

Reference: 02300758

Information Requests
information.requests@ofcom.org.uk

19 October 2026

Freedom of Information request: Right to know request

Thank you for your request for information about UK pay-as-you-go SIM activations and churn data.

We received this request on 13 October 2026 and we have considered your request under the Freedom of Information Act 2000.

Your request & our response

I am undertaking research into the UK fraud prevention landscape, with a particular interest in the role of mobile telecommunications and pay-as-you-go (PAYG) SIMs in fraud and financial crime.

I have reviewed Ofcom's published telecommunications market data, which provides useful information on the number of active prepaid mobile subscriptions. However, I am interested in understanding the annual flow of new SIMs into the market, rather than simply the stock of active connections.

I would be grateful if you could advise whether Ofcom collects, holds or publishes any data covering:

1. *Annual PAYG SIM sales and activations, including gross new activations rather than net changes in subscriber numbers.*

We do not hold information in scope of this request.

2. *SIM distribution volumes, including free SIMs distributed but never activated.*

We do not hold information in scope of this request.

3. *PAYG churn and deactivations, particularly the proportion of SIMs becoming inactive within 30, 90 or 180 days of activation.*

We do not hold information in scope of this request.

4. *SIM usage patterns, including the prevalence of multiple SIM activations associated with individual customers or devices.*

We do not hold information in scope of this request.

5. *Distribution channels, including the relative volumes of PAYG SIMs activated through retail, online and eSIM channels.*

We do not hold information in scope of this request.

I appreciate that some of this information may be commercially sensitive or not routinely collected. Aggregated industry-level figures, historical data or pointers to relevant published research would nevertheless be extremely helpful.

If Ofcom does not hold this information, I would also welcome any suggestions regarding alternative publicly accessible sources.

We are not aware of any publicly accessible sources that may contain this information.

Yours sincerely,

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Request an internal review

If you are unhappy with the response you have received to your request for information, or think that your request was refused without a reason valid under the law, you may ask for an internal review. If you do, it will be subject to an independent review within Ofcom. We will either uphold the original decision, or reverse or modify it.

If you would like to ask us to carry out an internal review, you should get in touch within two months of the date of this letter. There is no statutory deadline for us to complete our internal review, and the time it takes will depend on the complexity of the request. But we will try to complete the review within 20 working days (or no more than 40 working days in exceptional cases) and keep you informed of our progress. Please email the Information Requests team (information.requests@ofcom.org.uk) to request an internal review.

Taking it further

If you are unhappy with the outcome of our internal review, then you have the right to [complain to the Information Commission](#).