



I say...
"It's too expensive"





When I say...
"It's too expensive"
What I might mean...

1

I have a low income and I am being forced to use the internet because of changes to the benefit system and Universal Credit

Who am I?

- 40+
- I am not currently in employment
- My children live at home
- I have experienced a number of life changing events, such as bereavement and substance misuse.

What will help me...

- Access to equipment and an internet connection at venues where I go for other services, such as libraries.
- In order for me to purchase my own device, I would need this on a weekly repayment basis that consists of nominal payments and can be adjusted to my needs, without any hidden costs.

“ It's expensive as well.... [Universal Credit] is online and it's really confusing me”

“ You've got to go out and buy the equipment. If equipment was provided it would help”

“ I can't afford it, for the cost of a computer, I don't get that to live on for 4 weeks”

“ I'd put other priorities first before paying for the internet or access to a computer”



When I say...

"It's too expensive"

What I might mean...

I can't afford to buy a broadband package at home

2

Who am I?

- 50+
- I have basic levels of education but low confidence in my literacy abilities
- I have a long term health problem so I am currently unemployed
- I live alone

What will help me...

- A cheaper broadband offer that meets my needs, even if this means a slower broadband speed

“ First of all its the cost, I can't afford it, it's too expensive”



When I say...
"It's too expensive"

3

What I might mean...
I will not get as good a connection as other people so why pay for that

Who am I?

- 50+
- I am currently unemployed as I had a long term health problem but I'm now looking for manual work
- I live alone

What will help me...

- A connectivity offer that meets my needs and is based on the actual performance of the connection. If I am unable to get the same download speed as someone else, I should be on a different price structure.

““ They say you can have superfast fibre broadband but can only get 2 megabyte download speed”

““ 4G is not worth the money”