

Research supporting Scams Statements 2022

Online Fieldwork: 5th – 7th August 2022

Background and Objectives

As part of its ongoing work, Ofcom is looking at the prevalence of scams originating via calls, texts and messages received on mobile and landline telephones and examining current user behaviour. We are also looking into use of caller number display and of services used to screen or block incoming calls.

The objectives of the research were to provide Ofcom with an understanding of the measures used by consumers to screen incoming calls; the incidence of receiving suspicious calls, texts and messages; the incidence of falling foul of such a call, text or message and whether and to whom these were reported.

The slides in this pack contain research data referred to in the Good practice guide to help prevent misuse of numbers statement and the Improving the accuracy of Calling Line Identification (CLI) data statement, both published on 15th November 2022.

The data contained in these charts covers:

- Incidence and overlap of use of landline and mobile phones to make and receive calls
- Incidence and use of caller display feature on landlines
- Use of caller display feature on mobiles
- Likelihood of picking up calls from unrecognised and withheld numbers
- Incidence of receiving suspicious messages via text, live voice call, recorded voice call and mobile app
- Actions taken after receiving suspicious messages via text, live voice call, recorded voice call and mobile app

The full data tables from the research can be found [here](#).

Sample

- 2,000 adults aged 16+ in the UK

Data collection

- Online panel
- Conducted by Yonder
- Fieldwork from 5th – 7th August

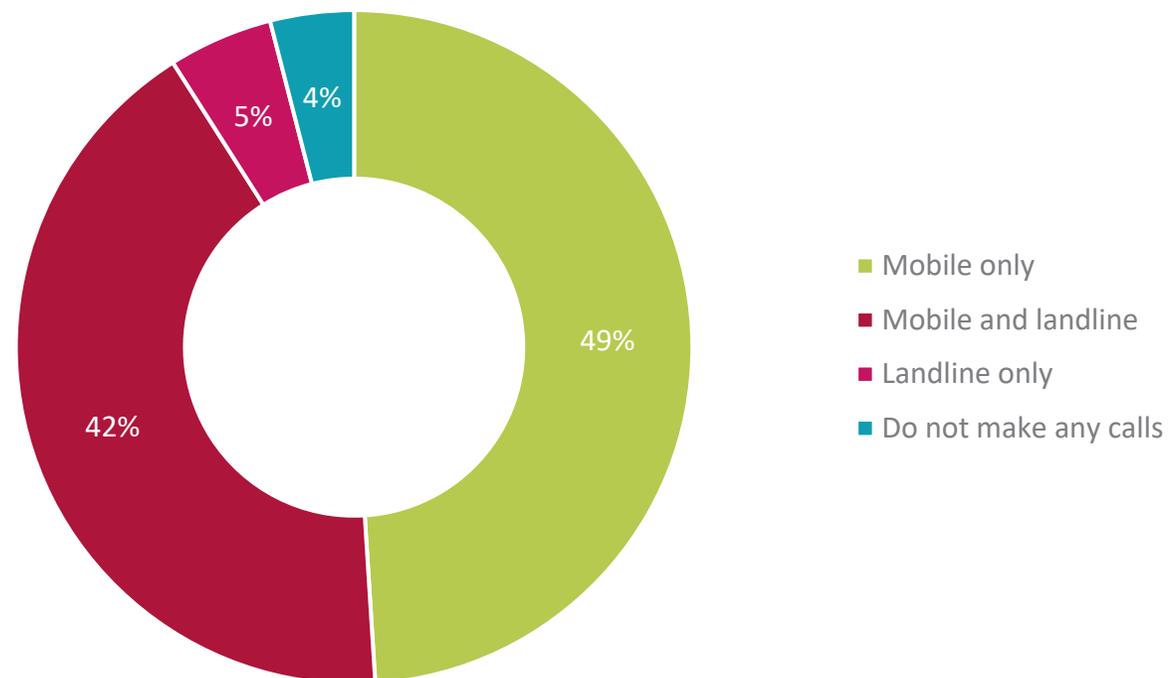
Data reporting

- Weighted to be nationally representative of the UK
- Data available in pdf tables (aggregated), SPSS and CSV (respondent level)
- Significance testing applied at the 95% confidence level

Most UK adults use a mobile phone to make and receive calls and almost half use a landline. Almost half only use mobile and a small minority uses landline only. 4% do not make/receive calls at all.

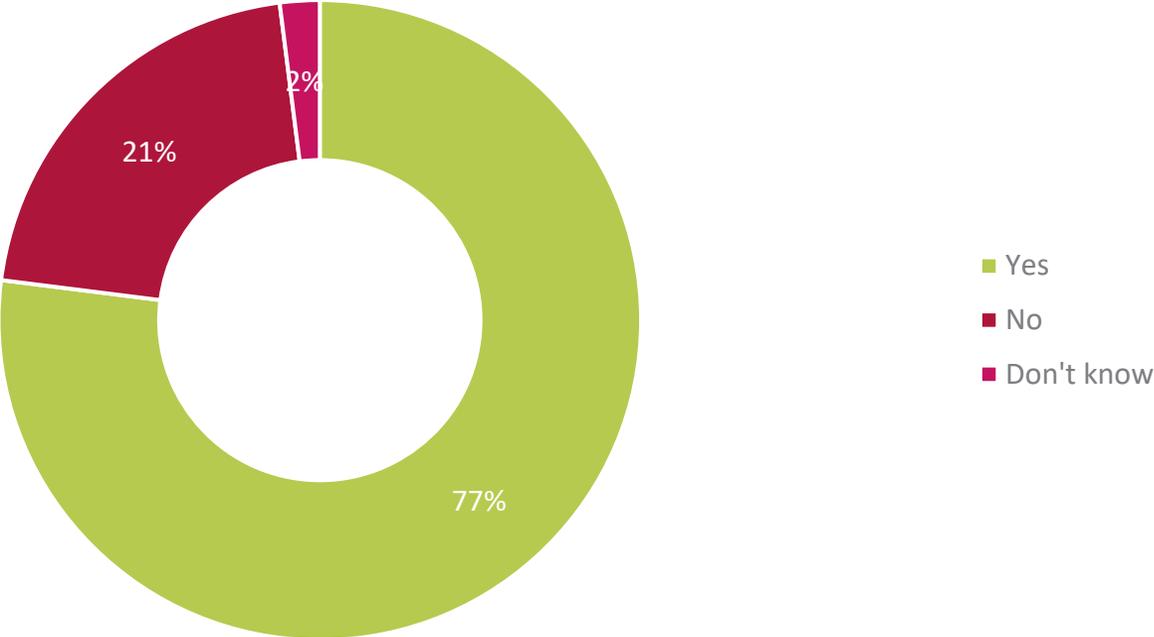
91% use a mobile to make/receive calls
48% use a landline to make/receive calls

How UK adults make calls



Just over three quarters of landline handsets have caller display

Does the landline handset that you usually use show you the number of the person calling you?



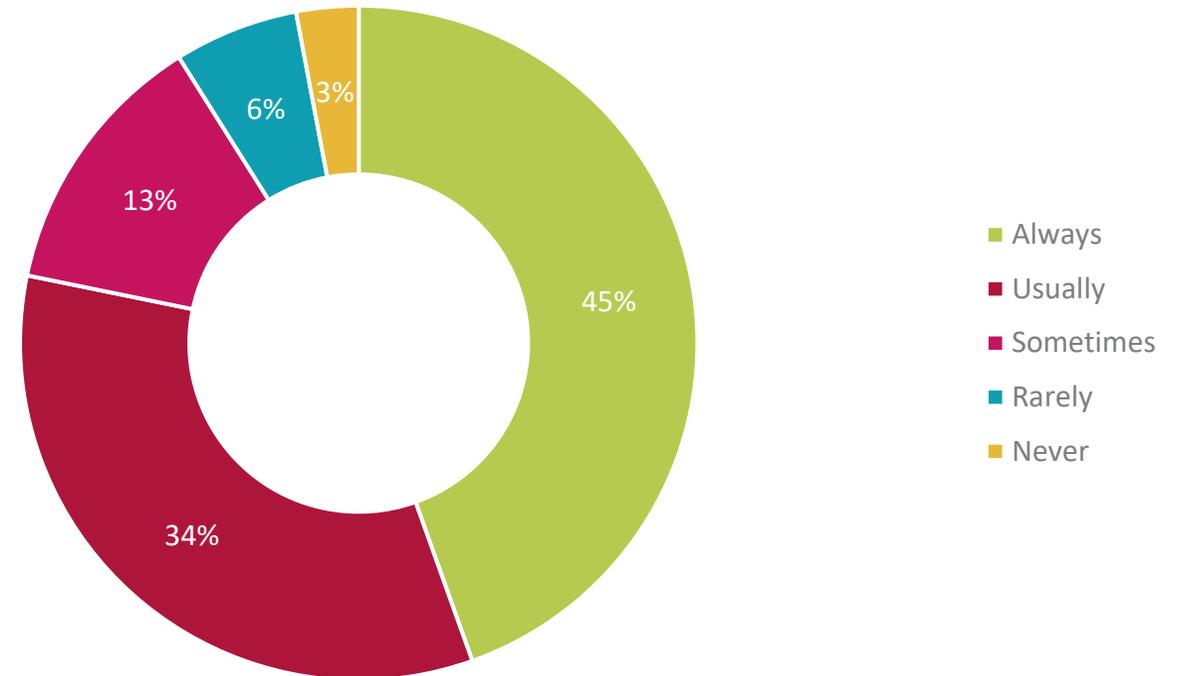
Source: CLI and suspicious calls and messages research 2022, Yonder
Q4: Does the landline handset that you usually use show you the number of the person calling you?
Base: All respondents who use a landline to make/answer calls, n=996

..and the majority of landline users with caller display use it to decide whether to answer calls

91% of those with caller display decide whether to answer by looking at the number at least sometimes

The majority of those who rarely or never look at caller display say this is because they can't be bothered to look at it

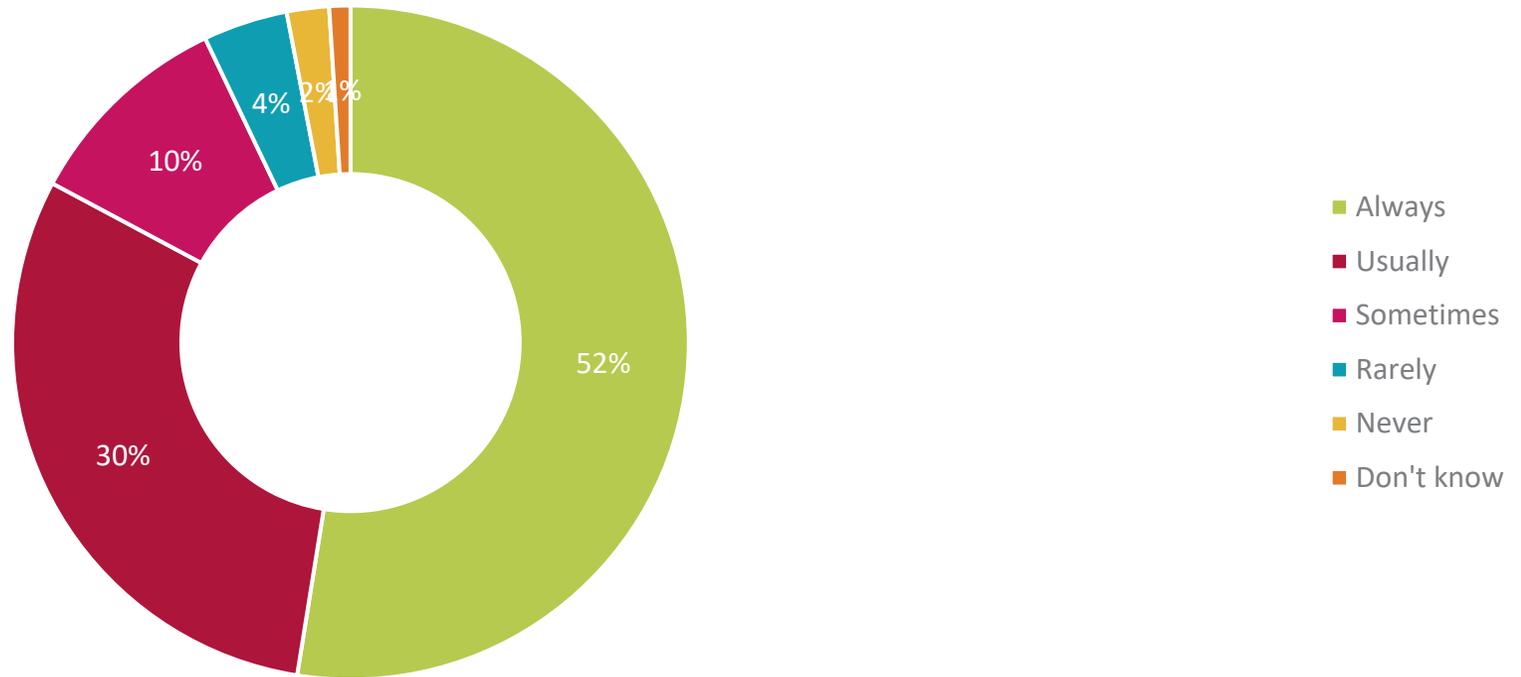
When your landline rings, how often do you decide whether to answer by looking at the number on the handset?



The vast majority of mobile users look at the caller's number before deciding whether to answer a call

When your mobile rings, how often do you decide whether to answer by looking at the number on the handset?

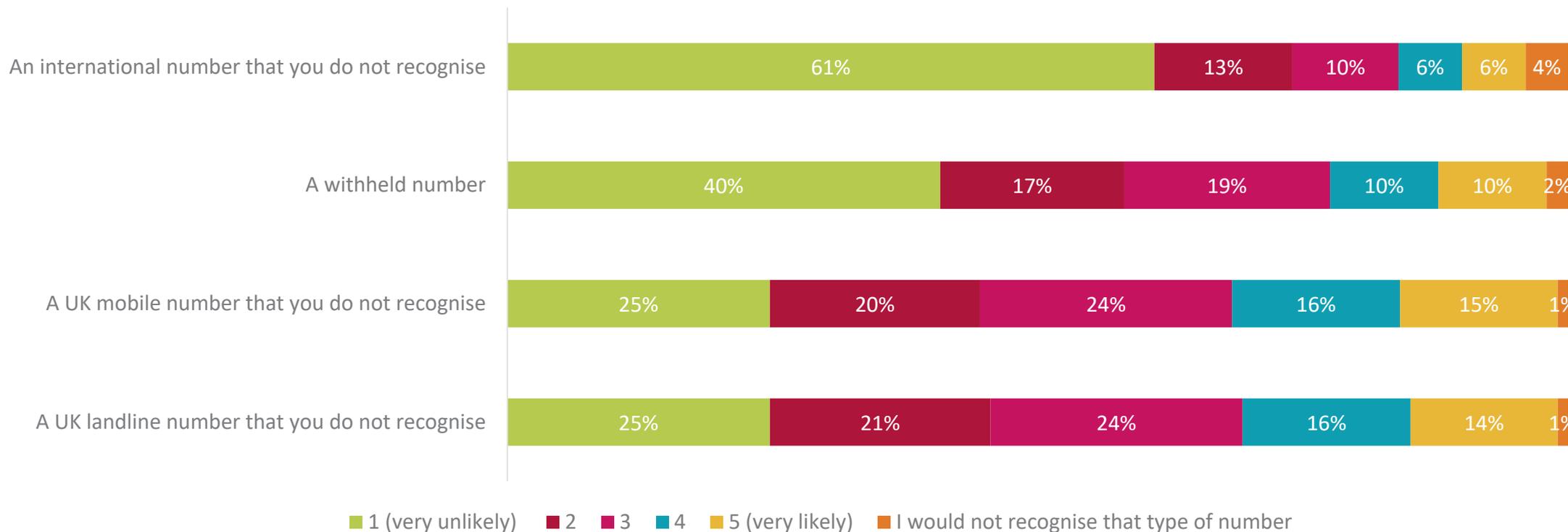
93% of mobile users look at the caller's number before answering at least sometimes



Source: CLI and suspicious calls and messages research 2022, Yonder
Q12: When your mobile phone rings, how often do you decide whether to answer by looking at the number on the handset?
Base: All mobile users who answer their phone, n=1877

People claim to be more likely to pick up a call from a UK landline or mobile number that they do not recognise than they are an unknown international or a withheld number.

How likely is it that you would pick up a call from the following types of numbers? This could be on your landline, or on your mobile.



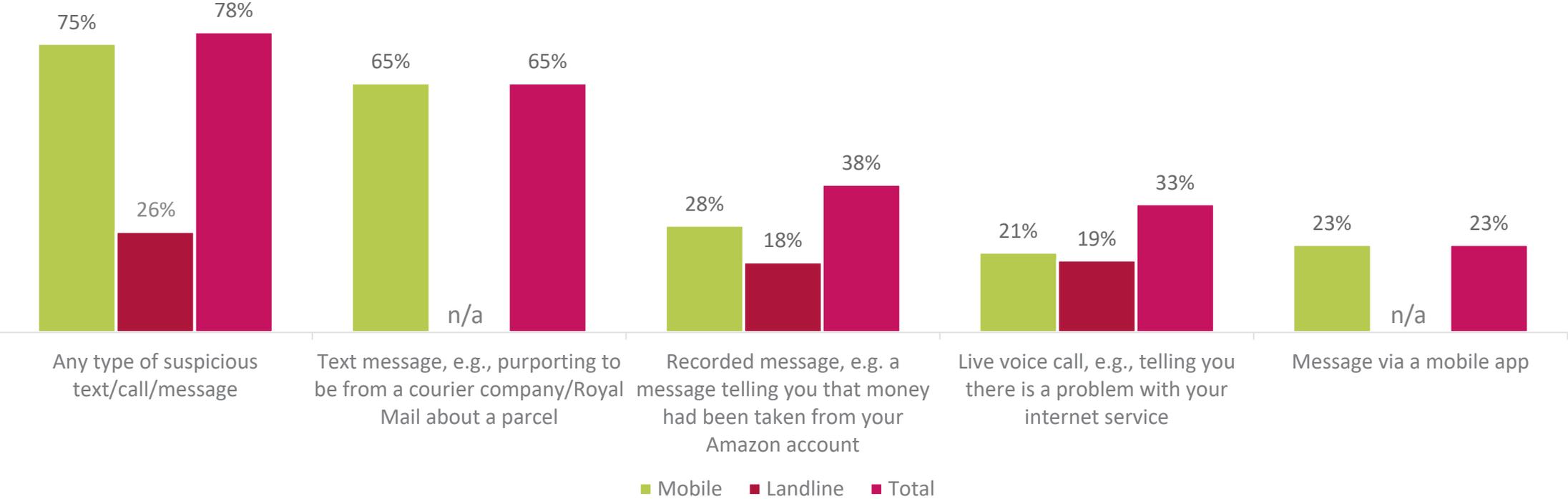
Source: CLI and suspicious calls and messages research 2022, Yonder

Q17: How likely is it that you would pick up a call from the following types of numbers? This could be on your landline, or on your mobile. Please use a five-point scale where 1 indicates “very unlikely to pick up” and 5 indicates “very likely to pick up”.

Base: All who always/usually/sometimes decide whether to answer by looking at the number on the handset, n=1837

Over three quarters of phone users have experienced suspicious calls / messages.

Thinking about the last three months, have you received any of the following types of suspicious texts or calls on your mobile/landline phone?



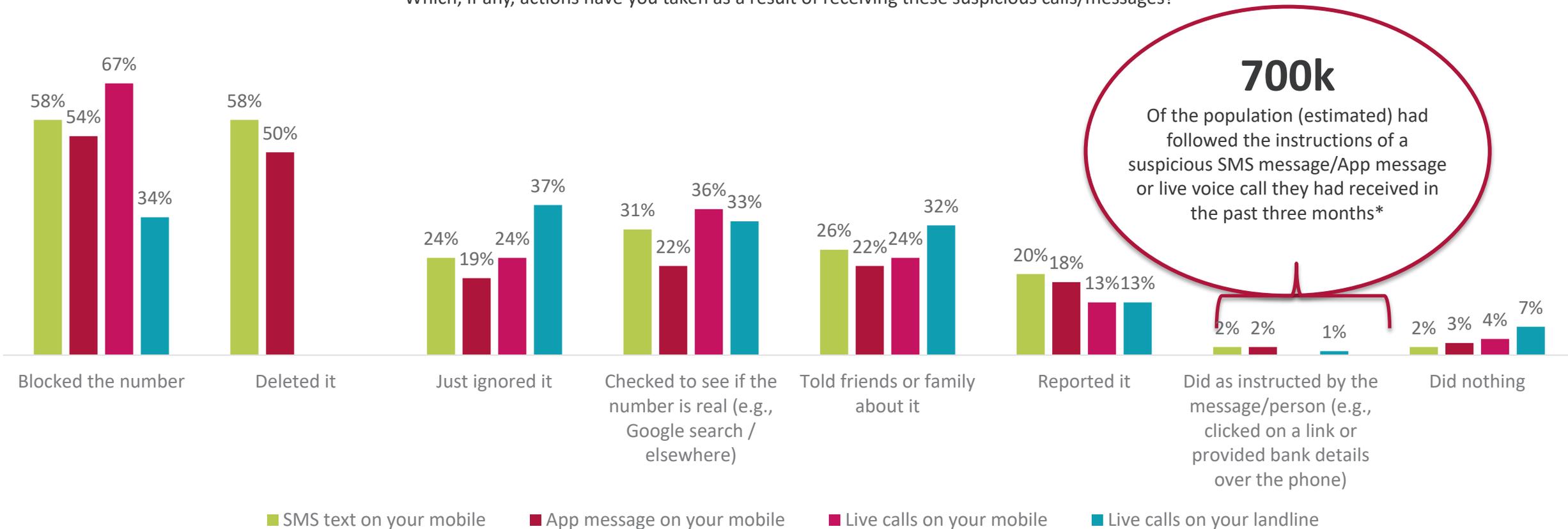
Source: CLI and suspicious calls and messages research 2022, Yonder

Q28: Thinking about the last three months, have you received any of the following types of suspicious texts or calls on your mobile or landline phone?

Base: All who use a landline and/or mobile phone to make/receive calls, n=2030

A minority (1%-2% of those receiving each type of message) had done as instructed by the caller/message. Many had blocked the number or deleted the message from their mobile. 20% of those receiving a suspicious text had reported it

Which, if any, actions have you taken as a result of receiving these suspicious calls/messages?



Source: CLI and suspicious calls and messages research 2022, Yonder

Q33: Which, if any, actions have you taken as a result of receiving these suspicious calls/messages?

Base: All who have received suspicious SMS, n=1266; All who have received suspicious App message, n=456, All who have received suspicious live call on mobile, n=401, All who have received suspicious live call on landline, n=356

*Population estimate confidence interval: +/- 300k. 2% is the proportion of UK phone users who followed the instruction of any type of suspicious message (SMS text, App message or live voice call); incidence per type of message is shown in the table for each source