *1%*	8 *	17 *1%*	10 *1%*
Made changes to a payment method - Fixed broadband	**48** ***1%***	12 5%g	16 2%g	23 7%bfg	14 12%abfg	48 39%abcdfgh	48 4%bg	- -	40 15%abcfg	- -	48 *4%*	-	-	-	-	-	-	13 *1%r*	6 *	20 *1%r*	7 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 360
Affordability issues - Fixed Broadband
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**5950**	3923	143	-	-	584	5345	204	306	595	595	729	1570	1167	1993	855	1471	4294
Weighted Base	**5989**	3954	155	-**	-**	582	5389	206	299	564	601	745	1613	1147	1977	929	1540	4261
E - Any affordability issues with fixed broadband in the last month	**312** *5%*	177 *4%*	32 20%a	- -	- -	49 8%f	262 *5%*	25 12%jkl	30 10%kl	42 7%l	42 7%l	38 *5%*	58 *4%*	37 *3%*	72 *4%*	98 11%mn	127 8%q	177 *4%*
F - Multiple affordability issues with fixed broadband in the last month	**25** *	7 *	7 5%a	- -	- -	6 1%f	18 *	2 1%l	* *	6 1%l	3 1%l	3 *	* *	3 *	2 *	9 1%mn	13 1%q	11 *
O - Cancelled or missed a payment for Fixed Broadband in the last month	**71** *1%*	31 *1%*	10 7%a	- -	- -	17 3%f	53 *1%*	10 5%jkl	9 3%kl	12 2%kl	12 2%kl	4 *1%*	5 *	4 *	12 *1%*	26 3%mn	45 3%q	25 *1%*
P - Made changes to payment method or tariff with Fixed Broadband in the last month	**262** *4%*	151 *4%*	28 18%a	- -	- -	36 6%f	225 *4%*	18 8%l	22 7%l	36 6%l	34 6%l	35 *5%*	54 *3%*	34 *3%*	63 *3%*	80 9%mn	95 6%q	161 *4%*
Cancelled a service - Fixed broadband	**30** *1%*	12 *	1 *1%*	- -	- -	5 *1%*	24 *	7 3%hikl	1 *	2 *	7 1%l	2 *	4 *	3 *	4 *	6 *1%*	16 1%q	14 *
Made changes to make more affordable - Fixed broadband	**219** *4%*	134 *3%*	18 12%a	- -	- -	20 *4%*	198 *4%*	12 *6%*	15 *5%*	24 *4%*	26 *4%*	31 *4%*	54 *3%*	32 *3%*	57 *3%*	62 7%mn	72 5%q	140 *3%*
Missed a payment - Fixed broadband	**43** *1%*	20 *1%*	9 6%a	- -	- -	12 2%f	29 *1%*	3 2%l	8 3%kl	10 2%kl	5 1%l	3 *	1 *	1 *	8 *	20 2%mn	31 2%q	11 *
Made changes to a payment method - Fixed broadband	**48** *1%*	18 *	12 8%a	- -	- -	17 3%f	30 *1%*	5 3%kl	7 2%kl	12 2%kl	8 1%l	4 1%l	* *	4 *	5 *	21 2%mn	24 2%q	24 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

Table 361
Affordability issues - Pay TV
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**4293**	2018	2259	396	525	607	870	844	700	346	1065	1538	746	722	257	382	486	156	452	533	298	343	299	3206	489	236	362
Weighted Base	**4290**	2080	2194	445	661	725	872	717	593	274	1209	1119	912	889	303	419	529	190	486	604	341	376	339	3587	392	190	121
G - Any affordability issues with Pay TV in the last month	**390** *9%*	169 *8%*	219 *10%*	33 *7%*	81 12%cg hi	86 12%chi	76 9%i	62 9%i	38 *6%*	13 *5%*	67 *6%*	100 9%j	96 11%j	113 13%jk	28 *9%*	43 *10%*	53 *10%*	24 13%x	47 *10%*	51 *9%*	24 *7%*	34 *9%*	22 *6%*	326 *9%*	41 *10%*	14 *7%*	9 *7%*
H - Multiple affordability issues with Pay TV in the last month	**59** *1%*	20 *1%*	39 2%a	9 2%h	20 3%fgh	9 *1%*	7 *1%*	9 *1%*	2 *	3 *1%*	8 *1%*	11 *1%*	18 2%j	20 2%jk	3 *1%*	7 *2%*	8 *1%*	8 4%uvx yB	10 *2%*	5 *1%*	2 *1%*	6 *2%*	2 *1%*	51 *1%*	5 *1%*	2 *1%*	* *
Q - Cancelled or missed a payment for Pay TV in the last month	**151** *4%*	49 *2%*	100 5%a	29 6%efg hi	41 6%efg hi	24 3%h	23 *3%*	20 *3%*	7 *1%*	6 *2%*	22 *2%*	38 3%j	30 *3%*	54 6%jkl	7 *2%*	14 *3%*	25 5%B	8 *4%*	22 5%B	20 *3%*	6 *2%*	14 *4%*	11 *3%*	129 4%B	16 4%B	4 *2%*	1 *1%*
R - Made changes to payment method or tariff with Pay TV in the last month	**285** *7%*	135 *6%*	150 *7%*	13 *3%*	50 8%ci	69 10%chi	60 7%c	50 7%c	33 *6%*	10 *4%*	52 *4%*	72 6%j	77 8%j	75 8%j	22 *7%*	34 8%x	35 *7%*	21 11%ux	34 *7%*	34 *6%*	20 *6%*	25 *7%*	13 *4%*	236 *7%*	30 8%x	11 *6%*	8 *6%*
Cancelled a service - Pay TV	**128** *3%*	44 *2%*	83 4%a	25 6%efg hi	36 5%efg hi	17 *2%*	21 *2%*	16 *2%*	7 *1%*	5 *2%*	20 *2%*	35 3%j	24 *3%*	43 5%jl	7 *2%*	9 *2%*	21 4%B	8 *4%*	20 4%B	19 *3%*	6 *2%*	11 *3%*	11 *3%*	113 3%B	10 *3%*	4 *2%*	1 *1%*
Made changes to make more affordable - Pay TV	**253** *6%*	123 *6%*	130 *6%*	8 *2%*	46 7%c	62 9%chi	53 6%c	44 6%c	30 5%c	10 *4%*	49 *4%*	69 6%j	67 7%j	62 7%j	22 *7%*	32 8%x	29 *6%*	14 *7%*	30 *6%*	30 *5%*	17 *5%*	24 *6%*	11 *3%*	208 *6%*	27 *7%*	11 *6%*	8 *6%*
Missed a payment - Pay TV	**25** *1%*	6 *	19 1%a	4 1%h	7 1%h	7 1%h	2 *	3 *	- -	1 *	2 *	3 *	6 *1%*	13 1%jk	- -	5 *1%*	4 *1%*	- -	2 *	3 *	- -	4 *1%*	- -	18 *1%*	6 2%pvx y	- -	1 *1%*
Made changes to a payment method - Pay TV	**48** *1%*	19 *1%*	29 *1%*	5 *1%*	12 *2%*	9 *1%*	8 *1%*	8 *1%*	4 *1%*	1 *	3 *	6 *1%*	18 2%jk	18 2%jk	2 *1%*	5 *1%*	7 *1%*	10 5%pqr tuvwx yzAB	6 *1%*	4 *1%*	4 *1%*	3 *1%*	2 *	43 *1%*	4 *1%*	1 *1%*	* *

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 362
Affordability issues - Pay TV
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**4293**	1232	3061	1750	442	377	1603	115	2569	1718	849	2206	1206	732	1507	811	1222	1837	1898	3735	558	3904	369
Weighted Base	**4290**	1375	2915	1851	473	403	1424	133*	2726	1557	799	2218	1241	674	1419	834	1341	1776	1899	3675	616	3747	522
G - Any affordability issues with Pay TV in the last month	**390** **9%**	167 12%b	223 8%	150 8%	56 12%ceh	28 7%	131 9%	24 18%cefhi	234 9%	155 10%f	88 11%l	197 9%	100 8%	62 9%	110 8%	83 10%	134 10%	192 11%rst	159 8%	351 10%rt	39 6%	323 9%	62 12%
H - Multiple affordability issues with Pay TV in the last month	**59** **1%**	28 2%b	30 1%	21 1%	10 2%	2 *	22 2%	4 3%	32 1%	26 2%	11 1%	25 1%	21 2%	9 1%	10 1%	14 2%	25 2%n	24 1%	24 1%	48 1%	11 2%	45 1%	12 2%
Q - Cancelled or missed a payment for Pay TV in the last month	**151** **4%**	57 4%	94 3%	48 3%	18 4%	14 3%	55 4%	15 11%cdefhi	80 3%	70 5%cfh	44 6%k	59 3%	46 4%	33 5%n	39 3%	33 4%	46 3%	74 4%rs	49 3%	123 3%r	28 5%r	122 3%	27 5%
R - Made changes to payment method or tariff with Pay TV in the last month	**285** **7%**	128 9%b	157 5%	116 6%	44 9%ceh	16 4%	96 7%	12 9%e	176 6%e	108 7%	53 7%	154 7%	74 6%	36 5%	81 6%	61 7%	105 8%n	136 8%t	127 7%t	264 7%t	21 3%	238 6%	44 9%
Cancelled a service - Pay TV	**128** **3%**	45 3%	84 3%	44 2%	12 2%	11 3%	48 3%	12 9%cdefhi	67 2%	61 4%cfh	34 4%k	51 2%	41 3%	27 4%	35 2%	26 3%	39 3%	58 3%	45 2%	102 3%	26 4%r	101 3%	25 5%u
Made changes to make more affordable - Pay TV	**253** **6%**	106 8%b	147 5%	108 6%	35 8%e	15 4%	83 6%	11 8%	158 6%	94 6%	46 6%	142 6%	62 5%	32 5%	79 6%	50 6%	91 7%	118 7%t	117 6%t	236 6%t	17 3%	220 6%	30 6%
Missed a payment - Pay TV	**25** **1%**	13 1%	13 *	4 *	6 1%ch	3 1%	9 1%	3 2%c	13 *c	12 1%c	12 2%kl	8 *	5 *	8 1%n	4 *	7 1%	7 1%	18 1%rs	5 *	23 1%r	2 *	23 1%	2 *
Made changes to a payment method - Pay TV	**48** **1%**	32 2%b	15 1%	16 1%	12 3%cehi	1 *	17 1%	1 1%	29 1%	19 1%	9 1%	25 1%	14 1%	6 1%	6 *	13 2%n	22 2%n	25 1%	19 1%	44 1%	4 1%	31 1%	17 3%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used. * small base

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 363
Affordability issues - Pay TV
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**4293**	3426	656	4155	4255	3290	3817	1788	420	3873	864	241	264	1337	1369	1337	212	1011	1570
Weighted Base	**4290**	3311	707	4167	4242	3374	3830	1795	414	3877	845	231	274	1310	1349	1310	243	959	1581
G - Any affordability issues with Pay TV in the last month	**390**	293	78	379	341	324	347	158	40	350	65	17	10	124	92	124	49	110	114
	9%	9%d	11%d	9%d	*8%*	10%d	9%d	*9%*	*10%*	*9%*	8%l	*7%*	*4%*	9%ln	7%l	9%ln	20%qr	11%r	*7%*
H - Multiple affordability issues with Pay TV in the last month	**59**	44	10	56	59	53	53	25	5	54	7	7	5	16	19	16	9	16	8
	1%	*1%*	*1%*	*1%*	*1%*	*2%*	*1%*	*1%*	*1%*	*1%*	*1%*	3%j	*2%*	*1%*	1%j	*1%*	4%r	2%r	*
Q - Cancelled or missed a payment for Pay TV in the last month	**151**	100	29	144	103	122	126	56	23	128	26	6	3	30	34	30	28	44	27
	4%	3%d	4%d	3%ad	*2%*	4%ad	3%d	3%d	5%i	*3%*	*3%*	*2%*	*1%*	*2%*	*3%*	*2%*	12%qr	5%r	*2%*
R - Made changes to payment method or tariff with Pay TV in the last month	**285**	233	54	279	285	243	263	119	20	265	46	13	10	110	69	110	27	78	93
	7%	*7%*	*8%*	*7%*	*7%*	7%cd	*7%*	*7%*	*5%*	*7%*	*5%*	*6%*	*4%*	8%jln	*5%*	8%jln	11%r	8%r	*6%*
Cancelled a service - Pay TV	**128**	85	26	122	80	101	104	48	22	107	25	6	3	22	33	22	24	30	27
	3%	3%d	4%d	3%adf	*2%*	3%d	3%d	3%d	5%i	*3%*	*3%*	*2%*	*1%*	*2%*	*2%*	*2%*	10%qr	3%r	*2%*
Made changes to make more affordable - Pay TV	**253**	208	46	247	253	214	234	104	17	236	41	12	9	101	61	101	22	66	93
	6%	*6%*	*7%*	*6%*	*6%*	*6%*	*6%*	*6%*	*4%*	*6%*	*5%*	*5%*	*3%*	8%jln	*5%*	8%jln	*9%*	*7%*	*6%*
Missed a payment - Pay TV	**25**	15	3	24	25	23	22	10	3	22	1	-	-	8	1	8	6	14	*
	1%	*	*	1%a	1%a	1%a	*1%*	*1%*	*1%*	*1%*	*	-	-	1%n	*	1%n	3%r	1%r	*
Made changes to a payment method - Pay TV	**48**	34	14	47	48	42	45	21	3	45	6	6	5	11	17	11	8	17	2
	1%	*1%*	2%acd	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	*1%*	3%jmo	*2%*	*1%*	1%j	*1%*	3%r	2%r	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 364
Affordability issues - Pay TV
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**4293**	208	525	200	65	72	803	3490	190	-	803	-	-	-	-	-	-	867	1165	1269	630
Weighted Base	**4290**	225	544	220	86*	84*	849	3441	219	-**	849	-**	-**	-**	-**	-**	-**	868	1219	1393	688
G - Any affordability issues with Pay TV in the last month	**390** ***9%***	144 64%bcfg	292 54%cfg	72 33%g	45 53%cg	65 76%bcdfg	390 46%cg	- -	154 71%bcdfg	- -	390 *46%*	- -	- -	- -	- -	- -	- -	84 *10%*	98 *8%*	128 *9%*	71 *10%*
H - Multiple affordability issues with Pay TV in the last month	**59** ***1%***	46 20%bcfg	48 9%fg	21 10%g	13 15%fg	31 37%abcdfg	59 7%g	- -	59 27%abcdfg	- -	59 *7%*	- -	- -	- -	- -	- -	- -	13 *1%*	13 *1%*	22 *2%*	11 *2%*
Q - Cancelled or missed a payment for Pay TV in the last month	**151** ***4%***	130 58%bcdefgh	68 12%g	37 17%g	29 33%bcfg	28 33%bcfg	151 18%bg	- -	98 45%bcefg	- -	151 *18%*	- -	- -	- -	- -	- -	- -	28 *3%*	31 *3%*	50 *4%*	41 6%qrs
R - Made changes to payment method or tariff with Pay TV in the last month	**285** ***7%***	54 24%g	262 48%acdfg	48 22%g	26 30%g	55 65%abcdfgh	285 34%acg	- -	103 47%acdfg	- -	285 *34%*	- -	- -	- -	- -	- -	- -	64 *7%*	80 *7%*	93 *7%*	40 *6%*
Cancelled a service - Pay TV	**128** ***3%***	128 57%bcdefgh	62 11%g	28 13%g	6 7%g	20 24%bcdg	128 15%bg	- -	83 38%bcdefg	- -	128 *15%*	- -	- -	- -	- -	- -	- -	23 *3%*	25 *2%*	46 *3%*	34 5%qr
Made changes to make more affordable - Pay TV	**253** ***6%***	45 20%g	253 46%acdefgh	35 16%g	12 14%g	23 27%cdg	253 30%acdg	- -	76 35%acdg	- -	253 *30%*	- -	- -	- -	- -	- -	- -	55 *6%*	75 *6%*	83 *6%*	31 *5%*
Missed a payment - Pay TV	**25** ***1%***	4 2%g	6 1%g	11 5%bg	25 29%abcefgh	10 12%abfg	25 3%bg	- -	17 8%abfg	- -	25 *3%*	- -	- -	- -	- -	- -	- -	5 *1%*	6 *1%*	6 *	7 *1%*
Made changes to a payment method - Pay TV	**48** ***1%***	19 8%bg	25 5%g	20 9%bfg	16 18%abfg	48 57%abcdfgh	48 6%g	- -	42 19%abcfg	- -	48 *6%*	- -	- -	- -	- -	- -	- -	14 *2%*	8 *1%*	15 *1%*	10 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 365
Affordability issues - Pay TV
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**4293**	2804	110	-	-	437	3836	115	206	372	398	532	1188	794	1459	628	1110	3049
Weighted Base	**4290**	2817	120*	-**	-**	430	3842	122*	201	340	396	535	1212	787	1431	673	1142	3016
G - Any affordability issues with Pay TV in the last month	**390**	226	37	-	-	79	311	34	30	41	40	47	86	46	93	119	175	206
	9%	*8%*	31%a	-	-	18%f	*8%*	28%hijkl	15%kl	12%l	*10%*	*9%*	*7%*	*6%*	*6%*	18%mn	15%q	*7%*
H - Multiple affordability issues with Pay TV in the last month	**59**	25	7	-	-	19	40	9	4	2	8	5	7	3	7	23	29	27
	1%	*1%*	6%a	-	-	4%f	*1%*	8%hijkl	*2%*	*	2%l	*1%*	*1%*	*	*	3%mn	3%q	*1%*
Q - Cancelled or missed a payment for Pay TV in the last month	**151**	77	27	-	-	35	116	24	10	17	14	15	21	16	28	56	79	67
	4%	*3%*	22%a	-	-	8%f	*3%*	19%hijkl	5%l	5%l	*3%*	*3%*	*2%*	*2%*	*2%*	8%mn	7%q	*2%*
R - Made changes to payment method or tariff with Pay TV in the last month	**285**	168	17	-	-	57	228	16	24	25	29	37	71	32	71	80	118	160
	7%	*6%*	14%a	-	-	13%f	*6%*	13%kl	12%kl	*7%*	*7%*	*7%*	*6%*	*4%*	*5%*	12%mn	10%q	*5%*
Cancelled a service - Pay TV	**128**	64	22	-	-	29	100	19	6	12	13	12	21	12	23	46	63	61
	3%	*2%*	18%a	-	-	7%f	*3%*	16%hijkl	*3%*	*3%*	*3%*	*2%*	*2%*	*2%*	*2%*	7%mn	6%q	*2%*
Made changes to make more affordable - Pay TV	**253**	157	10	-	-	46	206	15	21	20	28	31	71	31	64	72	95	152
	6%	*6%*	*9%*	-	-	11%f	*5%*	12%kl	10%l	*6%*	*7%*	*6%*	*6%*	*4%*	*5%*	11%mn	8%q	*5%*
Missed a payment - Pay TV	**25**	14	5	-	-	9	16	6	4	6	1	3	*	4	5	10	18	6
	1%	*	4%a	-	-	2%f	*	5%jkl	2%jl	2%jl	*	1%l	*	*	*	1%n	2%q	*
Made changes to a payment method - Pay TV	**48**	18	8	-	-	16	32	5	4	6	7	6	2	1	8	16	31	16
	1%	*1%*	6%a	-	-	4%f	*1%*	4%l	2%l	2%l	2%l	1%l	*	*	*1%*	2%mn	3%q	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 366
Affordability issues - On Demand
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**4798**	2226	2548	598	843	781	992	844	539	196	1261	1804	813	687	294	432	629	162	498	603	369	371	306	3664	533	270	331
Weighted Base	**4972**	2428	2521	666	1054	942	984	713	450	158	1470	1371	1037	916	354	483	694	200	551	698	427	428	355	4189	444	224	116
I - Any affordability issues with On demand services in the last month	**274** ***6%***	120 *5%*	149 *6%*	63 9%fgh i	69 7%fgh i	67 7%fgh i	38 4%hi	28 4%hi	8 2%	* *	59 *4%*	56 *4%*	78 7%jk	72 8%jk	17 *5%*	26 *5%*	52 8%z	14 *7%*	25 *5%*	36 *5%*	21 *5%*	21 *5%*	27 *8%*	240 *6%*	19 *4%*	9 *4%*	5 *5%*
J - Multiple affordability issues with On demand services in the last month	**31** ***1%***	15 *1%*	17 *1%*	8 1%fgh	8 *1%*	12 1%fgh	3 *	1 *	- -	- -	3 *	7 *1%*	13 1%j	6 *1%*	2 *	5 *1%*	7 *1%*	1 *1%*	2 *	5 *1%*	2 *	1 *	- -	25 *1%*	3 *1%*	4 2%twxy	* *
S - Cancelled or missed a payment for On Demand services in the last month	**143** ***3%***	61 *3%*	81 *3%*	43 6%def ghi	36 3%hi	27 3%h	19 2%	16 2%h	3 *1%*	* *	23 *2%*	32 *2%*	44 4%jk	38 4%jk	8 *2%*	15 *3%*	26 4%z	5 *2%*	12 *2%*	22 *3%*	13 *3%*	10 *2%*	20 6%ptwyz B	130 3%z	6 *1%*	6 *3%*	2 *2%*
T - Made changes to payment method or tariff with On Demand services in the last month	**155** ***3%***	73 *3%*	80 *3%*	27 4%ghi	42 4%ghi	45 5%fgh i	22 2%	13 *2%*	6 *1%*	- -	40 *3%*	31 *2%*	44 4%k	37 4%k	9 *3%*	14 *3%*	32 5%y	10 *5%*	13 *2%*	19 *3%*	10 *2%*	12 *3%*	7 *2%*	128 *3%*	16 *4%*	8 *3%*	4 *3%*
Cancelled a service - On-demand	**126** ***3%***	55 *2%*	69 *3%*	33 5%efg hi	31 3%h	25 3%h	18 2%	15 2%h	3 *1%*	* *	23 *2%*	30 *2%*	38 4%jk	30 3%j	7 *2%*	15 *3%*	24 3%z	5 *2%*	11 *2%*	17 *2%*	10 *2%*	9 *2%*	16 5%tzB	113 *3%*	6 *1%*	6 *3%*	1 *1%*
Made changes to make more affordable - On-demand	**122** ***2%***	56 *2%*	65 *3%*	19 3%i	33 3%hi	35 4%fgh i	16 2%	13 *2%*	6 *1%*	- -	37 *3%*	25 *2%*	26 *3%*	31 3%k	9 *3%*	12 *3%*	27 4%y	3 *1%*	11 *2%*	15 *2%*	8 *2%*	12 *3%*	5 *1%*	102 *2%*	13 *3%*	3 *1%*	4 *3%*
Missed a payment - On-demand	**21** *	7 *	14 *1%*	11 2%def gh	4 *	4 *	1 *	1 *	- -	- -	- -	2 *	6 1%j	11 1%jk	1 *	2 *	2 *	- -	1 *	5 *1%*	3 *1%*	1 *	4 *1%*	19 *	1 *	- -	1 *1%*
Made changes to a payment method - On-demand	**43** ***1%***	20 *1%*	22 *1%*	10 2%gh	12 1%gh	14 2%gh	6 1%g	- -	- -	- -	3 *	8 *1%*	21 2%jk	9 1%j	2 *	4 *1%*	8 *1%*	7 4%pqr tuvwx yzB	4 *1%*	5 *1%*	3 *1%*	- -	2 *1%*	35 *1%*	3 *1%*	5 2%wB	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 367
Affordability issues - On Demand
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**4798**	1562	3236	2228	510	468	1439	145	3206	1584	858	2467	1441	695	1569	973	1543	1927	2177	4104	694	4281	490
Weighted Base	**4972**	1749	3223	2415	561	481	1329	177	3457	1505	877	2569	1496	697	1554	1011	1695	1995	2202	4197	776	4242	702
I - Any affordability issues with On demand services in the last month	**274** **6%**	111 6%	163 5%	112 5%	46 8%cfh	28 6%	58 4%	27 15%cdefhi	186 5%c	85 6%f	53 6%	127 5%	93 6%	42 6%	65 4%	50 5%	116 7%n	96 5%	121 5%	217 5%	56 7%qs	218 5%	51 7%
J - Multiple affordability issues with On demand services in the last month	**31** **1%**	11 1%	20 1%	15 1%	- -	5 1%d	7 1%	4 2%cdfh	20 1%	11 1%f	12 1%k	7 *	13 1%k	8 1%n	5 *	5 1%	13 1%	10 1%	12 1%	22 1%	9 1%	21 *	8 1%
S - Cancelled or missed a payment for On Demand services in the last month	**143** **3%**	50 3%	93 3%	49 2%	26 5%cfh	13 3%	34 3%	19 11%cdefhi	89 3%c	53 3%cf	36 4%k	54 2%	53 4%k	30 4%n	31 2%	33 3%	49 3%	51 3%	55 3%	107 3%	37 5%qrs	113 3%	26 4%
T - Made changes to payment method or tariff with On Demand services in the last month	**155** **3%**	68 4%b	87 3%	72 3%	20 4%	20 4%	31 2%	12 7%cfhi	112 3%	43 3%f	27 3%	79 3%	50 3%	19 3%	35 2%	23 2%	78 5%no	52 3%	75 3%	127 3%	28 4%	123 3%	31 4%
Cancelled a service - On-demand	**126** **3%**	43 2%	83 3%	43 2%	24 4%cfh	11 2%	29 2%	16 9%cdefhi	78 2%c	45 3%cf	31 3%k	50 2%	45 3%	27 4%n	27 2%	30 3%	41 2%	47 2%	48 2%	96 2%	30 4%rs	97 2%	25 4%
Made changes to make more affordable - On-demand	**122** **2%**	50 3%	72 2%	57 2%	16 3%	12 2%	25 2%	11 6%cfhi	85 2%	36 2%f	18 2%	67 3%	36 2%	14 2%	33 2%	20 2%	55 3%	39 2%	64 3%	103 2%	19 2%	97 2%	22 3%
Missed a payment - On-demand	**21** *	9 1%	12 *	7 *	2 *	3 1%	5 *	3 2%ch	12 *	8 1%f	7 1%k	5 *	9 1%	3 *	6 *	2 *	10 1%	6 *	7 *	13 *	8 1%qrs	19 *	1 *
Made changes to a payment method - On-demand	**43** **1%**	22 1%b	21 1%	20 1%	4 1%	8 2%	8 1%	3 1%	32 1%	11 1%	9 1%	16 1%	18 1%	6 1%	5 *	5 *	27 2%no	14 1%	18 1%	32 1%	11 1%	29 1%	14 2%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 368
Affordability issues - On Demand
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**4798**	3443	835	4716	3269	4785	4360	2048	421	4377	1259	143	231	1033	1633	1033	260	1088	1933
Weighted Base	**4972**	3422	927	4895	3345	4955	4508	2120	450	4522	1284	142	247	1041	1674	1041	303	1101	1989
I - Any affordability issues with On demand services in the last month	**274** ***6%***	153 *4%*	47 *5%*	267 5%adef	146 *4%*	256 5%ad	231 5%ad	119 6%ad	42 9%i	231 *5%*	51 *4%*	6 *4%*	8 *3%*	42 *4%*	65 *4%*	42 *4%*	46 15%qr	81 7%r	63 *3%*
J - Multiple affordability issues with On demand services in the last month	**31** ***1%***	18 *1%*	3 *	29 1%f	21 *1%*	31 1%cf	23 *1%*	13 *1%*	8 2%i	23 *1%*	8 *1%*	- -	2 *1%*	4 *	10 *1%*	4 *	10 3%qr	8 *1%*	4 *
S - Cancelled or missed a payment for On Demand services in the last month	**143** ***3%***	81 *2%*	20 *2%*	141 3%adef	77 *2%*	126 *3%*	120 *3%*	63 *3%*	23 5%i	120 *3%*	31 *2%*	1 *1%*	7 *3%*	20 *2%*	39 *2%*	20 *2%*	24 8%r	52 5%r	23 *1%*
T - Made changes to payment method or tariff with On Demand services in the last month	**155** ***3%***	86 *3%*	29 *3%*	148 3%ad	83 *2%*	155 3%acdf	129 *3%*	67 *3%*	26 6%i	129 *3%*	27 *2%*	4 *3%*	4 *2%*	25 *2%*	35 *2%*	25 *2%*	30 10%qr	35 *3%*	44 *2%*
Cancelled a service - On-demand	**126** ***3%***	69 *2%*	19 *2%*	124 3%adef	63 *2%*	108 *2%*	106 2%ade	56 3%ad	19 4%i	106 *2%*	27 *2%*	1 *1%*	6 *2%*	17 *2%*	34 *2%*	17 *2%*	18 6%r	50 5%r	19 *1%*
Made changes to make more affordable - On-demand	**122** ***2%***	70 *2%*	19 *2%*	115 2%d	64 *2%*	122 2%acdf	101 *2%*	54 3%d	20 4%i	102 *2%*	19 *1%*	1 *1%*	4 *2%*	24 *2%*	24 *1%*	24 *2%*	18 6%qr	26 *2%*	41 *2%*
Missed a payment - On-demand	**21** *	13 *	1 *	20 *f	16 *	21 *f	15 *	8 *	5 1%i	15 *	5 *	- -	1 *	3 *	5 *	3 *	7 2%qr	4 *	4 *
Made changes to a payment method - On-demand	**43** ***1%***	22 *1%*	11 *1%*	43 1%a	25 *1%*	43 1%a	37 *1%*	17 *1%*	6 *1%*	37 *1%*	10 *1%*	4 3%mo	2 *1%*	2 *	16 1%mo	2 *	14 5%qr	11 1%r	4 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 369
Affordability issues - On Demand
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**4798**	232	598	230	90	96	932	3866	223	-	932	-	-	-	-	-	-	992	1278	1405	792
Weighted Base	**4972**	258	637	259	119*	113*	1019	3953	261	-**	1019	-**	-**	-**	-**	-**	-**	1024	1370	1589	873
I - Any affordability issues with On demand services in the last month	**274** ***6%***	147 57%bcdfgh	153 24%g	46 18%g	31 26%g	52 47%bcdfg	274 27%bcg	- -	107 41%bcdfg	- -	274 *27%*	- -	- -	- -	- -	- -	- -	61 *6%*	61 *4%*	80 *5%*	66 8%rs
J - Multiple affordability issues with On demand services in the last month	**31** ***1%***	24 9%bfg	23 4%g	13 5%g	10 9%bfg	18 16%bcfg	31 3%g	- -	31 12%bcfg	- -	31 *3%*	- -	- -	- -	- -	- -	- -	3 *	13 *1%*	11 *1%*	3 *
S - Cancelled or missed a payment for On Demand services in the last month	**143** ***3%***	128 50%bcdefgh	43 7%g	29 11%bg	27 23%bcfg	22 20%bcg	143 14%bg	- -	67 26%bcfg	- -	143 *14%*	- -	- -	- -	- -	- -	- -	17 2%	42 3%	46 3%	36 4%q
T - Made changes to payment method or tariff with On Demand services in the last month	**155** ***3%***	40 15%g	128 20%cdfg	28 11%g	12 10%g	44 39%abcdfgh	155 15%g	- -	66 25%acdfg	- -	155 *15%*	- -	- -	- -	- -	- -	- -	47 5%rs	28 2%	44 3%	33 4%r
Cancelled a service - On-demand	**126** ***3%***	126 49%bcdefgh	40 6%g	22 8%g	10 8%g	16 14%bg	126 12%bg	- -	57 22%bcdefg	- -	126 *12%*	- -	- -	- -	- -	- -	- -	16 2%	35 3%	37 2%	36 4%qs
Made changes to make more affordable - On-demand	**122** ***2%***	28 11%cg	122 19%acdefg	15 6%g	6 5%g	10 9%g	122 12%cg	- -	40 15%cdg	- -	122 *12%*	- -	- -	- -	- -	- -	- -	34 3%r	24 2%	34 2%	26 3%
Missed a payment - On-demand	**21** *	5 2%g	4 1%g	9 3%bg	21 17%abcefgh	6 6%bfg	21 2%bg	- -	13 5%abfg	- -	21 *2%*	- -	- -	- -	- -	- -	- -	2 *	9 1%t	8 *1%*	- -
Made changes to a payment method - On-demand	**43** ***1%***	17 6%bg	16 3%g	19 7%bfg	9 8%bg	43 38%abcdfgh	43 4%bg	- -	35 14%abcfg	- -	43 *4%*	- -	- -	- -	- -	- -	- -	13 *1%*	8 *1%*	14 *1%*	8 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 370
Affordability issues - On Demand
BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**4798**	3121	110	-	-	428	4350	122	183	406	474	641	1474	930	1534	731	1194	3459
Weighted Base	**4972**	3261	117*	-**	-**	441	4514	130*	187	413	500	659	1525	948	1583	802	1292	3533
I - Any affordability issues with On demand services in the last month	**274** ***6%***	167 *5%*	24 21%a	- -	- -	45 10%f	228 *5%*	27 21%hijkl	14 *7%l*	35 *9%kl*	42 *8%kl*	28 *4%*	49 *3%*	39 *4%*	56 *4%*	92 12%mn	98 *8%q*	167 *5%*
J - Multiple affordability issues with On demand services in the last month	**31** ***1%***	10 *	4 3%a	- -	- -	11 2%f	21 *	4 3%kl	2 *1%l*	6 *1%l*	8 *2%kl*	2 *	3 *	5 *	4 *	6 *1%*	16 *1%q*	14 *
S - Cancelled or missed a payment for On Demand services in the last month	**143** ***3%***	84 *3%*	16 14%a	- -	- -	26 6%f	117 *3%*	17 13%ijkl	11 *6%kl*	22 *5%kl*	19 *4%l*	15 *2%*	17 *1%*	20 *2%*	25 *2%*	54 *7%mn*	54 *4%q*	85 *2%*
T - Made changes to payment method or tariff with On Demand services in the last month	**155** ***3%***	89 *3%*	12 10%a	- -	- -	29 6%f	127 *3%*	12 9%hkl	5 *3%*	19 *5%l*	28 *6%kl*	15 *2%*	35 *2%*	23 *2%*	34 *2%*	43 *5%mn*	55 *4%q*	96 *3%*
Cancelled a service - On-demand	**126** ***3%***	72 *2%*	15 13%a	- -	- -	17 *4%*	109 *2%*	15 12%hijkl	9 *5%l*	19 *5%l*	18 *4%l*	15 *2%l*	13 *1%*	15 *2%*	24 *1%*	50 *6%mn*	40 *3%*	83 *2%*
Made changes to make more affordable - On-demand	**122** ***2%***	76 *2%*	5 *5%*	- -	- -	13 *3%*	109 *2%*	9 7%hkl	2 *1%*	12 *3%*	22 *4%kl*	11 *2%*	34 *2%*	20 *2%*	31 *2%*	29 *4%n*	41 *3%*	76 *2%*
Missed a payment - On-demand	**21** *	13 *	1 *1%*	- -	- -	10 2%f	11 *	4 3%jkl	2 *1%k*	3 *1%*	2 *	- -	4 *	4 *	3 *	4 *	17 *1%q*	2 *
Made changes to a payment method - On-demand	**43** ***1%***	16 *1%*	7 6%a	- -	- -	18 *4%f*	25 *1%*	4 *3%l*	3 *1%l*	8 *2%l*	11 *2%kl*	4 *1%*	2 *	3 *	3 *	16 *2%mn*	20 *2%q*	22 *1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Unweighted Base	**7191**	3338	3819	677	968	948	1239	1307	1206	830	1670	2515	1218	1399	432	628	862	239	720	867	550	574	514	5386	753	424	628
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
GENDER																											
MALE	**3487**	3487	-	383	617	566	608	545	478	290	963	818	827	750	247	325	464	140	387	481	301	306	281	2931	291	164	101
	48%	100%b	-	50%i	50%i	49%i	49%i	49%i	*48%*	*43%*	51%km	*45%*	55%jkm	*44%*	*48%*	*48%*	*49%*	*48%*	*49%*	*49%*	*48%*	*48%*	*48%*	*49%*	*48%*	*48%*	*48%*
FEMALE	**3669**	-	3669	368	613	576	626	567	520	386	919	1002	662	934	265	350	472	148	400	497	320	323	300	3075	316	174	104
	51%	-	100%a	*48%*	*49%*	*50%*	*51%*	*51%*	*52%*	57%cdefgh	49%l	55%jl	*44%*	55%jl	*52%*	*52%*	*50%*	*51%*	*51%*	*51%*	*51%*	*51%*	*52%*	*51%*	*52%*	*51%*	*50%*
AGE																											
18-24	**765**	383	368	765	-	-	-	-	-	-	132	202	167	216	62	85	148	19	67	111	44	68	69	673	51	34	7
	11%	*11%*	*10%*	100%defghi	-	-	-	-	-	-	*7%*	11%j	11%j	13%j	12%svB	13%stvzB	16%stuvwyzAB	*6%*	8%B	11%svB	7%B	11%vB	12%svB	11%stvzB	8%B	10%B	*3%*
25-34	**1240**	617	613	-	1240	-	-	-	-	-	301	342	270	259	74	119	209	53	147	189	90	125	85	1090	99	35	15
	17%	*18%*	*17%*	-	100%cefghi	-	-	-	-	-	*16%*	19%jm	*18%*	*15%*	14%B	18%AB	22%pqvxyzAB	18%AB	19%AB	19%pvxAB	14%B	20%pvxAB	15%B	18%vAB	16%AB	*10%*	*7%*
35-44	**1145**	566	576	-	-	1145	-	-	-	-	371	311	231	191	80	108	183	55	127	152	86	102	80	971	98	53	22
	16%	*16%*	*16%*	-	-	100%cdfghi	-	-	-	-	20%klm	17%m	15%m	*11%*	16%B	16%B	19%uvxyB	19%B	16%B	15%B	*14%*	16%B	*14%*	16%B	16%B	16%B	*11%*
45-54	**1236**	608	626	-	-	-	1236	-	-	-	393	343	261	208	99	100	158	52	147	166	96	106	108	1032	108	56	40
	17%	*17%*	*17%*	-	-	-	100%cdeghi	-	-	-	21%lm	19%m	17%m	*12%*	*19%*	*15%*	*17%*	*18%*	*19%*	*17%*	*15%*	*17%*	*19%*	*17%*	*18%*	*16%*	*19%*
55-64	**1113**	545	567	-	-	-	-	1113	-	-	282	282	242	278	77	106	117	38	118	143	116	99	98	912	102	55	44
	15%	*16%*	*15%*	-	-	-	-	100%cdefhi	-	-	*15%*	*15%*	*16%*	*16%*	*15%*	*16%*	*12%*	*13%*	*15%*	*14%*	19%ry	*16%*	17%r	15%r	17%r	*16%*	21%pqrstuwy
65-74	**1001**	478	520	-	-	-	-	-	1001	-	253	219	206	284	71	89	72	50	110	134	110	76	88	802	95	62	42
	14%	*14%*	*14%*	-	-	-	-	-	100%cdefgi	-	*13%*	*12%*	*14%*	17%jk	14%r	13%r	*8%*	17%r	14%r	14%r	18%qrwy	12%r	15%r	13%r	15%r	18%qruwy	20%pqrtuwyz
75+	**675**	290	386	-	-	-	-	-	-	675	154	129	118	248	49	67	50	23	72	88	80	54	53	535	58	43	39
	9%	*8%*	11%a	-	-	-	-	-	-	100%cdefgh	*8%*	*7%*	*8%*	15%jkl	9%r	10%r	*5%*	*8%*	9%r	9%r	13%rtuwy	8%r	9%r	9%r	9%r	13%ry	19%pqrstuvwxyzA

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
SOCIAL GRADE																											
A	**436** ***6%***	244 7%b *5%*	191 *5%*	22 *3%*	54 *4%*	89 8%cd *8%*	85 7%cd *7%*	69 6%c *6%*	77 8%cd *8%*	40 6%c *6%*	436 23%klm -	- - -	- - -	- - -	28 *5%*	38 *6%*	65 7%t *7%*	12 *4%*	33 *4%*	68 7%t *7%*	33 *5%*	57 9%qst vyzB *9%*	34 *6%*	367 6%t *6%*	34 *6%*	25 7%t *7%*	11 *5%*
B	**1452** ***20%***	719 *21%*	728 *20%*	110 *14%*	247 20%c *20%*	283 25%cd ghi *20%*	308 25%cd ghi *20%*	213 19%c *18%*	176 *18%*	114 *17%*	1452 77%klm -	- - -	- - -	- - -	113 *22%*	138 *20%*	177 *19%*	51 *18%*	138 *18%*	229 23%rt y *23%*	121 *19%*	127 *20%*	117 *20%*	1211 *20%*	133 *22%*	63 *18%*	46 *22%*
C1	**1835** ***26%***	818 *23%*	1002 27%a *27%*	202 26%hi *26%*	342 28%hi *28%*	311 27%hi *27%*	343 28%hi *28%*	282 25%i *25%*	219 *22%*	129 *19%*	- - -	1835 100%jlm -	- - -	- - -	129 *25%*	177 *26%*	293 31%pu wxyzA B *31%*	81 *28%*	207 *26%*	241 *24%*	166 *27%*	146 *23%*	132 *23%*	1572 26%z *26%*	134 *22%*	78 *23%*	50 *24%*
C2	**1495** ***21%***	827 24%b *18%*	662 *18%*	167 *22%*	270 22%i *20%*	231 *20%*	261 *21%*	242 22%i *21%*	206 *21%*	118 *17%*	- - -	- - -	1495 100%jkm -	- - -	124 24%xB *21%*	142 *21%*	181 *19%*	63 *22%*	180 23%xB *19%*	191 *19%*	141 23%xB *19%*	120 *19%*	99 *17%*	1243 21%B *21%*	143 23%xB *22%*	74 *22%*	35 *17%*
D	**1027** ***14%***	486 *14%*	538 *15%*	168 22%de fghi *22%*	205 17%ef h *17%*	117 *10%*	136 *11%*	171 15%ef *15%*	125 *13%*	103 15%ef *15%*	- - -	- - -	- - -	1027 61%jkl *61%*	56 *11%*	100 *15%*	113 *12%*	37 *13%*	130 17%pr v *17%*	138 *14%*	67 *11%*	91 *14%*	129 22%pqrs tuvwyzA B *22%*	862 14%v *14%*	83 *14%*	51 *15%*	31 *15%*
E	**661** ***9%***	264 *8%*	395 11%a *11%*	47 *6%*	54 *4%*	74 *6%*	72 *6%*	108 10%cd ef *10%*	158 16%cd efg *16%*	145 21%cde fgh *21%*	- - -	- - -	- - -	661 39%jkl *39%*	46 *9%*	51 *8%*	77 *8%*	36 12%qu *12%*	70 *9%*	71 *7%*	70 11%quy *11%*	59 *9%*	49 *9%*	528 *9%*	64 10%u *10%*	41 12%qruy *12%*	29 14%pqrtuwxy *14%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
GOVERNMENT OFFICE REGION																											
EAST MIDLANDS	**512** ***7%***	247 *7%*	265 *7%*	62 *8%*	74 *6%*	80 *7%*	99 *8%*	77 *7%*	71 *7%*	49 *7%*	141 *7%*	129 *7%*	124 *8%m*	102 *6%*	512 100%qrstuvwxyzAB	- -	- -	- -	- -	- -	- -	- -	- -	512 8%qrstuvwxzAB	- -	- -	- -
EASTERN	**677** ***9%***	325 *9%*	350 *10%*	85 *11%*	119 *10%*	108 *9%*	100 *8%*	106 *10%*	89 *9%*	67 *10%*	177 *9%*	177 *10%*	142 *10%*	151 *9%*	- -	677 100%prstuvwxyzAB	- -	- -	- -	- -	- -	- -	- -	677 11%prstuvwxzAB	- -	- -	- -
LONDON	**942** ***13%***	464 *13%*	472 *13%*	148 19%fghi	209 17%fghi	183 16%ghi	158 13%hi	117 10%hi	72 *7%*	50 *7%*	241 *13%*	293 16%jlm	181 *12%*	189 *11%*	- -	- -	942 100%pqstuvwxyzAB	- -	- -	- -	- -	- -	- -	942 16%pqstuvwxzAB	- -	- -	- -
NORTH EAST	**290** ***4%***	140 *4%*	148 *4%*	19 *2%*	53 *4%*	55 5%c	52 *4%*	38 *3%*	50 5%c	23 *3%*	63 *3%*	81 *4%*	63 *4%*	73 *4%*	- -	- -	- -	290 100%pqrtuvwxyzAB	- -	- -	- -	- -	- -	290 5%pqrtuvwxzAB	- -	- -	- -
NORTH WEST	**788** ***11%***	387 *11%*	400 *11%*	67 *9%*	147 *12%*	127 *11%*	147 *12%*	118 *11%*	110 *11%*	72 *11%*	171 *9%*	207 11%j	180 12%j	200 12%j	- -	- -	- -	- -	788 100%pqrsuvwxyzAB	- -	- -	- -	- -	788 13%pqrsuvwxzAB	- -	- -	- -
SOUTH EAST	**983** ***14%***	481 *14%*	497 *14%*	111 *15%*	189 *15%*	152 *13%*	166 *13%*	143 *13%*	134 *13%*	88 *13%*	297 16%klm	241 *13%*	191 *13%*	209 *12%*	- -	- -	- -	- -	- -	983 100%pqrstvwxyzAB	- -	- -	- -	983 16%pqrstvwxzAB	- -	- -	- -
SOUTH WEST	**623** ***9%***	301 *9%*	320 *9%*	44 *6%*	90 *7%*	86 *8%*	96 *8%*	116 10%cdef	110 11%cdef	80 12%cdef	154 *8%*	166 *9%*	141 *9%*	137 *8%*	- -	- -	- -	- -	- -	- -	623 100%pqrstuwxyzAB	- -	- -	623 10%pqrstuwxzAB	- -	- -	- -
WEST MIDLANDS	**632** ***9%***	306 *9%*	323 *9%*	68 *9%*	125 *10%*	102 *9%*	106 *9%*	99 *9%*	76 *8%*	54 *8%*	184 *10%*	146 *8%*	120 *8%*	150 *9%*	- -	- -	- -	- -	- -	- -	- -	632 100%pqrstuvxyzAB	- -	632 10%pqrstuvxzAB	- -	- -	- -
YORKS AND HUMBR	**581** ***8%***	281 *8%*	300 *8%*	69 *9%*	85 *7%*	80 *7%*	108 *9%*	98 *9%*	88 *9%*	53 *8%*	151 *8%*	132 *7%*	99 *7%*	178 11%jkl	- -	- -	- -	- -	- -	- -	- -	- -	581 100%pqrstuvwyzAB	581 10%pqrstuvwzAB	- -	- -	- -
ENGLAND [NET]	**6028** ***84%***	2931 *84%*	3075 *84%*	673 88%fghi	1090 88%fghi	971 85%hi	1032 83%i	912 *82%*	802 *80%*	535 *79%*	1578 *84%*	1572 86%m	1243 *83%*	1390 *82%*	512 100%zAB	677 100%zAB	942 100%zAB	290 100%zAB	788 100%zAB	983 100%zAB	623 100%zAB	632 100%zAB	581 100%zAB	6028 100%zAB	- -	- -	- -
SCOTLAND	**611** ***8%***	291 *8%*	316 *9%*	51 *7%*	99 *8%*	98 *9%*	108 *9%*	102 *9%*	95 *9%*	58 *9%*	167 *9%*	134 *7%*	143 10%k	147 *9%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	611 100%pqrstuvwxyAB	- -	- -
WALES	**342** ***5%***	164 *5%*	174 *5%*	34 *4%*	35 *3%*	53 *5%*	56 *5%*	55 5%d	62 6%d	43 6%d	88 *5%*	78 *4%*	74 *5%*	92 *5%*	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	342 100%pqrstuvwxyzB	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
NORTHERN IRELAND	**210**	101	104	7	15	22	40	44	42	39	57	50	35	59	-	-	-	-	-	-	-	-	-	-	-	-	210
	3%	*3%*	*3%*	*1%*	*1%*	*2%*	3%cd	4%cde	4%cde	6%cde f	*3%*	*3%*	*2%*	*4%*	-	-	-	-	-	-	-	-	-	-	-	-	100%pqrstuvwxyzA

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
CHILDREN IN HOUSEHOLD																											
YES	**2044**	926	1112	245	418	708	538	107	21	5	629	515	436	386	147	209	306	104	229	290	153	186	145	1769	149	78	48
	28%	27%	30%a	32%ghi	34%ghi	62%cdfghi	44%cdghi	10%hi	2%i	*1%*	33%klm	28%m	29%m	*23%*	*29%*	31%vxzAB	33%vxyzAB	36%vxyzAB	29%AB	29%zAB	*25%*	29%AB	*25%*	29%vxzAB	*24%*	*23%*	*23%*
NO	**5146**	2562	2557	520	822	437	698	1006	980	671	1260	1320	1059	1302	365	468	635	186	558	694	470	447	436	4259	462	264	162
	72%	73%b	*70%*	68%ef	66%ef	*38%*	56%e	90%cdef	98%cdefg	99%cdefgh	*67%*	72%j	71%j	77%jkl	*71%*	*69%*	*67%*	*64%*	*71%*	*71%*	75%qrsy	*71%*	75%qrsy	71%rs	76%qrsuy	77%qrstuwy	77%qrstuwy
WORKING STATUS																											
FULL-TIME	**2892**	1669	1215	282	756	708	700	382	52	6	927	906	615	337	220	281	404	115	327	404	232	263	243	2488	229	116	59
	40%	48%b	*33%*	37%hi	61%cghi	62%cfghi	57%cghi	34%hi	5%i	*1%*	49%lm	49%lm	41%m	*20%*	43%AB	41%AB	43%zAB	40%B	41%AB	41%AB	37%B	42%AB	42%AB	41%AB	37%B	*34%*	*28%*
PART-TIME	**737**	209	525	77	127	136	181	148	58	10	181	168	174	190	48	74	77	28	84	125	60	65	65	626	64	31	16
	10%	*6%*	14%a	10%hi	10%hi	12%hi	15%cdhi	13%dhi	6%i	*1%*	*10%*	*9%*	12%k	*11%*	*9%*	*11%*	*8%*	*10%*	*11%*	13%ryB	*10%*	*10%*	*11%*	10%r	*10%*	*9%*	*8%*
SELF EMPLOYED PART-TIME	**636**	415	214	37	112	133	155	139	52	8	163	180	193	81	46	54	125	15	63	86	57	47	34	527	58	36	16
	9%	12%b	*6%*	5%i	9%chi	12%chi	13%cdhi	12%cdhi	5%i	*1%*	9%m	10%m	13%jkm	*5%*	*9%*	*8%*	13%pqstuvwxyzB	*5%*	*8%*	*9%*	*9%*	*7%*	*6%*	9%x	9%sx	10%sx	*8%*
NOT WORKING, NOT LOOKING FOR WORK	**2649**	1042	1594	319	149	119	157	411	836	650	585	543	470	935	182	248	287	119	279	333	262	212	225	2146	241	148	114
	37%	*30%*	43%a	42%def	*12%*	*10%*	*13%*	37%def	84%cdefg	96%cdefgh	*31%*	*30%*	*31%*	55%jkl	*35%*	37%r	*30%*	41%r	*35%*	*34%*	42%rtuwy	*34%*	39%r	36%r	39%ruw	43%pqrtuwy	54%pqrstuvwxyzA
NOT WORKING, LOOKING FOR WORK	**263**	147	112	48	88	47	42	33	3	-	30	37	40	143	16	20	48	12	30	36	12	43	12	228	18	12	5
	4%	4%b	*3%*	6%fghi	7%efghi	4%hi	3%hi	3%hi	*	-	*2%*	*2%*	*3%*	8%jkl	*3%*	*3%*	5%vxB	*4%*	*4%*	*4%*	*2%*	7%pqtuvxyzAB	*2%*	4%vx	*3%*	*3%*	*2%*
ANY WORKING	**4265**	2292	1955	396	996	977	1035	669	161	25	1270	1254	982	608	314	409	606	158	473	615	349	376	342	3641	350	182	91
	59%	66%b	*53%*	52%hi	80%cghi	85%cdghi	84%cghi	60%chi	16%i	*4%*	67%m	68%m	66%m	*36%*	61%AB	60%AB	64%svyzAB	54%B	60%AB	63%svzAB	56%B	59%B	59%B	60%vAB	57%B	53%B	*44%*
ANY NOT WORKING	**2912**	1189	1706	367	238	166	199	444	839	650	615	580	510	1077	198	268	334	132	309	369	274	254	237	2374	259	159	119
	40%	*34%*	46%a	48%defg	19%e	*15%*	*16%*	40%def	84%cdefg	96%cdefgh	*33%*	*32%*	*34%*	64%jkl	*39%*	*40%*	*36%*	46%ru	*39%*	*37%*	44%ruy	*40%*	*41%*	39%r	42%r	47%pqrtuy	56%pqrstuvwxyzA

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
ADULTS IN HOUSEHOLD																											
1	**1797**	797	994	71	260	248	227	277	341	368	288	427	361	671	136	145	197	80	227	231	155	154	156	1481	162	95	59
	25%	*23%*	27%a	*9%*	21%c	22%c	18%c	25%cd f	34%cd efg	54%cd efgh	*15%*	23%j	24%j	40%jkl	26%r	*21%*	*21%*	28%r	29%qr uy	*24%*	*25%*	*24%*	27%r	25%r	26%qr	28%qr	28%qr
2	**3558**	1778	1766	176	678	728	606	526	560	277	1132	895	736	667	258	364	422	146	374	495	322	300	286	2968	324	163	104
	49%	51%b	*48%*	*23%*	55%cf gi	64%cd fghi	49%ci	47%ci	56%cf gi	41%c	60%kl m	49%m	49%m	*40%*	*50%*	54%rtw y	*45%*	*51%*	*47%*	50%r	52%r	*47%*	*49%*	49%r	53%r	*48%*	*50%*
3+	**1769**	882	874	508	288	163	391	301	95	22	461	495	394	333	110	164	317	58	180	251	143	168	129	1521	122	81	44
	25%	*25%*	*24%*	66%de fghi	23%eh i	14%hi	32%de ghi	27%ehi	9%i	*3%*	24%m	*27%m*	26%m	*20%*	*21%*	*24%*	34%pq stuvw xyzAB	*20%*	*23%*	25%z	*23%*	27%zB	*22%*	25%zB	*20%*	*24%*	*21%*
HOUSEHOLD SIZE																											
1	**1573**	759	808	63	190	163	175	272	340	366	255	373	314	589	112	120	170	68	200	206	142	136	140	1293	139	87	54
	22%	*22%*	*22%*	*8%*	15%c	14%c	14%c	24%cd ef	34%cd efg	54%cd efgh	*14%*	20%j	21%j	35%jkl	*22%*	*18%*	*18%*	*23%*	25%qr y	*21%*	23%qr	*22%*	24%qr	21%qr	23%qr	26%qr	26%qruy
2	**2402**	1189	1205	130	417	224	308	482	553	282	690	604	481	537	182	243	268	80	252	313	230	189	209	1965	235	123	79
	33%	*34%*	*33%*	*17%*	34%ce f	*20%*	25%ce	43%cd ef	55%cd efgi	42%cd ef	37%kl m	*33%*	*32%*	*32%*	36%r	36%rsw	*28%*	*28%*	*32%*	*32%*	37%rswy	*30%*	36%rs	33%r	38%rs tuwy	36%rs	38%rstuwy
3	**1228**	547	672	178	272	226	273	184	75	18	330	335	270	244	86	126	168	60	124	186	96	107	86	1038	107	54	29
	17%	*16%*	18%a	23%gh i	22%gh i	20%hi	22%gh i	17%hi	7%i	*3%*	17%m	18%m	18%m	*14%*	*17%*	19%B	*18%*	21%B	*16%*	19%B	*15%*	*17%*	*15%*	17%B	*18%*	*16%*	*14%*
4+	**1944**	972	959	389	350	528	470	169	31	4	608	516	428	306	125	187	336	78	208	273	152	194	140	1693	127	76	49
	27%	*28%*	*26%*	51%df ghi	28%gh i	46%df ghi	38%dg hi	15%hi	3%i	*1%*	32%km	28%m	29%m	*18%*	*24%*	28%z	36%pq stuvx yzAB	*27%*	26%z	28%zA	*24%*	31%pv xzAB	*24%*	28%zAB	*21%*	*22%*	*23%*
DECISION-MAKERS																											
SOLE DM	**3320**	1712	1596	96	482	534	620	578	527	472	733	806	721	961	247	281	396	150	398	413	280	276	291	2732	306	172	110
	46%	49%b	*44%*	*13%*	39%c	47%cd	50%cd	52%cd e	53%cd e	70%cd efgh	*39%*	44%j	48%jk	57%jkl	48%q	*41%*	*42%*	52%qr u	51%qr uwy	*42%*	*45%*	*44%*	50%qruy	*45%*	50%qr uwy	50%qru	53%qruvwy
JOINT DM	**2907**	1347	1548	190	528	537	544	489	432	183	960	784	574	482	193	288	370	106	297	418	274	261	229	2437	257	133	82
	40%	*39%*	42%a	*25%*	43%ci	47%ci	44%ci	44%ci	43%ci	*27%*	51%kl m	43%lm	38%m	*29%*	*38%*	*43%*	*39%*	*37%*	*38%*	*43%*	44%t	*41%*	*39%*	*40%*	*42%*	*39%*	*39%*
SOLE OR JOINT DM	**6228**	3059	3145	287	1010	1071	1164	1067	960	656	1694	1590	1296	1443	439	569	765	256	695	832	554	537	520	5169	563	304	192
	87%	88%b	*86%*	*37%*	81%c	94%cd	94%cd	96%cd e	96%cd e	97%cd ef	90%kl m	*87%*	*87%*	*85%*	*86%*	*84%*	*81%*	89%r	88%qr u	*85%*	89%qruy	*85%*	89%qruw y	86%r	92%pq rtuwy	89%qru	91%pqruwy
NOT DM	**963**	428	525	478	230	74	72	46	41	20	195	245	199	245	73	108	176	33	92	152	69	95	61	859	48	37	18
	13%	*12%*	14%a	63%de fghi	19%efg hi	6%ghi	6%i	*4%*	*4%*	*3%*	*10%*	13%j	13%j	15%j	14%zB	16%tvx zAB	19%st vxyzA B	*11%*	12%z	15%tv xzAB	*11%*	15%xz B	*11%*	14%vxzB	*8%*	*11%*	9%
ETHNICITY																											
WHITE	**6217**	2974	3219	515	981	943	1099	1032	978	658	1631	1586	1300	1467	449	609	572	272	704	871	597	530	514	5116	576	320	205
	86%	*85%*	88%a	*67%*	79%c	82%c	89%cd e	93%cd ef	98%cd efg	97%cd efg	*86%*	*86%*	*87%*	*87%*	88%r	90%rwy	*61%*	94%pr uwxy	89%rw y	89%rw y	96%pqrtu wxy	84%r	88%rwy	85%r	94%pq rtuwx y	94%prtuw xy	98%pqrstuwxyzA

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
BAME	**929**	487	436	247	249	193	132	71	20	13	240	241	185	216	61	64	363	17	82	103	18	95	66	870	35	21	4
	13%	14%b	*12%*	32%de fghi	20%fg hi	17%fg hi	11%ghi	6%hi	*2%*	*2%*	*13%*	*13%*	*12%*	*13%*	12%svzA B	10%vzB	39%pqs tuvwxy zAB	6%B	10%vz AB	10%vzA B	*3%*	15%qs tuvzA B	11%svzA B	14%qstuvz AB	6%vB	6%vB	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
SERVICES/DEVICES																											
LANDLINE (CALLS)	**5231**	2495	2717	405	485	733	1014	978	945	660	1457	1275	1069	1237	371	512	619	209	560	723	476	455	394	4320	452	263	196
	73%	*72%*	74%a	53%d	*39%*	64%cd	82%cd e	88%cd ef	94%cd efg	98%cd efgh	77%kl m	*69%*	*71%*	73%k	73%r	76%rxy	*66%*	*72%*	71%r	74%rx	76%rbxy	72%r	*68%*	*72%r*	74%rx	77%rbxy	93%pqrstuvwxyzA
LANDLINE (LINE RENTAL)	**1127**	586	537	84	346	278	195	118	74	30	306	315	242	220	86	91	151	47	155	148	100	100	102	979	98	40	10
	16%	17%b	*15%*	11%hi	28%cf ghi	24%cf ghi	16%cg hi	11%hi	7%i	*4%*	16%m	17%m	16%m	*13%*	17%B	13%B	16%B	16%B	20%qu yAB	15%B	16%B	16%B	18%AB	16%AB	16%B	12%B	*5%*
MOBILE	**6859**	3336	3491	761	1221	1116	1206	1061	924	554	1823	1775	1427	1564	484	648	909	283	752	933	587	605	555	5755	584	327	193
	95%	*96%*	*95%*	100%ef ghi	98%gh i	97%gh i	98%gh i	95%hi	92%i	*82%*	96%m	97%m	95%m	*93%*	*94%*	96%B	96%B	98%B	95%B	95%B	*94%*	96%B	96%B	95%B	96%B	96%B	*92%*
TV SERVICE	**4242**	2069	2158	437	645	719	862	711	592	273	1202	1106	904	871	299	417	519	188	482	597	338	372	331	3543	390	189	121
	59%	*59%*	*59%*	57%i	52%i	63%cd i	70%cd eghi	64%cd hi	59%di	*40%*	64%km	60%m	60%m	*52%*	*58%*	62%rv	*55%*	65%rv A	61%rv	61%rv	*54%*	*59%*	*57%*	59%rv	64%rv xyAB	*55%*	*58%*
OD TV	**4955**	2426	2506	665	1051	935	981	709	450	158	1468	1369	1031	909	353	483	688	200	550	694	425	428	352	4172	444	223	116
	69%	*70%*	*68%*	87%ef ghi	85%fg hi	82%gh i	79%gh i	64%hi	45%i	*23%*	78%kl m	75%lm	69%m	*54%*	69%xB	71%xB	73%wx yAB	69%xB	70%xB	71%xB	68%xB	68%xB	*61%*	69%xB	73%xA B	65%B	*55%*
FIXED BB	**5981**	2955	3003	616	1076	1023	1106	961	813	375	1678	1599	1240	1254	423	574	784	240	655	850	515	515	472	5027	514	277	163
	83%	85%b	*82%*	81%i	87%ch i	89%ch i	90%cg hi	86%ch i	81%i	*56%*	89%lm	87%lm	83%m	*74%*	*83%*	85%B	83%B	*83%*	83%B	86%wx yAB	83%B	*81%*	*81%*	83%B	84%B	*81%*	*78%*
MOBILE BB	**2699**	1309	1375	360	439	478	495	440	361	121	790	718	544	533	189	259	381	125	300	370	216	240	184	2263	234	131	70
	38%	*38%*	*37%*	47%df ghi	35%i	42%dh i	40%di	40%i	36%i	*18%*	42%lm	39%m	36%m	*32%*	*37%*	38%x	40%vx B	43%vx B	38%x	38%x	*35%*	*38%*	*32%*	38%x	38%x	38%x	*34%*
MOBILE ONLY HOUSEHOLD																											
YES	**1028**	459	558	147	159	116	118	130	155	197	192	206	210	354	74	92	138	47	108	108	87	101	95	851	85	54	38
	14%	*13%*	15%a	19%de fg	13%f	*10%*	*10%*	*12%*	15%ef g	29%cd efgh	*10%*	*11%*	14%jk	21%jkl	*15%*	*14%*	15%u	16%u	*14%*	*11%*	*14%*	16%u	16%u	14%u	*14%*	16%u	18%qtuyz
NO	**6163**	3028	3111	618	1081	1028	1118	983	846	478	1697	1628	1284	1334	438	585	804	243	680	876	536	531	486	5177	526	288	172
	86%	87%b	*85%*	81%i	87%ci	90%ch i	90%cd hi	88%ch i	85%i	*71%*	90%lm	89%lm	86%m	*79%*	*85%*	86%B	*85%*	*84%*	86%B	89%rs wxyAB	*86%*	*84%*	*84%*	86%B	86%B	*84%*	*82%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
BUNDLES																											
LANDLINE + FIXED BB	**1854** *26%*	910 *26%*	936 *26%*	87 *11%*	250 20%c	333 29%cd	341 28%cd	345 31%cd	304 30%cd	190 28%cd	562 30%klm *27%*	487 *23%*	351 *24%*	398	114 *22%*	168 *25%*	208 *22%*	79 *27%*	201 *25%*	258 *26%*	197 32%pqrtuwyz *26%*	136 *22%*	163 28%rw	1523 25%rw	159 *26%*	106 31%pqrwy	65 31%pqrtwy
LANDLINE + PAY TV	**231** *3%*	106 *3%*	124 *3%*	13 *2%*	28 *2%*	32 *3%*	28 *2%*	40 *4%c*	49 5%cdef	40 6%cdefg	47 *2%*	50 *3%*	56 *4%*	66 4%j	15 *3%*	26 *4%*	24 *3%*	21 7%prtuvxyz	27 *3%*	21 *2%*	17 *3%*	24 *4%*	13 *2%*	189 *3%*	22 *4%*	12 *3%*	8 *4%*
FIXED BB + PAY TV	**274** *4%*	136 *4%*	138 *4%*	43 6%ghi	75 6%ghi	50 4%hi	52 4%hi	31 *3%i*	22 *2%i*	1 *	71 *4%*	88 5%m	57 *4%*	48 *3%*	24 *5%*	31 *5%*	34 *4%*	12 *4%*	34 *4%*	35 *4%*	18 *3%*	20 *3%*	26 *4%*	232 *4%*	23 *4%*	12 *3%*	7 *3%*
LANDLINE + FIXED BB + PAY TV	**1310** *18%*	657 *19%*	651 *18%*	83 *11%*	147 *12%*	232 20%cdi	311 25%cdei	243 22%cdi	222 22%cdi	71 *11%*	395 21%km	333 *18%*	279 19%m	261 *15%*	74 *14%*	127 *19%*	172 *18%*	65 22%pv	139 *18%*	203 21%pvB	98 *16%*	112 *18%*	104 *18%*	1093 *18%*	124 20%pv	59 *17%*	34 *16%*
DUAL PLAY	**2359** *33%*	1152 *33%*	1198 *33%*	142 *19%*	353 28%c	415 36%cd	421 34%cd	416 37%cd	375 37%cd	230 34%cd	680 36%lm	625 34%m	464 *31%*	511 *30%*	153 *30%*	225 *33%*	266 *28%*	112 39%prw	261 *33%*	314 *32%*	231 37%prwy	180 *28%*	202 35%rw	1944 32%r	204 33%r	130 38%pruwy	81 38%pruwy
TRIPLE PLAY	**1310** *18%*	657 *19%*	651 *18%*	83 *11%*	147 *12%*	232 20%cdi	311 25%cdei	243 22%cdi	222 22%cdi	71 *11%*	395 21%km	333 *18%*	279 19%m	261 *15%*	74 *14%*	127 *19%*	172 *18%*	65 22%pv	139 *18%*	203 21%pvB	98 *16%*	112 *18%*	104 *18%*	1093 *18%*	124 20%pv	59 *17%*	34 *16%*
FINANCIAL VULNERABILITY																											
MOST FINANCIALLY VULNERABLE	**530** *7%*	224 *6%*	302 8%a	68 9%f	97 *8%f*	89 *8%f*	65 *5%*	76 *7%*	73 *7%*	60 9%f	33 *2%*	80 *4%j*	109 *7%jk*	301 18%jkl	31 *6%*	53 *8%*	73 *8%*	26 *9%*	72 *9%u*	60 *6%*	41 *7%*	43 *7%*	42 *7%*	442 *7%*	40 *7%*	32 *9%*	16 *8%*
POTENTIALLY FINANCIALLY VULNERABLE	**1708** *24%*	802 *23%*	897 *24%*	121 *16%*	273 22%c	240 21%c	269 22%c	296 27%cdef	317 32%cdefg	191 28%cdef	283 *15%*	455 25%j	453 30%jk	480 28%jk	120 23%r	145 *21%*	161 *17%*	73 25%r	217 28%qry	228 23%r	160 26%r	155 25%r	155 27%r	1414 23%r	146 24%r	86 25%r	62 30%pqruyz
LEAST FINANCIALLY VULNERABLE	**2377** *33%*	1368 39%b	1001 *27%*	145 19%i	498 40%cghi	528 46%cdghi	547 44%cghi	365 33%chi	217 22%i	76 *11%*	1048 56%klm	726 40%lm	421 28%m	136 *8%*	182 35%twB	229 34%tB	357 38%twxyB	90 *31%*	212 *27%*	348 35%twB	212 34%tB	183 *29%*	183 *32%*	1996 33%twB	216 35%twB	109 *32%*	55 *26%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
AFFORDABILITY IN LAST MONTH																											
CANCELLED A SERVICE	**308** ***4%***	125 *4%*	177 *5%a*	64 *8%efg hi*	82 *7%fgh i*	54 *5%hi*	41 *3%hi*	39 *3%hi*	16 *2%*	10 *2%*	52 *3%*	75 *4%j*	73 *5%j*	92 *5%j*	17 *3%*	33 *5%B*	54 *6%vzB*	13 *4%*	37 *5%B*	36 *4%*	20 *3%*	30 *5%B*	33 *6%zB*	273 *5%B*	19 *3%*	12 *4%*	4 *2%*
MADE CHANGES TO A SERVICE	**781** ***11%***	366 *10%*	408 *11%*	74 *10%i*	156 *13%hi*	170 *15%cg hi*	154 *12%hi*	116 *10%hi*	77 *8%i*	35 *5%*	187 *10%*	198 *11%*	201 *13%jk m*	172 *10%*	49 *10%*	70 *10%*	112 *12%*	43 *15%xA*	91 *12%*	106 *11%*	67 *11%*	78 *12%xA*	48 *8%*	664 *11%*	67 *11%*	27 *8%*	23 *11%*
REDUCED SPEND ELSEWHERE	**361** ***5%***	125 *4%*	234 *6%a*	69 *9%efg hi*	78 *6%ghi*	69 *6%ghi*	59 *5%hi*	44 *4%h*	24 *2%*	16 *2%*	45 *2%*	93 *5%j*	75 *5%j*	139 *8%jk*	27 *5%*	28 *4%*	64 *7%qvy B*	20 *7%v*	47 *6%v*	45 *5%*	18 *3%*	27 *4%*	28 *5%*	304 *5%v*	36 *6%v*	13 *4%*	8 *4%*
MISSED PAYMENT	**142** ***2%***	52 *1%*	88 *2%a*	38 *5%efg hi*	36 *3%ghi*	30 *3%ghi*	26 *2%ghi*	10 *1%h*	1 *	2 *	10 *1%*	19 *1%*	42 *3%jk*	66 *4%jk*	5 *1%*	16 *2%A*	24 *3%A*	6 *2%*	25 *3%pvA B*	16 *2%*	7 *1%*	21 *3%puv AB*	8 *1%*	128 *2%A*	10 *2%*	2 *1%*	2 *1%*
MADE CHANGES TO PAYMENT METHOD	**141** ***2%***	52 *1%*	87 *2%a*	27 *4%fgh i*	43 *4%fgh i*	24 *2%i*	18 *1%i*	17 *2%i*	10 *1%i*	1 *	7 *	30 *2%j*	53 *4%jk*	45 *3%j*	3 *1%*	10 *1%*	24 *3%p*	16 *5%pqr tuvwx yzB*	17 *2%*	22 *2%*	8 *1%*	8 *1%*	10 *2%*	117 *2%*	10 *2%*	10 *3%p*	4 *2%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**1288** ***18%***	556 *16%*	719 *20%a*	190 *25%fg hi*	274 *22%fg hi*	255 *22%fg hi*	225 *18%hi*	174 *16%hi*	110 *11%*	56 *8%*	259 *14%*	312 *17%j*	311 *21%jk*	361 *21%jk*	81 *16%*	130 *19%A*	193 *21%uv A*	65 *23%pu vA*	157 *20%uA*	155 *16%*	97 *16%*	125 *20%A*	97 *17%*	1100 *18%A*	107 *17%*	47 *14%*	34 *16%*
NO AFFORDABILITY ISSUES	**5903** ***82%***	2931 *84%b*	2951 *80%*	574 *75%*	966 *78%*	890 *78%*	1011 *82%cd e*	939 *84%cd e*	890 *89%cd efg*	619 *92%cd efg*	1630 *86%kl m*	1522 *83%lm*	1184 *79%*	1327 *79%*	431 *84%s*	547 *81%*	748 *79%*	224 *77%*	630 *80%*	828 *84%rs t*	526 *84%rs*	508 *80%*	484 *83%*	4928 *82%*	505 *83%*	295 *86%qrstw y*	176 *84%*
MULTIPLE AFFORDABILITY ISSUES	**318** ***4%***	122 *4%*	191 *5%a*	62 *8%fgh i*	81 *7%ghi*	63 *6%ghi*	56 *5%hi*	34 *3%hi*	14 *1%*	7 *1%*	31 *2%*	76 *4%j*	95 *6%jk*	107 *6%jk*	14 *3%*	18 *3%*	61 *6%pqv yzAB*	21 *7%pqv zAB*	46 *6%pqv B*	49 *5%qB*	20 *3%*	27 *4%*	22 *4%*	278 *5%qB*	24 *4%*	11 *3%*	5 *2%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
AFFORDABILITY IN LAST THREE MONTHS																											
AFFORDABILITY ISSUE IN LAST 3 MONTHS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS	**1288** ***18%***	556 *16%*	719 20%a	190 25%fg hi	274 22%fg hi	255 22%fg hi	225 18%hi	174 16%hi	110 *11%*	56 *8%*	259 *14%*	312 17%j	311 21%jk	361 21%jk	81 *16%*	130 19%A	193 21%uv A	65 23%pu vA	157 20%uA	155 *16%*	97 *16%*	125 20%A	97 *17%*	1100 18%A	107 *17%*	47 *14%*	34 *16%*
NO AFFORDABILITY ISSUES IN LAST 3 MONTHS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PERCEIVED IMPACT OF COVID ON AFFORDABILITY																											
MAJOR POSITIVE IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MINOR POSITIVE IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NO IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MINOR NEGATIVE IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MAJOR NEGATIVE IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS																											
CONFIDENT	**4708**	2296	2399	488	814	744	809	730	663	453	1275	1207	964	1080	338	448	607	174	520	642	412	409	392	3942	407	224	136
	65%	*66%*	*65%*	*64%*	*66%*	*65%*	*65%*	*66%*	*66%*	*67%*	*68%*	*66%*	*64%*	*64%*	*66%*	*66%*	*64%*	*60%*	*66%*	*65%*	*66%*	*65%*	*67%*	*65%*	*67%*	*66%*	*65%*
NOT CONFIDENT	**196**	81	111	33	32	33	34	32	19	11	24	42	54	66	10	16	38	18	19	30	11	19	9	171	10	10	4
	3%	*2%*	*3%*	4%hi	*3%*	*3%*	*3%*	*3%*	*2%*	*2%*	*1%*	2%j	4%jk	4%jk	*2%*	*2%*	4%vxy z	6%pqt uvxyz B	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*	*3%*	*2%*
CONFIDENCE CONTACTING CP																											
CONFIDENT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT CONFIDENT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LIMITATIONS																											
VULNERABILITY	**764**	322	437	65	118	94	109	124	126	128	126	132	141	334	44	72	86	30	96	95	72	61	75	632	63	39	31
	11%	*9%*	12%a	*9%*	*10%*	*8%*	*9%*	11%e	13%cd ef	19%cde fgh	*7%*	*7%*	9%jk	20%jkl	*9%*	*11%*	*9%*	*10%*	*12%*	*10%*	*12%*	*10%*	13%r	*10%*	*10%*	*11%*	15%pqruwyz
NO VULNERABILITY	**6379**	3145	3207	692	1114	1046	1120	984	870	539	1761	1695	1347	1330	466	600	850	257	688	880	544	567	503	5357	544	302	177
	89%	90%b	*87%*	90%hi	90%i	91%ghi	91%hi	88%i	87%i	*80%*	93%lm	92%lm	90%m	*79%*	91%B	89%B	90%B	*89%*	*87%*	90%B	*87%*	90%B	*87%*	89%B	89%B	*88%*	*84%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 371
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		GENDER		AGE							SOCIAL GRADE				GOVERNMENT OFFICE REGION												
	TOTAL	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	AB (j)	C1 (k)	C2 (l)	DE (m)	EAST MIDLANDS (p)	EASTERN (q)	LONDON (r)	NORTH EAST (s)	NORTH WEST (t)	SOUTH EAST (u)	SOUTH WEST (v)	WEST MIDLANDS (w)	YORKS AND HUMBR (x)	ENGLAND [NET] (y)	SCOTLAND (z)	WALES (A)	NORTHERN IRELAND (B)
Weighted Base	**7191**	3487	3669	765	1240	1145	1236	1113	1001	675	1889	1835	1495	1688	512	677	942	290	788	983	623	632	581	6028	611	342	210
INCOME																											
UP TO £10,399 PER YEAR	**322** *4%*	139 *4%*	181 *5%*	34 *4%e*	33 *3%*	29 *2%*	36 *3%*	61 *5%def*	69 *7%def*	60 *9%cde fg*	14 *1%*	37 *2%j*	43 *3%j*	225 *13%jkl*	21 *4%*	36 *5%*	36 *4%*	17 *6%*	46 *6%v*	38 *4%*	19 *3%*	23 *4%*	26 *4%*	261 *4%*	29 *5%*	22 *6%v*	10 *5%*
£10,400 TO £15,599 PER YEAR	**395** *5%*	163 *5%*	231 *6%a*	25 *3%*	66 *5%f*	50 *4%*	39 *3%*	67 *6%cf*	76 *8%cd ef*	73 *11%cde fgh*	29 *2%*	79 *4%j*	79 *5%j*	199 *12%jkl*	32 *6%*	34 *5%*	35 *4%*	14 *5%*	54 *7%r*	45 *5%*	37 *6%*	36 *6%*	35 *6%*	322 *5%r*	40 *7%r*	20 *6%*	14 *6%r*
£15,600 TO £25,999 PER YEAR	**686** *10%*	328 *9%*	354 *10%*	52 *7%*	100 *8%*	83 *7%*	100 *8%*	124 *11%cd ef*	140 *14%cd efg*	87 *13%cde f*	80 *4%*	183 *10%j*	202 *14%jk*	203 *12%j*	45 *9%*	57 *8%*	84 *9%*	23 *8%*	78 *10%*	81 *8%*	57 *9%*	71 *11%*	66 *11%*	562 *9%*	52 *9%*	45 *13%pqruy z*	27 *13%pqruyz*
£26,000 TO £36,399 PER YEAR	**682** *9%*	321 *9%*	358 *10%*	64 *8%*	133 *11%fi*	104 *9%*	99 *8%*	116 *10%i*	120 *12%cfi*	46 *7%*	144 *8%*	183 *10%j*	191 *13%jkm*	151 *9%*	51 *10%*	53 *8%*	70 *7%*	33 *11%*	83 *11%r*	84 *9%*	79 *13%qruwy*	51 *8%*	62 *11%*	566 *9%r*	56 *9%*	34 *10%*	26 *12%qruwy*
£36,400 TO £51,999 PER YEAR	**826** *11%*	442 *13%b*	382 *10%*	46 *6%*	184 *15%ch i*	174 *15%ch i*	160 *13%ch i*	136 *12%ci*	98 *10%ci*	26 *4%*	252 *13%m*	250 *14%m*	224 *15%m*	79 *5%*	63 *12%r*	73 *11%*	79 *8%*	46 *16%rw zB*	92 *12%*	133 *14%rw B*	82 *13%rB*	59 *9%*	72 *12%rB*	701 *12%rB*	64 *10%*	44 *13%rB*	17 *8%*
£52,000 AND ABOVE PER YEAR	**1735** *24%*	1017 *29%b*	712 *19%*	119 *16%hi*	356 *29%cg hi*	425 *37%cd ghi*	456 *37%cd ghi*	239 *22%ch i*	105 *10%i*	35 *5%*	847 *45%kl m*	535 *29%lm*	255 *17%m*	70 *4%*	124 *24%*	177 *26%tAB*	291 *31%ps tvwxy AB*	57 *20%*	150 *19%*	259 *26%tA B*	140 *22%*	145 *23%*	124 *21%*	1466 *24%tAB*	164 *27%st xAB*	64 *19%*	40 *19%*
CHANGES TO HH FINANCIAL SITUATION																											
IMPROVED	**1301** *18%*	665 *19%*	633 *17%*	122 *16%*	212 *17%*	227 *20%*	218 *18%*	185 *17%*	218 *22%cd fgi*	119 *18%*	447 *24%kl m*	356 *19%lm*	229 *15%*	235 *14%*	90 *18%*	134 *20%*	163 *17%*	61 *21%*	129 *16%*	188 *19%*	103 *17%*	119 *19%*	96 *16%*	1082 *18%*	116 *19%*	70 *20%*	34 *16%*
STAYED THE SAME	**2445** *34%*	1184 *34%*	1257 *34%*	218 *29%*	407 *33%e*	323 *28%*	409 *33%e*	395 *35%ce*	386 *39%cd ef*	302 *45%cd efgh*	637 *34%*	610 *33%*	487 *33%*	609 *36%*	183 *36%*	229 *34%*	287 *30%*	88 *30%*	293 *37%ru*	312 *32%*	221 *35%*	200 *32%*	230 *40%rsuw y*	2043 *34%r*	210 *34%*	114 *33%*	79 *37%ru*
WORSENED	**1080** *15%*	507 *15%*	564 *15%*	143 *19%hi*	213 *17%hi*	226 *20%gh i*	215 *17%hi*	174 *16%hi*	67 *7%*	40 *6%*	201 *11%*	270 *15%j*	296 *20%jk m*	273 *16%j*	66 *13%*	94 *14%*	184 *19%pq tuxyz B*	46 *16%*	114 *14%*	150 *15%*	97 *16%*	96 *15%*	65 *11%*	912 *15%x*	88 *14%*	51 *15%*	29 *14%*
BENEFITS																											
RECEIVES AT LEAST ONE FORM OF BENEFIT	**1943** *27%*	834 *24%*	1093 *30%a*	218 *29%*	370 *30%gh*	336 *29%gh*	325 *26%*	274 *25%*	241 *24%*	176 *26%*	318 *17%*	355 *19%*	419 *28%jk*	792 *47%jkl*	137 *27%*	197 *29%*	255 *27%*	90 *31%u*	218 *28%*	238 *24%*	160 *26%*	174 *28%*	156 *27%*	1626 *27%*	149 *24%*	100 *29%*	67 *32%uvyz*
NONE	**4966** *69%*	2527 *72%b*	2423 *66%*	487 *64%*	835 *67%*	778 *68%*	871 *70%c*	809 *73%cd ei*	725 *72%cd ei*	452 *67%*	1536 *81%kl m*	1427 *78%lm*	1040 *70%m*	785 *46%*	362 *71%B*	449 *66%*	641 *68%*	185 *64%*	538 *68%*	710 *72%qs yB*	437 *70%B*	435 *69%*	396 *68%*	4154 *69%B*	448 *73%qr syAB*	229 *67%*	135 *64%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - p/q/r/s/t/u/v/w/x/y/z/A/B
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 372
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Unweighted Base	**7191**	1806	5385	2674	685	607	2992	221	3966	3213	1890	3518	1716	1687	2514	1186	1761	3405	2917	6322	869	6500	648
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
GENDER																							
MALE	**3487**	926	2562	1669	209	415	1042	147	2292	1189	797	1778	883	759	1189	547	972	1712	1347	3059	428	2974	487
	48%	*45%*	50%a	58%dfhi	*28%*	65%cdfghi	39%d	56%dfi	54%dfi	41%df	*44%*	50%j	50%j	*48%*	50%o	*45%*	50%o	52%rst	*46%*	49%rt	*44%*	*48%*	52%u
FEMALE	**3669**	1112	2557	1215	525	214	1594	112	1955	1706	994	1766	876	808	1205	672	959	1596	1548	3145	525	3219	436
	51%	54%b	*50%*	42%e	71%cefghi	*34%*	60%ceghi	43%e	46%ce	59%cegh	55%kl	*50%*	*49%*	*51%*	*50%*	55%np	*49%*	*48%*	53%qs	50%q	54%qs	52%v	*47%*
AGE																							
18-24	**765**	245	520	282	77	37	319	48	396	367	71	176	510	63	130	178	389	96	190	287	478	515	247
	11%	12%b	*10%*	10%e	10%e	*6%*	12%ceh	18%cdefhi	9%e	13%cefh	*4%*	*5%*	29%jk	*4%*	*5%*	15%mn	20%mno	*3%*	7%qs	5%q	50%qrs	*8%*	27%u
25-34	**1240**	418	822	756	127	112	149	88	996	238	260	678	288	190	417	272	350	482	528	1010	230	981	249
	17%	20%b	*16%*	26%defhi	17%fi	18%fi	*6%*	34%cdefhi	23%defi	8%f	*14%*	19%jl	*16%*	*12%*	17%m	22%mnp	18%m	*15%*	18%qs	16%q	24%qrs	*16%*	27%u
35-44	**1145**	708	437	708	136	133	119	47	977	166	248	728	163	163	224	226	528	534	537	1071	74	943	193
	16%	35%b	*8%*	24%dfhi	18%fi	21%fi	*4%*	18%fi	23%dfi	6%f	14%l	20%jl	*9%*	*10%*	*9%*	18%mn	27%mno	16%t	18%qst	17%qt	*8%*	*15%*	21%u
45-54	**1236**	538	698	700	181	155	157	42	1035	199	227	606	391	175	308	273	470	620	544	1164	72	1099	132
	17%	26%b	*14%*	24%fgi	24%fgi	24%fgi	*6%*	16%fi	24%fgi	7%f	*13%*	17%j	22%jk	*11%*	*13%*	22%mn	24%mn	19%t	19%t	19%t	*7%*	18%v	*14%*
55-64	**1113**	107	1006	382	148	139	411	33	669	444	277	526	301	272	482	184	169	578	489	1067	46	1032	71
	15%	*5%*	20%a	*13%*	20%cfghi	22%cfghi	16%c	*12%*	16%c	15%c	*15%*	*15%*	*17%*	17%p	20%mop	15%p	*9%*	17%t	17%t	17%t	*5%*	17%v	*8%*
65-74	**1001**	21	980	52	58	52	836	3	161	839	341	560	95	340	553	75	31	527	432	960	41	978	20
	14%	*1%*	19%a	*2%*	8%cgh	8%cgh	32%cdeghi	*1%*	4%c	29%cdegh	19%kl	16%l	*5%*	22%op	23%op	6%p	*2%*	16%t	15%t	15%t	*4%*	16%v	*2%*
75+	**675**	5	671	6	10	8	650	-	25	650	368	277	22	366	282	18	4	472	183	656	20	658	13
	9%	*	13%a	*	1%ch	1%ch	25%cdeghi	-	1%c	22%cdegh	20%kl	8%l	*1%*	23%nop	12%op	1%p	*	14%rst	6%t	11%rt	*2%*	11%v	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 372
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
SOCIAL GRADE																							
A	**436**	144	292	197	41	36	155	6	273	161	60	267	108	54	157	74	151	171	229	400	37	374	58
	6%	*7%*	*6%*	7%g	*6%*	*6%*	6%i	*2%*	6%g	*6%*	*3%*	7%j	6%j	*3%*	7%m	6%m	8%m	*5%*	8%qst	6%qt	*4%*	*6%*	*6%*
B	**1452**	485	968	729	140	127	430	24	997	454	228	865	354	201	534	256	457	562	732	1294	159	1257	182
	20%	24%b	*19%*	25%defghi	19%gi	20%fgi	16%gi	*9%*	23%dfgi	16%g	*13%*	24%jl	20%j	*13%*	22%m	21%m	24%m	*17%*	25%qst	21%qt	*16%*	*20%*	*20%*
C1	**1835**	515	1320	906	168	180	543	37	1254	580	427	895	496	373	604	335	516	806	784	1590	245	1586	241
	26%	*25%*	*26%*	31%dfghi	23%g	28%dfgi	21%gi	*14%*	29%dfgi	20%g	*24%*	*25%*	28%j	*24%*	*25%*	*27%*	*27%*	*24%*	27%qs	26%q	*25%*	*26%*	*26%*
C2	**1495**	436	1059	615	174	193	470	40	982	510	361	736	396	314	481	270	428	721	574	1296	199	1300	185
	21%	*21%*	*21%*	21%fi	24%fgi	30%cdfghi	*18%*	*15%*	23%cfgi	*18%*	*20%*	*21%*	*22%*	*20%*	*20%*	*22%*	*22%*	*22%*	*20%*	*21%*	*21%*	*21%*	*20%*
D	**1027**	292	734	323	180	75	387	59	578	446	297	472	248	255	355	173	236	499	342	841	185	866	158
	14%	*14%*	*14%*	*11%*	24%cefhi	*12%*	15%c	23%cefhi	14%c	15%cef	17%k	*13%*	*14%*	16%p	15%p	*14%*	*12%*	15%rs	*12%*	14%r	19%qrs	*14%*	17%u
E	**661**	94	568	14	10	7	548	83	30	631	375	195	85	333	182	71	70	462	140	601	60	601	57
	9%	*5%*	11%a	*	1%c	*1%*	21%cdeh	32%cdefhi	1%c	22%cdefh	21%kl	*5%*	*5%*	21%nop	8%p	6%p	*4%*	14%rst	*5%*	10%rt	*6%*	10%v	*6%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 372
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
GOVERNMENT OFFICE REGION																							
EAST MIDLANDS	**512**	147	365	220	48	46	182	16	314	198	136	258	110	112	182	86	125	247	193	439	73	449	61
	7%	*7%*	*7%*	*8%*	*6%*	*7%*	*7%*	*6%*	*7%*	*7%*	*8%*	*7%*	*6%*	*7%*	*8%*	*7%*	*6%*	*7%*	*7%*	*7%*	*8%*	*7%*	*7%*
EASTERN	**677**	209	468	281	74	54	248	20	409	268	145	364	164	120	243	126	187	281	288	569	108	609	64
	9%	*10%*	*9%*	*10%*	*10%*	*9%*	*9%*	*8%*	*10%*	*9%*	*8%*	10%j	*9%*	*8%*	10%m	10%m	*10%*	*8%*	*10%*	*9%*	11%q	10%v	*7%*
LONDON	**942**	306	635	404	77	125	287	48	606	334	197	422	320	170	268	168	336	396	370	765	176	572	363
	13%	15%b	*12%*	14%dfi	*10%*	20%cdfhi	*11%*	18%dfi	14%dfi	11%f	*11%*	*12%*	18%jk	*11%*	*11%*	14%mn	17%mno	*12%*	*13%*	*12%*	18%qrs	*9%*	39%u
NORTH EAST	**290**	104	186	115	28	15	119	12	158	132	80	146	58	68	80	60	78	150	106	256	33	272	17
	4%	5%b	*4%*	*4%*	*4%*	*2%*	5%e	*5%*	*4%*	5%e	*4%*	*4%*	*3%*	*4%*	*3%*	5%n	*4%*	*5%*	*4%*	*4%*	*3%*	4%v	*2%*
NORTH WEST	**788**	229	558	327	84	63	279	30	473	309	227	374	182	200	252	124	208	398	297	695	92	704	82
	11%	*11%*	*11%*	*11%*	*11%*	*10%*	*11%*	*11%*	*11%*	*11%*	13%kl	*10%*	*10%*	13%n	*10%*	*10%*	*11%*	12%r	*10%*	11%r	*10%*	*11%*	*9%*
SOUTH EAST	**983**	290	694	404	125	86	333	36	615	369	231	495	251	206	313	186	273	413	418	832	152	871	103
	14%	*14%*	*13%*	*14%*	17%fi	*14%*	*13%*	*14%*	14%f	*13%*	*13%*	*14%*	*14%*	*13%*	*13%*	*15%*	*14%*	*12%*	14%qs	13%q	16%q	*14%*	*11%*
SOUTH WEST	**623**	153	470	232	60	57	262	12	349	274	155	322	143	142	230	96	152	280	274	554	69	597	18
	9%	*7%*	*9%*	*8%*	*8%*	*9%*	10%cghi	*5%*	*8%*	9%g	*9%*	*9%*	*8%*	*9%*	*10%*	*8%*	*8%*	*8%*	*9%*	*9%*	*7%*	10%v	*2%*
WEST MIDLANDS	**632**	186	447	263	65	47	212	43	376	254	154	300	168	136	189	107	194	276	261	537	95	530	95
	9%	*9%*	*9%*	*9%*	*9%*	*7%*	*8%*	16%cdefhi	*9%*	9%f	*9%*	*8%*	*10%*	*9%*	*8%*	*9%*	10%n	*8%*	*9%*	*9%*	*10%*	*9%*	*10%*
YORKS AND HUMBR	**581**	145	436	243	65	34	225	12	342	237	156	286	129	140	209	86	140	291	229	520	61	514	66
	8%	*7%*	*8%*	8%e	9%e	*5%*	8%ei	*4%*	8%e	8%e	*9%*	*8%*	*7%*	*9%*	*9%*	*7%*	*7%*	9%t	*8%*	*8%*	*6%*	*8%*	*7%*
ENGLAND [NET]	**6028**	1769	4259	2488	626	527	2146	228	3641	2374	1481	2968	1525	1293	1965	1038	1693	2732	2437	5169	859	5116	870
	84%	87%b	*83%*	86%fi	85%f	*83%*	*81%*	*87%*	85%fi	82%f	*82%*	*83%*	86%jk	*82%*	*82%*	*85%*	87%mn	*82%*	*84%*	*83%*	89%qrs	*82%*	94%u
SCOTLAND	**611**	149	462	229	64	58	241	18	350	259	162	324	122	139	235	107	127	306	257	563	48	576	35
	8%	*7%*	9%a	*8%*	*9%*	*9%*	*9%*	*7%*	*8%*	*9%*	9%l	9%l	*7%*	9%p	10%p	9%p	*7%*	9%t	9%t	9%t	*5%*	9%v	*4%*
WALES	**342**	78	264	116	31	36	148	12	182	159	95	163	81	87	123	54	76	172	133	304	37	320	21
	5%	*4%*	5%a	*4%*	*4%*	*6%*	6%ch	*4%*	*4%*	5%ch	*5%*	*5%*	*5%*	6%p	*5%*	*4%*	*4%*	*5%*	*5%*	*5%*	*4%*	5%v	*2%*
NORTHERN IRELAND	**210**	48	162	59	16	16	114	5	91	119	59	104	44	54	79	29	49	110	82	192	18	205	4
	3%	*2%*	*3%*	*2%*	*2%*	*3%*	4%cdhi	*2%*	*2%*	4%cdh	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	*3%*	3%t	*3%*	*3%*	*2%*	3%v	*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 372
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
CHILDREN IN HOUSEHOLD																							
YES	**2044**	2044	-	1071	322	213	358	76	1607	433	224	1276	542	-	111	536	1397	790	968	1757	287	1626	413
	28%	100%b	-	37%fgi	44%cefghi	34%fi	*14%*	29%fi	38%efgi	15%f	*12%*	36%jl	31%j	-	5%m	44%mn	72%mno	*24%*	33%qs	28%q	30%q	*26%*	44%u
NO	**5146**	-	5146	1820	415	423	2291	187	2658	2478	1573	2282	1230	1573	2291	691	547	2531	1940	4470	676	4591	516
	72%	-	100%a	63%d	*56%*	66%dh	86%cdeghi	71%cdh	62%d	85%cdeghi	88%kl	*64%*	69%k	100%nop	95%op	56%p	*28%*	76%rst	*67%*	72%r	*70%*	74%v	*56%*
WORKING STATUS																							
FULL-TIME	**2892**	1071	1820	2892	-	-	-	-	2892	-	536	1514	819	445	851	579	1000	1263	1250	2513	379	2436	433
	40%	52%b	35%	100%defghi	-	-	-	-	68%defgi	-	*30%*	43%j	46%jk	*28%*	35%m	47%mn	51%mno	*38%*	43%qs	40%q	*39%*	*39%*	47%u
PART-TIME	**737**	322	415	-	737	-	-	-	737	-	150	380	202	106	181	176	271	287	338	625	112	636	99
	10%	16%b	*8%*	-	100%cefghi	-	-	-	17%cefgi	-	*8%*	11%j	11%j	*7%*	*8%*	14%mn	14%mn	*9%*	12%qs	10%q	12%q	*10%*	*11%*
SELF EMPLOYED	**636**	213	423	-	-	636	-	-	636	-	130	334	171	109	187	131	207	296	275	572	65	557	72
PART-TIME	***9%***	10%b	*8%*	-	-	100%cdfghi	-	-	15%cdfgi	-	*7%*	9%j	10%j	*7%*	*8%*	11%mn	11%mn	*9%*	9%t	9%t	*7%*	*9%*	*8%*
NOT WORKING, NOT	**2649**	358	2291	-	-	-	2649	-	-	2649	887	1243	493	843	1113	290	387	1336	977	2314	335	2370	269
LOOKING FOR WORK	***37%***	*18%*	45%a	-	-	-	100%cdeghi	-	-	91%cdeghi	49%kl	35%l	*28%*	54%nop	46%op	24%p	*20%*	40%rst	*34%*	37%r	*35%*	38%v	*29%*
NOT WORKING,	**263**	76	187	-	-	-	-	263	-	263	93	84	82	70	67	50	74	127	64	191	72	206	56
LOOKING FOR WORK	***4%***	*4%*	*4%*	-	-	-	-	100%cdefhi	-	9%cdefh	5%k	*2%*	5%k	4%n	*3%*	*4%*	*4%*	4%rs	*2%*	3%r	7%qrs	*3%*	6%u
ANY WORKING	**4265**	1607	2658	2892	737	636	-	-	4265	-	816	2227	1192	661	1219	887	1478	1847	1863	3710	555	3629	604
	59%	79%b	*52%*	100%fgi	100%fgi	100%fgi	-	-	100%fgi	-	*45%*	63%j	67%jk	*42%*	51%m	72%mn	76%mno	*56%*	64%qst	60%q	*58%*	*58%*	65%u
ANY NOT WORKING	**2912**	433	2478	-	-	-	2649	263	-	2912	980	1327	575	912	1179	340	460	1463	1042	2505	407	2576	324
	40%	*21%*	48%a	-	-	-	100%cdeh	100%cdeh	-	100%cdeh	55%kl	37%l	*32%*	58%nop	49%op	28%p	*24%*	44%rs	*36%*	40%r	42%r	41%v	*35%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 372
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Weighted Base	7191	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
ADULTS IN HOUSEHOLD																							
1	**1797**	224	1573	536	150	130	887	93	816	980	1797	-	-	1573	111	86	27	1688	38	1726	71	1635	149
	25%	*11%*	31%a	*19%*	*20%*	*20%*	33%cdeh	35%cdeh	*19%*	34%cde h	100%kl	-	-	100%nop	5%p	7%np	*1%*	51%rst	*1%*	28%rt	7%r	26%v	*16%*
2	**3558**	1276	2282	1514	380	334	1243	84	2227	1327	-	3558	-	-	2282	450	826	1182	2117	3300	259	3146	393
	49%	62%b	*44%*	52%fgi	52%gi	52%fgi	47%gi	*32%*	52%fgi	46%g	-	100%jl	-	-	95%mop	37%m	42%mo	36%t	73%qst	53%qt	*27%*	51%v	*42%*
3+	**1769**	539	1230	819	202	171	490	82	1192	572	-	-	1769	-	-	686	1082	424	724	1148	621	1388	372
	25%	*26%*	*24%*	28%fi	27%fi	27%fi	*19%*	31%fi	28%fi	20%f	-	-	100%jk	-	-	56%mn	56%mn	*13%*	25%qs	18%q	64%qr s	22%	40%u
HOUSEHOLD SIZE																							
1	**1573**	-	1573	445	106	109	843	70	661	912	1573	-	-	1573	-	-	-	1484	26	1510	64	1455	107
	22%	-	31%a	*15%*	*14%*	*17%*	32%cdehi	26%cdeh	*15%*	31%cdeh	88%kl	-	-	100%nop	-	-	-	45%rst	*1%*	24%rt	7%r	23%v	*11%*
2	**2402**	111	2291	851	181	187	1113	67	1219	1179	111	2282	-	-	2402	-	-	844	1381	2224	178	2176	211
	33%	*5%*	45%a	29%d	*25%*	*29%*	42%cdeghi	*25%*	29%d	41%cdegh	6%l	64%jl	-	-	100%mop	-	-	25%t	47%qst	36%qt	*18%*	35%v	*23%*
3	**1228**	536	691	579	176	131	290	50	887	340	86	450	686	-	-	1228	-	416	566	982	246	1050	171
	17%	26%b	*13%*	20%fi	24%cfi	21%fi	*11%*	19%fi	21%fi	12%f	*5%*	13%j	39%jk	-	-	100%mnp	-	*13%*	19%qs	16%q	26%qr s	*17%*	*18%*
4+	**1944**	1397	547	1000	271	207	387	74	1478	460	27	826	1086	-	-	-	1944	557	917	1475	469	1506	430
	27%	68%b	*11%*	35%fi	37%fgi	33%fi	*15%*	28%fi	35%fi	16%f	*1%*	23%j	61%jk	-	-	-	100%mno	*17%*	32%qs	24%q	49%qr s	*24%*	46%u
DECISION-MAKERS																							
SOLE DM	**3320**	790	2531	1263	287	296	1336	127	1847	1463	1688	1182	425	1484	844	416	557	3320	-	3320	-	2938	361
	46%	39%	49%a	44%d	*39%*	47%d	50%cdh	48%d	43%d	50%cdh	94%kl	33%l	*24%*	94%nop	35%p	34%p	*29%*	100%rst	-	53%rt	-	47%v	39%
JOINT DM	**2907**	968	1940	1250	338	275	977	64	1863	1042	38	2117	724	26	1381	566	917	-	2907	2907	-	2582	307
	40%	47%b	*38%*	43%fgi	46%fgi	43%fgi	*37%gi*	*24%*	44%fgi	36%g	*2%*	60%jl	41%j	*2%*	57%mop	46%m	47%m	-	100%qst	47%qt	-	42%v	*33%*
SOLE OR JOINT DM	**6228**	1757	4470	2513	625	572	2314	191	3710	2505	1726	3300	1149	1510	2224	982	1475	3320	2907	6228	-	5520	668
	87%	*86%*	*87%*	87%g	85%g	90%dghi	87%gi	*73%*	87%g	86%g	96%kl	93%l	*65%*	96%nop	93%op	80%p	*76%*	100%t	100%t	100%t	-	89%v	*72%*
NOT DM	**963**	287	676	379	112	65	335	72	555	407	71	259	624	64	178	246	469	-	-	-	963	697	261
	13%	*14%*	*13%*	*13%*	15%e	*10%*	*13%*	27%cdefhi	13%e	14%ef	*4%*	7%j	35%jk	*4%*	7%m	20%mn	24%mno	-	-	-	100%qr s	*11%*	28%u
ETHNICITY																							
WHITE	**6217**	1626	4591	2436	636	557	2370	206	3629	2576	1635	3146	1388	1455	2176	1050	1506	2938	2582	5520	697	6217	-
	86%	*80%*	89%a	84%g	86%g	88%g	89%cdghi	*79%*	85%g	88%cgh	91%kl	88%l	*78%*	92%op	91%op	86%p	*77%*	88%t	89%t	89%t	*72%*	100%v	-
BAME	**929**	413	516	433	99	72	269	56	604	324	149	393	376	107	211	171	430	361	307	668	261	-	929
	13%	20%b	*10%*	15%efi	13%f	*11%*	*10%*	21%cdefhi	14%efi	11%f	*8%*	11%j	21%jk	*7%*	9%m	14%mn	22%mno	*11%*	*11%*	*11%*	27%qrs	-	100%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 372
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
SERVICES/DEVICES																							
LANDLINE (CALLS)	**5231**	1390	3841	1829	548	456	2245	145	2833	2390	1284	2592	1317	1167	1802	866	1373	2452	2152	4604	627	4651	551
	73%	*68%*	75%a	63%g	74%cgh	*72%cgh*	85%cdeghi	*55%*	66%cg	82%cdegh	*71%*	*73%*	*74%*	74%p	75%op	*71%*	*71%*	74%t	74%t	74%t	*65%*	75%v	*59%*
LANDLINE (LINE RENTAL)	**1127**	437	690	632	101	127	234	32	860	266	276	620	223	219	344	221	338	565	465	1029	97	972	150
	16%	21%b	*13%*	22%dfghi	14%fi	20%dfgi	*9%*	*12%*	20%dfgi	*9%*	15%l	17%l	*13%*	*14%*	*14%*	18%mn	17%mn	17%t	16%t	17%t	*10%*	*16%*	*16%*
MOBILE	**6859**	2005	4854	2833	719	619	2419	255	4172	2673	1646	3412	1741	1423	2290	1201	1905	3088	2808	5896	963	5909	906
	95%	98%b	*94%*	98%fi	98%fi	97%fi	*91%*	97%fi	98%fi	92%f	*92%*	96%j	98%jk	*90%*	95%m	98%mn	98%mn	*93%*	97%qs	95%q	100%qrs	*95%*	98%u
TV SERVICE	**4242**	1359	2883	1840	468	394	1409	123	2703	1532	779	2201	1229	658	1406	829	1326	1749	1885	3634	608	3710	511
	59%	66%b	*56%*	64%fgi	64%fgi	62%fgi	53%i	*47%*	63%fgi	*53%*	*43%*	62%j	69%jk	*42%*	59%m	68%mn	68%mn	*53%*	65%qs	58%q	63%qs	60%v	*55%*
OD TV	**4955**	1744	3211	2414	556	480	1325	172	3449	1497	872	2562	1490	691	1552	1004	1692	1983	2199	4182	773	4230	696
	69%	85%b	*62%*	83%defghi	75%fgi	75%fgi	*50%*	65%fi	81%defgi	51%f	*49%*	72%j	84%jk	*44%*	65%m	82%mn	87%mno	*60%*	76%qs	67%q	80%qrs	*68%*	75%u
FIXED BB	**5981**	1831	4149	2589	634	554	2008	183	3777	2191	1298	3094	1548	1096	2044	1078	1736	2658	2571	5229	752	5185	756
	83%	90%b	*81%*	90%dfghi	86%fgi	87%fgi	76%i	*70%*	89%dfgi	*75%*	*72%*	87%j	87%j	*70%*	85%m	88%mn	89%mn	*80%*	88%qst	84%qt	*78%*	*83%*	*81%*
MOBILE BB	**2699**	874	1826	1164	322	241	888	81	1727	969	533	1406	737	449	899	490	846	1156	1146	2302	397	2296	389
	38%	43%b	*35%*	40%fgi	44%fgi	*38%*	*34%*	*31%*	40%fgi	*33%*	*30%*	40%j	42%j	*29%*	37%m	40%m	44%mn	*35%*	39%qs	37%q	41%qs	*37%*	42%u
MOBILE ONLY HOUSEHOLD																							
YES	**1028**	202	826	282	94	78	498	75	453	573	390	408	210	368	312	141	192	517	300	817	211	864	158
	14%	*10%*	16%a	*10%*	13%c	*12%*	19%cdeh	29%cdefhi	11%c	20%cdefh	22%kl	*11%*	*12%*	23%nop	13%p	*11%*	*10%*	16%rs	*10%*	13%r	22%qrs	*14%*	17%u
NO	**6163**	1843	4320	2610	643	558	2151	188	3812	2338	1408	3150	1562	1206	2091	1087	1751	2803	2608	5411	752	5353	771
	86%	90%b	*84%*	90%dfghi	87%fgi	88%fgi	81%gi	*71%*	89%fgi	80%g	*78%*	89%j	88%j	*77%*	87%m	89%m	90%mn	84%t	90%qst	87%qt	*78%*	86%v	*83%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 372
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
BUNDLES																							
LANDLINE + FIXED BB	**1854**	532	1322	723	202	168	718	39	1093	756	475	957	406	408	652	320	467	948	766	1714	140	1639	205
	26%	*26%*	*26%*	25%g	27%g	26%g	27%gi	*15%*	26%g	26%g	26%l	27%l	*23%*	*26%*	27%p	*26%*	*24%*	29%t	26%t	28%t	*15%*	26%v	*22%*
LANDLINE + PAY TV	**231**	55	176	84	17	13	112	3	114	115	65	118	42	60	88	31	50	114	92	207	24	213	17
	3%	*3%*	*3%*	*3%*	*2%*	*2%*	4%cdeghi	*1%*	*3%*	4%cegh	4%l	*3%*	*2%*	*4%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	*2%*	3%v	*2%*
FIXED BB + PAY TV	**274**	108	166	139	32	20	72	11	191	83	30	157	88	21	89	70	95	93	131	224	51	223	52
	4%	5%b	*3%*	5%fi	*4%*	*3%*	*3%*	*4%*	4%fi	*3%*	*2%*	4%j	5%j	*1%*	4%m	6%mn	5%m	*3%*	5%qs	4%q	5%qs	*4%*	6%u
LANDLINE + FIXED BB + PAY TV	**1310**	432	878	558	147	115	456	33	820	489	246	703	358	208	444	243	414	581	615	1196	114	1180	124
	18%	21%b	*17%*	19%gi	20%g	*18%*	17%i	*13%*	19%gi	*17%*	*14%*	20%j	20%j	*13%*	18%m	20%m	21%mn	17%t	21%qst	19%qt	*12%*	19%v	*13%*
DUAL PLAY	**2359**	695	1664	947	251	201	902	53	1398	955	571	1232	536	489	828	421	611	1155	989	2144	215	2075	273
	33%	*34%*	*32%*	33%g	34%g	32%g	34%gi	*20%*	33%g	33%g	*32%*	35%l	*30%*	*31%*	34%m	*34%*	*31%*	35%t	34%t	34%t	*22%*	*33%*	*29%*
TRIPLE PLAY	**1310**	432	878	558	147	115	456	33	820	489	246	703	358	208	444	243	414	581	615	1196	114	1180	124
	18%	21%b	*17%*	19%gi	20%g	*18%*	17%i	*13%*	19%gi	*17%*	*14%*	20%j	20%j	*13%*	18%m	20%m	21%mn	17%t	21%qst	19%qt	*12%*	19%v	*13%*
FINANCIAL VULNERABILITY																							
MOST FINANCIALLY VULNERABLE	**530**	184	346	71	81	44	278	55	195	334	228	163	133	205	63	26	231	313	140	453	77	420	107
	7%	9%b	*7%*	*2%*	11%ceh	7%ch	11%ceh	21%cdefhi	5%c	11%cefh	13%kl	*5%*	8%k	13%no	*3%*	*2%*	12%no	9%rs	*5%*	7%r	8%r	*7%*	12%u
POTENTIALLY FINANCIALLY VULNERABLE	**1708**	453	1255	547	224	129	751	53	899	804	585	797	326	474	562	404	268	981	598	1579	128	1557	144
	24%	*22%*	*24%*	*19%*	30%cegh	*20%*	28%ceghi	*20%*	21%c	28%cegh	33%kl	22%l	*18%*	30%np	23%p	33%np	*14%*	30%rst	21%t	25%rt	*13%*	25%v	*16%*
LEAST FINANCIALLY VULNERABLE	**2377**	752	1625	1509	188	258	398	23	1955	421	424	1445	503	396	908	347	724	1025	1175	2199	177	2088	273
	33%	37%b	*32%*	52%defghi	26%fgi	41%dfgi	15%gi	*9%*	46%defgi	14%g	*24%*	41%jl	28%j	*25%*	38%mo	*28%*	37%mo	31%t	40%qst	35%qt	*18%*	34%v	*29%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 372
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
AFFORDABILITY IN LAST MONTH																							
CANCELLED A SERVICE	**308** *4%*	118 6%b	190 *4%*	107 *4%*	36 *5%*	31 *5%*	98 *4%*	33 13%cdefhi	174 *4%*	131 4%f	81 *5%*	121 3%	103 6%k	64 *4%*	71 3%	68 6%n	104 5%n	136 *4%*	110 *4%*	246 *4%*	62 6%qrs	236 *4%*	67 7%u
MADE CHANGES TO A SERVICE	**781** *11%*	294 14%b	488 *9%*	332 11%fi	95 13%fi	76 *12%*	243 *9%*	35 *13%*	503 12%fi	278 10%f	153 *9%*	401 11%j	220 12%j	117 *7%*	231 10%m	160 13%mn	270 14%mn	358 11%t	344 12%t	703 11%t	79 *8%*	645 *10%*	128 14%u
REDUCED SPEND ELSEWHERE	**361** *5%*	133 6%b	228 *4%*	110 *4%*	49 7%ch	36 *6%*	133 5%c	32 12%cdefhi	195 5%c	164 6%cf	110 6%k	149 *4%*	97 *5%*	82 *5%*	91 *4%*	77 6%n	106 5%n	184 6%rs	119 *4%*	302 5%r	58 6%r	256 *4%*	101 11%u
MISSED PAYMENT	**142** *2%*	69 3%b	74 *1%*	44 *2%*	20 3%c	10 *2%*	43 *2%*	22 9%cdefhi	74 *2%*	66 2%f	41 *2%*	62 *2%*	40 *2%*	20 *1%*	40 *2%*	31 3%m	51 3%m	80 2%rs	30 *1%*	110 2%r	32 3%rs	105 *2%*	38 4%u
MADE CHANGES TO PAYMENT METHOD	**141** *2%*	67 3%b	75 *1%*	47 *2%*	24 3%cfh	10 *2%*	48 *2%*	14 5%cefhi	80 *2%*	61 2%f	45 3%k	58 *2%*	38 *2%*	27 *2%*	34 *1%*	30 2%n	51 3%n	78 2%rs	38 *1%*	115 2%r	26 3%r	93 *1%*	48 5%u
ANY AFFORDABILITY ISSUES IN PAST MONTH	**1288** *18%*	481 24%b	807 *16%*	500 *17%*	153 21%f	126 20%f	424 *16%*	78 30%cdefhi	779 18%cf	503 17%f	300 *17%*	608 *17%*	369 21%jk	231 *15%*	360 *15%*	252 20%mn	439 23%mn	600 *18%*	508 *17%*	1108 *18%*	179 *19%*	1031 *17%*	246 26%u
NO AFFORDABILITY ISSUES	**5903** *82%*	1563 *76%*	4340 84%a	2392 83%gh	584 *79%g*	510 80%g	2224 84%deghi	185 *70%*	3486 82%g	2409 83%g	1497 83%l	2951 83%l	1403 *79%*	1342 85%op	2042 85%op	976 *80%*	1504 *77%*	2720 *82%*	2399 *83%*	5119 *82%*	784 *81%*	5186 83%v	683 *74%*
MULTIPLE AFFORDABILITY ISSUES	**318** *4%*	141 7%b	177 *3%*	100 *3%*	50 7%cfh	28 *4%*	100 *4%*	38 14%cdefhi	179 *4%c*	138 5%cf	91 5%k	126 *4%*	99 6%k	59 *4%*	65 *3%*	80 6%mn	112 6%mn	166 5%rs	95 *3%*	261 4%r	57 6%rs	226 *4%*	87 9%u

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 372
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
AFFORDABILITY IN LAST THREE MONTHS																							
AFFORDABILITY ISSUE IN LAST 3 MONTHS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS	**1288** *18%*	481 24%b	807 *16%*	500 *17%*	153 21%f	126 20%f	424 *16%*	78 30%cdefhi	779 18%cf	503 17%f	300 *17%*	608 *17%*	369 21%jk	231 *15%*	360 *15%*	252 20%mn	439 23%mn	600 *18%*	508 *17%*	1108 *18%*	179 *19%*	1031 *17%*	246 26%u
NO AFFORDABILITY ISSUES IN LAST 3 MONTHS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PERCEIVED IMPACT OF COVID ON AFFORDABILITY																							
MAJOR POSITIVE IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MINOR POSITIVE IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NO IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MINOR NEGATIVE IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MAJOR NEGATIVE IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 372
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS																							
CONFIDENT	**4708**	1312	3396	1927	477	407	1735	155	2811	1890	1176	2342	1159	1051	1558	782	1293	2158	1903	4062	647	4110	573
	65%	*64%*	*66%*	67%g	*65%*	*64%*	66%i	*59%*	*66%*	*65%*	*65%*	*66%*	*65%*	*67%*	*65%*	*64%*	*67%*	*65%*	*65%*	*65%*	*67%*	66%v	*62%*
NOT CONFIDENT	**196**	72	123	57	30	17	76	17	104	92	69	75	49	49	54	40	50	103	68	171	25	144	51
	3%	4%b	*2%*	*2%*	4%ch	*3%*	*3%*	6%cefhi	2%c	3%cf	4%k	*2%*	*3%*	*3%*	*2%*	*3%*	*3%*	*3%*	*2%*	*3%*	*3%*	*2%*	5%u
CONFIDENCE CONTACTING CP																							
CONFIDENT	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT CONFIDENT	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LIMITATIONS																							
VULNERABILITY	**764**	172	592	153	79	41	438	47	272	486	227	345	183	197	277	122	160	433	256	690	75	668	92
	11%	*8%*	12%a	*5%*	11%ceh	*6%*	17%cdeh	18%cdeh	6%c	17%cdeh	13%k	*10%*	*10%*	13%p	12%p	*10%*	*8%*	13%rst	*9%*	11%rt	*8%*	*11%*	*10%*
NO VULNERABILITY	**6379**	1864	4515	2727	654	594	2187	211	3976	2398	1556	3199	1573	1363	2111	1099	1773	2869	2637	5506	873	5509	832
	89%	91%b	*88%*	94%dfghi	89%fgi	93%dfgi	*83%*	*80%*	93%dfgi	*82%*	*87%*	90%j	*89%*	*87%*	*88%*	90%m	91%mn	*86%*	91%qs	88%q	91%q	*89%*	*90%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 372
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CHILDREN IN HOUSEHOLD		WORKING STATUS							ADULTS IN HOUSEHOLD			HOUSEHOLD SIZE				DECISION-MAKERS				ETHNICITY	
	TOTAL	YES (a)	NO (b)	FULL-TIME (c)	PART-TIME (d)	SELF EMPLOYED (e)	NOT WORKING, NOT LOOKING FOR WORK (f)	NOT WORKING, LOOKING FOR WORK (g)	ANY WORKING (h)	ANY NOT WORKING (i)	1 (j)	2 (k)	3+ (l)	1 (m)	2 (n)	3 (o)	4+ (p)	SOLE DM (q)	JOINT DM (r)	SOLE OR JOINT DM (s)	NOT DM (t)	WHITE (u)	MINORITY ETHNIC GROUP (v)
Weighted Base	**7191**	2044	5146	2892	737	636	2649	263	4265	2912	1797	3558	1772	1573	2402	1228	1944	3320	2907	6228	963	6217	929
INCOME																							
UP TO £10,399 PER YEAR	**322**	31	291	10	36	14	217	44	60	261	214	69	33	205	63	26	24	245	36	282	40	287	34
	4%	*2%*	6%a	*	5%ceh	*2%c*	8%cdeh	17%cdefhi	1%c	9%cdefh	12%kl	*2%*	*2%*	13%nop	3%p	*2%*	*1%*	7%rst	*1%*	5%r	4%r	*5%*	*4%*
£10,400 TO £15,599 PER YEAR	**395**	57	338	52	45	28	241	29	125	271	247	103	41	219	97	36	40	291	74	365	30	345	50
	5%	*3%*	7%a	*2%*	6%ch	4%ch	9%cdeh	11%cdeh	3%c	9%cdeh	14%kl	*3%*	*2%*	14%nop	4%p	*3%*	*2%*	9%rst	*3%*	6%rt	*3%*	*6%*	*5%*
£15,600 TO £25,999 PER YEAR	**686**	141	545	200	96	49	324	17	345	341	299	281	105	254	229	94	108	444	194	638	48	602	77
	10%	*7%*	11%a	*7%*	13%cegh	*8%*	12%ceghi	*6%*	8%c	12%cegh	17%kl	8%l	*6%*	16%nop	10%p	8%p	*6%*	13%rst	*7%*	10%rt	*5%*	*10%*	*8%*
£26,000 TO £36,399 PER YEAR	**682**	193	489	261	85	60	257	15	406	272	211	348	121	173	237	117	154	353	277	630	52	597	81
	9%	*9%*	*10%*	*9%*	11%g	*9%*	10%i	*6%*	*10%*	*9%*	12%kl	10%l	*7%*	11%p	10%p	*10%*	*8%*	11%t	10%t	10%t	*5%*	*10%*	*9%*
£36,400 TO £51,999 PER YEAR	**826**	264	562	460	93	83	177	12	636	189	143	500	178	121	326	160	218	368	397	765	60	756	66
	11%	13%b	*11%*	16%fghi	13%fgi	13%fgi	*7%*	*5%*	15%fgi	*6%*	*8%*	14%jl	*10%*	*8%*	14%mp	13%m	11%m	11%t	14%qst	12%qt	*6%*	12%v	*7%*
£52,000 AND ABOVE PER YEAR	**1735**	722	1013	1156	141	198	224	16	1495	240	123	1104	503	101	584	347	701	625	955	1580	155	1503	223
	24%	35%b	*20%*	40%defghi	19%fgi	31%dfgi	*8%*	*6%*	35%defgi	*8%*	*7%*	31%j	28%j	*6%*	24%m	28%mn	36%mno	*19%*	33%qst	25%qt	*16%*	*24%*	*24%*
CHANGES TO HH FINANCIAL SITUATION																							
IMPROVED	**1301**	327	974	621	139	71	448	21	831	470	308	712	269	284	493	208	309	586	586	1172	129	1161	137
	18%	*16%*	19%a	21%efghi	19%eg	*11%*	17%egi	*8%*	19%efgi	16%eg	*17%*	20%jl	*15%*	*18%*	21%op	*17%*	*16%*	18%t	20%qst	19%qt	*13%*	19%v	*15%*
STAYED THE SAME	**2445**	648	1797	971	233	142	1031	65	1346	1096	675	1167	589	609	809	390	629	1189	922	2111	334	2157	277
	34%	*32%*	35%a	34%egh	32%e	*22%*	39%cdeghi	*25%*	32%eg	38%cdegh	38%kl	*33%*	*33%*	39%nop	*34%*	*32%*	*32%*	36%rs	*32%*	34%r	*35%*	35%v	*30%*
WORSENED	**1080**	395	686	372	125	206	294	81	702	375	248	502	323	192	285	213	384	467	442	909	171	883	186
	15%	19%b	*13%*	*13%*	17%cfi	32%cdfhi	*11%*	31%cdfhi	16%cfi	13%f	*14%*	*14%*	18%jk	*12%*	*12%*	17%mn	20%mn	*14%*	*15%*	*15%*	18%qs	*14%*	20%u
BENEFITS																							
RECEIVES AT LEAST ONE FORM OF BENEFIT	**1943**	716	1227	463	245	141	911	178	849	1089	579	856	498	440	511	408	577	1012	666	1678	265	1664	273
	27%	35%b	*24%*	*16%*	33%ceh	22%c	34%ceh	68%cdefhi	20%c	37%cefh	32%kl	*24%*	28%k	28%n	*21%*	33%mn	30%n	30%rs	*23%*	27%r	28%r	*27%*	*29%*
NONE	**4966**	1256	3710	2349	466	478	1592	76	3294	1669	1138	2628	1164	1066	1829	771	1279	2178	2165	4343	623	4335	598
	69%	*61%*	72%a	81%defghi	63%gi	75%dfgi	60%gi	*29%*	77%dfgi	57%g	*63%*	74%jl	*66%*	68%o	76%mop	*63%*	*66%*	*66%*	74%qst	70%qt	*65%*	70%v	*64%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l - m/n/o/p - q/r/s/t - u/v
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 373
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Unweighted Base	**7191**	5484	1028	6816	4255	4785	5944	2665	1032	6159	1898	241	264	1337	2403	1337	487	1772	2337
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
GENDER																			
MALE	**3487**	2495	586	3336	2069	2426	2955	1309	459	3028	910	106	136	657	1152	657	224	802	1368
	48%	*48%*	52%acdg	49%a	*49%*	49%a	49%ac	*48%*	*45%*	49%h	*49%*	*46%*	*50%*	*50%*	*49%*	*50%*	*42%*	*47%*	58%pq
FEMALE	**3669**	2717	537	3491	2158	2506	3003	1375	558	3111	936	124	138	651	1198	651	302	897	1001
	51%	52%bcef	*48%*	51%bf	*51%*	*51%*	*50%*	*51%*	54%i	*50%*	*51%*	*54%*	*50%*	*50%*	*51%*	*50%*	57%r	53%r	*42%*
AGE																			
18-24	**765**	405	84	761	437	665	616	360	147	618	87	13	43	83	142	83	68	121	145
	11%	*8%*	*7%*	11%abdf	10%ab	13%abcdf	10%ab	13%abcdf	14%i	*10%*	*5%*	*6%*	16%jkmno	*6%*	6%j	*6%*	13%qr	*7%*	*6%*
25-34	**1240**	485	346	1221	645	1051	1076	439	159	1081	250	28	75	147	353	147	97	273	498
	17%	*9%*	31%acdefg	18%adg	15%a	21%acdfg	18%adg	16%a	*15%*	*18%*	*13%*	*12%*	27%jkmno	*11%*	15%jmo	*11%*	*18%*	*16%*	21%q
35-44	**1145**	733	278	1116	719	935	1023	478	116	1028	333	32	50	232	415	232	89	240	528
	16%	*14%*	25%acdefg	16%a	17%a	19%acdf	17%ac	18%ac	*11%*	17%h	*18%*	*14%*	*18%*	*18%*	*18%*	*18%*	*17%*	*14%*	22%pq
45-54	**1236**	1014	195	1206	862	981	1106	495	118	1118	341	28	52	311	421	311	65	269	547
	17%	19%cf	*17%*	*18%*	20%bcfg	20%cfg	18%c	*18%*	*11%*	18%h	18%k	*12%*	*19%*	24%jkn	18%k	24%jkn	*12%*	*16%*	23%pq
55-64	**1113**	978	118	1061	711	709	961	440	130	983	345	40	31	243	416	243	76	296	365
	15%	19%bcdefg	*10%*	15%be	17%bce	14%b	16%bce	16%be	*13%*	16%h	19%ln	*17%*	*11%*	19%l	18%l	19%l	*14%*	*17%*	*15%*
65-74	**1001**	945	74	924	592	450	813	361	155	846	304	49	22	222	375	222	73	317	217
	14%	18%bcdefg	*7%*	13%be	14%be	9%b	14%be	13%be	*15%*	*14%*	16%l	21%ln	*8%*	17%l	16%l	17%l	14%r	19%pr	*9%*
75+	**675**	660	30	554	273	158	375	121	197	478	190	40	1	71	230	71	60	191	76
	9%	13%bcdefg	*3%*	8%bdefg	6%beg	*3%*	6%beg	4%be	19%i	*8%*	10%lmo	17%jlmno	*	5%l	10%lmo	5%l	11%r	11%r	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - jk/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 373
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
SOCIAL GRADE																			
A	**436**	349	67	408	276	339	374	177	56	381	144	12	7	82	164	82	9	52	270
	6%	7%c	*6%*	*6%*	7%c	7%cf	6%c	*7%*	*5%*	*6%*	8%ln	*5%*	*3%*	6%l	7%l	6%l	*2%*	*3%*	11%pq
B	**1452**	1108	239	1415	926	1129	1304	613	136	1316	417	35	64	313	516	313	24	231	778
	20%	*21%*	*21%*	*21%*	22%c	23%acf	22%c	23%ac	*13%*	21%h	23%k	*15%*	23%k	24%k	22%k	24%k	*5%*	14%p	33%pq
C1	**1835**	1275	315	1775	1106	1369	1599	718	206	1628	487	50	88	333	625	333	80	455	726
	26%	*24%*	28%a	26%a	26%a	28%acdf	27%ac	27%a	*20%*	26%h	*26%*	*22%*	32%kmno	*25%*	*27%*	*25%*	*15%*	27%p	31%pq
C2	**1495**	1069	242	1427	904	1031	1240	544	210	1284	351	56	57	279	464	279	109	453	421
	21%	*20%*	*22%*	*21%*	*21%*	*21%*	*21%*	*20%*	*20%*	*21%*	*19%*	*24%*	*21%*	*21%*	*20%*	*21%*	*21%*	27%pr	*18%*
D	**1027**	724	149	972	567	612	789	340	207	819	245	35	31	156	311	156	157	301	105
	14%	14%efg	*13%*	14%defg	13%e	*12%*	13%e	*13%*	20%i	*13%*	*13%*	*15%*	*11%*	*12%*	*13%*	*12%*	30%qr	18%r	*4%*
E	**661**	513	72	592	304	296	465	193	146	515	153	31	17	105	200	105	144	179	31
	9%	10%bcdefg	*6%*	9%bdefg	7%e	*6%*	8%de	7%e	14%i	*8%*	*8%*	13%jlmno	*6%*	*8%*	*8%*	*8%*	27%qr	11%r	*1%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 373
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
GOVERNMENT OFFICE REGION																			
EAST MIDLANDS	**512**	371	86	484	299	353	423	189	74	438	114	15	24	74	153	74	31	120	182
	7%	*7%*	*8%*	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*7%*	*6%*	*6%*	*9%*	*6%*	*6%*	*6%*	*6%*	*7%*	*8%*
EASTERN	**677**	512	91	648	417	483	574	259	92	585	168	26	31	127	225	127	53	145	229
	9%	*10%*	*8%*	*9%*	*10%*	*10%*	*10%*	*10%*	*9%*	*9%*	*9%*	*11%*	*11%*	*10%*	*10%*	*10%*	*10%*	*8%*	*10%*
LONDON	**942**	619	151	909	519	688	784	381	138	804	208	24	34	172	266	172	73	161	357
	13%	*12%*	*13%*	13%ad	*12%*	14%acdf	13%ad	14%ad	*13%*	*13%*	*11%*	*11%*	*12%*	*13%*	*11%*	*13%*	14%q	*9%*	15%q
NORTH EAST	**290**	209	47	283	188	200	240	125	47	243	79	21	12	65	112	65	26	73	90
	4%	*4%*	*4%*	*4%*	*4%*	*4%*	*4%*	*5%*	*5%*	*4%*	*4%*	9%jmno	*4%*	*5%*	*5%*	*5%*	*5%*	*4%*	*4%*
NORTH WEST	**788**	560	155	752	482	550	655	300	108	680	201	27	34	139	261	139	72	217	212
	11%	*11%*	14%acde fg	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*	*11%*	*12%*	*12%*	*11%*	*11%*	*11%*	14%r	13%r	*9%*
SOUTH EAST	**983**	723	148	933	597	694	850	370	108	876	258	21	35	203	314	203	60	228	348
	14%	*14%*	*13%*	*14%*	*14%*	*14%*	14%c	*14%*	*10%*	14%h	*14%*	*9%*	*13%*	16%k	*13%*	16%k	*11%*	*13%*	*15%*
SOUTH WEST	**623**	476	100	587	338	425	515	216	87	536	197	17	18	98	231	98	41	160	212
	9%	9%cdg	*9%*	*9%*	*8%*	*9%*	9%d	*8%*	*8%*	*9%*	11%mno	*7%*	*6%*	*7%*	10%mo	*7%*	*8%*	*9%*	*9%*
WEST MIDLANDS	**632**	455	100	605	372	428	515	240	101	531	136	24	20	112	180	112	43	155	183
	9%	*9%*	*9%*	*9%*	*9%*	*9%*	*9%*	*9%*	*10%*	*9%*	*7%*	*10%*	*7%*	*9%*	*8%*	*9%*	*8%*	*9%*	*8%*
YORKS AND HUMBR	**581**	394	102	555	331	352	472	184	95	486	163	13	26	104	202	104	42	155	183
	8%	*8%*	9%eg	8%aeg	8%e	*7%*	8%eg	*7%*	*9%*	*8%*	*9%*	*6%*	*9%*	*8%*	*9%*	*8%*	*8%*	*9%*	*8%*
ENGLAND [NET]	**6028**	4320	979	5755	3543	4172	5027	2263	851	5177	1523	189	232	1093	1944	1093	442	1414	1996
	84%	*83%*	87%acde fg	84%a	84%a	84%a	84%a	*84%*	*83%*	*84%*	*82%*	*82%*	*85%*	*83%*	*82%*	*83%*	*83%*	*83%*	*84%*
SCOTLAND	**611**	452	98	584	390	444	514	234	85	526	159	22	23	124	204	124	40	146	216
	8%	*9%*	*9%*	*9%*	9%c	*9%*	*9%*	*9%*	*8%*	*9%*	*9%*	*10%*	*8%*	*9%*	*9%*	*9%*	*8%*	*9%*	*9%*
WALES	**342**	263	40	327	189	223	277	131	54	288	106	12	12	59	130	59	32	86	109
	5%	5%bdf	*4%*	*5%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*	*6%*	*5%*	*4%*	*4%*	*6%*	*4%*	*6%*	*5%*	*5%*
NORTHERN IRELAND	**210**	196	10	193	121	116	163	70	38	172	65	8	7	34	81	34	16	62	55
	3%	4%bcdefg	*1%*	3%be	3%be	2%b	3%be	3%b	*4%*	*3%*	*4%*	*4%*	*3%*	*3%*	*3%*	*3%*	*3%*	4%r	*2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 373
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
CHILDREN IN HOUSEHOLD																			
YES	**2044**	1390	437	2005	1359	1744	1831	874	202	1843	532	55	108	432	695	432	184	453	752
	28%	*27%*	39%acde fg	29%a	32%acf	35%acdf g	31%ac	32%acf	*20%*	30%h	*29%*	*24%*	39%jkn	33%jkn	*29%*	33%jkn	35%q	*27%*	32%q
NO	**5146**	3841	690	4854	2883	3211	4149	1826	826	4320	1322	176	166	878	1664	878	346	1255	1625
	72%	73%bcdef g	*61%*	71%bdef g	68%be	65%b	69%bdeg	68%be	80%i	*70%*	71%lmo	76%lmo	*61%*	*67%*	71%lmo	*67%*	*65%*	73%pr	*68%*
WORKING STATUS																			
FULL-TIME	**2892**	1829	632	2833	1840	2414	2589	1164	282	2610	723	84	139	558	947	558	71	547	1509
	40%	*35%*	56%acde fg	41%a	43%ac	49%acdf g	43%ac	43%ac	*27%*	42%h	*39%*	*36%*	51%jkmno	*43%*	*40%*	*43%*	*13%*	32%p	64%pq
PART-TIME	**737**	548	101	719	468	556	634	322	94	643	202	17	32	147	251	147	81	224	188
	10%	*10%*	*9%*	*10%*	11%b	11%bcf	*11%*	12%abcf	*9%*	*10%*	*11%*	*7%*	*12%*	*11%*	*11%*	*11%*	15%r	13%r	*8%*
SELF EMPLOYED PART-TIME	**636**	456	127	619	394	480	554	241	78	558	168	13	20	115	201	115	44	129	258
	9%	*9%*	11%acdfg	*9%*	*9%*	10%ac	9%a	*9%*	*8%*	*9%*	*9%*	*6%*	*7%*	*9%*	*9%*	*9%*	*8%*	*8%*	11%q
NOT WORKING, NOT LOOKING FOR WORK	**2649**	2245	234	2419	1409	1325	2008	888	498	2151	718	112	72	456	902	456	278	751	398
	37%	43%bcdef g	*21%*	35%bdef g	33%be	27%b	34%be	33%be	48%i	*35%*	39%lmo	49%jlmno	*26%*	35%l	38%l	35%l	53%qr	44%r	*17%*
NOT WORKING, LOOKING FOR WORK	**263**	145	32	255	123	172	183	81	75	188	39	3	11	33	53	33	55	53	23
	4%	*3%*	*3%*	4%adfg	*3%*	3%adf	*3%*	*3%*	7%i	*3%*	*2%*	*1%*	*4%*	*3%*	*2%*	*3%*	10%qr	3%r	*1%*
ANY WORKING	**4265**	2833	860	4172	2703	3449	3777	1727	453	3812	1093	114	191	820	1398	820	195	899	1955
	59%	*54%*	76%acde fg	61%a	64%ac	70%acdf g	63%ac	64%ac	*44%*	62%h	59%k	*49%*	70%jkmno	63%k	59%k	63%k	*37%*	53%p	82%pq
ANY NOT WORKING	**2912**	2390	266	2673	1532	1497	2191	969	573	2338	756	115	83	489	955	489	334	804	421
	40%	46%bcdef g	*24%*	39%bdef g	36%be	30%b	37%be	36%be	56%i	*38%*	41%l	50%jlmno	*30%*	*37%*	40%l	*37%*	63%qr	47%r	*18%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - jk/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 373
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
ADULTS IN HOUSEHOLD																			
1	**1797**	1284	276	1646	779	872	1298	533	390	1408	475	65	30	246	571	246	228	585	424
	25%	25%defg	25%defg	24%defg	*18%*	*18%*	22%deg	20%e	38%i	*23%*	26%lmno	28%lmo	*11%*	19%l	24%lmo	19%l	43%qr	34%r	*18%*
2	**3558**	2592	620	3412	2201	2562	3094	1406	408	3150	957	118	157	703	1232	703	163	797	1445
	49%	*50%*	55%acef	*50%*	52%ac	52%ac	52%ac	52%ac	*40%*	51%h	*52%*	*51%*	*57%*	*54%*	*52%*	*54%*	*31%*	47%p	61%pq
3+	**1769**	1313	223	1737	1226	1487	1545	734	210	1558	406	42	88	356	536	356	133	326	503
	25%	25%b	*20%*	25%b	29%abcf	30%abcdfg	26%b	27%abc	*20%*	25%h	*22%*	*18%*	32%jkn	27%jkn	*23%*	27%jkn	25%q	*19%*	*21%*
HOUSEHOLD SIZE																			
1	**1573**	1167	219	1423	658	691	1096	449	368	1206	408	60	21	208	489	208	205	474	396
	22%	22%cdefg	19%deg	21%defg	16%e	*14%*	18%deg	17%e	36%i	*20%*	22%lmno	26%lmo	*8%*	16%l	21%lmo	16%l	39%qr	28%r	*17%*
2	**2402**	1802	344	2290	1406	1552	2044	899	312	2091	652	88	89	444	828	444	63	562	908
	33%	34%bcde	*31%*	33%e	33%e	*31%*	34%bce	33%e	*30%*	34%h	*35%*	*38%*	*32%*	*34%*	*35%*	*34%*	*12%*	33%p	38%pq
3	**1228**	866	221	1201	829	1004	1078	490	141	1087	320	31	70	243	421	243	26	404	347
	17%	*17%*	20%a	18%a	20%acf	20%acfg	18%ac	18%a	*14%*	18%h	*17%*	*14%*	26%jkmno	*19%*	*18%*	*19%*	*5%*	24%pr	15%p
4+	**1944**	1373	338	1905	1326	1692	1736	846	192	1751	467	50	95	414	611	414	231	268	724
	27%	*26%*	30%a	28%a	31%acf	34%abcdfg	29%ac	31%acf	*19%*	28%h	*25%*	*22%*	35%jkn	32%jkn	*26%*	32%jkn	44%qr	*16%*	30%q
DECISION-MAKERS																			
SOLE DM	**3320**	2452	565	3088	1749	1983	2658	1156	517	2803	948	114	93	581	1155	581	313	981	1025
	46%	47%cdefg	50%cdefg	45%deg	41%e	*40%*	44%de	43%e	50%i	*45%*	51%lmno	50%l	*34%*	44%l	49%lmo	44%l	59%r	57%r	*43%*
JOINT DM	**2907**	2152	465	2808	1885	2199	2571	1146	300	2608	766	92	131	615	989	615	140	598	1175
	40%	*41%*	*41%*	*41%*	44%acfg	44%abcfg	43%ac	*42%*	*29%*	42%h	*41%*	*40%*	*48%*	47%jn	*42%*	47%jn	*26%*	35%p	49%pq
SOLE OR JOINT DM	**6228**	4604	1029	5896	3634	4182	5229	2302	817	5411	1714	207	224	1196	2144	1196	453	1579	2199
	87%	88%cdeg	91%acdefg	86%e	86%e	*84%*	87%cdeg	*85%*	*79%*	88%h	92%ln	90%l	*82%*	91%l	91%l	91%l	*85%*	92%p	93%p
NOT DM	**963**	627	97	963	608	773	752	397	211	752	140	24	51	114	215	114	77	128	177
	13%	12%b	*9%*	14%abf	14%abf	16%abcdf	13%b	15%abf	21%i	*12%*	*8%*	*10%*	18%jkmno	*9%*	9%j	*9%*	15%qr	*8%*	*7%*
ETHNICITY																			
WHITE	**6217**	4651	972	5909	3710	4230	5185	2296	864	5353	1639	213	223	1180	2075	1180	420	1557	2088
	86%	89%bcdefg	*86%*	86%e	87%cefg	*85%*	87%ceg	*85%*	*84%*	87%h	88%l	92%ln	*81%*	90%l	88%l	90%l	*79%*	91%pr	88%p
BAME	**929**	551	150	906	511	696	756	389	158	771	205	17	52	124	273	124	107	144	273
	13%	*11%*	13%a	13%adf	12%a	14%acdf	13%a	14%acdf	15%i	*13%*	*11%*	*7%*	19%jkmno	*9%*	*12%*	*9%*	20%qr	*8%*	12%q

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 373
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
SERVICES/DEVICES																			
LANDLINE (CALLS)	**5231**	5231	306	4900	3287	3413	4406	1962	643	4588	1600	205	105	1138	1910	1138	347	1270	1645
	73%	100%bcdef g	*27%*	71%be	77%bcef g	69%b	74%bce	73%be	*63%*	74%h	86%ln	89%ln	*38%*	87%ln	81%l	87%ln	*66%*	74%pr	*69%*
LANDLINE (LINE RENTAL)	**1127**	306	1127	1108	699	923	1036	428	81	1045	352	37	47	228	436	228	59	287	472
	16%	*6%*	100%acde fg	16%a	16%a	19%acdf g	17%acdg	16%a	*8%*	17%h	*19%*	*16%*	*17%*	*17%*	*18%*	*17%*	*11%*	17%p	20%pq
MOBILE	**6859**	4900	1108	6859	4121	4877	5841	2666	1018	5841	1825	223	271	1272	2320	1272	489	1634	2326
	95%	*94%*	98%ad	100%abde fg	97%a	98%adf	98%ad	99%adf	99%i	*95%*	98%mo	*97%*	*99%*	*97%*	98%mo	*97%*	*92%*	96%p	98%pq
TV SERVICE	**4242**	3287	699	4121	4242	3339	3792	1778	405	3837	833	231	274	1310	1337	1310	230	947	1572
	59%	63%c	*62%*	*60%*	100%abce fg	67%abcf	63%c	66%abcf	*39%*	62%h	*45%*	100%jn	100%jn	100%jn	57%j	100%jn	*43%*	55%p	66%pq
OD TV	**4955**	3413	923	4877	3339	4955	4492	2112	448	4507	1281	142	246	1041	1670	1041	300	1092	1989
	69%	*65%*	82%acdf g	71%a	79%acf	100%abcd fg	75%ac	78%acf	*44%*	73%h	69%k	*62%*	90%jkmno	79%jkn	71%jk	79%jkn	*57%*	64%p	84%pq
FIXED BB	**5981**	4406	1036	5841	3792	4492	5981	2379	-	5981	1854	108	274	1310	2236	1310	380	1435	2182
	83%	*84%*	92%acdg	85%a	89%acg	91%acd g	100%abcd eg	88%ac	-	97%h	100%kn	*47%*	100%kn	100%kn	95%k	100%kn	*72%*	84%p	92%pq
MOBILE BB	**2699**	1962	428	2666	1778	2112	2379	2699	320	2379	694	83	131	568	908	568	170	624	1004
	38%	*38%*	*38%*	39%a	42%abcf	43%abcf	40%ac	100%abcdef	*31%*	39%h	*37%*	*36%*	48%jkn	43%jn	*38%*	43%jn	*32%*	*37%*	42%pq
MOBILE ONLY HOUSEHOLD																			
YES	**1028**	643	81	1018	405	448	-	320	1028	-	-	119	-	-	119	-	123	231	184
	14%	12%bdef	7%f	15%abde fg	10%bf	9%bf	-	12%bdef	100%i	-	-	52%jlmno	-	-	5%jlmo	-	23%qr	13%r	*8%*
NO	**6163**	4588	1045	5841	3837	4507	5981	2379	-	6163	1854	111	274	1310	2239	1310	407	1477	2193
	86%	88%c	93%acde g	*85%*	90%acg	91%acg	100%abcd eg	88%c	-	100%h	100%kn	*48%*	100%kn	100%kn	95%k	100%kn	*77%*	87%p	92%pq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 373
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
BUNDLES																			
LANDLINE + FIXED BB	**1854** ***26%***	1600 31%cdeg	352 31%cdeg	1825 27%d	833 *20%*	1281 26%d	1854 31%cdeg	694 26%d	- -	1854 30%h	1854 100%klmno	- -	- -	- -	1854 79%klmo	- -	111 *21%*	489 29%p	660 28%p
LANDLINE + PAY TV	**231** ***3%***	205 4%cefg	37 3%f	223 3%ef	231 5%abcefg	142 3%f	108 *2%*	83 3%f	119 12%i	111 *2%*	- -	231 100%jlmno	- -	- -	231 10%jlmo	- -	15 *3%*	50 *3%*	64 *3%*
FIXED BB + PAY TV	**274** ***4%***	105 *2%*	47 4%a	271 4%a	274 6%abcefg	246 5%ac	274 5%ac	131 5%ac	- -	274 4%h	- -	- -	274 100%jkmno	- -	274 12%jkmo	- -	12 *2%*	54 *3%*	115 5%pq
LANDLINE + FIXED BB + PAY TV	**1310** ***18%***	1138 22%c	228 *20%*	1272 *19%*	1310 31%abcefg	1041 21%c	1310 22%ce	568 21%c	- -	1310 21%h	- -	- -	- -	1310 100%jkln	- -	1310 100%jkln	65 *12%*	342 20%p	513 22%p
DUAL PLAY	**2359** ***33%***	1910 37%cdeg	436 39%cdeg	2320 34%d	1337 *32%*	1670 34%d	2236 37%cdeg	908 34%d	119 *12%*	2239 36%h	1854 100%mo	231 100%mo	274 100%mo	- -	2359 100%mo	- -	138 *26%*	593 35%p	839 35%p
TRIPLE PLAY	**1310** ***18%***	1138 22%c	228 *20%*	1272 *19%*	1310 31%abcefg	1041 21%c	1310 22%ce	568 21%c	- -	1310 21%h	- -	- -	- -	1310 100%jkln	- -	1310 100%jkln	65 *12%*	342 20%p	513 22%p
FINANCIAL VULNERABILITY																			
MOST FINANCIALLY VULNERABLE	**530** ***7%***	347 7%d	59 *5%*	489 7%abdefg	230 *5%*	300 6%d	380 6%d	170 *6%*	123 12%i	407 *7%*	111 *6%*	15 *7%*	12 *4%*	65 *5%*	138 *6%*	65 *5%*	530 100%qr	- -	- -
POTENTIALLY FINANCIALLY VULNERABLE	**1708** ***24%***	1270 24%de	287 26%de	1634 24%de	947 *22%*	1092 *22%*	1435 24%de	624 *23%*	231 *22%*	1477 *24%*	489 26%ln	50 *22%*	54 *20%*	342 26%l	593 25%l	342 26%l	- -	1708 100%pr	- -
LEAST FINANCIALLY VULNERABLE	**2377** ***33%***	1645 *31%*	472 42%acdfg	2326 34%a	1572 37%ac	1989 40%acdfg	2182 36%ac	1004 37%ac	184 *18%*	2193 36%h	660 36%k	64 *28%*	115 42%kn	513 39%kn	839 36%k	513 39%kn	- -	- -	2377 100%pq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 373
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
AFFORDABILITY IN LAST MONTH																			
CANCELLED A SERVICE	**308** ***4%***	190 *4%*	57 5%a	298 4%a	177 4%a	241 5%acdf	248 4%a	133 5%af	57 *6%*	251 *4%*	59 *3%*	8 *4%*	12 *4%*	43 *3%*	79 *3%*	43 *3%*	41 8%r	97 6%r	52 *2%*
MADE CHANGES TO A SERVICE	**781** ***11%***	550 *11%*	146 13%a	762 11%a	523 12%acf	629 13%acf	690 12%ac	335 12%ac	84 *8%*	697 11%h	176 *9%*	23 *10%*	28 *10%*	173 13%jn	227 *10%*	173 13%jn	79 15%r	208 *12%*	262 *11%*
REDUCED SPEND ELSEWHERE	**361** ***5%***	229 *4%*	71 6%a	347 5%a	215 5%a	256 5%a	298 5%a	134 *5%*	56 *5%*	305 *5%*	75 *4%*	13 *5%*	13 *5%*	55 *4%*	100 *4%*	55 *4%*	69 13%qr	111 6%r	43 *2%*
MISSED PAYMENT	**142** ***2%***	77 *1%*	31 3%a	139 2%a	85 2%a	119 2%acdf	121 2%a	56 2%a	21 *2%*	122 *2%*	37 *2%*	- -	3 *1%*	23 *2%*	40 *2%*	23 *2%*	26 5%r	50 3%r	12 *1%*
MADE CHANGES TO PAYMENT METHOD	**141** ***2%***	77 *1%*	32 3%ad	140 2%a	80 2%a	111 2%ad	118 2%a	53 2%a	23 *2%*	119 *2%*	29 *2%*	7 *3%*	7 *3%*	17 *1%*	42 *2%*	17 *1%*	30 6%qr	46 3%r	13 *1%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**1288** ***18%***	848 *16%*	252 22%acdfg	1250 18%a	801 19%a	1002 20%acdf	1105 18%a	526 19%a	169 *16%*	1119 *18%*	293 *16%*	38 *17%*	40 *15%*	232 *18%*	371 *16%*	232 *18%*	161 30%qr	358 21%r	330 *14%*
NO AFFORDABILITY ISSUES	**5903** ***82%***	4384 84%bcdefg	874 *78%*	5609 82%be	3441 81%be	3953 *80%*	4876 82%be	2173 81%b	859 *84%*	5044 *82%*	1561 *84%*	192 *83%*	234 *85%*	1078 *82%*	1988 *84%*	1078 *82%*	369 *70%*	1350 79%p	2046 86%pq
MULTIPLE AFFORDABILITY ISSUES	**318** ***4%***	195 *4%*	65 6%af	310 5%a	193 5%a	252 5%acdf	263 4%a	131 5%a	51 *5%*	267 *4%*	61 *3%*	12 *5%*	11 *4%*	48 *4%*	83 *4%*	48 *4%*	62 12%qr	103 6%r	39 *2%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 373
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
AFFORDABILITY IN LAST THREE MONTHS																			
AFFORDABILITY ISSUE IN LAST 3 MONTHS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS	**1288** ***18%***	848 *16%*	252 22%acdfg	1250 18%a	801 19%a	1002 20%acd	1105 18%a	526 19%a	169 *16%*	1119 *18%*	293 *16%*	38 *17%*	40 *15%*	232 *18%*	371 *16%*	232 *18%*	161 30%qr	358 21%r	330 *14%*
NO AFFORDABILITY ISSUES IN LAST 3 MONTHS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PERCEIVED IMPACT OF COVID ON AFFORDABILITY																			
MAJOR POSITIVE IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MINOR POSITIVE IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NO IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MINOR NEGATIVE IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MAJOR NEGATIVE IMPACT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 373
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS																			
CONFIDENT	**4708**	3461	713	4497	2792	3249	3953	1721	639	4070	1222	158	178	884	1558	884	333	1093	1628
	65%	66%g	*63%*	66%g	66%g	66%g	66%g	*64%*	*62%*	66%h	*66%*	*69%*	*65%*	*68%*	*66%*	*68%*	*63%*	*64%*	69%pq
NOT CONFIDENT	**196**	136	36	187	113	112	155	80	33	163	35	5	8	41	47	41	40	65	22
	3%	3%	*3%*	3%e	3%e	*2%*	3%e	3%e	*3%*	*3%*	*2%*	*2%*	*3%*	3%jn	*2%*	3%jn	8%qr	4%r	*1%*
CONFIDENCE CONTACTING CP																			
CONFIDENT	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT CONFIDENT	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LIMITATIONS																			
VULNERABILITY	**764**	598	86	717	422	439	579	265	157	608	175	24	19	156	218	156	92	236	105
	11%	11%bcdefg	*8%*	10%bef	10%be	*9%*	10%be	10%b	15%i	*10%*	*9%*	*10%*	*7%*	12%jln	*9%*	12%jln	17%r	14%r	*4%*
NO VULNERABILITY	**6379**	4602	1037	6102	3802	4499	5385	2425	847	5532	1675	201	254	1151	2129	1151	433	1468	2266
	89%	*88%*	92%acdfg	89%a	90%a	91%acd	90%ac	90%a	*82%*	90%h	90%mo	*87%*	93%mo	*88%*	90%mo	*88%*	*82%*	86%p	95%pq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - jk/l/m/n/o - p/q/r
Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 373
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		SERVICES/DEVICES							MOBILE ONLY HOUSEHOLD		BUNDLES						FINANCIAL VULNERABILITY		
	TOTAL	LANDLINE (CALLS) (a)	LANDLINE (LINE RENTAL) (b)	MOBILE (c)	TV SERVICE (d)	OD TV (e)	FIXED BB (f)	MOBILE BB (g)	YES (h)	NO (i)	LANDLINE + FIXED BB (j)	LANDLINE + PAY TV (k)	FIXED BB + PAY TV (l)	LANDLINE + FIXED BB + PAY TV (m)	DUAL PLAY (n)	TRIPLE PLAY (o)	MOST FINANCIALLY VULNERABLE (p)	POTENTIALLY FINANCIALLY VULNERABLE (q)	LEAST FINANCIALLY VULNERABLE (r)
Weighted Base	**7191**	5231	1127	6859	4242	4955	5981	2699	1028	6163	1854	231	274	1310	2359	1310	530	1708	2377
INCOME																			
UP TO £10,399 PER YEAR	**322**	224	25	285	112	127	201	87	97	225	71	12	6	25	90	25	322	-	-
	4%	4%bdefg	*2%*	4%bdefg	*3%*	*3%*	3%bde	3%e	9%i	*4%*	4%mo	5%mo	*2%*	*2%*	4%mo	*2%*	61%qr	-	-
£10,400 TO £15,599 PER YEAR	**395**	277	53	369	199	186	298	113	80	316	96	7	6	73	109	73	32	351	-
	5%	5%deg	*5%*	5%defg	5%e	*4%*	5%eg	*4%*	8%i	*5%*	5%ln	*3%*	*2%*	6%l	*5%*	6%l	6%r	21%pr	-
£15,600 TO £25,999 PER YEAR	**686**	503	116	658	335	408	564	242	103	582	193	17	16	126	227	126	108	576	-
	10%	10%de	10%de	10%de	*8%*	*8%*	9%de	9%d	*10%*	*9%*	10%ln	*8%*	*6%*	*10%*	10%l	*10%*	20%r	34%pr	-
£26,000 TO £36,399 PER YEAR	**682**	495	130	659	387	497	601	277	72	610	224	27	21	122	272	122	48	447	173
	9%	*9%*	12%cd	*10%*	*9%*	10%d	10%acd	10%d	*7%*	10%h	12%lmo	*12%*	*8%*	*9%*	12%l	*9%*	*9%*	26%pr	*7%*
£36,400 TO £51,999 PER YEAR	**826**	568	158	814	531	659	745	332	79	747	212	30	37	184	279	184	19	334	468
	11%	*11%*	14%ac	12%a	13%a	13%acf	12%ac	12%a	*8%*	12%h	*11%*	*13%*	*13%*	*14%*	*12%*	*14%*	*4%*	20%p	20%p
£52,000 AND ABOVE PER YEAR	**1735**	1216	341	1695	1208	1525	1612	753	114	1621	470	38	94	398	602	398	-	-	1735
	24%	23%	30%acf	25%a	28%acf	31%acdfg	27%ac	28%ac	*11%*	26%h	25%k	*16%*	34%jkn	30%jkn	26%k	30%jkn	-	-	73%pq
CHANGES TO HH FINANCIAL SITUATION																			
IMPROVED	**1301**	945	212	1262	782	946	1147	493	135	1166	343	41	57	253	441	253	84	299	603
	18%	*18%*	*19%*	*18%*	*18%*	19%ac	19%ac	*18%*	*13%*	19%h	*19%*	*18%*	*21%*	*19%*	*19%*	*19%*	*16%*	*18%*	25%pq
STAYED THE SAME	**2445**	1865	348	2296	1424	1579	1977	890	378	2067	638	80	82	468	800	468	165	554	785
	34%	36%bcdefg	*31%*	33%e	34%e	*32%*	33%e	*33%*	*37%*	*34%*	*34%*	*35%*	*30%*	*36%*	*34%*	*36%*	*31%*	*32%*	*33%*
WORSENED	**1080**	738	183	1051	653	792	928	389	138	942	269	38	45	198	351	198	122	303	259
	15%	*14%*	*16%*	15%a	15%a	16%acg	16%a	*14%*	*13%*	*15%*	*15%*	*16%*	*16%*	*15%*	*15%*	*15%*	23%qr	18%r	*11%*
BENEFITS																			
RECEIVES AT LEAST ONE FORM OF BENEFIT	**1943**	1409	287	1843	1119	1284	1535	698	348	1595	453	63	67	359	582	359	306	617	288
	27%	27%f	*25%*	27%ef	*26%*	*26%*	*26%*	*26%*	34%i	*26%*	*24%*	*27%*	*24%*	*27%*	*25%*	*27%*	58%qr	36%r	*12%*
NONE	**4966**	3621	805	4759	2992	3524	4258	1901	604	4362	1343	157	201	928	1701	928	209	1079	2068
	69%	*69%*	*71%*	*69%*	71%ac	71%ac	71%ac	*70%*	*59%*	71%h	*72%*	*68%*	*73%*	*71%*	*72%*	*71%*	*39%*	63%p	87%pq

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g - h/i - j/k/l/m/n/o - p/q/r
Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 374
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Unweighted Base	**7191**	281	749	334	111	125	1211	5980	277	-	1211	-	-	-	-	-	-	1455	1936	2058	1114
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
GENDER																					
MALE	**3487**	125	366	125	52	52	556	2931	122	-	556	-	-	-	-	-	-	720	961	1095	610
	48%	*41%*	47%cefh	*35%*	*36%*	*37%*	43%c	50%acdefh	*38%*	-	*43%*	-	-	-	-	-	-	*49%*	*48%*	*48%*	*50%*
FEMALE	**3669**	177	408	234	88	87	719	2951	191	-	719	-	-	-	-	-	-	752	1048	1160	605
	51%	58%g	*52%*	65%bfg	62%g	61%g	56%bg	*50%*	60%bg	-	*56%*	-	-	-	-	-	-	*51%*	*52%*	*51%*	*50%*
AGE																					
18-24	**765**	64	74	69	38	27	190	574	62	-	190	-	-	-	-	-	-	118	205	271	165
	11%	21%bfg	*9%*	19%bfg	26%bfg	19%bg	15%bg	*10%*	19%bfg	-	*15%*	-	-	-	-	-	-	*8%*	*10%*	12%q	13%qr
25-34	**1240**	82	156	78	36	43	274	966	81	-	274	-	-	-	-	-	-	206	341	397	281
	17%	27%bfg	20%g	21%g	25%g	31%bcfg	21%g	*16%*	25%bg	-	*21%*	-	-	-	-	-	-	*14%*	17%q	18%q	23%qrs
35-44	**1145**	54	170	69	30	24	255	890	63	-	255	-	-	-	-	-	-	213	324	380	205
	16%	*17%*	22%g	*19%*	*21%*	*17%*	20%g	*15%*	*20%*	-	*20%*	-	-	-	-	-	-	*14%*	*16%*	*17%*	*17%*
45-54	**1236**	41	154	59	26	18	225	1011	56	-	225	-	-	-	-	-	-	276	344	368	207
	17%	*13%*	20%af	*16%*	*19%*	*13%*	17%a	*17%*	*18%*	-	*17%*	-	-	-	-	-	-	*19%*	*17%*	*16%*	*17%*
55-64	**1113**	39	116	44	10	17	174	939	34	-	174	-	-	-	-	-	-	256	320	330	163
	15%	*13%*	15%d	*12%*	*7%*	*12%*	14%d	16%dh	*11%*	-	*14%*	-	-	-	-	-	-	17%st	*16%*	*15%*	*13%*
65-74	**1001**	16	77	24	1	10	110	890	14	-	110	-	-	-	-	-	-	233	274	340	112
	14%	*5%*	10%adh	7%d	*1%*	7%d	9%adh	15%abcdefh	*4%*	-	*9%*	-	-	-	-	-	-	16%t	14%t	15%t	*9%*
75+	**675**	10	35	16	2	1	56	619	7	-	56	-	-	-	-	-	-	170	203	179	84
	9%	*3%*	*4%*	*5%*	*1%*	*1%*	*4%*	10%abcdefh	*2%*	-	*4%*	-	-	-	-	-	-	12%st	10%st	*8%*	*7%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 374
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
SOCIAL GRADE																					
A	**436**	13	42	5	3	1	56	380	5	-	56	-	-	-	-	-	-	103	116	120	87
	6%	4%ch	5%ceh	*1%*	*2%*	*1%*	4%ch	6%cefh	*2%*	-	*4%*	-	-	-	-	-	-	*7%*	*6%*	*5%*	*7%*
B	**1452**	40	145	40	7	6	202	1250	26	-	202	-	-	-	-	-	-	308	357	486	255
	20%	13%deh	19%acdefh	11%e	*5%*	*4%*	16%cdeh	21%acdefh	*8%*	-	*16%*	-	-	-	-	-	-	21%r	*18%*	21%r	21%r
C1	**1835**	75	198	93	19	30	312	1522	76	-	312	-	-	-	-	-	-	345	519	574	347
	26%	24%d	25%d	26%d	*13%*	*21%*	24%d	26%d	24%d	-	*24%*	-	-	-	-	-	-	*23%*	*26%*	*25%*	28%qs
C2	**1495**	73	201	75	42	53	311	1184	95	-	311	-	-	-	-	-	-	328	442	464	225
	21%	*24%*	26%g	*21%*	30%g	37%abcfg	24%g	20%	30%acfg	-	*24%*	-	-	-	-	-	-	22%t	22%t	*20%*	*18%*
D	**1027**	49	103	76	39	22	212	815	62	-	212	-	-	-	-	-	-	200	299	328	168
	14%	*16%*	*13%*	21%bfg	28%abefg	*16%*	16%bg	*14%*	20%bg	-	*16%*	-	-	-	-	-	-	*14%*	*15%*	*14%*	*14%*
E	**661**	42	68	63	27	23	149	513	44	-	149	-	-	-	-	-	-	133	185	219	96
	9%	14%bg	*9%*	17%bfg	19%bfg	16%bg	12%bg	*9%*	14%bg	-	*12%*	-	-	-	-	-	-	*9%*	*9%*	*10%*	*8%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 374
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
GOVERNMENT OFFICE REGION																					
EAST MIDLANDS	**512**	17	49	27	5	3	81	431	14	-	81	-	-	-	-	-	-	84	130	204	94
	7%	*5%*	*6%*	7%eh	*3%*	*2%*	*6%*	*7%*	*4%*	-	*6%*	-	-	-	-	-	-	*6%*	*6%*	9%qr	*8%*
EASTERN	**677**	33	70	28	16	10	130	547	18	-	130	-	-	-	-	-	-	193	194	290	-
	9%	11%h	9%h	*8%*	11%h	*7%*	10%h	*9%*	*6%*	-	*10%*	-	-	-	-	-	-	13%rt	10%t	13%rt	-
LONDON	**942**	54	112	64	24	24	193	748	61	-	193	-	-	-	-	-	-	87	253	71	530
	13%	18%g	*14%*	18%g	*17%*	*17%*	15%g	*13%*	19%bg	-	*15%*	-	-	-	-	-	-	*6%s*	13%qs	*3%*	43%qrs
NORTH EAST	**290**	13	43	20	6	16	65	224	21	-	65	-	-	-	-	-	-	71	64	155	-
	4%	*4%*	6%g	*6%*	*4%*	11%abcdfg	*5%*	*4%*	7%g	-	*5%*	-	-	-	-	-	-	5%rt	3%t	7%qrt	-
NORTH WEST	**788**	37	91	47	25	17	157	630	46	-	157	-	-	-	-	-	-	107	239	282	159
	11%	*12%*	*12%*	*13%*	17%g	*12%*	*12%*	*11%*	*15%*	-	*12%*	-	-	-	-	-	-	*7%*	12%q	12%q	13%q
SOUTH EAST	**983**	36	106	45	16	22	155	828	49	-	155	-	-	-	-	-	-	246	381	350	5
	14%	*12%*	*14%*	*12%*	*11%*	*16%*	*12%*	*14%*	*15%*	-	*12%*	-	-	-	-	-	-	17%t	19%st	15%t	*
SOUTH WEST	**623**	20	67	18	7	8	97	526	20	-	97	-	-	-	-	-	-	186	180	189	67
	9%	*7%*	9%c	*5%*	*5%*	*5%*	*8%*	9%c	*6%*	-	*8%*	-	-	-	-	-	-	13%rst	9%t	8%t	*6%*
WEST MIDLANDS	**632**	30	78	27	21	8	125	508	27	-	125	-	-	-	-	-	-	59	183	279	112
	9%	*10%*	*10%*	*8%*	15%cegh	*5%*	*10%*	*9%*	*9%*	-	*10%*	-	-	-	-	-	-	*4%*	9%q	12%qrt	9%q
YORKS AND HUMBR	**581**	33	48	28	8	10	97	484	22	-	97	-	-	-	-	-	-	93	127	218	143
	8%	11%bfh	*6%*	*8%*	*6%*	*7%*	8%b	*8%*	*7%*	-	*8%*	-	-	-	-	-	-	*6%*	*6%*	10%qr	12%qr
ENGLAND [NET]	**6028**	273	664	304	128	117	1100	4928	278	-	1100	-	-	-	-	-	-	1127	1752	2038	1111
	84%	89%g	*85%*	*84%*	*90%*	*83%*	*85%*	*83%*	*88%*	-	*85%*	-	-	-	-	-	-	*76%*	87%q	90%qr	91%qr
SCOTLAND	**611**	19	67	36	10	10	107	505	24	-	107	-	-	-	-	-	-	230	161	112	108
	8%	*6%*	*9%*	*10%*	*7%*	*7%*	*8%*	*9%*	*7%*	-	*8%*	-	-	-	-	-	-	16%rst	8%s	*5%*	9%s
WALES	**342**	12	27	13	2	10	47	295	11	-	47	-	-	-	-	-	-	116	106	118	2
	5%	*4%*	*3%*	*4%*	*1%*	7%dh	*4%*	*5%*	*3%*	-	*4%*	-	-	-	-	-	-	8%rst	5%t	5%t	*
NORTHERN IRELAND	**210**	4	23	8	2	4	34	176	5	-	34	-	-	-	-	-	-	-	-	-	-
	3%	*1%*	*3%*	*2%*	*1%*	*3%*	*3%*	*3%*	*2%*	-	*3%*	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 374
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
CHILDREN IN HOUSEHOLD																					
YES	**2044**	118	294	133	69	67	481	1563	141	-	481	-	-	-	-	-	-	412	562	679	343
	28%	38%g	38%g	37%g	48%bcfg	47%cfg	37%g	26%	44%bcfg	-	37%	-	-	-	-	-	-	28%	28%	30%	28%
NO	**5146**	190	488	228	74	75	807	4340	177	-	807	-	-	-	-	-	-	1062	1456	1589	878
	72%	62%	62%dh	63%deh	52%	53%	63%deh	74%abcdefh	56%	-	63%	-	-	-	-	-	-	72%	72%	70%	72%
WORKING STATUS																					
FULL-TIME	**2892**	107	332	110	44	47	500	2392	100	-	500	-	-	-	-	-	-	571	830	903	529
	40%	35%	42%acdfh	31%	31%	33%	39%ch	41%ch	32%	-	39%	-	-	-	-	-	-	39%	41%	40%	43%q
PART-TIME	**737**	36	95	49	20	24	153	584	50	-	153	-	-	-	-	-	-	147	213	252	109
	10%	12%	12%	14%	14%	17%g	12%	10%	16%g	-	12%	-	-	-	-	-	-	10%	11%	11%	9%
SELF EMPLOYED PART-TIME	**636**	31	76	36	10	10	126	510	28	-	126	-	-	-	-	-	-	145	176	170	128
	9%	10%	10%	10%	7%	7%	10%	9%	9%	-	10%	-	-	-	-	-	-	10%s	9%	8%	10%s
NOT WORKING, NOT LOOKING FOR WORK	**2649**	98	243	133	43	48	424	2224	100	-	424	-	-	-	-	-	-	586	716	848	385
	37%	32%	31%	37%	31%	34%	33%	38%bf	32%	-	33%	-	-	-	-	-	-	40%rt	35%t	37%t	32%
NOT WORKING, LOOKING FOR WORK	**263**	33	35	32	22	14	78	185	38	-	78	-	-	-	-	-	-	24	75	90	69
	4%	11%bfg	4%	9%bfg	16%bcfg	10%bg	6%bg	3%	12%bfg	-	6%	-	-	-	-	-	-	2%	4%q	4%q	6%qr
ANY WORKING	**4265**	174	503	195	74	80	779	3486	179	-	779	-	-	-	-	-	-	863	1219	1325	767
	59%	56%	64%acdfgh	54%	52%	57%	60%c	59%	56%	-	60%	-	-	-	-	-	-	59%	60%	58%	63%s
ANY NOT WORKING	**2912**	131	278	164	66	61	503	2409	138	-	503	-	-	-	-	-	-	611	791	938	454
	40%	42%b	36%	46%bf	46%b	43%	39%b	41%b	43%b	-	39%	-	-	-	-	-	-	41%t	39%	41%t	37%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 374
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
ADULTS IN HOUSEHOLD																					
1	**1797**	81	153	110	41	45	300	1497	91	-	300	-	-	-	-	-	-	358	527	562	290
	25%	26%b	*20%*	30%bf	29%b	32%bf	23%b	25%b	29%bf	-	*23%*	-	-	-	-	-	-	*24%*	*26%*	*25%*	*24%*
2	**3558**	121	401	149	62	58	608	2951	126	-	608	-	-	-	-	-	-	775	980	1121	578
	49%	39%	51%acefh	*41%*	*43%*	*41%*	47%ach	50%ach	*40%*	-	*47%*	-	-	-	-	-	-	53%rt	*49%*	*49%*	*47%*
3+	**1769**	103	218	97	40	38	367	1402	99	-	367	-	-	-	-	-	-	330	489	564	341
	25%	33%g	28%g	*27%*	*28%*	*27%*	28%g	*24%*	31%g	-	*28%*	-	-	-	-	-	-	*22%*	*24%*	*25%*	28%qr
HOUSEHOLD SIZE																					
1	**1573**	64	117	82	20	27	231	1342	59	-	231	-	-	-	-	-	-	321	464	475	260
	22%	21%b	*15%*	23%bdf	*14%*	*19%*	18%b	23%bdf	*19%*	-	*18%*	-	-	-	-	-	-	*22%*	*23%*	*21%*	*21%*
2	**2402**	71	231	91	40	34	360	2042	65	-	360	-	-	-	-	-	-	510	680	752	381
	33%	*23%*	30%ah	*25%*	*28%*	*24%*	28%ah	35%abcefh	*21%*	-	*28%*	-	-	-	-	-	-	*35%*	*34%*	*33%*	*31%*
3	**1228**	68	160	77	31	30	252	976	80	-	252	-	-	-	-	-	-	236	340	412	212
	17%	22%g	21%g	21%g	*22%*	*21%*	20%g	*17%*	25%fg	-	*20%*	-	-	-	-	-	-	*16%*	*17%*	*18%*	*17%*
4+	**1944**	104	270	106	51	51	439	1504	112	-	439	-	-	-	-	-	-	400	515	618	363
	27%	34%g	35%g	*29%*	36%g	36%g	34%g	*25%*	35%g	-	*34%*	-	-	-	-	-	-	*27%*	*26%*	*27%*	30%r
DECISION-MAKERS																					
SOLE DM	**3320**	136	358	184	80	78	600	2720	166	-	600	-	-	-	-	-	-	689	974	1000	546
	46%	*44%*	*46%*	*51%*	56%a	55%a	*47%*	*46%*	52%ab	-	*47%*	-	-	-	-	-	-	*47%*	48%s	*44%*	*45%*
JOINT DM	**2907**	110	344	119	30	38	508	2399	95	-	508	-	-	-	-	-	-	611	776	940	499
	40%	36%dh	44%acdefh	33%d	*21%*	*27%*	39%cdeh	41%cdeh	*30%*	-	*39%*	-	-	-	-	-	-	*41%*	*38%*	*41%*	*41%*
SOLE OR JOINT DM	**6228**	246	703	302	110	115	1108	5119	261	-	1108	-	-	-	-	-	-	1300	1750	1940	1045
	87%	*80%*	90%acdefgh	*84%*	*78%*	*82%*	86%ad	87%ad	*82%*	-	*86%*	-	-	-	-	-	-	88%s	*87%*	*86%*	*86%*
NOT DM	**963**	62	79	58	32	26	179	784	57	-	179	-	-	-	-	-	-	173	268	328	177
	13%	20%bfg	*10%*	16%b	22%bfg	18%b	14%b	13%b	18%b	-	*14%*	-	-	-	-	-	-	*12%*	*13%*	14%q	*14%*
ETHNICITY																					
WHITE	**6217**	236	645	256	105	93	1031	5186	226	-	1031	-	-	-	-	-	-	1376	1778	1971	888
	86%	77%e	83%acdefh	*71%*	*73%*	*66%*	80%ceh	88%abcdefh	*71%*	-	*80%*	-	-	-	-	-	-	93%rst	88%t	87%t	*73%*
BAME	**929**	67	128	101	38	48	246	683	87	-	246	-	-	-	-	-	-	90	221	287	326
	13%	22%bg	16%g	28%bfg	27%bg	34%abfg	19%bg	*12%*	27%abfg	-	*19%*	-	-	-	-	-	-	*6%*	11%q	13%q	27%qrs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 374
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
SERVICES/DEVICES																					
LANDLINE (CALLS)	**5231**	190	550	229	77	77	848	4384	195	-	848	-	-	-	-	-	-	1161	1471	1632	772
	73%	*62%*	70%acdefh	*64%*	*54%*	*55%*	66%de	74%abcdefh	*61%*	-	*66%*	-	-	-	-	-	-	79%rst	*73%t*	*72%t*	*63%*
LANDLINE (LINE RENTAL)	**1127**	57	146	71	31	32	252	874	65	-	252	-	-	-	-	-	-	217	321	355	224
	16%	*19%*	19%g	20%g	*22%*	23%g	20%g	*15%*	20%g	-	*20%*	-	-	-	-	-	-	*15%*	*16%*	*16%*	18%q
MOBILE	**6859**	298	762	347	139	140	1250	5609	310	-	1250	-	-	-	-	-	-	1401	1896	2189	1180
	95%	*97%*	98%g	*96%*	*98%*	*99%*	97%g	*95%*	*98%*	-	*97%*	-	-	-	-	-	-	*95%*	*94%*	*97%r*	97%r
TV SERVICE	**4242**	177	523	215	85	80	801	3441	193	-	801	-	-	-	-	-	-	859	1210	1381	671
	59%	*57%*	67%acefgh	*60%*	*60%*	*56%*	62%g	*58%*	*61%*	-	*62%*	-	-	-	-	-	-	*58%*	60%t	61%t	*55%*
OD TV	**4955**	241	629	256	119	111	1002	3953	252	-	1002	-	-	-	-	-	-	1023	1367	1583	866
	69%	78%cg	81%cfg	*71%*	83%cg	78%g	78%cg	*67%*	79%cg	-	*78%*	-	-	-	-	-	-	*69%*	*68%*	*70%*	*71%*
FIXED BB	**5981**	248	690	298	121	118	1105	4876	263	-	1105	-	-	-	-	-	-	1247	1653	1922	995
	83%	*81%*	88%acfgh	*83%*	*85%*	*84%*	86%ag	*83%*	*83%*	-	*86%*	-	-	-	-	-	-	*85%*	*82%*	85%rt	*81%*
MOBILE BB	**2699**	133	335	134	56	53	526	2173	131	-	526	-	-	-	-	-	-	552	754	848	475
	38%	43%g	43%g	*37%*	*39%*	*38%*	41%g	*37%*	*41%*	-	*41%*	-	-	-	-	-	-	*37%*	*37%*	*37%*	*39%*
MOBILE ONLY HOUSEHOLD																					
YES	**1028**	57	84	56	21	23	169	859	51	-	169	-	-	-	-	-	-	188	295	308	199
	14%	18%bf	*11%*	15%b	*15%*	*16%*	13%b	15%b	16%b	-	*13%*	-	-	-	-	-	-	*13%*	*15%*	*14%*	16%q
NO	**6163**	251	697	305	122	119	1119	5044	267	-	1119	-	-	-	-	-	-	1285	1723	1960	1023
	86%	*82%*	89%acfgh	*85%*	*85%*	*84%*	87%a	*85%*	*84%*	-	*87%*	-	-	-	-	-	-	87%t	*85%*	*86%*	*84%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 374
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
BUNDLES																					
LANDLINE + FIXED BB	**1854**	59	176	75	37	29	293	1561	61	-	293	-	-	-	-	-	-	415	514	587	273
	26%	*19%*	*22%*	*21%*	*26%*	*20%*	*23%*	26%abcfh	*19%*	-	*23%*	-	-	-	-	-	-	28%t	*25%*	26%t	*22%*
LANDLINE + PAY TV	**231**	8	23	13	-	7	38	192	12	-	38	-	-	-	-	-	-	43	69	75	36
	3%	*3%*	*3%*	*3%*	-	5%d	*3%*	*3%*	*4%*	-	*3%*	-	-	-	-	-	-	*3%*	*3%*	*3%*	*3%*
FIXED BB + PAY TV	**274**	12	28	13	3	7	40	234	11	-	40	-	-	-	-	-	-	57	74	95	42
	4%	*4%*	*4%*	*4%*	*2%*	*5%*	*3%*	*4%*	*4%*	-	*3%*	-	-	-	-	-	-	*4%*	*4%*	*4%*	*3%*
LANDLINE + FIXED BB + PAY TV	**1310**	43	173	55	23	17	232	1078	48	-	232	-	-	-	-	-	-	240	383	457	195
	18%	*14%*	22%acefgh	*15%*	*16%*	*12%*	*18%*	*18%*	*15%*	-	*18%*	-	-	-	-	-	-	*16%*	*19%*	20%qt	*16%*
DUAL PLAY	**2359**	79	227	100	40	42	371	1988	83	-	371	-	-	-	-	-	-	515	656	756	351
	33%	*26%*	*29%*	*28%*	*28%*	*30%*	*29%*	34%abfh	*26%*	-	*29%*	-	-	-	-	-	-	35%t	33%t	33%t	*29%*
TRIPLE PLAY	**1310**	43	173	55	23	17	232	1078	48	-	232	-	-	-	-	-	-	240	383	457	195
	18%	*14%*	22%acefgh	*15%*	*16%*	*12%*	*18%*	*18%*	*15%*	-	*18%*	-	-	-	-	-	-	*16%*	*19%*	20%qt	*16%*
FINANCIAL VULNERABILITY																					
MOST FINANCIALLY VULNERABLE	**530**	41	79	69	26	30	161	369	62	-	161	-	-	-	-	-	-	102	135	197	80
	7%	13%g	10%g	19%bfg	18%bg	21%bfg	13%bg	*6%*	20%abfg	-	*13%*	-	-	-	-	-	-	*7%*	*7%*	9%r	*7%*
POTENTIALLY FINANCIALLY VULNERABLE	**1708**	97	208	111	50	46	358	1350	103	-	358	-	-	-	-	-	-	381	462	541	262
	24%	31%g	27%g	31%g	35%g	32%g	28%g	*23%*	33%bg	-	*28%*	-	-	-	-	-	-	26%t	*23%*	*24%*	*21%*
LEAST FINANCIALLY VULNERABLE	**2377**	52	262	43	12	13	330	2046	39	-	330	-	-	-	-	-	-	500	642	734	446
	33%	17%deh	34%acdefh	*12%*	*9%*	*9%*	26%acdeh	35%acdefh	*12%*	-	*26%*	-	-	-	-	-	-	*34%*	*32%*	*32%*	36%rs

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 374
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
AFFORDABILITY IN LAST MONTH																					
CANCELLED A SERVICE	**308** ***4%***	308 100%bcdefgh	120 15%g	65 18%g	28 19%g	45 32%bcdg	308 24%bcg	- -	171 54%bcdefg	- -	308 *24%*	- -	- -	- -	- -	- -	- -	54 *4%*	70 *3%*	100 *4%*	80 *7%*qrs
MADE CHANGES TO A SERVICE	**781** ***11%***	120 39%cdg	781 100%acdefgh	95 26%g	38 27%g	55 39%cdg	781 61%acdeg	- -	208 66%acdeg	- -	781 *61%*	- -	- -	- -	- -	- -	- -	160 *11%*	224 *11%*	243 *11%*	131 *11%*
REDUCED SPEND ELSEWHERE	**361** ***5%***	65 21%bg	95 12%g	361 100%abdefgh	54 38%abfg	67 47%abfg	361 28%abg	- -	172 54%abdfg	- -	361 *28%*	- -	- -	- -	- -	- -	- -	69 *5%*	88 *4%*	114 *5%*	82 *7%*r
MISSED PAYMENT	**142** ***2%***	28 9%bg	38 5%g	54 15%abfg	142 100%abcefgh	46 32%abcfg	142 11%bg	- -	92 29%abcfg	- -	142 *11%*	- -	- -	- -	- -	- -	- -	20 *1%*	39 *2%*	59 3%q	22 *2%*
MADE CHANGES TO PAYMENT METHOD	**141** ***2%***	45 15%bfg	55 7%g	67 19%bfg	46 32%abcfg	141 100%abcdfgh	141 11%bg	- -	120 38%abcfg	- -	141 *11%*	- -	- -	- -	- -	- -	- -	34 *2%*	32 *2%*	47 *2%*	25 *2%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**1288** ***18%***	308 100%g	781 100%g	361 100%g	142 100%g	141 100%g	1288 100%g	- -	318 100%g	- -	1288 *100%*	- -	- -	- -	- -	- -	- -	249 *17%*	346 *17%*	406 *18%*	253 *21%*qr
NO AFFORDABILITY ISSUES	**5903** ***82%***	- -	- -	- -	- -	- -	- -	5903 100%abcdefh	- -	- -	- -	- -	- -	- -	- -	- -	- -	1225 83%t	1672 83%t	1862 *82%*	968 *79%*
MULTIPLE AFFORDABILITY ISSUES	**318** ***4%***	171 56%bfg	208 27%g	172 48%bfg	92 64%bcfg	120 85%abcdfg	318 25%g	- -	318 100%abcdefg	- -	318 *25%*	- -	- -	- -	- -	- -	- -	70 *5%*	81 *4%*	99 *4%*	63 *5%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 374
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
AFFORDABILITY IN LAST THREE MONTHS																					
AFFORDABILITY ISSUE IN LAST 3 MONTHS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS	**1288**	308	781	361	142	141	1288	-	318	-	1288	-	-	-	-	-	-	249	346	406	253
	18%	100%g	100%g	100%g	100%g	100%g	100%g	-	100%g	-	*100%*	-	-	-	-	-	-	*17%*	*17%*	*18%*	21%qr
NO AFFORDABILITY ISSUES IN LAST 3 MONTHS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERCEIVED IMPACT OF COVID ON AFFORDABILITY																					
MAJOR POSITIVE IMPACT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MINOR POSITIVE IMPACT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NO IMPACT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MINOR NEGATIVE IMPACT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MAJOR NEGATIVE IMPACT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 374
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS																					
CONFIDENT	**4708**	168	474	165	72	52	744	3964	150	-	744	-	-	-	-	-	-	984	1268	1501	819
	65%	55%ceh	61%cefh	*46%*	51%e	*37%*	58%ceh	67%abcdefh	47%e	-	*58%*	-	-	-	-	-	-	67%r	*63%*	66%r	67%r
NOT CONFIDENT	**196**	39	45	66	26	22	111	85	55	-	111	-	-	-	-	-	-	28	74	52	37
	3%	13%bfg	6%g	18%bfg	18%bfg	16%bfg	9%bg	*1%*	17%abfg	-	*9%*	-	-	-	-	-	-	*2%*	4%qs	*2%*	*3%*
CONFIDENCE CONTACTING CP																					
CONFIDENT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT CONFIDENT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LIMITATIONS																					
VULNERABILITY	**764**	63	107	86	40	47	211	554	81	-	211	-	-	-	-	-	-	157	207	243	127
	11%	21%bfg	14%g	24%bfg	28%bfg	33%abcfgh	16%bg	*9%*	26%bfg	-	*16%*	-	-	-	-	-	-	*11%*	*10%*	*11%*	*10%*
NO VULNERABILITY	**6379**	243	674	271	100	92	1071	5309	235	-	1071	-	-	-	-	-	-	1310	1792	2009	1091
	89%	79%e	86%acdefh	75%e	*71%*	*65%*	83%cdeh	90%abcdefh	74%e	-	*83%*	-	-	-	-	-	-	*89%*	*89%*	*89%*	*89%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 374
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		AFFORDABILITY IN LAST MONTH								AFFORDABILITY IN LAST THREE MONTHS			PERCEIVED IMPACT OF COVID ON AFFORDABILITY					AREA			
	TOTAL	CANCELLED A SERVICE (a)	MADE CHANGES TO A SERVICE (b)	REDUCED SPEND ELSEWHERE (c)	MISSED PAYMENT (d)	MADE CHANGES TO PAYMENT METHOD (e)	ANY AFFORDABILITY ISSUES IN PAST MONTH (f)	NO AFFORDABILITY ISSUES (g)	MULTIPLE AFFORDABILITY ISSUES (h)	AFFORDABILITY ISSUE IN LAST 3 MONTHS (i)	ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS (j)	NO AFFORDABILITY ISSUES IN LAST 3 MONTHS (k)	MAJOR POSITIVE IMPACT (l)	MINOR POSITIVE IMPACT (m)	NO IMPACT (n)	MINOR NEGATIVE IMPACT (o)	MAJOR NEGATIVE IMPACT (p)	RURAL (q)	SUBURBAN (r)	URBAN (s)	METROPOLITAN (t)
Weighted Base	**7191**	308	781	361	142*	141*	1288	5903	318	-**	1288	-**	-**	-**	-**	-**	-**	1473	2018	2268	1221
INCOME																					
UP TO £10,399 PER YEAR	**322**	31	41	43	11	14	89	233	36	-	89	-	-	-	-	-	-	62	85	118	47
	4%	10%bfg	*5%*	12%bfg	8%g	10%g	7%bg	*4%*	11%bfg	-	*7%*	-	-	-	-	-	-	*4%*	*4%*	*5%*	*4%*
£10,400 TO £15,599 PER YEAR	**395**	23	45	48	16	12	103	292	25	-	103	-	-	-	-	-	-	93	109	121	59
	5%	*7%*	*6%*	13%abfgh	11%bg	*8%*	8%bg	*5%*	8%g	-	*8%*	-	-	-	-	-	-	*6%*	*5%*	*5%*	*5%*
£15,600 TO £25,999 PER YEAR	**686**	35	85	51	33	32	152	534	58	-	152	-	-	-	-	-	-	137	199	212	111
	10%	*11%*	*11%*	14%g	23%abcfg	23%abcfg	12%g	*9%*	18%abfg	-	*12%*	-	-	-	-	-	-	*9%*	*10%*	*9%*	*9%*
£26,000 TO £36,399 PER YEAR	**682**	38	81	32	9	15	126	556	35	-	126	-	-	-	-	-	-	137	181	236	102
	9%	*12%*	*10%*	*9%*	*7%*	*11%*	*10%*	*9%*	*11%*	-	*10%*	-	-	-	-	-	-	*9%*	*9%*	*10%*	*8%*
£36,400 TO £51,999 PER YEAR	**826**	26	117	28	9	8	158	667	26	-	158	-	-	-	-	-	-	173	217	281	137
	11%	*8%*	15%acdefgh	*8%*	*6%*	*5%*	12%aceh	*11%*	*8%*	-	*12%*	-	-	-	-	-	-	*12%*	*11%*	*12%*	*11%*
£52,000 AND ABOVE PER YEAR	**1735**	42	189	27	11	9	236	1499	30	-	236	-	-	-	-	-	-	390	457	512	336
	24%	14%ceh	24%acdefh	*8%*	*8%*	*6%*	18%acdeh	25%acdefh	*9%*	-	*18%*	-	-	-	-	-	-	26%rs	*23%*	*23%*	28%rs
CHANGES TO HH FINANCIAL SITUATION																					
IMPROVED	**1301**	31	127	32	14	11	181	1120	28	-	181	-	-	-	-	-	-	270	349	428	221
	18%	*10%*	16%acefh	*9%*	*10%*	*8%*	14%aceh	19%acdefh	*9%*	-	*14%*	-	-	-	-	-	-	*18%*	*17%*	*19%*	*18%*
STAYED THE SAME	**2445**	67	200	57	23	18	299	2146	51	-	299	-	-	-	-	-	-	530	666	759	411
	34%	22%eh	26%cdefh	*16%*	*16%*	*13%*	23%ceh	36%abcdefh	*16%*	-	*23%*	-	-	-	-	-	-	*36%*	*33%*	*33%*	*34%*
WORSENED	**1080**	106	187	134	59	48	362	719	121	-	362	-	-	-	-	-	-	198	298	340	215
	15%	35%bfg	24%g	37%bfg	41%bfg	34%bg	28%bg	*12%*	38%bfg	-	*28%*	-	-	-	-	-	-	*13%*	*15%*	*15%*	18%q
BENEFITS																					
RECEIVES AT LEAST ONE FORM OF BENEFIT	**1943**	139	262	188	100	84	513	1430	174	-	513	-	-	-	-	-	-	410	522	631	314
	27%	45%bg	34%g	52%bfg	71%abcfgh	59%abfg	40%bg	*24%*	55%abfg	-	*40%*	-	-	-	-	-	-	*28%*	*26%*	*28%*	*26%*
NONE	**4966**	160	497	153	37	55	727	4239	134	-	727	-	-	-	-	-	-	1027	1391	1559	855
	69%	52%cdeh	64%acdefh	42%d	*26%*	39%d	56%cdeh	72%abcdefh	42%d	-	*56%*	-	-	-	-	-	-	*70%*	*69%*	*69%*	*70%*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m/n/o/p - q/r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 375
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Unweighted Base	**7191**	4721	186	-	-	777	6365	321	405	727	675	809	1685	1325	2506	1009	1876	5031
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
GENDER																		
MALE	**3487**	2296	81	-	-	322	3145	139	163	328	321	442	1017	665	1184	507	834	2527
	48%	*49%*	*41%*	-	-	*42%*	49%e	*43%*	*41%*	*48%*	*47%*	54%ghij	59%ghijk	*51%*	*48%*	*47%*	*43%*	51%p
FEMALE	**3669**	2399	111	-	-	437	3207	181	231	354	358	382	712	633	1257	564	1093	2423
	51%	*51%*	*57%*	-	-	57%f	*50%*	56%kl	58%kl	52%l	52%kl	46%l	*41%*	*49%*	*51%*	*52%*	56%q	*49%*
AGE																		
18-24	**765**	488	33	-	-	65	692	34	25	52	64	46	119	122	218	143	218	487
	11%	*10%*	17%a	-	-	*9%*	*11%*	11%kl	*6%*	*8%*	9%k	*6%*	*7%*	*9%*	*9%*	13%mn	*11%*	*10%*
25-34	**1240**	814	32	-	-	118	1114	33	66	100	133	184	356	212	407	213	370	835
	17%	*17%*	*16%*	-	-	*15%*	*17%*	*10%*	17%g	*15%*	20%gi	22%ghi	21%gi	*16%*	*17%*	*20%*	*19%*	*17%*
35-44	**1145**	744	33	-	-	94	1046	29	50	83	104	174	425	227	323	226	336	778
	16%	*16%*	*17%*	-	-	*12%*	16%e	*9%*	*13%*	*12%*	15%g	21%ghij	24%ghij	17%n	*13%*	21%n	*17%*	*16%*
45-54	**1236**	809	34	-	-	109	1120	36	39	100	99	160	456	218	409	215	325	871
	17%	*17%*	*17%*	-	-	*14%*	18%e	*11%*	*10%*	15%h	*14%*	19%ghij	26%ghijk	*17%*	*17%*	*20%*	*17%*	*18%*
55-64	**1113**	730	32	-	-	124	984	61	67	124	116	136	239	185	395	174	274	809
	15%	*16%*	*16%*	-	-	*16%*	*15%*	19%l	*17%*	18%l	*17%*	*16%*	*14%*	*14%*	*16%*	*16%*	*14%*	16%p
65-74	**1001**	663	19	-	-	126	870	69	76	140	120	98	105	218	386	67	241	725
	14%	*14%*	*10%*	-	-	*16%*	*14%*	22%kl	19%kl	20%kl	18%kl	12%l	*6%*	17%o	16%o	*6%*	*12%*	15%p
75+	**675**	453	11	-	-	128	539	60	73	87	46	26	35	119	302	40	176	452
	9%	*10%*	*6%*	-	-	17%f	*8%*	19%ijkl	18%ijkl	13%jkl	7%kl	*3%*	*2%*	9%o	12%mo	*4%*	*9%*	*9%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 375
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
SOCIAL GRADE																		
A	**436**	294	4	-	-	30	406	5	11	14	29	32	240	109	135	51	66	365
	6%	6%b	*2%*	-	-	*4%*	6%e	*2%*	*3%*	*2%*	4%i	4%i	14%ghijk	8%no	*6%*	*5%*	*3%*	7%p
B	**1452**	982	21	-	-	96	1355	9	18	67	115	220	607	338	501	149	253	1171
	20%	21%b	*11%*	-	-	*13%*	21%e	*3%*	*5%*	10%gh	17%ghi	27%ghij	35%ghijk	26%no	21%o	*14%*	*13%*	24%p
C1	**1835**	1207	42	-	-	132	1695	37	79	183	183	250	535	356	610	270	355	1427
	26%	*26%*	22%	-	-	*17%*	27%e	*11%*	20%g	27%gh	27%gh	30%gh	31%gh	*27%*	*25%*	*25%*	*18%*	29%p
C2	**1495**	964	54	-	-	141	1347	43	79	202	191	224	255	229	487	296	419	1040
	21%	*20%*	28%a	-	-	*18%*	*21%*	*13%*	20%gl	30%ghl	28%ghl	27%ghl	*15%*	*18%*	*20%*	27%mn	22%	*21%*
D	**1027**	665	34	-	-	168	847	98	93	128	130	69	53	146	344	183	395	568
	14%	*14%*	*17%*	-	-	22%f	*13%*	31%ijkl	24%kl	19%kl	19%kl	8%l	*3%*	*11%*	14%m	17%m	20%q	*11%*
E	**661**	414	32	-	-	166	483	127	106	75	21	9	16	89	265	89	397	217
	9%	*9%*	16%a	-	-	22%f	*8%*	39%hijkl	27%ijkl	11%jkl	3%kl	*1%*	*1%*	*7%*	11%mo	*8%*	20%q	*4%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 375
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
GOVERNMENT OFFICE REGION																		
EAST MIDLANDS	**512**	338	10	-	-	44	466	21	32	45	51	63	124	90	183	66	137	362
	7%	*7%*	*5%*	-	-	*6%*	*7%*	*7%*	*8%*	*7%*	*8%*	*8%*	*7%*	*7%*	*7%*	*6%*	*7%*	*7%*
EASTERN	**677**	448	16	-	-	72	600	36	34	57	53	73	177	134	229	94	197	449
	9%	*10%*	*8%*	-	-	*9%*	*9%*	*11%*	*9%*	*8%*	*8%*	*9%*	*10%*	*10%*	*9%*	*9%*	*10%*	*9%*
LONDON	**942**	607	38	-	-	86	850	36	35	84	70	79	291	163	287	184	255	641
	13%	*13%*	*20%a*	-	-	*11%*	*13%*	*11%*	*9%*	*12%*	*10%*	*10%*	*17%ghijk*	*13%*	*12%*	*17%mn*	*13%*	*13%*
NORTH EAST	**290**	174	18	-	-	30	257	17	14	23	33	46	57	61	88	46	90	185
	4%	*4%*	*9%a*	-	-	*4%*	*4%*	*5%*	*4%*	*3%*	*5%*	*6%l*	*3%*	*5%*	*4%*	*4%*	*5%*	*4%*
NORTH WEST	**788**	520	19	-	-	96	688	46	54	78	83	92	150	129	293	114	218	538
	11%	*11%*	*10%*	-	-	*13%*	*11%*	*14%l*	*14%l*	*11%*	*12%l*	*11%*	*9%*	*10%*	*12%*	*11%*	*11%*	*11%*
SOUTH EAST	**983**	642	30	-	-	95	880	38	45	81	84	133	259	188	312	150	238	710
	14%	*14%*	*16%*	-	-	*12%*	*14%*	*12%*	*11%*	*12%*	*12%*	*16%i*	*15%*	*14%*	*13%*	*14%*	*12%*	*14%*
SOUTH WEST	**623**	412	11	-	-	72	544	19	37	57	79	82	140	103	221	97	160	437
	9%	*9%*	*6%*	-	-	*9%*	*9%*	*6%*	*9%*	*8%*	*12%gl*	*10%*	*8%*	*8%*	*9%*	*9%*	*8%*	*9%*
WEST MIDLANDS	**632**	409	19	-	-	61	567	23	36	71	51	59	145	119	200	96	174	435
	9%	*9%*	*10%*	-	-	*8%*	*9%*	*7%*	*9%*	*10%k*	*8%*	*7%*	*8%*	*9%*	*8%*	*9%*	*9%*	*9%*
YORKS AND HUMBR	**581**	392	9	-	-	75	503	26	35	66	62	72	124	96	230	65	156	396
	8%	*8%*	*4%*	-	-	*10%*	*8%*	*8%*	*9%*	*10%*	*9%*	*9%*	*7%*	*7%*	*9%o*	*6%*	*8%*	*8%*
ENGLAND [NET]	**6028**	3942	171	-	-	632	5357	261	322	562	566	701	1466	1082	2043	912	1626	4154
	84%	*84%*	*87%*	-	-	*83%*	*84%*	*81%*	*81%*	*82%*	*83%*	*85%*	*85%*	*83%*	*84%*	*84%*	*84%*	*84%*
SCOTLAND	**611**	407	10	-	-	63	544	29	40	52	56	64	164	116	210	88	149	448
	8%	*9%*	*5%*	-	-	*8%*	*9%*	*9%*	*10%*	*8%*	*8%*	*8%*	*9%*	*9%*	*9%*	*8%*	*8%*	*9%*
WALES	**342**	224	10	-	-	39	302	22	20	45	34	44	64	70	114	51	100	229
	5%	*5%*	*5%*	-	-	*5%*	*5%*	*7%l*	*5%*	*7%l*	*5%*	*5%*	*4%*	*5%*	*5%*	*5%*	*5%*	*5%*
NORTHERN IRELAND	**210**	136	4	-	-	31	177	10	14	27	26	17	40	34	79	29	67	135
	3%	*3%*	*2%*	-	-	*4%*	*3%*	*3%*	*3%*	*4%l*	*4%*	*2%*	*2%*	*3%*	*3%*	*3%*	*3%*	*3%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 375
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
CHILDREN IN HOUSEHOLD																		
YES	**2044**	1312	72	-	-	172	1864	31	57	141	193	264	722	327	648	395	716	1256
	28%	*28%*	37%a	-	-	*23%*	29%e	*10%*	*14%*	21%gh	28%ghi	32%ghi	42%ghijk	*25%*	*27%*	37%mn	37%q	*25%*
NO	**5146**	3396	123	-	-	592	4515	291	338	545	489	562	1013	974	1797	686	1227	3710
	72%	72%b	*63%*	-	-	77%f	*71%*	90%ijkl	86%ijkl	79%jkl	72%l	68%l	*58%*	75%o	73%o	*63%*	*63%*	75%p
WORKING STATUS																		
FULL-TIME	**2892**	1927	57	-	-	153	2727	10	52	200	261	460	1156	621	971	372	463	2349
	40%	41%b	*29%*	-	-	*20%*	43%e	*3%*	13%g	29%gh	38%ghi	56%ghij	67%ghijk	48%no	40%o	*34%*	*24%*	47%p
PART-TIME	**737**	477	30	-	-	79	654	36	45	96	85	93	141	139	233	125	245	466
	10%	*10%*	*15%*	-	-	*10%*	*10%*	*11%*	*11%*	14%l	12%l	11%l	*8%*	*11%*	*10%*	*12%*	13%q	*9%*
SELF EMPLOYED PART-TIME	**636**	407	17	-	-	41	594	14	28	49	60	83	198	71	142	206	141	478
	9%	*9%*	*9%*	-	-	*5%*	9%e	*4%*	*7%*	*7%*	9%g	10%g	11%ghi	*5%*	*6%*	19%mn	*7%*	10%p
NOT WORKING, NOT LOOKING FOR WORK	**2649**	1735	76	-	-	438	2187	217	241	324	257	177	224	448	1031	294	911	1592
	37%	*37%*	*39%*	-	-	57%f	*34%*	67%ijkl	61%ijkl	47%jkl	38%kl	21%l	*13%*	34%o	42%mo	*27%*	47%q	*32%*
NOT WORKING, LOOKING FOR WORK	**263**	155	17	-	-	47	211	44	29	17	15	12	16	21	65	81	178	76
	4%	*3%*	9%a	-	-	6%f	*3%*	14%hijkl	7%ijkl	2%l	*2%l*	*1%*	*1%*	*2%*	*3%*	7%mn	9%q	*2%*
ANY WORKING	**4265**	2811	104	-	-	272	3976	60	125	345	406	636	1495	831	1346	702	849	3294
	59%	*60%*	*53%*	-	-	*36%*	62%e	*19%*	32%g	50%gh	60%ghi	77%ghij	86%ghijk	64%n	*55%*	65%n	*44%*	66%p
ANY NOT WORKING	**2912**	1890	92	-	-	486	2398	261	271	341	272	189	240	470	1096	375	1089	1669
	40%	*40%*	*47%*	-	-	64%f	*38%*	81%hijkl	68%ijkl	50%jkl	40%kl	*23%l*	*14%*	*36%*	45%mo	*35%*	56%q	*34%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 375
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
ADULTS IN HOUSEHOLD																		
1	**1797**	1176	69	-	-	227	1556	214	247	299	211	143	123	308	675	248	579	1138
	25%	*25%*	35%a	-	-	30%f	*24%*	66%ijkl	62%ijkl	44%jkl	31%kl	17%l	*7%*	*24%*	28%mo	*23%*	30%q	*23%*
2	**3558**	2342	75	-	-	345	3199	69	103	281	348	500	1104	712	1167	502	856	2628
	49%	50%b	*38%*	-	-	*45%*	50%e	*21%*	*26%*	41%gh	51%ghi	61%ghij	64%ghij	55%no	*48%*	*46%*	*44%*	53%p
3+	**1769**	1157	49	-	-	180	1572	33	41	105	121	178	503	269	588	322	495	1163
	25%	*25%*	*25%*	-	-	*24%*	*25%*	*10%*	*10%*	15%h	18%gh	22%ghi	29%ghijk	*21%*	24%m	30%mn	*25%*	*23%*
HOUSEHOLD SIZE																		
1	**1573**	1051	49	-	-	197	1363	205	219	254	173	121	101	284	609	192	440	1066
	22%	*22%*	*25%*	-	-	26%f	*21%*	64%hijkl	55%ijkl	37%jkl	25%kl	15%l	*6%*	22%o	25%o	*18%*	*23%*	*21%*
2	**2402**	1558	54	-	-	277	2111	63	97	229	237	326	584	493	809	285	511	1829
	33%	*33%*	*28%*	-	-	*36%*	*33%*	*19%*	*25%*	33%gh	35%gh	39%ghil	34%gh	38%no	33%o	*26%*	*26%*	37%p
3	**1228**	782	40	-	-	122	1099	26	36	94	117	160	347	208	390	213	408	771
	17%	*17%*	*21%*	-	-	*16%*	*17%*	*8%*	*9%*	14%gh	17%gh	19%ghi	20%ghi	*16%*	*16%*	20%mn	21%q	*16%*
4+	**1944**	1293	50	-	-	160	1773	24	40	108	154	218	701	309	629	384	577	1279
	27%	*27%*	*26%*	-	-	*21%*	28%e	*7%*	*10%*	16%gh	23%ghi	26%ghi	40%ghijk	*24%*	*26%*	36%mn	30%q	*26%*
DECISION-MAKERS																		
SOLE DM	**3320**	2158	103	-	-	433	2869	245	291	444	353	368	625	586	1189	467	1012	2178
	46%	*46%*	*53%*	-	-	57%f	*45%*	76%ijkl	74%ijkl	65%jkl	52%kl	45%l	*36%*	*45%*	49%o	*43%*	52%q	*44%*
JOINT DM	**2907**	1903	68	-	-	256	2637	36	74	194	277	397	955	586	922	442	666	2165
	40%	*40%*	*34%*	-	-	*34%*	41%e	*11%*	19%g	28%gh	41%ghi	48%ghij	55%ghijk	45%n	*38%*	*41%*	*34%*	44%p
SOLE OR JOINT DM	**6228**	4062	171	-	-	690	5506	282	365	638	630	765	1580	1172	2111	909	1678	4343
	87%	*86%*	*87%*	-	-	90%f	*86%*	*87%*	*92%*	93%g	92%g	93%g	*91%*	90%no	*86%*	*84%*	*86%*	*87%*
NOT DM	**963**	647	25	-	-	75	873	40	30	48	52	60	155	129	334	171	265	623
	13%	*14%*	*13%*	-	-	*10%*	14%e	13%ijk	*8%*	*7%*	*8%*	*7%*	*9%*	*10%*	14%m	16%m	*14%*	*13%*
ETHNICITY																		
WHITE	**6217**	4110	144	-	-	668	5509	287	345	602	597	756	1503	1161	2157	883	1664	4335
	86%	87%b	*74%*	-	-	*87%*	*86%*	*89%*	*87%*	*88%*	*88%*	92%hijl	*87%*	89%o	88%o	*82%*	*86%*	*87%*
BAME	**929**	573	51	-	-	92	832	34	50	77	81	66	223	137	277	186	273	598
	13%	*12%*	26%a	-	-	*12%*	*13%*	*10%*	13%k	*11%*	12%k	*8%*	13%k	*10%*	*11%*	17%mn	14%q	*12%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 375
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
SERVICES/DEVICES																		
LANDLINE (CALLS)	**5231**	3461	136	-	-	598	4602	224	277	503	495	568	1216	945	1865	738	1409	3621
	73%	*74%*	*69%*	-	-	*78%f*	*72%*	*70%*	*70%*	*73%*	*73%*	*69%*	*70%*	*73%o*	*76%mo*	*68%*	*73%*	*73%*
LANDLINE (LINE RENTAL)	**1127**	713	36	-	-	86	1037	25	53	116	130	158	341	212	348	183	287	805
	16%	*15%*	*19%*	-	-	*11%*	*16%e*	*8%*	*13%g*	*17%g*	*19%gh*	*19%gh*	*20%gh*	*16%*	*14%*	*17%*	*15%*	*16%*
MOBILE	**6859**	4497	187	-	-	717	6102	285	369	658	659	814	1695	1262	2296	1051	1843	4759
	95%	*96%*	*95%*	-	-	*94%*	*96%e*	*88%*	*93%g*	*96%g*	*97%gh*	*99%ghij*	*98%ghi*	*97%n*	*94%*	*97%n*	*95%*	*96%*
TV SERVICE	**4242**	2792	113	-	-	422	3802	112	199	335	387	531	1208	782	1424	653	1119	2992
	59%	*59%*	*57%*	-	-	*55%*	*60%e*	*35%*	*50%g*	*49%g*	*57%gi*	*64%ghij*	*70%ghijk*	*60%*	*58%*	*60%*	*58%*	*60%*
OD TV	**4955**	3249	112	-	-	439	4499	127	186	408	497	659	1525	946	1579	792	1284	3524
	69%	*69%b*	*57%*	-	-	*57%*	*71%e*	*39%*	*47%*	*60%gh*	*73%ghi*	*80%ghij*	*88%ghijk*	*73%n*	*65%*	*73%n*	*66%*	*71%p*
FIXED BB	**5981**	3953	155	-	-	579	5385	201	298	564	601	745	1612	1147	1977	928	1535	4258
	83%	*84%*	*79%*	-	-	*76%*	*84%e*	*62%*	*75%g*	*82%gh*	*88%ghi*	*90%ghi*	*93%ghijk*	*88%n*	*81%*	*86%n*	*79%*	*86%p*
MOBILE BB	**2699**	1721	80	-	-	265	2425	87	113	242	277	332	753	493	890	389	698	1901
	38%	*37%*	*41%*	-	-	*35%*	*38%*	*27%*	*28%*	*35%gh*	*41%gh*	*40%gh*	*43%ghi*	*38%*	*36%*	*36%*	*36%*	*38%*
MOBILE ONLY HOUSEHOLD																		
YES	**1028**	639	33	-	-	157	847	97	80	103	72	79	114	135	378	138	348	604
	14%	*14%*	*17%*	-	-	*21%f*	*13%*	*30%hijkl*	*20%jkl*	*15%jkl*	*10%l*	*10%l*	*7%*	*10%*	*15%m*	*13%*	*18%q*	*12%*
NO	**6163**	4070	163	-	-	608	5532	225	316	582	610	747	1621	1166	2067	942	1595	4362
	86%	*86%*	*83%*	-	-	*79%*	*87%e*	*70%*	*80%g*	*85%g*	*90%ghi*	*90%ghi*	*93%ghijk*	*90%n*	*85%*	*87%*	*82%*	*88%p*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 375
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
BUNDLES																		
LANDLINE + FIXED BB	**1854**	1222	35	-	-	175	1675	71	96	193	224	212	470	343	638	269	453	1343
	26%	26%b	*18%*	-	-	*23%*	*26%*	*22%*	*24%*	*28%*	33%ghkl	*26%*	*27%*	*26%*	*26%*	*25%*	*23%*	27%p
LANDLINE + PAY TV	**231**	158	5	-	-	24	201	12	7	17	27	30	38	41	80	38	63	157
	3%	*3%*	*2%*	-	-	*3%*	*3%*	*4%*	*2%*	*3%*	4%l	*4%*	*2%*	*3%*	*3%*	*4%*	*3%*	*3%*
FIXED BB + PAY TV	**274**	178	8	-	-	19	254	6	6	16	21	37	94	57	82	45	67	201
	4%	*4%*	*4%*	-	-	*3%*	*4%*	*2%*	*1%*	*2%*	*3%*	4%hi	5%ghij	*4%*	*3%*	*4%*	*3%*	*4%*
LANDLINE + FIXED BB + PAY TV	**1310**	884	41	-	-	156	1151	25	73	126	122	184	398	253	468	198	359	928
	18%	*19%*	*21%*	-	-	*20%*	*18%*	*8%*	18%g	18%g	18%g	22%g	23%gij	*19%*	*19%*	*18%*	*18%*	*19%*
DUAL PLAY	**2359**	1558	47	-	-	218	2129	90	109	227	272	279	602	441	800	351	582	1701
	33%	33%b	*24%*	-	-	*29%*	33%e	*28%*	*27%*	*33%*	40%ghikl	*34%*	35%gh	*34%*	*33%*	*33%*	*30%*	34%p
TRIPLE PLAY	**1310**	884	41	-	-	156	1151	25	73	126	122	184	398	253	468	198	359	928
	18%	*19%*	*21%*	-	-	*20%*	*18%*	*8%*	18%g	18%g	18%g	22%g	23%gij	*19%*	*19%*	*18%*	*18%*	*19%*
FINANCIAL VULNERABILITY																		
MOST FINANCIALLY VULNERABLE	**530**	333	40	-	-	92	433	322	32	108	48	19	-	84	165	122	306	209
	7%	*7%*	20%a	-	-	12%f	*7%*	100%hijkl	8%kl	16%hjkl	7%kl	2%l	-	*6%*	*7%*	11%mn	16%q	*4%*
POTENTIALLY FINANCIALLY VULNERABLE	**1708**	1093	65	-	-	236	1468	-	351	576	447	334	-	299	554	303	617	1079
	24%	*23%*	33%a	-	-	31%f	*23%*	-	89%gijkl	84%gjkl	65%gkl	40%gl	-	*23%*	*23%*	28%mn	32%q	*22%*
LEAST FINANCIALLY VULNERABLE	**2377**	1628	22	-	-	105	2266	-	-	-	173	468	1735	603	785	259	288	2068
	33%	35%b	*11%*	-	-	*14%*	36%e	-	-	-	25%ghi	57%ghij	100%ghijk	46%no	32%o	*24%*	*15%*	42%p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 375
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
AFFORDABILITY IN LAST MONTH																		
CANCELLED A SERVICE	**308** ***4%***	168 *4%*	39 20%a	- -	- -	63 8%f	243 *4%*	31 9%ijkl	23 6%l	35 5%l	38 6%kl	26 *3%*	42 *2%*	31 *2%*	67 *3%*	106 10%mn	139 7%q	160 *3%*
MADE CHANGES TO A SERVICE	**781** ***11%***	474 *10%*	45 23%a	- -	- -	107 14%f	674 *11%*	41 *13%*	45 *11%*	85 *12%*	81 *12%*	117 14%l	189 *11%*	127 *10%*	200 *8%*	187 17%mn	262 13%q	497 *10%*
REDUCED SPEND ELSEWHERE	**361** ***5%***	165 *3%*	66 33%a	- -	- -	86 11%f	271 *4%*	43 13%ijkl	48 12%ijkl	51 7%kl	32 5%l	28 3%l	27 *2%*	32 *2%*	57 *2%*	134 12%mn	188 10%q	153 *3%*
MISSED PAYMENT	**142** ***2%***	72 *2%*	26 13%a	- -	- -	40 5%f	100 *2%*	11 4%kl	16 4%jkl	33 5%jkl	9 *1%*	9 *1%*	11 *1%*	14 *1%*	23 *1%*	59 5%mn	100 5%q	37 *1%*
MADE CHANGES TO PAYMENT METHOD	**141** ***2%***	52 *1%*	22 11%a	- -	- -	47 6%f	92 *1%*	14 4%kl	12 3%kl	32 5%jkl	15 2%l	8 *1%*	9 *1%*	11 *1%*	18 *1%*	48 4%mn	84 4%q	55 *1%*
ANY AFFORDABILITY ISSUES IN PAST MONTH	**1288** ***18%***	744 *16%*	111 56%a	- -	- -	211 28%f	1071 *17%*	89 28%jkl	103 26%jkl	152 22%l	126 18%l	158 19%l	236 *14%*	181 *14%*	299 *12%*	362 33%mn	513 26%q	727 *15%*
NO AFFORDABILITY ISSUES	**5903** ***82%***	3964 84%b	85 *44%*	- -	- -	554 *72%*	5309 83%e	233 *72%*	292 *74%*	534 *78%*	556 82%gh	667 81%gh	1499 86%ghijk	1120 86%o	2146 88%o	719 *67%*	1430 *74%*	4239 85%p
MULTIPLE AFFORDABILITY ISSUES	**318** ***4%***	150 *3%*	55 28%a	- -	- -	81 11%f	235 *4%*	36 11%hjkl	25 6%kl	58 8%jkl	35 5%l	26 3%l	30 *2%*	28 *2%*	51 *2%*	121 11%mn	174 9%q	134 *3%*

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - a/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 375
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
AFFORDABILITY IN LAST THREE MONTHS																		
AFFORDABILITY ISSUE IN LAST 3 MONTHS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ANY AFFORDABILITY ISSUES IN LAST MONTH OR 3 MONTHS	**1288**	744	111	-	-	211	1071	89	103	152	126	158	236	181	299	362	513	727
	18%	*16%*	56%a	-	-	28%f	*17%*	28%jkl	26%jkl	22%l	18%l	19%l	*14%*	*14%*	*12%*	33%mn	26%q	*15%*
NO AFFORDABILITY ISSUES IN LAST 3 MONTHS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PERCEIVED IMPACT OF COVID ON AFFORDABILITY																		
MAJOR POSITIVE IMPACT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MINOR POSITIVE IMPACT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NO IMPACT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MINOR NEGATIVE IMPACT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MAJOR NEGATIVE IMPACT	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 375
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS																		
CONFIDENT	**4708**	4708	-	-	-	499	4186	195	233	454	452	535	1199	1271	2383	927	1247	3311
	65%	100%b	-	-	-	*65%*	*66%*	*61%*	*59%*	66%h	66%h	*65%*	69%gh	98%o	97%o	*86%*	*64%*	*67%*
NOT CONFIDENT	**196**	-	196	-	-	46	145	28	33	35	9	6	19	23	33	132	99	85
	3%	-	100%a	-	-	6%f	*2%*	9%ijkl	8%jkl	5%jkl	*1%*	*1%*	*1%*	*2%*	*1%*	12%mn	5%q	*2%*
CONFIDENCE CONTACTING CP																		
CONFIDENT	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NOT CONFIDENT	**-**	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
LIMITATIONS																		
VULNERABILITY	**764**	499	46	-	-	764	-	55	77	108	74	54	70	125	249	165	466	253
	11%	*11%*	23%a	-	-	100%f	-	17%jkl	20%jkl	16%jkl	11%kl	*7%l*	*4%*	*10%*	*10%*	15%mn	24%q	*5%*
NO VULNERABILITY	**6379**	4186	145	-	-	-	6379	265	318	576	604	767	1663	1172	2182	901	1465	4699
	89%	89%b	*74%*	-	-	-	100%e	*82%*	*80%*	*84%*	89%ghi	93%ghij	96%ghijk	90%o	89%o	*83%*	*75%*	95%p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

J20091777-14-04 NOVEMBER 2020 - APRIL 2021
PUBLIC
Ofcom Covid-19 Affordability tracker

28 Jun 2021

Table 375
DEMOGRAPHICS
BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE

		CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS		CONFIDENCE CONTACTING CP		LIMITATIONS		INCOME						CHANGES TO HH FINANCIAL SITUATION			BENEFITS	
	TOTAL	CONFIDENT (a)	NOT CONFIDENT (b)	CONFIDENT (c)	NOT CONFIDENT (d)	VULNERA -BILITY (e)	NO VULNERA -BILITY (f)	UP TO £10,399 PER YEAR (g)	£10,400 TO £15,599 PER YEAR (h)	£15,600 TO £25,999 PER YEAR (i)	£26,000 TO £36,399 PER YEAR (j)	£36,400 TO £51,999 PER YEAR (k)	£52,000 AND ABOVE PER YEAR (l)	IMPROVED (m)	STAYED THE SAME (n)	WORSENED (o)	RECEIVES AT LEAST ONE FORM OF BENEFIT (p)	NONE (q)
Weighted Base	**7191**	4708	196	-**	-**	764	6379	322	395	686	682	826	1735	1301	2445	1080	1943	4966
INCOME																		
UP TO £10,399 PER YEAR	**322**	195	28	-	-	55	265	322	-	-	-	-	-	55	108	61	180	132
	4%	*4%*	14%a	-	-	7%f	*4%*	100%hijkl	-	-	-	-	-	*4%*	*4%*	*6%*	9%q	*3%*
£10,400 TO £15,599 PER YEAR	**395**	233	33	-	-	77	318	-	395	-	-	-	-	58	133	75	211	181
	5%	*5%*	17%a	-	-	10%f	*5%*	-	100%gijkl	-	-	-	-	*4%*	*5%*	7%m	11%q	*4%*
£15,600 TO £25,999 PER YEAR	**686**	454	35	-	-	108	576	-	-	686	-	-	-	124	234	128	261	419
	10%	*10%*	18%a	-	-	14%f	*9%*	-	-	100%ghjkl	-	-	-	*10%*	*10%*	*12%*	13%q	*8%*
£26,000 TO £36,399 PER YEAR	**682**	452	9	-	-	74	604	-	-	-	682	-	-	128	210	119	192	484
	9%	10%b	*5%*	-	-	*10%*	*9%*	-	-	-	100%ghikl	-	-	*10%*	*9%*	11%n	*10%*	*10%*
£36,400 TO £51,999 PER YEAR	**826**	535	6	-	-	54	767	-	-	-	-	826	-	165	258	117	166	653
	11%	11%b	*3%*	-	-	*7%*	12%e	-	-	-	-	100%ghijl	-	*13%*	*11%*	*11%*	*9%*	13%p
£52,000 AND ABOVE PER YEAR	**1735**	1199	19	-	-	70	1663	-	-	-	-	-	1735	461	569	188	216	1504
	24%	25%b	*10%*	-	-	*9%*	26%e	-	-	-	-	-	100%ghijk	35%no	23%o	*17%*	*11%*	30%p
CHANGES TO HH FINANCIAL SITUATION																		
IMPROVED	**1301**	1271	23	-	-	125	1172	55	58	124	128	165	461	1301	-	-	304	979
	18%	27%b	*12%*	-	-	*16%*	*18%*	*17%*	*15%*	*18%*	*19%*	20%h	27%ghijk	100%no	-	-	*16%*	20%p
STAYED THE SAME	**2445**	2383	33	-	-	249	2182	108	133	234	210	258	569	-	2445	-	618	1750
	34%	51%b	*17%*	-	-	*33%*	*34%*	*34%*	*34%*	*34%*	*31%*	*31%*	*33%*	-	100%mo	-	*32%*	35%p
WORSENED	**1080**	927	132	-	-	165	901	61	75	128	119	117	188	-	-	1080	408	629
	15%	*20%*	68%a	-	-	22%f	*14%*	19%l	19%l	19%kl	18%l	14%l	*11%*	-	-	100%mn	21%q	*13%*
BENEFITS																		
RECEIVES AT LEAST ONE FORM OF BENEFIT	**1943**	1247	99	-	-	466	1465	180	211	261	192	166	216	304	618	408	1943	-
	27%	*26%*	51%a	-	-	61%f	*23%*	56%ijkl	53%ijkl	38%jkl	28%kl	20%l	*12%*	*23%*	*25%*	38%mn	100%q	-
NONE	**4966**	3311	85	-	-	253	4699	132	181	419	484	653	1504	979	1750	629	-	4966
	69%	70%b	*43%*	-	-	*33%*	74%e	*41%*	*46%*	61%gh	71%ghi	79%ghij	87%ghijk	75%no	72%o	*58%*	-	100%p

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h/i/j/k/l - m/n/o - p/q
Overlap formulae used. ** very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

	Page	Table	Title	Base Description	Base
●	1	1	COM1 - Which, if any, of the following do you currently personally use?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	2	2	COM1 - Which, if any, of the following do you currently personally use?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	3	3	COM1 - Which, if any, of the following do you currently personally use?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	4	4	COM1 - Which, if any, of the following do you currently personally use?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	5	5	COM1 - Which, if any, of the following do you currently personally use?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	6	6	COM2 - Thinking about telecommunication services such as landline and internet connection in your household. Are you responsible, either solely or jointly, for deciding what services to pay for and providers to use in your household?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	7	7	COM2 - Thinking about telecommunication services such as landline and internet connection in your household. Are you responsible, either solely or jointly, for deciding what services to pay for and providers to use in your household?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	8	8	COM2 - Thinking about telecommunication services such as landline and internet connection in your household. Are you responsible, either solely or jointly, for deciding what services to pay for and providers to use in your household?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	9	9	COM2 - Thinking about telecommunication services such as landline and internet connection in your household. Are you responsible, either solely or jointly, for deciding what services to pay for and providers to use in your household?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	10	10	COM2 - Thinking about telecommunication services such as landline and internet connection in your household. Are you responsible, either solely or jointly, for deciding what services to pay for and providers to use in your household?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	11	11	COM3 - Which, if any, of the following services and devices do you have in your household?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	12	12	COM3 - Which, if any, of the following services and devices do you have in your household?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	13	13	COM3 - Which, if any, of the following services and devices do you have in your household?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	14	14	COM3 - Which, if any, of the following services and devices do you have in your household?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	15	15	COM3 - Which, if any, of the following services and devices do you have in your household?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	16	16	COM4 - Do you personally use either of the following as your main mobile phone? Please think about your personal mobile phone and not a work phone.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE/SMARTPHONE IN THE HOUSEHOLD	6816
●	17	17	COM4 - Do you personally use either of the following as your main mobile phone? Please think about your personal mobile phone and not a work phone.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE/SMARTPHONE IN THE HOUSEHOLD	6816
●	18	18	COM4 - Do you personally use either of the following as your main mobile phone? Please think about your personal mobile phone and not a work phone.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE/SMARTPHONE IN THE HOUSEHOLD	6816
●	19	19	COM4 - Do you personally use either of the following as your main mobile phone? Please think about your personal mobile phone and not a work phone.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE/SMARTPHONE IN THE HOUSEHOLD	6816

	Page	Table	Title	Base Description	Base
●	20	20	COM4 - Do you personally use either of the following as your main mobile phone? Please think about your personal mobile phone and not a work phone.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE/SMARTPHONE IN THE HOUSEHOLD	6816
●	21	21	COM5 - Still thinking about your personal mobile phone you use most often, which of the following best describes the mobile package you currently have?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	6731
●	22	22	COM5 - Still thinking about your personal mobile phone you use most often, which of the following best describes the mobile package you currently have?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	6731
●	23	23	COM5 - Still thinking about your personal mobile phone you use most often, which of the following best describes the mobile package you currently have?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	6731

	Page	Table	Title	Base Description	Base
●	24	24	COM5 - Still thinking about your personal mobile phone you use most often, which of the following best describes the mobile package you currently have?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	6731
●	25	25	COM5 - Still thinking about your personal mobile phone you use most often, which of the following best describes the mobile package you currently have?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	6731
●	26	26	COM6 - Which, if any, the following services do you receive from the same provider? ONE OF LANDLINE/BROADBAND AND OR PAY TV SERVICE IN THE HOUSEHOLD	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE MORE THAN	5852
●	27	27	COM6 - Which, if any, the following services do you receive from the same provider? ONE OF LANDLINE/BROADBAND AND OR PAY TV SERVICE IN THE HOUSEHOLD	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE MORE THAN	5852

	Page	Table	Title	Base Description	Base
●	28	28	COM6 - Which, if any, the following services do you receive from the same provider? ONE OF LANDLINE/BROADBAND AND OR PAY TV SERVICE IN THE HOUSEHOLD	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE MORE THAN	5852
●	29	29	COM6 - Which, if any, the following services do you receive from the same provider? ONE OF LANDLINE/BROADBAND AND OR PAY TV SERVICE IN THE HOUSEHOLD	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE MORE THAN	5852
●	30	30	COM6 - Which, if any, the following services do you receive from the same provider? ONE OF LANDLINE/BROADBAND AND OR PAY TV SERVICE IN THE HOUSEHOLD	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE MORE THAN	5852
	31	31	COM7 - Importance of communication services to household at the moment: SUMMARY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO WITH EACH IN THE HOUSEHOLD	3149
●	32	32	COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086

	Page	Table	Title	Base Description	Base
●	33	33	COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086
●	34	34	COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086
●	35	35	COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086
●	36	36	COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086

	Page	Table	Title	Base Description	Base
●	37	37	COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD	3118
●	38	38	COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD	3118
●	39	39	COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD	3118
●	40	40	COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD	3118
●	41	41	COM7_1 - Importance of communication services to household at the moment: Mobile phone - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD	3118

	Page	Table	Title	Base Description	Base
●	42	42	COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086
●	43	43	COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086
●	44	44	COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086
●	45	45	COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086

	Page	Table	Title	Base Description	Base
●	46	46	COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086
●	47	47	COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD	3118
●	48	48	COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD	3118
●	49	49	COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD	3118
●	50	50	COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD	3118

	Page	Table	Title	Base Description	Base
●	51	51	COM7_2 - Importance of communication services to household at the moment: Mobile phone for internet access	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A MOBILE PHONE IN THE HOUSEHOLD	3118
●	52	52	COM7_3 - Importance of communication services to household at the moment: Landline - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A LANDLINE IN THE HOUSEHOLD	2540
●	53	53	COM7_3 - Importance of communication services to household at the moment: Landline - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A LANDLINE IN THE HOUSEHOLD	2540
●	54	54	COM7_3 - Importance of communication services to household at the moment: Landline - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A LANDLINE IN THE HOUSEHOLD	2540
●	55	55	COM7_3 - Importance of communication services to household at the moment: Landline - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A LANDLINE IN THE HOUSEHOLD	2540

	Page	Table	Title	Base Description	Base
●	56	56	COM7_3 - Importance of communication services to household at the moment: Landline - to make and receive calls	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE A LANDLINE IN THE HOUSEHOLD	2540
●	57	57	COM7_4 - Importance of communication services to household at the moment: Pay TV	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY PAY TV SERVICES IN THE HOUSEHOLD	1939
●	58	58	COM7_4 - Importance of communication services to household at the moment: Pay TV	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY PAY TV SERVICES IN THE HOUSEHOLD	1939
●	59	59	COM7_4 - Importance of communication services to household at the moment: Pay TV	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY PAY TV SERVICES IN THE HOUSEHOLD	1939

	Page	Table	Title	Base Description	Base
	60	60	COM7_4 - Importance of communication services to household at the moment: Pay TV	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY PAY TV SERVICES IN THE HOUSEHOLD	1939
●	61	61	COM7_4 - Importance of communication services to household at the moment: Pay TV	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY PAY TV SERVICES IN THE HOUSEHOLD	1939
●	62	62	COM7_5 - Importance of communication services to household at the moment: OTT services	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY OTT SERVICES IN THE HOUSEHOLD	2164
●	63	63	COM7_5 - Importance of communication services to household at the moment: OTT services	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY OTT SERVICES IN THE HOUSEHOLD	2164

	Page	Table	Title	Base Description	Base
●	64	64	COM7_5 - Importance of communication services to household at the moment: OTT services	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY OTT SERVICES IN THE HOUSEHOLD	2164
●	65	65	COM7_5 - Importance of communication services to household at the moment: OTT services	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY OTT SERVICES IN THE HOUSEHOLD	2164
●	66	66	COM7_5 - Importance of communication services to household at the moment: OTT services	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE ANY OTT SERVICES IN THE HOUSEHOLD	2164
●	67	67	COM7_6 - Importance of communication services to household at the moment: Fixed Broadband	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE BROADBAND IN THE HOUSEHOLD	2712

	Page	Table	Title	Base Description	Base
●	68	68	COM7_6 - Importance of communication services to household at the moment: Fixed Broadband	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE BROADBAND IN THE HOUSEHOLD	2712
●	69	69	COM7_6 - Importance of communication services to household at the moment: Fixed Broadband	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE BROADBAND IN THE HOUSEHOLD	2712
●	70	70	COM7_6 - Importance of communication services to household at the moment: Fixed Broadband	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE BROADBAND IN THE HOUSEHOLD	2712
●	71	71	COM7_6 - Importance of communication services to household at the moment: Fixed Broadband	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE BROADBAND IN THE HOUSEHOLD	2712

	Page	Table	Title	Base Description	Base
●	72	72	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE MULTIPLE SERVICES FROM THE SAME PROVIDER	1600
●	73	73	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE MULTIPLE SERVICES FROM THE SAME PROVIDER	1600
●	74	74	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE MULTIPLE SERVICES FROM THE SAME PROVIDER	1600
●	75	75	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE MULTIPLE SERVICES FROM THE SAME PROVIDER	1600
●	76	76	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE MULTIPLE SERVICES FROM THE SAME PROVIDER	1600
●	77	77	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND FIXED BROADBAND FROM THE SAME PROVIDER	794

	Page	Table	Title	Base Description	Base
●	78	78	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND FIXED BROADBAND FROM THE SAME PROVIDER	794
●	79	79	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND FIXED BROADBAND FROM THE SAME PROVIDER	794
●	80	80	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND FIXED BROADBAND FROM THE SAME PROVIDER	794
●	81	81	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND FIXED BROADBAND FROM THE SAME PROVIDER	794
	82	82	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND PAY TV FROM THE SAME PROVIDER	103
●	83	83	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND PAY TV FROM THE SAME PROVIDER	103

	Page	Table	Title	Base Description	Base
●	84	84	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND PAY TV FROM THE SAME PROVIDER	103
	85	85	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND PAY TV FROM THE SAME PROVIDER	103
	86	86	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE AND PAY TV FROM THE SAME PROVIDER	103
●	87	87	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER	102
●	88	88	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER	102
●	89	89	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER	102

	Page	Table	Title	Base Description	Base
	90	90	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER	102
●	91	91	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER	102
●	92	92	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE, FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER	601
●	93	93	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE, FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER	601
●	94	94	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE, FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER	601
●	95	95	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE, FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER	601

	Page	Table	Title	Base Description	Base
●	96	96	COM8 - On average, how much per month, does your household spend on this communications package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES AND HAVE LANDLINE, FIXED BROADBAND AND PAY TV FROM THE SAME PROVIDER	601
●	97	97	COM9 - On average, how much per month do you personally spend on your main mobile phone package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086
●	98	98	COM9 - On average, how much per month do you personally spend on your main mobile phone package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086
●	99	99	COM9 - On average, how much per month do you personally spend on your main mobile phone package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086

	Page	Table	Title	Base Description	Base
●	100	100	COM9 - On average, how much per month do you personally spend on your main mobile phone package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086
●	101	101	COM9 - On average, how much per month do you personally spend on your main mobile phone package?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO PERSONALLY USE A MOBILE PHONE/SMARTPHONE	3086
●	102	102	COM10 - Thinking about the last month, have you or anyone in your household cancelled any media/communications services because you could no longer afford them?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	103	103	COM10 - Thinking about the last month, have you or anyone in your household cancelled any media/communications services because you could no longer afford them?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	104	104	COM10 - Thinking about the last month, have you or anyone in your household cancelled any media/communications services because you could no longer afford them?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	105	105	COM10 - Thinking about the last month, have you or anyone in your household cancelled any media/communications services because you could no longer afford them?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	106	106	COM10 - Thinking about the last month, have you or anyone in your household cancelled any media/communications services because you could no longer afford them?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	107	107	COM11 - Which of these services did you, or someone in your household, cancel in the last month because you could no longer afford them? PERSONALLY USE A MOBILE PHONE WHO HAVE CANCELLED COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	281
●	108	108	COM11 - Which of these services did you, or someone in your household, cancel in the last month because you could no longer afford them? PERSONALLY USE A MOBILE PHONE WHO HAVE CANCELLED COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	281
●	109	109	COM11 - Which of these services did you, or someone in your household, cancel in the last month because you could no longer afford them? PERSONALLY USE A MOBILE PHONE WHO HAVE CANCELLED COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	281
●	110	110	COM11 - Which of these services did you, or someone in your household, cancel in the last month because you could no longer afford them? PERSONALLY USE A MOBILE PHONE WHO HAVE CANCELLED COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	281

	Page	Table	Title	Base Description	Base
●	111	111	COM11 - Which of these services did you, or someone in your household, cancel in the last month because you could no longer afford them? PERSONALLY USE A MOBILE PHONE WHO HAVE CANCELLED COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	281
●	112	112	COM12 - Still thinking about the last month, have you, or anyone in your household, made changes to any of your existing media/communications services (e.g. changed package or tariff) in order to make them more affordable?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	113	113	COM12 - Still thinking about the last month, have you, or anyone in your household, made changes to any of your existing media/communications services (e.g. changed package or tariff) in order to make them more affordable?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	114	114	COM12 - Still thinking about the last month, have you, or anyone in your household, made changes to any of your existing media/communications services (e.g. changed package or tariff) in order to make them more affordable?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	115	115	COM12 - Still thinking about the last month, have you, or anyone in your household, made changes to any of your existing media/communications services (e.g. changed package or tariff) in order to make them more affordable?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	116	116	COM12 - Still thinking about the last month, have you, or anyone in your household, made changes to any of your existing media/communications services (e.g. changed package or tariff) in order to make them more affordable?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	117	117	COM13 - Which of these services did you, or someone in your household, change in the last month in order to make them more affordable? A MOBILE PHONE WHO HAVE MADE CHANGES TO THEIR COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUES	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE	749
●	118	118	COM13 - Which of these services did you, or someone in your household, change in the last month in order to make them more affordable? A MOBILE PHONE WHO HAVE MADE CHANGES TO THEIR COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUES	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE	749
●	119	119	COM13 - Which of these services did you, or someone in your household, change in the last month in order to make them more affordable? A MOBILE PHONE WHO HAVE MADE CHANGES TO THEIR COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUES	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE	749
●	120	120	COM13 - Which of these services did you, or someone in your household, change in the last month in order to make them more affordable? A MOBILE PHONE WHO HAVE MADE CHANGES TO THEIR COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUES	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE	749
●	121	121	COM13 - Which of these services did you, or someone in your household, change in the last month in order to make them more affordable? A MOBILE PHONE WHO HAVE MADE CHANGES TO THEIR COMMUNICATION SERVICES IN THE LAST MONTH DUE TO AFFORDABILITY ISSUES	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE	749

	Page	Table	Title	Base Description	Base
●	122	122	COM14 - Have you or anyone in your household reduced the amount you spend on items such as food or clothes, etc. in order to afford your media/communication service payments in the last month?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	123	123	COM14 - Have you or anyone in your household reduced the amount you spend on items such as food or clothes, etc. in order to afford your media/communication service payments in the last month?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	124	124	COM14 - Have you or anyone in your household reduced the amount you spend on items such as food or clothes, etc. in order to afford your media/communication service payments in the last month?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	125	125	COM14 - Have you or anyone in your household reduced the amount you spend on items such as food or clothes, etc. in order to afford your media/communication service payments in the last month?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	126	126	COM14 - Have you or anyone in your household reduced the amount you spend on items such as food or clothes, etc. in order to afford your media/communication service payments in the last month?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	127	127	COM15 - Have you or anyone in your household missed a payment for any of your media/communications services in the last month? This relates to missed payments that you haven't discussed or agreed with your provider beforehand.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	128	128	COM15 - Have you or anyone in your household missed a payment for any of your media/communications services in the last month? This relates to missed payments that you haven't discussed or agreed with your provider beforehand.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	129	129	COM15 - Have you or anyone in your household missed a payment for any of your media/communications services in the last month? This relates to missed payments that you haven't discussed or agreed with your provider beforehand.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	130	130	COM15 - Have you or anyone in your household missed a payment for any of your media/communications services in the last month? This relates to missed payments that you haven't discussed or agreed with your provider beforehand.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	131	131	COM15 - Have you or anyone in your household missed a payment for any of your media/communications services in the last month? This relates to missed payments that you haven't discussed or agreed with your provider beforehand.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
	132	132	COM16 - Which services did you or someone in your household miss a payment for? If this relates to a package of services, then please mention all services included. PERSONALLY USE A MOBILE PHONE WHO HAVE MISSED A PAYMENT FOR A COMMUNICATION SERVICES IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	111
	133	133	COM16 - Which services did you or someone in your household miss a payment for? If this relates to a package of services, then please mention all services included. PERSONALLY USE A MOBILE PHONE WHO HAVE MISSED A PAYMENT FOR A COMMUNICATION SERVICES IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	111
●	134	134	COM16 - Which services did you or someone in your household miss a payment for? If this relates to a package of services, then please mention all services included. PERSONALLY USE A MOBILE PHONE WHO HAVE MISSED A PAYMENT FOR A COMMUNICATION SERVICES IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	111
	135	135	COM16 - Which services did you or someone in your household miss a payment for? If this relates to a package of services, then please mention all services included. PERSONALLY USE A MOBILE PHONE WHO HAVE MISSED A PAYMENT FOR A COMMUNICATION SERVICES IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	111
	136	136	COM16 - Which services did you or someone in your household miss a payment for? If this relates to a package of services, then please mention all services included. PERSONALLY USE A MOBILE PHONE WHO HAVE MISSED A PAYMENT FOR A COMMUNICATION SERVICES IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	111
	137	137	COM16B - As a result of missing a payment your service did your provider disconnect you from this service against your will? - Summary table MISSED A PAYMENT FOR A SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	47

	Page	Table	Title	Base Description	Base
	138	138	COM16B_1 - As a result of missing a payment for a mobile phone service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A MOBILE PHONE SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	47
	139	139	COM16B_1 - As a result of missing a payment for a mobile phone service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A MOBILE PHONE SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	47
	140	140	COM16B_1 - As a result of missing a payment for a mobile phone service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A MOBILE PHONE SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	47
	141	141	COM16B_1 - As a result of missing a payment for a mobile phone service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A MOBILE PHONE SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	47
	142	142	COM16B_1 - As a result of missing a payment for a mobile phone service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A MOBILE PHONE SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	47

	Page	Table	Title	Base Description	Base
	143	143	COM16B_2 - As a result of missing a payment for your fixed landline telephone did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR THEIR FIXED LANDLINE TELEPHONE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	15
	144	144	COM16B_2 - As a result of missing a payment for your fixed landline telephone did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR THEIR FIXED LANDLINE TELEPHONE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	15
	145	145	COM16B_2 - As a result of missing a payment for your fixed landline telephone did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR THEIR FIXED LANDLINE TELEPHONE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	15
	146	146	COM16B_2 - As a result of missing a payment for your fixed landline telephone did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR THEIR FIXED LANDLINE TELEPHONE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	15
	147	147	COM16B_2 - As a result of missing a payment for your fixed landline telephone did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR THEIR FIXED LANDLINE TELEPHONE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	15

	Page	Table	Title	Base Description	Base
	148	148	COM16B_3 - As a result of missing a payment for your fixed broadband did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR THEIR FIXED BROADBAND IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	37
	149	149	COM16B_3 - As a result of missing a payment for your fixed broadband did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR THEIR FIXED BROADBAND IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	37
	150	150	COM16B_3 - As a result of missing a payment for your fixed broadband did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR THEIR FIXED BROADBAND IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	37
	151	151	COM16B_3 - As a result of missing a payment for your fixed broadband did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR THEIR FIXED BROADBAND IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	37
	152	152	COM16B_3 - As a result of missing a payment for your fixed broadband did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR THEIR FIXED BROADBAND IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	37

	Page	Table	Title	Base Description	Base
	153	153	COM16B_4 - As a result of missing a payment for a Pay TV service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A PAY TV SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	23
	154	154	COM16B_4 - As a result of missing a payment for a Pay TV service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A PAY TV SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	23
	155	155	COM16B_4 - As a result of missing a payment for a Pay TV service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A PAY TV SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	23
	156	156	COM16B_4 - As a result of missing a payment for a Pay TV service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A PAY TV SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	23
	157	157	COM16B_4 - As a result of missing a payment for a Pay TV service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A PAY TV SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	23

	Page	Table	Title	Base Description	Base
	158	158	COM16B_5 - As a result of missing a payment for a paid for on-demand or streaming TV or video service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A PAID FOR ON-DEMAND OR STREAMING TV OR VIDEO SERVICEE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	16
	159	159	COM16B_5 - As a result of missing a payment for a paid for on-demand or streaming TV or video service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A PAID FOR ON-DEMAND OR STREAMING TV OR VIDEO SERVICEE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	16
	160	160	COM16B_5 - As a result of missing a payment for a paid for on-demand or streaming TV or video service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A PAID FOR ON-DEMAND OR STREAMING TV OR VIDEO SERVICEE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	16
	161	161	COM16B_5 - As a result of missing a payment for a paid for on-demand or streaming TV or video service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A PAID FOR ON-DEMAND OR STREAMING TV OR VIDEO SERVICEE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	16
	162	162	COM16B_5 - As a result of missing a payment for a paid for on-demand or streaming TV or video service did your provider disconnect you from this service against your will? MISSED A PAYMENT FOR A PAID FOR ON-DEMAND OR STREAMING TV OR VIDEO SERVICEE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO HAVE	16

	Page	Table	Title	Base Description	Base
●	163	163	COM17 - In the last month, have you or anyone in your household had to make changes to the way you pay for your media/communications services, in order to continue to pay for them? For example, used savings or your overdraft when you wouldn't do usually, or taken a payment break that you agreed with your provider.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	164	164	COM17 - In the last month, have you or anyone in your household had to make changes to the way you pay for your media/communications services, in order to continue to pay for them? For example, used savings or your overdraft when you wouldn't do usually, or taken a payment break that you agreed with your provider.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	165	165	COM17 - In the last month, have you or anyone in your household had to make changes to the way you pay for your media/communications services, in order to continue to pay for them? For example, used savings or your overdraft when you wouldn't do usually, or taken a payment break that you agreed with your provider.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	166	166	COM17 - In the last month, have you or anyone in your household had to make changes to the way you pay for your media/communications services, in order to continue to pay for them? For example, used savings or your overdraft when you wouldn't do usually, or taken a payment break that you agreed with your provider.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	167	167	COM17 - In the last month, have you or anyone in your household had to make changes to the way you pay for your media/communications services, in order to continue to pay for them? For example, used savings or your overdraft when you wouldn't do usually, or taken a payment break that you agreed with your provider.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
	168	168	COM18 - And which of the following services did this relate to? USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A COMMUNICATION SERVICES IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY	125
●	169	169	COM18 - And which of the following services did this relate to? USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A COMMUNICATION SERVICES IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY	125
●	170	170	COM18 - And which of the following services did this relate to? USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A COMMUNICATION SERVICES IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY	125
●	171	171	COM18 - And which of the following services did this relate to? USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A COMMUNICATION SERVICES IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY	125
	172	172	COM18 - And which of the following services did this relate to? USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A COMMUNICATION SERVICES IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY	125
	173	173	COM19 - Types of payment changes made to this communication service: SUMMARY PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR EACH SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	62

	Page	Table	Title	Base Description	Base
	174	174	COM19_1 - Types of payment changes made to this communication service: Mobile phone PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A MOBILE PHONE SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	62
	175	175	COM19_1 - Types of payment changes made to this communication service: Mobile phone PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A MOBILE PHONE SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	62
	176	176	COM19_1 - Types of payment changes made to this communication service: Mobile phone PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A MOBILE PHONE SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	62
	177	177	COM19_1 - Types of payment changes made to this communication service: Mobile phone PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A MOBILE PHONE SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	62
	178	178	COM19_1 - Types of payment changes made to this communication service: Mobile phone PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A MOBILE PHONE SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	62
	179	179	COM19_2 - Types of payment changes made to this communication service: Fixed landline PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED LANDLINE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	20
	180	180	COM19_2 - Types of payment changes made to this communication service: Fixed landline PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED LANDLINE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	20

	Page	Table	Title	Base Description	Base
	181	181	COM19_2 - Types of payment changes made to this communication service: Fixed landline PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED LANDLINE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	20
	182	182	COM19_2 - Types of payment changes made to this communication service: Fixed landline PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED LANDLINE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	20
	183	183	COM19_2 - Types of payment changes made to this communication service: Fixed landline PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED LANDLINE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	20
	184	184	COM19_3 - Types of payment changes made to this communication service: Fixed broadband PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED BROADBAND IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	43
	185	185	COM19_3 - Types of payment changes made to this communication service: Fixed broadband PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED BROADBAND IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	43
●	186	186	COM19_3 - Types of payment changes made to this communication service: Fixed broadband PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED BROADBAND IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	43
	187	187	COM19_3 - Types of payment changes made to this communication service: Fixed broadband PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED BROADBAND IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	43

	Page	Table	Title	Base Description	Base
	188	188	COM19_3 - Types of payment changes made to this communication service: Fixed broadband PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR THEIR FIXED BROADBAND IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	43
	189	189	COM19_4 - Types of payment changes made to this communication service: Pay TV service PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A PAY TV SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	37
	190	190	COM19_4 - Types of payment changes made to this communication service: Pay TV service PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A PAY TV SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	37
	191	191	COM19_4 - Types of payment changes made to this communication service: Pay TV service PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A PAY TV SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	37
	192	192	COM19_4 - Types of payment changes made to this communication service: Pay TV service PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A PAY TV SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	37
	193	193	COM19_4 - Types of payment changes made to this communication service: Pay TV service PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR A PAY TV SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	37
	194	194	COM19_5 - Types of payment changes made to this communication service: OTT service PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR AN OTT SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	33

	Page	Table	Title	Base Description	Base
	195	195	COM19_5 - Types of payment changes made to this communication service: OTT service PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR AN OTT SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	33
	196	196	COM19_5 - Types of payment changes made to this communication service: OTT service PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR AN OTT SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	33
	197	197	COM19_5 - Types of payment changes made to this communication service: OTT service PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR AN OTT SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	33
	198	198	COM19_5 - Types of payment changes made to this communication service: OTT service PERSONALLY USE A MOBILE PHONE WHO HAVE CHANGED THE WAY THEY PAY FOR AN OTT SERVICE IN THE LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO	33
	199	199	NEWQ1_1 - You said that you recently had difficulty paying for your Mobile phone service - changes to minutes allowance. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	28
	200	200	NEWQ1_1 - You said that you recently had difficulty paying for your Mobile phone service - changes to minutes allowance. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	28

	Page	Table	Title	Base Description	Base
	201	201	NEWQ1_1 - You said that you recently had difficulty paying for your Mobile phone service - changes to minutes allowance. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	28
	202	202	NEWQ1_1 - You said that you recently had difficulty paying for your Mobile phone service - changes to minutes allowance. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	28
	203	203	NEWQ1_1 - You said that you recently had difficulty paying for your Mobile phone service - changes to minutes allowance. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	28
	204	204	NEWQ1_2 - You said that you recently had difficulty paying for your Mobile phone service - changes to data allowance. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	61
	205	205	NEWQ1_2 - You said that you recently had difficulty paying for your Mobile phone service - changes to data allowance. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	61

	Page	Table	Title	Base Description	Base
	206	206	NEWQ1_2 - You said that you recently had difficulty paying for your Mobile phone service - changes to data allowance. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	61
	207	207	NEWQ1_2 - You said that you recently had difficulty paying for your Mobile phone service - changes to data allowance. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	61
	208	208	NEWQ1_2 - You said that you recently had difficulty paying for your Mobile phone service - changes to data allowance. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	61
	209	209	NEWQ1_3 - You said that you recently had difficulty paying for your Mobile phone service. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	40
	210	210	NEWQ1_3 - You said that you recently had difficulty paying for your Mobile phone service. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	40

	Page	Table	Title	Base Description	Base
	211	211	NEWQ1_3 - You said that you recently had difficulty paying for your Mobile phone service. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	40
	212	212	NEWQ1_3 - You said that you recently had difficulty paying for your Mobile phone service. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	40
	213	213	NEWQ1_3 - You said that you recently had difficulty paying for your Mobile phone service. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	40
	214	214	NEWQ1_4 - You said that you recently had difficulty paying for your Fixed landline telephone. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	23
	215	215	NEWQ1_4 - You said that you recently had difficulty paying for your Fixed landline telephone. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	23

	Page	Table	Title	Base Description	Base
	216	216	NEWQ1_4 - You said that you recently had difficulty paying for your Fixed landline telephone. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	23
	217	217	NEWQ1_4 - You said that you recently had difficulty paying for your Fixed landline telephone. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	23
	218	218	NEWQ1_4 - You said that you recently had difficulty paying for your Fixed landline telephone. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	23
	219	219	NEWQ1_5 - You said that you recently had difficulty paying for your Fixed broadband. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	94
●	220	220	NEWQ1_5 - You said that you recently had difficulty paying for your Fixed broadband. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	94

	Page	Table	Title	Base Description	Base
	221	221	NEWQ1_5 - You said that you recently had difficulty paying for your Fixed broadband. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	94
●	222	222	NEWQ1_5 - You said that you recently had difficulty paying for your Fixed broadband. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	94
	223	223	NEWQ1_5 - You said that you recently had difficulty paying for your Fixed broadband. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	94
	224	224	NEWQ1_6 - You said that you recently had difficulty paying for your A TV service with additional channels you pay to receive. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	136
	225	225	NEWQ1_6 - You said that you recently had difficulty paying for your A TV service with additional channels you pay to receive. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	136

	Page	Table	Title	Base Description	Base
●	226	226	NEWQ1_6 - You said that you recently had difficulty paying for your A TV service with additional channels you pay to receive. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	136
●	227	227	NEWQ1_6 - You said that you recently had difficulty paying for your A TV service with additional channels you pay to receive. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	136
●	228	228	NEWQ1_6 - You said that you recently had difficulty paying for your A TV service with additional channels you pay to receive. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	136
	229	229	NEWQ1_7 - You said that you recently had difficulty paying for your Any on-demand and streaming TV and video services that you pay to receive. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	61
	230	230	NEWQ1_7 - You said that you recently had difficulty paying for your Any on-demand and streaming TV and video services that you pay to receive. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	61

	Page	Table	Title	Base Description	Base
●	231	231	NEWQ1_7 - You said that you recently had difficulty paying for your Any on-demand and streaming TV and video services that you pay to receive. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	61
	232	232	NEWQ1_7 - You said that you recently had difficulty paying for your Any on-demand and streaming TV and video services that you pay to receive. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	61
	233	233	NEWQ1_7 - You said that you recently had difficulty paying for your Any on-demand and streaming TV and video services that you pay to receive. For how many of the last few months has this happened? WHO HAVE EXPERIENCED ONE AFFORDABILITY ISSUE IN THE LAST MONTH SERVICE, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	61
	234	234	NEWQ2A - For how many of the last few months have you been experiencing problems with this? - Summary table WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	77
	235	235	NEWQ2A_1 - You said that you recently had difficulty paying for your Mobile service. Thinking specifically about missing a payment(s) for your Mobile service. For how many of the last few months have you been experiencing problems with this? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	77

	Page	Table	Title	Base Description	Base
●	236	236	NEWQ2A_1 - You said that you recently had difficulty paying for your Mobile service. Thinking specifically about missing a payment(s) for your Mobile service. For how many of the last few months have you been experiencing problems with this? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	77
●	237	237	NEWQ2A_1 - You said that you recently had difficulty paying for your Mobile service. Thinking specifically about missing a payment(s) for your Mobile service. For how many of the last few months have you been experiencing problems with this? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	77
●	238	238	NEWQ2A_1 - You said that you recently had difficulty paying for your Mobile service. Thinking specifically about missing a payment(s) for your Mobile service. For how many of the last few months have you been experiencing problems with this? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	77
	239	239	NEWQ2A_1 - You said that you recently had difficulty paying for your Mobile service. Thinking specifically about missing a payment(s) for your Mobile service. For how many of the last few months have you been experiencing problems with this? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	77
	240	240	NEWQ2A_2 - You said that you recently had difficulty paying for your Fixed Broadband service. Thinking specifically about missing a payment(s) for your FixedBroadband service. For how many of the last few months have you been experiencing problems with this? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	66

	Page	Table	Title	Base Description	Base
	241	241	NEWQ2A_2 - You said that you recently had difficulty paying for your Fixed Broadband service. Thinking specifically about missing a payment(s) for your FixedBroadband service. For how many of the last few months have you been experiencing problems with this? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	66
●	242	242	NEWQ2A_2 - You said that you recently had difficulty paying for your Fixed Broadband service. Thinking specifically about missing a payment(s) for your FixedBroadband service. For how many of the last few months have you been experiencing problems with this? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	66
●	243	243	NEWQ2A_2 - You said that you recently had difficulty paying for your Fixed Broadband service. Thinking specifically about missing a payment(s) for your FixedBroadband service. For how many of the last few months have you been experiencing problems with this? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	66
	244	244	NEWQ2A_2 - You said that you recently had difficulty paying for your Fixed Broadband service. Thinking specifically about missing a payment(s) for your FixedBroadband service. For how many of the last few months have you been experiencing problems with this? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	66
	245	245	NEWQ2B - You said that you recently changed the way you pay for your X. For how many of the last few months has this been the case? - Summary table WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	77

	Page	Table	Title	Base Description	Base
	246	246	NEWQ2B_1 - You said that you recently changed the way you pay for your Mobile. For how many of the last few months has this been the case? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	77
	247	247	NEWQ2B_1 - You said that you recently changed the way you pay for your Mobile. For how many of the last few months has this been the case? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	77
●	248	248	NEWQ2B_1 - You said that you recently changed the way you pay for your Mobile. For how many of the last few months has this been the case? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	77
●	249	249	NEWQ2B_1 - You said that you recently changed the way you pay for your Mobile. For how many of the last few months has this been the case? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	77
	250	250	NEWQ2B_1 - You said that you recently changed the way you pay for your Mobile. For how many of the last few months has this been the case? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	77

	Page	Table	Title	Base Description	Base
	251	251	NEWQ2B_2 - You said that you recently changed the way you pay for your Fixed Broadband. For how many of the last few months has this been the case? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	66
	252	252	NEWQ2B_2 - You said that you recently changed the way you pay for your Fixed Broadband. For how many of the last few months has this been the case? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	66
	253	253	NEWQ2B_2 - You said that you recently changed the way you pay for your Fixed Broadband. For how many of the last few months has this been the case? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	66
●	254	254	NEWQ2B_2 - You said that you recently changed the way you pay for your Fixed Broadband. For how many of the last few months has this been the case? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	66
	255	255	NEWQ2B_2 - You said that you recently changed the way you pay for your Fixed Broadband. For how many of the last few months has this been the case? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH FOR MOBILE AND/OR BROADBAND SERVICES, EXCLUDING CANCELLING A SERVICE	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	66

	Page	Table	Title	Base Description	Base
	256	256	NEWQ3 - You said that you recently had difficulty paying for your landline or TV services. Which of the following most applies? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH, EXCLUDING CANCELLING A SERVICE, WITH MULTIPLE SERVICES, EXCLUDING MOBILE AND BROADBAND	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	94
	257	257	NEWQ3 - You said that you recently had difficulty paying for your landline or TV services. Which of the following most applies? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH, EXCLUDING CANCELLING A SERVICE, WITH MULTIPLE SERVICES, EXCLUDING MOBILE AND BROADBAND	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	94
●	258	258	NEWQ3 - You said that you recently had difficulty paying for your landline or TV services. Which of the following most applies? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH, EXCLUDING CANCELLING A SERVICE, WITH MULTIPLE SERVICES, EXCLUDING MOBILE AND BROADBAND	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	94
●	259	259	NEWQ3 - You said that you recently had difficulty paying for your landline or TV services. Which of the following most applies? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH, EXCLUDING CANCELLING A SERVICE, WITH MULTIPLE SERVICES, EXCLUDING MOBILE AND BROADBAND	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	94
	260	260	NEWQ3 - You said that you recently had difficulty paying for your landline or TV services. Which of the following most applies? WHO HAVE EXPERIENCED MULTIPLE AFFORDABILITY ISSUE IN THE LAST MONTH, EXCLUDING CANCELLING A SERVICE, WITH MULTIPLE SERVICES, EXCLUDING MOBILE AND BROADBAND	BASE: ALL ADULTS 18+ IN THE UK WHO HAVE MAKE DECISIONS ABOUT THE LANDLINE AND/OR INTERNET OR NON-DECISION MAKERS WHO PERSONALLY USE A MOBILE PHONE	94

	Page	Table	Title	Base Description	Base
●	261	261	COM23 - How confident or not are you that you and your household will be able to pay for your communication services without making any (further) changes in the next three months?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	4977
●	262	262	COM23 - How confident or not are you that you and your household will be able to pay for your communication services without making any (further) changes in the next three months?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	4977
●	263	263	COM23 - How confident or not are you that you and your household will be able to pay for your communication services without making any (further) changes in the next three months?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	4977
●	264	264	COM23 - How confident or not are you that you and your household will be able to pay for your communication services without making any (further) changes in the next three months?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	4977
●	265	265	COM23 - How confident or not are you that you and your household will be able to pay for your communication services without making any (further) changes in the next three months?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	4977

	Page	Table	Title	Base Description	Base
●	266	266	COM25 - Do you or anyone in your household have any conditions that impact or limit their use of communication services? These can include, but are not restricted to, problems with hearing, eyesight, mobility, mental abilities or mental health.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	267	267	COM25 - Do you or anyone in your household have any conditions that impact or limit their use of communication services? These can include, but are not restricted to, problems with hearing, eyesight, mobility, mental abilities or mental health.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	268	268	COM25 - Do you or anyone in your household have any conditions that impact or limit their use of communication services? These can include, but are not restricted to, problems with hearing, eyesight, mobility, mental abilities or mental health.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	269	269	COM25 - Do you or anyone in your household have any conditions that impact or limit their use of communication services? These can include, but are not restricted to, problems with hearing, eyesight, mobility, mental abilities or mental health.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	270	270	COM25 - Do you or anyone in your household have any conditions that impact or limit their use of communication services? These can include, but are not restricted to, problems with hearing, eyesight, mobility, mental abilities or mental health.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	271	271	COM26 - What is your current total household income from all sources before tax, or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including household benefit, as well as any income from employment.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	272	272	COM26 - What is your current total household income from all sources before tax, or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including household benefit, as well as any income from employment.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	273	273	COM26 - What is your current total household income from all sources before tax, or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including household benefit, as well as any income from employment.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	274	274	COM26 - What is your current total household income from all sources before tax, or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including household benefit, as well as any income from employment.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	275	275	COM26 - What is your current total household income from all sources before tax, or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including household benefit, as well as any income from employment.	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	276	276	COM27 - Thinking of your total household monthly income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	4977
●	277	277	COM27 - Thinking of your total household monthly income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	4977
●	278	278	COM27 - Thinking of your total household monthly income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	4977
●	279	279	COM27 - Thinking of your total household monthly income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	4977
●	280	280	COM27 - Thinking of your total household monthly income and outgoings, at the moment how does your household financial situation compare with a typical month before the social distancing measures started?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	4977

	Page	Table	Title	Base Description	Base
●	281	281	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	282	281	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	283	282	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	284	283	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	285	284	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	286	285	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits?	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
	287	286	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	26
	288	287	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	26
	289	288	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	26
	290	289	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	26
	291	290	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	26

	Page	Table	Title	Base Description	Base
	292	291	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	20
	293	292	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	20
	294	293	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	20
	295	294	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	20
	296	295	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	20
	297	296	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	28

	Page	Table	Title	Base Description	Base
	298	297	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	28
	299	298	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	28
	300	299	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	28
	301	300	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	28
	302	301	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	117
●	303	302	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	117

	Page	Table	Title	Base Description	Base
●	304	303	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	117
	305	304	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	117
●	306	305	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	117
	307	306	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	115
●	308	307	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	115
●	309	308	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	115

	Page	Table	Title	Base Description	Base
	310	309	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	115
	311	310	COM28 - Could you please tell us whether you or anyone in your household currently receives any of the following benefits? OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	115
●	312	311	AFFORDABILITY IN LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	313	312	AFFORDABILITY IN LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	314	313	AFFORDABILITY IN LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	315	314	AFFORDABILITY IN LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	316	315	AFFORDABILITY IN LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
	317	316	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	24
	318	317	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	24
	319	318	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	24
	320	319	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	24
	321	320	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	24

	Page	Table	Title	Base Description	Base
	322	321	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	19
	323	322	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	19
	324	323	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	19
	325	324	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	19
	326	325	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	19
	327	326	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	27

	Page	Table	Title	Base Description	Base
	328	327	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	27
	329	328	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	27
	330	329	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	27
	331	330	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	27
	332	331	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	96
●	333	332	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	96

	Page	Table	Title	Base Description	Base
●	334	333	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	96
●	335	334	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	96
●	336	335	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	96
	337	336	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	86
	338	337	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	86
●	339	338	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	86

	Page	Table	Title	Base Description	Base
●	340	339	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	86
	341	340	AFFORDABILITY IN LAST MONTH	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	86
●	342	341	Affordability issues - Mobile	BASE: ALL ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE IN MOBILE INTERNET ONLY HOUSEHOLDS	733
●	343	342	Affordability issues - Mobile	BASE: ALL ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE IN MOBILE INTERNET ONLY HOUSEHOLDS	733
●	344	343	Affordability issues - Mobile	BASE: ALL ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE IN MOBILE INTERNET ONLY HOUSEHOLDS	733

	Page	Table	Title	Base Description	Base
●	345	344	Affordability issues - Mobile	BASE: ALL ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE IN MOBILE INTERNET ONLY HOUSEHOLDS	733
●	346	345	Affordability issues - Mobile	BASE: ALL ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE IN MOBILE INTERNET ONLY HOUSEHOLDS	733
●	347	346	Affordability issues - Mobile	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	6817
●	348	347	Affordability issues - Mobile	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	6817
●	349	348	Affordability issues - Mobile	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	6817

	Page	Table	Title	Base Description	Base
●	350	349	Affordability issues - Mobile	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	6817
●	351	350	Affordability issues - Mobile	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (MOBILE)	6817
●	352	351	Affordability issues - Landline	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	5488
●	353	352	Affordability issues - Landline	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	5488
●	354	353	Affordability issues - Landline	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	5488

	Page	Table	Title	Base Description	Base
●	355	354	Affordability issues - Landline	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	5488
●	356	355	Affordability issues - Landline	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (LANDLINE)	5488
●	357	356	Affordability issues - Fixed Broadband	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	5950
●	358	357	Affordability issues - Fixed Broadband	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	5950

	Page	Table	Title	Base Description	Base
●	359	358	Affordability issues - Fixed Broadband	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	5950
●	360	359	Affordability issues - Fixed Broadband	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	5950
●	361	360	Affordability issues - Fixed Broadband	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (FIXED BROADBAND)	5950
●	362	361	Affordability issues - Pay TV	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	4293

	Page	Table	Title	Base Description	Base
●	363	362	Affordability issues - Pay TV	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	4293
●	364	363	Affordability issues - Pay TV	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	4293
●	365	364	Affordability issues - Pay TV	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	4293
●	366	365	Affordability issues - Pay TV	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (PAY TV)	4293
●	367	366	Affordability issues - On Demand	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	4798

	Page	Table	Title	Base Description	Base
●	368	367	Affordability issues - On Demand	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	4798
●	369	368	Affordability issues - On Demand	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	4798
●	370	369	Affordability issues - On Demand	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	4798
●	371	370	Affordability issues - On Demand	BASE: ALL ADULT AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE WHO OWN THAT DEVICE/CANCELLED IT PREVIOUSLY (ON DEMAND)	4798
●	372	371	DEMOGRAPHICS / GENDER / AGE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	373	371	DEMOGRAPHICS / SOCIAL GRADE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	374	371	DEMOGRAPHICS / GOVERNMENT OFFICE REGION	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	375	371	DEMOGRAPHICS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	376	371	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD / WORKING STATUS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	377	371	DEMOGRAPHICS / ADULTS IN HOUSEHOLD / HOUSEHOLD SIZE / DECISION-MAKERS / ETHNICITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	378	371	DEMOGRAPHICS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	379	371	DEMOGRAPHICS / SERVICES/DEVICES / MOBILE ONLY HOUSEHOLD	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	380	371	DEMOGRAPHICS / BUNDLES / FINANCIAL VULNERABILITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	381	371	DEMOGRAPHICS / AFFORDABILITY IN LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	382	371	DEMOGRAPHICS / AFFORDABILITY IN LAST THREE MONTHS / PERCEIVED IMPACT OF COVID ON AFFORDABILITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	383	371	DEMOGRAPHICS / CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS / CONFIDENCE CONTACTING CP / LIMITATIONS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	384	371	DEMOGRAPHICS / INCOME / CHANGES TO HH FINANCIAL SITUATION / BENEFITS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	385	372	DEMOGRAPHICS / GENDER / AGE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	386	372	DEMOGRAPHICS / SOCIAL GRADE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	387	372	DEMOGRAPHICS / GOVERNMENT OFFICE REGION	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	388	372	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD / WORKING STATUS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	389	372	DEMOGRAPHICS / ADULTS IN HOUSEHOLD / HOUSEHOLD SIZE / DECISION-MAKERS / ETHNICITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	390	372	DEMOGRAPHICS / SERVICES/DEVICES / MOBILE ONLY HOUSEHOLD	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	391	372	DEMOGRAPHICS / BUNDLES / FINANCIAL VULNERABILITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	392	372	DEMOGRAPHICS / AFFORDABILITY IN LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	393	372	DEMOGRAPHICS / AFFORDABILITY IN LAST THREE MONTHS / PERCEIVED IMPACT OF COVID ON AFFORDABILITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	394	372	DEMOGRAPHICS / CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS / CONFIDENCE CONTACTING CP / LIMITATIONS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	395	372	DEMOGRAPHICS / INCOME / CHANGES TO HH FINANCIAL SITUATION / BENEFITS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	396	373	DEMOGRAPHICS / GENDER / AGE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	397	373	DEMOGRAPHICS / SOCIAL GRADE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	398	373	DEMOGRAPHICS / GOVERNMENT OFFICE REGION	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	399	373	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD / WORKING STATUS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	400	373	DEMOGRAPHICS / ADULTS IN HOUSEHOLD / HOUSEHOLD SIZE / DECISION-MAKERS / ETHNICITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	401	373	DEMOGRAPHICS / SERVICES/DEVICES / MOBILE ONLY HOUSEHOLD	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	402	373	DEMOGRAPHICS / BUNDLES / FINANCIAL VULNERABILITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	403	373	DEMOGRAPHICS / AFFORDABILITY IN LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	404	373	DEMOGRAPHICS / AFFORDABILITY IN LAST THREE MONTHS / PERCEIVED IMPACT OF COVID ON AFFORDABILITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	405	373	DEMOGRAPHICS / CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS / CONFIDENCE CONTACTING CP / LIMITATIONS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	406	373	DEMOGRAPHICS / INCOME / CHANGES TO HH FINANCIAL SITUATION / BENEFITS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	407	374	DEMOGRAPHICS / GENDER / AGE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	408	374	DEMOGRAPHICS / SOCIAL GRADE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	409	374	DEMOGRAPHICS / GOVERNMENT OFFICE REGION	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	410	374	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD / WORKING STATUS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	411	374	DEMOGRAPHICS / ADULTS IN HOUSEHOLD / HOUSEHOLD SIZE / DECISION-MAKERS / ETHNICITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	412	374	DEMOGRAPHICS / SERVICES/DEVICES / MOBILE ONLY HOUSEHOLD	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	413	374	DEMOGRAPHICS / BUNDLES / FINANCIAL VULNERABILITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	414	374	DEMOGRAPHICS / AFFORDABILITY IN LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	415	374	DEMOGRAPHICS / AFFORDABILITY IN LAST THREE MONTHS / PERCEIVED IMPACT OF COVID ON AFFORDABILITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	416	374	DEMOGRAPHICS / CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS / CONFIDENCE CONTACTING CP / LIMITATIONS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	417	374	DEMOGRAPHICS / INCOME / CHANGES TO HH FINANCIAL SITUATION / BENEFITS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	418	375	DEMOGRAPHICS / GENDER / AGE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	419	375	DEMOGRAPHICS / SOCIAL GRADE	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	420	375	DEMOGRAPHICS / GOVERNMENT OFFICE REGION	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	421	375	DEMOGRAPHICS / CHILDREN IN HOUSEHOLD / WORKING STATUS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	422	375	DEMOGRAPHICS / ADULTS IN HOUSEHOLD / HOUSEHOLD SIZE / DECISION-MAKERS / ETHNICITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	423	375	DEMOGRAPHICS / SERVICES/DEVICES / MOBILE ONLY HOUSEHOLD	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	424	375	DEMOGRAPHICS / BUNDLES / FINANCIAL VULNERABILITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	425	375	DEMOGRAPHICS / AFFORDABILITY IN LAST MONTH	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	426	375	DEMOGRAPHICS / AFFORDABILITY IN LAST THREE MONTHS / PERCEIVED IMPACT OF COVID ON AFFORDABILITY	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191
●	427	375	DEMOGRAPHICS / CONFIDENCE PAYING FOR COMMS IN NEXT THREE MONTHS / CONFIDENCE CONTACTING CP / LIMITATIONS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191

	Page	Table	Title	Base Description	Base
●	428	375	DEMOGRAPHICS / INCOME / CHANGES TO HH FINANCIAL SITUATION / BENEFITS	BASE: ALL UK ADULTS AGED 18+ WHO MAKE DECISIONS ABOUT COMMUNICATION SERVICES OR NON-DECISION-MAKERS WHO PERSONALLY USE A MOBILE PHONE	7191