

Experiences of suspicious calls, texts and app messages research questionnaire 2024

CONSENT

Thank you for your interest in taking part in this research. Yonder is conducting this survey jointly with Ofcom who is the UK regulator for communications services such as mobile phone, broadband and landline services. Ofcom has a duty to ensure users of these services are treated fairly and are protected from harm. **This survey is about your experiences of receiving suspicious calls and texts on your mobile and landline.**

The information we collect from this survey will help us better understand people's experiences. We respect that you might want to keep some of your information private, so there is no obligation to answer all the questions and you can choose 'prefer not to say' if so. However, if you are happy to share your honest answers, we would really appreciate it as it would help us build a fuller understanding on the subject at hand.

Yonder will only share anonymous data with Ofcom unless we ask for your permission otherwise. This means that Ofcom will not be able to identify you from the anonymous information they receive. All your personal data will strictly be used for research and analysis purposes only.

You have the right to withdraw your consent to process the information you have provided during or after the research. You may exit the survey at any time and your data will not be included in the results shared with Ofcom. If you would like to withdraw your consent after completing the survey, please contact Yonder at [email address].

For more information, please find our privacy policy here: [website address].

If you are happy to continue, please give your consent by clicking the button below to start the survey.

[START BUTTON TO PROCEED TO THE SURVEY]

[NEW SCREEN]

Please note: You will not be able to go back and change your answers so please take your time to read each question and the options available before moving to the next page. Thank you.

Comms activity and ownership of smartphone

ASK ALL [MULTICODE]

- 1) Which of these types of telephone service do you have?
 1. A landline – which you use for making and/or receiving voice calls
 2. A landline – which you only have in order to get your broadband service but do not use to make or receive voice calls **IF ONLY CODE 2 – CLOSE**
 3. A mobile phone which you use for one or more of the following: making and/or receiving voice calls, sending and/or receiving text messages, sending and/or receiving messages on apps (e.g. WhatsApp)

ASK ALL WHO USE A MOBILE PHONE (CODE 3 AT Q1) OTHERS GO TO Q5

- 2) Thinking of your personal mobile phone, which network are you on? **[SINGLE CODE]**

NOTE: If you use more than one personal mobile phone, please answer all questions for the one you use MOST OFTEN.

1. Asda Mobile
2. BT Mobile
3. EE
4. Giffgaff
5. Id Mobile
6. Lebara
7. Lyca Mobile
8. O2
9. Plusnet Mobile
10. Sky Mobile
11. Smarty
12. Talkmobile
13. Tesco Mobile
14. Three
15. Virgin Mobile
16. Vodafone
17. Voxi
18. Other
19. Don't know

ASK ALL WHO USE A MOBILE PHONE (CODE 3 AT Q1)

3) What make of mobile phone do you have? [SINGLE CODE]

1. Alcatel
2. Apple iPhone
3. Blackberry
4. Google Pixel
5. Honor
6. HTC
7. Huawei
8. LG
9. Motorola
10. Nokia
11. OnePlus
12. Oppo
13. Samsung
14. Sony
15. Xiaomi
16. Other [TYPE IN]
17. Don't know

ASK ALL WHO USE A MOBILE PHONE (CODE 3 AT Q1)

4) Is your mobile phone a smartphone? [SINGLE CODE]

A smartphone is a phone on which you can easily access emails, download files and apps, as well as view websites and generally search the internet.

1. Yes
2. No
3. Don't know

ASK ALL WHO USE A LANDLINE (CODE 1 AT Q1)

5) If your landline telephone rings and you could easily answer it and are not otherwise busy, what do you generally do? [SINGLE CODE]

1. Answer every time
2. Answer most of the time
3. Answer some of the time
4. Never answer it
5. Don't know

ASK ALL WHO DO NOT ANSWER LANDLINE EVERY TIME (CODES 2,3,4 AT Q5) [MULTICODE]

- 6) Given that you aren't busy and could easily answer it, what are the main reasons why you don't answer [some/any] landline calls? Please select up to 3 reasons.
1. I don't want to deal with marketing calls/spam/suspicious callers
 2. If it is important, the caller will leave a message on my answerphone/voicemail
 3. If it is important, the caller will try to contact me some other way (e.g. on my mobile)
 4. Previous bad experience with a caller to my landline
 5. I don't want to speak to callers I don't recognise
 6. I recognise the caller but don't want to speak to them
 7. Other reason [WRITE IN]
 8. Don't know

ASK ALL WHO USE LANDLINE FOR MAKING AND/OR RECEIVING CALLS (CODE 1 AT Q1)

[SINGLE CODE]

- 7) Does the landline handset that you usually use show you the number of the person calling you?
1. Yes [GO TO Q8]
 2. No [GO TO INSTRUCTION ABOVE Q9]
 3. Don't know

ASK ALL WHOSE HANDSET DISPLAYS NUMBER CALLING (EXCEPT CODE 4 AT Q5 - NEVER ANSWER LANDLINE CALLS)

- 8) When your landline rings, how often do you decide whether to answer by looking at the number displayed on the handset? [SINGLE CODE]
1. Always
 2. Usually
 3. Sometimes
 4. Rarely
 5. Never
 6. Don't know

ASK ALL WHO USE A MOBILE (CODE 3 AT Q1)

- 9) If your mobile phone rings and you could easily answer it and are not otherwise busy, what do you generally do? [SINGLE CODE]
1. Answer every time
 2. Answer most of the time
 3. Answer some of the time
 4. Never answer it
 5. Don't know

ASK ALL WHO DO NOT ANSWER MOBILE EVERY TIME (CODES 2,3,4 AT Q9) [MULTICODE]

10) Given that you aren't busy and could easily answer it, what are the main reasons why you don't answer [some/any] mobile calls? Please select up to 3 reasons.

1. I don't want to deal with marketing calls/spam/suspicious callers
2. If it is important, the caller will leave a message on my answerphone/voicemail
3. If it is important, the caller will try to contact me some other way (e.g. text message or email)
4. Previous bad experience with a caller to my mobile
5. I don't want to speak to callers I don't recognise
6. I recognise the caller but don't want to speak to them
7. Other reason [WRITE IN]
8. Don't know

ASK ALL WHO USE A MOBILE PHONE (CODE 3 AT Q1)

11) When your mobile rings, how often do you decide whether to answer by looking at the number displayed on the handset? **[SINGLE CODE]**

1. Always
2. Usually
3. Sometimes
4. Rarely
5. Never
6. Don't know

ASK ALL WHO USE A MOBILE PHONE (CODE 3 AT Q1)

12) Thinking about those times when you do not recognise the caller's number, how often do you answer your mobile? **[SINGLE CODE]**

1. Always
2. Usually
3. Sometimes
4. Rarely
5. Never
6. Don't know

Communicating with people outside the UK

ASK ALL

13) Which of the following do you use to communicate with people outside the UK?

	With family and friends		For business	
	Outgoing	Incoming	Outgoing	Incoming
Voice calls on a landline	1	1	1	1
Voice calls on a mobile	2	2	2	2
App-based messages (e.g. WhatsApp) on your mobile	3	3	3	3
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	4	4	4	4
Email	5	5	5	5
Video calls (e.g. Zoom, Teams, Facetime, WhatsApp calling)	6	6	6	6
Other way [WRITE IN]	7	7	7	7
Do not have this type of communication	8	8	8	8

Suspicious calls and recorded messages

ASK ALL

14) 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**”. **[SINGLE CODE FOR EACH ROW]**

	Very unlikely to pick up				Very likely to pick up	I would not recognise that type of number
A UK landline number that you do not recognise	1	2	3	4	5	6
A UK mobile number that you do not recognise	1	2	3	4	5	6
An Irish landline number that you do not recognise	1	2	3	4	5	6
An Irish mobile number that you do not recognise	1	2	3	4	5	6
An international number with a country code that you do not recognise	1	2	3	4	5	6
An international number with a country code that you DO recognise	1	2	3	4	5	6
A withheld number	1	2	3	4	5	6

ASK ALL

15) How likely is it that you would pick up a call from each of the following numbers? Please use a five-point scale where 1 indicates “**very unlikely to pick up**” and 5 indicates “**very likely to pick up**”.

[ROTATE ORDER - SINGLE CODE FOR EACH ROW]

	Very unlikely to pick up				Very likely to pick up
020 7946 0454	1	2	3	4	5
028 9649 6563	1	2	3	4	5
07700 900185	1	2	3	4	5
+20 8 2157863	1	2	3	4	5
+353 1 308 4862	1	2	3	4	5
+384 42 5142 5421	1	2	3	4	5
+ 77 00 900185	1	2	3	4	5
0845 492 3344	1	2	3	4	5

Measures to screen/block suspicious calls and messages – ASK ALL WHO USE LANDLINE FOR MAKING AND/OR RECEIVING CALLS (CODE 1 AT Q1)

INTRODUCTION: There are ways of screening/blocking calls on **landline** phones. These can be supplied by your landline provider such as BT (BT Call Protect), Sky (Sky Talk Shield) or TalkTalk (Call Safe). They can also be supplied by other providers (separate to your landline provider) such as trueCall, as part of your landline device or as a device plugged into your landline.

16) Do you have any of the above services for screening/blocking calls on your landline? [SINGLE CODE]

1. Yes, I have a service that screens my landline calls and use it **GO TO Q17**
2. Yes, I have a service that screens my landline calls but do not use it **GO TO Q17**
3. No, I do not have a service that screens my landline calls **GO TO Q18**
4. Don't know **GO TO Q18**

ASK ALL WHO ANSWERED YES TO HAVING A FUNCTION TO SCREEN/BLOCK CALLS ON LANDLINE (CODE 1 OR 2 AT Q16) [MULTICODE]

17) What features does your landline screening/blocking service have? Please select all that apply.

1. Callers are asked to identify themselves and make a recording for you to hear and decide whether to answer
2. Automatically identifies where the call is being made from by indicating the location (e.g. Sheffield) and/or country (e.g. Germany)
3. Automatically identifies certain brands (e.g. the name of your bank)
4. It displays an indicator when the call is likely to be legitimate
5. It displays a symbol or warning message when the call is likely to be fraudulent or spam
6. It plays a warning message or tone to indicate the call is likely to be fraudulent or spam
7. Known nuisance callers are automatically blocked or diverted to voicemail
8. Calls from withheld numbers are automatically blocked or diverted to voicemail
9. International calls are automatically blocked or diverted to voicemail
10. Some calls are automatically blocked or diverted to voicemail, but I don't know which ones
11. I can add individual numbers to be blocked
12. I can add certain categories of numbers to be blocked (e.g. numbers starting with 0870 or international calls)
13. Last caller number barring
14. Don't know

ASK ALL WHO USE A LANDLINE (CODE 1 AT Q1)

18) Some landline services play a message or sound to warn you that the incoming call may be from a number known to make suspicious calls. If you received a call that had a warning that it may be from such a number, how often do you think you would answer it anyway? **[SINGLE CODE]**

1. Always
2. Usually
3. Sometimes
4. Rarely
5. Never
6. Don't know

ASK ALL WHO WOULD AT LEAST SOMETIMES ANSWER CALLS INDICATED AS POTENTIAL COMING FROM A NUMBER KNOWN TO MAKE SUSPICIOUS CALLS (CODE 1, 2 OR 3 AT Q18) [MULTICODE]

19) Why would you [always/usually/sometimes according to answer at Q18] answer a call indicated to be potential fraud or potential spam? **Please select all that apply.**

1. I would worry the warning message is not reliable
2. I would worry that I may miss an important call
3. I am confident I could spot when a call really is fraudulent
4. I would be curious about the purpose of the call
5. I may engage with these calls by accident (e.g. acting before I've seen the warning message)
6. Other reason [WRITE IN]
7. Don't know

ASK ALL WHO USE A SMARTPHONE (CODE 1 AT Q4)

INTRODUCTION: There are ways to screen/block calls on smartphones. These may be built into the phone itself (e.g. the phone blocks callers who aren't on your contact list) or as an app that needs to be downloaded (e.g. TrueCaller, Hiya, Should I answer, Calls Blacklist, Call Control, Callapp, Norton Mobile Security, RoboKiller etc).

20) Do you have an **app or function** on your mobile phone to screen/block calls? **[SINGLE CODE]**

1. Yes, I have a call screening app/function and use it **GO TO Q21**
2. Yes, I have a call screening app/function but do not use it **GO TO Q21**
3. No, I do not have call screening app/function on my phone **GO TO Q22**
4. Don't know **GO TO Q22**

ASK ALL WHO ANSWERED YES TO HAVING AN APP/FUNCTION TO SCREEN/BLOCK CALLS (CODE 1 OR 2 AT Q20) [MULTICODE]

21) What features does your mobile phone call screening app/function have? Please select all that apply.

1. Callers are asked to identify themselves and make a recording for you to hear and decide whether to answer.
2. Automatically identifies where the call is being made from by indicating the location (e.g. Sheffield) or country (e.g. Germany)
3. Automatically identifies certain brands (e.g. the name of your bank)
4. It displays an indicator when the call is likely to be legitimate
5. It displays a symbol or warning message when the call is likely to be fraudulent or spam
6. It plays an audible message warning me the call is likely to be fraudulent or spam
7. My mobile phone has the ability to search for information about the caller online (sometimes known as reverse caller look-up)
8. Known nuisance callers are automatically blocked or diverted to voicemail
9. Calls from withheld numbers are automatically blocked or diverted to voicemail
10. International calls are automatically blocked or diverted to voicemail
11. Some calls are automatically blocked or diverted to voicemail, but I don't know which ones
12. I can add individual numbers to be blocked
13. I can add certain categories of numbers to be blocked (e.g. numbers starting with 0870 or international calls)
14. Last caller number barring
15. Don't know

ASK ALL WHO USE A SCREENING FUNCTION (CODE 1 AT Q20)

22) When your mobile phone rings and the call is marked as or indicated by an audible message/tone to be 'potential fraud' or 'potential spam', how often do you answer the call anyway? [SINGLE CODE]

1. Always
2. Usually
3. Sometimes
4. Rarely
5. Never
6. Don't know
7. I have never seen/heard this type of warning

ASK ALL WITH A MOBILE PHONE AND DO NOT USE A SCREENING FUNCTION (CODE 3 AT Q1 AND NOT CODE 1 AT Q20)

23) Even if you don't have a function on your mobile to screen for unwanted calls, you may sometimes see a warning message on your mobile's screen or hear an audible warning message/tone when your phone rings. If your mobile phone rang and the call was marked as or indicated by an audible message/tone to be 'potential fraud' or 'potential spam', how often do you think you would answer the call anyway? **[SINGLE CODE]**

1. Always
2. Usually
3. Sometimes
4. Rarely
5. Never
6. Don't know

ASK ALL WHO AT LEAST SOMETIMES ANSWER CALLS INDICATED AS POTENTIAL FRAUD OR SPAM ON MOBILE (CODE 1, 2 OR 3 AT Q22/23) [MULTICODE]

24) Why [do / would] you [always/usually/sometimes according to answer at Q22/Q23] answer calls indicated to be potential fraud or potential spam? **Please select all that apply.**

1. I [would] worry the warning message is not reliable
2. I [would] worry that I may miss an important call
3. I [am / would be] curious about who is calling/ the purpose of the call
4. I [am / would be] confident I can spot when a call really is fraudulent
5. I [might] answer these calls by accident (e.g. because I accept before I have seen the warning message)
6. I [might] find the warning message hard to understand
7. Other reason [WRITE IN]
8. Don't know

ASK ALL WHO HAVE A SMARTPHONE (CODE 1 AT Q4)

INTRODUCTION: There are also ways to screen/block traditional text messages (e.g. SMS, iMessage, RCS Chat) on **smartphones**. These may be built into the phone itself (e.g. the phone displays a warning message over text messages that may be suspected to be spam or filters these messages into a separate folder) or as an app that is either preinstalled or needs to be downloaded (e.g. TextKiller, TrueCall, Google Messages, Key Messages, Calls Blacklist etc.)

25) Do you have an **app or function** on your mobile phone to screen/block text messages? **[SINGLE CODE]**

1. Yes, I have a text screening app/function and use it **GO TO Q26**
2. Yes, I have a text screening app/function but do not use it **GO TO Q26**
3. No, I do not have text screening app/function on my phone **GO TO Q27**
4. Don't know **GO TO Q27**

**ASK ALL WHO HAVE AN APP/FUNCTION TO SCREEN/BLOCK TEXT MESSAGES (CODE 1 OR 2 AT Q25)
[MULTICODE]**

26) What features does your mobile phone text screening app/function have? **Please select all that apply.**

1. Automatically blocks text messages that are likely to be fraudulent/spam
2. Automatically filters text messages that are likely to be fraudulent/spam into a separate spam folder
3. It displays a symbol or warning message when the text is likely to be fraudulent or spam
4. I can add individual numbers to be blocked
5. I can add certain categories of numbers to be blocked (e.g. international numbers)
6. Don't know

ASK ALL WITH A MOBILE (CODE 3 AT Q1)

27) Even if you don't have a function on your mobile to screen for unwanted text messages, some messages may display a warning on your screen. If you received a text that was marked 'potential fraud' or 'potential spam', how often do you think you would engage with the text anyway (e.g. reply/click the link/call back the number)? **[SINGLE CODE]**

1. Always
2. Usually
3. Sometimes
4. Rarely
5. Never
6. Don't know

ASK ALL WHO AT LEAST SOMETIMES WOULD ENGAGE WITH TEXTS INDICATED AS POTENTIAL FRAUD OR SPAM (CODE 1, 2 OR 3 AT Q27) [MULTICODE]

28) Why would you [always/usually/sometimes according to answer at Q26] engage with texts indicated to be potential fraud or potential spam? **Please select all that apply.**

1. I would worry the warning message is not reliable
2. I would worry that I may miss important information
3. I am confident I could spot when a text really is fraudulent
4. I would be curious about the purpose of the text
5. I may engage with these texts by accident (e.g. acting before I've seen the warning message)
6. Other reason [WRITE IN]
7. Don't know

Experience of suspicious calls, texts and app messages on landlines and mobile phones

ASK ALL

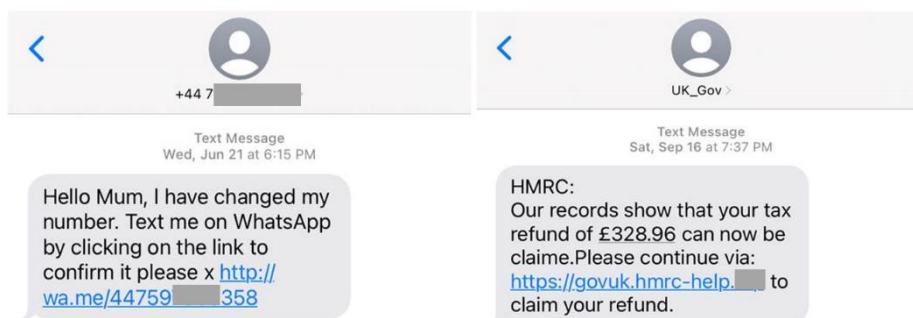
INTRODUCTION: We would now like to hear about your experience of receiving suspicious calls (on your landline and/or mobile) and suspicious messages in traditional texts and app-based messaging (on your mobile). Your input will help us understand the extent to which people are receiving these and the actions they take.

By this we are referring to:

- Traditional text messages sent to your mobile (e.g. SMS, iMessage, RCS chat)
- App-based messaging on your mobile (e.g. on WhatsApp)
- By live voice calls, we mean when you answer your mobile or landline phone and there is an actual person on the end of the line who you can have a conversation with
- By recorded voice messages we mean when you answer your mobile or landline phone and you hear a recorded message rather than a person on the end of the line

By ‘suspicious’ we mean a call or text that made you suspect it was fraudulent.

Examples of recent suspicious text messages are:



Examples of recent suspicious recorded and live voice messages are:

“I am calling from your bank to inform you that £600 has been paid out of your account. If this was not you, please press 1”

“This is your broadband supplier, your broadband account has been compromised and will be suspended”

ASK ALL WHO WOULD AT LEAST RARELY ANSWER A CALL ON THEIR LANDLINE AND/OR MOBILE MARKED AS OR INDICATED BY AN AUDIBLE MESSAGE/TONE TO BE ‘POTENTIAL FRAUD’ OR ‘POTENTIAL SPAM’ (Q 18 AND/OR Q22 CODED 1, 2, 3, OR 4) [SINGLE CODE FOR EACH ROW]

29) Have you ever picked up a call that has been indicated to be potential fraud or potential spam (through a call screening function) and found that in fact the call was genuine?

	Yes	No	Don't know
Landline numbers	1	2	3
Mobile numbers	1	2	3

SCRIPTER NOTE: SHOW FIRST EXAMPLE TEXT (RANDOMISE SHOWING TEXT 1 AND TEXT 2 FIRST)

Text 1

07359 741805

Friday, 8 Dec · 10:42

Your parcel from John Lewis is with your DHL Parcel UK driver for delivery between 11:59 and 12:59. We require someone to be at home to accept the parcel.

10:42

Text 2

DHL Parcel

Friday, 8 Dec · 10:42

Your parcel from John Lewis is with your DHL Parcel UK driver for delivery between 11:59 and 12:59. We require someone to be at home to accept the parcel. <https://i.dhlparcel.co.uk/dR9Tik8>

10:42

30) Using a five-point scale where 1 indicates 'definitely not genuine' and 5 indicates 'definitely genuine,' please indicate the extent to which you think that this example message is genuine?

Definitely not genuine		Not sure		Definitely genuine
1	2	3	4	5

SHOW SECOND EXAMPLE TEXT

31) Again, using a five-point scale where 1 indicates 'definitely not genuine' and 5 indicates 'definitely genuine,' please indicate the extent to which you think that this example message is genuine?

Definitely not genuine		Not sure		Definitely genuine
1	2	3	4	5

32) Which of the following factors do you consider when deciding whether a text or other type of message is genuine or not? **[MULTICODE, RANDOMISE ORDER]**

1. Whether the company is named e.g. the text comes from 'DHL' or has a phone number '07359 741805'
2. Whether the company named is trustworthy
3. The spelling, grammar or tone of the message.
4. What the URL (Website address) in the link looks like e.g. whether it includes a recognised website address, whether it has typos (i.e. using "O" instead of "o") or uses a URL shortener
5. Whether it asks you to do something, e.g. says you that you need to make a payment or asks you to click on a link
6. Previous experience e.g. aware of parcel delivery scams have personally or know someone who has fallen victim to a scam that began in this way
7. Whether you have received prior texts from this name / number
8. Whether you are expecting the text (e.g. when you are expecting a parcel)
9. Other [PLEASE WRITE IN]

ASK ALL

33) Do you think that it is possible for scammers to fake the type of incoming number that appears on mobile and landline caller displays? **[SINGLE CODE FOR EACH ROW]**

	Landline numbers	Mobile numbers
Can be faked	1	1
Can't be faked	2	2
Not sure	3	3

34) Have you ever answered a call or seen a text / message that looks like it is from a genuine source and then become suspicious that it is not genuine?

	Call on your landline	Call on your mobile	Text (e.g. SMS, iMessage, RCS chat) on our mobile	App-based messages (e.g. on WhatsApp) on your mobile
Yes	1	1	1	1
No	2	2	2	2
Not sure	3	3	3	3
Don't use this type of communication	4	4	4	4

ASK ALL WHO HAVE EVER PICKED UP A CALL THAT THEY THOUGHT WAS GENUINE THAT TURNED OUT TO BE SUSPICIOUS (CODE 1 FOR CALL ON YOUR LANDLINE AND/OR CALL ON YOUR MOBILE AT Q34) [MULTICODE]

Q35. You said you had picked up a call on your landline and/or mobile that looked genuine but then turned out to be suspicious. What made you think that the call was suspicious? **Please select all that apply.**

1. The voice sounded like it was a recorded message rather than a live person speaking
2. The way the caller spoke did not sound like genuine human speech / it sounded like a bot.
3. The caller was offering something that seemed too good to be true
4. The caller asked me to provide personal information (e.g. my bank details or account password)
5. The questions asked indicated the call may not be genuine
6. The organisation was not familiar to me
7. The way the caller talked (unprofessional, too informal, appeared to be following a script)
8. Inaccurate details shared as to why they were calling (e.g. information provided on the call didn't match what I already know about the organisation the caller reported to be from)
9. A sense of urgency on the call
10. Another reason [WRITE IN]
11. Don't know

ASK ALL

36) 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? **[SINGLE CODE FOR EACH COLUMN]**

Examples of fraudulent calls or texts include:

A message from someone pretending to be a parcel delivery company requesting a postage fee to deliver your parcel

A message from someone pretending to be a brand (e.g. Apple) telling you your Apple Pay accounts have been suspended.

A message from someone pretending to be HMRC telling you that you are eligible to receive a tax refund

A call from someone pretending to be your bank, saying your account has been compromised and asking you to transfer funds to another account

A call from someone pretending to be from the police or Action Fraud, asking you to help them with an investigation into your bank and telling you to withdraw cash that might be fake and give it to a courier that they will send to your house

A message from someone pretending to be your bank, asking you to call a number or visit a website because your account had been compromised, or asking you to pay an advance fee to secure a loan.

A message from someone pretending to be a friend or relative telling you they've lost their mobile and asking you to send them money or move the conversation over to e.g. WhatsApp

SHOW COLUMNS RELEVANT TO THE SERVICES RESPONDENTS USE: COLUMN 1 & 3 ALL WITH A MOBILE (CODE 3 AT Q1), COLUMN 2 – ALL WITH A SMARTPHONE (CODE 1 AT Q4), COLUMN 4 – ALL USING A LANDLINE (CODE 1 AT Q1)

	Text (e.g. SMS, iMessage, RCS chat) on your mobile	App-based message (e.g. WhatsApp) on your mobile	Call on your mobile	Call on your landline
Not applicable I am not aware that I have received any type of suspicious message or call in the last three months	1	1	1	1
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	2	2	N/A	N/A
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	N/A	N/A	3	3
Live voice call, (e.g. telling you there is a problem with your internet service)	N/A	N/A	4	4
Message from an organisation which asks me to call a number	5	5	N/A	N/A

ASK ALL WITH A MOBILE PHONE (CODE 3 AT Q1)

ONLY SHOW COLUMN 2 TO THOSE WITH A SMARTPHONE (CODE 1 AT Q4)

37) Thinking about suspicious texts (e.g. SMS, RCS chat, iMessage) or app-based messages (e.g. WhatsApp), how often have you received each of these types of messages in the last three months? [SINGLE CODE FOR EACH COLUMN]

	Text (e.g. SMS, RCS chat, iMessage) on your mobile	App-based message (e.g. WhatsApp) on your mobile
Several times a day	1	1
At least once a day	2	2
At least a few times a week	3	3
At least once a week	4	4
At least once a month	5	5
Less often	6	6
Never	7	7
Don't know	8	8

ASK ALL - SHOW COLUMN 1 ONLY TO THOSE WITH A MOBILE (CODE 3 AT Q1), SHOW COLUMN 2 ONLY TO THOSE USING A LANDLINE (CODE 1 AT Q1)

38) Thinking about suspicious **recorded voice messages**, how often have you received these types of messages in the last three months? **[SINGLE CODE FOR EACH COLUMN]**

NOTE: By recorded voice messages, we mean when you answer your mobile or landline phone and you hear a recorded message rather than a person on the end of the line.

	Recorded voice message on your mobile	Recorded voice message on your landline
Several times a day	1	1
At least once a day	2	2
At least a few times a week	3	3
At least once a week	4	4
At least once a month	5	5
Less often	6	6
Never	7	7
Don't know	8	8

ASK ALL - SHOW COLUMN 1 ONLY TO THOSE WITH A MOBILE (CODE 3 AT Q1), SHOW COLUMN 2 ONLY TO THOSE USING A LANDLINE (CODE 1 AT Q1)

39) Thinking about suspicious **live voice calls**, how often have you received these types of call in the last three months? **[SINGLE CODE FOR EACH COLUMN]**

NOTE: By live voice calls, we mean when you answer your mobile or landline phone and there is an actual person on the end of the line who you can have a conversation with.

	Live calls on your mobile	Live calls on your landline
Several times a day	1	1
At least once a day	2	2
At least a few times a week	3	3
At least once a week	4	4
At least once a month	5	5
Less often	6	6
Never	7	7
Don't know	8	8

ASK ALL WHO HAVE RECEIVED ANY TYPE OF SUSPICIOUS CALL/TEXT/ MESSAGE IN THE LAST 3 MONTHS (CODE 2,3,4 OR 5 AT ONE OR MORE COLUMNS AT Q36)

40) Thinking about the suspicious texts / calls / messages you have received, have you ever suspected that the caller/sender could have got your number from somewhere you had recently shared your contact details? **Please select all that apply. [MULTICODE]**

1. It's possible that I had entered my details online
2. It's possible that I had called the number / messaged the sender before
3. It's possible for another reason [WRITE IN]
4. I'm not aware that I have shared my details anywhere

ASK ALL WHO HAVE RECEIVED A SUSPICIOUS LIVE VOICE CALL ON LANDLINE OR MOBILE IN THE LAST 3 MONTHS (CODE 4 FOR MOBILE AND/OR LANDLINE LIVE CALL AT Q36)

41) Which of the following do you ever do when you receive a suspicious live voice call? **Please select all that apply. [MULTICODE]**

NOTE: By **live voice calls**, we mean when you answer your mobile or landline phone and there is a live person on the end of the line who you can have a conversation with.

Hang up immediately, as soon as I realise it is a suspicious call	1
Listen to some of what they have to say before hanging up	2
Listen to everything they have to say before hanging up	3
Listen to some of what they have to say and ask them questions to decide if it is a suspicious call	4
Ask them not to call me again	5
Something else	6

ASK ALL WHO HAVE RECEIVED ANY TYPE OF SUSPICIOUS CALL/TEXT/MESSAGE IN THE LAST 3 MONTHS (CODE 2,3,4 OR 5 AT Q36)

SHOW COLUMNS RELEVANT TO THE SERVICES RESPONDENTS USE: COLUMN 1 & 3 ALL WITH A MOBILE (CODE 3 AT Q1), COLUMN 2 – ALL WITH A SMARTPHONE (CODE 1 AT Q4), COLUMN 4 – ALL USING A LANDLINE (CODE 1 AT Q1)

**42) Which, if any, actions have you taken as a result of receiving these suspicious texts/calls?
Please select all that apply. [MULTICODE]**

	Text (e.g. SMS, iMessage, RCS chat) on your mobile	App-based message (e.g. WhatsApp) on your mobile	Live calls on your mobile	Live calls on your landline
Just ignored it	1	1	1	1
Talked to the caller	n/a	n/a	2	2
Replied to the message sender	3	3	n/a	n/a
Called the message sender/called the original caller back	4	4	4	4
Clicked on the link but then didn't do as instructed	3	3	n/a	n/a
Clicked on the link and then did as instructed by the message/person (e.g., entered personal details on the website/ downloaded software)	4	4	n/a	n/a
Reported it	5	5	5	5
Blocked the number	6	6	6	6
Told friends or family about it	7	7	7	7
Checked to see if the number is real/ legitimate (e.g., Google search / elsewhere)	8	8	8	8
Deleted it	9	9	n/a	n/a
Something else	10	10	10	10
Don't know/can't remember	11	11	11	11

ASK ALL WHO REPORTED A SUSPICIOUS TEXT/ CALL/ MESSAGE (CODE 5 AT Q42)

SHOW COLUMNS RELEVANT TO THE SERVICES RESPONDENTS USE: COLUMN 1 & 3 ALL WITH A MOBILE (CODE 3 AT Q1), COLUMN 2 – ALL WITH A SMARTPHONE (CODE 1 AT Q4), COLUMN 4 – ALL USING A LANDLINE (CODE 1 AT Q1)

43) How did you report the suspicious message/call? Please select all that apply. [MULTICODE]

	Text (e.g. SMS, iMessage, RCS chat) on your mobile	App-based message (e.g. WhatsApp) on your mobile	Live calls on your mobile	Live calls on your landline
Reported it to a special number for reporting suspicious messages/calls	1	1	1	1
Reported it using the report function on my mobile phone	2	2	2	2
Reported it to my landline or mobile provider	3	3	3	3
Reported it to Action Fraud	4	4	4	4
Reported it to Citizens Advice	5	5	5	5
Reported it to the police	6	6	6	6
Reported it to Ofcom	7	7	7	7
Reported to another organisation	8	8	8	8
Did something else	9	9	9	9
Don't know/can't remember	10	10	10	10

SHOW COLUMNS RELEVANT TO THE SERVICES RESPONDENTS USE: COLUMN 1 & 3 ALL WITH A MOBILE (CODE 3 AT Q1), COLUMN 2 – ALL WITH A SMARTPHONE (CODE 1 AT Q4), COLUMN 4 – ALL USING A LANDLINE (CODE 1 AT Q1)

44) How did you know where to report the suspicious message/call? Please select all that apply. [MULTICODE]

	Text (e.g. SMS, iMessage, RCS Chat) on your mobile	App-based message (e.g. WhatsApp) on your mobile	Live calls on your mobile	Live calls on your landline
Previous experience of scam attempts	1	1	1	1
From friends / family	2	2	2	2
Searched for where to report it (e.g., Google search online)	3	3	3	3
From the media (e.g., TV/ radio/ magazine/ newspaper)	4	4	4	4
From social media	5	5	5	5
From information from my landline or mobile provider	6	6	6	6
From information from Ofcom	7	7	7	7
From information from another organisation	8	8	8	8
From somewhere else	9	9	9	9
Don't know/can't remember	10	10	10	10

45) Why did you decide to report the suspicious message/call? Please select all that apply. [MULTICODE, RANDOMISE CODES 1-5]

1. To stop the messages coming through
2. Didn't want the same to happen to others
3. To feel like I am helping to tackle scams
4. Encouraged to do so by family / friends
5. Encouraged to do so by a campaign
6. Something else
7. Prefer not to say

ASK ALL WHO EXPERIENCED BUT DID NOT REPORT A SUSPICIOUS MESSAGE/CALL (ALL CODES EXCEPT 5 AT Q41)

46) Why did you decide not to report the suspicious message/call? Please select all that apply. [MULTICODE, RANDOMISE CODES 1-7]

1. Because I didn't think any action would be taken
2. Because I didn't know how to report it
3. Because I didn't know who to report it to
4. Because I didn't think it was serious enough
5. Because I thought it would be too time consuming
6. Because I received conflicting advice on what to do
7. Because I was embarrassed that I had fallen for the scam
8. Something else
9. Prefer not to say

ASK ALL WITH A MOBILE PHONE (CODE 3 AT Q1)

47) Have you heard of or used the special text number, 7726 that you can use to report a suspected suspicious text or call? [MULTICODE]

1. Yes, have heard of 7726 and used it to report a suspicious text
2. Yes, I have heard of 7726 and used it to report a suspicious call
3. Yes, I have heard of 7726, but have not used
4. Yes, I have heard of 7726, but do not know how to use it
5. I knew there was a number but was not aware that it was 7726
6. No, I have never heard of 7726 or any other number to report a suspicious text or call

ASK ALL PREVIOUSLY UNAWARE OF 7726 REPORTING NUMBER (CODE 5 or 6 AT Q47)

48) Now that you know about the reporting number, how likely do you think you will be to use it the next time you receive a suspicious text or call? [10-POINT SLIDING SCALE, 1 = NOT AT ALL LIKELY TO 10 = VERY LIKELY WITH 'DON'T KNOW' AS A SEPARATE OPTION]

Not at all likely										Very likely	Don't know
1	2	3	4	5	6	7	8	9	10	x	

THANK AND CLOSE