

UK Social Tariffs for Broadband and Mobile — Ofcom-Monitored Low-Income Pricing With 8.6% Uptake

Digital Inclusion · Good practice · United Kingdom

Quality score: 88/100

Evidence strength: Strong

Summary

Provider-offered low-income broadband and mobile tariffs (about £12–£20/month) rose from 3 providers in 2020 to 30+, yet only 532,000 households (≈8.6% of eligible) used one in June 2025; 70% of eligible households are unaware.

Key dimensions

Dimension	Score
Innovation level	2/5
Sustainability (ongoing)	1/1
Evaluation evidence	1/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-10-21

[Ofcom / UK broadband and mobile providers](#) — accessed 2026-10-21

[Choose — Social tariff uptake still below 10% \(27 Feb 2026\)](#) — accessed 2026-10-21

[ISPreview — Ofcom find 532,000 UK homes taking social broadband and mobile tariffs \(Feb 2026\)](#) — accessed 2026-10-21

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