Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 1

Q1. Do you have a mobile phone service for which you are solely or jointly responsible for paying the bill? (i.e. not paid for by an employer or someone outside your household).

Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region									
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Yes, SIM-only (data, voice minutes and texts) on a pay-monthly plan	1082 51%ez	536 52%	542 50%	144 49%	179 51%e	135 41%	191 52%e	161 53%e	183 58%Tejk	90 57%ek	323 50%e	326 47%	434 56%Tek	312 54%pr	314 53%	212 49%	244 47%	626 53%pr	456 48%	864 50%	218 54%	917 52%	90 51%	48 48%	26 41%	90 51%	33 39%	117 50%	87 50%	87 47%	84 56%z	48 48%	107 54%z	144 51%	161 55%z	97 54%z	26 41%
Yes, a bundled package (the same contract for both airtime and handset) on a pay-monthly plan	530 25%hil	243 24%	283 26%	76 26%hi	99 28%hil	100 30%hil	100 27%hil	76 25%i	59 19%	21 13%	175 27%hil	200 29%hil	155 20%	143 25%	154 26%	110 26%	124 24%	297 25%	233 25%	438 25%	92 23%	427 24%	47 27%	33 32%	24 38%Tu	47 27%	28 33%AFI	49 21%	40 23%	49 27%	34 22%	33 32%	42 21%	69 25%	77 26%	38 21%	24 38%TABDFGI
Yes, handset and airtime on separate contracts (one contract for airtime and one contract for handset) on a pay-monthly plan	159 8%	79 8%	81 7%	14 5%	39 11%Tcgl	30 9%g	33 9%g	14 4%	21 7%	9 6%	53 8%	62 9%gl	44 6%	51 9%	43 7%	37 8%	29 6%	94 8%	65 7%	131 8%	28 7%	129 7%	9 5%	13 13%v	8 13%	9 5%	3 3%	18 8%	12 7%	19 10%D	5 4%	13 13%yzDH	13 6%	24 9%	16 6%	18 10%D	8 13%zD
Yes, on a prepay / pay as you go (PAYG) / top-up plan	276 13%djmq	134 13%	142 13%	28 9%	32 9%	54 16%cdj	39 11%	49 16%cdj	43 14%j	32 20%Tcdfjk	59 9%	93 13%j	124 16%cdfj	54 9%	65 11%	56 13%	101 20%Tmnoq	119 10%	157 17%Tmnq	219 13%	57 14%	241 14%	23 13%	7 7%	5 8%	23 13%	14 17%	40 17%EH	25 15%	22 12%	23 15%	7 7%	33 17%E	31 11%	29 10%	22 12%	5 8%
No	72 3%ft	40 4%	32 3%	31 10%Tdeghijkl	5 1%	10 3%f	2 1%	6 2%	11 3%f	7 4%f	36 6%Tdfgkl	12 2%	23 3%f	16 3%	21 4%	16 4%	18 4%	38 3%	34 4%	67 4%t	5 1%	65 4%	7 4%	- -	- -	7 4%	6 7%EFHJ	10 4%	8 5%	8 4%	6 4%	- -	4 2%	12 4%	7 2%	5 3%	- -
NET: PAYM	1771 84%ipr	858 83%	906 84%	234 80%	317 90%Tceghil	264 80%	323 89%Tceghil	251 82%	262 83%	120 75%	551 85%i	588 85%i	633 81%	506 88%Tpr	511 86%pr	359 83%p	396 77%	1017 87%Tpr	754 80%	1433 83%	338 85%	1473 83%	146 83%	94 93%Tuv	58 92%	146 83%	64 76%	184 79%	139 81%	155 84%	123 81%	94 93%TyzABCDFG	163 82%	236 85%	254 88%zA	154 85%	58 92%zA

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Prepared by Yonder

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 2

Q1. Do you have a mobile phone service for which you are solely or jointly responsible for paying the bill? (i.e. not paid for by an employer or someone outside your household).

Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Yes, SIM-only (data, voice minutes and texts) on a pay-monthly plan	1082 51%dfgj	928 50%	139 54%	788 54%defgj	23 34%	71 45%	103 37%	112 42%	100 56%dfgj	6 58%	288 44%	66 64%T	111 64%T	178 59%T	200 62%T	192 57%	139 56%	74 66%T	57 69%T	64 70%Top	141 50%	165 50%	81 51%	14 60%	763 51%	28 49%	291 53%	138 55%	479 61%T	344 62%T
Yes, a bundled package (the same contract for both airtime and handset) on a pay-monthly plan	530 25%c	470 26%	55 22%	315 22%	26 38%Tch	50 31%c	109 39%Tch	97 36%Tch	42 24%	- -	215 33%Tch	36 34%Ts	53 30%s	95 32%Ts	98 30%s	104 31%Ts	82 33%Ts	29 26%	18 22%	16 17%	68 24%	98 30%	41 26%	4 18%	379 25%	12 21%	140 25%	91 36%T	246 31%T	160 29%
Yes, handset and airtime on separate contracts (one contract for airtime and one contract for handset) on a pay-monthly plan	159 8%	138 8%	19 8%	94 6%	13 20%Tcghj	18 11%	30 11%c	22 8%	15 8%	- -	65 10%c	2 2%	10 6%	26 9%k	26 8%k	39 12%Tk	28 11%k	9 8%	8 9%	12 13%kl	20 7%	19 6%	12 7%	1 5%	116 8%	7 12%	36 6%	22 9%	62 8%	55 10%
Yes, on a prepay / pay as you go (PAYG) / top-up plan	276 13%klmnopqrsABC	246 13%	28 11%	211 14%dj	3 5%	15 10%	32 11%	28 11%	17 9%	1 11%	64 10%	- -	- -	- -	- -	- -	- -	- -	- -	- -	47 17%	41 13%	23 15%	4 17%	192 13%	8 14%	77 14%	- -	- -	- -
No	72 3%lmnopABC	57 3%	14 6%	53 4%	2 3%	5 3%	3 1%	5 2%	5 3%	3 31%	15 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	4 2%	6 2%	1 *	- -	59 4%z	3 5%v	10 2%	- -	- -	- -
NET: PAYM	1771 84%	1536 84%	213 84%	1197 82%	62 92%	139 87%	242 87%c	232 87%	157 88%	6 58%	568 88%Tc	104 100%T	174 100%T	299 100%T	324 100%T	335 100%T	249 100%T	112 100%T	82 100%T	92 100%T	229 82%	282 86%	133 85%	20 83%	1259 83%	47 82%	466 84%	250 100%T	787 100%T	560 100%T

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

*** small base; ** very small base (under 30) ineligible for sig testing**

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 3

Q1. Do you have a mobile phone service for which you are solely or jointly responsible for paying the bill? (i.e. not paid for by an employer or someone outside your household).
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Yes, SIM-only (data, voice minutes and texts) on a pay-monthly plan	1082 51%bcn	1082 100%Tbc	- -	- -	831 60%Te	465 47%	366 90%Tdegh	158 59%Te	93 82%Tdeg	716 59%T	489 60%T	227 58%T	366 66%Tijk	231 72%Tn	851 47%	537 55%	356 62%To
Yes, a bundled package (the same contract for both airtime and handset) on a pay-monthly plan	530 25%acfh	- -	530 100%Tac	- -	432 31%Tfh	403 41%Tdfgh	30 7%	83 31%fh	15 13%	386 32%Tl	254 31%T	132 33%Tl	145 26%	67 21%	464 26%	318 32%T	189 33%T
Yes, handset and airtime on separate contracts (one contract for airtime and one contract for handset) on a pay-monthly plan	159 8%abf	- -	- -	159 100%Tab	127 9%f	118 12%Tdfh	9 2%	26 10%f	6 5%	112 9%	76 9%	36 9%	48 9%	22 7%	137 8%	124 13%Tp	28 5%
Yes, on a prepay / pay as you go (PAYG) / top-up plan	276 13%abcdefghijklmop	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	276 15%m	- -	- -
No	72 3%abcdefgijklmop	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	72 4%m	- -	- -
NET: PAYM	1771 84%n	1082 100%T	530 100%T	159 100%T	1390 100%T	985 100%T	405 100%T	267 100%T	114 100%T	1213 100%T	818 100%T	395 100%T	558 100%T	319 100%Tn	1452 81%	978 100%T	573 100%T

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 10

Q2. Thinking about your mobile service and the contract you have, which of these statements best describes your situation?

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Gender		Age										Social Grade						Urban/Rural		Country				Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	1753	852	896	209	327	258	310	248	274	127	536	568	649	466	559	334	394	1025	728	1427	326	1457	151	88	57	151	72	166	118	163	111	88	167	245	253	162	57
Weighted base	1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
I am currently within a fixed minimum contract period (e.g. 12-month, 18-month, 24 month)	985 56%ci	448 52%	533 59%a	106 45%	179 56%ci	163 62%cij	192 59%cij	142 56%ci	150 57%ci	52 44%	285 52%	355 61%cij	344 54%ci	257 51%	297 58%m	203 57%	228 58%	554 54%	431 57%m	800 56%	184 55%	802 54%	86 58%	58 62%	39 66%	86 58%	40 62%	99 54%	73 52%	86 55%	71 57%	58 62%	88 54%	125 53%	147 58%	74 48%	39 66%I
My fixed minimum contract period has ended - I am now out of the minimum contract and am still paying monthly	267 15%	150 17%b	117 13%	33 14%	50 16%	44 17%	44 14%	32 13%	38 15%	25 21%	83 15%	88 15%	96 15%	108 21%Tnopr	64 13%	48 13%	46 12%	172 17%npr	95 13%	215 15%	51 15%	220 15%	20 14%	15 16%	12 20%	20 14%	12 19%	26 14%	23 16%	30 19%DF	11 9%	15 16%	16 10%	42 18%DF	31 12%	31 20%DFH	12 20%D
My current contract has always been on a rolling monthly / 30-day contract	405 23%exJ	224 26%b	179 20%	72 31%Tdefk	70 22%	44 17%	70 22%	64 25%e	58 22%	26 22%	143 26%ek	114 19%	149 23%e	111 22%	114 22%	80 22%	101 26%	224 22%	181 24%	331 23%	74 22%	355 24%x	30 20%	15 16%	6 10%	30 20%	10 15%	48 26%J	33 24%J	27 17%	37 30%zCEJ	15 16%	48 29%zCEJ	57 24%J	61 24%J	35 23%	6 10%
I don't know whether I am within my minimum contract period or not	64 4%	19 2%	44 5%a	10 4%	11 4%	5 2%	9 3%	11 4%	10 4%	8 7%ek	21 4%	14 2%	29 5%k	17 3%	17 3%	17 5%	13 3%	35 3%	30 4%	48 3%	16 5%	54 4%	6 4%	3 3%	2 3%	6 4%	1 1%	9 5%	5 3%	10 7%D	1 1%	3 3%	7 4%	7 3%	11 4%	4 3%	2 3%
I'm not sure/don't know if I ever had a contract	50 3%	17 2%	33 4%	13 5%gl	7 2%	8 3%	8 2%	2 1%	5 2%	8 6%Tdghi	20 4%	16 3%	15 2%	13 3%	20 4%	10 3%	8 2%	33 3%	18 2%	38 3%	12 4%	42 3%	5 4%	3 3%	- -	5 4%	2 3%	3 2%	5 4%	3 2%	4 4%	3 3%	4 3%	6 3%	4 2%	10 7%TACH	- -
NET: In-contract	1390 78%iml	671 78%	712 79%	178 76%	249 79%i	207 78%i	262 81%i	205 82%i	209 80%i	79 66%	427 78%i	470 80%i	493 78%i	368 73%	410 80%m	284 79%	329 83%mq	778 76%	612 81%mq	1132 79%	259 76%	1157 79%	115 79%	73 78%	45 76%	115 79%	49 77%	147 80%	106 76%	112 73%	107 87%TCGI	73 78%	136 83%CI	182 77%	208 82%CI	109 71%	45 76%
NET: Not sure whether in contract or ever had a contract	114 6%a	36 4%	77 9%a	23 10%k	18 6%	13 5%	17 5%	13 5%	15 6%	16 13%Tdefghkl	41 7%	30 5%	44 7%	30 6%	37 7%	27 7%	21 5%	67 7%	47 6%	86 6%	28 8%	96 6%	11 7%	6 7%	2 3%	11 7%	3 4%	12 6%	10 7%	13 8%	5 4%	6 7%	11 7%	13 5%	15 6%	14 9%	2 3%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 11

Q2. Thinking about your mobile service and the contract you have, which of these statements best describes your situation?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base	1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
I am currently within a fixed minimum contract period (e.g. 12-month, 18-month, 24 month)	985 56%lr	874 57%b	103 48%	637 53%	35 57%	88 63%c	159 66%Tc	142 61%c	95 60%	3 42%	345 61%c	57 55%	76 44%	172 58%lr	194 60%lr	207 62%lrs	144 58%lr	58 51%	31 38%	45 49%	126 55%	164 58%	70 53%	13 63%	707 56%	22 47%	256 55%	138 55%	437 56%	333 60%
My fixed minimum contract period has ended - I am now out of the minimum contract and am still paying monthly	267 15%	228 15%	36 17%	166 14%	14 23%	24 17%	38 16%	42 18%	24 15%	- -	101 18%	12 12%	29 17%	36 12%	50 16%	46 14%	45 18%	26 24%Tkmor	7 9%	15 16%	34 15%	39 14%	21 16%	2 11%	192 15%	5 11%	69 15%	38 15%	107 14%	99 18%
My current contract has always been on a rolling monthly / 30-day contract	405 23%fgjC	326 21%	68 32%Ta	304 25%efgj	9 15%	22 16%	33 14%	36 15%	34 22%	3 47%	98 17%	28 27%	52 30%np	73 25%	59 18%	70 21%	47 19%	24 21%	27 33%np	25 27%	46 20%	54 19%	33 24%	3 17%	289 23%	16 34%	101 22%	56 22%	196 25%C	102 18%
I don't know whether I am within my minimum contract period or not	64 4%	61 4%	3 1%	50 4%	3 5%	3 2%	7 3%	6 2%	2 1%	1 11%	13 2%	5 5%	10 6%o	9 3%	9 3%	7 2%	8 3%	1 1%	10 12%Tmnopq	5 5%	11 5%	15 5%	5 3%	- -	45 4%	2 4%	17 4%	13 5%	23 3%	14 3%
I'm not sure/don't know if I ever had a contract	50 3%	47 3%	3 2%	40 3%	- -	2 2%	4 2%	6 3%	3 2%	- -	11 2%	1 1%	6 4%	8 3%	12 4%	5 1%	5 2%	3 3%	8 9%Tkmop	3 4%	12 5%x	10 4%	4 3%	2 9%	26 2%	2 3%	23 5%TTx	5 2%	23 3%	11 2%
NET: In-contract	1390 78%	1200 78%	171 80%	941 79%	45 72%	109 79%	192 80%	178 77%	129 82%	6 89%	444 78%	86 82%	128 73%	246 82%l	253 78%	277 83%lqr	191 77%	82 73%	58 71%	70 75%	172 75%	219 78%	103 77%	16 80%	996 79%	38 81%	356 76%	194 77%	633 80%	435 78%
NET: Not sure whether in contract or ever had a contract	114 6%	108 7%b	6 3%	90 8%j	3 5%	6 4%	11 5%	12 5%	5 3%	1 11%	24 4%	6 6%	17 10%o	18 6%	21 6%	12 4%	13 5%	4 4%	17 21%Tklmnopqs	8 8%	23 10%x	25 9%	9 7%	2 9%	70 6%	4 8%	40 9%x	18 7%	46 6%	25 4%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 12

Q2. Thinking about your mobile service and the contract you have, which of these statements best describes your situation?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base	1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
I am currently within a fixed minimum contract period (e.g. 12-month, 18-month, 24 month)	985 56%afghn	465 43%	403 76%Ta	118 74%Ta	985 71%Tfgh	985 100%Tdfgh	- -	- -	- -	701 58%l	495 60%Tkl	206 52%	284 51%	241 76%Tn	743 51%	610 62%T	335 58%
My fixed minimum contract period has ended - I am now out of the minimum contract and am still paying monthly	267 15%defhm	158 15%	83 16%	26 17%	- -	- -	- -	267 100%Tdefh	- -	200 17%l	140 17%l	60 15%	66 12%	- -	267 18%Tm	171 18%	77 14%
My current contract has always been on a rolling monthly / 30-day contract	405 23%bcegghjo	366 34%Tbc	30 6%	9 6%	405 29%Tegh	- -	405 100%Tdegh	- -	- -	246 20%	138 17%	108 27%ij	159 28%Tij	78 24%	328 23%	136 14%	124 22%o
I don't know whether I am within my minimum contract period or not	64 4%defgm	49 5%b	12 2%	4 2%	- -	- -	- -	- -	64 56%Tdefg	38 3%	28 3%	10 3%	26 5%	- -	64 4%m	40 4%	16 3%
I'm not sure/don't know if I ever had a contract	50 3%bdefgm	45 4%b	4 1%	2 1%	- -	- -	- -	- -	50 44%Tdefg	27 2%	17 2%	10 3%	23 4%ij	- -	50 3%m	21 2%	22 4%
NET: In-contract	1390 78%ghn	831 77%	432 82%	127 80%	1390 100%Tgh	985 100%Tgh	405 100%Tgh	- -	- -	947 78%	633 77%	314 80%	443 79%	319 100%Tn	1071 74%	746 76%	458 80%
NET: Not sure whether in contract or ever had a contract	114 6%bdefgm	93 9%Tb	15 3%	6 4%	- -	- -	- -	- -	114 100%Tdefg	65 5%	45 5%	20 5%	49 9%ij	- -	114 8%m	61 6%	38 7%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 13

Q3. Which provider do you use for your mobile phone service?

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	1753	852	896	209	327	258	310	248	274	127	536	568	649	466	559	334	394	1025	728	1427	326	1457	151	88	57	151	72	166	118	163	111	88	167	245	253	162	57
Weighted base	1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
EE	367 21%p	168 20%	199 22%	64 27%fgk l	69 22%	55 21%	58 18%	46 18%	51 19%	24 20%	132 24%	114 19%	121 19%	115 23%pr	119 23%pr	78 22%p	54 14%	234 23%pr	133 18%	305 21%	62 18%	301 20%	35 24%	23 25%	8 14%	35 24%	13 21%	40 22%	23 16%	55 35%Tyz ABDFGH IJ	25 20%	23 25%	28 17%	43 18%	44 17%	29 19%	8 14%
O2	356 20%c	169 20%	183 20%	27 11%	78 25%c	60 23%c	61 19%c	58 23%c	51 20%c	20 17%	105 19%c	121 21%c	130 21%c	95 19%	99 19%	78 22%	84 21%	195 19%	161 21%	298 21%	58 17%	286 19%	32 22%	17 18%	21 36%Tuw	32 22%	9 14%	31 17%	26 19%	32 21%	26 21%	17 18%	31 19%	49 21%	52 21%	29 19%	21 36%TzABCEFGHI
Vodafone	207 12%	89 10%	117 13%	33 14%	34 11%	34 13%	47 15%l	24 9%	27 10%	9 8%	67 12%	81 14%l	60 10%	59 12%	67 13%	35 10%	47 12%	126 12%	81 11%	159 11%	48 14%	167 11%	19 13%	10 11%	11 19%	19 13%	6 10%	19 10%	15 11%	11 7%	12 10%	10 11%	11 7%	33 14%CF	40 16%CF	20 13%	11 19%CF
Three	174 10%	97 11%	77 9%	22 9%	39 12%hl	34 13%hil	30 9%	24 9%	18 7%	7 6%	61 11%	64 11%	49 8%	52 10%	36 7%	42 12%n	44 11%n	88 9%	86 11%n	143 10%	31 9%	147 10%	13 9%	9 9%	5 8%	13 9%	10 15%	21 11%	20 14%	16 10%	8 7%	9 9%	15 9%	26 11%	21 8%	12 8%	5 8%
Tesco Mobile	131 7%cdjA	57 7%	75 8%	5 2%	13 4%	13 5%	28 9%cdj	22 9%cdj	36 14%Tcd ejk	14 12%cdej	18 3%	41 7%cj	73 11%Tcde jk	25 5%	39 8%	31 9%	37 9%m	64 6%	68 9%m	105 7%	26 8%	109 7%	13 9%	5 5%	5 9%	13 9%A	8 12%A	4 2%	13 9%A	9 6%	8 7%	5 5%	15 9%A	15 7%	25 10%A	11 7%	5 9%A
Sky	111 6%BG	55 6%	56 6%	9 4%	13 4%	11 4%	26 8%j	22 9%cdj	19 7%	10 8%	22 4%	37 6%	51 8%dj	36 7%	29 6%	16 4%	30 8%	65 6%	46 6%	73 5%	38 11%Ts	89 6%	12 8%	8 8%	2 3%	12 8%BG	7 10%BG	18 10%BG	2 1%	7 5%	10 8%BG	8 8%BG	10 6%	5 2%	20 8%BG	10 6%	2 3%
Giffgaff	98 6%	43 5%	54 6%	24 10%TfgH ikl	19 6%	18 7%	13 4%	8 3%	12 4%	4 3%	43 8%gl	32 5%	23 4%	28 6%	31 6%	13 4%	26 7%	59 6%	39 5%	85 6%	13 4%	84 6%	9 6%	3 3%	2 4%	9 6%	3 4%	11 6%	7 5%	6 4%	8 7%	3 3%	16 10%H	18 8%H	7 3%	9 6%	2 4%
BT	59 3%	30 4%	29 3%	13 6%fk	14 5%	7 3%	6 2%	6 2%	9 4%	3 3%	28 5%fk	14 2%	18 3%	18 4%	16 3%	15 4%	10 3%	34 3%	25 3%	50 3%	9 3%	52 4%	1 1%	4 4%	2 4%	1 1%	3 5%C	6 3%	5 4%	1 1%	1 1%	4 4%	4 2%	18 8%TyCD FH	8 3%	7 5%C	2 4%
Virgin Mobile	48 3%	25 3%	23 3%	14 6%Tdeg hkl	7 2%	2 1%	10 3%	2 1%	4 2%	10 8%Tdef ghjkl	20 4%eg	12 2%	16 2%	22 4%n	9 2%	9 3%	8 2%	30 3%	17 2%	44 3%	4 1%	39 3%	4 3%	3 3%	1 2%	4 3%	1 2%	7 4%	3 2%	1 1%	7 6%CH	3 3%	2 1%	10 4%	4 1%	3 2%	1 2%
Other provider	213 12%xJ	120 14%b	92 10%	22 9%	31 10%	27 10%	43 13%	39 16%j	35 13%	16 13%	53 10%	70 12%	90 14%j	51 10%	66 13%	41 11%	54 14%	118 12%	95 13%	165 12%	47 14%	192 13%vx	9 6%	11 12%x	- -	9 6%	5 7%	28 15%yGJ	22 16%yGJ	17 11%J	17 14%J	11 12%J	30 19%TyzG J	18 8%J	33 13%J	23 15%yGJ	- -
Don't know/Can't remember	7 *	6 1%	1 *	1 1%	- -	2 1%	1 *	- -	- -	2 2%Tdgh j	1 *	3 1%	2 *	5 1%n	- -	2 1%	- -	5 *	2 *	5 *	2 1%	7 *	- -	- -	- -	- -	- -	- -	3 3%TG	- -	1 1%	- -	* *	- -	1 *	1 1%	- -
NET: All known providers	1765 100%lB	852 99%	905 100%	233 99%	317 100%l	262 99%	322 100%	251 100%l	262 100%l	117 98%	550 100%l	584 99%	630 100%	501 99%	511 100%m	356 99%	396 100%	1013 100%	752 100%	1428 100%	336 99%	1466 100%	146 100%	94 100%	58 100%	146 100%	64 100%	184 100%	136 97%	155 100%	122 99%	94 100%	162 100%	236 100%B	253 100%	153 99%	58 100%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Prepared by Yonder

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 13

Q3. Which provider do you use for your mobile phone service?

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Weighted base	1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
NET: ILPVT provider	1343 76%F	634 74%	704 78%	178 76%	253 80%	205 78%	240 74%	181 72%	197 75%	88 74%	431 78%	445 76%	466 74%	386 76%	385 75%	287 80%p	285 72%	771 76%	572 76%	1104 77%t	238 70%	1100 75%	117 80%	72 77%	54 92%Tuvw	117 80%F	50 79%	127 69%	105 75%	125 80%AF	88 71%	72 77%	106 65%	195 82%TADFI	193 76%F	111 72%	54 92%TyzABDEFHI

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 14

Q3. Which provider do you use for your mobile phone service?

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base	1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
EE	367 21%	317 21%	41 19%	239 20%	19 32%	36 26%	48 20%	45 20%	30 19%	- -	128 23%	26 25%	35 20%	57 19%	66 20%	75 22%	50 20%	26 23%	15 18%	15 17%	50 22%	68 24%	27 20%	2 11%	250 20%	15 32%	102 22%	56 22%	163 21%	118 21%
O2	356 20%	314 20%	37 17%	237 20%	13 21%	31 23%	53 22%	45 19%	32 20%	1 13%	118 21%	23 22%	25 14%	56 19%	69 21%	72 21%	53 21%	21 18%	20 24%	16 18%	35 15%	53 19%	21 16%	4 18%	267 21%	12 25%	77 17%	45 18%	158 20%	117 21%
Vodafone	207 12%e	174 11%	27 13%	141 12%e	7 11%	8 6%	25 10%	26 11%	23 15%e	- -	66 12%	8 8%	24 14%	44 15%	33 10%	36 11%	26 10%	15 14%	11 13%	11 12%	34 15%	27 10%	13 10%	3 14%	148 12%	8 17%	51 11%	35 14%	77 10%	74 13%
Three	174 10%	142 9%	32 15%Ta	103 9%	4 6%	19 14%	31 13%	35 15%Tc	17 11%	3 41%	68 12%c	8 8%	13 8%	25 8%	33 10%	40 12%	26 11%	10 9%	10 12%	8 9%	24 10%	30 11%	15 11%	2 10%	124 10%	4 8%	47 10%	29 12%	67 8%	59 11%
Tesco Mobile	131 7%	123 8%	8 4%	93 8%	4 7%	11 8%	20 8%	17 7%	11 7%	- -	38 7%	9 9%	12 7%	25 9%	24 8%	21 6%	18 7%	6 6%	4 5%	10 11%	13 5%	24 8%	10 8%	2 8%	93 7%	- -	38 8%	20 8%	62 8%	35 6%
Sky	111 6%	104 7%	7 3%	78 7%	2 3%	5 4%	19 8%	14 6%	8 5%	1 12%	32 6%	6 6%	18 10%	16 5%	24 8%	18 5%	15 6%	5 4%	5 7%	3 3%	18 8%	23 8%	14 10%x	4 22%	69 5%	5 10%	37 8%	12 5%	61 8%	29 5%
Giffgaff	98 6%q	78 5%	21 10%Ta	69 6%	2 3%	6 4%	10 4%	13 6%	9 6%	2 34%	27 5%	4 4%	16 9%q	14 5%q	16 5%q	20 6%q	14 6%q	- -	6 7%q	7 8%q	20 9%ux	10 4%	10 7%	1 5%	64 5%	1 1%	33 7%	13 5%	49 6%	23 4%
BT	59 3%	49 3%	9 4%	33 3%	4 7%	10 7%Tc	12 5%	8 4%	6 4%	- -	26 5%	7 7%	6 4%	8 3%	12 4%	10 3%	5 2%	6 5%	2 2%	3 3%	5 2%	9 3%	2 1%	- -	48 4%	- -	11 2%	15 6%	24 3%	16 3%
Virgin Mobile	48 3%	38 2%	10 5%	34 3%	2 4%	3 2%	4 2%	6 3%	6 4%	- -	13 2%	1 1%	4 2%	9 3%	5 2%	7 2%	7 3%	9 8%Tklmno	2 2%	3 3%	7 3%	5 2%	1 1%	- -	38 3%	- -	10 2%	4 2%	18 2%	21 4%
Other provider	213 12%	193 13%	19 9%	163 14%ej	3 4%	9 6%	21 9%	21 9%	16 10%	- -	50 9%	11 11%	17 10%	43 14%	40 12%	34 10%	32 13%	13 11%	8 10%	15 16%	24 10%	34 12%	20 15%	2 12%	151 12%	3 7%	59 13%	22 9%	102 13%	66 12%
Don't know/Can't remember	7 *	5 *	1 1%	5 *	2 3%Tcfgj	2 1%	- -	- -	- -	- -	2 *	- -	2 1%	2 1%	- -	2 1%	- -	1 1%	- -	- -	- -	- -	- -	- -	7 1%	- -	- -	- -	6 1%	1 *
NET: All known providers	1765 100%d	1531 100%	212 99%	1192 100%d	60 97%	137 99%	242 100%d	232 100%d	157 100%	6 100%	566 100%d	104 100%	172 99%	297 99%	324 100%	333 99%	249 100%	111 99%	82 100%	92 100%	229 100%	282 100%	133 100%	20 100%	1252 99%	47 100%	466 100%	250 100%	781 99%	558 100%

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

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 14

Q3. Which provider do you use for your mobile phone service?

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnicity (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Weighted base	1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
NET: ILPVT provider	1343 76%	1157 75%	165 77%	882 74%	54 87%c	118 85%Tc	192 79%	183 79%	124 79%	3 54%	458 81%Tc	83 80%	120 69%	224 75%	243 75%	261 78%	187 75%	94 84%l	63 77%	68 73%	167 73%	215 76%	90 67%	12 61%	968 77%v	38 81%	337 72%	204 81%B	569 72%	440 79%B

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

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 15

Q3. Which provider do you use for your mobile phone service?

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base	1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
EE	367 21%kp	206 19%	130 25%a	30 19%	269 19%f	217 22%f	52 13%	79 30%Tdefh	19 17%	271 22%kl	217 27%Tkl	54 14%	96 17%	62 19%	306 21%	367 38%Tp	- -
O2	356 20%kp	188 17%	110 21%	58 36%Tab	272 20%f	228 23%f	45 11%	57 21%f	27 24%f	248 20%k	204 25%Tikl	43 11%	108 19%k	73 23%	283 19%	356 36%Tp	- -
Vodafone	207 12%p	120 11%	62 12%	25 16%	168 12%f	142 14%f	27 7%	28 10%	11 10%	146 12%	103 13%	43 11%	61 11%	47 15%	161 11%	207 21%Tp	- -
Three	174 10%o	115 11%	47 9%	11 7%	151 11%fg	126 13%Tfgh	25 6%	17 6%	6 5%	129 11%	102 12%kl	28 7%	44 8%	33 10%	141 10%	- -	174 30%To
Tesco Mobile	131 7%jo	59 5%	65 12%Tac	8 5%	114 8%f	96 10%fgh	18 4%	13 5%	4 4%	93 8%j	16 2%	76 19%Tijl	39 7%j	21 6%	111 8%	- -	131 23%To
Sky	111 6%jo	56 5%	49 9%Tac	5 3%	82 6%f	71 7%f	11 3%	19 7%f	9 8%f	61 5%	27 3%	34 9%ij	50 9%Tij	14 4%	97 7%	- -	111 19%To
Giffgaff	98 6%bcejmo	87 8%Tbc	10 2%	2 1%	70 5%e	7 1%	63 15%Tdeg	12 5%e	16 14%Tdeg	59 5%	28 3%	31 8%j	39 7%j	5 2%	93 6%m	- -	98 17%To
BT	59 3%o	39 4%	18 3%	2 2%	41 3%	34 3%	8 2%	15 6%df	3 2%	46 4%	37 5%l	9 2%	13 2%	9 3%	50 3%	- -	59 10%To
Virgin Mobile	48 3%p	22 2%	15 3%	11 7%Tab	37 3%	24 2%	13 3%	7 3%	3 3%	38 3%	28 3%	10 3%	10 2%	8 3%	39 3%	48 5%Tp	- -
Other provider	213 12%bcegjop	186 17%Tbc	22 4%	5 3%	182 13%eg	40 4%	142 35%Tdegh	16 6%	15 13%eg	118 10%j	53 7%	64 16%Tij	95 17%Tij	47 15%	166 11%	- -	- -
Don't know/Can't remember	7 *	3 *	1 *	2 1%	3 *	- -	3 1%e	2 1%e	1 1%e	5 *	1 *	3 1%	2 *	- -	7 *	- -	- -

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

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 15

Q3. Which provider do you use for your mobile phone service?

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Weighted base	1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
NET: All known providers	1765 100%	1079 100%	529 100%	157 99%	1387 100%	985 100%gh	402 99%	265 99%	113 99%	1209 100%	817 100%	392 99%	556 100%	319 100%	1445 100%	978 100%	573 100%
NET: ILPVT provider	1343 76%afhklp	751 69%	448 84%Ta	145 91%Ta	1053 76%fh	867 88%Tdfgh	186 46%	217 81%fh	73 64%f	971 80%Tkl	708 87%Tiki	263 67%	372 67%	253 79%	1090 75%	978 100%Tp	365 64%

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

*** small base**

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 16

Q4. How long ago did you take out your current contract with your provider?
Base: All currently in-contract and know their provider

		Gender		Age										Social Grade						Urban/Rural		Country				Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	1386	671	711	163	259	207	253	202	216	86	422	460	504	344	450	261	331	794	592	1138	248	1151	120	71	44	120	57	130	93	123	96	71	139	189	204	120	44
Weighted base	1390	671	712	178	249	207	262	205	209	79*	427	470	493	368	410	284	329	778	612	1132	259	1157	115*	73*	45*	115*	49*	147	106*	112	107*	73*	136	182	208	109	45*
In the last 6 months	319 23%	169 25%	149 21%	40 22%	48 19%	46 22%	69 26%	50 25%	51 24%	16 21%	87 20%	114 24%	118 24%	83 23%	92 23%	62 22%	82 25%	176 23%	143 23%	261 23%	58 23%	254 22%	32 27%	21 28%	13 28%	32 27%A	10 21%	23 16%	23 22%	23 21%	25 24%	21 28%A	33 24%	39 21%	47 23%	30 28%A	13 28%
7-12 months ago	351 25%xJ	193 29%b	156 22%	47 26%	64 26%	60 29%	60 23%	45 22%	53 26%	22 28%	110 26%	120 25%	121 24%	96 26%	104 25%	72 25%	79 24%	200 26%	151 25%	293 26%	57 22%	306 26%x	23 20%	17 23%	5 10%	23 20%	14 28%J	51 35%TyCFJ	29 27%J	25 22%	23 22%	17 23%	28 21%	49 27%J	56 27%J	31 29%J	5 10%
13-18 months ago	234 17%	105 16%	129 18%	32 18%	51 20%hl	36 17%	46 18%	35 17%	26 12%	8 11%	82 19%h	82 17%	70 14%	65 18%	67 16%	46 16%	56 17%	132 17%	102 17%	181 16%	53 21%	189 16%	17 15%	15 20%	13 30%Tuv	17 15%	7 14%	26 18%	23 22%	24 21%	15 14%	15 20%	20 15%	30 16%	29 14%	15 14%	13 30%TyDFHI
19-24 months ago	150 11%	60 9%	87 12%	18 10%	24 10%	22 11%	27 10%	23 11%	32 15%	5 6%	42 10%	49 10%	59 12%	41 11%	52 13%	27 10%	29 9%	93 12%	57 9%	122 11%	28 11%	126 11%	13 11%	7 10%	4 8%	13 11%	10 21%TABGH	13 9%	6 6%	18 16%B	14 13%	7 10%	14 11%	17 9%	20 10%	14 13%	4 8%
Over 2 years ago	293 21%	128 19%	164 23%	33 18%	60 24%	34 16%	58 22%	48 23%	41 20%	20 25%	93 22%	91 19%	109 22%	73 20%	83 20%	64 22%	73 22%	156 20%	137 22%	239 21%	54 21%	241 21%	29 25%	13 18%	11 24%	29 25%	7 14%	31 21%	23 22%	18 16%	28 26%	13 18%	36 26%I	40 22%	41 20%	17 15%	11 24%
Don't know/Can't remember	43 3%	16 2%	27 4%	10 5%df	3 1%	11 5%df	3 1%	4 2%	6 3%	7 9%Tdfghjkl	12 3%	14 3%	17 3%	10 3%	11 3%	13 5%	10 3%	21 3%	23 4%	35 3%	8 3%	41 4%	2 2%	1 1%	- -	2 2%	1 2%	3 2%	2 2%	5 5%	2 2%	1 1%	4 3%	7 4%	14 7%T	2 2%	- -
NET: Up to 12 months	670 48%b	362 54%Tb	305 43%	86 49%	111 45%	105 51%	129 49%	96 47%	104 50%	38 49%	198 46%	234 50%	238 48%	179 49%	196 48%	134 47%	161 49%	376 48%	294 48%	554 49%	116 45%	561 48%	55 47%	37 51%	17 38%	55 47%	24 49%	74 50%	53 50%	48 42%	49 45%	37 51%	61 45%	88 48%	104 50%	61 56%	17 38%
NET: Between 13 and 24 months	384 28%i	165 25%	216 30%a	49 28%	75 30%i	58 28%	73 28%	58 28%	58 28%	13 17%	124 29%i	131 28%i	129 26%	105 29%	120 29%	74 26%	85 26%	225 29%	159 26%	303 27%	81 31%	315 27%	30 26%	22 30%	17 38%	30 26%	17 35%	39 27%	29 27%	42 37%TH	29 27%	22 30%	35 26%	47 26%	49 24%	29 26%	17 38%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 17

Q4. How long ago did you take out your current contract with your provider?
Base: All currently in-contract and know their provider

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	1386	1196	173	958	42	111	190	170	113	5	423	86	132	275	267	263	167	68	55	73	181	227	103	12	989	35	362	196	660	402
Weighted base	1390	1200	171	941	45*	109*	192	178	129*	6**	444	86*	128	246	253	277	191	82*	58*	70*	172	219	103*	16**	996	38**	356	194	633	435
In the last 6 months	319 23%	272 23%	46 27%	220 23%	12 26%	26 24%	36 19%	32 18%	33 25%	3 52%	97 22%	18 21%	27 21%	55 23%	56 22%	57 20%	46 24%	28 34%o	14 25%	19 27%	40 24%	51 23%	21 21%	5 33%	230 23%	9 24%	80 22%	34 18%	135 21%	116 27%A
7-12 months ago	351 25%	302 25%	44 26%	220 23%	11 25%	29 27%	57 30%	53 30%	41 32%	- -	130 29%c	23 26%	29 23%	61 25%	81 32%Tpq	77 28%	41 21%	13 15%	11 19%	15 22%	44 25%	54 25%	25 24%	7 44%	248 25%	7 18%	96 27%	60 31%C	168 27%	96 22%
13-18 months ago	234 17%	210 17%	23 13%	145 15%	12 28%c	26 23%c	38 20%	36 20%	23 18%	- -	89 20%c	12 14%	22 17%	44 18%	35 14%	56 20%s	36 19%	16 20%	7 13%	6 9%	31 18%	34 16%	18 17%	1 6%	176 18%	5 13%	53 15%	36 18%	106 17%	78 18%
19-24 months ago	150 11%mtvz tvz	131 11%	14 8%	96 10%	3 8%	11 10%	22 11%	22 12%	16 12%	1 14%	53 12%	9 11%	17 14%m	16 6%	22 9%	38 14%m	27 14%m	9 11%	7 13%	5 7%	9 5%	14 7%	4 4%	1 6%	122 12%tuvz	5 13%	22 6%	19 10%	65 10%	54 12%
Over 2 years ago	293 21%ehj	251 21%	41 24%	232 25%defhj	4 8%	13 12%	32 17%	33 19%	14 11%	1 14%	60 14%	22 26%	31 24%	61 25%o	52 20%	47 17%	38 20%	15 19%	11 19%	16 22%	39 23%	57 26%	31 30%x	1 7%	197 20%	6 16%	90 25%	41 21%	143 23%	83 19%
Don't know/Can't remember	43 3%	34 3%	3 2%	29 3%	2 4%	4 4%	8 4%	3 2%	2 1%	1 20%	14 3%	2 2%	2 1%	8 3%	8 3%	4 1%	3 2%	2 2%	7 12%Tklm nopq	8 12%Tklmn opq	9 5%x	9 4%	4 4%	1 4%	21 2%	6 16%	16 4%x	4 2%	15 2%	8 2%
NET: Up to 12 months	670 48%	574 48%	90 53%	440 47%	23 52%	56 51%	93 48%	84 47%	74 57%	3 52%	227 51%	40 47%	56 44%	116 47%	137 54%	134 48%	87 45%	40 49%	25 43%	34 49%	84 49%	105 48%	46 45%	12 77%	478 48%	16 42%	176 49%	94 49%	304 48%	212 49%
NET: Between 13 and 24 months	384 28%szz	341 28%	37 22%	241 26%	16 36%	37 34%	59 31%	58 33%	39 30%	1 14%	143 32%c	21 25%	39 30%s	60 24%	57 22%	94 34%mns	63 33%ns	25 30%	15 25%	11 16%	40 23%	49 22%	22 21%	2 12%	299 30%uz	10 27%	75 21%	54 28%	172 27%	132 30%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 18

Q4. How long ago did you take out your current contract with your provider?
Base: All currently in-contract and know their provider

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	1386	839	419	128	1386	978	408	-	-	937	633	304	449	331	1055	743	461
Weighted base	1390	831	432	127	1390	985	405	-**	-**	947	633	314	443	319	1071	746	458
In the last 6 months	319	231	67	22	319	241	78	-	-	214	146	68	105	319	-	190	82
	23%bnp	28%Tbc	15%	17%	23%	25%	19%	-	-	23%	23%	22%	24%	100%Tn	-	26%p	18%
7-12 months ago	351	189	133	29	351	279	72	-	-	239	164	75	112	-	351	178	125
	25%fm	23%	31%Ta	23%	25%f	28%f	18%	-	-	25%	26%	24%	25%	-	33%Tm	24%	27%
13-18 months ago	234	113	99	21	234	185	49	-	-	173	117	57	61	-	234	128	79
	17%fm	14%	23%Ta	17%	17%f	19%f	12%	-	-	18%	18%	18%	14%	-	22%Tm	17%	17%
19-24 months ago	150	60	61	29	150	120	30	-	-	107	71	36	43	-	150	89	41
	11%am	7%	14%a	23%Tab	11%	12%f	7%	-	-	11%	11%	11%	10%	-	14%Tm	12%	9%
Over 2 years ago	293	206	63	25	293	132	161	-	-	193	127	66	100	-	293	135	118
	21%bem	25%b	14%	19%	21%e	13%	40%Tde	-	-	20%	20%	21%	23%	-	27%Tm	18%	26%o
Don't know/Can't remember	43	32	10	2	43	27	16	-	-	21	8	13	23	-	43	26	13
	3%jm	4%	2%	1%	3%	3%	4%	-	-	2%	1%	4%j	5%ij	-	4%m	3%	3%
NET: Up to 12 months	670	420	200	50	670	520	149	-	-	453	310	143	217	319	351	368	207
	48%fn	51%c	46%	40%	48%f	53%Tdf	37%	-	-	48%	49%	46%	49%	100%Tn	33%	49%	45%
NET: Between 13 and 24 months	384	174	160	50	384	305	79	-	-	281	188	93	103	-	384	217	121
	28%afm	21%	37%Ta	40%Ta	28%f	31%f	19%	-	-	30%l	30%l	30%	23%	-	36%Tm	29%	26%

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 19

Q5. How long have you been with your provider for your mobile service?

Base: All currently not in-contract and know their provider

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	367	181	185	46	68	51	57	46	58	41	114	108	145	122	109	73	63	231	136	289	78	306	31	17	13	31	15	36	25	40	15	17	28	56	49	42	13
Weighted base	381	186	194	56*	68*	57*	61*	45*	54*	41*	124*	118*	140	138	101*	75*	67*	239	142	302	80*	315	31**	21**	14**	31**	15**	37**	33**	42*	16**	21**	27**	54*	46*	45*	14**
Up to 6 months	25 7%	12 6%	12 6%	2 4%	5 8%	1 2%	4 7%	6 14%e	4 8%	2 4%	7 6%	5 5%	12 9%	9 7%	7 7%	6 8%	3 5%	16 7%	9 6%	25 8%t	1 1%	22 7%	2 5%	- -	1 8%	2 5%	- -	2 5%	3 8%	5 11%	- -	- -	4 13%	2 4%	3 7%	4 10%	1 8%
7-12 months	30 8%l	20 11%	10 5%	12 22%Tfghikl	10 15%fghikl	4 8%l	1 2%	1 2%	1 1%	- -	22 18%Tfghikl	5 5%	2 1%	15 11%	6 6%	4 6%	3 5%	22 9%	8 5%	26 9%	4 5%	24 7%	3 10%	3 14%	- -	3 10%	- -	- -	4 11%	1 3%	1 7%	3 14%	- -	11 21%TC	3 7%	3 6%	- -
13-18 months	38 10%hl	20 11%	18 9%	14 25%Tghii	7 10%l	7 12%hl	8 14%hil	1 3%	1 1%	- -	21 17%ghil	15 13%hil	2 2%	12 9%	12 11%	13 17%p	2 3%	23 10%	15 11%	36 12%t	2 3%	31 10%	2 6%	4 21%	1 10%	2 6%	1 7%	9 24%	2 5%	4 10%	- -	4 21%	- -	9 16%	3 6%	3 7%	1 10%
19-24 months	40 11%G	21 11%	19 10%	5 8%	12 18%gl	5 9%	10 16%gl	1 1%	5 8%	3 7%	17 14%g	15 13%g	8 6%	14 10%	12 12%	4 5%	10 16%	26 11%	14 10%	32 11%	8 10%	32 10%	6 19%	2 10%	- -	6 19%	1 5%	1 2%	7 20%	6 14%G	1 9%	2 10%	5 18%	- -	4 8%G	8 18%G	- -
Over 2 years	246 64%cdj	110 59%	135 70%	23 41%	32 48%	39 68%cdj	36 60%	36 79%cdj	43 81%Tcdfjk	36 89%Tcdefjk	55 45%	75 64%cj	115 83%Tcdefjk	87 63%	63 62%	49 65%	47 71%	150 63%	96 68%	181 60%	65 81%Ts	204 65%	19 61%	12 55%	11 82%	19 61%	13 88%	26 69%	18 55%	26 62%	13 81%	12 55%	18 68%	32 59%	33 71%	25 56%	11 82%
Don't know/Can't remember	2 1%	2 1%	- -	- -	1 1%	1 1%	1 2%	- -	- -	- -	1 *	2 1%	- -	1 1%	1 1%	- -	- -	2 1%	- -	2 1%	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	1 1%	1 2%	- -
NET: Up to 12 months	55 14%	32 17%	22 11%	14 26%fhikl	15 23%ikl	6 10%	5 9%	7 17%	5 9%	2 4%	30 24%Tfhikl	11 9%	14 10%	24 18%	13 13%	10 13%	7 10%	38 16%	17 12%	51 17%t	4 5%	46 15%	5 15%	3 14%	1 8%	5 15%	- -	2 5%	6 20%	6 14%	1 7%	3 14%	4 13%	14 25%	6 14%	7 16%	1 8%
NET: Between 13 and 24 months	79 21%gl	41 22%	37 19%	19 33%ghil	19 28%ghil	12 21%gl	18 30%ghil	2 5%	5 10%	3 7%	38 31%Tghil	30 26%ghil	10 7%	26 19%	23 23%	16 22%	13 19%	50 21%	29 21%	68 23%	11 13%	63 20%	8 24%	6 31%	1 10%	8 24%	2 12%	10 26%	8 26%	10 24%	1 9%	6 31%	5 18%	9 16%	6 14%	11 26%	1 10%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 20

Q5. How long have you been with your provider for your mobile service?
Base: All currently not in-contract and know their provider

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	367	327	38	259	15	25	43	43	25	1	107	19	46	61	73	54	47	26	18	23	51	57	24	4	259	8	100	55	160	111
Weighted base	381	336	42**	256	17**	30**	50*	53*	29**	1**	124*	18**	46*	53*	71*	58*	57*	31**	24**	23**	57*	63*	30**	4**	263	9**	110*	56*	154	124*
Up to 6 months	25 7%	22 7%	3 7%	17 7%	1 8%	2 6%	3 6%	2 3%	3 11%	- -	8 7%	3 19%	2 5%	4 8%	5 7%	5 9%	1 2%	- -	2 7%	2 10%	4 7%	4 6%	2 6%	1 17%	17 7%	- -	8 7%	7 13%	9 6%	5 4%
7-12 months	30 8%	21 6%	9 20%	13 5%	4 23%	4 15%	6 12%	7 13%	2 6%	- -	17 14%c	2 10%	7 14%	2 4%	7 10%	3 5%	4 8%	3 9%	- -	2 7%	6 11%	6 9%	1 2%	- -	22 8%	- -	8 7%	8 14%	12 8%	8 6%
13-18 months	38 10%	26 8%	12 29%	15 6%	3 15%	1 5%	13 26%Tc	11 21%c	5 18%	- -	23 19%Tc	* 2%	2 4%	8 16%	11 15%	5 9%	6 10%	4 12%	1 3%	2 8%	6 11%	1 2%	1 3%	- -	31 12%u	- -	7 7%	11 19%	14 9%	12 9%
19-24 months	40 11%	35 10%	5 12%	21 8%	4 26%	5 17%	7 14%	9 18%	8 27%	- -	20 16%c	1 5%	3 7%	4 7%	8 11%	8 14%	5 8%	3 9%	6 26%	2 9%	9 15%	11 18%x	7 25%	1 29%	21 8%	- -	19 18%x	4 7%	17 11%	11 9%
Over 2 years	246 64%fgjA	230 68%	13 32%	189 74%Tfgj	5 28%	17 56%	21 42%	24 45%	11 38%	1 100%	56 45%	12 64%	32 70%	34 64%	40 56%	36 63%	41 71%	20 67%	15 64%	15 66%	32 55%	41 65%	20 65%	2 54%	170 65%	9 100%	67 61%	27 47%	101 66%A	87 70%A
Don't know/Can't remember	2 1%	2 1%	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	1 1%	1 3%	- -	- -	1 1%	- -	- -	- -	2 1%	- -	1 1%	- -	1 *	2 1%
NET: Up to 12 months	55 14%	43 13%	12 28%	30 12%	5 31%	6 22%	9 18%	9 16%	5 17%	- -	25 20%	5 28%	9 19%	6 12%	12 18%	8 14%	5 9%	3 9%	2 7%	4 17%	10 17%	10 15%	2 8%	1 17%	39 15%	- -	16 14%	15 27%TBC	21 14%	13 11%
NET: Between 13 and 24 months	79 21%c	61 18%	17 41%	35 14%	7 40%	7 22%	20 40%Tc	21 39%Tc	13 45%	- -	43 35%Tc	1 7%	5 11%	12 23%	19 26%	13 23%	11 19%	6 21%	7 29%	4 17%	15 27%	13 20%	8 27%	1 29%	52 20%	- -	27 24%	15 26%	31 20%	22 18%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 21

Q5. How long have you been with your provider for your mobile service?

Base: All currently not in-contract and know their provider

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	367	246	93	28	-	-	-	254	113	246	179	67	121	-	367	223	111
Weighted base	381	251	98*	32**	-**	-**	-**	267	114*	266	185	81*	116*	-**	381	232	115*
Up to 6 months	25	22	1	2	-	-	-	11	14	13	12	1	12	-	25	22	2
	7%	9%b	1%	7%	-	-	-	4%	12%g	5%	6%	2%	11%k	-	7%	9%p	2%
7-12 months	30	11	16	2	-	-	-	24	6	24	14	11	5	-	30	18	9
	8%	5%	16%Ta	7%	-	-	-	9%	5%	9%	7%	13%	5%	-	8%	8%	7%
13-18 months	38	16	15	7	-	-	-	31	7	32	19	13	6	-	38	24	12
	10%	7%	15%a	22%	-	-	-	12%	7%	12%	10%	16%l	5%	-	10%	10%	10%
19-24 months	40	31	7	2	-	-	-	30	10	30	18	12	10	-	40	19	14
	11%	13%	7%	5%	-	-	-	11%	9%	11%	10%	15%	8%	-	11%	8%	13%
Over 2 years	246	168	59	18	-	-	-	170	76	166	122	44	80	-	246	150	78
	64%	67%	60%	57%	-	-	-	64%	66%	62%	66%	54%	69%	-	64%	64%	67%
Don't know/Can't remember	2	2	-	1	-	-	-	1	1	-	-	-	2	-	2	1	1
	1%	1%	-	2%	-	-	-	*	1%	-	-	-	2%l	-	1%	*	1%
NET: Up to 12 months	55	33	17	5	-	-	-	35	20	37	25	12	18	-	55	40	11
	14%	13%	17%	14%	-	-	-	13%	18%	14%	14%	15%	15%	-	14%	17%	9%
NET: Between 13 and 24 months	79	48	22	9	-	-	-	61	17	63	38	25	16	-	79	42	26
	21%	19%	22%	27%	-	-	-	23%	15%	24%l	20%	31%l	14%	-	21%	18%	23%

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

*** small base; ** very small base (under 30) ineligible for sig testing**

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 22

Q6. Do you know whether your provider can increase your monthly payment during your minimum contract period?
Base: All currently in a fixed term contract and know their provider

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	978	447	529	99	185	164	180	140	153	57	284	344	350	235	321	189	233	556	422	794	184	793	89	57	39	89	46	88	63	92	63	57	91	125	145	80	39
Weighted base	985	448	533	106*	179	163	192	142	150	52*	285	355	344	257	297	203	228	554	431	800	184	802	86*	58*	39*	86*	40*	99*	73*	86*	71*	58*	88*	125	147	74*	39*
Yes, my provider can increase my monthly payment during my minimum contract period	495 50%hil	236 53%	255 48%	52 49%i	104 58%hil	91 56%hil	108 56%hil	67 47%i	58 39%	14 28%	156 55%hil	199 56%hil	139 40%	126 49%	139 47%	119 58%nq	111 49%	265 48%	230 53%	410 51%	85 46%	411 51%	34 40%	30 51%	20 51%	34 40%	19 48%	56 57%y	37 51%	46 54%	35 49%	30 51%	45 51%	61 49%	74 50%	37 50%	20 51%
No, my provider cannot increase my monthly payment during my minimum contract period	206 21%dek	95 21%	111 21%	30 28%dek	25 14%	16 10%	38 20%e	38 27%dek	42 28%dek	18 34%Tdefjk	54 19%e	54 15%	98 28%Tdejk	62 24%	67 23%	33 16%	45 20%	129 23%	78 18%	162 20%	44 24%	168 21%	22 25%	11 19%	6 14%	22 25%	9 22%	18 18%	16 22%	20 24%	12 17%	11 19%	14 16%	27 21%	37 25%	14 19%	6 14%
I'm not sure whether my provider can increase my monthly payment during my minimum contract period	284 29%	116 26%	167 31%	24 23%	50 28%	56 34%	46 24%	37 26%	50 33%	20 39%f	74 26%	102 29%	107 31%	69 27%	91 31%	52 25%	72 31%	160 29%	123 29%	228 28%	56 30%	223 28%	30 35%	17 30%	13 35%	30 35%	12 29%	25 25%	19 26%	19 23%	24 34%	17 30%	29 32%	37 30%	36 24%	23 31%	13 35%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 23

Q6. Do you know whether your provider can increase your monthly payment during your minimum contract period?
Base: All currently in a fixed term contract and know their provider

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / From £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	978	866	103	650	35	87	151	134	85	2	326	58	75	196	201	195	123	48	33	49	136	172	71	9	694	21	263	139	452	305
Weighted base	985	874	103*	637	35**	88*	159	142	95*	3**	345	57*	76*	172	194	207	144	58*	31**	45*	126	164	70*	13**	707	22**	256	138	437	333
Yes, my provider can increase my monthly payment during my minimum contract period	495 50%s	431 49%	61 59%	294 46%	24 68%	57 65%Tch	92 57%c	78 55%	45 47%	2 71%	199 58%Tc	37 66%Tlms	32 42%	78 45%	104 54%s	107 52%s	82 57%s	28 49%	13 41%	13 29%	58 46%	76 46%	30 42%	4 35%	371 52%	7 29%	118 46%	77 56%	218 50%	174 52%
No, my provider cannot increase my monthly payment during my minimum contract period	206 21%e	182 21%	22 21%	140 22%e	5 15%	9 10%	35 22%e	34 24%e	19 20%	1 29%	66 19%	11 19%	15 20%	39 23%	35 18%	49 24%	33 23%	12 20%	5 16%	8 18%	25 20%	34 21%	19 26%	3 22%	146 21%	5 22%	55 22%	28 21%	100 23%	65 20%
I'm not sure whether my provider can increase my monthly payment during my minimum contract period	284 29%k	261 30%b	20 19%	203 32%fgj	6 17%	22 25%	33 21%	30 21%	31 33%	- -	80 23%	9 15%	29 39%kp	55 32%kp	55 28%	51 25%	29 20%	18 31%	13 43%	24 53%Tkmnopq	43 34%	55 33%	22 31%	5 43%	190 27%	11 48%	83 32%	33 24%	120 27%	94 28%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 24

Q6. Do you know whether your provider can increase your monthly payment during your minimum contract period?
Base: All currently in a fixed term contract and know their provider

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	978	472	387	119	978	978	-	-	-	686	487	199	292	245	733	607	331
Weighted base	985	465	403	118*	985	985	-**	-**	-**	701	495	206	284	241	743	610	335
Yes, my provider can increase my monthly payment during my minimum contract period	495 50%klp	231 50%	202 50%	62 53%	495 50%	495 50%	- -	- -	- -	495 71%Tkl	495 100%Tikl	- -	- -	121 50%	374 50%	357 59%Tp	124 37%
No, my provider cannot increase my monthly payment during my minimum contract period	206 21%jlo	100 22%	89 22%	17 15%	206 21%	206 21%	- -	- -	- -	206 29%Tjl	- -	206 100%Tijl	- -	44 18%	162 22%	78 13%	115 34%To
I'm not sure whether my provider can increase my monthly payment during my minimum contract period	284 29%ijk	134 29%	112 28%	38 33%	284 29%	284 29%	- -	- -	- -	- -	- -	- -	284 100%Tijk	76 32%	208 28%	174 29%	95 28%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 25

Q7. Do you know whether your provider can increase your monthly payment?
Base: All currently not in a fixed term contract and know their provider

		Gender		Age										Social Grade						Urban/Rural		Country				Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	775	405	367	110	142	94	130	108	121	70	252	224	299	231	238	145	161	469	306	633	142	664	62	31	18	62	26	78	55	71	48	31	76	120	108	82	18
Weighted base	787	410	373	128*	138	101*	131	109*	112	67*	266	232	288	249	215	155	168	464	323	633	154	670	61*	36**	20**	61*	24**	86*	66*	69*	53*	36**	75*	112	107*	80*	20**
Yes, my provider can increase my monthly payment	323 41%c	174 42%	148 40%	33 26%	59 43%c	34 34%	62 47%cj	47 43%c	57 51%cej	31 46%c	93 35%	96 42%c	134 47%cj	108 44%	89 41%	63 41%	63 37%	197 43%	126 39%	259 41%	64 42%	271 40%	27 45%	13 36%	12 63%	27 45%	12 48%	31 36%	22 34%	33 47%	19 36%	13 36%	25 34%	55 49%	39 37%	34 43%	12 63%
No, my provider cannot increase my monthly payment	189 24%	106 26%	83 22%	46 36%Tfg hkl	33 24%	27 27%	24 18%	24 22%	21 19%	14 21%	79 30%fhl	51 22%	59 20%	57 23%	42 20%	50 32%nq	40 24%	99 21%	90 28%n	150 24%	39 25%	162 24%	12 20%	13 36%	2 10%	12 20%	4 18%	25 29%	19 29%	17 25%	14 27%	13 36%	13 17%	29 26%	22 21%	18 22%	2 10%
I'm not sure whether my provider can increase my monthly payment	274 35%G	130 32%	142 38%	49 38%	46 33%	40 39%	45 34%	38 35%	34 30%	23 34%	95 36%	84 36%	95 33%	83 34%	84 39%o	42 27%	65 39%	167 36%	107 33%	224 35%	51 33%	238 35%	22 35%	10 28%	5 27%	22 35%	8 34%	30 35%	24 37%	19 28%	19 37%	10 28%	37 49%TCG	28 25%	45 42%G	28 35%	5 27%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 26

Q7. Do you know whether your provider can increase your monthly payment?
Base: All currently not in a fixed term contract and know their provider

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	775	657	108	567	22	49	82	79	53	4	204	47	103	140	139	122	91	46	40	47	96	112	56	7	554	22	199	112	368	208
Weighted base	787	662	110*	560	26**	51*	83*	89*	63*	4**	223	47*	98*	127	130	128	105*	55*	51**	47*	103*	118*	63*	7**	552	25**	210	112*	349	226
Yes, my provider can increase my monthly payment	323 41%e	278 42%	40 37%	232 41%e	11 40%	11 21%	33 40%e	39 44%e	35 55%e	1 41%	89 40%e	19 40%	39 40%	47 37%	50 39%	57 45%	37 35%	27 50%	25 48%	22 47%	40 39%	41 35%	23 37%	3 35%	234 42%	9 38%	80 38%	54 49%B	125 36%	97 43%
No, my provider cannot increase my monthly payment	189 24%	152 23%	36 32%	124 22%	11 41%	23 45%Tcgh	27 32%	20 23%	13 21%	- -	65 29%	12 25%	27 28%	35 28%	28 21%	27 21%	28 27%	9 17%	11 22%	11 24%	21 20%	25 21%	17 27%	2 30%	137 25%	3 14%	48 23%	29 25%	88 25%	50 22%
I'm not sure whether my provider can increase my monthly payment	274 35%	232 35%	34 31%	204 36%	5 19%	18 34%	23 27%	30 33%	15 24%	2 59%	68 31%	17 35%	32 33%	45 35%	52 40%	43 34%	39 38%	18 33%	15 30%	14 29%	42 41%	52 44%x	22 35%	3 34%	180 33%	12 48%	82 39%	29 26%	137 39%A	79 35%

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 27

Q7. Do you know whether your provider can increase your monthly payment?
Base: All currently not in a fixed term contract and know their provider

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	775	613	125	37	408	-	408	254	113	497	325	172	278	86	689	359	241
Weighted base	787	617	128	42**	405	-**	405	267	114*	512	323	189	274	78*	709	368	239
Yes, my provider can increase my monthly payment	323 41%dfkl	258 42%	52 41%	14 33%	138 34%	- -	138 34%	140 52%Tdfh	45 39%	323 63%Tkl	323 100%Tikl	- -	- -	25 32%	299 42%	195 53%Tp	87 37%
No, my provider cannot increase my monthly payment	189 24%jl	127 21%	43 33%Ta	19 45%	108 27%	- -	108 27%	60 23%	20 18%	189 37%Tjl	- -	189 100%Tijl	- -	24 31%	165 23%	72 19%	62 26%
I'm not sure whether my provider can increase my monthly payment	274 35%gjko	232 38%b	33 26%	9 22%	159 39%g	- -	159 39%g	66 25%	49 43%g	- -	- -	- -	274 100%Tijk	29 37%	246 35%	101 28%	90 38%o

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 28

Q8. When did you first become aware that your monthly payments to your provider could increase?
Base: All who are aware their provider can increase their payment

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	812	415	394	77	169	125	150	119	122	50	246	275	291	215	253	171	173	468	344	664	148	677	63	42	30	63	35	77	50	84	51	42	70	121	108	81	30
Weighted base	818	411	403	85*	163	125	170	113*	115	45*	249	296	274	234	228	182	174	462	356	669	149	682	61*	43*	32**	61*	31*	87*	60*	79*	54*	43*	70*	116	113*	71*	32**
Before signing up to the contract	313 38%	178 43%b	133 33%	25 29%	52 32%	42 33%	85 50%Tcdegj	40 35%	49 42%j	20 45%	77 31%	126 43%cdj	109 40%	89 38%	93 41%	65 35%	66 38%	182 39%	131 37%	264 39%	49 33%	260 38%	28 45%	14 33%	10 32%	28 45%	12 39%	27 31%	29 49%	28 36%	17 32%	14 33%	34 49%A	42 36%	42 37%	29 40%	10 32%
During the sign-up process	210 26%f	109 27%	101 25%	34 39%Tfghkl	54 33%fkl	32 26%f	26 15%	26 23%	27 23%	12 27%	88 35%Tfghkl	58 20%	65 24%	69 29%	55 24%	44 24%	42 24%	124 27%	86 24%	165 25%	45 30%	175 26%	18 30%	11 26%	6 18%	18 30%	7 23%	23 27%	19 31%	17 22%	13 24%	11 26%	15 21%	37 32%	25 22%	19 27%	6 18%
After signing up to the contract	184 22%	76 19%	107 27%a	19 23%	43 26%	32 26%	36 21%	25 22%	22 19%	6 12%	63 25%	68 23%	53 19%	52 22%	43 19%	48 26%	40 23%	95 21%	88 25%	147 22%	36 24%	154 23%	11 18%	9 21%	10 31%	11 18%	7 22%	25 29%G	10 17%	21 27%	15 28%	9 21%	13 19%	17 15%	28 25%	16 23%	10 31%
Can't remember	112 14%jB	48 12%	61 15%	7 9%	13 8%	19 15%	24 14%	22 20%dj	18 16%	7 15%	21 8%	43 15%j	47 17%dj	24 10%	37 16%	25 14%	25 15%	61 13%	51 14%	93 14%	18 12%	93 14%	4 7%	8 20%	6 18%	4 7%	5 15%B	12 14%	2 3%	12 16%B	9 16%B	8 20%B	8 11%	20 17%B	18 16%B	7 10%	6 18%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 29

Q8. When did you first become aware that your monthly payments to your provider could increase?
Base: All who are aware their provider can increase their payment

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	812	702	103	536	32	73	123	108	64	3	273	55	74	140	161	162	105	45	31	39	98	119	53	7	599	15	198	128	360	254
Weighted base	818	709	101*	526	35**	68*	125	118*	79*	3**	288	56*	71*	125	154	164	119*	56*	37**	35*	98*	116*	53*	7**	605	16**	198	131	343	272
Before signing up to the contract	313 38%	276 39%	33 32%	203 38%	18 52%	19 28%	46 37%	46 39%	43 54%Tcej	- -	110 38%	23 41%	23 33%	43 34%	59 38%	70 42%	51 42%	21 38%	8 22%	16 46%	34 34%	51 44%	26 48%	4 60%	224 37%	7 47%	81 41%	41 31%	132 38%	116 43%A
During the sign-up process	210 26%	167 24%	41 41%Ta	130 25%	8 23%	25 37%ch	36 29%	29 24%	13 17%	2 56%	79 27%	9 16%	19 27%	34 27%	44 29%	39 24%	26 21%	18 32%	13 35%	8 23%	24 24%	22 19%	7 12%	2 27%	165 27%v	2 15%	43 22%	35 27%	92 27%	63 23%
After signing up to the contract	184 22%	165 23%	17 17%	113 21%	8 23%	19 28%	28 23%	31 26%	15 19%	1 20%	70 24%	13 23%	23 32%	28 22%	35 23%	35 21%	24 20%	10 18%	7 17%	9 26%	22 22%	25 21%	12 23%	1 13%	142 23%	3 19%	39 20%	36 27%	80 23%	52 19%
Can't remember	112 14%	101 14%	10 10%	81 15%	* 1%	6 8%	14 12%	13 11%	9 11%	1 24%	30 10%	12 21%	5 8%	21 16%	16 11%	20 12%	20 16%	6 12%	10 26%	2 6%	19 19%	18 16%	8 16%	- -	74 12%	3 19%	35 18%	20 15%	39 12%	41 15%

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 30

Q8. When did you first become aware that your monthly payments to your provider could increase?
Base: All who are aware their provider can increase their payment

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	812	492	244	76	633	487	146	137	42	812	812	-	-	147	665	540	219
Weighted base	818	489	254	76*	633	495	138	140	45*	818	818	-**	-**	146	672	553	211
Before signing up to the contract	313 38%	201 41%	84 33%	27 36%	253 40%	202 41%	51 37%	49 35%	11 25%	313 38%	313 38%	- -	- -	87 59%Tn	226 34%	214 39%	77 37%
During the sign-up process	210 26%	119 24%	70 28%	21 28%	159 25%	131 26%	29 21%	42 30%	9 20%	210 26%	210 26%	- -	- -	37 25%	174 26%	136 25%	59 28%
After signing up to the contract	184 22%m	92 19%	74 29%Ta	17 23%	144 23%	115 23%	29 21%	28 20%	11 24%	184 22%	184 22%	- -	- -	15 10%	169 25%m	125 23%	49 23%
Can't remember	112 14%em	76 16%	25 10%	11 14%	77 12%	47 10%	30 21%Tde	21 15%	14 31%Tde g	112 14%	112 14%	- -	- -	7 5%	104 15%m	77 14%	25 12%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 31

Q9. How did you become aware that your provider could increase your monthly payments?

Base: All who can recall when they became aware

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	700	367	331	71	152	108	128	95	104	42	223	236	241	194	213	149	144	407	293	572	128	585	57	34	24	57	31	64	48	71	43	34	64	102	91	71	24
Weighted base	707	363	341	78*	150	106*	146*	91*	97*	38*	228	252	226	210	191	157	149	401	305	576	131	589	57*	34*	26**	57*	26**	75*	58*	66*	45*	34*	62*	96*	95*	64*	26**
In an email sent to me by the provider	158 22%	78 21%	80 23%	18 23%	30 20%	30 28%f	24 16%	16 18%	33 34%Tdfgjk	7 18%	48 21%	54 21%	56 25%	57 27%pr	43 22%	33 21%	25 17%	100 25%	58 19%	132 23%	26 20%	135 23%	14 25%	7 21%	1 4%	14 25%	7 25%	17 22%	10 18%	17 26%	9 20%	7 21%	12 20%	24 25%	22 23%	17 26%	1 4%
In the provider's Terms and Conditions	140 20%	84 23%b	56 16%	10 12%	23 15%	19 18%	32 22%	21 23%	26 27%cdj	10 26%	33 14%	51 20%	57 25%cdj	39 18%	46 24%	31 20%	25 17%	85 21%	56 18%	112 19%	29 22%	116 20%	14 25%	5 14%	6 22%	14 25%	8 30%	13 17%	13 23%	13 20%	10 23%	5 14%	9 15%	20 20%	17 18%	12 19%	6 22%
In the provider's Contract Summary	106 15%b	74 20%Tb	32 9%	10 13%	19 13%	18 17%	23 16%	17 19%	10 11%	8 22%	30 13%	41 16%	36 16%	31 15%	26 14%	27 17%	22 15%	57 14%	49 16%	87 15%	19 14%	84 14%	8 15%	9 28%u	4 16%	8 15%	3 12%	14 18%	14 25%G	12 17%	5 10%	9 28%GI	9 15%	9 9%	12 12%	7 11%	4 16%
In a text sent to me by the provider	104 15%	52 14%	52 15%	9 12%	18 12%	19 18%	21 15%	16 18%	16 16%	3 9%	28 12%	41 16%	36 16%	25 12%	27 14%	27 17%	26 17%	52 13%	53 17%	85 15%	19 15%	90 15%	7 13%	3 9%	4 16%	7 13%	5 17%	13 17%	4 8%	11 16%	6 12%	3 9%	10 16%	14 15%	16 17%	12 18%	4 16%
On the provider's website	99 14%	61 17%b	37 11%	10 13%	21 14%	12 12%	26 18%	13 15%	12 12%	4 12%	31 14%	38 15%	29 13%	31 15%	25 13%	17 11%	25 17%	56 14%	43 14%	86 15%	12 10%	81 14%	12 21%	6 16%	- -	12 21%	2 8%	8 11%	10 17%	6 9%	7 15%	6 16%	11 17%	15 15%	14 15%	8 12%	- -
In a letter sent to me by the provider	69 10%l	35 10%	34 10%	13 16%gl	23 15%gl	10 10%	11 8%	4 4%	6 7%	1 3%	36 16%Tghikl	22 9%	11 5%	15 7%	24 12%	15 10%	15 10%	39 10%	30 10%	55 10%	13 10%	57 10%	7 13%	3 9%	1 5%	7 13%	2 9%	9 11%	9 16%	10 15%	2 4%	3 9%	3 4%	6 6%	10 11%	7 10%	1 5%
When I noticed on my bank statement that the payment had increased	66 9%	30 8%	37 11%	11 14%	15 10%	15 14%l	9 6%	8 9%	6 6%	2 5%	26 11%	25 10%	16 7%	25 12%	16 9%	16 10%	9 6%	41 10%	25 8%	58 10%	8 6%	54 9%	5 9%	2 6%	6 21%	5 9%	2 7%	4 5%	7 12%	10 16%D	1 2%	2 6%	3 4%	12 13%	11 12%	4 6%	6 21%
From a salesperson in a store	55 8%e	22 6%	33 10%	5 7%	7 5%	2 2%	8 6%	12 13%dejk	14 14%Tdefjk	6 17%defjk	12 5%	10 4%	32 14%Tdefjk	12 6%	23 12%m	10 6%	10 7%	35 9%	20 7%	42 7%	13 10%	44 7%	4 7%	4 11%	3 11%	4 7%	1 4%	5 7%	8 13%	5 8%	1 3%	4 11%	3 6%	5 5%	10 11%	6 9%	3 11%
While on the phone with the provider	54 8%	22 6%	32 9%	1 2%	14 10%c	9 8%	8 6%	9 9%	8 8%	5 12%c	16 7%	17 7%	21 9%c	12 6%	13 7%	12 8%	16 11%	26 6%	28 9%	48 8%	6 5%	47 8%	4 7%	1 4%	1 5%	4 7%	1 5%	5 7%	7 11%	4 6%	4 10%	1 4%	7 11%	9 10%	6 6%	4 7%	1 5%
Read / heard about it in a newspaper / on the radio / on the tv / in a social media feed	35 5%	20 6%	14 4%	- -	13 9%c	5 5%	5 3%	3 3%	6 6%c	3 7%c	13 6%	10 4%	12 5%	11 5%	10 5%	10 6%	3 2%	22 5%	13 4%	33 6%	2 1%	25 4%	4 8%	1 2%	4 15%	4 8%	- -	2 3%	3 5%	2 2%	3 7%	1 2%	2 3%	7 7%	5 5%	2 4%	4 15%
A friend / family member / someone else told me about it	31 4%	19 5%	10 3%	9 11%Tfghkl	6 4%	9 8%fghl	3 2%	- -	1 1%	3 8%ghl	15 7%ghl	11 4%	4 2%	8 4%	11 6%	6 4%	6 4%	19 5%	12 4%	23 4%	7 6%	26 4%	2 4%	2 7%	- -	2 4%	2 6%	1 1%	1 2%	4 5%	4 10%A	2 7%	3 4%	7 7%	4 4%	1 2%	- -
TV advertisement	18 3%	12 3%	5 2%	1 2%	6 4%l	7 6%gl	2 1%	- -	2 2%	- -	8 3%	8 3%	2 1%	3 1%	5 3%	7 4%	3 2%	8 2%	10 3%	17 3%	1 1%	14 2%	* 1%	2 5%	1 5%	* 1%	- -	1 1%	1 2%	* 1%	1 2%	2 5%	4 6%	4 4%	4 4%	- -	1 5%
During a webchat with the provider	16 2%	14 4%b	2 1%	3 4%l	5 3%l	5 4%hl	2 1%	1 1%	- -	- -	8 4%l	7 3%	1 *	4 2%	3 2%	4 3%	5 3%	7 2%	9 3%	16 3%	1 *	10 2%	4 7%Tu	1 3%	1 2%	4 7%Tl	- -	1 1%	3 4%	1 2%	- -	1 3%	1 1%	3 4%	1 1%	- -	1 2%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Yonder

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 31

Q9. How did you become aware that your provider could increase your monthly payments?
Base: All who can recall when they became aware

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Weighted base	707	363	341	78*	150	106*	146*	91*	97*	38*	228	252	226	210	191	157	149	401	305	576	131	589	57*	34*	26**	57*	26**	75*	58*	66*	45*	34*	62*	96*	95*	64*	26**
Press advertisement	15 2%	11 3%	4 1%	1 2%	4 3%	2 2%	1 1%	4 4%	2 2%	- -	5 2%	4 2%	6 3%	5 3%	3 2%	6 4%	1 1%	8 2%	7 2%	15 3%	* *	14 2%	- -	1 2%	- -	- -	- -	- -	3 6%H	- -	- -	1 2%	1 2%	7 7%TACH	- -	3 5%H	- -
On a price-comparison website (e.g. USwitch, Compare the Market)	14 2%	9 2%	5 2%	3 4%	3 2%	3 3%	2 2%	- -	1 1%	2 4%	6 3%	5 2%	3 1%	6 3%	2 1%	5 3%	1 1%	8 2%	6 2%	12 2%	2 2%	10 2%	3 5%	1 4%	- -	3 5%	- -	2 2%	1 2%	- -	- -	1 4%	- -	3 3%	1 1%	3 5%	- -
Billboard/poster advertisement	10 1%	7 2%	3 1%	4 5%fhkl	5 3%kl	1 1%	- -	- -	- -	- -	9 4%Tfkl	1 *	- -	3 1%	3 2%	3 2%	1 *	6 2%	4 1%	9 2%	1 1%	9 2%	- -	- -	1 5%	- -	- -	- -	- -	- -	2 4%	- -	* 1%	5 5%T	2 2%	- -	1 5%
Other (WRITE IN)	18 2%	10 3%	7 2%	- -	3 2%	5 4%	2 1%	2 3%	3 3%	2 6%c	3 1%	7 3%	8 3%	8 4%r	7 4%r	1 1%	2 1%	15 4%r	2 1%	12 2%	5 4%	16 3%	1 2%	* 1%	- -	1 2%	2 6%	2 3%	2 4%	2 3%	1 2%	* 1%	- -	2 2%	3 3%	2 4%	- -
Can't remember	57 8%gl	29 8%	28 8%	7 9%g	16 11%ghl	5 4%	22 15%Tegh i	1 1%	3 3%	3 8%	23 10%ghl	27 11%ghl	7 3%	16 7%	16 9%	11 7%	14 9%	32 8%	25 8%	40 7%	17 13%s	49 8%	5 9%	1 4%	1 6%	5 9%	2 9%	9 12%C	2 4%	1 1%	4 8%	1 4%	12 20%TBCG H	7 7%	4 5%	7 11%C	1 6%
NET: advertisement	37 5%	26 7%b	11 3%	6 8%	12 8%l	9 8%fl	3 2%	4 4%	3 3%	- -	18 8%fl	12 5%	7 3%	10 5%	9 5%	14 9%	5 3%	19 5%	18 6%	35 6%	2 2%	34 6%	* 1%	2 5%	1 5%	* 1%	- -	1 1%	3 6%	* 1%	2 5%	2 5%	5 8%C	13 13%TyAC	6 6%	3 5%	1 5%
NET: Website	109 15%	66 18%	42 12%	12 15%	25 16%	15 14%	27 19%	13 15%	12 12%	5 13%	37 16%	42 17%	30 13%	35 17%	26 14%	22 14%	25 17%	62 15%	47 15%	94 16%	15 11%	87 15%	15 26%	7 20%	- -	15 26%C	2 8%	9 12%	11 19%	6 9%	7 15%	7 20%	11 17%	17 17%	15 16%	9 14%	- -
NET: Provider's staff	123 17%	56 15%	67 20%	9 11%	26 18%	15 14%	18 13%	21 23%k	22 23%	11 29%cfj k	35 15%	34 13%	54 24%Tcf jk	28 13%	38 20%	26 17%	31 21%	66 16%	57 19%	104 18%	19 14%	101 17%	12 21%	6 18%	5 18%	12 21%	2 9%	11 15%	15 26%	11 16%	6 12%	6 18%	11 18%	17 18%	17 18%	10 16%	5 18%
NET: Provider communication	423 60%	228 63%	195 57%	43 56%	88 59%	70 66%	82 56%	54 60%	66 68%	20 51%	131 58%	152 60%	140 62%	122 58%	115 60%	100 64%	86 58%	237 59%	186 61%	346 60%	77 59%	357 61%	34 59%	21 61%	12 45%	34 59%	18 71%	50 66%	35 60%	43 65%	27 60%	21 61%	33 54%	56 58%	55 57%	39 61%	12 45%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 32

Q9. How did you become aware that your provider could increase your monthly payments?

Base: All who can recall when they became aware

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	700	601	93	455	31	65	109	96	56	2	243	43	67	115	143	144	90	39	23	36	80	99	43	7	524	12	164	108	315	218
Weighted base	707	608	92*	445	34**	62*	110*	105*	71*	3**	259	45*	65*	105*	138	144	100*	49*	28**	33*	79*	98*	45*	7**	531	13**	163	111*	303	231
In an email sent to me by the provider	158 22%	138 23%	19 21%	97 22%	8 22%	20 32%	27 24%	21 20%	17 25%	1 27%	61 23%	10 23%	13 20%	26 25%	32 23%	38 27%	19 19%	6 13%	5 16%	8 24%	19 24%	13 13%	7 15%	2 22%	124 23%	3 25%	30 19%	25 22%	75 25%	46 20%
In the provider's Terms and Conditions	140 20%A	122 20%	16 17%	104 23%gj	4 10%	10 15%	16 14%	14 13%	9 13%	- -	36 14%	4 8%	7 11%	19 19%	38 27%kl	32 22%	23 23%	7 14%	1 3%	10 30%kl	12 15%	18 18%	7 17%	1 9%	111 21%	4 30%	26 16%	10 9%	65 21%A	55 24%A
In the provider's Contract Summary	106 15%	96 16%	10 10%	61 14%	9 27%	6 10%	20 18%	12 12%	14 19%	- -	45 18%	4 9%	18 27%Tkm	13 13%	21 15%	22 15%	18 18%	5 11%	* 2%	5 15%	14 17%	20 20%	8 18%	1 9%	74 14%	1 6%	31 19%	13 11%	53 18%	35 15%
In a text sent to me by the provider	104 15%	91 15%	13 14%	62 14%	5 14%	9 15%	14 13%	23 22%	12 18%	1 27%	41 16%	5 12%	15 23%	16 15%	22 16%	23 16%	11 11%	6 12%	4 15%	3 8%	7 9%	12 12%	7 16%	3 36%	82 15%	1 5%	22 13%	20 18%	51 17%	27 11%
On the provider's website	99 14%e	84 14%	14 15%	64 14%e	2 5%	2 3%	9 9%	21 20%ef	13 18%e	- -	35 14%e	3 8%	7 11%	16 15%	14 10%	20 14%	17 17%	11 21%	4 16%	6 17%	12 15%	13 13%	9 19%	1 15%	73 14%	2 18%	23 14%	8 7%	41 14%	39 17%A
In a letter sent to me by the provider	69 10%	64 10%	5 6%	36 8%	9 28%	15 23%Tcghj	20 18%Tc	10 9%	5 7%	- -	32 12%	7 15%	4 6%	6 6%	20 15%m	14 10%	7 7%	4 8%	4 14%	2 6%	11 14%	11 11%	4 9%	1 9%	50 9%	2 13%	17 11%	17 15%	26 9%	20 8%
When I noticed on my bank statement that the payment had increased	66 9%	52 9%	13 14%	36 8%	5 14%	8 13%h	17 15%ch	15 14%h	1 1%	- -	31 12%h	3 8%	9 13%	6 6%	16 11%	15 10%	10 10%	6 11%	1 3%	2 5%	4 5%	9 9%	4 9%	1 13%	55 10%	- -	11 7%	12 10%	30 10%	22 9%
From a salesperson in a store	55 8%f	49 8%	5 6%	41 9%f	- -	3 5%	2 2%	7 6%	3 5%	- -	14 5%	3 7%	1 2%	8 8%	13 9%	13 9%	6 6%	7 14%l	2 7%	2 5%	3 4%	13 13%	1 2%	- -	39 7%	- -	16 10%	5 5%	26 9%	20 9%
While on the phone with the provider	54 8%	43 7%	11 12%	35 8%	1 3%	3 5%	14 12%	8 8%	3 5%	- -	19 7%	8 17%Tn	6 10%	7 7%	9 7%	11 8%	7 7%	4 8%	- -	1 4%	4 5%	9 9%	4 9%	1 9%	41 8%	2 13%	11 7%	12 11%	24 8%	16 7%
Read / heard about it in a newspaper / on the radio / on the tv / in a social media feed	35 5%	27 4%	8 8%	17 4%	4 12%	5 9%	8 7%	9 8%	4 6%	- -	18 7%	3 7%	3 4%	3 3%	7 5%	2 2%	9 9%o	4 8%	3 12%	1 2%	2 3%	5 5%	2 5%	- -	28 5%	- -	6 4%	5 4%	10 3%	16 7%
A friend / family member / someone else told me about it	31 4%	24 4%	5 5%	14 3%	1 4%	2 3%	8 8%	11 10%Tch	- -	- -	16 6%	2 5%	5 8%	6 6%	6 4%	7 5%	2 2%	1 2%	- -	- -	4 5%	3 4%	4 9%	- -	23 4%	1 10%	6 4%	11 9%TC	15 5%	5 2%

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

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 32

Q9. How did you become aware that your provider could increase your monthly payments?

Base: All who can recall when they became aware

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Weighted base	707	608	92*	445	34**	62*	110*	105*	71*	3**	259	45*	65*	105*	138	144	100*	49*	28**	33*	79*	98*	45*	7**	531	13**	163	111*	303	231
TV advertisement	18 3%	14 2%	4 4%	5 1%	1 4%	4 6%c	5 4%c	7 7%Tc	5 6%c	- -	13 5%c	- -	* 1%	5 5%	3 2%	4 3%	3 3%	2 3%	- -	- -	1 1%	1 1%	1 1%	- -	17 3%	- -	1 1%	1 1%	10 3%	6 3%
During a webchat with the provider	16 2%	9 1%	7 8%Ta	7 2%	- -	2 3%	5 4%	5 5%c	3 4%	- -	9 4%	1 2%	2 2%	5 5%	1 1%	1 1%	2 2%	- -	3 10%	2 5%	1 1%	1 1%	1 3%	1 13%	13 2%	- -	3 2%	3 3%	6 2%	2 1%
Press advertisement	15 2%	12 2%	4 4%	8 2%	2 6%	3 5%	6 6%Tc	5 4%	3 5%	- -	7 3%	2 3%n	1 2%	* *	- -	3 2%	5 5%n	4 8%Tmn	- -	- -	* 1%	2 2%	- -	- -	13 3%	- -	2 1%	3 3%	3 1%	9 4%B
On a price-comparison website (e.g. USwitch, Compare the Market)	14 2%	13 2%	2 2%	6 1%	2 6%	3 5%c	4 4%	3 3%	1 2%	- -	9 3%	3 6%	2 3%	2 1%	3 2%	1 1%	2 2%	- -	1 3%	- -	3 4%	2 2%	1 2%	- -	10 2%	- -	5 3%	6 5%B	4 1%	3 1%
Billboard/poster advertisement	10 1%	6 1%	4 4%a	4 1%	2 6%	- -	2 2%	3 3%	1 1%	- -	6 2%	2 4%n	1 1%	3 3%	- -	2 1%	3 3%	- -	- -	- -	- -	- -	- -	- -	10 2%	- -	- -	4 4%	3 1%	3 1%
Other (WRITE IN)	18 2%	16 3%	1 2%	14 3%	- -	2 3%	* *	- -	2 3%	- -	4 1%	- -	1 1%	3 3%	4 3%	2 1%	6 6%o	1 3%	- -	- -	* *	1 1%	- -	- -	16 3%	- -	1 1%	1 1%	6 2%	11 5%
Can't remember	57 8%B	49 8%	6 7%	41 9%	2 5%	5 9%	8 8%	8 7%	5 7%	2 73%	14 5%	4 9%	3 4%	5 5%	7 5%	12 8%	9 9%	4 7%	9 31%	6 17%lmn	17 21%TTx	12 12%x	7 15%x	2 27%	31 6%	5 36%	21 13%x	8 7%	13 4%	22 10%B
NET: advertisement	37 5%	28 5%	10 10%a	14 3%	4 12%	6 10%c	11 10%c	14 13%Tc	8 12%c	- -	23 9%c	3 7%	2 4%	8 8%	3 2%	8 5%	7 7%	5 11%n	- -	- -	1 2%	3 3%	1 1%	- -	35 7%z	- -	3 2%	8 8%	16 5%	13 6%
NET: Website	109 15%	93 15%	14 16%	66 15%	4 11%	5 8%	13 12%	24 22%e	15 21%	- -	43 16%	5 11%	8 13%	17 17%	18 13%	21 15%	18 18%	11 21%	4 16%	6 17%	14 18%	14 14%	10 21%	1 15%	81 15%	2 18%	25 15%	13 11%	44 15%	41 18%
NET: Provider's staff	123 17%	99 16%	24 26%a	81 18%	1 3%	8 13%	20 18%	20 19%	9 13%	- -	42 16%	12 26%	9 14%	19 18%	23 16%	25 18%	15 15%	11 22%	5 17%	4 13%	8 10%	23 24%t	7 15%	2 22%	91 17%	2 13%	30 19%	21 19%	55 18%	38 16%
NET: Provider communication	423 60%q	368 60%	52 57%	261 59%	26 75%	46 74%Tc	72 65%	62 59%	43 61%	1 27%	161 62%	22 49%	44 68%q	67 64%q	92 67%q	91 63%q	56 56%	18 37%	12 43%	20 62%q	46 58%	53 54%	25 56%	3 49%	325 61%	6 45%	92 56%	66 59%	200 66%C	125 54%

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

*** small base; ** very small base (under 30) ineligible for sig testing**

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 33

Q9. How did you become aware that your provider could increase your monthly payments?
Base: All who can recall when they became aware

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	700	418	218	64	554	440	114	116	30	700	700	-	-	140	560	463	192
Weighted base	707	413	229	65*	557	448	109*	119	31**	707	707	-**	-**	138	568	475	186
In an email sent to me by the provider	158 22%	95 23%	42 19%	21 32%b	122 22%	92 21%	31 28%	28 24%	7 23%	158 22%	158 22%	- -	- -	21 15%	137 24%m	108 23%	44 23%
In the provider's Terms and Conditions	140 20%	86 21%	41 18%	13 20%	116 21%	89 20%	27 25%	24 20%	1 2%	140 20%	140 20%	- -	- -	27 20%	113 20%	82 17%	49 26%o
In the provider's Contract Summary	106 15%	62 15%	34 15%	10 16%	85 15%	73 16%	13 12%	17 15%	3 11%	106 15%	106 15%	- -	- -	25 18%	81 14%	81 17%p	18 10%
In a text sent to me by the provider	104 15%	52 13%	45 20%a	7 10%	79 14%	61 14%	17 16%	24 20%	2 7%	104 15%	104 15%	- -	- -	12 8%	93 16%m	72 15%	27 14%
On the provider's website	99 14%g	61 15%	33 15%	5 7%	89 16%g	64 14%g	25 23%Teg	7 6%	3 9%	99 14%	99 14%	- -	- -	31 23%Tn	67 12%	60 13%	22 12%
In a letter sent to me by the provider	69 10%	30 7%	28 12%	11 18%a	57 10%	48 11%	9 8%	8 6%	4 12%	69 10%	69 10%	- -	- -	10 8%	58 10%	47 10%	20 11%
When I noticed on my bank statement that the payment had increased	66 9%	30 7%	30 13%a	7 10%	47 8%	40 9%	6 6%	15 13%	4 14%	66 9%	66 9%	- -	- -	7 5%	59 10%	41 9%	22 12%
From a salesperson in a store	55 8%	34 8%	18 8%	3 4%	46 8%	39 9%	7 6%	9 8%	- -	55 8%	55 8%	- -	- -	14 10%	41 7%	39 8%	15 8%
While on the phone with the provider	54 8%	36 9%	15 6%	3 4%	46 8%	42 9%	4 4%	6 5%	1 5%	54 8%	54 8%	- -	- -	13 9%	41 7%	39 8%	15 8%
Read / heard about it in a newspaper / on the radio / on the tv / in a social media feed	35 5%	17 4%	13 6%	4 7%	24 4%	23 5%	1 1%	9 7%f	2 6%	35 5%	35 5%	- -	- -	6 4%	29 5%	23 5%	11 6%
A friend / family member / someone else told me about it	31 4%	15 4%	12 5%	3 5%	22 4%	15 3%	6 6%	8 7%	1 3%	31 4%	31 4%	- -	- -	6 4%	25 4%	20 4%	10 5%

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

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 33

Q9. How did you become aware that your provider could increase your monthly payments?
Base: All who can recall when they became aware

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Weighted base	707	413	229	65*	557	448	109*	119	31**	707	707	-**	-**	138	568	475	186
TV advertisement	18 3%	11 3%	6 3%	1 2%	14 3%	10 2%	4 4%	3 2%	1 3%	18 3%	18 3%	- -	- -	4 3%	14 3%	10 2%	8 4%
During a webchat with the provider	16 2%	9 2%	5 2%	2 3%	11 2%	9 2%	2 2%	5 4%	- -	16 2%	16 2%	- -	- -	4 3%	13 2%	11 2%	5 3%
Press advertisement	15 2%	9 2%	4 2%	2 4%	12 2%	12 3%	- -	4 3%	- -	15 2%	15 2%	- -	- -	3 2%	12 2%	8 2%	7 4%
On a price-comparison website (e.g. USwitch, Compare the Market)	14 2%	10 2%	3 1%	1 2%	10 2%	9 2%	2 1%	2 2%	2 6%	14 2%	14 2%	- -	- -	3 2%	12 2%	9 2%	4 2%
Billboard/poster advertisement	10 1%	4 1%	6 3%	- -	5 1%	5 1%	- -	5 4%d	- -	10 1%	10 1%	- -	- -	- -	10 2%	7 2%	3 2%
Other (WRITE IN)	18 2%	14 4%	3 1%	* 1%	17 3%	15 3%	2 2%	1 1%	- -	18 2%	18 2%	- -	- -	8 6%n	10 2%	11 2%	4 2%
Can't remember	57 8%	34 8%	17 7%	7 10%	42 8%	30 7%	12 11%	7 6%	8 26%	57 8%	57 8%	- -	- -	7 5%	50 9%	35 7%	16 9%
NET: advertisement	37 5%	22 5%	13 6%	2 4%	27 5%	23 5%	4 4%	10 8%	1 3%	37 5%	37 5%	- -	- -	5 4%	32 6%	20 4%	18 9%To
NET: Website	109 15%g	67 16%	36 16%	6 9%	95 17%g	69 15%g	25 23%g	9 8%	5 15%	109 15%	109 15%	- -	- -	32 23%Tn	76 13%	67 14%	25 13%
NET: Provider's staff	123 17%	78 19%	38 16%	7 12%	101 18%	90 20%f	12 11%	21 17%	1 5%	123 17%	123 17%	- -	- -	31 22%	93 16%	87 18%	34 18%
NET: Provider communication	423 60%	238 58%	139 61%	46 70%	332 60%	266 59%	66 61%	77 65%	14 44%	423 60%	423 60%	- -	- -	70 51%	352 62%m	283 60%	115 62%

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 34

Q10. Do you know what the CPI and the RPI measure?

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Gender		Age										Social Grade						Urban/Rural		Country				Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	1753	852	896	209	327	258	310	248	274	127	536	568	649	466	559	334	394	1025	728	1427	326	1457	151	88	57	151	72	166	118	163	111	88	167	245	253	162	57
Weighted base	1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
Interest rate	121 7%hl	72 8%b	48 5%	20 8%hl	30 10%fghl	30 11%Tfghl	14 4%	11 4%	7 3%	9 7%h	50 9%fghl	44 7%hl	27 4%	36 7%	33 6%	24 7%	28 7%	68 7%	52 7%	106 7%	14 4%	100 7%	9 6%	7 8%	4 7%	9 6%	3 5%	18 10%	6 5%	11 7%	9 7%	7 8%	7 4%	21 9%	14 6%	10 7%	4 7%
Data speeds	97 5%bfghilptFI	63 7%b	31 3%	39 17%Tdefghikl	22 7%fghil	22 8%fghil	8 2%	5 2%	1 *	1 1%	61 11%Tfghikl	29 5%hil	7 1%	42 8%Tpr	26 5%	20 5%	10 3%	68 7%pr	30 4%	91 6%t	7 2%	79 5%	11 8%	5 5%	2 3%	11 8%zFI	- -	8 4%	12 9%zFI	11 7%zFI	4 4%	5 5%F	1 *	30 13%TzADFHIJ	11 4%F	2 1%	2 3%
Inflation rate	752 42%bcdjpr	464 54%Tb	286 32%	71 30%	102 32%	97 37%	150 47%cdej	125 50%Tcdej	139 53%Tcdejk	66 55%Tcdejk	173 31%	248 42%cdj	331 52%Tcdejk	246 49%Tor	245 48%Tor	144 40%p	117 30%	490 48%Tor	261 35%	596 42%	155 46%	619 42%	75 51%w	32 34%	26 45%	75 51%CE	26 40%	74 40%	55 40%	57 37%	51 42%	32 34%	74 46%	98 42%	106 42%	76 50%CE	26 45%
Don't know	802 45%amqvyG	258 30%	541 60%Ta	104 45%	163 51%il	116 44%	151 47%	110 44%	115 44%	44 36%	267 48%i	267 45%	268 42%	183 36%	208 41%	170 47%mq	241 61%Tmnoq	391 38%	411 55%Tmnq	640 45%	162 48%	675 46%v	51 35%	49 53%v	27 46%	51 35%	35 55%yG	85 46%	66 47%	75 49%yG	59 48%	49 53%yG	81 50%yG	87 37%	122 48%yG	65 42%	27 46%
NET: Incorrect answer	218 12%bfghtF	135 16%Tb	80 9%	59 25%Tdfghikl	52 16%fghil	51 19%Tfghikl	22 7%	16 6%	8 3%	10 8%h	111 20%Tfghikl	73 12%fghl	34 5%	78 15%pr	58 11%	44 12%	38 10%	136 13%	82 11%	197 14%t	21 6%	179 12%	20 14%	12 13%	5 9%	20 14%F	3 5%	26 14%F	18 13%F	23 15%F	13 11%	12 13%F	8 5%	51 22%TzDFHI	25 10%	12 8%	5 9%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 35

Q10. Do you know what the CPI and the RPI measure?

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base	1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
Interest rate	121 7%	105 7%	15 7%	62 5%	9 14%c	25 18%Tcj	27 11%Tc	24 10%c	15 9%	- -	59 10%Tc	7 7%	18 10%ps	18 6%	32 10%ps	25 8%	10 4%	6 5%	3 3%	2 2%	14 6%	21 7%	6 4%	5 28%	88 7%	- -	33 7%	26 10%C	63 8%C	27 5%
Data speeds	97 5%cuzuz	63 4%	34 16%Ta	34 3%	9 15%Tch	20 14%Tch	29 12%Tch	24 11%Tc	6 4%	- -	64 11%Tch	5 5%	12 7%s	18 6%	13 4%	24 7%s	15 6%	5 5%	4 5%	1 1%	7 3%	5 2%	3 2%	1 5%	83 7%uz	1 1%	14 3%	23 9%TC	44 6%	25 4%
Inflation rate	752 42%efjk lmrttA	664 43%	79 37%	547 46%efj	28 45%e	36 26%	84 35%	89 39%e	63 40%e	1 13%	203 36%e	30 29%	56 32%	106 36%r	152 47%klmr	156 46%klmr	139 56%Tklm rs	58 52%klmr	17 20%	38 41%r	71 31%	118 42%t	52 39%	6 31%	553 44%t	18 38%	180 39%	74 30%	321 41%A	302 54%TAB
Don't know	802 45%dpC	703 46%	86 40%	555 46%d	16 26%	59 42%	102 42%d	94 40%	73 47%d	5 87%	242 43%d	62 60%Tnop q	87 50%nop	157 52%Tnop q	127 39%	130 39%	86 34%	43 38%	59 71%Tlmn opq	52 57%Tnop q	136 59%TuTx	139 49%	72 54%x	7 37%	535 42%	28 61%x	239 51%TTx	127 51%C	358 46%C	206 37%
NET: Incorrect answer	218 12%cs	168 11%	49 23%Ta	95 8%	18 29%Tch	45 32%Tcgh j	56 23%Tch	49 21%Tc	21 13%	- -	122 22%Tc	12 11%s	30 18%ps	36 12%s	45 14%s	49 15%s	24 10%s	11 10%	7 9%	2 3%	21 9%	26 9%	9 7%	6 32%	171 14%y	1 1%	47 10%	49 20%TBC	107 14%C	52 9%

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

*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 36

Q10. Do you know what the CPI and the RPI measure?

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base	1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
Interest rate	121 7%l	62 6%	46 9%a	13 8%	96 7%	77 8%	19 5%	20 7%	4 4%	100 8%l	64 8%l	36 9%l	20 4%	21 6%	100 7%	69 7%	41 7%
Data speeds	97 5%alm	30 3%	54 10%Ta	13 8%a	63 4%	39 4%	23 6%	31 12%Tdefh	4 3%	89 7%l	43 5%l	46 12%Tijl	8 1%	8 3%	89 6%m	59 6%	34 6%
Inflation rate	752 42%bhl	497 46%b	182 34%	73 46%b	592 43%h	399 40%h	193 48%eh	132 49%eh	28 24%	551 45%kl	402 49%Tkl	149 38%	200 36%	153 48%	599 41%	428 44%p	215 37%
Don't know	802 45%gj	493 46%	248 47%	60 38%	640 46%g	470 48%g	170 42%g	84 32%	78 68%Tdefg	473 39%	310 38%	163 41%	329 59%Tijk	138 43%	664 46%	422 43%	283 49%o
NET: Incorrect answer	218 12%al	92 8%	100 19%Ta	26 16%a	159 11%	116 12%	42 10%	51 19%Tdefh	8 7%	189 16%Tl	107 13%l	83 21%Tijl	28 5%	29 9%	189 13%	128 13%	75 13%

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

*** small base**

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 37

Q11. Before today, had you heard of the CPI and the RPI? - Summary

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

	Consumer Prices Index (CPI)	Retail Prices Index (RPI)
Unweighted base	1753	1753
Weighted base	1771	1771
Yes, had heard of it and understand how to find information about it	640 36%	624 35%
Yes, had heard of it but don't understand how to find information about it	595 34%	629 36%
No, had not heard of it	371 21%	361 20%
Not sure	165 9%	157 9%
NET: Heard of	1235 70%	1253 71%

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 38

Q11. Before today, had you heard of the CPI and the RPI? - Consumer Prices Index (CPI)

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Gender		Age										Social Grade						Urban/Rural		Country				Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	1753	852	896	209	327	258	310	248	274	127	536	568	649	466	559	334	394	1025	728	1427	326	1457	151	88	57	151	72	166	118	163	111	88	167	245	253	162	57
Weighted base	1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
Yes, had heard of it and understand how to find information about it	640 36%bpr	416 48%Tb	220 24%	82 35%	97 31%	78 29%	118 36%	91 36%	115 44%Tdejk	60 50%Tcdefgjk	179 32%	195 33%	266 42%Tdejk	235 46%Tpqr	209 41%opr	108 30%p	88 22%	444 44%Tpqr	196 26%	501 35%	140 41%	519 35%	59 40%	38 41%	25 42%	59 40%z	15 24%	56 30%	48 34%	55 36%	37 30%	38 41%z	59 36%	95 40%z	88 34%	66 43%zAD	25 42%z
Yes, had heard of it but don't understand how to find information about it	595 34%	282 33%	311 34%	72 31%	96 30%	93 35%	108 34%	94 38%	95 36%	37 31%	167 30%	201 34%	226 36%	167 33%	176 34%	118 33%	133 34%	344 34%	251 33%	495 35%	100 30%	510 35%	44 30%	25 27%	16 28%	44 30%	26 40%	72 39%	49 35%	50 32%	51 41%E	25 27%	52 32%	76 32%	85 33%	50 32%	16 28%
No, had not heard of it	371 21%ahlmq	100 12%	269 30%Ta	66 28%Tghil	75 24%hil	62 23%hil	72 22%hl	47 19%	34 13%	16 13%	141 26%Thi	133 23%hil	97 15%	73 14%	86 17%	87 24%mnq	125 32%Tmnq	158 16%	213 28%Tmnq	298 21%	73 22%	303 21%	26 18%	27 29%	15 25%	26 18%	15 23%	41 22%	26 19%	38 25%	24 20%	27 29%GI	38 23%	39 16%	57 22%	25 16%	15 25%
Not sure	165 9%m	60 7%	105 12%a	15 6%	49 16%Tcfghikl	32 12%l	25 8%	18 7%	18 7%	7 6%	64 12%hl	58 10%	43 7%	31 6%	40 8%	45 12%mnq	49 12%mnq	71 7%	94 12%Tmnq	140 10%	26 8%	141 10%	18 13%w	3 4%	3 5%	18 13%E	8 13%E	15 8%	16 12%	11 7%	11 9%	3 4%	14 9%	26 11%	25 10%	14 9%	3 5%
NET: Heard of	1235 70%bdjopr	698 81%Tb	532 59%	154 66%	192 61%	170 64%	226 70%d	185 74%dej	211 80%Tcdefjk	97 81%Tcdefjk	347 63%	396 67%	492 78%Tcdefjk	402 80%Tpqr	386 75%Tpqr	226 63%	221 56%	788 77%Tpqr	447 59%	996 69%	240 71%	1029 70%	103 70%	63 67%	41 70%	103 70%	41 64%	128 70%	97 70%	105 68%	88 71%	63 67%	110 68%	171 72%	172 68%	115 75%	41 70%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 39

Q11. Before today, had you heard of the CPI and the RPI? - Consumer Prices Index (CPI)

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base	1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
Yes, had heard of it and understand how to find information about it	640 36%ekrt	556 36%	78 37%	448 37%e	20 32%	34 25%	88 36%e	91 39%e	52 33%	- -	192 34%	26 25%	52 30%r	91 30%r	109 34%r	138 41%klmr	127 51%Tklmnors	57 51%Tklmnrs	13 15%	29 31%r	56 24%	96 34%t	42 31%	5 25%	482 38%tz	15 32%	143 31%	75 30%	256 33%	267 48%TAB
Yes, had heard of it but don't understand how to find information about it	595 34%vv	511 33%	73 34%	405 34%	25 40%	49 36%	68 28%	76 33%	50 32%	2 40%	187 33%	33 32%	59 34%	104 35%	131 41%Tpqr	114 34%	73 29%	32 29%	20 24%	28 30%	60 26%	97 34%v	30 22%	7 37%	424 34%v	20 43%v	151 32%	78 31%	295 38%C	174 31%
No, had not heard of it	371 21%pC	322 21%	44 21%	247 21%	12 20%	39 28%g	56 23%	37 16%	31 20%	1 12%	123 22%	30 29%nopq	43 25%p	76 25%nopq	60 18%	59 18%	30 12%	16 15%	36 43%Tlmnopqs	21 23%p	77 34%TuTxyz	63 22%	40 30%TTx	5 23%	247 20%	6 13%	118 25%x	67 27%C	172 22%C	75 13%
Not sure	165 9%	146 10%	18 8%	97 8%	5 8%	16 12%	30 12%	27 12%	25 16%Tc	3 48%	65 12%c	15 14%no	20 12%	28 9%	24 7%	24 7%	19 8%	7 6%	14 17%nop	14 16%nop	36 16%TuTx	26 9%	22 16%TTx	3 15%	105 8%	6 13%	54 12%	30 12%	63 8%	43 8%
NET: Heard of	1235 70%ekrtvztvzA	1068 70%	151 71%	853 71%e	45 73%	84 60%	156 64%	167 72%e	102 65%	2 40%	379 67%	59 57%	111 64%r	195 65%r	241 74%klmrs	252 75%klmrs	199 80%Tklmrs	89 79%klmrs	33 40%	57 61%r	116 51%	193 68%tv	71 54%	12 62%	906 72%tvz	35 74%tv	294 63%t	153 61%	552 70%A	441 79%TAB

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

*** small base; ** very small base (under 30) ineligible for sig testing**

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 40

Q11. Before today, had you heard of the CPI and the RPI? - Consumer Prices Index (CPI)

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base	1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
Yes, had heard of it and understand how to find information about it	640 36%bhl	408 38%b	164 31%	68 43%b	498 36%h	346 35%h	153 38%h	121 45%Tdeh	21 18%	486 40%Tl	329 40%l	158 40%l	154 28%	115 36%	525 36%	358 37%	186 32%
Yes, had heard of it but don't understand how to find information about it	595 34%	363 34%	184 35%	48 30%	473 34%	334 34%	139 34%	89 33%	33 29%	412 34%	282 34%	130 33%	183 33%	115 36%	480 33%	330 34%	190 33%
No, had not heard of it	371 21%gjj	226 21%	121 23%	25 16%	291 21%g	209 21%g	82 20%	39 15%	42 36%Tdefg	213 18%	133 16%	81 20%	158 28%Tijk	67 21%	304 21%	198 20%	137 24%
Not sure	165 9%	85 8%	62 12%a	18 11%	128 9%	96 10%	32 8%	18 7%	19 17%Tdefg	102 8%	75 9%	27 7%	63 11%k	23 7%	143 10%	92 9%	60 10%
NET: Heard of	1235 70%hl	771 71%b	348 66%	116 73%	972 70%h	680 69%h	292 72%h	210 79%Tdeh	54 47%	898 74%Tl	610 75%Tl	288 73%l	337 60%	230 72%	1006 69%	687 70%	376 66%

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

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 41

Q11. Before today, had you heard of the CPI and the RPI? - Retail Prices Index (RPI)

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Gender		Age										Social Grade						Urban/Rural		Country				Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	1753	852	896	209	327	258	310	248	274	127	536	568	649	466	559	334	394	1025	728	1427	326	1457	151	88	57	151	72	166	118	163	111	88	167	245	253	162	57
Weighted base	1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
Yes, had heard of it and understand how to find information about it	624 35%bdjpr	401 47%Tb	219 24%	73 31%	91 29%	76 29%	114 35%	89 36%	118 45%Tcdefgjk	61 51%Tcdefgjk	165 30%	190 32%	269 42%Tcdejk	233 46%Tnopr	197 39%opr	105 29%	89 23%	430 42%Top r	194 26%	485 34%	139 41%s	503 34%	59 40%	39 41%	22 38%	59 40%A	17 26%	51 27%	47 34%	61 39%A	35 28%	39 41%A	58 36%	88 37%	82 32%	64 42%zAD	22 38%
Yes, had heard of it but don't understand how to find information about it	629 36%	287 33%	340 37%	75 32%	93 30%	89 34%	117 36%	109 44%Tcdejk	105 40%dj	41 34%	168 31%	206 35%	255 40%Tdj	163 32%	198 39%m	134 37%	134 34%	361 35%	268 36%	523 36%	106 31%	543 37%w	44 30%	24 25%	18 30%	44 30%	27 42%E	66 36%	52 38%	54 35%	54 44%yE	24 25%	59 36%	80 34%	98 38%E	54 35%	18 30%
No, had not heard of it	361 20%ahilmnq	112 13%	249 27%Ta	70 30%Tfghil	83 26%Tghil	68 26%ghil	69 21%hil	38 15%h	22 9%	11 9%	153 28%Tghil	137 23%ghil	71 11%	76 15%	78 15%	81 23%mnq	126 32%Tmnoq	154 15%	208 28%Tmnq	295 21%	67 20%	296 20%	26 18%	25 26%	14 24%	26 18%	13 20%	53 29%TyBGI	24 17%	30 19%	25 20%	25 26%l	35 21%	45 19%	51 20%	21 14%	14 24%
Not sure	157 9%l	58 7%	99 11%a	16 7%	49 15%Tcfghikl	32 12%ghl	23 7%	14 6%	17 7%	7 6%	65 12%ghl	55 9%l	38 6%	34 7%	39 8%	38 11%	46 12%mq	73 7%	85 11%mnq	130 9%	27 8%	130 9%	16 11%	6 7%	4 7%	16 11%	7 12%	15 8%	16 12%	10 6%	10 8%	6 7%	11 7%	24 10%	23 9%	14 9%	4 7%
NET: Heard of	1253 71%bcdejpr	688 80%Tb	558 62%	148 63%	185 58%	165 63%	231 71%dej	199 79%Tcdejk	223 85%Tcdefjk	102 85%Tcdefjk	333 60%	396 67%dj	524 83%Tcdefjk	396 78%Top r	395 77%Top r	239 67%p	223 56%	791 78%Top r	462 61%	1008 70%	245 72%	1046 71%	104 71%	63 67%	40 69%	104 71%	44 69%	117 63%	99 71%	115 74%	89 72%	63 67%	117 72%	168 71%	180 71%	119 77%A	40 69%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 42

Q11. Before today, had you heard of the CPI and the RPI? - Retail Prices Index (RPI)

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base	1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
Yes, had heard of it and understand how to find information about it	624 35%blmrttA	561 37%b	58 27%	437 36%e	23 37%	38 27%	79 32%	89 39%e	50 32%	- -	187 33%	27 26%	46 27%	86 29%	105 32%r	136 41%klmnr	128 52%Tklmnors	54 48%Tklmnrs	13 16%	29 31%	57 25%	94 33%	43 33%	4 19%	470 37%tz	14 31%	140 30%	66 26%	254 32%	262 47%TAB
Yes, had heard of it but don't understand how to find information about it	629 36%	528 34%	90 42%a	440 37%	18 29%	44 31%	72 30%	75 32%	53 34%	3 52%	186 33%	32 31%	63 36%	117 39%r	132 41%pr	126 38%r	75 30%	34 30%	19 23%	31 34%	69 30%	107 38%	37 28%	8 40%	445 35%	19 41%	165 35%	80 32%	312 40%AC	187 33%
No, had not heard of it	361 20%pC	308 20%	48 22%	230 19%	15 24%	40 29%Tcg	64 26%cg	40 17%	31 20%	- -	131 23%	36 34%Tmnopq	43 25%op	71 24%op	63 19%p	52 16%p	23 9%	18 16%	36 44%Tlmnopqs	19 21%p	70 31%TuTx	57 20%	34 25%	5 25%	244 19%	7 15%	110 24%	79 32%TBC	159 20%C	67 12%
Not sure	157 9%	139 9%	17 8%	91 8%	6 10%	17 12%	27 11%	28 12%	23 15%Tc	3 48%	64 11%c	10 9%	21 12%o	25 9%	25 8%	20 6%	22 9%	6 6%	14 17%Tnoq	13 14%o	33 14%TTx	24 8%	19 14%x	3 15%	100 8%	6 13%	51 11%	25 10%	62 8%	43 8%
NET: Heard of	1253 71%efjklrtvztvzA	1089 71%	148 70%	877 73%efj	41 66%	81 59%	151 62%	164 71%e	103 66%	3 52%	373 66%	59 56%	109 63%r	203 68%r	236 73%klr	262 78%Tklmrs	204 82%Tklmnrs	88 78%klr	32 39%	60 64%r	126 55%	201 71%t	80 60%	12 59%	915 73%tvz	34 72%	304 65%t	146 58%	566 72%A	450 80%TAB

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

*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 43

Q11. Before today, had you heard of the CPI and the RPI? - Retail Prices Index (RPI)

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base	1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
Yes, had heard of it and understand how to find information about it	624 35%bhl	402 37%b	156 29%	65 41%b	487 35%h	338 34%h	149 37%h	119 45%Tdeh	18 16%	469 39%l	311 38%l	158 40%l	155 28%	118 37%	506 35%	352 36%	178 31%
Yes, had heard of it but don't understand how to find information about it	629 36%	389 36%	189 36%	51 32%	504 36%	359 36%	145 36%	86 32%	39 34%	434 36%	307 38%	127 32%	195 35%	121 38%	508 35%	355 36%	194 34%
No, had not heard of it	361 20%j	213 20%	126 24%c	23 14%	281 20%	199 20%	82 20%	43 16%	37 32%Tdefg	212 17%	126 15%	86 22%j	149 27%Tij	64 20%	297 20%	188 19%	141 25%o
Not sure	157 9%m	78 7%	59 11%a	20 13%a	118 8%	89 9%	29 7%	19 7%	20 18%Tdefg	98 8%	74 9%	24 6%	59 11%k	16 5%	141 10%m	84 9%	61 11%
NET: Heard of	1253 71%bhlp	791 73%b	345 65%	117 73%	991 71%h	696 71%h	295 73%h	205 77%h	57 50%	903 74%Tl	618 76%Tl	285 72%l	349 63%	239 75%	1014 70%	706 72%p	372 65%

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

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents/row percents

Table 44

Q11. Before today, had you heard of the CPI and the RPI? - Consumer Prices Index (CPI)

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Q11. Before today, had you heard of the CPI and the RPI? - Retail Prices Index (RPI)				
	Total	Yes, had heard of it and understand how to find information about it	Yes, had heard of it but don't understand how to find information about it	No, had not heard of it	Not sure	NET: Heard of
Unweighted base	1753	617	632	344	160	1249
		35%	36%	20%	9%	71%
Weighted base	1771	624	629	361	157	1253
		35%	36%	20%	9%	71%
Yes, had heard of it and understand how to find information about it	640	581	48	9	1	629
	36%	93%	8%	3%	1%	50%
		91%	7%	1%	*	98%
Yes, had heard of it but don't understand how to find information about it	595	32	526	32	5	558
	34%	5%	84%	9%	3%	45%
		5%	88%	5%	1%	94%
No, had not heard of it	371	6	45	317	4	51
	21%	1%	7%	88%	2%	4%
		2%	12%	85%	1%	14%
Not sure	165	5	10	3	148	15
	9%	1%	2%	1%	94%	1%
		3%	6%	2%	89%	9%
NET: Heard of	1235	613	574	41	6	1187
	70%	98%	91%	11%	4%	95%
		50%	46%	3%	1%	96%

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 45

Q12. Do you know how your provider will calculate the increase to your monthly payments?
Base: All who are aware that their provider can increase their payment

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	812	415	394	77	169	125	150	119	122	50	246	275	291	215	253	171	173	468	344	664	148	677	63	42	30	63	35	77	50	84	51	42	70	121	108	81	30
Weighted base	818	411	403	85*	163	125	170	113*	115	45*	249	296	274	234	228	182	174	462	356	669	149	682	61*	43*	32**	61*	31*	87*	60*	79*	54*	43*	70*	116	113*	71*	32**
Yes, by the rate of inflation	170 21%hl	88 21%	81 20%	24 28%hil	42 26%hil	29 23%hl	40 23%hl	22 20%h	9 8%	4 9%	66 26%hil	68 23%hil	35 13%	54 23%	46 20%	38 21%	31 18%	100 22%	69 19%	148 22%	21 14%	138 20%	9 15%	15 34%Tuv	7 22%	9 15%	7 23%	23 27%DF	13 22%	19 25%	5 10%	15 34%TyD FHI	8 11%	31 27%DF	19 17%	12 17%	7 22%
Yes, by a set percentage decided by the provider	107 13%hA	63 15%	45 11%	20 24%Tfg hkl	31 19%fhk l	18 14%h	15 9%	12 11%	6 5%	5 12%	51 21%Tfg hkl	33 11%	23 8%	33 14%	25 11%	30 17%	20 11%	57 12%	50 14%	94 14%	13 9%	93 14%	8 13%	3 8%	3 11%	8 13%	2 6%	3 3%	8 13%	5 6%	13 24%TACF	3 8%	6 8%	25 21%TAC F	21 19%AC	11 16%A	3 11%
Yes, by a set amount decided by the provider	34 4%	10 3%	20 5%	6 7%g	7 5%	5 4%	6 3%	1 1%	6 5%	3 6%	13 5%	11 4%	9 3%	13 6%	10 4%	6 3%	5 3%	23 5%	11 3%	30 4%	4 3%	25 4%	7 11%Tu	1 3%	1 3%	7 11%TF	1 2%	2 3%	2 3%	5 7%	2 4%	1 3%	1 1%	6 5%	4 3%	2 3%	1 3%
Yes, by the rate of inflation plus a set percentage decided by the provider	167 20%bcj G	117 29%Tb	50 12%	6 7%	22 14%	23 18%c	34 20%cj	24 22%cj	45 39%Tcd efgjk	13 29%cdj	28 11%	57 19%cj	82 30%Tcd efjk	48 21%	53 23%	39 21%	27 16%	101 22%	66 19%	130 19%	38 25%	136 20%	21 34%Tuw	4 10%	6 17%	21 34%TCD EG	7 24%	26 29%CEG	18 30%CEG	11 14%	8 15%	4 10%	15 21%	14 12%	22 19%	15 22%	6 17%
In another way (WRITE IN)	6 1%	4 1%	2 *	- -	- -	1 1%	1 1%	- -	2 2%j	2 4%Tdgj	- -	2 1%	4 1%	1 *	2 1%	3 1%	1 *	3 1%	3 1%	4 1%	2 1%	6 1%	1 1%	- -	- -	1 1%	- -	- -	2 3%	- -	- -	- -	- -	2 2%	- -	2 3%	- -
No	334 41%avy	128 31%	205 51%Ta	30 35%	61 37%	50 40%	74 43%	53 47%	48 42%	18 41%	91 36%	124 42%	120 44%	86 37%	93 41%	67 37%	90 51%Tmn oq	178 39%	156 44%	263 39%	72 48%	284 42%v	16 26%	19 45%	15 47%	16 26%	14 44%	33 38%	17 29%	39 49%yBG	25 47%y	19 45%	42 59%TyA BGHI	38 33%	48 42%	28 40%	15 47%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 46

Q12. Do you know how your provider will calculate the increase to your monthly payments?
Base: All who are aware that their provider can increase their payment

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	812	702	103	536	32	73	123	108	64	3	273	55	74	140	161	162	105	45	31	39	98	119	53	7	599	15	198	128	360	254
Weighted base	818	709	101*	526	35**	68*	125	118*	79*	3**	288	56*	71*	125	154	164	119*	56*	37**	35*	98*	116*	53*	7**	605	16**	198	131	343	272
Yes, by the rate of inflation	170 21%s	144 20%	26 26%	95 18%	19 54%	18 27%	33 26%	23 20%	22 27%	- -	75 26%c	13 23%s	12 17%	22 18%	37 24%s	42 25%s	21 18%	15 27%s	6 15%	2 6%	17 17%	18 15%	5 9%	1 9%	136 22%v	2 12%	32 16%	28 21%	78 23%	56 21%
Yes, by a set percentage decided by the provider	107 13%uu	76 11%	30 30%Ta	51 10%	7 20%	22 33%Tcgh j	29 23%Tc	21 18%c	8 10%	- -	56 19%Tc	6 10%	10 14%	19 15%	22 15%	18 11%	14 12%	5 8%	7 20%	6 18%	9 9%	5 4%	3 7%	1 13%	89 15%uz	3 18%	16 8%	23 18%C	47 14%	23 9%
Yes, by a set amount decided by the provider	34 4%	23 3%	10 10%Ta	20 4%	- -	1 1%	6 5%	8 6%	4 5%	- -	14 5%	1 2%	5 7%m	1 1%	6 4%	9 5%	7 6%	2 3%	- -	2 5%	1 1%	2 2%	1 2%	1 13%	28 5%	1 5%	4 2%	3 2%	14 4%	15 5%
Yes, by the rate of inflation plus a set percentage decided by the provider	167 20%bjA	159 22%b	7 7%	126 24%j	4 10%	10 15%	22 17%	18 15%	10 13%	- -	41 14%	8 14%	9 12%	26 20%	32 21%	33 20%	37 31%Tkl	8 14%	3 9%	12 33%kl	14 15%	35 30%TtTx	16 30%	- -	121 20%	3 22%	43 22%	11 8%	70 20%A	72 26%A
In another way (WRITE IN)	6 1%	5 1%	1 1%	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	4 5%Tno	1 1%	- -	- -	1 1%	- -	- -	1 2%	- -	- -	- -	- -	6 1%	- -	- -	- -	5 1%	1 *
No	334 41%bef	303 43%b	27 27%	228 43%ef	5 16%	16 24%	36 29%	48 41%e	35 44%e	3 100%	103 36%	28 50%p	31 44%	57 45%	56 36%	63 38%	39 33%	26 47%	21 56%	13 36%	56 57%TTx	57 49%x	28 53%x	5 65%	225 37%	7 43%	103 52%TTx	66 50%BC	130 38%	105 39%

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 47

Q12. Do you know how your provider will calculate the increase to your monthly payments?
Base: All who are aware that their provider can increase their payment

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	812	492	244	76	633	487	146	137	42	812	812	-	-	147	665	540	219
Weighted base	818	489	254	76*	633	495	138	140	45*	818	818	-**	-**	146	672	553	211
Yes, by the rate of inflation	170 21%f	95 19%	50 20%	25 33%Tab	142 22%f	125 25%fh	16 12%	23 17%	4 10%	170 21%	170 21%	- -	- -	39 27%	131 19%	127 23%	36 17%
Yes, by a set percentage decided by the provider	107 13%	58 12%	37 15%	12 15%	80 13%	69 14%	11 8%	25 18%f	2 5%	107 13%	107 13%	- -	- -	13 9%	94 14%	66 12%	40 19%To
Yes, by a set amount decided by the provider	34 4%	16 3%	14 6%	3 4%	25 4%	17 4%	8 5%	5 3%	4 9%	34 4%	34 4%	- -	- -	6 4%	28 4%	21 4%	11 5%
Yes, by the rate of inflation plus a set percentage decided by the provider	167 20%	101 21%	49 19%	17 23%	129 20%	106 21%	23 17%	33 24%	6 12%	167 20%	167 20%	- -	- -	37 25%	131 19%	120 22%	33 16%
In another way (WRITE IN)	6 1%	6 1%	- -	- -	3 1%	1 *	3 2%e	2 1%	1 2%e	6 1%	6 1%	- -	- -	1 1%	5 1%	1 *	3 1%
No	334 41%c	213 44%c	103 41%c	19 25%	255 40%	177 36%	78 56%Tdeg	52 37%	28 62%Tdeg	334 41%	334 41%	- -	- -	50 35%	284 42%	216 39%	88 42%

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 48

Q13. Where would you look to find out whether your provider will be increasing your monthly payments?

Base: All who are not aware that their provider can increase their payment

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	570	252	316	71	99	90	98	75	89	48	170	188	212	150	187	88	145	337	233	462	108	470	55	25	20	55	24	52	42	41	37	25	67	71	86	50	20
Weighted base	558	246	309	73*	96*	96*	91*	75*	84*	43*	169	187	203	153	175	94*	136	328	231	451	107*	461	51*	27**	19**	51*	20**	55*	44*	38*	43*	27**	65*	64*	81*	51*	19**
On my provider's website	316 57%oD	140 57%	173 56%	37 51%	45 47%	52 55%	48 53%	46 61%	57 68%cdf jk	30 68%dj	82 49%	100 54%	133 66%Tdf jk	95 62%o	96 55%	39 41%	86 63%o	190 58%o	125 54%	250 55%	65 61%	263 57%	26 51%	16 60%	9 50%	26 51%	11 57%	35 65%D	28 64%D	18 46%	15 36%	16 60%	41 62%D	39 60%D	46 57%	30 60%D	9 50%
In my contract documents	184 33%i	80 33%	102 33%	28 38%i	34 35%i	36 37%i	32 35%i	26 34%i	23 28%	5 13%	62 37%i	67 36%i	54 27%	56 36%	61 35%	33 35%	34 25%	116 35%p	68 29%	146 32%	38 35%	149 32%	15 30%	9 32%	11 59%	15 30%	10 49%	13 24%	14 31%	7 19%	16 37%	9 32%	23 35%	20 31%	35 43%ACI	11 22%	11 59%
By calling my provider	130 23%	58 24%	71 23%	15 20%	23 24%	20 21%	19 21%	19 25%	24 29%	9 20%	38 22%	40 21%	52 26%	29 19%	45 26%	19 21%	36 26%	75 23%	55 24%	99 22%	31 29%	101 22%	13 25%	9 32%	7 40%	13 25%	5 26%	13 24%	9 21%	9 23%	11 25%	9 32%	12 18%	12 19%	19 24%	11 22%	7 40%
By speaking to someone in my provider's shop	47 8%	22 9%	24 8%	4 5%	12 12%k	4 4%	4 5%	5 7%	16 19%Tcef jk	4 8%	15 9%	8 4%	25 12%ek	8 5%	15 9%	12 13%	12 9%	23 7%	24 11%	42 9%	5 5%	39 9%	4 7%	2 6%	3 14%	4 7%	2 10%	6 11%	2 5%	5 12%	1 2%	2 6%	6 10%	2 4%	9 12%	6 12%	3 14%
By speaking to friends or family who are with the same provider	23 4%	11 4%	13 4%	5 7%	6 7%	3 3%	1 1%	2 3%	4 5%	2 4%	11 7%	4 2%	8 4%	7 5%	5 3%	5 5%	6 5%	12 4%	11 5%	21 5%	3 2%	21 5%	1 1%	1 4%	- -	1 1%	1 7%	6 11%	- -	- -	3 7%	1 4%	3 4%	1 2%	3 4%	4 8%	- -
On Ofcom's website	10 2%	4 2%	5 2%	1 2%	4 5%k	- -	- -	3 4%k	- -	1 3%k	6 3%k	- -	4 2%	1 1%	4 2%	3 3%	2 1%	5 1%	5 2%	9 2%	1 1%	7 2%	- -	2 6%	1 6%	- -	- -	3 6%	1 2%	* 1%	- -	2 6%	2 2%	- -	1 1%	- -	1 6%
Other (WRITE IN)	26 5%	13 5%	11 4%	3 4%	5 5%	2 2%	4 4%	8 11%Tek	2 3%	2 4%	8 5%	6 3%	12 6%	9 6%	8 5%	3 4%	5 3%	18 5%	8 4%	23 5%	3 3%	19 4%	6 12%Tu	1 3%	- -	6 12%TF	- -	1 1%	3 6%	1 3%	5 11%	1 3%	1 2%	3 5%	3 3%	2 4%	- -
Don't know	73 13%l	34 14%	39 13%	13 18%hl	19 20%hl	17 17%hl	11 12%	7 9%	5 5%	3 7%	32 19%hl	27 15%hl	15 7%	12 8%	26 15%	21 23%Tmpq	15 11%	37 11%	36 16%m	63 14%	11 10%	64 14%	6 11%	3 11%	1 5%	6 11%	3 13%	8 15%	7 15%	6 16%	7 15%	3 11%	11 17%	8 13%	7 9%	7 14%	1 5%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 49

Q13. Where would you look to find out whether your provider will be increasing your monthly payments?
Base: All who are not aware that their provider can increase their payment

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	570	506	56	429	11	37	57	55	41	2	139	26	62	123	115	88	62	30	26	38	90	111	43	5	383	19	168	65	278	163
Weighted base	558	494	54*	408	11**	39**	56*	60*	46*	2**	149	25**	61*	100*	107*	95*	68*	36**	29**	38*	85*	107*	44*	8**	371	23**	165	62*	257	173
On my provider's website	316 57%f	289 59%	25 47%	240 59%f	7 62%	17 44%	23 41%	34 57%	21 46%	- -	75 51%	16 61%	39 64%	62 63%	69 64%	47 50%	33 49%	21 59%	9 32%	20 52%	43 50%	70 65%	28 63%	5 70%	211 57%	8 35%	97 59%	36 59%	159 62%	91 53%
In my contract documents	184 33%	162 33%	16 30%	123 30%	5 41%	16 39%	26 47%c	25 41%	17 36%	1 53%	60 40%c	3 11%	15 25%	30 30%	33 31%	38 41%	21 31%	17 47%	10 34%	17 45%	26 31%	28 26%	9 21%	2 30%	129 35%	6 27%	49 30%	19 30%	74 29%	64 37%
By calling my provider	130 23%	119 24%	10 18%	100 24%	2 15%	10 27%	10 19%	11 18%	10 23%	1 53%	29 19%	5 21%	18 29%	21 21%	16 15%	20 21%	19 28%	9 26%	8 27%	13 35%n	17 20%	27 25%	8 19%	1 16%	90 24%	2 9%	38 23%	12 20%	53 21%	44 25%
By speaking to someone in my provider's shop	47 8%	40 8%	7 13%	34 8%	3 29%	3 7%	5 9%	2 4%	8 18%g	- -	13 9%	1 3%	6 10%	10 10%	7 7%	8 9%	3 4%	2 4%	5 17%	6 15%	7 9%	10 9%	6 14%	4 53%	28 7%	- -	20 12%	5 7%	22 9%	10 6%
By speaking to friends or family who are with the same provider	23 4%	20 4%	3 5%	16 4%	1 5%	- -	2 4%	2 4%	4 9%	- -	7 5%	3 12%	2 4%	5 5%	6 5%	1 1%	2 3%	3 9%	- -	* 1%	4 5%	3 3%	1 3%	3 42%	12 3%	- -	11 7%	3 5%	14 5%	6 3%
On Ofcom's website	10 2%	9 2%	1 1%	6 1%	- -	- -	- -	- -	4 8%Tc	- -	4 3%	1 2%	1 2%	- -	4 4%	1 1%	1 2%	* 1%	2 7%	- -	- -	3 3%	* 1%	3 42%	3 1%	1 3%	6 4%x	1 1%	4 2%	3 2%
Other (WRITE IN)	26 5%	23 5%	3 5%	21 5%	- -	1 4%	1 2%	2 3%	2 4%	- -	5 4%	2 7%	* 1%	3 3%	6 5%	5 5%	5 8%	3 8%	1 5%	- -	5 6%	10 10%x	3 7%	- -	13 3%	2 8%	11 7%	3 4%	11 4%	11 7%
Don't know	73 13%	59 12%	12 22%	43 11%	1 6%	8 19%	16 28%Tc	12 21%	7 16%	1 47%	29 20%c	1 4%	7 11%	15 15%	11 10%	11 12%	11 16%	2 6%	10 34%	6 17%	17 20%u	8 8%	3 7%	- -	51 14%	5 24%	17 11%	8 12%	28 11%	21 12%

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 50

Q13. Where would you look to find out whether your provider will be increasing your monthly payments?
Base: All who are not aware that their provider can increase their payment

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	570	372	150	48	449	292	157	69	52	-	-	-	570	115	455	277	192
Weighted base	558	366	145	48*	443	284	159	66*	49*	-**	-**	-**	558	105*	453	276	185
On my provider's website	316 57%	209 57%	84 58%	23 48%	251 57%	148 52%	103 65%e	41 62%	24 48%	- -	- -	- -	316 57%	55 52%	261 57%	139 50%	109 59%
In my contract documents	184 33%h	106 29%	52 36%	25 52%Ta	162 37%gh	116 41%Tfgh	46 29%	15 22%	7 15%	- -	- -	- -	184 33%	45 43%n	139 31%	103 37%p	51 27%
By calling my provider	130 23%f	87 24%	31 22%	11 24%	96 22%	72 25%f	24 15%	15 23%	19 38%Tdf	- -	- -	- -	130 23%	26 25%	103 23%	73 26%	47 25%
By speaking to someone in my provider's shop	47 8%	34 9%	10 7%	3 7%	39 9%	33 12%f	6 4%	5 8%	4 7%	- -	- -	- -	47 8%	8 8%	39 9%	26 9%	21 11%
By speaking to friends or family who are with the same provider	23 4%	16 4%	7 5%	1 1%	18 4%	12 4%	6 4%	2 4%	3 6%	- -	- -	- -	23 4%	2 2%	21 5%	8 3%	14 7%o
On Ofcom's website	10 2%	7 2%	2 2%	* 1%	10 2%	8 3%	2 1%	- -	- -	- -	- -	- -	10 2%	3 2%	7 2%	4 1%	6 3%
Other (WRITE IN)	26 5%	19 5%	7 5%	* 1%	22 5%	14 5%	8 5%	2 3%	2 5%	- -	- -	- -	26 5%	5 5%	21 5%	14 5%	5 3%
Don't know	73 13%	46 13%	20 14%	7 15%	54 12%	41 15%	13 8%	7 11%	12 25%Tdf	- -	- -	- -	73 13%	10 9%	64 14%	36 13%	28 15%

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 51

Q14. Thinking back to around March/April 2022, did the mobile provider you were with at the time increase your monthly payment?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	1753	852	896	209	327	258	310	248	274	127	536	568	649	466	559	334	394	1025	728	1427	326	1457	151	88	57	151	72	166	118	163	111	88	167	245	253	162	57
Weighted base	1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
Yes	700 40%t	356 41%	342 38%	93 40%	148 47%Tghil	107 40%	125 39%	91 36%	99 38%	36 30%	241 44%il	232 40%	227 36%	211 42%	189 37%	152 42%	149 38%	399 39%	300 40%	591 41%t	109 32%	579 39%	51 35%	45 48%	25 43%	51 35%	24 38%	77 42%	62 45%	68 44%	39 32%	45 48%DF	54 33%	89 38%	100 39%	65 42%	25 43%
No	615 35%	301 35%	310 34%	78 33%	91 29%	81 31%	116 36%	88 35%	107 41%dej	54 45%Tcdejk	169 31%	197 34%	249 39%dej	172 34%	177 35%	115 32%	151 38%	349 34%	266 35%	484 34%	131 39%	524 36%	49 34%	24 26%	17 30%	49 34%	22 34%	51 28%	50 36%	52 33%	47 38%	24 26%	68 42%AE	97 41%AE	89 35%	49 32%	17 30%
Don't know/Can't remember	446 25%	197 23%	248 27%	62 26%	76 24%	77 29%h	80 25%	72 29%h	52 20%	29 24%	137 25%	157 27%h	152 24%	122 24%	143 28%	89 25%	92 23%	265 26%	181 24%	350 24%	97 29%	362 25%	44 30%	24 26%	16 27%	44 30%BG	18 28%	56 30%BG	25 18%	35 23%	37 30%	24 26%	41 25%	48 21%	64 25%	38 25%	16 27%
Not applicable, as I did not have a mobile at that time	10 1%	3 *	6 1%	1 *	2 1%	- -	2 1%	- -	4 2%	1 1%	3 1%	2 *	5 1%	1 *	2 *	3 1%	3 1%	3 *	7 1%	9 1%	1 *	8 1%	2 1%	- -	- -	2 1%	1 1%	1 *	2 1%	* *	- -	- -	- -	2 1%	1 *	2 1%	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 52

Q14. Thinking back to around March/April 2022, did the mobile provider you were with at the time increase your monthly payment?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / From £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base	1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
Yes	700 40%rs	605 39%	82 39%	432 36%	37 60%Tcgh	71 51%Tc	108 45%c	97 42%	66 42%	1 18%	266 47%Tc	44 42%r	60 34%	106 35%r	152 47%Tlmrs	138 41%rs	100 40%r	57 51%Tlmrs	17 20%	26 28%	94 41%	107 38%	48 36%	8 43%	503 40%	17 36%	180 39%	102 41%	312 40%	243 43%
No	615 35%j	528 34%	83 39%	452 38%dhj	15 24%	40 29%	79 33%	76 33%	43 27%	2 30%	161 28%	35 33%	79 45%Tnoqs	118 39%noq	101 31%	104 31%	87 35%	29 26%	32 39%	29 32%	71 31%	98 35%	49 37%	7 33%	437 35%	11 24%	167 36%	88 35%	295 38%C	171 30%
Don't know/Can't remember	446 25%	396 26%	44 21%	305 26%	10 17%	27 19%	54 22%	57 24%	46 30%	3 52%	138 24%	24 23%	35 20%	72 24%	69 21%	91 27%	60 24%	26 23%	33 40%Tklmnpq	36 39%Tklmnopq	61 27%	77 27%	34 26%	5 25%	313 25%	19 41%TTxz	114 25%	58 23%	177 22%	143 25%
Not applicable, as I did not have a mobile at that time	10 1%	7 *	3 2%	7 1%	- -	1 1%	1 1%	2 1%	2 1%	- -	3 1%	1 1%	1 *	3 1%	1 *	1 *	2 1%	- -	1 1%	1 1%	2 1%	1 *	2 1%	- -	5 *	- -	4 1%	2 1%	3 *	3 1%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 53

Q14. Thinking back to around March/April 2022, did the mobile provider you were with at the time increase your monthly payment?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base	1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
Yes	700 40%fhkp	424 39%	207 39%	69 44%	552 40%fh	445 45%Tdfh	107 26%	126 47%Tdfh	22 20%	585 48%Tkl	499 61%Tikl	86 22%	115 21%	155 48%Tn	545 38%	496 51%Tp	161 28%
No	615 35%cegjo	397 37%c	179 34%	40 25%	497 36%eg	279 28%	218 54%Tdeg	69 26%	49 42%eg	395 33%j	141 17%	254 64%Tijl	220 39%ijl	97 30%	519 36%	223 23%	256 45%To
Don't know/Can't remember	446 25%fikm	253 23%	144 27%	49 31%	332 24%	252 26%f	79 20%	72 27%f	43 37%Tdef	228 19%k	175 21%k	53 13%	219 39%Tijk	62 19%	384 26%m	253 26%	151 26%
Not applicable, as I did not have a mobile at that time	10 1%	8 1%	1 *	1 *	9 1%	8 1%	1 *	- -	1 1%	6 *	3 *	2 1%	4 1%	6 2%Tn	4 *	5 1%	5 1%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 54

Q14. Thinking back to around March/April 2022, did the mobile provider you were with at the time increase your monthly payment?
Base: Those who took out their contract over 12 months ago

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	975	440	533	103	193	139	176	138	151	75	296	315	364	263	308	187	217	571	404	778	197	806	84	49	36	84	43	94	66	99	61	49	93	131	132	87	36
Weighted base	1001	445	552	124*	187	142	185	144	147	72*	311	327	363	291	290	202	218	581	420	791	210	823	85*	53*	40*	85*	39*	106*	78*	96*	71*	53*	94*	128	129	82*	40*
Yes	374 37%	168 38%	206 37%	42 34%	85 45%gil	56 40%	68 37%	47 33%	58 39%	18 25%	127 41%i	124 38%	123 34%	109 38%	103 36%	91 45%p	71 32%	213 37%	161 38%	306 39%	69 33%	303 37%	29 34%	25 47%	17 42%	29 34%	16 41%	44 42%F	31 40%	41 42%F	20 28%	25 47%F	25 26%	46 36%	42 33%	37 46%F	17 42%
No	370 37%A	172 39%	195 35%	48 39%	60 32%	46 32%	74 40%	49 34%	57 39%	36 50%Tdeg	108 35%	120 37%	142 39%	104 36%	111 38%	63 31%	92 42%o	214 37%	155 37%	282 36%	88 42%	317 39%w	30 35%	12 22%	12 29%	30 35%	14 36%	26 25%	30 39%	36 37%	31 44%AE	12 22%	47 49%TAEI	56 44%AEI	55 43%AEI	22 27%	12 29%
Don't know/Can't remember	256 26%	105 24%	151 27%	33 27%	42 22%	41 28%	43 23%	47 33%d	32 22%	18 25%	75 24%	83 26%	98 27%	78 27%	75 26%	48 24%	55 25%	153 26%	103 24%	203 26%	54 26%	202 25%	26 31%	16 31%	12 29%	26 31%	9 23%	36 34%G	17 21%	19 20%	20 28%	16 31%	23 24%	26 20%	31 24%	22 27%	12 29%
Not applicable, as I did not have a mobile at that time	1 *	- -	1 *	- -	* *	- -	- -	- -	* *	- -	* *	- -	* *	- -	* *	- -	* *	* *	* *	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	- -	- -	* 1%	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 55

Q14. Thinking back to around March/April 2022, did the mobile provider you were with at the time increase your monthly payment?
Base: Those who took out their contract over 12 months ago

		Ethnicity		Children 18 or Under								Household income								
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / From £78,000 and above per year (q)	Don't know (r)	Refused (s)
Unweighted base	975	862	105	694	27	73	125	119	68	3	278	58	104	179	181	175	129	55	46	48
Weighted base	1001	883	109*	697	31**	73*	132*	136*	77*	2**	302	57*	107*	168	167	190	153	67*	48*	46*
Yes	374 37%r	334 38%	37 34%	234 34%	18 57%	40 55%Tc	59 45%c	64 47%c	31 40%	- -	140 46%Tc	23 40%r	32 30%	56 34%r	80 48%Tlmorrs	67 35%r	64 42%rs	34 50%lmrs	7 15%	10 23%
No	370 37%q	317 36%	49 45%	274 39%j	9 28%	22 30%	43 33%	44 32%	27 35%	- -	96 32%	19 33%	54 50%Tnpq	71 43%nq	51 31%	72 38%q	54 36%	14 20%	20 41%q	15 34%
Don't know/Can't remember	256 26%	231 26%	23 21%	188 27%e	5 15%	11 15%	29 22%	27 20%	19 25%	2 100%	66 22%	15 27%	21 19%	39 23%	35 21%	51 27%	34 22%	20 30%	21 44%Tlmnop	20 43%Tlmnop
Not applicable, as I did not have a mobile at that time	1 *	* *	* *	* *	- -	- -	* *	* *	- -	- -	* *	- -	- -	1 *	- -	- -	- -	- -	- -	- -

	Disability							Financial Vulnerability		
	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	124	155	68	6	705	23	247	133	457	291
Weighted base	126*	159	81*	6**	718	25**	258	137	446	324
Yes	51 41%	61 38%	28 35%	1 14%	265 37%	7 29%	102 39%	56 41%	168 38%	133 41%
No	39 31%	60 38%	29 36%	2 32%	266 37%	8 32%	96 37%	52 38%	183 41%C	100 31%
Don't know/Can't remember	36 28%	37 23%	23 29%	3 53%	186 26%	10 39%	61 23%	29 21%	96 21%	91 28%
Not applicable, as I did not have a mobile at that time	- -	- -	- -	- -	1 *	- -	- -	* *	* *	- -

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 56

Q14. Thinking back to around March/April 2022, did the mobile provider you were with at the time increase your monthly payment?
Base: Those who took out their contract over 12 months ago

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	975	596	285	94	666	427	239	217	92	667	462	205	308	-	975	529	336
Weighted base	1001	596	303	102*	677	437	240	231	93*	702	475	228	299	-**	1001	544	342
Yes	374 37%fhklp	206 35%	125 41%	43 42%	248 37%fh	206 47%Tdfh	42 17%	109 47%Tdfh	17 18%	327 47%Tkl	285 60%Tikl	42 18%	47 16%	- -	374 37%	291 53%Tp	76 22%
No	370 37%egjo	246 41%bc	96 32%	28 27%	271 40%eg	120 27%	151 63%Tdegh	57 25%	42 45%eg	240 34%j	81 17%	159 70%Tijl	130 44%ijl	- -	370 37%	113 21%	169 49%To
Don't know/Can't remember	256 26%ik	144 24%	81 27%	32 31%	157 23%	110 25%	47 20%	65 28%	34 37%Tdef	134 19%k	107 23%k	27 12%	122 41%Tijk	- -	256 26%	139 26%	97 28%
Not applicable, as I did not have a mobile at that time	1 *	- -	1 *	- -	1 *	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	1 *	- -

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 57

Q15. How did you respond to the price increase in March/April 2022?

Base: All who had a mobile price increase in March/April 2022

	Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)
Unweighted base	684	350	332	79	148	105	115	93	101	43	227	220	237
Weighted base	700	356	342	93*	148	107*	125*	91*	99*	36*	241	232	227
I just accepted the price rise and did nothing else	414 59%cdjm	195 55%	217 63%a	40 42%	68 46%	65 61%cdj	88 70%Tcdj	64 71%cdj	65 65%cdj	24 67%cdj	108 45%	152 66%cdj	153 68%Tcdj
I checked my terms and conditions/contract	53 8%F	33 9%	21 6%	14 15%Tfhkl	13 9%	10 10%	4 4%	7 7%	4 4%	1 3%	27 11%fl	15 6%	12 5%
I looked online to find out more about the price rise	62 9%	37 10%	25 7%	13 14%fk	18 12%fk	8 8%	5 4%	6 6%	11 11%	1 3%	31 13%fk	13 6%	18 8%
I complained to my provider	46 7%f	27 7%	19 6%	16 17%Tefghikl	17 12%fhikl	5 4%	2 1%	4 4%	3 3%	- -	33 14%Tefghikl	6 3%	7 3%
I negotiated a better deal with my provider	63 9%	43 12%b	20 6%	12 12%	17 12%	6 6%	8 6%	6 6%	12 12%	3 8%	29 12%	14 6%	20 9%
I decided to take up the option to leave my existing provider without penalty	53 8%ek	28 8%	25 7%	9 9%ek	24 16%Tefghkl	2 2%	5 4%	5 5%	5 5%	4 12%ek	33 14%Tefghkl	7 3%	14 6%
I thought about looking for another provider as soon as my contract expired	103 15%g	62 17%	41 12%	20 21%gl	19 13%	20 19%g	20 16%	6 6%	15 15%	4 10%	38 16%g	40 17%g	25 11%
Other (WRITE IN)	3 *	- -	3 1%	- -	1 1%	- -	- -	- -	1 1%	1 3%Tk	1 1%	- -	2 1%
Don't know/Can't remember	14 2%	7 2%	7 2%	- -	11 7%Tcefhkl	- -	1 1%	1 1%	- -	1 3%	11 4%ekl	1 *	2 1%
NET: Did something	206 29%fkF	120 34%b	86 25%	40 43%Tefghkl	61 41%Tefghikl	27 26%	22 17%	21 23%	27 27%	8 23%	101 42%Tefghikl	49 21%	56 25%

	Social Grade: AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban/Rural: Urban (s)	Rural (t)	Country: England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)
Unweighted base	190	205	137	152	395	289	573	111	566	50	43	25
Weighted base	211	189	152	149	399	300	591	109*	579	51*	45*	25**
I just accepted the price rise and did nothing else	94 45%	119 63%mq	102 67%mq	98 66%mq	213 53%	201 67%Tmq	340 58%	74 67%	340 59%	30 60%	27 60%	16 64%
I checked my terms and conditions/contract	22 10%p	13 7%	12 8%	6 4%	35 9%	18 6%	49 8%	4 4%	44 8%	1 3%	5 12%	2 10%
I looked online to find out more about the price rise	36 17%Tnopr	11 6%	8 5%	7 5%	47 12%nopr	15 5%	55 9%	7 6%	50 9%	4 8%	4 10%	3 14%
I complained to my provider	21 10%pr	11 6%	8 6%	5 3%	32 8%	14 4%	41 7%	5 5%	36 6%	3 5%	6 13%	1 5%
I negotiated a better deal with my provider	26 13%p	15 8%	14 9%	8 5%	41 10%	22 7%	53 9%	11 10%	54 9%	4 8%	4 8%	1 6%
I decided to take up the option to leave my existing provider without penalty	17 8%	14 7%	8 5%	14 10%	31 8%	23 8%	45 8%	8 7%	43 7%	3 7%	3 6%	4 15%
I thought about looking for another provider as soon as my contract expired	37 18%	31 17%	20 13%	15 10%	68 17%	35 12%	90 15%	14 12%	84 14%	8 16%	6 14%	5 20%
Other (WRITE IN)	1 *	* *	1 1%	1 1%	1 *	2 1%	3 1%	- -	3 *	1 1%	- -	- -
Don't know/Can't remember	3 1%	5 2%	3 2%	4 3%	7 2%	7 2%	14 2%	1 *	12 2%	2 4%	- -	- -
NET: Did something	88 42%Tnopr	43 23%	41 27%	34 23%	131 33%np	75 25%	177 30%	29 26%	172 30%	12 23%	15 32%	7 30%

	Region: Scotland (v)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	50	29	64	49	71	39	43	60	91	98	65	25
Weighted base	51*	24**	77*	62*	68*	39*	45*	54*	89*	100*	65*	25**
I just accepted the price rise and did nothing else	30 60%	19 79%	36 46%	40 64%	42 62%	25 63%	27 60%	39 72%AG	47 52%	55 55%	38 59%	16 64%
I checked my terms and conditions/contract	1 3%	- -	6 8%	5 7%	4 6%	2 5%	5 12%F	- -	14 16%TyFl	10 10%F	3 4%	2 10%
I looked online to find out more about the price rise	4 8%	1 4%	7 9%	5 8%	7 10%	1 2%	4 10%	1 2%	13 15%DF	10 10%	5 8%	3 14%
I complained to my provider	3 5%	1 4%	8 10%	7 11%	1 2%	- -	6 13%CD	2 3%	7 8%	8 8%	3 4%	1 5%
I negotiated a better deal with my provider	4 8%	* 1%	7 9%	11 18%C	3 4%	3 8%	4 8%	5 9%	8 9%	8 8%	10 15%C	1 6%
I decided to take up the option to leave my existing provider without penalty	3 7%	2 9%	10 13%	3 5%	3 5%	3 7%	3 6%	2 4%	8 9%	6 6%	6 9%	4 15%
I thought about looking for another provider as soon as my contract expired	8 16%	1 2%	11 14%	11 17%	10 15%	4 11%	6 14%	7 13%	9 10%	24 24%TG	7 12%	5 20%
Other (WRITE IN)	1 1%	- -	1 1%	- -	- -	1 3%	- -	- -	- -	* *	- -	- -
Don't know/Can't remember	2 4%	- -	3 4%	- -	2 3%	2 6%	- -	1 2%	2 3%	1 1%	1 1%	- -
NET: Did something	12 23%	5 19%	28 36%F	17 27%	16 24%	8 21%	15 32%	8 15%	37 41%TCDF	32 32%F	21 33%F	7 30%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 58

Q15. How did you respond to the price increase in March/April 2022?

Base: All who had a mobile price increase in March/April 2022

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	684	596	80	441	33	71	104	86	52	1	242	48	59	123	158	126	85	45	11	29	94	111	49	5	492	14	178	105	324	215
Weighted base	700	605	82*	432	37**	71*	108*	97*	66*	1**	266	44*	60*	106	152	138	100*	57*	17**	26**	94*	107*	48*	8**	503	17**	180	102*	312	243
I just accepted the price rise and did nothing else	414 59%befhj	376 62%b	32 38%	285 66%Tefghj	17 47%	31 44%	47 43%	47 49%	28 43%	- -	129 48%	26 59%	40 67%	65 62%	99 65%q	86 62%	52 52%	26 46%	8 50%	11 42%	58 62%	74 69%	28 58%	4 50%	297 59%	8 51%	108 60%	52 51%	206 66%AC	136 56%
I checked my terms and conditions/contract	53 8%	42 7%	9 11%	26 6%	7 19%	5 7%	11 11%	9 10%	10 15%c	- -	27 10%	6 14%klq	- -	8 8%	8 6%	11 8%	13 13%lq	- -	2 14%	4 16%	5 6%	5 4%	3 7%	1 11%	41 8%	1 7%	11 6%	12 12%B	18 6%	16 7%
I looked online to find out more about the price rise	62 9%	44 7%	18 22%Ta	37 8%	2 4%	5 7%	13 12%	8 8%	8 11%	1 100%	24 9%	4 8%	4 7%	9 8%	8 5%	11 8%	12 12%	10 17%n	- -	5 19%	8 8%	9 8%	6 12%	- -	43 9%	1 7%	18 10%	11 11%	18 6%	27 11%B
I complained to my provider	46 7%	32 5%	11 13%Ta	17 4%	3 9%	10 14%Tc	15 14%Tc	11 11%c	6 9%	1 100%	28 10%c	2 4%	3 5%	5 5%	12 8%	5 4%	9 9%	7 12%	2 9%	1 4%	8 9%	3 3%	2 5%	1 11%	31 6%	2 13%	13 7%	10 10%	15 5%	18 8%
I negotiated a better deal with my provider	63 9%	55 9%	6 8%	33 8%	* 1%	7 10%	13 12%	9 9%	10 15%	- -	30 11%	4 9%	4 7%	8 8%	13 8%	10 7%	13 13%	4 8%	- -	6 25%	3 3%	4 4%	5 10%	1 11%	50 10%	3 17%	10 6%	12 12%	21 7%	24 10%
I decided to take up the option to leave my existing provider without penalty	53 8%	43 7%	9 11%	28 7%	5 14%	9 13%	10 9%	8 8%	7 11%	- -	25 9%	4 9%	6 10%m	3 2%	17 11%mo	6 4%	11 11%m	6 11%	1 6%	* 2%	7 8%	4 4%	1 2%	3 39%	39 8%	1 5%	13 7%	8 7%	22 7%	22 9%
I thought about looking for another provider as soon as my contract expired	103 15%	88 15%	14 17%	50 12%	11 30%	20 28%Tc	26 24%Tc	18 18%	8 13%	- -	53 20%c	8 17%	5 9%	22 21%	18 12%	19 13%	14 14%	11 20%	2 14%	3 13%	14 14%	11 10%	7 14%	- -	77 15%	4 22%	23 13%	18 18%	42 14%	37 15%
Other (WRITE IN)	3 *	3 1%	- -	3 1%	- -	* 1%	- -	- -	- -	- -	* *	- -	- -	1 1%	2 1%	1 1%	- -	- -	- -	- -	- -	3 3%TTx	- -	- -	* *	- -	3 2%x	- -	2 1%	1 *
Don't know/Can't remember	14 2%	11 2%	1 2%	9 2%	2 5%	4 5%	4 4%	3 3%	2 3%	- -	5 2%	1 3%	2 3%	1 1%	2 1%	2 1%	4 4%	- -	2 10%	1 2%	5 5%x	2 2%	3 7%TTx	- -	7 1%	2 9%	5 3%	4 4%	3 1%	6 2%
NET: Did something	206 29%m	162 27%	40 48%Ta	106 25%	12 34%	26 36%	43 39%c	33 34%	33 49%Tc	1 100%	99 37%Tc	13 30%	14 23%	21 20%	43 28%	37 27%	38 38%m	23 41%m	4 26%	13 50%	24 25%	21 20%	12 24%	4 50%	152 30%u	5 29%	49 27%	36 36%B	73 23%	79 33%B

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

*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 59

Q15. How did you respond to the price increase in March/April 2022?

Base: All who had a mobile price increase in March/April 2022

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	684	423	193	68	548	436	112	112	24	567	486	81	117	159	525	478	163
Weighted base	700	424	207	69*	552	445	107*	126*	22**	585	499	86*	115*	155	545	496	161
I just accepted the price rise and did nothing else	414 59%fk	241 57%	130 63%	44 63%	330 60%f	283 64%fg	47 44%	65 52%	18 80%	342 58%k	312 63%k	30 35%	72 62%k	78 50%	336 62%m	309 62%	91 56%
I checked my terms and conditions/contract	53 8%	31 7%	13 6%	9 13%	40 7%	32 7%	9 8%	13 10%	- -	51 9%l	37 7%	14 16%Tjl	2 2%	17 11%	36 7%	35 7%	17 10%
I looked online to find out more about the price rise	62 9%	38 9%	18 9%	6 9%	38 7%	25 6%	13 12%e	24 19%Tde	- -	56 10%	40 8%	16 18%Tijl	6 5%	14 9%	48 9%	37 7%	20 13%
I complained to my provider	46 7%	23 5%	18 8%	5 7%	32 6%	26 6%	6 6%	13 10%	1 4%	44 8%l	30 6%	14 16%Tijl	2 2%	11 7%	35 6%	30 6%	15 9%
I negotiated a better deal with my provider	63 9%	48 11%	13 6%	2 3%	47 9%	34 8%	14 13%	14 11%	2 9%	57 10%	43 9%	14 16%l	7 6%	20 13%	44 8%	44 9%	13 8%
I decided to take up the option to leave my existing provider without penalty	53 8%	42 10%b	9 4%	2 4%	41 7%	27 6%	14 13%e	12 9%	1 4%	44 8%	26 5%	19 22%Tijl	9 8%	21 14%Tn	32 6%	24 5%	19 12%o
I thought about looking for another provider as soon as my contract expired	103 15%	60 14%	36 17%	8 11%	92 17%	70 16%	21 20%g	11 9%	- -	83 14%	66 13%	18 21%	20 17%	29 18%	75 14%	63 13%	30 18%
Other (WRITE IN)	3 *	2 1%	1 *	* 1%	3 1%	1 *	2 2%	- -	- -	3 *	3 1%	- -	* *	1 1%	2 *	3 1%	* *
Don't know/Can't remember	14 2%	8 2%	3 1%	3 4%	13 2%	11 2%	3 3%	- -	1 3%	8 1%	7 1%	1 1%	6 5%ijl	3 2%	11 2%	12 2%	* *
NET: Did something	206 29%l	139 33%b	49 24%	18 26%	149 27%	107 24%	42 39%de	53 42%Tde	4 17%	185 32%l	137 27%	48 56%Tijl	21 18%	56 36%	150 28%	133 27%	54 34%

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

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 60

Q16. And what effect, if any, did the price increase in March/April 2023 have on you?
Base: All who had a mobile price increase in March/April 2022

	Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)
Unweighted base	684	350	332	79	148	105	115	93	101	43	227	220	237
Weighted base	700	356	342	93*	148	107*	125*	91*	99*	36*	241	232	227
I was surprised by the price rise	92 13%l	40 11%	52 15%	24 26%Tfg hikl	28 19%fgh ikl	16 15%l	9 7%	7 8%	6 6%	2 5%	52 22%Tfg hikl	25 11%	14 6%
I was annoyed by the price rise	250 36%	129 36%	121 35%	30 33%	47 32%	47 44%g	46 37%	25 27%	39 40%	16 44%	77 32%	93 40%g	80 35%
I had to adjust my spending on other things	66 9%	22 6%	43 12%a	14 15%fhl	20 13%hl	12 12%	7 5%	7 8%	4 4%	2 5%	34 14%fhl	19 8%	13 6%
I had difficulty paying the increased amount	38 5%	14 4%	23 7%	3 3%	18 12%Tcfg hikl	7 6%	4 4%	3 4%	2 2%	- -	21 9%hl	11 5%	5 2%
I understood why my provider had increased the price	97 14%	54 15%	44 13%	12 13%	17 11%	18 17%	22 17%	13 14%	12 12%	4 12%	28 12%	40 17%	29 13%
I didn't really notice it, as it was quite small	139 20%	66 19%	71 21%	12 13%	22 15%	17 16%	25 20%	26 29%cdj	25 25%j	11 30%cdj	34 14%	42 18%	62 27%Tcd ejk
I didn't really notice it, as I could afford to pay it	103 15%p	57 16%	47 14%	14 15%	20 13%	17 16%	16 12%	15 17%	17 17%	5 13%	34 14%	33 14%	37 16%
I was already expecting a price rise	206 29%c	120 34%b	84 25%	16 17%	39 27%	27 26%	42 33%c	33 37%cj	40 40%Tcd ej	8 22%	55 23%	69 30%c	81 36%cj
Other (WRITE IN)	3 *	2 1%	1 *	1 1%	- -	- -	- -	- -	1 1%	1 2%k	1 *	- -	2 1%
None of these	42 6%	20 6%	21 6%	7 8%	12 8%	4 3%	8 7%	7 8%	3 3%	- -	19 8%	12 5%	10 5%
Don't know/Can't remember	15 2%	8 2%	7 2%	2 2%	8 6%Tfkl	2 1%	1 *	2 2%	1 1%	- -	10 4%k	2 1%	3 1%
NET: Didn't notice	217 31%	110 31%	106 31%	23 24%	40 27%	30 28%	39 31%	34 37%	38 38%j	15 42%	62 26%	68 29%	87 38%cdj

	Social Grade: AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban/Rural: Urban (s)	Rural (t)	Country: England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)
Unweighted base	190	205	137	152	395	289	573	111	566	50	43	25
Weighted base	211	189	152	149	399	300	591	109*	579	51*	45*	25**
I was surprised by the price rise	32 15%	28 15%	19 13%	12 8%	60 15%	32 10%	79 13%	13 12%	76 13%	6 11%	9 21%	1 5%
I was annoyed by the price rise	76 36%	72 38%	58 38%	44 30%	148 37%	102 34%	205 35%	45 41%	213 37%w	16 32%	9 20%	12 47%
I had to adjust my spending on other things	17 8%	22 11%	9 6%	17 12%	39 10%	26 9%	58 10%	8 7%	57 10%	1 3%	4 10%	3 10%
I had difficulty paying the increased amount	8 4%	15 8%	6 4%	9 6%	23 6%	15 5%	34 6%	4 3%	30 5%	6 12%w	- -	1 5%
I understood why my provider had increased the price	32 15%	24 13%	25 16%	16 11%	56 14%	41 14%	74 12%	24 22%s	77 13%	9 19%	6 14%	5 19%
I didn't really notice it, as it was quite small	39 19%	37 20%	29 19%	33 22%	76 19%	62 21%	110 19%	29 26%	117 20%	8 15%	11 24%	3 13%
I didn't really notice it, as I could afford to pay it	44 21%pr	26 14%p	23 15%p	10 7%	71 18%pr	33 11%	82 14%	21 20%	84 15%	7 15%	8 19%	3 12%
I was already expecting a price rise	53 25%	64 34%	47 31%	42 28%	116 29%	89 30%	168 28%	38 35%	168 29%	18 36%	11 25%	8 34%
Other (WRITE IN)	2 1%	1 *	- -	- -	3 1%	- -	3 1%	- -	2 *	1 2%	- -	- -
None of these	10 5%	7 4%	13 8%	11 8%	18 4%	24 8%	40 7%t	1 1%	36 6%	3 5%	2 4%	1 5%
Don't know/Can't remember	5 2%	3 2%	4 3%	3 2%	8 2%	7 2%	12 2%	3 3%	12 2%	2 5%	1 1%	- -
NET: Didn't notice	78 37%	52 27%	48 32%	39 27%	130 32%	87 29%	178 30%	40 36%	181 31%	15 29%	17 38%	5 18%

	Region: Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	50	29	64	49	71	39	43	60	91	98	65	25
Weighted base	51*	24**	77*	62*	68*	39*	45*	54*	89*	100*	65*	25**
I was surprised by the price rise	6 11%	3 12%	13 17%	6 9%	9 14%	2 6%	9 21%	9 16%	15 16%	14 14%	5 8%	1 5%
I was annoyed by the price rise	16 32%	7 29%	34 44%DE	18 28%	22 33%	8 20%	9 20%	24 44%DE	28 31%	44 44%DE	29 44%DE	12 47%
I had to adjust my spending on other things	1 3%	1 4%	4 5%	8 13%	5 8%	4 10%	4 10%	10 18%yA	10 11%	9 9%	6 10%	3 10%
I had difficulty paying the increased amount	6 12%E	- -	6 8%	4 6%	3 4%	3 8%	- -	4 7%	4 5%	4 4%	3 5%	1 5%
I understood why my provider had increased the price	9 19%	3 12%	15 19%	11 18%	5 8%	4 11%	6 14%	9 17%	16 18%	9 9%	5 8%	5 19%
I didn't really notice it, as it was quite small	8 15%	7 28%	11 14%	12 20%	13 19%	10 25%	11 24%	11 20%	17 19%	26 26%	10 16%	3 13%
I didn't really notice it, as I could afford to pay it	7 15%	5 19%	11 14%	15 25%C	6 8%	8 21%	8 19%	6 11%	10 11%	14 14%	9 15%	3 12%
I was already expecting a price rise	18 36%	8 35%	17 22%	23 37%	20 29%	12 30%	11 25%	18 33%	25 28%	23 23%	21 33%	8 34%
Other (WRITE IN)	1 2%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 2%	- -
None of these	3 5%	1 5%	1 2%	7 12%AG	8 12%AG	2 5%	2 4%	5 8%G	1 1%	4 4%	7 11%AG	1 5%
Don't know/Can't remember	2 5%	- -	5 7%	- -	* 1%	2 4%	1 1%	- -	3 4%	2 2%	- -	- -
NET: Didn't notice	15 29%	9 36%	20 26%	24 38%	17 26%	16 40%	17 38%	12 23%	26 30%	38 38%	18 28%	5 18%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 61

Q16. And what effect, if any, did the price increase in March/April 2023 have on you?
Base: All who had a mobile price increase in March/April 2022

		Ethnicity		Children 18 or Under								Household income								
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)
Unweighted base	684	596	80	441	33	71	104	86	52	1	242	48	59	123	158	126	85	45	11	29
Weighted base	700	605	82*	432	37**	71*	108*	97*	66*	1**	266	44*	60*	106	152	138	100*	57*	17**	26**
I was surprised by the price rise	92 13%	75 12%	15 18%	45 10%	6 17%	16 23%Tc	25 23%Tc	15 16%	11 17%	1 100%	46 17%c	6 15%	10 17%	13 12%	20 13%	17 12%	8 8%	11 20%	1 6%	4 17%
I was annoyed by the price rise	250 36%	218 36%	26 32%	163 38%h	13 37%	19 27%	40 37%	38 39%	14 22%	- -	87 33%	14 31%	22 36%	37 35%	44 29%	65 47%Tn	35 35%	17 30%	6 37%	10 37%
I had to adjust my spending on other things	66 9%pC	48 8%	17 21%Ta	34 8%	3 8%	12 17%c	19 18%Tc	18 18%Tc	7 10%	- -	31 12%	8 18%pq	6 11%p	11 10%p	16 11%p	18 13%p	2 2%	2 4%	- -	2 9%
I had difficulty paying the increased amount	38 5%	34 6%	3 4%	14 3%	4 11%	9 13%Tc	12 11%Tc	12 13%Tc	6 9%	- -	24 9%c	4 10%	6 9%	7 7%	5 3%	7 5%	5 5%	3 5%	* 3%	- -
I understood why my provider had increased the price	97 14%	83 14%	12 15%	55 13%	6 15%	8 12%	20 19%	13 14%	10 16%	- -	42 16%	9 20%	5 9%	16 15%	26 17%	15 11%	15 15%	9 16%	- -	3 11%
I didn't really notice it, as it was quite small	139 20%	122 20%	16 19%	98 23%j	3 8%	10 15%	16 15%	19 20%	11 17%	- -	41 15%	9 21%	13 22%	26 24%	29 19%	22 16%	16 16%	18 31%o	2 11%	4 15%
I didn't really notice it, as I could afford to pay it	103 15%	93 15%	10 13%	57 13%	7 20%	14 19%	17 16%	21 22%	5 8%	- -	47 17%	5 12%	4 7%	14 13%	21 14%	23 17%	20 20%	11 20%	2 14%	2 7%
I was already expecting a price rise	206 29%eA	182 30%	21 25%	140 32%efgj	9 23%	12 17%	21 20%	18 19%	16 25%	1 100%	64 24%	10 22%	13 22%	37 35%	44 29%	38 27%	41 41%Tkl	14 24%	4 21%	6 23%
Other (WRITE IN)	3 *	2 *	1 1%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	2 2%	- -	- -	- -
None of these	42 6%	41 7%b	* 1%	20 5%	3 7%	4 6%	9 9%g	1 1%	8 13%cg	- -	21 8%g	- -	9 16%Tknoq	6 6%	8 5%	7 5%	7 7%	1 3%	- -	3 10%
Don't know/Can't remember	15 2%	11 2%	2 2%	13 3%	2 5%	2 2%	2 2%	2 2%	2 4%	- -	2 1%	2 4%o	* 1%	1 1%	3 2%	- -	3 3%	2 4%	2 10%	2 8%
NET: Didn't notice	217 31%	190 31%	26 32%	140 32%	10 28%	22 32%	27 25%	36 37%	14 22%	- -	77 29%	13 30%	16 26%	36 34%	46 30%	43 31%	29 29%	24 42%	4 25%	6 22%

	Disability							Financial Vulnerability		
	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	94	111	49	5	492	14	178	105	324	215
Weighted base	94*	107*	48*	8**	503	17**	180	102*	312	243
I was surprised by the price rise	20 21%x	14 13%	8 18%	3 36%	63 13%	4 22%	25 14%	21 20%C	40 13%	26 11%
I was annoyed by the price rise	32 34%	42 40%	21 44%	1 11%	179 36%	6 36%	65 36%	31 30%	116 37%	88 36%
I had to adjust my spending on other things	14 14%	14 13%	5 11%	- -	42 8%	2 10%	22 12%	20 20%TBC	33 11%C	10 4%
I had difficulty paying the increased amount	13 14%TTx	7 6%	3 6%	3 36%	24 5%	- -	14 8%	13 13%TBC	13 4%	11 4%
I understood why my provider had increased the price	10 10%	14 13%	5 10%	4 50%	69 14%	4 22%	24 14%	17 17%	47 15%	30 12%
I didn't really notice it, as it was quite small	18 19%	22 21%	9 19%	1 11%	102 20%	2 14%	35 19%	22 22%	61 20%	50 20%
I didn't really notice it, as I could afford to pay it	11 11%	17 16%	4 9%	- -	77 15%	3 17%	23 13%	12 11%	41 13%	46 19%
I was already expecting a price rise	19 20%	32 30%	15 31%	- -	158 31%	4 23%	44 25%	19 19%	94 30%A	84 34%A
Other (WRITE IN)	- -	1 1%	- -	- -	2 *	- -	1 1%	- -	- -	3 1%
None of these	8 9%	3 3%	3 6%	- -	31 6%	- -	11 6%	5 5%	22 7%	12 5%
Don't know/Can't remember	8 8%TTx	4 3%	3 7%x	1 14%	5 1%	2 9%	9 5%x	2 2%	3 1%	7 3%
NET: Didn't notice	25 27%	36 33%	12 26%	1 11%	160 32%	4 27%	52 29%	30 30%	94 30%	83 34%

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

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 62

Q16. And what effect, if any, did the price increase in March/April 2023 have on you?
Base: All who had a mobile price increase in March/April 2022

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	684	423	193	68	548	436	112	112	24	567	486	81	117	159	525	478	163
Weighted base	700	424	207	69*	552	445	107*	126*	22**	585	499	86*	115*	155	545	496	161
I was surprised by the price rise	92 13%f	46 11%	40 19%a	6 9%	73 13%f	67 15%f	6 6%	18 14%	2 7%	83 14%	67 13%	16 18%l	9 8%	19 12%	73 13%	65 13%	26 16%
I was annoyed by the price rise	250 36%g	140 33%	83 40%	27 39%	217 39%g	179 40%g	38 35%	30 24%	3 15%	204 35%	174 35%	30 35%	46 40%	61 39%	190 35%	181 36%	47 29%
I had to adjust my spending on other things	66 9%	31 7%	29 14%a	6 8%	53 10%	47 10%	6 6%	11 9%	1 6%	55 9%	45 9%	10 12%	10 9%	16 11%	49 9%	40 8%	23 14%o
I had difficulty paying the increased amount	38 5%	18 4%	15 7%	5 7%	33 6%	30 7%	3 3%	4 3%	* 2%	35 6%	27 5%	7 9%	3 3%	11 7%	27 5%	24 5%	12 7%
I understood why my provider had increased the price	97 14%c	61 14%c	33 16%c	3 4%	74 13%	62 14%	13 12%	19 15%	4 18%	82 14%	72 14%	10 12%	16 14%	17 11%	80 15%	65 13%	24 15%
I didn't really notice it, as it was quite small	139 20%	96 23%b	30 14%	13 18%	102 18%	74 17%	28 26%e	33 26%e	4 18%	107 18%	93 19%	14 17%	32 27%l	24 16%	114 21%	101 20%	32 20%
I didn't really notice it, as I could afford to pay it	103 15%	64 15%	27 13%	11 17%	71 13%	54 12%	17 16%	28 23%de	4 17%	88 15%	73 15%	16 18%	15 13%	17 11%	86 16%	65 13%	33 20%o
I was already expecting a price rise	206 29%	133 31%	49 24%	23 33%	173 31%	142 32%	31 29%	28 22%	5 22%	180 31%	162 33%	18 21%	26 22%	47 31%	158 29%	148 30%	41 26%
Other (WRITE IN)	3 *	2 *	1 *	- -	3 1%	3 1%	- -	- -	- -	3 1%	3 1%	- -	- -	- -	3 1%	2 *	1 1%
None of these	42 6%	23 5%	13 6%	6 9%	25 5%	20 4%	6 5%	10 8%	6 28%	38 6%	33 7%	4 5%	4 3%	12 8%	29 5%	31 6%	9 5%
Don't know/Can't remember	15 2%	11 3%	4 2%	1 2%	14 3%	9 2%	6 5%g	1 *	1 3%	10 2%	10 2%	-	5 4%	2 1%	13 2%	12 2%	2 1%

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 62

Q16. And what effect, if any, did the price increase in March/April 2023 have on you?
Base: All who had a mobile price increase in March/April 2022

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Weighted base	700	424	207	69*	552	445	107*	126*	22**	585	499	86*	115*	155	545	496	161
NET: Didn't notice	217 31%	140 33%	55 26%	23 32%	155 28%	116 26%	39 37%	56 45%Tde	6 26%	176 30%	147 29%	29 34%	41 36%	36 24%	181 33%m	150 30%	57 36%

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 63

Q17. To what extent do you agree or disagree that this description of the price:
A. £20 a month, to increase by £3 a month from April 2024 - Summary
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Summary	
		Makes it easy to understand how much you will be paying each month	Makes it easy to understand how much you would pay in total over the 18 months of the contract
Unweighted base		1753	1753
Weighted base		1771	1771
NET: Agree		1252 71%	1052 59%
Agree strongly	(5)	643 36%	478 27%
Agree slightly	(4)	609 34%	575 32%
Neither agree nor disagree	(3)	257 14%	286 16%
Disagree slightly	(2)	193 11%	288 16%
Disagree strongly	(1)	70 4%	145 8%
NET: Disagree		263 15%	433 24%
Mean		3.88	3.54
Standard deviation		1.13	1.27
Standard error		0.03	0.03

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 64

Q17. To what extent do you agree or disagree that this description of the price:
A. £20 a month, to increase by £3 a month from April 2024 - Makes it easy to understand how much you will be paying each month
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)
Unweighted base		1753	852	896	209	327	258	310	248	274	127	536	568	649
Weighted base		1771	858	906	234	317	264	323	251	262	120	551	588	633
NET: Agree		1252 71%dj	590 69%	657 72%	149 64%	200 63%	195 74%cdj	240 74%cdj	182 73%dj	206 78%Tcd ij	79 66%	350 63%	435 74%cdj	467 74%cdj
Agree strongly	(5)	643 36%cdj	303 35%	339 37%	51 22%	91 29%	88 33%cj	128 40%cdj	107 43%cdj	124 47%Tcd ejk	54 45%cde j	142 26%	216 37%cdj	285 45%Tcd ejk
Agree slightly	(4)	609 34%il	287 33%	317 35%	99 42%Tgh ii	109 34%i	107 40%ghi l	112 35%i	76 30%	82 31%	25 21%	208 38%il	219 37%il	182 29%
Neither agree nor disagree	(3)	257 14%h	146 17%b	111 12%	42 18%hl	59 19%hl	43 16%h	42 13%	32 13%	20 8%	19 16%h	101 18%hl	84 14%h	71 11%
Disagree slightly	(2)	193 11%	82 10%	109 12%	31 13%	49 15%Tefh kl	20 8%	26 8%	30 12%	21 8%	16 13%	79 14%Tefh k	47 8%	67 11%
Disagree strongly	(1)	70 4%	39 5%	30 3%	12 5%	9 3%	6 2%	15 5%	7 3%	15 6%	6 5%	21 4%	21 4%	27 4%
NET: Disagree		263 15%	121 14%	139 15%	43 18%ek	58 18%ek	27 10%	42 13%	37 15%	36 14%	21 18%	100 18%ek	68 12%	94 15%
Mean		3.88cd j	3.85	3.91	3.62	3.71	3.95cd j	3.96cd j	3.98cd j	4.06Tc dj	3.89	3.67	3.96cd j	4.00Tc dj
Standard deviation		1.13	1.14	1.13	1.11	1.12	1.01	1.13	1.13	1.18	1.25	1.12	1.08	1.17
Standard error		0.03	0.04	0.04	0.08	0.06	0.06	0.06	0.07	0.07	0.11	0.05	0.05	0.05

		Social Grade: AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban/Rural: Urban (s)	Rural (t)	Country: Englan d (u)	Scot-land (v)	Wales (w)	North-em Ire-land (x)
Unweighted base		466	559	334	394	1025	728	1427	326	1457	151	88	57
Weighted base		506	511	359	396	1017	754	1433	338	1473	146	94*	58*
NET: Agree		365 72%	359 70%	246 69%	282 71%	724 71%	528 70%	1016 71%	236 70%	1045 71%	100 68%	64 68%	44 75%
Agree strongly	(5)	183 36%	169 33%	129 36%	162 41%nq	352 35%	291 39%	505 35%	138 41%	538 37%	50 34%	33 35%	24 41%
Agree slightly	(4)	182 36%	189 37%	117 33%	120 30%	372 37%pr	237 31%	511 36%t	98 29%	507 34%	51 35%	31 33%	20 34%
Neither agree nor disagree	(3)	64 13%	70 14%	65 18%q	58 15%	134 13%	123 16%	212 15%	45 13%	214 15%	22 15%	15 16%	7 11%
Disagree slightly	(2)	56 11%	64 12%	34 9%	40 10%	120 12%	73 10%	149 10%	43 13%	157 11%	17 12%	14 15%	5 8%
Disagree strongly	(1)	21 4%	19 4%	14 4%	16 4%	40 4%	30 4%	56 4%	14 4%	57 4%	8 5%	2 2%	3 6%
NET: Disagree		76 15%	83 16%	48 13%	56 14%	159 16%	103 14%	205 14%	58 17%	214 15%	25 17%	16 17%	8 14%
Mean		3.89	3.83	3.88	3.94	3.86	3.91	3.88	3.89	3.89	3.80	3.84	3.96
Standard deviation		1.13	1.13	1.12	1.15	1.13	1.14	1.12	1.19	1.13	1.18	1.11	1.18
Standard error		0.05	0.05	0.06	0.06	0.04	0.04	0.03	0.07	0.03	0.10	0.12	0.16

		Region: Scot-land (y)	North East (z)	North West (A)	York-shire & Humb-erside (B)	West Mid-lands (C)	East Mid-lands (D)	Wales (E)	East-em (F)	London (G)	South East (H)	South West (I)	North-em Ire-land (J)
Unweighted base		151	72	166	118	163	111	88	167	245	253	162	57
Weighted base		146	64*	184	139*	155	123*	94*	163	236	254	154	58*
NET: Agree		100 68%	45 71%	130 71%	92 66%	111 72%	90 73%	64 68%	112 69%	166 70%	188 74%	109 71%	44 75%
Agree strongly	(5)	50 34%	19 29%	73 39%	50 36%	62 40%	56 45%zG	33 35%	60 37%	71 30%	88 35%	60 39%	24 41%
Agree slightly	(4)	51 35%	27 42%	58 31%	42 30%	49 32%	34 28%	31 33%	52 32%	95 40%D	100 40%	49 32%	20 34%
Neither agree nor disagree	(3)	22 15%	7 12%	27 15%	21 15%	23 15%	17 13%	15 16%	22 14%	39 17%	30 12%	28 18%	7 11%
Disagree slightly	(2)	17 12%	10 15%	16 9%	22 16%l	15 10%	11 9%	14 15%	20 12%	23 10%	29 11%	12 8%	5 8%
Disagree strongly	(1)	8 5%	1 2%	11 6%	4 3%	5 3%	6 5%	2 2%	8 5%	9 4%	7 3%	5 3%	3 6%
NET: Disagree		25 17%	11 18%	27 15%	27 19%	21 13%	17 13%	16 17%	28 17%	31 13%	36 14%	17 11%	8 14%
Mean		3.80	3.80	3.89	3.79	3.95	4.00	3.84	3.84	3.84	3.92	3.95	3.96
Standard deviation		1.18	1.09	1.20	1.19	1.12	1.17	1.11	1.20	1.07	1.08	1.09	1.18
Standard error		0.10	0.13	0.09	0.11	0.09	0.11	0.12	0.09	0.07	0.07	0.09	0.16

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 65

Q17. To what extent do you agree or disagree that this description of the price:
A. £20 a month, to increase by £3 a month from April 2024 - Makes it easy to understand how much you will be paying each month
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
		Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base		1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base		1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
NET: Agree		1252 71%r	1097 71%b	137 64%	843 70%	44 72%	100 72%	177 73%	168 73%	106 67%	4 58%	405 71%	81 78%r	123 71%r	213 71%r	225 69%r	239 71%r	185 75%r	84 75%r	42 51%	60 65%	156 68%	194 69%	91 68%	10 53%	901 72%	37 79%	314 67%	195 78%TB	536 68%	419 75%B
Agree strongly	(5)	643 36%befr	588 38%b	53 25%	464 39%efj	24 40%e	32 23%	67 28%	78 34%e	64 41%ef	1 18%	178 31%	42 40%r	63 36%r	117 39%r	108 33%	115 34%r	102 41%r	50 44%r	17 20%	31 33%	80 35%	123 43%TTx	52 39%	4 18%	450 36%	12 25%	181 39%	86 34%	279 35%	231 41%
Agree slightly	(4)	609 34%uzuz	510 33%	84 39%	379 32%	20 32%	68 49%Tch	110 45%Tch	90 39%h	42 27%	2 40%	227 40%Tch	39 38%	60 35%	96 32%	117 36%	124 37%	83 33%	34 30%	25 31%	29 32%	76 33%	72 25%	39 29%	7 35%	450 36%uz	25 53%Ttuv Txz	133 29%	109 43%TBC	257 33%	188 34%
Neither agree nor disagree	(3)	257 14%	207 13%	46 22%Ta	158 13%	11 17%	22 15%	43 18%	45 19%c	38 24%Tc	2 30%	97 17%	15 14%	28 16%	44 15%	35 11%	43 13%	36 15%	13 12%	28 34%Tklm nopqs	15 16%	37 16%	46 16%	25 19%	3 14%	172 14%	8 17%	77 17%	35 14%	109 14%	69 12%
Disagree slightly	(2)	193 11%	168 11%	24 11%	142 12%g	7 11%	11 8%	20 8%	15 6%	9 6%	- -	51 9%	6 6%	15 8%	31 10%	43 13%k	44 13%	19 8%	11 10%	11 14%	13 14%	28 12%	33 12%	13 10%	3 17%	135 11%	2 5%	56 12%	17 7%	101 13%AC	50 9%
Disagree strongly	(1)	70 4%A	64 4%	6 3%	54 5%f	- -	6 5%	3 1%	4 2%	5 3%	1 12%	15 3%	2 2%	8 5%	12 4%	21 6%o	10 3%	8 3%	4 4%	1 1%	5 5%	7 3%	9 3%	5 4%	3 17%	51 4%	- -	19 4%	3 1%	40 5%A	22 4%
NET: Disagree		263 15%fgA	231 15%	30 14%	196 16%fghj	7 11%	18 13%	23 9%	19 8%	14 9%	1 12%	66 12%	8 8%	23 13%	42 14%	64 20%Tkp	53 16%	27 11%	15 13%	12 15%	18 19%k	35 15%	42 15%	18 13%	7 33%	186 15%	2 5%	75 16%	20 8%	141 18%AC	72 13%
Mean		3.88r	3.91b	3.72	3.88	4.00	3.77	3.90	3.97	3.96	3.52	3.88	4.08nrs	3.89	3.92r	3.76	3.87	4.02nr	4.02r	3.56	3.75	3.85	3.94	3.90	3.21	3.89	3.99	3.86	4.03B	3.81	3.99B
Standard deviation		1.13	1.15	1.05	1.18	1.02	1.04	0.94	0.97	1.07	1.26	1.03	0.98	1.13	1.14	1.23	1.11	1.07	1.14	1.00	1.21	1.12	1.16	1.13	1.40	1.13	0.79	1.18	0.93	1.20	1.11
Standard error		0.03	0.03	0.07	0.03	0.13	0.09	0.06	0.07	0.09	0.51	0.04	0.10	0.08	0.06	0.07	0.06	0.07	0.12	0.12	0.12	0.07	0.07	0.10	0.35	0.03	0.12	0.05	0.06	0.04	0.05

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 66

Q17. To what extent do you agree or disagree that this description of the price:
A. £20 a month, to increase by £3 a month from April 2024 - Makes it easy to understand how much you will be paying each month
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
		Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base		1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base		1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
NET: Agree		1252 71%h	768 71%	374 70%	111 69%	1006 72%h	720 73%h	286 70%h	182 68%h	64 56%	852 70%	585 71%	268 68%	400 72%	242 76%n	1010 70%	714 73%p	381 67%
Agree strongly	(5)	643 36%	408 38%	184 35%	51 32%	524 38%	378 38%	146 36%	85 32%	35 31%	455 38%	318 39%	137 35%	188 34%	150 47%Tn	493 34%	367 38%	192 34%
Agree slightly	(4)	609 34%	360 33%	189 36%	60 37%	482 35%	342 35%	140 35%	98 37%	29 25%	397 33%	266 33%	131 33%	212 38%	92 29%	516 36%m	347 35%	189 33%
Neither agree nor disagree	(3)	257 14%	142 13%	85 16%	30 19%	192 14%	132 13%	59 15%	43 16%	22 19%	191 16%l	129 16%	62 16%	65 12%	43 13%	214 15%	143 15%	91 16%
Disagree slightly	(2)	193 11%	117 11%	57 11%	18 11%	145 10%	107 11%	38 9%	29 11%	18 16%	133 11%	83 10%	50 13%	60 11%	28 9%	165 11%	99 10%	69 12%
Disagree strongly	(1)	70 4%o	55 5%bc	14 3%	1 1%	47 3%	25 3%	22 5%e	13 5%	10 9%Tde	37 3%	21 3%	15 4%	33 6%ij	6 2%	64 4%	22 2%	32 6%o
NET: Disagree		263 15%	172 16%	71 13%	19 12%	193 14%	132 13%	60 15%	42 16%	28 25%Tde f	170 14%	105 13%	65 16%	93 17%	34 11%	228 16%m	121 12%	101 18%o
Mean		3.88h	3.88	3.89	3.89	3.93h	3.96h	3.86h	3.79	3.53	3.91	3.95	3.82	3.83	4.10Tn	3.83	3.96p	3.77
Standard deviation		1.13	1.18	1.08	1.00	1.11	1.09	1.16	1.14	1.31	1.11	1.09	1.15	1.18	1.06	1.14	1.06	1.19
Standard error		0.03	0.04	0.05	0.08	0.03	0.03	0.06	0.07	0.12	0.03	0.04	0.06	0.05	0.06	0.03	0.03	0.05

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 67

Q17. To what extent do you agree or disagree that this description of the price:
A. £20 a month, to increase by £3 a month from April 2024 - Makes it easy to understand how much you would pay in total over the 18 months of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)	Social Grade: AB (m)	Social Grade: C1 (n)	Social Grade: C2 (o)	Social Grade: DE (p)	Social Grade: ABC1 (q)	Social Grade: C2DE (r)	Urban/Rural: Urban (s)	Urban/Rural: Rural (t)	Country: England (u)	Country: Scotland (v)	Country: Wales (w)	Country: Northern Ireland (x)	Region: Scotland (v)	Region: North East (z)	Region: North West (A)	Region: Yorkshire & Humberside (B)	Region: West Midlands (C)	Region: East Midlands (D)	Region: Wales (E)	Region: Eastern (F)	Region: London (G)	Region: South East (H)	Region: South West (I)	Region: Northern Ireland (J)
Unweighted base		1753	852	896	209	327	258	310	248	274	127	536	568	649	466	559	334	394	1025	728	1427	326	1457	151	88	57	151	72	166	118	163	111	88	167	245	253	162	57
Weighted base		1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
NET: Agree		1052 59%cj	495 58%	552 61%	120 51%	171 54%	170 64%cdj	206 64%cdj	145 58%	168 64%cdj	72 60%	291 53%	376 64%cdj	385 61%cj	311 61%	283 55%	208 58%	251 64%n	593 58%	459 61%	852 59%	200 59%	882 60%	82 56%	56 60%	31 54%	82 56%	38 59%	115 62%	79 56%	95 61%	84 68%F	56 60%	87 54%	146 62%	147 58%	92 60%	31 54%
Agree strongly	(5)	478 27%cj	234 27%	243 27%	35 15%	73 23%c	65 25%c	91 28%cj	72 29%cj	93 35%Tcd ejk	49 41%Tcd efgjk	108 20%	156 27%cj	214 34%Tcd ejk	120 24%	125 24%	99 28%	134 34%Tmn q	244 24%	233 31%mnq	383 27%	95 28%	404 27%	37 25%	24 25%	14 24%	37 25%	11 17%	62 34%zGH	43 31%	41 26%	45 36%zGH	24 25%	40 25%	55 23%	59 23%	49 32%z	14 24%
Agree slightly	(4)	575 32%il	261 30%	309 34%	85 36%il	98 31%i	105 40%Tdg hil	115 36%il	73 29%	75 29%	23 19%	184 33%il	220 37%Tgh il	171 27%	191 38%Tno pr	158 31%	109 30%	117 30%	349 34%	226 30%	469 33%	106 31%	479 33%	46 31%	33 35%	17 30%	46 31%	27 43%BI	53 29%	36 26%	55 35%	39 32%	33 35%	47 29%	91 36%BI	88 35%	43 28%	17 30%
Neither agree nor disagree	(3)	286 16%	156 18%b	130 14%	38 16%	63 20%hl	44 17%	52 16%	43 17%	30 12%	14 12%	101 18%h	97 16%	88 14%	62 12%	83 16%	75 21%mq	66 17%	145 14%	141 19%mq	236 16%	50 15%	235 16%	23 16%	17 19%	11 18%	23 16%	7 12%	32 17%	27 20%	30 20%	13 10%	17 19%	28 17%	41 17%	35 14%	21 14%	11 18%
Disagree slightly	(2)	288 16%f	127 15%	161 18%	44 19%fk	61 19%fk	38 15%	36 11%	45 18%f	39 15%	24 20%fk	105 19%fk	74 13%	108 17%fk	87 17%	96 19%pr	57 16%	48 12%	183 18%pr	105 14%	232 16%	57 17%	231 16%	32 22%	15 16%	10 17%	32 22%A	12 19%	22 12%	18 13%	22 14%	18 15%	15 16%	32 19%	34 14%	45 18%	29 19%	10 17%
Disagree strongly	(1)	145 8%e	79 9%	63 7%	32 13%Tdeg kl	22 7%	11 4%	29 9%	17 7%	25 9%e	9 8%	54 10%e	40 7%	51 8%	46 9%	49 10%o	19 5%	30 8%	95 9%o	50 7%	114 8%	31 9%	125 8%	9 6%	5 5%	7 11%	9 6%	7 10%	16 9%	15 11%	8 5%	9 7%	5 5%	16 10%	16 7%	26 10%	12 8%	7 11%
NET: Disagree		433 24%k	206 24%	225 25%	76 32%Tef k	83 26%k	50 19%	65 20%	62 25%	64 24%	33 28%	159 29%efk	114 19%	160 25%k	133 26%pr	146 28%opr	76 21%	78 20%	279 27%opr	155 20%	345 24%	88 26%	356 24%	41 28%	20 21%	17 28%	41 28%	19 29%	38 21%	33 24%	29 19%	27 22%	20 21%	48 29%	50 21%	71 28%	41 27%	17 28%
Mean		3.54cj	3.52	3.56	3.20	3.44	3.66cd j	3.63cj	3.55c	3.65cj	3.66cj	3.34	3.64cd j	3.61cj	3.50	3.42	3.59	3.70Tm nq	3.46	3.65nq	3.54	3.52	3.55	3.47	3.59	3.38	3.47	3.37	3.67	3.53	3.64	3.74F	3.59	3.39	3.57	3.43	3.57	3.38
Standard deviation		1.27	1.28	1.25	1.28	1.23	1.13	1.25	1.27	1.34	1.39	1.26	1.19	1.32	1.27	1.30	1.20	1.26	1.29	1.23	1.26	1.31	1.27	1.25	1.18	1.33	1.25	1.26	1.29	1.34	1.16	1.29	1.18	1.31	1.19	1.30	1.32	1.33
Standard error		0.03	0.04	0.04	0.09	0.07	0.07	0.07	0.08	0.08	0.12	0.05	0.05	0.05	0.06	0.05	0.07	0.06	0.04	0.05	0.03	0.07	0.03	0.10	0.13	0.18	0.10	0.15	0.10	0.12	0.09	0.12	0.13	0.10	0.08	0.08	0.10	0.18

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 68

Q17. To what extent do you agree or disagree that this description of the price:
A. £20 a month, to increase by £3 a month from April 2024 - Makes it easy to understand how much you would pay in total over the 18 months of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
		Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base		1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base		1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
NET: Agree		1052	920	116	684	42	91	145	146	107	3	365	67	107	186	187	201	164	62	36	42	126	160	71	12	767	29	256	164	466	344
		59%rs	60%	54%	57%	68%	65%	60%	63%	68%c	47%	64%c	64%rs	61%rs	62%rs	58%	60%rs	66%rs	56%	44%	46%	55%	57%	53%	62%	61%z	62%	55%	66%	59%	62%
Agree strongly	(5)	478	436	36	325	23	28	57	59	56	-	152	35	46	79	85	90	71	32	18	21	63	96	35	6	325	11	142	68	208	163
		27%b	28%b	17%	27%	37%e	20%	24%	25%	36%Tef	-	27%	34%	27%	27%	26%	27%	29%	29%	22%	22%	28%	34%TTx	26%	30%	26%	24%	30%	27%	26%	29%
Agree slightly	(4)	575	483	80	359	19	63	88	88	50	3	213	32	61	107	102	111	93	30	18	21	63	64	36	6	442	18	114	96	258	182
		32%uzuz	31%	37%	30%	31%	45%Tc	37%	38%c	32%	47%	38%c	30%	35%	36%rs	32%	33%	38%rs	27%	22%	23%	27%	23%	27%	31%	35%tuz	39%	25%	38%	33%	33%
Neither agree nor disagree	(3)	286	233	47	187	11	24	45	46	30	3	96	22	26	44	47	49	36	17	20	25	48	44	25	5	187	13	85	46	116	79
		16%	15%	22%Ta	16%	18%	17%	18%	20%	19%	41%	17%	22%	15%	15%	15%	15%	15%	15%	24%	27%Tlmnop	21%x	16%	19%	23%	15%	28%	18%	18%	15%	14%
Disagree slightly	(2)	288	255	33	210	7	16	41	27	15	-	79	6	30	45	61	59	31	19	20	17	35	52	24	1	200	5	84	26	139	87
		16%kA	17%	16%	18%h	12%	12%	17%	12%	10%	-	14%	6%	17%k	15%k	19%k	18%k	12%	17%k	24%kp	18%k	15%	18%	18%	6%	16%	10%	18%	10%	18%A	16%
Disagree strongly	(1)	145	128	17	116	1	8	11	13	5	1	28	9	11	24	28	26	17	14	6	9	20	26	14	2	104	-	41	14	66	49
		8%j	8%	8%	10%fhj	2%	5%	5%	5%	3%	12%	5%	9%	6%	8%	9%	8%	7%	12%	8%	10%	9%	9%	10%	10%	8%	-	9%	6%	8%	9%
NET: Disagree		433	383	50	326	9	24	52	40	20	1	107	15	41	69	90	85	48	33	26	26	55	78	37	3	304	5	124	40	205	136
		24%ghjkA	25%	24%	27%deghj	14%	17%	21%	17%	13%	12%	19%	14%	24%	23%	28%kp	25%k	19%	29%k	32%k	28%k	24%	28%y	28%y	16%	24%	10%	27%y	16%	26%A	24%A
Mean		3.54	3.55	3.40	3.47	3.89c	3.63	3.58	3.66	3.88Tcf	3.23	3.67Tc	3.75rs	3.58	3.58	3.48	3.54	3.68rs	3.43	3.26	3.30	3.50	3.54	3.42	3.66	3.54	3.76	3.50	3.71B	3.51	3.58
Standard deviation		1.27	1.28	1.17	1.31	1.11	1.10	1.15	1.14	1.10	1.03	1.15	1.23	1.23	1.25	1.30	1.27	1.21	1.38	1.27	1.27	1.28	1.36	1.32	1.27	1.26	0.93	1.32	1.14	1.28	1.29
Standard error		0.03	0.03	0.08	0.04	0.15	0.09	0.08	0.08	0.09	0.42	0.05	0.12	0.09	0.07	0.07	0.07	0.08	0.14	0.15	0.13	0.08	0.08	0.12	0.32	0.04	0.14	0.06	0.07	0.04	0.06

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 69

Q17. To what extent do you agree or disagree that this description of the price:
A. £20 a month, to increase by £3 a month from April 2024 - Makes it easy to understand how much you would pay in total over the 18 months of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
		Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base		1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base		1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
NET: Agree		1052 59%h	639 59%	320 60%	94 59%	842 61%h	619 63%fh	223 55%	157 59%	54 47%	746 61%l	516 63%l	229 58%	307 55%	197 62%	856 59%	605 62%	327 57%
Agree strongly	(5)	478 27%	292 27%	140 26%	46 29%	380 27%	284 29%	97 24%	72 27%	25 22%	344 28%	245 30%l	99 25%	133 24%	109 34%Tn	369 25%	287 29%	139 24%
Agree slightly	(4)	575 32%	347 32%	180 34%	48 30%	462 33%	335 34%	126 31%	84 32%	29 25%	401 33%	271 33%	130 33%	173 31%	88 28%	487 34%	319 33%	187 33%
Neither agree nor disagree	(3)	286 16%	158 15%	96 18%	32 20%	224 16%	162 16%	62 15%	40 15%	22 19%	197 16%	136 17%	62 16%	88 16%	50 16%	236 16%	167 17%	91 16%
Disagree slightly	(2)	288 16%	185 17%	78 15%	26 16%	221 16%	146 15%	75 19%	42 16%	25 22%	185 15%	116 14%	69 18%	103 18%	52 16%	236 16%	139 14%	107 19%o
Disagree strongly	(1)	145 8%e	101 9%	37 7%	8 5%	103 7%	58 6%	45 11%de	29 11%e	13 11%e	85 7%	50 6%	35 9%	60 11%ij	20 6%	125 9%	67 7%	49 8%
NET: Disagree		433 24%ej	286 26%	114 22%	33 21%	324 23%	204 21%	120 30%Tde	71 26%	38 33%de	270 22%	166 20%	104 26%j	163 29%Tij	72 23%	361 25%	206 21%	156 27%o
Mean		3.54fh l	3.50	3.58	3.62	3.57fh	3.65Tf h	3.38	3.48	3.24	3.61l	3.67Tk l	3.48	3.39	3.67	3.51	3.63p	3.46
Standard deviation		1.27	1.30	1.22	1.19	1.25	1.21	1.33	1.33	1.33	1.24	1.21	1.28	1.32	1.27	1.26	1.23	1.27
Standard error		0.03	0.04	0.05	0.10	0.03	0.04	0.07	0.08	0.12	0.04	0.04	0.07	0.06	0.07	0.03	0.04	0.05

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 70

Q17. To what extent do you agree or disagree that this description of the price:
B. £20 a month until March 2024, then £23 a month until March 2025 - Summary
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Summary	
		Makes it easy to understand how much you will be paying each month	Makes it easy to understand how much you would pay in total over the 18 months of the contract
Unweighted base		1753	1753
Weighted base		1771	1771
NET: Agree		1498 85%	1288 73%
Agree strongly	(5)	929 52%	718 41%
Agree slightly	(4)	570 32%	570 32%
Neither agree nor disagree	(3)	185 10%	227 13%
Disagree slightly	(2)	60 3%	173 10%
Disagree strongly	(1)	28 2%	84 5%
NET: Disagree		88 5%	257 14%
Mean		4.30	3.94
Standard deviation		0.90	1.16
Standard error		0.02	0.03

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 71

Q17. To what extent do you agree or disagree that this description of the price:
B. £20 a month until March 2024, then £23 a month until March 2025 - Makes it easy to understand how much you will be paying each month
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)
Unweighted base		1753	852	896	209	327	258	310	248	274	127	536	568	649
Weighted base		1771	858	906	234	317	264	323	251	262	120	551	588	633
NET: Agree		1498 85%cdj	701 82%	790 87%a	181 77%	243 77%	222 84%j	285 88%cdj	225 90%cdj	236 90%Tcd j	107 89%cdj	424 77%	506 86%cdj	568 90%Tcd ej
Agree strongly	(5)	929 52%cdj vyG	421 49%	502 55%a	83 35%	129 41%	127 48%cj	192 60%Tcd ej	159 63%Tcd ejk	160 61%Tcd ej	79 66%Tcd ejk	211 38%	319 54%cdj	398 63%Tcd ejk
Agree slightly	(4)	570 32%lt	280 33%	287 32%	98 42%Tfg hikl	115 36%gil	95 36%gil	92 29%	66 26%	75 29%	28 24%	213 39%Tfg hikl	187 32%	170 27%
Neither agree nor disagree	(3)	185 10%hl	106 12%b	79 9%	38 16%Tgh ikl	49 15%Tgh ikl	26 10%h	33 10%h	19 8%	13 5%	7 6%	87 16%Tef ghikl	59 10%hl	39 6%
Disagree slightly	(2)	60 3%f	35 4%	25 3%	9 4%	20 6%Tfgk l	12 4%f	3 1%	3 1%	8 3%	4 4%	29 5%fgkl	15 3%	16 3%
Disagree strongly	(1)	28 2%	15 2%	12 1%	6 3%	5 2%	5 2%	2 1%	3 1%	6 2%	1 1%	11 2%	7 1%	9 1%
NET: Disagree		88 5%f	50 6%	37 4%	16 7%f	24 8%fgkl	16 6%f	6 2%	7 3%	14 5%f	5 4%	40 7%fgkl	22 4%	26 4%
Mean		4.30cd jvy	4.23	4.37a	4.03	4.08	4.24cj	4.45Tc dej	4.49Tc dej	4.44Tc dej	4.50Tc dej	4.06	4.36cd j	4.47Tc dejk
Standard deviation		0.90	0.94	0.86	0.96	0.97	0.93	0.78	0.80	0.89	0.82	0.96	0.85	0.84
Standard error		0.02	0.03	0.03	0.07	0.05	0.06	0.04	0.05	0.05	0.07	0.04	0.04	0.03

		Social Grade: AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban/Rural: Urban (s)	Rural (t)	Country: Englan d (u)	Scot-land (v)	Wales (w)	North-em Ire-land (x)
Unweighted base		466	559	334	394	1025	728	1427	326	1457	151	88	57
Weighted base		506	511	359	396	1017	754	1433	338	1473	146	94*	58*
NET: Agree		442 87%	429 84%	297 83%	331 84%	871 86%	628 83%	1206 84%	293 87%	1244 84%	119 81%	81 87%	54 92%
Agree strongly	(5)	261 52%	273 53%	172 48%	223 56%o	534 52%	395 52%	717 50%	211 62%Ts	780 53%v	62 42%	50 53%	37 63%v
Agree slightly	(4)	181 36%p	156 31%	125 35%	108 27%	337 33%	233 31%	488 34%t	81 24%	464 32%	57 39%	32 34%	17 29%
Neither agree nor disagree	(3)	40 8%	60 12%	42 12%	43 11%	100 10%	85 11%	157 11%	28 8%	157 11%	15 10%	10 10%	3 6%
Disagree slightly	(2)	14 3%	17 3%	12 3%	17 4%	31 3%	29 4%	48 3%	12 3%	46 3%	10 7%u	3 3%	1 2%
Disagree strongly	(1)	10 2%	5 1%	8 2%	5 1%	15 1%	13 2%	22 2%	5 2%	25 2%	3 2%	- -	- -
NET: Disagree		23 5%	23 4%	20 6%	22 6%	46 5%	42 6%	70 5%	17 5%	71 5%	13 9%	3 3%	1 2%
Mean		4.32	4.32	4.23	4.33	4.32	4.28	4.28	4.42s	4.31v	4.13	4.37	4.54v
Standard deviation		0.88	0.88	0.94	0.92	0.88	0.93	0.90	0.90	0.90	0.99	0.79	0.70
Standard error		0.04	0.04	0.05	0.05	0.03	0.03	0.02	0.05	0.02	0.08	0.08	0.09

		Region: Scot-land (y)	North East (z)	North West (A)	York-shire & Humb-erside (B)	West Mid-lands (C)	East Mid-lands (D)	Wales (E)	East-ern (F)	London (G)	South East (H)	South West (I)	North-ern Ire-land (J)
Unweighted base		151	72	166	118	163	111	88	167	245	253	162	57
Weighted base		146	64*	184	139*	155	123*	94*	163	236	254	154	58*
NET: Agree		119 81%	53 83%	148 80%	112 81%	131 84%	106 86%	81 87%	140 86%	196 83%	231 91%TyA BGI	126 82%	54 92%
Agree strongly	(5)	62 42%	32 49%	95 51%	75 54%	78 50%	74 60%yG	50 53%	95 58%yG	103 44%	143 56%yG	85 55%yG	37 63%yG
Agree slightly	(4)	57 39%DI	21 33%	54 29%	37 27%	53 34%	32 26%	32 34%	45 28%	93 39%TBD FI	88 35%	41 27%	17 29%
Neither agree nor disagree	(3)	15 10%	6 9%	27 15%H	19 14%H	12 8%	12 10%	10 10%	19 12%	25 10%	17 7%	21 13%H	3 6%
Disagree slightly	(2)	10 7%FH	4 7%FH	6 3%	4 3%	8 5%	3 2%	3 3%	2 1%	10 4%	5 2%	6 4%	1 2%
Disagree strongly	(1)	3 2%	1 2%	4 2%	4 3%	4 3%	3 2%	- -	2 1%	6 2%	1 1%	1 *	- -
NET: Disagree		13 9%FH	5 8%FH	9 5%	7 5%	12 8%FH	6 5%	3 3%	3 2%	15 7%H	6 2%	7 4%	1 2%
Mean		4.13	4.22	4.25	4.27	4.24	4.39y	4.37	4.42yG	4.18	4.44Ty ACG	4.33	4.54yG
Standard deviation		0.99	0.98	0.95	0.98	0.98	0.92	0.79	0.82	0.94	0.75	0.89	0.70
Standard error		0.08	0.12	0.07	0.09	0.08	0.09	0.08	0.06	0.06	0.05	0.07	0.09

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 72

Q17. To what extent do you agree or disagree that this description of the price:
B. £20 a month until March 2024, then £23 a month until March 2025 - Makes it easy to understand how much you will be paying each month
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
		Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base		1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base		1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
NET: Agree		1498 85%br	1325 86%b	155 73%	1025 86%	52 85%	118 85%	195 81%	195 84%	127 81%	4 70%	469 83%	92 89%r	147 84%r	245 82%	277 86%r	289 86%r	211 85%r	99 88%r	59 71%	79 85%	181 79%	246 87%t	113 85%	14 68%	1073 85%t	39 84%	386 83%	213 85%	668 85%	479 86%
Agree strongly	(5)	929 52%befr A	850 55%b	70 33%	659 55%efj	31 50%	49 35%	97 40%	116 50%e	84 53%ef	1 18%	268 47%e	49 47%	88 50%	160 54%r	175 54%r	177 53%r	139 56%r	63 56%r	29 36%	49 53%r	118 52%	174 62%TtTx y	80 60%	8 39%	638 51%	19 41%	271 58%TTx	106 42%	428 54%A	316 57%A
Agree slightly	(4)	570 32%uzuz	474 31%	85 40%Ta	366 31%	22 35%	70 50%Tcgh j	98 40%Tch	78 34%	43 27%	3 52%	201 35%	43 42%mp	59 34%	84 28%	103 32%	112 33%	73 29%	36 32%	29 36%	30 32%	63 27%	72 25%	33 25%	6 29%	435 35%uvz	20 43%uz	115 25%	107 43%TBC	240 31%	163 29%
Neither agree nor disagree	(3)	185 10%	137 9%	45 21%Ta	112 9%	8 14%	16 11%	34 14%	28 12%	25 16%c	2 30%	72 13%	11 10%	17 10%	39 13%n	26 8%	31 9%	26 10%	9 8%	18 22%Tnop qs	8 9%	34 15%	25 9%	15 11%	3 15%	127 10%	5 11%	53 11%	30 12%	77 10%	52 9%
Disagree slightly	(2)	60 3%	50 3%	8 4%	44 4%	1 2%	3 2%	6 3%	4 2%	5 3%	- -	17 3%	1 1%	9 5%	7 2%	12 4%	14 4%	7 3%	4 3%	2 3%	4 4%	9 4%	9 3%	5 4%	3 17%	38 3%	2 5%	20 4%	4 2%	26 3%	24 4%
Disagree strongly	(1)	28 2%	23 2%	4 2%	17 1%	- -	2 1%	7 3%	4 2%	1 1%	- -	10 2%	* *	1 1%	8 3%o	9 3%o	* *	4 2%	- -	3 4%o	2 2%	4 2%	2 1%	* *	- -	21 2%	- -	7 1%	3 1%	15 2%	5 1%
NET: Disagree		88 5%	74 5%	12 6%	61 5%	1 2%	5 3%	13 5%	9 4%	6 4%	- -	27 5%	1 1%	11 6%	15 5%	21 6%k	14 4%	11 4%	4 3%	5 6%	5 6%	13 6%	11 4%	6 4%	3 17%	59 5%	2 5%	27 6%	7 3%	41 5%	28 5%
Mean		4.30bfr	4.35b	3.98	4.34efj	4.32	4.15	4.13	4.29	4.30	3.88	4.23	4.34r	4.28r	4.28r	4.31r	4.35r	4.35r	4.41r	3.97	4.31r	4.23	4.44TtT x	4.40	3.91	4.30	4.20	4.34	4.24	4.32	4.36
Standard deviation		0.90	0.89	0.94	0.90	0.79	0.81	0.94	0.89	0.88	0.75	0.91	0.72	0.90	0.96	0.96	0.83	0.90	0.79	1.02	0.93	0.97	0.84	0.86	1.12	0.89	0.83	0.94	0.81	0.92	0.88
Standard error		0.02	0.02	0.06	0.03	0.10	0.07	0.06	0.06	0.08	0.30	0.04	0.07	0.07	0.05	0.05	0.05	0.06	0.08	0.12	0.09	0.06	0.05	0.08	0.28	0.03	0.13	0.04	0.05	0.03	0.04

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 73

Q17. To what extent do you agree or disagree that this description of the price:
B. £20 a month until March 2024, then £23 a month until March 2025 - Makes it easy to understand how much you will be paying each month
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
		Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base		1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base		1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
NET: Agree		1498	915	450	133	1182	847	335	227	89	1022	707	316	476	279	1220	842	466
		85%k	85%	85%	84%	85%	86%h	83%	85%	78%	84%	86%k	80%	85%	87%	84%	86%p	81%
Agree strongly	(5)	929	597	255	77	742	531	211	130	57	638	460	178	290	195	734	520	283
		52%k	55%b	48%	48%	53%	54%	52%	49%	50%	53%k	56%k	45%	52%	61%Tn	51%	53%	49%
Agree slightly	(4)	570	318	195	56	440	316	124	97	33	384	246	138	186	84	486	322	183
		32%	29%	37%a	35%	32%	32%	31%	36%	28%	32%	30%	35%	33%	26%	33%m	33%	32%
Neither agree nor disagree	(3)	185	108	59	19	136	92	44	32	18	132	85	46	54	26	160	95	74
		10%	10%	11%	12%	10%	9%	11%	12%	16%	11%	10%	12%	10%	8%	11%	10%	13%
Disagree slightly	(2)	60	36	18	6	48	32	15	7	5	37	16	22	23	13	47	32	20
		3%	3%	3%	4%	3%	3%	4%	3%	5%	3%	2%	5%j	4%j	4%	3%	3%	4%
Disagree strongly	(1)	28	23	3	1	25	13	11	1	2	22	10	11	6	2	26	9	14
		2%	2%b	1%	1%	2%	1%	3%	*	2%	2%	1%	3%	1%	1%	2%	1%	2%o
NET: Disagree		88	59	22	7	72	46	27	8	7	59	26	33	29	15	73	41	34
		5%	5%	4%	4%	5%	5%	7%	3%	6%	5%	3%	8%Tij	5%	5%	5%	4%	6%
Mean		4.30k	4.32	4.28	4.27	4.31	4.34	4.26	4.30	4.20	4.30k	4.38k	4.14	4.31k	4.43Tn	4.28	4.34p	4.22
Standard deviation		0.90	0.94	0.84	0.87	0.91	0.88	0.98	0.81	0.98	0.91	0.84	1.01	0.88	0.86	0.91	0.85	0.96
Standard error		0.02	0.03	0.04	0.07	0.02	0.03	0.05	0.05	0.09	0.03	0.03	0.05	0.04	0.05	0.02	0.03	0.04

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 74

Q17. To what extent do you agree or disagree that this description of the price:
B. £20 a month until March 2024, then £23 a month until March 2025 - Makes it easy to understand how much you would pay in total over the 18 months of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)
Unweighted base		1753	852	896	209	327	258	310	248	274	127	536	568	649
Weighted base		1771	858	906	234	317	264	323	251	262	120	551	588	633
NET: Agree		1288 73%cj	604 70%	676 75%	138 59%	217 69%c	194 73%cj	242 75%cj	191 76%cj	207 79%cdj	100 83%Tcd jk	355 64%	435 74%cj	497 79%Tcd j
Agree strongly	(5)	718 41%cdj	327 38%	390 43%	62 26%	102 32%	103 39%cj	141 44%cdj	118 47%cdj	127 48%Tcd ej	66 55%Tcd efjk	163 30%	244 42%cdj	310 49%Tcd ejk
Agree slightly	(4)	570 32%	278 32%	286 32%	76 33%	116 37%l	91 35%	100 31%	73 29%	80 30%	34 28%	192 35%	192 33%	186 29%
Neither agree nor disagree	(3)	227 13%hIH	118 14%	109 12%	46 20%Tgh ikl	49 15%hil	34 13%	42 13%h	28 11%	20 7%	9 7%	95 17%Tgh il	76 13%hl	56 9%
Disagree slightly	(2)	173 10%wE	93 11%	80 9%	36 15%Tfg hikl	37 12%f	28 11%	21 7%	21 8%	23 9%	6 5%	73 13%Tflk l	50 8%	50 8%
Disagree strongly	(1)	84 5%	42 5%	42 5%	14 6%	14 4%	8 3%	18 6%	11 4%	13 5%	5 4%	28 5%	27 5%	29 5%
NET: Disagree		257 14%	135 16%	121 13%	50 21%Tfg hikl	51 16%	37 14%	39 12%	32 13%	36 14%	11 9%	101 18%flk l	76 13%	80 13%
Mean		3.94cj	3.88	4.00	3.58	3.80	3.95cj	4.01cd j	4.06cd j	4.08cd j	4.25Tc dejk	3.71	3.98cd j	4.10Tc dj
Standard deviation		1.16	1.18	1.15	1.20	1.14	1.11	1.16	1.15	1.17	1.07	1.17	1.14	1.14
Standard error		0.03	0.04	0.04	0.08	0.06	0.07	0.07	0.07	0.07	0.10	0.05	0.05	0.04

		Social Grade: AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban/Rural: Urban (s)	Rural (t)	Country: England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)
Unweighted base		466	559	334	394	1025	728	1427	326	1457	151	88	57
Weighted base		506	511	359	396	1017	754	1433	338	1473	146	94*	58*
NET: Agree		379 75%n	350 68%	259 72%	300 76%n	729 72%	558 74%n	1041 73%	247 73%	1064 72%	99 68%	77 82%v	47 81%
Agree strongly	(5)	207 41%	191 37%	137 38%	183 46%nq	398 39%	319 42%	571 40%	147 43%	602 41%	51 35%	35 38%	29 49%
Agree slightly	(4)	172 34%	159 31%	122 34%	117 30%	331 33%	239 32%	470 33%	100 29%	462 31%	48 33%	41 44%Tu	19 32%
Neither agree nor disagree	(3)	58 11%	72 14%	51 14%	46 12%	130 13%	97 13%	186 13%	41 12%	192 13%	20 14%	8 9%	6 10%
Disagree slightly	(2)	43 8%	61 12%	34 9%	35 9%	103 10%	69 9%	148 10%	25 7%	143 10%w	24 16%Tuw	2 3%	3 6%
Disagree strongly	(1)	26 5%	29 6%	15 4%	15 4%	55 5%	29 4%	59 4%	25 7%s	73 5%	3 2%	6 7%	2 3%
NET: Disagree		69 14%	89 17%r	49 14%	50 13%	158 16%	99 13%	207 14%	50 15%	216 15%	27 18%	9 9%	5 9%
Mean		3.97	3.83	3.93	4.06nq	3.90	3.99h	3.94	3.94	3.94	3.83	4.04	4.18
Standard deviation		1.15	1.21	1.13	1.13	1.18	1.13	1.14	1.23	1.17	1.13	1.09	1.05
Standard error		0.05	0.05	0.06	0.06	0.04	0.04	0.03	0.07	0.03	0.09	0.12	0.14

		Region: Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base		151	72	166	118	163	111	88	167	245	253	162	57
Weighted base		146	64*	184	139*	155	123*	94*	163	236	254	154	58*
NET: Agree		99 68%	47 73%	127 69%	103 74%	112 72%	95 77%	77 82%yAG	116 71%	164 69%	194 76%	107 69%	47 81%
Agree strongly	(5)	51 35%	23 36%	75 41%	64 46%	62 40%	61 49%yG	35 38%	64 39%	84 36%	105 41%	66 43%	29 49%
Agree slightly	(4)	48 33%	24 38%	52 28%	39 28%	50 32%	35 28%	41 44%TAB DI	52 32%	80 34%	89 35%	41 26%	19 32%
Neither agree nor disagree	(3)	20 14%	9 14%	30 16%H	20 14%	20 13%	16 13%	8 9%	21 13%	37 15%H	19 7%	21 14%H	6 10%
Disagree slightly	(2)	24 16%TzBD E	3 5%	18 10%	10 7%	18 12%E	8 7%	2 3%	15 9%	25 11%E	27 11%E	19 12%E	3 6%
Disagree strongly	(1)	3 2%	5 8%y	10 6%	6 4%	5 3%	4 3%	6 7%	11 7%	11 5%	14 6%	7 5%	2 3%
NET: Disagree		27 18%	8 12%	28 15%	16 12%	23 15%	12 10%	9 9%	25 16%	36 15%	41 16%	26 17%	5 9%
Mean		3.83	3.89	3.88	4.04	3.94	4.13yG	4.04	3.88	3.85	3.96	3.91	4.18
Standard deviation		1.13	1.18	1.20	1.13	1.13	1.08	1.09	1.21	1.16	1.19	1.21	1.05
Standard error		0.09	0.14	0.09	0.10	0.09	0.10	0.12	0.09	0.07	0.08	0.10	0.14

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 75

Q17. To what extent do you agree or disagree that this description of the price:
B. £20 a month until March 2024, then £23 a month until March 2025 - Makes it easy to understand how much you would pay in total over the 18 months of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
		Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base		1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base		1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
NET: Agree		1288 73%b	1137 74%b	134 63%	867 72%	51 83%f	100 72%	164 68%	171 74%	115 73%	4 59%	417 73%	82 79%r	129 74%	215 72%	236 73%	250 75%r	185 74%	78 70%	50 61%	63 68%	158 69%	222 79%tx	95 72%	14 69%	912 72%	35 74%	341 73%	187 75%	575 73%	412 74%
Agree strongly	(5)	718 41%b	655 43%b	56 26%	490 41%	31 51%f	52 37%	84 35%	93 40%	70 45%	- -	228 40%	41 39%	68 39%	122 41%	139 43%	137 41%	109 44%	45 40%	27 33%	29 31%	97 42%	140 50%TTx	60 45%	4 20%	488 39%	15 31%	215 46%TTx	86 34%	339 43%A	237 42%A
Agree slightly	(4)	570 32%	482 31%	78 37%	378 32%	20 33%	48 35%	81 33%	79 34%	45 29%	4 59%	189 33%	41 40%	61 35%	93 31%	96 30%	112 34%	76 31%	33 30%	23 27%	34 37%	61 26%	83 29%	36 27%	10 49%	424 34%z	20 43%	126 27%	102 41%TBC	237 30%	175 31%
Neither agree nor disagree	(3)	227 13%	178 12%	45 21%Ta	143 12%	8 13%	24 18%	36 15%	32 14%	26 17%	3 41%	81 14%	12 12%	22 13%	36 12%	41 13%	42 13%	32 13%	13 11%	18 22%	10 11%	37 16%	31 11%	19 15%	2 10%	158 13%	8 16%	62 13%	29 12%	102 13%	67 12%
Disagree slightly	(2)	173 10%	144 9%	27 13%	123 10%	2 4%	10 7%	32 13%	17 8%	12 7%	- -	49 9%	7 6%	14 8%	32 11%	35 11%	31 9%	20 8%	10 9%	10 12%	13 14%	25 11%	17 6%	12 9%	4 22%	126 10%	4 8%	43 9%	27 11%	74 9%	50 9%
Disagree strongly	(1)	84 5%	77 5%	7 3%	63 5%	- -	4 3%	10 4%	11 5%	4 3%	- -	21 4%	3 3%	8 5%	15 5%	12 4%	12 3%	12 5%	11 10%Tno	4 5%	7 7%	9 4%	11 4%	7 5%	- -	63 5%	1 2%	20 4%	7 3%	35 4%	31 6%
NET: Disagree		257 14%d	221 14%	34 16%	186 16%d	2 4%	14 10%	41 17%d	28 12%	16 10%	- -	70 12%	10 10%	22 13%	48 16%	47 15%	43 13%	32 13%	21 19%	14 17%	19 21%k	35 15%	28 10%	19 14%	4 22%	189 15%	5 10%	63 14%	34 13%	109 14%	81 14%
Mean		3.94b	3.97b	3.70	3.93	4.30Tcefj	3.96	3.81	3.97	4.05	3.59	3.97	4.05	3.96	3.92	3.97	3.99	4.01	3.82	3.72	3.71	3.92	4.14TTx	3.97	3.67	3.91	3.94	4.02	3.93	3.98	3.96
Standard deviation		1.16	1.17	1.09	1.19	0.84	1.06	1.16	1.12	1.07	0.54	1.11	1.03	1.13	1.19	1.15	1.11	1.15	1.32	1.20	1.24	1.18	1.09	1.19	1.05	1.17	0.98	1.16	1.07	1.16	1.18
Standard error		0.03	0.03	0.07	0.03	0.11	0.09	0.08	0.08	0.09	0.22	0.05	0.10	0.08	0.07	0.06	0.06	0.08	0.14	0.14	0.13	0.08	0.06	0.11	0.26	0.03	0.15	0.05	0.07	0.04	0.05

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 76

Q17. To what extent do you agree or disagree that this description of the price:
B. £20 a month until March 2024, then £23 a month until March 2025 - Makes it easy to understand how much you would pay in total over the 18 months of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
		Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base		1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base		1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
NET: Agree		1288 73%f	775 72%	392 74%	121 76%	1016 73%f	749 76%fh	267 66%	196 73%	76 67%	898 74%k	631 77%Tkl	268 68%	389 70%	241 75%	1047 72%	739 76%p	400 70%
Agree strongly	(5)	718 41%	452 42%	206 39%	60 38%	569 41%	426 43%f	143 35%	106 40%	42 37%	507 42%k	370 45%Tkl	137 35%	210 38%	151 47%Tn	567 39%	420 43%	222 39%
Agree slightly	(4)	570 32%	323 30%	186 35%	61 38%a	447 32%	323 33%	124 30%	89 34%	34 30%	391 32%	261 32%	131 33%	179 32%	90 28%	480 33%	319 33%	178 31%
Neither agree nor disagree	(3)	227 13%	127 12%	82 15%	18 11%	177 13%	118 12%	59 15%	33 12%	17 15%	154 13%	105 13%	50 13%	73 13%	31 10%	196 13%	125 13%	76 13%
Disagree slightly	(2)	173 10%j	123 11%b	40 7%	10 6%	130 9%	82 8%	48 12%	27 10%	16 14%	108 9%	55 7%	52 13%ij	65 12%j	37 12%	136 9%	77 8%	70 12%o
Disagree strongly	(1)	84 5%	57 5%	17 3%	11 7%	67 5%	36 4%	32 8%Tde	11 4%	6 5%	53 4%	27 3%	25 6%j	31 6%	10 3%	74 5%	37 4%	27 5%
NET: Disagree		257 14%bj	180 17%b	56 11%	20 13%	197 14%	118 12%	80 20%Tde	38 14%	21 18%	160 13%	83 10%	77 20%Tij	96 17%ij	47 15%	209 14%	114 12%	97 17%o
Mean		3.94fk	3.92	3.99	3.94	3.95f	4.04f	3.74	3.95	3.80	3.98kl	4.09Tkl	3.77	3.85	4.05	3.92	4.03p	3.87
Standard deviation		1.16	1.21	1.06	1.16	1.16	1.10	1.27	1.14	1.21	1.14	1.07	1.23	1.21	1.15	1.16	1.10	1.19
Standard error		0.03	0.04	0.05	0.09	0.03	0.04	0.06	0.07	0.11	0.03	0.04	0.06	0.05	0.06	0.03	0.04	0.05

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 77

Q17. To what extent do you agree or disagree that this description of the price:
C. £20 a month for the first six months, then £23 a month for the remaining 12 months - Summary
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Summary	
		Makes it easy to understand how much you will be paying each month	Makes it easy to understand how much you would pay in total over the 18 months of the contract
Unweighted base		1753	1753
Weighted base		1771	1771
NET: Agree		1485 84%	1288 73%
Agree strongly	(5)	919 52%	721 41%
Agree slightly	(4)	566 32%	567 32%
Neither agree nor disagree	(3)	191 11%	243 14%
Disagree slightly	(2)	60 3%	158 9%
Disagree strongly	(1)	36 2%	82 5%
NET: Disagree		96 5%	240 14%
Mean		4.28	3.95
Standard deviation		0.93	1.15
Standard error		0.02	0.03

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 78

Q17. To what extent do you agree or disagree that this description of the price:
C. £20 a month for the first six months, then £23 a month for the remaining 12 months - Makes it easy to understand how much you will be paying each month
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)	Social Grade: AB (m)	Social Grade: C1 (n)	Social Grade: C2 (o)	Social Grade: DE (p)	Social Grade: ABC1 (q)	Social Grade: C2DE (r)	Urban/Rural: Urban (s)	Urban/Rural: Rural (t)	Country: England (u)	Country: Scotland (v)	Country: Wales (w)	Country: Northern Ireland (x)	Region: Scotland (y)	Region: North East (z)	Region: North West (A)	Region: Yorkshire & Humberside (B)	Region: West Midlands (C)	Region: East Midlands (D)	Region: Wales (E)	Region: Eastern (F)	Region: London (G)	Region: South East (H)	Region: South West (I)	Region: Northern Ireland (J)
Unweighted base		1753	852	896	209	327	258	310	248	274	127	536	568	649	466	559	334	394	1025	728	1427	326	1457	151	88	57	151	72	166	118	163	111	88	167	245	253	162	57
Weighted base		1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
NET: Agree		1485 84%djvy	705 82%	774 85%	187 80%	246 78%	218 82%	285 88%cdj	222 89%cdj	226 86%dj	101 84%	433 79%	502 86%dj	549 87%cdj	431 85%	429 84%	294 82%	331 84%	860 85%	625 83%	1196 83%	289 85%	1244 84%v	111 76%	79 85%	50 86%	111 76%	50 77%	154 84%	113 81%	133 86%	105 85%	79 85%	140 86%y	195 82%	222 88%y	133 86%y	50 86%
Agree strongly	(5)	919 52%cdjG	436 51%	479 53%	85 36%	134 42%	125 47%c	190 59%Tcdej	152 61%Tcdej	161 61%Tcdejk	71 59%cdej	219 40%	315 54%cdj	385 61%Tcdejk	249 49%	261 51%	180 50%	229 58%mq	510 50%	409 54%	725 51%	194 57%s	760 52%	68 47%	52 56%	38 65%v	68 47%	27 43%	90 49%	73 52%	82 53%	76 62%yzG	52 56%	90 56%G	101 43%	136 54%G	84 55%G	38 65%yzG
Agree slightly	(4)	566 32%hlp	269 31%	294 32%	102 44%Tfghikl	112 35%hil	93 35%hl	95 29%	70 28%	65 25%	29 25%	214 39%Tfghikl	188 32%l	164 26%	182 36%pr	168 33%p	114 32%	102 26%	350 34%pr	216 29%	471 33%	95 28%	484 33%	43 29%	27 29%	12 20%	43 29%	22 35%	64 35%	40 29%	51 33%	29 23%	27 29%	50 31%	94 40%TDJ	86 34%	49 32%	12 20%
Neither agree nor disagree	(3)	191 11%h	102 12%	89 10%	33 14%hl	46 15%hl	28 11%	30 9%	24 10%	15 6%	15 12%h	79 14%Thkl	58 10%	54 9%	45 9%	56 11%	43 12%	47 12%	101 10%	90 12%	160 11%	31 9%	158 11%	18 12%	10 11%	5 9%	18 12%	12 19%CDH	21 11%	19 13%	14 9%	8 7%	10 11%	20 13%	25 11%	21 8%	17 11%	5 9%
Disagree slightly	(2)	60 3%	32 4%	26 3%	8 4%	15 5%fg	11 4%g	5 2%	2 1%	13 5%fg	4 4%	23 4%g	16 3%	20 3%	19 4%	20 4%	10 3%	10 3%	40 4%	20 3%	49 3%	11 3%	46 3%	9 6%	2 2%	3 5%	9 6%AF	1 1%	3 1%	5 3%	6 4%	7 6%F	2 2%	1 1%	10 4%	9 4%	3 2%	3 5%
Disagree strongly	(1)	36 2%	18 2%	18 2%	6 3%	9 3%	7 3%	3 1%	2 1%	8 3%	- -	15 3%	11 2%	10 2%	10 2%	6 1%	12 3%n	7 2%	17 2%	19 3%	28 2%	8 2%	25 2%	8 5%Tu	3 3%	- -	8 5%TFHI	2 2%	7 4%H	3 2%	2 1%	3 2%	3 3%	1 *	6 3%	1 1%	1 1%	- -
NET: Disagree		96 5%gF	50 6%	44 5%	14 6%g	25 8%fg	19 7%fg	8 3%	4 2%	21 8%fg	4 4%	39 7%fg	27 5%	30 5%	30 6%	26 5%	22 6%	17 4%	56 6%	39 5%	77 5%	19 5%	71 5%	17 12%Tu	4 5%	3 5%	17 12%TFHI	2 4%	10 5%	8 6%	8 5%	10 8%F	4 5%	2 1%	16 7%F	10 4%	4 3%	3 5%
Mean		4.28cdjvy	4.25	4.31	4.07	4.09	4.20	4.43Tcdej	4.47Tcdejk	4.37cdj	4.40cdj	4.08	4.33cdj	4.41Tcdej	4.26	4.28	4.23	4.35	4.27	4.29	4.27	4.35	4.30v	4.05	4.33	4.46v	4.05	4.14	4.24	4.25	4.32y	4.37y	4.33	4.40yzG	4.16	4.37yG	4.37yG	4.46yG
Standard deviation		0.93	0.95	0.91	0.94	1.01	0.98	0.81	0.78	1.00	0.84	0.98	0.90	0.89	0.92	0.90	1.00	0.92	0.91	0.96	0.93	0.94	0.90	1.16	0.94	0.87	1.16	0.94	0.97	0.97	0.89	0.99	0.94	0.77	0.96	0.82	0.82	0.87
Standard error		0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.06	0.07	0.04	0.04	0.03	0.04	0.04	0.05	0.05	0.03	0.04	0.02	0.05	0.02	0.09	0.10	0.11	0.09	0.11	0.08	0.09	0.07	0.09	0.10	0.06	0.06	0.05	0.06	0.11

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 79

Q17. To what extent do you agree or disagree that this description of the price:
C. £20 a month for the first six months, then £23 a month for the remaining 12 months - Makes it easy to understand how much you will be paying each month
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
		Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base		1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base		1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
NET: Agree		1485 84%br	1308 85%b	160 75%	1014 85%	53 87%	110 79%	205 85%	186 80%	124 79%	4 58%	467 82%	88 85%r	142 81%r	256 86%r	278 86%r	280 84%r	215 87%r	96 85%r	53 64%	77 83%r	183 80%	236 84%	107 81%	12 63%	1067 85%	37 79%	380 82%	217 87%	653 83%	485 87%
Agree strongly	(5)	919 52%befA	832 54%b	79 37%	648 54%efj	34 54%e	52 37%	100 41%	107 46%	89 56%ef	- -	271 48%e	49 47%	89 51%	158 53%	169 52%	162 48%	147 59%or	60 54%	35 42%	49 53%	119 52%	167 59%TTx	78 58%	8 38%	639 51%	20 43%	259 56%	108 43%	409 52%A	318 57%A
Agree slightly	(4)	566 32%huvz uvz	476 31%	81 38%	366 31%	20 32%	58 42%Tch	105 43%Tchj	78 34%h	36 23%	4 58%	196 35%h	39 37%	52 30%	99 33%	109 34%	118 35%	68 27%	36 32%	18 22%	28 30%	64 28%	70 25%	30 22%	5 25%	428 34%uvz	17 36%	121 26%	109 44%TBC	244 31%	167 30%
Neither agree nor disagree	(3)	191 11%	149 10%	37 17%Ta	120 10%	7 11%	21 15%	26 11%	34 15%	27 17%Tc	2 30%	69 12%	12 12%	19 11%	29 10%	23 7%	37 11%	23 9%	14 13%	23 28%Tklm nopqs	11 11%	36 16%TTx	34 12%	21 16%	3 14%	123 10%	7 15%	61 13%	25 10%	81 10%	51 9%
Disagree slightly	(2)	60 3%	48 3%	11 5%	42 4%	- -	4 3%	7 3%	9 4%	1 1%	1 12%	17 3%	3 3%	7 4%	9 3%	13 4%	13 4%	7 3%	2 2%	3 3%	1 1%	7 3%	9 3%	4 3%	1 7%	43 3%	2 5%	14 3%	7 3%	32 4%	17 3%
Disagree strongly	(1)	36 2%	31 2%	5 2%	21 2%	2 3%	4 3%	5 2%	3 1%	5 3%	- -	15 3%	* *	6 3%	5 2%	9 3%	5 1%	3 1%	- -	4 5%	4 4%	2 1%	3 1%	2 1%	3 17%	25 2%	1 1%	11 2%	1 *	21 3%	6 1%
NET: Disagree		96 5%	78 5%	16 8%	63 5%	2 3%	8 6%	12 5%	12 5%	6 4%	1 12%	32 6%	4 3%	13 8%	14 5%	23 7%	18 5%	10 4%	2 2%	7 8%	5 5%	10 4%	12 4%	5 4%	5 23%	68 5%	3 6%	25 5%	8 3%	53 7%	23 4%
Mean		4.28ber	4.32b	4.02	4.32e	4.36	4.07	4.19	4.20	4.29	3.46	4.22	4.28r	4.22	4.32r	4.28r	4.25r	4.40r	4.37r	3.93	4.28	4.27	4.37	4.34	3.62	4.28	4.14	4.30	4.26	4.26	4.38TB
Standard deviation		0.93	0.92	0.99	0.92	0.87	0.95	0.88	0.92	0.97	0.76	0.95	0.82	1.03	0.89	0.97	0.91	0.87	0.79	1.13	0.99	0.92	0.89	0.92	1.50	0.92	0.94	0.96	0.79	0.98	0.86
Standard error		0.02	0.02	0.07	0.03	0.12	0.08	0.06	0.06	0.08	0.31	0.04	0.08	0.08	0.05	0.05	0.05	0.06	0.08	0.13	0.10	0.06	0.05	0.08	0.37	0.03	0.14	0.04	0.05	0.03	0.04

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 80

Q17. To what extent do you agree or disagree that this description of the price:
C. £20 a month for the first six months, then £23 a month for the remaining 12 months - Makes it easy to understand how much you will be paying each month
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
		Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base		1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base		1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
NET: Agree		1485	914	439	132	1166	837	329	229	90	1010	695	315	475	282	1202	820	471
		84%	85%	83%	83%	84%	85%	81%	86%	78%	83%	85%k	80%	85%	88%n	83%	84%	82%
Agree strongly	(5)	919	588	260	71	738	534	204	120	61	630	447	184	288	200	719	517	277
		52%	54%c	49%	44%	53%g	54%g	50%	45%	53%	52%	55%k	47%	52%	63%Tn	49%	53%	48%
Agree slightly	(4)	566	327	179	61	428	303	125	109	28	379	249	131	187	82	484	303	193
		32%m	30%	34%	38%	31%	31%	31%	41%Tdefh	25%	31%	30%	33%	33%	26%	33%m	31%	34%
Neither agree nor disagree	(3)	191	108	60	23	146	102	44	28	18	132	88	44	59	24	167	109	66
		11%	10%	11%	15%	10%	10%	11%	10%	15%	11%	11%	11%	11%	8%	11%	11%	11%
Disagree slightly	(2)	60	32	23	4	48	31	16	9	4	43	22	21	17	9	51	41	13
		3%	3%	4%	3%	3%	3%	4%	3%	3%	4%	3%	5%j	3%	3%	3%	4%	2%
Disagree strongly	(1)	36	28	8	-	31	15	16	1	4	29	13	16	7	4	32	8	24
		2%o	3%	2%	-	2%	1%	4%Teg	*	3%	2%	2%	4%Tjl	1%	1%	2%	1%	4%To
NET: Disagree		96	60	31	4	78	46	33	10	7	72	35	37	24	13	83	49	37
		5%	6%	6%	3%	6%	5%	8%eg	4%	6%	6%	4%	9%Tjl	4%	4%	6%	5%	6%
Mean		4.28k	4.31	4.24	4.24	4.29	4.33f	4.19	4.27	4.22	4.27k	4.34k	4.13	4.31k	4.46Tn	4.24	4.31p	4.20
Standard deviation		0.93	0.95	0.93	0.80	0.94	0.89	1.05	0.81	1.03	0.95	0.89	1.06	0.87	0.84	0.94	0.89	1.01
Standard error		0.02	0.03	0.04	0.06	0.03	0.03	0.05	0.05	0.10	0.03	0.03	0.06	0.04	0.05	0.03	0.03	0.04

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 81

Q17. To what extent do you agree or disagree that this description of the price:
C. £20 a month for the first six months, then £23 a month for the remaining 12 months - Makes it easy to understand how much you would pay in total over the 18 months of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)
Unweighted base		1753	852	896	209	327	258	310	248	274	127	536	568	649
Weighted base		1771	858	906	234	317	264	323	251	262	120	551	588	633
NET: Agree		1288 73%cj	605 71%	676 75%	150 64%	219 69%	190 72%	249 77%cdj	185 74%c	202 77%cj	94 78%cj	369 67%	439 75%cj	480 76%cdj
Agree strongly	(5)	721 41%cj	345 40%	376 41%	60 25%	115 36%c	92 35%c	147 45%cdej	113 45%cej	132 50%Tcdejk	61 51%Tcdejk	175 32%	239 41%cj	307 48%Tcdejk
Agree slightly	(4)	567 32%l	260 30%	300 33%	90 39%ghl	103 33%	97 37%hl	103 32%	72 29%	69 26%	32 27%	194 35%hl	200 34%hl	174 27%
Neither agree nor disagree	(3)	243 14%h	128 15%	115 13%	41 17%hl	56 18%hl	38 15%h	40 12%	31 12%	22 9%	14 12%	97 18%Thl	78 13%	68 11%
Disagree slightly	(2)	158 9%	83 10%	75 8%	30 13%fk	31 10%	23 9%	18 6%	24 10%	25 9%	8 7%	61 11%fk	40 7%	57 9%
Disagree strongly	(1)	82 5%	41 5%	41 4%	13 5%	12 4%	14 5%	16 5%	10 4%	13 5%	4 3%	25 4%	30 5%	27 4%
NET: Disagree		240 14%	124 14%	116 13%	43 18%fk	42 13%	36 14%	34 11%	34 14%	38 15%	12 10%	85 16%	71 12%	84 13%
Mean		3.95cj	3.91	3.99	3.66	3.88c	3.88	4.07cj	4.01cj	4.08cj	4.16cdej	3.79	3.98cj	4.07Tcdej
Standard deviation		1.15	1.17	1.13	1.15	1.12	1.14	1.12	1.15	1.20	1.09	1.14	1.13	1.16
Standard error		0.03	0.04	0.04	0.08	0.06	0.07	0.06	0.07	0.07	0.10	0.05	0.05	0.05

		Social Grade: AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban/Rural: Urban (s)	Rural (t)	Country: England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)
Unweighted base		466	559	334	394	1025	728	1427	326	1457	151	88	57
Weighted base		506	511	359	396	1017	754	1433	338	1473	146	94*	58*
NET: Agree		374 74%	355 69%	261 73%	299 76%	728 72%	560 74%	1040 73%	248 73%	1073 73%	101 69%	70 75%	44 75%
Agree strongly	(5)	201 40%	192 38%	134 37%	194 49%Tmnoq	393 39%	328 43%	578 40%	142 42%	601 41%	55 37%	36 39%	29 50%
Agree slightly	(4)	173 34%p	162 32%	127 35%p	105 27%	335 33%p	232 31%	462 32%	106 31%	472 32%	46 32%	34 36%	15 25%
Neither agree nor disagree	(3)	58 12%	73 14%	56 16%	55 14%	131 13%	112 15%	200 14%	43 13%	202 14%	22 15%	15 16%	5 8%
Disagree slightly	(2)	49 10%	57 11%pr	26 7%	27 7%	106 10%r	53 7%	129 9%	30 9%	131 9%	19 13%w	2 2%	6 11%
Disagree strongly	(1)	25 5%	27 5%	15 4%	15 4%	52 5%	30 4%	64 4%	18 5%	67 5%	5 3%	7 7%	3 6%
NET: Disagree		74 15%	84 16%pr	41 12%	41 10%	158 16%pr	83 11%	193 13%	47 14%	198 13%	24 16%	9 10%	10 17%
Mean		3.94	3.85	3.94	4.10Tnq	3.90	4.03nq	3.95	3.96	3.96	3.87	3.97	4.02
Standard deviation		1.16	1.19	1.10	1.11	1.18	1.10	1.14	1.17	1.14	1.15	1.14	1.25
Standard error		0.05	0.05	0.06	0.06	0.04	0.04	0.03	0.06	0.03	0.09	0.12	0.17

		Region: Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base		151	72	166	118	163	111	88	167	245	253	162	57
Weighted base		146	64*	184	139*	155	123*	94*	163	236	254	154	58*
NET: Agree		101 69%	44 69%	132 72%	102 73%	118 76%	93 76%	70 75%	115 71%	171 72%	187 74%	110 71%	44 75%
Agree strongly	(5)	55 37%	21 33%	73 40%	59 42%	67 43%	62 50%zG	36 39%	63 39%	88 37%	102 40%	66 43%	29 50%
Agree slightly	(4)	46 32%	23 36%	59 32%	44 31%	51 33%	32 26%	34 36%	52 32%	83 35%	86 34%	44 28%	15 25%
Neither agree nor disagree	(3)	22 15%	11 17%	29 16%	18 13%	21 14%	17 14%	15 16%	23 14%	32 14%	30 12%	20 13%	5 8%
Disagree slightly	(2)	19 13%E	4 6%	14 8%	11 8%	11 7%	7 6%	2 2%	19 11%E	24 10%E	22 9%	18 12%E	6 11%
Disagree strongly	(1)	5 3%	5 7%	8 5%	8 6%	4 3%	6 5%	7 7%	6 4%	10 4%	15 6%	6 4%	3 6%
NET: Disagree		24 16%	9 14%	23 12%	19 13%	16 10%	13 11%	9 10%	25 15%	33 14%	37 14%	24 16%	10 17%
Mean		3.87	3.81	3.94	3.97	4.06	4.10	3.97	3.91	3.92	3.94	3.94	4.02
Standard deviation		1.15	1.19	1.13	1.17	1.05	1.14	1.14	1.15	1.13	1.18	1.18	1.25
Standard error		0.09	0.14	0.09	0.11	0.08	0.11	0.12	0.09	0.07	0.07	0.09	0.17

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 82

Q17. To what extent do you agree or disagree that this description of the price:
C. £20 a month for the first six months, then £23 a month for the remaining 12 months - Makes it easy to understand how much you would pay in total over the 18 months of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
		Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base		1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base		1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
NET: Agree		1288 73%r	1128 73%	142 67%	865 72%	51 83%	99 71%	172 71%	165 71%	116 74%	3 47%	420 74%	85 81%r	130 75%r	223 75%r	231 71%r	239 71%r	195 79%r	78 69%r	41 49%	66 71%r	163 71%	218 77%	93 70%	16 82%	908 72%	34 73%	345 74%	192 77%	575 73%	415 74%
Agree strongly	(5)	721 41%br	654 43%b	59 28%	492 41%f	32 52%fg	50 36%	81 33%	83 36%	78 50%efg	1 18%	228 40%	44 43%r	75 43%r	121 41%r	139 43%r	130 39%	108 43%r	45 40%	22 26%	37 40%	99 43%	141 50%TTx	58 44%	8 42%	482 38%	18 39%	220 47%TTx	87 35%	337 43%A	238 43%
Agree slightly	(4)	567 32%	475 31%	83 39%a	374 31%	19 31%	49 35%	92 38%h	82 35%	38 24%	2 29%	192 34%	40 39%	55 32%	102 34%	93 29%	109 33%	87 35%	33 29%	19 23%	29 31%	64 28%	77 27%	35 26%	8 40%	426 34%z	16 35%	125 27%	105 42%TBC	238 30%	177 32%
Neither agree nor disagree	(3)	243 14%	195 13%	44 20%Ta	155 13%	7 11%	21 15%	42 17%	39 17%	30 19%	3 41%	86 15%	10 10%	23 13%	38 13%	42 13%	48 14%	27 11%	18 16%	24 29%TklmnOps	12 13%	40 17%	34 12%	21 16%	2 10%	169 13%	9 18%	65 14%	37 15%	100 13%	70 12%
Disagree slightly	(2)	158 9%	138 9%	21 10%	119 10%	4 6%	12 9%	16 7%	18 8%	8 5%	1 12%	39 7%	6 5%	12 7%	24 8%	35 11%	34 10%	18 7%	7 6%	15 18%TklmpQ	8 9%	17 7%	21 7%	12 9%	1 5%	119 9%	4 9%	36 8%	15 6%	73 9%	48 9%
Disagree strongly	(1)	82 5%	75 5%	7 3%	58 5%	- -	6 5%	12 5%	9 4%	3 2%	- -	24 4%	3 3%	9 5%	14 5%	15 5%	14 4%	8 3%	10 9%p	2 3%	6 7%	9 4%	10 3%	7 6%	1 3%	62 5%	- -	20 4%	7 3%	40 5%	27 5%
NET: Disagree		240 14%A	213 14%	28 13%	177 15%h	4 6%	19 14%	28 11%	27 12%	11 7%	1 12%	62 11%	9 9%	21 12%	38 13%	50 15%	48 14%	26 11%	17 15%	17 21%kp	14 15%	26 11%	31 11%	19 14%	2 9%	181 14%	4 9%	55 12%	22 9%	112 14%A	75 13%
Mean		3.95r	3.97b	3.78	3.94	4.28Tcefg	3.89	3.88	3.92	4.14f	3.53	3.99	4.12r	4.00r	3.98r	3.94r	3.92r	4.08r	3.85	3.51	3.90	3.99	4.13TTx	3.94	4.12	3.91	4.03	4.05x	4.00	3.97	3.98
Standard deviation		1.15	1.16	1.06	1.17	0.90	1.13	1.09	1.09	1.03	1.01	1.10	1.01	1.15	1.13	1.19	1.14	1.06	1.27	1.15	1.22	1.12	1.10	1.21	1.03	1.15	0.96	1.14	0.99	1.17	1.15
Standard error		0.03	0.03	0.07	0.03	0.12	0.10	0.07	0.07	0.09	0.41	0.05	0.10	0.09	0.06	0.06	0.06	0.07	0.13	0.14	0.12	0.07	0.07	0.11	0.26	0.03	0.15	0.05	0.06	0.04	0.05

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 83

Q17. To what extent do you agree or disagree that this description of the price:

C. £20 a month for the first six months, then £23 a month for the remaining 12 months - Makes it easy to understand how much you would pay in total over the 18 months of the contract

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
		Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base		1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base		1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
NET: Agree		1288 73%	774 72%	395 75%	119 75%	1017 73%	743 75%fh	275 68%	197 74%	74 65%	883 73%	616 75%k	266 67%	405 73%	246 77%	1042 72%	728 74%	409 71%
Agree strongly	(5)	721 41%	459 42%	196 37%	66 42%	576 41%	431 44%f	145 36%	104 39%	40 35%	502 41%	353 43%	149 38%	219 39%	164 51%Tn	556 38%	416 43%	229 40%
Agree slightly	(4)	567 32%m	315 29%	200 38%Ta	53 33%	441 32%	311 32%	130 32%	92 35%	34 30%	381 31%	264 32%	117 30%	187 33%	82 26%	486 33%m	312 32%	180 31%
Neither agree nor disagree	(3)	243 14%	138 13%	77 15%	27 17%	184 13%	128 13%	56 14%	35 13%	24 21%de	170 14%	115 14%	55 14%	73 13%	30 9%	213 15%m	137 14%	74 13%
Disagree slightly	(2)	158 9%c	114 11%c	39 7%	6 4%	129 9%	78 8%	50 12%e	20 8%	9 8%	101 8%	58 7%	44 11%j	57 10%	30 10%	128 9%	80 8%	55 10%
Disagree strongly	(1)	82 5%	56 5%	19 4%	7 5%	61 4%	36 4%	25 6%	14 5%	7 6%	59 5%	29 4%	30 8%Tjl	23 4%	13 4%	69 5%	33 3%	36 6%o
NET: Disagree		240 14%	170 16%bc	57 11%	13 8%	189 14%	114 12%	75 18%Tde	35 13%	16 14%	160 13%	87 11%	74 19%Tij	80 14%	44 14%	197 14%	113 12%	90 16%o
Mean		3.95fk	3.93	3.97	4.04	3.97f	4.04fh	3.79	3.94	3.79	3.96k	4.04k	3.79	3.93	4.11Tn	3.92	4.02	3.89
Standard deviation		1.15	1.20	1.06	1.07	1.14	1.10	1.22	1.15	1.18	1.15	1.08	1.27	1.14	1.16	1.14	1.10	1.21
Standard error		0.03	0.04	0.05	0.09	0.03	0.04	0.06	0.07	0.11	0.03	0.04	0.07	0.05	0.06	0.03	0.04	0.05

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

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 84

Q17. To what extent do you agree or disagree that this description of the price:
D. £22 a month for 18 months - Summary
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Summary	
		Makes it easy to understand how much you will be paying each month	Makes it easy to understand how much you would pay in total over the 18 months of the contract
Unweighted base		1753	1753
Weighted base		1771	1771
NET: Agree		1552 88%	1392 79%
Agree strongly	(5)	1143 65%	965 54%
Agree slightly	(4)	409 23%	426 24%
Neither agree nor disagree	(3)	174 10%	204 12%
Disagree slightly	(2)	25 1%	119 7%
Disagree strongly	(1)	21 1%	57 3%
NET: Disagree		46 3%	176 10%
Mean		4.48	4.20
Standard deviation		0.82	1.09
Standard error		0.02	0.03

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 85

Q17. To what extent do you agree or disagree that this description of the price:
D. £22 a month for 18 months - Makes it easy to understand how much you will be paying each month
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)
Unweighted base		1753	852	896	209	327	258	310	248	274	127	536	568	649
Weighted base		1771	858	906	234	317	264	323	251	262	120	551	588	633
NET: Agree		1552 88%j	736 86%	808 89%	194 83%	266 84%	223 84%	288 89%j	231 92%cde j	247 94%Tcd eijk	103 86%	460 83%	512 87%	580 92%Tcd eijk
Agree strongly	(5)	1143 65%cdj G	538 63%	600 66%	122 52%	168 53%	156 59%	213 66%cdj	183 73%Tcd ejk	213 81%Tcd efgjk	88 73%cde jk	290 53%	370 63%cdj	484 76%Tcd efjk
Agree slightly	(4)	409 23%hil F	198 23%	208 23%	72 31%Tgh il	99 31%Tfg hik	67 25%hil	75 23%hil	48 19%	34 13%	15 12%	170 31%Tfg hik	142 24%hil	97 15%
Neither agree nor disagree	(3)	174 10%hlH	98 11%	76 8%	35 15%Tgh l	40 13%hl	27 10%h	28 9%h	19 7%	9 4%	15 12%h	75 14%Tghl	56 9%h	43 7%
Disagree slightly	(2)	25 1%	12 1%	13 1%	2 1%	4 1%	11 4%Tdfg jl	3 1%	- -	3 1%	2 2%g	6 1%	14 2%g	5 1%
Disagree strongly	(1)	21 1%	12 1%	9 1%	4 2%	6 2%	3 1%	3 1%	1 *	3 1%	- -	10 2%	6 1%	4 1%
NET: Disagree		46 3%g	24 3%	22 2%	6 3%	10 3%g	14 5%Tgl	6 2%	1 *	6 2%	2 2%	16 3%g	20 3%gl	10 2%
Mean		4.48cd jG	4.44	4.52	4.30	4.32	4.37	4.52cd j	4.65Tc dejk	4.72Tc defjk	4.57cd j	4.31	4.45cd j	4.66Tc defjk
Standard deviation		0.82	0.85	0.79	0.88	0.89	0.91	0.78	0.65	0.70	0.79	0.88	0.84	0.70
Standard error		0.02	0.03	0.03	0.06	0.05	0.06	0.04	0.04	0.04	0.07	0.04	0.04	0.03

		Social Grade: AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban/Rural: Urban (s)	Rural (t)	Country: England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)
Unweighted base		466	559	334	394	1025	728	1427	326	1457	151	88	57
Weighted base		506	511	359	396	1017	754	1433	338	1473	146	94*	58*
NET: Agree		450 89%	444 87%	311 87%	347 88%	894 88%	658 87%	1244 87%	308 91%s	1291 88%	122 83%	84 90%	55 94%
Agree strongly	(5)	318 63%	332 65%	221 62%	271 69%	650 64%	493 65%	898 63%	245 72%Ts	939 64%	94 64%	62 66%	48 82%Tuv
Agree slightly	(4)	131 26%p	113 22%	90 25%	75 19%	244 24%	165 22%	346 24%	64 19%	352 24%	28 19%	22 23%	7 12%
Neither agree nor disagree	(3)	41 8%	56 11%	36 10%	41 10%	96 9%	77 10%	150 10%	24 7%	144 10%	19 13%	8 8%	3 5%
Disagree slightly	(2)	10 2%	9 2%	2 1%	4 1%	18 2%	6 1%	24 2%	1 *	22 1%	1 1%	2 2%	- -
Disagree strongly	(1)	5 1%	3 1%	9 3%nq	4 1%	8 1%	13 2%	16 1%	5 2%	16 1%	4 3%	- -	1 1%
NET: Disagree		15 3%	11 2%	12 3%	8 2%	26 3%	19 3%	40 3%	6 2%	38 3%	5 4%	2 2%	1 1%
Mean		4.48	4.49	4.43	4.53	4.49	4.48	4.46	4.60Ts	4.48	4.41	4.54	4.74Tu v
Standard deviation		0.81	0.80	0.89	0.79	0.80	0.84	0.83	0.76	0.82	0.94	0.74	0.65
Standard error		0.04	0.03	0.05	0.04	0.03	0.03	0.02	0.04	0.02	0.08	0.08	0.09

		Region: Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base		151	72	166	118	163	111	88	167	245	253	162	57
Weighted base		146	64*	184	139*	155	123*	94*	163	236	254	154	58*
NET: Agree		122 83%	53 83%	156 85%	124 89%	133 86%	113 92%	84 90%	144 88%	200 85%	236 93%Tyz ACGI	131 85%	55 94%
Agree strongly	(5)	94 64%G	36 55%	105 57%	90 64%G	97 62%	91 74%zAG	62 66%G	119 73%zAG	122 52%	175 69%AG	106 69%AG	48 82%TyzABCG
Agree slightly	(4)	28 19%	18 28%F	52 28%FIJ	34 25%	36 23%	23 18%	22 23%	25 15%	78 33%TyD FHIJ	61 24%	25 16%	7 12%
Neither agree nor disagree	(3)	19 13%H	10 16%H	22 12%H	13 10%	16 10%	9 7%	8 8%	17 11%	26 11%H	14 5%	16 10%	3 5%
Disagree slightly	(2)	1 1%	1 1%	- -	1 1%	3 2%	1 1%	2 2%	1 1%	7 3%A	3 1%	4 3%A	- -
Disagree strongly	(1)	4 3%	- -	6 3%H	1 1%	3 2%	- -	- -	* *	3 1%	1 *	3 2%	1 1%
NET: Disagree		5 4%	1 1%	6 3%	2 1%	6 4%	1 1%	2 2%	2 1%	10 4%	4 2%	7 5%	1 1%
Mean		4.41	4.37	4.36	4.51	4.42	4.65yz ACG	4.54G	4.60AG	4.31	4.60Ty zACG	4.47	4.74TyzACG
Standard deviation		0.94	0.80	0.92	0.76	0.89	0.65	0.74	0.73	0.87	0.68	0.92	0.65
Standard error		0.08	0.09	0.07	0.07	0.07	0.06	0.08	0.06	0.06	0.04	0.07	0.09

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 86

Q17. To what extent do you agree or disagree that this description of the price:
D. £22 a month for 18 months - Makes it easy to understand how much you will be paying each month
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
		Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base		1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base		1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
NET: Agree		1552 88%bmA	1367 89%b	166 78%	1064 89%h	54 88%	117 84%	208 86%	200 86%	129 82%	4 70%	484 85%	86 83%	150 86%	249 83%	291 90%mr	304 91%kmr	229 92%kmr	97 87%	66 80%	79 86%	201 88%	253 90%	114 85%	14 68%	1103 88%	38 82%	411 88%	207 83%	689 88%	511 91%TAB
Agree strongly	(5)	1143 65%befg jA	1039 68%b	94 44%	832 69%Tefg hj	35 56%	66 48%	118 49%	131 57%	93 59%	1 24%	310 55%	61 58%	104 60%	203 68%r	207 64%	225 67%	169 68%	74 66%	44 54%	56 60%	153 67%	204 72%TTxy	92 69%	12 58%	787 63%	24 51%	332 71%TTxy	125 50%	527 67%A	391 70%TA
Agree slightly	(4)	409 23%cmuz uz	328 21%	72 34%Ta	232 19%	20 32%c	51 36%Tch	91 37%Tch	69 30%Tc	37 23%	3 46%	174 31%Tc	26 25%m	46 26%m	46 15%	84 26%m	79 24%m	60 24%m	23 21%	22 26%	24 25%m	47 21%	48 17%	22 16%	2 10%	315 25%uz	15 31%	79 17%	82 33%TBC	162 21%	120 22%
Neither agree nor disagree	(3)	174 10%n	133 9%	37 18%Ta	109 9%	5 9%	17 12%	26 11%	26 11%	22 14%	2 30%	63 11%	17 16%nop	20 12%n	44 15%Tnop	19 6%	22 7%	17 7%	13 12%	13 16%nop	8 9%	27 12%	25 9%	18 14%	2 10%	120 10%	8 17%	46 10%	38 15%TBC	74 9%	40 7%
Disagree slightly	(2)	25 1%	20 1%	5 2%	16 1%	2 3%	3 2%	5 2%	2 1%	1 1%	- -	9 2%	1 1%	3 2%	4 1%	5 1%	7 2%	2 1%	1 1%	- -	3 4%	* *	4 1%	* *	1 6%	21 2%	1 1%	4 1%	4 2%	12 1%	6 1%
Disagree strongly	(1)	21 1%	16 1%	4 2%	9 1%	- -	2 1%	3 1%	4 2%	5 3%c	- -	12 2%c	* *	1 1%	2 1%	9 3%Top	2 1%	- -	1 1%	3 4%op	2 2%p	1 *	1 *	1 1%	3 17%	15 1%	- -	6 1%	1 *	13 2%	2 *
NET: Disagree		46 3%	36 2%	10 4%	24 2%	2 3%	5 4%	8 3%	6 2%	6 4%	- -	21 4%	1 1%	4 2%	6 2%	14 4%p	8 3%	2 1%	2 2%	3 4%	5 6%p	1 1%	5 2%	1 1%	4 22%	36 3%	1 1%	9 2%	5 2%	24 3%	8 1%
Mean		4.48bef jA	4.53b	4.16	4.56Tef ghj	4.41	4.27	4.30	4.39	4.34	3.94	4.34	4.40	4.43	4.48	4.47	4.55r	4.59klr s	4.49	4.27	4.38	4.54	4.60TTx y	4.53	3.87	4.46	4.32	4.56x	4.30	4.50A	4.59TAB
Standard deviation		0.82	0.79	0.94	0.77	0.78	0.87	0.84	0.85	0.96	0.80	0.89	0.81	0.81	0.85	0.89	0.75	0.66	0.82	0.99	0.93	0.74	0.74	0.79	1.58	0.83	0.80	0.80	0.82	0.85	0.70
Standard error		0.02	0.02	0.06	0.02	0.10	0.07	0.06	0.06	0.08	0.33	0.04	0.08	0.06	0.05	0.05	0.04	0.05	0.08	0.12	0.10	0.05	0.04	0.07	0.40	0.02	0.12	0.04	0.05	0.03	0.03

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 87

Q17. To what extent do you agree or disagree that this description of the price:
D. £22 a month for 18 months - Makes it easy to understand how much you will be paying each month
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
		Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base		1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base		1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
NET: Agree		1552 88%	952 88%	460 87%	140 88%	1223 88%	870 88%	353 87%	234 88%	95 83%	1047 86%	711 87%	336 85%	505 91%ik	285 89%	1267 87%	853 87%	496 87%
Agree strongly	(5)	1143 65%c	737 68%bc	318 60%	89 56%	901 65%	627 64%	275 68%	168 63%	73 64%	766 63%	531 65%	236 60%	377 67%k	230 72%Tn	913 63%	622 64%	361 63%
Agree slightly	(4)	409 23%m	215 20%	142 27%a	51 32%Ta	321 23%	243 25%f	78 19%	66 25%	22 19%	280 23%	180 22%	100 25%	129 23%	55 17%	355 24%m	231 24%	135 23%
Neither agree nor disagree	(3)	174 10%	99 9%	61 11%	14 9%	133 10%	94 9%	40 10%	25 9%	16 14%	129 11%	88 11%	41 10%	44 8%	28 9%	146 10%	103 11%	58 10%
Disagree slightly	(2)	25 1%	16 1%	6 1%	3 2%	15 1%	11 1%	5 1%	7 3%	3 2%	20 2%	9 1%	12 3%jl	4 1%	3 1%	22 2%	14 1%	9 2%
Disagree strongly	(1)	21 1%	15 1%	4 1%	2 1%	19 1%	11 1%	8 2%	1 *	1 1%	17 1%	10 1%	7 2%	4 1%	3 1%	18 1%	8 1%	10 2%
NET: Disagree		46 3%	31 3%	10 2%	5 3%	34 2%	21 2%	13 3%	8 3%	3 3%	37 3%	19 2%	18 5%l	9 2%	6 2%	39 3%	22 2%	19 3%
Mean		4.48	4.52	4.44	4.40	4.49	4.49	4.50	4.47	4.44	4.45	4.48	4.39	4.56ik	4.58n	4.46	4.48	4.45
Standard deviation		0.82	0.83	0.79	0.81	0.82	0.80	0.87	0.80	0.86	0.85	0.82	0.90	0.74	0.77	0.83	0.80	0.87
Standard error		0.02	0.03	0.04	0.07	0.02	0.03	0.04	0.05	0.08	0.02	0.03	0.05	0.03	0.04	0.02	0.03	0.04

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 88

Q17. To what extent do you agree or disagree that this description of the price:
D. £22 a month for 18 months - Makes it easy to understand how much you would pay in total over the 18 months of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)	Social Grade: AB (m)	Social Grade: C1 (n)	Social Grade: C2 (o)	Social Grade: DE (p)	Social Grade: ABC1 (q)	Social Grade: C2DE (r)	Urban/Rural: Urban (s)	Urban/Rural: Rural (t)	Country: England (u)	Country: Scotland (v)	Country: Wales (w)	Country: Northern Ireland (x)	Region: Scotland (y)	Region: North East (z)	Region: North West (A)	Region: Yorkshire & Humberside (B)	Region: West Midlands (C)	Region: East Midlands (D)	Region: Wales (E)	Region: Eastern (F)	Region: London (G)	Region: South East (H)	Region: South West (I)	Region: Northern Ireland (J)
Unweighted base		1753	852	896	209	327	258	310	248	274	127	536	568	649	466	559	334	394	1025	728	1427	326	1457	151	88	57	151	72	166	118	163	111	88	167	245	253	162	57
Weighted base		1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
NET: Agree		1392 79%cdj	652 76%	734 81%a	168 72%	226 71%	197 75%	264 82%cdj	209 83%cde j	228 87%Tcd ejk	100 83%cdj	394 71%	461 78%dj	537 85%Tcd ejk	404 80%	390 76%	279 78%	318 80%	794 78%	597 79%	1115 78%	276 82%	1154 78%	114 78%	76 81%	48 82%	114 78%	47 74%	136 73%	110 79%	120 78%	106 86%A	76 81%	125 77%	179 76%	213 84%AG	118 77%	48 82%
Agree strongly	(5)	965 54%cdj G	453 53%	508 56%	99 42%	143 45%	129 49%	182 56%cdj	153 61%cde j	180 69%Tcd efjk	80 67%Tcd ejk	242 44%	311 53%cdj	413 65%Tcd efjk	271 54%	263 51%	192 54%	238 60%nq	534 53%	431 57%	763 53%	203 60%s	788 54%	85 58%	56 59%	37 63%	85 58%G	28 43%	92 50%	83 60%G	84 54%	78 63%zAG	56 59%G	92 57%G	107 45%	138 54%	86 56%	37 63%zG
Agree slightly	(4)	426 24%l	198 23%	225 25%	69 30%hil	83 26%hil	68 26%	82 25%	56 22%	48 18%	20 16%	152 28%hil	150 26%hil	124 20%	133 26%	127 25%	87 24%	80 20%	260 26%	167 22%	352 25%	74 22%	366 25%	29 20%	21 22%	11 19%	29 20%	19 30%	44 24%	26 19%	36 23%	27 22%	21 22%	33 20%	72 31%TyB F	75 30%B	33 21%	11 19%
Neither agree nor disagree	(3)	204 12%lH	120 14%b	83 9%	36 16%fgh l	48 15%fgh l	38 14%hl	29 9%	21 8%	19 7%	12 10%	84 15%Tfg hl	67 11%	53 8%	57 11%	60 12%	43 12%	43 11%	118 12%	86 11%	175 12%	29 9%	167 11%	23 16%	7 8%	6 11%	23 16%DH	7 11%	27 15%H	21 15%H	22 14%H	9 7%	7 8%	21 13%H	33 14%H	12 5%	15 10%	6 11%
Disagree slightly	(2)	119 7%hl	64 7%	55 6%	21 9%hl	34 11%Tfgh ikl	21 8%hl	15 5%	14 5%	9 3%	5 4%	56 10%Tfhk l	36 6%	27 4%	29 6%	43 8%	26 7%	22 6%	71 7%	48 6%	100 7%	19 6%	103 7%	6 4%	7 7%	4 7%	6 4%	6 9%	16 8%	4 3%	8 5%	7 5%	7 7%	11 7%	20 9%B	18 7%	13 8%	4 7%
Disagree strongly	(1)	57 3%	22 3%	35 4%	8 4%	9 3%	8 3%	15 5%	7 3%	6 2%	3 3%	18 3%	23 4%	16 3%	15 3%	19 4%	11 3%	12 3%	34 3%	23 3%	43 3%	13 4%	49 3%	3 2%	4 4%	1 1%	3 2%	4 6%	7 4%	5 3%	4 3%	3 2%	4 4%	5 3%	4 2%	11 4%	8 5%	1 1%
NET: Disagree		176 10%hl	86 10%	90 10%	30 13%hl	43 14%hl	29 11%h	30 9%	20 8%	15 6%	8 7%	73 13%Thl	59 10%	43 7%	44 9%	61 12%	36 10%	34 9%	105 10%	70 9%	143 10%	33 10%	152 10%	9 6%	10 11%	4 8%	9 6%	10 15%	22 12%	8 6%	12 8%	9 8%	10 11%	16 10%	24 10%	29 12%	20 13%	4 8%
Mean		4.20cd j	4.16	4.23	3.98	4.00	4.09	4.24cd j	4.34cd ej	4.48Tc defjk	4.41cd ejk	3.99	4.17cd j	4.41Tc defjk	4.22	4.12	4.18	4.29n	4.17	4.24	4.18	4.28	4.18	4.27	4.26	4.36	4.27	3.96	4.08	4.29	4.21	4.39zA G	4.26	4.21	4.09	4.22	4.14	4.36
Standard deviation		1.09	1.08	1.09	1.13	1.14	1.10	1.10	1.02	0.94	1.00	1.13	1.10	0.99	1.05	1.13	1.09	1.06	1.09	1.07	1.08	1.09	1.09	1.02	1.11	0.98	1.02	1.22	1.14	1.04	1.05	0.98	1.11	1.10	1.04	1.10	1.19	0.98
Standard error		0.03	0.04	0.04	0.08	0.06	0.07	0.06	0.06	0.06	0.09	0.05	0.05	0.04	0.05	0.05	0.06	0.05	0.03	0.04	0.03	0.06	0.03	0.08	0.12	0.13	0.08	0.14	0.09	0.10	0.08	0.09	0.12	0.08	0.07	0.07	0.09	0.13

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 89

Q17. To what extent do you agree or disagree that this description of the price:
D. £22 a month for 18 months - Makes it easy to understand how much you would pay in total over the 18 months of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
		Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base		1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base		1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
NET: Agree		1392 79%b	1224 80%b	150 70%	959 80%e	48 78%	100 72%	181 75%	172 74%	119 76%	4 59%	429 76%	81 77%	134 77%	228 76%	251 77%	270 81%	210 84%mr	86 77%	58 71%	73 79%	168 73%	234 83%t	98 74%	12 61%	991 79%	35 75%	365 78%	184 74%	614 78%	462 83%A
Agree strongly	(5)	965 54%befA	881 57%b	78 36%	692 58%efgj	39 63%ef	59 42%	100 41%	112 48%	83 53%	2 31%	271 48%	56 54%	91 53%	162 54%	173 54%	185 55%	146 59%	64 57%	42 51%	46 50%	124 54%	182 64%TtTxy	79 59%	9 45%	660 52%	21 45%	283 61%TTx	112 45%	433 55%A	333 59%A
Agree slightly	(4)	426 24%vzvz	343 22%	72 34%Ta	266 22%	9 15%	41 30%	81 34%Tcd	60 26%	37 23%	2 28%	158 28%c	24 23%	43 25%	66 22%	77 24%	86 26%	64 26%	22 20%	16 20%	27 30%	44 19%	52 18%	19 14%	3 16%	331 26%tuvz	14 30%	82 18%	72 29%	181 23%	129 23%
Neither agree nor disagree	(3)	204 12%	164 11%	36 17%Ta	128 11%	10 17%	24 17%c	33 14%	32 14%	21 13%	3 41%	74 13%	16 16%p	22 13%	34 11%	37 12%	36 11%	18 7%	16 14%	15 18%p	9 10%	41 18%TTx	32 11%	23 17%x	3 14%	134 11%	9 19%	61 13%	37 15%	88 11%	55 10%
Disagree slightly	(2)	119 7%	95 6%	24 11%Ta	68 6%	3 6%	10 8%	22 9%	22 9%	14 9%	- -	51 9%c	3 3%	12 7%	24 8%	24 8%	22 7%	13 5%	7 6%	7 8%	8 8%	12 5%	11 4%	6 5%	4 22%	92 7%	2 4%	25 5%	21 9%C	58 7%	25 5%
Disagree strongly	(1)	57 3%	53 3%	3 2%	43 4%	- -	4 3%	6 2%	5 2%	3 2%	- -	14 2%	4 4%	6 3%	13 4%	11 3%	6 2%	8 3%	3 3%	2 3%	3 3%	9 4%	5 2%	5 4%	1 3%	41 3%	1 2%	14 3%	7 3%	27 3%	17 3%
NET: Disagree		176 10%	148 10%	27 13%	111 9%	3 6%	15 11%	28 11%	27 12%	17 11%	- -	65 11%	7 7%	18 10%	37 13%	35 11%	28 8%	21 8%	10 9%	9 11%	10 11%	20 9%	16 6%	12 9%	5 25%	134 11%u	3 6%	40 8%	29 12%	85 11%	42 8%
Mean		4.20bfA	4.24b	3.92	4.25efj	4.35	4.01	4.02	4.09	4.15	3.90	4.09	4.21	4.16	4.13	4.17	4.26	4.31	4.23	4.08	4.15	4.15	4.40TtTx	4.20	3.77	4.17	4.13	4.28	4.04	4.19	4.31TA
Standard deviation		1.09	1.09	1.06	1.08	0.95	1.09	1.06	1.10	1.09	0.92	1.09	1.07	1.09	1.17	1.11	1.02	1.03	1.08	1.14	1.08	1.12	0.97	1.14	1.34	1.09	1.00	1.08	1.10	1.11	1.02
Standard error		0.03	0.03	0.07	0.03	0.13	0.09	0.07	0.08	0.09	0.38	0.05	0.10	0.08	0.06	0.06	0.06	0.07	0.11	0.13	0.11	0.07	0.06	0.10	0.34	0.03	0.15	0.05	0.07	0.04	0.05

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 90

Q17. To what extent do you agree or disagree that this description of the price:
D. £22 a month for 18 months - Makes it easy to understand how much you would pay in total over the 18 months of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
		Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base		1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base		1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
NET: Agree		1392 79%	848 78%	418 79%	126 79%	1106 80%	800 81%f	306 75%	202 76%	85 74%	946 78%	645 79%	301 76%	446 80%	255 80%	1137 78%	778 80%	444 77%
Agree strongly	(5)	965 54%	611 56%	271 51%	83 52%	758 55%	547 56%	211 52%	150 56%	58 50%	652 54%	448 55%	204 52%	313 56%	195 61%Tn	770 53%	533 54%	319 56%
Agree slightly	(4)	426 24%	237 22%	147 28%a	42 27%	348 25%	253 26%	95 23%	52 19%	27 23%	294 24%	197 24%	97 25%	132 24%	60 19%	366 25%m	245 25%	125 22%
Neither agree nor disagree	(3)	204 12%	117 11%	69 13%	17 11%	159 11%	112 11%	47 12%	27 10%	17 15%	142 12%	104 13%	39 10%	62 11%	35 11%	169 12%	114 12%	70 12%
Disagree slightly	(2)	119 7%	79 7%	28 5%	12 7%	87 6%	50 5%	37 9%e	26 10%e	6 5%	85 7%	44 5%	40 10%Tjl	34 6%	20 6%	99 7%	56 6%	41 7%
Disagree strongly	(1)	57 3%	37 3%	15 3%	5 3%	38 3%	23 2%	16 4%	12 5%	6 5%	40 3%	25 3%	15 4%	17 3%	9 3%	48 3%	30 3%	20 3%
NET: Disagree		176 10%e	116 11%	43 8%	17 10%	125 9%	73 7%	52 13%de	38 14%de	12 11%	125 10%	70 8%	55 14%Tjl	51 9%	29 9%	147 10%	86 9%	60 11%
Mean		4.20	4.21	4.19	4.18	4.22	4.27f	4.11	4.13	4.08	4.18	4.22	4.10	4.24	4.29	4.18	4.22	4.19
Standard deviation		1.09	1.11	1.04	1.08	1.05	1.00	1.16	1.21	1.17	1.09	1.06	1.16	1.06	1.07	1.09	1.06	1.11
Standard error		0.03	0.03	0.05	0.09	0.03	0.03	0.06	0.08	0.11	0.03	0.04	0.06	0.04	0.06	0.03	0.03	0.05

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 91

Q18. Which of the four pricing options do you think provides the best value for money over the 18 months of the contract period?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	1753	852	896	209	327	258	310	248	274	127	536	568	649	466	559	334	394	1025	728	1427	326	1457	151	88	57	151	72	166	118	163	111	88	167	245	253	162	57
Weighted base	1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
£20 a month, to increase by £3 a month from April 2024	86 5%l	51 6%	35 4%	10 4%	24 8%ghl	21 8%ghl	14 4%	6 3%	7 3%	4 3%	34 6%l	34 6%l	18 3%	35 7%nr	20 4%	13 4%	17 4%	55 5%	30 4%	76 5%	10 3%	77 5%	3 2%	3 4%	1 2%	3 2%	2 3%	7 4%	8 5%	14 9%Ty	6 5%	3 4%	8 5%	11 5%	14 6%	8 5%	1 2%
£20 a month until March 2024, then £23 a month until March 2025	210 12%ghiIF	120 14%b	86 10%	51 22%Tefghikl	56 18%Tfghikl	37 14%ghil	34 10%gil	13 5%	16 6%	3 2%	107 19%Tfghikl	71 12%ghil	32 5%	73 14%pr	62 12%	43 12%	32 8%	135 13%p	75 10%	181 13%	28 8%	171 12%	13 9%	19 20%Tuv	7 12%	13 9%	4 7%	25 14%F	15 11%	17 11%F	13 11%	19 20%TyzFI	7 4%	43 18%TyzFI	33 13%F	13 9%	7 12%
£20 a month for the first six months, then £23 a month for the remaining 12 months	92 5%hl	52 6%	40 4%	27 12%Tefghikl	21 7%hl	13 5%	15 5%	7 3%	5 2%	4 4%	48 9%Tfghkl	28 5%	16 3%	28 6%	29 6%	18 5%	17 4%	58 6%	34 5%	77 5%	15 4%	82 6%	5 3%	4 5%	1 2%	5 3%	2 4%	10 6%	7 5%	8 5%	8 6%	4 5%	9 5%	22 9%Tyl	12 5%	4 2%	1 2%
£22 a month for 18 months	470 27%G	211 25%	260 29%	68 29%	81 25%	68 26%	84 26%	67 27%	72 27%	30 25%	149 27%	152 26%	169 27%	121 24%	113 22%	95 26%	141 36%Tmnoq	235 23%	235 31%Tmnq	383 27%	87 26%	382 26%	48 32%	25 27%	15 26%	48 32%G	24 38%AFG	44 24%	35 25%	50 32%G	35 29%G	25 27%	38 24%	41 17%	75 30%G	40 26%	15 26%
They are all the same	625 35%cdjp	296 35%	326 36%	42 18%	86 27%c	95 36%cdj	130 40%cdj	115 46%Tcdej	106 40%cdj	51 42%cdj	129 23%	225 38%cdj	272 43%Tcdj	183 36%p	206 40%Tpr	121 34%	115 29%	389 38%pr	236 31%	483 34%	142 42%Ts	510 35%	55 37%	32 35%	28 47%	55 37%	21 33%	58 32%	50 36%	45 29%	46 37%	32 35%	66 40%	85 36%	78 31%	62 40%	28 47%CH
Not sure	289 16%	128 15%	159 18%	35 15%	49 16%	30 11%	48 15%	42 17%	57 22%Tejk	28 23%efjk	85 15%	78 13%	126 20%ek	65 13%	80 16%	69 19%mq	75 19%m	145 14%	144 19%mq	233 16%	56 17%	251 17%	23 15%	9 10%	6 11%	23 15%	11 17%	40 22%E	25 18%	22 14%	15 12%	9 10%	35 22%E	33 14%	41 16%	28 18%	6 11%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 92

Q18. Which of the four pricing options do you think provides the best value for money over the 18 months of the contract period?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / From £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base	1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
£20 a month, to increase by £3 a month from April 2024	86 5%	78 5%	8 4%	42 4%	10 17%Tcfj	12 9%c	18 7%c	21 9%Tc	14 9%Tc	- -	43 8%Tc	10 10%Tlms	4 2%	11 4%	17 5%	15 4%	13 5%	10 9%ls	4 4%	1 2%	6 3%	11 4%	11 8%t	- -	67 5%	- -	19 4%	16 6%	37 5%	28 5%
£20 a month until March 2024, then £23 a month until March 2025	210 12%csuv uv	168 11%	40 19%Ta	105 9%	13 22%Tc	30 22%Tc	49 20%Tc	42 18%Tc	20 13%	1 18%	104 18%Tc	10 9%s	22 13%s	33 11%s	43 13%s	43 13%s	37 15%s	12 11%s	8 9%	2 2%	28 12%u	15 5%	7 5%	4 21%	161 13%uv	4 8%	45 10%	45 18%TB	86 11%	69 12%
£20 a month for the first six months, then £23 a month for the remaining 12 months	92 5%	67 4%	20 9%Ta	45 4%	5 9%	10 7%	21 9%Tc	20 8%c	15 9%c	- -	47 8%Tc	4 4%	8 5%	19 6%	17 5%	22 7%	13 5%	5 4%	2 3%	2 2%	9 4%	13 4%	4 3%	1 3%	74 6%z	4 8%	15 3%	17 7%	48 6%	24 4%
£22 a month for 18 months	470 27%	415 27%	52 24%	328 27%	13 21%	33 24%	59 24%	56 24%	32 20%	1 12%	141 25%	28 27%	64 37%Tnop	88 29%	76 23%	77 23%	56 23%	30 26%	24 29%	28 30%	69 30%	88 31%x	48 36%TTx	7 37%	311 25%	13 27%	147 32%x	74 29%	215 27%	129 23%
They are all the same	625 35%befg jrA	560 36%b	59 28%	463 39%efgj	16 25%	33 24%	67 28%	63 27%	51 33%	1 16%	161 28%	32 31%r	54 31%r	99 33%r	124 38%r	132 39%r	101 41%r	44 39%r	7 9%	33 36%r	73 32%	100 36%	36 27%	2 12%	453 36%	17 37%	155 33%	65 26%	283 36%A	236 42%TAB
Not sure	289 16%	249 16%	34 16%	214 18%dfj	4 6%	21 15%	27 11%	30 13%	25 16%	3 54%	71 13%	20 19%	22 12%	49 16%	47 15%	46 14%	29 12%	13 12%	38 46%Tklm nopqs	26 28%Tlmn opq	44 19%	55 19%	28 21%	5 27%	193 15%	10 21%	86 18%	34 13%	118 15%	73 13%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 93

Q18. Which of the four pricing options do you think provides the best value for money over the 18 months of the contract period?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base	1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
£20 a month, to increase by £3 a month from April 2024	86 5%l	55 5%	25 5%	6 4%	61 4%	47 5%	13 3%	24 9%Tdefh	1 1%	72 6%l	56 7%l	16 4%	13 2%	20 6%	66 5%	61 6%p	18 3%
£20 a month until March 2024, then £23 a month until March 2025	210 12%l	100 9%	80 15%a	29 18%Ta	150 11%	113 11%	37 9%	48 18%Tdef	12 10%	168 14%l	109 13%l	59 15%l	41 7%	34 11%	175 12%	127 13%	70 12%
£20 a month for the first six months, then £23 a month for the remaining 12 months	92 5%a	36 3%	43 8%Ta	13 8%a	70 5%	53 5%	17 4%	17 6%	4 4%	70 6%	44 5%	27 7%	22 4%	12 4%	80 6%	50 5%	37 6%
£22 a month for 18 months	470 27%	268 25%	159 30%a	43 27%	367 26%	267 27%	100 25%	61 23%	42 37%Tdfg	321 26%	203 25%	117 30%	150 27%	75 23%	395 27%	259 26%	156 27%
They are all the same	625 35%bk	424 39%b	152 29%	49 31%	513 37%g	366 37%g	147 36%	78 29%	34 30%	416 34%	302 37%k	114 29%	209 37%k	130 41%n	495 34%	342 35%	193 34%
Not sure	289 16%j	199 18%b	70 13%	19 12%	228 16%	138 14%	90 22%Tdeg	39 15%	21 18%	165 14%	104 13%	61 16%	123 22%Tijk	48 15%	240 17%	139 14%	101 18%

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 94

Q19. How useful would you find each of the following pieces of information if you were comparing different SIM-only mobile contracts?
- Summary
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Summary	
		The total amount you would pay over the whole life of the contract	The average monthly price over the whole life of the contract
Unweighted base		1753	1753
Weighted base		1771	1771
NET: Very/ Fairly useful		1375 78%	1215 69%
Very useful	(5)	858 48%	570 32%
Fairly useful	(4)	517 29%	645 36%
Useful	(3)	252 14%	316 18%
Not very useful	(2)	90 5%	171 10%
Not at all useful	(1)	55 3%	70 4%
NET: Not useful		145 8%	240 14%
Mean		4.15	3.83
Standard deviation		1.04	1.10
Standard error		0.02	0.03

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 95

Q19. How useful would you find each of the following pieces of information if you were comparing different SIM-only mobile contracts?
- The total amount you would pay over the whole life of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)
Unweighted base		1753	852	896	209	327	258	310	248	274	127	536	568	649
Weighted base		1771	858	906	234	317	264	323	251	262	120	551	588	633
NET: Very/ Fairly useful		1375 78%prz	674 79%	693 76%	186 79%	233 74%	206 78%	250 77%	200 80%i	216 82%di	83 70%	419 76%	456 78%	500 79%l
Very useful	(5)	858 48%cj	421 49%	433 48%	90 38%	133 42%	127 48%	151 47%	145 58%Tcd efjk	153 58%Tcd efjk	59 49%	223 40%	278 47%cj	357 56%Tcd efjk
Fairly useful	(4)	517 29%gl	253 30%	260 29%	96 41%Tde fghikl	100 32%gil	79 30%l	100 31%gil	55 22%	64 24%	24 20%	195 35%Tgh il	179 30%gil	143 23%
Useful	(3)	252 14%	126 15%	126 14%	37 16%	50 16%	33 12%	50 15%	38 15%	28 11%	18 15%	86 16%	83 14%	83 13%
Not very useful	(2)	90 5%	36 4%	54 6%	8 3%	21 7%	9 3%	18 6%	10 4%	14 5%	10 8%	29 5%	27 5%	34 5%
Not at all useful	(1)	55 3%	22 3%	33 4%	4 2%	13 4%g	17 6%Tcfg hjl	5 1%	3 1%	5 2%	9 7%Tcfg hjl	17 3%	22 4%	16 3%
NET: Not useful		145 8%	57 7%	87 10%a	12 5%	34 11%cg	26 10%	23 7%	13 5%	19 7%	19 16%Tcfg hjkl	46 8%	48 8%	50 8%
Mean		4.15dpr	4.18	4.11	4.11	4.01	4.10	4.16	4.32Tc deijk	4.32Tc deijk	3.96	4.05	4.13	4.25dij
Standard deviation		1.04	1.00	1.08	0.91	1.10	1.14	0.98	0.94	0.98	1.28	1.02	1.05	1.04
Standard error		0.02	0.03	0.04	0.06	0.06	0.07	0.06	0.06	0.06	0.11	0.04	0.04	0.04

		Social Grade: AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban/Rural: Urban (s)	Rural (t)	Country: England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)
Unweighted base		466	559	334	394	1025	728	1427	326	1457	151	88	57
Weighted base		506	511	359	396	1017	754	1433	338	1473	146	94*	58*
NET: Very/ Fairly useful		416 82%Tpr	409 80%pr	270 75%	279 71%	825 81%Tpr	549 73%	1098 77%	276 82%	1141 77%	110 75%	75 80%	49 83%
Very useful	(5)	269 53%opr	249 49%	163 45%	176 45%	519 51%r	339 45%	672 47%	186 55%s	706 48%	70 48%	49 52%	34 58%
Fairly useful	(4)	147 29%	160 31%	107 30%	103 26%	307 30%	210 28%	426 30%	91 27%	435 30%	40 28%	26 28%	15 25%
Useful	(3)	55 11%	69 13%	58 16%m	70 18%mq	124 12%	129 17%mq	218 15%t	34 10%	208 14%	22 15%	16 17%	6 10%
Not very useful	(2)	24 5%	22 4%	22 6%	22 6%	46 5%	44 6%	71 5%	19 5%	77 5%	7 5%	2 2%	4 7%
Not at all useful	(1)	10 2%	12 2%	9 2%	24 6%Tmnoq	22 2%	32 4%q	46 3%	9 3%	47 3%	8 5%	* *	- -
NET: Not useful		35 7%	34 7%	30 8%	46 12%mnq	68 7%	76 10%nq	117 8%	28 8%	124 8%	14 10%w	2 2%	4 7%
Mean		4.27Topr	4.20pr	4.10	3.98	4.23pr	4.03	4.12	4.26	4.14	4.08	4.29	4.35
Standard deviation		0.97	0.98	1.04	1.18	0.98	1.11	1.05	1.02	1.05	1.13	0.86	0.92
Standard error		0.05	0.04	0.06	0.06	0.03	0.04	0.03	0.06	0.03	0.09	0.09	0.12

		Region: Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base		151	72	166	118	163	111	88	167	245	253	162	57
Weighted base		146	64*	184	139*	155	123*	94*	163	236	254	154	58*
NET: Very/ Fairly useful		110 75%	42 65%	134 72%	99 71%	126 82%z	100 81%z	75 80%	135 83%zAB	179 76%	207 82%zAB	118 77%	49 83%z
Very useful	(5)	70 48%	31 48%	88 48%	61 44%	72 47%	64 52%	49 52%	87 53%G	100 42%	127 50%	76 49%	34 58%G
Fairly useful	(4)	40 28%	11 17%	46 25%	38 28%	54 35%z	36 29%	26 28%	48 29%	79 33%z	80 32%z	42 27%	15 25%
Useful	(3)	22 15%	12 19%	37 20%CFH	27 19%	17 11%	13 11%	16 17%	18 11%	36 15%	28 11%	20 13%	6 10%
Not very useful	(2)	7 5%	5 8%	10 5%	10 7%	7 4%	8 7%	2 2%	5 3%	13 6%	12 5%	7 4%	4 7%
Not at all useful	(1)	8 5%	5 8%TDEHJ	4 2%	3 2%	5 3%	2 1%	* *	5 3%	8 3%	6 3%	9 6%	- -
NET: Not useful		14 10%E	10 16%TEFH	14 8%	13 9%	12 8%	10 8%	2 2%	10 6%	21 9%	18 7%	15 10%E	4 7%
Mean		4.08	3.89	4.10	4.03	4.17	4.23	4.29z	4.27z	4.06	4.22z	4.10	4.35z
Standard deviation		1.13	1.31	1.05	1.06	1.01	0.99	0.86	0.98	1.05	0.99	1.14	0.92
Standard error		0.09	0.15	0.08	0.10	0.08	0.09	0.09	0.08	0.07	0.06	0.09	0.12

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 96

Q19. How useful would you find each of the following pieces of information if you were comparing different SIM-only mobile contracts?
- The total amount you would pay over the whole life of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
		Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base		1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base		1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
NET: Very/ Fairly useful		1375 78%klrtztz	1206 78%	153 72%	932 78%	49 80%	109 78%	192 79%	181 78%	113 72%	3 42%	440 78%	71 68%	116 67%	230 77%lr	266 82%klr	279 83%Tklr	205 83%klr	95 84%klr	45 54%	69 75%r	160 70%	209 74%	95 71%	12 61%	1001 80%tz	40 85%	334 72%	182 73%	616 78%	463 83%TA
Very useful	(5)	858 48%bfrA	782 51%b	73 34%	612 51%efgj	30 48%	57 41%	97 40%	99 43%	66 42%	1 13%	245 43%	43 41%	72 41%	151 50%r	155 48%r	177 53%lr	118 48%r	73 65%Tklmnoprs	24 29%	44 48%r	96 42%	140 50%	65 49%	10 52%	624 50%	19 40%	216 46%	98 39%	393 50%A	299 53%A
Fairly useful	(4)	517 29%q	423 28%	80 38%Ta	320 27%	20 32%	51 37%c	95 39%Tc	81 35%c	47 30%	2 29%	195 34%Tc	28 27%	44 25%	79 26%	110 34%q	102 30%q	87 35%q	21 19%	21 25%	25 27%	64 28%	69 24%	30 23%	2 9%	377 30%	21 46%TuvTz	118 25%	85 34%	222 28%	164 29%
Useful	(3)	252 14%	213 14%	34 16%	166 14%	6 9%	19 14%	36 15%	32 14%	36 23%Tcdgj	2 28%	85 15%	17 16%	32 18%	48 16%	37 11%	40 12%	33 13%	11 9%	25 30%Tmnopqs	9 10%	41 18%	43 15%	20 15%	2 8%	173 14%	3 6%	76 16%	43 17%	107 14%	68 12%
Not very useful	(2)	90 5%	74 5%	14 7%	66 5%f	5 9%f	8 6%	5 2%	12 5%	4 3%	- -	24 4%	12 11%Tmnop	17 10%Tmnop	9 3%	12 4%	12 4%	8 3%	5 5%	5 7%	9 10%mnop	15 7%	18 6%	9 7%	- -	63 5%	3 6%	25 5%	19 8%C	35 4%	21 4%
Not at all useful	(1)	55 3%xxC	43 3%	11 5%	34 3%	1 2%	3 2%	9 4%	7 3%	4 3%	2 30%	18 3%	4 4%o	9 5%op	12 4%o	9 3%	3 1%	3 1%	2 2%	7 9%Tnop	5 6%op	13 6%x	13 4%x	9 7%TTx	6 31%	22 2%	2 3%	31 7%TTx	6 3%	29 4%C	7 1%
NET: Not useful		145 8%C	117 8%	26 12%a	100 8%	6 10%	11 8%	14 6%	19 8%	8 5%	2 30%	43 8%	16 16%Tmnopq	26 15%Tmnopq	21 7%	21 6%	16 5%	10 4%	7 6%	13 15%mnop	14 16%Tmnop	28 12%x	31 11%x	18 13%x	6 31%	85 7%	4 9%	56 12%TTx	25 10%C	64 8%C	28 5%
Mean		4.15bklrtztzA	4.19b	3.89	4.18	4.16	4.10	4.10	4.10	4.06	2.95	4.10	3.89	3.88	4.16klr	4.21klr	4.30Tklrs	4.25klr	4.42Tklmrs	3.59	4.01	3.94	4.08	4.00	3.50	4.21tvz	4.12	3.99	3.99	4.16A	4.30TAB
Standard deviation		1.04	1.03	1.12	1.05	1.03	0.98	0.98	1.02	0.99	1.55	1.02	1.19	1.21	1.06	0.98	0.89	0.88	0.95	1.22	1.22	1.17	1.14	1.24	1.83	0.97	0.99	1.20	1.04	1.06	0.91
Standard error		0.02	0.03	0.08	0.03	0.14	0.08	0.06	0.07	0.08	0.63	0.04	0.12	0.09	0.06	0.05	0.05	0.06	0.10	0.14	0.12	0.08	0.07	0.11	0.46	0.03	0.15	0.06	0.07	0.04	0.04

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 97

Q19. How useful would you find each of the following pieces of information if you were comparing different SIM-only mobile contracts?
- The total amount you would pay over the whole life of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
		Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base		1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base		1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
NET: Very/ Fairly useful		1375 78%	846 78%	403 76%	126 79%	1098 79%h	775 79%h	322 79%h	198 74%	79 69%	948 78%	650 79%	298 76%	427 76%	260 82%	1114 77%	753 77%	443 77%
Very useful	(5)	858 48%k	559 52%bc	236 44%	64 40%	684 49%	476 48%	208 51%	128 48%	46 40%	578 48%	412 50%k	166 42%	280 50%k	164 51%	694 48%	465 48%	270 47%
Fairly useful	(4)	517 29%	287 27%	167 32%	62 39%Ta	414 30%	299 30%	115 28%	70 26%	33 29%	370 31%	238 29%	132 33%l	147 26%	96 30%	421 29%	288 29%	173 30%
Useful	(3)	252 14%	149 14%	79 15%	24 15%	191 14%	134 14%	57 14%	40 15%	21 18%	173 14%	117 14%	56 14%	79 14%	46 15%	206 14%	158 16%p	68 12%
Not very useful	(2)	90 5%m	52 5%	30 6%	8 5%	66 5%	47 5%	19 5%	16 6%	9 8%	64 5%	37 5%	26 7%	26 5%	7 2%	83 6%m	47 5%	33 6%
Not at all useful	(1)	55 3%	35 3%	19 4%	1 *	36 3%	28 3%	7 2%	13 5%f	6 5%	28 2%	14 2%	15 4%	26 5%ij	6 2%	49 3%	20 2%	29 5%To
NET: Not useful		145 8%m	87 8%	49 9%	9 5%	101 7%	75 8%	26 6%	29 11%	14 13%f	92 8%	51 6%	41 10%j	52 9%	13 4%	132 9%m	67 7%	62 11%o
Mean		4.15h	4.19	4.08	4.13	4.18h	4.17h	4.23h	4.06	3.91	4.16	4.22k	4.03	4.13	4.27n	4.12	4.16	4.08
Standard deviation		1.04	1.05	1.07	0.88	1.01	1.02	0.97	1.15	1.16	1.01	0.97	1.08	1.11	0.92	1.07	1.00	1.13
Standard error		0.02	0.03	0.05	0.07	0.03	0.03	0.05	0.07	0.11	0.03	0.03	0.06	0.05	0.05	0.03	0.03	0.05

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 98

Q19. How useful would you find each of the following pieces of information if you were comparing different SIM-only mobile contracts?
- The average monthly price over the whole life of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)
Unweighted base		1753	852	896	209	327	258	310	248	274	127	536	568	649
Weighted base		1771	858	906	234	317	264	323	251	262	120	551	588	633
NET: Very/ Fairly useful		1215 69%pr	595 69%	612 68%	174 74%d	200 63%	181 68%	211 65%	182 73%d	182 69%	85 71%	375 68%	392 67%	449 71%d
Very useful	(5)	570 32%	283 33%	283 31%	67 29%	90 28%	92 35%	97 30%	91 36%j	89 34%	44 36%	157 28%	189 32%	224 35%dj
Fairly useful	(4)	645 36%pvy	312 36%	330 36%	107 46%Tdefhkl	111 35%	89 34%	114 35%	91 36%	93 35%	41 34%	218 40%	203 34%	225 36%
Useful	(3)	316 18%	153 18%	162 18%	31 13%	64 20%	45 17%	72 22%cil	45 18%	43 16%	14 12%	96 17%	118 20%	102 16%
Not very useful	(2)	171 10%	82 10%	89 10%	23 10%	39 12%g	21 8%	32 10%	17 7%	26 10%	12 10%	62 11%	53 9%	55 9%
Not at all useful	(1)	70 4%	27 3%	43 5%	6 3%	12 4%	17 7%f	7 2%	7 3%	11 4%	9 7%f	19 3%	24 4%	27 4%
NET: Not useful		240 14%	109 13%	132 15%	29 12%	52 16%g	38 14%	40 12%	24 9%	37 14%	21 17%g	81 15%	78 13%	82 13%
Mean		3.83p	3.87	3.79	3.88	3.71	3.82	3.81	3.97dj	3.85	3.82	3.78	3.82	3.89d
Standard deviation		1.10	1.07	1.13	1.02	1.12	1.18	1.04	1.03	1.13	1.23	1.08	1.11	1.11
Standard error		0.03	0.04	0.04	0.07	0.06	0.07	0.06	0.07	0.07	0.11	0.05	0.05	0.04

		Social Grade: AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban/Rural: Urban (s)	Rural (t)	Country: England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)
Unweighted base		466	559	334	394	1025	728	1427	326	1457	151	88	57
Weighted base		506	511	359	396	1017	754	1433	338	1473	146	94*	58*
NET: Very/ Fairly useful		370 73%pr	362 71%pr	243 68%	240 61%	733 72%pr	482 64%	979 68%	236 70%	1017 69%	90 61%	66 70%	42 72%
Very useful	(5)	169 33%	173 34%	101 28%	126 32%	342 34%	228 30%	456 32%	114 34%	461 31%	54 37%	34 36%	22 38%
Fairly useful	(4)	201 40%p	190 37%p	142 39%p	113 29%	391 38%p	255 34%	524 37%	121 36%	557 38%v	37 25%	32 34%	20 35%
Useful	(3)	80 16%	87 17%	61 17%	87 22%mq	167 16%	148 20%	265 19%	50 15%	251 17%	34 23%	18 20%	12 20%
Not very useful	(2)	38 7%	46 9%	45 13%mq	42 11%	84 8%	87 12%mq	134 9%	37 11%	145 10%	12 8%	9 10%	4 7%
Not at all useful	(1)	17 3%	16 3%	9 3%	27 7%Tmnoq	33 3%	36 5%	55 4%	15 4%	59 4%	10 7%w	* *	* 1%
NET: Not useful		55 11%	62 12%	54 15%	69 17%mnq	117 12%	123 16%mq	188 13%	52 15%	204 14%	22 15%	10 10%	5 8%
Mean		3.92pr	3.89pr	3.78	3.68	3.91pr	3.73	3.83	3.84	3.82	3.76	3.95	4.01
Standard deviation		1.05	1.07	1.07	1.22	1.06	1.15	1.09	1.14	1.10	1.22	1.00	0.97
Standard error		0.05	0.05	0.06	0.06	0.03	0.04	0.03	0.06	0.03	0.10	0.11	0.13

		Region: Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base		151	72	166	118	163	111	88	167	245	253	162	57
Weighted base		146	64*	184	139*	155	123*	94*	163	236	254	154	58*
NET: Very/ Fairly useful		90 61%	39 61%	115 62%	88 63%	108 70%	89 72%	66 70%	115 71%	163 69%	192 76%TyzAB	106 69%	42 72%
Very useful	(5)	54 37%	21 33%	57 31%	39 28%	56 36%	46 37%	34 36%	57 35%	62 26%	71 28%	51 33%	22 38%
Fairly useful	(4)	37 25%	18 28%	57 31%	49 35%	53 34%	44 35%	32 34%	58 36%	101 43%yzA	121 48%TyzABCDEFI	56 36%	20 35%
Useful	(3)	34 23%DH	13 20%	43 23%DH	28 20%	27 18%	14 12%	18 20%	25 16%	41 17%	33 13%	27 18%	12 20%
Not very useful	(2)	12 8%	4 6%	22 12%	16 12%	13 8%	14 11%	9 10%	16 10%	25 11%	24 9%	11 7%	4 7%
Not at all useful	(1)	10 7%EH	8 13%TACEFGHJ	5 3%	7 5%	6 4%	6 5%	* *	6 4%	7 3%	4 2%	9 6%H	* 1%
NET: Not useful		22 15%	12 19%	27 15%	23 17%	19 12%	20 16%	10 10%	22 13%	32 14%	28 11%	20 13%	5 8%
Mean		3.76	3.62	3.76	3.70	3.90	3.89	3.95	3.89	3.79	3.91	3.83	4.01
Standard deviation		1.22	1.35	1.10	1.15	1.11	1.16	1.00	1.11	1.04	0.97	1.15	0.97
Standard error		0.10	0.16	0.09	0.11	0.09	0.11	0.11	0.09	0.07	0.06	0.09	0.13

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 99

Q19. How useful would you find each of the following pieces of information if you were comparing different SIM-only mobile contracts?
- The average monthly price over the whole life of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
		Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base		1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base		1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
NET: Very/ Fairly useful		1215 69%lrtv tv	1060 69%	141 66%	814 68%	47 76%	101 73%	165 68%	168 73%	109 69%	3 42%	399 70%	69 66%	104 60%	199 66%r	237 73%lr	243 73%lr	178 72%lr	87 77%lrs	41 50%	58 62%	140 61%	190 67%	77 58%	12 58%	881 70%tvz	34 73%	299 64%	175 70%	530 67%	412 74%TB
Very useful	(5)	570 32%b	514 33%b	51 24%	392 33%	30 48%Tcfg j	47 34%	66 27%	63 27%	50 32%	1 13%	177 31%	39 38%	47 27%	91 30%	103 32%	111 33%	84 34%	45 40%	20 24%	30 32%	73 32%	104 37%	48 36%	8 42%	397 32%	12 26%	161 34%	76 30%	243 31%	201 36%
Fairly useful	(4)	645 36%vzvz	546 36%	90 42%	422 35%	17 28%	54 39%	98 41%	106 46%Tcd	59 38%	2 29%	222 39%	30 29%	56 32%	108 36%	133 41%kr	132 39%	94 38%	42 37%	21 26%	28 30%	67 29%	86 30%	30 22%	3 16%	484 38%tuvz	22 47%tvz	139 30%	99 40%	286 36%	210 38%
Useful	(3)	316 18%	273 18%	37 17%	207 17%	9 14%	26 19%	44 18%	44 19%	35 23%	2 28%	107 19%	15 15%	41 24%n	60 20%	48 15%	55 16%	41 17%	18 16%	25 31%Tkno pqs	12 13%	50 22%	52 18%	31 23%	2 10%	213 17%	8 17%	95 20%	44 18%	150 19%	84 15%
Not very useful	(2)	171 10%g	146 9%	23 11%	126 11%g	4 7%	9 6%	24 10%g	10 4%	12 8%	- -	45 8%	17 16%Tpq	20 12%	27 9%	32 10%	30 9%	19 8%	6 5%	7 8%	13 14%	24 10%	25 9%	14 11%	3 17%	126 10%	3 7%	41 9%	27 11%	77 10%	47 8%
Not at all useful	(1)	70 4%	57 4%	13 6%	50 4%	2 3%	3 2%	9 4%	9 4%	1 *	2 30%	17 3%	3 3%	9 5%	14 5%	7 2%	7 2%	10 4%	2 2%	10 12%Tkno pq	9 10%Tknop q	15 7%x	16 6%	11 8%TTx	3 15%	38 3%	2 3%	30 6%TTx	4 2%	30 4%	17 3%
NET: Not useful		240 14%	203 13%	36 17%	177 15%g	6 10%	12 8%	33 14%	20 8%	13 8%	2 30%	62 11%	20 19%q	29 17%q	41 14%	39 12%	37 11%	29 12%	8 7%	16 20%q	23 24%Tmno pq	39 17%	41 15%	25 19%	6 31%	164 13%	5 10%	71 15%	31 12%	107 14%	64 11%
Mean		3.83r	3.86b	3.67	3.82	4.11	3.96	3.78	3.87	3.92	2.95	3.87	3.83	3.65	3.79r	3.91lrs	3.93lrs	3.90lr	4.09Tlm rs	3.43	3.60	3.69	3.84	3.67	3.54	3.85	3.86	3.77	3.86	3.81	3.95TB
Standard deviation		1.10	1.10	1.13	1.13	1.09	0.98	1.07	0.99	0.94	1.55	1.04	1.18	1.15	1.11	1.02	1.02	1.08	0.95	1.27	1.34	1.21	1.18	1.29	1.56	1.07	1.00	1.20	1.02	1.09	1.06
Standard error		0.03	0.03	0.08	0.03	0.14	0.08	0.07	0.07	0.08	0.63	0.05	0.12	0.09	0.06	0.06	0.06	0.07	0.10	0.15	0.14	0.08	0.07	0.11	0.39	0.03	0.15	0.06	0.06	0.04	0.05

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 100

Q19. How useful would you find each of the following pieces of information if you were comparing different SIM-only mobile contracts?
- The average monthly price over the whole life of the contract
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

			Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
		Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base		1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base		1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
NET: Very/ Fairly useful		1215 69%hl	754 70%	356 67%	106 66%	979 70%h	700 71%h	279 69%h	173 65%	64 56%	862 71%l	604 74%Tkl	258 65%	353 63%	227 71%	988 68%	687 70%	379 66%
Very useful	(5)	570 32%h	368 34%	153 29%	48 30%	464 33%h	330 34%h	134 33%h	80 30%	26 22%	403 33%k	297 36%kl	106 27%	167 30%	117 37%	453 31%	317 32%	172 30%
Fairly useful	(4)	645 36%	386 36%	202 38%	57 36%	515 37%	370 38%	145 36%	92 35%	38 34%	459 38%	308 38%	152 38%	186 33%	110 34%	535 37%	370 38%	207 36%
Useful	(3)	316 18%	192 18%	94 18%	30 19%	235 17%	157 16%	78 19%	51 19%	29 25%de	211 17%	140 17%	71 18%	105 19%	56 18%	259 18%	177 18%	102 18%
Not very useful	(2)	171 10%j	95 9%	56 11%	19 12%	131 9%	97 10%	34 8%	26 10%	13 11%	98 8%	56 7%	41 10%	73 13%Tij	24 8%	147 10%	88 9%	60 10%
Not at all useful	(1)	70 4%j	41 4%	25 5%	4 3%	45 3%	31 3%	14 3%	17 6%de	8 7%de	43 4%	18 2%	25 6%ij	27 5%j	12 4%	58 4%	27 3%	32 6%o
NET: Not useful		240 14%j	136 13%	81 15%	24 15%	176 13%	128 13%	48 12%	43 16%	21 19%	140 12%	74 9%	66 17%ij	100 18%Tij	36 11%	205 14%	115 12%	92 16%o
Mean		3.83hk l	3.87	3.76	3.79	3.88h	3.88h	3.87h	3.72	3.52	3.89kl	3.99Tk l	3.69	3.70	3.93	3.81	3.88p	3.74
Standard deviation		1.10	1.09	1.12	1.09	1.08	1.08	1.07	1.17	1.17	1.06	1.00	1.16	1.17	1.08	1.10	1.05	1.16
Standard error		0.03	0.03	0.05	0.09	0.03	0.03	0.05	0.07	0.11	0.03	0.04	0.06	0.05	0.06	0.03	0.03	0.05

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 101

Q20. Which one of these - if any - is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you.

Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Gender		Age										Social Grade						Urban/Rural		Country				Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	1753	852	896	209	327	258	310	248	274	127	536	568	649	466	559	334	394	1025	728	1427	326	1457	151	88	57	151	72	166	118	163	111	88	167	245	253	162	57
Weighted base	1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
I have no formal qualifications (and I am not still studying)	52 3%cjmq	22 3%	31 3%	- -	3 1%	8 3%cj	3 1%	4 2%	22 8%Tcd efgjk	12 10%Tcde fgjk	3 1%	11 2%	38 6%Tcdf gjk	5 1%	7 1%	13 4%mnq	27 7%Tmnq	12 1%	41 5%Tmnq	43 3%	9 3%	47 3%	5 4%	- -	- -	5 4%	6 9%TCEG IJ	10 6%E	5 4%	2 1%	3 2%	- -	5 3%	5 2%	8 3%	3 2%	- -
Entry level qualification such as ESOL, ELC or Skills for Life	14 1%b	14 2%b	1 *	3 1%	4 1%l	1 *	6 2%ghl	- -	- -	1 *	6 1%l	8 1%l	1 *	4 1%	7 1%	1 *	3 1%	11 1%	4 *	13 1%	2 *	13 1%	1 1%	- -	- -	1 1%	- -	3 2%	2 1%	1 *	- -	- -	2 1%	4 2%	1 *	1 *	- -
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	143 8%djmq	64 7%	79 9%	13 5%	13 4%	22 8%	31 10%dj	18 7%	30 11%cdj	15 12%cdj	26 5%	54 9%dj	63 10%dj	25 5%	31 6%	41 11%mnq	47 12%Tmnq	55 5%	87 12%Tmnq	114 8%	29 9%	124 8%	9 6%	6 7%	3 5%	9 6%	4 7%	12 6%	19 13%G	19 12%G	8 7%	6 7%	19 11%	13 6%	21 8%	10 6%	3 5%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	283 16%djm qvyG	127 15%	156 17%	28 12%	33 11%	29 11%	52 16%	61 24%Tcd efjk	48 18%dej	32 27%Tcd efjk	61 11%	81 14%	141 22%Tcd efjk	49 10%	69 14%	67 19%mq	99 25%Tmn q	118 12%	165 22%Tmn q	225 16%	59 17%	257 17%v	6 4%	15 16%v	4 7%	6 4%	13 20%yG	38 21%yGJ	16 12%y	35 22%yBG J	21 17%y	15 16%y	42 26%TyB GHJ	25 10%y	42 17%y	26 17%y	4 7%
Level 1-2 vocational qualification or intermediate apprenticeship	75 4%q	34 4%	40 4%	5 2%	10 3%	8 3%	24 7%Tcdj	11 5%	12 5%	3 3%	15 3%	32 5%j	27 4%	13 2%	11 2%	23 6%mnq	28 7%Tmnq	24 2%	51 7%Tmnq	54 4%	20 6%	63 4%	3 2%	5 5%	5 8%	3 2%	1 2%	9 5%	10 7%G	7 5%	11 9%TyGH	5 5%	5 3%	3 1%	7 3%	9 6%G	5 8%G
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	200 11%	106 12%	93 10%	40 17%Teh ikl	37 12%	25 10%	39 12%	26 11%	22 8%	10 8%	77 14%hl	64 11%	58 9%	55 11%	57 11%	48 13%	40 10%	112 11%	88 12%	160 11%	40 12%	156 11%	25 17%u	15 16%	5 8%	25 17%G	6 10%	19 10%	13 10%	14 9%	11 9%	15 16%	20 12%	19 8%	39 15%G	14 9%	5 8%
Level 3 vocational qualification or advanced apprenticeship	72 4%mqG	29 3%	43 5%	7 3%	7 2%	18 7%dhj	15 5%	17 7%dj	7 3%	2 2%	14 3%	33 6%dj	26 4%	6 1%	16 3%m	20 6%mq	30 8%Tmnq	22 2%	50 7%Tmnq	60 4%	12 4%	58 4%	6 4%	9 9%Tux	* 1%	6 4%	5 8%AG	3 2%	4 3%	9 6%G	8 7%AG	9 9%TAGJ	11 7%AG	2 1%	9 4%	6 4%	* 1%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	105 6%cjm	48 6%	57 6%	5 2%	12 4%	18 7%cj	31 10%Tcdj	13 5%	21 8%cdj	5 4%	17 3%	48 8%cdj	40 6%cj	15 3%	37 7%m	23 6%m	31 8%m	52 5%	53 7%m	79 5%	26 8%	79 5%	17 12%Tu	5 5%	4 7%	17 12%TABF GH	6 9%	6 3%	5 4%	8 5%	12 10%A	5 5%	7 4%	11 5%	12 5%	12 8%	4 7%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 101

Q20. Which one of these - if any - is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you.
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Weighted base	1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
Level 4-5 vocational qualification or higher apprenticeship	61 3%G	28 3%	33 4%	2 1%	9 3%	11 4%c	10 3%	11 4%c	16 6%cj	3 3%	11 2%	20 3%	30 5%cj	22 4%	15 3%	14 4%	10 2%	37 4%	24 3%	48 3%	14 4%	50 3%	5 3%	5 5%	2 3%	5 3%	3 4%G	9 5%FG	7 5%FG	5 3%G	3 3%	5 5%FG	1 1%	1 *	14 6%FG	7 5%FG	2 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	451 25%ipr	227 26%	221 24%	54 23%	106 34%Tcf ghikl	81 31%il	73 23%	57 23%	60 23%	19 16%	161 29%il	154 26%i	137 22%	170 34%Top r	161 31%Top r	72 20%p	48 12%	331 33%Top r	120 16%	374 26%	77 23%	376 26%	32 22%	22 23%	21 36%	32 22%	13 21%	44 24%	32 23%	35 23%	28 23%	22 23%	29 18%	90 38%TyzABCDEFH	57 22%	47 31%F	21 36%F
Level 6 vocational qualification or degree apprenticeship	20 1%	10 1%	10 1%	3 1%	3 1%	1 *	- -	5 2%fk	6 2%fk	2 2%fk	6 1%	1 *	13 2%fk	6 1%	10 2%pr	3 1%	1 *	16 2%	4 1%	17 1%	3 1%	14 1%	2 1%	2 2%	2 3%	2 1%	- -	2 1%	2 2%	1 1%	- -	2 2%	2 1%	2 1%	2 1%	3 2%	2 3%
University higher degree (e.g. Masters, PhD or equivalent)	217 12%hlo prC	120 14%	97 11%	33 14%hl	63 20%Tfg hikl	40 15%ghi l	37 11%hl	21 8%	15 6%	9 7%	96 17%Tfg hil	77 13%hl	44 7%	112 22%Tno pqr	62 12%opr	27 7%	17 4%	173 17%Tnop r	43 6%	179 13%	38 11%	169 11%	29 19%Tuw	7 7%	13 22%Tuw	29 19%TzCEFI	4 7%	21 11%	16 12%	8 5%	17 14%C	7 7%	13 8%	46 20%TzACEFI	32 13%C	11 7%	13 22%TzCEFI
Still studying/ still at school	42 2%efgh klor	12 1%	27 3%a	38 16%Tdef ghijkl	4 1%kl	- -	* *	- -	- -	- -	41 7%Tdef ghikl	* *	- -	14 3%or	22 4%Topr	- -	5 1%	36 4%opr	5 1%	38 3%	4 1%	34 2%	4 3%	3 3%	* 1%	4 3%	1 1%	4 2%	4 3%	4 3%	1 1%	3 3%	3 2%	10 4%	6 2%	1 1%	* 1%
Prefer not to say	27 2%	10 1%	17 2%	2 1%	10 3%efk	1 *	2 1%	6 2%k	2 1%	4 3%k	12 2%k	3 1%	12 2%	10 2%	3 1%	6 2%	8 2%	13 1%	14 2%	21 1%	5 2%	26 2%	1 1%	- -	- -	1 1%	1 2%	4 2%	4 3%	4 2%	- -	- -	2 1%	3 1%	4 2%	3 2%	- -
Don't know	9 1%	7 1%	2 *	3 1%	2 1%	- -	1 *	- -	1 *	3 2%Tefg k	5 1%	1 *	3 1%	1 *	3 1%	3 1%	2 *	4 *	5 1%	9 1%	- -	7 *	2 1%	- -	- -	2 1%	1 1%	1 *	- -	3 2%	1 *	- -	1 1%	1 *	- -	* *	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 102

Q20. Which one of these - if any - is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you.
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base	1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
I have no formal qualifications (and I am not still studying)	52 3%pC	46 3%	6 3%	44 4%j	3 5%gh	2 1%	5 2%	2 1%	1 *	- -	9 2%	7 6%nop	8 5%nop	25 8%Tnopqs	3 1%	4 1%	* *	2 1%	2 3%	1 2%	8 3%	15 5%x	8 6%x	2 8%	28 2%	- -	24 5%TTx	9 4%C	36 5%C	3 1%
Entry level qualification such as ESOL, ELC or Skills for Life	14 1%	9 1%	6 3%Ta	3 *	1 1%	5 3%Tc	6 2%c	4 2%c	4 2%c	- -	12 2%Tc	2 2%np	5 3%Tnp	5 2%n	- -	3 1%	- -	- -	- -	- -	2 1%	1 *	- -	- -	12 1%	- -	3 1%	11 4%TBC	2 *	2 *
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	143 8%bgpqC	134 9%b	7 3%	101 8%g	4 6%	13 9%	15 6%	9 4%	14 9%	1 13%	41 7%	9 8%pq	22 13%pq	27 9%pq	36 11%pq	25 7%pq	5 2%	1 1%	8 10%pq	10 11%pq	21 9%	26 9%	14 11%	1 4%	101 8%	2 5%	40 9%	24 10%C	79 10%C	22 4%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	283 16%dpqC	261 17%b	23 11%	204 17%d	2 4%	16 12%	33 14%	35 15%d	26 16%d	1 12%	78 14%	30 29%Tnopqrs	41 24%Topq	65 22%Tpq	52 16%pq	52 15%pq	14 6%	7 6%	9 11%	13 14%p	37 16%	57 20%	18 13%	4 20%	190 15%	4 9%	89 19%	55 22%TC	159 20%TC	47 8%
Level 1-2 vocational qualification or intermediate apprenticeship	75 4%	72 5%b	3 1%	48 4%	1 2%	4 3%	11 5%	12 5%	14 9%Tc	- -	27 5%	4 4%	12 7%s	13 4%	15 5%	21 6%s	7 3%	1 1%	1 1%	- -	13 6%	11 4%	7 6%	1 5%	48 4%	2 5%	24 5%	14 6%	37 5%	22 4%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	200 11%	179 12%	17 8%	140 12%	18 30%Tcefghj	15 11%	20 8%	19 8%	10 7%	- -	60 11%	9 9%	20 11%	29 10%	39 12%s	33 10%	37 15%s	14 12%	15 18%s	4 4%	23 10%	37 13%	15 12%	- -	139 11%	4 9%	56 12%	23 9%	91 12%	67 12%
Level 3 vocational qualification or advanced apprenticeship	72 4%	69 4%	3 2%	51 4%	1 2%	2 1%	10 4%	8 3%	10 6%	- -	22 4%	5 5%	7 4%	18 6%	10 3%	13 4%	7 3%	3 2%	6 8%	4 4%	13 6%	20 7%TTx	6 5%	- -	45 4%	- -	27 6%	13 5%	34 4%	15 3%

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

Prepared by Yonder

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 102

Q20. Which one of these - if any - is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you.
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Weighted base	1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	105 6%	93 6%	12 6%	67 6%	1 2%	8 5%	15 6%	21 9%	11 7%	- -	38 7%	8 8%r	11 6%	17 6%	24 8%r	21 6%	10 4%	3 2%	- -	10 11%pqr	25 11%TTx	17 6%	13 10%	1 3%	67 5%	3 6%	35 8%	17 7%	51 7%	26 5%
Level 4-5 vocational qualification or higher apprenticeship	61 3%	58 4%	3 2%	42 3%	1 2%	5 4%	12 5%	10 4%	3 2%	- -	19 3%	3 3%	2 1%	7 2%	11 3%	14 4%	16 6%Tlm	3 3%	3 4%	2 2%	5 2%	7 3%	3 3%	- -	51 4%	- -	10 2%	6 2%	18 2%	31 6%TB
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	451 25%klmt uztuzA	379 25%	63 30%	307 26%	11 18%	37 27%	57 23%	68 29%	34 22%	- -	145 25%	14 14%	26 15%	55 18%	76 24%kl	96 29%klm	94 38%Tklm nor	49 44%Tklm nor	14 17%	27 29%klm	41 18%	50 18%	27 20%	5 27%	356 28%tuz	13 27%	83 18%	41 16%	174 22%	196 35%TAB
Level 6 vocational qualification or degree apprenticeship	20 1%	17 1%	2 1%	16 1%	2 3%	4 3%	3 1%	2 1%	2 1%	- -	4 1%	- -	2 1%	4 1%	4 1%	5 1%	1 *	3 2%	- -	2 2%	1 *	2 1%	1 1%	1 6%	13 1%	3 7%TtuTx z	3 1%	1 1%	7 1%	9 2%
University higher degree (e.g. Masters, PhD or equivalent)	217 12%lB	165 11%	46 22%Ta	132 11%	8 13%	20 14%	44 18%Tc	34 14%	23 15%	1 16%	84 15%c	8 8%	9 5%	27 9%	46 14%l	40 12%l	47 19%Tklm or	23 21%Tklmo r	4 5%	13 14%l	31 14%	28 10%	19 14%	3 17%	153 12%	10 22%u	54 12%	26 10%	72 9%	102 18%TAB
Still studying/ still at school	42 2%	24 2%	16 8%Ta	27 2%	- -	- -	7 3%	7 3%	1 1%	2 30%	13 2%	3 3%	5 3%m	1 1%	3 1%	9 3%m	10 4%mn	4 3%	6 7%Tmns	- -	5 2%	2 1%	- -	2 10%	32 3%	1 2%	9 2%	5 2%	17 2%	14 3%
Prefer not to say	27 2%oC	25 2%	1 1%	10 1%	7 11%Tcfgh j	7 5%Tcg	3 1%	- -	4 3%g	2 29%	15 3%cg	2 2%o	4 2%o	4 1%o	3 1%	- -	1 1%	- -	7 9%Tlmno pq	6 6%Tmnop q	2 1%	5 2%	- -	- -	17 1%	3 6%v	7 1%	5 2%C	8 1%	1 *
Don't know	9 1%	5 *	4 2%a	7 1%	* 1%	2 1%	1 *	1 *	- -	- -	2 *	- -	- -	1 *	1 *	1 *	- -	- -	6 7%Tklmn opq	1 1%	1 1%	2 1%	1 *	- -	6 *	1 2%	2 *	- -	2 *	1 *

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 103

Q20. Which one of these - if any - is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you.
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base	1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
I have no formal qualifications (and I am not still studying)	52 3%	36 3%	14 3%	2 1%	40 3%	29 3%	11 3%	6 2%	6 5%	31 3%	16 2%	15 4%	21 4%	8 3%	44 3%	25 3%	21 4%
Entry level qualification such as ESOL, ELC or Skills for Life	14 1%	3 *	9 2%a	3 2%a	7 1%	7 1%	- -	6 2%Tdef	1 1%	11 1%	8 1%	3 1%	4 1%	1 *	14 1%	9 1%	4 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	143 8%m	77 7%	45 9%	20 13%a	116 8%	84 9%	32 8%	15 6%	12 11%	103 9%	67 8%	37 9%	39 7%	14 4%	129 9%m	73 7%	53 9%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	283 16%g	166 15%	100 19%c	17 11%	242 17%g	176 18%g	65 16%g	25 9%	17 15%	199 16%	131 16%	68 17%	84 15%	55 17%	228 16%	145 15%	101 18%
Level 1-2 vocational qualification or intermediate apprenticeship	75 4%	49 5%	20 4%	6 4%	61 4%	44 4%	18 4%	8 3%	5 4%	54 4%	39 5%	16 4%	20 4%	17 5%	58 4%	44 4%	21 4%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	200 11%	126 12%	51 10%	22 14%	162 12%	101 10%	61 15%e	26 10%	12 11%	138 11%	96 12%	42 11%	62 11%	32 10%	168 12%	102 10%	67 12%

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 103

Q20. Which one of these - if any - is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you.
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Weighted base	1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
Level 3 vocational qualification or advanced apprenticeship	72 4%c	42 4%c	30 6%c	1 *	58 4%	48 5%	10 2%	12 5%	2 2%	49 4%	31 4%	18 5%	24 4%	19 6%	54 4%	49 5%	18 3%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	105 6%	67 6%	26 5%	12 7%	81 6%	58 6%	23 6%	18 7%	6 5%	59 5%	44 5%	15 4%	46 8%ijk	27 9%n	78 5%	58 6%	39 7%
Level 4-5 vocational qualification or higher apprenticeship	61 3%	40 4%	15 3%	7 4%	54 4%	41 4%	12 3%	7 3%	1 1%	43 4%	22 3%	21 5%j	18 3%	21 7%Tn	40 3%	29 3%	22 4%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	451 25%	280 26%	131 25%	41 26%	329 24%	234 24%	96 24%	92 34%Tdef	30 26%	317 26%	224 27%	93 24%	134 24%	77 24%	374 26%	265 27%	130 23%
Level 6 vocational qualification or degree apprenticeship	20 1%	11 1%	8 1%	2 1%	15 1%	13 1%	2 *	5 2%	- -	11 1%	9 1%	2 *	9 2%	5 2%	15 1%	9 1%	9 2%
University higher degree (e.g. Masters, PhD or equivalent)	217 12%	141 13%	59 11%	18 11%	168 12%	115 12%	53 13%	37 14%	12 10%	147 12%	105 13%	41 10%	70 13%	31 10%	186 13%	130 13%	64 11%
Still studying/ still at school	42 2%	21 2%	14 3%	6 4%	31 2%	20 2%	10 3%	6 2%	5 4%	30 2%	13 2%	17 4%j	11 2%	5 2%	36 3%	19 2%	15 3%
Prefer not to say	27 2%	19 2%	5 1%	3 2%	18 1%	10 1%	7 2%	3 1%	5 5%Tde	16 1%	8 1%	8 2%	11 2%	5 1%	22 2%	14 1%	9 2%
Don't know	9 1%	5 *	4 1%	1 *	8 1%	3 *	5 1%	1 *	* *	6 1%	6 1%	* *	3 1%	2 1%	7 *	7 1%	- -

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 104

Q21. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Gender		Age										Social Grade						Urban/Rural		Country				Region									
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	1753	852	896	209	327	258	310	248	274	127	536	568	649	466	559	334	394	1025	728	1427	326	1457	151	88	57	151	72	166	118	163	111	88	167	245	253	162	57
Weighted base	1771	858	906	234	317	264	323	251	262	120	551	588	633	506	511	359	396	1017	754	1433	338	1473	146	94*	58*	146	64*	184	139*	155	123*	94*	163	236	254	154	58*
Up to £199 per week / Up to £10,399 per year	104 6%mnq	42 5%	62 7%	8 3%	22 7%	13 5%	21 6%	24 10%Tchj	11 4%	6 5%	29 5%	34 6%	41 6%	9 2%	11 2%	12 3%	73 18%Tmnoqr	19 2%	85 11%Tmnoq	92 6%	12 4%	86 6%	10 6%	5 5%	3 6%	10 6%	3 5%	11 6%	9 6%	18 11%TDGH	4 3%	5 5%	11 7%	9 4%	13 5%	9 6%	3 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	174 10%mq	73 9%	101 11%	21 9%	23 7%	20 7%	30 9%	37 15%Tdehjk	22 8%	21 18%Tcdefhjk	44 8%	50 9%	80 13%dejk	28 5%	39 8%	25 7%	83 21%Tmnoqr	67 7%	107 14%Tmnoq	134 9%	40 12%	144 10%	19 13%	7 7%	4 7%	19 13%	12 19%TACEGHI	15 8%	18 13%	12 8%	13 11%	7 7%	20 13%	18 8%	21 8%	14 9%	4 7%
From £300 to £499 per week / From £15,600 to £25,999 per year	299 17%djmG	130 15%	168 19%	30 13%	33 10%	43 16%	51 16%	45 18%dj	70 27%Tcdefgjk	27 22%cdj	63 11%	94 16%dj	142 22%Tcdfjk	53 11%	93 18%m	52 14%	101 25%Tmnoq	147 14%	152 20%moq	253 18%	46 14%	245 17%	29 20%	17 18%	9 15%	29 20%G	10 16%	35 19%G	31 22%G	25 16%	31 25%TGH	17 18%	27 16%	25 11%	39 15%	23 15%	9 15%
From £500 to £699 per week / From £26,000 to £36,399 per year	324 18%pxJ	174 20%b	147 16%	32 14%	63 20%	49 18%	61 19%	38 15%	57 22%c	24 20%	95 17%	110 19%	119 19%	90 18%p	105 21%p	82 23%pr	46 12%	196 19%p	128 17%p	254 18%	70 21%	267 18%x	34 23%x	18 19%	4 7%	34 23%J	9 15%	50 27%TBFGHJ	19 14%	31 20%J	20 16%	18 19%	26 16%	41 17%	43 17%	28 18%	4 7%
From £700 to £999 per week / From £36,400 to £51,999 per year	335 19%pr	163 19%	170 19%	46 20%	60 19%	55 21%	72 22%hl	44 18%	39 15%	19 16%	106 19%	127 22%hl	102 16%	110 22%pr	114 22%pr	75 21%pr	36 9%	224 22%pr	111 15%p	274 19%	61 18%	279 19%	24 16%	16 17%	16 27%	24 16%	12 19%	31 17%	29 21%	23 15%	22 18%	16 17%	34 21%	48 20%	50 20%	31 20%	16 27%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	249 14%hilpr	144 17%b	102 11%	28 12%	57 18%hil	56 21%Tcghil	48 15%hil	29 12%	22 8%	8 7%	85 15%hil	104 18%ghil	59 9%	101 20%Tnpr	73 14%pr	57 16%pr	18 5%	174 17%Tpr	75 10%p	194 14%	55 16%	199 14%	13 9%	22 23%Tuv	15 26%Tuv	13 9%	9 14%	21 11%	13 9%	20 13%	20 17%	22 23%TyABI	21 13%	39 16%	41 16%	16 10%	15 26%TyABCFI
£1,500 and above per week / £78,000 and above per year	112 6%iopr	59 7%	54 6%	30 13%Tefghikl	25 8%il	14 5%	16 5%	13 5%	12 4%	2 1%	56 10%Tefghikl	30 5%	26 4%	64 13%Tnopr	34 7%opr	9 3%	6 1%	98 10%Topr	15 2%	88 6%	24 7%	97 7%	7 5%	2 3%	6 11%	7 5%	3 4%	4 2%	6 5%	12 8%A	4 3%	2 3%	5 3%	28 12%TyABDEF	19 8%A	15 10%AF	6 11%AF
Don't know	82 5%kl	33 4%	50 5%	35 15%Tdefghikl	18 6%fkl	6 2%	7 2%	8 3%	6 2%	3 2%	53 10%Tefghikl	13 2%	17 3%	24 5%	19 4%	19 5%	21 5%	43 4%	40 5%	70 5%	12 4%	73 5%	5 3%	4 5%	1 1%	5 3%	4 6%	10 6%	7 5%	4 3%	2 1%	4 5%	11 7%	13 6%	16 6%	5 4%	1 1%
Refused	92 5%	40 5%	53 6%	5 2%	16 5%	8 3%	17 5%	13 5%	24 9%Tcejk	10 8%cej	21 4%	25 4%	47 7%cejk	28 5%	24 5%	29 8%p	13 3%	51 5%	41 5%	75 5%	18 5%	82 6%	7 5%	3 4%	* 1%	7 5%	2 3%	8 4%	8 5%	11 7%	7 5%	3 4%	6 4%	16 7%	12 5%	13 8%	* 1%
Average weekly income	720.74 ghilprbvy	758.32	682.87	836.05 TfghikTfghil	791.56	771.58 ghil	714.05 hil	645.59	639.01	561.86	809.68 Tfghikghil	740.26	627.20	901.99 Tnopqrpr	753.59	722.85 pr	448.97	826.61 Tnopr	575.52 p	713.04	752.92	721.95 v	632.03	740.22	872.35 Tuv	632.03	658.84	646.69	644.83	704.23	686.30	740.22	661.42	849.92 TyzABCyABFDF	769.49	750.74 yA	872.35TyzABCDF
Average annual income ('000)	37.479 ghilprbvy	39.433	35.509	43.474 TfghikTfghil	41.161	40.122 ghil	37.131 hil	33.571	33.229	29.217	42.103 Tfghikghil	38.494	32.615	46.903 Tnopqrpr	39.187	37.588 pr	23.346	42.984 Tnopr	29.927 p	37.078	39.152	37.541 v	32.866	38.491	45.362 Tuv	32.866	34.260	33.628	33.531	36.620	35.688	38.491	34.394	44.196 TyzABCyABFDF	40.014	39.039 yA	45.362TyzABCDF

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Prepared by Yonder

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 105

Q21. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	1753	1523	211	1217	57	136	233	213	138	6	530	105	178	336	340	317	214	94	73	96	232	284	127	16	1248	43	462	251	820	513
Weighted base	1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
Up to £199 per week / Up to £10,399 per year	104 6%glmno pqsBC	87 6%	16 8%	80 7%g	4 7%	7 5%	12 5%	5 2%	6 4%	- -	24 4%	104 100%Tlmno pqrs	- -	- -	- -	- -	- -	- -	- -	- -	32 14%TTx	31 11%TTx	11 8%	2 8%	54 4%	1 2%	49 10%TTx	104 42%TBC	- -	- -
From £200 to £299 per week / From £10,400 to £15,599 per year	174 10%kmno pqrsC	153 10%	20 10%	125 10%	6 10%	16 12%	15 6%	15 6%	16 10%	- -	49 9%	- -	174 100%Tkmno pqrs	- -	- -	- -	- -	- -	- -	- -	31 13%x	40 14%x	31 23%TtuT xz	2 11%	105 8%	5 11%	64 14%TTx	34 13%C	140 18%TC	- -
From £300 to £499 per week / From £15,600 to £25,999 per year	299 17%ekln opqrsC	257 17%	38 18%	225 19%ej	7 12%	9 7%	33 14%	33 14%e	23 15%e	- -	74 13%	- -	- -	299 100%Tklno pqrs	- -	- -	- -	- -	- -	- -	53 23%TTx	68 24%TTx	38 29%TTx	2 10%	186 15%	6 12%	107 23%TTx	62 25%TC	237 30%TC	- -
From £500 to £699 per week / From £26,000 to £36,399 per year	324 18%klmo pqrsvwA C	290 19%	33 15%	221 18%	7 12%	24 18%	45 19%	34 15%	29 18%	- -	102 18%	- -	- -	- -	324 100%Tklmo pqrs	- -	- -	- -	- -	- -	39 17%	55 20%v	14 10%	8 38%	234 19%v	6 12%	84 18%	23 9%	238 30%TAC	63 11%
From £700 to £999 per week / From £36,400 to £51,999 per year	335 19%klmn pqrsuzu zA	297 19%	35 17%	198 17%	18 29%c	36 26%c	63 26%Tc	65 28%Tc	28 18%	- -	137 24%Tc	- -	- -	- -	- -	335 100%Tklmn pqrs	- -	- -	- -	- -	30 13%	38 13%	15 11%	2 13%	258 21%tuvz	10 20%	67 14%	28 11%	172 22%A	135 24%TA
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	249 14%klmn oqrstuz tuzAB	217 14%	29 14%	141 12%	9 14%	22 16%	47 19%c	46 20%Tc	30 19%c	- -	107 19%Tc	- -	- -	- -	- -	- -	249 100%Tklmn oqrs	- -	- -	- -	12 5%	17 6%	11 9%	- -	212 17%tuvz	3 6%	34 7%	- -	- -	249 44%TAB
£1,500 and above per week / £78,000 and above per year	112 6%klmno psuuAB	97 6%	16 7%	75 6%	5 8%	14 10%f	10 4%	21 9%f	16 10%f	- -	37 7%	- -	- -	- -	- -	- -	- -	112 100%Tklmn oprs	- -	- -	11 5%	6 2%	3 2%	- -	93 7%uz	1 2%	19 4%	- -	- -	112 20%TAB
Don't know	82 5%klmno pqsABC	55 4%	19 9%Ta	62 5%	4 7%	7 5%	8 3%	6 2%	7 4%	3 42%	18 3%	- -	- -	- -	- -	- -	- -	- -	82 100%Tklmn opqs	- -	15 7%	15 5%	4 3%	2 10%	50 4%	9 20%TtuvT xz	23 5%	- -	- -	- -
Refused	92 5%klmno pqABC	83 5%	7 3%	70 6%hj	1 2%	3 2%	10 4%	7 3%	2 1%	4 58%	18 3%	- -	- -	- -	- -	- -	- -	- -	- -	92 100%Tklmn opqr	6 3%	13 5%	6 4%	2 11%	66 5%	8 16%TtuvT xz	19 4%	- -	- -	- -

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

Prepared by Yonder

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 105

Q21. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Weighted base	1771	1536	213	1197	62*	139	242	232	157	6**	568	104*	174	299	324	335	249	112*	82*	92*	229	282	133	20**	1259	47*	466	250	787	560
Average weekly income	720.74k lmntuvz tuvzAB	721.61	719.48	689.25	768.02	807.59Tc	765.78c	843.31Tc	809.92Tc	-	783.82Tc	175.00	250.00	400.00	600.00	800.00T	1250.00T	1750.00T	-	-	557.88	542.26	528.91	517.24	774.08T tuvTz	642.83	582.27	348.66	521.05A	1167.99TAB
Average annual income ('000)	37.479k lmntuvz tuvzAB	37.524	37.413	35.841	39.937	41.995Tc	39.821c	43.852Tc	42.116Tc	-	40.759Tc	9.100	13.000	20.800	31.200klm	41.600Tklmn	65.000Tno	91.000Tno	-	-	29.010	28.198	27.503	26.897	40.252T tuvTz	33.427	30.278	18.130	27.095A	60.735TAB

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 106

Q21. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	1753	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1422	966	572
Weighted base	1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
Up to £199 per week / Up to £10,399 per year	104 6%c	66 6%c	36 7%c	2 1%	86 6%	57 6%	28 7%	12 5%	6 5%	79 6%	56 7%	22 6%	25 5%	18 6%	86 6%	58 6%	35 6%
From £200 to £299 per week / From £10,400 to £15,599 per year	174 10%	111 10%	53 10%	10 6%	128 9%	76 8%	52 13%e	29 11%	17 15%e	113 9%	71 9%	42 11%	61 11%	27 8%	147 10%	88 9%	67 12%
From £300 to £499 per week / From £15,600 to £25,999 per year	299 17%	178 16%	95 18%	26 16%	246 18%	172 17%	73 18%	36 13%	18 15%	199 16%	125 15%	74 19%	100 18%	55 17%	244 17%	166 17%	88 15%
From £500 to £699 per week / From £26,000 to £36,399 per year	324 18%	200 18%	98 18%	26 16%	253 18%	194 20%f	59 15%	50 19%	21 18%	217 18%	154 19%	62 16%	107 19%	56 17%	268 18%	174 18%	110 19%
From £700 to £999 per week / From £36,400 to £51,999 per year	335 19%h	192 18%	104 20%	39 24%	277 20%h	207 21%h	70 17%	46 17%	12 10%	240 20%	164 20%	76 19%	95 17%	57 18%	278 19%	190 19%	109 19%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	249 14%	139 13%	82 15%	28 17%	191 14%	144 15%	47 12%	45 17%	13 11%	181 15%	119 15%	61 16%	68 12%	46 14%	203 14%	137 14%	79 14%
£1,500 and above per week / £78,000 and above per year	112 6%	74 7%	29 5%	9 6%	82 6%	58 6%	24 6%	26 10%de	4 4%	76 6%	56 7%	21 5%	36 6%	28 9%	85 6%	71 7%	27 5%
Don't know	82 5%	57 5%	18 3%	8 5%	58 4%	31 3%	27 7%eg	7 3%	17 15%Tdefg	54 4%	37 5%	16 4%	29 5%	14 4%	68 5%	48 5%	27 5%
Refused	92 5%	64 6%b	16 3%	12 8%b	70 5%	45 5%	25 6%	15 6%	8 7%	54 4%	35 4%	19 5%	38 7%	19 6%	73 5%	45 5%	32 6%
Average weekly income	720.74	716.08	709.80	791.94	713.71	727.70	677.78	788.19 Tdfh	635.57	727.23	734.65	711.83	706.16	757.01	712.84	735.86	694.83

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

Prepared by Yonder

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 106

Q21. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All currently paying for a mobile phone service excluding prepay/PAYG/top up plan

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Weighted base	1771	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1452	978	573
Average annual income ('000)	37.479	37.236	36.909	41.181	37.113	37.840	35.245	40.986	33.049	37.816	38.202	37.015	36.721	39.365	37.068	38.265	36.131
								Tdfh									

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 107
Gender
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Male	1031 49%b	1031 100%Tb	- -	138 47%	167 47%	168 51%	179 49%	151 50%	148 47%	80 50%	305 47%	346 50%	379 49%	316 55%Tnpr	266 45%	218 51%	230 45%	583 50%	448 47%	837 49%	194 48%	841 47%	96 54%	60 60%u	34 53%	96 54%Hl	36 42%	115 49%	85 49%	90 49%	72 47%	60 60%zHl	93 47%	152 54%Hl	123 43%	74 41%	34 53%
Female	1081 51%amwE	- -	1081 100%Ta	151 51%	184 52%	159 49%	186 51%	154 50%	168 53%	79 50%	335 52%	345 50%	401 51%	259 45%	328 55%m	211 49%	284 55%m	586 50%	494 52%m	878 51%	203 51%	931 52%w	81 46%	39 39%	30 47%	81 46%	49 58%E	120 51%	86 50%	92 50%	79 52%	39 39%	106 53%E	127 46%	166 57%yEG	106 59%yEG	30 47%
Other	8 *	- -	- -	4 1%TkI	2 1%I	1 *	- -	- -	- -	- -	6 1%l	1 *	- -	1 *	4 1%	1 *	1 *	5 *	3 *	4 *	3 1%	6 *	- -	1 1%	- -	- -	- -	- -	1 1%	3 2%T	1 1%	1 1%	- -	- -	1 *	- -	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 108
Gender
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / From £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Male	1031 49%tvtv	890 48%	129 51%	689 47%	41 61%	86 54%	142 51%	129 48%	86 48%	6 55%	336 52%	42 40%	73 42%	130 43%	174 54%klm	163 49%	144 58%Tklmrs	59 52%	33 40%	40 43%	113 40%	142 43%	61 39%	12 48%	762 50%tuvz	23 40%	246 44%	117 47%	368 47%	300 54%B
Female	1081 51%p	942 51%	125 49%	768 53%	26 39%	73 45%	132 48%	137 52%	92 52%	5 45%	307 47%	62 60%np	101 58%np	168 56%np	147 46%	170 51%p	102 41%	54 48%	50 60%np	53 57%p	165 59%TTx	185 56%x	94 60%x	11 46%	743 49%	34 60%	303 55%x	133 53%	414 53%C	257 46%
Other	8 *	6 *	1 *	3 *	- -	1 1%	3 1%	- -	- -	- -	4 1%	- -	- -	1 *	3 1%	1 *	3 1%	- -	- -	- -	2 1%	2 1%	1 1%	1 5%	4 *	- -	4 1%	- -	5 1%	3 *

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 109
Gender
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Male	1031 49%h	536 50%	243 46%	79 49%	671 48%h	448 45%h	224 55%Tdeh	150 56%Tdeh	36 31%	611 50%l	411 50%l	200 51%	246 44%	169 53%	862 48%	450 46%	282 49%
Female	1081 51%fg	542 50%	283 53%	81 51%	712 51%fg	533 54%fg	179 44%	117 44%	77 67%Tdefg	597 49%	403 49%	195 49%	309 55%ij	149 47%	931 52%	523 53%	290 51%
Other	8 *	4 *	4 1%	- -	6 *	4 *	3 1%	- -	1 1%	5 *	5 1%	- -	3 *	1 *	7 *	5 1%	1 *

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 110
Age
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scot-land (v)	Wales (w)	North-ern Ire-land (x)	Scot-land (y)	North East (z)	North West (A)	York-shire & Humb-erside (B)	West Mid-lands (C)	East Mid-lands (D)	Wales (E)	East-ern (F)	London (G)	South East (H)	South West (I)	North-ern Ire-land (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
16-17	38 2%defg hkl	13 1%	23 2%	38 13%Tdef ghijkl	- -	- -	- -	- -	- -	- -	38 6%Tdef ghikl	- -	- -	14 2%r	14 2%r	4 1%	5 1%	29 2%r	9 1%	29 2%	8 2%	31 2%	2 1%	4 4%	- -	2 1%	- -	8 3%C	6 3%C	- -	1 1%	4 4%C	2 1%	4 1%	8 3%C	2 1%	- -
18-24	255 12%def ghiklp rxJ	125 12%	127 12%	255 87%Tdef ghijkl	- -	- -	- -	- -	- -	- -	255 39%Tdef ghikl	- -	- -	114 20%Tno pr	78 13%opr	36 8%	28 5%	191 16%Topr	64 7%	221 13%t	33 8%	222 13%x	20 11%x	13 13%x	- -	20 11%J	6 7%J	36 16%IJ	25 14%J	25 14%J	13 9%J	13 13%J	20 10%J	52 19%TzD FHIJ	31 11%J	14 7%J	- -
25-34	354 17%cef ghiklt	167 16%	184 17%	- -	354 100%Tcef ghijkl	- -	- -	- -	- -	- -	354 55%Tcef ghikl	- -	- -	98 17%	110 18%o	56 13%	90 17%	208 18%o	146 15%	317 18%t	37 9%	307 17%	19 11%	19 19%	9 14%	19 11%	15 18%	48 20%yH	27 16%	42 23%yFH	25 16%	19 19%	27 13%	58 21%yH	37 13%	28 15%	9 14%
35-44	328 15%cdf ghijl	168 16%	159 15%	- -	- -	328 100%Tcdf ghijkl	- -	- -	- -	- -	- -	328 47%Tcdf ghijl	- -	82 14%	81 14%	79 18%q	86 17%	163 14%	166 18%q	274 16%	54 14%	267 15%	27 15%	19 19%	15 24%	27 15%	12 14%	33 14%	28 16%	26 14%	26 17%	19 19%	33 16%	48 17%	41 14%	20 11%	15 24%l
45-54	364 17%cde ghijm B	179 17%	186 17%	- -	- -	- -	364 100%Tcde ghijkl	- -	- -	- -	- -	364 53%Tcde ghijl	- -	76 13%	94 16%	89 21%mq	105 20%mq	170 14%	195 21%Tmn q	302 18%	62 16%	293 16%	40 23%	14 14%	18 28%Tuw	40 23%BC	14 17%	39 17%	17 10%	25 14%	31 21%B	14 14%	41 20%B	50 18%B	45 16%	29 16%	18 28%TBCEH
55-64	305 14%cde fhijkm G	151 15%	154 14%	- -	- -	- -	- -	305 100%Tcde fhijkl	- -	- -	- -	- -	305 39%Tcd efhijk	61 11%	91 15%m	70 16%m	83 16%m	152 13%	153 16%m	240 14%	66 16%	263 15%	18 10%	12 12%	12 20%	18 10%	16 19%G	30 13%	26 15%	33 18%G	17 11%	12 12%	36 18%G	26 9%	51 18%yG	28 16%G	12 20%G
65+	475 22%cde fgjksG	228 22%	247 23%	- -	- -	- -	- -	- -	316 100%Tc defgjk l	159 100%Tcde fgjkl	- -	- -	475 61%Tcd efgjk	131 23%	130 22%	96 22%	118 23%	261 22%	213 23%	335 20%	140 35%Ts	395 22%	49 28%	21 21%	10 15%	49 28%ACG	21 25%G	40 17%	43 25%G	33 18%	38 25%G	21 21%	41 21%	42 15%	75 26%AG	60 33%TAC EFGJ	10 15%
NET: 18-34	609 29%efg hiklop rtxJ	292 28%	311 29%	255 87%Te fghik l	354 100%Tcef ghijkl	- -	- -	- -	- -	- -	609 94%Tcef ghikl	- -	- -	212 37%Top r	187 31%opr	92 21%	118 23%	399 34%Top r	209 22%	538 31%t	70 18%	529 30%x	39 22%	32 31%x	9 14%	39 22%	21 25%	84 36%TyF HIJ	52 30%J	67 36%TyF HIJ	38 25%	32 31%J	46 23%	110 39%Tyz DFHIJ	68 23%	41 23%	9 14%
NET: 35-54	693 33%cdg hijlmq	346 34%	345 32%	- -	- -	328 100%Tc dghijl	364 100%Tcdg hijl	- -	- -	- -	- -	693 100%Tcdg hijl	- -	157 27%	175 29%	169 39%Tmn q	191 37%mnq	333 28%	360 38%Tmn q	577 34%	116 29%	560 31%	67 38%	33 33%	33 51%Tuw	67 38%BI	26 31%	72 31%	45 26%	51 28%	57 38%	33 33%	73 37%	98 35%	87 30%	50 27%	33 51%TzABCEGHI
NET: 55+	780 37%cde fjksG	379 37%	401 37%	- -	- -	- -	- -	305 100%Tc defjk	316 100%Tc defjk	159 100%Tcde fjk	- -	- -	780 100%Tcd efjk	193 33%	221 37%	166 39%	201 39%	413 35%	367 39%	575 33%	205 51%Ts	658 37%	68 38%	33 32%	22 35%	68 38%G	37 44%AG	70 30%	69 40%G	66 36%G	55 36%G	33 32%	78 39%G	68 24%	127 44%TAG	88 49%TAC DEG	22 35%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Prepared by Yonder

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 110
Age
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region									
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Average age	47.48c dejkmq sAG	47.69	47.44	21.33	29.99c j	39.93c dj	49.68T cdejk	59.40T cdefjk	69.34T cdefgj kl	78.83T cdefgh jkl	26.07c	45.06c dej	67.38T cdefgj k	45.14	46.62	49.35m nq	49.55T mnq	45.90	49.46T mnq	46.13	53.29T s	47.31	49.99	45.08	49.22	49.99A CG	50.03A G	44.06	46.37	45.78	49.20A G	45.08	49.30A G	42.90	49.55A CG	52.14T ABCEG	49.22G

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 111
Age
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
16-17	38 2%	27 1%	10 4%Ta	30 2%	- -	- -	3 1%	4 2%	7 4%ej	2 14%	7 1%	1 1%	1 *	4 1%	2 *	8 2%	3 1%	4 4%n	3 4%n	- -	3 1%	3 1%	1 1%	1 3%	30 2%	1 2%	7 1%	7 3%	8 1%	7 1%
18-24	255 12%afghuvzuvz	161 9%	82 32%Ta	191 13%fghj	12 17%fgh	23 15%fgh	18 6%	14 5%	6 3%	3 24%	62 10%h	7 7%	20 12%	26 9%	30 9%	38 11%	25 10%	26 24%Tklmnops	31 38%Tklmnops	5 5%	40 14%uvz	12 4%	5 3%	* 2%	196 13%uvz	14 25%TuvTxz	45 8%u	29 12%	82 10%	62 11%
25-34	354 17%cmuu	285 16%	61 24%Ta	198 14%	31 47%Tcfghj	67 42%Tcfghj	80 29%Tcgh	42 16%	21 12%	4 38%	152 23%Tcgh	22 21%m	23 13%	33 11%	63 20%m	60 18%m	57 23%Tlm	25 22%m	18 22%m	16 17%	55 20%u	29 9%	28 18%u	5 22%	252 17%u	18 32%TuTxz	83 15%u	56 22%TB	114 14%	113 20%B
35-44	328 15%c	281 15%	46 18%	100 7%	23 34%Tc	62 39%Tch	121 44%Tchj	101 38%Tch	46 26%Tc	- -	228 35%Tch	13 13%	20 11%	43 14%	49 15%	55 16%	56 23%Tlmnrs	14 13%	6 7%	8 8%	58 21%TuTy	39 12%	24 16%	5 21%	243 16%	3 5%	82 15%	58 23%TBC	100 13%	92 16%
45-54	364 17%cde	326 18%	37 14%	207 14%de	2 2%	7 4%	51 19%de	89 34%Tcdefj	68 38%Tcdefj	2 17%	156 24%Tcde	21 20%	30 17%	51 17%	61 19%	72 22%r	48 19%	16 14%	7 9%	17 18%	69 25%TTx	70 21%	26 17%	4 17%	244 16%	9 16%	111 20%	48 19%	145 18%	105 19%
55-64	305 14%bdefgj	289 16%b	14 5%	273 19%Tdefgj	- -	- -	2 1%	10 4%ef	23 13%defgj	1 7%	31 5%ef	24 23%Tnopqr	37 21%Tnop	45 15%	38 12%	44 13%	29 12%	13 12%	8 9%	13 14%	30 11%	64 19%TtTx	26 16%	5 19%	214 14%	9 16%	82 15%	34 14%	118 15%	78 14%
65+	475 22%bdefghjqrtytyA	470 26%Tb	5 2%	462 32%Tdefhj	- -	- -	1 1%	4 2%	8 5%ef	- -	13 2%	16 16%	43 25%pqr	97 32%Tkopqr	81 25%opqr	58 17%	30 12%	13 12%	9 11%	34 37%Tknopqr	26 9%	113 34%TtTxyz	47 30%txy	4 17%	330 22%ty	3 5%	142 26%ty	17 7%	220 28%TAC	101 18%A
NET: 18-34	609 29%aghmuzuz	447 24%	143 56%Ta	388 27%h	43 64%Tcfghj	90 57%Tcfghj	98 35%Tcgh	56 21%	27 15%	7 63%	213 33%cgh	29 28%	43 25%	59 20%	94 29%m	98 29%m	82 33%m	52 46%Tklmnops	49 60%Tklmnops	21 22%	94 34%uvz	41 12%	32 21%u	6 23%	448 30%uvz	32 56%TtuvTxz	128 23%u	85 34%B	196 25%	175 31%B
NET: 35-54	693 33%cr	606 33%	83 33%	307 21%	24 36%c	69 43%Tc	172 62%Tcde	191 72%Tcdefj	114 64%Tcde	2 17%	384 59%Tcde	34 33%r	50 29%	94 31%r	110 34%r	127 38%r	104 42%Tlmqrs	30 27%	13 16%	25 27%	127 45%TuvTxyz	109 33%	51 32%	9 38%	488 32%	12 21%	193 35%	107 43%TB	245 31%	198 35%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 111
Age
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
NET: 55+	780 37%bdefghjopqrtytyA	759 41%Tb	19 7%	736 50%Tdefghj	- -	- -	3 1%	15 6%ef	31 17%defgj	1 7%	44 7%ef	41 39%pqr	80 46%Topqr	142 48%Tnopqr	119 37%pqr	102 30%	59 24%	26 24%	17 20%	47 51%Tnopqr	56 20%	177 54%TtTxyz	73 46%TtTxy	9 36%	544 36%ty	12 21%	225 41%ty	51 20%	338 43%TAC	180 32%A
Average age	47.48bdefgjopqrtytyA	49.62Tb	33.79	51.16Tdefghj	32.01	33.09	37.77de	41.62defj	44.48defgj	31.34	39.45def	48.21pqr	50.75Topqr	51.89Tnopqr	48.62pqr	46.02qr	43.26r	39.70	35.95	53.95Tknopqr	42.39	55.45TtvTxyz	51.51TtTxy	47.82	46.93ty	38.52	49.93TtTxy	41.63	50.32TAC	45.97A

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 112
Age
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
16-17	38 2%m	19 2%	6 1%	- -	19 1%	12 1%	6 2%	2 1%	4 4%	16 1%	10 1%	6 1%	9 2%	- -	38 2%m	11 1%	10 2%
18-24	255 12%j	125 12%	70 13%	14 9%	159 11%	94 10%	66 16%Tde	31 12%	19 16%e	145 12%	75 9%	70 18%Tijl	64 12%	40 12%	215 12%	127 13%	63 11%
25-34	354 17%	179 17%	99 19%	39 24%Ta	249 18%	179 18%	70 17%	50 19%	18 16%	221 18%	163 20%k	57 15%	96 17%	48 15%	306 17%	187 19%	99 17%
35-44	328 15%afk	135 12%	100 19%a	30 19%	207 15%	163 17%f	44 11%	44 17%	13 11%	169 14%	125 15%	43 11%	96 17%k	46 14%	283 16%	151 15%	84 15%
45-54	364 17%	191 18%	100 19%	33 20%	262 19%	192 20%	70 17%	44 17%	17 15%	232 19%	170 21%T	62 16%	91 16%	69 22%n	296 16%	176 18%	104 18%
55-64	305 14%	161 15%	76 14%	14 9%	205 15%	142 14%	64 16%	32 12%	13 12%	175 14%	113 14%	62 16%	75 14%	50 16%	255 14%	130 13%	82 14%
65+	475 22%b	273 25%b	79 15%	30 19%	288 21%	203 21%	85 21%	64 24%	31 27%	255 21%	160 20%	95 24%	127 23%	67 21%	408 23%	197 20%	132 23%
NET: 18-34	609 29%	304 28%	169 32%	53 33%	409 29%	273 28%	136 34%e	81 30%	36 32%	366 30%	239 29%	127 32%	160 29%	87 27%	521 29%	314 32%	162 28%
NET: 35-54	693 33%k	326 30%	200 38%a	62 39%a	470 34%	355 36%f	114 28%	88 33%	30 26%	401 33%k	296 36%k	105 27%	187 33%k	114 36%	578 32%	327 33%	187 33%
NET: 55+	780 37%bc	434 40%bc	155 29%	44 28%	493 35%	344 35%	149 37%	96 36%	44 38%	430 35%	274 33%	157 40%	203 36%	118 37%	662 37%	327 33%	214 37%
Average age	47.48b	48.65b	44.81	45.74	47.06	47.44	46.15	47.78	48.08	47.12	47.10	47.17	47.48	47.78	47.43	46.38	47.82

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 113
Social Grade
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
A	170 8%ekn opr	106 10%b	64 6%	47 16%Tde fghkl	36 10%efgk	13 4%	19 5%	16 5%	21 7%	18 11%efg k	83 13%Tefg hkl	32 5%	55 7%	170 30%Tnop qr	- -	- -	- -	170 15%Tnop r	- -	137 8%	33 8%	148 8%w	16 9%	2 2%	5 7%	16 9%	7 8%	24 10%E	12 7%	14 8%	9 6%	2 2%	10 5%	35 13%TEFH	20 7%	17 9%E	5 7%
B	406 19%nop rD	210 20%	195 18%	81 28%Tdf ghkl	63 18%	68 21%	57 16%	45 15%	63 20%	30 19%	143 22%fg	125 18%	138 18%	406 70%Tnop qr	- -	- -	- -	406 35%Tnop r	- -	330 19%	76 19%	324 18%	33 19%	22 22%	27 42%Tuv w	33 19%D	12 14%	49 21%D	31 18%D	36 19%D	13 9%	22 22%D	38 19%D	60 22%DI	60 21%D	24 13%	27 42%TyzABCDEFGHI
C1	598 28%mop rxAJ	266 26%	328 30%a	92 31%	110 31%	81 25%	94 26%	91 30%	85 27%	46 29%	201 31%k	175 25%	221 28%	- -	598 100%Tmop qr	- -	- -	598 51%Tmop r	- -	481 28%	116 29%	506 28%x	51 29%x	32 31%x	9 15%	51 29%J	26 31%J	48 21%	47 27%	55 30%J	52 34%AJ	32 31%J	48 24%	87 31%AJ	83 29%J	60 33%AJ	9 15%
C2	430 20%cjm npqvy	218 21%	211 19%	40 14%	56 16%	79 24%cdj	89 25%cdj	70 23%cdj	66 21%cj	29 18%	96 15%	169 24%Tcd j	166 21%cdj	- -	- -	430 100%Tmnp qr	- -	- -	430 46%Tmn pq	354 21%	76 19%	374 21%v	22 13%	23 23%v	10 16%	22 13%	11 13%	53 23%y	34 20%	40 22%y	36 23%y	23 23%y	41 20%	57 20%y	66 23%y	38 21%y	10 16%
D	265 13%cim noqG	140 14%	125 12%	21 7%	57 16%chi l	53 16%chi l	52 14%ci	42 14%ci	32 10%	8 5%	78 12%ci	105 15%chi l	82 11%i	- -	- -	- -	265 51%Tmno qr	- -	265 28%Tmn oq	215 13%	50 12%	214 12%	27 15%	17 17%	7 10%	27 15%G	12 14%	26 11%	20 12%	25 13%	19 12%	17 17%G	33 16%G	22 8%	37 13%	21 11%	7 10%
E	250 12%acjm noqwEG	90 9%	159 15%Ta	12 4%	33 9%c	33 10%c	53 15%cdj	41 14%cj	49 16%cdj	28 18%Tcde j	45 7%	86 12%cj	119 15%Tcde j	- -	- -	- -	250 49%Tmno qr	- -	250 26%Tmn oq	201 12%	49 12%	213 12%w	28 16%w	4 4%	6 9%	28 16%EGH	17 21%TCE GH	34 15%EG	28 16%EGH	16 9%	23 15%EG	4 4%	30 15%EGH	18 6%	24 8%	22 12%E	6 9%
NET: AB	576 27%fgk noprD	316 31%b	259 24%	128 44%Tde fghijk l	98 28%fg	82 25%	76 21%	61 20%	84 27%	47 30%fg	226 35%Tde fghkl	157 23%	193 25%	576 100%Tnop qr	- -	- -	- -	576 49%Tnop r	- -	467 27%	109 27%	472 27%	49 28%	24 24%	31 49%Tuv w	49 28%D	19 22%	73 31%D	43 25%	50 27%D	23 15%	24 24%	48 24%	95 34%TzD FI	80 28%D	41 22%	31 49%TyzABCDEFGHI
NET: ABC1	1174 55%fko pr	583 57%	586 54%	220 75%Tde fghijk l	208 59%efg k	163 50%	170 47%	152 50%	169 53%	93 59%fk	428 66%Tde fghkl	333 48%	413 53%	576 100%To pr	598 100%Topr	- -	- -	1174 100%Topr	- -	949 55%	225 56%	977 55%	100 56%	56 56%	41 64%	100 56%	44 53%	122 52%	90 52%	104 56%	75 49%	56 56%	96 48%	183 65%TzA BDFHI	163 56%	101 56%	41 64%F
NET: C2DE	945 45%cjm nqG	448 43%	494 46%	73 25%	146 41%cj	166 50%cdj	195 53%Tcd ij	153 50%cdj	148 47%cj	66 41%c	218 34%c	360 52%Tcd ij	367 47%cj	- -	- -	430 100%Tm nq	515 100%Tmnq	- -	945 100%Tmn q	770 45%	175 44%	801 45%	77 44%	45 44%	23 36%	77 44%	40 47%G	113 48%G	82 48%G	81 44%	77 51%G	45 44%	104 52%GJ	97 35%	127 44%G	80 44%G	23 36%
NET: DE	515 24%cjm noqG	230 22%	284 26%	33 11%	90 25%cj	86 26%cj	105 29%cj	83 27%cj	81 26%cj	37 23%c	123 19%c	191 28%cj	201 26%cj	- -	- -	- -	515 100%Tmno qr	- -	515 54%Tmn oq	416 24%	99 25%	426 24%	55 31%	21 21%	12 19%	55 31%GH	29 35%TCG H	60 26%G	48 28%G	41 22%G	42 27%G	21 21%	63 32%TGH	40 14%	61 21%G	42 23%G	12 19%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Prepared by Yonder

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 114
Social Grade
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
A	170 8%mB	142 8%	28 11%	103 7%	12 18%Tcg	23 14%Tc	24 9%	22 8%	24 13%Tc	5 42%	63 10%	4 4%	8 4%	8 3%	18 6%	31 9%m	23 9%m	32 28%Tklm noprs	9 10%m	9 10%m	22 8%	18 5%	9 6%	- -	131 9%	2 3%	37 7%	17 7%	36 5%	70 12%TAB
B	406 19%kltu vztuvzA	337 18%	63 25%a	281 19%	16 23%	36 23%	42 15%	57 22%	29 16%	1 11%	124 19%	5 5%	20 11%	45 15%k	72 22%klm	79 24%klm	78 31%Tklm n	32 29%Tklm	15 18%k	19 20%k	29 10%	40 12%	12 7%	3 12%	327 22%tuvz	13 23%tvz	66 12%	30 12%	139 18%A	162 29%TAB
C1	598 28%gjkt uztuzA	511 28%	78 31%	451 31%defg j	12 17%	34 21%	65 23%	54 20%	41 23%	1 5%	145 22%	11 10%	39 22%k	93 31%k	105 33%kl	114 34%kl	73 29%k	34 30%k	19 23%k	24 25%k	57 20%	70 21%	39 25%	4 16%	452 30%tuz	17 30%	128 23%	38 15%	237 30%A	194 35%TA
C2	430 20%bkq	387 21%b	36 14%	262 18%	14 21%	33 21%	80 29%Tc	72 27%Tc	37 21%	1 7%	168 26%Tc	12 11%	25 14%	52 17%q	82 25%klmq	75 22%klq	57 23%kq	9 8%	19 23%q	29 31%Tklm q	45 16%	52 16%	23 14%	5 22%	317 21%	20 35%Ttuv Txz	93 17%	49 20%	169 21%C	93 17%
D	265 13%pqvv C	233 13%	31 12%	169 12%	8 13%	20 13%	41 15%	39 15%	31 18%	2 22%	94 14%	16 16%pqs	27 15%pqs	55 18%Tnop qs	39 12%q	33 10%q	18 7%	3 3%	13 15%q	5 6%	31 11%	36 11%	10 6%	6 24%	194 13%v	2 3%	69 12%	43 17%C	114 14%C	35 6%
E	250 12%jnop qxxC	229 12%b	19 7%	195 13%gj	6 8%	13 8%	25 9%	22 8%	16 9%	1 14%	54 8%	57 54%Tlmn opqrs	56 32%Tmno pqrs	45 15%nopq	7 2%p	3 1%	- -	2 2%	8 10%nopq	7 8%nop	96 34%TTxy	113 34%TTxy	64 41%TTxy z	6 26%	87 6%	4 6%	160 29%TTxy	73 29%TBC	92 12%C	6 1%
NET: AB	576 27%klmt uvztuvz AB	479 26%	91 36%Ta	384 26%	28 41%Tcf	59 37%Tcf	67 24%	79 30%	53 29%	6 52%	187 29%	9 8%	28 16%	53 18%k	90 28%klm	110 33%klm	101 41%Tklm n	64 57%Tklm noprs	24 29%kl	28 30%klm	52 18%	58 18%	21 13%	3 12%	458 30%tuvz	15 26%	103 19%	47 19%	176 22%	232 41%TAB
NET: ABC1	1174 55%fklt uvztuvz A	990 54%	169 66%Ta	835 57%fj	39 58%	93 58%	132 48%	133 50%	94 52%	6 58%	332 51%	19 18%	67 38%k	147 49%kl	196 60%klm	224 67%Tklm r	174 70%Tklm nrs	98 87%Tklm noprs	43 52%k	51 55%kl	108 39%	128 39%	60 38%	7 28%	911 60%Ttuv Tz	32 55%tu	232 42%	85 34%	413 52%A	425 76%TAB
NET: C2DE	945 45%bopq xxC	849 46%b	86 34%	626 43%	28 42%	67 42%	145 52%Tc	132 50%	85 48%	5 42%	315 49%c	85 82%Tlmn opqrs	107 62%Tmno pqs	152 51%nopq	128 40%pq	111 33%q	75 30%q	15 13%	40 48%opq	41 45%pq	172 61%TTxy	202 61%TTxy	97 62%TTx	17 72%	598 40%	26 45%	321 58%TTx	165 66%TBC	374 48%C	134 24%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 114
Social Grade
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
NET: DE	515 24%nopqsxyxyC	462 25%	50 20%	364 25%	14 21%	34 21%	65 24%	61 23%	48 27%	4 35%	147 23%	73 70%Tlmnopqrs	83 47%Tmnopqrs	101 34%Tnopqs	46 14%pq	36 11%	18 7%	6 5%	21 25%nopq	13 14%	127 45%TTxy	149 45%TTxy	74 47%TTxy	12 50%	281 19%	6 10%	228 41%TTxy	116 46%TBC	205 26%C	41 7%

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 115
Social Grade
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
A	170 8%	93 9%	36 7%	12 7%	101 7%	74 8%	26 6%	35 13%Tdefh	5 5%	103 9%	64 8%	39 10%	37 7%	27 8%	143 8%	95 10%	38 7%
B	406 19%	219 20%	106 20%	40 25%	267 19%	183 19%	84 21%	73 27%Tde	25 22%	250 21%	170 21%	80 20%	115 21%	56 18%	350 19%	196 20%	121 21%
C1	598 28%	314 29%	154 29%	43 27%	410 30%	297 30%	114 28%	64 24%	37 32%	336 28%	228 28%	109 28%	175 31%	92 29%	505 28%	294 30%	151 26%
C2	430 20%	212 20%	110 21%	37 23%	284 20%	203 21%	80 20%	48 18%	27 23%	265 22%l	182 22%l	83 21%	94 17%	62 19%	368 20%	200 20%	116 20%
D	265 13%	130 12%	65 12%	15 9%	177 13%	122 12%	55 14%	25 9%	8 7%	148 12%	100 12%	47 12%	62 11%	51 16%	214 12%	102 10%	80 14%
E	250 12%l	113 10%	58 11%	14 9%	151 11%	106 11%	46 11%	22 8%	13 11%	112 9%	74 9%	38 10%	74 13%ij	31 10%	219 12%	91 9%	67 12%
NET: AB	576 27%	312 29%	143 27%	51 32%	368 26%	257 26%	111 27%	108 40%Tdefh	30 26%	353 29%	234 29%	119 30%	153 27%	83 26%	493 27%	291 30%	159 28%
NET: ABC1	1174 55%	626 58%	297 56%	94 59%	778 56%	554 56%	224 55%	172 65%Tdef	67 59%	689 57%	462 56%	227 58%	328 59%	176 55%	998 55%	586 60%Tp	310 54%
NET: C2DE	945 45%go	456 42%	233 44%	65 41%	612 44%g	431 44%g	181 45%g	95 35%	47 41%	524 43%	356 44%	168 42%	231 41%	143 45%	802 45%	393 40%	264 46%o
NET: DE	515 24%go	244 23%	124 23%	29 18%	329 24%g	228 23%	101 25%g	46 17%	21 18%	259 21%	174 21%	85 22%	136 24%	82 26%	433 24%	193 20%	148 26%o

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 116
GO Region
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Scotland	177 8%ouwx zABCDE FGHIJ	96 9%	81 7%	22 8%	19 5%	27 8%	40 11%dgj	18 6%	36 12%dgj	13 8%	42 6%	67 10%d	68 9%	49 9%	51 8%	22 5%	55 11%o	100 9%o	77 8%	134 8%	43 11%	- -	177 100%Tuwx	- -	- -	177 100%TzAB CDEFGHIJ	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
North East	84 4%vyAB CDFGHI	36 3%	49 4%	6 2%	15 4%	12 4%	14 4%	16 5%	14 4%	7 5%	21 3%	26 4%	37 5%	19 3%	26 4%	11 2%	29 6%o	44 4%	40 4%	71 4%	13 3%	84 5%vw	- -	- -	- -	- -	84 100%TyAB CDEFGHIJ	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
North West	234 11%nvw xyzBCD EFGHIJ	115 11%	120 11%	44 15%hl	48 14%hl	33 10%	39 11%	30 10%	26 8%	15 9%	92 14%Thl	72 10%	70 9%	73 13%n	48 8%	53 12%n	60 12%	122 10%	113 12%n	203 12%t	31 8%	234 13%vwx	- -	- -	- -	- -	- -	234 100%TyzB CDEFGHIJ	- -	- -	- -	- -	- -	- -	- -	- -	- -
Yorkshire & Humberside	173 8%fvwx yzACDE FGHIJ	85 8%	86 8%	31 11%f	27 8%	28 9%	17 5%	26 8%	31 10%f	12 8%	58 9%f	45 7%	69 9%f	43 8%	47 8%	34 8%	48 9%	90 8%	82 9%	139 8%	34 8%	173 10%vwx	- -	- -	- -	- -	- -	- -	173 100%TyzA CDEFGHIJ	- -	- -	- -	- -	- -	- -	- -	- -
West Midlands	185 9%vwxy zABDEF GHIJ	90 9%	92 9%	25 9%	42 12%fk	26 8%	25 7%	33 11%	23 7%	10 7%	67 10%	51 7%	66 9%	50 9%	55 9%	40 9%	41 8%	104 9%	81 9%	155 9%	30 7%	185 10%vwx	- -	- -	- -	- -	- -	- -	- -	185 100%TyzA BDEFGHIJ	- -	- -	- -	- -	- -	- -	- -
East Midlands	152 7%mvwx yzABCE FGHIJ	72 7%	79 7%	15 5%	25 7%	26 8%	31 9%	17 6%	17 5%	21 13%Tcdg hji	40 6%	57 8%	55 7%	23 4%	52 9%m	36 8%m	42 8%m	75 6%	77 8%m	115 7%	37 9%	152 9%vwx	- -	- -	- -	- -	- -	- -	- -	- -	152 100%TyzA BCEFGHIJ	- -	- -	- -	- -	- -	- -
Wales	101 5%uvyz ABCDFG HI	60 6%b	39 4%	16 6%	19 5%	19 6%	14 4%	12 4%	14 4%	7 5%	35 5%	33 5%	33 4%	24 4%	32 5%	23 5%	21 4%	56 5%	45 5%	68 4%	33 8%Ts	- -	- -	101 100%Tuvx	- -	- -	- -	- -	- -	- -	- -	101 100%TyzA BCDFGHIJ	- -	- -	- -	- -	- -
Eastern	199 9%vwxy zABCDE GHIJ	93 9%	106 10%	22 7%	27 8%	33 10%	41 11%	36 12%j	27 9%	14 9%	49 8%	73 11%	78 10%	48 8%	48 8%	41 9%	63 12%nq	96 8%	104 11%q	144 8%	55 14%Ts	199 11%vwx	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	199 100%TyzA BCDEGHIJ	- -	- -	- -	- -
London	279 13%ghl prvwx yzABCD EFHIJ	152 15%	127 12%	56 19%Tgh l	58 16%ghl	48 15%ghl	50 14%hl	26 8%	20 6%	22 14%hl	114 18%Tgh l	98 14%ghl	68 9%	95 17%pr	87 15%pr	57 13%p	40 8%	183 16%pr	97 10%	278 16%Tt	1 *	279 16%Tvwx	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	279 100%TyzA BCDEFHIJ	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 116
GO Region
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scot-land (v)	Wales (w)	North-ern Ire-land (x)	Scot-land (y)	North East (z)	North West (A)	York-shire & Humb-erside (B)	West Mid-lands (C)	East Mid-lands (D)	Wales (E)	East-ern (F)	London (G)	South East (H)	South West (I)	North-ern Ire-land (J)
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
South East	290 14%vwxyzABCDEFGIJ	123 12%	166 15%a	39 13%	37 10%	41 13%	45 12%	51 17%d	56 18%djk	19 12%	76 12%	87 13%	127 16%dj	80 14%	83 14%	66 15%	61 12%	163 14%	127 13%	223 13%	67 17%	290 16%Tvwx	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	290 100%TyzABCDEFGIJ	- -	- -
South West	181 9%vwxyzABCDEFGHJ	74 7%	106 10%	15 5%	28 8%	20 6%	29 8%	28 9%	44 14%Tcdefjk	15 10%	43 7%	50 7%	88 11%Tcejk	41 7%	60 10%	38 9%	42 8%	101 9%	80 8%	140 8%	41 10%	181 10%vwx	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	181 100%TyzABCDEFGHJ	- -
Northern Ireland	64 3%cjuvyACFGHI	34 3%	30 3%	- -	9 2%c	15 5%cj	18 5%cij	12 4%cj	8 3%c	1 1%	9 1%	33 5%cij	22 3%c	31 5%Tnopr	9 2%	10 2%	12 2%	41 3%n	23 2%	49 3%	15 4%	- -	- -	- -	64 100%Tuvw	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	64 100%TyzABCDEFGHI

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 117
GO Region
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Scotland	177 8%e	163 9%	14 5%	126 9%e	7 10%e	5 3%	22 8%	18 7%	10 5%	- -	50 8%	10 9%	19 11%	29 10%	34 11%p	24 7%	13 5%	7 6%	5 6%	7 8%	37 13%TTx	43 13%TTx	25 16%TTxy	5 22%	112 7%	2 3%	63 11%TTx	18 7%	81 10%C	35 6%
North East	84 4%	78 4%	6 2%	66 4%	- -	3 2%	6 2%	11 4%	6 3%	1 9%	18 3%	3 3%	12 7%n	10 3%	9 3%	12 4%	9 4%	3 2%	4 4%	2 2%	8 3%	15 4%	5 3%	- -	63 4%	1 1%	20 4%	7 3%	31 4%	20 4%
North West	234 11%q	197 11%	35 14%	163 11%	9 14%	20 12%	25 9%	30 11%	20 11%	4 39%	67 10%	11 11%	15 8%	35 12%q	50 15%Tlopq	31 9%	21 8%	4 4%	10 13%	8 9%	37 13%	37 11%	15 10%	3 14%	167 11%	5 8%	63 11%	30 12%	88 11%	48 9%
Yorkshire & Humberside	173 8%	155 8%	16 6%	109 7%	12 17%Tc	19 12%	26 9%	23 9%	25 14%Tc	- -	63 10%	9 8%	18 10%	31 10%	19 6%	29 9%	13 5%	6 6%	7 9%	8 8%	24 9%	35 11%	9 6%	- -	114 8%	8 14%	50 9%	23 9%	68 9%	33 6%
West Midlands	185 9%	157 9%	27 10%	116 8%	7 10%	15 9%	29 10%	27 10%	19 11%	1 11%	68 10%	18 17%Tlmopr	12 7%	25 8%	31 10%	23 7%	20 8%	12 11%	4 5%	11 12%	26 9%	23 7%	16 10%	3 11%	132 9%	4 7%	49 9%	32 13%TC	67 8%	41 7%
East Midlands	152 7%b	144 8%b	8 3%	113 8%	1 2%	11 7%	13 5%	15 6%	9 5%	- -	39 6%	4 4%	13 8%	31 10%	20 6%	22 7%	20 8%	4 4%	2 2%	7 7%	23 8%	22 7%	20 13%TTx	3 12%	107 7%	4 7%	41 7%	14 6%	59 8%	41 7%
Wales	101 5%	93 5%	6 2%	61 4%	3 4%	9 6%	15 5%	16 6%	9 5%	- -	39 6%	5 5%	7 4%	17 6%	18 6%	16 5%	22 9%Tq	2 2%	4 5%	3 4%	10 3%	14 4%	7 4%	- -	71 5%	5 8%	24 4%	16 7%	37 5%	32 6%
Eastern	199 9%b	188 10%b	10 4%	140 10%	1 2%	19 12%d	28 10%	27 10%	15 9%	2 17%	58 9%	11 11%	20 12%	27 9%	26 8%	34 10%	21 8%	5 4%	11 14%	6 6%	23 8%	31 9%	15 9%	3 11%	145 10%	4 7%	51 9%	17 7%	84 11%	44 8%
London	279 13%amtvz tvz	173 9%	98 38%Ta	190 13%	7 11%	21 13%	46 16%	34 13%	25 14%	1 12%	88 14%	9 8%	18 10%	25 8%	41 13%	48 14%m	39 16%m	28 25%Tklmno	13 16%	16 17%m	23 8%	30 9%	9 6%	2 8%	225 15%tuvz	10 17%v	45 8%	31 13%	87 11%	89 16%B
South East	290 14%	260 14%	24 10%	208 14%	6 9%	25 16%	41 15%	31 12%	23 13%	1 12%	80 12%	13 12%	21 12%	39 13%	43 13%	50 15%	41 16%	19 17%	16 19%	12 13%	38 14%	38 12%	21 13%	3 11%	202 13%	12 21%	76 14%	30 12%	103 13%	93 17%
South West	181 9%b	170 9%b	10 4%	129 9%	7 11%	10 6%	21 8%	20 7%	15 8%	- -	52 8%	9 8%	14 8%	23 8%	28 9%	31 9%	16 6%	15 13%	5 7%	13 14%p	26 9%	30 9%	10 7%	2 8%	125 8%	2 4%	53 10%	19 7%	66 8%	51 9%
Northern Ireland	64 3%b	61 3%b	2 1%	39 3%	6 10%Tcefhj	3 2%	7 2%	13 5%	4 2%	- -	24 4%	3 3%	4 2%	9 3%	4 1%	16 5%n	15 6%Tns	6 6%n	1 1%	* *	5 2%	11 3%	5 3%	1 4%	45 3%	1 2%	18 3%	11 5%B	16 2%	30 5%TB

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

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 118
GO Region
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Scotland	177 8%	90 8%	47 9%	9 6%	115 8%	86 9%	30 7%	20 8%	11 9%	95 8%	61 8%	34 8%	51 9%	32 10%	145 8%	90 9%	47 8%
North East	84 4%	33 3%	28 5%a	3 2%	49 4%	40 4%	10 2%	12 5%	3 2%	44 4%	31 4%	13 3%	20 4%	10 3%	74 4%	30 3%	30 5%
North West	234 11%	117 11%	49 9%	18 11%	147 11%	99 10%	48 12%	26 10%	12 10%	130 11%	87 11%	43 11%	55 10%	23 7%	212 12%m	96 10%	60 10%
Yorkshire & Humberside	173 8%	87 8%	40 8%	12 8%	106 8%	73 7%	33 8%	23 9%	10 9%	96 8%	60 7%	36 9%	44 8%	23 7%	149 8%	67 7%	47 8%
West Midlands	185 9%	87 8%	49 9%	19 12%	112 8%	86 9%	27 7%	30 11%	13 11%	116 10%	79 10%	38 10%	38 7%	23 7%	162 9%	99 10%p	39 7%
East Midlands	152 7%	84 8%	34 6%	5 3%	107 8%	71 7%	37 9%g	11 4%	5 4%	80 7%	54 7%	26 7%	43 8%	25 8%	127 7%	70 7%	35 6%
Wales	101 5%	48 4%	33 6%	13 8%	73 5%	58 6%	15 4%	15 6%	6 5%	67 5%	43 5%	24 6%	27 5%	21 6%	80 4%	54 6%	29 5%
Eastern	199 9%	107 10%	42 8%	13 8%	136 10%	88 9%	48 12%g	16 6%	11 10%	97 8%	70 9%	27 7%	65 12%ik	33 10%	167 9%	73 7%	59 10%
London	279 13%	144 13%	69 13%	24 15%	182 13%	125 13%	57 14%	42 16%	13 11%	172 14%	116 14%	56 14%	64 12%	39 12%	241 13%	136 14%	83 14%
South East	290 14%	161 15%	77 14%	16 10%	208 15%	147 15%	61 15%	31 12%	15 13%	173 14%	113 14%	60 15%	81 14%	47 15%	242 13%	140 14%	80 14%
South West	181 9%	97 9%	38 7%	18 11%	109 8%	74 8%	35 9%	31 12%	14 12%	103 9%	71 9%	32 8%	51 9%	30 9%	151 8%	81 8%	48 8%
Northern Ireland	64 3%	26 2%	24 5%a	8 5%	45 3%	39 4%f	6 1%	12 4%f	2 2%	40 3%	32 4%	8 2%	19 3%	13 4%	51 3%	42 4%	17 3%

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 119
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scot-land (v)	Wales (w)	North-ern Ire-land (x)	Scot-land (y)	North East (z)	North West (A)	York-shire & Humb-erside (B)	West Mid-lands (C)	East Mid-lands (D)	Wales (E)	East-ern (F)	London (G)	South East (H)	South West (I)	North-ern Ire-land (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Yes	1324 62%fgh ilprF	642 62%	676 63%	228 78%Tef ghikl	260 74%Tef ghikl	214 65%fgh il	206 56%	165 54%	170 54%	81 51%	489 76%Tef ghikl	420 61%il	416 53%	437 76%Tno pqr	376 63%pr	287 67%pr	225 44%	812 69%Tnp r	512 54%p	1093 64%	232 58%	1111 62%	100 57%	68 67%	45 71%	100 57%	45 53%	142 61%	104 60%	107 58%	86 57%	68 67%F	107 54%	220 79%Tyz ABCDEF HI	190 66%zF	109 60%	45 71%zF
No	795 38%cdj mqG	389 38%	405 37%	64 22%	93 26%	114 35%cdj	159 44%Tcd ej	140 46%Tcd ej	146 46%Tcd ej	78 49%Tcd ejk	158 24%	273 39%cdj	364 47%Tcd ejk	140 24%	222 37%mq	143 33%m	290 56%Tmn oqr	362 31%m	433 46%Tmn oq	626 36%	169 42%	667 38%	77 43%	33 33%	18 29%	77 43%G	39 47%GHJ	92 39%G	69 40%G	78 42%G	66 43%G	33 33%G	92 46%TEG HJ	60 21%	99 34%G	72 40%G	18 29%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 120
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

		Ethnicity		Children 18 or Under							
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647
Yes	1324 62%ckmtuvztuvzA	1113 61%	190 74%Ta	853 58%	55 82%Tcf	115 72%Tc	188 68%c	188 71%Tc	126 71%c	5 49%	466 72%Tc
No	795 38%bdegjopqxxC	726 39%b	65 26%	608 42%Tdefghj	12 18%	45 28%	88 32%d	78 29%	52 29%	6 51%	181 28%

	Household income										
	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)
Unweighted base	105	178	336	340	317	214	94	73	96
Weighted base	104*	174	299	324	335	249	112*	82*	92*
Yes	43 41%	96 55%k	157 53%	202 62%km	250 75%Tklmns	193 77%Tklmns	101 90%Tklmnoprs	59 72%klm	55 60%k
No	61 59%Tlnopqrs	78 45%opqr	142 47%Tnopqr	122 38%opq	85 25%q	56 23%q	11 10%	23 28%q	37 40%opq

	Disability							Financial Vulnerability		
	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	279	330	149	21	1513	56	550	251	820	513
Weighted base	280	330	157	24**	1509	58*	552	250	787	560
Yes	145 52%	153 47%	64 41%	14 60%	1006 67%Ttuv Tz	35 61%v	283 51%v	137 55%	474 60%	432 77%TAB
No	135 48%TTx	176 53%TTx	93 59%TTxyz	10 40%	503 33%	22 39%	269 49%TTx	114 45%TC	313 40%C	128 23%

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 121
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Yes	1324 62%	690 64%	361 68%T	106 67%	900 65%	645 65%	255 63%	185 69%	72 62%	823 68%Tl	545 67%l	278 70%Tl	334 60%	196 61%	1128 63%	646 66%	373 65%
No	795 38%bik	392 36%	170 32%	53 33%	490 35%	340 35%	150 37%	82 31%	43 38%	391 32%	273 33%	117 30%	224 40%ijk	123 39%	671 37%	332 34%	201 35%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 122
Opinion Influencer
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Yes	232 11%bfg hilpt	137 13%b	91 8%	65 22%Tef ghikl	78 22%Tef ghikl	39 12%fghi l	24 7%hl	14 4%	6 2%	5 3%	143 22%Tefg hikl	63 9%ghl	25 3%	100 17%Tnop qr	49 8%	48 11%p	35 7%	149 13%npr	83 9%	208 12%t	24 6%	208 12%	13 7%	6 6%	6 9%	13 7%	3 4%	26 11%	20 12%	27 15%yzE	11 7%	6 6%	17 9%	55 20%Tyz ADEFHI	32 11%	15 8%	6 9%
No	1887 89%cdj mG	894 87%	990 92%Ta	228 78%	275 78%	289 88%cdj	340 93%Tcd ej	292 96%Tcd ejk	310 98%Tcd efjk	153 97%Tcd ejk	503 78%	629 91%cdj	755 97%Tcd efjk	477 83%	548 92%mq	382 89%m	480 93%Tmo q	1025 87%m	862 91%mq	1511 88%	376 94%Ts	1570 88%	164 93%	95 94%	58 91%	164 93%CG	81 96%CG	208 89%G	152 88%	158 85%	141 93%G	95 94%CG	182 91%G	224 80%	258 89%G	166 92%G	58 91%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 123
Opinion Influencer
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / From £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Yes	232 11%ac	161 9%	65 25%Ta	89 6%	21 31%Tch	54 34%Tcfg hj	61 22%Tc	52 20%Tc	31 17%Tc	3 31%	140 22%Tc	6 6%	20 11%	23 8%	30 9%	38 11%	40 16%Tkmn	24 22%Tklm nos	10 12%	7 7%	34 12%	25 7%	20 13%	7 28%	165 11%	7 13%	60 11%	39 16%TB	65 8%	78 14%B
No	1887 89%bdef ghjpqA	1678 91%Tb	191 75%	1372 94%Tdef ghj	46 69%	105 66%	216 78%e	213 80%e	148 83%de	7 69%	508 78%e	98 94%pq	154 89%q	276 92%pq	293 91%pq	297 89%q	208 84%	88 78%	72 88%	86 93%q	247 88%	305 93%	136 87%	17 72%	1344 89%	50 87%	493 89%	211 84%	722 92%AC	482 86%

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 124
Opinion Influencer
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Yes	232 11%l	104 10%	76 14%a	19 12%	146 10%	106 11%	40 10%	47 17%Tdefh	6 5%	157 13%l	96 12%l	61 15%Tl	42 7%	29 9%	203 11%	106 11%	79 14%
No	1887 89%gk	978 90%b	455 86%	141 88%	1244 90%g	879 89%g	366 90%g	220 83%	109 95%g	1056 87%	722 88%	334 85%	517 93%Tijk	291 91%	1596 89%	872 89%	494 86%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 125
Tenure
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
NET: Homeowners	1373 65%cde jprG	701 68%b	669 62%	145 49%	191 54%	189 58%	238 65%cdj	230 75%Tcd efjk	252 80%Tcd efjk	128 81%Tcd efjk	336 52%	427 62%cdj	610 78%Tcd efjk	465 81%Tno pqr	394 66%pr	306 71%Tpr	207 40%	860 73%Tnp r	513 54%p	1077 63%	296 74%Ts	1142 64%	105 59%	72 72%	54 84%Tuv	105 59%	52 61%	140 60%	112 65%G	117 63%G	106 69%G	72 72%G	120 60%	147 53%	212 73%Tyz ACFG	136 75%Tyz ACFG	54 84%TyzABCDFG
Owned outright - without mortgage	765 36%cde fjkpG	405 39%b	359 33%	56 19%	51 14%	42 13%	101 28%cde jk	167 55%Tcd efjk	222 70%Tcd efgjk	125 79%Tcd efgjkl	107 17%	144 21%de	514 66%Tcd efgjk	239 41%Tpr	214 36%p	187 43%Tnp r	126 25%	452 39%pr	313 33%p	578 34%	188 47%Ts	646 36%	59 33%	39 39%	21 33%	59 33%	26 30%	75 32%	68 39%G	63 34%	59 39%G	39 39%	63 31%	78 28%	125 43%TzA FG	91 50%Tyz ACFGJ	21 33%
Owned with a mortgage or loan	608 29%ghi lpr	296 29%	309 29%	89 30%ghi l	140 40%Tcg hil	147 45%Tcg hjl	136 37%Tgh il	63 21%hil	30 9%i	3 2%	229 35%Tgh il	283 41%Tcg hil	95 12%i	227 39%Tno pr	181 30%pr	119 28%pr	81 16%	408 35%Top r	200 21%p	499 29%	109 27%	496 28%	46 26%	33 33%	33 52%Tuv w	46 26%	26 31%	65 28%	45 26%	54 29%	47 31%	33 33%	57 29%	70 25%	88 30%	45 25%	33 52%TyzABCDEFGHI
NET: Renters	701 33%ghi lmoqtx HIJ	308 30%	390 36%a	127 43%Tfg hil	150 42%Tfg hil	135 41%Tgh il	124 34%ghi l	75 24%	64 20%	27 17%	277 43%Tfg hil	259 37%ghi l	165 21%	99 17%	193 32%mq	116 27%m	294 57%Tmn oqr	291 25%m	409 43%Tmn oq	605 35%t	95 24%	597 34%x	69 39%wx	25 25%	9 15%	69 39%EHI J	31 36%J	89 38%EHI J	55 32%J	65 35%HIJ	43 28%	25 25%	72 36%HIJ	124 44%TBD EHIJ	74 26%	44 24%	9 15%
NET: Rent from Council/ Housing Association	437 21%alm nqtbHI J	170 16%	264 24%Ta	82 28%Tdg hil	65 18%	78 24%hil	85 23%hil	54 18%	51 16%	22 14%	146 23%hil	163 24%hil	127 16%	47 8%	90 15%m	76 18%mq	223 43%Tmn oqr	138 12%m	299 32%Tmn oq	378 22%t	59 15%	363 20%x	54 30%Tuw x	15 15%	4 7%	54 30%TDE HIJ	22 26%HIJ	58 25%HIJ	35 21%J	40 22%J	23 15%	15 15%	54 27%DEH IJ	62 22%HIJ	44 15%	24 13%	4 7%
Rented from the council	276 13%amn qHI	104 10%	169 16%a	37 12%	46 13%	60 18%Tgh ijl	47 13%	33 11%	37 12%	16 10%	82 13%	107 15%l	86 11%	19 3%	53 9%mq	55 13%mq	150 29%Tmno qr	71 6%m	204 22%Tmn oq	236 14%	40 10%	225 13%	36 20%Tux	12 12%	3 4%	36 20%TDH IJ	16 19%HIJ	30 13%l	23 13%l	29 15%HIJ	15 10%	12 12%	38 19%TDH IJ	40 14%HIJ	24 8%	9 5%	3 4%
Rented from a housing association	161 8%hlm	66 6%	95 9%	45 15%Tdeg hijkl	19 5%	18 6%	38 10%dehi l	21 7%	13 4%	7 4%	64 10%dehi l	56 8%hl	41 5%	29 5%	38 6%	22 5%	73 14%Tmno qr	66 6%	95 10%Tmno q	142 8%t	19 5%	138 8%	18 10%	4 4%	2 3%	18 10%	6 7%	28 12%EJ	12 7%	12 6%	8 5%	4 4%	16 8%	22 8%	19 7%	16 9%	2 3%
Rented from someone else	264 12%ghi lm	139 13%	126 12%	45 15%ghi l	86 24%Tce fghikl	56 17%Tfg hil	39 11%hil	21 7%	13 4%	4 3%	131 20%Tfg hikl	96 14%ghil	38 5%	51 9%	102 17%Tmoq r	40 9%	71 14%m	154 13%m	110 12%	228 13%t	36 9%	234 13%	16 9%	10 9%	5 8%	16 9%	9 10%	31 13%	20 11%	25 14%	20 13%	10 9%	18 9%	62 22%TyzABCDEFHIJ	31 11%	20 11%	5 8%
Rent free	45 2%ghl	22 2%	23 2%	21 7%Tefg hikl	12 3%fghk l	5 1%	3 1%	1 *	1 *	4 2%gh	33 5%Tefg hkl	7 1%	5 1%	12 2%	10 2%	8 2%	14 3%	23 2%	23 2%	37 2%	9 2%	39 2%	2 1%	4 4%	1 1%	2 1%	2 3%	5 2%	5 3%	3 2%	3 2%	4 4%	7 4%	8 3%	3 1%	1 1%	1 1%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 126
Tenure
Base: All respondents

		Ethnicity		Children 18 or Under								Household income										Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
NET: Homeowners	1373 65%bfklmtuvztuvzA	1248 68%b	110 43%	956 65%f	49 74%f	104 65%	153 55%	170 64%	124 69%f	8 72%	409 63%	46 44%	82 47%	165 55%	222 69%klmr	270 81%Tklmnr	201 81%Tklmnr	98 87%Tklmnr	43 52%	71 77%Tklmr	115 41%	168 51%t	79 51%	10 41%	1049 69%Tuvz	35 60%t	290 52%t	129 52%	501 64%A	454 81%TAB
Owned outright - without mortgage	765 36%bdefghjptA	717 39%b	44 17%	638 44%Tdefghj	13 19%	30 19%	46 16%	49 18%	47 26%f	6 56%	121 19%	37 36%	60 34%	113 38%p	126 39%p	116 35%	70 28%	40 36%	22 27%	50 55%Tklmnopqr	53 19%	108 33%t	48 31%t	5 23%	574 38%tz	18 31%	173 31%t	62 25%	302 38%A	199 36%A
Owned with a mortgage or loan	608 29%cklmuvzuvz	531 29%	67 26%	318 22%	37 55%Tcf	74 47%Tc	108 39%Tc	121 46%Tc	77 43%Tc	2 16%	288 44%Tc	8 8%	22 13%	51 17%k	96 30%klm	154 46%Tklmnrs	131 53%Tklmnrs	58 51%Tklmnrs	21 25%kl	21 22%k	63 22%	61 18%	31 20%	4 18%	475 31%tuvz	17 29%	116 21%	67 27%	199 25%	255 46%TAB
NET: Renters	701 33%opqsxxC	554 30%	136 53%Ta	464 32%	16 23%	55 34%	123 44%Tcdhj	94 35%	54 30%	3 28%	234 36%	54 51%Tnopqs	91 52%Tnopqs	129 43%Tnopqs	97 30%opq	59 18%q	45 18%q	9 8%	34 42%opqs	21 22%q	159 57%TuTxyz	155 47%TTx	76 49%TTx	13 56%	428 28%	22 39%	251 45%TTx	114 46%TBC	274 35%C	96 17%
NET: Rent from Council/ Housing Association	437 21%nopqxxC	342 19%	88 34%Ta	276 19%	9 13%	29 18%	86 31%Tcde	71 27%Tcd	42 23%	3 24%	158 24%c	38 37%Tnopqs	68 39%Tnopqs	89 30%Tnopqs	45 14%opq	28 8%	17 7%	3 3%	24 29%nopq	14 15%pq	114 41%TTxy	116 35%TTx	64 41%TTxy	12 50%	241 16%	13 23%	183 33%TTx	79 32%TBC	175 22%C	33 6%
Rented from the council	276 13%opqxxC	225 12%	45 18%a	159 11%	5 8%	21 13%	63 23%Tcde	52 20%Tc	31 17%c	2 17%	115 18%Tc	27 26%Tnopqs	42 24%Tnopqs	49 16%nopq	29 9%q	17 5%q	12 5%q	- -	17 20%nopq	8 9%q	63 22%TTx	74 22%TTx	46 29%TTxz	10 42%	157 10%	9 16%	109 20%TTx	52 21%TBC	103 13%C	20 4%
Rented from a housing association	161 8%opxxC	117 6%	43 17%Ta	117 8%	3 5%	9 5%	23 8%	19 7%	11 6%	1 6%	43 7%	12 11%nopq	26 15%Tnopq	40 13%Tnopq	16 5%	10 3%	4 2%	3 3%	7 8%p	6 6%p	52 18%TTx	42 13%TTx	18 11%x	2 7%	84 6%	4 7%	73 13%TTx	27 11%C	72 9%C	12 2%
Rented from someone else	264 12%q	212 12%	49 19%Ta	188 13%	7 10%	26 16%gh	37 13%	23 9%	12 7%	* 4%	76 12%	15 14%q	23 13%q	41 14%q	52 16%oqs	31 9%	28 11%	6 5%	11 13%	7 7%	44 16%v	39 12%	12 8%	2 7%	187 12%	9 15%	68 12%	35 14%	99 13%	63 11%
Rent free	45 2%j	37 2%	9 3%	41 3%fgj	2 3%f	* *	1 *	1 *	1 *	- -	4 1%	5 5%lp	1 *	5 2%	4 1%	6 2%	3 1%	6 5%lnp	5 6%Tlmnp	1 1%	6 2%	6 2%	1 1%	1 3%	33 2%	1 1%	12 2%	7 3%	12 2%	10 2%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 127
Tenure
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
NET: Homeowners	1373 65%	758 70%Tb	342 65%	98 61%	921 66%	663 67%	257 64%	202 76%Tdef	75 65%	834 69%T	579 71%Tl	255 65%	364 65%	220 69%	1153 64%	668 68%	366 64%
Owned outright - without mortgage	765 36%bc	455 42%Tbc	144 27%	36 23%	478 34%	322 33%	155 38%	115 43%Tde	42 37%	438 36%	291 36%	147 37%	197 35%	116 36%	650 36%	345 35%	189 33%
Owned with a mortgage or loan	608 29%	302 28%	198 37%Ta	62 39%Ta	443 32%f	341 35%Tf	102 25%	87 32%	33 28%	396 33%T	287 35%Tk	109 28%	166 30%	104 33%	503 28%	323 33%T	176 31%
NET: Renters	701 33%agij	306 28%	175 33%	58 36%	442 32%g	301 31%g	141 35%g	61 23%	36 31%	354 29%	220 27%	134 34%j	184 33%j	90 28%	610 34%	287 29%	197 34%
NET: Rent from Council/ Housing Association	437 21%agj	174 16%	113 21%a	38 24%a	269 19%g	187 19%g	82 20%g	35 13%	21 18%	219 18%	129 16%	90 23%j	106 19%	57 18%	379 21%	178 18%	122 21%
Rented from the council	276 13%aj	100 9%	75 14%a	25 16%a	161 12%	122 12%	39 10%	25 9%	15 13%	139 11%	82 10%	57 15%j	61 11%	33 10%	242 13%	113 11%	74 13%
Rented from a housing association	161 8%g	74 7%	37 7%	13 8%	108 8%g	65 7%	43 11%eg	10 4%	6 5%	79 7%	46 6%	33 8%	45 8%	24 8%	137 8%	65 7%	48 8%
Rented from someone else	264 12%	132 12%	62 12%	20 12%	173 12%	114 12%	59 14%	27 10%	14 13%	136 11%	92 11%	44 11%	78 14%	33 10%	231 13%	110 11%	75 13%
Rent free	45 2%	18 2%	13 2%	4 2%	27 2%	20 2%	7 2%	4 1%	4 3%	25 2%	19 2%	6 1%	10 2%	9 3%	36 2%	23 2%	10 2%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 128

What is the highest educational level that you have achieved to date?

Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
No formal education	11 1%	4 *	7 1%	1 *	1 *	2 1%	2 1%	2 1%	3 1%	* *	2 *	4 1%	5 1%	- -	2 *	3 1%	6 1%mq	2 *	10 1%mq	11 1%	* *	10 1%	1 1%	- -	- -	1 1%	2 3%TG	1 1%	1 1%	1 1%	- -	- -	2 1%	- -	1 1%	1 1%	- -
Primary	14 1%	8 1%	7 1%	2 1%	5 1%ek	- -	1 *	- -	4 1%k	2 1%ek	8 1%k	1 *	6 1%	- -	3 *	5 1%mq	6 1%mq	3 *	12 1%mq	12 1%	2 1%	13 1%	- -	1 1%	- -	- -	1 1%	2 1%	3 2%	1 1%	1 1%	1 1%	* *	2 1%	2 1%	1 1%	- -
Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1040 49%cde jmnqxGJ	474 46%	566 52%a	120 41%	126 35%	137 42%	200 55%cde j	174 57%Tcd ejk	181 57%Tcd ejk	103 65%Tcd ejk	245 38%	337 49%dj	458 59%Tcd ejk	168 29%	249 42%mq	256 59%Tmn q	367 71%Tmn oq	418 36%m	623 66%Tmn oq	830 48%	211 53%	900 51%x	75 42%	47 47%x	18 29%	75 42%	53 62%TyB EGIJ	129 55%yGJ	80 46%GJ	111 60%TyB EGIJ	81 53%GJ	47 47%GJ	125 63%TyB EGHIJ	91 33%	148 51%GJ	83 46%GJ	18 29%
University degree or equivalent professional qualification, NVQ level 4, etc.	684 32%cip rF	348 34%	333 31%	72 25%	131 37%cil	132 40%Tcg ijl	119 33%i	91 30%	107 34%ci	33 21%	203 31%i	250 36%cil	231 30%i	236 41%Top r	222 37%Top r	122 28%p	104 20%	459 39%Top r	225 24%	553 32%	131 33%	562 32%	59 33%	34 34%	28 44%u	59 33%	20 24%	66 28%	53 31%	47 25%	47 31%	34 34%	47 24%	116 42%TzA BCF	96 33%F	69 38%zAC F	28 44%zACF
Higher university degree, doctorate, MBA, NVQ level 5, etc.	288 14%hlo pr	165 16%b	121 11%	44 15%hl	79 22%Tce fghikl	51 15%hl	42 12%	34 11%	22 7%	16 10%	123 19%Tfg hikl	93 13%hl	72 9%	141 24%Tno pqr	85 14%opr	37 9%p	25 5%	226 19%Top r	62 7%	239 14%	49 12%	230 13%	31 18%	10 10%	17 26%Tuw	31 18%zFI	6 8%	29 12%	30 17%F	19 10%	21 14%	10 10%	18 9%	54 19%TzC FHI	36 12%	17 10%	17 26%TzACEFHI
Still in full time education	64 3%efgh iklpr	24 2%	36 3%	52 18%Tdef ghijkl	9 2%fghk l	2 1%	1 *	- -	- -	- -	61 9%Tdef ghikl	3 *	- -	24 4%opr	32 5%Topr	5 1%	3 1%	56 5%Topr	8 1%	58 3%	6 1%	48 3%	8 5%	7 7%Tu	* 1%	8 5%	2 2%	7 3%	5 3%	4 2%	1 1%	7 7%TDH	5 2%	14 5%D	6 2%	5 3%	* 1%
Don't know	3 *	2 *	1 *	1 *	- -	- -	- -	- -	- -	2 1%Tdjk	1 *	- -	2 *	1 *	- -	1 *	1 *	1 *	2 *	3 *	- -	3 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1%T	1 *	- -	- -
Prefer not to answer	14 1%	6 1%	9 1%	1 *	3 1%	5 1%fh	- -	4 1%	- -	2 1%	4 1%	5 1%	6 1%	7 1%	4 1%	1 *	3 1%	10 1%	4 *	14 1%	1 *	12 1%	2 1%	1 1%	- -	2 1%	- -	1 1%	- -	2 1%	- -	1 1%	1 *	2 1%	2 1%	4 2%T	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 129

What is the highest educational level that you have achieved to date?

Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
No formal education	11 1%	9 *	2 1%	9 1%	* 1%	* *	3 1%	* *	1 *	- -	3 *	2 2%Tp	- -	1 *	1 *	2 1%	- -	1 1%	- -	- -	1 *	1 *	- -	- -	9 1%	- -	2 *	3 1%	4 1%	1 *
Primary	14 1%	11 1%	3 1%	10 1%	- -	3 2%	1 *	1 1%	- -	- -	4 1%	1 1%	1 *	5 2%n	- -	2 1%	1 1%	- -	2 2%n	1 1%	2 1%	4 1%	1 1%	- -	8 1%	1 2%	6 1%	2 1%	6 1%	1 *
Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1040 49%befj pqxrC	953 52%b	80 31%	759 52%efgj	29 43%	59 37%	107 39%	114 43%	87 49%	5 45%	276 43%	70 67%Tnop qs	115 66%Tnop qs	174 58%Topq s	166 51%pq	144 43%pq	66 27%	29 26%	46 56%pq	39 42%pq	162 58%TTx	203 62%TTxy	86 55%x	9 38%	685 45%	25 43%	330 60%TTxy	146 58%TC	444 56%TC	175 31%
University degree or equivalent professional qualification, NVQ level 4, etc.	684 32%kltu ztuzB	585 32%	90 35%	470 32%	23 34%	64 40%h	83 30%	91 34%	48 27%	- -	214 33%	18 18%	40 23%	83 28%	104 32%kl	125 37%klmr	120 48%Tklm nor	46 41%klmr	19 23%	37 40%klmr	68 24%	81 25%	43 28%	13 54%	534 35%tuz	17 29%	133 24%	65 26%	219 28%	253 45%TAB
Higher university degree, doctorate, MBA, NVQ level 5, etc.	288 14%c	230 13%	50 20%Ta	160 11%	14 21%c	33 21%Tc	73 26%Tcgj	44 17%c	38 21%Tc	2 21%	125 19%Tc	8 8%	14 8%	28 9%	48 15%	47 14%	51 20%Tklm r	28 25%Tklmn or	7 8%	13 14%	33 12%	36 11%	23 15%	- -	211 14%	14 25%TtuT z	62 11%	28 11%	85 11%	110 20%TAB
Still in full time education	64 3%e	38 2%	26 10%Ta	44 3%e	- -	- -	6 2%	11 4%e	2 1%	3 28%	17 3%	4 4%	4 2%	5 2%	3 1%	13 4%n	10 4%n	8 7%Tmn	7 8%Tmn	1 1%	9 3%	3 1%	1 1%	2 8%	50 3%u	- -	14 2%	6 2%	24 3%	18 3%
Don't know	3 *	3 *	- -	3 *	- -	- -	- -	- -	- -	- -	- -	- -	1 *	* *	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	2 *	- -	1 *	1 *	* *	- -
Prefer not to answer	14 1%	10 1%	4 2%	5 *	1 1%	1 1%	4 2%c	4 2%c	3 2%	1 6%	8 1%c	1 1%	- -	2 1%	1 *	3 1%	- -	- -	3 3%Tlnp	2 2%	5 2%	1 *	1 1%	- -	9 1%	1 1%	5 1%	1 *	5 1%	1 *

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

*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 130
What is the highest educational level that you have achieved to date?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
No formal education	11 1%	4 *	4 1%	- -	8 1%	5 *	3 1%	- -	- -	5 *	2 *	3 1%	3 1%	1 *	10 1%	3 *	3 1%
Primary	14 1%	8 1%	3 1%	1 1%	10 1%	6 1%	4 1%	- -	1 1%	7 1%	7 1%	- -	5 1%	3 1%	12 1%	5 1%	4 1%
Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1040 49%g	519 48%	256 48%	75 47%	698 50%g	500 51%g	199 49%g	98 37%	54 47%	583 48%	385 47%	198 50%	267 48%	151 47%	890 49%	452 46%	288 50%
University degree or equivalent professional qualification, NVQ level 4, etc.	684 32%	361 33%	178 34%	53 33%	453 33%	322 33%	131 32%	102 38%	37 32%	406 33%	286 35%	119 30%	186 33%	115 36%	569 32%	337 34%	181 32%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	288 14%	153 14%	68 13%	22 14%	172 12%	120 12%	53 13%	58 22%Tdefh	12 10%	173 14%	116 14%	57 14%	70 13%	38 12%	250 14%	146 15%	72 13%
Still in full time education	64 3%	28 3%	19 4%	7 5%	41 3%	28 3%	13 3%	6 2%	8 7%Tdeg	36 3%	18 2%	18 4%	19 3%	11 3%	53 3%	29 3%	20 4%
Don't know	3 *	* *	1 *	- -	1 *	- -	1 *	- -	* *	1 *	- -	1 *	* *	- -	3 *	1 *	- -
Prefer not to answer	14 1%	9 1%	2 *	1 1%	6 *	4 *	2 *	3 1%	2 2%de	4 *	4 *	- -	7 1%ik	1 *	14 1%	5 *	5 1%

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 131

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Yes - responsible for half or more of the items bought	1915 90%acjm	887 86%	1025 95%Ta	184 63%	337 95%Tcij	313 95%Tcij	354 97%Tchijl	294 96%Tcij	294 93%cij	138 87%c	520 81%c	668 96%Tchijl	726 93%Tcij	500 87%	545 91%m	397 92%m	473 92%m	1045 89%	870 92%mq	1564 91%	351 88%	1604 90%	165 93%w	85 84%	61 96%w	165 93%E	78 93%	210 90%	151 87%	161 87%	144 94%CE	85 84%	185 93%E	253 90%	256 88%	167 92%	61 96%E
No - not responsible for most of the items bought	204 10%bdefgkl	144 14%Tb	56 5%	109 37%Tdefghijkl	17 5%	15 5%	10 3%	11 4%	22 7%k	20 13%defghkl	126 19%Tdefghkl	25 4%	54 7%fk	76 13%Tnopr	53 9%	33 8%	42 8%	129 11%r	75 8%	155 9%	50 12%	174 10%	12 7%	16 16%vx	3 4%	12 7%	6 7%	24 10%	22 13%	24 13%D	8 6%	16 16%yDFJ	14 7%	27 10%	33 12%	14 8%	3 4%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 132

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnicity (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Yes - responsible for half or more of the items bought	1915 90%bryy	1681 91%b	220 86%	1304 89%	66 98%c	155 97%Tc	256 93%	245 92%	166 93%	7 62%	604 93%Tc	103 99%Topqrs	166 96%Tpqr	281 94%qr	306 94%Tpqr	304 91%r	222 89%r	97 87%r	56 68%	84 91%r	252 90%	305 93%y	148 94%y	21 86%	1366 91%y	46 80%	502 91%y	230 92%	742 94%TC	506 90%
No - not responsible for most of the items bought	204 10%ejkln B	158 9%	36 14%Ta	157 11%dej	2 2%	4 3%	20 7%	20 8%	12 7%	4 38%	43 7%	1 1%	8 4%	18 6%	18 6%	31 9%k	26 11%kln	15 13%klmn	26 32%Tklmnopqs	8 9%k	28 10%	24 7%	9 6%	3 14%	143 9%	11 20%TuvTxz	50 9%	20 8%	44 6%	53 10%B

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 133

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Yes - responsible for half or more of the items bought	1915 90%	985 91%	485 91%	149 94%	1279 92%	917 93%Tf	362 89%	239 90%	101 88%	1116 92%	758 93%	357 90%	503 90%	292 92%	1622 90%	900 92%	521 91%
No - not responsible for most of the items bought	204 10%e	97 9%	45 9%	10 6%	111 8%	67 7%	44 11%e	28 10%	14 12%	98 8%	60 7%	38 10%	55 10%	27 8%	177 10%	79 8%	52 9%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 134
How many cars are there in your household?
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
No cars in the household	445 21%lmo bxHJ	193 19%	249 23%a	67 23%l	89 25%ghl	76 23%gl	84 23%gl	49 16%	53 17%	27 17%	156 24%ghl	160 23%ghl	129 16%	75 13%	138 23%moq	48 11%	184 36%Tmn oqr	213 18%mo	232 25%moq	413 24%Tt	31 8%	378 21%x	48 27%wx	15 15%	4 6%	48 27%DEF HIJ	19 22%HJ	50 22%HJ	37 22%HJ	40 22%HJ	24 16%	15 15%	36 18%J	110 39%Tyz ABCDEF HIJ	32 11%	30 16%	4 6%
NET: Any	1674 79%psG	838 81%b	832 77%	225 77%	265 75%	252 77%	280 77%	257 84%def jk	264 83%djk	131 83%	490 76%	533 77%	651 84%Tcd efjk	501 87%Tnp qr	460 77%p	382 89%Tnp qr	331 64%	961 82%npr	713 75%p	1305 76%	369 92%Ts	1400 79%	128 73%	86 85%v	60 94%Tuv	128 73%G	66 78%G	184 78%G	135 78%G	145 78%G	128 84%yG	86 85%yG	164 82%yG	170 61%	258 89%Tyz ABCG	151 84%yG	60 94%TyzABCFG
1	860 41%cj	434 42%	423 39%	74 25%	130 37%c	133 41%cj	142 39%cj	133 44%cj	160 51%Tcd efjk	86 54%Tcd efgjk	205 32%	276 40%cj	379 49%Tcd efjk	233 41%	236 39%	182 42%	209 41%	469 40%	390 41%	710 41%	150 37%	723 41%	80 45%w	32 32%	24 38%	80 45%E	43 51%CEG I	100 43%	72 42%	68 37%	73 48%EGI	32 32%	82 41%	100 36%	120 41%	65 36%	24 38%
2	620 29%pvy zG	302 29%	316 29%	100 34%hil	108 30%	98 30%	107 29%	92 30%	77 24%	37 23%	208 32%hil	205 30%	207 26%	200 35%Tpr	180 30%p	143 33%pr	97 19%	380 32%pr	241 25%p	459 27%	161 40%Ts	530 30%v	34 19%	37 36%v	19 31%	34 19%	14 17%	61 26%	54 31%yzG	60 32%yzG	48 32%yzG	37 36%yzG	60 30%yzG	57 20%	109 38%Tyz AG	66 36%yzA G	19 31%
3+	195 9%pG	102 10%	93 9%	50 17%Tdef ghikl	27 8%	21 6%	30 8%	31 10%	26 8%	8 5%	78 12%deik l	52 7%	66 8%	68 12%np	45 7%	57 13%Tnpr	25 5%	113 10%p	82 9%p	137 8%	58 14%Ts	148 8%	14 8%	17 17%Tuv	16 25%Tuv	14 8%	8 10%	23 10%G	9 5%	17 9%	7 5%	17 17%TyB DG	22 11%G	13 4%	29 10%G	21 11%G	16 25%TyzABCDFGHI

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 135
How many cars are there in your household?
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / From £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
No cars in the household	445 21%dejopqC	349 19%	93 36%Ta	335 23%dej	4 7%	16 10%	47 17%	50 19%de	33 18%d	2 18%	108 17%	53 51%Tlmnopqrs	63 36%Tmnopqrs	73 24%nopqs	53 16%oq	34 10%	31 12%	7 7%	13 16%	12 13%	104 37%TTxyz	95 29%TTx	52 33%TTxy	4 19%	279 18%	8 14%	157 28%TTx	80 32%TBC	162 21%C	73 13%
NET: Any	1674 79%bkltuvztuvzA	1490 81%b	162 64%	1126 77%	63 93%Tcgh	144 90%Tcg	230 83%	215 81%	146 82%	9 82%	539 83%Tc	51 49%	111 64%k	226 76%kl	270 84%klm	301 90%Tklmn	218 88%Tklm	105 93%Tklmn	69 84%kl	80 87%klm	176 63%	234 71%	105 67%	19 81%	1230 82%tuvz	49 86%tv	395 72%t	170 68%	625 79%A	486 87%TAB
1	860 41%pqC	751 41%	101 40%	599 41%	29 43%	57 36%	114 41%	109 41%	64 36%	7 68%	254 39%	37 36%q	77 44%pq	166 55%Tklnopqr	138 43%pq	123 37%pq	64 26%	24 22%	27 32%	44 48%pq	101 36%	140 43%	62 40%	14 59%	621 41%	19 32%	220 40%	97 39%	353 45%C	179 32%
2	620 29%bklmtuvztuvzA	563 31%b	48 19%	385 26%	23 34%	70 44%Tc	101 37%Tc	88 33%c	61 34%	- -	235 36%Tc	10 10%	27 15%	47 16%	115 36%Tklm	144 43%Tklms	112 45%Tklmnrs	51 45%Tklms	24 29%klm	26 28%klm	58 21%	71 21%	28 18%	3 14%	470 31%tuvz	19 33%	131 24%	56 23%	222 28%	228 41%TAB
3+	195 9%bflmnB	176 10%b	13 5%	143 10%f	11 16%fgj	16 10%	14 5%	18 7%	21 12%f	2 14%	50 8%	3 3%	7 4%	14 5%	17 5%	34 10%klmn	41 17%Tklmno	30 27%Tklmnos	19 23%Tklmno	10 11%klm	18 6%	23 7%	14 9%	2 9%	139 9%	12 21%TtuvTxz	44 8%	17 7%	50 6%	79 14%TAB

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 136
How many cars are there in your household?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
No cars in the household	445 21%ejm	195 18%	115 22%	31 19%	255 18%	161 16%	94 23%de	55 21%	30 26%e	222 18%	133 16%	89 22%j	119 21%j	46 15%	398 22%m	183 19%	117 20%
NET: Any	1674 79%	887 82%	415 78%	128 81%	1135 82%f	824 84%Tfh	311 77%	211 79%	85 74%	991 82%	685 84%Tkl	307 78%	440 79%	273 85%Tn	1401 78%	795 81%	456 80%
1	860 41%	437 40%	204 38%	60 37%	572 41%g	412 42%g	160 39%	90 34%	39 34%	479 40%	333 41%	146 37%	221 40%	140 44%	719 40%	384 39%	232 40%
2	620 29%	339 31%	161 30%	56 35%	423 30%	315 32%	108 27%	93 35%f	39 34%	398 33%	274 34%T	123 31%	157 28%	103 32%	517 29%	319 33%	159 28%
3+	195 9%	111 10%	51 10%	13 8%	140 10%	97 10%	44 11%	28 11%	7 6%	114 9%	77 9%	37 9%	61 11%	30 9%	165 9%	91 9%	66 11%

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

Prepared by Yonder

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 137

To which of the following ethnic groups do you consider you belong?

Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
White	1839 87%cdjmG	890 86%	942 87%	188 64%	285 81%cj	281 85%cj	326 89%cdj	289 95%Tcdefjk	314 99%Tcdefgjkl	156 98%Tcdefjk	474 73%c	606 88%cdj	759 97%Tcdefjk	479 83%	511 86%	387 90%mq	462 90%mq	990 84%	849 90%Tmnq	1451 84%	388 97%Ts	1522 86%	163 92%u	93 92%	61 96%u	163 92%ACG	78 93%G	197 84%G	155 89%G	157 85%G	144 94%TACG	93 92%G	188 94%TACG	173 62%	260 90%G	170 94%TACG	61 96%ACG
NET: Ethnic minority	255 12%ghilrbDFIJ	129 13%	125 12%	92 32%Tdefghijkl	61 17%Tfghikl	46 14%ghil	37 10%ghil	14 5%h	2 1%	3 2%	153 24%Tdefghikl	83 12%ghil	19 2%	91 16%Topr	78 13%or	36 8%	50 10%	169 14%opr	86 9%	245 14%t	10 3%	234 13%x	14 8%	6 6%	2 2%	14 8%	6 7%	35 15%yDFHIJ	16 9%	27 14%DFIJ	8 6%	6 6%	10 5%	98 35%TyzABCDEFHIJ	24 8%	10 5%	2 2%
Mixed	54 3%hlot	24 2%	29 3%	12 4%ghil	9 3%hl	17 5%Tghil	15 4%ghil	2 1%	- -	- -	21 3%ghil	31 5%Tghil	2 *	16 3%o	22 4%or	3 1%	12 2%	38 3%or	15 2%	52 3%t	1 *	49 3%	3 2%	2 2%	- -	3 2%	2 3%B	7 3%	- -	4 2%	4 2%	2 2%	2 1%	20 7%TyBCFHIJ	6 2%	4 2%	- -
Asian	106 5%hltDI	57 5%	49 5%	36 12%Tdfghikl	20 6%hil	24 7%ghil	14 4%hl	10 3%h	2 1%	1 1%	56 9%Tfghikl	38 5%hil	12 2%	39 7%n	22 4%	19 4%	27 5%	61 5%	45 5%	102 6%t	4 1%	99 6%	4 2%	1 1%	2 2%	4 2%	1 1%	14 6%DI	10 6%DI	14 8%yzDEFI	1 1%	1 1%	3 2%	43 15%TyzABCDEFHIJ	12 4%	2 1%	2 2%
Black	37 2%hlt	23 2%	15 1%	11 4%Tghkl	14 4%Tghkl	3 1%	5 1%	2 1%	* *	2 1%	25 4%Tghkl	9 1%	4 1%	15 3%pr	13 2%p	7 2%	3 *	28 2%pr	9 1%	36 2%t	1 *	34 2%	- -	3 3%v	- -	- -	- -	3 1%	- -	4 2%	4 2%	3 3%yBl	2 1%	15 5%TyzABFI	7 2%	- -	- -
Chinese	48 2%eghkIprtH	20 2%	28 3%	30 10%Tdefghikl	14 4%efghikl	1 *	2 1%	1 *	- -	- -	44 7%Tefghikl	3 *	1 *	21 4%opr	21 3%opr	5 1%	2 *	42 4%Topr	6 1%	46 3%t	2 *	43 2%	5 3%	- -	- -	5 3%H	3 3%DH	9 4%DH	3 2%H	5 3%H	- -	- -	2 1%	18 7%TDEFHIJ	- -	3 2%H	- -
Other ethnic group	10 *q	6 1%	5 *	3 1%l	4 1%l	2 1%l	1 *	- -	- -	- -	7 1%l	3 *	- -	- -	* *	3 1%q	7 1%mnq	* *	10 1%mnq	8 *	2 *	9 1%	1 1%	- -	- -	1 1%	- -	2 1%	3 2%	- -	- -	- -	1 1%	2 1%	- -	1 1%	- -
Prefer not to answer	25 1%l	11 1%	13 1%	12 4%Tefghikl	8 2%hkl	1 *	2 *	2 1%	- -	- -	20 3%Tefhikl	3 *	2 *	6 1%	9 1%	7 2%	3 1%	15 1%	10 1%	23 1%	2 1%	22 1%	- -	2 2%	1 2%	- -	- -	3 1%	2 1%	1 1%	- -	2 2%	1 1%	8 3%Ty	6 2%	1 *	1 2%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 138

To which of the following ethnic groups do you consider you belong?

Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
White	1839 87%bfryyA	1839 100%Tb	- -	1287 88%fhj	58 87%	136 85%	224 81%	224 84%	146 82%	7 68%	545 84%	87 83%r	153 88%r	257 86%r	290 89%r	297 89%r	217 87%r	97 86%r	55 67%	83 90%r	250 89%y	312 95%TtTxy	148 94%TTxy	19 81%	1299 86%y	33 57%	507 92%TTxy	194 78%	702 89%A	501 90%A
NET: Ethnic minority	255 12%auvzuvz	- -	255 100%Ta	158 11%	9 13%	22 13%	48 17%Tc	41 15%	32 18%c	3 27%	94 15%c	16 16%	20 12%	38 13%	33 10%	35 11%	29 12%	16 14%	19 23%Tnops	7 8%	30 11%u	18 5%	9 6%	4 19%	206 14%uvz	4 7%	45 8%	52 21%TBC	80 10%	55 10%
Mixed	54 3%a	- -	54 21%Ta	29 2%	2 3%	4 2%	14 5%Tc	11 4%	7 4%	- -	25 4%c	3 3%	2 1%	5 2%	5 1%	16 5%Tnp	3 1%	3 3%	5 6%n	1 1%	10 4%	4 1%	1 1%	2 9%	39 3%	- -	14 3%	8 3%	21 3%	9 2%
Asian	106 5%auu	- -	106 42%Ta	64 4%	4 6%	15 10%Tc	23 8%c	18 7%	14 8%	- -	42 6%	6 6%	11 6%	17 6%	17 5%	15 4%	13 5%	8 7%	7 8%	2 3%	11 4%	7 2%	6 4%	* 2%	87 6%uz	2 4%	17 3%	27 11%TBC	37 5%	22 4%
Black	37 2%aB	- -	37 15%Ta	16 1%	- -	1 1%	9 3%c	9 4%c	9 5%Tc	2 17%	19 3%c	- -	1 1%	3 1%	5 1%	2 *	10 4%To	3 2%	3 4%o	2 2%	1 *	2 *	2 1%	2 8%	33 2%tz	- -	4 1%	4 1%	5 1%	15 3%B
Chinese	48 2%ajuu	- -	48 19%Ta	42 3%fj	1 1%	- -	1 *	3 1%	2 1%	1 9%	5 1%	4 4%o	6 3%o	12 4%o	6 2%	2 1%	3 1%	3 2%	4 5%o	2 2%	5 2%	1 *	- -	- -	41 3%uz	1 3%	5 1%	11 4%C	16 2%	8 1%
Other ethnic group	10 *a	- -	10 4%Ta	7 *	1 2%fg	1 1%	- -	- -	1 *	- -	3 1%	3 3%Tlmnp	- -	1 *	- -	1 *	- -	- -	- -	- -	3 1%	4 1%	- -	- -	5 *	* 1%	5 1%	3 1%C	2 *	* *
Prefer not to answer	25 1%axzxz	- -	- -	16 1%	- -	2 1%	5 2%	1 *	1 *	1 5%	8 1%	1 1%	1 *	4 1%	2 *	2 1%	3 1%	- -	8 10%Tklmnopq	2 2%	- -	- -	- -	- -	4 *	21 36%TtuvTxz	- -	4 1%	5 1%	4 1%

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

*** small base; ** very small base (under 30) ineligible for sig testing**

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 139
To which of the following ethnic groups do you consider you belong?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
White	1839 87%f	928 86%	470 89%	138 87%	1200 86%f	874 89%f	326 80%	228 85%	108 94%Tdfg	1042 86%	709 87%	333 84%	494 88%	272 85%	1567 87%	843 86%	495 86%
NET: Ethnic minority	255 12%	139 13%	55 10%	19 12%	171 12%	103 10%	68 17%Tdeh	36 14%h	6 6%	159 13%	101 12%	58 15%l	54 10%	46 14%	210 12%	115 12%	78 14%
Mixed	54 3%	31 3%	10 2%	3 2%	29 2%	13 1%	16 4%e	11 4%e	3 3%	30 2%	17 2%	13 3%	13 2%	5 2%	49 3%	22 2%	20 4%
Asian	106 5%	61 6%	25 5%	9 6%	82 6%	58 6%	23 6%	13 5%	1 1%	72 6%	54 7%	18 5%	23 4%	21 7%	84 5%	46 5%	39 7%
Black	37 2%l	14 1%	11 2%	4 2%	22 2%	18 2%	4 1%	6 2%	- -	26 2%l	16 2%l	9 2%l	2 *	10 3%	28 2%	19 2%	7 1%
Chinese	48 2%e	29 3%	10 2%	3 2%	35 2%e	10 1%	25 6%Tdegh	6 2%	1 1%	28 2%	14 2%	14 4%	13 2%	9 3%	39 2%	25 3%	9 2%
Other ethnic group	10 *	4 *	- -	1 1%	4 *	3 *	* *	- -	1 1%	2 *	- -	2 1%j	3 *	1 *	9 1%	3 *	2 *
Prefer not to answer	25 1%p	15 1%	5 1%	2 1%	20 1%	8 1%	12 3%Te	3 1%	- -	12 1%	8 1%	4 1%	10 2%	2 1%	23 1%	21 2%p	1 *

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 140

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Christian	927 44%cdej	462 45%	464 43%	86 29%	98 28%	122 37%dj	149 41%cdj	165 54%Tcdefjk	196 62%Tcdefjk	112 71%Tcdefgjkl	184 28%	271 39%cdj	472 61%Tcdefjk	249 43%	241 40%	217 50%Tmnpq	220 43%	490 42%	437 46%n	747 43%	179 45%	767 43%	74 42%	53 53%	33 52%	74 42%	40 48%	102 44%	67 39%	74 40%	68 44%	53 53%F	72 36%	125 45%	138 48%F	81 45%	33 52%F
NET: Other	180 8%hiltvwyDE	84 8%	92 9%	52 18%Tdefghikl	35 10%hil	29 9%hl	31 8%hl	20 7%h	7 2%	6 4%	87 13%Tfghikl	60 9%hl	33 4%	51 9%	43 7%	38 9%	48 9%	94 8%	86 9%	163 9%t	17 4%	170 10%vw	6 3%	1 1%	2 4%	6 3%	3 4%	26 11%yDEI	15 9%E	26 14%TyzDEFHIJ	5 3%	1 1%	14 7%	52 19%TyzABDEFHIJ	20 7%	9 5%	2 4%
Muslim	70 3%hiltD	40 4%	30 3%	24 8%Tdfghikl	13 4%hil	17 5%ghil	12 3%hil	3 1%	1 *	- -	37 6%Tghil	29 4%ghil	5 1%	19 3%	17 3%	17 4%	17 3%	36 3%	34 4%	69 4%t	1 *	67 4%	2 1%	1 1%	- -	2 1%	- -	14 6%yzDHI	8 5%D	9 5%DI	- -	1 1%	6 3%	24 9%TyzDEFHIJ	5 2%	2 1%	- -
Hindu	23 1%	8 1%	15 1%	8 3%hl	5 1%	2 *	5 1%	4 1%	- -	- -	12 2%hl	6 1%	4 1%	12 2%n	3 1%	4 1%	4 1%	15 1%	8 1%	20 1%	3 1%	21 1%	- -	- -	2 2%	- -	- -	- -	- -	2 1%	- -	- -	- -	13 5%TyABDEFI	6 2%	- -	2 2%AFI
Jewish	18 1%	8 1%	10 1%	1 *	8 2%Tefgk	- -	1 *	- -	2 1%	6 4%Tcefghkl	9 1%k	1 *	8 1%	5 1%	4 1%	4 1%	5 1%	8 1%	9 1%	16 1%	2 *	18 1%	- -	- -	- -	- -	1 1%	6 2%TF	2 1%	1 *	2 1%	- -	- -	4 1%	2 1%	1 1%	- -
Sikh	13 1%	7 1%	6 1%	4 1%	2 1%	4 1%	- -	2 1%	1 *	- -	6 1%	4 1%	3 *	3 1%	1 *	3 1%	6 1%	4 *	8 1%	13 1%	- -	11 1%	2 1%	- -	- -	2 1%	- -	2 1%	3 1%	6 3%TGHI	- -	- -	1 *	- -	- -	- -	- -
Buddhist	17 1%	7 1%	10 1%	5 2%hl	4 1%	2 1%	3 1%	3 1%	- -	- -	9 1%l	5 1%	3 *	5 1%	8 1%r	2 *	2 *	13 1%	4 *	16 1%	1 *	17 1%	- -	- -	- -	- -	2 2%A	- -	1 *	1 1%	2 1%	- -	1 1%	6 2%	2 1%	2 1%	- -
Other	40 2%	14 1%	22 2%	11 4%hil	4 1%	5 1%	10 3%i	8 3%	3 1%	- -	15 2%	15 2%	11 1%	7 1%	9 2%	10 2%	14 3%	16 1%	24 2%	31 2%	9 2%	37 2%	2 1%	- -	1 1%	2 1%	1 1%	4 2%	2 1%	7 4%	1 1%	- -	6 3%	5 2%	6 2%	4 2%	1 1%
None	971 46%ghiloG	463 45%	506 47%	143 49%ghil	204 58%Tcghil	173 53%Tghil	183 50%ghil	115 38%i	112 35%i	41 26%	347 54%Tghil	356 51%Tghil	267 34%i	266 46%o	298 50%or	164 38%	242 47%o	565 48%or	406 43%	774 45%	197 49%	806 45%	95 54%u	43 42%	27 43%	95 54%GH	41 48%G	104 44%G	83 48%G	80 43%G	78 51%G	43 42%	113 57%TACEGH	94 33%	124 43%G	89 49%G	27 43%
Prefer not to say	41 2%	23 2%	19 2%	12 4%Tefhikl	16 5%Tefhikl	4 1%	2 1%	5 2%	2 1%	- -	28 4%Tefhikl	6 1%	7 1%	10 2%	15 3%	11 3%	5 1%	26 2%	16 2%	34 2%	7 2%	35 2%	2 1%	4 4%	1 2%	2 1%	- -	3 1%	7 4%F	5 3%	1 1%	4 4%F	1 *	9 3%F	8 3%	2 1%	1 2%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 141

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Christian	927 44%bprA	857 47%b	65 25%	641 44%	24 35%	61 38%	109 39%	121 46%	86 48%	4 40%	281 43%	40 38%	72 42%r	126 42%r	155 48%pr	154 46%pr	90 36%	63 56%Tklmpr	19 23%	47 51%pr	110 39%	171 52%TtTxy	74 47%y	15 65%	646 43%	17 29%	264 48%ty	91 36%	356 45%A	255 46%A
NET: Other	180 8%aC	59 3%	120 47%Ta	106 7%	6 9%	21 13%c	31 11%c	35 13%Tc	19 11%	1 7%	73 11%c	4 4%	19 11%	30 10%	27 8%	26 8%	19 8%	7 6%	12 14%k	9 10%	24 9%	28 9%	13 9%	2 10%	135 9%	4 6%	42 8%	36 14%TBC	65 8%	31 6%
Muslim	70 3%a	10 1%	60 24%Ta	32 2%	3 5%	16 10%Tc	21 8%Tc	12 5%c	12 7%c	- -	38 6%Tc	- -	9 5%kn	15 5%kn	6 2%	10 3%	7 3%	3 3%	5 6%k	1 1%	6 2%	6 2%	1 *	1 5%	58 4%z	2 4%	10 2%	20 8%TBC	18 2%	11 2%
Hindu	23 1%a	- -	23 9%Ta	15 1%	2 3%f	2 1%	1 *	4 1%	3 2%	- -	8 1%	- -	5 3%m	1 *	5 1%	5 2%	3 1%	1 1%	- -	1 1%	2 1%	4 1%	5 3%	- -	15 1%	1 2%	6 1%	1 *	15 2%	5 1%
Jewish	18 1%	12 1%	5 2%a	11 1%	- -	2 1%	1 *	4 2%	- -	1 7%	5 1%	2 2%m	- -	- -	2 1%	3 1%	5 2%m	- -	1 1%	3 3%lm	- -	1 *	2 1%	1 5%	14 1%	* 1%	3 1%	3 1%	4 *	5 1%
Sikh	13 1%a	- -	13 5%Ta	8 1%	- -	- -	2 1%	2 1%	3 2%	- -	5 1%	2 2%op	- -	3 1%	4 1%	- -	- -	- -	2 2%op	1 1%	2 1%	1 *	1 1%	- -	10 1%	- -	3 1%	5 2%TBC	4 1%	- -
Buddhist	17 1%a	5 *	11 4%Ta	11 1%	1 1%	- -	1 *	4 2%	- -	- -	6 1%	- -	2 1%	4 1%	3 1%	4 1%	1 *	1 1%	- -	2 2%	2 1%	1 *	1 1%	- -	15 1%	- -	2 *	3 1%	8 1%	2 *
Other	40 2%	32 2%	8 3%	29 2%	- -	1 1%	6 2%	8 3%	2 1%	- -	11 2%	- -	3 2%	8 3%	8 3%	5 1%	4 2%	2 1%	5 5%k	1 1%	11 4%TTx	16 5%TTx	4 3%	- -	23 2%	- -	16 3%	5 2%	16 2%	9 2%
None	971 46%bsuyuy	901 49%b	68 27%	687 47%	33 50%	68 43%	129 46%	105 40%	72 40%	4 37%	279 43%	58 55%nqs	80 46%	141 47%s	140 43%	152 45%s	136 55%Tnqs	42 37%	37 45%	30 33%	143 51%uy	127 38%	68 43%	6 25%	714 47%uy	15 26%	242 44%y	120 48%	360 46%	269 48%
Prefer not to say	41 2%nxB	21 1%	3 1%	26 2%	4 6%Tch	10 6%Tcghj	8 3%	4 2%	2 1%	2 16%	14 2%	2 2%	3 2%	2 1%	1 *	2 1%	4 2%	- -	14 18%TklmnopQ	7 7%Tlmnopq	3 1%	3 1%	2 1%	- -	14 1%	22 39%TtuvTxz	5 1%	3 1%	6 1%	5 1%

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

*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 142

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Christian	927	465	241	62	605	447	158	119	43	555	370	185	213	157	770	411	271
	44%l	43%	46%	39%	44%	45%	39%	45%	37%	46%l	45%l	47%l	38%	49%n	43%	42%	47%
NET: Other	180	94	46	14	115	85	30	30	8	116	86	30	37	26	154	80	62
	8%	9%	9%	9%	8%	9%	7%	11%	7%	10%	10%l	8%	7%	8%	9%	8%	11%
Muslim	70	32	15	8	41	30	11	13	-	45	34	11	10	9	61	30	20
	3%	3%	3%	5%	3%	3%	3%	5%h	-	4%l	4%l	3%	2%	3%	3%	3%	3%
Hindu	23	14	7	1	19	13	7	2	*	16	11	5	5	4	18	9	11
	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	2%
Jewish	18	9	5	1	8	8	*	6	1	12	8	5	3	-	18	8	7
	1%	1%	1%	1%	1%	1%	*	2%df	1%	1%	1%	1%	1%	-	1%	1%	1%
Sikh	13	7	4	1	10	8	2	3	-	12	6	5	1	4	9	7	4
	1%	1%	1%	1%	1%	1%	*	1%	-	1%	1%	1%l	*	1%	*	1%	1%
Buddhist	17	9	4	2	12	8	4	2	1	8	6	2	7	3	14	6	8
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
Other	40	23	12	-	24	19	5	5	6	23	21	3	12	6	34	19	11
	2%	2%	2%	-	2%	2%	1%	2%	5%Tdf	2%	3%k	1%	2%	2%	2%	2%	2%
None	971	502	235	78	639	436	204	113	63	524	349	175	292	135	836	460	233
	46%p	46%	44%	49%	46%	44%	50%	42%	55%eg	43%	43%	44%	52%Tijk	42%	46%	47%p	41%
Prefer not to say	41	22	8	6	30	17	14	4	1	19	14	5	16	1	40	27	7
	2%	2%	1%	4%	2%	2%	3%	2%	1%	2%	2%	1%	3%	*	2%	3%	1%

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

*** small base**

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 143

Which of the following best describes where you live?

Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
NET: Urban	1719	837	878	250	317	274	302	240	223	113	567	577	575	467	481	354	416	949	770	1719	-	1468	134	68	49	134	71	203	139	155	115	68	144	278	223	140	49
	81%hiltwEF	81%	81%	86%ghil	90%Tefghikl	84%hil	83%hil	79%h	70%	71%	88%Tghikl	83%hil	74%	81%	81%	82%	81%	81%	81%	100%Tt	-	83%vw	76%	68%	77%	76%	84%EF	87%yDEFHI	80%E	84%EF	75%	68%	72%	99%TyzABCDEFHIJ	77%	77%	77%
Urban - Population over 10,000	945	491	451	186	180	154	166	111	94	54	366	320	258	271	282	179	213	553	392	945	-	813	83	26	23	83	49	111	68	85	43	26	64	249	94	51	23
	45%ghiltwDEFHI	48%b	42%	64%Tdefghikl	51%Tghil	47%ghi	46%ghi	36%	30%	34%	57%Tefghikl	46%ghi	33%	47%	47%r	42%	41%	47%r	41%	55%Tt	-	46%w	47%w	26%	36%	47%DEFHI	58%TBDEFHIJ	47%DEFHI	39%	46%DEFHI	28%	26%	32%	89%TyzABCDEFHIJ	32%	28%	36%
Town and Fringe	774	346	427	65	137	120	136	128	129	59	201	256	316	196	199	176	203	396	378	774	-	655	51	42	26	51	22	92	71	70	72	42	80	29	129	89	26
	37%cjtG	34%	39%a	22%	39%cj	37%c	37%c	42%cj	41%cj	37%c	31%c	37%cj	41%cj	34%	33%	41%nq	39%q	34%	40%mnq	45%Tt	-	37%	29%	42%	41%	29%G	26%G	39%G	41%yzG	38%G	47%TyzG	42%zG	40%yzG	10%	45%TyzG	49%TyzCG	41%G
NET: Rural	400	194	203	42	37	54	62	66	94	46	79	116	205	109	116	76	99	225	175	-	400	310	43	33	15	43	13	31	34	30	37	33	55	1	67	41	15
	19%djsG	19%	19%	14%	10%	16%d	17%d	21%cdj	30%Tcdefgjk	29%Tcdefjk	12%	17%dj	26%Tcdefjk	19%	19%	18%	19%	19%	19%	-	100%Ts	17%	24%u	32%Tu	23%	24%AG	16%G	13%G	20%G	16%G	25%AG	32%TzABCG	28%TzACG	1%	23%AG	23%AG	23%G
Village	337	165	169	39	34	47	52	46	80	39	73	100	165	92	100	63	82	193	145	-	337	273	30	24	11	30	10	27	34	25	36	24	46	1	63	30	11
	16%djsG	16%	16%	13%	10%	14%	14%	15%	25%Tcdefgjk	24%Tcdefgjk	11%	14%d	21%Tcdefgjk	16%	17%	15%	16%	16%	15%	-	84%Ts	15%	17%	24%u	17%	17%G	12%G	11%G	20%G	14%G	24%TACG	24%AG	23%TACG	1%	22%TACG	16%G	17%G
Hamlet & Isolated Dwelling	63	29	34	3	3	7	10	20	13	7	6	16	41	16	16	12	18	33	30	-	63	37	13	9	4	13	3	5	-	5	1	9	9	-	4	12	4
	3%djsG	3%	3%	1%	1%	2%	3%	7%Tcdefjk	4%cdj	5%cdj	1%	2%	5%Tcdejk	3%	3%	3%	3%	3%	3%	-	16%Ts	2%	7%Tu	9%Tu	6%u	7%TABDGH	3%BG	2%G	-	2%G	1%	9%TABCDGH	4%BGH	-	1%	6%TABDGH	6%BDGH

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 144
Which of the following best describes where you live?
Base: All respondents

		Ethnicity		Children 18 or Under								Household income								
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*
NET: Urban	1719 81%	1451 79%	245 96%Ta	1147 79%	59 87%	138 87%c	239 86%c	231 87%Tc	157 88%c	11 100%	561 87%Tc	92 88%lnp	134 77%	253 84%	254 78%	274 82%	194 78%	88 78%	70 85%	75 81%
Urban - Population over 10,000	945 45%alvv	740 40%	189 74%Ta	639 44%	36 54%	77 48%	140 51%g	105 40%	72 40%	10 88%	296 46%	55 52%ln	61 35%	147 49%ln	129 40%	143 43%	107 43%	59 52%ln	40 49%	39 42%
Town and Fringe	774 37%b	711 39%b	57 22%	508 35%	22 33%	62 39%	99 36%	126 47%Tcf	85 47%Tcf	1 12%	265 41%c	37 36%	73 42%q	106 35%	125 39%q	131 39%q	87 35%	29 26%	30 37%	35 38%
NET: Rural	400 19%bgj	388 21%b	10 4%	314 21%efghj	8 13%	21 13%	38 14%	34 13%	22 12%	- -	87 13%	12 12%	40 23%k	46 16%	70 22%k	61 18%	55 22%k	24 22%	12 15%	18 19%
Village	337 16%b	327 18%b	8 3%	258 18%gj	6 9%	18 11%	35 13%	32 12%	19 11%	- -	80 12%	12 11%	30 18%	41 14%	59 18%	53 16%	49 20%	19 17%	8 10%	15 16%
Hamlet & Isolated Dwelling	63 3%j	61 3%b	2 1%	56 4%fgj	2 4%	3 2%	2 1%	2 1%	2 1%	- -	7 1%	1 1%	9 5%	5 2%	11 3%	8 2%	6 2%	5 5%	4 4%	3 3%

	Disability							Financial Vulnerability		
	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	279	330	149	21	1513	56	550	251	820	513
Weighted base	280	330	157	24**	1509	58*	552	250	787	560
NET: Urban	226 81%	261 79%	125 80%	16 68%	1238 82%	45 79%	436 79%	216 86%C	633 80%	439 78%
Urban - Population over 10,000	117 42%	129 39%	52 33%	12 48%	696 46%uvz	27 47%	222 40%	119 47%	338 43%	244 44%
Town and Fringe	110 39%	131 40%	73 47%TTx	5 20%	542 36%	19 32%	214 39%	98 39%	295 38%	195 35%
NET: Rural	54 19%	69 21%	31 20%	8 32%	271 18%	12 21%	117 21%	34 14%	154 20%	121 22%A
Village	42 15%	54 16%	28 18%	5 22%	233 15%	10 17%	95 17%	30 12%	130 17%	104 19%A
Hamlet & Isolated Dwelling	12 4%	15 5%	4 2%	2 9%	38 3%	2 4%	22 4%	4 2%	24 3%	17 3%

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 145
Which of the following best describes where you live?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
NET: Urban	1719 81%	864 80%	438 83%	131 82%	1132 81%	800 81%	331 82%	215 81%	86 75%	982 81%	669 82%	313 79%	451 81%	261 82%	1458 81%	806 82%	457 80%
Urban - Population over 10,000	945 45%	464 43%	239 45%	75 47%	620 45%	433 44%	187 46%	113 42%	47 41%	549 45%	359 44%	191 48%	230 41%	139 43%	806 45%	433 44%	258 45%
Town and Fringe	774 37%	399 37%	199 37%	56 35%	511 37%	367 37%	144 36%	103 38%	40 35%	433 36%	311 38%k	122 31%	221 40%k	122 38%	652 36%	373 38%	199 35%
NET: Rural	400 19%	218 20%	92 17%	28 18%	259 19%	184 19%	74 18%	51 19%	28 25%	231 19%	149 18%	82 21%	107 19%	58 18%	342 19%	172 18%	116 20%
Village	337 16%	182 17%	81 15%	24 15%	225 16%	160 16%	65 16%	38 14%	24 21%	194 16%	121 15%	73 18%	93 17%	47 15%	290 16%	147 15%	98 17%
Hamlet & Isolated Dwelling	63 3%	37 3%	11 2%	4 2%	33 2%	24 2%	9 2%	14 5%de	5 4%	38 3%	28 3%	9 2%	14 2%	11 4%	51 3%	26 3%	18 3%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 146

Please indicate which of the following best describes your current working status.

Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
NET: Working	1193 56%bhiprl	638 62%Tb	555 51%	146 50%hil	280 79%Tcfghijl	275 84%Tcfghijkl	261 72%Tcghil	170 56%hil	53 17%i	7 5%	426 66%Tcghil	537 77%Tcghijl	230 30%hi	354 61%Tpr	368 62%Tpr	277 64%Tpr	194 38%	722 62%Tpr	471 50%p	987 57%t	206 51%	998 56%	94 53%	57 56%	44 70%Tuv	94 53%	45 54%	126 54%	90 52%	108 59%l	79 52%	57 56%	117 59%l	182 65%TyABDI	165 57%	86 48%	44 70%TyABDI
NET: Employed	1078 51%hilprtl	570 55%Tb	508 47%	129 44%hil	264 75%Tcfghijl	254 77%Tcfghijl	240 66%Tcghil	142 46%hil	42 13%i	6 4%	393 61%Tcghil	495 71%Tcghijl	190 24%hi	324 56%Tpr	330 55%pr	246 57%Tpr	179 35%	653 56%Tpr	425 45%p	899 52%t	179 45%	896 50%	88 50%	55 54%	39 62%	88 50%	42 50%	121 51%	81 47%	94 51%	71 46%	55 54%	103 52%	158 57%l	150 52%	77 43%	39 62%l
Working full time - working 30 hours per week or more	868 41%bghlprtl	510 49%Tb	357 33%	106 36%hil	222 63%Tcfghijl	224 68%Tcfghijkl	191 52%Tcghil	103 34%hil	21 7%i	- -	328 51%Tcghil	415 60%Tcfghijl	125 16%hi	286 50%Tpr	265 44%pr	191 44%pr	125 24%	552 47%Tpr	316 33%p	738 43%t	129 32%	711 40%	75 43%	45 45%	36 57%Tu	75 43%l	33 39%	98 42%l	64 37%	74 40%	60 39%	45 45%l	83 42%l	134 48%TBHI	109 38%	56 31%	36 57%TzBCDHI
Working part-time - working between 8 and 29 hours per week	210 10%aim	60 6%	150 14%Ta	23 8%	42 12%hi	31 9%i	49 14%chil	38 13%hi	21 7%	6 4%	65 10%i	80 12%hi	65 8%	37 6%	64 11%m	55 13%mq	54 10%m	102 9%	108 11%m	161 9%	49 12%	185 10%	12 7%	10 10%	3 5%	12 7%	9 11%	22 9%	17 10%	20 11%	11 7%	10 10%	20 10%	24 8%	42 14%TyDG	21 12%	3 5%
NET: Self-employed	115 5%ip	68 7%b	47 4%	18 6%i	15 4%	21 6%i	21 6%i	28 9%Tdhijl	11 3%	1 1%	33 5%i	42 6%i	41 5%i	30 5%	38 6%p	31 7%p	15 3%	69 6%p	46 5%	88 5%	27 7%	102 6%	6 4%	2 2%	5 8%	6 4%	3 4%	5 2%	9 5%	15 8%A	8 6%	2 2%	13 7%A	24 9%TyAE	14 5%	9 5%	5 8%A
Self-employed - working 30 hours per week or more	73 3%i	46 4%b	27 2%	10 3%	11 3%	15 4%hi	14 4%i	18 6%hil	4 1%	* *	21 3%	29 4%hi	23 3%	15 3%	23 4%	23 5%mp	12 2%	38 3%	35 4%	57 3%	16 4%	67 4%	3 2%	- -	3 5%w	3 2%	2 2%	3 1%	7 4%	11 6%AE	7 5%	- -	8 4%	15 5%AE	8 3%	6 3%	3 5%E
Self-employed - working between 8 and 29 hours per week	42 2%p	22 2%	20 2%	7 3%	4 1%	6 2%	7 2%	11 3%	6 2%	1 1%	12 2%	13 2%	18 2%	15 3%p	16 3%pr	8 2%	3 1%	31 3%pr	11 1%	31 2%	11 3%	35 2%	3 2%	2 2%	2 3%	3 2%	2 2%	2 1%	3 2%	4 2%	1 1%	2 2%	5 3%	9 3%	7 2%	3 2%	2 3%
NET: Not working	926 44%adefjkmnoqxGJ	393 38%	525 49%Ta	146 50%defjk	74 21%	53 16%	103 28%de	135 44%defjk	263 83%Tcdefgjkl	151 95%Tcdefghjkl	220 34%dek	156 23%e	550 70%Tcdefgjk	222 39%	229 38%	153 36%	321 62%Tmnoqr	452 38%	474 50%Tmnoq	731 43%	195 49%s	780 44%x	83 47%x	44 44%	19 30%	83 47%GJ	39 46%	109 46%GJ	83 48%GJ	76 41%	73 48%GJ	44 44%	83 41%	97 35%	125 43%	95 52%TCFGJ	19 30%
Not working but seeking work or temporarily unemployed or sick	78 4%hilmnq	45 4%	31 3%	14 5%hil	18 5%hil	11 3%hi	23 6%Thil	11 4%hi	1 *	- -	31 5%hil	34 5%hil	13 2%	6 1%	12 2%	7 2%	53 10%Tmnoqr	18 2%	60 6%Tmnoq	68 4%	11 3%	71 4%	2 1%	4 4%	1 2%	2 1%	1 2%	8 4%	7 4%	14 8%TyHI	9 6%y	4 4%	7 4%	12 4%	8 3%	4 2%	1 2%
Not working and not seeking work	103 5%cijmnoq	37 4%	66 6%a	3 1%	15 4%ci	23 7%chij	31 8%Tcdhijl	23 8%chijl	9 3%i	- -	18 3%i	53 8%Tchijl	32 4%ci	7 1%	8 1%	7 2%	80 16%Tmnoqr	16 1%	87 9%Tmnoq	84 5%	19 5%	80 4%	16 9%Tuw	2 2%	5 8%	16 9%TADEG	4 5%	8 3%	11 6%	13 7%	4 2%	2 2%	10 5%	10 4%	13 5%	8 4%	5 8%
Student	150 7%efghiklopqrt	64 6%	83 8%	128 44%Tdefghijkl	17 5%efghikl	3 1%l	3 1%l	- -	- -	- -	145 22%Tdefghikl	6 1%l	- -	57 10%Topr	59 10%Topr	14 3%	20 4%	117 10%Topr	34 4%	138 8%t	12 3%	126 7%	14 8%	11 11%x	* 1%	14 8%	4 5%	29 13%TCDFIJ	14 8%	7 4%	4 3%	11 11%CDJ	11 6%	22 8%J	23 8%J	10 5%	* 1%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 146

Please indicate which of the following best describes your current working status.

Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Retired on a state pension only	131 6%acde fgjkmn q	36 3%	95 9%Ta	- -	- -	- -	1 *	2 1%	83 26%Tcd efgjkl	45 29%Tcde fgjkl	- -	1 *	130 17%Tcde fgjk	11 2%	15 2%	22 5%mnq	84 16%Tmno qr	26 2%	105 11%Tmno q	101 6%	30 8%	112 6%	14 8%	4 4%	1 1%	14 8%	11 12%TCGH J	17 7%	15 9%	9 5%	11 8%	4 4%	11 6%	12 4%	14 5%	13 7%	1 1%
Retired with a private pension	337 16%cde fjkpr	189 18%b	148 14%	- -	- -	- -	5 1%dj	56 18%cde fjk	169 53%Tcd efgjkl	106 67%Tcde fghjkl	- -	5 1%j	331 42%Tcd efgjk	131 23%Top r	113 19%pr	70 16%pr	24 5%	243 21%Tpr	93 10%p	240 14%	97 24%Ts	279 16%	31 17%	20 20%	7 11%	31 17%	11 14%	29 12%	25 14%	24 13%	30 19%	20 20%	28 14%	36 13%	52 18%	44 24%TAB CFGJ	7 11%
House person, housewife, househusband, etc.	127 6%achi mqG	23 2%	103 9%Ta	1 1%	25 7%chi	16 5%chi	41 11%Tce hijl	42 14%Tcde hijkl	1 *	- -	26 4%chi	58 8%chij	43 6%chi	10 2%	23 4%m	33 8%mnq	60 12%Tmnq	33 3%	93 10%Tmnq	101 6%	25 6%	112 6%	7 4%	3 3%	5 8%	7 4%	7 8%G	18 8%G	11 6%G	10 5%	15 10%G	3 3%	16 8%G	5 2%	14 5%	17 9%G	5 8%G

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 147

Please indicate which of the following best describes your current working status.

Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
NET: Working	1193 56%cklm stuvztu vzB	1018 55%	159 62%	675 46%	61 92%Tcfg hj	135 85%Tc	217 79%Tc	203 77%Tc	137 77%Tc	2 21%	515 80%Tc	28 27%	64 37%	142 48%kl	213 66%Tklm rs	229 68%Tklm rs	197 79%Tklm nors	90 80%Tklm nors	37 45%k	40 43%k	112 40%u	98 30%	46 29%	10 44%	957 63%Ttuv Tz	34 58%tuvz	202 37%	138 55%	403 51%	422 75%TAB
NET: Employed	1078 51%cklm tuvztuv zB	923 50%	142 56%	596 41%	59 87%Tcfg hj	132 83%Tcfg hj	201 73%Tc	191 72%Tc	124 70%Tc	2 21%	479 74%Tc	25 24%	54 31%	124 42%kl	189 58%Tklm rs	212 63%Tklm rs	180 73%Tklm nors	85 75%Tklm nors	35 43%k	37 40%k	100 36%u	88 27%	43 27%	10 44%	871 58%Ttuv Tz	28 48%uvz	179 32%	122 49%	358 45%	390 70%TAB
Working full time - working 30 hours per week or more	868 41%cklm stuvztu vzAB	739 40%	119 47%	476 33%	53 79%Tcfg hj	106 67%Tch	162 59%Tc	161 61%Tc	97 54%Tc	2 21%	389 60%Tc	9 8%	30 17%	96 32%kl	159 49%Tklm s	176 53%Tklm rs	168 68%Tklm nors	73 65%Tklm nors	30 36%kl	25 27%k	81 29%u	67 20%	37 24%	9 38%	704 47%Ttuv Tz	20 35%u	144 26%	79 32%	278 35%	355 63%TAB
Working part-time - working between 8 and 29 hours per week	210 10%pvzv zC	183 10%	23 9%	120 8%	5 8%	25 16%Tc	39 14%c	30 11%	28 16%Tc	- -	90 14%Tc	16 15%p	24 14%p	28 9%	30 9%	37 11%p	13 5%	11 10%	5 6%	12 13%p	19 7%	21 6%	6 4%	2 6%	167 11%uvz	8 14%v	35 6%	43 17%TBC	81 10%C	35 6%
NET: Self-employed	115 5%	95 5%	16 6%	79 5%	3 4%	3 2%	17 6%	13 5%	13 7%	- -	36 6%	3 3%	10 6%	18 6%	25 8%	16 5%	16 7%	6 5%	2 3%	3 3%	12 4%	10 3%	3 2%	- -	86 6%	6 10%uv	23 4%	16 6%	45 6%	33 6%
Self-employed - working 30 hours per week or more	73 3%	60 3%	12 5%	52 4%	1 1%	1 1%	11 4%	6 2%	11 6%e	- -	21 3%	2 2%	5 3%	9 3%	14 4%	14 4%	11 4%	5 4%	2 2%	2 2%	8 3%	9 3%	3 2%	- -	52 3%	3 5%	18 3%	11 5%	26 3%	21 4%
Self-employed - working between 8 and 29 hours per week	42 2%	35 2%	4 2%	28 2%	2 3%	2 1%	6 2%	7 3%	2 1%	- -	14 2%	1 1%	5 3%	9 3%	11 3%o	3 1%	5 2%	1 1%	1 1%	1 2%	3 1%	1 *	1 *	- -	34 2%u	3 5%uvz	5 1%	5 2%	20 2%	11 2%
NET: Not working	926 44%defg hjnopqx xC	821 45%	97 38%	786 54%Tdefg hj	6 8%	24 15%	59 21%d	62 23%d	42 23%d	9 79%	132 20%d	76 73%Tmno pqrs	110 63%Tmno pq	157 52%Tnop q	110 34%pq	106 32%pq	52 21%	22 20%	45 55%nopq	52 57%Tnop q	168 60%TTxy	232 70%TtTx y	111 71%TTxy	13 56%	552 37%	24 42%	350 63%TTxy	113 45%C	384 49%TC	137 25%
Not working but seeking work or temporarily unemployed or sick	78 4%jopxx C	58 3%	17 7%Ta	67 5%hj	- -	3 2%	6 2%	6 2%	1 *	* 4%	10 2%	22 21%Tlmno pqrs	7 4%op	10 3%op	5 2%	3 1%	1 *	2 2%	4 5%op	3 3%	33 12%TTx	24 7%TTx	10 6%x	- -	36 2%	2 3%	40 7%TTx	25 10%TBC	21 3%C	5 1%

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

*** small base; ** very small base (under 30) ineligible for sig testing**

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 147

Please indicate which of the following best describes your current working status.
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Not working and not seeking work	103 5%enopxC	93 5%	10 4%	79 5%e	1 2%	1 1%	8 3%	8 3%	10 5%e	1 6%	23 4%	16 15%Tmnopqr	25 14%Tmnopqr	16 5%nop	5 2%	2 1%	2 1%	1 1%	3 3%	6 6%nopq	58 21%TTxy	58 18%TTxy	33 21%TTxy	3 11%	15 1%	2 4%	85 15%TTxy	24 10%TBC	41 5%C	2 *
Student	150 7%adejnuvuvC	90 5%	55 22%Ta	119 8%defj	- -	1 *	11 4%	15 6%e	9 5%e	6 54%	26 4%e	8 8%	12 7%	15 5%	12 4%	27 8%n	11 4%	9 8%	22 27%Tklmnopqs	2 2%	24 9%uv	7 2%	3 2%	2 8%	112 7%uv	7 12%uv	31 6%u	16 7%	55 7%C	23 4%
Retired on a state pension only	131 6%befghjopqC	131 7%b	- -	129 9%Tdefghj	- -	- -	- -	- -	2 1%	- -	2 *	12 12%Topq	21 12%Tnopq	34 12%Tnopq	20 6%opq	3 1%	1 *	- -	5 6%opq	9 10%opq	11 4%	42 13%TtTxy	23 14%TtTxy	4 17%	76 5%	1 2%	54 10%TtTx	12 5%C	74 9%TAC	5 1%
Retired with a private pension	337 16%bdeffghjkqrtA	331 18%b	6 2%	334 23%Tdefghj	- -	- -	1 1%	1 *	- -	1 7%	2 *	4 4%	29 17%kqr	65 22%Tkpqr	54 17%kqr	54 16%kqr	28 11%k	8 7%	4 4%	24 26%Tknopqr	13 5%	70 21%TtTx	27 17%t	4 15%	241 16%t	5 8%	90 16%t	4 2%	149 19%A	90 16%A
House person, housewife, househusband, etc.	127 6%cC	118 6%	8 3%	57 4%	4 6%	19 12%Tc	33 12%Tc	34 13%Tc	20 11%Tc	1 7%	68 11%Tc	14 13%Tmnopq	15 9%q	17 6%	14 4%	17 5%	9 4%	2 1%	8 10%q	7 8%q	30 11%TTx	31 9%TTx	16 10%x	1 5%	70 5%	7 13%x	49 9%TTx	32 13%TBC	43 6%C	12 2%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 148

Please indicate which of the following best describes your current working status.
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
NET: Working	1193 56%h	590 55%	349 66%Ta	102 64%a	819 59%h	599 61%Tfh	220 54%	172 65%Tfh	50 43%	746 62%Tl	524 64%Tkl	222 56%	294 53%	194 61%	999 55%	590 60%	341 59%
NET: Employed	1078 51%h	528 49%	319 60%Ta	94 59%a	743 53%h	546 55%Tfh	196 48%	155 58%Tfh	44 38%	666 55%Tl	466 57%Tl	200 51%	275 49%	173 54%	905 50%	527 54%	315 55%
Working full time - working 30 hours per week or more	868 41%h	424 39%	267 50%Ta	75 47%	604 43%h	440 45%h	163 40%h	133 50%Tfh	30 26%	545 45%T	386 47%Tkl	159 40%	221 40%	142 45%	725 40%	432 44%	251 44%
Working part-time - working between 8 and 29 hours per week	210 10%	104 10%	52 10%	19 12%	139 10%	106 11%	33 8%	22 8%	14 12%	122 10%	81 10%	41 10%	54 10%	31 10%	179 10%	96 10%	64 11%
NET: Self-employed	115 5%	62 6%	30 6%	7 5%	76 5%	52 5%	23 6%	17 6%	6 5%	80 7%l	57 7%l	22 6%	19 3%	21 7%	94 5%	63 6%	25 4%
Self-employed - working 30 hours per week or more	73 3%	40 4%	16 3%	6 4%	50 4%	36 4%	14 4%	8 3%	4 3%	48 4%	34 4%	14 4%	13 2%	16 5%	57 3%	40 4%	14 2%
Self-employed - working between 8 and 29 hours per week	42 2%	22 2%	14 3%	2 1%	26 2%	17 2%	9 2%	9 3%	2 2%	31 3%	23 3%	8 2%	6 1%	5 2%	37 2%	22 2%	11 2%
NET: Not working	926 44%beg ij	492 45%bc	181 34%	57 36%	572 41%	386 39%	186 46%eg	95 35%	65 57%Tde g	467 38%	294 36%	173 44%j	264 47%ij	125 39%	801 45%	388 40%	233 41%
Not working but seeking work or temporarily unemployed or sick	78 4%	37 3%	15 3%	4 2%	48 3%	31 3%	17 4%	5 2%	3 3%	37 3%	22 3%	15 4%	20 4%	10 3%	68 4%	33 3%	17 3%
Not working and not seeking work	103 5%k	46 4%	24 5%	5 3%	57 4%	39 4%	18 4%	8 3%	11 9%deg	43 4%	36 4%k	7 2%	32 6%k	12 4%	91 5%	46 5%	20 3%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 148

Please indicate which of the following best describes your current working status.
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Student	150 7%	72 7%	38 7%	9 6%	97 7%	58 6%	39 10%eg	10 4%	12 10%g	77 6%	43 5%	35 9%j	42 7%	23 7%	128 7%	65 7%	41 7%
Retired on a state pension only	131 6%j	74 7%	24 4%	9 5%	91 7%	67 7%g	24 6%	8 3%	6 5%	66 5%	33 4%	33 8%j	40 7%j	23 7%	108 6%	46 5%	46 8%o
Retired with a private pension	337 16%b	197 18%b	54 10%	20 13%	195 14%	138 14%	57 14%	53 20%de	22 20%	183 15%	120 15%	63 16%	88 16%	40 13%	296 16%	146 15%	82 14%
House person, housewife, househusband, etc.	127 6%	66 6%	26 5%	11 7%	82 6%	52 5%	30 7%	10 4%	11 9%	60 5%	40 5%	21 5%	43 8%i	17 5%	110 6%	52 5%	28 5%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 149

Do you work in any of the following occupations?

Base: All respondents who work

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	1226	642	584	141	301	265	263	176	68	12	442	528	256	342	415	260	209	757	469	1014	212	1023	102	57	44	102	52	114	76	120	69	57	122	200	173	97	44
Weighted base	1193	638	555	146	280	275	261	170	53*	7**	426	537	230	354	368	277	194	722	471	987	206	998	94*	57*	44*	94*	45*	126*	90*	108*	79*	57*	117*	182	165	86*	44*
NET: Public Sector	377 32%ap	155 24%	223 40%Ta	61 42%Tdghkl	84 30%	86 31%	84 32%	50 29%	13 25%	- -	144 34%	170 32%	63 27%	121 34%pr	130 35%pr	83 30%	44 23%	251 35%pr	127 27%	313 32%	64 31%	289 29%	39 41%u	26 46%Tu	23 52%Tu	39 41%FG	11 24%	41 33%	38 43%FG	32 30%	22 28%	26 46%TzCFGH	27 23%	44 24%	48 29%	26 30%	23 52%TzACDFGHI
A nationalised industry/state corporation	31 3%	19 3%	12 2%	5 3%	14 5%TfgkI	7 3%	3 1%	1 1%	1 2%	- -	19 4%fgkl	10 2%	2 1%	5 2%	8 2%	10 4%	7 4%	13 2%	17 4%	28 3%	3 1%	22 2%	3 3%	6 11%Tux	- -	3 3%	- -	2 1%	7 8%TG	1 1%	2 3%	6 11%TzACFGHJ	2 1%	1 *	5 3%	2 3%	- -
Central government or civil service (including Courts service and Bank of England)	45 4%p	25 4%	20 4%	13 9%Tefk	12 4%	4 2%	6 2%	8 5%	1 2%	- -	25 6%ek	11 2%	9 4%	23 6%Tnpr	11 3%	10 4%	1 1%	34 5%p	12 2%	40 4%	6 3%	34 3%	4 5%	3 6%	4 8%	4 5%	1 2%	5 4%	4 4%	6 6%H	1 1%	3 6%	3 3%	9 5%H	2 1%	3 4%	4 8%H
Local government or council (including fire services, police and local authority controlled schools/colleges)	140 12%djp	64 10%	76 14%	12 8%	18 6%	37 13%dj	40 15%dj	27 16%dj	7 13%	- -	30 7%	76 14%dj	34 15%dj	33 9%	59 16%Tmpr	38 14%p	11 5%	91 13%p	48 10%	109 11%	31 15%	112 11%	15 16%	6 11%	7 15%	15 16%G	3 8%	21 17%FG	16 17%G	15 13%	8 10%	6 11%	8 7%	14 7%	16 10%	11 13%	7 15%
A university, or other grant funded establishment (include opted-out schools)	44 4%r	25 4%	19 3%	8 6%	11 4%	11 4%	10 4%	3 2%	1 2%	- -	19 4%	20 4%	4 2%	22 6%Topr	14 4%	6 2%	2 1%	36 5%pr	7 2%	35 4%	9 4%	34 3%	5 5%	2 3%	4 8%	5 5%	* 1%	1 1%	3 3%	1 1%	4 5%	2 3%	2 2%	9 5%	9 6%	4 5%	4 8%AC
A health authority or NHS Trust	90 8%alG	9 1%	81 15%Ta	15 11%gl	23 8%l	21 8%	22 8%l	6 3%	2 4%	- -	39 9%gl	43 8%l	8 4%	28 8%	30 8%	13 5%	19 10%o	58 8%	32 7%	76 8%	14 7%	66 7%	10 11%	7 13%	7 15%u	10 11%G	5 11%G	10 8%	8 9%	7 6%	7 8%	7 13%GI	8 7%	5 3%	14 9%G	3 3%	7 15%GI
The armed forces	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (Please specify as much detail as possible)	28 2%	13 2%	15 3%	8 5%fk	5 2%	6 2%	4 1%	5 3%	1 2%	- -	13 3%	9 2%	6 3%	10 3%	9 2%	6 2%	4 2%	19 3%	9 2%	25 3%	3 1%	22 2%	2 2%	1 3%	3 6%	2 2%	1 2%	2 2%	1 1%	2 2%	1 1%	1 3%	3 3%	7 4%	2 1%	2 3%	3 6%H
NET: Private Sector	816 68%bcwxEJ	483 76%Tb	333 60%	85 58%	196 70%c	189 69%	178 68%	120 71%c	39 75%c	7 100%	282 66%	367 68%c	167 73%c	233 66%	238 65%	194 70%	150 77%Tmnq	471 65%	344 73%mnq	674 68%	142 69%	709 71%wx	55 59%	30 54%	21 48%	55 59%	35 76%EJ	84 67%J	52 57%	76 70%EJ	57 72%J	30 54%	90 77%yBEJ	138 76%yBEJ	117 71%EJ	60 70%J	21 48%
A charity, voluntary organisation or trust	49 4%a	13 2%	36 6%a	6 4%	13 5%	8 3%	6 2%	13 7%efk	2 5%	* 6%	19 4%	14 3%	15 7%fk	16 5%	20 5%	8 3%	5 3%	36 5%	13 3%	42 4%	7 3%	40 4%	6 6%	3 5%	- -	6 6%	2 4%	5 4%	3 3%	4 3%	5 6%	3 5%	2 1%	11 6%	5 3%	5 5%	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 149

Do you work in any of the following occupations?

Base: All respondents who work

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Weighted base	1193	638	555	146	280	275	261	170	53*	7**	426	537	230	354	368	277	194	722	471	987	206	998	94*	57*	44*	94*	45*	126*	90*	108*	79*	57*	117*	182	165	86*	44*
Self-employed (Private sector)	128 11%A	81 13%b	48 9%	17 12%	21 7%	23 9%	23 9%	32 19%Tdefjk	11 20%Tdefjk	1 19%	38 9%	46 9%	44 19%Tdefjk	29 8%	48 13%	36 13%	16 8%	77 11%	51 11%	101 10%	27 13%	116 12%	7 7%	2 3%	4 9%	7 7%	2 4%	3 3%	9 10%	11 10%A	9 11%A	2 3%	17 15%AE	30 16%TyzAE	23 14%AE	11 13%A	4 9%
None of the above/ I work in the Private sector	638 54%bcgn	389 61%Tb	249 45%	63 43%	162 58%cgl	158 57%cgl	148 57%cgl	76 45%	26 50%	5 75%	225 53%	306 57%cgl	108 47%	188 53%	171 46%	151 55%	129 67%Tmnoq	358 50%	280 59%Tnq	531 54%	108 52%	553 55%x	43 45%	26 46%	17 39%	43 45%	31 68%yBEJ	76 61%yBJ	39 44%	62 57%	43 55%	26 46%	71 61%yBJ	98 54%	88 54%	45 52%	17 39%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 150
Do you work in any of the following occupations?
Base: All respondents who work

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / From £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	1226	1039	170	725	58	132	216	191	126	2	499	33	73	172	230	223	174	77	37	45	124	105	46	9	981	35	210	144	444	394
Weighted base	1193	1018	159	675	61*	135	217	203	137*	2**	515	28**	64*	142	213	229	197	90*	37*	40*	112*	98*	46*	10**	957	34**	202	138	403	422
NET: Public Sector	377 32%	313 31%	57 36%	212 31%	28 46%Tcfg	43 32%	65 30%	57 28%	48 35%	- -	166 32%	3 10%	21 32%	52 37%	65 30%	68 30%	69 35%	23 26%	9 24%	19 48%Tnoqr	36 32%	35 36%	12 26%	1 11%	303 32%	15 44%	60 30%	45 33%	115 29%	140 33%
A nationalised industry/state corporation	31 3%c	24 2%	6 4%	2 *	8 12%Tcgh	13 10%Tc	10 5%c	9 4%c	5 3%c	- -	28 5%Tc	- -	2 3%	2 1%	3 2%	4 2%	6 3%	4 4%	- -	1 2%	1 1%	5 5%	- -	1 11%	24 3%	1 2%	5 3%	4 3%	5 1%	12 3%
Central government or civil service (including Courts service and Bank of England)	45 4%	26 3%	19 12%Ta	24 4%	6 10%Tcg	4 3%	8 4%	3 1%	10 7%g	- -	21 4%	1 2%	3 4%	8 5%n	3 2%	12 5%	8 4%	2 2%	- -	2 6%	3 3%	1 1%	- -	- -	41 4%	- -	5 2%	8 6%	14 3%	14 3%
Local government or council (including fire services, police and local authority controlled schools/colleges)	140 12%	128 13%	11 7%	82 12%	5 8%	10 7%	26 12%	25 12%	17 13%	- -	58 11%	1 2%	5 7%	23 16%	26 12%	34 15%	21 11%	10 11%	1 4%	5 13%	13 12%	13 13%	5 12%	- -	114 12%	3 9%	22 11%	17 12%	49 12%	54 13%
A university, or other grant funded establishment (include opted-out schools)	44 4%B	37 4%	7 4%	31 5%	1 1%	5 4%	6 3%	4 2%	3 2%	- -	13 3%	* 2%	3 5%	4 3%	6 3%	5 2%	14 7%o	3 3%	1 3%	4 11%Tmno	3 2%	5 5%	1 1%	- -	39 4%	- -	5 2%	5 4%	6 1%	23 5%B
A health authority or NHS Trust	90 8%	77 8%	10 6%	57 9%	7 12%	8 6%	11 5%	15 7%	9 7%	- -	33 6%	- -	7 11%	11 7%	18 9%	13 6%	16 8%	4 5%	2 5%	5 13%	13 12%	9 9%	4 9%	- -	64 7%	7 22%	18 9%	5 4%	34 9%	31 7%
The armed forces	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (Please specify as much detail as possible)	28 2%o	20 2%	4 2%	16 2%	2 3%	2 2%	4 2%	2 1%	4 3%	- -	12 2%	1 4%	1 2%o	5 3%o	8 4%o	- -	3 2%	- -	4 11%Topq	2 4%o	3 3%	2 2%	2 3%	- -	20 2%	4 11%	5 2%	5 4%	7 2%	7 2%

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 150
Do you work in any of the following occupations?
Base: All respondents who work

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnicity (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Weighted base	1193	1018	159	675	61*	135	217	203	137*	2**	515	28**	64*	142	213	229	197	90*	37*	40*	112*	98*	46*	10**	957	34**	202	138	403	422
NET: Private Sector	816 68%ds	704 69%	101 64%	464 69%d	33 54%	92 68%	152 70%d	146 72%d	89 65%	2 100%	350 68%	25 90%	44 68%	90 63%	148 70%s	161 70%s	128 65%	67 74%s	28 76%s	21 52%	76 68%	63 64%	34 74%	9 89%	655 68%	19 56%	142 70%	92 67%	288 71%	282 67%
A charity, voluntary organisation or trust	49 4%j	41 4%	7 4%	39 6%efj	- -	2 1%	4 2%	4 2%	5 3%	- -	10 2%	3 11%	4 6%	9 6%	8 4%	10 4%	5 2%	4 5%	- -	5 12%Tnpr	8 7%	8 8%x	4 9%	- -	34 4%	2 6%	12 6%	10 7%	12 3%	20 5%
Self-employed (Private sector)	128 11%	109 11%	16 10%	86 13%degj	2 3%	8 6%	20 9%	13 6%	11 8%	- -	42 8%	6 21%	8 13%	19 13%	28 13%	16 7%	23 12%	5 5%	2 7%	4 9%	13 12%	10 10%	5 10%	- -	98 10%	6 17%	24 12%	16 11%	52 13%	37 9%
None of the above/ I work in the Private sector	638 54%ms	554 54%	79 50%	338 50%	31 51%	82 61%c	129 59%c	129 63%Tc	74 54%	2 100%	298 58%c	16 59%	31 49%	63 44%	112 53%s	135 59%ms	100 51%s	58 64%ms	26 69%ms	12 30%	55 49%	45 46%	25 55%	9 89%	522 55%	11 32%	105 52%	67 49%	224 55%	226 53%

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

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 151
Do you work in any of the following occupations?
Base: All respondents who work

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	1226	609	347	108	841	609	232	167	56	749	529	220	315	209	1017	599	354
Weighted base	1193	590	349	102*	819	599	220	172	50*	746	524	222	294	194	999	590	341
NET: Public Sector	377 32%	186 32%	104 30%	39 39%	247 30%	174 29%	72 33%	64 37%	18 37%	240 32%	165 32%	74 33%	89 30%	53 27%	324 32%	184 31%	111 33%
A nationalised industry/state corporation	31 3%	15 2%	5 1%	3 3%	16 2%	12 2%	3 2%	5 3%	1 2%	16 2%	12 2%	5 2%	6 2%	4 2%	26 3%	12 2%	10 3%
Central government or civil service (including Courts service and Bank of England)	45 4%l	17 3%	13 4%	9 9%Ta	27 3%	20 3%	7 3%	11 6%	1 2%	35 5%l	23 4%l	12 5%l	4 1%	6 3%	40 4%	27 5%	10 3%
Local government or council (including fire services, police and local authority controlled schools/colleges)	140 12%	72 12%	35 10%	19 19%b	99 12%	63 10%	37 17%e	22 13%	5 9%	91 12%	60 12%	31 14%	35 12%	19 10%	120 12%	63 11%	48 14%
A university, or other grant funded establishment (include opted-out schools)	44 4%	26 4%	13 4%	2 2%	27 3%	18 3%	8 4%	11 7%	2 3%	29 4%	17 3%	12 6%	10 3%	5 2%	39 4%	18 3%	16 5%
A health authority or NHS Trust	90 8%	38 6%	32 9%	7 7%	60 7%	49 8%	11 5%	9 5%	8 15%fg	51 7%	42 8%	9 4%	26 9%	12 6%	78 8%	50 8%	19 6%
The armed forces	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other public sector occupation (Please specify as much detail as possible)	28 2%	18 3%	7 2%	- -	18 2%	12 2%	5 2%	5 3%	3 5%	17 2%	12 2%	5 2%	8 3%	7 4%	21 2%	13 2%	7 2%

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

Prepared by Yonder

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Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 151
Do you work in any of the following occupations?
Base: All respondents who work

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Weighted base	1193	590	349	102*	819	599	220	172	50*	746	524	222	294	194	999	590	341
NET: Private Sector	816 68%	404 68%	245 70%	63 61%	572 70%	425 71%	147 67%	108 63%	32 63%	506 68%	358 68%	148 67%	205 70%	141 73%	675 68%	406 69%	229 67%
A charity, voluntary organisation or trust	49 4%	32 5%	12 3%	3 3%	38 5%	24 4%	14 6%	5 3%	4 8%	32 4%	21 4%	11 5%	15 5%	8 4%	41 4%	26 4%	16 5%
Self-employed (Private sector)	128 11%	69 12%	33 10%	8 8%	88 11%	58 10%	30 14%	15 9%	8 15%	80 11%	53 10%	27 12%	30 10%	26 14%	102 10%	57 10%	41 12%
None of the above/ I work in the Private sector	638 54%	303 51%	200 57%	51 50%	446 54%	342 57%fh	104 47%	88 51%	20 41%	394 53%	284 54%	110 49%	160 55%	107 55%	532 53%	324 55%	172 51%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 152

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scot-land (v)	Wales (w)	North-ern Ire-land (x)	Scot-land (y)	North East (z)	North West (A)	York-shire & Humb-erside (B)	West Mid-lands (C)	East Mid-lands (D)	Wales (E)	East-ern (F)	London (G)	South East (H)	South West (I)	North-ern Ire-land (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
No children aged 18 or under	1461 69%defko	689 67%	768 71%	220 75%defjk	198 56%ek	100 31%	207 57%ek	273 90%Tcdefjk	304 96%Tcdefgjk	158 100%Tcdefghjkl	418 65%defk	307 44%e	736 94%Tcdefgjjk	384 67%	451 76%Tmor	262 61%	364 71%o	835 71%or	626 66%	1147 67%	314 78%Ts	1234 69%	126 72%	61 61%	39 62%	126 72%	66 78%BCEJ	163 69%	109 63%	116 63%	113 75%CE	61 61%	140 70%	190 68%	208 72%	129 71%	39 62%
NET: Yes	647 31%cghilnt	336 33%	307 28%	68 23%ghil	152 43%Tcghijl	228 69%Tcdfghijkl	156 43%Tcghijl	31 10%hil	12 4%i	1 *	220 34%cghil	384 55%Tcdfghijl	44 6%i	187 32%n	145 24%	168 39%Tnpq	147 29%	332 28%	315 33%nq	561 33%t	87 22%	533 30%	50 28%	39 39%	24 38%	50 28%	18 21%	67 29%	63 37%z	68 37%z	39 25%	39 39%zD	58 29%	88 32%	80 28%	52 29%	24 38%z
NET: Any 5-18	534 25%cghilnt	267 26%	264 24%	41 14%hil	105 30%cghijl	191 58%Tcdfghijkl	153 42%Tcdghijl	31 10%hil	12 4%i	1 *	147 23%cghil	344 50%Tcdfghijl	44 6%i	141 25%	121 20%	139 32%Tmnq	133 26%n	262 22%	272 29%nq	460 27%t	74 18%	442 25%	43 25%	31 31%	18 28%	43 25%	18 21%	55 24%	53 31%D	55 30%D	29 19%	31 31%	50 25%	71 26%	68 23%	42 23%	18 28%
NET: Any 11-18	374 18%cghijlnt	183 18%	191 18%	25 8%hi	55 15%cghil	124 38%Tcdghijl	130 36%Tcdghijl	30 10%hil	10 3%	1 *	79 12%hil	254 37%Tcdghijl	41 5%i	108 19%n	77 13%	95 22%nq	93 18%n	185 16%	188 20%nq	326 19%t	48 12%	315 18%	25 14%	20 20%	14 21%	25 14%	15 18%	42 18%	38 22%	37 20%	22 15%	20 20%	36 18%	48 17%	47 16%	30 16%	14 21%
Yes - children aged under 5 years old	200 9%fghil	111 11%	88 8%	31 11%fghil	86 24%Tcfghijkl	75 23%Tcfghikl	8 2%ghl	- -	- -	- -	117 18%Tcfghikl	83 12%fghil	- -	70 12%n	42 7%	44 10%	44 8%	112 10%	88 9%	175 10%t	25 6%	171 10%	10 6%	11 11%	8 13%	10 6%	3 3%	23 10%	23 14%yz	21 11%z	13 8%	11 11%	19 10%	24 9%	29 10%	16 9%	8 13%z
Yes - children aged 5 to 10 years old	277 13%cghil	142 14%	132 12%	21 7%ghil	80 23%Tcfghijl	121 37%Tcdfghijkl	51 14%cghil	2 1%	1 *	- -	101 16%cghil	172 25%Tcfghijl	3 *	67 12%	65 11%	80 19%Tmnpq	65 13%	132 11%	145 15%nq	239 14%t	38 9%	234 13%	22 12%	15 15%	7 10%	22 12%	6 7%	25 11%	26 15%	29 16%	13 8%	15 15%	28 14%	46 16%zD	41 14%	21 12%	7 10%
Yes - children aged 11 to 15 years old	265 13%cghijlnt	129 12%	137 13%	18 6%hil	42 12%cghii	101 31%Tcdghijl	89 25%Tcdghijl	10 3%	4 1%	1 *	60 9%ghil	191 28%Tcdghijl	15 2%	79 14%n	54 9%	72 17%Tnq	61 12%	133 11%	132 14%n	231 13%t	34 9%	219 12%	18 10%	16 16%	13 20%	18 10%	11 13%	30 13%	23 13%	27 15%	15 10%	16 16%	27 14%	34 12%	31 11%	20 11%	13 20%
Yes - children aged 16 to 18 years old	179 8%chijl	86 8%	92 9%	12 4%i	21 6%hi	46 14%Tcdghijl	68 19%Tcdghijl	23 7%hil	8 3%	- -	34 5%i	114 16%Tcdghijl	31 4%i	53 9%	41 7%	37 9%	48 9%	94 8%	85 9%	157 9%t	22 5%	156 9%	10 5%	9 9%	4 7%	10 5%	6 7%	20 9%	25 14%TyD	19 10%	9 6%	9 9%	15 8%	25 9%	23 8%	15 8%	4 7%
Refused	11 1%	6 1%	5 *	4 1%l	4 1%l	- -	2 *	1 *	- -	- -	8 1%l	2 *	1 *	6 1%	1 *	1 *	4 1%	6 1%	5 *	11 1%	- -	11 1%	- -	- -	- -	- -	1 1%	4 2%T	- -	1 1%	- -	- -	2 1%	1 *	1 *	- -	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 153

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
No children aged 18 or under	1461 69%bdefghjopA	1287 70%b	158 62%	1461 100%Tdefghj	- -	- -	- -	- -	- -	- -	- -	80 77%op	125 72%op	225 75%Top	221 68%op	198 59%	141 57%	75 67%	62 75%op	70 76%op	204 73%	264 80%TTxy	123 79%TTx	13 56%	1005 67%	37 65%	418 76%TTx	116 46%	542 69%A	407 73%A
NET: Yes	647 31%csuvzuvz	545 30%	94 37%a	- -	67 100%Tc	160 100%Tc	277 100%Tc	265 100%Tc	179 100%Tc	- -	647 100%Tc	24 23%	49 28%	74 25%	102 32%s	137 41%Tklmnrs	107 43%Tklmnrs	37 33%	18 22%	18 20%	75 27%	65 20%	34 21%	8 33%	499 33%uvz	19 32%	130 23%	134 54%TBC	245 31%	152 27%
NET: Any 5-18	534 25%cuu	446 24%	81 32%Ta	- -	19 28%c	79 49%Tcd	277 100%Tcdej	265 100%Tcdej	179 100%Tcdej	- -	534 83%Tcde	20 19%	37 21%	67 23%	83 26%	110 33%Tklmrs	91 37%Tklmnrs	30 27%	14 17%	16 17%	71 25%u	56 17%	33 21%	7 27%	402 27%uz	16 28%	116 21%	122 49%TBC	189 24%	127 23%
NET: Any 11-18	374 18%c	313 17%	60 23%Ta	- -	10 14%c	30 19%c	116 42%Tcde	265 100%Tcdefj	179 100%Tcdefj	- -	374 58%Tcdef	11 11%	27 15%	46 15%	56 17%	79 24%Tklms	63 25%Tklmnrs	26 23%ks	10 12%	9 10%	50 18%	45 14%	29 18%	4 18%	279 18%	8 13%	87 16%	86 34%TBC	128 16%	94 17%
Yes - children aged under 5 years old	200 9%cmuvzuvz	168 9%	30 12%	- -	67 100%Tcfghj	160 100%Tcfghj	76 28%Tcgh	32 12%ch	8 4%c	- -	200 31%Tcgh	11 11%m	20 12%m	13 4%	30 9%m	45 14%Tms	29 12%m	14 13%m	8 10%	4 4%	20 7%	16 5%	6 4%	3 11%	161 11%uvz	6 10%	34 6%	45 18%TBC	73 9%	45 8%
Yes - children aged 5 to 10 years old	277 13%cuuuz	224 12%	48 19%Ta	- -	17 25%Tc	70 44%Tcdh	277 100%Tcdeghj	98 37%Tch	37 21%Tc	- -	277 43%Tcdh	12 11%	15 9%	33 11%	45 14%	63 19%Tlmq	47 19%Tlmq	10 8%	8 10%	10 11%	33 12%u	19 6%	11 7%	2 10%	217 14%uvz	11 19%uvz	49 9%	82 33%TBC	85 11%	57 10%
Yes - children aged 11 to 15 years old	265 13%ck	224 12%	41 16%	- -	8 12%c	29 18%c	98 35%Tcde	265 100%Tcdefhj	70 39%Tcde	- -	265 41%Tcde	5 5%	15 8%	33 11%	34 10%	65 19%Tklmnrs	46 18%Tklmnrs	21 19%klns	6 7%	7 8%	29 10%	31 10%	23 15%	1 4%	205 14%	6 10%	55 10%	65 26%TBC	82 10%	72 13%
Yes - children aged 16 to 18 years old	179 8%cs	146 8%	32 13%Ta	- -	7 10%c	6 4%c	37 13%Tce	70 26%Tcdef	179 100%Tcdefgj	- -	179 28%Tcdef	6 6%	16 9%	23 8%	29 9%s	28 8%	30 12%s	16 14%s	7 8%	2 2%	27 10%	22 7%	16 10%	3 14%	128 8%	2 3%	49 9%	43 17%TBC	58 7%	47 8%
Refused	11 1%c	7 *	3 1%	- -	- -	- -	- -	- -	- -	11 100%	- -	- -	- -	- -	- -	- -	- -	- -	3 3%Tlmnop	4 4%Tlmnop	1 *	1 *	- -	3 11%	5 *	2 3%TuTx	5 1%	- -	- -	- -

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

*** small base; ** very small base (under 30) ineligible for sig testing**

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 154
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
No children aged 18 or under	1461 69%bce ij	788 73%Tbc	315 59%	94 59%	941 68%	637 65%	304 75%Tdeg	166 62%	90 78%deg	790 65%	526 64%	263 67%	408 73%ij	220 69%	1241 69%	652 67%	377 66%
NET: Yes	647 31%afh	288 27%	215 41%Ta	65 41%Ta	444 32%fh	345 35%Tfh	98 24%	101 38%Tfh	24 21%	419 35%Tl	288 35%Tl	131 33%	149 27%	97 30%	551 31%	325 33%	191 33%
NET: Any 5-18	534 25%af	233 22%	185 35%Ta	50 32%a	370 27%fh	291 30%Tfh	79 20%	78 29%fh	20 17%	341 28%l	232 28%l	109 28%	127 23%	78 24%	456 25%	259 26%	165 29%
NET: Any 11-18	374 18%	170 16%	125 24%Ta	32 20%	257 18%	199 20%fh	58 14%	58 22%fh	13 11%	236 19%	162 20%	75 19%	91 16%	54 17%	320 18%	178 18%	119 21%
Yes - children aged under 5 years old	200 9%	85 8%	66 12%a	24 15%Ta	135 10%	107 11%f	27 7%	33 12%f	7 6%	129 11%	89 11%	41 10%	45 8%	33 10%	167 9%	105 11%	59 10%
Yes - children aged 5 to 10 years old	277 13%af	103 10%	109 21%Ta	30 19%a	192 14%f	159 16%Tf	33 8%	38 14%f	11 10%	186 15%l	125 15%l	62 16%l	56 10%	36 11%	240 13%	129 13%	91 16%
Yes - children aged 11 to 15 years old	265 13%	112 10%	97 18%Ta	22 14%	178 13%f	142 14%f	36 9%	42 16%f	12 10%	172 14%	118 14%	54 14%	60 11%	32 10%	234 13%	122 12%	88 15%
Yes - children aged 16 to 18 years old	179 8%	100 9%	42 8%	15 10%	129 9%	95 10%	34 8%	24 9%	5 4%	111 9%	79 10%	32 8%	46 8%	33 10%	146 8%	90 9%	51 9%
Refused	11 1%	6 1%	- -	- -	6 *	3 *	3 1%	- -	1 1%	4 *	3 *	1 *	2 *	3 1%	8 *	1 *	5 1%o

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 155
Which of the following ITV regions do you live in?
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Anglia	210 10%vwxyzABCEGHIJ	92 9%	118 11%	29 10%	38 11%	38 12%	39 11%	31 10%	23 7%	11 7%	67 10%	78 11%	65 8%	43 7%	51 8%	54 13%mq	63 12%mq	93 8%	117 12%mnq	155 9%	55 14%Ts	210 12%vwx	1 *	- -	- -	1 *	- -	2 1%	- -	2 1%	21 14%yzABCEGHIJ	- -	167 84%TyzABCDEGHIJ	1 *	16 6%yzABCEGI	1 *	- -
Border	17 1%	9 1%	9 1%	3 1%	1 *	- -	2 1%	5 2%ek	4 1%	2 1%	4 1%	2 *	11 1%k	4 1%	4 1%	1 *	8 2%	8 1%	9 1%	11 1%	6 2%	10 1%	8 4%Tu	- -	- -	8 4%TBCDFGHI	- -	10 4%TBCDFGHI	- -	- -	- -	- -	- -	- -	- -	- -	- -
Central	284 13%vwxyzABEFGHIJ	138 13%	145 13%	29 10%	55 16%	45 14%	49 13%	47 15%	32 10%	28 17%ch	84 13%	93 13%	107 14%	65 11%	83 14%	69 16%	67 13%	148 13%	137 14%	229 13%	55 14%	282 16%vwx	3 2%	- -	- -	3 2%G	2 2%G	6 3%G	- -	165 89%TyzABDEFGHIJ	101 66%TyzABEFGHIJ	- -	1 1%	- -	5 2%	3 2%G	- -
Granada	202 10%nvwxyzBCDEFGHIJ	94 9%	109 10%	29 10%	42 12%	29 9%	37 10%	27 9%	23 7%	15 9%	71 11%	66 10%	65 8%	64 11%n	40 7%	48 11%n	50 10%	104 9%	98 10%n	175 10%	28 7%	200 11%vwx	1 1%	1 1%	- -	1 1%	- -	198 84%TyzBCDEFGHIJ	- -	- -	1 1%	1 1%	- -	- -	1 *	* *	- -
London	387 18%htvwxyzABCDEIJ	195 19%	192 18%	80 27%Tdefghkl	64 18%	56 17%	68 19%h	46 15%	40 13%	33 21%h	144 22%Tghi	124 18%	119 15%	128 22%pr	114 19%p	72 17%	73 14%	242 21%pr	145 15%	361 21%t	26 7%	386 22%Tvwx	1 *	- -	- -	1 *	- -	- -	- -	1 1%	2 1%	- -	29 15%yzABCDEIJ	278 100%TyzABCDEFHIJ	75 26%TyzABCDEFIJ	1 1%	- -
Meridian	215 10%cjvwxyzABCDEFGJ	100 10%	113 10%	14 5%	33 9%c	36 11%c	34 9%c	38 12%cj	48 15%Tcdfjk	14 9%	46 7%	70 10%c	99 13%cj	56 10%	69 12%	46 11%	44 9%	126 11%	90 9%	168 10%	47 12%	215 12%vwx	- -	- -	- -	- -	- -	- -	1 1%	- -	2 1%	- -	- -	- -	194 67%TyzABCDEFGIJ	19 10%yzABCDEFGJ	- -
STV	162 8%uwxzABCDEFGHIJ	86 8%	76 7%	16 6%	18 5%	26 8%	39 11%cdgj	16 5%	34 11%cdgj	11 7%	34 5%	66 10%dgj	61 8%	45 8%	49 8%o	20 5%	48 9%o	94 8%o	68 7%	122 7%	39 10%	- -	162 92%Tuwx	- -	- -	162 92%TzABCDEFGHIJ	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Tyne Tees	85 4%vyACDFGHI	37 4%	48 4%	6 2%	13 4%	12 4%	14 4%	18 6%c	15 5%	7 5%	19 3%	26 4%	40 5%	21 4%	25 4%	11 2%	28 5%o	46 4%	39 4%	70 4%	15 4%	85 5%vw	- -	- -	- -	- -	82 97%TyzABCDEFGHIJ	- -	3 2%GH	- -	- -	- -	- -	- -	- -	- -	- -
Wales	98 5%uvyABCDFGHI	58 6%b	38 4%	15 5%	17 5%	19 6%	14 4%	12 4%	14 4%	7 5%	33 5%	33 5%	33 4%	24 4%	29 5%	23 5%	21 4%	53 5%	45 5%	65 4%	33 8%Ts	- -	- -	98 97%Tuvx	- -	- -	- -	- -	- -	- -	98 97%TyzABCDEFGHIJ	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 155
Which of the following ITV regions do you live in?
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region									
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
West	82 4%kBFGH	43 4%	37 3%	25 9%Tefgkl	17 5%fk	6 2%	6 2%	7 2%	15 5%fk	6 4%	42 6%Tefgkl	12 2%	28 4%	26 5%	23 4%	17 4%	16 3%	49 4%	33 3%	66 4%	16 4%	80 5%v	2 1%	- -	- -	2 1%	- -	14 6%yzBEFGH	- -	15 8%TyzBDEFGHJ	2 1%	- -	- -	- -	- -	49 27%TyzABCDEFGHJ	- -
Westcountry	112 5%vyzABCDFGH	45 4%	67 6%	9 3%	16 4%	15 5%	20 6%	19 6%	24 8%cj	8 5%	25 4%	36 5%	51 7%j	25 4%	40 7%	22 5%	25 5%	65 6%	47 5%	87 5%	25 6%	111 6%v	- -	2 2%	- -	- -	- -	- -	- -	2 1%	- -	2 2%	- -	- -	- -	108 60%TyzABCDEFGHJ	- -
Yorkshire	200 9%vwxyzACEFGHIJ	100 10%	100 9%	36 12%f	31 9%	32 10%	23 6%	28 9%	35 11%f	15 9%	67 10%	55 8%	78 10%	42 7%	61 10%	38 9%	59 11%m	103 9%	97 10%	159 9%	41 10%	200 11%vwx	- -	- -	- -	- -	1 1%	5 2%GH	168 97%TyzACDEFGHIJ	- -	24 16%TyzACEFGHIJ	- -	2 1%	- -	- -	- -	- -
UTV	64 3%cjuvyACFGHI	34 3%	30 3%	- -	9 2%c	15 5%cj	18 5%cij	12 4%cj	8 3%c	1 1%	9 1%	33 5%cij	22 3%c	31 5%Tnopr	9 2%	10 2%	12 2%	41 3%n	23 2%	49 3%	15 4%	- -	- -	- -	64 100%Tuvw	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	64 100%TyzABCDEFGHI

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 156
Which of the following ITV regions do you live in?
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Anglia	210 10%b	191 10%b	14 5%	137 9%	2 3%	28 18%Tcdhj	36 13%d	31 12%	15 8%	2 17%	71 11%	11 10%	20 11%	26 9%	25 8%	33 10%	24 10%	7 6%	15 19%Tmnq	11 12%	28 10%	26 8%	15 9%	2 8%	151 10%	8 15%	50 9%	20 8%	82 10%	44 8%
Border	17 1%	17 1%	- -	16 1%	1 1%	1 *	1 *	1 *	- -	- -	2 *	- -	2 1%	1 *	3 1%	4 1%	- -	- -	- -	1 1%	2 1%	2 *	- -	- -	15 1%	- -	2 *	1 *	5 1%	5 1%
Central	284 13%r	256 14%	28 11%	192 13%	7 11%	20 13%	38 14%	40 15%	24 14%	1 11%	91 14%	20 19%or	19 11%	48 16%r	44 14%r	36 11%	30 12%r	16 14%r	2 3%	16 18%r	46 16%	45 14%	30 19%	5 21%	196 13%	6 10%	83 15%	39 16%	105 13%	69 12%
Granada	202 10%	179 10%	22 9%	138 9%	9 14%	20 13%	20 7%	28 10%	18 10%	3 32%	60 9%	7 7%	11 6%	31 10%	45 14%Tloq	27 8%	20 8%	5 5%	8 9%	7 8%	30 11%	34 10%	15 10%	3 14%	144 10%	3 6%	55 10%	23 9%	79 10%	44 8%
London	387 18%atvztvz	269 15%	109 43%Ta	278 19%	8 12%	26 16%	52 19%	37 14%	28 16%	2 17%	107 17%	17 17%	31 18%	43 14%	55 17%	60 18%	52 21%	36 32%Tklmnops	19 23%	17 19%	36 13%	48 14%	17 11%	3 14%	300 20%tuvz	12 21%	75 14%	43 17%	130 17%	122 22%B
Meridian	215 10%b	200 11%b	14 6%	154 11%	4 6%	19 12%	33 12%	26 10%	20 11%	1 7%	61 9%	9 9%	11 7%	30 10%	36 11%	43 13%	27 11%	12 10%	10 12%	10 10%	26 9%	31 9%	17 11%	3 12%	154 10%	5 9%	56 10%	22 9%	79 10%	67 12%
STV	162 8%b	153 8%b	9 3%	113 8%	7 10%e	5 3%	21 8%	18 7%	10 5%	- -	49 8%	10 9%	17 10%	27 9%	31 10%	23 7%	13 5%	7 6%	3 3%	7 8%	35 12%TTx	41 12%TTx	24 15%TTxy	5 22%	100 7%	2 3%	60 11%TTx	17 7%	77 10%C	33 6%
Tyne Tees	85 4%	79 4%	6 2%	68 5%efj	- -	1 1%	4 2%	9 4%	6 3%	1 9%	16 2%	4 4%	12 7%n	11 4%	9 3%	12 4%	10 4%	3 2%	4 4%	2 2%	8 3%	14 4%	5 3%	- -	65 4%	1 1%	19 3%	8 3%	31 4%	22 4%
Wales	98 5%	90 5%	6 2%	59 4%	3 4%	9 6%	15 5%	16 6%	9 5%	- -	39 6%	5 5%	5 3%	17 6%	18 6%	16 5%	22 9%Tlq	1 1%	4 5%	3 4%	10 3%	14 4%	7 4%	- -	69 5%	5 8%	24 4%	15 6%	37 5%	31 6%
West	82 4%B	62 3%	18 7%Ta	59 4%	3 5%	4 2%	10 4%	4 2%	8 4%	1 7%	22 3%	4 4%	8 5%	5 2%	7 2%	10 3%	12 5%	7 6%m	8 10%Tmno	5 6%m	7 3%	11 3%	5 3%	* 2%	59 4%	5 8%	19 3%	11 4%	16 2%	27 5%B
Westcountry	112 5%	103 6%	8 3%	73 5%	4 7%	4 3%	15 5%	19 7%	12 7%	- -	39 6%	5 5%	10 6%	14 5%	25 8%	20 6%	10 4%	6 6%	2 2%	5 5%	20 7%	17 5%	5 3%	1 4%	77 5%	1 2%	34 6%	16 6%	47 6%	26 5%
Yorkshire	200 9%	178 10%	19 8%	135 9%	12 17%	20 12%	26 9%	23 9%	25 14%	- -	64 10%	9 9%	23 13%np	37 12%np	21 7%	35 10%p	13 5%	6 6%	7 9%	8 8%	28 10%	35 11%	11 7%	- -	133 9%	8 14%	58 11%	24 10%	81 10%	39 7%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 156
Which of the following ITV regions do you live in?
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
UTV	64 3%b	61 3%b	2 1%	39 3%	6 10%Tcefhj	3 2%	7 2%	13 5%	4 2%	- -	24 4%	3 3%	4 2%	9 3%	4 1%	16 5%n	15 6%Tns	6 6%n	1 1%	* *	5 2%	11 3%	5 3%	1 4%	45 3%	1 2%	18 3%	11 5%B	16 2%	30 5%TB

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

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 157
Which of the following ITV regions do you live in?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Anglia	210	111	47	14	147	100	47	12	13	103	77	26	69	34	176	74	67
	10%g	10%	9%	9%	11%g	10%g	12%g	5%	11%g	8%	9%	6%	12%ik	11%	10%	8%	12%o
Border	17	11	1	-	9	6	3	2	1	8	3	5	4	-	17	6	4
	1%	1%	*	-	1%	1%	1%	1%	1%	1%	*	1%	1%	-	1%	1%	1%
Central	284	142	65	24	181	136	44	33	18	162	114	48	69	37	247	146	58
	13%	13%	12%	15%	13%	14%	11%	12%	15%	13%	14%	12%	12%	12%	14%	15%p	10%
Granada	202	94	49	18	127	93	35	23	11	117	79	38	44	22	181	84	54
	10%	9%	9%	11%	9%	9%	9%	9%	10%	10%	10%	10%	8%	7%	10%	9%	9%
London	387	205	99	27	257	174	83	56	18	233	152	81	98	59	328	192	111
	18%	19%	19%	17%	19%	18%	20%	21%	15%	19%	19%	21%	18%	19%	18%	20%	19%
Meridian	215	119	56	13	152	106	46	23	12	131	85	46	57	37	179	101	59
	10%	11%	11%	8%	11%	11%	11%	9%	11%	11%	10%	12%	10%	11%	10%	10%	10%
STV	162	84	44	9	108	81	26	19	10	87	55	32	50	29	132	84	43
	8%	8%	8%	6%	8%	8%	6%	7%	9%	7%	7%	8%	9%	9%	7%	9%	8%
Tyne Tees	85	36	27	3	51	42	10	13	3	45	33	13	21	11	74	31	31
	4%	3%	5%	2%	4%	4%	2%	5%	2%	4%	4%	3%	4%	3%	4%	3%	5%o
Wales	98	47	31	13	70	55	15	15	6	65	41	24	26	21	77	53	28
	5%	4%	6%	8%	5%	6%	4%	6%	5%	5%	5%	6%	5%	6%	4%	5%	5%
West	82	40	19	9	52	27	25	12	4	49	35	14	19	16	66	38	19
	4%	4%	4%	6%	4%	3%	6%de	5%	3%	4%	4%	3%	3%	5%	4%	4%	3%
Westcountry	112	65	24	8	68	47	21	20	9	63	45	18	34	14	98	50	31
	5%	6%	5%	5%	5%	5%	5%	7%	8%	5%	5%	5%	6%	4%	5%	5%	5%
Yorkshire	200	103	44	13	123	79	44	27	9	110	66	44	50	27	173	77	52
	9%	9%	8%	8%	9%	8%	11%	10%	8%	9%	8%	11%	9%	8%	10%	8%	9%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 157
Which of the following ITV regions do you live in?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
UTV	64 3%	26 2%	24 5%a	8 5%	45 3%	39 4%f	6 1%	12 4%f	2 2%	40 3%	32 4%	8 2%	19 3%	13 4%	51 3%	42 4%	17 3%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 158
Marital Status
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region											
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scot-land (v)	Wales (w)	North-ern Ire-land (x)	Scot-land (y)	North East (z)	North West (A)	York-shire & Humb-erside (B)	West Mid-lands (C)	East Mid-lands (D)	Wales (E)	East-ern (F)	London (G)	South East (H)	South West (I)	North-ern Ire-land (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Single	625 29%ghi lotxHI J	322 31%	297 28%	226 77%Tde fghijk l	130 37%Tef ghikl	88 27%ghi l	92 25%hil	58 19%hil	25 8%	6 4%	355 55%Tde fghikl	180 26%ghi l	89 11%i	175 30%o	196 33%or	80 19%	173 34%or	371 32%or	253 27%o	537 31%t	88 22%	536 30%x	48 27%x	32 32%x	8 12%	48 27%J	24 28%J	83 36%HIJ	53 31%J	59 32%HIJ	43 29%J	32 32%J	59 30%J	112 40%TyD FHIJ	66 23%	38 21%	8 12%
NET: Married/ Civil partnership/ co habiting	1218 57%cjp	619 60%b	597 55%	59 20%	209 59%cj	221 67%Tcj	232 64%Tcj	194 63%cj	208 66%Tcj	95 60%cj	268 42%c	453 65%Tcj	498 64%Tcj	357 62%np	318 53%p	307 71%Tmn pqr	238 46%	674 57%p	544 58%p	961 56%	258 64%Ts	1016 57%	95 54%	59 59%	48 76%Tuv w	95 54%	48 57%	122 52%	92 53%	108 58%	89 59%	59 59%	114 57%	145 52%	180 62%AG	118 65%yAG	48 76%TyzABCDEFGH
Married	905 43%cdj np	472 46%b	430 40%	33 11%	110 31%cj	151 46%cdj	174 48%cdj	159 52%Tcd j	184 58%Tcd efjk	93 59%Tcd efjk	142 22%c	326 47%cdj	437 56%Tcd efjk	281 49%Tnp qr	219 37%	232 54%Tnp qr	173 34%	500 43%np	405 43%np	703 41%	202 50%Ts	752 42%	75 43%	41 41%	37 58%Tuv w	75 43%	36 42%	86 37%	67 39%	88 47%	57 37%	41 41%	82 41%	111 40%	139 48%A	87 48%A	37 58%TyABDEFG
Civil Partnership	35 2%	22 2%	13 1%	7 2%	12 3%hil	7 2%	4 1%	4 1%	2 1%	- -	18 3%hil	11 2%	6 1%	6 1%	9 2%	9 2%	11 2%	15 1%	20 2%	31 2%	4 1%	29 2%	4 2%	2 2%	- -	4 2%	3 3%I	8 3%GI	2 1%	2 1%	3 2%	2 2%	6 3%I	2 1%	3 1%	- -	- -
Co Habiting	279 13%chi l	124 12%	155 14%	20 7%i	88 25%Tcf ghijkl	62 19%Tcg hil	53 15%chi l	31 10%i	22 7%i	2 2%	108 17%Tcg hil	116 17%Tcgh il	55 7%i	70 12%	90 15%p	66 15%p	53 10%	160 14%	119 13%	226 13%	52 13%	235 13%	15 9%	17 17%	11 18%	15 9%	9 11%	28 12%	23 14%	18 10%	29 19%yCG	17 17%	27 13%	32 11%	38 13%	30 17%y	11 18%
NET: Widowed/ separated/ divorced	264 12%acde jkmG	83 8%	181 17%Ta	1 *	13 4%c	18 6%cj	40 11%cde j	51 17%cde fjk	83 26%Tcd efgjk	57 36%Tcde fghjkl	14 2%	58 8%cdj	191 25%Tcde fgjk	42 7%	79 13%m	40 9%	102 20%Tmn oqr	121 10%	142 15%moq	210 12%	53 13%	214 12%	34 19%Tuw	8 8%	7 12%	34 19%TAC EG	13 15%	24 10%	27 16%G	17 9%	19 13%	8 8%	24 12%	22 8%	43 15%G	24 13%	7 12%
Widowed	85 4%cdej k	27 3%	59 5%a	- -	1 *	- -	7 2%cej	16 5%cde fjk	31 10%Tcd efgjk	30 19%Tcde fghjkl	1 *	7 1%	77 10%Tcde fgjk	14 2%	29 5%mo	10 2%	32 6%Tmoq	43 4%	42 4%	67 4%	18 5%	64 4%	11 6%	6 6%	5 8%	11 6%AB	9 11%TABC DGI	4 2%	2 1%	4 2%	4 3%	6 6%	10 5%	8 3%	14 5%	7 4%	5 8%AB
Separated	31 1%m	12 1%	20 2%	- -	9 3%c	9 3%c	3 1%	5 1%	3 1%	2 1%	9 1%	12 2%c	10 1%	2 *	11 2%m	2 1%	16 3%Tmoq	13 1%	18 2%m	24 1%	7 2%	26 1%	4 2%	1 1%	1 2%	4 2%	- -	4 2%	9 5%TFGH I	3 2%	2 1%	1 1%	2 1%	1 1%	4 1%	* *	1 2%
Divorced	147 7%acde j	45 4%	102 9%Ta	1 *	2 1%	9 3%j	30 8%cde j	31 10%cde jk	48 15%Tcd efjk	25 16%Tcde fjk	4 1%	39 6%cdj	105 13%Tcde fjk	26 5%	39 6%	28 7%	54 10%Tmnq	65 6%	82 9%mq	119 7%	28 7%	124 7%	20 11%wx	2 2%	1 2%	20 11%CEGJ	4 5%	16 7%	17 10%E	9 5%	14 9%E	2 2%	12 6%	12 4%	24 8%E	16 9%E	1 2%
Prefer not to answer	13 1%	7 1%	6 1%	6 2%Tfhk l	2 1%	1 *	1 *	2 1%	- -	- -	8 1%l	2 *	2 *	2 *	5 1%	3 1%	3 1%	7 1%	5 1%	11 1%	2 *	11 1%	- -	1 1%	- -	- -	- -	4 2%	- -	2 1%	- -	1 1%	1 1%	1 *	2 1%	1 1%	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 159
Marital Status
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Single	625 29%defghjopB	488 27%	122 48%Ta	525 36%Tdefghj	5 8%	7 4%	36 13%e	49 18%e	29 16%e	5 49%	94 14%e	50 48%Tlmnopqs	54 31%op	91 30%op	92 28%op	58 17%	48 19%	35 32%op	38 47%Tlmnops	22 23%	135 48%TuvTxz	89 27%	47 30%	7 30%	421 28%	21 37%	182 33%	86 34%B	190 24%	152 27%
NET: Married/ Civil partnership/ co habiting	1218 57%bcklmrtuvztunzA	1091 59%b	118 46%	710 49%	59 89%Tcgh	151 95%Tcfghj	228 82%Tcgh	195 73%Tc	123 69%Tc	4 37%	505 78%Tch	26 25%	66 38%k	141 47%k	205 63%klmr	256 76%Tklmnrs	193 78%Tklmnqrs	74 66%klmr	32 39%	57 61%klmr	109 39%	163 50%t	74 47%	14 60%	922 61%TtuvTz	29 50%	268 49%t	125 50%	470 60%A	367 66%TAB
Married	905 43%bcklztztzA	805 44%b	90 35%	535 37%	39 58%Tc	106 66%Tch	172 62%Tc	148 56%Tc	95 53%Tc	3 27%	367 57%Tc	13 13%	47 27%k	114 38%kl	156 48%klmr	191 57%Tklmnr	129 52%Tklmr	54 48%kl	26 32%k	49 54%klmr	65 23%	137 41%t	61 39%t	9 39%	684 45%tz	25 43%t	196 35%t	89 36%	366 47%A	249 45%A
Civil Partnership	35 2%	32 2%	3 1%	14 1%	4 5%Tc	9 5%Tc	6 2%	6 2%	4 2%	- -	21 3%Tc	3 2%	6 4%o	3 1%	7 2%	2 1%	2 1%	1 1%	- -	- -	6 2%	6 2%	3 2%	3 14%	19 1%	- -	16 3%x	6 2%	12 2%	5 1%
Co Habiting	279 13%muvuv	253 14%	26 10%	161 11%	17 25%Tc	37 23%Tch	49 18%c	41 15%	24 13%	1 11%	116 18%Tc	10 10%	13 7%	24 8%	42 13%	63 19%Tklmrs	62 25%Tklmnrs	19 17%lm	6 7%	7 8%	38 14%u	21 6%	11 7%	2 7%	219 14%uvz	4 7%	56 10%	31 12%	91 12%	113 20%TAB
NET: Widowed/ separated/ divorced	264 12%bdefjnopqC	251 14%b	12 5%	217 15%defgj	1 2%	2 1%	12 4%	21 8%e	26 15%defj	- -	47 7%e	28 27%Tnopqrs	54 31%Tmnopqrs	66 22%Tnopqrs	27 8%pq	21 6%	8 3%	1 1%	6 7%	9 10%pq	37 13%	77 23%TtTxy	35 22%TtTxy	2 10%	158 10%	4 8%	101 18%TTx	39 16%C	126 16%TC	39 7%
Widowed	85 4%befjo	84 5%b	1 1%	80 5%efgj	- -	- -	- -	4 1%	4 2%f	- -	6 1%	11 11%Tnopq	21 12%Tmnopqrs	18 6%op	8 3%	5 2%	3 1%	1 1%	2 2%	3 3%	6 2%	27 8%TtTx	13 9%TtTx	2 7%	49 3%	2 4%	34 6%TtTx	14 5%	40 5%	15 3%
Separated	31 1%	29 2%	2 1%	17 1%	1 2%	2 1%	4 1%	9 3%c	6 3%	- -	14 2%	3 3%p	3 1%	12 4%Tnop	4 1%	3 1%	1 *	- -	- -	1 1%	7 3%	9 3%	5 3%	- -	21 1%	- -	10 2%	6 2%C	17 2%C	3 1%
Divorced	147 7%bdefjopqC	139 8%b	8 3%	120 8%defgj	- -	- -	8 3%	9 3%e	16 9%defgj	- -	27 4%e	14 13%Tnopq	31 18%Tnopqrs	36 12%Tnopq	15 5%q	12 4%	4 1%	- -	4 5%	6 6%pq	23 8%	41 12%TTx	17 11%x	1 4%	88 6%	2 4%	56 10%TTx	20 8%C	70 9%C	21 4%
Prefer not to answer	13 1%	9 *	3 1%	9 1%	1 1%	- -	1 *	1 *	1 *	1 14%	2 *	- -	- -	1 *	- -	- -	- -	1 1%	6 7%Tklmnop	5 5%Tklmnop	- -	1 *	1 1%	- -	8 1%	3 5%TtuTxz	2 *	- -	1 *	1 *

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

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 160
Marital Status
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Single	625 29%ej	305 28%	147 28%	37 23%	391 28%	251 26%	140 34%deg	70 26%	27 24%	324 27%	206 25%	118 30%	164 29%	91 29%	533 30%	278 28%	150 26%
NET: Married/ Civil partnership/ co habiting	1218 57%	626 58%	321 60%	104 65%	817 59%	589 60%	228 56%	167 63%	66 57%	735 61%	510 62%TI	225 57%	315 57%	195 61%	1023 57%	581 59%	329 57%
Married	905 43%	464 43%	237 45%	79 49%	604 43%	434 44%	171 42%	130 49%	46 40%	560 46%l	388 47%TI	172 44%	220 39%	151 47%	753 42%	432 44%	234 41%
Civil Partnership	35 2%	10 1%	13 2%a	- -	20 1%	14 1%	6 2%	1 *	2 2%	13 1%	7 1%	6 2%	10 2%	3 1%	32 2%	11 1%	11 2%
Co Habiting	279 13%	152 14%	70 13%	25 16%	193 14%	142 14%	51 13%	36 14%	18 15%	161 13%	116 14%	46 12%	86 15%	41 13%	237 13%	137 14%	84 15%
NET: Widowed/ separated/ divorced	264 12%f	142 13%	61 12%	17 10%	171 12%	137 14%f	34 9%	29 11%	19 17%f	148 12%	97 12%	51 13%	72 13%	32 10%	231 13%	116 12%	88 15%
Widowed	85 4%	43 4%	26 5%	5 3%	55 4%	46 5%	9 2%	10 4%	8 7%f	42 3%	26 3%	16 4%	31 6%	10 3%	75 4%	44 5%	25 4%
Separated	31 1%	17 2%	5 1%	4 2%	18 1%	12 1%	6 1%	6 2%	3 2%	18 1%	13 2%	5 1%	9 2%	2 1%	29 2%	14 1%	9 2%
Divorced	147 7%	83 8%	30 6%	8 5%	99 7%	79 8%	20 5%	13 5%	9 8%	88 7%	58 7%	31 8%	32 6%	19 6%	128 7%	57 6%	55 10%o
Prefer not to answer	13 1%	9 1%	1 *	2 1%	10 1%	7 1%	3 1%	- -	2 2%g	6 *	5 1%	1 *	7 1%	1 *	12 1%	4 *	7 1%

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 161
Which of the following cities do you live in, or nearest to?
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region									
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Glasgow	85 4%uABCDFGHI	52 5%b	33 3%	10 3%	7 2%	12 4%	25 7%Tdj	10 3%	15 5%	6 4%	17 3%	37 5%dj	31 4%	19 3%	28 5%	10 2%	27 5%o	47 4%	38 4%	64 4%	20 5%	- -	85 48%Tuwx	- -	- -	85 48%TzABCDEFGHIJ	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Edinburgh	74 3%uABCDFGHI	38 4%	36 3%	12 4%	12 3%	12 4%	14 4%	7 2%	11 4%	7 4%	24 4%	25 4%	25 3%	23 4%	21 3%	9 2%	22 4%	43 4%	31 3%	61 4%	13 3%	- -	74 42%Tuwx	- -	- -	74 42%TzABCDEFGHIJ	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Newcastle	88 4%vyCDFGHI	38 4%	50 5%	6 2%	16 4%	12 4%	15 4%	17 5%	15 5%	7 5%	22 3%	27 4%	39 5%	21 4%	26 4%	11 2%	30 6%o	47 4%	41 4%	73 4%	15 4%	88 5%vw	- -	- -	- -	- -	83 98%TyABCDEFGHIJ	3 1%	2 1%	- -	- -	- -	- -	- -	- -	- -	- -
Leeds	89 4%vyACDFGHI	45 4%	44 4%	18 6%k	17 5%	10 3%	11 3%	15 5%	15 5%	3 2%	35 5%k	21 3%	33 4%	20 3%	22 4%	21 5%	26 5%	42 4%	47 5%	70 4%	19 5%	89 5%vw	- -	- -	- -	- -	1 1%	1 1%	86 50%TyzACDEFGHIJ	- -	- -	- -	1 1%	- -	- -	- -	- -
Hull	41 2%GH	22 2%	17 2%	4 1%	10 3%	4 1%	4 1%	7 2%	6 2%	5 3%	14 2%	9 1%	18 2%	14 2%	8 1%	10 2%	9 2%	22 2%	18 2%	31 2%	9 2%	41 2%	- -	- -	- -	- -	1 1%	- -	38 22%TyzACDEFGHIJ	- -	2 1%	- -	- -	- -	- -	- -	- -
Sheffield	54 3%ACFGHI	23 2%	31 3%	8 3%	4 1%	12 4%	10 3%	5 2%	8 3%	6 4%	12 2%	22 3%	20 3%	7 1%	22 4%m	6 1%	18 4%m	29 3%	24 3%	42 2%	12 3%	54 3%v	- -	- -	- -	- -	- -	- -	33 19%TyzACEFGHIJ	- -	21 14%TyzACEFGHIJ	- -	- -	- -	- -	- -	- -
Manchester	170 8%hlvwxyzCDEFGHIJ	81 8%	89 8%	38 13%Tfghikl	40 11%hl	25 8%	27 7%	20 6%	12 4%	9 6%	77 12%Tfghikl	52 7%h	41 5%	59 10%n	34 6%	39 9%	38 7%	93 8%	78 8%	148 9%	23 6%	169 10%vwx	- -	1 1%	- -	- -	- -	156 67%TyzBCDEFGHIJ	6 3%yFGHI	7 4%yDFGHI	- -	1 1%	- -	1 *	- -	- -	- -
Liverpool	83 4%vyBCDFGHI	45 4%	38 4%	12 4%	12 3%	13 4%	14 4%	12 4%	12 4%	9 5%	24 4%	27 4%	33 4%	15 3%	22 4%	21 5%	24 5%	38 3%	45 5%	68 4%	16 4%	69 4%v	- -	14 14%Tuvx	- -	- -	- -	67 29%TyzBCDEFGHIJ	- -	1 1%	- -	14 14%TyzBCDFGHIJ	- -	- -	- -	* *	- -
Nottingham	103 5%mvwyzACEGHI	47 5%	56 5%	12 4%	20 6%	19 6%	15 4%	12 4%	11 3%	13 8%h	32 5%	34 5%	36 5%	12 2%	39 7%m	23 5%m	29 6%m	51 4%m	52 5%m	82 5%	20 5%	103 6%vw	- -	- -	- -	- -	- -	- -	2 1%	2 1%	93 61%TyzABCEFGHIJ	- -	6 3%yAGHI	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Prepared by Yonder

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 161
Which of the following cities do you live in, or nearest to?
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (v)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Birmingham	175 8%vxyz ABDFGH IJ	89 9%	83 8%	28 10%	42 12%Tfhi kl	27 8%	22 6%	28 9%	18 6%	8 5%	70 11%fhik l	50 7%	55 7%	52 9%	54 9%	35 8%	33 6%	106 9%	68 7%	146 8%	29 7%	171 10%vx	- -	3 3%v	- -	- -	- -	- -	1 *	164 88%TyzA BDEFGHI J	4 3%AGH	3 3%yAGH	1 *	- -	- -	2 1%	- -
Norwich	72 3%vyAB CDGHI	40 4%	32 3%	8 3%	12 3%	14 4%	13 4%	12 4%	10 3%	4 2%	20 3%	27 4%	25 3%	14 2%	14 2%	23 5%mnq	22 4%	28 2%	44 5%nq	50 3%	22 5%s	72 4%v	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	70 35%TyzA BCDEGHI J	- -	3 1%	- -	- -
Milton Keynes	57 3%vyAC GI	24 2%	34 3%	5 2%	9 2%	10 3%	13 4%	9 3%	8 3%	4 2%	14 2%	23 3%	21 3%	16 3%	20 3%	10 2%	12 2%	36 3%	22 2%	40 2%	17 4%	57 3%v	- -	- -	- -	- -	- -	- -	1 *	- -	20 13%TyzA BCEGHIJ	- -	31 16%TyzA BCEGHIJ	- -	6 2%G	- -	- -
Brighton	53 3%kACF GI	24 2%	29 3%	8 3%	10 3%	5 1%	3 1%	12 4%fk	11 3%fk	5 3%	18 3%	8 1%	28 4%fk	9 2%	18 3%	17 4%m	9 2%	27 2%	26 3%	39 2%	14 3%	53 3%v	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	53 18%TyzA BCDEFGI J	- -	- -
Oxford	28 1%	10 1%	18 2%	3 1%	3 1%	5 1%	5 1%	4 1%	6 2%	2 1%	5 1%	10 1%	13 2%	10 2%	8 1%	5 1%	5 1%	18 2%	10 1%	23 1%	5 1%	28 2%	- -	- -	- -	- -	- -	- -	- -	- -	1 *	- -	1 1%	- -	24 8%TyzA BCDEFG IJ	2 1%	- -
London	474 22%tvw xyzABC DEIJ	226 22%	248 23%	79 27%hl	79 22%	74 23%	90 25%h	62 20%	56 18%	34 22%	158 24%hl	164 24%	152 20%	147 26%pr	135 23%	94 22%	98 19%	282 24%p	192 20%	435 25%t	38 10%	473 27%Tvwx	* *	- -	- -	* *	- -	- -	- -	- -	1 1%	- -	70 35%Ty zABCD EIJ	278 100%Tyz ABCDEFH IJ	124 43%TyzA BCDEIJ	1 *	- -
Southampton	79 4%vyAB CDFG	44 4%	35 3%	6 2%	10 3%	16 5%	16 4%	13 4%	14 4%	4 3%	16 3%	32 5%	31 4%	22 4%	26 4%	12 3%	20 4%	48 4%	32 3%	65 4%	14 3%	79 4%v	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	60 21%Tyz ABCDEF GIJ	19 11%TyzA BCDEFGJ	- -
Bristol	99 5%vyAB CDFGH	43 4%	56 5%	10 3%	18 5%	12 4%	18 5%	13 4%	21 7%	7 4%	28 4%	31 4%	40 5%	30 5%	30 5%	18 4%	21 4%	60 5%	39 4%	78 5%	21 5%	97 5%v	- -	2 2%	- -	- -	- -	- -	- -	- -	- -	2 2%GH	- -	- -	- -	97 53%TyzA BCDEFGH J	- -
Plymouth	51 2%ACFG H	21 2%	30 3%	3 1%	7 2%	4 1%	8 2%	12 4%	10 3%	7 4%	10 2%	12 2%	28 4%j	7 1%	17 3%	15 4%m	11 2%	25 2%	26 3%	39 2%	12 3%	51 3%v	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	51 28%TyzA BCDEFGH J	- -
Cardiff	71 3%uvyA BCDFGH I	46 4%b	24 2%	11 4%	14 4%	15 5%	10 3%	6 2%	12 4%	4 2%	24 4%	25 4%	22 3%	18 3%	17 3%	16 4%	20 4%	36 3%	36 4%	54 3%	18 4%	- -	- -	71 71%Tuvx	- -	- -	- -	- -	- -	- -	- -	71 71%TyzA BCDFGHI J	- -	- -	- -	- -	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 161
Which of the following cities do you live in, or nearest to?
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Belfast	64 3%cjuvyACFGHI	34 3%	30 3%	- -	9 2%c	15 5%cj	18 5%cij	12 4%cj	8 3%c	1 1%	9 1%	33 5%cij	22 3%c	31 5%Tnopr	9 2%	10 2%	12 2%	41 3%n	23 2%	49 3%	15 4%	- -	- -	- -	64 100%Tuvw	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	64 100%TyzABCDEFGHI
None of these	109 5%djszG	40 4%	68 6%a	13 4%d	4 1%	13 4%d	13 4%d	17 6%dj	36 11%Tcdefgjk	13 8%dfjk	17 3%	26 4%d	66 9%Tcdefjk	29 5%	28 5%	25 6%	28 5%	57 5%	52 6%	60 3%	49 12%Ts	83 5%	17 10%Tux	9 9%x	- -	17 10%TzABGJ	- -	7 3%G	5 3%G	11 6%zG	11 7%zG	9 9%zAGJ	19 10%TzABGJ	- -	21 7%zGJ	9 5%zG	- -

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 162
Which of the following cities do you live in, or nearest to?
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Glasgow	85 4%	78 4%	7 3%	57 4%	2 4%	2 1%	15 5%	9 3%	6 4%	- -	27 4%	2 2%	11 6%	11 4%	20 6%p	11 3%	6 2%	3 3%	4 4%	2 2%	13 5%	20 6%	8 5%	- -	54 4%	- -	31 6%	8 3%	37 5%	19 3%
Edinburgh	74 3%	68 4%	6 3%	55 4%	5 7%	3 2%	7 3%	5 2%	3 2%	- -	19 3%	7 7%p	7 4%	13 4%	11 3%	12 3%	4 2%	3 3%	1 1%	4 5%	18 7%TTx	17 5%	12 8%TTx	5 22%	47 3%	2 3%	25 5%	10 4%	36 5%C	11 2%
Newcastle	88 4%	82 4%	6 2%	68 5%	1 1%	3 2%	7 2%	11 4%	6 3%	1 9%	19 3%	4 4%	12 7%	11 4%	10 3%	13 4%	9 4%	3 2%	4 4%	3 3%	9 3%	16 5%	5 3%	- -	66 4%	1 1%	22 4%	8 3%	32 4%	21 4%
Leeds	89 4%	75 4%	14 6%	52 4%	6 9%c	11 7%	13 5%	9 3%	19 11%Tcfgj	- -	37 6%c	3 3%	10 6%	14 5%	9 3%	11 3%	7 3%	5 5%	5 6%	8 8%nop	13 5%	13 4%	2 2%	- -	60 4%	5 9%v	23 4%	10 4%	29 4%	20 3%
Hull	41 2%	39 2%	1 1%	28 2%	4 6%Tcfh	6 3%h	3 1%	7 3%	- -	- -	13 2%	2 2%	5 3%	6 2%	6 2%	11 3%	3 1%	- -	- -	- -	4 2%	11 3%	3 2%	- -	27 2%	1 1%	13 2%	6 2%	22 3%C	6 1%
Sheffield	54 3%b	54 3%b	- -	43 3%	- -	1 1%	5 2%	7 3%	6 3%	- -	10 2%	2 2%	2 1%	6 2%	8 3%	15 5%p	2 1%	1 1%	3 3%	1 1%	8 3%	13 4%	4 3%	- -	35 2%	2 4%	16 3%	5 2%	17 2%	15 3%
Manchester	170 8%	132 7%	34 13%Ta	114 8%	9 14%	19 12%	26 10%	21 8%	14 8%	3 32%	53 8%	13 12%pqs	14 8%	27 9%q	34 10%q	23 7%	14 5%	3 2%	9 11%q	3 3%	32 12%u	20 6%	11 7%	- -	120 8%	6 11%	44 8%	32 13%TBC	62 8%	32 6%
Liverpool	83 4%o	78 4%	5 2%	57 4%	2 3%	6 4%	6 2%	11 4%	8 5%	1 7%	25 4%	3 3%	3 2%	15 5%o	17 5%o	5 2%	10 4%	3 2%	3 3%	5 5%	12 4%	20 6%	7 4%	3 14%	56 4%	- -	27 5%	8 3%	31 4%	16 3%
Nottingham	103 5%	95 5%	8 3%	72 5%	- -	7 4%	12 4%	11 4%	10 6%	- -	30 5%	3 3%	12 7%	27 9%Tnoq	11 4%	12 3%	12 5%	2 2%	1 2%	5 6%	16 6%	16 5%	13 8%	- -	72 5%	2 3%	29 5%	13 5%	44 6%	23 4%
Birmingham	175 8%	148 8%	25 10%	104 7%	8 12%	16 10%	28 10%	29 11%	17 9%	1 11%	69 11%c	11 11%	13 8%	22 7%	30 9%	22 7%	20 8%	14 13%	4 5%	10 11%	21 7%	22 7%	17 11%	2 8%	127 8%	5 8%	43 8%	25 10%	64 8%	43 8%
Norwich	72 3%	69 4%b	2 1%	44 3%	- -	7 4%	16 6%c	17 6%Tc	6 3%	- -	28 4%	6 6%	5 3%	8 3%	14 4%	14 4%	8 3%	1 1%	- -	4 5%	11 4%	8 2%	4 2%	- -	52 3%	2 4%	18 3%	11 4%	32 4%	13 2%
Milton Keynes	57 3%A	54 3%	3 1%	40 3%	1 1%	6 4%	8 3%	5 2%	3 2%	- -	18 3%	- -	7 4%	7 2%	3 1%	10 3%	12 5%kn	3 2%	2 3%	2 2%	5 2%	5 1%	5 3%	- -	45 3%	- -	12 2%	1 *	21 3%	18 3%A
Brighton	53 3%	50 3%	3 1%	43 3%	- -	6 4%	6 2%	2 1%	1 1%	- -	10 2%	3 3%	4 2%	7 2%	9 3%	8 2%	8 3%	1 1%	3 3%	1 1%	7 3%	9 3%	4 3%	- -	36 2%	2 3%	15 3%	4 2%	18 2%	18 3%

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

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 162
Which of the following cities do you live in, or nearest to?
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Oxford	28 1%	25 1%	3 1%	19 1%	1 2%	3 2%	5 2%	3 1%	4 2%	1 12%	8 1%	1 1%	1 *	3 1%	3 1%	4 1%	5 2%	1 1%	- -	- -	4 1%	6 2%	3 2%	1 3%	17 1%	1 1%	10 2%	4 1%	7 1%	9 2%
London	474 22%azz	348 19%	117 46%Ta	336 23%	10 15%	32 20%	68 24%	56 21%	40 22%	3 29%	135 21%	19 18%	32 18%	53 18%	66 20%	82 25%	57 23%	44 39%Tklm nop	29 35%Tklm n	25 27%	48 17%	58 18%	26 17%	5 22%	360 24%tuz	15 26%	99 18%	49 20%	156 20%	147 26%B
Southampton	79 4%b	77 4%b	2 1%	52 4%	2 2%	10 6%	13 5%	10 4%	11 6%	- -	27 4%	2 2%	4 2%	17 6%	15 5%	11 3%	10 4%	3 3%	5 6%	4 5%	9 3%	10 3%	3 2%	2 9%	61 4%	1 2%	18 3%	8 3%	36 5%	18 3%
Bristol	99 5%	90 5%	8 3%	68 5%	7 10%	5 3%	11 4%	13 5%	8 4%	- -	31 5%	5 5%	9 5%	10 3%	18 6%	17 5%	8 3%	10 9%mp	1 1%	8 9%mp	15 5%	18 6%	6 4%	- -	68 5%	2 3%	29 5%	12 5%	35 5%	29 5%
Plymouth	51 2%	49 3%b	1 *	34 2%	- -	3 2%	8 3%	7 3%	4 2%	- -	17 3%	2 2%	6 3%	6 2%	8 3%	12 4%	3 1%	3 3%	1 1%	2 2%	9 3%	7 2%	1 1%	1 4%	35 2%	1 1%	16 3%	7 3%	19 2%	14 2%
Cardiff	71 3%	63 3%	6 2%	42 3%	3 4%	7 5%	11 4%	10 4%	5 3%	- -	29 4%	3 3%	1 1%	12 4%l	13 4%l	13 4%	19 7%Tlq	1 1%	3 4%	2 2%	7 2%	11 3%	4 2%	- -	52 3%	3 4%	17 3%	9 4%	24 3%	28 5%
Belfast	64 3%b	61 3%b	2 1%	39 3%	6 10%Tcefh j	3 2%	7 2%	13 5%	4 2%	- -	24 4%	3 3%	4 2%	9 3%	4 1%	16 5%n	15 6%Tns	6 6%n	1 1%	* *	5 2%	11 3%	5 3%	1 4%	45 3%	1 2%	18 3%	11 5%B	16 2%	30 5%TB
None of these	109 5%bfj	105 6%b	- -	93 6%fj	- -	4 3%	4 1%	10 4%	4 2%	- -	16 3%	7 7%	13 7%	17 6%	15 5%	13 4%	18 7%	2 2%	5 6%	3 3%	12 4%	20 6%	14 9%	4 15%	74 5%	7 13%TtTx	28 5%	9 4%	47 6%	29 5%

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

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 163
Which of the following cities do you live in, or nearest to?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Glasgow	85 4%	40 4%	26 5%	3 2%	56 4%	38 4%	18 4%	6 2%	8 7%g	48 4%	28 3%	20 5%	21 4%	12 4%	73 4%	39 4%	27 5%
Edinburgh	74 3%	41 4%	15 3%	6 4%	49 4%	39 4%	10 2%	10 4%	3 3%	39 3%	27 3%	12 3%	23 4%	16 5%	59 3%	40 4%	17 3%
Newcastle	88 4%	38 3%	28 5%	3 2%	54 4%	43 4%	11 3%	11 4%	4 3%	47 4%	33 4%	14 3%	21 4%	11 3%	77 4%	32 3%	32 6%
Leeds	89 4%	43 4%	20 4%	9 5%	60 4%	42 4%	17 4%	7 3%	5 4%	50 4%	35 4%	15 4%	22 4%	15 5%	74 4%	36 4%	24 4%
Hull	41 2%j	23 2%	9 2%	2 1%	21 2%	13 1%	8 2%	10 4%de	3 2%	23 2%	6 1%	17 4%Tij	11 2%	6 2%	35 2%	13 1%	12 2%
Sheffield	54 3%	26 2%	12 2%	2 2%	32 2%	24 2%	8 2%	6 2%	2 2%	23 2%	15 2%	8 2%	18 3%	5 2%	49 3%	22 2%	13 2%
Manchester	170 8%m	81 8%	43 8%	15 9%	107 8%	69 7%	37 9%	22 8%	10 9%	98 8%	66 8%	32 8%	42 7%	10 3%	160 9%m	71 7%	47 8%
Liverpool	83 4%	39 4%	17 3%	7 4%	51 4%	37 4%	14 3%	7 3%	5 4%	43 4%	30 4%	13 3%	20 4%	13 4%	70 4%	36 4%	18 3%
Nottingham	103 5%	55 5%	27 5%	5 3%	74 5%	51 5%	23 6%	7 3%	6 5%	55 5%	37 5%	18 5%	31 6%	17 5%	85 5%	52 5%	24 4%
Birmingham	175 8%	84 8%	45 9%	17 11%	108 8%	83 8%	25 6%	27 10%	11 10%	114 9%l	79 10%l	34 9%	33 6%	25 8%	150 8%	99 10%p	33 6%
Norwich	72 3%	37 3%	19 4%	5 3%	52 4%	32 3%	19 5%g	4 1%	5 4%	34 3%	24 3%	10 3%	26 5%	11 3%	62 3%	27 3%	24 4%
Milton Keynes	57 3%	27 2%	13 3%	5 3%	39 3%	29 3%	10 2%	6 2%	* *	30 2%	25 3%	5 1%	15 3%	13 4%	44 2%	19 2%	14 2%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 163
Which of the following cities do you live in, or nearest to?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Brighton	53 3%	29 3%	11 2%	3 2%	33 2%	25 3%	7 2%	8 3%	2 2%	34 3%	27 3%	7 2%	9 2%	13 4%	40 2%	21 2%	15 3%
Oxford	28 1%	14 1%	4 1%	* *	13 1%	8 1%	5 1%	2 1%	3 3%	14 1%	6 1%	9 2%j	5 1%	4 1%	24 1%	8 1%	10 2%
London	474 22%	249 23%	120 23%	36 22%	321 23%	225 23%	96 24%	63 24%	22 19%	286 24%	194 24%	93 23%	119 21%	69 22%	405 22%	232 24%	135 24%
Southampton	79 4%	42 4%	26 5%	4 3%	62 4%	45 5%	18 4%	8 3%	2 2%	47 4%	31 4%	16 4%	25 5%	12 4%	67 4%	42 4%	19 3%
Bristol	99 5%	54 5%	19 4%	12 8%	61 4%	43 4%	18 4%	16 6%	9 8%	57 5%	42 5%	15 4%	28 5%	18 6%	81 5%	46 5%	25 4%
Plymouth	51 2%	30 3%	9 2%	3 2%	30 2%	16 2%	13 3%	9 3%	4 4%	30 2%	18 2%	12 3%	13 2%	8 3%	43 2%	23 2%	14 2%
Cardiff	71 3%	35 3%	22 4%	10 6%	50 4%	39 4%	10 3%	14 5%	3 3%	50 4%	30 4%	21 5%	16 3%	17 5%n	54 3%	37 4%	20 4%
Belfast	64 3%	26 2%	24 5%a	8 5%	45 3%	39 4%f	6 1%	12 4%f	2 2%	40 3%	32 4%	8 2%	19 3%	13 4%	51 3%	42 4%	17 3%
None of these	109 5%	68 6%	21 4%	4 2%	75 5%	45 5%	31 8%e	12 4%	6 5%	50 4%	32 4%	18 5%	42 8%Tij	12 4%	97 5%	42 4%	35 6%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 164

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Total (T)	Gender: Male (a)	Gender: Female (b)	Age: 16-24 (c)	Age: 25-34 (d)	Age: 35-44 (e)	Age: 45-54 (f)	Age: 55-64 (g)	Age: 65-74 (h)	Age: 75+ (i)	Age: NET: 16-34 (j)	Age: NET: 35-54 (k)	Age: NET: 55+ (l)	Social Grade: AB (m)	Social Grade: C1 (n)	Social Grade: C2 (o)	Social Grade: DE (p)	Social Grade: ABC1 (q)	Social Grade: C2DE (r)	Urban/Rural: Urban (s)	Urban/Rural: Rural (t)
Unweighted base		2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398
Weighted base		2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400
Up to £7,000	(3.5)	70 3%hilm q	32 3%	38 4%	14 5%hil	16 4%hil	13 4%hil	15 4%hil	11 4%hi	1 *	- -	30 5%hil	28 4%hil	12 2%	4 1%	12 2%	8 2%	46 9%Tmno qr	16 1%	54 6%Tmno q	62 4%	8 2%
£7,001 to £14,000	(10.5)	205 10%cejm noq	79 8%	126 12%a	16 6%	24 7%	19 6%	38 10%ej	45 15%Tcd ejk	37 12%cde j	26 17%Tcde jk	40 6%	56 8%	108 14%Tcde jk	17 3%	32 5%	23 5%	133 26%Tmno qr	49 4%	156 17%Tmn oq	167 10%	38 9%
£14,001 to £21,000	(17.5)	254 12%djm q	102 10%	149 14%a	31 11%	21 6%	38 11%d	36 10%	46 15%dj	53 17%Tdf jk	28 18%Tdfj k	52 8%	74 11%d	127 16%Tcdf jk	31 5%	74 12%mq	42 10%m	106 21%Tmno qr	106 9%m	148 16%Tmo q	209 12%	44 11%
£21,001 to £28,000	(24.5)	281 13%G	138 13%	141 13%	25 9%	40 11%	49 15%cj	51 14%	42 14%	53 17%cj	21 13%	65 10%	100 14%cj	116 15%cj	67 12%	83 14%	54 13%	77 15%	150 13%	131 14%	237 14%	44 11%
£28,001 to £34,000	(31)	226 11%z	127 12%b	98 9%	23 8%	39 11%	29 9%	35 10%	35 11%	43 13%c	22 14%	62 10%	64 9%	100 13%c	58 10%	75 13%p	51 12%	42 8%	133 11%	93 10%	172 10%	54 14%
£34,001 to £41,000	(37.5)	189 9%p	91 9%	98 9%	19 6%	29 8%	35 11%	33 9%	25 8%	32 10%	17 11%	48 7%	68 10%	73 9%	58 10%p	55 9%p	48 11%p	27 5%	113 10%p	76 8%	147 9%	42 11%
£41,001 to £48,000	(44.5)	157 7%p	80 8%	77 7%	22 7%	30 9%	25 8%	37 10%hl	18 6%	16 5%	9 5%	52 8%	62 9%l	43 6%	47 8%p	51 8%p	45 10%pr	15 3%	97 8%p	60 6%p	136 8%	21 5%
£48,001 to £55,000	(51.5)	139 7%pr	66 6%	72 7%	28 9%il	30 8%	21 7%	18 5%	17 6%	19 6%	6 4%	57 9%flkl	40 6%	42 5%	47 8%pr	51 9%pr	28 6%p	14 3%	98 8%pr	41 4%	109 6%	30 8%
£55,001 to £62,000	(58.5)	107 5%hilp	60 6%	47 4%	12 4%	28 8%Thil	27 8%Thil	18 5%hi	14 5%h	5 2%	2 1%	41 6%hil	46 7%hil	21 3%	32 6%p	31 5%p	35 8%Tpr	9 2%	63 5%p	44 5%p	83 5%	25 6%
£62,001 to £69,000	(65.5)	72 3%pC	34 3%	37 3%	4 1%	14 4%	19 6%cghj i	19 5%chl	7 2%	5 2%	4 2%	18 3%	38 5%Tcgh jl	16 2%	35 6%Tnpr	19 3%p	14 3%p	4 1%	53 5%pr	18 2%	55 3%	16 4%
£69,001 to £76,000	(72.5)	51 2%p	35 3%b	16 1%	8 3%	9 3%	11 3%	12 3%l	3 1%	5 1%	3 2%	18 3%	23 3%l	10 1%	25 4%Tnpr	12 2%p	12 3%p	2 *	37 3%pr	14 1%	39 2%	12 3%
£76,001 to £83,000	(79.5)	36 2%p	24 2%	12 1%	6 2%	10 3%	3 1%	6 2%	8 2%	3 1%	1 1%	16 2%	9 1%	11 1%	18 3%Tpr	11 2%p	6 1%	1 *	30 3%pr	7 1%	31 2%	5 1%
£83,001 or more	(86)	133 6%gilo pr	72 7%	61 6%	43 15%Tef ghikl	34 10%Tfgh ikl	20 6%gil	15 4%	7 2%	12 4%	2 1%	77 12%Tefg hikl	35 5%il	21 3%	81 14%Tnop qr	36 6%opr	10 2%	6 1%	117 10%Tnop r	16 2%	106 6%	27 7%

		Country: England (u)	Country: Scotland (v)	Country: Wales (w)	Country: Northern Ireland (x)	Region: Scotland (y)	Region: North East (z)	Region: North West (A)	Region: Yorkshire & Humberside (B)	Region: West Midlands (C)	Region: East Midlands (D)	Region: Wales (E)	Region: Eastern (F)	Region: London (G)	Region: South East (H)	Region: South West (I)	Region: Northern Ireland (J)
Unweighted base		1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base		1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Up to £7,000	(3.5)	61 3%	3 2%	4 4%	1 2%	3 2%	6 7%yA	5 2%	11 6%	10 5%	2 2%	4 4%	10 5%	7 2%	7 3%	4 2%	1 2%
£7,001 to £14,000	(10.5)	170 10%	25 14%w	4 4%	5 8%	25 14%DEH	15 17%TABD EGH	20 9%	14 8%	24 13%DEH	8 5%	4 4%	27 14%DEH	25 9%	17 6%	20 11%	5 8%
£14,001 to £21,000	(17.5)	210 12%	29 16%	10 9%	5 8%	29 16%l	11 13%	31 13%	22 13%	22 12%	27 18%Hl	10 9%	22 11%	30 11%	29 10%	15 8%	5 8%
£21,001 to £28,000	(24.5)	232 13%	26 15%	17 17%	6 10%	26 15%	13 15%	37 16%G	31 18%G	21 11%	21 14%	17 17%G	28 14%	24 9%	37 13%	20 11%	6 10%
£28,001 to £34,000	(31)	186 10%	22 13%	16 16%x	2 3%	22 13%z	2 3%	31 13%zJ	13 7%	25 13%zJ	19 12%z	16 16%zJ	20 10%z	27 10%z	26 9%	24 13%zJ	2 3%
£34,001 to £41,000	(37.5)	165 9%	10 6%	7 7%	7 12%	10 6%	9 11%	29 12%y	16 9%	12 7%	14 9%	7 7%	18 9%	22 8%	27 9%	17 9%	7 12%
£41,001 to £48,000	(44.5)	134 8%	13 7%	5 5%	5 8%	13 7%	8 9%	11 5%	11 6%	20 11%AG	15 10%	5 5%	16 8%	15 6%	22 8%	16 9%	5 8%
£48,001 to £55,000	(51.5)	117 7%	7 4%	7 7%	9 14%Tuv	7 4%	4 4%	18 8%	11 6%	10 5%	9 6%	7 7%	10 5%	22 8%	25 9%	8 4%	9 14%TyFI
£55,001 to £62,000	(58.5)	84 5%	10 6%	8 8%	5 8%	10 6%	4 5%	4 2%	6 4%	5 3%	9 6%	8 8%A	11 6%	16 6%A	21 7%A	7 4%	5 8%A
£62,001 to £69,000	(65.5)	59 3%	3 2%	6 6%	4 6%	3 2%	3 4%C	8 3%	7 4%C	1 *	6 4%C	6 6%C	10 5%C	8 3%	11 4%C	5 3%	4 6%C
£69,001 to £76,000	(72.5)	40 2%	3 2%	2 2%	5 9%Tuv	3 2%	2 2%	8 3%	5 3%	1 1%	2 1%	2 2%	2 1%	10 4%	7 3%	3 2%	5 9%TyCDFHI
£76,001 to £83,000	(79.5)	32 2%	- -	2 2%	2 4%v	- -	2 2%	1 1%	- -	2 1%	2 1%	2 2%	6 3%yB	9 3%yB	5 2%	5 3%y	2 4%yB
£83,001 or more	(86)	117 7%	9 5%	2 2%	5 9%	9 5%	2 3%	11 5%	6 4%	16 9%D	4 3%	2 2%	8 4%	35 13%TyzA BDEF	22 7%	12 7%	5 9%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Prepared by Yonder

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 164

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Prefer not to answer	200 9%epxJ	92 9%	107 10%	42 14%Tdefk	30 8%	18 6%	30 8%	27 9%	34 11%e	19 12%ek	71 11%ek	48 7%	80 10%ek	58 10%p	55 9%	55 13%p	32 6%	113 10%p	87 9%	165 10%	35 9%	171 10%x	17 10%	10 10%	1 2%	17 10%	4 5%	21 9%	20 11%J	16 8%	13 9%	10 10%	11 5%	31 11%J	32 11%J	24 13%zFJ	1 2%
Average income (£000's)	36.96b ghilpr vyz	39.15T b	34.92	43.55T fghikl	42.54T fghikl	39.23g hil	36.62g hil	31.37	32.06	28.96	42.98T efghik j	37.88g hil	31.17	48.55T nopqr	38.58p r	38.08p r	21.82	43.45T nopr	28.93p	36.60	38.47	37.03v	32.23	37.49	46.39T uvw	32.23	31.60	35.06	33.29	34.28	35.18	37.49	34.68	43.25T yzABCD FI	40.73T yzABCD F	37.64y	46.39TyzABCDEFI

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J

*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 165

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

			Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
		Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base		2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base		2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Up to £7,000	(3.5)	70 3%mnopBC	54 3%	16 6%Ta	58 4%gj	2 3%	1 1%	5 2%	2 1%	3 2%	- -	12 2%	42 40%Tlmnopqrs	3 2%mno	- -	- -	- -	- -	- -	6 7%mnopq	1 1%	20 7%TTx	17 5%x	6 4%	- -	41 3%	1 1%	28 5%x	43 17%TBC	3 *	- -
£7,001 to £14,000	(10.5)	205 10%djmnopqsxxC	179 10%	23 9%	165 11%defgj	1 1%	9 5%	16 6%	15 6%	14 8%	* 4%	40 6%	52 50%Tmnopqrs	92 53%Tmnopqrs	6 2%o	2 1%	- -	* *	- -	2 2%o	* *	55 20%TTxy	60 18%TTxy	29 19%TTxy	4 18%	108 7%	2 4%	95 17%TTxy	67 27%TBC	83 11%C	2 *
£14,001 to £21,000	(17.5)	254 12%knopqsC	220 12%	29 12%	188 13%	4 6%	16 10%	28 10%	30 11%	14 8%	- -	66 10%	1 1%	48 28%Tknopqrs	124 41%Tklnopqrs	2 1%	2 *	7 3%o	1 1%	5 6%no	1 1%	54 19%TTx	64 19%TTx	44 28%TTxz	* 2%	148 10%	10 17%	96 17%TTx	32 13%C	145 18%TC	8 1%
£21,001 to £28,000	(24.5)	281 13%klopqrsC	253 14%	26 10%	197 14%	8 12%	15 10%	40 15%	32 12%	25 14%	- -	84 13%	6 6%opqs	8 5%opqs	134 45%Tknopqrs	75 23%Tklopqrs	4 1%	- -	- -	2 2%	- -	36 13%	39 12%	15 9%	3 11%	204 14%	7 11%	71 13%	38 15%C	165 21%TC	25 4%
£28,001 to £34,000	(31)	226 11%klmopqsAC	207 11%	19 7%	165 11%	7 10%	11 7%	27 10%	22 8%	12 7%	3 24%	58 9%	- -	7 4%	14 5%kopq	160 49%Tklmopqrs	5 2%	2 1%	- -	4 5%q	2 2%	27 10%	48 14%y	16 10%	6 27%	154 10%	2 3%	70 13%	14 5%	139 18%TAC	36 6%
£34,001 to £41,000	(37.5)	189 9%klmpqr	165 9%	24 9%	120 8%	13 19%Tcfg	17 11%	26 9%	22 8%	19 10%	- -	69 11%	- -	6 3%p	4 1%	55 17%Tklmpqrs	92 28%Tklmnpqrs	- -	- -	1 1%	3 4%p	26 9%	26 8%	10 6%	6 25%	135 9%	3 5%	51 9%	18 7%	95 12%TAC	44 8%
£41,001 to £48,000	(44.5)	157 7%klmnpqrs	146 8%b	10 4%	97 7%	7 11%	19 12%c	21 7%	29 11%c	14 8%	- -	60 9%	- -	2 1%	5 2%	10 3%	122 37%Tklmnpqrs	3 1%	- -	- -	1 1%	11 4%	18 6%	5 3%	1 3%	122 8%t	7 12%tv	29 5%	16 6%	65 8%	61 11%T
£48,001 to £55,000	(51.5)	139 7%klmnqstvztvz	119 6%	18 7%	88 6%	7 11%	15 9%	27 10%	20 8%	12 7%	- -	51 8%	- -	2 1%	4 1%	6 2%	76 23%Tklmnpqrs	36 14%Tklmnqrs	1 1%	1 2%	1 1%	8 3%	14 4%	3 2%	- -	117 8%tvz	3 5%	19 3%	9 4%	49 6%	66 12%TAB
£55,001 to £62,000	(58.5)	107 5%clmnqsuzuzB	91 5%	17 7%	50 3%	3 4%	15 9%Tc	25 9%Tc	22 8%c	14 8%c	- -	57 9%Tc	1 1%	1 *	2 1%	4 1%	9 3%	85 34%Tklmnoqrs	- -	- -	- -	8 3%	6 2%	5 3%	1 5%	92 6%uz	- -	15 3%	7 3%	8 1%	86 15%TAB

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

*** small base; ** very small base (under 30) ineligible for sig testing**

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 165

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

			Ethnicity		Children 18 or Under								Household income									Disability						Financial Vulnerability		
		Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Weighted base		2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
£62,001 to £69,000	(65.5)	72 3%lmuzuzAB	67 4%	4 2%	44 3%	1 2%	11 7%c	8 3%	15 6%c	9 5%	- -	27 4%	- -	- -	- -	5 2%m	8 2%m	53 21%Tklmnoqrs	- -	- -	- -	3 1%	2 1%	1 *	- -	67 4%tuvz	- -	5 1%	- -	12 1%	54 10%TAB
£69,001 to £76,000	(72.5)	51 2%mB	41 2%	10 4%	27 2%	5 8%Tc	8 5%c	9 3%	8 3%	5 3%	- -	24 4%c	- -	- -	1 *	2 1%	2 1%	39 16%Tklmnoqrs	- -	2 3%	* *	3 1%	2 1%	2 1%	- -	44 3%u	- -	7 1%	2 1%	4 1%	40 7%TAB
£76,001 to £83,000	(79.5)	36 2%mB	28 2%	8 3%	25 2%	- -	- -	7 3%	4 1%	9 5%Tcej	- -	12 2%	- -	1 1%	- -	1 *	4 1%	11 4%Tmno	11 9%Tklmnos	2 2%m	- -	1 *	1 *	- -	- -	32 2%z	2 3%	3 *	1 1%	4 1%	23 4%TAB
£83,001 or more	(86)	133 6%lmnosuuAB	111 6%	22 9%	87 6%	7 11%	16 10%	15 5%	25 9%	20 11%Tc	2 14%	44 7%	2 2%n	- -	2 1%	- -	4 1%	11 4%lmno	98 87%Tklmnoprs	4 5%lmn	- -	12 4%	10 3%	10 7%	- -	106 7%u	1 1%	26 5%	2 1%	5 1%	110 20%TAB
Prefer not to answer		200 9%klmnopqABC	160 9%	29 11%	150 10%j	2 3%	8 5%	23 8%	19 7%	9 5%	6 58%	43 7%	1 1%	3 2%	3 1%	2 1%	5 2%	1 *	2 2%	54 65%Tklmnopq	83 90%Tklmnopqr	16 6%	21 7%	10 7%	2 9%	140 9%	22 38%TuvTxz	38 7%	3 1%	10 1%	5 1%
Average income (£000's)		36.96cklmntuvztuvzAB	36.77	38.97	34.91	44.80Tc	44.93Tc	40.36Tc	43.11Tc	44.28Tc	47.29	41.33Tc	10.19	16.29k	23.22kl	32.52klm	45.66Tklmn	61.66Tklmno	84.62Tklmnop	36.62	31.27	27.17	27.34	27.83	29.46	39.98Ttuv Tz	32.78	29.20	21.73	29.71A	58.32TAB

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

*** small base; ** very small base (under 30) ineligible for sig testing**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 166

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

			Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
		Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base		2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base		2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Up to £7,000	(3.5)	70 3%c	37 3%c	15 3%	- -	40 3%	25 3%	15 4%	6 2%	7 6%	40 3%	27 3%	13 3%	12 2%	10 3%	59 3%	24 2%	17 3%
£7,001 to £14,000	(10.5)	205 10%c	101 9%c	49 9%c	5 3%	124 9%	83 8%	41 10%	19 7%	12 11%	103 9%	69 8%	34 9%	52 9%	25 8%	179 10%	90 9%	51 9%
£14,001 to £21,000	(17.5)	254 12%p	117 11%	51 10%	23 14%	145 10%	99 10%	46 11%	29 11%	17 15%	125 10%	77 9%	49 12%	66 12%	34 11%	220 12%	114 12%	50 9%
£21,001 to £28,000	(24.5)	281 13%	140 13%	74 14%	14 9%	191 14%	136 14%	55 14%	27 10%	11 10%	157 13%	102 13%	55 14%	72 13%	41 13%	241 13%	120 12%	73 13%
£28,001 to £34,000	(31)	226 11%	117 11%	58 11%	19 12%	151 11%	111 11%	40 10%	32 12%	11 10%	127 10%	85 10%	42 11%	68 12%	33 10%	193 11%	100 10%	70 12%
£34,001 to £41,000	(37.5)	189 9%	98 9%	46 9%	17 11%	130 9%	93 9%	37 9%	22 8%	9 8%	107 9%	70 9%	37 9%	54 10%	29 9%	160 9%	79 8%	63 11%
£41,001 to £48,000	(44.5)	157 7%	78 7%	44 8%	21 13%Ta	118 9%	92 9%h	26 6%	21 8%	3 3%	104 9%	78 10%	26 6%	39 7%	27 8%	131 7%	90 9%	39 7%
£48,001 to £55,000	(51.5)	139 7%	72 7%	48 9%	6 4%	108 8%	83 8%	25 6%	13 5%	6 5%	94 8%	69 8%	25 6%	33 6%	19 6%	120 7%	73 7%	41 7%
£55,001 to £62,000	(58.5)	107 5%	56 5%	31 6%	15 9%T	81 6%	58 6%	23 6%	17 6%	4 3%	73 6%	51 6%	23 6%	28 5%	23 7%	84 5%	49 5%	37 6%
£62,001 to £69,000	(65.5)	72 3%	38 3%	24 5%	4 2%	47 3%	38 4%	9 2%	13 5%	6 5%	43 4%	29 4%	14 3%	23 4%	9 3%	62 3%	36 4%	23 4%
£69,001 to £76,000	(72.5)	51 2%	23 2%	19 4%	7 4%	35 3%	27 3%	8 2%	11 4%	2 1%	39 3%	26 3%	13 3%	9 2%	7 2%	44 2%	25 3%	18 3%
£76,001 to £83,000	(79.5)	36 2%	18 2%	7 1%	5 3%	24 2%	16 2%	8 2%	5 2%	- -	23 2%	13 2%	10 3%	6 1%	7 2%	29 2%	22 2%	5 1%

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

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 166

What is the combined annual income of your household, prior to tax being deducted?

Base: All respondents

			Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
		Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Weighted base		2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
£83,001 or more	(86)	133 6%	82 8%	32 6%	7 4%	85 6%	59 6%	26 6%	30 11%Tdef	5 5%	87 7%	66 8%	21 5%	34 6%	27 8%	106 6%	76 8%	29 5%
Prefer not to answer		200 9%bej	105 10%b	32 6%	17 11%	111 8%	63 6%	47 12%de	23 9%	20 18%Tdeg	92 8%	56 7%	36 9%	63 11%ij	29 9%	171 9%	79 8%	58 10%
Average income (£000's)		36.96	37.90	38.70	41.19	38.04h	38.63h	36.53	42.78T defh	32.50	39.12T	39.89T l	37.47	36.89	39.47	36.51	39.15T	37.79

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

*** small base**

Prepared by Yonder

.YONDER

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 167

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
NET: Yes	552 26%cjmnqG	246 24%	303 28%a	52 18%	83 24%	82 25%	111 30%cj	82 27%c	88 28%cj	54 34%Tcdj	135 21%	193 28%cj	225 29%cj	103 18%	128 21%	93 22%	228 44%Tmnoqr	232 20%	321 34%Tmnoq	436 25%	117 29%	447 25%	63 36%Tu	24 24%	18 28%	63 36%TFGH	20 24%	63 27%G	50 29%G	49 26%G	41 27%G	24 24%	51 25%G	45 16%	76 26%G	53 29%G	18 28%G
Yes - physical condition	330 16%cdjmnqG	142 14%	185 17%	15 5%	29 8%	39 12%cj	70 19%cdej	64 21%Tcdej	67 21%Tcdejk	46 29%Tcdefjk	44 7%	109 16%cdj	177 23%Tcdejk	58 10%	70 12%	52 12%	149 29%Tmnoqr	128 11%	202 21%Tmnoq	261 15%	69 17%	261 15%	43 25%Tu	14 14%	11 17%	43 25%TCDFGH	15 17%	37 16%	35 20%G	23 12%	22 14%	14 14%	31 15%	30 11%	38 13%	30 17%	11 17%
Yes - mental condition	280 13%hilmnqG	113 11%	165 15%a	43 15%hil	55 15%ghil	58 18%Tghil	69 19%Tghil	30 10%i	19 6%	6 4%	97 15%ghil	127 18%Tghil	56 7%	52 9%	57 9%	45 11%	127 25%Tmnoqr	108 9%	172 18%Tmnoq	226 13%	54 13%	228 13%	37 21%Tuwx	10 10%	5 8%	37 21%TzEFGHJ	8 10%	37 16%G	24 14%	26 14%	23 15%G	10 10%	23 12%	23 8%	38 13%	26 14%	5 8%
Yes - disability	157 7%cmqG	61 6%	94 9%a	6 2%	28 8%c	24 7%c	26 7%c	26 8%c	34 11%Tcj	13 8%c	33 5%	51 7%c	73 9%cj	21 4%	39 7%m	23 5%	74 14%Tmnoqr	60 5%	97 10%Tmnoq	125 7%	31 8%	120 7%	25 14%Tu	7 7%	5 7%	25 14%TABGHI	5 6%	15 7%	9 5%	16 9%G	20 13%TBGI	7 7%	15 7%	9 3%	21 7%	10 6%	5 7%
Yes - other	24 1%	12 1%	11 1%	1 *	5 1%	5 2%	4 1%	5 1%	2 1%	2 1%	6 1%	9 1%	9 1%	3 *	4 1%	5 1%	12 2%mnq	7 1%	17 2%q	16 1%	8 2%	18 1%	5 3%u	- -	1 1%	5 3%B	- -	3 1%	- -	3 1%	3 2%	- -	3 1%	2 1%	3 1%	2 1%	1 1%
No	1509 71%prvy	762 74%b	743 69%	226 77%fil	252 71%	243 74%	244 67%	214 70%	227 72%	103 65%	478 74%fl	488 70%	544 70%	458 79%Tpr	452 76%Tpr	317 74%pr	281 55%	911 78%Tpr	598 63%p	1238 72%	271 68%	1281 72%v	112 63%	71 71%	45 70%	112 63%	63 75%	167 71%	114 66%	132 72%	107 70%	71 71%	145 73%	225 81%TyABCDHI	202 70%	125 69%	45 70%
Prefer not to say	58 3%h	23 2%	34 3%	15 5%Tehikl	18 5%Tehikl	3 1%	9 3%h	9 3%h	1 *	1 1%	33 5%Tehikl	12 2%	12 2%	15 3%	17 3%	20 5%p	6 1%	32 3%	26 3%	45 3%	12 3%	50 3%	2 1%	5 5%	1 2%	2 1%	1 1%	5 2%	8 5%	4 2%	4 3%	5 5%	4 2%	10 3%	12 4%	2 1%	1 2%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 168

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
NET: Yes	552 26%befj opxyxyC	507 28%b	45 18%	418 29%efgj	14 21%	28 18%	49 18%	55 21%	49 28%f	5 42%	130 20%	49 47%Tnopqrs	64 37%Tnopqs	107 36%Tnopqs	84 26%p	67 20%	34 14%	19 17%	23 28%p	19 21%	280 100%TTxy	330 100%TTxy	157 100%TTxy	24 100%	- -	- -	552 100%TTxy	87 35%TC	242 31%TC	95 17%
Yes - physical condition	330 16%befj pqxyxyC	312 17%b	18 7%	264 18%efgj	8 12%	14 9%	19 7%	31 12%	22 12%	1 7%	65 10%	31 29%Tnopqs	40 23%Topq	68 23%Topq	55 17%opq	38 11%	17 7%	6 6%	15 18%pq	13 14%p	123 44%TTxy	330 100%TtvTxyz	93 59%TtTxy	7 29%	- -	- -	330 60%TtTxy	44 18%C	164 21%TC	46 8%
Yes - mental condition	280 13%opxyxyC	250 14%	30 12%	204 14%	8 13%	16 10%	33 12%	29 11%	27 15%	1 11%	75 12%	32 31%Tlmnopqs	31 18%ops	53 18%Tops	39 12%p	30 9%	12 5%	11 10%	15 18%ops	6 7%	280 100%TuvTxyz	123 37%TTxy	71 45%TTxy	4 16%	- -	- -	280 51%TuTxy	57 23%TBC	104 13%C	46 8%
Yes - disability	157 7%benxxC	148 8%b	9 4%	123 8%efj	5 7%	4 2%	11 4%	23 9%e	16 9%e	- -	34 5%	11 10%n	31 18%Tnopqrs	38 13%Tnopq	14 4%	15 5%	11 5%	3 3%	4 5%	6 6%	71 25%TTxy	93 28%TTxy	157 100%TtuTxyz	5 19%	- -	- -	157 28%TTxy	21 9%C	78 10%TC	23 4%
Yes - other	24 1%xx	19 1%	4 2%	13 1%	- -	3 2%	2 1%	1 *	3 2%	3 24%	8 1%	2 1%	2 1%	2 1%	8 2%p	2 1%	- -	- -	2 2%	2 2%p	4 1%x	7 2%x	5 3%x	24 100%	- -	- -	24 4%TtTx	4 2%C	11 1%C	1 *
No	1509 71%klmtuvyztuvyzA	1299 71%	206 81%Ta	1005 69%	52 77%	126 79%c	217 79%Tc	205 77%c	128 72%	5 42%	499 77%Tc	54 52%	105 60%	186 62%	234 72%klm	258 77%Tklmr	212 85%Tklmnors	93 82%Tklmr	50 61%	66 71%k	- -	- -	- -	- -	1509 100%TtuvTyz	- -	- -	158 63%	530 67%	454 81%TAB
Prefer not to say	58 3%tuxztuxz	33 2%	4 2%	37 3%	1 2%	6 4%	11 4%	6 2%	2 1%	2 16%	19 3%	1 1%	5 3%	6 2%	6 2%	10 3%	3 1%	1 1%	9 11%Tklmnopq	8 8%Tkmnopq	- -	- -	- -	- -	- -	58 100%TtuvTxz	- -	5 2%	15 2%	11 2%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 169

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
NET: Yes	552 26%	291 27%	140 26%	36 22%	356 26%	256 26%	101 25%	69 26%	40 35%df	301 25%	198 24%	103 26%	165 30%j	80 25%	473 26%	241 25%	166 29%
Yes - physical condition	330 16%	165 15%	98 19%	19 12%	219 16%	164 17%	54 13%	39 14%	25 22%	175 14%	116 14%	59 15%	107 19%ij	51 16%	279 15%	153 16%	95 17%
Yes - mental condition	280 13%	141 13%	68 13%	20 12%	172 12%	126 13%	46 11%	34 13%	23 20%df	143 12%	98 12%	46 12%	85 15%	40 13%	240 13%	125 13%	79 14%
Yes - disability	157 7%	81 7%	41 8%	12 7%	103 7%	70 7%	33 8%	21 8%	9 8%	89 7%	53 7%	36 9%	44 8%	21 7%	135 8%	62 6%	50 9%
Yes - other	24 1%	14 1%	4 1%	1 1%	16 1%	13 1%	3 1%	2 1%	2 2%	12 1%	7 1%	5 1%	8 1%	5 2%	19 1%	9 1%	9 2%
No	1509 71%hl	763 71%	379 71%	116 73%	996 72%h	707 72%h	289 71%	192 72%	70 62%	888 73%l	605 74%l	283 72%	371 66%	230 72%	1279 71%	703 72%	398 69%
Prefer not to say	58 3%	28 3%	12 2%	7 5%	38 3%	22 2%	16 4%	5 2%	4 3%	24 2%	16 2%	8 2%	23 4%ij	9 3%	48 3%	35 4%p	9 2%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 170
Which of the following options best describes how you think of yourself?
Base: All respondents

		Gender		Age										Social Grade						Urban/Rural		Country				Region										
	Total (T)	Male (a)	Female (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	NET: 16-34 (j)	NET: 35-54 (k)	NET: 55+ (l)	AB (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	Urban (s)	Rural (t)	England (u)	Scotland (v)	Wales (w)	Northern Ireland (x)	Scotland (y)	North East (z)	North West (A)	Yorkshire & Humberside (B)	West Midlands (C)	East Midlands (D)	Wales (E)	Eastern (F)	London (G)	South East (H)	South West (I)	Northern Ireland (J)
Unweighted base	2119	1041	1073	267	373	317	358	298	334	172	640	675	804	541	658	405	515	1199	920	1721	398	1773	185	97	64	185	96	209	145	193	138	97	207	296	292	197	64
Weighted base	2119	1031	1081	292	354	328	364	305	316	159	646	693	780	576	598	430	515	1174	945	1719	400	1778	177	101*	64*	177	84*	234	173	185	152	101*	199	279	290	181	64*
Heterosexual/ straight	1910 90%cdj	934 91%	976 90%	234 80%	298 84%	284 87%	343 94%Tcdej	290 95%Tcdejk	306 97%Tcdejk	155 98%Tcdejk	532 82%	627 90%cdj	751 96%Tcdejk	524 91%	531 89%	397 92%	459 89%	1055 90%	855 90%	1540 90%	370 92%	1594 90%	165 93%	90 90%	61 96%	165 93%	76 90%	213 91%	150 87%	165 89%	143 94%	90 90%	176 88%	246 88%	261 90%	164 91%	61 96%
Lesbian/ gay woman	19 1%a	1 *	17 2%a	5 2%	3 1%	7 2%l	2 *	1 *	1 *	- -	8 1%	9 1%	3 *	3 *	5 1%	* *	11 2%Tmoq	8 1%	11 1%	15 1%	4 1%	16 1%	2 1%	- -	1 1%	2 1%	1 1%	* *	4 2%	- -	- -	- -	3 1%	2 1%	3 1%	3 1%	1 1%
Gay man	37 2%b	34 3%Tb	- -	4 1%	11 3%hil	9 3%l	7 2%	4 1%	2 1%	- -	15 2%l	16 2%l	6 1%	8 1%	16 3%	4 1%	9 2%	24 2%	12 1%	35 2%t	1 *	34 2%	2 1%	1 1%	- -	2 1%	2 3%	3 1%	1 1%	8 4%TH	1 1%	1 1%	3 1%	13 5%TABDHI	1 *	2 1%	- -
Bisexual	94 4%ghil	43 4%	49 5%	34 12%Tefghikl	28 8%Tfghikl	18 5%fghil	5 1%	5 2%	3 1%	1 1%	62 10%Tefghikl	23 3%hl	10 1%	27 5%	29 5%	17 4%	22 4%	56 5%	39 4%	78 5%	17 4%	82 5%	6 3%	6 6%	1 1%	6 3%	4 5%	13 5%	13 8%H	9 5%	5 4%	6 6%	11 6%	10 4%	8 3%	9 5%	1 1%
Prefer to self-describe	15 1%l	3 *	10 1%	5 2%hl	5 2%ghl	2 1%l	3 1%l	- -	- -	- -	10 2%hl	5 1%l	- -	5 1%	4 1%	- -	7 1%o	9 1%	7 1%	12 1%	3 1%	15 1%	- -	- -	- -	- -	- -	2 1%	3 2%	* *	1 1%	- -	4 2%T	1 *	1 *	3 2%	- -
Prefer not to say	44 2%	15 1%	29 3%	12 4%l	8 2%	8 3%	5 1%	5 2%	4 1%	2 1%	20 3%	13 2%	11 1%	9 2%	14 2%	13 3%	8 2%	23 2%	21 2%	38 2%	6 1%	37 2%	2 1%	4 4%	1 2%	2 1%	1 1%	3 1%	2 1%	3 2%	2 1%	4 4%	2 1%	6 2%	16 6%TyABFI	1 1%	1 2%

Proportions/Means: Columns Tested (5% risk level) - T/a/b - T/c/d/e/f/g/h/i/j/k/l - T/m/n/o/p/q/r - T/s/t - T/u/v/w/x - T/y/z/A/B/C/D/E/F/G/H/I/J
*** small base**

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 171

Which of the following options best describes how you think of yourself?

Base: All respondents

		Ethnicity		Children 18 or Under								Household income									Disability							Financial Vulnerability		
	Total (T)	White (a)	Ethnic minority (b)	No children aged 18 or under (c)	Yes - children aged 0 to 12 months (d)	Yes - children aged 13 months to 4 years old (e)	Yes - children aged 5 to 10 years old (f)	Yes - children aged 11 to 15 years old (g)	Yes - children aged 16 to 18 years old (h)	Prefer not to answer (i)	NET: Yes (j)	Up to £199 per week / Up to £10,399 per year (k)	From £200 to £299 per week / From £10,400 to £15,599 per year (l)	From £300 to £499 per week / From £15,600 to £25,999 per year (m)	From £500 to £699 per week / From £26,000 to £36,399 per year (n)	From £700 to £999 per week / From £36,400 to £51,999 per year (o)	From £1,000 to £1,499 per week / From £52,000 to £77,999 per year (p)	£1,500 and above per week / £78,000 and above per year (q)	Don't know (r)	Refused (s)	Yes - mental condition (t)	Yes - physical condition (u)	Yes - disability (v)	Yes - other (w)	No (x)	Refused (y)	Yes (z)	Most (A)	Potentially (B)	Least (C)
Unweighted base	2119	1840	257	1498	63	156	268	243	160	11	610	105	178	336	340	317	214	94	73	96	279	330	149	21	1513	56	550	251	820	513
Weighted base	2119	1839	255	1461	67*	160	277	265	179	11**	647	104*	174	299	324	335	249	112*	82*	92*	280	330	157	24**	1509	58*	552	250	787	560
Heterosexual/ straight	1910 90%rtyty	1675 91%	231 90%	1305 89%	61 91%	146 92%	254 92%	243 91%	170 95%c	8 73%	597 92%	95 91%	164 94%qr	269 90%	301 93%qr	308 92%r	221 89%	96 86%	67 81%	85 92%	229 82%y	289 88%y	136 87%y	18 76%	1399 93%Ttuv Tyz	30 52%	481 87%y	229 92%	724 92%	501 89%
Lesbian/ gay woman	19 1%	16 1%	1 1%	17 1%	1 2%fgj	- -	- -	- -	- -	- -	1 *	3 3%mn	2 1%	1 *	- -	1 *	2 1%	1 1%	- -	- -	7 2%TTx	6 2%	- -	- -	11 1%	- -	8 1%	3 1%	4 1%	3 1%
Gay man	37 2%	33 2%	3 1%	33 2%gj	- -	1 1%	3 1%	- -	- -	- -	4 1%	2 2%	1 1%	4 1%	4 1%	3 1%	9 4%o	5 4%lo	- -	- -	5 2%	5 1%	3 2%	- -	24 2%	2 4%	10 2%	2 1%	7 1%	19 3%TB
Bisexual	94 4%	75 4%	19 8%Ta	66 5%	3 5%	8 5%	11 4%	16 6%	8 4%	- -	28 4%	3 3%	5 3%	12 4%	11 4%	19 6%	11 4%	9 8%	5 6%	4 4%	31 11%TTx	22 7%x	12 8%x	5 19%	53 4%	2 4%	39 7%TTx	9 3%	34 4%	28 5%
Prefer to self-describe	15 1%	15 1%	- -	8 1%	2 2%	1 1%	4 1%	5 2%	- -	2 14%	6 1%	- -	- -	4 1%	1 *	1 *	2 1%	1 1%	1 1%	1 1%	5 2%	3 1%	3 2%	1 5%	9 1%	- -	6 1%	2 1%	5 1%	3 1%
Prefer not to say	44 2%xx	25 1%	1 *	32 2%	- -	3 2%	5 2%	2 1%	1 *	1 13%	11 2%	2 2%	2 1%	9 3%	6 2%	3 1%	3 1%	- -	10 12%Tklmnopq	3 3%	4 2%	5 2%	3 2%	- -	12 1%	23 40%TtuvTxz	9 2%	6 2%	13 2%	6 1%

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

Mobile in Contract Price Rises Survey

ONLINE Fieldwork: 18th to 19th October 2023

Absolutes/col percents

Table 172
Which of the following options best describes how you think of yourself?
Base: All respondents

		Contract Type			Contract status					Awareness of price increase				Took out current contract in the last 6 months		ILPVT provider	
	Total (T)	Sim-only (a)	Bundled package (b)	Separate contracts (c)	Total in-contract (d)	Fixed (e)	30 day rolling (f)	Out of contract (g)	Not sure whether in contract or ever had a contract (h)	Total aware (i)	Aware CAN increase (j)	Aware CANNOT increase (k)	Not aware (l)	Yes (m)	No (n)	Yes (o)	No (p)
Unweighted base	2119	1085	512	156	1386	978	408	254	113	1183	812	371	570	331	1788	966	572
Weighted base	2119	1082	530	159	1390	985	405	267	114*	1213	818	395	558	319	1800	978	573
Heterosexual/ straight	1910 90%	975 90%	483 91%	148 93%	1266 91%	910 92%f	356 88%	237 89%	103 90%	1117 92%l	755 92%l	362 92%	488 87%	296 93%	1614 90%	884 90%	525 92%
Lesbian/ gay woman	19 1%l	5 *	4 1%	1 1%	10 1%	8 1%	2 1%	- -	- -	10 1%	8 1%l	2 1%	- -	4 1%	15 1%	8 1%	* *
Gay man	37 2%	16 1%	10 2%	2 1%	20 1%	15 1%	5 1%	5 2%	2 2%	20 2%	17 2%	4 1%	7 1%	4 1%	32 2%	18 2%	3 1%
Bisexual	94 4%	57 5%	18 3%	5 3%	53 4%	34 3%	19 5%	18 7%de	9 8%e	41 3%	24 3%	17 4%	39 7%Tij	9 3%	86 5%	37 4%	33 6%
Prefer to self-describe	15 1%	5 *	6 1%	1 1%	10 1%	6 1%	4 1%	2 1%	- -	6 1%	2 *	5 1%j	5 1%	2 1%	13 1%	4 *	5 1%
Prefer not to say	44 2%	25 2%	9 2%	3 2%	32 2%	13 1%	19 5%Tde	5 2%	* *	19 2%	13 2%	6 1%	19 3%l	4 1%	40 2%	27 3%p	6 1%

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

.YONDER