

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 1
Q1. Which of these types of telephone service do you have?
 Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
A landline - which you use for making and/or receiving voice calls	955 43%	95 31%	93 25%	93 27%	153 40%abc	397 60%abc d	124 82%abc	188 28%	246 34%g	397 60%gh	124 82%ghi	45 37%	41 30%	257 65%kl	264 63%kl	482 45%	471 42%	515 42%	439 45%	37 43%	104 43%	73 41%	83 43%	52 33%	108 52%uwA	143 49%w	125 42%	88 47%w	814 44%	44 42%	74 40%	23 35%	293 35%	585 48%G	
A landline - which you only have in order to get your broadband service but do not use to make or receive voice calls on	639 29%	67 22%f	101 28%f	125 37%abe	156 41%abe	171 26%f	19 12%	168 25%j	281 39%gij	171 26%j	19 12%	24 20%	30 21%	94 24%	96 23%	315 29%	323 29%	332 27%	307 31%	32 36%x	69 29%	63 35%vxy	45 24%	48 31%	49 24%	74 25%	90 30%	46 24%	518 28%	34 32%	66 36%C	21 32%	232 28%	318 26%	
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)	2044 93%	273 90%	326 89%	325 95%ab	348 92%	629 95%abd	143 95%b	599 89%	673 93%g	629 95%g	143 95%	106 88%	125 89%	375 95%kl	397 95%kl	997 93%	1046 93%	1146 94%r	898 91%	81 93%	227 93%	168 94%	173 90%	143 90%	200 96%vwy	257 89%	292 97%vwy	176 94%	1716 93%	99 94%	169 92%	60 91%	835 100%	1209 100%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Table 2
Q1. Which of these types of telephone service do you have?
 Base: All respondents

	Experience of suspicious texts/calls			Mobile							Landline			None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
A landline - which you use for making and/or receiving voice calls	955 43%	656 46%defhim	300 56%adefghim	431 56%adefghim	529 40%	491 40%	460 40%	223 41%	154 39%	217 39%	457 100%abcde fghim	237 100%abcde fghim	350 100%abode fghim	298 39%
A landline - which you only have in order to get your broadband service but do not use to make or receive voice calls on	639 29%	377 26%ijkl	135 25%jkl	191 25%jkl	369 28%jkl	340 28%jkl	319 28%jkl	144 27%jkl	123 32%cjkl	170 31%cjkl	62 13%	27 11%	46 13%	262 34%abcdefgijkl
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)	2044 93%	1393 97%cjlm	523 98%cjklm	732 95%jlm	1308 100%abcjklm	1213 100%abcjklm	1139 100%abcjklm	540 100%abcjklm	390 100%abcjklm	556 100%abcjklm	415 91%lm	224 94%lm	312 89%	651 85%

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 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Table 3

Q2. Thinking of your personal mobile phone, which network are you on? If you use more than one personal mobile phone, please answer all questions for the one you use MOST OFTEN.
Base: All mobile users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032
O2	448	48	64	85	73	149	30	112	158	149	30	19	15	86	92	227	221	248	200	14	45	33	40	53	49	55	68	33	390	14	24	20	179	269
	22%	17%	20%	26% ^a	21%	24%	21%	19%	24%	24%	21%	18%	12%	23% ^l	23% ^l	23%	21%	22%	22%	17%	20%	20%	23%	37% ^{stu}	25%	21%	23%	19%	23% ^{DE}	14%	14%	33% ^{CDE}	21%	22%
EE	375	51	61	68	64	107	25	112	132	107	25	26	20	67	65	186	188	224	152	19	35	30	52	20	34	42	44	30	305	19	46	5	169	206
	18%	19%	19%	21%	18%	17%	17%	19%	20%	17%	24%	16%	18%	16%	19%	18%	20%	17%	23%	15%	18%	30% ^{tuvw}	14%	17%	16%	15%	17%	18% ^F	19% ^F	27% ^{CF}	9%	20%	17%	
Vodafone	246	22	47	44	46	74	13	88	90	74	13	5	14	44	43	111	135	149	97	13	26	11	14	16	15	35	45	27	202	9	23	12	100	147
	12%	8%	14% ^a	14%	13%	12%	9%	11%	13%	12%	9%	5%	11%	12%	11%	11%	13%	13%	11%	16% ^u	11%	6%	8%	11%	8%	14% ^{uv}	15% ^{uvwx}	16% ^{lux}	12%	10%	13%	20% ^{CD}	12%	12%
Three	181	29	41	29	29	49	5	70	58	49	5	17	8	24	29	95	86	100	81	8	18	14	12	10	13	27	29	16	146	14	15	6	75	106
	9%	10% ^f	13% ^{ef}	9% ^f	8%	8%	3%	12% ^{ij}	9% ^j	8%	3%	16% ^{lmn}	7%	7%	10%	8%	9%	9%	9%	9%	8%	8%	7%	7%	6%	11%	10%	9%	9%	14%	9%	10%	9%	9%
Tesco Mobile	163	17	16	14	21	69	26	33	35	69	26	5	7	46	49	77	86	69	93	3	18	22	6	7	20	16	21	19	133	8	16	6	62	101
	8%	6%	5%	4%	6%	11% ^{abcd}	18% ^{abcde}	5%	5%	11% ^{gh}	18% ^{ghi}	5%	6%	12% ^k	12% ^k	8%	8%	6%	10% ^q	3%	8%	13% ^{svwy}	4%	5%	10% ^v	6%	7%	11% ^v	8%	8%	10%	10%	7%	8%
Sky Mobile	123	13	10	17	32	41	9	24	49	41	9	2	7	19	31	48	75	70	53	5	11	17	5	8	11	14	14	11	98	10	12	4	65	58
	6%	5%	3%	5%	9% ^b	7% ^b	6%	4%	7% ^g	7%	6%	2%	6%	5%	8% ^k	5%	7% ^o	6%	6%	6%	5%	10% ^{va}	3%	6%	6%	6%	6%	5%	6%	10%	7%	4%	8% ^H	5%
Giff-Gaff	117	24	19	19	20	25	10	43	40	25	10	6	14	21	14	48	69	68	49	4	20	7	10	6	20	10	11	12	100	4	10	3	48	69
	6%	9% ^e	6%	6%	6%	4%	7%	7% ⁱ	6%	4%	7%	5%	11% ⁿ	5%	4%	5%	7%	6%	5%	5%	9% ^{ya}	4%	6%	4%	10% ^{uyA}	4%	4%	7%	6%	4%	6%	5%	6%	6%
Lebara	98	19	19	12	9	34	6	37	20	34	6	8	9	21	19	58	40	65	33	3	9	7	9	5	6	16	18	12	86	4	5	2	41	57
	5%	7% ^d	6%	4%	2%	5% ^d	4%	6% ^h	3%	5% ^h	4%	8%	7%	6%	5%	6%	4%	6% ^r	4%	3%	4%	4%	5%	4%	3%	6%	6%	7%	5%	5%	3%	4%	5%	5%
iD Mobile	86	15	15	7	17	27	4	29	25	27	4	4	10	15	17	42	44	44	42	-	18	10	7	7	10	12	6	3	73	9	4	*	37	48
	4%	5%	5%	2%	5%	4%	3%	5%	4%	4%	3%	4%	8%	4%	4%	4%	4%	4%	5%	-	8% ^{sAB}	6% ^{sAB}	4%	5%	5%	4%	2%	1%	4%	9% ^{CEF}	2%	1%	1%	4%
Smarty	42	6	7	10	5	12	2	13	15	12	2	5	-	9	5	28	14	18	24	3	8	1	2	3	4	6	8	3	38	3	1	1	8	33
	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	5% ^{ln}	-	2%	1%	3% ^p	1%	2%	3%	4%	3%	1%	1%	2%	2%	2%	3%	3%	2%	3%	*	1%	1%	3% ^G
BT Mobile	37	6	4	4	6	12	5	10	9	12	5	3	4	6	11	19	17	23	13	3	4	6	2	1	4	8	2	1	31	2	3	*	13	24
	2%	2%	1%	1%	2%	2%	3%	2%	1%	2%	3%	2%	3%	2%	3%	2%	2%	2%	1%	4% ^{AB}	2%	4% ^{AB}	1%	1%	2%	3% ^A	1%	*	2%	2%	2%	1%	2%	2%

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	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Virgin Mobile	32 2%	4 2%	8 2%	3 1%	7 2%	6 1%	4 2%	12 2%	10 2%	6 1%	4 2%	-	3 3%	5 1%	5 1%	16 2%	16 2%	15 1%	17 2%	2 3%	4 2%	3 2%	2 1%	3 2%	3 1%	4 2%	7 2%	1 *	29 2%	1 1%	2 1%	*	11 1%	22 2%	
Talkmobile	20 1%	2 1%	1 *	5 1%	4 1%	8 1%	1 1%	3 *	9 1%	8 1%	1 1%	*	2 2%	4 1%	4 1%	11 1%	9 1%	13 1%	7 1%	2 2%	1 1%	2 1%	1 1%	-	3 1%	1 *	6 2%	1 *	16 1%	-	3 2%	*	6 1%	13 1%	
Voxi	17 1%	6 2%e	5 2%e	3 1%	3 1%	1 *	-	11 2%i	6 1%	1 *	-	1 1%	5 4%mn	-	1 *	7 1%	11 1%	9 1%	9 1%	-	3 1%	1 1%	3 2%	2 1%	1 *	-	2 1%	4 2%y	15 1%	-	2 1%	-	7 1%	10 1%	
Asda Mobile	16 1%	2 1%	3 1%	2 1%	2 1%	6 1%	1 1%	5 1%	4 1%	6 1%	1 1%	1 1%	-	2 *	5 1%	5 *	10 1%	7 1%	9 1%	1 1%	1 1%	3 2%y	3 2%	-	2 1%	-	3 1%	1 1%	15 1%	-	1 1%	-	4 1%	11 1%	
Lycamobile	12 1%	5 2%e	2 1%	1 *	3 1%e	*	-	7 1%i	4 1%	*	-	2 2%mn	3 2%mn	*	-	5 *	7 1%	8 1%	3 *	-	1 *	*	2 1%	-	-	5 2%	3 1%	-	12 1%	-	-	-	2 *	9 1%	
Plusnet Mobile	3 *	-	-	-	-	3 *	1 *	-	-	3 *	1 *	-	-	1 *	2 *	1 *	2 *	2 *	1 *	-	-	-	-	-	1 *	1 *	-	1 *	2 1%	1 1%	-	-	1 *	2 *	
Other (Please specify)	26 1%	5 2%	5 1%	2 1%	6 2%	6 1%	2 1%	10 2%	8 1%	6 1%	2 1%	1 1%	4 3%	4 1%	3 1%	12 1%	14 1%	14 1%	12 1%	3 3%u	2 1%	-	3 1%	2 2%	4 2%	4 2%	2 1%	2 1%	22 1%	2 2%	2 1%	-	6 1%	20 2%	
Don't know	3 *	-	-	-	-	1 *	3 2%abcd	-	-	-	1 2%ghi	-	-	1 *	2 *	1 *	2 *	1 *	3 *	-	-	-	-	-	-	-	3 1%	-	3 *	1 1%	-	-	-	3 *	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Table 4

Q2. Thinking of your personal mobile phone, which network are you on? If you use more than one personal mobile phone, please answer all questions for the one you use MOST OFTEN.
Base: All mobile users

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Total			Any mobile (d)	Mobile				Any landline (j)	Landline			
	Any (a)	Any voice call (b)	Any recorded message (c)	SMS (f)		App (g)	Voice call (h)	Recorded message (i)	Voice call (k)		Recorded message (l)			
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
O2	448 22%	298 21%	110 21%	151 21%	283 22%	265 22%	255 22%g	96 18%	78 20%	110 20%	88 21%	52 23%	69 22%	150 23%g
EE	375 18%	260 19%	104 20%	144 20%	240 18%	212 17%	204 18%	100 18%	82 21%	110 20%	85 21%	46 20%	64 20%	116 18%
Vodafone	246 12%	172 12%	57 11%	94 13%	163 12%	153 13%	140 12%	77 14%	40 10%	75 13%	44 10%	23 10%	34 11%	74 11%
Three	181 9%	132 10%	49 9%	64 9%	127 10%	116 10%	110 10%	51 9%	40 10%	54 10%	28 7%	14 6%	23 7%	49 7%
Tesco Mobile	163 8%	110 8%	44 8%	62 8%	96 7%	90 7%	87 8%	36 7%	23 6%	39 7%	51 12% im	30 13% him	37 12% him	52 8%
Sky Mobile	123 6%	92 7%	30 6%	45 6%	88 7%	82 7%	78 7%	32 6%	23 6%	36 6%	27 6%	11 5%	18 6%	31 5%
Giff-Gaff	117 6%	83 6%	33 6%	33 5%	81 6%	77 6%	72 6%	38 7% l	29 8% l	27 5%	17 4%	11 5%	10 3%	34 5%
Lebara	98 5%	60 4%	18 3%	33 5%	56 4%	51 4%	45 4%	25 5%	16 4%	27 5%	14 3%	5 2%	11 4%	38 6% k
ID Mobile	86 4%	61 4%	19 4%	43 6%	58 4%	52 4%	47 4%	27 5%	16 4%	36 6%	15 4%	7 3%	13 4%	25 4%
Smarty	42 2%	26 2%	12 2%	12 2%	25 2%	25 2%	21 2%	14 3%	9 3%	8 1%	5 1%	3 1%	5 2%	16 2%
BT Mobile	37 2%	30 2%	16 3% m	17 2%	29 2%	27 2%	24 2%	13 2%	8 2%	12 2%	15 4% m	9 4% m	11 3% m	7 1%
Virgin Mobile	32 2%	24 2%	11 2%	9 1%	22 2%	22 2%	19 2%	12 2%	8 2%	4 1%	10 3% i	7 3% i	6 2%	8 1%

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 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Q2. Thinking of your personal mobile phone, which network are you on? If you use more than one personal mobile phone, please answer all questions for the one you use MOST OFTEN.
 Base: All mobile users

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Talkmobile	20 1%	7 1%	4 1%	4 1%	7 1%	7 1%	7 1%	5 1%	3 1%	4 1%	2 *	1 *	1 *	13 2%acdef
Voxi	17 1%	3 *	1 *	2 *	3 *	3 *	3 *	2 *	1 *	1 *	1 *	-	1 *	14 2%abcdefghijkl
Asda Mobile	16 1%	8 1%	3 1%	6 1%	7 1%	7 1%	7 1%	2 *	3 1%	3 1%	5 1%	2 1%	4 1%	8 1%
Lycamobile	12 1%	6 *	3 1%	3 *	6 *	6 1%	6 1%	2 *	3 1%	3 1%	-	-	-	5 1%
Plusnet Mobile	3 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	-	1 *	1 *	1 *	-	2 *
Other (Please specify)	26 1%	18 1%	8 2%	9 1%	16 1%	16 1%	13 1%	8 1%	7 2%	5 1%	6 2%	4 2%	4 1%	8 1%
Don't know	3 *	1 *	1 *	-	1 *	1 *	1 *	-	1 *	-	1 *	1 *	-	2 *

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 5
Q3. What make of mobile phone do you have?
 Base: All mobile users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256		
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Apple iPhone	835	177	166	124	113	205	50	344	237	205	50	55	97	107	148	344	490	520	315	30	78	62	79	54	74	121	120	82	701	40	72	22	835	-	
	41%	65%bcd	51%cd	38%	32%	33%	35%	57%chij	35%	33%	35%	52%mn	78%kln	28%	37%o	35%	47%o	45%r	35%	37%	34%	37%	46%t	38%	37%	47%t	41%	41%	41%	41%	41%	43%	37%	100%h	-
Samsung	705	57	85	135	144	242	43	142	278	242	43	30	15	142	143	361	345	368	337	33	92	62	58	59	74	73	92	49	592	31	60	23	-	705	
	34%	21%	26%	41%abf	41%abf	38%ab	30%	24%	41%gj	38%g	30%	28%l	12%	38%l	36%	33%	32%	38%q	40%	30%	40%yAB	37%	33%	42%yB	37%	29%	31%	28%	34%	31%	35%	38%	-	58%G	
Motorola	85	3	4	8	21	41	9	29	41	9	3	-	26	24	44	41	40	45	3	8	8	11	6	12	7	8	6	68	5	11	1	-	85		
	4%	1%	1%	3%	6%abc	6%abc	6%ab	1%	4%g	6%g	3%	-	7%l	6%l	4%	4%	3%	5%	3%	3%	3%	5%	4%	6%	3%	3%	3%	4%	5%	7%F	1%	-	7%G		
Google Pixel	81	4	20	20	13	23	2	23	33	23	2	1	17	8	53	28	51	31	7	10	4	2	7	4	5	22	6	67	5	6	3	-	81		
	4%	1%	6%af	6%af	4%	4%	1%	4%	5%	4%	1%	1%	5%	2%	5%p	3%	4%	3%	9%luxxy	4%	2%	1%	5%	2%	2%	7%uvxy	4%	4%	5%	4%	5%	4%	5%	7%G	
Nokia	69	4	4	3	11	31	16	8	14	31	16	3	-	24	22	39	30	40	28	2	8	7	9	3	8	9	13	4	64	2	2	1	-	69	
	3%	1%	1%	1%	3%	5%abc	11%abcd	1%	2%	5%gh	11%ghi	3%	-	6%l	6%l	4%	3%	4%	3%	3%	4%	4%	5%	3%	4%	3%	4%	4%	2%	2%	1%	1%	-	6%G	
Huawei	60	5	11	10	14	16	5	16	23	16	5	-	3	11	10	25	35	25	36	1	7	4	4	8	6	5	8	1	45	8	6	3	-	60	
	3%	2%	3%	3%	4%	2%	4%	3%	3%	2%	4%	-	3%	3%	2%	3%	3%	2%	4%q	1%	3%	3%	2%	5%B	3%	2%	3%	1%	3%	8%C	3%	4%	-	5%G	
Xiaomi	42	7	11	3	5	12	4	18	8	12	4	4	3	10	6	31	11	23	19	1	5	4	2	1	8	9	2	3	34	3	3	1	-	42	
	2%	3%	3%	1%	1%	2%	3%	3%	1%	2%	3%	4%	2%	3%	1%	3%p	1%	2%	2%	1%	2%	2%	1%	*	4%A	4%A	1%	2%	2%	3%	2%	2%	-	3%G	
Oppo	39	8	7	6	3	12	3	16	9	12	3	4	4	8	7	21	18	22	17	1	2	3	1	2	2	10	6	7	34	-	1	3	-	39	
	2%	3%	2%	2%	1%	2%	3%	1%	2%	2%	4%	3%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	1%	4%	2%	4%	2%	-	1%	5%CDE	-	3%G	
Sony	25	1	5	4	4	9	1	6	9	9	1	1	-	7	4	17	8	11	14	2	1	3	2	-	2	1	5	3	20	1	2	1	-	25	
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	-	1%	*	2%	2%	1%	2%	1%	2%	-	2%G	
Honor	19	3	1	2	5	6	2	4	7	6	2	3	-	4	5	13	6	7	12	-	2	4	1	-	1	4	2	2	16	1	2	*	-	19	
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	3%	-	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	-	*	2%	1%	1%	1%	1%	1%	1%	-	2%G	
OnePlus	17	2	5	4	3	3	-	7	7	3	-	-	1	1	2	12	4	15	2	-	2	-	-	1	2	3	4	15	-	1	1	-	17		
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	-	-	1%	*	2	1%	*	1%r	*	-	1%	-	-	1%	1%	1%	1%	2%	1%	-	1%	1%	-	1%G	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 5
Q3. What make of mobile phone do you have?
Base: All mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209		
Alcatel	16	-	1	1	4	9	1	1	5	9	1	-	-	3	7	4	13	4	13	1	-	3	1	1	1	*	6	1	14	1	2	-	-	16		
	1%	-	*	*	1%	1%	1%	*	1%	1%g	1%	-	-	1%	2%	*	1%	*	1%q	1%	-	2%	1%	1%	1%	*	2%	*	1%	1%	1%	-	-	1%G		
LG	6	1	-	1	1	2	1	1	2	2	1	-	1	3	-	4	2	3	3	-	1	1	-	-	1	-	-	3	6	-	-	-	-	6		
	*	*	-	*	*	1%	*	*	*	1%	-	*	1%	-	*	*	*	*	*	-	*	1%	-	-	*	-	2%A	*	-	-	-	-	-	*		
HTC	2	-	1	1	-	-	-	1	1	-	-	-	-	-	2	-	-	2	-	-	-	-	-	-	1	-	-	2	-	-	-	-	-	2		
	*	-	*	*	-	-	-	*	*	-	-	-	-	-	*	-	*	*	*	-	-	-	-	1%	-	*	-	*	-	-	-	-	-	-	*	
Blackberry	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*		
	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	
Other (please specify)	33	2	3	2	8	14	4	4	10	14	4	2	9	9	21	12	15	18	1	8	2	2	1	3	7	3	4	31	1	1	-	-	33			
	2%	1%	1%	1%	2%	2%	3%	1%	1%	2%	3%g	2%	2%	2%	2%	1%	1%	2%	2%	4%A	1%	1%	1%	1%	3%	1%	2%	2%	1%	*	-	-	-	3%G		
Don't know	9	-	2	-	-	4	3	2	-	4	3	-	3	3	6	3	3	6	-	3	1	-	-	-	1	2	1	8	1	-	*	-	9			
	*	-	1%	-	-	1%	2%acd	*	-	1%	2%h	-	-	1%	1%	1%	*	1%	-	1%	1%	-	-	-	*	1%	*	*	1%	-	1%	-	-	1%G		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 6
Q3. What make of mobile phone do you have?
 Base: All mobile users

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Total			Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
		Any (a)	Any voice call (b)	Any recorded message (c)										
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
Apple iPhone	835 41%	586 42% <small>ijkl</small>	201 39% <small>ijkl</small>	294 40% <small>ijkl</small>	570 44% <small>ijklm</small>	532 44% <small>ijklm</small>	499 44% <small>ijklm</small>	245 45% <small>bjklm</small>	160 41% <small>ijkl</small>	256 46% <small>bjklm</small>	127 31%	67 30%	96 31%	250 38% <small>ijkl</small>
Samsung	705 34%	473 34%	183 35%	253 35%	449 34%	416 34%	397 35%	170 31%	141 36%	186 33%	155 37%	82 37%	113 36%	232 36%
Motorola	85 4%	54 4%	27 5%	29 4%	48 4%	47 4%	45 4%	23 4%	18 5%	16 3%	26 6% <small>di</small>	16 7% <small>adefi</small>	20 6% <small>di</small>	31 5%
Google Pixel	81 4%	57 4%	21 4%	33 5%	53 4%	48 4%	44 4%	27 5%	17 4%	26 5%	12 3%	6 3%	10 3%	25 4%
Nokia	69 3%	40 3% <small>eg</small>	28 5% <small>adefgi</small>	30 4% <small>defg</small>	23 2%	19 2%	19 2%	3 1%	12 3% <small>g</small>	11 2% <small>g</small>	30 7% <small>acdefghi</small>	20 9% <small>acdefghim</small>	23 7% <small>adefghi</small>	28 4% <small>defgi</small>
Huawei	60 3%	43 3%	12 2%	19 3%	40 3%	35 3%	34 3%	16 3%	8 2%	13 2%	12 3%	6 2%	9 3%	17 3%
Xiaomi	42 2%	27 2%	12 2%	11 1%	26 2%	23 2%	23 2%	12 2%	9 2%	7 1%	11 3%	6 3%	7 2%	14 2%
Oppo	39 2%	30 2%	5 1%	15 2%	29 2%	28 2%	24 2%	15 3% <small>b</small>	4 1%	12 2%	9 2%	4 2%	7 2%	9 1%
Sony	25 1%	16 1%	5 1%	10 1%	13 1%	13 1%	11 1%	4 1%	2 1%	8 1%	5 1%	5 2%	3 1%	9 1%
Honor	19 1%	12 1%	7 1%	6 1%	12 1%	10 1%	9 1%	2 *	5 1%	2 *	4 1%	2 1%	4 1%	7 1%
OnePlus	17 1%	15 1%	7 1% <small>m</small>	6 1%	14 1%	13 1%	11 1%	6 1%	4 1%	4 1%	4 1%	2 1%	3 1%	2 *
Alcatel	16 1%	12 1%	3 1%	8 1%	10 1%	9 1%	9 1%	6 1%	2 *	6 1%	7 2%	2 1%	5 2%	4 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 6
Q3. What make of mobile phone do you have?
Base: All mobile users

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
LG	6*	4*	2*	2*	4*	3*	2*	1*	2*	1*	2* 1%	* *	2* 1%	2*
HTC	2*	2*	-	2*	2*	2*	1*	2*	-	1*	1*	-	1*	-
Blackberry	* *	* *	* *	-	* *	* *	* *	* *	* *	-	-	-	-	-
Other (please specify)	33 2%	17 1%	5 1%	12 2%	13 1%	11 1%	10 1%	6 1%	3 1%	6 1%	8 2%	3 1%	7 2%	15 2% ^{def}
Don't know	9*	4*	3* 1%	3*	2*	2*	2*	1*	2*	-	3* 1%	2* 1%	3* 1%	5* 1% ^f

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 7

Q4. Is your mobile phone a smartphone? 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
Base: All mobile users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032
Yes	1970	271	325	319	339	594	123	595	658	594	123	103	125	348	369	958	1010	1114	856	80	214	158	165	140	189	252	277	175	1652	95	164	59	833	1137
	96%	99%ef	100%def	98%ef	97%ef	94%ef	85%	99%hij	98%ij	94%j	85%	97%	100%mn	93%	93%	96%	97%	97%r	95%	99%	94%	94%	96%	99%	95%	98%u	95%	100%tuv	96%	96%	97%	98%	100%H	94%
No	72	3	1	6	8	34	21	4	14	34	21	3	-	28	28	39	33	32	41	1	13	10	8	2	10	5	15	1	63	4	4	1	2	70
	4%	1%	*	2%	2%b	5%abcde	15%abcd	1%	2%g	5%gh	15%ghi	3%	-	7%l	7%l	4%	3%	3%	5%	1%	6%B	6%yB	4%B	1%	5%B	2%	5%B	*	4%	4%	3%	2%	6%G	
Don't know	2	-	-	-	1	1	-	-	1	1	-	-	-	1	-	2	1	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	2
	*	-	-	-	*	*	-	-	*	*	-	-	-	*	-	*	*	*	-	-	-	-	-	-	1%	-	-	-	*	1%	-	-	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

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Absolutes/col percents

Table 8

Q4. Is your mobile phone a smartphone? 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
Base: All mobile users

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
Yes	1970	1353	501	701	1288	1197	1123	540	383	548	383	205	285	617
	96%	97% <small>ijklm</small>	96% <small>ijkl</small>	96% <small>ijkl</small>	98% <small>abcjklm</small>	99% <small>abcjklm</small>	99% <small>abcjklm</small>	100% <small>abcdefghijklm</small>	98% <small>bcijklm</small>	98% <small>bcijklm</small>	92%	91%	91%	95%
No	72	40	22	31	21	16	16	-	7	9	32	19	27	32
	4%	3% <small>defg</small>	4% <small>defgi</small>	4% <small>defghi</small>	2% <small>g</small>	1% <small>g</small>	1% <small>g</small>	-	2% <small>g</small>	2% <small>g</small>	8% <small>abcdefghi</small>	9% <small>abcdefghi</small>	9% <small>abcdefghim</small>	5% <small>adefghi</small>
Don't know	2	-	-	-	-	-	-	-	-	-	-	-	-	2

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 9
Q5. If your landline telephone rings and you could easily answer it and are not otherwise busy, what do you generally do?
 Base: All landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation			Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	953	84	81	91	160	408	129	165	251	408	129	38	38	277	259	494	457	494	459	40	100	73	66	50	106	131	131	88	785	54	69	45	282	595
Weighted base	955	95	93	93	153	397	124	188	246	397	124	45*	41*	257	264	482	471	515	439	37*	104	73	83	52*	108	143	125	88	814	44*	74	23*	293	585
Effective base	806	67	70	74	135	352	113	137	208	352	113	30	31	242	224	421	384	423	384	35	90	65	56	46	89	109	115	75	673	49	58	40	239	506
Answer every time	415 43%	25 26%	25 27%	36 39%	60 39%	186 47%ab de	83 67%abc de	50 27%	96 39%g	186 47%g	83 67%ghi	14 30%	11 28%	131 51%kl	137 52%kl	201 42%	213 45%	228 44%	186 42%	24 64%vxy AB	56 54%vxy AB	36 49%	28 34%	29 55%vyB	42 39%	50 35%	50 40%	29 33%	343 42%	27 63%C	33 44%	12 51%	126 43%	255 44%
Answer most of the time	313 33%	44 46%def	41 44%ef	29 31%	47 31%	126 32%f	26 21%	85 45%hij	76 31%	126 32%j	26 21%	17 38%	21 50%mn	75 29%	77 29%	155 32%	158 34%	168 33%	145 33%	9 24%	28 27%	18 24%	32 39%	13 24%	41 38%	60 42%tuw	40 32%	33 37%	273 34%	12 27%	21 28%	8 33%	98 34%	188 32%
Answer some of the time	181 19%	19 20%	20 22%	18 19%	40 26%ef	71 18%	14 12%	39 21%	59 23%j	71 18%	14 12%	12 27%	4 10%	40 16%	45 17%	101 21%	80 17%	97 19%	84 19%	2 6%	17 17%	16 23% s	18 21%	9 18%	18 16%	29 20%	26 21% s	23 26% s	159 20%D	3 7%	16 21%	3 14%	52 18%	116 20%
Never answer it	41 4%	6 7%f	5 5% f	8 9% f	6 4%	15 4%	1 *	11 6% j	15 6% j	15 4%	1 *	2 4%	4 10% n	5 4%	22 5%	19 4%	19 4%	22 4%	2 5%	2 6%	2 2%	3 4%	3 4%	2 4%	6 5%	4 3%	8 7%	3 4%	35 4%	1 3%	5 6%	2 8%	16 5%	24 4%
Don't know	4 *	1 1%	1 1% e	2 2% e	-	-	-	2 1%	2 1%	-	-	-	1 3% mn	-	3 1%	1 *	2 *	2 *	-	-	-	-	1 1%	-	2 1%	-	1 1%	-	4 *	-	-	-	1 *	2 *
NET: Ever answer	910 95%	87 92%	87 93%	83 89%	147 96%	382 96% c	124 100% abc	174 93%	229 93%	382 96%	124 100% gh	43 96%	36 87%	247 96% l	259 98% l	457 95%	451 96%	494 96%	416 95%	35 94%	101 98%	70 96%	79 95%	51 96%	101 93%	138 97%	115 92%	85 96%	775 95%	42 97%	70 94%	23 98%	276 94%	559 96%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base

Ofcom Scams Survey
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Absolutes/col percents

Table 10

Q5. If your landline telephone rings and you could easily answer it and are not otherwise busy, what do you generally do?

Base: All landline users

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	953	644	298	414	517	479	450	206	148	202	440	236	334	309
Weighted base	955	656	300	431	529	491	460	223	154	217	457	237	350	298
Effective base	806	546	251	347	444	411	385	173	120	171	367	201	281	260
Answer every time	415 43%	284 43%g	138 46%g	188 44%g	222 42%	197 40%	190 41%	76 34%	60 39%	93 43%	207 45%g	117 49%eg	161 46%g	130 44%
Answer most of the time	313 33%	217 33%	86 29%	146 34%	174 33%	167 34%	149 32%	85 38%b	45 29%	76 35%	148 32%	69 29%	113 32%	96 32%
Answer some of the time	181 19%	125 19%	61 20%	79 18%	106 20%	102 21%	99 22%	51 23%	36 24%	40 19%	84 18%	43 18%	63 18%	57 19%
Never answer it	41 4%	29 4%	13 4%	17 4%	27 5%	25 5%	22 5%	10 5%	12 8%	7 3%	17 4%	9 4%	13 4%	12 4%
Don't know	4 *	1 *	1 *	1 *	1 *	-	-	-	1 1%	1 *	-	-	-	3 1%efj
NET: Ever answer	910 95%	626 95%	286 95%	413 96%	501 95%	466 95%	438 95%	212 95%	141 92%	208 96%	440 96%	228 96%	337 96%	283 95%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

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Absolutes/col percents

Table 11
Q6. 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?
Base: All who answer some/most of the time/never answer landline calls

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	525	58	58	52	98	214	45	116	150	214	45	25	25	136	123	279	245	266	259	14	43	41	42	23	60	82	81	58	444	21	36	24	160	325
Weighted base	536	69*	67*	55*	93	211	41*	135	148	211	41*	31**	29**	125	127	278	257	284	251	13**	48*	37*	54*	24**	65*	93	74	59*	467	16**	41*	11**	166	328
Effective base	434	46	49	41	79	184	40	94	120	184	40	19	20	118	107	231	202	221	213	12	37	38	35	21	49	67	71	48	372	19	30	22	132	272
I don't want to deal with marketing calls/spam/ suspicious callers	334	34	24	28	66	154	28	58	93	154	28	15	12	83	99	161	172	187	147	6	30	24	26	17	41	53	46	43	286	11	28	8	95	221
	62%	49%	36%	50%	70%abc	73%abc	68%b	43%	63%g	73%g	68%g	49%	41%	66%	78%	58%	67%	66%	58%	45%	63%	64%	49%	70%	64%	56%	62%	72%v	61%	69%	68%	74%	57%	67%
I don't want to speak to callers I don't recognise	290	33	27	28	48	123	31	61	76	123	31	16	14	75	79	148	142	155	135	3	28	23	29	13	35	44	42	35	252	9	24	5	91	185
	54%	48%	41%	51%	51%	58%b	74%abcd	45%	51%	58%g	74%gh	50%	49%	60%	62%	53%	55%	54%	54%	25%	58%	61%	54%	56%	54%	48%	57%	60%	54%	55%	57%	43%	55%	56%
If it is important, the caller will leave a message on my answerphone/voicemail	215	19	28	18	37	93	21	47	55	93	21	6	12	52	62	104	111	116	99	6	17	15	17	5	26	43	35	29	193	6	14	2	65	130
	40%	28%	41%	32%	40%	44%a	51%a	34%	37%	44%	51%	19%	42%	41%	49%	37%	43%	41%	40%	42%	36%	41%	31%	21%	40%	46%	47%	49%	41%	39%	33%	21%	39%	40%
If it is important, the caller will try to contact me some other way (e.g. on my mobile)	129	20	17	8	22	55	6	37	31	55	6	9	9	30	31	70	59	72	57	2	17	9	13	3	16	20	23	13	115	1	10	3	42	81
	24%	30%	25%	15%	24%	26%	15%	27%	21%	26%	15%	30%	30%	24%	24%	25%	23%	25%	23%	16%	36%	24%	24%	12%	25%	21%	31%	22%	25%	5%	24%	25%	25%	25%
I recognise the caller but don't want to speak to them	85	13	10	11	15	28	7	23	26	28	7	4	6	18	17	45	40	42	42	1	8	5	12	2	8	20	10	10	76	2	5	2	29	44
	16%	19%	15%	20%	16%	13%	18%	17%	18%	13%	14%	20%	15%	13%	16%	15%	15%	17%	17%	9%	16%	13%	22%	10%	13%	21%	13%	16%	12%	13%	18%	18%	13%	
Previous bad experience with a caller to my landline	47	14	10	3	2	15	3	24	5	15	3	9	3	14	4	35	11	25	22	1	5	2	12	5	8	8	1	3	45	1	-	1	14	28
	9%	20%de	15%de	6%	3%	7%	7%	18%hi	4%	7%	7%	28%	11%	11%n	3%	13%p	4%	9%	9%	11%	10%	5%	22%uAB	20%	13%A	8%	2%	5%	10%	9%	-	7%	8%	9%
Other reason (please specify)	17	-	1	3	2	9	2	1	5	9	2	-	-	8	3	12	6	10	7	2	1	1	-	2	3	1	3	3	15	-	1	1	5	10
	3%	-	1%	5%	2%	4%	5%	1%	3%	4%	5%	-	-	6%	3%	4%	2%	3%	3%	16%	1%	2%	-	8%	4%	1%	4%	6%	3%	-	2%	8%	3%	3%
Don't know	8	1	6	-	-	-	*	7	-	-	*	1	-	*	-	5	2	4	4	-	-	*	1	-	2	3	-	-	6	-	2	-	3	5
	1%	2%	9%de	-	-	-	1%	5%hi	-	-	1%	4%	-	*	2%	1%	1%	2%	-	-	1%	2%	-	4%	3%	-	-	1%	-	4%	-	2%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 12
Q6. 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?
Base: All who answer some/most of the time/never answer landline calls

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Total			Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
		Any (a)	Any voice call (b)	Any recorded message (c)										
Unweighted base	525	359	155	230	294	281	259	133	86	114	237	117	180	166
Weighted base	536	371	160	242	307	294	270	146	93	123	250	121	189	165
Effective base	434	296	126	188	246	236	216	109	67	94	192	96	148	137
I don't want to deal with marketing calls/ spam/ suspicious callers	334 62%	237 64%	109 68%	155 64%	201 66%	193 65%	181 67%	84 57%	61 65%	73 60%	164 66%	85 70%	125 66%	97 59%
I don't want to speak to callers I don't recognise	290 54%	195 53%	74 46%	117 48%	167 55%	163 55%	149 55%	73 50%	40 43%	65 53%	120 48%	55 46%	90 48%	95 57%h
If it is important, the caller will leave a message on my answerphone/voicemail	215 40%	153 41%	66 41%	103 42%	123 40%	118 40%	110 41%	48 33%	38 41%	49 40%	107 43%	47 39%	88 47%g	62 37%
If it is important, the caller will try to contact me some other way (e.g. on my mobile)	129 24%	97 26%	37 23%	57 23%	88 29% <i>m</i>	87 30% <i>m</i>	79 29% <i>m</i>	44 30%	21 23%	32 26%	61 25%	26 22%	46 24%	32 19%
I recognise the caller but don't want to speak to them	85 16%	60 16%	25 16%	43 18%	44 14%	40 14%	34 13%	23 16%	16 17%	15 12%	43 17%	18 15%	37 20%	25 15%
Previous bad experience with a caller to my landline	47 9%	40 11% <i>m</i>	25 15% <i>m</i>	31 13% <i>m</i>	35 11% <i>m</i>	35 12% <i>m</i>	31 11% <i>m</i>	26 18% <i>m</i>	15 16% <i>m</i>	21 17% <i>m</i>	35 14% <i>m</i>	23 19% <i>am</i>	21 11% <i>m</i>	7 4%
Other reason (please specify)	17 3%	12 3%	8 5%	8 3%	9 3%	8 3%	8 3%	4 3%	4 4%	3 2%	8 3%	8 6%	6 3%	5 3%
Don't know	8 1%	* *	* *	* *	- -	- -	- -	- -	- -	- -	* *	* *	* *	7 4% <i>abcd</i> efgijl

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 13
Q7. Does the landline handset that you usually use show you the number of the person calling you?
 Base: All landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	953	84	81	91	160	408	129	165	251	408	129	38	38	277	259	494	457	494	459	40	100	73	66	50	106	131	131	88	785	54	69	45	282	595
Weighted base	955	95	93	93	153	397	124	188	246	397	124	45*	41*	257	264	482	471	515	439	37*	104	73	83	52*	108	143	125	88	814	44*	74	23*	293	585
Effective base	806	67	70	74	135	352	113	137	208	352	113	30	31	242	224	421	384	423	384	35	90	65	56	46	89	109	115	75	673	49	58	40	239	506
Yes	753 79%	76 81%	71 76%	69 74%	119 78%	325 82%	94 76%	147 78%	187 76%	325 82%	94 76%	33 75%	34 83%	206 80%	213 81%	375 78%	378 80%	408 79%	346 79%	28 75%	87 84%	54 75%	61 73%	41 78%	88 81%	113 79%	100 80%	70 80%	642 79%	35 81%	58 78%	17 76%	231 79%	466 80%
No	182 19%	17 18%	13 14%	20 22%	34 22%	70 18%	28 22%	31 16%	54 22%	70 18%	28 22%	10 23%	7 17%	50 19%	48 18%	96 20%	85 18%	96 19%	86 20%	8 23%	15 14%	14 20%	22 27%	12 22%	19 17%	28 20%	23 18%	17 20%	158 19%	8 17%	13 18%	4 16%	55 19%	111 19%
Don't know	19 2%	1 1%	9 10%	3 4%	1 1%	3 1%	2 2%	10 5%	4 2%	3 1%	2 2%	1 2%	- -	2 1%	3 1%	11 2%	8 2%	12 2%	7 2%	1 3%	2 2%	4 5%	- -	- -	2 1%	2 1%	2 2%	1 1%	14 2%	1 1%	3 4%	2 8% ^C	7 2%	7 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base

Ofcom Scams Survey
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Absolutes/col percents

Table 14

Q7. Does the landline handset that you usually use show you the number of the person calling you?

Base: All landline users

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	953	644	298	414	517	479	450	206	148	202	440	236	334	309
Weighted base	955	656	300	431	529	491	460	223	154	217	457	237	350	298
Effective base	806	546	251	347	444	411	385	173	120	171	367	201	281	260
Yes	753 79%	515 79%	230 77%	339 79%	413 78%	383 78%	362 79%	173 78%	119 77%	174 80%	361 79%	184 77%	277 79%	238 80%
No	182 19%	131 20%	65 22%	85 20%	106 20%	102 21%	92 20%	47 21%	32 21%	38 17%	91 20%	51 22%	70 20%	51 17%
Don't know	19 2%	10 2%	5 2%	8 2%	9 2%	6 1%	5 1%	3 1%	2 2%	5 2%	5 1%	3 1%	4 1%	9 3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 15
Q8. When your landline rings, how often do you decide whether to answer by looking at the number on the handset?
 Base: All who have caller display and answer phone

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	720	65	56	59	121	322	97	121	180	322	97	29	28	212	206	370	349	379	341	322	29	81	52	45	37	82	97	101	69	593	42	50	35	210	458
Weighted base	720	71	66*	61*	115	314	94	137	175	314	94	33**	30**	197	209	359	361	393	327	26**	84	52*	58*	39*	83	110	95	68	614	34*	55*	17*	220	446	
Effective base	607	51	47	47	101	278	88	98	148	278	88	23	21	185	180	316	291	325	282	26	75	47	38	35	68	79	88	58	508	38	42	31	176	392	
Always	278	22	28	28	50	120	30	50	78	120	30	11	11	67	82	125	152	150	128	8	31	22	26	14	28	46	38	26	240	12	21	5	95	158	
	39%	30%	43%	46%	44%	38%	32%	36%	45%	38%	32%	34%	35%	34%	39%	35%	42%	38%	39%	31%	37%	42%	46%	37%	34%	42%	40%	39%	39%	34%	38%	31%	43%	36%	
Usually	265	38	20	24	32	113	38	59	56	113	38	18	14	73	77	134	131	155	110	12	30	17	20	14	29	36	35	28	221	13	22	9	74	175	
	37%	54%bde	31%	39%	28%	36%	40%	43%	32%	36%	40%	54%	45%	37%	37%	37%	36%	39%	34%	46%	36%	33%	34%	37%	36%	33%	37%	41%	36%	37%	40%	51%	34%	39%	
Sometimes	108	7	13	5	25	41	16	20	30	41	16	1	4	38	20	67	40	48	60	2	12	11	9	4	13	23	6	13	93	4	8	2	32	66	
	15%	10%	19%	8%	22%ce	13%	17%	14%	17%	13%	17%	4%	14%	19%n	10%	19%p	11%	12%	18%q	9%	14%	21%A	15%	10%	16%	21%A	7%	19%A	15%	12%	15%	14%	15%	15%	
Rarely	36	3	4	2	3	22	2	6	6	22	2	3	-	7	17	16	20	22	15	1	6	1	1	4	6	3	6	1	28	4	4	*	7	25	
	5%	4%	6%	4%	3%	7%	2%	5%	3%	7%	2%	8%	-	3%	8%	4%	6%	5%	4%	4%	7%	1%	1%	10%	7%	3%	6%	2%	5%	12%C	7%	2%	3%	6%	
Never	31	1	-	2	3	18	7	1	5	18	7	-	1	13	13	15	16	18	13	3	5	2	1	2	5	2	10	-	30	1	-	*	11	19	
	4%	1%	-	3%	3%	6%	8%b	1%	3%	6%g	8%g	-	3%	6%	6%	4%	4%	5%	4%	11%	6%	3%	2%	6%	6%	2%	11%yB	-	5%	2%	-	2%	5%	4%	
Dont know	2	1	1	-	1	-	2	1	-	-	-	1	-	-	1	2	1	2	-	-	-	-	1	-	1	-	-	-	2	1	-	-	-	2	
	*	1%	1%	-	1%	-	1%	*	-	-	-	2%	-	-	*	*	*	*	*	-	-	-	2%	-	1%	-	-	-	*	2%	-	-	-	*	
NET: Ever	687	70	65	59	111	295	86	135	170	295	86	33	29	185	197	343	343	374	312	23	80	50	55	37	77	108	85	68	582	33	55	17	209	425	
	95%	98%	99%	97%	97%	94%	92%	98%	97%	94%	92%	100%	95%	94%	94%	96%	96%	95%	95%	89%	94%	97%	96%	94%	93%	98%A	89%	100%xA	95%	96%	100%	98%	95%	95%	
NET: Always/usually/sometimes	650	67	61	57	108	274	84	128	164	274	84	30	29	178	179	327	323	353	298	22	73	50	55	33	71	105	79	67	554	29	51	17	202	399	
	90%	94%	93%	93%	94%	87%	90%	94%	94%l	87%	90%	92%	95%	90%	86%	91%	89%	90%	91%	86%	87%	96%A	95%	84%	86%	96%twxA	83%	98%twxA	90%	84%	93%	96%	92%	90%	
NET: Rarely/never	67	4	4	4	6	40	9	7	10	40	9	3	1	19	30	31	36	39	28	4	11	2	2	6	11	5	16	1	58	5	4	1	18	45	
	9%	5%	6%	7%	6%	13%cd	10%	5%	6%	13%gh	10%	8%	3%	10%	14%	9%	10%	10%	9%	14%	13%yB	4%	4%	16%yB	13%yB	4%	17%lvyB	2%	9%	14%	7%	4%	8%	10%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 16

Q8. When your landline rings, how often do you decide whether to answer by looking at the number on the handset?
Base: All who have caller display and answer phone

	Experience of suspicious texts/calls												None (m)	
	Total	Total			Mobile					Landline				
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)		Recorded message (l)
Unweighted base	720	485	219	315	383	355	339	151	107	155	338	176	258	235
Weighted base	720	490	219	324	390	361	344	164	109	168	346	176	265	230
Effective base	607	410	184	263	328	304	290	126	85	130	283	149	217	197
Always	278 39%	182 37%	77 35%	120 37%	151 39%	138 38%	133 39%	67 41%	44 40%	60 36%	119 34%	54 31%	94 36%	96 42%
Usually	265 37%	181 37%	71 32%	125 38%	142 36%	136 38%	125 36%	64 39%	36 33%	66 39%	132 38%	60 34%	103 39%	84 36%
Sometimes	108 15%	79 16%	43 20%	47 15%	63 16%	59 16%	59 17%	21 13%	20 18%	27 16%	59 17%	38 21%	39 15%	28 12%
Rarely	36 5%	24 5%	13 6%	14 4%	17 4%	15 4%	15 4%	6 4%	5 5%	6 4%	18 5%	11 6%	13 5%	12 5%
Never	31 4%	22 5%	14 6%	18 6%	17 4%	13 4%	13 4%	5 3%	3 3%	9 5%	18 5%	13 8%	16 6%	9 4%
Don't know	2 *	1 *	1 *	-	1 *	-	-	-	1 1%	-	-	-	-	2 1%
NET: Ever	687 95%	467 95%	204 93%	306 94%	373 96%	348 96%	332 96%	158 97%	105 95%	159 95%	328 95%	163 92%	249 94%	220 96%
NET: Always/usually/ sometimes	650 90%	443 90%	191 87%	292 90%	356 91%	334 92%	317 92%	153 93%	100 92%	153 91%	309 89%	152 86%	236 89%	208 90%
NET: Rarely/never	67 9%	46 9%	27 12%	32 10%	33 9%	27 8%	27 8%	11 7%	8 8%	15 9%	36 11%	24 14%	29 11%	21 9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 17
Q9. If your mobile phone rings and you could easily answer it and are not otherwise busy, what do you generally do?
 Base: All mobile users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032
Answer every time	584	63	70	75	92	211	73	133	167	211	73	31	28	150	135	305	279	348	236	25	71	46	51	39	54	79	75	53	493	27	52	12	239	345
	29%	23%	22%	23%	26%	34%abcd	51%abcde	22%	25%	34%gh	51%ghij	29%	23%	40%kl	34%lm	31%	27%	30%	26%	31%	31%	27%	29%	27%	31%	26%	30%	29%	27%	27%	27%	20%	29%	29%
Answer most of the time	933	131	149	151	163	294	45	280	314	294	45	50	59	151	188	434	499	508	425	44	97	66	86	70	92	119	138	74	787	43	69	33	370	562
	46%	48%f	46%f	47%f	47%f	47%f	31%	47%j	47%j	47%j	31%	48%	47%	40%	47%	44%	48%	44%	47%	54%u	43%	39%	50%	49%	46%	46%	47%	42%	46%	44%	41%	55%E	44%	47%
Answer some of the time	484	74	95	85	86	118	26	169	171	118	26	21	35	73	70	245	238	266	218	12	52	52	31	33	49	55	68	49	402	27	41	13	204	280
	24%	27%e	29%ef	26%e	25%e	19%	18%	28%ij	25%kl	19%	18%	20%	28%n	20%	18%	25%	23%	24%	24%	14%	23%	31%svy	18%	23%	25%	21%	23%	28%st	23%	27%	24%	22%	24%	23%
Never answer it	39	6	8	13	7	6	-	14	19	6	-	3	3	2	4	13	26	22	16	1	6	4	3	1	2	4	10	-	31	1	4	2	19	19
	2%	2%	2%	4%ef	2%	1%	-	2%	3%l	1%	-	3%m	2%	*	1%	1%	2%	2%	2%	1%	3%B	2%	1%	1%	2%	3%B	-	2%	1%	2%	3%	2%	2%	
Don't know	5	-	3	1	-	1	-	3	1	1	-	-	-	-	1	4	2	3	-	-	-	1	-	1	-	1	-	3	1	2	-	3	2	
	*	-	1%	*	-	*	-	1%	*	*	-	-	-	*	*	*	*	*	*	-	-	-	1%	-	-	-	*	-	1%	1%	-	*	*	*
NET: Ever answer mobile	2000	267	314	311	341	623	143	582	652	623	143	103	122	374	393	984	1015	1121	879	81	221	164	168	142	196	253	281	176	1682	97	163	58	813	1187
	98%	98%	97%	96%	98%	99%bc	100%bc	97%	97%	97%	99%gh	100%h	97%	98%	99%	99%p	97%	98%	98%	99%	99%	97%	98%	99%	98%	98%	98%	100%tA	98%	98%	97%	97%	97%	98%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

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Absolutes/col percents

Table 18
Q9. If your mobile phone rings and you could easily answer it and are not otherwise busy, what do you generally do?
 Base: All mobile users

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
Answer every time	584 29%	384 28%	173 33% ^{adef}	236 32% ^{adef}	348 27%	312 26%	292 26%	151 28%	112 29%	164 30%	155 37% ^{adefghim}	91 40% ^{acdefghim}	127 41% ^{abcdefghim}	200 31% ^{ef}
Answer most of the time	933 46%	654 47%	250 48%	336 46%	623 48%	580 48%	550 48% ^m	256 47%	207 53% ^{cklim}	263 47%	183 44%	92 41%	131 42%	278 43%
Answer some of the time	484 24%	327 23% ^{bhjl}	92 18%	148 20%	311 24% ^{bhijkl}	297 24% ^{bhijkl}	274 24% ^{bhijkl}	121 22% ^l	65 17%	119 21%	72 17%	39 17%	50 16%	157 24% ^{bhjl}
Never answer it	39 2%	26 2%	7 1%	11 1%	24 2%	24 2%	22 2%	11 2%	5 1%	7 1%	6 1%	3 2%	4 1%	12 2%
Don't know	5 *	2 *	1 *	2 *	2 *	1 *	1 *	1 *	1 *	2 *	-	-	-	3 *
NET: Ever answer mobile	2000 98%	1365 98%	515 99%	720 98%	1282 98%	1188 98%	1116 98%	529 98%	384 98%	547 98%	409 99%	221 98%	308 99%	636 98%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 19
Q10. 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?
Base: All who answer some/most of the time/never answer mobile calls

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	1461	180	231	264	270	439	77	411	534	439	77	67	82	253	263	720	739	788	673	58	155	125	96	86	133	168	224	121	1166	83	112	100	568	893
Weighted base	1455	211	252	249	256	417	70	463	505	417	70	75	97	226	262	691	763	796	659	57*	155	122	121	104	144	179	215	123	1220	72	115	48	593	861
Effective base	1211	149	194	214	217	377	71	343	430	377	71	54	67	215	232	601	610	671	540	47	134	109	83	72	108	141	199	103	987	70	95	85	480	731
I don't want to deal with marketing calls/spam/ suspicious callers	989	128	151	178	194	293	45	279	372	293	45	45	53	160	178	466	523	539	450	42	106	92	84	57	98	104	149	82	816	56	78	38	387	602
	68%	61%	60%	72%ab	76%ab	70%ab	64%	60%	74%g	70%g	64%	60%	54%	71%cl	68%cl	67%	69%	68%	68%	74%w	68%	76%wy	70%	55%	68%	58%	69%wy	67%	67%	78%C	68%	80%C	65%	70%
I don't want to speak to callers I don't recognise	956	131	158	153	169	296	49	289	322	296	49	36	60	152	193	428	527	538	418	37	97	81	80	77	87	109	153	78	800	46	78	32	393	562
	66%	62%	63%	61%	66%	71%bc	70%	63%	64%	71%gh	70%	48%	62%	67%k	74%k	62%	69%o	68%	63%	65%	63%	66%	66%	74%	60%	61%	71%	63%	66%	64%	68%	66%	66%	65%
If it is important, the caller will leave a message on my answerphone/ voicemail	435	53	81	65	71	142	23	134	136	142	23	21	23	79	86	200	235	240	195	19	41	41	38	39	38	52	65	43	375	18	28	13	175	259
	30%	25%	32%	26%	28%	34%ac	33%	29%	27%	34%h	33%	28%	24%	35%	33%	29%	31%	30%	30%	34%	26%	34%	31%	38%	26%	29%	30%	35%	31%	25%	25%	28%	30%	30%
I recognise the caller but don't want to speak to them	357	54	54	63	90	86	9	108	153	86	9	19	28	42	54	161	195	173	184	14	31	31	28	28	43	52	47	25	299	23	20	15	147	210
	25%	26%f	21%	25%f	35%bce	21%	13%	23%	30%gij	21%	13%	25%	28%	19%	21%	23%	26%	22%	28%q	25%	20%	25%	23%	27%	30%	29%	22%	24%	32%E	17%	32%E	25%	24%	
If it is important, the caller will try to contact me some other way (e.g. text message or email)	313	60	63	41	41	90	17	124	82	90	17	19	33	50	57	142	171	178	135	8	32	29	29	19	29	40	52	34	270	9	26	7	135	179
	22%	29%cd	25%cd	16%	16%	22%	24%	27%h	16%	22%	24%	25%	34%mn	22%	22%	21%	22%	22%	20%	14%	20%	23%	24%	19%	20%	22%	24%	28%	22%	13%	23%	15%	23%	21%
Previous bad experience with a caller to my mobile	90	10	17	15	20	23	5	28	34	23	5	3	6	14	14	42	47	48	41	-	8	5	10	4	12	15	14	5	72	7	10	1	40	49
	6%	5%	7%	6%	8%	5%	7%	6%	7%	5%	7%	4%	6%	6%	5%	6%	6%	6%	6%	-	5%	4%	8%	3%	8%	8%as	7%	4%	6%	9%	9%	2%	7%	6%
Other reason (please specify)	35	3	5	6	4	14	2	8	10	14	2	-	2	7	10	15	20	19	16	1	9	1	3	3	2	5	3	2	30	1	3	1	14	21
	2%	1%	2%	2%	3%	3%	3%	2%	2%	3%	3%	-	2%	4%	2%	3%	2%	2%	2%	2%	6%uA	1%	3%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%
Don't know	22	7	12	3	-	*	19	3	*	*	7	1	1	-	21	2	12	11	3	7	*	-	-	7	3	-	-	21	-	1	1	9	13	
	2%	4%de	5%cde	1%	-	*	1%	4%hi	1%	*	1%	9%lmn	1%	*	3%p	*	1%	2%	5%vwAB	4%vAB	*	-	-	5%uvvA	2%	-	-	2%	-	1%	2%	2%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base

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Absolutes/col percents

Table 20
Q10. 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?
 Base: All who answer some/most of the time/never answer mobile calls

	Experience of suspicious texts/calls				Mobile							Landline			None (m)
	Total														
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Unweighted base	1461	1006	345	483	956	900	846	391	273	377	247	128	178	455	
Weighted base	1455	1007	349	495	958	900	846	388	277	390	260	134	185	448	
Effective base	1211	839	281	404	796	750	701	330	217	315	208	107	153	372	
I don't want to deal with marketing calls/spam/ suspicious callers	989 68%	699 69%	249 71%	345 70%	669 70%	627 70%	592 70%	260 67%	201 73% ^m	275 70%	172 66%	91 68%	121 65%	290 65%	
I don't want to speak to callers I don't recognise	956 66%	641 64% ^{bhjk}	197 57%	298 60% ^k	604 63% ^{hjk}	571 63% ^{bhjk}	539 64% ^{bhjk}	227 58%	152 55%	229 59%	138 53%	64 48%	107 58%	315 70% ^{abcdefghijkl}	
If it is important, the caller will leave a message on my answerphone/ voicemail	435 30%	315 31%	105 30%	147 30%	304 32%	289 32%	275 32% ^m	113 29%	82 30%	120 31%	84 32%	44 33%	58 31%	119 27%	
I recognise the caller but don't want to speak to them	357 25%	263 26%	101 29% ^m	132 27%	253 26% ^m	233 26%	218 26%	98 25%	84 30% ^m	105 27%	73 28% ^m	38 28%	49 27%	94 21%	
If it is important, the caller will try to contact me some other way (e.g. text message or email)	313 22%	223 22%	77 22%	114 23%	213 22%	206 23%	195 23%	90 23%	62 22%	97 25%	51 19%	22 17%	39 21%	90 20%	
Previous bad experience with a caller to my mobile	90 6%	70 7%	31 9% ^m	47 10% ^m	65 7%	58 6%	54 6%	30 8%	19 7%	38 10% ^m	31 12% ^{adefm}	18 14% ^{adefhm}	22 12% ^{adefm}	20 4%	
Other reason (please specify)	35 2%	19 2%	2 *	7 1%	15 2%	14 2%	14 2%	3 1%	2 1%	3 1%	4 1%	-	4 2%	16 4% ^{bcdefghik}	
Don't know	22 2%	11 1%	5 1%	4 1%	10 1%	10 1%	10 1%	9 2%	4 2%	4 1%	4 1%	4 3%	1 *	12 3% ^{ad}	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 21
Q11. 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

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Always	1023	131	152	181	198	302	60	283	379	302	60	44	64	168	194	476	546	567	456	48	110	86	84	67	95	121	147	83	841	56	91	36	427	596	
		50%	48%	47%	56% ^{bef}	57% ^{bef}	48%	42%	47%	56% ^{gij}	48%	42%	42%	51%	45%	49%	48%	52%	49%	51%	58%	48%	51%	49%	47%	47%	50%	47%	49%	57%	54%	59% ^C	51%	49%	
Usually	655	94	121	91	90	213	46	215	182	213	46	44	37	132	126	337	318	378	277	21	75	56	58	58	65	84	91	56	563	25	47	20	261	394	
		32%	35% ^d	37% ^{cd}	28%	26%	34% ^d	32%	36% ^h	27%	34% ^h	32%	42%	30%	35%	32%	34%	30%	33%	31%	26%	33%	33%	34%	40% ^s	33%	32%	31%	32%	33%	26%	28%	33%	31%	33%
Sometimes	223	36	36	38	40	63	10	71	78	63	10	11	19	36	37	109	114	125	98	6	27	19	16	12	23	35	30	23	190	13	17	3	96	127	
		11%	13%	11%	12%	10%	7%	12%	12%	10%	7%	11%	15%	10%	9%	11%	11%	11%	11%	8%	12%	11%	9%	8%	12%	13%	10%	13%	11%	13%	10%	5%	12%	10%	
Rarely	79	7	6	8	17	29	11	13	25	29	11	3	4	21	19	43	36	35	44	2	6	4	10	3	9	13	13	6	66	3	9	1	21	57	
		4%	2%	2%	3%	5%	8% ^{abc}	2%	4%	5% ^g	8% ^{gh}	2%	3%	6%	5%	4%	3%	3%	5%	3%	3%	2%	6%	2%	5%	5%	4%	3%	4%	3%	5%	1%	3%	5% ^G	
Never	43	-	3	1	3	21	16	3	4	21	16	-	-	17	20	19	24	26	17	3	5	3	3	3	4	4	8	7	39	1	3	1	18	25	
		2%	-	1%	*	1%	3% ^{abc}	11% ^{abcd}	1%	3% ^{gh}	11% ^{ghi}	-	-	5% ^{kl}	5% ^{kl}	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	4%	2%	1%	2%	1%	2%	2%
Don't know	20	5	9	5	-	1	-	14	5	1	-	4	2	-	1	13	7	14	6	1	5	*	1	-	4	1	3	1	17	1	2	-	10	10	
		1%	2% ^{de}	3% ^{de}	2% ^{de}	-	-	2% ^{hi}	1%	*	-	3% ^{mn}	1% ^m	-	*	1%	7	1%	1%	2%	2%	*	1%	-	2%	*	1%	1%	1%	1%	1%	-	1%	1%	
NET: Ever	1980	268	314	318	345	607	128	582	664	607	128	102	123	358	376	965	1014	1105	875	77	217	165	169	140	192	252	281	168	1660	97	164	59	807	1174	
		97%	98% ^f	96% ^f	98% ^f	99% ^{bef}	97% ^f	89%	97% ^j	99% ^{ij}	97% ^j	89%	97%	95%	97%	97%	96%	97%	97%	95%	96%	98%	98%	98%	96%	96%	98%	95%	97%	97%	99%	97%	99%	97%	
NET: Always/usually/sometimes	1902	261	308	310	328	578	116	569	638	578	116	100	119	337	357	922	978	1070	831	75	211	161	159	137	183	239	268	162	1594	94	155	59	785	1116	
		93%	96% ^f	94% ^f	96% ^f	94% ^f	81%	95% ^{ij}	95% ^{ij}	92% ^j	81%	94%	95%	90%	90%	93%	94%	93%	93%	92%	92%	93%	96%	92%	96%	91%	93%	92%	92%	93%	95%	92%	98%	94%	92%
NET: Rarely/never	122	7	9	9	20	50	27	16	29	50	27	3	4	38	39	62	60	61	61	5	10	7	13	6	13	17	21	13	105	4	12	1	40	82	
		6%	2%	3%	3%	6%	8% ^{abc}	11% ^{abcd}	3%	4%	8% ^{gh}	19% ^{ghi}	2%	3%	10% ^{kl}	10% ^{kl}	6%	6%	5%	7%	6%	5%	4%	7%	4%	7%	7%	7%	7%	6%	4%	7%	2%	5%	7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 22
Q11. 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

	Experience of suspicious texts/calls													None (m)
	Total	Total			Mobile						Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
Always	1023 50%	667 48% ^{kl}	228 44% ^k	331 45% ^{jk}	639 49% ^{ijkl}	597 49% ^{bjkl}	567 50% ^{cbjkl}	259 48% ^{ijkl}	180 46% ^{jk}	258 46% ^{ijkl}	157 38%	77 34%	121 39%	356 55% ^{abcdgheijkl}
Usually	655 32%	471 34% ^m	178 34%	256 35% ^m	433 33% ^m	399 33%	374 33%	178 33%	131 34%	191 34% ^m	163 39% ^{defm}	85 38% ^m	122 39% ^m	184 28%
Sometimes	223 11%	163 12%	67 13%	82 11%	158 12%	150 12%	132 12%	76 14% ^m	50 13%	66 12%	52 13%	33 15% ^m	34 11%	60 9%
Rarely	79 4%	48 3%	26 5%	26 4%	44 3%	42 3%	41 4%	16 3%	20 5%	17 3%	19 5%	11 5%	13 4%	30 5%
Never	43 2%	33 2%	21 4% ^{defgm}	27 4% ^{defgm}	24 2%	16 1%	16 1%	5 1%	7 2%	13 2%	23 6% ^{adefghim}	19 8% ^{abcdefghim}	22 7% ^{acdefghim}	11 2%
Don't know	20 1%	11 1%	3 1%	10 1% ^j	11 1%	9 1%	9 1%	6 1%	3 1%	10 2% ^{jl}	-	-	-	9 1% ^j
NET: Ever	1980 97%	1349 97% ^{cjkl}	499 95%	695 95%	1274 97% ^{bcijkl}	1188 98% ^{bcijkl}	1114 98% ^{bcijkl}	530 98% ^{bcijkl}	380 97% ^{ijkl}	533 96% ^k	391 94%	205 92%	290 93%	631 97% ^{kl}
NET: Always/usually/ sometimes	1902 93%	1301 93% ^{bjkl}	473 90%	669 91%	1230 94% ^{bcijkl}	1146 94% ^{bcijkl}	1073 94% ^{bcijkl}	514 95% ^{bcijkl}	360 92% ^k	516 93% ^k	372 90%	194 87%	277 89%	600 92% ^{kl}
NET: Rarely/never	122 6%	81 6%	47 9% ^{adefgi}	54 7% ^{eg}	68 5%	58 5%	57 5%	20 4%	27 7%	31 6%	42 10% ^{adefgim}	30 13% ^{acdefghim}	35 11% ^{adefgim}	41 6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 23
Q12. Thinking about those times when you do not recognise the caller's number, how often do you answer your mobile?
 Base: All mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Always	168 8%	17 6%	19 6%	23 7%	19 6%	63 10% ^d	26 18% ^{abcde}	36 6%	42 6%	63 10% ^d	26 10% ^{gh}	10 18% ^{ghi}	6 5%	51 14% ^l	38 10%	95 9%	73 7%	96 8%	72 8%	7 8%	19 9%	10 6%	23 14% ^{uA}	11 8%	17 9%	31 12% ^{uA}	15 5%	16 9%	149 9% ^E	11 11% ^{EF}	6 3%	2 3%	78 9%	89 7%	
Usually	392 19%	54 20%	71 22%	59 18%	63 18%	105 17%	38 27% ^e	126 21%	123 18%	105 17%	38 27% ^{hi}	25 24%	27 21%	70 19%	73 18%	200 20%	191 18%	234 20%	157 18%	12 15%	48 21% ^u	22 13%	30 17%	29 20%	35 18%	58 23% ^u	57 19%	38 21%	328 19%	19 19%	37 22%	8 14%	162 19%	230 19%	
Sometimes	593 29%	78 29%	92 28%	95 29%	106 30%	191 30%	32 22%	170 28%	200 30%	191 30%	32 22%	35 33%	38 30%	113 30%	110 28%	299 30%	294 28%	344 30%	249 28%	25 31%	62 27%	49 29%	55 32%	47 33%	60 30%	82 32%	80 27%	45 25%	504 29%	23 23%	43 26%	22 37% ^D	236 28%	357 30%	
Rarely	608 30%	84 31% ^f	94 29% ^f	99 31% ^f	115 33% ^f	189 30% ^f	28 19%	177 30% ^j	214 32% ^j	189 30% ^j	28 19%	22 20%	43 34% ^k	97 26%	120 30%	276 28%	332 32%	336 29%	272 30%	26 31%	65 29%	67 40% ^{twxyB}	43 25%	39 28%	52 26%	58 23%	98 34% ^y	49 28%	497 29%	33 34%	59 35%	18 29%	243 29%	364 30%	
Never	262 13%	35 13%	40 12%	47 15%	44 13%	77 12%	19 13%	75 13%	91 14%	77 12%	19 13%	10 9%	10 8%	43 11%	52 13%	114 11%	147 14%	122 11%	140 16% ^q	10 13%	29 13%	20 12%	20 11%	17 12%	28 14%	29 11%	39 13%	28 16%	220 13%	11 12%	21 12%	10 16%	106 13%	155 13%	
Don't know	22 1%	5 2%	9 3% ^{cde}	1 *	1 *	3 1%	1 1%	15 2% ^{hi}	3 *	3 1%	1 1%	4 4% ^{mn}	1 1%	3 1%	13 1%	9 1%	14 1%	8 1%	1 2% ^{ey}	2 1%	*	1 1%	-	8 4% ^{uw}	-	3 1%	1 1%	18 1%	1 1%	3 2%	-	9 1%	13 1%		
NET: Ever	1760 86%	233 85%	276 85%	276 85%	303 87%	549 87%	123 86%	509 85%	579 86%	549 87%	123 86%	92 87%	114 91%	331 88%	341 86%	870 87%	890 85%	1009 88% ^r	751 84%	70 86%	195 86%	147 88%	151 88%	126 88%	164 82%	229 89%	250 86%	147 84%	1479 86%	86 87%	145 86%	50 84%	720 86%	1041 86%	
NET: Always/usually/sometimes	1152 56%	149 55%	182 56%	177 54%	188 54%	360 57%	96 67% ^{abcd}	332 55%	365 54%	360 57%	96 67% ^{gh}	70 66%	71 57%	234 62%	221 56%	594 60% ^p	559 53%	674 59% ^r	479 53%	44 54%	129 57%	81 48%	108 63% ^u	87 61% ^u	112 61% ^u	170 66% ^{uAB}	152 52%	98 56%	981 57%	53 53%	86 51%	33 54%	476 57%	676 56%	
NET: Rarely/never	870 43%	119 43% ^f	134 41%	146 45% ^f	159 46% ^f	266 42% ^f	47 32%	253 42% ^j	305 45% ^j	266 42% ^j	47 32%	31 30%	53 42%	140 37%	172 43% ^k	390 39%	478 46% ^o	458 40%	412 46% ^q	36 44%	95 42%	87 52% ^{vxy}	64 37%	56 39%	79 40%	87 34%	137 47% ^y	77 44%	717 42%	45 46%	80 47%	28 46%	350 42%	520 43%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 24
Q12. Thinking about those times when you do not recognise the caller's number, how often do you answer your mobile?
 Base: All mobile users

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
Always	168 8%	115 8%	54 10%ef	71 10%	99 8%	85 7%	82 7%	41 8%	30 8%	46 8%	58 14%acdefg him	35 16%acdefg him	43 14%adefghi m	53 8%
Usually	392 19%	287 21%m	126 24%m	169 23%m	272 21%m	248 20%m	229 20%	116 21%m	100 26%efm	126 23%	99 24%	53 24%	80 26%	105 16%
Sometimes	593 29%	419 30%	163 31%	231 32%	397 30%	368 30%	344 30%	169 31%	125 32%	194 33%	134 32%	68 30%	97 31%	174 27%
Rarely	608 30%	413 30%bjkl	126 24%	185 25%	396 30%bcjkl	374 31%bchjkl	352 31%bchjkl	161 30%jkl	97 25%	147 26%	86 21%	47 21%	62 20%	195 30%bjkl
Never	262 13%	150 11%	50 9%	68 9%	136 10%	131 11%	125 11%	48 9%	35 9%	46 8%	35 8%	20 9%	27 9%	112 17%abcdefghijkl
Don't know	22 1%	9 1%	3 1%	9 1%	8 1%	7 1%	7 1%	7 1%	3 1%	8 1%	2 1%	1 1%	2 1%	13 2%adef
NET: Ever	1760 86%	1234 89%	470 90%	656 90%	1164 89%	1075 89%	1007 88%	486 90%	353 90%	503 90%	377 91%	203 91%	283 91%	526 81%
NET: Always/usually/ sometimes	1152 56%	821 59%	343 66%adefm	471 64%adefm	768 59%	701 58%	655 57%	325 60%	255 65%adefm	356 64%efm	292 70%adefgm	157 70%adefgm	220 71%adefgm	331 51%
NET: Rarely/never	870 43%	563 40%bchijk	176 34%	253 35%	532 41%bchijk	504 42%bchijk	477 42%bchijk	209 39%jkl	132 34%	193 35%	121 29%	66 29%	90 29%	307 47%abcdefghijkl

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 25
Q13. Which of the following do you use to communicate with ...? Summary table
Base: All mobile/ landline users

	With family and friends			For business		
	Outgoing	Incoming	NET: With family and friends	Outgoing	Incoming	NET: Business
Unweighted base	2128	2128	2128	2128	2128	2128
Weighted base	2121	2121	2121	2121	2121	2121
Effective base	1769	1769	1769	1769	1769	1769
Voice calls on a landline	301 14%	366 17%	436 21%	174 8%	181 9%	218 10%
Voice calls on a mobile (over a mobile connection or over wifi)	779 37%	829 39%	908 43%	284 13%	278 13%	333 16%
App-based messages (e.g. WhatsApp) on your mobile	1153 54%	1147 54%	1229 58%	286 13%	302 14%	337 16%
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	848 40%	855 40%	955 45%	207 10%	228 11%	263 12%
Email	656 31%	694 33%	753 35%	423 20%	427 20%	460 22%
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	673 32%	694 33%	748 35%	235 11%	234 11%	254 12%
Other way (please specify)	27 1%	27 1%	28 1%	14 1%	14 1%	15 1%
Do not have this type of communication	457 22%	438 21%	429 20%	1321 62%	1311 62%	1304 61%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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Absolutes/col percents

Table 26
Q13. Which of the following do you use to communicate with ...? Outgoing - With family and friends
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation			Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
Voice calls on a landline	301	38	50	36	41	104	32	88	77	104	32	21	12	76	59	171	129	183	117	13	35	23	27	11	32	54	36	22	252	21	21	6	94	172
Voice calls on a mobile (over a mobile connection or over wifi)	779	114	130	141	121	234	39	244	262	234	39	43	53	140	133	404	375	461	317	29	81	63	82	62	72	106	104	57	655	38	61	24	346	410
App-based messages (e.g. WhatsApp) on your mobile	1153	187	199	195	194	314	64	386	389	314	64	73	83	182	195	547	606	717	436	37	120	82	99	92	103	164	173	84	953	65	95	39	507	624
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	848	133	131	137	140	254	53	263	278	254	53	49	63	167	140	443	405	501	347	35	99	68	84	63	82	105	112	61	710	46	64	28	378	455
Email	656	55	69	75	109	271	77	124	184	271	77	26	26	182	165	350	305	427	229	30	82	45	44	50	73	82	94	55	555	35	48	18	244	395
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	673	117	124	100	99	192	40	241	199	192	40	34	68	111	121	300	373	418	255	25	70	44	55	47	51	113	102	59	566	36	49	22	324	340
Other way (please specify)	27	1	1	8	5	10	1	2	14	10	1	-	-	4	7	10	17	13	14	4	3	1	-	2	1	2	5	6	22	-	4	*	5	22
Do not have this type of communication	457	31	56	61	102	169	38	87	163	169	38	15	11	94	113	213	243	206	251	21	46	47	34	28	56	37	69	48	386	17	43	11	142	299

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 27

Q13. Which of the following do you use to communicate with ...? Outgoing - With family and friends
Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
Voice calls on a landline	301 14%	208 15%	92 17% ^f	143 19% ^{adefm}	177 14%	167 14%	150 13%	88 16%	54 14%	95 17%	115 25% ^{abcdefghim}	60 25% ^{abcdefghim}	87 25% ^{abcdefghim}	92 13%
Voice calls on a mobile (over a mobile connection or over wifi)	779 37%	551 38% ^m	201 38%	318 41% ^{km}	520 40% ^m	491 40% ^{km}	452 40% ^m	250 46% ^{abdefhijklm}	148 38%	250 45% ^{abijklm}	160 35%	77 32%	130 37%	228 33%
App-based messages (e.g. WhatsApp) on your mobile	1153 54%	823 57% ^{ijlm}	310 58% ^{ijlm}	420 55% ^{ijlm}	777 59% ^{cijklm}	715 59% ^{cijklm}	679 60% ^{cijklm}	325 60% ^{cijklm}	242 62% ^{cijklm}	332 60% ^{cijklm}	208 46%	120 50%	152 43%	329 48%
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	848 40%	608 42% ^m	216 40%	330 43% ^m	572 44% ^{jm}	534 44% ^{jm}	509 45% ^{ijlm}	252 47% ^{cijklm}	162 42%	251 45% ^{ijlm}	171 37%	88 37%	131 38%	241 35%
Email	656 31%	464 32%	199 37% ^{defm}	268 35% ^m	414 32%	381 31%	356 31%	179 33%	120 31%	182 33%	190 42% ^{acdefghim}	114 48% ^{abcdefghim}	136 39% ^{adefhlm}	191 28%
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	673 32%	494 34% ^{ijlm}	197 37% ^{ijlm}	249 32% ^{ijlm}	475 36% ^{ijlm}	441 36% ^{ijlm}	414 36% ^{ijlm}	198 37% ^{ijlm}	160 41% ^{acijklm}	191 34% ^{ijlm}	117 26%	69 29%	86 25%	179 26%
Other way (please specify)	27 1%	14 1%	7 1%	7 1%	8 1%	8 1%	8 1%	1 *	2 1%	2 *	8 2% ^{gi}	5 2% ^{gi}	7 2% ^{edgi}	13 2% ^{defgi}
Do not have this type of communication	457 22%	257 18% ^g	102 19% ^g	133 17%	227 17% ^g	211 17% ^g	200 18% ^g	71 13%	73 19% ^g	82 15%	96 21% ^{gi}	48 20% ^g	79 22% ^{gi}	200 29% ^{abcdefghijkl}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 28
Q13. Which of the following do you use to communicate with ...? Incoming - With family and friends
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
Voice calls on a landline	366 17%	39 13%	38 11%	38 11%	56 16%	155 24% abc d	41 27% abc d	76 12%	94 14%	155 24% gh	41 27% gh	19 17%	19 14%	105 27% kl	90 22%	197 19%	169 16%	224 19%	143 15%	11 13%	48 27% r	28 16%	25 14%	21 14%	43 21%	60 22% A	43 14%	30 16%	310 17%	22 22%	25 14%	10 16%	117 14%	221 18% G
Voice calls on a mobile (over a mobile connection or over wifi)	829 39%	121 42% f	139 40% f	140 43% f	131 36%	253 39% f	44 30%	261 41% j	271 39% j	253 39% j	44 30%	48 41%	53 40%	148 38%	149 37%	410 40%	419 39%	493 42% r	335 36%	31 36%	87 37%	69 40%	84 45%	66 44%	80 40%	103 37%	111 37%	62 34%	693 39%	41 40%	68 40%	27 43%	366 44% H	442 37%
App-based messages (e.g. WhatsApp) on your mobile	1147 54%	182 62% def	200 58% ef	194 59% ef	190 53%	313 49%	67 44%	382 60% j	385 56% j	313 49%	67 44%	69 60% mn	84 62% mn	186 48%	195 48%	542 52%	604 56%	707 59% r	440 47%	40 47%	114 49%	82 47%	96 52%	95 63% st u x B	103 51%	165 60% t u B	173 58% t u B	86 47%	953 53%	62 61%	93 54%	38 61%	509 61% H	615 51%
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	855 40%	138 47% be	128 37%	133 40%	140 39%	254 39%	62 41%	266 42%	273 40%	254 39%	62 41%	53 46%	61 45%	173 45% n	143 35%	447 43% p	407 38%	500 42%	355 38%	38 45%	103 44% B	69 40%	82 45%	56 38%	76 38%	112 40%	110 37%	62 34%	709 40%	45 44%	74 43%	28 45%	372 45% H	463 38%
Email	694 33%	62 21%	74 21%	89 27%	114 32% ab	275 43% abc d	81 54% abc de	135 21%	203 29% g	275 43% gh	81 54% ghi	28 24%	28 21%	189 49% k l n	167 41% kl	369 36% p	324 30%	433 36% r	261 28%	30 35%	80 34%	55 32%	47 25%	52 35%	77 38% v	86 31%	103 35%	61 33%	591 33%	36 35%	51 30%	16 26%	258 31% H	414 34%
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	694 33%	112 38% df	129 37%	100 30%	108 30%	204 32%	42 28%	242 38% h i j	207 30%	204 32%	42 28%	34 29%	62 47% k m n	113 29%	133 33%	306 30%	388 36% o	426 36% r	269 29%	24 28%	72 31%	49 28%	61 33%	46 31%	55 27%	113 41% t u x	99 33%	58 31%	577 32%	39 38%	56 33%	22 35%	325 39% H	360 30%
Other way (please specify)	27 1%	2 1%	1 *	8 3% b	5 2%	9 1%	1 1%	3 1%	14 2% g	9 1%	1 1%	-	1 1%	3 1%	7 2%	8 1%	18 2%	14 1%	13 1%	4 4% u v x y	4 2%	1 *	-	2 1%	1 *	2 1%	5 2%	5 3%	22 1%	-	4 3%	* 1%	6 1%	21 2%
Do not have this type of communication	438 21%	26 9%	58 17% a	57 17% a	100 28% abc	161 25% abc	37 25% a	84 13%	157 23% g	161 25% g	37 25% g	13 11%	9 7%	92 24% kl	208 26% kl	208 20%	229 21%	199 17%	239 26% q	19 23% y	46 20% y	47 27% v y	31 17%	30 20%	53 26% y	34 12%	64 22% y	47 26% y	371 21%	16 16%	40 23%	11 17%	141 17% H	282 23% G

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 29

Q13. Which of the following do you use to communicate with ...? Incoming - With family and friends
Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
Voice calls on a landline	366 17%	257 18%	129 24% ^{abc}	162 21% ^{defgm}	221 17%	205 17%	195 17%	100 18%	74 19%	105 19%	145 32% ^{abcdefghim}	88 37% ^{abcdefghim}	106 30% ^{acdefghim}	110 16%
Voice calls on a mobile (over a mobile connection or over wifi)	829 39%	589 41% ^m	221 41% ^m	335 43% ^{ijk}	554 42% ^m	524 43% ^{ijk}	490 43% ^{ijk}	257 48% ^{ajklm}	166 43% ^m	262 47% ^{ajklm}	168 37%	84 35%	132 38%	239 35%
App-based messages (e.g. WhatsApp) on your mobile	1147 54%	815 57% ^{ijklm}	300 56% ^{ijlm}	420 55% ^{ijlm}	767 59% ^{ijklm}	710 59% ^{ijklm}	676 59% ^{ijklm}	317 59% ^{ijklm}	235 60% ^{ijklm}	334 60% ^{ijklm}	202 44%	115 48%	151 43%	332 48%
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	855 40%	619 43% ^m	226 42% ^m	345 45% ^m	576 44% ^m	540 44% ^m	513 45% ^m	251 46% ^{lm}	163 42% ^m	261 47% ^{ijlm}	182 40%	103 43% ^m	136 39%	236 34%
Email	694 33%	485 34%	204 38% ^{fm}	285 37% ^m	432 33%	398 33%	369 32%	183 34%	123 32%	195 35%	192 42% ^{abcdefghim}	116 49% ^{abcdefghim}	140 40% ^{defhlm}	209 30%
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	694 33%	513 36% ^{ijlm}	203 38% ^{ijlm}	256 33% ^{ilm}	493 38% ^{ijlm}	459 38% ^{ijlm}	432 38% ^{ijlm}	205 38% ^{ijlm}	165 42% ^{acijklm}	197 35% ^{ijlm}	129 28%	78 33%	92 26%	181 26%
Other way (please specify)	27 1%	16 1%	8 1% ^g	7 1%	10 1%	10 1%	10 1%	1 *	3 1%	2 *	8 2% ^{gi}	5 2% ^{gi}	7 2% ^{gi}	12 2% ^{gi}
Do not have this type of communication	438 21%	242 17% ^g	98 18% ^g	125 16% ^g	213 16% ^g	198 16% ^g	188 17% ^g	64 12%	69 18% ^g	77 14%	92 20% ^{gi}	45 19% ^g	75 21% ^{dgi}	196 29% ^{abcdefghijkl}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 30
Q13. Which of the following do you use to communicate with ...? NET: With family and friends
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
Voice calls on a landline	436 21%	58 20%	57 16%	49 15%	66 19%	162 25%bcd	43 29%bcd	115 18%	115 17%	162 25%gh	43 29%gh	27 24%	26 20%	109 28%	96 24%	234 23%p	201 19%	268 19%	168 18%	17 21%	54 23%	34 20%	33 18%	24 16%	44 22%	76 28%vwA	55 18%	34 19%	372 21%	25 25%	28 16%	11 18%	140 17%	255 21%G
Voice calls on a mobile (over a mobile connection or over wifi)	908 43%	138 47%f	161 46%f	156 47%f	142 40%	265 41%f	46 30%	299 47%j	298 43%j	265 41%j	46 30%	53 46%	64 47%	156 40%	154 38%	457 44%	451 42%	539 45%r	369 40%	31 36%	95 41%	73 42%	93 50%B	71 48%	82 40%	134 48%B	120 41%	66 36%	765 43%	44 43%	71 41%	28 45%	393 47%H	484 40%
App-based messages (e.g. WhatsApp) on your mobile	1229 58%	205 70%def	213 62%ef	208 63%ef	204 57%f	331 51%	67 45%	418 65%ij	412 60%ij	331 51%	67 45%	80 69%mn	94 70%mn	191 49%	208 51%	579 56%	650 60%	757 64%r	472 51%	42 50%	127 54%	85 49%	106 58%	99 66%stu	110 54%	181 66%stu	179 60%uB	92 50%	1021 57%	66 65%	101 59%	41 66%	537 64%H	664 55%
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	955 45%	160 55%bde	148 43%	153 46%	158 44%	274 43%	63 42%	307 48%	310 45%	274 43%	63 42%	62 53%n	73 54%n	180 47%n	157 39%	496 48%p	458 42%	561 47%r	394 42%	39 46%	112 48%	73 43%	92 50%	67 45%	88 44%	129 47%	121 41%	71 39%	795 45%	49 48%	82 47%	30 47%	412 49%H	518 43%
Email	753 35%	73 25%	84 24%	96 29%	122 34%cab	294 46%abc	83 25%de	157 25%	218 32%g	294 46%gh	83 56%ghi	36 31%	31 23%	195 50%kl	182 45%kl	399 38%p	354 33%	473 40%r	280 30%	33 39%	91 39%v	56 33%	50 27%	56 38%	87 43%v	95 34%	107 36%	64 35%	639 36%	37 37%	57 33%	19 31%	271 32%	456 38%G
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	748 35%	131 45%cde	134 39%d	109 33%	110 31%	220 34%	44 29%	264 41%hij	220 32%	220 34%	44 29%	42 36%	72 54%kmn	120 31%	143 35%	330 32%	418 39%o	457 38%r	291 31%	26 31%	77 33%	52 30%	63 34%	49 33%	57 28%	123 45%stu	111 37%x	66 36%	624 35%	41 40%	60 35%	23 36%	345 41%H	391 32%
Other way (please specify)	28 1%	2 1%	1 *	8 3%b	5 2%	10 2%	1 1%	3 2%g	14 2%g	10 2%	1 1%	-	1 1%	4 1%	7 2%	10 1%	18 2%	14 1%	14 2%	4 4%uvxy	4 2%	1 *	-	2 1%	1 *	2 1%	5 2%	6 3%vxy	23 1%	-	4 3%	* 1%	6 1%	22 2%
Do not have this type of communication	429 20%	25 9%	52 15%a	56 17%a	99 28%abc	161 25%abc	37 25%ab	77 12%	155 22%g	161 25%g	37 25%g	12 11%	9 7%	92 24%kl	106 26%kl	204 20%	225 21%	198 17%	231 25%q	19 23%y	43 19%	46 26%y	31 17%	28 19%	53 26%y	33 12%	64 22%y	46 25%y	363 20%	16 16%	39 23%	11 17%	137 16%	278 23%G

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 31
Q13. Which of the following do you use to communicate with ...? NET: With family and friends
Base: All mobile/ landline users

	Experience of suspicious texts/calls													None (m)
	Total	Total			Mobile						Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
Voice calls on a landline	436 21%	315 22% ^m	144 27% ^{adefm}	207 27% ^{adefm}	269 21%	252 21%	231 20%	130 24% ^m	87 22%	135 24% ^m	171 37% ^{abcdef ghim}	94 40% ^{abcdef ghim}	129 37% ^{abcdef ghim}	121 18%
Voice calls on a mobile (over a mobile connection or over wifi)	908 43%	650 45% ^m	239 45% ^m	375 49% ^{km}	608 46% ^{km}	576 47% ^{km}	532 47% ^{km}	292 54% ^{abdefh jklm}	181 46% ^m	293 53% ^{abdfjk lm}	194 42%	91 38%	154 44%	258 38%
App-based messages (e.g. WhatsApp) on your mobile	1229 58%	884 62% ^{ijklm}	329 61% ^{ijlm}	460 60% ^{ijlm}	832 64% ^{ijklm}	769 63% ^{ijklm}	728 64% ^{ijklm}	354 66% ^{ijklm}	256 66% ^{ijklm}	364 65% ^{ijklm}	230 50%	128 54%	169 48%	345 50%
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	955 45%	695 48% ^m	252 47% ^m	389 51% ^m	646 49% ^m	604 50% ^m	570 50% ^m	291 54% ^{abijlm}	184 47% ^m	291 52% ^m	214 47% ^m	113 48% ^m	161 46% ^m	259 38%
Email	753 35%	530 37%	221 41% ^{fm}	312 40% ^m	473 36%	436 36%	406 36%	209 39% ^m	137 35%	214 39% ^m	214 47% ^{adefgh im}	124 52% ^{abcdef ghim}	154 44% ^{adefhm}	222 32%
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	748 35%	558 39% ^{ijlm}	217 41% ^{ijlm}	281 37% ^{lm}	534 41% ^{ijlm}	496 41% ^{ijlm}	465 41% ^{ijlm}	224 41% ^{ijlm}	177 45% ^{acijklm}	216 39% ^{ijlm}	142 31%	83 35%	101 29%	190 28%
Other way (please specify)	28 1%	16 1%	8 1% ^g	7 1%	10 1%	10 1%	10 1%	1 *	3 1%	2 *	8 2% ^{gi}	5 2% ^{gi}	7 2% ^{gi}	13 2% ^{dgi}
Do not have this type of communication	429 20%	239 17% ^g	98 18% ^g	124 16% ^g	210 16% ^g	194 16% ^g	185 16% ^g	62 11%	69 18% ^g	76 14%	91 20% ^{gi}	45 19% ^g	73 21% ^{gi}	190 28% ^{abcdefghijkl}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m



Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 32
Q13. Which of the following do you use to communicate with ...? Outgoing - For business
Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Voice calls on a landline	174	30	42	25	34	35	8	72	59	35	8	18	8	21	22	102	72	110	64	8	19	11	14	7	19	36	22	12	149	11	11	2	73	80	
	8%	10%e	12%ef	8%	9%e	5%	5%	11%ij	9%i	5%	5%	15%lmn	6%	5%	10%p	7%	9%	7%	10%	8%	6%	8%	5%	10%	13%luvw	7%	7%	8%	11%F	7%	4%	9%	9%	7%	
Voice calls on a mobile (over a mobile connection or over wifi)	284	67	61	60	47	43	6	128	107	43	6	24	38	32	17	156	128	184	100	17	31	14	30	16	26	64	34	15	247	6	21	10	128	137	
	13%	23%def	18%ef	18%ef	13%ef	7%	4%	20%ij	16%ij	7%	4%	21%mn	28%mn	8%n	4%	15%p	12%	16%r	11%	20%uB	13%	8%	16%uB	11%	13%	23%tuwxAB	12%	8%	14%D	6%	12%	16%D	15%H	11%	
App-based messages (e.g. WhatsApp) on your mobile	286	70	66	38	63	47	2	136	101	47	2	32	39	28	20	156	130	186	100	15	35	12	28	13	17	67	41	18	247	10	20	9	130	143	
	13%	24%cef	19%cef	11%ef	18%cef	7%f	1%	21%hij	15%ij	7%j	1%	27%mn	29%mn	7%	5%	15%	12%	16%r	10%	17%ux	15%u	7%	15%u	9%	8%	24%tuvw	14%u	10%	14%	10%	12%	15%	16%H	12%	
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	207	57	38	30	43	38	1	95	73	38	1	30	24	23	15	126	81	129	77	11	22	11	27	16	10	41	23	15	178	8	15	6	87	106	
	10%	19%bcd	11%ef	9%f	12%ef	6%f	1%	15%hij	11%ij	6%j	1%	26%mn	18%mn	6%	4%	12%p	7%	11%	8%	13%x	10%	6%	15%luxA	11%	5%	15%luxA	8%	8%	10%	8%	9%	9%	10%	9%	
Email	423	72	79	74	86	98	14	150	160	98	14	29	37	73	39	234	188	277	146	19	47	18	32	35	38	74	52	34	349	24	34	16	175	238	
	20%	25%ef	23%ef	23%ef	24%ef	15%	10%	24%ij	23%ij	15%	10%	25%n	28%n	19%n	10%	23%p	17%	23%r	16%	22%u	20%u	10%	18%	24%u	19%u	27%uvA	17%u	19%u	20%	23%	26%	21%	20%		
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	235	47	45	41	56	45	2	91	96	45	2	18	27	30	17	128	107	176	59	10	28	7	10	20	15	53	31	24	198	8	22	7	110	118	
	11%	16%ef	13%ef	12%ef	15%ef	7%f	1%	14%ij	14%ij	7%j	1%	16%mn	20%mn	8%	4%	12%	10%	15%r	6%	12%u	12%uv	4%	5%	13%uv	7%	19%uvxA	10%u	13%uv	11%	8%	13%	12%	13%H	10%	
Other way (please specify)	14	1	1	-	4	6	2	2	4	6	2	-	1	5	3	7	7	7	6	-	2	2	1	1	-	1	2	4	12	-	-	1	1	13	
	1%	*	*	-	1%	1%	2%c	*	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	-	*	1%	2%k	1%	-	-	2%E	*	1%G	
Do not have this type of communication	1321	128	156	185	221	502	129	284	406	502	129	47	49	291	339	595	723	674	646	51	148	128	101	98	138	120	203	124	1111	64	110	35	488	806	
	62%	44%	45%	56%ab	62%abc	78%abcde	86%abcde	44%	59%g	78%gh	86%ghi	41%	36%	75%kl	83%klm	57%	67%o	57%	69%q	60%y	64%y	74%stv	55%y	66%y	68%vy	43%	68%vy	68%vy	62%	63%	64%	56%	58%	67%G	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 33
Q13. Which of the following do you use to communicate with ...? Outgoing - For business
Base: All mobile/ landline users

	Experience of suspicious texts/calls													None (m)
	Total				Mobile						Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
Voice calls on a landline	174 8%	125 9%	51 10%	78 10%	106 8%	101 8%	89 8%	64 12%defm	29 8%	57 10%	59 13%adefhm	30 13%defm	45 13%adefhm	49 7%
Voice calls on a mobile (over a mobile connection or over wifi)	284 13%	220 15% ^m	73 14% ^m	133 17% ^{km}	202 15% ^m	198 16% ^m	178 16% ^m	129 24% ^{abcde} hijklm	60 15% ^m	106 19% ^{bkm}	74 16% ^m	27 11%	57 16% ^m	64 9%
App-based messages (e.g. WhatsApp) on your mobile	286 13%	209 15%	79 15%	117 15% ^m	202 15% ^m	193 16% ^{lm}	175 15% ^m	128 24% ^{abcdef} ijklm	73 19% ^{ijklm}	97 17% ^{ijklm}	55 12%	25 11%	39 11%	77 11%
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	207 10%	159 11% ^{km}	47 9%	96 12% ^{km}	146 11% ^{km}	142 12% ^{km}	130 11% ^{km}	92 17% ^{abcdef} hijklm	42 11%	77 14% ^{bkm}	46 10%	15 6%	38 11%	48 7%
Email	423 20%	318 22% ^m	132 25% ^{lm}	177 23% ^m	302 23% ^m	283 23% ^{lm}	264 23% ^m	150 28% ^{ajlm}	103 26% ^{ijlm}	144 26% ^{ijlm}	87 19%	54 23% ^m	63 18%	105 15%
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	235 11%	185 13% ^m	77 14% ^{jm}	105 14% ^m	178 14% ^{jm}	167 14% ^{jm}	157 14% ^{jm}	91 17% ^{ajklm}	71 18% ^{adjklm}	89 16% ^{ijlm}	44 10%	24 10%	33 9%	50 7%
Other way (please specify)	14 1%	9 1%	5 1%	4 1%	6 *	6 *	6 1%	2 *	2 *	2 *	5 1%	4 2%	4 1%	5 1%
Do not have this type of communication	1321 62%	837 58% ^{gi}	325 61% ^{gi}	429 56% ^g	761 58% ^{gi}	693 57% ^g	665 58% ^{gi}	233 43%	220 56% ^g	289 52% ^g	274 60% ^{gi}	155 65% ^{ceghi}	216 62% ^{gi}	484 70% ^{abcdefghijl}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 34
Q13. Which of the following do you use to communicate with ...? Incoming - For business
Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple iPhone (G)	Other (H)		
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032		
Voice calls on a landline	181	25	45	25	35	42	10	70	59	42	10	11	10	27	25	100	81	117	64	10	22	10	14	17	20	27	21	11	151	13	14	3	74	87		
	9%	9%	13% ^{ce}	7%	10%	6%	7%	11% ^{ei}	9%	6%	7%	10%	8%	7%	6%	10%	7%	10% ^{fr}	7%	12%	10%	6%	7%	11%	10%	10%	10%	7%	6%	8%	13%	8%	5%	9%	7%	
Voice calls on a mobile (over a mobile connection or over wifi)	278	65	56	54	49	47	9	120	102	47	9	26	35	38	18	152	126	176	102	15	30	16	25	19	25	59	36	17	242	6	20	11	118	142		
	13%	22% ^{def}	16% ^{ef}	16% ^{ef}	14% ^{ef}	7%	6%	19% ^{ij}	15% ^{ij}	7%	6%	22% ^{mn}	26% ^{mn}	10% ⁿ	4%	15%	12%	15% ^{rf}	11%	17%	13%	9%	14%	13%	12%	21% ^{lux}	12%	9%	14% ^D	6%	11%	17% ^D	14%	12%		
App-based messages (e.g. WhatsApp) on your mobile	302	76	62	42	65	54	3	137	107	54	3	31	43	33	24	162	140	203	98	17	34	13	32	17	23	67	39	19	261	10	22	10	141	145		
	14%	26% ^{bcd}	18% ^{ef}	13% ^{ef}	18% ^{ef}	8% ^f	2%	22% ^{hij}	16% ^{ij}	8% ^j	2%	27% ^{mn}	32% ^{mn}	9%	6%	16%	13%	17% ^{rf}	11%	21% ^{uB}	14% ^u	7%	17% ^u	11%	11%	24% ^{luw}	13%	10%	15%	10%	13%	15%	17% ^H	12%		
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	228	60	45	30	45	42	6	105	76	42	6	30	26	29	19	132	97	141	87	15	23	10	37	19	17	40	24	16	200	7	15	7	104	115		
	11%	21% ^{bcd}	13% ^{ef}	9% ^f	13% ^{ef}	7%	4%	16% ^{hij}	11% ^{ij}	7%	4%	26% ^{mn}	19% ^{mn}	8%	5%	13% ^p	9%	12%	9%	18% ^{luxA}	10%	6%	20% ^{lux}	12%	8%	14% ^{uA}	8%	8%	11%	6%	9%	10%	12%	10%		
Email	427	72	83	74	82	100	15	155	157	100	15	34	34	73	42	244	183	275	152	19	47	19	32	37	37	78	49	30	346	25	40	15	182	232		
	20%	25% ^{ef}	24% ^{ef}	23% ^{ef}	23% ^{ef}	15%	10%	24% ^{ij}	23% ^{ij}	15%	10%	30% ^{mn}	26% ⁿ	19% ⁿ	10%	24% ^p	17%	23% ^{rf}	16%	22% ^u	20% ^u	11%	17%	25% ^u	18%	28% ^{uvx}	16%	17%	19%	25%	23%	24%	22%	19%		
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	234	43	54	40	53	43	1	96	93	43	1	19	22	29	16	134	100	178	55	8	30	8	13	18	17	49	31	25	199	7	21	6	103	123		
	11%	15% ^{ef}	15% ^{ef}	12% ^{ef}	15% ^{ef}	7% ^f	1%	15% ^{ij}	14% ^{ij}	7% ^j	1%	16% ^{mn}	16% ^{mn}	7% ⁿ	4%	13% ^p	9%	15% ^{rf}	6%	10%	13% ^u	5%	7%	12% ^u	8%	18% ^{uvx}	10% ^u	13% ^u	11%	7%	12%	10%	12%	10%		
Other way (please specify)	14	-	1	-	4	7	2	1	4	7	2	-	-	5	4	7	6	7	7	-	3	2	1	1	-	-	2	4	12	-	-	1	-	14		
	1%	-	*	-	1%	1%	2% ^c	*	1%	1%	2% ^g	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	-	-	1%	2% ^{xy}	1%	-	-	2% ^E	-	1% ^G		
Do not have this type of communication	1311	127	156	185	221	493	128	283	406	493	128	45	49	287	334	589	720	670	641	49	146	127	101	97	134	120	203	126	1102	64	109	36	489	795		
	62%	43%	45%	56% ^{ab}	62% ^{ab}	76% ^{abc}	86% ^{abc}	44%	59% ^g	76% ^{gh}	86% ^{ghi}	39%	37%	74% ^{kl}	82% ^{klm}	57%	66% ^o	56%	69% ^q	58% ^y	63% ^y	73% ^{stv}	54% ^y	65% ^y	66% ^{vy}	43%	68% ^{vy}	68% ^{vy}	62%	63%	63%	57%	59%	66% ^G		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 35
Q13. Which of the following do you use to communicate with ...? Incoming - For business
Base: All mobile/ landline users

	Experience of suspicious texts/calls													None (m)
	Total			Mobile							Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
Voice calls on a landline	181 9%	135 9%	53 10%	81 11% _m	116 9%	111 9%	100 9%	65 12% _m	31 8%	60 11% _m	65 14% _{adefhm}	35 15% _{adefhm}	48 14% _{adefhm}	46 7%
Voice calls on a mobile (over a mobile connection or over wifi)	278 13%	217 15% _m	73 14% _m	139 18% _{km}	197 15% _m	193 16% _m	177 16% _m	120 22% _{abdefh jklm}	60 16% _m	113 20% _{abdefk m}	72 16% _m	28 12%	56 16% _m	61 9%
App-based messages (e.g. WhatsApp) on your mobile	302 14%	224 16% _m	85 16% _m	137 18% _{km}	214 16% _{km}	205 17% _{km}	185 16% _{km}	133 25% _{abcdef jklm}	74 19% _{km}	112 20% _{akm}	68 15%	25 11%	53 15%	78 11%
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	228 11%	173 12% _m	64 12% _m	101 13% _m	166 13% _m	160 13% _m	147 13% _m	100 18% _{abcdef jklm}	55 14% _m	82 15% _m	52 11%	22 9%	41 12%	55 8%
Email	427 20%	322 22% _m	136 25% _{lm}	181 24% _m	303 23% _m	283 23% _m	264 23% _m	155 29% _{adefjl m}	103 26% _{lm}	146 26% _{lm}	96 21% _m	61 26% _m	65 19%	104 15%
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	234 11%	183 13% _{jm}	78 15% _{lm}	104 13% _{jm}	177 14% _{lm}	166 14% _{lm}	153 13% _{lm}	96 18% _{adefjk lm}	71 18% _{adljk m}	87 16% _{ijklm}	40 9%	23 10%	31 9%	51 7%
Other way (please specify)	14 1%	9 1%	5 1%	4 1%	6 *	6 *	6 1%	1 *	2 *	2 *	5 1%	4 2% _g	4 1%	5 1%
Do not have this type of communication	1311 62%	828 58% _{gi}	320 60% _{gi}	422 55% _g	753 58% _{gi}	686 57% _g	660 58% _{gi}	225 42%	218 56% _g	285 51% _g	266 58% _{gi}	151 64% _{cgj}	209 60% _{gi}	482 70% _{abcdefghijl}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 36
Q13. Which of the following do you use to communicate with ...? NET: Business
Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-eastern Ireland (F)	Apple iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Voice calls on a landline	218	38	54	33	39	45	10	92	72	45	10	20	13	28	26	123	95	136	82	11	26	11	20	17	20	44	26	12	187	13	15	3	93	99	
Voice calls on a mobile (over a mobile connection or over wifi)	333	83	70	67	56	49	9	153	122	49	9	33	44	38	20	183	149	211	122	17	35	19	33	20	29	78	42	19	292	6	24	11	143	164	
App-based messages (e.g. WhatsApp) on your mobile	337	89	75	45	68	57	3	165	113	57	3	40	48	33	27	180	157	225	112	18	41	14	37	18	25	77	43	20	294	10	23	10	152	163	
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	263	73	54	37	49	45	6	127	86	45	6	37	31	30	21	154	110	163	101	15	27	13	39	20	17	52	27	19	229	8	20	7	114	133	
Email	460	80	92	82	87	103	15	172	169	103	15	35	40	75	43	259	201	296	164	20	53	19	35	37	40	85	52	36	377	25	42	16	192	251	
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	254	51	56	44	56	45	2	108	100	45	2	21	29	30	17	140	115	192	63	10	32	8	13	21	18	55	34	27	217	8	22	7	114	132	
Other way (please specify)	15	1	1	-	4	7	2	2	4	7	2	-	1	5	4	7	7	7	7	-	3	2	1	1	-	1	2	4	13	-	-	1	1	14	
Do not have this type of communication	1304	125	155	184	220	492	128	280	404	492	128	45	47	287	332	588	714	666	638	49	146	127	100	97	134	119	202	122	1096	64	109	35	484	794	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

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Absolutes/col percents

Table 37
Q13. Which of the following do you use to communicate with ...? NET: Business
Base: All mobile/ landline users

	Experience of suspicious texts/calls														
	Total				Mobile						Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	
Voice calls on a landline	218 10%	166 12% ^m	65 12% ^m	107 14% ^{fm}	141 11% ^m	136 11% ^m	118 10%	85 16% ^{acdefhm}	40 10%	78 14% ^{fm}	80 18% ^{abdefh}	39 17% ^{adefhm}	61 17% ^{abdefhm}	52 8%	
Voice calls on a mobile (over a mobile connection or over wifi)	333 16%	263 18% ^m	89 17% ^m	168 22% ^{bkm}	240 18% ^m	235 19% ^m	209 18% ^m	153 28% ^{abcdefhijklm}	75 19% ^m	134 24% ^{abdefk}	92 20% ^m	33 14%	70 20% ^m	70 10%	
App-based messages (e.g. WhatsApp) on your mobile	337 16%	253 18% ^m	96 18% ^m	152 20% ^{km}	238 18% ^m	229 19% ^m	207 18% ^m	153 28% ^{abcdefhijklm}	86 22% ^{km}	121 22% ^{km}	83 18% ^m	31 13%	62 18% ^m	84 12%	
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	263 12%	207 14% ^m	71 13% ^m	125 16% ^{km}	192 15% ^m	187 15% ^m	169 15% ^m	122 23% ^{abcdefhijklm}	60 15% ^m	98 18% ^{km}	67 15% ^m	25 10%	53 15% ^m	56 8%	
Email	460 22%	352 24% ^m	146 27% ^{lm}	197 26% ^m	329 25% ^m	310 26% ^m	288 25% ^m	174 32% ^{acdefjlm}	113 29% ^{lm}	157 28% ^{lm}	104 23% ^m	62 26% ^m	72 21%	108 16%	
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	254 12%	203 14% ^m	83 16% ^{jm}	117 15% ^m	194 15% ^m	183 15% ^{jm}	168 15% ^m	104 19% ^{adefjklm}	76 19% ^{ajklm}	96 17% ^{jkml}	49 11%	26 11%	39 11%	52 8%	
Other way (please specify)	15 1%	10 1%	5 1%	4 1%	7 1%	7 1%	7 1%	2 *	2 *	2 *	5 1%	4 2%	4 1%	5 1%	
Do not have this type of communication	1304 61%	824 57% ^{gi}	320 60% ^{gi}	420 55% ^g	748 57% ^{gi}	682 56% ^g	656 58% ^{gi}	224 42%	218 56% ^g	283 51% ^g	266 58% ^{gi}	151 64% ^{cegi}	209 60% ^{gi}	480 70% ^{abcdefghijl}	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
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Absolutes/col percents

Table 38

Q14. How likely is it that you would pick up a call from the following types of numbers? Summary
Base: All mobile/ landline users

	A UK landline number that you do not recognise	A UK mobile number that you do not recognise	An Irish landline number that you do not recognise	An Irish mobile number that you do not recognise	An international number that you DO NOT recognise	An international number with a country code that you DO recognise	A withheld number
Unweighted base	2128	2128	2128	2128	2128	2128	2128
Weighted base	2121	2121	2121	2121	2121	2121	2121
Effective base	1769	1769	1769	1769	1769	1769	1769
5 - Very likely to pick up	305 14%	291 14%	148 7%	141 7%	131 6%	242 11%	266 13%
4	252 12%	261 12%	130 6%	133 6%	89 4%	178 8%	199 9%
3	492 23%	499 24%	233 11%	220 10%	233 11%	304 14%	363 17%
2	451 21%	457 22%	293 14%	299 14%	260 9%	341 12%	353 17%
1- Very unlikely to pick up	580 27%	578 27%	897 42%	898 42%	1225 58%	841 40%	865 41%
I would not recognise that type of number	41 2%	35 2%	419 20%	431 20%	184 9%	216 10%	76 4%
NET: Likely	557 26%	553 26%	278 13%	274 13%	220 10%	420 20%	465 22%
NET: Unlikely	1031 49%	1035 49%	1191 56%	1197 56%	1485 70%	1182 56%	1218 57%
Mean	2.64	2.63	2.02	2.01	1.78	2.29	2.34
Standard deviation	1.38	1.37	1.32	1.31	1.22	1.43	1.43
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 39
Q14. How likely is it that you would pick up a call from the following types of numbers? A UK landline number that you do not recognise
Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1160	968	89	228	176	148	127	194	261	311	178	1712	102	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	305	29	43	47	36	107	43	72	83	107	43	16	12	78	72	157	147	172	133	8	46	19	35	23	50	35	27	264	15	17	8	120	171		
	14%	10%	12%	14%	10%	17% ^{ad}	29% ^{abc}	11%	12%	17% ^{gh}	29% ^{ghi}	14%	9%	20% ^l	18% ^l	15%	14%	14%	14%	10%	20% ^{sux}	11%	19% ^x	15%	10%	18% ^x	12%	15%	15%	15%	15%	10%	13%	14%	14%
4	252	37	51	34	39	69	22	88	73	69	22	18	16	40	51	135	117	159	93	14	21	25	24	18	26	33	27	20	208	13	27	4	81	157	
	12%	13%	15%	10%	11%	11%	15%	14%	11%	11%	15%	16%	12%	10%	12%	13%	11%	13% ^r	10%	16%	9%	14%	13%	12%	13%	12%	9%	11%	12%	13%	16% ^F	7%	10%	13% ^G	
3	492	86	81	70	93	141	21	167	163	141	21	34	50	81	81	236	256	282	210	22	50	36	50	36	50	69	77	37	426	20	31	15	193	277	
	23%	30% ^{cef}	23% ^f	21%	26% ^f	22% ^f	14%	26% ^j	24% ^j	22% ^j	14%	29%	38% ^{mn}	21%	20%	23%	24%	24%	23%	26%	22%	21%	27%	24%	25%	25%	26%	20%	24%	20%	18%	24%	23%	23%	
2	451	63	75	80	84	123	26	138	164	123	26	21	28	74	75	219	232	272	179	20	51	29	30	36	38	61	60	44	371	21	42	17	194	247	
	21%	22%	22%	24%	23%	19%	17%	22%	24% ⁱ	19%	17%	18%	21%	19%	18%	21%	21%	23%	19%	24%	22%	17%	16%	24%	19%	22%	20%	24%	21%	21%	24%	27%	23%	20%	
1- Very unlikely to pick up	580	70	87	89	106	195	33	157	195	195	33	24	25	105	123	266	313	287	294	20	58	57	41	32	61	62	90	54	476	31	55	18	233	330	
	27%	24%	25%	27%	30%	30%	22%	25%	28%	30% ^g	22%	21%	18%	27%	30% ^l	26%	29%	24%	31% ^q	23%	25%	33% ^{vw}	22%	21%	30%	23%	30%	29%	31%	32%	30%	28%	27%		
I would not recognise that type of number	41	8	10	9	1	9	5	18	10	9	5	3	3	7	6	23	18	17	24	2	5	7	5	4	6	2	8	1	40	1	1	-	14	25	
	2%	3% ^d	3% ^d	3% ^d	*	1%	3% ^d	3%	1%	1%	3%	3%	2%	2%	2%	2%	1%	3%	2%	2%	4% ^y	3%	3%	3%	1%	3%	1%	2%	1%	*	-	2%	2%		
NET: Likely	557	65	94	81	75	176	65	160	156	176	65	34	28	118	123	292	264	331	226	22	68	44	59	41	47	83	62	47	473	28	44	12	201	328	
	26%	22%	27%	25%	21%	27% ^d	44% ^{abc}	25%	23%	27%	44% ^{ghi}	29%	21%	31%	30%	28%	24%	28%	24%	26%	29% ^A	25%	32% ^A	28%	23%	30% ^A	21%	26%	26%	28%	26%	20%	24%	27%	
NET: Unlikely	1031	133	161	169	190	318	59	295	359	318	59	45	53	180	197	485	545	559	472	40	110	86	71	68	100	124	151	98	847	53	96	35	427	577	
	49%	46%	47%	51% ^f	53% ^f	49% ^f	40%	46%	52% ^{gj}	49% ^j	40%	39%	39%	46%	49%	47%	50%	47%	51%	47%	47%	50%	38%	45%	49%	45%	51% ^v	53% ^v	47%	52%	56%	56%	51%	48%	
Mean	2.64	2.62	2.67	2.59	2.48	2.64	3.11 ^{ab}	2.65	2.53	2.64	3.11 ^{gh}	2.83	2.71	2.77	2.69	2.70	2.58	2.71 ^r	2.55	2.65	2.76	2.51	2.90 ^{ux}	2.76	2.53	2.80 ^{uA}	2.50	2.57	2.66	2.60	2.47	2.47	2.59	2.66	
							cde				i										A														
Standard deviation	1.38	1.26	1.35	1.38	1.29	1.44	1.56	1.31	1.33	1.44	1.56	1.33	1.18	1.48	1.47	1.39	1.37	1.36	1.41	1.28	1.45	1.39	1.41	1.35	1.34	1.39	1.34	1.40	1.38	1.43	1.35	1.33	1.37	1.39	
Standard error	0.03	0.08	0.08	0.07	0.06	0.06	0.13	0.06	0.05	0.06	0.13	0.13	0.11	0.07	0.07	0.04	0.04	0.05	0.14	0.14	0.10	0.11	0.12	0.12	0.10	0.09	0.08	0.11	0.03	0.13	0.11	0.12	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 40
Q14. How likely is it that you would pick up a call from the following types of numbers? A UK landline number that you do not recognise
Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	305 14%	205 14%	92 17% ^{ef}	127 16% ^e	179 14%	157 13%	148 13%	72 13%	56 14%	83 15%	85 19% ^{adefg}	54 23% ^{acdefg}	69 20% ^{adefg}	99 15%
4	252 12%	192 13% ^m	70 13% ^m	117 15% ^m	167 13% ^m	154 13% ^m	143 13% ^m	73 13% ^m	51 13% ^m	78 14% ^m	67 15% ^m	28 12%	55 16% ^m	60 9%
3	492 23%	343 24%	144 27%	213 28% ^m	311 24%	286 24%	267 23%	136 25%	110 28% ^m	162 29% ^{adefm}	138 30% ^{adefm}	69 29% ^m	104 30% ^{adefm}	148 22%
2	451 21%	322 22% ^{ijk}	107 20%	143 19%	305 23% ^{cijklm}	291 24% ^{cijklm}	273 24% ^{cijklm}	122 23% ^{ijk}	83 21%	102 18%	76 17%	37 16%	61 17%	129 19%
1- Very unlikely to pick up	580 27%	352 25% ^{cjl}	118 22% ^l	157 20%	327 25% ^{cjl}	307 25% ^{cjl}	292 26% ^{cjl}	124 23% ^l	87 22% ^l	119 21%	82 18%	47 20%	55 16%	228 33% ^{abcdefghijkl}
I would not recognise that type of number	41 2%	21 1%	4 1%	14 2%	20 1%	19 2%	17 1%	13 2%	3 1%	11 2%	8 2%	2 1%	7 2%	20 3% ^{abdfh}
NET: Likely	557 26%	397 28% ^m	163 30% ^m	244 32% ^{defm}	346 26%	311 26%	291 25%	145 27%	107 27%	162 29% ^m	152 33% ^{adefgm}	82 35% ^{adefgm}	124 35% ^{adefgh}	160 23%
NET: Unlikely	1031 49%	673 47% ^{cijkl}	225 42% ^{jl}	300 39%	632 48% ^{bcijkl}	598 49% ^{bcijkl}	565 50% ^{bcijkl}	246 46% ^{cjkl}	170 44% ^{jl}	220 40%	159 35%	84 35%	116 33%	357 52% ^{abcghijkl}
Mean	2.64	2.70 ^m	2.83 ^{defm}	2.89 ^{adefg}	2.66 ^m	2.63	2.63	2.71 ^m	2.76 ^m	2.83 ^{defm}	2.99 ^{adefg}	3.02 ^{adefg}	3.06 ^{abdef}	2.51
Standard deviation	1.38	1.36	1.38	1.35	1.35	1.34	1.34	1.33	1.33	1.34	1.35	1.41	1.34	1.42
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	0.06	0.06	0.09	0.07	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 41
Q14. How likely is it that you would pick up a call from the following types of numbers? A UK mobile number that you do not recognise
Base: All mobile/landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple (G)	Other (H)		
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256			
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032		
5 - Very likely to pick up	291	26	40	42	42	99	42	66	84	99	42	17	9	79	63	163	128	160	131	9	47	17	31	17	20	51	33	30	254	15	16	6	115	162		
	14%	9%	11%	13%	12%	15%a	28%abcde	10%	12%	15%g	28%ghi	15%	7%	20%l	15%l	16%p	12%	13%	14%	10%	20%lux	10%	17%	11%	10%	18%luxA	11%	16%	14%	15%	9%	10%	14%	13%		
4	261	53	41	30	39	74	25	94	69	74	25	19	31	45	54	128	133	174	88	10	23	17	32	22	24	44	25	25	222	13	21	6	106	152		
	12%	18%cde	12%	9%	11%	11%	17%c	15%h	10%	11%	17%h	16%	23%mn	12%	13%	12%	15%r	9%	11%	10%	10%	17%A	15%	12%	12%	16%A	8%	13%	12%	12%	12%	9%	13%	13%		
3	499	86	86	90	88	129	19	172	178	129	19	39	41	71	78	232	267	291	207	22	45	42	51	41	53	67	73	27	421	19	43	16	192	275		
	24%	30%ef	25%f	27%ef	24%f	20%	13%	27%ij	26%ij	20%	13%	34%mn	31%mn	18%	19%	22%	25%	22%	26%B	19%	24%B	28%B	27%B	26%B	24%B	25%B	15%	24%	19%	25%	25%	23%	23%	27%		
2	457	57	80	81	77	140	23	137	158	140	23	15	27	84	78	231	226	254	203	22	53	37	27	32	44	57	68	43	383	20	39	16	194	255		
	22%	19%	23%	25%f	21%	22%	15%	21%	23%j	22%	15%	13%	20%	22%	19%	22%	21%	21%	22%	26%v	23%	21%	15%	22%	22%	20%	23%	23%	21%	19%	22%	26%	23%	21%		
1- Very unlikely to pick up	578	65	87	79	110	198	39	152	189	198	39	22	24	105	132	261	316	295	283	21	61	55	39	34	57	57	91	58	473	34	52	18	216	346		
	27%	22%	25%	24%	31%a	31%ac	26%	24%	27%	31%g	26%	19%	18%	27%	32%kl	25%	29%	25%	30%q	24%	26%	32%vy	21%	23%	28%	21%	31%vy	31%y	27%	34%	30%	29%	26%	29%		
I would not recognise that type of number	35	5	12	8	3	5	2	17	11	5	2	3	2	4	3	21	14	15	20	2	3	5	3	4	5	1	7	2	32	1	2	-	13	19		
	2%	2%	4%de	2%	1%	1%	1%	3%i	2%	1%	1%	3%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	2%	2%	3%y	*	2%y	1%	2%	1%	1%	-	2%	2%		
NET: Likely	553	79	81	72	80	173	67	160	152	173	67	36	39	124	117	291	261	334	219	18	70	34	64	39	44	95	58	54	476	28	36	12	220	314		
	26%	27%	23%	22%	22%	27%	45%abcde	25%	22%	27%	45%ghi	31%	29%	32%	29%	28%	24%	28%r	23%	22%	30%uA	20%	34%luxA	26%	21%	34%sux	20%	30%uA	27%	27%	21%	20%	26%	26%		
NET: Unlikely	1035	122	167	160	187	337	62	289	347	337	62	37	51	189	209	491	542	549	486	43	114	92	66	66	101	114	159	100	856	54	90	34	410	600		
	49%	42%	48%	48%	52%af	52%af	41%	45%	50%	52%gj	41%	32%	38%	49%k	51%kl	47%	50%	46%	52%q	50%v	49%v	53%vy	36%	44%	50%v	41%	54%vy	55%vy	48%	53%	53%	55%	49%	50%		
Mean	2.63	2.72	2.60	2.61	2.51	2.59	3.06abcde	2.65	2.56	2.59	3.06ghi	2.95n	2.79	2.76	2.60	2.71p	2.56	2.70r	2.54	2.56	2.75uA	2.43	2.94ux	2.69	2.52	2.91ux	2.45	2.59	2.66	2.54	2.47	2.45	2.65	2.60		
Standard deviation	1.37	1.26	1.31	1.30	1.34	1.42	1.59	1.29	1.32	1.42	1.59	1.31	1.19	1.48	1.45	1.39	1.34	1.35	1.39	1.27	1.47	1.31	1.37	1.29	1.39	1.32	1.46	1.37	1.44	1.29	1.29	1.36	1.38			
Standard error	0.03	0.08	0.07	0.07	0.06	0.13	0.05	0.05	0.06	0.13	0.13	0.11	0.07	0.07	0.04	0.04	0.04	0.05	0.14	0.10	0.10	0.11	0.12	0.09	0.09	0.08	0.11	0.03	0.13	0.10	0.11	0.05	0.04			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 42
Q14. How likely is it that you would pick up a call from the following types of numbers? A UK mobile number that you do not recognise
Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	291 14%	199 14%	89 17% ^f	123 16%	177 14%	160 13%	145 13%	79 15%	57 15%	82 15%	84 18% ^{adefm}	52 22% ^{adefghim}	68 19% ^{adefm}	92 13%
4	261 12%	198 14% ^m	87 16% ^m	123 16% ^m	172 13% ^m	155 13% ^m	144 13% ^m	72 13% ^m	61 16% ^m	85 15% ^m	76 17% ^m	41 17% ^m	59 17% ^m	64 9%
3	499 24%	347 24% ^{jm}	139 26%	197 26%	312 24%	289 24%	275 24%	135 25%	107 27%	140 25%	128 28% ^m	62 26%	95 27%	152 22%
2	457 22%	329 23% ^{jm}	111 21%	155 20%	310 24% ^{jk}	295 24% ^{ckjm}	273 24% ^{ckjm}	132 24% ^{ckjm}	85 22%	115 21%	82 18%	41 17%	66 19%	129 19%
1 - Very unlikely to pick up	578 27%	346 24% ^{ijkl}	107 20%	159 21%	319 24% ^{ijkl}	298 25% ^{ijkl}	288 25% ^{bcchijkl}	111 21%	77 20%	122 22%	83 18%	42 18%	57 16%	232 34% ^{abcdehijkl}
I would not recognise that type of number	35 2%	17 1%	2 *	13 2%	17 1%	16 1%	15 1%	12 2% ^{bk}	2 1%	11 2% ^{bk}	5 1%	-	5 1%	18 3% ^{abhk}
NET: Likely	553 26%	397 28% ^m	177 33% ^{adefm}	246 32% ^{defm}	349 27%	315 26%	289 25%	150 28%	118 30% ^m	167 30% ^m	160 35% ^{adefgm}	92 39% ^{adefghim}	127 36% ^{adefgm}	156 23%
NET: Unlikely	1035 49%	675 47% ^{bcijkl}	218 41%	314 41%	630 48% ^{bcchijkl}	594 49% ^{bcchijkl}	561 49% ^{bcchijkl}	243 45% ^{ijkl}	162 42%	237 43% ^l	164 36%	83 35%	124 35%	360 53% ^{abcghijkl}
Mean	2.63	2.70 ^m	2.89 ^{adefm}	2.86 ^{adefm}	2.67 ^m	2.65 ^m	2.63 ^m	2.76 ^m	2.83 ^{efm}	2.80 ^m	2.99 ^{adefgim}	3.08 ^{adefghim}	3.04 ^{adefgim}	2.49
Standard deviation	1.37	1.35	1.35	1.36	1.34	1.34	1.33	1.33	1.32	1.35	1.35	1.39	1.35	1.40
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	0.06	0.06	0.09	0.07	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 43
Q14. How likely is it that you would pick up a call from the following types of numbers? An Irish landline number that you do not recognise
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	148	14	18	20	19	54	22	32	39	54	22	11	4	41	35	86	62	90	57	4	22	11	16	6	10	31	15	12	126	9	7	5	51	85	
	7%	5%	5%	6%	5%	8%	14%abcd	5%	6%	8%g	14%eghi	9%	3%	11%cl	9%	8%p	6%	8%	6%	4%	10%	6%	8%	4%	5%	11%wx	5%	6%	7%	9%	4%	5	8%	6%	7%
4	130	16	26	26	19	32	12	42	45	32	12	6	9	22	22	71	59	75	56	7	15	9	11	12	10	22	11	6	105	7	10	8	55	73	
	6%	5%	7%	8%	5%	5%	8%	7%	7%	5%	8%	5%	7%	6%	5%	7%	5%	6%	6%	9%	7%	5%	6%	8%	5%	8%	4%	3%	6%	7%	6%	13%CE	7%	6%	
3	233	46	41	35	49	52	11	87	83	52	11	22	21	31	32	122	111	127	106	13	21	13	28	11	30	43	27	15	200	8	13	12	87	125	
	11%	16%ef	12%	10%	14%e	8%	7%	14%i	12%kl	8%	7%	19%mn	16%mn	8%	8%	12%	10%	12%	11%	15%	9%	7%	15%u	7%	15%u	16%luw	9%	8%	11%	8%	7%	19%CE	10%	10%	
2	293	63	53	43	43	81	10	116	86	81	10	23	31	54	37	158	136	181	112	11	36	15	22	34	24	40	43	20	246	11	25	11	131	152	
	14%	22%cde	15%f	13%f	12%	13%f	6%	18%hij	12%j	13%j	6%	20%n	23%mn	14%n	9%	15%	13%	15%	12%	13%	15%	9%	12%	23%lvx	12%	15%	14%	11%	14%	10%	15%	18%	16%	13%	
1- Very unlikely to pick up	897	109	154	137	158	288	51	263	295	288	51	32	56	165	174	407	489	499	398	39	92	90	67	56	83	98	140	91	754	49	70	24	374	501	
	42%	37%	44%ef	42%	44%	45%f	34%	41%	43%	45%j	34%	28%	41%	43%k	43%k	39%	45%o	42%	43%	46%	40%	52%tw	36%	37%	41%	36%	47%vy	49%vy	42%	48%	41%	39%	45%	41%	
I would not recognise that type of number	419	45	54	69	71	136	45	98	140	136	45	21	13	74	107	192	227	216	203	11	47	35	41	31	46	42	61	40	353	18	47	2	138	273	
	20%	15%	15%	21%	20%	21%	30%abcde	15%	20%g	21%g	30%ghi	18%	10%	19%l	26%lm	19%	21%	18%	22%	12%	20%	20%	22%	21%	23%	15%	20%	22%	20%F	17%F	27%CF	2%	17%	23%G	
NET: Likely	278	30	44	46	38	87	33	74	84	87	33	17	13	63	57	157	121	165	113	11	38	20	27	18	20	53	27	17	231	16	17	13	106	158	
	13%	10%	13%	14%	11%	13%	22%abcde	12%	12%	13%	22%ghi	15%	10%	16%	14%	15%p	11%	14%	12%	13%	16%A	12%	15%	12%	10%	19%xAB	9%	10%	13%	16%	10%	21%CE	13%	13%	
NET: Unlikely	1191	172	207	180	201	370	61	379	381	370	61	55	86	220	211	565	624	680	511	50	128	104	89	90	107	139	183	111	1001	60	95	35	504	652	
	56%	59%ef	60%ef	55%ef	56%ef	57%ef	41%	58%kj	55%j	57%j	41%	48%	64%kn	57%	52%	55%	58%	57%	55%	59%	55%	60%v	48%	60%	53%	50%	61%vy	60%v	56%	59%	55%	57%	60%H	54%	
Mean	2.02	2.05	1.98	2.04	1.95	1.98	2.46abcde	2.01	1.99	1.98	2.46gh	2.36i	1.97	2.10	2.02	2.14p	1.91	2.05	1.99	2.00	2.14AB	1.82	2.22uA	1.96	1.99	2.34uvw	1.81	1.80	2.02	2.00	1.88	2.33CE	1.97	2.03	
Standard deviation	1.32	1.19	1.26	1.32	1.26	1.37	1.64	1.22	1.29	1.37	1.64	1.32	1.12	1.44	1.43	1.36	1.27	1.34	1.31	1.26	1.42	1.31	1.38	1.18	1.26	1.43	1.21	1.26	1.32	1.41	1.23	1.35	1.28	1.34	
Standard error	0.03	0.08	0.08	0.08	0.07	0.06	0.15	0.06	0.05	0.06	0.15	0.14	0.11	0.08	0.08	0.05	0.04	0.04	0.05	0.14	0.11	0.11	0.13	0.12	0.10	0.10	0.08	0.11	0.04	0.14	0.11	0.12	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 44
Q14. How likely is it that you would pick up a call from the following types of numbers? An Irish landline number that you do not recognise
Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total	Total												
		Any (a)	Any voice call (b)	Any recorded message (c)	Mobile				Landline				None (m)	
				Any mobile text (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	148 7%	106 7%	56 10% adefm	64 8%	94 7%	85 7%	77 7%	41 8%	38 10% m	43 8%	51 11% adefm	33 14% acdefg im	38 11% defm	41 6%
4	130 6%	94 7%	40 7%	51 7%	92 7%	80 7%	69 6%	44 8%	34 9%	43 8%	31 7%	19 8%	20 6%	36 5%
3	233 11%	175 12% m	74 14% m	92 12% m	156 12% m	146 12% m	135 12% m	78 14% m	62 16% m	69 12% m	61 13% m	27 11% m	42 12% m	58 9%
2	293 14%	208 15%	69 13%	110 14%	192 15%	179 15%	168 15%	93 17% m	50 13%	80 14%	61 13%	31 13%	49 14%	85 12%
1- Very unlikely to pick up	897 42%	582 41% bhjkl	182 34%	285 37% k	543 42% bbhjkl	514 42% bcghjkl	491 43% bcghjkl	198 37%	134 34%	222 40% jkl	144 31%	69 29%	107 30%	316 46% abcghijkl
I would not recognise that type of number	419 20%	270 19%	115 22% g	168 22% defg	232 18%	209 17%	201 18%	86 16%	73 19%	100 18%	110 24% adefgi	58 25% defgi	94 27% adefgh i	149 22% defg
NET: Likely	278 13%	201 14%	96 18% efm	116 15%	185 14%	164 14%	146 13%	85 16% m	72 19% aefm	86 15%	81 18% efm	52 22% acdefi m	58 17% m	77 11%
NET: Unlikely	1191 56%	790 55% bhjkl	250 47%	395 51% jk	736 56% bcghjkl	693 57% bcghjkl	658 58% bcghjkl	291 54% bjkl	183 47%	302 54% bhjkl	204 45%	100 42%	156 45%	401 58% bcghjkl
Mean	2.02	2.09m	2.33adefm	2.17im	2.07m	2.05m	2.01	2.20im	2.35adefm	2.13m	2.38adefi m	2.53acdef gim	2.35adefm	1.89
Standard deviation	1.32	1.34	1.44	1.38	1.33	1.32	1.30	1.33	1.42	1.36	1.46	1.53	1.46	1.28
Standard error	0.03	0.04	0.07	0.06	0.04	0.04	0.04	0.06	0.08	0.06	0.08	0.11	0.09	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 45
Q14. How likely is it that you would pick up a call from the following types of numbers? An Irish mobile number that you do not recognise
 Base: All mobile/landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	141	22	13	17	18	49	22	35	35	49	22	17	5	40	31	83	58	89	52	4	20	11	18	6	10	28	16	8	122	9	4	6	48	82	
	7%	7%	4%	5%	5%	8% ^b	15% ^{abcd}	5%	5%	8%	15% ^{eghi}	15% ^{ln}	4%	10% ^l	8%	8% ^{op}	5%	7%	6%	5%	9%	6%	10%	4%	5%	10% ^{xAB}	5%	4%	7% ^E	9% ^E	2%	9% ^E	6%	7%	
4	133	13	28	24	28	30	10	41	52	30	10	4	7	17	24	71	62	83	51	7	8	9	12	10	12	24	14	11	108	4	12	8	53	77	
	6%	4%	8%	7%	8%	5%	7%	6%	8% ^{ci}	5%	7%	4%	6%	4%	7%	6%	7%	5%	5%	8%	4%	5%	7%	7%	6%	9% ^t	5%	6%	6%	4%	7%	13% ^{CD}	6%	6%	
3	220	41	40	37	36	53	12	81	73	53	12	20	20	37	29	119	100	124	96	14	25	9	19	8	27	41	24	16	183	13	13	11	88	114	
	10%	14% ^e	12%	11%	10%	8%	8%	13% ⁱ	11%	8%	8%	18% ^{mn}	15% ⁿ	10%	7%	12%	9%	10%	10%	16% ^{uwA}	11%	5%	10%	6%	13% ^{uw}	15% ^{uwA}	8%	9%	10%	13%	13	7%	18% ^{CE}	11%	9%
2	299	62	64	40	44	83	7	125	84	83	7	24	30	48	41	156	143	171	128	11	34	15	29	36	23	39	43	20	251	10	27	11	138	144	
	14%	21% ^{cde}	18% ^{cde}	12% ^f	12% ^f	13% ^f	5%	20% ^{hij}	12% ^j	13% ^j	5%	21% ^{mn}	22% ^{mn}	12%	10%	15%	13%	14%	14%	13%	15%	9%	15%	36	24% ^{lux}	11%	14%	15%	14%	10%	15%	17%	17% ^H	12%	
1 - Very unlikely to pick up	898	110	151	139	156	289	53	261	294	289	53	30	57	170	172	413	483	502	396	38	94	90	64	55	83	101	142	88	755	48	70	25	366	507	
	42%	38%	44%	42%	43%	45% ^f	35%	41%	43%	45% ^j	35%	26%	43% ^k	44% ^k	42% ^k	40%	45% ^o	42%	42%	44%	40%	52% ^{tw}	35%	37%	41%	37%	48% ^{vw}	48% ^{vy}	42%	47%	41%	40%	44%	42%	
I would not recognise that type of number	431	45	51	73	77	139	45	96	150	139	45	20	15	74	110	195	236	221	209	11	50	37	42	34	49	43	57	41	365	18	46	2	142	284	
	20%	15%	15%	22% ^b	21% ^b	22% ^b	30% ^{abe}	15%	22% ^g	22% ^g	30% ^{ghi}	17%	11%	19%	27% ^{klm}	19%	22%	19%	22% ^q	13%	22%	22%	23%	23%	24% ^y	15%	19%	22%	20% ^F	17% ^F	27% ^F	2%	17%	23% ^G	
NET: Likely	274	35	41	41	46	80	32	76	87	80	32	21	12	57	55	154	121	171	103	11	29	21	31	16	22	52	31	18	231	13	16	14	101	160	
	13%	12%	12%	12%	13%	12%	22% ^{abc}	12%	13%	12%	22% ^{ghi}	18%	9%	15%	13%	15% ^p	11%	14% ^r	11%	13%	12%	12%	17%	11%	11%	19% ^{xAB}	10%	10%	13%	13%	10%	23% ^{CE}	12%	13%	
NET: Unlikely	1197	172	214	179	200	372	60	386	378	372	60	55	87	219	213	568	627	672	524	49	129	106	92	90	106	141	185	108	1006	58	97	36	504	651	
	56%	59% ^f	62% ^f	54% ^f	56% ^f	58% ^f	40%	60% ^{aj}	55% ^j	58% ^j	40%	47%	65% ^{kn}	56%	52%	55%	58%	57%	56%	57%	55%	61%	50%	61%	52%	51%	62% ^{vxy}	59%	56%	57%	56%	57%	60% ^H	54%	
Mean	2.01	2.09	1.95	1.98	1.97	1.95	2.44 ^{ab}	2.01	1.98	1.95	2.44 ^{gh}	2.51 ^{lm}	1.93	2.07	1.99	2.12 ^p	1.90	2.06	1.94	2.04	2.05	1.79	2.24 ^{uA}	1.94	1.98	2.31 ^{uw}	1.83	1.80	2.01	2.00	1.84	2.33 ^{CE}	1.96	2.01	
							2.44 ^{abcde}				2.44 ^{gh}	2.51 ^{lmn}										B			2.31 ^{uw}										
Standard deviation	1.31	1.27	1.19	1.28	1.29	1.34	1.66	1.23	1.28	1.34	1.66	1.43	1.13	1.43	1.39	1.36	1.26	1.35	1.27	1.28	1.36	1.31	1.43	1.18	1.26	1.42	1.23	1.22	1.32	1.37	1.15	1.38	1.26	1.34	
Standard error	0.03	0.09	0.07	0.08	0.07	0.06	0.16	0.06	0.05	0.06	0.16	0.15	0.11	0.08	0.08	0.05	0.04	0.04	0.05	0.15	0.10	0.11	0.13	0.12	0.10	0.10	0.08	0.10	0.04	0.13	0.10	0.12	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 46
Q14. How likely is it that you would pick up a call from the following types of numbers? An Irish mobile number that you do not recognise
Base: All mobile/landline users

	Experience of suspicious texts/calls													
	Total				Mobile					Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	141 7%	100 7%	48 9%	63 8%	87 7%	79 6%	70 6%	38 7%	29 7%	40 7%	47 10% ^a defm	30 12% ^a defgi	36 10% ^a defm	41 6%
4	133 6%	103 7% ^m	42 8% ^m	57 7% ^m	99 8% ^m	88 7% ^m	82 7% ^m	51 9% ^m	37 9% ^m	44 8% ^m	37 8% ^m	16 7%	31 9% ^m	31 4%
3	220 10%	162 11%	66 12% ^m	91 12% ^m	144 11%	135 11%	119 10%	78 14% ^{fm}	55 14% ^m	70 13% ^m	55 12%	24 10%	36 10%	57 8%
2	299 14%	215 15%	74 14%	105 14%	199 15%	188 16%	175 15%	91 17% ^m	58 15%	78 14%	60 13%	33 14%	46 13%	84 12%
1- Very unlikely to pick up	898 42%	576 40% ^b ijkl	184 34%	284 37%	537 41% ^b hijkl	507 42% ^b chijkl	485 43% ^b cghijkl	198 37%	135 35%	221 40% ^j kl	147 32%	73 31%	110 31%	322 47% ^a bcdeghijkl
I would not recognise that type of number	431 20%	279 19%	123 23% ^d efg	170 22% ^e g	241 18%	216 18%	208 18%	85 16%	77 20%	103 19%	111 24% ^a defg	62 26% ^a defgi	92 26% ^a defgi	151 22% ^e g
NET: Likely	274 13%	203 14% ^m	90 17% ^m	120 16% ^m	186 14% ^m	167 14%	152 13%	89 16% ^m	66 17% ^m	84 15% ^m	84 18% ^a efm	45 19% ^e fm	66 19% ^a defm	72 10%
NET: Unlikely	1197 56%	791 55% ^b ijkl	258 48%	389 51%	737 56% ^b chijkl	695 57% ^b chijkl	660 58% ^b chijkl	289 53% ^j kl	192 49%	299 54% ^j kl	207 45%	106 45%	155 44%	406 59% ^b chijkl
Mean	2.01	2.08 ^m	2.26 ^a defm	2.18 ^{fm}	2.06 ^m	2.04 ^m	2.01 ^m	2.21 ^e fm	2.26 ^d efm	2.12 ^m	2.36 ^a defi	2.41 ^a defi	2.37 ^a defi	1.85
Standard deviation	1.31	1.33	1.41	1.38	1.32	1.31	1.30	1.33	1.36	1.35	1.45	1.51	1.47	1.27
Standard error	0.03	0.04	0.07	0.06	0.04	0.04	0.04	0.06	0.08	0.06	0.08	0.11	0.09	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 47
Q14. How likely is it that you would pick up a call from the following types of numbers? An international number that you DO NOT recognise
Base: All mobile/landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York-shire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
5 - Very likely to pick up	131 6%	20 7% ^d	14 4%	18 5%	10 3%	48 7% ^{bd}	22 14% ^{abcd}	34 5%	28 4%	48 7% ^h	22 14% ^{eghi}	15 13% ⁱ	6 5%	36 9%	33 8%	73 7%	59 5%	81 7%	50 5%	5 6%	20 9%	7 4%	20 11% ^{lux}	7 5%	7 4%	17 6%	17 6%	15 8%	115 6%	8 8%	7 4%	1 2%	55 7%	70 6%
4	89 4%	6 2%	17 5%	15 5%	18 5%	23 4%	10 7% ^a	23 4%	34 5%	23 4%	10 7%	2 1%	4 3%	19 5%	14 3%	51 5%	38 4%	54 5%	35 4%	5 5%	7 3%	11 6%	6 3%	5 3%	6 3%	19 7% ^B	14 5%	4 2%	76 4%	6 6%	6 3%	2 3%	39 5%	45 4%
3	233 11%	47 16% ^e	37 11%	39 12%	39 11%	51 8%	19 13%	84 13% ⁱ	78 11% ⁱ	51 8%	19 13%	24 20% ^{mn}	20 15% ⁿ	39 10%	31 8%	125 12%	108 10%	131 11%	101 11%	11 13%	24 10%	11 6%	30 16% ^u	12 8%	23 11%	53 19% ^{luw}	31 10%	16 9%	211 12%	6 6%	11 6%	5 7%	78 9%	138 11%
2	260 12%	38 13%	56 16% ^{ef}	41 13%	47 13%	66 10%	12 8%	94 15% ^{ij}	88 13%	66 10%	12 8%	12 10%	24 18% ⁿ	47 12% ⁿ	31 8%	140 13%	120 11%	150 13%	110 12%	10 12%	27 12%	13 8%	25 13%	27 18% ^{uAB}	29 14%	36 13%	28 10%	17 9%	212 12%	7 7%	31 18% ^{CD}	11 17% ^D	99 12%	145 12%
1 - Very unlikely to pick up	1225 58%	162 55%	198 57% ^f	184 56%	211 59% ^f	400 62% ^f	69 46%	360 56% ^j	395 57% ^j	400 62% ^j	69 46%	53 46%	75 56%	221 57% ^k	248 61% ^k	566 55%	657 61% ^o	700 59%	525 56%	46 54%	130 56%	117 68% ^{stvw}	83 45%	83 55%	115 57%	138 50%	185 62% ^{vy}	119 65% ^{vy}	1017 57%	68 67% ^C	98 57%	42 68% ^C	509 61%	688 57%
I would not recognise that type of number	184 9%	20 7%	24 7%	33 10%	33 9%	56 9%	18 12%	44 7%	65 10%	56 9%	18 12% ^g	11 10%	5 4%	25 7%	49 12% ^{lm}	82 8%	102 9%	73 6%	111 12% ^q	8 10%	25 11% ^y	15 8%	21 12% ^y	15 10%	22 11% ^y	14 5%	22 7%	13 7%	155 9% ^F	7 7%	20 12% ^F	2 3%	55 7%	123 10% ^G
NET: Likely	220 10%	26 9%	30 9%	33 10%	28 8%	71 11%	32 21% ^{abcd}	56 9%	61 9%	71 11%	32 21% ^{ghi}	16 14%	10 8%	55 14%	48 12%	123 12% ^p	97 9%	135 11%	85 9%	10 12%	27 12%	17 10%	25 14% ^x	12 8%	14 7%	36 13% ^x	31 10%	18 10%	191 11%	14 14% ^F	13 7%	3 5%	94 11%	115 10%
NET: Unlikely	1485 70%	200 68% ^f	255 74% ^f	225 68% ^f	258 72% ^f	466 72% ^f	81 54%	454 71% ^j	483 70% ^j	466 72% ^j	81 54%	65 56%	99 74% ^k	268 69% ^k	279 69% ^k	706 68%	777 72%	850 71%	635 68%	55 65%	157 67%	130 75% ^{vw}	108 58%	110 74% ^v	145 71% ^v	174 63%	214 72% ^{vy}	136 74% ^{vy}	1228 69%	75 74%	128 75%	53 85% ^{CD}	608 73%	833 69%
Mean	1.78	1.84	1.73	1.79	1.68	1.73	2.26 ^{ab} ode	1.78	1.73	1.73	2.26 ^{gh} i	2.17 ⁿ	1.77	1.90	1.75	1.87 ^p	1.70	1.80	1.75	1.89	1.85	1.60	2.10 ^{uw} xAB	1.70	1.68	2.01 ^{uw} xAB	1.72	1.69	1.81 ^F	1.72	1.64	1.50	1.76	1.77
Standard deviation	1.22	1.22	1.12	1.20	1.08	1.26	1.55	1.17	1.14	1.26	1.55	1.43	1.11	1.35	1.31	1.27	1.18	1.25	1.19	1.28	1.32	1.14	1.38	1.11	1.08	1.27	1.21	1.25	1.24	1.32	1.08	0.92	1.24	1.21
Standard error	0.03	0.08	0.07	0.07	0.06	0.05	0.13	0.05	0.04	0.05	0.13	0.14	0.11	0.07	0.07	0.04	0.04	0.04	0.04	0.14	0.09	0.09	0.12	0.10	0.08	0.08	0.07	0.10	0.03	0.12	0.09	0.08	0.05	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 48
Q14. How likely is it that you would pick up a call from the following types of numbers? An international number that you DO NOT recognise
 Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total			Mobile						Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	131 6%	91 6%	45 8%	60 8%	81 6%	75 6%	68 6%	44 8%	29 7%	41 7%	43 9%adefm	27 11%adefm	35 10%adefm	40 6%
4	89 4%	67 5%	30 6%	37 5%	61 5%	57 5%	53 5%	28 5%	24 6%*m	28 5%	26 6%	11 5%	19 5%	22 3%
3	233 11%	166 12%	65 12%	106 14%*m	142 11%	130 11%	119 10%	74 14%*m	43 11%	68 12%	68 15%*defm	36 15%*m	52 15%*fm	67 10%
2	260 12%	200 14%*m	79 15%*m	108 14%*m	181 14%*m	171 14%*m	152 13%*m	86 16%*km	59 15%*m	74 13%*m	61 13%*m	24 10%	53 15%*m	60 9%
1- Very unlikely to pick up	1225 58%	809 56%*bjl	272 51%	400 52%*l	758 58%*bcgjdkl	704 58%*bcgjdkl	673 59%*bcgjdkl	279 52%*l	207 53%*l	313 56%*jl	211 46%	118 50%	153 44%	415 61%*bcghjkl
I would not recognise that type of number	184 9%	102 7%	44 8%	59 8%	84 6%	77 6%	74 7%	30 5%	29 8%	33 6%	48 10%*adefgi	22 9%	38 11%*adefgi	82 12%*acdefghi
NET: Likely	220 10%	158 11%	76 14%*m	98 13%*m	142 11%	132 11%	121 11%	72 13%*m	53 13%*m	68 12%	69 15%*adefm	38 16%*adefm	54 15%*adefm	62 9%
NET: Unlikely	1485 70%	1010 70%*jkl	351 66%*jl	508 66%*jl	939 72%*bcjkl	874 72%*bcjkl	825 72%*bcjkl	365 67%*jl	265 68%*jl	387 70%*jkl	272 59%	142 60%	206 59%	475 69%*jkl
Mean	1.78	1.82	1.98adefm	1.95defm	1.80	1.79	1.77	1.97adefm	1.92m	1.87m	2.09adefi m	2.09adefm m	2.13adefi m	1.69
Standard deviation	1.22	1.23	1.33	1.30	1.22	1.22	1.21	1.30	1.29	1.28	1.37	1.43	1.38	1.20
Standard error	0.03	0.03	0.06	0.05	0.03	0.04	0.04	0.06	0.07	0.06	0.07	0.10	0.08	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

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Absolutes/col percents

Table 49
Q14. How likely is it that you would pick up a call from the following types of numbers? An international number with a country code that you DO recognise
 Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	242	34	26	34	31	82	35	60	64	82	35	16	12	64	53	130	111	146	96	10	27	17	26	13	16	48	28	26	212	10	17	3	95	128	
	11%	12%	8%	10%	9%	13% ^b	23% ^{abcde}	9%	9%	13%	23% ^{ghi}	14%	9%	17%	13%	13%	10%	12%	10%	13%	12%	10%	14%	9%	8%	17% ^{uwxA}	9%	14%	12% ^F	10%	10%	4%	11%	11%	
4	178	31	28	31	31	45	13	58	62	45	13	12	16	39	19	107	71	104	75	7	15	13	16	17	14	33	29	7	152	7	14	6	73	103	
	8%	10%	8%	9%	9%	7%	9%	9%	9%	7%	9%	10% ⁿ	12% ^o	10% ⁿ	5%	10% ^p	7%	9%	8%	8%	6%	7%	9%	11% ^B	7%	12% ^B	10% ^B	4%	8%	7%	8%	10%	9%	9%	
3	304	53	64	47	56	68	16	117	103	68	16	26	20	37	47	147	156	189	114	14	25	21	26	30	31	46	38	26	258	20	18	7	117	174	
	14%	18% ^e	18% ^{ef}	14%	16% ^e	11%	11%	18% ^{ij}	15% ⁱ	11%	11%	23% ^{mn}	15%	10%	12%	14%	14%	16% ^r	12%	17%	11%	12%	14%	20% ^t	15%	17%	13%	26	14%	20% ^E	10%	12%	14%	14%	
2	341	61	60	48	62	97	13	121	110	97	13	25	29	50	60	178	163	208	133	6	42	25	28	25	41	53	32	26	277	16	34	13	139	181	
	16%	21% ^f	17% ^f	15%	17% ^f	15% ^f	8%	19% ^j	16% ^j	15% ^j	8%	22% ^m	22% ^m	13%	15%	17%	15%	17%	14%	8%	18% ^{sA}	14%	15%	17%	20% ^{sA}	19% ^{sA}	11%	14%	16%	16%	20%	21%	17%	15%	
1- Very unlikely to pick up	841	97	140	135	134	286	48	237	269	286	48	28	50	163	171	381	459	449	392	38	91	80	65	51	79	77	139	82	701	41	68	31	344	480	
	40%	33%	40%	41%	37%	44% ^{adf}	32%	37%	39%	44% ^{gj}	32%	25%	37%	42% ^k	37%	42% ^k	38%	42%	44% ^y	44% ^y	39% ^y	46% ^{wy}	35%	34%	39% ^y	28%	47% ^{vwxy}	45% ^y	39%	40%	40%	49% ^C	41%	40%	
I would not recognise that type of number	216	17	28	34	45	65	26	45	80	65	26	8	7	34	56	93	123	93	123	9	33	17	23	14	21	19	32	17	185	8	21	2	69	142	
	10%	6%	8%	10%	13% ^a	10%	17% ^{abe}	7%	12% ^g	10%	17% ^{gi}	7%	5%	9%	14% ^{lm}	11%	8%	13% ^q	11%	11%	14% ^y	10%	13%	9%	11%	7%	11%	9%	10% ^F	8%	12% ^F	4%	8%	12% ^G	
NET: Likely	420	64	54	65	61	128	48	119	126	128	48	28	28	103	72	238	182	250	171	17	42	30	43	30	31	81	57	33	363	17	31	9	168	232	
	20%	22%	16%	20%	17%	20%	32% ^{abcde}	19%	18%	20%	32% ^{ghi}	25%	21%	27% ^{no}	18%	23% ^p	17%	21%	18%	20%	18%	17%	23%	20%	15%	29% ^{luxAB}	19%	18%	20%	17%	18%	14%	20%	19%	
NET: Unlikely	1182	158	200	183	196	383	61	358	379	383	61	53	79	213	232	558	622	657	525	44	133	105	93	76	120	130	171	107	978	57	102	44	482	661	
	56%	54% ^f	58% ^f	56% ^f	55% ^f	60% ^f	40%	56% ^j	55% ^j	60% ^j	40%	46%	59%	55%	57%	54%	57%	55%	58%	52%	57% ^y	61% ^y	50%	51%	59% ^y	47%	57% ^y	59% ^y	55%	56%	59%	71% ^{CD}	58%	55%	
Mean	2.29	2.43	2.18	2.25	2.24	2.21	2.79 ^{ab}	2.30	2.25	2.21	2.79 ^{gh}	2.66 ⁿ	2.31	2.41	2.20	2.39 ^p	2.18	2.35 ^r	2.20	2.27	2.23	2.12	2.45	2.38	2.17	2.70 st	2.15	2.22	2.31 ^F	2.25	2.19	1.94	2.26	2.27	
							cde				i															uxAB									
Standard deviation	1.43	1.39	1.31	1.42	1.35	1.47	1.69	1.35	1.38	1.47	1.69	1.38	1.35	1.58	1.47	1.45	1.39	1.43	1.42	1.48	1.44	1.40	1.50	1.35	1.31	1.48	1.42	1.48	1.44	1.37	1.39	1.21	1.42	1.42	
Standard error	0.03	0.09	0.08	0.08	0.07	0.06	0.15	0.06	0.05	0.06	0.15	0.14	0.13	0.08	0.08	0.05	0.05	0.04	0.05	0.17	0.10	0.11	0.13	0.13	0.10	0.10	0.09	0.12	0.04	0.13	0.12	0.11	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 50
Q14. How likely is it that you would pick up a call from the following types of numbers? An international number with a country code that you DO recognise
Base: All mobile/ landline users

	Experience of suspicious texts/calls													None (m)
	Total			Mobile						Landline				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	242 11%	160 11%	61 11%	101 13%	144 11%	134 11%	123 11%	70 13%	42 11%	72 13%	69 15% <i>adef</i>	34 14%	59 17% <i>abdefh</i>	82 12%
4	178 8%	137 10% <i>m</i>	61 11% <i>m</i>	75 10% <i>m</i>	129 10% <i>m</i>	118 10% <i>m</i>	102 9% <i>m</i>	63 12% <i>m</i>	49 13% <i>m</i>	56 10% <i>m</i>	47 10% <i>m</i>	19 8%	38 11% <i>m</i>	41 6%
3	304 14%	227 16% <i>m</i>	95 18% <i>m</i>	133 17% <i>m</i>	205 16% <i>m</i>	188 16% <i>m</i>	174 15% <i>m</i>	98 18% <i>m</i>	66 17% <i>m</i>	89 16% <i>m</i>	84 18% <i>m</i>	47 20% <i>m</i>	61 18% <i>m</i>	77 11%
2	341 16%	248 17% <i>m</i>	94 17%	137 18% <i>m</i>	217 17%	198 16%	187 16%	98 18% <i>m</i>	70 18%	100 18%	81 18%	42 18%	61 17%	93 14%
1- Very unlikely to pick up	841 40%	532 37% <i>gijkl</i>	173 32% <i>l</i>	252 33% <i>l</i>	499 38% <i>bcgijkl</i>	470 39% <i>bcgijkl</i>	455 40% <i>bcghjk</i>	171 32%	128 33% <i>l</i>	199 36% <i>jl</i>	124 27%	69 29%	88 25%	308 45% <i>abcdeghijkl</i>
I would not recognise that type of number	216 10%	131 9%	52 10%	72 9%	114 9%	105 9%	98 9%	41 8%	35 9%	40 7%	52 11% <i>i</i>	26 11%	42 12% <i>gi</i>	84 12% <i>adefgi</i>
NET: Likely	420 20%	297 21%	122 23%	176 23% <i>m</i>	273 21%	252 21%	225 20%	132 24% <i>fm</i>	91 23%	128 23% <i>m</i>	116 25% <i>fm</i>	53 22%	97 28% <i>adefm</i>	123 18%
NET: Unlikely	1182 56%	780 54% <i>ijkl</i>	267 50%	389 51% <i>l</i>	716 55% <i>ijkl</i>	688 55% <i>ijkl</i>	643 56% <i>bcgijkl</i>	270 50%	198 51%	299 54% <i>jl</i>	205 45%	111 47%	150 43%	402 59% <i>bcghijkl</i>
Mean	2.29	2.34 <i>m</i>	2.47 <i>fm</i>	2.48 <i>efm</i>	2.33 <i>m</i>	2.32 <i>m</i>	2.28	2.52 <i>adefm</i>	2.46 <i>m</i>	2.42 <i>m</i>	2.65 <i>adefi</i>	2.56 <i>defm</i>	2.73 <i>abcde</i>	2.16
Standard deviation	1.43	1.41	1.41	1.43	1.41	1.42	1.41	1.42	1.40	1.44	1.45	1.44	1.47	1.46
Standard error	0.03	0.04	0.06	0.06	0.04	0.04	0.04	0.06	0.07	0.06	0.07	0.10	0.09	0.06

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

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Absolutes/col percents

Table 51
Q14. How likely is it that you would pick up a call from the following types of numbers? A withheld number
Base: All mobile/ landline users

	Age 1						Age 2					Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-ern Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	266 13%	24 8%	33 10%	40 12%	43 12%	94 15% ^{ab}	31 21% ^{abcd}	57 9%	83 12%	94 15% ^g	31 21% ^{gh}	15 13%	9 7%	48 12%	77 19% ^{lm}	122 12%	144 13%	159 13%	107 11%	12 14%	37 16% ^u	14 8%	24 13%	16 11%	25 12%	46 17% ^u	32 11%	28 15%	232 13%	14 14%	15 9%	4 7%	113 14%	142 12%	
4	199 9%	36 12% ^e	42 12%	27 8%	27 8%	51 8%	16 11%	78 12% ^{hi}	54 8%	51 8%	16 11%	17 15%	17 13%	31 8%	35 9%	91 9%	108 10%	110 9%	89 10%	7 8%	18 8%	17 10%	23 12% ^x	23 15% ^{txA}	11 6%	28 10%	24 8%	16 9%	168 9%	9 9%	16 9%	7 11%	84 10%	102 8%	
3	363 17%	55 19% ^f	62 18% ^f	66 20% ^f	63 17% ^f	109 17% ^f	9 6%	116 18% ^j	129 19% ^j	109 17% ^j	9 6%	20 17%	55 14%	63 16%	172 17%	191 18%	206 17%	157 17%	15 18%	30 13%	35 20%	32 17%	24 16%	53 26% ^{tyA}	42 15%	49 17%	32 17%	312 17%	21 21%	21 12%	9 15%	119 14%	227 19% ^G		
2	353 17%	62 21% ^{ef}	65 19%	55 17%	66 18%	87 14%	18 12%	127 20% ^{ij}	120 17%	87 14%	18 12%	23 20%	55 24% ^{mn}	50 14%	188 18%	164 15%	219 18% ^r	134 14%	134 16%	14 16%	38 15%	27 10%	18 17%	26 13%	26 22% ^{vx}	61 18% ^v	52 18% ^v	33 18% ^v	294 16%	12 12%	35 20%	11 18%	155 19%	184 15%	
1- Very unlikely to pick up	865 41%	100 34%	129 37%	131 40%	156 43% ^a	284 44% ^a	65 43%	229 36%	286 42%	284 44% ^g	65 43%	42 27%	185 32%	164 40% ^k	422 41%	442 41%	464 39%	401 43%	35 41%	106 45% ^y	73 42% ^y	73 40%	55 37%	78 38%	86 31%	131 44% ^y	72 39%	709 40%	44 43%	82 47%	30 48%	341 41%	504 42%		
I would not recognise that type of number	76 4%	15 5% ^d	16 5% ^d	11 3%	4 1%	19 3%	11 7% ^{de}	30 5% ^h	15 2%	19 3%	11 7% ^{hi}	9 8% ^m	3 2%	12 3%	18 4%	40 4%	35 3%	31 3%	44 5% ^q	3 4%	4 2%	8 4%	14 8% ^{tB}	5 4%	10 5%	14 3%	10 1%	3 4%	70 4%	1 1%	3 2%	1 1%	22 3%	49 4%	
NET: Likely	465 22%	61 21%	75 22%	67 20%	70 20%	144 22%	48 32% ^{abc}	135 21%	138 20%	144 22%	48 32% ^{ghi}	32 28%	26 20%	80 21%	112 27% ^m	213 21%	252 23%	269 23%	196 21%	19 22%	55 24%	31 18%	47 25%	39 26%	36 27% ^{xA}	74 19%	56 24%	44 22%	400 22%	23 23%	31 18%	11 18%	198 24%	245 20%	
NET: Unlikely	1218 57%	162 55%	194 56%	185 56%	222 62%	372 58%	83 55%	357 56%	407 59%	372 58%	83 55%	54 47%	75 56%	240 62% ^{kn}	214 53%	610 59%	606 56%	683 57%	534 57%	49 57%	144 62% ^{vx}	99 57%	91 49%	81 54%	104 51%	147 53%	183 62% ^{vx}	105 57%	1003 56%	57 55%	117 68% ^{CD}	41 66% ^C	497 59%	688 57%	
Mean	2.34	2.36	2.35	2.35	2.25	2.33	2.50	2.35	2.30	2.33	2.50	2.64 ^m	2.38	2.21	2.51 ^m	2.30	2.38	2.38	2.29	2.35	2.31	2.23	2.45	2.43	2.37	2.57 ^{uA}	2.21	2.42	2.37 ^{EF}	2.37	2.10	2.08	2.35	2.31	
Standard deviation	1.43	1.32	1.37	1.41	1.40	1.48	1.67	1.34	1.40	1.48	1.67	1.42	1.26	1.45	1.57	1.41	1.45	1.43	1.46	1.51	1.33	1.50	1.42	1.39	1.47	1.38	1.46	1.44	1.47	1.34	1.31	1.45	1.41		
Standard error	0.03	0.08	0.08	0.08	0.07	0.06	0.14	0.06	0.05	0.06	0.14	0.12	0.07	0.08	0.04	0.05	0.04	0.05	0.16	0.10	0.10	0.13	0.13	0.10	0.09	0.08	0.11	0.04	0.13	0.11	0.12	0.05	0.04		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 52
Q14. How likely is it that you would pick up a call from the following types of numbers? A withheld number
Base: All mobile/landline users

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	266 13%	181 13%	85 16%ef	117 15%	160 12%	146 12%	134 12%	72 13%	58 15%	77 14%	77 17%adef	43 18%adefm	64 18%adefm	85 12%
4	199 9%	157 11%m	64 12%dfm	87 11%dfm	141 11%dfm	123 10%dfm	113 10%dfm	59 11%dfm	50 13%dfm	63 11%dfm	56 12%dfm	25 10%dfm	44 13%dfm	42 6%
3	363 17%	259 18%	91 17%	156 20%dfm	233 18%	211 17%	199 17%	94 17%	65 17%	115 21%dfm	84 18%	40 17%	67 19%	104 15%
2	353 17%	256 18%	97 18%	124 16%	235 18%dfm	222 18%dfm	207 18%	99 18%	73 19%	93 17%	82 18%	42 18%	59 17%	97 14%
1- Very unlikely to pick up	865 41%	540 38%ijl	185 34%	261 34%	504 39%ijl	478 39%cijl	453 40%cijkl	197 36%kl	136 35%	194 35%	138 30%	76 32%	100 29%	325 47%abcdefghijkl
I would not recognise that type of number	76 4%	42 3%	14 3%	25 3%	35 3%	33 3%	33 3%	20 4%	8 2%	15 3%	21 5%	11 5%	16 5%	33 5%adeh
NET: Likely	465 22%	338 24%dfm	149 28%defm	204 26%efm	301 23%dfm	269 22%	247 22%	131 24%dfm	108 28%efm	140 25%dfm	132 29%adefm	67 28%dfm	108 31%adefgm	127 19%
NET: Unlikely	1218 57%	796 55%cijl	282 53%	385 50%	739 57%cijl	700 58%cijkl	660 58%cijkl	296 55%kl	210 54%kl	287 52%	220 48%	119 50%	159 45%	422 62%abcdghijkl
Mean	2.34	2.41m	2.55defm	2.56adefm	2.39m	2.35m	2.34m	2.44m	2.53fm	2.51efm	2.66adefgm	2.63defm	2.74adefgm	2.18
Standard deviation	1.43	1.42	1.48	1.46	1.42	1.41	1.41	1.44	1.46	1.43	1.47	1.51	1.49	1.43
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.08	0.06	0.07	0.10	0.08	0.06

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 53
Q15. How likely is it that you would pick up a call from each of the following numbers? Summary
Base: All mobile/ landline users

	<u>020 7946 0454</u>	<u>028 9649 6563</u>	<u>07700 900185</u>	<u>+20 8 2157863</u>	<u>+353 1 308 4862</u>	<u>+384 42 5142 5421</u>	<u>+77 00 900185</u>	<u>0845 492 3344</u>
Unweighted base	2128	2128	2128	2128	2128	2128	2128	2128
Weighted base	2121	2121	2121	2121	2121	2121	2121	2121
Effective base	1769	1769	1769	1769	1769	1769	1769	1769
5 - Very likely to pick up	204 10%	159 8%	212 10%	117 6%	117 6%	103 5%	140 7%	180 8%
4	222 10%	172 8%	268 13%	99 5%	85 4%	81 4%	132 6%	219 10%
3	365 17%	306 14%	440 21%	214 10%	178 8%	169 8%	258 12%	452 21%
2	430 20%	408 19%	430 20%	329 15%	289 14%	278 13%	373 18%	449 21%
1- Very unlikely to pick up	900 42%	1076 51%	771 36%	1362 64%	1452 68%	1490 70%	1219 57%	822 39%
NET: Likely	426 20%	331 16%	480 23%	216 10%	202 10%	184 9%	272 13%	398 19%
NET: Unlikely	1331 63%	1484 70%	1201 57%	1691 80%	1741 82%	1768 83%	1591 75%	1271 60%
Mean	2.24	2.02	2.40	1.72	1.65	1.60	1.87	2.29
Standard deviation	1.35	1.29	1.35	1.16	1.14	1.10	1.23	1.30
Standard error	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.03

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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Absolutes/col percents

Table 54
Q15. How likely is it that you would pick up a call from each of the following numbers? 020 7946 0454
Base: All mobile/landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
5 - Very likely to pick up	204	19	30	24	29	76	26	49	53	76	26	11	8	53	49	112	92	122	82	7	25	10	22	14	14	47	22	17	178	12	12	2	80	110
	10%	7%	9%	7%	8%	12%ac	17%abcd	8%	8%	12%gh	17%gh	9%	6%	14%i	12%	11%	9%	10%	9%	8%	17%11	6%	12%	9%	7%	17%luxAB	7%	9%	10%F	11%F	7%	3%	10%	9%
4	222	32	32	35	40	62	20	64	75	62	20	15	15	58	24	133	88	138	83	7	17	10	10	21	29	53	29	21	197	11	11	3	87	126
	10%	11%	9%	11%	11%	10%	14%	10%	11%	10%	14%	13%an	11%	15%an	6%	13%ap	8%	12%	9%	9%	7%	6%	5%	14%auv	14%tuv	19%stuvAB	10%	11%	11%	10%	6%	6%	10%	10%
3	365	57	59	54	64	103	27	117	118	103	27	28	28	58	72	187	178	213	152	19	39	17	39	29	33	60	53	24	313	20	24	9	122	226
	17%	20%	17%	16%	18%	16%	18%	18%	17%	16%	18%	24%am	21%	15%	18%	18%	16%	18%	16%	22%u	17%	10%	21%u	20%u	16%	22%uB	18%u	13%	18%	19%	14%	14%	15%	19%G
2	430	77	83	72	69	107	22	160	141	107	22	33	30	60	69	210	220	250	180	12	50	42	37	23	51	48	63	36	362	15	40	13	179	233
	20%	26%ef	24%ef	22%	19%	17%	15%	25%ij	21%	17%	15%	29%mn	22%	16%	17%	20%	20%	21%	19%	15%	22%	24%	20%	15%	25%	17%	21%	19%	20%	14%	23%	22%	21%	19%
1- Very unlikely to pick up	900	107	142	144	156	296	55	249	300	296	55	28	53	158	193	395	504	465	435	39	102	94	77	62	76	68	130	86	736	46	84	35	367	514
	42%	37%	41%	44%	43%	46%af	36%	39%	44%	46%gj	36%	25%	40%k	41%k	48%k	38%	47%o	39%	47%q	46%y	44%y	55%tw	42%y	42%y	37%y	25%	44%y	47%y	41%	45%	49%	55%C	44%	43%
NET: Likely	426	51	62	59	70	138	46	113	128	138	46	26	23	111	73	244	181	260	165	14	42	20	31	34	44	100	51	38	375	22	23	5	167	236
	20%	17%	18%	18%	19%	21%	31%abcde	18%	19%	21%	31%ghide	23%	17%	29%lm	18%	24%p	17%	22%r	18%	17%	18%	12%	17%	23%u	21%u	36%stuvwxAB	17%	21%u	21%EF	22%F	14%	9%	20%	19%
NET: Unlikely	1331	184	225	217	225	403	77	410	441	403	77	61	83	218	262	605	725	715	615	52	152	136	115	85	127	116	193	121	1098	60	125	48	546	747
	63%	63%ef	65%ef	66%ef	63%ef	63%ef	51%	64%j	64%j	63%j	51%	53%	62%	64%km	58%	67%o	60%	66%q	61%y	65%y	79%stvwxyAB	62%y	57%y	63%y	42%	65%y	66%y	62%	59%	72%CD	77%CD	65%	62%	
Mean	2.24	2.24	2.20	2.15	2.21	2.25	2.60abcde	2.22	2.19	2.25	2.60ghide	2.55n	2.22	2.45n	2.18	2.38p	2.12	2.33r	2.14	2.17	2.19u	1.85	2.25u	2.33u	2.28u	2.87stuvwxAB	2.16u	2.17u	2.28EF	2.29F	1.99	1.79	2.20	2.24
Standard deviation	1.35	1.24	1.30	1.29	1.33	1.42	1.51	1.27	1.31	1.42	1.51	1.26	1.25	1.48	1.39	1.38	1.31	1.36	1.33	1.32	1.35	1.18	1.36	1.38	1.29	1.42	1.29	1.37	1.36	1.42	1.24	1.09	1.35	1.34
Standard error	0.03	0.08	0.07	0.07	0.07	0.05	0.12	0.05	0.05	0.05	0.12	0.12	0.12	0.07	0.04	0.04	0.04	0.04	0.14	0.09	0.09	0.11	0.12	0.09	0.09	0.07	0.10	0.03	0.13	0.10	0.10	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 55
Q15. How likely is it that you would pick up a call from each of the following numbers? 020 7946 0454
Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total			Mobile							Landline			None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	204 10%	132 9%	61 11% ^f	80 10%	113 9%	101 8%	92 8%	42 8%	40 10%	52 9%	61 13% ^{adefg}	34 14% ^{adefgi}	50 14% ^{adefgi}	72 11%
4	222 10%	178 12% ^m	89 17% ^{adefgm}	109 14% ^m	159 12% ^{am}	145 12% ^{am}	137 12% ^m	62 11% ^m	62 16% ^m	74 13% ^{am}	76 17% ^{adefgm}	47 20% ^{adefgi}	59 17% ^{adefgm}	44 6%
3	365 17%	254 18%	102 19%	145 19%	229 18%	208 17%	197 17%	111 20%	78 20%	99 18%	87 19%	45 19%	62 18%	111 16%
2	430 20%	299 21%	101 19%	159 21%	279 21%	268 22%	248 22%	121 22%	76 20%	124 22%	88 19%	38 16%	72 20%	132 19%
1- Very unlikely to pick up	900 42%	573 40% ^{bjkl}	182 34%	278 36%	527 40% ^{bjkl}	492 41% ^{bjhkl}	465 41% ^{bhijkl}	206 38% ^l	134 34%	208 37%	147 32%	73 31%	107 31%	327 48% ^{abcdefghijkl}
NET: Likely	426 20%	309 22% ^m	150 28% ^{adefgm}	188 24% ^{efgm}	272 21%	245 20%	229 20%	104 19%	102 26% ^{defgm}	126 23% ^m	136 30% ^{adefgim}	81 34% ^{acdefghim}	110 31% ^{acdefgim}	116 17%
NET: Unlikely	1331 63%	872 61% ^{bjhkl}	283 53%	437 57% ^k	806 62% ^{cbchjkl}	760 63% ^{cbchjkl}	713 63% ^{cbchjkl}	326 60% ^{bjkl}	210 54%	332 60% ^{bjkl}	234 51%	111 47%	179 51%	459 67% ^{abcdghijkl}
Mean	2.24	2.30 ^m	2.53 ^{adefgm}	2.42 ^{defm}	2.27 ^m	2.25	2.25	2.28	2.48 ^{adefgm}	2.35 ^m	2.60 ^{adefgim}	2.71 ^{acdefgim}	2.64 ^{acdefgim}	2.13
Standard deviation	1.35	1.34	1.40	1.37	1.33	1.32	1.32	1.29	1.37	1.34	1.42	1.45	1.43	1.35
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	0.06	0.07	0.09	0.08	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 56
Q15. How likely is it that you would pick up a call from each of the following numbers? 028 9649 6563
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
5 - Very likely to pick up	159 8%	15 5%	20 6%	16 5%	29 8%	55 9%	23 16%abcde	35 6%	45 7%	55 9%	23 16%gghi	10 9%	5 4%	42 11%l	37 9%	91 9%	69 6%	96 8%	64 7%	6 7%	24 10%kx	10 6%	17 9%	8 5%	9 4%	32 11%lx	19 6%	12 7%	137 8%E	9 8%	5 3%	9 14%CE	57 7%	91 8%
4	172 8%	25 9%	30 9%	29 9%	23 6%	48 7%	16 11%	55 9%	53 8%	48 7%	16 11%	12 11%	13 10%	42 11%n	21 5%	98 9%p	73 7%	108 9%	63 7%	5 6%	10 4%	8 5%	10 6%	16 11%t	23 11%tu	37 13%tuvA	19 7%	13 7%	143 8%	8 8%	9 5%	12 19%CDE	69 8%	92 8%
3	306 14%	47 16%	47 14%	55 17%	55 15%	79 12%	23 16%	94 15%	110 16%	79 12%	23 16%	24 21%mn	20 15%	47 12%	55 14%	165 16%	142 13%	173 15%	133 14%	16 19%u	29 12%	13 7%	35 19%u	19 12%	23 11%	53 19%lux	38 13%	23 12%	248 14%	20 19%	22 13%	16 26%CE	122 15%	174 14%
2	408 19%	71 24%ef	76 22%ef	65 20%ef	72 20%ef	106 16%	18 12%	147 23%ij	138 20%ij	106 16%	18 12%	31 27%mn	35 26%n	68 17%	56 14%	208 20%	200 18%	253 21%r	155 17%	12 15%	49 21%	31 18%	35 19%	36 24%	47 23%	48 18%	59 20%	36 20%	354 20%D	7 7%	34 20%D	13 20%D	152 18%	232 19%
1- Very unlikely to pick up	1076 51%	134 46%	174 50%	164 50%	179 50%	357 55%a	69 46%	307 48%	343 50%	357 55%g	69 46%	38 33%	61 46%	189 49%klm	237 58%klm	475 46%	600 55%o	559 47%	517 55%q	46 54%y	121 52%y	110 64%stvwxyA	87 47%	70 47%	101 50%y	107 39%	161 54%y	100 54%y	903 51%F	58 57%F	102 60%CF	13 21%	435 52%	619 51%
NET: Likely	331 16%	40 14%	50 14%	45 14%	53 15%	103 16%	40 26%abcde	90 14%	98 14%	103 16%	40 26%gghi	22 19%	18 14%	84 22%n	58 14%	189 18%p	142 13%	204 17%r	127 14%	11 13%	34 15%	18 10%	28 15%	25 16%	32 16%	68 25%stuvxAB	39 13%	25 14%	279 16%E	17 17%E	14 8%	21 33%CDE	126 15%	183 15%
NET: Unlikely	1484 70%	205 70%ef	249 72%ef	229 70%ef	251 70%ef	463 72%ef	87 58%	454 71%j	480 70%j	463 72%j	87 58%	69 60%	96 72%	256 66%	293 72%k	683 66%	800 74%o	812 68%	672 72%	58 68%	170 73%y	142 82%stvwxy	122 66%	106 71%y	148 73%y	155 56%	220 74%y	136 74%y	1257 70%F	65 64%F	136 79%ODF	25 41%	587 70%	851 70%
Mean	2.02	2.03	1.98	1.99	2.03	1.97	2.38abcde	2.00	2.01	1.97	2.38gh	2.00	2.18n	1.93	2.15p	1.90	2.10r	1.93	1.98	2.01u	1.70	2.11u	2.04u	1.97u	2.42stuvwxAB	1.91	1.92	2.02E	2.04E	1.72	2.86CDE	2.00	2.01	
Standard deviation	1.29	1.20	1.23	1.21	1.28	1.32	1.53	1.21	1.25	1.32	1.53	1.28	1.16	1.41	1.32	1.33	1.23	1.30	1.26	1.27	1.33	1.15	1.31	1.24	1.21	1.40	1.23	1.24	1.29	1.37	1.06	1.34	1.27	1.28
Standard error	0.03	0.07	0.07	0.07	0.07	0.05	0.12	0.05	0.05	0.05	0.12	0.12	0.11	0.07	0.04	0.04	0.04	0.04	0.04	0.13	0.09	0.09	0.11	0.11	0.09	0.09	0.07	0.09	0.03	0.12	0.08	0.12	0.05	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 57
Q15. How likely is it that you would pick up a call from each of the following numbers? 028 9649 6563
Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total			Mobile							Landline			None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	159 8%	102 7%	47 9%	63 8%	85 6%	75 6%	68 6%	34 6%	28 7%	39 7%	49 11% <i>adefg</i>	29 12% <i>adefgi</i>	40 12% <i>adefgi</i>	58 8%
4	172 8%	132 9% <i>m</i>	60 11% <i>m</i>	75 10% <i>m</i>	118 9% <i>m</i>	109 9% <i>m</i>	104 9% <i>m</i>	44 8%	40 10% <i>m</i>	46 8%	54 12% <i>m</i>	33 14% <i>adefgi</i>	44 13% <i>m</i>	39 6%
3	306 14%	217 15%	89 17%	130 17%	200 15%	180 15%	164 14%	95 17% <i>m</i>	70 18% <i>m</i>	96 17%	69 15%	37 16%	49 14%	89 13%
2	408 19%	298 21% <i>m</i>	109 20%	166 22% <i>m</i>	272 21% <i>m</i>	261 21% <i>m</i>	242 21% <i>m</i>	132 25% <i>m</i>	83 21% <i>m</i>	125 22% <i>m</i>	100 22% <i>m</i>	43 18%	81 23% <i>m</i>	110 16%
1- Very unlikely to pick up	1076 51%	687 48% <i>ijkl</i>	232 43%	336 44%	634 48% <i>ijkl</i>	590 49% <i>ijkl</i>	562 49% <i>bcgjkl</i>	235 44%	168 43%	250 45%	184 40%	95 40%	135 39%	390 57% <i>abcdefghijkl</i>
NET: Likely	331 16%	234 16%	107 20% <i>defgm</i>	138 18%	203 15%	183 15%	172 15%	78 14%	69 18%	85 15%	104 23% <i>adefgi</i>	62 26% <i>acdefg</i>	84 24% <i>acdefg</i>	97 14%
NET: Unlikely	1484 70%	985 69% <i>bjkl</i>	340 63%	502 65%	906 69% <i>bjkl</i>	850 70% <i>bcjkl</i>	804 71% <i>bcghjkl</i>	368 68% <i>k</i>	251 64%	375 67% <i>k</i>	284 62%	138 58%	216 62%	500 73% <i>bcghjkl</i>
Mean	2.02	2.07 <i>m</i>	2.22 <i>adefm</i>	2.17 <i>defm</i>	2.04	2.03	2.01	2.09 <i>m</i>	2.18 <i>fm</i>	2.10 <i>m</i>	2.31 <i>adefg</i>	2.40 <i>acdef</i>	2.35 <i>adefg</i>	1.93
Standard deviation	1.29	1.28	1.34	1.31	1.26	1.24	1.24	1.22	1.29	1.26	1.38	1.44	1.40	1.30
Standard error	0.03	0.03	0.06	0.05	0.03	0.04	0.04	0.05	0.07	0.05	0.07	0.09	0.08	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 58
Q15. How likely is it that you would pick up a call from each of the following numbers? 07700 900185
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
5 - Very likely to pick up	212	28	33	26	32	72	21	61	58	72	21	14	13	46	47	106	106	125	87	8	26	15	24	19	13	39	24	12	179	15	14	4	80	117
	10%	10%	9%	8%	9%	11%	14% ^c	10%	8%	11%	14% ^h	12%	10%	12%	12%	10%	10%	11%	9%	10%	11%	9%	13%	13%	6%	14% ^x	8%	7%	10%	14%	8%	7%	10%	10%
4	268	48	52	45	39	60	25	100	83	60	25	24	22	50	34	155	112	164	104	9	33	18	25	22	28	42	27	28	233	8	21	6	103	155
	13%	17% ^e	15% ^e	14%	11%	9%	16% ^e	16% ⁱ	12%	9%	16% ⁱ	21% ⁿ	16% ⁿ	13% ⁿ	8%	15% ^p	10%	14%	11%	10%	14%	11%	14%	15%	14%	15% ^A	9%	15%	13%	8%	12%	10%	12%	13%
3	440	79	94	76	72	99	21	173	147	99	21	34	42	65	54	220	220	252	187	20	48	33	44	31	47	60	55	30	367	21	37	14	174	243
	21%	27% ^{ef}	27% ^{def}	23% ^{ef}	20%	15%	14%	27% ^{hij}	21% ^{ij}	15%	14%	30% ^{mn}	31% ^{mn}	17%	13%	21%	20%	21%	20%	23%	20%	19%	24%	21%	23%	22%	18%	16%	21%	21%	22%	22%	21%	20%
2	430	65	72	74	81	119	19	137	155	119	19	21	30	67	71	213	217	249	181	17	41	37	34	27	42	54	75	40	366	13	39	13	195	221
	20%	22% ^f	21% ^f	22% ^f	23% ^f	19%	12%	21% ^j	23% ^j	19%	12%	19%	22%	17%	18%	21%	20%	21%	19%	20%	18%	21%	18%	18%	21%	19%	25% ^t	22%	21%	13%	22%	20%	23% ^H	18%
1- Very unlikely to pick up	771	72	96	109	135	294	65	168	244	294	65	22	28	159	200	341	428	399	372	31	85	70	58	50	73	82	117	73	639	45	61	25	283	474
	36%	25%	28%	33% ^a	38% ^{ab}	46% ^{abc}	43% ^{abc}	26%	35% ^g	46% ^{gh}	43% ^g	19%	21%	41% ^{kl}	49% ^{klm}	33%	40% ^o	34%	40% ^q	36%	37%	40% ^y	32%	34%	36%	30%	39% ^y	40% ^y	36%	44%	35%	41%	34%	39% ^G
NET: Likely	480	77	84	71	71	132	46	161	142	132	46	38	35	96	81	261	219	289	192	17	59	33	49	41	41	81	51	40	412	23	35	11	183	272
	23%	26%	24%	22%	20%	20%	31% ^{cde}	25%	21%	20%	31% ^{hi}	33% ⁿ	26%	25%	20%	25% ^p	20%	24%	21%	20%	25% ^A	19%	26% ^A	28% ^A	20%	29% ^{uxA}	17%	22%	23%	22%	20%	17%	22%	22%
NET: Unlikely	1201	137	168	183	217	414	83	304	399	414	83	43	57	226	271	555	645	648	553	48	126	107	92	77	115	135	192	114	1005	58	99	38	478	694
	57%	47%	48%	55%	60% ^{ab}	64% ^{abc}	56%	48%	58% ^g	64% ^{gh}	56%	37%	43%	58% ^{kl}	67% ^{klm}	54%	60% ^o	54%	59% ^q	56%	54%	62% ^{vy}	50%	52%	56%	49%	65% ^{tw}	62% ^{vy}	56%	57%	58%	61%	57%	57%
Mean	2.40	2.65 ^{cd}	2.58 ^{de}	2.41	2.30	2.22	2.46	2.61 ^{hi}	2.36	2.22	2.46	2.89 ^{mn}	2.72 ^{mn}	2.37 ⁿ	2.16	2.49 ^p	2.31	2.47 ^r	2.31	2.38	2.46 ^A	2.26	2.58 ^{uA}	2.55 ^A	2.34	2.65 ^{ux}	2.21	2.26	2.41	2.36	2.35	2.23	2.40	2.35
Standard deviation	1.35	1.28	1.29	1.29	1.31	1.39	1.52	1.29	1.30	1.39	1.52	1.28	1.24	1.43	1.41	1.35	1.34	1.35	1.34	1.33	1.40	1.32	1.39	1.41	1.27	1.40	1.27	1.30	1.35	1.47	1.29	1.28	1.32	1.36
Standard error	0.03	0.08	0.07	0.07	0.07	0.05	0.12	0.05	0.05	0.05	0.12	0.12	0.12	0.07	0.07	0.04	0.04	0.04	0.04	0.14	0.09	0.10	0.11	0.13	0.09	0.09	0.07	0.10	0.03	0.13	0.10	0.11	0.05	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 59

Q15. How likely is it that you would pick up a call from each of the following numbers? 07700 900185
Base: All mobile/ landline users

	Experience of suspicious texts/calls													None (m)
	Total				Mobile					Landline				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	212 10%	142 10%	62 12%	88 11%	122 9%	110 9%	105 9%	49 9%	40 10%	58 11%	65 14% <i>adefg</i>	35 15% <i>adefg</i>	52 15% <i>adefg</i>	70 10%
4	268 13%	210 15% <i>m</i>	87 16% <i>m</i>	128 17% <i>m</i>	190 15% <i>m</i>	175 14% <i>m</i>	165 14% <i>m</i>	78 14% <i>m</i>	59 15% <i>m</i>	88 16% <i>m</i>	73 16% <i>m</i>	42 18% <i>m</i>	59 17% <i>m</i>	59 9%
3	440 21%	313 22%	118 22%	173 22%	290 22%	268 22%	252 22%	137 25% <i>m</i>	99 25% <i>m</i>	126 23%	98 21%	50 21%	68 19%	127 18%
2	430 20%	294 21%	107 20%	163 21%	274 21%	254 21%	228 20%	127 24% <i>k</i>	81 21%	126 23% <i>k</i>	87 19%	36 15%	74 21%	136 20%
1- Very unlikely to pick up	771 36%	476 33% <i>cg</i>	161 30%	219 28%	432 33% <i>cg</i>	407 34% <i>cg</i>	390 34% <i>cgil</i>	149 28%	110 28%	158 28%	135 30%	75 32%	97 28%	295 43% <i>abcdefghijkl</i>
NET: Likely	480 23%	352 25% <i>m</i>	149 28% <i>m</i>	216 28% <i>em</i>	312 24% <i>m</i>	285 23% <i>m</i>	270 24% <i>m</i>	127 23%	100 26% <i>m</i>	146 26% <i>m</i>	138 30% <i>adefgm</i>	76 32% <i>adefgm</i>	111 32% <i>adefgm</i>	129 19%
NET: Unlikely	1201 57%	771 54%	268 50%	382 50%	706 54%	661 54% <i>k</i>	617 54%	276 51%	191 49%	284 51%	222 49%	111 47%	171 49%	430 63% <i>abcdefghijkl</i>
Mean	2.40	2.48 <i>m</i>	2.59 <i>m</i>	2.61 <i>adefm</i>	2.46 <i>m</i>	2.45 <i>m</i>	2.45 <i>m</i>	2.54 <i>m</i>	2.58 <i>m</i>	2.57 <i>m</i>	2.66 <i>adefm</i>	2.68 <i>adefm</i>	2.70 <i>adefm</i>	2.23
Standard deviation	1.35	1.34	1.37	1.35	1.33	1.32	1.33	1.28	1.32	1.33	1.41	1.44	1.41	1.35
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	0.06	0.07	0.09	0.08	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 60
Q15. How likely is it that you would pick up a call from each of the following numbers? +20 8 2157863
Base: All mobile/ landline users

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	117	12	19	8	15	47	17	31	23	47	17	9	3	31	33	64	53	70	48	5	20	6	18	6	10	16	14	10	105	7	4	1	44	65	
	6%	4%	5%	2%	4%	7% ^c	11% ^{abcd}	5%	3%	7% ^h	11% ^{gh}	8%	2%	8% ^l	8% ^l	6%	5%	6%	5%	6%	9% ^u	3%	10% ^u	4%	5%	6%	5%	6%	6%	7%	2%	2%	5%	5%	
4	99	10	10	14	18	32	15	19	33	32	15	4	5	26	21	55	44	56	43	3	11	8	7	5	8	23	10	7	81	6	10	2	36	56	
	5%	3%	3%	4%	5%	5%	10% ^{abce}	3%	5%	5%	10% ^{ghi}	4%	4%	7%	5%	5%	4%	5%	5%	3%	5%	5%	4%	3%	4%	8% ^A	3%	4%	5%	6%	6%	3%	4%	4%	5%
3	214	36	39	30	46	49	14	76	76	49	14	16	19	34	28	111	103	120	95	13	17	10	19	13	30	44	30	12	189	8	11	7	75	126	
	10%	12% ^e	11%	9%	13% ^{ee}	8%	9%	12% ⁱⁱ	11% ⁱⁱ	8%	9%	14% ⁿ	14% ⁿ	9%	7%	11%	10%	10%	10%	15% ^{uB}	7%	6%	10%	9%	15% ^{tuB}	16% ^{tuB}	10%	7%	11%	8%	6%	11%	9%	10%	
2	329	54	50	62	54	88	20	104	116	88	20	26	22	60	49	173	156	199	130	12	35	22	26	26	31	47	52	32	283	5	32	9	133	178	
	15%	18%	15%	19%	15%	14%	13%	16%	17%	14%	13%	23% ⁿ	16%	15%	12%	17%	14%	17%	14%	14%	15%	13%	14%	17%	15%	17%	17%	18%	16% ^D	5%	19% ^D	14% ^D	16%	15%	
1- Very unlikely to pick up	1362	181	228	215	226	429	84	409	441	429	84	60	85	236	276	633	728	745	618	53	150	127	115	99	123	147	191	122	1127	76	115	44	547	785	
	64%	62%	66%	65%	63%	67% ^f	56%	64%	64%	67% ^j	56%	52%	63%	61%	68% ^k	61%	67% ^o	63%	66%	62%	64% ^y	74% ^{vxy}	62%	66% ^y	61%	53%	64% ^y	66% ^y	63%	74% ^C	67%	71%	65%	65%	
NET: Likely	216	22	28	22	33	78	32	50	55	78	32	13	8	57	54	119	97	125	91	7	31	14	24	11	19	39	24	17	186	13	14	3	80	120	
	10%	7%	8%	7%	9%	12% ^c	21% ^{abcde}	8%	8%	12% ^{gh}	21% ^{ghi}	12%	6%	15% ⁱ	13%	12%	9%	11%	10%	9%	13%	8%	13%	8%	9%	14% ^A	8%	9%	10%	13% ^F	8%	5%	10%	10%	
NET: Unlikely	1691	235	279	277	279	517	104	513	556	517	104	86	107	296	325	806	884	944	747	65	185	149	142	124	154	194	243	154	1410	81	147	53	680	963	
	80%	80% ^f	80% ^f	84% ^f	78%	80% ^f	69%	80% ^j	81% ^j	80% ^j	69%	75%	80%	76%	80%	78%	82% ^o	79%	80%	76%	79% ^y	87% ^{vxy}	77%	83% ^y	76%	70%	82% ^y	84% ^y	79%	79%	86%	84%	81%	80%	
Mean	1.72	1.70	1.67	1.60	1.73	1.73	2.07 ^{ab}	1.68	1.66	1.73	2.07 ^{gh}	1.93	1.65	1.85	1.73	1.79 ^p	1.65	1.74	1.68	1.76	1.78 ^u	1.51	1.84 ^u	1.62	1.78 ^u	1.97 ^{uw}	1.66	1.65	1.74 ^F	1.66	1.57	1.51	1.68	1.71	
							cde				i														AB										
Standard deviation	1.16	1.07	1.13	0.99	1.12	1.23	1.44	1.10	1.06	1.23	1.44	1.23	1.01	1.29	1.27	1.20	1.12	1.17	1.14	1.17	1.28	1.02	1.31	1.07	1.16	1.25	1.09	1.12	1.18	1.26	1.00	0.92	1.13	1.15	
Standard error	0.03	0.07	0.06	0.05	0.06	0.05	0.12	0.05	0.04	0.05	0.12	0.12	0.10	0.06	0.06	0.04	0.03	0.03	0.04	0.12	0.08	0.08	0.11	0.09	0.08	0.08	0.06	0.08	0.03	0.11	0.08	0.08	0.04	0.03	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 61
Q15. How likely is it that you would pick up a call from each of the following numbers? +20 8 2157863
 Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total	Total												
		Any (a)	Any voice call (b)	Any recorded message (c)	Mobile						Landline			None (m)
				Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	117 6%	77 5%	38 7% ^f	53 7% ^f	66 5%	57 5%	51 4%	29 5%	24 6%	35 6%	39 8% ^{adef}	21 9% ^{def}	34 10% ^{adefgm}	40 6%
4	99 5%	71 5%	36 7%	43 6%	65 5%	64 5%	61 5%	28 5%	24 6%	25 5%	36 8% ^{adim}	22 9% ^{adefgim}	26 7% ^m	27 4%
3	214 10%	150 10%	57 11%	91 12%	133 10%	116 10%	105 9%	66 12%	46 12%	66 12%	54 12%	26 11%	41 12%	64 9%
2	329 15%	240 17% ^m	98 18% ^m	125 16%	214 16%	200 17%	186 16%	89 17%	67 17%	87 16%	86 19% ^m	43 18%	71 20% ^m	89 13%
1- Very unlikely to pick up	1362 64%	897 62% ^{ijkl}	307 57%	459 60% ^{ijl}	830 63% ^{bjkl}	776 64% ^{bjkl}	736 65% ^{bcjkl}	328 61% ^{ijl}	229 59%	343 62% ^{ijkl}	243 53%	126 53%	178 51%	466 68% ^{abcghijkl}
NET: Likely	216 10%	149 10%	73 14% ^{def}	96 12%	131 10%	121 10%	112 10%	57 10%	48 12%	60 11%	74 16% ^{adefgi}	43 18% ^{adefgi}	60 17% ^{adefgi}	67 10%
NET: Unlikely	1691 80%	1137 79% ^{ijkl}	405 76%	584 76%	1045 80% ^{cijkl}	976 80% ^{bcjkl}	923 81% ^{bcjkl}	418 77%	296 76%	430 77%	329 72%	169 71%	249 71%	554 81% ^{bcjkl}
Mean	1.72	1.74	1.88 ^{adefm}	1.84 ^{defm}	1.72	1.70	1.69	1.78	1.84 ^{fm}	1.78	2.00 ^{adefgim}	2.03 ^{adefgim}	2.05 ^{acdefghim}	1.67
Standard deviation	1.16	1.16	1.25	1.24	1.14	1.13	1.12	1.17	1.21	1.20	1.31	1.34	1.34	1.16
Standard error	0.03	0.03	0.05	0.05	0.03	0.03	0.03	0.05	0.06	0.05	0.06	0.09	0.07	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 62
Q15. How likely is it that you would pick up a call from each of the following numbers? +353 1 308 4862
 Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York-shire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
5 - Very likely to pick up	117	12	18	10	15	45	17	30	25	45	17	9	2	31	30	63	54	74	43	6	21	6	15	6	12	13	15	11	106	6	4	1	42	67
	6%	4%	5%	3%	4%	7% ^c	11% ^{abcd}	5%	4%	7% ^h	11% ^{gh}	8% ^l	2%	8% ^l	7% ^l	6%	5%	6%	5%	7%	9% ^u	3%	8%	4%	6%	5%	5%	6%	6%	6%	2%	2%	5%	6%
4	85	8	10	8	18	32	10	18	25	32	10	2	5	25	17	48	37	48	38	2	10	4	5	4	8	16	11	7	68	3	7	8	29	50
	4%	3%	3%	2%	5%	5%	7% ^{ac}	3%	4%	5%	7% ^g	2%	4%	6%	4%	5%	3%	4%	4%	3%	4%	2%	3%	3%	4%	6%	4%	4%	4%	3%	4%	12% ^{CDE}	3%	4%
3	178	29	34	29	32	44	9	63	61	44	9	12	17	29	24	94	84	92	86	10	14	12	17	18	19	31	20	14	155	8	7	8	59	109
	8%	10%	10%	9%	7%	6%	10%	10%	9%	7%	6%	10%	13% ^{en}	8%	6%	9%	8%	8%	9%	11%	6%	7%	9%	12%	9%	11%	7%	8%	9%	8%	4%	12% ^E	7%	9%
2	289	50	52	48	43	73	24	102	90	73	24	26	19	50	47	154	136	179	110	12	34	19	28	24	17	51	40	23	248	7	28	6	121	152
	14%	17% ^e	15%	14%	12%	11%	16%	16% ^l	13%	11%	16%	23% ^{mn}	14%	13%	12%	15%	13%	15% ^r	12%	14%	15%	11%	15%	16%	9%	18% ^x	14%	13%	14% ^D	7%	16% ^D	10%	14%	13%
1- Very unlikely to pick up	1452	194	232	236	251	451	89	426	486	451	89	66	91	252	287	676	774	797	655	55	154	132	119	97	146	165	211	128	1208	78	126	40	585	830
	68%	66%	67%	72% ^f	70% ^f	70% ^f	59%	67%	71% ^j	70% ^j	59%	57%	68%	65%	71% ^k	65%	71% ^o	67%	70%	65%	66%	76% ^{tw}	65%	65%	72% ^y	60%	71% ^y	70% ^y	68%	76%	73%	64%	70%	69%
NET: Likely	202	19	28	17	33	77	27	48	51	77	27	12	7	56	48	111	91	121	81	8	31	10	20	10	20	30	26	18	174	9	11	9	71	117
	10%	7%	8%	5%	9%	12% ^{ac}	18% ^{abcd}	7%	7%	12% ^{gh}	18% ^{ghi}	10%	6%	15% ^l	12%	11%	8%	10%	9%	10%	14% ^u	6%	11%	7%	10%	11%	9%	10%	10%	9%	6%	14% ^E	8%	10%
NET: Unlikely	1741	244	284	283	293	524	113	528	576	524	113	92	109	302	335	830	909	976	765	67	188	151	147	121	164	215	252	151	1456	85	154	46	706	983
	82%	83%	82%	86% ^f	82%	81%	75%	83%	84% ^j	81%	75%	80%	82%	78%	82%	80%	84% ^o	82%	82%	79%	81%	87% ^y	80%	81%	81%	78%	85%	82%	82% ^F	83%	90% ^{CF}	74%	84%	81%
Mean	1.65	1.61	1.65	1.51	1.62	1.68 ^c	1.95 ^{ab}	1.63	1.57	1.68	1.95 ^{gh}	1.82	1.58	1.80	1.66	1.71 ^p	1.58	1.67	1.61	1.72	1.76 ^u	1.45	1.75 ^u	1.65	1.63	1.78 ^u	1.58	1.64	1.66 ^E	1.56	1.45	1.77 ^E	1.59	1.65
Standard deviation	1.14	1.04	1.11	0.96	1.11	1.22	1.40	1.08	1.04	1.22	1.40	1.21	0.97	1.29	1.22	1.18	1.10	1.17	1.11	1.19	1.29	0.97	1.24	1.07	1.17	1.16	1.10	1.17	1.16	1.16	0.91	1.17	1.09	1.15
Standard error	0.02	0.06	0.06	0.05	0.06	0.05	0.11	0.04	0.04	0.05	0.11	0.12	0.09	0.06	0.04	0.03	0.03	0.04	0.04	0.13	0.09	0.07	0.10	0.09	0.08	0.07	0.06	0.09	0.03	0.10	0.07	0.10	0.04	0.03

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 63
Q15. How likely is it that you would pick up a call from each of the following numbers? +353 1 308 4862
Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total			Mobile							Landline			None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	117 6%	77 5%	41 8%def	49 6%	66 5%	57 5%	53 5%	25 5%	26 7%	30 5%	42 9%adefgi	25 11%acdefgim	36 10%acdefgim	40 6%
4	85 4%	68 5%m	29 5%m	44 6%m	60 5%m	57 5%	53 5%	24 4%	18 5%	26 5%	36 8%adefgm	20 8%adefgm	29 8%adefgim	17 3%
3	178 8%	130 9%	57 11%m	86 11%efm	115 9%	99 8%	89 8%	56 10%	45 11%m	60 11%m	44 10%	22 9%	34 10%	48 7%
2	289 14%	222 15%m	87 16%m	124 16%m	199 15%m	189 16%	173 15%	96 18%	62 16%	89 16%	84 18%	36 15%	72 20%adfm	67 10%
1 - Very unlikely to pick up	1452 68%	939 65%bcjkl	322 60%l	467 61%l	868 66%bcjkl	811 67%bcjkl	770 68%bcjkl	339 63%jl	240 61%l	351 63%jl	252 55%	134 57%	180 51%	513 75%abcdefghijkl
NET: Likely	202 10%	145 10%	70 13%defm	93 12%m	126 10%	114 9%	107 9%	49 9%	44 11%	55 10%	78 17%acdefghim	45 19%acdefghim	65 18%acdefghim	57 8%
NET: Unlikely	1741 82%	1161 81%bcjkl	409 76%	592 77%	1067 82%bcjkl	1000 82%bcjkl	944 83%bcjkl	435 81%jkl	302 77%	440 79%kl	336 73%	170 72%	252 72%	581 85%bcjkl
Mean	1.65	1.69m	1.84adefm	1.81adefm	1.67m	1.65	1.64	1.70m	1.79fm	1.73m	1.98acdefgim	2.01acdefgim	2.05abcdefghim	1.55
Standard deviation	1.14	1.15	1.26	1.22	1.13	1.11	1.11	1.11	1.21	1.16	1.34	1.40	1.37	1.12
Standard error	0.02	0.03	0.05	0.04	0.03	0.03	0.03	0.05	0.06	0.05	0.06	0.09	0.07	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 64
Q15. How likely is it that you would pick up a call from each of the following numbers? +384 42 5142 5421
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	103	12	12	6	14	41	17	24	21	41	17	9	3	29	30	54	49	63	40	5	16	6	15	5	9	13	14	10	93	6	3	1	40	57	
	5%	4%	4%	2%	4%	6% ^c	11% ^{abcd}	4%	3%	6% ^h	11% ^{ghi}	8%	2%	7%	7%	5%	5%	5%	4%	6%	7%	3%	8%	4%	5%	5%	5%	6%	5%	6%	2%	2%	5%	5%	
4	81	9	13	10	15	24	10	21	25	24	10	5	4	20	14	50	31	46	34	2	10	4	6	4	9	21	11	4	71	3	4	3	23	48	
	4%	3%	4%	3%	4%	4%	7%	3%	4%	4%	7%	4%	3%	5%	3%	5% ^p	3%	4%	4%	2%	4%	3%	3%	3%	5%	8% ^{uB}	4%	2%	4%	3%	2%	3%	5%	3%	4%
3	169	29	35	25	33	38	8	65	59	38	8	13	15	24	22	85	85	87	82	10	18	11	19	13	13	30	24	14	153	5	8	3	64	93	
	8%	10% ^e	10% ^e	8%	9%	6%	6%	10% ⁱ	9%	6%	6%	12% ⁿ	11%	6%	5%	8%	8%	7%	9%	12%	8%	7%	10%	9%	7%	11%	8%	8%	9%	5%	5%	5%	8%	8%	
2	278	43	48	46	44	72	25	91	90	72	25	20	20	47	49	141	136	169	109	12	30	17	22	23	21	40	37	26	228	6	35	9	109	154	
	13%	15%	14%	14%	12%	11%	17%	14%	13%	11%	17%	18%	15%	12%	12%	14%	13%	14%	12%	14%	13%	10%	12%	16%	10%	14%	13%	14%	13% ^D	6%	20% ^{CD}	14% ^D	13%	13%	
1 - Very unlikely to pick up	1490	200	238	241	252	470	89	437	493	470	89	68	93	266	292	705	783	823	667	56	160	134	122	104	150	173	212	129	1240	81	122	46	599	857	
	70%	68%	69%	73% ^f	70% ^f	73% ^f	60%	68%	72% ^j	73% ^j	60%	59%	69%	69%	72% ^k	68%	72%	69%	71%	66%	68%	77% ^{vy}	66%	70%	74% ^y	63%	71% ^y	70%	69%	80% ^C	71%	74%	72%	71%	
NET: Likely	184	20	25	17	29	65	27	45	46	65	27	14	7	49	44	104	80	109	75	7	26	10	21	9	19	33	24	15	164	9	7	4	63	105	
	9%	7%	7%	5%	8%	10% ^c	18% ^{abcd}	7%	7%	10% ^h	18% ^{ghi}	12%	5%	13% ^l	11%	10% ^p	7%	9%	8%	8%	11%	6%	11%	6%	9%	12% ^u	8%	8%	9% ^E	9%	4%	6%	8%	9%	
NET: Unlikely	1768	243	286	287	296	541	114	529	583	541	114	88	113	314	341	847	919	992	776	68	189	151	144	127	171	213	249	155	1468	87	157	55	708	1011	
	83%	83%	83%	87% ^f	82%	84% ^f	76%	83%	85% ^j	84% ^j	76%	76%	84%	81%	84%	82%	85%	83%	83%	80%	81%	88% ^{vy}	78%	85%	84%	77%	84%	84%	82%	86%	91% ^C	89%	85%	85%	84%
Mean	1.60	1.60	1.60	1.46	1.59	1.60	1.94 ^{ab}	1.60	1.53	1.60	1.84	1.54	1.70	1.62	1.65 ^p	1.55	1.62	1.58	1.58	1.67	1.68 ^u	1.44	1.75 ^u	1.54	1.56	1.77 ^u	1.58	1.59	1.63	1.50	1.44	1.44	1.56	1.59	
							cde				i																								
Standard deviation	1.10	1.05	1.05	0.91	1.08	1.16	1.40	1.05	1.00	1.16	1.40	1.25	0.95	1.24	1.19	1.14	1.06	1.12	1.08	1.13	1.20	0.97	1.26	1.00	1.11	1.18	1.08	1.10	1.13	1.13	0.84	0.91	1.07	1.10	
Standard error	0.02	0.07	0.06	0.05	0.06	0.04	0.11	0.04	0.04	0.04	0.11	0.12	0.09	0.06	0.06	0.03	0.03	0.03	0.03	0.12	0.08	0.07	0.10	0.09	0.08	0.07	0.06	0.08	0.03	0.10	0.07	0.08	0.04	0.03	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 65
Q15. How likely is it that you would pick up a call from each of the following numbers? +384 42 5142 5421
Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	103 5%	68 5%	35 6%	46 6%	59 5%	51 4%	49 4%	21 4%	19 5%	28 5%	38 8% <i>adefg</i>	24 10% <i>adefghim</i>	34 10% <i>acdefghim</i>	36 5%
4	81 4%	59 4%	24 4%	40 5%	48 4%	47 4%	44 4%	23 4%	15 4%	20 4%	32 7% <i>adefim</i>	14 6%	28 8% <i>adefghim</i>	22 3%
3	169 8%	127 9% <i>m</i>	56 10% <i>m</i>	83 11% <i>fm</i>	112 9%	97 8%	85 7%	54 10% <i>m</i>	44 11% <i>fm</i>	61 11% <i>fm</i>	46 10% <i>m</i>	25 10% <i>m</i>	34 10%	42 6%
2	278 13%	208 14% <i>m</i>	81 15% <i>m</i>	110 14% <i>m</i>	185 14% <i>m</i>	177 15% <i>m</i>	162 14% <i>m</i>	88 16% <i>m</i>	54 14%	77 14%	80 17% <i>m</i>	36 15%	65 19% <i>m</i>	70 10%
1- Very unlikely to pick up	1490 70%	974 68% <i>ijkl</i>	341 64% <i>l</i>	491 64% <i>jl</i>	904 69% <i>bcijkl</i>	840 69% <i>bcijkl</i>	800 70% <i>bcijkl</i>	355 66% <i>jl</i>	258 66% <i>jl</i>	371 67% <i>ijkl</i>	262 57%	139 59%	189 54%	516 75% <i>abcdelghijkl</i>
NET: Likely	184 9%	127 9%	59 11%	86 11% <i>def</i>	108 8%	98 8%	93 8%	44 8%	33 9%	47 9%	70 15% <i>adefghim</i>	38 16% <i>adefghim</i>	62 18% <i>abcdelghim</i>	57 8%
NET: Unlikely	1768 83%	1181 82% <i>cijkl</i>	421 79%	601 78%	1089 83% <i>bcijkl</i>	1017 84% <i>bcijkl</i>	962 84% <i>bcijkl</i>	443 82% <i>ijkl</i>	312 80% <i>l</i>	448 81% <i>jl</i>	341 75%	175 74%	255 73%	586 85% <i>bcijkl</i>
Mean	1.60	1.63	1.75 <i>defm</i>	1.75 <i>adefm</i>	1.60	1.59	1.58	1.64	1.67	1.66	1.92 <i>acdefghim</i>	1.93 <i>adefghim</i>	2.00 <i>abcde fghim</i>	1.53
Standard deviation	1.10	1.11	1.20	1.20	1.08	1.07	1.07	1.07	1.12	1.12	1.30	1.35	1.35	1.09
Standard error	0.02	0.03	0.05	0.04	0.03	0.03	0.03	0.05	0.06	0.05	0.06	0.09	0.07	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 66
Q15. How likely is it that you would pick up a call from each of the following numbers? +77 00 900185
Base: All mobile/landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S			
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032		
5 - Very likely to pick up	140	17	21	10	22	50	19	38	32	50	19	12	5	36	33	77	63	75	65	6	18	5	21	11	10	20	17	11	120	12	6	2	52	74		
	7%	6%	6%	3%	6%	8% ^c	13% ^{abcd}	6%	5%	8% ^h	13% ^{gh}	10%	4%	9%	8%	7%	6%	6%	7%	6	7%	8%	3%	12% ^{luxA}	8%	5%	7%	6%	7%	11% ^{EF}	4%	4%	4%	6%	6%	
4	132	15	23	18	22	34	20	38	40	34	20	8	6	27	27	69	63	80	52	2	13	16	9	10	14	24	12	13	113	6	11	2	58	66		
	6%	5%	7%	6%	6%	5%	13% ^{abcd}	6%	6%	5%	13% ^{ghi}	7%	5%	7%	7%	6%	7%	6%	7%	2	6%	9% ^A	5%	7%	7%	9% ^A	4%	4%	7%	6%	6%	6%	4%	7%	7%	5%
3	258	33	50	55	42	62	15	83	98	62	15	15	17	39	38	128	130	143	114	19	29	14	30	12	38	34	30	15	220	8	20	10	94	165		
	12%	11%	14% ^e	17% ^e	12%	10%	10%	13%	14% ⁱ	10%	10%	13%	13%	10%	9%	12%	12%	12%	12%	22% ^{tuv}	12%	8%	16% ^{uB}	8%	19% ^{uwA}	12%	10%	8%	12%	7%	12%	15%	10%	14% ^G		
2	373	55	72	65	66	94	20	127	131	94	20	24	26	56	58	179	193	217	156	14	45	25	27	29	29	55	58	33	316	11	34	12	155	200		
	18%	19%	21% ^e	20%	18%	15%	13%	20% ⁱ	19% ⁱ	15%	13%	20%	19%	14%	14%	17%	18%	18%	17%	16%	19%	15%	15%	19%	14%	20%	19%	18%	18%	11%	20% ^D	19%	19%	19%	17%	
1 - Very unlikely to pick up	1219	173	179	180	207	404	76	352	386	404	76	58	80	230	250	583	634	673	546	44	129	113	97	87	111	142	180	112	1016	66	100	37	486	704		
	57%	59%	52%	55%	58%	63% ^{bcd}	51%	55%	56%	63% ^{ghj}	51%	50%	60%	59%	61%	56%	59%	57%	59%	52%	55%	65% ^{vy}	53%	58%	55%	52%	61% ^y	61%	57%	65%	58%	58%	58%	58%	58%	58%
NET: Likely	272	32	44	29	44	84	39	77	73	84	39	19	12	63	60	146	126	155	117	8	31	21	31	21	24	44	29	24	233	17	17	5	110	140		
	13%	11%	13%	9%	12%	13%	26% ^{abcde}	12%	11%	13%	26% ^{ghi}	17%	9%	16%	15%	14%	12%	13%	13%	9%	13%	12%	17%	14%	12%	16% ^A	10%	13%	13%	17% ^F	10%	7%	7%	13%	12%	
NET: Unlikely	1591	228	252	245	273	498	96	480	518	498	96	82	106	286	308	762	827	890	701	58	174	138	124	116	140	198	238	145	1331	77	135	48	641	904		
	75%	78% ^f	73%	74% ^f	76% ^f	77% ^f	64%	75% ^j	75% ^j	77% ^j	64%	71%	79%	74%	76%	74%	76%	75%	75%	69%	75%	80% ^{vx}	67%	78%	69%	72%	80% ^{svx}	79% ^v	75%	75%	78%	77%	77%	77%	75%	
Mean	1.87	1.80	1.95	1.83	1.85	1.81	2.24 ^{ab}	1.88	1.84	1.81	2.24 ^{gh}	2.06	1.74	1.92	1.86	1.92	1.83	1.88	1.86	1.95	1.91	1.70	2.08 ^{uA}	1.86	1.93	2.00 ^{uA}	1.74	1.79	1.88	1.88	1.77	1.75	1.84	1.85		
Standard deviation	1.23	1.18	1.22	1.09	1.21	1.27	1.49	1.20	1.16	1.27	1.49	1.34	1.10	1.34	1.30	1.27	1.20	1.23	1.24	1.21	1.26	1.14	1.39	1.27	1.21	1.29	1.15	1.21	1.24	1.41	1.11	1.08	1.22	1.21		
Standard error	0.03	0.07	0.07	0.06	0.06	0.05	0.12	0.05	0.04	0.05	0.12	0.13	0.10	0.07	0.06	0.04	0.04	0.04	0.04	0.13	0.08	0.09	0.11	0.11	0.09	0.08	0.06	0.09	0.03	0.13	0.09	0.10	0.04	0.03		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 67
Q15. How likely is it that you would pick up a call from each of the following numbers? +77 00 900185
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile						Landline			
	Total	Total			Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)										
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	140 7%	95 7%	44 8%	58 8%	77 6%	69 6%	64 6%	31 6%	25 6%	36 7%	43 9%def	26 11%adefgi	34 10%defg	45 7%
4	132 6%	103 7% ^m	45 8% ^m	67 9% ^m	90 7% ^m	84 7% ^m	81 7% ^m	38 7%	31 8% ^m	41 7% ^m	47 10% ^{dem}	21 9% ^m	41 12% ^{adefgim}	29 4%
3	258 12%	178 12%	69 13%	107 14%	166 13%	151 12%	143 13%	77 14%	57 15%	80 14%	53 12%	25 11%	43 12%	80 12%
2	373 18%	268 19%	100 19%	160 21% ^m	241 18%	224 18%	201 18%	111 21% ^m	72 19%	120 22% ^m	95 21% ^m	43 18%	78 22% ^m	104 15%
1- Very unlikely to pick up	1219 57%	792 55% ^{cj}	279 52% ^l	379 49%	734 56% ^{cij}	685 56% ^{cij}	651 57% ^{cij}	282 52% ^l	204 52% ^l	279 50%	219 48%	122 51%	154 44%	427 62% ^{abcdefgijkl}
NET: Likely	272 13%	197 14%	88 17% ^{em}	125 16% ^{dem}	167 13%	153 13%	145 13%	70 13%	57 15%	78 14%	90 20% ^{adefgi}	47 20% ^{adefgm}	76 22% ^{adefghim}	75 11%
NET: Unlikely	1591 75%	1060 74% ^l	379 71%	539 70%	975 75% ^{cj}	909 75% ^{cj}	851 75% ^{cj}	393 73%	277 71%	399 72%	314 69%	165 70%	232 66%	531 77% ^{bcijkl}
Mean	1.87	1.91 ^m	2.02 ^{defm}	2.05 ^{adefm}	1.88	1.87	1.87	1.94 ^m	1.98 ^m	1.99 ^m	2.12 ^{adefg}	2.10 ^{defm}	2.21 ^{adefghim}	1.78
Standard deviation	1.23	1.24	1.31	1.29	1.22	1.21	1.21	1.21	1.26	1.24	1.36	1.40	1.37	1.21
Standard error	0.03	0.03	0.06	0.05	0.03	0.03	0.04	0.05	0.06	0.05	0.06	0.09	0.07	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 68
Q15. How likely is it that you would pick up a call from each of the following numbers? 0845 492 3344
Base: All mobile/landline users

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	180	18	19	25	23	72	24	36	48	72	24	11	7	46	49	94	86	92	88	7	24	11	17	10	12	34	18	16	151	9	17	3	67	102	
	8%	6%	5%	8%	6%	11% ^{abd}	16% ^{abcd}	6%	7%	11% ^{gh}	16% ^{gh}	10%	5%	12% ^l	12% ^l	9%	8%	8%	9%	8%	8%	10%	7%	9%	7%	6%	12% ^{xxA}	6%	9%	8%	9%	10%	5%	8%	8%
4	219	21	34	36	34	68	25	55	70	68	25	11	10	55	37	123	95	141	78	7	28	14	22	21	27	28	23	18	188	9	17	4	83	129	
	10%	7%	10%	11%	9%	11%	17% ^{abde}	9%	10%	11%	17% ^{ghi}	9%	8%	14% ⁿ	9%	12% ^p	9%	12% ^r	8%	8%	12%	8%	12%	14%	13%	10%	8%	10%	11%	9%	10%	7%	10%	11%	
3	452	70	73	69	87	125	28	143	156	125	28	32	31	80	73	235	218	245	207	22	35	37	46	33	51	59	55	38	375	25	40	12	164	265	
	21%	24%	21%	21%	24%	19%	19%	22%	23%	19%	19%	27% ⁿ	23%	21%	18%	23%	20%	21%	22%	26% ^t	15%	21%	25% ^t	22%	25% ^t	21%	18%	21%	25%	24%	25%	24%	19%	20%	22%
2	449	73	86	69	86	116	20	159	155	116	20	31	34	62	73	223	226	264	185	18	57	41	29	30	43	60	71	34	384	17	36	13	181	249	
	21%	25% ^{ef}	25% ^{ef}	21%	24% ^{ef}	18%	13%	25% ^{ij}	22% ^j	18%	13%	27% ^m	25% ^m	16%	18%	22%	21%	22%	20%	21%	25%	27%	16%	20%	21%	22%	24%	19%	21%	17%	21%	20%	22%	21%	
1- Very unlikely to pick up	822	110	135	130	129	264	53	245	259	264	53	31	52	144	173	361	460	447	375	31	88	70	70	54	70	95	131	77	687	41	62	31	341	464	
	39%	38%	39%	40%	36%	41%	35%	38%	38%	41%	35%	27%	39%	37%	43% ^k	35%	42% ^o	38%	40%	37%	38%	41%	38%	36%	34%	35%	44% ^{xy}	42%	39%	40%	36%	50% ^{CE}	41%	38%	
NET: Likely	398	39	53	61	57	140	49	92	118	140	49	22	17	101	87	218	180	233	165	14	53	25	39	32	39	62	41	35	339	19	34	7	150	231	
	19%	13%	15%	19%	16%	22% ^{abcd}	33% ^{abcde}	14%	17%	22% ^g	33% ^{ghi}	19%	13%	26% ^l	21%	21% ^p	17%	20%	18%	16%	23% ^A	15%	21%	21%	19%	23% ^A	14%	19%	19% ^F	18%	20%	11%	18%	19%	
NET: Unlikely	1271	183	220	199	215	380	73	404	414	380	73	62	86	206	247	584	686	710	560	49	145	111	99	85	113	156	202	111	1071	58	98	44	522	713	
	60%	63% ^f	64% ^f	60% ^f	60% ^f	59% ^f	48%	63% ^j	60% ^j	59% ^j	48%	54%	64%	53%	61% ^m	56%	63% ^o	60%	60%	58%	62%	64%	54%	57%	56%	56%	68% ^{vwxy}	60%	60%	57%	57%	70% ^{CE}	62%	59%	
Mean	2.29	2.19	2.18	2.26	2.26	2.33	2.65 ^{ab}	2.19	2.26	2.33	2.65 ^{gh}	2.48	2.14	2.48 ⁱ	2.30	2.39 ^p	2.19	2.30	2.27	2.29	2.33 ^A	2.17	2.39 ^A	2.35	2.35 ^A	2.44 ^{uA}	2.07	2.26	2.29 ^F	2.30	2.36 ^F	1.96	2.23	2.30	
Standard deviation	1.30	1.19	1.20	1.29	1.22	1.39	1.50	1.20	1.25	1.39	1.50	1.25	1.17	1.41	1.41	1.31	1.29	1.29	1.32	1.27	1.36	1.23	1.34	1.29	1.24	1.38	1.21	1.33	1.30	1.33	1.32	1.18	1.29	1.30	
Standard error	0.03	0.07	0.07	0.07	0.06	0.05	0.12	0.05	0.05	0.05	0.12	0.12	0.11	0.07	0.04	0.04	0.04	0.04	0.04	0.13	0.09	0.09	0.11	0.11	0.09	0.09	0.07	0.10	0.03	0.12	0.10	0.10	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 69
Q15. How likely is it that you would pick up a call from each of the following numbers? 0845 492 3344
Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
5 - Very likely to pick up	180 8%	114 8%	55 10%g	69 9%	98 7%	88 7%	84 7%	35 6%	36 9%	44 8%	48 10%g	30 12%adefg	40 11%defg	66 10%
4	219 10%	171 12% ^m	84 16%adef ^m	105 14% ^m	155 12% ^m	136 11% ^m	128 11% ^m	62 11% ^m	60 15% ^m	71 13% ^m	70 15%ef ^m	41 17%adef ^m	60 17%adef ^m	48 7%
3	452 21%	327 23% ^m	131 24% ^m	192 25% ^m	291 22%	263 22%	246 22%	134 25% ^m	96 25% ^m	136 24% ^m	115 25% ^m	60 25% ^m	83 24%	125 18%
2	449 21%	315 22%	105 20%	171 22%	289 22%	277 23%	252 22%	131 24%	81 21%	127 23%	93 20%	42 18%	75 21%	134 19%
1- Very unlikely to pick up	822 39%	508 35%bcjkl	161 30%	233 30%	476 36%bchjkl	448 37%bchjkl	429 38%bchijk	179 33% ^l	117 30%	179 32%	131 29%	65 27%	92 26%	314 46%abcdefghijk
NET: Likely	398 19%	285 20%	139 26%adef ^m	174 23%em	252 19%	225 19%	212 19%	96 18%	96 25%defgm	115 21%	118 26%adefgm	70 30%acdefgim	100 29%adefgim	114 17%
NET: Unlikely	1271 60%	823 57%bchjkl	266 50%	404 52%	765 58%bchjkl	726 60%bchjkl	681 60%bchjkl	311 57%bjkl	198 51%	306 55% ^k	224 49%	107 45%	167 48%	447 65%abcdefghijk
Mean	2.29	2.35 ^m	2.56adef ^m	2.49adef ^m	2.32 ^m	2.29 ^m	2.28	2.33 ^m	2.53adef ^m	2.42 ^m	2.58adef ^m	2.70adef ^m	2.66adef ^m	2.15
Standard deviation	1.30	1.28	1.33	1.29	1.28	1.27	1.27	1.22	1.31	1.27	1.33	1.36	1.34	1.33
Standard error	0.03	0.03	0.06	0.05	0.04	0.04	0.04	0.05	0.07	0.05	0.06	0.09	0.07	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 70

Q16. 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 True Call, as part of your landline device or as a device plugged into your landline.

Do you have any of the above services for screening/blocking calls on your landline ?

Base: All landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	953	84	81	91	160	408	129	165	251	408	129	38	38	277	259	494	457	494	459	40	100	73	66	50	106	131	131	88	785	54	69	45	282	595		
Weighted base	955	95	93	93	153	397	124	188	246	397	124	45*	41*	257	264	482	471	515	439	37*	104	73	83	52*	108	143	125	88	814	44*	74	23*	293	585		
Effective base	806	67	70	74	135	352	113	137	208	352	113	30	31	242	224	421	384	423	384	35	90	65	56	46	89	109	115	75	673	49	58	40	239	506		
Yes, I have a service that screens my landline calls and use it	252	29	26	22	32	109	33	55	55	109	33	14	14	71	71	135	116	136	115	8	20	24	26	12	21	49	35	20	214	9	24	4	80	145		
	26%	30%	28%	24%	21%	27%	27%	29%	22%	27%	27%	31%	33%	28%	27%	28%	25%	26%	26%	22%	19%	33%	31%	23%	20%	34% ^{tx}	28%	23%	26%	20%	32%	19%	27%	25%		
Yes, I have a service that screens my landline calls but do not use it	73	12	14	7	12	18	9	26	20	18	9	6	6	15	13	43	30	40	33	4	8	3	5	4	6	12	11	8	62	5	4	2	18	41		
	8%	13% ^e	15% ^e	8%	8%	5%	7%	14% ⁱ	8%	5%	7%	14%	14% ⁿ	6%	5%	9%	6%	8%	7%	12%	8%	5%	6%	7%	6%	8%	9%	8%	10%	6%	4	6%	2	10%	6%	7%
No, I do not have a service that screens my landline calls	532	45	38	51	83	242	74	83	134	242	74	21	17	156	160	260	271	287	245	21	64	37	45	32	64	63	72	55	452	29	38	13	163	342		
	56%	47%	40%	55%	54%	61% ^{ab}	59% ^b	44%	54%	61% ^g	59% ^g	48%	41%	61% ^l	61% ^l	54%	58%	56%	56%	56%	62% ^y	51%	54%	61%	59% ^y	44%	57% ^y	62% ^y	56%	66%	51%	56%	56%	59%		
Don't know	98	9	15	12	26	28	8	24	38	28	8	3	5	16	21	44	54	52	46	4	11	8	8	4	17	19	7	6	85	2	8	4	33	57		
	10%	10%	16% ^{ef}	13%	17% ^{ef}	7%	7%	13% ⁱ	15% ^{ij}	7%	7%	8%	12%	6%	8%	9%	12%	10%	11%	10%	10%	11%	10%	8%	16% ^A	14%	6%	7%	10%	4%	11%	15% ^D	11%	10%		
NET: Yes	324	41	40	30	45	127	42	81	74	127	42	20	20	86	83	178	146	176	148	13	29	27	30	16	28	60	46	28	276	13	28	7	97	186		
	34%	43%	43% ^d	32%	29%	32%	34%	43% ^{hi}	30%	32%	34%	45%	47%	33%	32%	37%	31%	34%	34%	34%	28%	37%	36%	30%	26%	42% ^{tx}	37%	31%	34%	30%	38%	29%	33%	32%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base

Ofcom Scams Survey
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Absolutes/col percents

Table 71

Q16. 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 True Call, as part of your landline device or as a device plugged into your landline. Do you have any of the above services for screening/blocking calls on your landline ?
Base: All landline users

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	953	644	298	414	517	479	450	206	148	202	440	236	334	309
Weighted base	955	656	300	431	529	491	460	223	154	217	457	237	350	298
Effective base	806	546	251	347	444	411	385	173	120	171	367	201	281	260
Yes, I have a service that screens my landline calls and use it	252 26%	164 25%	68 23%	104 24%	131 25%	124 25%	114 25%	68 30%h	30 20%	61 28%	111 24%	54 23%	78 22%	88 29%h
Yes, I have a service that screens my landline calls but do not use it	73 8%	67 10%m	28 9%m	56 13%m	47 9%m	45 9%m	39 8%m	23 10%m	18 12%m	24 11%m	57 12%m	23 10%m	49 14%defm	6 2%
No, I do not have a service that screens my landline calls	532 56%	373 57%	190 63%gim	244 57%	306 58%	281 57%	267 58%	120 54%	98 64%	116 53%	265 58%	152 64%gim	204 58%	159 53%
Don't know	98 10%	53 8%k	14 5%	28 6%	44 8%k	41 8%k	40 9%bk	13 6%	8 5%	16 8%	25 5%	8 4%	19 6%	45 15%abdefghijkl
NET: Yes	324 34%	231 35%	96 32%	160 37%	179 34%	169 34%	153 33%	90 41%	48 31%	85 39%	167 37%	77 32%	127 36%	94 31%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 72
Q17. What features does your landline screening/blocking service have?
Base: All landline users who have a service for screening/blocking calls

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	326	37	35	29	46	136	43	72	75	136	43	20	16	95	83	186	139	169	157	15	29	25	25	15	29	56	47	32	273	15	25	13	95	189
Weighted base	324	41**	40*	30**	45*	127	42*	81	74	127	42*	20**	20**	86	83	178	146	176	148	13**	29**	27**	30**	16**	28**	60*	46*	28**	276	13**	28**	7**	97	186
Effective base	281	30	30	25	40	120	40	60	65	120	40	18	12	85	74	163	118	147	135	14	27	23	23	14	26	46	42	30	240	14	20	11	83	167
I can add individual numbers to be blocked	145	10	9	10	19	79	17	19	30	79	17	6	4	50	45	80	64	70	74	6	14	9	5	6	19	16	25	17	118	7	16	4	45	91
Callers are asked to identify themselves and make a recording for me to hear and decide whether to answer	92	9	9	9	9	39	17	18	18	39	17	5	4	25	31	45	47	50	42	3	9	11	4	7	8	16	12	7	77	5	8	2	33	53
Known nuisance callers are automatically blocked or diverted to voicemail	82	8	5	8	18	31	12	13	26	31	12	3	4	24	19	45	37	43	39	5	9	5	10	2	8	12	12	7	70	5	6	1	28	46
Last caller number barring	79	11	9	11	6	30	11	20	17	30	11	5	5	20	20	43	35	46	33	1	11	-	6	1	7	15	15	7	64	4	10	1	26	46
Calls from withheld numbers are automatically blocked or diverted to voicemail	66	5	10	4	10	29	9	15	14	29	9	2	3	26	12	42	24	35	31	4	9	6	7	2	6	11	9	4	57	4	5	*	21	39
I can add certain categories of numbers to be blocked (e.g. numbers starting with 0870 or international calls)	52	10	7	10	8	13	5	18	17	13	5	6	5	9	9	33	19	30	22	1	6	8	2	1	3	11	8	6	47	2	1	3	16	28
It displays a symbol or warning message when the call is likely to be fraudulent or spam	42	12	11	5	5	8	1	23	10	8	1	5	7	4	5	21	20	28	13	3	6	3	5	-	4	12	2	4	38	1	3	*	7	21

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 72
Q17. What features does your landline screening/blocking service have?
 Base: All landline users who have a service for screening/blocking calls

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)	
Weighted base	324	41**	40*	30**	45*	127	42*	81	74	127	42*	20**	20**	86	83	178	146	176	148	13**	29**	27**	30**	16**	28**	60*	46*	28**	276	13**	28**	7**	97	186	
Some calls are automatically blocked or diverted to voicemail, but I don't know which ones	41	4	12	5	4	14	3	16	8	14	3	3	1	8	9	28	13	23	18	1	1	3	7	1	1	15	3	4	35	1	5	1	13	22	
Automatically identifies where the call is being made from by indicating the location (e.g. Sheffield) and/or country (e.g. Germany)	33	8	12	5	4	3	1	20	9	3	1	3	5	-	4	16	17	19	15	1	2	2	4	1	2	8	6	2	29	-	3	1	11	14	
International calls are automatically blocked or diverted to voicemail	30	6	5	7	4	6	1	11	11	6	1	1	5	3	15	15	12	18	-	2	-	2	2	4	11	4	2	26	-	3	*	7	17		
Automatically identifies certain brands (e.g. the name of your bank)	25	8	7	6	2	2	-	15	7	2	-	1	6	1	2	11	14	17	8	1	1	2	6	-	3	6	5	1	23	-	2	-	8	12	
It displays an indicator when the call is likely to be legitimate	21	6	7	1	5	2	-	13	5	2	-	2	4	1	2	14	8	13	8	1	1	-	2	3	1	9	1	1	19	-	2	1	7	11	
It plays a warning message or tone to indicate the call is likely to be fraudulent of spam	20	3	7	3	3	3	1	10	6	3	1	2	-	3	1	15	4	14	5	-	2	1	5	-	1	5	2	1	17	1	1	-	5	11	
Don't know	38	3	3	-	7	17	8	6	7	17	8	3	-	17	8	25	13	15	23	1	5	4	2	4	1	6	6	3	32	1	4	-	9	27	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 73
Q17. What features does your landline screening/blocking service have?
 Base: All landline users who have a service for screening/blocking calls

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	326	227	98	154	176	167	153	86	49	80	161	78	121	99
Weighted base	324	231	96	160	179	169	153	90	48*	85	167	77	127	94
Effective base	281	195	85	130	155	148	135	77	42	71	135	68	100	87
I can add individual numbers to be blocked	145 45%	98 43%	51 53%	65 41%	77 43%	71 42%	66 43%	36 39%	29 60%acegil	33 39%	72 43%	40 52%	53 41%	46 49%
Callers are asked to identify themselves and make a recording for me to hear and decide whether to answer	92 28%	61 26%kl	16 17%	33 21%	54 30%bjkl	52 31%bjkl	47 30%bjkl	24 26%	8 17%	24 28%	29 17%	11 14%	20 16%	31 33%bchjkl
Known nuisance callers are automatically blocked or diverted to voicemail	82 25%	58 25%	28 29%	36 22%	49 28%	47 28%	44 29%	21 24%	15 31%	21 25%	39 23%	23 30%	27 21%	24 26%
Last caller number barring	79 24%	55 24%	25 26%	38 24%	42 24%	39 23%	34 22%	30 33%	15 31%	22 26%	42 25%	20 27%	31 24%	23 25%
Calls from withheld numbers are automatically blocked or diverted to voicemail	66 20%	52 23%	24 25%	35 22%	43 24%	42 25%	38 25%	26 29%mn	13 26%	21 25%	39 23%	19 25%	28 22%	14 15%
I can add certain categories of numbers to be blocked (e.g. numbers starting with 0870 or international calls)	52 16%	41 18%	16 17%	29 18%	34 19%	30 18%	26 17%	15 16%	10 21%	19 22%	26 16%	10 13%	21 17%	12 13%
It displays a symbol or warning message when the call is likely to be fraudulent or spam	42 13%	34 15%	13 14%	28 18%mn	23 13%	22 13%	20 13%	18 20%mn	8 16%	14 16%	27 16%	10 13%	22 18%	7 8%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 * small base

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Absolutes/col percents

Table 73
Q17. What features does your landline screening/blocking service have?
 Base: All landline users who have a service for screening/blocking calls

	Experience of suspicious texts/calls				Mobile							Landline			None (m)
	Total	Total			Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
	Any (a)	Any voice call (b)	Any recorded message (c)												
Weighted base	324	231	96	160	179	169	153	90	48*	85	167	77	127	94	
Some calls are automatically blocked or diverted to voicemail, but I don't know which ones	41 13%	30 13%	8 8%	21 13%	24 13%	24 14%	19 12%	15 17%	3 6%	11 13%	20 12%	7 9%	18 14%	11 12%	
Automatically identifies where the call is being made from by indicating the location (e.g. Sheffield) and/or country (e.g. Germany)	33 10%	28 12%	9 9%	23 14% ^m	20 11%	20 12%	16 11%	15 17% ^m	6 13%	13 16% ^m	23 14%	6 8%	19 15% ^m	5 5%	
International calls are automatically blocked or diverted to voicemail	30 9%	20 9%	6 6%	15 9%	17 9%	17 10%	12 8%	14 15%	4 9%	11 14%	16 9%	4 5%	13 11%	10 10%	
Automatically identifies certain brands (e.g. the name of your bank)	25 8%	21 9%	9 10%	17 10%	17 10%	17 10%	15 10%	13 14% ^m	8 16% ^m	11 13% ^m	16 9%	6 8%	12 9%	4 4%	
It displays an indicator when the call is likely to be legitimate	21 7%	16 7%	6 7%	13 8%	15 9%	15 9%	12 8%	12 13%	3 7%	12 15% ^{km}	12 7%	3 4%	9 7%	5 5%	
It plays a warning message or tone to indicate the call is likely to be fraudulent or spam	20 6%	16 7%	5 5%	12 7%	13 7%	13 8%	10 6%	11 12% ^k	5 10% ^k	8 9% ^k	9 5%	1 1%	8 6%	4 4%	
Don't know	38 12%	28 12%	17 18%	21 13%	22 12%	22 13%	21 14%	9 10%	9 19%	7 8%	25 15%	15 20% ⁱ	19 15%	9 10%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 * small base

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Absolutes/col percents

Table 74

Q18. 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?

Base: All landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region							Nation					Mobile O/S				
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)	
Unweighted base	953	84	81	91	160	408	129	165	251	408	129	38	38	277	259	494	457	494	459	40	100	73	66	50	106	131	131	88	785	54	69	45	282	595	
Weighted base	955	95	93	93	153	397	124	188	246	397	124	45*	41*	257	264	482	471	515	439	37*	104	73	83	52*	108	143	125	88	814	44*	74	23*	293	585	
Effective base	806	67	70	74	135	352	113	137	208	352	113	30	31	242	224	421	384	423	384	35	90	65	56	46	89	109	115	75	673	49	58	40	239	506	
Always	26 3%	4 5%	8 8%def	3 3%	2 1%	7 2%	2 2%	12 6%hi	5 2%	7 2%	2 2%	3 7%	1 3%	5 2%	4 1%	14 3%	12 3%	15 3%	11 2%	1 4%	1 1%	3 4%	5 6%	1 2%	3 3%	3 2%	2 1%	2 3%	21 3%	1 3%	3 4%	-	5 2%	11 2%	
Usually	76 8%	25 27%cde	19 21%def	12 13%ef	8 5%e	5 1%	6 5%e	45 24%hij	21 8%i	5 1%	6 5%i	11 25%mn	13 31%mn	8 3%	3 1%	50 10%p	26 5%	46 9%	29 7%	2 7%	4 4%	1 2%	15 18%lux	5 10%x	1 1%	28 20%luxA	9 7%xB	3 3%	70 9%	2 5%	2 3%	2 3%	1 6%	22 7%	35 6%
Sometimes	94 10%	22 24%def	18 20%def	11 12%	12 8%	22 6%	8 7%	40 22%hij	23 9%	22 6%	8 7%	14 31%mn	8 20%mn	16 6%	15 8%	54 11%	40 9%	52 10%	42 10%	3 8%	19 19%luxAB	5 7%	9 11%	4 8%	6 5%	17 12%	10 8%	6 6%	80 10%	6 13%	5 7%	3 15%	29 10%	51 9%	
Rarely	193 20%	15 16%	13 14%	20 21%	40 26%f	87 22%	18 14%	28 15%	59 24%gj	87 22%	18 14%	7 17%	8 19%	43 17%	61 23%	84 17%	108 22%	112 18%	81 18%	6 15%	21 21%	24 34%vwxy	12 14%	6 12%	24 22%	28 20%	28 22%	20 21%	169 18%	8 15%	11 15%	4 18%	54 18%	130 22%	
Never	454 48%	21 22%	24 25%	30 32%	74 48%abc	234 59%abc	72 58%abc	44 24%	104 42%g	234 59%gh	72 58%gh	7 16%	7 16%	152 59%kl	153 58%kl	222 46%	231 49%	232 45%	221 45%	18 50%	45 44%	30 41%	39 47%	29 55%y	58 53%y	48 34%	63 50%y	46 53%y	377 46%	23 53%	42 56%	12 52%	143 49%	291 50%	
Don't know	113 12%	7 8%	11 12%	17 18%	18 12%	42 11%	18 14%	18 10%	35 14%	42 11%	18 14%	2 5%	4 10%	32 13%	28 11%	59 12%	54 11%	58 11%	55 13%	6 16%v	12 11%	9 12%	4 4%	7 13%	17 16%v	17 12%	13 11%	12 13%	96 12%	3 7%	11 15%	2 10%	39 13%	66 11%	
NET: Ever	388 41%	67 71%cde	59 63%def	46 49%ef	62 40%ef	121 30%	34 28%	126 67%hij	107 44%ij	121 30%	34 28%	36 79%mn	30 74%mn	72 28%	83 31%	202 42%	186 39%	225 44%	163 37%	13 34%	47 45%	34 47%x	40 49%xB	17 32%	34 31%	77 54%swx	49 39%	30 34%	340 42%	17 40%	22 29%	9 38%	110 38%	227 39%	
NET: Always/usually/sometimes	195 20%	52 55%cde	45 49%cde	26 28%def	22 14%	34 8%	16 13%	97 52%hij	48 20%i	34 8%	16 13%	28 63%mn	23 55%mn	29 11%	21 8%	117 24%p	78 17%	113 22%	82 19%	7 19%	25 24%xB	10 13%	29 35%luxA	10 20%	10 9%	49 35%luxA	21 16%	10 12%	171 21%	9 22%	10 14%	5 20%	56 19%	97 17%	
NET: Rarely/never	647 68%	36 38%	37 40%	50 54%	113 74%abc	321 81%abc	90 73%abc	73 39%	163 66%g	321 81%gh	90 73%g	14 32%	14 35%	196 76%kl	215 81%kl	306 63%	339 72%o	344 67%	303 69%	24 65%	67 64%	54 75%y	51 61%	35 67%	81 75%y	76 53%	91 73%y	66 75%y	546 67%	31 71%	53 71%	16 70%	197 67%	421 72%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base

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Absolutes/col percents

Table 75

Q18. 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?

Base: All landline users

	Experience of suspicious texts/calls														
	Total				Mobile						Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Unweighted base	953	644	298	414	517	479	450	206	148	202	440	236	334	309	
Weighted base	955	656	300	431	529	491	460	223	154	217	457	237	350	298	
Effective base	806	546	251	347	444	411	385	173	120	171	367	201	281	260	
Always	26 3%	17 3%	8 3%	14 3%	11 2%	11 2%	11 2%	7 3%	7 5%	8 4%	14 3%	6 2%	12 3%	9 3%	
Usually	76 8%	67 10% ^{bhkm}	15 5%	55 13% ^{bhkm}	50 9% ^{bm}	48 10% ^{bm}	36 8% ^m	41 18% ^{abdefhjkm}	7 4%	33 15% ^{bdfhkm}	51 11% ^{bhkm}	12 5%	43 12% ^{bhkm}	9 3%	
Sometimes	94 10%	71 11%	37 12%	53 12%	56 11%	54 11%	51 11%	33 15% ^m	21 14%	28 13%	59 13% ^m	32 13% ^m	42 12%	22 8%	
Rarely	193 20%	141 21%	66 22%	85 20%	122 23%	107 22%	103 22%	43 19%	35 23%	53 25%	90 20%	50 21%	73 21%	52 17%	
Never	454 48%	294 45% ^{gi}	138 46% ^{gi}	183 42% ^g	234 44% ^{gi}	219 45% ^{gi}	209 45% ^{gi}	73 33%	64 42%	74 34%	197 43% ^{gi}	113 48% ^{gi}	147 42%	160 54% ^{acdefghijl}	
Don't know	113 12%	66 10%	35 12%	41 9%	57 11%	53 11%	50 11%	26 12%	20 13%	19 9%	45 10%	24 10%	33 9%	47 16% ^{acijl}	
NET: Ever	388 41%	296 45% ^m	126 42% ^m	207 48% ^m	238 45% ^m	219 45% ^m	200 44% ^m	124 56% ^{abdefk}	70 46% ^m	123 57% ^{abdefk}	214 47% ^m	100 42% ^m	170 49% ^m	92 31%	
NET: Always/usually/ sometimes	195 20%	155 24% ^m	61 20% ^m	122 28% ^{bdm}	116 22% ^m	113 23% ^m	98 21% ^m	81 36% ^{abdefh}	35 23% ^m	70 32% ^{abdefk}	124 27% ^{bm}	49 21% ^m	97 28% ^{bm}	40 13%	
NET: Rarely/never	647 68%	435 66% ^g	204 68% ^g	269 62% ^g	356 67% ^{gi}	325 66% ^g	312 68% ^{gi}	116 52%	99 64% ^g	127 59%	287 63% ^g	164 69% ^{gi}	220 63% ^g	212 71% ^{cgijl}	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 76
Q19. Why would you Always/Usually/ Sometimes answer a call indicated to be potential fraud or potential spam?
Base: All headline users who would at least sometimes answer a call indicated to be potential fraud or spam

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region								Nation			Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	Apple / iPhone (G)	Other (H)
Unweighted base	180	44	38	27	23	32	16	82	50	32	16	23	20	28	20	110	70	98	82	23	21	10	10	40	19	11	151	10	10	53	91
Weighted base	195	52*	45*	26**	22**	34**	16**	97	48*	34**	16**	28**	23**	29**	21**	117	78	113	82	25**	29**	10**	10**	49*	21**	10**	171	9**	10**	56*	97
Effective base	148	33	34	24	20	26	14	66	44	26	14	17	15	22	18	91	57	80	69	19	17	10	8	32	17	9	125	9	9	43	77
I would worry that I may miss an important call	99	30	27	14	7	14	7	57	21	14	7	18	11	13	8	63	36	56	43	11	18	3	6	25	12	7	93	2	2	31	51
	51%	58%	60%	54%	33%	40%	41%	59%	44%	40%	41%	64%	49%	44%	35%	53%	47%	49%	53%	43%	64%	26%	59%	50%	58%	69%	55%	22%	23%	54%	53%
I am confident I could spot when a call really is fraudulent	69	20	12	10	8	13	7	32	17	13	7	12	7	14	6	49	20	38	31	9	9	4	2	22	7	2	61	2	6	17	36
	36%	38%	27%	37%	35%	40%	40%	33%	36%	40%	40%	43%	33%	49%	28%	42%p	25%	34%	38%	37%	31%	34%	17%	44%	33%	23%	36%	17%	63%	31%	37%
I would be curious about the purpose of the call	59	18	18	6	8	8	1	36	14	8	1	12	6	5	4	34	24	39	19	10	8	2	3	16	5	1	51	3	4	18	30
	30%	35%	41%	23%	35%	24%	4%	37%	29%	24%	4%	41%	28%	16%	19%	29%	31%	35%	24%	42%	26%	15%	28%	32%	27%	14%	30%	29%	40%	33%	31%
I would worry the warning message is not reliable	36	11	9	6	2	7	1	20	8	7	1	10	1	5	3	22	15	26	11	3	10	3	8	3	2	31	3	2	6	19	
	19%	21%	20%	23%	9%	21%	7%	21%	16%	21%	7%	34%	7%	18%	15%	19%	19%	23%	13%	13%	37%	-	35%	17%	15%	17%	18%	34%	21%	10%	20%
I may engage with these calls by accident (e.g. acting before I've seen the warning message)	34	6	7	4	4	8	5	13	8	8	5	4	2	5	8	20	15	22	13	4	2	1	3	11	4	1	28	3	2	13	16
	18%	12%	17%	14%	19%	25%	29%	14%	17%	25%	29%	14%	9%	18%	37%	17%	19%	19%	15%	15%	8%	13%	35%	23%	19%	12%	17%	31%	21%	23%	17%
Other reason (please specify)	4	-	-	-	-	2	2	-	-	2	-	-	3	1	3	1	2	2	1	-	-	-	-	-	-	-	2	1	-	1	2
	2%	-	-	-	-	5%	14%	-	-	5%	-	-	11%	4%	3%	1%	2%	2%	6%	-	-	-	-	-	-	1%	9%	-	3%	2%	
Don't know	6	1	-	-	1	3	1	1	1	3	1	-	1	3	1	4	2	5	1	1	-	2	-	-	-	1	5	-	-	1	5
	3%	2%	-	-	4%	10%	6%	1%	2%	10%	6%	-	5%	11%	4%	4%	3%	5%	1%	4%	-	21%	-	-	-	5%	3%	-	-	2%	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 77
Q19. Why would you Always/Usually/ Sometimes answer a call indicated to be potential fraud or potential spam?
Base: All landline users who would at least sometimes answer a call indicated to be potential fraud or spam

	Experience of suspicious texts/calls													None (m)
	Total	Total			Mobile						Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	180	140	56	107	106	102	89	71	32	60	108	42	86	40
Weighted base	195	155	61*	122	116	113	98	81	35**	70*	124	49*	97	40*
Effective base	148	115	44	88	89	86	74	59	24	50	87	33	72	33
I would worry that I may miss an important call	99 51%	81 52%	31 52%	63 52%	65 56%	63 56%	51 52%	48 60%	17 49%	38 54%	63 51%	26 53%	47 49%	18 45%
I am confident I could spot when a call really is fraudulent	69 36%	55 35%	24 40%	44 36%	39 33%	37 33%	33 34%	28 35%	14 40%	25 36%	48 39%	20 41%	36 37%	15 36%
I would be curious about the purpose of the call	59 30%	49 32%	15 25%	40 33%	39 34%	38 34%	33 34%	30 37%	10 27%	26 38%	39 31%	14 27%	29 30%	9 23%
I would worry the warning message is not reliable	36 19%	34 22%	15 25% ^m	28 23% ^m	21 18%	21 19%	19 19%	14 17%	7 19%	13 18%	30 24% ^m	15 30% ^m	22 23%	3 7%
I may engage with these calls by accident (e.g. acting before I've seen the warning message)	34 18%	26 17%	9 15%	21 18%	20 17%	20 18%	18 18%	10 12%	6 17%	13 19%	21 17%	6 12%	20 20%	8 21%
Other reason (please specify)	4 2%	2 1%	2 4%	2 2%	2 2%	2 2%	2 2%	2 3%	1 2%	2 3%	2 2%	2 4%	2 2%	2 4%
Don't know	6 3%	5 3%	3 4%	5 4%	5 4%	4 4%	4 4%	4 5%	3 8%	5 7%	3 3%	1 2%	3 4%	1 4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing



Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 78

Q20. There are ways to screen/block calls on mobile phones . 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).

Do you have an app or function on your mobile phone to screen/block calls?

Base: All smartphone users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	1980	239	298	338	357	621	127	537	695	621	127	98	107	382	366	994	984	1091	889	83	211	163	134	119	178	239	289	171	1587	117	155	121	794	1186		
Weighted base	1970	271	325	319	339	594	123	595	658	594	123	103	125	348	369	958	1010	1114	856	80	214	158	165	140	189	252	277	175	1652	95	164	59	833	1137		
Effective base	1651	200	253	270	291	531	114	453	561	531	114	80	90	327	318	836	816	934	717	70	183	142	116	100	146	201	257	146	1351	99	131	104	674	978		
Yes, I have a call screening app/function and use it	496	62	75	83	98	146	31	138	182	146	31	24	27	100	77	264	232	280	216	22	65	52	36	31	56	63	57	39	421	29	32	15	150	346		
	25%	23%	23%	26%	29%	25%	25%	23%	28%	25%	25%	23%	22%	29% _n	21%	26% _p	23%	25%	25%	27%	30% _A	33% _{AB}	22%	22%	30% _A	25%	21%	22%	25%	30%	19%	26%	18%	30% _G		
Yes, I have a call screening app/function but do not use it	176	37	37	25	22	52	3	75	46	52	3	13	19	35	21	104	72	104	73	5	19	7	19	16	12	25	33	17	153	5	12	7	80	96		
	9%	14% _{cd}	11% _{cd}	8%	6%	9% _f	3%	13% _h	7%	9% _j	3%	13% _n	15% _n	10% _n	6%	11% _p	7%	9%	8%	7%	9%	4%	11% _u	11% _u	6%	10% _u	12% _u	10%	9%	5%	7%	11%	10%	8%		
No, I do not have call screening app/function on my phone	992	133	164	164	170	294	67	297	333	294	67	57	57	165	196	463	528	581	410	36	96	75	91	66	93	123	151	93	824	44	95	29	480	512		
	50%	49%	51%	51%	50%	49%	55%	50%	51%	49%	55%	55%	45%	48%	53%	48%	52%	52%	48%	45%	45%	47%	55%	47%	49%	49%	54% _t	53%	50%	46%	58%	49%	58% _H	45%		
Don't know	305	38	48	47	49	102	21	86	96	102	21	10	22	48	75	126	179	149	157	17	34	25	19	28	27	41	36	26	254	17	25	8	123	182		
	16%	14%	15%	15%	14%	17%	17%	14%	15%	17%	17%	9%	18%	20% _{km}	13%	18% _o	13%	18% _q	17%	21%	16%	16%	11%	20%	15%	16%	13%	15%	15%	18%	16%	14%	15%	16%		
NET: Yes	672	100	113	108	120	198	34	212	228	198	34	37	46	134	98	369	303	383	289	27	84	58	55	46	68	88	90	56	573	33	44	22	230	443		
	34%	37%	35%	34%	35%	33%	28%	36%	35%	33%	28%	36%	37%	39% _n	27%	39% _p	30%	34%	34%	34%	39%	37%	33%	33%	36%	35%	33%	32%	35%	35%	27%	37%	28%	39% _G		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 79

Q20. There are ways to screen/block calls on mobile phones . 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).

Do you have an app or function on your mobile phone to screen/block calls?

Base: All smartphone users

	Experience of suspicious texts/calls													
	Total			Mobile							Landline			None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	1980	1352	497	684	1283	1193	1121	537	378	528	369	201	274	628
Weighted base	1970	1353	501	701	1288	1197	1123	540	383	548	383	205	285	617
Effective base	1651	1137	411	576	1078	1001	938	452	306	442	312	170	235	515
Yes, I have a call screening app/function and use it	496 25%	356 26%	132 26%	199 28% ^m	350 27%	320 27%	293 26%	166 31% ^m	105 28%	166 30% ^m	100 26%	49 24%	76 27%	140 23%
Yes, I have a call screening app/function but do not use it	176 9%	147 11% ^m	61 12% ^m	78 11% ^m	146 11% ^m	137 11% ^m	125 11% ^m	70 13% ^m	56 15% ^{ijlm}	70 13% ^m	34 9% ^m	18 9%	23 8%	29 5%
No, I do not have call screening app/function on my phone	992 50%	675 50%	256 51%	329 47%	633 49%	594 50%	566 50% ⁱ	248 46%	182 47%	243 44%	191 50%	111 54% ⁱ	138 48%	317 51% ⁱ
Don't know	305 16%	174 13%	52 10%	96 14%	159 12%	146 12%	139 12%	56 10%	40 10%	68 12%	58 15%	27 13%	49 17% ^{begh}	132 21% ^{abcdelghijk}
NET: Yes	672 34%	504 37% ^m	193 38% ^m	276 39% ^m	496 38% ^m	457 38% ^m	418 37% ^m	237 44% ^{aeffjklm}	162 42% ^{km}	236 43% ^{afjklm}	134 35% ^m	67 33%	99 35% ^m	168 27%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

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Absolutes/col percents

Table 80
Q21. What features does your mobile phone call screening app/function have?
Base: All smartphone users who have an app/function to screen mobile calls

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	696	91	105	124	130	211	35	196	254	211	35	36	41	146	100	388	308	383	313	28	83	57	46	35	65	88	99	55	556	44	48	48	48	226	470
Weighted base	672	100	113	108	120	198	34*	212	228	198	34*	37**	46*	134	98	369	303	383	289	27**	84	58	55*	46**	68	88	90	56*	573	33*	44*	22*	230	443	
Effective base	574	74	86	101	104	182	31	160	205	182	31	30	33	128	86	330	245	322	252	25	71	50	39	27	53	74	89	48	467	39	43	41	191	383	
I can add individual numbers to be blocked	394	51	46	56	80	135	25	98	136	135	25	23	20	93	68	220	173	224	170	17	48	32	30	31	43	47	56	37	340	19	23	11	122	271	
	59%	52%	41%	51%	67%abc	68%abc	74%abc	46%	60%g	68%g	74%g	63%	43%	69%l	69%l	60%	57%	58%	59%	61%	58%	54%	54%	67%	63%	53%	66%	59%	57%	53%	52%	53%	61%	61%	
It displays a symbol or warning message when the call is likely to be fraudulent or spam	254	34	36	34	60	80	10	69	94	80	10	14	11	51	40	140	114	144	110	15	35	31	19	15	28	29	34	13	221	11	16	6	31	223	
	38%	34%	32%	32%	50%abc	41%	30%	33%	41%	41%	30%	39%	23%	38%	41%	38%	38%	37%	38%	55%	42%B	53%yB	35%	34%	42%	33%	37%	24%	38%	33%	37%	29%	13%	50%G	
Automatically identifies where the call is being made from by indicating the location (e.g. Sheffield) and/or country (e.g. Germany)	195	27	32	45	38	48	5	59	83	48	5	12	11	31	22	108	87	107	88	4	28	18	13	14	17	25	28	19	167	12	12	4	43	151	
	29%	27%	29%	42%aef	31%	24%	15%	28%	36%ij	24%	15%	32%	24%	23%	22%	29%	29%	28%	30%	15%	34%	31%	24%	30%	25%	28%	32%	34%	29%	36%	28%	18%	19%	34%G	
Known nuisance callers are automatically blocked or diverted to voicemail	140	26	22	19	26	40	8	47	45	40	8	9	10	31	18	78	62	76	65	8	20	17	12	6	13	19	18	7	119	7	9	6	51	89	
	21%	26%	19%	18%	21%	20%	23%	22%	20%	20%	23%	25%	22%	23%	18%	21%	21%	20%	22%	30%	24%	29%B	22%	13%	19%	21%	20%	12%	21%	20%	20%	26%	22%	20%	
Automatically identifies certain brands (e.g. the name of your bank)	136	20	19	27	31	34	4	39	58	34	4	6	9	23	15	73	62	76	60	6	20	15	8	11	12	12	24	9	118	7	6	5	19	116	
	20%	20%	17%	25%	26%	17%	12%	19%	25%	17%	12%	16%	20%	17%	16%	20%	21%	20%	21%	21%	24%	26%	15%	25%	18%	14%	27%y	16%	21%	21%	13%	22%	8%	26%G	
Calls from withheld numbers are automatically blocked or diverted to voicemail	111	17	24	17	14	32	7	41	31	32	7	3	11	27	11	66	44	66	45	4	16	11	14	7	9	23	13	4	101	3	4	3	52	59	
	16%	17%	21%	16%	12%	16%	20%	19%	14%	16%	20%	9%	25%	20%	12%	18%	15%	17%	16%	16%	18%	19%	25%B	15%	14%	26%B	14%	8%	18%	10%	10%	12%	22%H	13%	
It displays an indicator when the call is likely to be legitimate	109	22	10	23	20	30	3	32	43	30	3	11	7	20	13	63	46	65	43	3	16	10	6	6	13	15	24	6	100	4	1	4	21	88	
	16%	22%b	9%	21%b	16%	15%	10%	15%	19%	15%	10%	29%	15%	15%	13%	17%	15%	17%	15%	11%	19%	17%	12%	14%	18%	17%	27%B	11%	17%E	11%	3%	17%E	9%	20%G	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 80
Q21. What features does your mobile phone call screening app/function have?
Base: All smartphone users who have an app/function to screen mobile calls

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)		
Weighted base	672	100	113	108	120	198	34*	212	228	198	34*	37**	46*	134	98	369	303	383	289	27**	84	58	55*	46**	68	88	90	56*	573	33*	44*	22*	230	443		
I can add certain categories of numbers to be blocked (e.g. numbers starting with 0870 or international calls)	106	20	20	18	14	33	1	40	33	33	1	3	15	23	11	57	49	62	44	6	13	8	10	11	6	17	13	5	89	5	8	5	37	69		
	16%	20%f	18%f	17%f	12%	16%f	3%	19%j	14%	16%j	3%	9%	32%kn	17%	11%	15%	16%	16%	15%	20%	16%	14%	17%	23%	9%	20%	15%	8%	15%	13%	17%	22%	16%	15%		
Last caller number barring	96	13	9	19	11	39	5	22	30	39	5	7	5	30	14	64	32	54	42	1	12	11	4	8	13	11	12	4	75	10	8	3	29	68		
	14%	13%	8%	18%b	9%	20%bd	16%	10%	13%	20%g	16%	19%	10%	23%	15%	17%p	11%	14%	15%	2%	14%	19%	8%	17%	19%	12%	13%	8%	13%	30%C	19%	3%	12%	15%		
My mobile phone has the ability to search for information about the caller online (sometimes known as reverse caller look-up)	84	25	22	11	13	13	1	46	24	13	1	11	14	8	6	45	39	55	30	4	11	2	4	5	8	15	9	11	69	4	9	2	34	50		
	13%	25%cd	19%ef	10%	11%	6%	3%	22%hij	11%	6%	3%	29%	31%mn	6%	6%	12%	13%	14%	10%	16%	13%	4%	7%	11%	12%	17%u	10%	19%u	12%	13%	19%	8%	15%	11%		
Some calls are automatically blocked or diverted to voicemail, but I don't know which ones	74	14	12	15	11	21	2	25	27	21	2	6	7	10	12	38	36	46	28	5	7	3	5	4	4	20	17	5	69	2	3	*	23	51		
	11%	14%	11%	14%	10%	10%	4%	12%	12%	10%	4%	15%	15%	7%	13%	10%	12%	12%	10%	18%	8%	6%	9%	8%	5%	23%lux	19%lux	8%	12%F	5%	7%	1%	10%	12%		
International calls are automatically blocked or diverted to voicemail	47	14	11	6	5	8	3	25	11	8	3	8	5	8	2	36	11	28	18	2	10	3	6	2	4	11	3	2	42	2	1	1	19	28		
	7%	14%de	10%	6%	4%	4%	9%	12%hi	5%	4%	9%	21%	11%	6%	2%	10%p	4%	7%	6%	8%	12%A	5%	11%	3%	6%	13%A	3%	3%	7%	7%	2%	5%	8%	6%		
Callers are asked to identify themselves and make a recording for me to hear and decide whether to answer	40	5	12	9	5	7	1	18	14	7	1	3	5	3	25	15	25	15	5	3	5	1	5	4	3	9	3	2	34	2	3	*	13	27		
	6%	5%	11%e	9%	4%	4%	2%	8%	6%	4%	2%	4%	6%	4%	3%	7%	5%	7%	5%	11%	6%	1%	9%	8%	4%	10%	3%	3%	6%	6%	8%	2%	5%	6%		
It plays an audible message warning me the call is likely to be fraudulent or spam	30	8	6	6	6	4	-	14	12	4	-	3	5	2	2	21	9	22	8	1	8	-	5	-	1	12	1	-	28	1	-	1	10	20		
	4%	8%e	5%	6%	5%	2%	-	6%i	5%	2%	-	9%	11%lm	1%	2%	6%	3%	6%	3%	3%	9%uAB	-	10%uAB	-	1%	14%luxAB	1%	-	5%	3%	-	5%	4%	5%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
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Absolutes/col percents

Table 80
Q21. What features does your mobile phone call screening app/function have?
Base: All smartphone users who have an app/function to screen mobile calls

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Weighted base	672	100	113	108	120	198	34*	212	228	198	34*	37**	46*	134	98	369	303	383	289	27**	84	58	55*	46**	68	88	90	56*	573	33*	44*	22*	230	443
Don't know	39	4	14	3	4	12	2	18	7	12	2	1	2	10	4	20	19	22	16	1	1	4	2	2	7	5	8	4	32	2	2	3	14	25
	6%	4%	13% ^{cd}	2%	4%	6%	5%	9% ^h	3%	6%	5%	3%	4%	7%	4%	5%	6%	6%	6%	3%	1%	6%	4%	3%	10% ^t	5%	9% ^t	7%	6%	7%	4%	13%	6%	6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 81

Q21. What features does your mobile phone call screening app/function have?
Base: All smartphone users who have an app/function to screen mobile calls

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	696	523	192	282	512	472	435	243	162	237	130	63	96	173
Weighted base	672	504	193	276	496	457	418	237	162	236	134	67	99	168
Effective base	574	433	153	237	425	391	358	208	127	199	110	52	83	141
I can add individual numbers to be blocked	394 59%	293 58%g	127 66%cgj	150 54%	287 58%g	263 58%g	246 59%g	116 49%	106 65%cgj	123 52%	75 56%	44 65%g	58 59%	100 60%
It displays a symbol or warning message when the call is likely to be fraudulent or spam	254 38%	194 39%	86 44%	110 40%	190 38%	171 38%	159 38%	89 37%	73 45%	94 40%	49 37%	32 48%	37 38%	60 35%
Automatically identifies where the call is being made from by indicating the location (e.g. Sheffield) and/or country (e.g. Germany)	195 29%	156 31%	62 32%	102 37%jkm	154 31%	143 31%	136 33%lm	79 33%lm	57 35%jm	93 39%adjkm	31 23%	15 22%	27 28%	39 23%
Known nuisance callers are automatically blocked or diverted to voicemail	140 21%	111 22%	48 25%	67 24%	110 22%	97 21%	84 20%	53 22%	40 25%	60 25%	35 26%	18 27%	28 28%	29 17%
Automatically identifies certain brands (e.g. the name of your bank)	136 20%	107 21%	46 24%j	69 25%j	106 21%	101 22%	95 23%j	50 21%	42 26%j	62 26%jm	18 14%	10 15%	17 17%	29 17%
Calls from withheld numbers are automatically blocked or diverted to voicemail	111 16%	86 17%	36 18%	51 18%	86 17%	82 18%	73 17%	45 19%	33 20%	47 20%	23 17%	8 12%	17 17%	25 15%
It displays an indicator when the call is likely to be legitimate	109 16%	81 16%	33 17%	49 18%	81 16%	72 16%	69 17%	37 16%	30 19%	47 20%	18 13%	10 14%	15 15%	27 16%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
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Absolutes/col percents

Table 81
Q21. What features does your mobile phone call screening app/function have?
Base: All smartphone users who have an app/function to screen mobile calls

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Total			Any mobile (d)	Mobile				Any landline (j)	Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)		SMS (f)	App (g)	Voice call (h)	Recorded message (i)		Voice call (k)	Recorded message (l)		
Weighted base	672	504	193	276	496	457	418	237	162	236	134	67	99	168
I can add certain categories of numbers to be blocked (e.g. numbers starting with 0870 or international calls)	106 16%	84 17%	39 20%	56 20%	84 17%	78 17%	76 18%	42 18%	33 20%	52 22% ^m	22 16%	13 19%	14 14%	21 13%
Last caller number barring	96 14%	73 15%	33 17%	43 16%	73 15%	69 15%	62 15%	37 16%	29 18%	38 16%	23 17%	17 25%	16 16%	23 14%
My mobile phone has the ability to search for information about the caller online (sometimes known as reverse caller look-up)	84 13%	73 15% ^m	32 17% ^m	45 16% ^m	73 15% ^m	72 16% ^m	63 15% ^m	48 20% ^m	27 17% ^m	41 17% ^m	21 15% ^m	10 15%	16 16% ^m	11 6%
Some calls are automatically blocked or diverted to voicemail, but I don't know which ones	74 11%	55 11%	19 10%	34 12%	55 11%	53 12%	49 12%	33 14%	17 11%	30 13%	16 12%	6 9%	11 12%	19 11%
International calls are automatically blocked or diverted to voicemail	47 7%	36 7%	17 9%	18 6%	35 7%	33 7%	29 7%	21 9%	15 9%	14 6%	16 12%	9 13%	8 8%	11 6%
Callers are asked to identify themselves and make a recording for me to hear and decide whether to answer	40 6%	29 6%	14 7%	18 7%	29 6%	27 6%	21 5%	15 6%	14 9%	16 7%	7 5%	1 2%	7 7%	10 6%
It plays an audible message warning me the call is likely to be fraudulent or spam	30 4%	25 5%	15 8%	18 7%	25 5%	23 5%	22 5%	16 7%	12 7%	14 6%	10 8%	4 6%	6 6%	5 3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 81
Q21. What features does your mobile phone call screening app/function have?
Base: All smartphone users who have an app/function to screen mobile calls

	Experience of suspicious texts/calls			Mobile						Landline			None (m)	
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)		Recorded message (l)
Weighted base	672	504	193	276	496	457	418	237	162	236	134	67	99	168
Don't know	39	20	8	9	20	19	19	9	7	9	3	2	*	18
	6%	4%	4%	3%	4%	4%	4%	4%	4%	4%	2%	4%	*	11%abcdefghij

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 82
Q22. 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?

Base: All mobile users who use an app/function to screen mobile calls

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	514	56	72	93	104	158	31	128	197	158	31	23	24	107	82	276	238	280	234	22	63	50	32	26	51	62	66	38	410	37	35	32	148	366	
Weighted base	496	62*	75	83	98	146	31**	138	182	146	31**	24**	27**	100	77	264	232	280	216	22**	65	52*	36**	31**	56*	63	57	39*	421	29*	32*	15**	150	346	
Effective base	435	50	63	76	83	137	28	113	159	137	28	21	22	94	71	236	199	244	192	19	56	44	29	22	42	53	60	33	354	33	31	28	128	308	
Always	13 3%	1 2%	4 6%	1 1%	2 2%	3 2%	1 5%	5 4%	3 1%	3 2%	1 5%	1 6%	- -	1 1%	3 4%	5 2%	8 3%	9 3%	4 2%	- -	3 5%	2 4%	1 3%	- -	- -	3 5%	1 1%	1 2%	11 3%	- -	2 6%	- -	- -	7 5%	3 2%
Usually	41 8%	14 23%de	8 11%e	13 15%de	4 4%	2 1%	- -	23 16%i	17 9%i	2 1%	- -	8 35%	5 18%	1 1%	1 1%	30 12%p	11 5%	20 7%	22 10%	1 3%	5 7%	3 5%	7 20%	- -	2 4%	13 20%lux	4 8%	2 6%	37 9%	2 6%	2 7%	2 3%	17 12%	24 7%	
Sometimes	32 7%	6 9%	7 10%	5 7%	5 5%	8 6%	- -	13 9%	11 6%	8 6%	- -	3 11%	3 11%	6 6%	2 3%	18 7%	14 6%	18 6%	14 7%	2 4%	2 4%	1 1%	4 11%	4 12%	3 6%	7 11%	4 7%	- -	27 6%	1 3%	4 12%	1 8%	8 6%	24 7%	
Rarely	64 13%	10 16%	9 11%	11 13%	13 13%	22 15%	- -	18 13%	24 13%	22 15%	- -	4 17%	4 14%	13 13%	9 12%	38 14%	26 11%	46 17%r	18 8%	4 18%	8 12%	6 12%	1 4%	4 14%	9 16%	5 9%	11 20%	4 10%	53 13%	5 18%	4 13%	2 16%	13 9%	51 15%	
Never	252 51%	26 41%	34 45%	38 46%	60 61%a	78 54%	16 53%	60 43%	98 54%	78 54%	16 53%	6 25%	11 41%	54 54%	40 52%	132 50%	120 52%	139 50%	113 52%	13 58%	34 52%	31 60%	19 52%	14 46%	30 54%	26 42%	28 49%	21 53%	216 51%	14 49%	14 44%	8 53%	55 37%	197 57%G	
Don't know	5 1%	- -	3 5%e	1 2%	- -	- -	- -	3 3%	1 1%	- -	- -	- -	- -	- -	4 1%	1 *	1 *	4 2%	- -	2 3%	- -	- -	- -	1 3%	* 1%	1 1%	- -	1 2%	5 1%	- -	- -	- -	2 1%	3 1%	
I have never seen/ heard this type of warning	88 18%	6 10%	9 12%	14 17%	15 15%	32 22%	13 43%	15 11%	29 16%	32 22%g	13 43%	2 7%	4 16%	24 24%	21 27%	36 14%	52 22%o	47 17%	42 19%	3 14%	11 17%	9 17%	4 10%	8 25%	11 19%	7 12%	9 16%	11 27%	72 17%	7 25%	6 19%	3 20%	48 32%H	40 12%	
NET: Ever	151 30%	31 49%de	29 38%	30 36%	24 24%	36 25%	1 5%	60 43%hi	54 30%	36 25%	1 5%	69 29%	12 43%	22 22%	16 20%	92 35%p	59 25%	93 33%	58 27%	6 28%	18 23%	12 23%	14 38%	8 26%	14 26%	28 45%uB	20 35%	7 18%	127 30%	8 27%	12 38%	4 26%	46 30%	105 30%	
NET: Always/usually/ sometimes	87 17%	21 34%de	20 27%de	19 23%e	11 11%	13 9%	1 5%	41 30%hi	30 17%	13 9%	1 5%	12 51%	8 29%	9 9%	6 8%	54 20%	33 14%	47 17%	40 18%	2 10%	10 16%	5 10%	12 34%	4 12%	6 10%	23 37%lux	9 16%	3 8%	75 18%	3 9%	8 24%	2 10%	33 22%	54 16%	
NET: Rarely/never	316 64%	35 57%	43 57%	49 59%	73 74%abc	101 69%	16 53%	78 57%	122 67%	101 69%g	16 53%	10 42%	15 55%	67 67%	50 65%	170 64%	146 63%	186 66%	131 60%	17 76%	42 64%	37 72%y	20 56%	18 60%	39 70%	32 50%	39 69%	24 63%	269 64%	19 67%	18 57%	11 70%	68 45%	249 72%G	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 83

Q22. 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?

Base: All mobile users who use an app/function to screen mobile calls

	Experience of suspicious texts/calls													
	Total				Mobile						Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)
Unweighted base	514	373	134	203	365	333	307	172	109	168	97	47	74	141
Weighted base	496	356	132	199	350	320	293	166	105	166	100	49*	76	140
Effective base	435	323	114	177	317	290	266	150	92	146	84	40	65	113
Always	13 3%	12 3%	4 3%	11 5% _m	12 3%	11 3%	9 3%	8 5%	2 2%	11 6% _m	8 8% _{fm}	3 7% _m	6 8% _m	1 1%
Usually	41 8%	38 11% _m	11 8%	22 11% _m	38 11% _m	36 11% _m	25 8% _m	29 17% _{abdfhim}	6 6%	15 9% _m	15 15% _{hm}	6 13% _m	11 14% _m	3 2%
Sometimes	32 7%	27 8%	10 8%	19 9%	27 8%	24 7%	23 8%	15 9%	9 8%	19 11% _m	10 10%	6 11%	8 11%	5 3%
Rarely	64 13%	53 15%	21 16%	32 16% _m	53 15% _m	50 16% _m	49 17% _m	25 15%	17 17%	27 16% _m	15 15%	8 17%	14 19% _m	11 8%
Never	252 51%	168 47% _l	65 49% _l	86 43%	165 47% _l	151 47% _l	142 49% _{jl}	73 44%	55 53% _{jl}	73 44%	36 36%	19 38%	25 33%	84 60% _{acdefgjkl}
Don't know	5 1%	1 *	1 *	1 1%	1 *	1 *	1 *	* *	1 1%	1 1%	- -	- -	- -	4 3% _{ade}
I have never seen/ heard this type of warning	88 18%	57 16%	20 15%	27 14%	54 15%	47 15%	44 15%	17 10%	15 14%	19 12%	17 17%	7 14%	12 16%	32 23% _{gi}
NET: Ever	151 30%	131 37% _m	47 35% _m	84 42% _m	131 37% _m	121 36% _m	106 36% _m	77 46% _{afhm}	34 32% _m	72 44% _m	48 48% _{hm}	24 48% _m	39 51% _{abdfhm}	20 15%
NET: Always/usually/ sometimes	87 17%	77 22% _m	25 19% _m	52 26% _m	77 22% _m	71 22% _m	56 19% _m	52 31% _{abdefh m}	17 16% _m	45 27% _{hm}	33 33% _{abdefh m}	15 31% _m	25 33% _{bdfhm}	9 7%
NET: Rarely/never	316 64%	221 62%	86 65% _j	118 60%	218 62%	201 63% _j	192 65% _{jl}	97 58%	73 69% _{jl}	101 61%	51 50%	27 55%	39 52%	95 68% _{jl}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base

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Absolutes/col percents

Table 84

Q23. 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?

Base: All mobile users who do not use an app/function to screen mobile calls

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	1538	185	228	249	265	496	115	413	514	496	115	77	83	301	310	759	777	842	696	63	160	121	106	95	139	182	238	134	1238	85	123	92	648	890	
Weighted base	1548	211	250	241	250	483	113	461	491	483	113	82	98	276	320	733	814	866	682	59	162	116	137	112	144	194	234	137	1296	70	137	45	685	863	
Effective base	1274	153	191	197	218	420	100	344	415	420	100	62	68	253	268	632	643	716	558	52	138	105	90	80	114	153	210	114	1047	71	103	78	549	725	
Always	19 1%	9 4%	3 cde	2 1%	1 1%	3 1%	1 1%	12 3%chi	3 1%	3 1%	1 1%	7 8%mn	2 2%	3 1%	1 *	14 2%p	4 1%	13 1%	6 1%	2 3%A	2 1%	-	7 5%uwAB	-	2 2%	2 1%	-	-	14 1%	2 3%	2 1%	*	10 1%	8 1%	
Usually	66 4%	14 6%e	17 7%e	14 6%e	11 4%e	7 2%	2 2%	31 7%i	25 5%i	7 2%	2 2%	5 6%n	8 8%	8 3%n	1 *	45 6%p	21 3%	32 4%	33 5%	2 4%	4 2%	1 1%	6 4%	7 6%	3 2%	15 8%lux	15 6%u	6 5%	60 5%	1 1%	5 3%	1 1%	30 4%	36 4%	
Sometimes	165 11%	35 16%def	42 17%def	45 19%def	16 7%f	26 5%	1 1%	76 17%ij	61 12%ij	26 5%	1 1%	24 29%lmn	9 9%	14 5%	13 4%	104 14%p	61 7%	91 10%	74 11%	7 12%u	22 13%u	4 3%	18 13%u	12 11%	15 10%u	33 17%uAB	22 9%	11 8%	144 11%	3 4%	14 10%	3 8%	64 9%	101 12%	
Rarely	305 20%	48 23%	52 21%	48 20%	53 21%	83 17%	22 19%	99 22%	101 21%	83 17%	22 19%	19 23%	26 27%n	53 19%	52 16%	139 19%	166 20%	172 20%	133 19%	12 20%	30 18%	25 22%	31 23%	27 25%	32 22%	32 17%	36 15%	31 23%	257 20%	17 24%	21 15%	10 23%	128 19%	176 20%	
Never	874 56%	83 39%	107 43%	115 48%	157 63%abc	334 69%abc	78 70%abc	190 41%	272 55%g	334 69%gh	78 70%gh	20 24%	38 39%	178 64%kl	234 73%klm	372 51%	501 62%o	491 57%	383 56%	30 50%	89 55%	78 67%svw	67 49%	54 48%	80 56%	93 48%	144 61%vwy	79 58%	713 55%	45 64%	88 64%	28 63%	398 58%	477 55%	
Don't know	119 8%	23 11%d	30 12%de	17 7%	11 4%	30 6%	8 7%	53 11%hi	28 6%	30 6%	8 7%	8 10%	14 14%n	20 7%	19 6%	59 8%	61 7%	68 8%	52 8%	6 10%	16 10%	8 7%	8 6%	12 10%	12 8%	20 10%	18 8%	9 7%	108 8%	3 4%	7 5%	2 4%	55 8%	64 7%	
NET: Ever	554 36%	105 50%def	113 45%def	108 45%def	82 33%e	119 25%	26 23%	218 47%hij	190 39%ij	119 25%	26 23%	55 67%lmn	45 47%mn	78 28%	67 21%	302 41%p	252 31%	307 35%	246 36%	24 40%	57 35%	31 26%	62 46%uA	47 42%u	52 36%	81 42%uA	73 31%	49 35%	475 37%	23 32%	42 30%	15 32%	232 34%	322 37%	
NET: Always/usually/ sometimes	249 16%	57 27%def	62 25%def	61 25%def	29 12%f	36 7%	4 4%	119 26%hij	89 18%ij	36 7%	4 4%	36 44%lmn	19 20%mn	25 9%	15 5%	163 22%p	86 11%	135 18%	114 17%	12 19%u	27 17%u	5 4%	31 23%u	19 17%u	20 14%u	49 25%uA	37 16%u	18 13%u	218 17%	6 8%	21 15%	4 10%	104 15%	145 17%	
NET: Rarely/never	1179 76%	131 62%	159 63%	163 68%	210 84%abc	417 86%abc	100 89%abc	289 63%	373 76%g	417 86%gh	100 89%gh	38 46%	65 66%k	231 84%kl	286 89%kl	511 70%	667 82%o	663 77%	516 76%	42 70%	119 73%	103 89%stv wxyA	98 72%	81 72%	112 78%y	125 64%	180 77%y	110 81%y	970 75%	62 88%C	109 80%	39 86%C	526 77%	653 76%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 85

Q23. 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?

Base: All mobile users who do not use an app/function to screen mobile calls

	Experience of suspicious texts/calls													None (m)
	Total				Mobile						Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	1538	1018	386	512	938	875	829	365	277	369	304	173	226	520
Weighted base	1548	1036	391	534	958	894	847	374	285	390	314	175	236	511
Effective base	1274	846	317	425	780	727	687	303	221	305	253	147	190	428
Always	19 1%	8 1%	2 *	6 1%	7 1%	7 1%	7 1%	3 1%	2 1%	5 1%	2 1%	-	2 1%	10 2%
Usually	66 4%	59 6%km	21 5%km	43 8%km	57 6%km	55 6%km	46 5%km	40 11%abdefkm	19 7%km	37 9%adfk	21 7%km	3 2%	21 9%km	7 1%
Sometimes	165 11%	123 12%km	53 13%km	63 12%	121 13%km	115 13%km	107 13%km	77 21%abcde jkim	46 16%lm	57 15%lm	36 11%	23 13%	20 8%	42 8%
Rarely	305 20%	222 21%km	81 21%	122 23%km	204 21%km	184 21%	179 21%km	64 17%	60 21%	98 25%gm	66 21%	34 20%	49 21%	82 16%
Never	874 56%	565 54%gi	207 53%gi	268 50%	514 54%gi	480 54%gi	460 54%gi	165 44%	137 48%	168 43%	170 54%gi	103 59%ghi	134 57%gi	310 61%abcde fghi
Don't know	119 8%	59 6%	28 7%	32 6%	55 6%	52 6%	48 6%	25 7%	22 8%	25 6%	19 6%	11 7%	11 5%	60 12%abcde fghij
NET: Ever	554 36%	412 40%km	156 40%km	234 44%km	389 41%km	362 40%km	339 40%km	184 49%abdef klm	126 44%km	197 51%abdef klm	125 40%km	60 34%	92 39%km	141 28%
NET: Always/usually/ sometimes	249 16%	190 18%km	75 19%km	112 21%km	185 19%km	178 20%km	160 19%km	120 32%abcde hklm	66 23%km	99 25%adfk	59 19%km	26 15%	43 18%km	59 12%
NET: Rarely/never	1179 76%	787 76%ghi	287 74%g	390 73%g	719 75%gi	664 74%gi	639 75%gi	229 61%	196 69%	266 68%	236 75%g	137 79%ghi	183 77%gi	392 77%ghi

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 86

Q24. Why would/do you always/usually/sometimes answer calls indicated to be potential fraud or potential spam?

Base: All mobile users who do/would at least sometimes answer a call indicated to be potential fraud or spam

	Age 1					Age 2			Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	318	71	73	81	42	46	144	123	46	43	26	32	19	205	113	169	149	16	36	11	35	21	22	64	44	20	269	11	25	13	125	193	
Weighted base	336	78	82	80	40*	50*	160	120	50*	48*	27**	34**	21**	217	118	182	153	14**	38*	10**	43*	23**	26**	72	46*	21**	293	8**	29**	6**	136	199	
Effective base	268	58	65	67	36	39	123	103	39	33	24	27	16	172	96	144	124	15	31	9	30	18	19	55	39	17	230	10	22	12	109	160	
I [would] worry that I may miss an important call	111	30	21	29	10	18	51	39	18	21	6	13	8	72	39	58	53	5	9	3	15	10	10	30	14	3	99	-	11	1	37	73	
	33%	38%	25%	36%	25%	37%	32%	32%	37%	43%	24%	37%	40%	33%	33%	32%	35%	36%	24%	26%	34%	43%	39%	42%	31%	14%	34%	-	39%	14%	27%	37%	
I am/would be curious about who is calling/ the purpose of the call	107	28	25	15	16	23	53	31	23	20	8	14	9	69	38	56	51	4	7	4	11	5	12	32	11	6	92	3	12	*	39	68	
	32%	35% ^c	31%	18%	39% ^c	47% ^c	33%	25%	47% ^h	41%	29%	41%	44%	32%	32%	31%	33%	31%	19%	42%	26%	21%	47%	44% ^{tA}	23%	30%	32%	33%	41%	6%	28%	34%	
I am/would be confident I can spot when a call really is fraudulent	104	19	23	22	13	23	42	35	23	16	4	21	6	79	25	60	44	5	12	3	14	5	8	22	12	5	85	3	13	3	35	69	
	31%	25%	27%	28%	47% ^{ab}	26%	30%	19%	47% ^g	33%	13%	62%	27%	36% ^p	22%	33%	29%	33%	33%	27%	32%	22%	30%	30%	27%	29%	39%	47%	53%	26%	35%		
I [would] worry the warning message is not reliable	85	27	21	14	9	14	48	23	14	19	8	7	8	51	34	52	33	2	10	4	11	2	7	24	9	6	74	2	9	-	34	51	
	25%	34% ^c	25%	18%	21%	29%	30%	19%	40%	28%	20%	36%	23%	29%	29%	29%	21%	11%	26%	34%	25%	8%	27%	33%	20%	28%	25%	25%	32%	-	25%	26%	
I [might] answer these calls by accident (e.g. because I accept before I have seen the warning message)	73	16	22	20	6	8	38	26	8	11	6	2	6	46	27	41	31	4	10	3	8	6	7	16	9	1	63	1	6	2	29	44	
	22%	21%	27%	25%	14%	17%	24%	22%	17%	22%	21%	7%	28%	21%	23%	23%	21%	26%	26%	32%	18%	25%	28%	22%	20%	4%	22%	17%	20%	34%	21%	22%	
I [might] find the warning message hard to understand	50	14	16	13	6	2	29	18	2	6	8	1	1	33	17	30	20	2	4	3	2	4	4	12	6	6	43	2	4	1	21	29	
	15%	18%	19% ^e	16%	14%	4%	18% ⁱ	15%	4%	12%	29%	4%	3%	15%	14%	16%	13%	12%	11%	27%	4%	19%	15%	16%	14%	28%	15%	24%	14%	17%	16%	14%	
Other reason (please specify)	17	-	3	4	2	7	3	6	7	-	6	2	14	3	4	13	-	4	1	-	1	-	4	6	1	16	-	1	-	5	12		
	5%	-	4%	5%	5%	13% ^a	2%	5%	13% ^g	-	17%	11%	6%	3%	2%	9% ^q	-	10%	7%	-	5%	-	5%	13% ^v	4%	5%	4%	5%	4%	-	4%	6%	
Don't know	23	5	11	5	2	-	16	7	-	3	2	-	11	12	9	14	2	2	-	3	1	3	3	3	4	22	1	-	*	14	9		
	7%	7%	13% ^e	7%	4%	-	10% ⁱ	6%	-	5%	9%	-	5%	10%	5%	9%	16%	6%	-	8%	4%	13%	4%	7%	17%	7%	11%	-	5%	10%	4%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 87
Q24. Why would/do you always/usually/sometimes answer calls indicated to be potential fraud or potential spam?
Base: All mobile users who do/would at least sometimes answer a call indicated to be potential fraud or spam

	Experience of suspicious texts/calls													None (m)
	Total													
	Total	Mobile			Landline									
	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Unweighted base	318	255	91	154	248	234	205	158	76	133	80	32	61	63
Weighted base	336	267	101	164	262	248	216	172	83	144	92	41**	68	68
Effective base	268	215	72	131	209	197	172	131	59	112	65	25	53	53
I [would] worry that I may miss an important call	111 33%	85 32%	42 42% ⁱ	50 31%	82 31%	79 32%	67 31%	49 29%	34 42% ⁱ	38 27%	34 36%	17 41%	24 35%	26 38%
I am/would be curious about who is calling/ the purpose of the call	107 32%	79 30%	37 37%	49 30%	77 30%	72 29%	63 29%	45 26%	31 38%	41 28%	29 32%	14 34%	22 33%	27 40%
I am/would be confident I can spot when a call really is fraudulent	104 31%	87 32%	31 31%	65 40%	84 32%	79 32%	69 32%	55 32%	26 31%	61 43% ^m	35 38%	15 37%	25 37%	18 26%
I [would] worry the warning message is not reliable	85 25%	73 27%	29 29%	50 30%	70 27%	65 26%	53 25%	46 27%	25 30%	43 30%	30 32%	16 39%	20 30%	12 17%
I [might] answer these calls by accident (e.g. because I accept before I have seen the warning message)	73 22%	64 24%	21 21%	38 23%	62 24%	60 24%	52 24%	45 26%	16 20%	34 24%	23 25%	8 21%	15 23%	9 13%
I [might] find the warning message hard to understand	50 15%	42 16%	16 16%	27 16%	42 16%	42 17%	34 16%	36 21%	15 18%	24 16%	16 17%	4 9%	12 18%	8 12%
Other reason (please specify)	17 5%	14 5%	9 9%	10 6%	14 5%	13 5%	13 6%	5 3%	7 9%	10 7%	5 5%	5 11%	5 7%	3 4%
Don't know	23 7%	10 4%	5 5%	2 2%	10 4%	10 4%	10 4%	9 5%	5 6%	2 1%	2 2%	1 2%	1 1%	13 19% ^{abcdefghijkl}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 88

Q25. 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, TrueCaller, Google Messages, Key Messages, Calls Blacklist etc.)

Do you have an app or function on your mobile phone to screen/block text messages?

Base: All smartphone users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple iPhone (G)	Other (H)	
Unweighted base	1980	239	298	338	357	621	127	537	695	621	127	98	107	382	366	994	984	1091	889	83	211	163	134	119	178	239	289	171	1587	117	155	121	794	1186	
Weighted base	1970	271	325	319	339	594	123	595	658	594	123	103	125	348	369	958	1010	1114	856	80	214	158	165	140	189	252	277	175	1652	95	164	59	833	1137	
Effective base	1651	200	253	270	291	531	114	453	561	531	114	80	90	327	318	836	816	934	717	70	183	142	116	100	146	201	257	146	1351	99	131	104	674	978	
Yes, I have a text screening app/function and use it	333	57	72	51	69	77	8	128	120	77	8	22	29	41	43	167	165	203	130	16	32	27	21	21	40	52	49	26	284	17	22	10	101	232	
	17%	21%ef	22%ef	16%ef	20%ef	13%ef	6%	22%ij	18%ij	13%j	6%	21%mn	23%mn	12%	12%	17%	16%	18%	15%	20%	15%	17%	13%	15%	21%	21%	18%	15%	17%	18%	14%	17%	12%	20%G	
Yes, I have a text screening app/function but do not use it	146	30	39	31	14	30	1	69	45	30	1	8	16	24	8	90	56	85	61	4	19	7	17	11	9	34	17	10	127	4	11	5	60	86	
	7%	11%def	12%def	10%def	4%	5%	1%	12%hij	7%j	5%	1%	8%n	13%n	7%n	2%	9%p	6%	8%	7%	5%	9%	4%	10%	8%	5%	14%uxAB	6%	6%	8%	4%	7%	8%	7%	8%	
No, I do not have text screening app/function on my phone	1019	138	152	167	184	311	67	290	351	311	67	60	57	191	187	495	523	588	432	37	103	81	101	73	95	122	148	91	850	47	88	35	491	528	
	52%	51%	47%	52%	54%	52%	55%	49%	53%	52%	55%	58%	46%	55%	51%	52%	53%	50%	50%	46%	48%	51%	61%sty	52%	50%	48%	53%	52%	51%	49%	54%	59%h	46%		
Don't know	472	46	62	70	72	175	46	108	142	175	46	14	23	91	130	206	265	238	233	23	61	43	26	36	46	44	64	48	391	28	43	10	181	290	
	24%	17%	19%	22%	21%	30%abcd	38%abcd	18%	22%	30%gh	38%gh	13%	18%	26%k	35%klm	22%	26%o	21%	27%q	29%vy	28%vy	27%vy	16%	25%	24%	17%	23%	28%vy	24%	29%F	26%	17%	22%	26%	
NET: Yes	479	86	111	82	83	107	9	197	165	107	9	30	45	65	51	257	222	288	191	20	51	34	38	32	48	87	65	36	411	20	33	14	161	318	
	24%	32%ef	34%code	26%ef	24%ef	18%ef	7%	33%hij	25%ij	18%j	7%	29%mn	36%mn	19%	14%	27%p	22%	26%	22%	25%	24%	21%	23%	23%	26%	34%tuv	24%	21%	25%	21%	20%	25%	19%	28%G	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 89

Q25. 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, TrueCaller, Google Messages, Key Messages, Calls Blacklist etc.)

Do you have an app or function on your mobile phone to screen/block text messages?

Base: All smartphone users

	Experience of suspicious texts/calls													
	Total			Mobile						Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	1980	1352	497	684	1283	1193	1121	537	378	528	369	201	274	628
Weighted base	1970	1353	501	701	1288	1197	1123	540	383	548	383	205	285	617
Effective base	1651	1137	411	576	1078	1001	938	452	306	442	312	170	235	515
Yes, I have a text screening app/function and use it	333 17%	259 19%km	92 18%*m	156 22%*jkm	257 20%*km	243 20%*km	222 20%*km	132 24%*abjklm	84 22%*km	137 25%*abdefj kjm	63 16%	26 13%	51 18%*m	73 12%
Yes, I have a text screening app/function but do not use it	146 7%	128 9%*m	55 11%*m	76 11%*m	127 10%*m	119 10%*m	111 10%*m	67 12%*m	47 12%*m	71 13%*alm	37 10%*m	18 9%*m	22 8%*m	18 3%
No, I do not have text screening app/function on my phone	1019 52%	682 50%*i	257 51%*i	328 47%	640 50%*i	594 50%*i	566 50%*i	251 47%	184 48%	241 44%	204 53%*i	114 55%*cgi	151 53%*i	337 55%*csgi
Don't know	472 24%	284 21%	97 19%	141 20%	264 20%	241 20%	225 20%	90 17%	68 18%	98 18%	79 21%	47 23%	61 21%	188 30%*abcdefghijl
NET: Yes	479 24%	387 29%*m	147 29%*m	232 33%*jklm	384 30%*km	362 30%*km	333 30%*km	199 37%*abdefj klm	131 34%*jklm	209 38%*abdefj klm	100 26%*m	44 22%*m	73 26%*m	92 15%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 90
Q26. What features does your mobile phone text screening app/function have?
Base: All smartphone users who have a text screening app/function

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	486	78	102	91	86	119	10	180	177	119	10	30	38	74	55	264	222	284	202	20	51	32	33	25	43	81	68	38	391	29	36	30	152	334
Weighted base	479	86	111	82	83	107	9**	197	165	107	9**	30**	45*	65	51*	257	222	288	191	20**	51*	34**	38**	32**	48*	87	65	36*	411	20**	33*	14**	161	318
Effective base	401	63	89	77	67	100	9	152	143	100	9	24	31	65	45	223	179	245	157	18	44	27	26	22	35	68	60	33	329	26	32	25	127	275
I can add individual numbers to be blocked	255	48	47	31	55	69	5	95	86	69	5	16	24	37	37	135	120	154	101	16	26	18	10	20	30	39	36	19	214	12	18	11	91	164
It displays a symbol or warning message when the text is likely to be fraudulent or spam	220	37	57	44	34	43	5	94	78	43	5	17	19	26	22	120	100	131	89	9	27	15	13	11	23	45	32	14	188	9	15	8	49	171
Automatically filters text messages that are likely to be fraudulent/spam into a separate spam folder	194	46	60	36	26	25	1	106	62	25	1	20	22	12	14	111	83	120	74	7	27	16	15	10	16	41	27	13	172	10	9	3	56	138
Automatically blocks text messages that are likely to be fraudulent/spam	139	23	35	25	30	25	1	58	55	25	1	9	11	15	12	68	72	84	55	6	21	11	11	8	10	26	22	6	121	6	9	4	37	102
I can add certain categories of numbers to be blocked (e.g. international numbers)	54	14	4	9	11	15	1	18	20	15	1	4	5	12	4	33	21	30	24	2	7	6	2	3	5	10	7	4	44	3	5	3	19	35
Don't know	34	6	6	3	5	12	1	12	8	12	1	-	5	11	3	19	15	21	13	-	3	1	6	6	4	6	2	2	29	2	3	*	13	21

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 91
Q26. What features does your mobile phone text screening app/function have?
Base: All smartphone users who have a text screening app/function

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	486	388	143	223	384	362	335	195	127	198	88	39	65	98
Weighted base	479	387	147	232	384	362	333	199	131	209	100	44*	73	92
Effective base	401	322	118	187	319	300	276	165	105	164	75	32	57	80
I can add individual numbers to be blocked	255 53%	209 54%	94 64% ^c	113 49% ^{gijl}	208 54%	192 53%	180 54%	95 48%	86 66% ^{acdefgijlm}	104 50%	45 45%	23 52%	34 46%	46 50%
It displays a symbol or warning message when the text is likely to be fraudulent or spam	220 46%	186 48%	67 46%	121 52% ^m	184 48%	176 49%	164 49%	109 55% ^m	60 46%	109 52% ^m	50 50%	22 50%	40 54%	35 38%
Automatically filters text messages that are likely to be fraudulent/spam into a separate spam folder	194 41%	169 44% ^m	67 46% ^m	101 44% ^m	169 44% ^m	161 44% ^m	144 43% ^m	109 55% ^{acdefm}	61 47% ^m	92 44% ^m	44 45% ^m	20 46%	32 43%	26 28%
Automatically blocks text messages that are likely to be fraudulent/spam	139 29%	112 29%	39 27%	72 31%	112 29%	105 29%	98 30%	58 29%	31 24%	66 32%	34 34%	14 31%	22 30%	27 30%
I can add certain categories of numbers to be blocked (e.g. international numbers)	54 11%	44 11%	21 14%	27 12%	44 11%	42 11%	40 12%	18 9%	19 14%	26 13%	10 10%	8 18%	7 9%	10 11%
Don't know	34 7%	24 6%	10 7%	17 7%	24 6%	19 5%	19 6%	6 3%	8 6%	15 7%	7 7%	6 13% ^g	3 4%	10 11% ^g

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base

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Table 92
Q27. 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)?
 Base: All mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region							Nation				Mobile O/S			
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-ern Ireland (F)	Apple iPhone (G)	Other (H)
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032
Always	32 2%	10 4%e	5 2%	4 1%	5 1%	6 1%	3 2%	15 2%	8 1%	6 1%	3 2%	6 6%mn	4 3%	3 1%	6 2%	16 2%	16 2%	15 1%	17 2%	1 1%	8 3%B	3 2%	5 3%B	-	1 1%	5 2%	4 1%	-	27 2%	2 2%	3 2%	-	14 2%	18 2%
Usually	79 4%	22 8%cd	25 8%ef	12 4%	13 4%	5 1%	1 1%	47 8%hij	25 4%	5 1%	1 1%	10 10%mn	10 8%mn	5 1%	1 *	49 5%p	30 3%	37 3%	42 5%	4 5%	14 6%uB	2 1%	8 5%	4 3%	6 3%	19 7%uB	11 4%	2 1%	70 4%	1 4%	7 4%	*	35 4%	44 4%
Sometimes	159 8%	47 17%bde	34 11%def	40 12%def	16 5%	18 3%	2 2%	82 14%hij	57 8%ij	18 3%	2 2%	29 27%lmn	17 13%mn	10 3%	10 2%	100 10%p	59 6%	105 9%	54 6%	4 5%	18 8%	9 6%	19 11%x	12 9%	8 4%	38 15%stux	15 5%	16 9%	140 8%	4 4%	13 8%	2 4%	61 7%	98 8%
Rarely	296 14%	42 15%	51 16%f	45 14%	65 19%ef	82 13%	12 8%	93 15%j	109 16%j	82 13%	12 8%	19 18%	18 15%	50 13%	43 11%	167 17%p	129 12%	180 16%	116 13%	8 9%	26 12%	26 15%	30 17%	21 15%	34 17%	31 12%	43 15%	30 17%	249 15%	13 13%	23 14%	11 18%	103 12%	193 16%G
Never	1359 66%	129 47%	175 54%	208 64%ab	235 68%ab	488 78%abc	124 86%abc	303 51%	444 66%g	488 78%gh	124 86%ghi	33 31%	63 51%k	291 78%kl	320 81%kl	601 60%	756 72%o	748 65%	611 68%	58 71%y	150 66%	115 69%y	103 60%	97 68%	136 68%y	149 58%	201 69%y	120 68%	1130 66%	75 76%C	111 66%	43 72%	564 68%	795 66%
Don't know	119 6%	23 8%ef	35 11%cd	15 5%	15 4%	29 5%	2 1%	58 10%hij	30 4%	29 5%	2 1%	9 9%	12 10%mn	15 4%	16 4%	64 6%	55 5%	61 5%	58 6%	7 8%	11 5%	13 8%	8 5%	9 6%	13 7%	15 6%	17 6%	9 5%	101 6%	3 3%	11 6%	4 6%	59 7%	61 5%
NET: Ever	566 28%	121 44%cd	116 36%ef	101 31%ef	98 28%ef	112 18%	18 12%	237 40%hij	199 30%ij	112 18%	18 12%	64 60%lmn	49 39%mn	69 18%	61 15%	332 33%p	234 22%	337 29%	229 26%	17 21%	66 29%	40 24%	61 36%suA	37 26%	50 25%	93 36%suX	74 25%	47 27%	486 28%	21 21%	46 27%	13 22%	213 25%	353 29%
NET: Always/usually/sometimes	270 13%	80 29%abcd	65 20%ef	57 17%def	33 10%e	30 5%	6 4%	144 24%hij	90 13%ij	30 5%	6 4%	45 43%lmn	31 25%mn	18 5%	17 4%	165 17%p	105 10%	157 14%	113 13%	9 11%	40 18%luxAB	14 8%	32 18%luxA	16 11%	16 8%	62 24%suw	30 10%	18 10%	237 14%F	8 8%	23 14%F	3 5%	110 13%	161 13%
NET: Rarely/never	1654 81%	170 62%	226 69%	253 78%ab	300 86%abc	570 91%abc	135 94%abc	396 66%	553 82%g	570 91%gh	135 94%gh	52 49%	82 65%k	342 91%kl	363 92%kl	768 77%	885 85%o	928 81%	726 81%	66 81%	176 78%	141 84%y	133 77%	118 83%y	171 86%y	180 70%	245 84%y	150 85%y	1379 80%	88 89%C	135 80%	54 89%C	667 80%	987 82%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 93
Q27. 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)?
Base: All mobile users

	Experience of suspicious texts/calls				Mobile						Landline			
	Total				Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)										
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
Always	32 2%	18 1%	5 1%	14 2%	18 1%	17 1%	13 1%	12 2%	5 1%	10 2%	11 3%	5 2%	8 2%	14 2%
Usually	79 4%	70 5% ^m	19 4% ^m	51 7% ^{bkm}	68 5% ^m	67 5% ^m	57 5% ^m	52 10% ^{abdefhk}	16 4% ^m	43 8% ^{abfhkm}	32 8% ^{bkm}	7 3%	26 8% ^{abfhkm}	9 1%
Sometimes	159 8%	129 9% ^m	51 10% ^m	77 11% ^m	129 10% ^m	117 10% ^m	106 9% ^m	86 16% ^{abdef} jkml	47 12% ^{ijklm}	72 13% ^{afijklm}	30 7%	14 6%	20 6%	30 5%
Rarely	296 14%	224 16% ^m	94 18% ^m	121 17% ^m	216 17% ^m	202 17% ^m	184 16% ^m	99 18% ^m	74 19% ^m	101 18% ^m	67 16% ^m	40 18% ^m	51 16% ^m	71 11%
Never	1359 66%	896 64% ^{gi}	337 65% ^{gi}	445 61% ^g	824 63% ^{gi}	760 63% ^{gi}	732 64% ^{gi}	265 49%	234 60% ^g	309 56% ^g	264 64% ^{gi}	152 68% ^{gi}	202 65% ^{gi}	462 71% ^{abdefghij}
Don't know	119 6%	55 4%	17 3%	25 3%	53 4%	50 4%	48 4%	27 5% ^l	13 3%	21 4%	11 3%	7 3%	6 2%	64 10% ^{abdefghijkl}
NET: Ever	566 28%	442 32% ^m	169 32% ^m	263 36% ^m	432 33% ^m	403 33% ^m	360 32% ^m	249 46% ^{abdef} hijklm	143 37% ^m	226 41% ^{abdefj} km	140 34% ^m	65 29% ^m	104 33% ^m	124 19%
NET: Always/usually/ sometimes	270 13%	217 16% ^m	75 14% ^m	142 19% ^{abfkm}	215 16% ^m	201 17% ^m	176 15% ^m	150 28% ^{abdef} hijklm	69 18% ^m	125 23% ^{abdefk} m	72 17% ^m	25 11%	53 17% ^m	53 8%
NET: Rarely/never	1654 81%	1121 80% ^{gi}	431 83% ^{cgi}	566 77% ^g	1040 80% ^{gi}	963 79% ^{gi}	915 80% ^{gi}	364 67%	308 79% ^g	410 74% ^g	331 80% ^{gi}	192 86% ^{cgi}	253 81% ^{gi}	534 82% ^{gi}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Table 94
Q28. Why would you Always/usually/sometimes engage with texts indicated to be potential fraud or potential spam?
Base: All mobile users who would at least sometimes engage with texts indicated to be potentially fraud or spam

	Age 1					Age 2				Age/Gender				Gender		Social Grade		Region										Nation		Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Apple iPhone (G)	Other (H)
Unweighted base	251	72	55	57	32	29	127	89	29	41	28	20	15	156	95	139	112	12	36	13	25	13	14	57	29	16	215	10	20	100	151
Weighted base	270	80	65*	57*	33**	30**	144	90	30**	45*	31**	18**	17**	165	105	157	113	9**	40*	14**	32**	16**	16**	62*	30**	18**	237	8**	23**	110	161
Effective base	212	59	49	47	28	25	108	75	25	31	25	17	13	131	81	119	94	12	31	10	21	12	12	49	27	14	184	9	17	85	127
I am confident I could spot when a text really is fraudulent	118	38	33	22	11	9	71	34	9	23	14	9	4	74	43	70	48	4	18	7	24	4	9	17	10	6	99	7	10	46	72
	44%	47%	51%	40%	33%	29%	49%	37%	29%	50%	45%	50%	24%	45%	41%	45%	42%	48%	44%	49%	76%	22%	59%	28%	34%	31%	42%	92%	46%	42%	45%
I would worry that I may miss important information	102	38	20	19	13	11	58	32	11	23	14	9	4	69	33	70	33	5	10	5	14	8	4	27	14	6	94	-	7	37	66
	38%	48%	31%	33%	38%	37%	40%	35%	37%	51%	45%	47%	24%	42%	32%	44%	29%	60%	24%	37%	43%	49%	23%	44%	47%	37%	40%	-	33%	33%	41%
I would be curious about the purpose of the text	86	28	18	13	12	15	46	25	15	19	6	8	8	55	31	52	34	-	13	3	10	6	1	21	10	14	78	2	6	36	50
	32%	35%	28%	23%	36%	51%	32%	28%	51%	43%	20%	41%	44%	34%	30%	33%	30%	-	32%	20%	32%	38%	10%	34%	33%	82%	33%	25%	26%	33%	31%
I may engage with these texts by accident (e.g. acting before I've seen the warning message)	39	11	12	7	4	4	23	11	4	3	7	2	3	23	16	26	12	3	4	1	2	4	15	5	2	36	2	1	19	20	
	14%	14%	18%	12%	13%	15%	16%	12%	15%	7%	22%	9%	15%	14%	15%	17%	11%	28%	10%	6%	4%	10%	23%	25%	15%	9%	15%	25%	4%	17%	12%
I would worry the warning message is not reliable	36	13	7	6	4	4	20	11	4	10	3	3	2	25	11	22	14	2	8	3	4	1	4	6	5	-	34	-	1	10	26
	13%	17%	10%	11%	13%	13%	14%	12%	13%	22%	10%	17%	11%	15%	10%	14%	12%	26%	20%	21%	14%	7%	22%	10%	18%	-	14%	-	6%	9%	16%
Other reason (please specify)	3	2	-	-	-	1	2	-	1	2	-	-	1	2	1	1	2	-	1	2	-	-	-	-	-	-	3	-	-	-	3
	1%	3%	-	-	-	3%	2%	-	3%	5%	-	-	6%	1%	1%	1%	2%	-	2%	16%	-	-	-	-	-	1%	-	-	-	-	2%
Don't know	16	*	7	3	4	1	7	7	1	*	-	-	1	4	11	3	12	-	1	1	1	3	1	4	-	-	11	-	5	11	5
	6%	1%	11%a	6%	12%	3%	5%	8%	3%	1%	-	-	5%	3%	11%o	2%	11%q	-	3%	8%	4%	15%	5%	6%	-	-	4%	-	22%	10%H	3%

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 95

Q28. Why would you Always/usually/sometimes engage with texts indicated to be potential fraud or potential spam?
Base: All mobile users who would at least sometimes engage with texts indicated to be potentially fraud or spam

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Total			Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
		Any (a)	Any voice call (b)	Any recorded message (c)										
Unweighted base	251	201	64	132	198	185	162	139	59	116	60	19	47	50
Weighted base	270	217	75*	142	215	201	176	150	69*	125	72*	25**	53*	53*
Effective base	212	168	50	113	166	155	135	115	46	99	49	14	41	44
I am confident I could spot when a text really is fraudulent	118 44%	97 45%	30 40%	69 49%	96 44%	92 46%	80 45%	69 46%	24 35%	64 51%	29 40%	12 48%	19 36%	21 39%
I would worry that I may miss important information	102 38%	84 39%	28 38%	60 42%	84 39%	78 39%	68 39%	61 40%	26 37%	55 44%	34 47%	13 52%	24 44%	19 35%
I would be curious about the purpose of the text	86 32%	71 33%	31 41%	46 32%	70 32%	65 33%	56 32%	50 33%	29 42%	44 35%	28 39%	15 60%	16 30%	16 30%
I may engage with these texts by accident (e.g. acting before I've seen the warning message)	39 14%	32 15%	11 14%	21 15%	32 15%	31 16%	25 14%	27 18%	11 15%	19 15%	13 18%	3 11%	12 22%	6 12%
I would worry the warning message is not reliable	36 13%	25 11%	10 13%	18 13%	24 11%	22 11%	18 10%	19 12%	10 14%	15 12%	14 19%	6 24%	9 17%	11 20%
Other reason (please specify)	3 1%	3 1%	2 3%e	1 1%	3 1%	-	-	-	2 3%e	1 1%	-	-	-	-
Don't know	16 6%	9 4%	6 8%	6 4%	9 4%	8 4%	8 4%	6 4%	6 9%	3 3%	5 8%	1 4%	5 9%	6 12%ei

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 96

**Q29a. 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?
A call from a landline number**

Base: All who have ever picked up a landline call that has been indicated to be potential fraud or potential spam

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	368	60	50	46	63	113	36	110	109	113	36	31	28	74	74	197	170	202	166	15	42	31	31	16	32	68	47	32	314	18	21	15	105	217	
Weighted base	388	67*	59*	46*	62	121	34*	126	107	121	34*	36**	30**	72	83	202	186	225	163	13**	47*	34**	40**	17**	34**	77	49*	30**	340	17**	22**	9**	110	227	
Effective base	310	46	44	40	54	97	32	90	94	97	32	23	22	63	65	168	143	171	140	14	36	27	26	15	26	57	41	28	266	17	18	14	89	185	
Yes	118	32	28	17	17	21	2	60	34	21	2	15	17	11	12	62	56	69	49	4	8	7	14	3	8	38	14	6	101	4	11	1	32	59	
	30%	48% ^{cdef}	48% ^{cdef}	38% ^{ef}	28% ^f	17%	6%	48% ^{hij}	32% ^{ij}	17%	6%	43%	56%	15%	14%	31%	30%	30%	30%	30%	30%	16%	22%	35%	18%	23%	49% ^{tA}	28%	18%	30%	26%	51%	15%	29%	26%
No	224	26	23	26	39	83	27	48	65	83	27	14	11	52	58	115	108	128	96	9	31	23	19	11	21	30	29	24	197	11	10	6	70	135	
	58%	38%	39%	57%	64% ^{ab}	69% ^{ab}	80% ^{abc}	39%	61% ^g	69% ^g	80% ^g	39%	35%	72%	70%	57%	58%	57%	59%	70%	66% ^y	66%	47%	67%	63%	39%	60% ^y	79%	58%	62%	49%	64%	64%	59%	
Dont know	46	9	8	2	5	17	5	17	7	17	5	6	3	9	13	25	22	28	18	-	8	4	7	2	5	9	6	1	42	2	-	2	8	34	
	12%	14%	13%	4%	9%	14%	14%	13%	7%	14%	14%	18%	9%	12%	16%	12%	12%	13%	11%	-	18%	13%	18%	14%	14%	12%	12%	2%	12%	12%	-	21%	8%	15%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 97
Q29a. 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? A call from a landline number
Base: All who have ever picked up a landline call that has been indicated to be potential fraud or potential spam

	Experience of suspicious texts/calls													
	Total			Mobile							Landline			None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	368	274	119	185	220	203	185	111	64	106	193	93	151	94
Weighted base	388	296	126	207	238	219	200	124	70	123	214	100	170	92
Effective base	310	231	98	156	187	173	157	92	51	90	160	76	128	80
Yes	118	104	35	81	80	75	66	57	22	48	84	26	70	13
	30%	35% ^m	28% ^m	39% ^m	33% ^m	34% ^m	33% ^m	46% ^{bd} fkm	32% ^m	39% ^m	39% ^m	26%	41% ^{bk} m	15%
No	224	158	72	103	130	119	109	54	37	59	106	57	83	66
	58%	53%	57%	50%	55%	54%	54%	44%	53%	48%	49%	58%	49%	72% ^{abc} defghijl
Don't know	46	33	19	23	28	26	26	13	11	15	25	16	18	13
	12%	11%	15%	11%	12%	12%	13%	10%	15%	12%	12%	16%	10%	14%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 98
**Q29b. 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?
 A call from a mobile number**
Base: All who have ever picked up a mobile call that has been indicated to be potential fraud or potential spam

	Age 1					Age 2			Age/Gender				Gender		Social Grade		Region							Nation		Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East- ern (x)	London (y)	South East (A)	Eng- land (C)	Scot- land (E)	Apple / iPhone (G)	Other (H)
Unweighted base	154	29	26	34	26	38	55	60	38	16	10	21	18	93	61	89	65	18	10	12	13	29	22	125	12	43	111
Weighted base	151	31**	29**	30*	24**	36*	60*	54	36*	16**	12**	22**	16**	92	59	93	58	18**	12**	14**	14**	28**	20**	127	12**	46*	105
Effective base	138	26	23	31	24	34	49	55	34	14	9	19	16	85	54	80	59	16	9	11	12	27	21	114	11	39	100
Yes	76	21	16	12	11	15	38	23	15	13	8	7	7	44	31	51	24	11	3	8	8	15	10	67	5	23	53
50%	50%	70%	57%	40%	47%	41%	64%hi	43%	41%	78%	67%	34%	47%	48%	53%	55%	42%	63%	26%	59%	53%	51%	50%	53%	42%	49%	51%
No	68	6	12	16	13	20	18	29	20	2	2	13	8	43	25	40	29	5	9	6	6	13	8	54	7	18	50
45%	21%	41%	53%	53%	56%	31%	53%g	56%g	11%	21%	61%	53%	47%	42%	43%	49%	28%	74%	41%	43%	44%	40%	42%	58%	40%	47%	
Dont know	7	3	1	2	-	1	3	2	1	2	1	-	4	3	2	5	2	-	-	1	1	2	6	-	5	2	
5%	10%	2%	7%	-	3%	6%	4%	3%	10%	11%	5%	-	4%	5%	2%	8%	9%	-	-	4%	5%	10%	5%	-	11%h	2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 99

**Q29b. 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?
 A call from a mobile number**

Base: All who have ever picked up a mobile call that has been indicated to be potential fraud or potential spam

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total				Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
	Total	Any (a)	Any voice call (b)	Any recorded message (c)										
Unweighted base	154	132	44	83	132	122	108	77	34	71	43	20	35	22
Weighted base	151	131	47*	84	131	121	106	77	34**	72	48*	24**	39*	20**
Effective base	138	118	39	74	118	109	96	68	30	63	39	18	31	21
Yes	76	70	26	44	70	65	58	48	21	37	26	11	20	6
50%	50%	53%	56%	52%	53%	54%	55%	62%	61%	52%	54%	47%	50%	31%
No	68	56	20	38	56	51	44	26	13	32	22	12	19	12
45%	43%	44%	45%	43%	42%	42%	34%	39%	44%	46%	53%	50%	61%	
Dont know	7	5	-	3	5	5	4	3	-	3	-	-	-	2
5%	4%	-	3%	4%	4%	4%	4%	4%	-	4%	-	-	-	8%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 100
Q30. 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? 07359 74180
 Base: All mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
5 - definitely genuine	162 8%	24 9%	26 8%	27 8%	23 7%	46 7%	17 12%	50 8%	46 7%	17 12%	8 8%	12 9%	24 6%	39 10%	76 8%	87 8%	88 8%	74 8%	7	18 8%	15 9%A	18 10%A	13 9%	15 7%	20 8%	12 4%	17 9%A	133 8%	10 10%	12 7%	8 12%	73 9%	89 7%		
4	460 22%	61 22%	75 23%	69 21%	80 23%	142 23%	33 23%	136 23%	149 22%	142 23%	33 23%	33 31%	23 18%	92 25%	83 21%	238 24%	221 21%	275 24%	185 21%	17 20%	63 28%A	42 25%	38 22%	32 23%	42 21%	60 23%	53 18%	45 25%	391 23%	14 14%	43 25%D	12 19%	182 22%	278 23%	
3	554 27%	73 27%	75 23%	94 29%	98 28%	170 27%	44 31%	148 25%	192 29%	170 27%	44 31%	26 24%	39 31%	103 27%	111 28%	281 28%	273 26%	317 28%	238 26%	27 33%	64 28%	41 24%	53 31%	40 28%	62 31%	59 23%	73 25%	59 34%y	478 28%	22 23%	39 23%	15 25%	216 26%	338 28%	
2	265 13%	43 16%ef	67 21%cd	38 12%	45 13%	61 10%	12 8%	109 18%hij	83 12%	61 10%	12 8%	15 14%	17 13%	35 9%	37 9%	126 13%	138 13%	151 13%	114 13%	10 12%	24 10%	17 10%	29 17%B	29 20%tu	25 12%	34 13%	39 13%	13 8%	219 13%	17 17%	22 13%	6 11%	104 12%	160 13%	
1 - definitely not genuine	603 29%	73 27%	82 25%	96 30%	103 29%	211 33%b	38 26%	156 26%	198 30%	211 33%g	38 26%	24 23%	35 28%	121 32%	127 32%	276 28%	326 31%	315 28%	287 32%q	22 27%	59 26%	54 32%vw	34 20%	29 20%	56 28%	85 33%vw	115 39%tw	42 24%	496 29%	35 35%	52 31%	20 33%	260 31%	342 28%	
NET: Genuine	622 30%	84 31%	101 31%	96 30%	102 29%	188 30%	50 35%	185 31%	199 30%	188 30%	50 35%	41 38%	35 28%	116 31%	122 31%	314 29%	308 32%	363 29%	259 30%	23 28%	81 36%A	57 34%A	56 32%A	45 32%	57 28%	80 31%A	65 22%	61 35%A	524 31%	24 25%	54 32%	19 32%	255 30%	367 30%	
NET: Not genuine	867 42%	116 42%	149 46%f	134 41%	148 42%	271 43%	49 34%	265 44%j	282 42%	271 43%	49 34%	39 37%	52 41%	156 42%	164 41%	402 40%	464 44%	466 41%	401 45%	32 39%	83 36%	71 42%	63 37%	58 40%	81 41%	118 46%B	154 53%stu	55 31%	715 42%	52 53%C	75 44%	26 43%	365 44%	503 42%	
Mean	2.66	2.70	2.68	2.67	2.64	2.60	2.86e	2.69	2.66	2.60	2.86i	2.87	2.68	2.63	2.67	2.71	2.62	2.71	2.60	2.71A	2.81A	2.69A	2.86A	2.80A	2.67A	2.60A	2.34	2.89yA	2.68	2.47	2.64	2.68	2.64	2.68	
Standard deviation	1.32	1.31	1.29	1.32	1.29	1.34	1.35	1.30	1.31	1.34	1.35	1.29	1.31	1.32	1.37	1.30	1.33	1.30	1.34	1.29	1.31	1.37	1.26	1.25	1.29	1.36	1.27	1.29	1.31	1.37	1.34	1.43	1.35	1.30	
Standard error	0.03	0.08	0.07	0.07	0.07	0.05	0.11	0.06	0.05	0.05	0.11	0.13	0.13	0.07	0.04	0.04	0.04	0.04	0.04	0.14	0.09	0.11	0.11	0.11	0.09	0.09	0.07	0.10	0.03	0.12	0.11	0.13	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 101
Q30. 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? 07359 74180
Base: All mobile users

	Experience of suspicious texts/calls													
	Total				Mobile					Landline				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
5 - definitely genuine	162 8%	114 8%	41 8%	65 9%	105 8%	101 8%	96 8%	43 8%	31 8%	48 9%	37 9%	15 7%	30 10%	49 8%
4	460 22%	321 23%	132 25%	170 23%	301 23%	277 23%	254 22%	139 26%	102 26%	130 23%	108 26%	54 24%	81 26%	138 21%
3	554 27%	360 26%	152 29%	206 28%	336 26%	311 26%	295 26%	135 25%	108 28%	142 26%	128 31%	73 33% ^{adeg}	100 32% ^{adeg}	194 30%
2	265 13%	183 13% ^k	57 11%	94 13%	173 13% ^k	161 13% ^k	145 13% ^k	80 15% ^k	46 12%	73 13%	44 11%	17 8%	35 11%	82 13%
1 - definitely not genuine	603 29%	415 30% ^{jl}	141 27%	198 27%	394 30% ^{jl}	364 30% ^{jl}	350 31% ^{jl}	144 27%	103 26%	163 29% ^l	97 23%	64 29%	67 21%	188 29% ^l
NET: Genuine	622 30%	435 31%	173 33%	235 32%	406 31%	378 31%	350 31%	182 34%	133 34%	178 32%	145 35% ^m	70 31%	111 36%	187 29%
NET: Not genuine	867 42%	598 43% ^{jl}	198 38%	292 40% ^l	566 43% ^{jl}	524 43% ^{jl}	495 43% ^{jl}	223 41% ^{jl}	149 38%	236 42% ^{jl}	142 34%	81 36%	101 32%	270 41% ^{jl}
Mean	2.66	2.67	2.76	2.74	2.66	2.66	2.65	2.74	2.77	2.69	2.86 ^{adefm}	2.73	2.91 ^{adefl}	2.66 ^m
Standard deviation	1.32	1.33	1.30	1.32	1.33	1.33	1.34	1.31	1.31	1.34	1.29	1.29	1.27	1.30
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	0.06	0.06	0.09	0.07	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 102
Q31. 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? DHL Parcel
Base: All mobile users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032
5 - definitely genuine	179 9%	37 14%def	41 13%def	33 10%f	22 6%	41 6%	6 4%	78 13%hij	55 8%	41 6%	6 4%	13 12%m	20 16%mn	18 5%	29 7%	71 10%o	109 8%	97 8%	83 9%	9 11%B	16 7%	19 11%B	17 10%B	18 13%B	16 8%	30 12%B	19 6%	4 4%	149 9%	11 11%	13 8%	6 10%	85 10%	94 8%
4	461 23%	89 33%def	84 26%e	85 26%de	66 19%	110 18%	27 19%	173 29%hij	151 22%i	110 18%	27 19%	26 25%	48 39%mn	75 20%	62 16%	222 22%	239 23%	272 24%	190 21%	12 15%	53 23%	28 16%	35 21%	35 24%	42 21%	59 23%	78 27%su	43 25%	385 22%	19 20%	45 27%	13 21%	202 24%	259 21%
3	535 26%	63 23%	98 30%e	78 24%	101 29%	148 24%	48 33%ae	160 27%	179 27%	148 24%	48 33%i	31 30%	23 19%	93 25%	102 26%	273 27%	262 25%	295 26%	240 27%	28 34%wA	63 28%w	49 29%w	60 35%wA	24 17%	51 25%	70 27%w	60 21%	55 31%wA	459 27%	23 23%	42 25%	11 18%	212 25%	323 27%
2	272 13%	41 15%f	37 11%	46 14%f	48 14%f	92 15%f	8 5%	78 13%j	94 14%j	92 15%j	8 5%	20 19%	18 14%	44 12%	56 14%	136 14%	136 13%	159 14%	113 13%	6 8%	28 12%	24 14%	30 18%x	22 15%	18 9%	38 15%	45 15%	19 11%	231 13%	11 12%	21 13%	9 15%	95 11%	177 15%
1 - definitely not genuine	596 29%	44 16%	66 20%	83 26%a	110 32%ab	238 38%abc	55 39%abc	109 18%	193 29%g	238 38%gh	55 39%gh	16 15%	16 13%	145 39%kl	148 37%kl	295 30%	300 29%	323 28%	273 30%	26 32%v	68 30%v	48 29%v	30 17%	44 31%v	73 37%vy	61 24%	90 31%v	52 30%v	493 29%	34 35%	47 28%	22 36%	240 29%	355 29%
NET: Genuine	641 31%	126 46%cde	125 38%def	118 36%def	88 25%	151 24%	33 23%	251 42%hij	206 31%i	151 24%	33 23%	39 37%mn	68 54%kmn	93 25%	91 23%	293 29%	348 33%	368 32%	272 30%	21 26%	69 30%	47 28%	52 30%	53 37%	58 29%	89 34%	96 33%	50 28%	534 31%	30 30%	58 34%	19 31%	288 34%h	353 29%
NET: Not genuine	868 42%	85 31%	103 32%	129 40%ab	159 46%ab	330 52%abc	63 44%ab	187 31%	288 43%g	330 52%gh	63 44%g	36 34%	34 27%	189 50%kl	204 51%kl	431 43%	436 42%	482 42%	386 43%	32 40%	95 42%	73 43%	60 35%	66 46%	91 46%	99 39%	135 46%v	71 41%	723 42%	46 47%	68 40%	31 51%	336 40%	532 44%
Mean	2.69	3.13cd ef	2.99de f	2.81de f	2.54	2.40	2.44	3.05hi j	2.67i	2.40	2.44	3.00mn	3.30mn	2.40	2.42	2.64	2.73	2.70	2.66	2.64	2.65	2.67	2.88x	2.73	2.55	2.84x	2.62	2.62	2.69	2.60	2.74	2.55	2.76	2.64
Standard deviation	1.33	1.28	1.30	1.34	1.28	1.32	1.28	1.29	1.32	1.32	1.28	1.23	1.26	1.31	1.32	1.30	1.36	1.32	1.34	1.35	1.31	1.35	1.21	1.44	1.37	1.33	1.33	1.24	1.33	1.41	1.33	1.42	1.36	1.31
Standard error	0.03	0.08	0.08	0.07	0.07	0.05	0.11	0.06	0.05	0.05	0.11	0.12	0.12	0.06	0.07	0.04	0.04	0.04	0.04	0.15	0.09	0.10	0.10	0.13	0.10	0.09	0.08	0.09	0.03	0.13	0.11	0.13	0.05	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 103
Q31. 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? DHL Parcel
Base: All mobile users

	Experience of suspicious texts/calls													
	Total			Mobile						Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
5 - definitely genuine	179 9%	118 8%	48 9%	73 10%	111 9%	108 9%	101 9%	57 10%	41 10%	57 10%	32 8%	19 8%	25 8%	61 9%
4	461 23%	325 23%	120 23%	168 23%	310 24%	271 22%	247 22%	132 24%	99 25%	136 24%	89 21%	41 18%	72 23%	137 21%
3	535 26%	356 26%	131 25%	211 29%h	326 25%	312 26%	291 26%	143 26%	86 22%	153 27%	119 29%	64 28%	91 29%	179 28%
2	272 13%	177 13%	67 13%	77 10%	166 13%	158 13%	154 13%	60 11%	49 12%	59 11%	49 12%	27 12%	31 10%	95 15%c
1 - definitely not genuine	596 29%	417 30%	158 30%	204 28%	394 30%	364 30%	346 30%	149 28%	116 30%	151 27%	126 30%	73 33%	94 30%	179 27%
NET: Genuine	641 31%	443 32%	168 32%	241 33%	421 32%	379 31%	349 31%	189 35%k	140 36%k	193 35%	121 29%	60 27%	97 31%	198 30%
NET: Not genuine	868 42%	594 43%	224 43%	281 38%	561 43%	522 43%	499 44%ci	208 39%	164 42%	210 38%	175 42%	100 45%	124 40%	274 42%
Mean	2.69	2.68	2.68	2.77	2.68	2.67	2.65	2.79	2.74	2.80	2.64	2.58	2.69	2.70
Standard deviation	1.33	1.34	1.35	1.34	1.34	1.34	1.36	1.39	1.35	1.35	1.32	1.33	1.33	1.32
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	0.06	0.07	0.09	0.08	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 104
Q32. Which of the following factors do you consider when deciding whether a text or other type of message is genuine or not?
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
Whether you are expecting the text (e.g. when you are expecting a parcel)	1539	177	206	228	272	530	126	383	500	530	126	60	84	313	343	718	820	881	658	54	169	136	128	119	141	175	229	140	1292	74	123	50	597	911
	73%	61%	60%	69%ab	76%abd	82%abc	84%abc	60%	73%g	82%gh	84%gh	52%	62%	81%kl	84%kl	69%	76%o	74%	71%	64%	73%y	79%sy	69%	80%sy	70%	63%	77%sy	76%sy	72%	73%	72%	80%	71%	75%
The spelling, grammar or tone of the message	1490	177	211	220	266	504	113	387	486	504	113	62	78	303	314	703	786	860	630	60	168	136	116	108	148	173	215	141	1266	67	111	47	569	881
	70%	60%	61%	67%	74%ab	78%abc	75%ab	61%	71%g	78%gh	75%g	54%	58%	78%kl	77%kl	68%	73%o	72%r	68%	60	70%	72%y	79%vy	63%	72%	73%y	63%	72%y	71%	66%	64%	75%	68%	73%G
Whether it asks you to do something, e.g. says that you need to make a payment or asks you to click on a link	1433	169	191	226	246	480	120	360	472	490	120	58	84	284	315	653	779	819	613	53	161	121	120	105	141	161	212	129	1203	69	117	44	557	836
	68%	58%	55%	69%ab	69%ab	75%abd	80%abc	56%	69%g	75%gh	80%gh	50%	63%	73%kl	78%kl	63%	72%o	69%	66%	63%	69%y	70%y	65%	71%y	69%y	58%	71%y	70%y	67%	68%	68%	70%	67%	69%
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 "0" instead of "o") or uses a URL shortener	1155	151	185	168	210	367	73	337	378	367	73	61	69	235	204	579	574	682	473	37	129	103	93	83	119	142	168	100	974	58	87	37	444	684
	54%	52%	54%	51%	58%	57%	49%	53%	55%	57%	49%	53%	51%	61%n	50%	56%	53%	57%r	51%	44%	56%	59%st	50%	55%	58%st	51%	57%	54%	55%	57%	51%	59%	53%	57%
Whether the company is named e.g. the text comes from 'DHL' or has a phone number '07359 741805'	911	154	168	144	141	246	58	322	285	246	58	54	72	147	156	427	482	526	385	29	92	79	76	63	96	119	148	74	775	42	71	23	367	521
	43%	53%cd	49%cd	44%	39%	38%	39%	50%chj	41%	38%	39%	47%	54%mn	38%	38%	41%	44%	44%	41%	35%	39%	46%	41%	42%	47%	43%	50%st	40%	43%	41%	36%	44%	43%	
Whether you have received prior texts from this name / number	895	126	152	126	152	287	53	278	278	287	53	40	67	177	162	425	469	526	369	30	97	80	59	70	93	120	131	74	755	48	63	30	359	514
	42%	43%	44%	38%	42%	44%	36%	44%	40%	44%	36%	35%	50%k	46%	40%	41%	43%	44%r	40%	36%	42%	46%v	32%	47%v	46%v	43%v	44%v	40%	42%	47%	37%	48%	43%	43%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 104
Q32. Which of the following factors do you consider when deciding whether a text or other type of message is genuine or not?
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
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	892 42%	131 45%b	107 31%	136 41%b	142 40%b	310 48%bd	66 44%b	238 37%	279 41%	310 48%gh	66 44%	44 38%	66 49%	195 50%k	180 44%	428 41%	464 43%	492 41%	400 43%	38 44%	101 43%	71 41%	70 38%	71 47%	89 44%	110 40%	137 46%	75 41%	762 43%	41 40%	66 38%	24 39%	356 43%	506 42%	
Whether the company named is trustworthy	621 29%	91 31%	105 30%	95 29%	97 27%	185 29%	48 32%	196 31%	192 28%	185 29%	48 32%	39 34%	39 29%	113 29%	119 29%	302 29%	317 29%	338 28%	283 30%	23 27%	65 28%	56 32%	44 24%	49 33%	58 28%	91 33%	84 28%	57 31%	526 29%	28 27%	46 27%	21 33%	241 29%	354 29%	
Other (please specify)	32 2%	-	4 1%	1 *	8 2%ac	16 2%ac	2 2%a	4 1%	10 1%	16 2%g	2 2%	-	-	15 4%ln	3 1%	23 2%p	9 1%	10 1%	23 2%q	1 2%	2 1%	2 1%	1 1%	1 1%	2 1%	4 1%	5 2%	5 3%	24 1%	5 5%C	3 2%	1 1%	10 1%	22 2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 105
Q32. Which of the following factors do you consider when deciding whether a text or other type of message is genuine or not?
 Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Total			Any mobile text (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile text (d)										
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
Whether you are expecting the text (e.g. when you are expecting a parcel)	1539 73%	1056 74% ^{gi}	408 76% ^{cgim}	539 70% ^g	959 73% ^g	883 73% ^g	844 74% ^{gi}	322 60%	280 72% ^g	380 68% ^g	331 72% ^g	189 80% ^{cceghim}	253 72% ^g	484 71% ^g
The spelling, grammar or tone of the message	1490 70%	1031 72% ^{gm}	403 75% ^{gm}	544 71% ^g	943 72% ^{gm}	870 72% ^{gm}	827 73% ^{gm}	334 62%	287 74% ^{gm}	396 71% ^g	319 70% ^g	186 78% ^{cceghim}	244 70% ^g	459 67%
Whether it asks you to do something, e.g. says that you need to make a payment or asks you to click on a link	1433 68%	989 69% ^g	406 76% ^{acdefgijm}	516 67% ^g	901 69% ^g	831 69% ^g	793 70% ^{gm}	328 61%	289 74% ^{cgim}	360 65%	308 67%	173 73% ^{gim}	243 70% ^g	444 65%
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 "0" instead of "o") or uses a URL shortener	1155 54%	792 55% ^{gj}	310 58% ^{gj}	419 54%	737 56% ^{gj}	678 56% ^{gj}	643 56% ^{gj}	265 49%	234 60% ^{gjlm}	314 57% ^{gj}	224 49%	125 53%	177 51%	363 53%
Whether the company is named e.g. the text comes from 'DHL' or has a phone number '07359 741805'	911 43%	643 45% ^m	261 49% ^m	341 44%	596 46% ^m	552 46% ^m	523 46% ^m	235 44%	200 51% ^{acgjlm}	261 47% ^m	193 42%	106 45%	146 42%	268 39%
Whether you have received prior texts from this name / number	895 42%	625 44%	246 46% ^{ijlm}	321 42%	576 44%	538 44% ^l	512 45% ^{ijm}	230 43%	181 47% ^{ijlm}	245 44%	176 39%	97 41%	132 38%	270 39%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 105
Q32. Which of the following factors do you consider when deciding whether a text or other type of message is genuine or not?
Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total	Total			Mobile					Landline			None (m)	
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)		Recorded message (l)
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
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	892 42%	648 45% ^m	268 50% ^{gm}	356 46% ^m	600 46% ^m	556 46% ^m	533 47% ^{gm}	220 41%	202 52% ^{agm}	260 47% ^m	203 44% ^m	109 46% ^m	161 46% ^m	244 36%
Whether the company named is trustworthy	621 29%	419 29%	165 31%	230 30%	378 29%	347 29%	334 29%	148 27%	124 32%	179 32%	129 28%	68 29%	96 27%	201 29%
Other (please specify)	32 2%	17 1%	8 2% ⁱ	6 1%	16 1%	15 1%	15 1%	5 1%	4 1%	1 *	7 2% ⁱ	5 2% ⁱ	5 1%	15 2% ^{ci}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 106
Q33a. Do you think that it is possible for scammers to fake the type of incoming number that appears on mobile and landline caller displays? Landline numbers
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24	25-34	35-44	45-54	55-74	75+	16-34	35-54	55-74	75+	Male	Female	Male	Female	Male	Female	ABC1	C2DE	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	East of London	London	South East	South West	England	Wales	Scotland	North Ireland	Apple / iPhone	Other	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Can be faked	1635	212	232	257	269	535	129	445	526	535	129	92	94	339	324	816	817	937	698	58	178	142	143	115	155	205	221	140	1357	89	137	52	634	944	
	77%	73%	67%	78%b	75%b	83%abd	86%abd	70%	76%g	83%gh	86%gh	79%	70%	87%klin	80%l	79%	75%	79%r	75%	68%	86%t	82%st	77%	77%	76%	74%	74%	76%	76%	87%C	80%	83%	83%	76%	78%
Can't be faked	83	28	21	11	11	10	-	50	23	10	-	9	14	7	4	43	39	41	41	5	11	5	6	-	3	30	9	5	74	2	5	1	32	41	
	4%	10%cd	6%ef	3%f	3%f	2%	-	8%hij	3%j	2%	-	8%mn	11%mn	2%	1%	4%	4%	3%	4%	6%w	5%w	3%	3%	-	2%	11%luvw	3%	3%	4%	2%	3%	1%	4%	3%	
Not sure	404	52	92	61	78	99	21	144	139	99	21	15	26	42	79	176	227	210	194	22	44	26	35	34	45	42	67	39	353	11	30	10	169	224	
	19%	18%	27%ace	18%	22%e	15%	14%	23%ij	20%l	15%	14%	13%	20%m	11%	19%mn	17%	21%o	18%	21%	26%uy	19%	15%	19%	23%	22%	15%	22%y	21%	20%D	10%	17%	16%	20%	18%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 107
Q33a. Do you think that it is possible for scammers to fake the type of incoming number that appears on mobile and landline caller displays? Landline numbers
Base: All mobile/ landline users

	Experience of suspicious texts/calls													None (m)
	Total			Mobile						Landline				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
Can be faked	1635 77%	1129 79% ^m	431 81% ^m	634 82% ^m	1029 79% ^m	952 78% ^m	898 79% ^m	427 79%	302 77%	460 83% ^m	378 83% ^m	206 87% ^{abdefg}	290 83% ^m	506 74%
Can't be faked	83 4%	64 4%	21 4%	34 4%	56 4%	55 5%	46 4%	35 6% ^{km}	20 5%	23 4%	25 6% ^m	6 3%	19 5%	19 3%
Not sure	404 19%	242 17% ^{cjkl}	84 16%	102 13%	223 17% ^{cjkl}	206 17% ^{cjkl}	195 17% ^{cjkl}	79 15%	69 18% ^{jk}	73 13%	54 12%	25 10%	42 12%	161 24% ^{abcdefghijkl}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 108

Q33b. Do you think that it is possible for scammers to fake the type of incoming number that appears on mobile and landline caller displays? Mobile numbers
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
Can be faked	1729	249	258	266	287	543	126	508	553	543	126	102	110	336	332	853	874	987	742	66	189	143	156	120	165	221	233	148	1441	93	142	54	676	994
	82%	85% ^b	75%	81%	80%	84% ^b	84% ^b	79%	80%	84% ^g	84%	88%	82%	87%	82%	81%	83%	80%	78%	81%	83%	84%	84%	80%	81%	80%	78%	81%	81%	91% ^{CE}	82%	86%	81%	82%
Can't be faked	62	12	18	12	12	6	2	30	24	6	2	2	7	6	2	36	26	26	36	1	12	5	4	3	1	22	5	3	54	-	7	*	22	30
	3%	4% ^e	5% ^{ef}	4% ^e	3% ^e	1%	5% ⁱ	4% ⁱ	1%	1%	2%	5% ^{mn}	1%	*	3%	2%	2%	4% ^q	1%	5% ^{xA}	3%	2%	2%	1	8% ^{suvw}	2%	2%	3%	-	4% ^D	1%	3%	3%	3%
Not sure	330	31	70	51	60	96	23	101	111	96	23	12	17	46	73	147	184	176	154	18	32	24	25	27	38	34	60	32	290	9	23	8	137	184
	16%	11%	20% ^a	15%	17%	15%	16%	16%	15%	15%	10%	12%	12%	18% ^m	14%	17%	15%	17%	21%	14%	14%	14%	18%	19%	12%	20% ^y	17%	16% ^D	9%	13%	13%	16%	15%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

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Absolutes/col percents

Table 109

Q33b. Do you think that it is possible for scammers to fake the type of incoming number that appears on mobile and landline caller displays? Mobile numbers
Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total			Mobile						Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
Can be faked	1729	1200	449	661	1102	1022	961	456	323	484	383	202	294	529
	82%	84% _m	84% _m	86% _m	84% _m	84% _m	84% _m	84% _m	83% _m	87% _m	84% _m	85% _m	84% _m	77%
Can't be faked	62	49	13	32	42	42	34	28	13	23	21	5	15	13
	3%	3%	2%	4% _m	3%	3%	3%	5% _{bfm}	3%	4% _m	4% _m	2%	4% _m	2%
Not sure	330	186	74	78	165	150	144	56	54	49	54	30	41	144
	16%	13% _i	14% _i	10%	13% _i	12% _i	13% _i	10%	14% _i	9%	12%	12%	12%	21% _{abodefghijkl}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 110

Q34. 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?

Summary table

Base: All mobile/ landline users

	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
Unweighted base	2128	2128	2128	2128
Weighted base	2121	2121	2121	2121
Effective base	1769	1769	1769	1769
Yes	740 35%	1056 50%	998 47%	607 29%
No	648 31%	725 34%	772 36%	1041 49%
Not sure	243 11%	317 15%	317 15%	290 14%
Don't use this type of communication	490 23%	22 1%	34 2%	182 9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 111
Q34. 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
Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / (G)	Other (H)		
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032		
Yes	740 35%	81 28%	78 23%	75 23%	131 37% ^{abc}	291 45% ^{abc}	84 56% ^{abc}	159 25%	207 30%	291 45% ^{gh}	84 56% ^{ghi}	33 29%	42 31%	185 48% ^{kl}	190 47% ^{kl}	363 35%	377 35%	438 37%	303 32%	31 36%	79 34%	51 30%	68 37%	53 35%	76 37%	109 39% ^A	90 30%	65 35%	621 35%	41 40% ^F	62 36%	17 27%	253 30%	441 36% ^G		
No	648 31%	89 30%	104 30%	113 34%	103 29%	193 30%	46 30%	193 30%	216 31%	193 30%	46 30%	34 30%	40 30%	122 31%	116 29%	338 33%	309 28%	354 30%	294 32%	27 32%	60 26%	55 32%	58 32%	41 28%	59 29%	81 29%	106 36% ^t	70 38% ^t	559 31%	28 27%	44 25%	18 29%	269 32%	359 30%		
Not sure	243 11%	40 14% ^f	40 11% ^f	41 12% ^f	44 12% ^f	71 11% ^f	8 5%	79 12% ^j	84 12% ^j	71 11% ^j	8 5%	25 21% ^{lmn}	14 11%	39 10%	40 10%	127 12%	116 11%	129 11%	113 12%	7 8%	35 15% ^{AB}	23 13% ^B	24 13%	12 8%	31 15% ^{AB}	35 13% ^B	23 8%	12 6%	202 11%	10 10%	20 12%	10 16%	84 10%	149 12%		
Don't use this type of communication	490 23%	83 28% ^{ef}	124 36% ^{def}	100 30% ^{def}	81 22% ^{ef}	90 14%	12 8%	207 32% ^{hij}	181 26% ^{ij}	90 14%	12 8%	23 20% ^m	38 28% ^{mn}	41 11%	61 15%	208 20%	282 26% ^o	268 23%	223 24%	20 24%	59 25%	43 25%	35 19%	43 29% ^{xy}	37 18%	52 19%	78 26% ^{xy}	36 20%	403 23%	23 22%	46 27%	18 28%	230 28% ^H	259 21%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 112

Q34. 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

Base: All mobile/ landline users

	Experience of suspicious texts/calls													
	Total				Mobile					Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
Yes	740 35%	579 40%efm	264 49% ^a defgh m	392 51% ^a defgh m	485 37% ^a m	436 36% ^a m	403 35% ^a m	203 38% ^a m	160 41% ^a m	250 45% ^a defgm	311 68% ^a bcdef ghim	162 68% ^a bcdef ghim	234 67% ^a bcdef ghim	161 24%
No	648 31%	380 26%	120 22%	180 23%	358 27% ^a b	342 28% ^a bcj	315 28% ^a b	154 28% ^a b	90 23%	131 24%	105 23%	52 22%	86 25%	268 39% ^a bcdefghijkl
Not sure	243 11%	144 10%	47 9%	70 9%	134 10%	128 11%	126 11%	58 11%	36 9%	48 9%	39 9%	23 10%	28 8%	99 14% ^a bcdefhijl
Don't use this type of communication	490 23%	332 23% ^a cjkl	104 19% ^a kl	128 17% ^a kl	331 25% ^a bcjkl	307 25% ^a bcjkl	296 26% ^a bcjkl	126 23% ^a cjkl	104 27% ^a bcjkl	127 23% ^a cjkl	2 1%	1 *	2 1%	158 23% ^a cjkl

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 113
Q34. 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 mobile
Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032		
Yes	1056	150	166	158	182	328	73	316	340	328	73	59	77	207	193	529	528	646	411	38	118	82	104	82	97	142	131	94	888	54	79	35	430	594		
	50%	51%	48%	48%	51%	51%	49%	49%	49%	51%	49%	51%	58%	54%	48%	51%	49%	54%	44%	44%	51%	47%	56%	55%	48%	51%	44%	50%	53%	46%	56%	51%	49%			
No	725	93	111	120	117	232	52	204	237	232	52	33	38	127	156	354	370	362	363	35	76	58	52	46	69	87	123	71	616	29	63	17	269	426		
	34%	32%	32%	36%	33%	36%	34%	32%	34%	36%	34%	28%	28%	33%	38%	34%	34%	30%	39%	41%	33%	34%	28%	31%	34%	31%	42%	38%	35%	28%	37%	27%	32%	35%		
Not sure	317	47	63	50	56	81	20	110	106	81	20	21	19	47	54	138	179	170	147	11	39	31	29	20	34	43	38	17	262	18	26	11	130	181		
	15%	16%	18%	15%	16%	13%	13%	17%	15%	13%	13%	18%	14%	12%	13%	13%	17%	14%	16%	13%	17%	18%	16%	14%	17%	16%	13%	9%	15%	17%	15%	17%	16%	15%		
Don't use this type of communication	22	3	6	2	3	3	6	9	5	3	6	3	-	5	3	16	6	11	11	1	-	2	-	1	3	4	4	2	18	1	3	-	6	8		
	1%	1%	2%	1%	1%	*	4%	1%	1%	*	4%	2%	-	1%	1%	2%	1%	1%	1%	2%	-	1%	-	1%	2%	1%	1%	1%	1%	1%	2%	-	1%	1%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 114
Q34. 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 mobile
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
Yes	1056 50%	827 58% ^m	361 67% ^{adefgjlm}	489 64% ^{adefm}	768 59% ^m	699 58% ^m	660 58% ^m	320 59% ^m	274 70% ^{acdefgjlm}	385 69% ^{acdefgjlm}	273 60% ^m	149 63% ^m	200 57% ^m	230 33%
No	725 34%	416 29% ^{bchi}	125 23%	189 25%	366 28% ^{hi}	347 29% ^{bhi}	320 28% ^{hi}	150 28% ⁱ	85 22%	109 20%	130 28% ^{hi}	60 25%	108 31% ^{bhi}	309 45% ^{abcdefghijkl}
Not sure	317 15%	180 13% ^{bh}	45 8%	84 11%	169 13% ^{bh}	161 13% ^{bh}	154 14% ^{bh}	68 13% ^{bh}	31 8%	59 11%	46 10%	24 10%	35 10%	137 20% ^{abcdefghijkl}
Don't use this type of communication	22 1%	12 1%	5 1%	9 1%	6 *	6 *	6 1%	3 *	1 *	2 *	8 2% ^{defh}	5 2% ^{defh}	7 2% ^{defghi}	11 2% ^{defh}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 115
Q34. 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?
Text (e.g. SMS, iMessage, RCS chat) on our mobile
Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Yes	998	160	155	136	174	314	59	315	311	314	59	59	76	176	197	488	509	591	408	35	93	84	89	65	96	133	140	101	834	44	84	36	422	541	
	47%	55%bcf	45%	41%	49%	49%c	39%	49%j	45%	49%	39%	51%	57%	45%	48%	47%	47%	50%r	44%	41%	40%	49%	48%	43%	47%	48%	55%t	47%	44%	49%	57%CD	50%H	45%		
No	772	83	118	141	128	238	63	202	269	238	63	32	41	149	152	375	395	410	362	35	95	57	66	60	78	86	110	58	643	43	69	17	288	463	
	36%	29%	34%	43%ab	36%	37%a	42%a	32%	39%g	37%	42%g	28%	31%	38%	37%	36%	36%	34%	39%	41%	41%y	33%	36%	40%	38%	31%	37%	31%	36%	42%F	40%F	27%	34%	38%	
Not sure	317	46	64	52	54	84	18	110	106	84	18	23	16	51	50	152	165	173	144	12	44	31	28	23	25	52	43	21	278	14	15	10	118	187	
	15%	16%	19%e	16%	15%	13%	12%	17%	15%	13%	12%	20%	12%	13%	12%	15%	15%	15%	15%	14%	19%	18%	15%	15%	12%	19%	14%	11%	16%E	13%	9%	16%	14%	16%	
Don't use this type of communication	34	3	9	1	2	9	10	12	3	9	10	1	1	11	8	21	13	15	19	4	1	1	2	2	5	6	5	4	29	1	4	-	8	17	
	2%	1%	3%c	*	1%	1%	6%acde	2%h	*	1%	6%ghi	1%	1%	3%	2%	2%	1%	1%	2%	4%t	*	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	-	1%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 116

**Q34. 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?
 Text (e.g. SMS, iMessage, RCS chat) on our mobile**
 Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
Yes	998	792	315	445	735	690	652	305	235	327	267	137	204	206
	47%	55% ^m	59% ^m	58% ^m	56% ^m	57% ^m	57% ^m	56% ^m	60% ^m	59% ^m	58% ^m	58% ^m	58% ^m	30%
No	772	436	154	210	390	357	335	158	111	146	130	66	97	336
	36%	30%	29%	27%	30%	29%	29%	29%	29%	26%	28%	28%	28%	49% ^{abcdehijkl}
Not sure	317	190	60	101	174	158	145	73	42	77	50	28	40	127
	15%	13%	11%	13%	13%	13%	13%	13%	11%	14%	11%	12%	11%	19% ^{abcdehijkl}
Don't use this type of communication	34	17	7	14	9	9	8	5	2	6	10	6	9	17
	2%	1%	1%	2% ^{def}	1%	1%	1%	1%	*	1%	2% ^{defh}	2% ^{defh}	3% ^{defh}	2% ^{defh}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 117
Q34. 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?
App-based messages (e.g. on WhatsApp) on your mobile
Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24	25-34	35-44	45-54	55-74	75+	16-34	35-54	55-74	75+	Male 18-34	Female 18-34	Male 55+	Female 55+	Male	Female	ABC1	C2DE	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	East of England	London	South East	South West	England	Wales	Scotland	North Ireland	Apple / iPhone	Other	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Yes	607 29%	127 43% ^{bcd}	111 32% ^{ef}	91 28% ^f	114 32% ^{ef}	146 23% ^f	18 12%	238 37% ^{hij}	205 30% ^{ij}	146 23% ^j	18 12%	51 44% ^{mn}	64 48% ^{mn}	80 21%	84 21%	309 30%	298 27%	369 31% ^r	238 26%	75 32%	62 27%	40 23%	52 28%	37 25%	57 28%	97 35% ^u	86 29%	51 28%	509 29%	23 23%	52 30%	22 36% ^D	266 32% ^H	316 26%	
No	1041 49%	110 38%	167 48% ^a	184 56% ^a	175 49% ^a	327 51% ^a	78 52% ^a	277 43%	359 52% ^g	327 51% ^g	78 52%	38 33%	50 38%	191 49% ^{kl}	214 53% ^{kl}	489 47%	551 51%	584 49%	457 49%	39 46%	112 48%	88 51%	91 49%	87 58% ^{xy}	89 44%	114 41%	151 51% ^y	93 50%	865 48%	57 55%	91 53%	29 47%	417 50%	597 49%	
Not sure	290 14%	47 16%	59 17% ^f	42 13%	42 12%	86 13%	14 9%	106 17% ^{hj}	84 12%	86 13%	14 9%	22 19%	18 13%	52 13%	49 12%	140 13%	151 14%	150 13%	140 15%	7 8%	35 15%	26 15%	30 16%	19 12%	36 18% ^A	43 16%	31 11%	25 14%	253 14%	11 11%	17 10%	9 15%	108 13%	170 14%	
Don't use this type of communication	182 9%	9 3%	9 3%	13 4%	28 8% ^{ab}	85 13% ^{abc}	39 26% ^{abcd}	17 3%	41 6% ^g	85 13% ^{gh}	39 26% ^{ghi}	4 4%	2 2%	65 17% ^{kl}	59 15% ^{kl}	98 9%	84 8%	86 7%	97 10% ^q	12 14% ^w	23 10%	18 11%	11 6%	7 5%	21 10%	22 8%	28 10%	15 9% ^F	158 11% ^F	11 7%	12 7%	1 2%	43 5%	126 10% ^G	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 118
Q34. 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?
App-based messages (e.g. on WhatsApp) on your mobile
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile						Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
Yes	607 29%	485 34%*m	187 35%*m	283 37%*m	454 35%*m	440 36%*m	405 36%*m	279 52%*abcde hijklm	155 40%*m	225 40%*adkm	157 34%*m	74 31%*m	117 34%*m	122 18%*
No	1041 49%	665 46%*cgijl	239 45%*g	316 41%*g	615 47%*cgijl	556 46%*g	523 46%*g	177 33%*	174 45%*g	227 41%*g	185 40%*g	100 42%*g	139 40%*	376 55%*abcde fghijkl
Not sure	290 14%	183 13%	52 10%	102 13%	171 13%	162 13%	157 14%*bh	75 14%	36 9%	76 14%	53 12%	22 9%	44 13%	108 16%*bhk
Don't use this type of communication	182 9%	102 7%*efg	57 11%*ade fghi	68 9%*de fghi	68 5%*	56 5%*	53 5%*	10 2%	25 6%*	28 5%*	62 14%*acde fg	41 17%*abcde fghi	49 14%*acde fghi	80 12%*ade fghi

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 119

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?

Base: All who have picked up a call that looked genuine but then turned out to be suspicious

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	1220	147	165	187	212	408	101	312	399	408	101	65	68	261	248	615	605	706	514	51	129	95	90	80	107	162	160	108	982	74	88	76	447	718
Weighted base	1216	165	180	171	204	395	101	345	375	395	101	65	83	242	254	593	623	734	482	49*	134	92	114	94	112	165	153	109	1022	61	96	37	466	695
Effective base	1011	120	136	154	172	347	88	255	326	347	88	53	55	223	213	518	495	595	417	41	113	84	76	67	88	137	140	93	832	62	74	64	381	587
The voice sounded like it was a recorded message rather than a live person speaking	591	57	92	84	86	215	57	149	170	215	57	24	28	131	142	282	310	367	225	25	65	50	45	43	56	73	89	50	497	35	42	18	210	356
	49%	35%	51%a	49%a	42%	55%ad	57%ad	43%	45%	55%gh	57%g	37%	33%	54%kl	56%kl	47%	50%	50%	47%	51%	49%	54%	40%	46%	50%	44%	58%vy	46%	49%	57%	43%	50%	45%	51%
The way the caller talked (unprofessional, too informal, appeared to be following a script)	477	43	47	58	92	181	57	89	149	181	57	14	23	123	115	242	235	277	200	15	74	37	21	31	54	65	60	43	399	30	35	13	179	288
	39%	26%	26%	34%	45%abc	46%abc	56%abc	26%	40%g	46%g	56%gh	21%	27%	51%kl	45%kl	41%	38%	38%	41%	30%	55%suw	40%v	18%	33%w	48%v	39%v	39%v	40%v	39%	49%	36%	34%	38%	41%
The caller asked me to provide personal information (e.g. my bank details or account password)	453	69	63	60	77	140	43	132	137	140	43	21	40	101	83	221	231	271	181	23	62	29	42	35	40	59	57	43	391	26	24	11	168	270
	37%	42%	35%	35%	38%	36%	43%	38%	36%	36%	43%	32%	48%n	42%	33%	37%	37%	37%	38%	47%	46%	32%	37%	38%	36%	36%	37%	40%	38%E	43%E	25%	29%	36%	39%
The questions asked indicated the call may not be genuine	407	35	40	53	73	161	44	126	161	44	14	19	117	88	200	206	239	167	23	58	30	35	31	35	61	45	35	351	22	23	11	148	241	
	33%	21%	22%	31%	36%ab	41%abc	44%abc	22%	34%g	41%g	44%g	22%	22%	48%kin	35%	34%	33%	35%	46%	43%A	32%	31%	33%	31%	37%	30%	32%	34%	35%	35%	30%	30%	32%	35%
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)	390	47	40	56	72	140	34	88	128	140	34	17	26	94	80	198	191	238	151	18	41	32	42	26	41	41	49	30	319	22	40	9	136	238
	32%	29%	22%	33%b	35%b	35%b	34%	25%	34%g	35%g	34%	26%	31%	39%	31%	33%	31%	32%	31%	36%	31%	35%	37%	27%	24%	32%	27%	31%	36%	42%F	23%	29%	34%	
The caller was offering something that seemed too good to be true	375	53	38	53	58	136	38	90	111	136	38	18	31	90	84	192	183	210	164	18	53	25	33	22	26	57	45	35	315	26	25	8	145	217
	31%	32%b	21%	31%	28%	34%b	37%b	26%	29%	34%g	37%g	28%	37%	37%	33%	32%	29%	29%	34%	37%	40%wx	27%	29%	24%	24%	35%	30%	32%	43%CEF	26%	23%	31%	31%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base

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Absolutes/col percents

Table 119

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?
Base: All who have picked up a call that looked genuine but then turned out to be suspicious

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Weighted base	1216	165	180	171	204	395	101	345	375	395	101	65	83	242	254	593	623	734	482	49*	134	92	114	94	112	165	153	109	1022	61	96	37	466	695	
The way the caller spoke did not sound like genuine human speech / it sounded like a bot	370	43	66	52	70	110	28	109	123	110	28	17	23	73	65	189	181	216	154	11	48	29	24	19	41	42	55	36	305	24	30	11	132	216	
	30%	26%	36%	30%	35%	28%	28%	32%	33%	28%	26%	28%	30%	26%	32%	29%	29%	32%	22%	36%vw	32%	21%	21%	36%vw	26%	36%vw	33%	30%	39%	31%	29%	28%	31%		
The organisation was not familiar to me	328	25	26	34	65	135	42	52	99	135	42	14	11	97	80	178	150	180	148	17	39	27	26	16	36	46	41	30	278	12	26	12	111	205	
	27%	15%	15%	20%	32%abc	34%abc	42%abc	15%	26%g	34%gh	42%gh	22%	13%	40%kl	32%l	30%p	24%	24%	31%q	35%w	29%	30%	23%	17%	32%w	28%	27%	27%	20%	27%	33%	24%	29%		
A sense of urgency on the call	198	19	21	31	41	68	19	40	72	68	19	4	11	46	41	97	102	114	84	10	24	18	13	13	18	29	27	20	171	10	11	6	74	116	
	16%	11%	12%	18%	20%ab	17%	19%	11%	19%g	17%	19%	6%	13%	19%k	16%	16%	16%	17%	17%	19%	18%	20%	11%	14%	16%	18%	18%	17%	17%	12%	15%	16%	17%		
Another reason (please specify)	68	3	5	5	11	34	11	7	16	34	11	-	3	22	23	38	30	37	31	2	10	5	3	7	9	8	8	59	3	4	3	16	50		
	6%	2%	3%	3%	5%	9%abc	11%abc	2%	4%	9%gh	11%gh	-	3%	9%k	9%k	6%	5%	5%	6%	5%	7%	5%	3%	7%	8%	5%	5%	7%	6%	4%	4%	8%	3%	7%G	
Don't know	25	5	11	-	4	5	1	16	4	5	1	3	2	3	2	14	11	14	11	-	1	4	1	2	3	3	1	8	22	1	1	1	15	9	
	2%	3%c	6%cef	-	2%	1%	1%	5%hi	1%	1%	1%	5%	2%	1%	1%	2%	2%	2%	2%	-	1%	4%	1%	2%	3%	2%	1%	7%styA	2%	2%	1%	3%	3%H	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base

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ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 120

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?
Base: All who have picked up a call that looked genuine but then turned out to be suspicious

	Experience of suspicious texts/calls													
	Total	Total												
		Any (a)	Any voice call (b)	Any recorded message (c)	Mobile					Landline				None (m)
				Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Unweighted base	1220	928	396	551	828	758	710	348	278	393	333	176	254	292
Weighted base	1216	937	401	568	836	763	714	349	287	409	349	179	267	279
Effective base	1011	769	327	456	690	631	589	293	225	330	278	151	211	243
The voice sounded like it was a recorded message rather than a live person speaking	591 49%	468 50%	202 50%	332 58% abdefg hm	409 49%	374 49%	352 49%	163 47%	129 45%	233 57% adefgh m	203 58% adefgh m	105 58% defghm	167 62% abdefg hm	123 44%
The way the caller talked (unprofessional, too informal, appeared to be following a script)	477 39%	381 41%	185 46% gm	245 43% m	344 41%	314 41%	299 42% m	129 37%	132 46% gm	177 43% m	144 41%	82 46% m	115 43% m	96 34%
The caller asked me to provide personal information (e.g. my bank details or account password)	453 37%	364 39%	177 44% m	232 41% m	337 40% m	309 40% m	285 40% m	154 44% m	135 47% alm	181 44% m	136 39%	79 44% m	100 38% m	89 32%
The questions asked indicated the call may not be genuine	407 33%	326 35%	170 42% acdefi m	193 34%	287 34%	256 34%	246 34%	121 35%	118 41% em	140 34%	134 38% m	85 47% acdefg ilm	91 34%	81 29%
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)	390 32%	316 34% m	169 42% acdefg im	191 34%	287 34% m	261 34% m	249 35% m	114 33%	127 44% acdefg ijlm	138 34%	120 34%	72 40% m	92 34% m	74 26%
The caller was offering something that seemed too good to be true	375 31%	300 32%	143 36% m	185 32%	277 33%	255 33%	242 34% m	118 34%	111 39% m	145 35% m	107 31%	56 31%	81 30% m	75 27%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 120

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?
Base: All who have picked up a call that looked genuine but then turned out to be suspicious

	Experience of suspicious texts/calls													
	Total	Total			Mobile					Landline				None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Weighted base	1216	937	401	568	836	763	714	349	287	409	349	179	267	279
The way the caller spoke did not sound like genuine human speech / it sounded like a bot	370 30%	304 32% ^m	133 33% ^m	216 38% ^{defm}	260 31% ^m	243 32% ^m	228 32% ^m	114 33% ^m	95 33% ^m	149 37% ^m	125 36% ^m	57 32%	101 38% ^m	66 24%
The organisation was not familiar to me	328 27%	250 27%	120 30%	168 30%	222 27%	207 27%	199 28%	95 27%	83 29%	117 29%	113 32%	54 30%	90 34% ^{ad}	78 28%
A sense of urgency on the call	198 16%	156 17%	82 20%	99 17%	142 17%	129 17%	119 17%	74 21%	61 21%	78 19%	54 15%	31 17%	45 17%	42 15%
Another reason (please specify)	68 6%	47 5%	24 6%	24 4%	41 5%	38 5%	38 5%	10 3%	17 6%	14 3%	21 6%	15 8% ^{gi}	17 6%	21 7% ^{gi}
Don't know	25 2%	14 1%	5 1%	6 1%	13 2%	12 2%	12 2%	5 1%	4 1%	5 1%	3 1%	2 1%	1 *	11 4% ^{abcdefgijl}

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 121

Q36. 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?

Summary table

Base: All mobile users/ All landline users/ All receiving any type of suspicious texts or calls

	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	NET: Any message/call
Unweighted base	2052	2052	2052	953	2128
Weighted base	2044	2044	2044	955	2121
Effective base	1707	1707	1707	806	1769
Not applicable. I am not aware that I have received any type of suspicious message or call in the last three months	904 44%	1429 70%	1256 61%	498 52%	686 32%
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	1036 51%	378 19%	- -	- -	1113 52%
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	- -	- -	556 27%	350 37%	770 36%
Live voice call, (e.g. telling you there is a problem with your internet service)	- -	- -	390 19%	237 25%	536 25%
Message from an organisation which asks me to call a number	277 14%	213 10%	- -	- -	407 19%
NET: Any suspicious message	1139 56%	540 26%	788 39%	457 48%	1435 68%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 122
Q36. 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?
Text (e.g. SMS, iMessage, RCS chat) on your mobile
Base: All mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	904	91	127	143	153	309	81	218	296	309	81	37	38	184	206	454	450	480	425	49	84	75	75	60	96	98	140	78	755	46	83	20	336	568	
	44%	33%	39%	44%a	44%a	49%ab	36%	44%g	49%g	56%gh	35%	30%	49%kl	52%kl	45%	43%	42%	47%q	60%tuv	37%	44%	43%	42%	48%t	38%	48%ty	44%	44%F	46%	49%F	34%	40%	47%G		
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	1036	162	184	163	180	296	50	346	343	296	50	63	75	173	174	490	545	611	425	31	132	81	90	77	93	142	143	84	874	51	75	36	444	592	
	51%	59%cef	56%ef	50%f	52%f	47%f	35%	58%hij	51%j	47%j	35%	60%mn	60%mn	46%	44%	49%	52%	53%r	47%	39%	58%sx	48%	52%	54%s	47%	55%s	49%	48%	51%	52%	45%	59%E	53%	49%	
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Live voice call, (e.g. telling you there is a problem with your internet service)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Message from an organisation which asks me to call a number	277	39	44	34	48	85	27	84	82	85	27	16	18	59	52	134	143	168	109	7	34	23	24	18	26	44	39	27	244	7	15	11	122	154	
	14%	14%	14%	10%	14%	14%	18%c	14%	12%	14%	18%	15%	15%	16%	13%	13%	14%	15%	12%	9%	15%	14%	14%	13%	13%	17%	13%	15%	14%D	7%	9%	19%DE	15%	13%	
NET: Any suspicious message	1139	183	198	182	195	320	62	381	377	320	62	69	87	191	190	543	595	666	473	32	142	93	98	82	104	159	152	98	961	53	85	40	499	640	
	56%	67%cde	61%ef	56%f	56%f	51%	44%	64%hij	56%j	51%	44%	65%mn	70%mn	51%	48%	55%	57%	58%r	53%	40%	63%xA	56%s	57%s	58%s	52%	62%xA	52%	56%s	56%	54%	51%	66%CE	60%H	53%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 123
**Q36. 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?
Text (e.g. SMS, iMessage, RCS chat) on your mobile**
Base: All mobile users

	Experience of suspicious texts/calls													
	Total			Mobile						Landline				None (m)
	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	904 44%	253 18%defg	126 24%adefgi	163 22%adefgi	169 13%ef	74 6%f	-	74 14%ef	72 18%def	89 16%ef	129 31%abcdefghi	70 31%acdefghi	100 32%abcodfghi	651 100%abcdefgijkl
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	1036 51%	1036 74%bjklm	354 68%lm	521 71%jklm	1036 79%abchjklm	1036 85%abcdghijklm	1036 91%abcdegijklm	412 76%bjklm	280 72%jklm	429 77%bcijklm	253 61%m	136 61%m	186 60%m	-
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Live voice call, (e.g. telling you there is a problem with your internet service)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Message from an organisation which asks me to call a number	277 14%	277 20%*m	149 29%acdejm	160 22%*m	277 21%*m	277 23%*m	277 24%*alm	127 23%*m	126 32%acdefgijlm	133 24%*m	79 19%*m	54 24%*m	58 18%*m	-
NET: Any suspicious message	1139 56%	1139 82%bcijklm	397 76%*jlm	569 78%*jklm	1139 87%abchjklm	1139 94%abcdghijklm	1139 100%abcdegijklm	467 86%abcijklm	318 82%*jklm	467 84%bcijklm	286 69%*m	154 69%*m	212 68%*m	-

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 124
Q36. 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?
App-based message (e.g. WhatsApp) on your mobile
Base: All mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region							Nation				Mobile O/S				
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209		
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	1429	166	205	217	255	485	101	371	472	485	101	57	81	274	312	652	776	783	646	62	154	123	114	113	139	157	208	132	1203	67	119	40	588	841	
	70%	61%	63%	67%	73%ab	77%abc	70%	62%	70%g	77%gh	70%	54%	65%	73%k	79%kl	65%	74%o	68%	72%	77%y	68%	73%y	66%	79%tv	69%	61%	71%ey	75%y	70%	68%	70%	67%	70%	70%	
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	378	79	88	63	60	76	13	166	123	76	13	35	34	51	39	213	165	232	147	13	44	26	29	19	37	61	54	36	318	16	31	13	177	201	
	19%	29%cd	27%cd	19%ef	17%ef	12%	9%	28%hij	18%ij	12%	9%	33%mn	27%mn	13%	10%	21%p	16%	20%r	16%	16%	19%	15%	17%	14%	18%	24%uw	18%	21%	19%	16%	19%	21%	21%h	17%	
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Live voice call, (e.g. telling you there is a problem with your internet service)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Message from an organisation which asks me to call a number	213	35	44	44	36	43	11	79	80	43	11	17	12	30	25	123	90	130	83	8	22	13	28	12	20	38	24	14	179	11	15	8	92	121	
	10%	13%e	13%e	14%e	10%	7%	8%	13%ai	12%i	7%	8%	16%mn	9%	8%	12%p	9%	11%	9%	10%	10%	7%	16%uAB	9%	10%	10%	15%uA	8%	8%	10%	11%	9%	13%	11%	10%	
NET: Any suspicious message	540	105	119	102	84	109	22	224	186	109	22	46	44	74	57	306	235	331	210	18	60	35	51	27	50	95	69	43	449	27	46	19	245	295	
	26%	38%def	37%def	31%ef	24%ef	17%	15%	37%hij	28%ij	17%	15%	43%mn	35%mn	20%	14%	31%p	22%	29%r	23%	22%	26%	21%	30%	19%	25%	37%stu	24%	25%	26%	28%	27%	31%	29%H	24%	

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 125
Q36. 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?
App-based message (e.g. WhatsApp) on your mobile
Base: All mobile users

	Experience of suspicious texts/calls													
	Total				Mobile					Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	1429 70%	812 58%cegi	297 57%gi	378 52%g	747 57%cgi	657 54%gi	657 58%cgi	-	204 52%g	258 46%g	229 55%gi	129 58%gi	177 57%gi	617 95%abcdefghijkl
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	378 19%	378 27%*m	141 27%*m	239 33%*abjklm	378 29%*m	378 31%*aklm	323 28%*m	378 70%*abcdefhijklm	125 32%*klm	214 39%*abcdefjklm	107 26%*m	52 23%*m	76 24%*m	-
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Live voice call, (e.g. telling you there is a problem with your internet service)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Message from an organisation which asks me to call a number	213 10%	213 15%*m	95 18%*m	126 17%*m	213 16%*m	213 18%*m	185 16%*m	213 39%*abcdefhijklm	83 21%*adfkjlm	115 21%*adfkjlm	58 14%*m	31 14%*m	41 13%*m	-
NET: Any suspicious message	540 26%	540 39%*m	203 39%*m	323 44%*ajklm	540 41%*m	540 45%*abjklm	467 41%*m	540 100%*abcdefhijklm	179 46%*ajklm	289 52%*abcdefjklm	154 37%*m	76 34%*m	108 35%*m	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 126
**Q36. 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?
Call on your mobile**
Base: All mobile users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	1256 61%	139 51%	172 53%	188 58%	217 62%ab	434 69%abc d	105 73%abcd	312 52%	405 60%g	434 69%gh	105 73%gh	52 49%	57 46%	249 66%kl	290 73%kl	593 59%	663 63%	671 59%	584 65%q	55 67%	131 58%	103 61%	97 56%	84 59%	125 63%	138 54%	198 68%tv	115 65%y	1046 61%	63 64%	109 64%	39 64%	491 59%	764 63%	
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	556 27%	82 30%f	115 35%def	94 29%	90 26%	147 23%	29 20%	197 33%ij	184 27%	147 23%	29 20%	30 28%	43 34%n	93 25%	83 21%	285 29%	271 26%	348 30%r	208 23%	12 14%	67 30%st	51 30%st	56 32%st	39 28%st	54 27%st	78 30%st	75 26%st	45 26%	477 28%	26 27%	40 24%	13 21%	256 31%H	300 25%	
Live voice call, (e.g. telling you there is a problem with your internet service)	390 19%	74 27%def	72 22%ef	68 21%ef	63 18%	97 15%	16 11%	146 24%ij	132 20%j	97 15%	16 11%	35 33%mn	35 28%mn	66 17%n	47 12%	207 21%	183 17%	229 20%	161 18%	17 21%	54 24%A	26 15%	37 21%	33 23%	39 20%	55 22%	44 15%	28 16%	333 19%	15 15%	31 19%	11 19%	160 19%	230 19%	
Message from an organisation which asks me to call a number	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Any suspicious message	788 39%	134 49%def	153 47%def	136 42%ef	131 38%f	195 31%	38 27%	287 48%hij	267 40%ij	195 31%	38 27%	54 51%mn	68 54%mn	126 34%	107 27%	405 41%	383 37%	475 41%r	313 35%	27 33%	96 42%A	65 39%	75 44%A	59 41%	74 37%	119 46%AB	94 32%	61 35%	671 39%	36 36%	60 36%	22 36%	344 41%	444 37%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 127
Q36. 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?
Call on your mobile
Base: All mobile users

	Experience of suspicious texts/calls													
	Total			Mobile						Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	1256 61%	605 43%bcghi	102 20%hi	143 20%hi	520 40%bcghi	520 43%bcghi	491 43%bcghi	152 28%bchi	-	-	176 42%bcghi	102 46%bcghi	143 46%bcghi	651 100%abcdefghijkl
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	556 27%	556 40%km	188 36%*m	556 76%abcdefg hijklm	556 43%bk*km	504 42%*km	467 41%*km	289 54%abcdefh jklm	158 40%*km	556 100%abcdef ghijklm	161 39%*km	66 29%*m	136 44%*km	-
Live voice call, (e.g. telling you there is a problem with your internet service)	390 19%	390 28%*m	390 75%acdefg ijklm	191 26%*m	390 30%*m	331 27%*m	318 28%*m	179 33%aceff m	390 100%abcdef gijklm	158 28%*m	127 31%*m	92 41%acdefi jlm	75 24%*m	-
Message from an organisation which asks me to call a number	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Any suspicious message	788 39%	788 57%*m	420 80%adefg klm	589 80%adefg klm	788 60%*m	693 57%*m	649 57%*m	389 72%adefj klm	390 100%abcde fgijklm	556 100%abcdef gijklm	239 58%*m	122 54%*m	169 54%*m	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 128
Q36. 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?
Call on your landline
Base: All landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple (G)	Other (H)		
Unweighted base	953	84	81	91	160	408	129	165	251	408	129	38	38	277	259	494	457	494	459	40	100	73	66	50	106	131	131	88	785	54	69	45	282	595		
Weighted base	955	95	93	93	153	397	124	188	246	397	124	45*	41*	257	264	482	471	515	439	37*	104	73	83	52*	108	143	125	88	814	44*	74	23*	293	585		
Effective base	806	67	70	74	135	352	113	137	208	352	113	30	31	242	224	421	384	423	384	35	90	65	56	46	89	109	115	75	673	49	58	40	239	506		
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	498	42	59	57	79	206	54	100	137	206	54	16	17	128	132	257	240	261	236	18	56	34	32	27	54	69	80	46	416	29	38	15	166	297		
	52%	44%	63%af	62%af	52%	52%	44%	53%	56%j	52%	44%	36%	42%	50%	50%	53%	51%	51%	54%	47%	54%	47%	38%	52%	50%	48%	64%uvx	52%	51%	68%C	51%	63%	57%	51%		
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	350	37	30	27	63	136	58	67	89	136	58	18	18	93	101	168	182	194	156	14	30	29	36	19	46	61	39	34	308	8	28	6	96	217		
	37%	39%	32%	29%	41%	34%	46%ce	36%	36%	34%	46%l	40%	44%	36%	38%	35%	39%	38%	35%	37%	29%	39%	44%	36%	42%	43%l	31%	39%	38%D	20%	28	38%D	25%	33%	37%	
Live voice call, (e.g. telling you there is a problem with your internet service)	237	23	7	11	26	126	45	30	37	126	45	14	8	87	84	120	117	143	94	9	31	23	24	17	24	26	20	28	202	13	17	5	67	157		
	25%	24%b	8%	12%	17%	32%bcd	37%bcd	16%	15%	32%gh	37%gh	31%	20%	34%	32%	25%	25%	28%r	21%	24%	30%A	32%yA	29%	32%A	22%	18%	16%	32%yA	25%	30%	23%	20%	23%	27%		
Message from an organisation which asks me to call a number	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Any suspicious message	457	53	34	35	74	191	70	88	109	191	70	29	24	129	131	225	232	254	203	20	48	38	52	25	55	74	45	43	398	14	37	8	127	288		
	48%	56%bc	37%	38%	48%	48%	56%bc	47%	44%	48%	56%h	64%	58%	50%	50%	47%	49%	49%	46%	53%	46%	53%A	62%A	48%	50%A	52%A	36%	48%	49%D	32%	49%	37%	43%	49%		

Daster suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 129
**Q36. 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?
Call on your landline**
Base: All landline users

	Experience of suspicious texts/calls													
	Total			Mobile						Landline				None (m)
	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Unweighted base	953	644	298	414	517	479	450	206	148	202	440	236	334	309
Weighted base	955	656	300	431	529	491	460	223	154	217	457	237	350	298
Effective base	806	546	251	347	444	411	385	173	120	171	367	201	281	260
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	498	199	27	55	199	190	174	69	27	55	-	-	-	298
	52%	30% ^b chjkl	9% ^{kj} l	13% ^{kl}	38% ^{ab} chijkl	39% ^{ab} chijkl	38% ^{ab} chijkl	31% ^b chjkl	18% ^b kl	25% ^{bc} ijkl	-	-	-	100% ^{abc} defghijkl
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	350	350	166	350	244	223	212	108	75	136	350	130	350	-
	37%	53% ^d efm	55% ^d efm	81% ^{ab} defghikm	46% ^m	45% ^m	46% ^m	49% ^m	49% ^m	63% ^{ad} efghm	77% ^{ab} defghikm	55% ^d efm	100% ^{abc} defghikm	-
Live voice call, (e.g. telling you there is a problem with your internet service)	237	237	237	156	176	161	154	76	92	66	237	237	130	-
	25%	36% ^m	79% ^{ac} defghijlm	36% ^m	33% ^m	33% ^m	34% ^m	34% ^m	60% ^{ac} defghilm	30% ^m	52% ^{ac} defghilm	100% ^{abc} defghijlm	37% ^m	-
Message from an organisation which asks me to call a number	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Any suspicious message	457	457	273	376	330	301	286	154	127	161	457	237	350	-
	48%	70% ^d efm	91% ^{ad} efghim	87% ^{ad} efghim	62% ^m	61% ^m	62% ^m	69% ^m	82% ^{ad} efghim	75% ^d efm	100% ^{abc} defghim	100% ^{abc} defghim	100% ^{abc} defghim	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 130
Q36. 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?
NET: Any message/call
Base: All landline/mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032		
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	686	66	106	117	125	223	48	172	243	223	48	27	28	129	142	342	343	343	343	36	69	59	51	42	73	76	110	63	580	33	59	15	250	401		
	32%	23%	31%a	36%a	35%a	35%a	32%a	27%	35%g	35%g	32%	23%	21%	33%l	35%kl	33%	32%	29%	37%q	42%tv	30%	34%	28%	28%	36%	28%	37%y	35%	32%F	33%	34%	23%	30%	33%		
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	1113	174	203	176	192	311	57	377	367	311	57	68	79	183	185	536	576	655	458	34	134	86	96	81	98	159	155	95	939	54	83	38	486	627		
	52%	59%ef	59%ef	53%f	53%f	48%f	38%	59%ij	53%j	48%j	38%	59%kn	59%mn	47%	46%	52%	53%	55%r	49%	40%	58%st	50%	52%	54%	48%	57%st	52%	52%	53%	53%	48%	61%E	58%H	52%		
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	770	104	133	110	125	228	70	237	234	228	70	42	52	150	148	381	389	461	309	24	87	65	84	52	80	113	94	69	668	31	55	16	294	438		
	36%	36%	38%	33%	35%	35%	47%acd	37%	34%	35%	47%ghi	36%	39%	39%	36%	37%	36%	39%r	33%	28%	37%	38%	45%sa	35%	39%	41%A	32%	38%	37%F	31%	32%	26%	35%	36%		
Live voice call, (e.g. telling you there is a problem with your internet service)	536	81	77	70	71	182	55	158	141	182	55	38	38	126	110	278	258	324	212	21	70	45	50	43	52	71	54	51	458	23	40	16	201	321		
	25%	28%cd	22%	21%	20%	28%cd	37%bcd	25%	21%	28%h	37%gh	33%	28%	33%	27%	24%	27%r	23%	25%	30%A	26%	27%A	29%A	26%	26%A	26%A	18%	28%A	26%	23%	23%	25%	24%	27%		
Message from an organisation which asks me to call a number	407	59	72	65	68	111	32	131	132	111	32	24	27	75	68	210	197	247	160	13	48	31	46	27	39	69	50	32	355	15	22	16	176	231		
	19%	20%	21%	20%	19%	17%	21%	21%	19%	17%	21%	20%	20%	19%	17%	20%	18%	21%	17%	15%	21%	18%	25%	18%	19%	25%A	17%	17%	20%E	15%	13%	25%DE	21%	19%		
NET: Any suspicious message	1435	226	240	212	233	421	102	467	445	421	102	89	106	258	265	694	741	846	589	49	164	114	133	107	131	200	188	120	1205	69	113	48	586	807		
	68%	77%bcd	69%	64%	65%	65%	68%	73%hi	65%	65%	68%	77%kn	79%mn	67%	65%	67%	68%	71%r	63%	58%	70%st	66%	72%st	72%	64%	72%sa	63%	65%	68%	67%	66%	77%C	70%	67%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 131
Q36. 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?
NET: Any message/call
Base: All landline/mobile users

	Experience of suspicious texts/calls														
	Total				Mobile						Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	686	-	-	-	-	-	-	-	-	-	-	-	-	686	
	32%	-	-	-	-	-	-	-	-	-	-	-	-	100%abcdefghijk	
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	1113	1113	377	567	1113	1113	1058	490	301	469	279	147	207	-	
	52%	78%bjklm	70%sjklm	74%jklm	85%abchjklm	92%abcdhijklm	93%abcdhijklm	91%abcdhijklm	77%bjklm	84%abchjklm	61%lm	62%lm	59%lm	-	
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	770	770	299	770	664	608	569	323	191	556	376	156	350	-	
	36%	54%lm	56%eflm	100%abdefghjklm	51%lm	50%lm	50%lm	60%adefhlm	49%lm	100%abdefghjklm	82%abdefghjklm	66%abdefghjklm	100%abdefghjklm	-	
Live voice call, (e.g. telling you there is a problem with your internet service)	536	536	536	299	475	414	397	203	390	188	273	237	166	-	
	25%	37%lm	100%acdefghijklm	39%lm	36%lm	34%lm	35%lm	38%lm	100%acdefghijklm	34%lm	60%acdefghijklm	100%acdefghijklm	47%acdefghijklm	-	
Message from an organisation which asks me to call a number	407	407	192	240	407	407	379	257	160	205	117	70	86	-	
	19%	28%lm	36%ajlm	31%lm	31%jlm	34%ajlm	33%ajlm	47%abcddefghijklm	41%acdefghijklm	37%adajlm	26%lm	30%lm	24%lm	-	
NET: Any suspicious message	1435	1435	536	770	1308	1213	1139	540	390	556	457	237	350	-	
	68%	100%lm	100%lm	100%lm	100%lm	100%lm	100%lm	100%lm	100%lm	100%lm	100%lm	100%lm	100%lm	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 132
Q36. Overlap of suspicious calls
Base: All landline/mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
NET: Message/live call (incl. recorded message)	1435	226	240	212	233	421	102	467	445	421	102	89	106	258	265	694	741	846	589	49	164	114	133	107	131	200	188	120	1205	69	113	48	586	807	
	68%	77%bcd	69%	64%	65%	65%	68%	73%chi	65%	65%	68%	77%gn	79%mn	67%	65%	67%	68%	71%r	63%	58%	70%st	66%	72%st	72%	64%	72%stA	63%	65%	68%	67%	66%	77%C	70%	67%	
SMS Text message	1036	162	184	163	180	296	50	346	343	296	50	63	75	173	174	490	545	611	425	31	132	81	90	77	93	142	143	84	874	51	75	36	444	592	
	49%	55%ef	53%fi	49%fi	50%fi	46%fi	34%	54%ij	50%j	46%j	34%	55%kn	56%mn	45%	43%	47%	50%	51%r	46%	37%	56%sx	47%	49%	51%	46%	51%st	48%	46%	49%	50%	44%	57%E	53%	49%	
App-based text message	378	79	88	63	60	76	13	166	123	76	13	35	34	51	39	213	165	232	147	13	44	26	29	19	37	61	54	36	318	16	31	13	177	201	
	18%	27%cde	25%def	19%ef	17%ef	12%	9%	26%hij	18%ij	12%	9%	30%mn	25%mn	13%	9%	21%p	15%	19%r	16%	15%	19%	15%	29	13%	18%	22%w	18%	20%	18%	16%	18%	21%	17%h	17%	
Mobile - Recorded message	556	82	115	94	90	147	29	197	184	147	29	30	43	93	83	285	271	348	208	12	67	51	56	39	54	78	75	45	477	26	40	13	256	300	
	26%	28%	33%def	28%fi	25%	23%	19%	31%ij	27%	23%	19%	26%	32%kn	24%	20%	28%	25%	29%r	22%	14%	29%st	29%st	30%st	26%st	27%st	28%st	25%st	25%	27%	26%	23%	21%	31%H	25%	
Mobile - Live voice call	390	74	72	68	63	97	16	146	132	97	16	35	35	66	47	207	183	229	161	17	54	26	37	33	39	55	44	28	333	15	31	11	160	230	
	18%	25%def	21%ef	21%ef	18%	15%	11%	23%ij	19%j	15%	11%	30%mn	26%kn	17%kn	12%	20%	17%	19%	17%	20%	23%A	15%	20%	22%	19%	20%	15%	15%	19%	14%	18%	18%	19%	19%	
Landline - Recorded message	350	37	30	27	63	136	58	67	89	136	58	18	18	93	101	168	182	194	156	14	30	29	36	19	46	61	39	34	308	8	28	6	96	217	
	17%	13%	9%	8%	17%abc	21%abcde	38%abcde	10%	13%	21%gh	38%ghij	16%	14%	24%kl	25%kl	16%	17%	16%	17%	16%	13%	17%	20%	13%	23%twA	22%twA	13%	19%	17%DF	8%	16%	9%	11%	18%G	
Landline - Live voice call	237	23	7	11	26	126	45	30	37	126	45	14	8	87	84	120	117	143	94	9	31	23	24	17	24	26	20	28	202	13	17	5	67	157	
	11%	8%bc	2%	3%	7%bcd	20%abcde	30%abcde	5%	5%	20%gh	30%ghij	12%	6%	23%kl	21%kl	12%	11%	12%	10%	10%	13%A	14%A	13%A	11%	12%	10%	7%	15%A	11%	13%	10%	7%	8%	13%G	
Text message from an organisation which asks me to call a number	277	39	44	34	48	85	27	84	82	85	27	16	18	59	52	134	143	168	109	7	34	23	24	18	26	44	39	27	244	7	15	11	122	154	
	13%	13%	13%	10%	13%	13%	18%c	13%	12%	13%	18%	14%	14%	15%	13%	13%	13%	14%	12%	8%	15%	13%	13%	12%	13%	16%	13%	15%	14%D	7%	8%	18%DE	15%	13%	
App-based message from an organisation which asks me to call a number	213	35	44	44	36	43	11	79	80	43	11	17	12	30	25	123	90	130	83	8	22	13	28	12	20	38	24	14	179	11	15	8	92	121	
	10%	12%e	13%e	13%e	10%	7%	8%	12%i	12%i	7%	8%	15%mn	9%	8%	6%	12%p	8%	11%	9%	10%	9%	7%	15%uAB	8%	10%	14%	8%	7%	10%	11%	9%	12%	11%	10%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 132
Q36. Overlap of suspicious calls
Base: All landline/mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
NET: Text message	1139	183	198	182	195	320	62	381	377	320	62	69	87	191	190	543	595	666	473	32	142	93	98	82	104	159	152	98	961	53	85	40	499	640		
	54%	62%ef	57%ef	55%f	54%f	50%	42%	60%ij	55%j	50%	42%	60%an	65%mn	49%	47%	52%	55%	56%r	51%	38%	61%SA	54%S	53%S	55%S	51%	58%S	51%S	54%S	54%	52%	50%	64%CE	60%H	53%		
NET: App-based text message	540	105	119	102	84	109	22	224	186	109	22	46	44	74	57	306	235	331	210	18	60	35	51	27	50	95	69	43	449	27	46	19	245	295		
	25%	36%def	35%def	31%def	23%ef	17%	14%	35%hij	27%ij	17%	14%	40%mn	33%mn	19%	14%	30%p	22%	28%r	22%	21%	26%	20%	28%	18%	25%	34%suw	23%	24%	25%	27%	30%	29%H	24%			
NET: Message/live call (excl. recorded message)	1335	213	227	201	219	387	89	439	419	387	89	82	99	238	238	654	680	789	545	40	155	113	116	102	117	185	176	115	1119	65	107	44	570	752		
	63%	73%cde	66%	61%	61%	60%	60%	69%hij	61%	60%	60%	71%an	74%mn	62%	58%	63%	63%	68%r	58%	47%	67%S	65%S	63%S	68%S	58%	67%S	59%	63%S	63%	63%	62%	71%	68%H	62%		
Any	1435	226	240	212	233	421	102	467	445	421	102	89	106	258	265	694	741	846	589	49	164	114	133	107	131	200	188	120	1205	69	113	48	586	807		
	68%	77%bcd	69%	64%	65%	65%	68%	73%chi	65%	65%	68%	77%an	79%mn	67%	65%	67%	68%	71%r	63%	58%	70%S	66%	72%S	72%	64%	72%SA	63%	65%	68%	67%	66%	77%C	70%	67%		
None	686	66	106	117	125	223	48	172	243	223	48	27	28	129	142	342	343	343	343	36	69	59	51	42	73	76	110	63	580	33	59	15	250	401		
	32%	23%	31%a	36%a	35%a	35%a	32%a	27%	35%g	35%g	32%	23%	21%	33%l	35%kl	33%	32%	29%	37%q	42%tvy	30%	34%	28%	28%	36%	28%	37%y	35%	32%F	33%	34%	23%	30%	33%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 133
Q36. Overlap of suspicious calls
Base: All landline/mobile users

	Experience of suspicious texts/calls													
	Total			Mobile							Landline			None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile text (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572
NET: Message/live call (incl. recorded message)	1435	1435	536	770	1308	1213	1139	540	390	556	457	237	350	-
	68%	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	-
SMS Text message	1036	1036	354	521	1036	1036	1036	412	280	429	253	136	186	-
	49%	72% _{bcjklm}	66% _{ijklm}	68% _{ijklm}	79% _{abchjklm}	85% _{abcdghijklm}	91% _{abcddegijklm}	76% _{bcjklm}	72% _{ijklm}	77% _{abcjklm}	55% _m	57% _m	53% _m	-
App-based text message	378	378	141	239	378	378	323	378	125	214	107	52	76	-
	18%	26% _m	26% _m	31% _{ajklm}	29% _{ijklm}	31% _{ajklm}	28% _{lm}	70% _{abcdefhijklm}	32% _{ajklm}	39% _{abcdefijklm}	23% _m	22% _m	22% _m	-
Mobile - Recorded message	556	556	188	556	556	504	467	289	158	556	161	66	136	-
	26%	39% _{km}	35% _m	72% _{abdefghijklm}	43% _{bjklm}	42% _{bjklm}	41% _{bkm}	54% _{abdefhijklm}	40% _{km}	100% _{abcdefghijklm}	35% _m	28% _m	39% _{km}	-
Mobile - Live voice call	390	390	390	191	390	331	318	179	390	158	127	92	75	-
	18%	27% _{lm}	73% _{acdefghijklm}	25% _m	30% _{clm}	27% _{lm}	28% _{lm}	33% _{acefijklm}	100% _{abcdefgijklm}	28% _{lm}	28% _m	39% _{acdefijlm}	21% _m	-
Landline - Recorded message	350	350	166	350	244	223	212	108	75	136	350	130	350	-
	17%	24% _{defm}	31% _{adefghim}	45% _{abdefghim}	19% _m	18% _m	19% _m	20% _m	19% _m	24% _{defm}	77% _{abdefghikm}	55% _{abcdefghim}	100% _{abcdefghijklm}	-
Landline - Live voice call	237	237	237	156	176	161	154	76	92	66	237	237	130	-
	11%	17% _{deim}	44% _{acdefghim}	20% _{adefghim}	13% _m	13% _m	14% _m	14% _m	23% _{adefghim}	12% _m	52% _{abcdeghijlm}	100% _{abcdefghijlm}	37% _{acdefghim}	-
Text message from an organisation which asks me to call a number	277	277	149	160	277	277	277	127	126	133	79	54	58	-
	13%	19% _m	28% _{acdeijlm}	21% _m	21% _m	23% _{ajlm}	24% _{ajlm}	23% _{ijlm}	32% _{acdefghijklm}	24% _{ajlm}	17% _m	23% _m	16% _m	-
App-based message from an organisation which asks me to call a number	213	213	95	126	213	213	185	213	83	115	58	31	41	-
	10%	15% _m	18% _{ijlm}	16% _m	16% _m	18% _{ijlm}	16% _m	39% _{abcdefhijklm}	21% _{adfkjlm}	21% _{adfkjlm}	13% _m	13% _m	12% _m	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 133
Q36. Overlap of suspicious calls
Base: All landline/mobile users

	Experience of suspicious texts/calls													None (m)
	Total			Mobile						Landline				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686
NET: Text message	1139	1139	397	569	1139	1139	1139	467	318	467	286	154	212	-
	54%	79% ^{bc} klm	74% ^{jk} lm	74% ^{jk} lm	87% ^{ab} chjk ^{lm}	94% ^{abcd} g ^{hijklm}	100% ^{abcdeg}	86% ^{abc} kl ^m	82% ^{bc} klm	84% ^{abc} kl ^m	62% ^m	65% ^m	61% ^m	-
NET: App-based text message	540	540	203	323	540	540	467	540	179	289	154	76	108	-
	25%	38% ^{lm}	38% ^m	42% ^{jk} lm	41% ^{jk} lm	45% ^{ab} ijklm	41% ^{jk} lm	100% ^{abc} def ^{ghijklm}	46% ^{ab} ijklm	52% ^{abc} def ^{ghijklm}	34% ^m	32% ^m	31% ^m	-
NET: Message/live call (excl. recorded message)	1335	1335	536	670	1274	1213	1139	540	390	522	383	237	276	-
	63%	93% ^{bc} ijm	100% ^{acd} ij ^{lm}	87% ^{lm}	97% ^{ac} ij ^{lm}	100% ^{acd} ij ^{lm}	100% ^{acd} ij ^{lm}	100% ^{acd} ij ^{lm}	100% ^{acd} ij ^{lm}	94% ^{cd} ij ^{lm}	84% ^m	100% ^{acd} ij ^{lm}	79% ^m	-
Any	1435	1435	536	770	1308	1213	1139	540	390	556	457	237	350	-
	68%	100% ^m	100% ^m	100% ^{lm}	100% ^m	100% ^m	100% ^m	100% ^m	100% ^m	100% ^m	100% ^m	100% ^m	100% ^m	-
None	686	-	-	-	-	-	-	-	-	-	-	-	-	686
	32%	-	-	-	-	-	-	-	-	-	-	-	-	100% ^{abc} defghijkl

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 134

Q37. Thinking about suspicious SMS and/or APP messages, how often have you received each of these types of messages in the last three months? - Summary
Base: All who have received SMS or App messages

	<u>SMS text on your mobile</u>	<u>App message on your mobile</u>
Unweighted base	1038	378
Weighted base	1036	378
Effective base	872	318
Several times a day	20 2%	16 4%
At least once a day	44 4%	35 9%
At least a few times a week	108 10%	31 8%
At least once a week	152 15%	43 11%
At least once a month	349 34%	84 22%
Less often	314 30%	147 39%
Never	10 1%	6 2%
Don't know	39 4%	16 4%
NET: At least once a week	323 31%	125 33%
NET: At least once a month	673 65%	209 55%

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Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 135
Q37. Thinking about suspicious SMS and/or APP messages, how often have you received each of these types of messages in the last three months? - SMS text on your mobile
 Base: All who have received SMS messages

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	1038	142	168	181	187	308	52	310	368	308	52	57	66	188	172	509	528	592	446	33	126	83	72	66	87	136	147	86	836	61	71	70	428	610	
Weighted base	1036	162	184	163	180	296	50*	346	343	296	50*	63*	75	173	174	490	545	611	425	31**	132	81	90	77	93	142	143	84	874	51	75	36	444	592	
Effective base	872	122	140	147	157	263	47	263	304	263	47	46	60	163	148	435	438	502	371	29	110	72	63	54	71	122	130	76	719	51	60	59	373	499	
Several times a day	20	6	4	1	2	8	-	10	3	8	-	3	3	6	2	13	7	14	6	1	5	1	2	1	2	3	1	2	17	2	2	-	8	12	
	2%	4%	2%	1%	1%	3%	-	3%	1%	3%	-	5%	4%	3%	1%	3%	1%	2%	1%	2%	4%	1%	2%	2%	2%	2%	1%	2%	2%	3%	2%	-	2%	2%	
At least once a day	44	8	5	5	13	11	2	13	18	11	2	5	3	6	8	21	23	21	23	2	5	2	1	2	14	6	5	40	1	2	1	17	27		
	4%	5%	3%	3%	7%	4%	5%	4%	5%	4%	5%	7%	4%	3%	5%	4%	4%	4%	5%	8%	4%	3%	2%	1%	2%	10%vw	4%	6%	5%	1%	3%	3%	4%	5%	
At least a few times a week	108	21	26	16	13	25	7	47	28	25	7	6	13	21	11	62	46	60	47	6	11	10	13	5	10	21	10	5	92	5	7	4	45	63	
	10%	13%	14%	10%	7%	9%	14%	14%h	8%	9%	14%	10%	17%n	12%	6%	13%p	8%	10%	11%	20%	14%	12%	15%	7%	11%	15%	7%	6%	11%	10%	9%	11%	10%	11%	
At least once a week	152	13	20	26	24	53	16	33	50	53	16	5	5	41	27	82	68	91	61	6	23	7	15	14	13	24	17	9	127	11	8	6	64	88	
	15%	8%	11%	16%a	13%	18%a	32%abc	10%	15%	18%g	32%ghi	8%	7%	24%kl	16%	17%	13%	15%	14%	19%	17%	8%	16%	18%	14%	17%	12%	11%	15%	22%	10%	16%	14%	15%	
At least once a month	349	54	68	57	56	108	7	121	113	108	7	19	22	50	65	150	200	211	138	5	44	30	36	34	30	42	50	28	300	13	27	10	165	184	
	34%	33%f	37%f	35%f	31%f	36%f	15%	35%j	33%j	36%j	15%	30%	29%	29%	37%	31%	37%	35%	32%	17%	33%	37%	40%	44%	32%	30%	33%	34%	26%	35%	28%	37%	31%		
Less often	314	53	55	48	64	80	13	108	112	80	13	22	26	41	52	140	175	199	115	7	39	28	19	19	32	31	51	34	259	16	27	12	128	186	
	30%	33%	30%	30%	35%	27%	27%	31%	33%	27%	27%	35%	35%	24%	30%	29%	32%	33%	27%	22%	29%	34%	22%	25%	34%	21%	36%vy	40%vy	30%	32%	36%	35%	29%	31%	
Never	10	-	-	3	4	3	-	-	7	3	-	-	-	1	2	3	7	6	4	2	1	-	1	-	1	2	2	-	9	1	-	-	4	6	
	1%	-	-	2%	2%	1%	-	-	2%g	1%	-	-	-	1%	1%	1%	1%	1%	1%	5%	1%	-	1%	-	1%	1%	1%	1%	2%	-	-	-	1%	1%	
Don't know	39	7	6	8	5	9	4	13	13	9	4	3	3	6	6	19	20	8	31	2	4	4	3	2	3	6	5	1	31	1	4	3	12	27	
	4%	4%	3%	5%	3%	3%	8%	4%	4%	3%	4%	4%	4%	4%	4%	4%	4%	1%	7%q	7%	3%	5%	3%	3%	4%	4%	4%	1%	4%	2%	5%	8%	3%	4%	
NET: At least once a week	323	48	55	47	51	97	25	103	98	97	25	19	24	74	48	179	144	186	137	15	44	19	31	21	27	62	35	21	276	19	18	11	134	189	
	31%	30%	30%	29%	29%	33%	50%abc	30%	29%	33%	50%ghi	30%	32%	43%n	28%	36%p	26%	31%	32%	15%	49%	33%	24%	35%	28%	43%uvw	24%	25%	32%	37%	24%	30%	30%	32%	
NET: At least once a month	673	102	122	104	107	204	33	224	211	204	33	38	46	124	113	328	344	398	275	21	88	49	67	55	57	104	85	50	575	32	45	20	299	373	
	65%	63%	67%	64%	60%	69%d	65%	65%	62%	69%	65%	61%	61%	72%	65%	67%	63%	65%	65%	66%	67%	61%	74%A	72%	61%	73%AB	59%	59%	66%	63%	59%	57%	67%	63%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 136
Q37. Thinking about suspicious SMS and/or APP messages, how often have you received each of these types of messages in the last three months? - SMS text on your mobile
Base: All who have received SMS messages

	Experience of suspicious texts/calls												
	Total			Mobile					Landline				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	1038	1038	354	507	1038	1038	1038	411	281	415	240	132	176
Weighted base	1036	1036	354	521	1036	1036	1036	412	280	429	253	136	186
Effective base	872	872	289	428	872	872	872	343	225	349	202	110	151
Several times a day	20 2%	20 2%	11 3%	15 3%	20 2%	20 2%	20 2%	11 3%	9 3%	13 3%	9 4%	5 4%	6 3%
At least once a day	44 4%	44 4%	16 4%	27 5%	44 4%	44 4%	44 4%	28 7%	14 5%	23 5%	20 8% ^{ade}	6 4%	17 9% ^{ade}
At least a few times a week	108 10%	108 10%	45 13%	73 14%	108 10%	108 10%	108 10%	67 16% ^{ade}	38 14%	65 15% ^{ade}	29 12%	16 12%	22 12%
At least once a week	152 15%	152 15%	59 17%	90 17%	152 15%	152 15%	152 15%	61 15%	45 16%	72 17%	46 18%	25 19%	37 20%
At least once a month	349 34%	349 34%	124 35%	160 31%	349 34%	349 34%	349 34%	132 32%	100 36%	134 31%	76 30%	48 35%	51 27%
Less often	314 30%	314 30% ^{bcghij}	77 22%	130 25%	314 30% ^{bcghij}	314 30% ^{bcghij}	314 30% ^{bcghij}	92 22%	57 20%	103 24%	56 22%	26 19%	44 23%
Never	10 1%	10 1%	5 1%	1 *	10 1%	10 1%	10 1%	4 1%	5 2% ^c	1 *	3 1%	3 2% ^{ci}	- -
Don't know	39 4%	39 4%	17 5%	24 5%	39 4%	39 4%	39 4%	19 5%	12 4%	17 4%	14 6%	7 5%	11 6%
NET: At least once a week	323 31%	323 31%	131 37%	206 40% ^{ade}	323 31%	323 31%	323 31%	166 40% ^{ade}	106 38%	174 41% ^{ade}	104 41% ^{ade}	52 38%	81 44% ^{ade}
NET: At least once a month	673 65%	673 65%	254 72% ^{ade}	366 70%	673 65%	673 65%	673 65%	298 72% ^{ade}	206 74% ^{ade}	308 72% ^{ade}	180 71%	100 74%	132 71%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 137
Q37. Thinking about suspicious SMS and/or APP messages, how often have you received each of these types of messages in the last three months? - App message on your mobile
Base: All who have received App messages

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	378	68	83	68	62	82	15	151	130	82	15	29	31	59	38	215	163	220	158	14	41	25	23	16	35	60	51	35	300	21	31	26	173	205	
Weighted base	378	79	88	63	60	76	13**	166	123	76	13**	35**	34**	51	39*	213	165	232	147	13**	44*	26**	29**	19**	37**	61	54*	36*	318	16**	31**	13**	177	201	
Effective base	318	57	72	57	52	68	14	129	109	68	14	22	28	52	31	181	137	186	133	12	35	22	19	15	28	53	45	31	257	19	27	23	152	165	
Several times a day	16	4	10	1	1	*	-	14	2	*	-	1	3	*	-	10	6	10	7	1	2	1	-	1	7	1	1	14	-	2	1	12	4		
	4%	6%	11% ^{cde}	1%	2%	1%	-	9% ^{hi}	1%	1%	-	4%	9%	1%	5%	4%	4%	5%	6%	2%	8%	2%	-	2%	12%A	2%	1%	4%	-	5%	6%	7% ^H	2%		
At least once a day	35	6	11	7	9	2	-	17	15	2	-	6	-	2	-	27	7	22	12	-	8	-	3	2	1	9	3	4	30	1	3	-	14	21	
	9%	8%	12% ^e	10%	15% ^e	3%	-	10%	13% ⁱ	3%	-	17%	-	5%	-	13% ^d	4%	10%	8%	-	19%	-	10%	12%	3%	14%	6%	11%	10%	9%	9%	-	8%	10%	
At least a few times a week	31	7	4	4	4	9	2	11	9	9	2	2	4	8	3	21	10	21	10	-	3	4	-	3	2	5	6	4	27	1	2	*	15	16	
	8%	9%	5%	7%	7%	12%	13%	7%	7%	12%	13%	7%	13%	16%	8%	10%	6%	9%	7%	-	7%	14%	-	14%	4%	9%	12%	8%	8%	7%	2%	8%	8%		
At least once a week	43	4	8	8	5	15	3	12	13	15	3	3	1	9	8	27	16	25	18	2	2	2	5	3	2	9	5	7	35	3	1	4	21	22	
	11%	5%	9%	13%	8%	19% ^a	21%	7%	11%	19% ^g	21%	9%	3%	18%	22%	13%	10%	11%	12%	15%	4%	8%	16%	13%	5%	15%	10%	18%	11%	17%	3%	31%	12%	11%	
At least once a month	84	16	20	16	11	19	2	36	27	19	2	5	7	12	9	47	37	49	35	3	13	4	7	5	15	9	8	5	68	4	11	1	45	39	
	22%	20%	23%	25%	19%	26%	13%	22%	22%	26%	13%	14%	20%	23%	24%	22%	22%	21%	24%	24%	29%	17%	23%	26%	40%	14%	16%	14%	22%	22%	34%	10%	25%	20%	
Less often	147	39	30	24	25	26	3	69	49	26	3	16	17	14	15	66	81	94	53	7	14	13	13	7	11	18	26	16	125	5	12	5	61	86	
	39%	49%	34%	38%	43%	34%	23%	41%	40%	34%	23%	46%	50%	28%	38%	31%	49% ^o	41%	36%	55%	32%	50%	46%	35%	31%	29%	49% ^y	44%	39%	33%	39%	37%	34%	43%	
Never	6	*	-	-	3	1	1	*	3	1	1	-	*	1	1	2	4	6	1	-	2	-	-	-	1	-	1	-	4	1	1	-	4	2	
	2%	1%	-	-	5%	2%	10%	*	2%	2%	10%	-	1%	3%	3%	1%	3%	2%	*	-	4%	-	-	-	3%	-	3%	-	1%	6%	3%	-	2%	1%	
Don't know	16	2	4	4	1	2	3	7	5	2	3	1	1	3	1	13	4	5	11	-	2	1	1	-	4	4	2	-	14	1	-	2	5	11	
	4%	3%	5%	6%	2%	3%	21%	4%	4%	3%	21%	4%	3%	7%	4%	6%	2%	8% ^q	-	4%	3%	3%	-	12%	7%	3%	-	4%	4%	-	14%	3%	5%		
NET: At least once a week	125	21	33	20	19	27	4	54	39	27	4	13	8	20	12	86	39	77	47	3	14	8	8	7	5	31	16	15	107	6	8	5	62	62	
	33%	27%	38%	32%	32%	35%	33%	33%	32%	35%	33%	37%	25%	39%	30%	40% ^p	24%	33%	32%	21%	31%	30%	28%	39%	30%	50%A	30%	42%	34%	34%	24%	39%	35%	31%	
NET: At least once a month	209	37	53	36	30	46	6	90	66	46	6	18	15	31	21	133	76	127	82	6	26	12	14	12	20	39	24	20	175	9	18	6	107	102	
	55%	47%	61%	57%	51%	61%	46%	54%	54%	61%	46%	50%	45%	62% ^p	46%	55%	56%	55%	45%	60%	47%	51%	65%	55%	64%	45%	56%	55%	57%	58%	49%	60%	51%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 138

Q37. Thinking about suspicious SMS and/or APP messages, how often have you received each of these types of messages in the last three months? - App message on your mobile
Base: All who have received App messages

	Experience of suspicious texts/calls												
	Total	Total			Mobile					Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	378	378	132	228	378	378	323	378	116	205	94	47	67
Weighted base	378	378	141	239	378	378	323	378	125	214	107	52*	76
Effective base	318	318	106	191	318	318	269	318	93	172	76	36	56
Several times a day	16 4%	16 4%	4 3%	15 6%	16 4%	16 4%	11 4%	16 4%	3 2%	14 6%	9 9%	2 3%	8 10% ^{bh}
At least once a day	35 9%	35 9%	12 9%	21 9%	35 9%	35 9%	26 8%	35 9%	12 10%	19 9%	9 8%	3 6%	6 8%
At least a few times a week	31 8%	31 8%	6 4%	25 10%	31 8%	31 8%	24 7%	31 8%	5 4%	25 11% ^{bh}	10 10%	1 2%	9 13%
At least once a week	43 11%	43 11%	13 10%	26 11%	43 11%	43 11%	38 12%	43 11%	12 9%	22 10%	13 12%	9 17%	7 9%
At least once a month	84 22%	84 22%	31 22%	50 21%	84 22%	84 22%	74 23%	84 22%	29 23%	43 20%	26 24%	11 21%	20 26%
Less often	147 39%	147 39%	66 47% ^l	87 36%	147 39%	147 39%	128 40%	147 39%	59 47%	77 36%	36 34%	24 47%	23 31%
Never	6 2%	6 2%	1 *	4 2%	6 2%	6 2%	6 2%	6 2%	1 2%	4 2%	-	-	-
Don't know	16 4%	16 4%	8 6%	12 5%	16 4%	16 4%	16 5%	16 4%	6 5%	11 5%	4 4%	3 5%	3 4%
NET: At least once a week	125 33%	125 33%	35 25%	86 36%	125 33%	125 33%	99 31%	125 33%	32 25%	79 37% ^b	41 39%	14 27%	30 39%
NET: At least once a month	209 55%	209 55%	66 47%	136 57%	209 55%	209 55%	173 54%	209 55%	60 48%	122 57%	67 63% ^b	24 47%	50 66% ^{bh}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 139

Q38. Thinking about suspicious recorded messages, how often have you received these types of message in the last three months? - Summary
Base: All who have received suspicious recorded messages on mobile/on landline

	Recorded message on mobile	Recorded message on landline
Unweighted base	537	334
Weighted base	556	350
Effective base	450	281
Several times a day	13 2%	17 5%
At least once a day	27 5%	38 11%
At least a few times a week	70 13%	54 16%
At least once a week	64 12%	79 23%
At least once a month	136 25%	71 20%
Less often	185 33%	74 21%
Never	29 5%	9 3%
Don't know	31 6%	7 2%
NET: At least once a week	175 31%	189 54%
NET: At least once a month	311 56%	260 74%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2014

Absolutes/col percents

Table 140

Q38. Thinking about suspicious recorded messages, how often have you received these types of message in the last three months? - Recorded message on mobile
Base: All who have received suspicious recorded messages on mobile

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	537	68	105	96	92	146	30	173	188	146	30	26	35	93	83	280	257	323	214	13	62	46	39	31	52	77	74	45	439	32	38	28	236	301	
Weighted base	556	82	115	94	90	147	29**	197	184	147	29**	30**	43**	93	83	285	271	348	208	12**	67	51*	56*	39**	54*	78	75	45*	477	26**	40*	13**	256	300	
Effective base	450	54	90	82	77	124	27	143	159	124	27	20	28	81	70	240	210	276	175	12	54	39	32	29	43	69	63	40	373	28	35	24	199	252	
Several times a day	13	4	6	-	2	1	-	11	2	1	-	1	3	-	1	4	9	8	5	-	3	2	2	-	-	2	1	-	10	1	2	*	7	6	
	2%	5%	5%	0%	2%	1%	-	5%	chi	1%	1%	-	4%	7%	-	1%	3%	2%	2%	-	4%	4%	4%	-	-	3%	1%	-	2%	4%	4%	3%	3%	2%	
At least once a day	27	8	10	1	4	4	-	18	5	4	-	3	5	3	1	16	11	20	7	1	3	-	2	3	3	4	3	3	21	1	5	-	18	9	
	5%	10%	9%	1%	4%	3%	-	9%	chi	3%	3%	-	11%	12%	3%	1%	6%	4%	6%	3%	7%	5%	-	3%	7%	5%	5%	4%	6%	4%	5%	12%	C	7%	3%
At least a few times a week	70	9	13	14	6	24	3	22	21	24	3	3	6	16	11	43	27	46	24	1	8	11	3	4	7	11	7	8	62	4	3	1	31	39	
	13%	11%	12%	15%	7%	16%	11%	11%	11%	16%	11%	10%	14%	17%	13%	15%	10%	13%	12%	8%	12%	22%	6%	11%	13%	15%	10%	19%	13%	16%	7%	10%	12%	13%	
At least once a week	64	7	8	13	12	20	5	15	25	20	5	2	5	20	4	37	27	34	31	3	6	3	10	8	3	11	7	3	55	1	5	4	25	39	
	12%	9%	7%	14%	13%	14%	17%	8%	14%	14%	17%	7%	12%	22%	n	5%	13%	10%	10%	15%	26%	9%	6%	17%	21%	6%	14%	10%	7%	12%	4%	12%	29%	10%	13%
At least once a month	136	15	28	24	25	36	8	43	48	36	8	5	7	24	20	75	61	94	43	3	21	10	10	7	17	16	24	12	119	6	9	2	61	75	
	25%	18%	25%	25%	27%	25%	29%	22%	26%	25%	29%	15%	16%	26%	24%	26%	23%	27%	21%	27%	31%	20%	17%	19%	31%	20%	32%	26%	25%	24%	23%	14%	24%	25%	
Less often	185	29	36	28	34	49	10	64	62	49	10	13	12	19	40	82	103	122	64	4	14	17	14	14	18	28	29	19	157	9	15	4	88	98	
	33%	35%	31%	30%	38%	34%	33%	33%	34%	34%	33%	45%	28%	20%	48%	m	29%	38%	35%	31%	33%	34%	26%	35%	48%	36%	38%	t	33%	35%	37%	34%	34%	33%	
Never	29	8	4	5	2	7	3	12	7	7	3	1	4	6	4	10	19	12	17	-	8	6	6	2	2	2	-	25	2	1	1	13	16		
	5%	10%	3%	5%	2%	5%	10%	6%	4%	5%	10%	4%	10%	6%	5%	4%	7%	4%	8%	q	-	11%	y	AB	12%	y	AB	11%	A	5%	3%	2%	5%	5%	
Don't know	31	2	10	9	5	6	-	12	14	6	-	1	1	5	1	18	13	18	18	-	5	1	8	1	5	4	4	-	28	1	1	1	14	17	
	6%	2%	8%	9%	6%	4%	-	6%	7%	4%	-	4%	2%	6%	1%	18	5%	9%	q	-	8%	2%	15%	B	3%	8%	5%	5%	-	6%	4%	3%	5%	6%	
NET: At least once a week	175	29	37	28	24	48	8	66	52	48	8	9	19	39	18	100	74	108	67	5	20	16	17	15	13	29	18	14	148	8	14	5	81	94	
	31%	35%	32%	30%	27%	33%	27%	33%	29%	33%	27%	32%	45%	42%	n	21%	35%	27%	31%	32%	41%	30%	31%	30%	39%	25%	37%	31%	29%	35%	41%	32%	31%		
NET: At least once a month	311	43	66	52	49	85	16	109	101	85	16	14	26	63	38	175	135	201	110	8	40	26	27	23	30	45	42	26	266	14	23	7	142	169	
	56%	53%	57%	55%	54%	58%	57%	55%	55%	58%	57%	47%	61%	68%	n	46%	62%	p	50%	58%	53%	67%	60%	52%	48%	58%	55%	57%	56%	53%	58%	56%	55%	56%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 141

Q38. Thinking about suspicious recorded messages, how often have you received these types of message in the last three months? - Recorded message on mobile
Base: All who have received suspicious recorded messages on mobile

	Experience of suspicious texts/calls												
	Total	Total			Mobile					Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	537	537	180	537	537	483	448	276	150	537	146	60	122
Weighted base	556	556	188	556	556	504	467	289	158	556	161	66*	136
Effective base	450	450	151	450	450	404	373	232	124	450	123	49	105
Several times a day	13 2%	13 2%	6 3%	13 2%	13 2%	13 3%	12 3%	11 4%	3 2%	13 2%	6 4%	3 5%	3 2%
At least once a day	27 5%	27 5%	9 5%	27 5%	27 5%	27 5%	18 4%	21 7%	7 5%	27 5%	12 8%	5 7%	10 8%
At least a few times a week	70 13%	70 13%	28 15%	70 13%	70 13%	62 12%	59 13%	47 16%	23 14%	70 13%	23 14%	10 15%	19 14%
At least once a week	64 12%	64 12%	23 12%	64 12%	64 12%	59 12%	55 12%	30 10%	21 13%	64 12%	24 15%	10 16%	20 15%
At least once a month	136 25%	136 25%	51 27%	136 25%	136 25%	122 24%	114 24%	57 20%	45 29%	136 25%	33 20%	15 23%	30 22%
Less often	185 33%	185 33%	52 28%	185 33%	185 33%	162 32%	153 33%	90 31%	43 27%	185 33%	48 30%	18 28%	41 30%
Never	29 5%	29 5%	9 5%	29 5%	29 5%	29 6%	29 6%	14 5%	7 5%	29 5%	10 6%	3 4%	9 6%
Don't know	31 6%	31 6%	9 5%	31 6%	31 6%	29 6%	27 6%	20 7%	8 5%	31 6%	5 3%	1 2%	3 2%
NET: At least once a week	175 31%	175 31%	67 35%	175 31%	175 31%	162 32%	145 31%	109 38%	54 34%	175 31%	66 41% ^f	28 43%	53 39%
NET: At least once a month	311 56%	311 56%	118 63%	311 56%	311 56%	284 56%	258 55%	166 57%	100 63%	311 56%	99 61%	43 66%	83 61%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 142
Q38. Thinking about suspicious recorded messages, how often have you received these types of message in the last three months? - Recorded message on landline
Base: All who have received suspicious recorded messages on landline

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	334	32	26	23	63	135	55	58	86	135	55	16	15	98	92	167	167	181	153	13	29	27	28	18	44	55	36	34	284	10	26	14	93	207
Weighted base	350	37**	30**	27**	63	136	58*	67*	89	136	58*	18**	18**	93	101	168	182	194	156	14**	30**	29**	36**	19**	46*	61*	39*	34*	308	8**	28**	6**	96	217
Effective base	281	25	22	19	54	115	46	47	73	115	46	14	11	85	77	145	137	153	128	10	27	23	24	17	37	46	31	30	243	9	21	12	78	177
Several times a day	17	3	10	1	-	2	1	13	1	2	1	3	-	3	1	10	7	13	5	-	1	3	4	-	2	6	2	-	17	-	-	-	5	6
	5%	8%	33%	3%	-	2%	2%	19%hij	1%	2%	2%	17%	-	3%	1%	6%	4%	7%	3%	-	3%	10%	12%	-	4%	9%	4%	-	6%	-	-	-	5%	3%
At least once a day	38	9	5	4	6	8	5	15	10	8	5	4	6	7	6	21	16	22	15	1	2	2	6	2	2	14	1	3	32	1	5	-	9	19
	11%	25%	17%	16%	9%	6%	8%	22%i	11%	6%	8%	21%	31%	8%	6%	13%	9%	12%	10%	6%	7%	7%	15%	10%	4%	22%kA	2%	9%	10%	9%	18%	-	9%	9%
At least a few times a week	54	8	2	3	7	20	14	11	10	20	14	6	3	19	15	30	24	30	24	3	3	2	4	3	6	12	9	6	48	3	2	*	13	35
	16%	22%	8%	12%	12%	15%	24%	16%	12%	15%	24%	31%	15%	20%	15%	18%	13%	15%	16%	21%	11%	8%	10%	17%	13%	20%	23%	17%	16%	40%	8%	8%	13%	16%
At least once a week	79	4	2	7	9	42	15	6	16	42	15	1	3	26	31	32	47	49	30	6	9	5	2	7	10	7	12	12	70	1	8	1	26	43
	23%	11%	5%	28%	14%	31%d	26%	9%	18%	31%g	26%	7%	16%	28%	31%	19%	26%	25%	20%	41%	29%	16%	5%	38%	21%	11%	32%y	36%y	23%	7%	28%	23%	27%	20%
At least once a month	71	8	3	3	16	28	14	11	19	28	14	2	6	22	20	38	33	39	32	1	10	8	7	5	9	12	4	5	61	2	7	1	21	48
	20%	21%	9%	12%	25%	20%	24%	16%	21%	20%	24%	8%	31%	23%	20%	23%	18%	20%	21%	10%	33%	29%	18%	26%	19%	20%	11%	14%	20%	24%	25%	21%	22%	22%
Less often	74	2	7	5	19	32	9	9	24	32	9	2	1	16	25	30	45	36	38	1	5	6	11	2	17	7	11	8	67	1	5	2	53	53
	21%	7%	22%	18%	31%	23%	16%	13%	27%	23%	16%	10%	4%	17%	25%	18%	25%	19%	25%	5%	16%	22%	30%	9%	37%y	11%	28%	23%	10%	17%	28%	21%	21%	25%
Never	9	1	1	-	2	4	-	2	2	4	-	1	-	1	3	4	5	4	4	-	-	2	2	-	1	2	-	-	8	1	-	-	-	7
	3%	3%	4%	-	4%	3%	-	3%	3%	3%	-	7%	-	1%	3%	2%	3%	2%	3%	-	-	8%	6%	-	3%	3%	-	-	3%	9%	-	-	-	3%
Don't know	7	1	-	2	3	-	-	1	6	-	-	-	-	-	3	4	1	6	2	-	-	1	-	-	1	-	-	5	-	1	1	2	5	
	2%	2%	2%	9%	5%e	-	-	2%	7%i	-	-	-	-	-	2%	4%	1%	4%	16%	-	-	3%	-	-	2%	-	-	2%	-	4%	20%	2%	2%	
NET: At least once a week	189	25	19	16	22	73	34	44	38	73	34	14	11	55	52	94	95	114	75	10	15	12	15	12	19	39	24	21	167	5	15	2	52	103
	54%	67%	64%	60%	35%	53%d	59%d	66%h	42%	53%	59%	75%	62%	58%	52%	56%	52%	59%	48%	69%	51%	41%	42%	65%	41%	63%x	61%	62%	54%	57%	54%	31%	55%	48%
NET: At least once a month	260	33	22	19	38	100	48	55	57	100	48	15	17	76	72	132	128	153	107	11	25	20	22	17	27	51	28	26	228	7	22	3	73	152
	74%	88%	73%	72%	60%	74%	84%d	81%h	64%	74%	84%h	84%	92%	82%	72%	78%	70%	79%	69%	79%	84%	70%	60%	91%	60%	83%x	72%	77%	74%	81%	79%	51%	77%	70%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 143

Q38. Thinking about suspicious recorded messages, how often have you received these types of message in the last three months? - Recorded message on landline
Base: All who have received suspicious recorded messages on landline

	Experience of suspicious texts/calls												
	Total	Total			Mobile					Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	334	334	165	334	230	209	200	96	73	122	334	130	334
Weighted base	350	350	166	350	244	223	212	108	75	136	350	130	350
Effective base	281	281	141	281	198	180	172	82	60	105	281	114	281
Several times a day	17 5%	17 5%	3 2%	17 5%	11 4%	11 5%	9 4%	10 9%bk	3 5%	8 6%	17 5%	3 3%	17 5%
At least once a day	38 11%	38 11%	16 10%	38 11%	25 10%	24 11%	22 10%	14 13%	9 12%	11 8%	38 11%	13 10%	38 11%
At least a few times a week	54 16%	54 16%	32 19%	54 16%	33 14%	30 14%	27 13%	15 14%	9 12%	18 13%	54 16%	29 22%df	54 16%
At least once a week	79 23%	79 23%	49 30%defgi	79 23%	50 20%	44 19%	43 20%	19 17%	16 22%	25 19%	79 23%	42 32%acdefg jij	79 23%
At least once a month	71 20%	71 20%	37 23%	71 20%	57 23%	51 23%	51 24%	17 15%	17 23%	28 21%	71 20%	27 21%	71 20%
Less often	74 21%	74 21%k	24 14%	74 21%k	56 23%k	52 23%bk	49 23%k	25 23%k	17 22%	37 27%bk	74 21%k	14 11%	74 21%k
Never	9 3%	9 3%	1 *	9 3%	6 2%	6 3%	6 3%	4 3%	- 3%	4 3%	9 3%	1 1%	9 3%
Don't know	7 2%	7 2%	4 2%	7 2%	7 3%	7 3%	7 3%	4 4%	3 4%	3 2%	7 2%	* *	7 2%
NET: At least once a week	189 54%	189 54%	100 60%defi	189 54%	119 49%	108 49%	100 47%	58 54%	37 50%	63 46%	189 54%	87 67%acdefh jij	189 54%
NET: At least once a month	260 74%	260 74%	137 83%acdefg jij	260 74%	176 72%	159 71%	151 71%	75 69%	55 73%	91 67%	260 74%	115 88%acdefg hijl	260 74%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 144

Q39. Thinking about suspicious live voice calls , how often have you received these types of call in the last three months? - Summary
Base: All who have received suspicious live voice calls on mobile/on landline

	Live voice call on mobile	Live voice call on landline
Unweighted base	386	236
Weighted base	390	237
Effective base	313	201
Several times a day	14 4%	9 4%
At least once a day	23 6%	12 5%
At least a few times a week	50 13%	49 20%
At least once a week	55 14%	51 21%
At least once a month	124 32%	79 33%
Less often	103 27%	34 14%
Never	7 2%	2 1%
Don't know	14 4%	2 1%
NET: At least once a week	142 36%	120 51%
NET: At least once a month	266 68%	199 84%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 145

Q39. Thinking about suspicious live voice calls, how often have you received these types of call in the last three months? - Live voice call on mobile
Base: All who have received suspicious live voice calls on mobile

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	386	62	67	72	64	103	18	129	136	103	18	29	30	72	49	210	175	217	169	18	50	27	33	26	36	52	45	30	317	18	26	25	152	234
Weighted base	390	74	72	68	63	97	16**	146	132	97	16**	35**	35**	66	47*	207	183	229	161	17**	54*	26**	37**	33**	39**	55*	44*	28**	333	15**	31**	11**	160	230
Effective base	313	51	53	60	52	84	17	103	112	84	17	22	27	61	40	170	142	177	136	15	42	24	27	19	30	44	38	27	262	16	22	21	131	182
Several times a day	14	2	3	1	2	6	-	5	3	6	-	-	2	4	2	8	7	11	3	-	5	1	1	-	2	1	1	-	12	1	1	1	7	8
	4%	3%	4%	1%	3%	6%	-	4%	2%	6%	-	-	7%	7%	4%	4%	4%	5%	2%	-	10%	4%	4%	-	4%	2%	2%	-	3%	7%	3%	7%	4%	3%
At least once a day	23	10	4	2	5	2	-	14	7	2	-	6	4	-	2	10	13	18	5	4	4	-	3	-	-	5	1	3	21	-	2	-	13	10
	6%	13% ^{ce}	5%	3%	8%	2%	-	9% ^{ai}	6%	2%	-	16%	12%	-	4%	5%	7%	8%	3%	22%	8%	-	9%	-	-	10%	2%	9%	6%	-	7%	-	8%	4%
At least a few times a week	50	8	7	12	8	12	4	15	19	12	4	4	2	11	4	25	24	22	28	1	3	5	2	7	4	8	9	5	44	1	4	1	16	34
	13%	11%	10%	17%	12%	24%	10%	15%	12%	24%	11%	5%	17%	9%	12%	13%	10%	17% ^q	8%	5%	18%	6%	21%	10%	15%	20% ^t	17%	13%	5%	14%	8%	10%	15%	
At least once a week	55	4	6	14	10	20	2	10	23	20	2	2	1	16	6	35	19	24	31	1	6	3	5	8	8	9	4	2	48	3	3	2	25	30
	14%	5%	8%	20% ^a	15%	20% ^a	13%	7%	18% ^g	20% ^g	13%	7%	4%	24%	12%	17%	11%	10%	19% ^q	8%	11%	13%	14%	24%	20%	17%	10%	7%	14%	19%	8%	16%	16%	13%
At least once a month	124	29	25	17	19	30	4	55	36	30	4	14	14	21	13	66	59	86	38	6	19	10	13	11	9	17	12	10	106	5	12	2	53	72
	32%	40%	35%	25%	29%	31%	26%	38%	27%	31%	26%	39%	40%	31%	28%	32%	32%	38% ^r	24%	37%	35%	40%	35%	34%	23%	30%	26%	34%	32%	34%	37%	14%	33%	31%
Less often	103	18	24	14	18	24	6	41	32	24	6	6	11	13	17	52	52	60	43	3	13	3	9	7	15	11	13	9	84	5	8	6	38	65
	27%	24%	33%	21%	28%	25%	37%	28%	24%	25%	37%	19%	32%	20%	36%	25%	28%	26%	27%	20%	25%	12%	24%	21%	38%	20%	31%	33%	25%	34%	27%	51%	24%	28%
Never	7	-	1	2	-	3	-	1	2	3	-	-	-	3	-	7	3	4	1	1	1	-	-	-	1	-	3	-	7	-	-	-	3	4
	2%	-	1%	4%	-	3%	-	1%	2%	3%	-	-	-	7%	-	4% ^o	1%	2%	5%	1%	4%	-	-	-	3%	-	7%	-	2%	-	-	-	2%	2%
Don't know	14	2	3	7	2	-	-	5	9	-	-	2	-	-	12	2	4	9	-	2	2	2	-	1	4	1	-	12	-	1	*	6	7	
	4%	3%	4%	10% ^e	3%	-	-	3%	7% ⁱ	-	-	7%	-	-	6% ^p	1%	2%	6%	-	5%	9%	7%	-	2%	6%	1%	-	4%	-	4%	4%	4%	4%	3%
NET: At least once a week	142	24	19	28	25	40	6	44	53	40	6	12	10	32	14	78	63	75	67	7	19	9	12	15	13	24	15	9	124	5	10	4	60	82
	36%	33%	27%	41%	39%	41%	37%	30%	40%	41%	37%	35%	28%	48%	29%	38%	35%	33%	42%	38%	35%	35%	34%	45%	34%	44%	33%	37%	32%	32%	32%	38%	36%	
NET: At least once a month	266	54	45	45	44	70	10	98	88	70	10	26	24	52	27	144	122	161	105	13	37	20	25	26	24	41	27	19	230	10	22	5	113	153
	68%	73%	62%	66%	69%	72%	63%	67%	67%	72%	63%	74%	68%	80% ⁿ	58%	69%	67%	71%	65%	76%	69%	76%	69%	79%	57%	74%	61%	67%	69%	66%	69%	46%	70%	67%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 146
Q39. Thinking about suspicious live voice calls , how often have you received these types of call in the last three months? - Live voice call on mobile
Base: All who have received suspicious live voice calls on mobile

	Experience of suspicious texts/calls												
	Total	Total			Mobile						Landline		
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	386	386	386	185	386	330	317	171	386	150	121	86	73
Weighted base	390	390	390	191	390	331	318	179	390	158	127	92	75
Effective base	313	313	313	153	313	266	255	139	313	124	97	70	60
Several times a day	14 4%	14 4%	14 4%	8 4%	14 4%	14 4%	14 5%	8 5%	14 4%	8 5%	3 3%	3 4%	2 2%
At least once a day	23 6%	23 6%	23 6%	16 8%	23 6%	23 7%	23 7%	15 8%	23 6%	10 7%	13 10%	8 9%	9 12%
At least a few times a week	50 13%	50 13%	50 13%	28 15%	50 13%	43 13%	36 11%	30 17%	50 13%	20 13%	20 16%	10 11%	16 21%
At least once a week	55 14%	55 14%	55 14%	29 15%	55 14%	48 14%	47 15%	27 15%	55 14%	25 16%	18 14%	15 16%	9 13%
At least once a month	124 32%	124 32%	124 32%	58 30%	124 32%	104 31%	102 32%	46 26%	124 32%	48 31%	45 35%	36 40%g	20 27%
Less often	103 27%	103 27%	103 27%	42 22%	103 27%	83 25%	78 25%	46 26%	103 27%	35 22%	24 19%	17 18%	17 23%
Never	7 2%	7 2%	7 2%	5 3%	7 2%	7 2%	7 2%	2 1%	7 2%	4 3%	2 2%	1 1%	2 3%
Don't know	14 4%	14 4%	14 4%	6 3%	14 4%	10 3%	10 3%	6 3%	14 4%	6 4%	1 1%	1 1%	-
NET: At least once a week	142 36%	142 36%	142 36%	80 42%	142 36%	128 39%	121 38%	80 45%	142 36%	64 40%	54 43%	36 39%	36 48%
NET: At least once a month	266 68%	266 68%	266 68%	138 72%	266 68%	231 70%	223 70%	126 70%	266 68%	112 71%	99 78%	72 79%	56 75%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 147
Q39. Thinking about suspicious live voice calls , how often have you received these types of call in the last three months? - Live voice call on landline
Base: All who have received suspicious live voice calls on landline

	Age 1					Age 2					Age/Gender		Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple (G)	Other (H)	
Unweighted base	236	17	11	29	125	46	25	40	125	46	89	82	119	116	137	99	10	28	26	19	15	25	27	19	25	194	16	16	10	67	153	
Weighted base	237	23**	11**	26**	126	45*	30**	37*	126	45*	87	84	120	117	143	94	9**	31**	23**	24**	17**	24**	26**	20**	28**	202	13**	17**	5**	67	157	
Effective base	201	12	10	26	109	42	18	36	109	42	79	72	98	102	116	86	9	24	23	15	14	21	24	16	23	166	15	14	9	59	128	
Several times a day	9	2	-	1	5	1	2	1	5	1	4	2	4	5	5	4	-	-	1	2	-	2	2	-	2	8	-	1	-	3	5	
	4%	7%	-	4%	4%	2%	6%	2%	4%	2%	5%	2%	4%	4%	3%	4%	-	-	4%	7%	-	7%	6%	-	8%	4%	-	4%	-	4%	3%	
At least once a day	12	1	1	2	9	-	1	3	9	-	5	4	5	7	6	6	1	1	-	1	1	3	2	-	-	7	2	3	-	5	7	
	5%	3%	10%	7%	7%	-	2%	8%	7%	-	6%	4%	4%	6%	4%	6%	7%	3%	-	3%	5%	11%	6%	-	-	4%	13%	19%	-	7%	4%	
At least a few times a week	49	7	1	3	27	10	7	4	27	10	13	24	21	28	31	18	5	7	5	3	3	3	2	6	8	40	3	4	2	7	38	
	20%	31%	13%	12%	21%	22%	25%	12%	21%	22%	15%	28%	17%	24%	21%	19%	51%	22%	21%	11%	16%	11%	7%	29%	28%	20%	26%	22%	37%	11%	24%	
At least once a week	51	2	2	3	28	14	4	5	28	14	22	20	29	22	32	19	-	9	8	3	6	6	2	5	7	47	1	1	1	15	34	
	21%	7%	18%	12%	22%	31%	13%	13%	22%	31%	26%	24%	24%	19%	22%	20%	-	29%	34%	11%	39%	27%	9%	27%	25%	23%	10%	9%	19%	9%	22%	
At least once a month	79	8	5	11	37	15	11	16	37	15	31	21	44	34	53	26	3	12	5	11	7	6	16	2	10	72	4	3	1	23	53	
	33%	35%	47%	42%	30%	32%	37%	43%	30%	32%	35%	25%	37%	30%	37%	28%	34%	39%	22%	45%	40%	26%	59%	12%	34%	35%	27%	16%	19%	35%	34%	
Less often	34	4	1	5	18	4	5	6	18	4	10	12	14	19	15	18	-	2	4	5	-	4	3	5	1	24	3	5	1	13	19	
	14%	17%	13%	19%	14%	10%	17%	17%	14%	10%	11%	15%	12%	16%	11%	19%	-	6%	16%	20%	-	16%	13%	16%	11%	12%	24%	31%	25%	19%	12%	
Never	2	-	-	-	1	1	-	-	1	1	1	1	1	1	1	1	-	-	1	-	-	1	-	1	-	2	-	-	-	1	1	
	1%	-	-	-	1%	3%	-	-	1%	3%	1%	1%	1%	1%	1%	1%	-	-	3%	-	-	3%	-	6%	-	1%	-	-	-	1%	1%	
Don't know	2	-	-	1	1	-	-	1	1	-	-	2	-	1	1	1	1	-	-	1	-	-	1	-	2	-	-	-	-	1	1	
	1%	-	-	5%	1%	-	-	3%	1%	-	1%	-	2%	-	*	1%	8%	-	-	3%	-	-	3%	-	1%	-	1%	-	-	1%	*	
NET: At least once a week	120	11	4	9	69	25	14	13	69	25	44	49	58	62	73	47	5	17	14	8	10	13	7	11	17	102	6	9	3	29	83	
	51%	48%	40%	34%	55%	55%	46%	36%	55%	55%	51%	59%	49%	53%	51%	50%	58%	54%	59%	32%	60%	55%	28%	56%	61%	51%	48%	54%	56%	44%	53%	
NET: At least once a month	199	19	9	20	106	40	25	29	106	40	75	71	103	97	126	73	8	29	19	19	17	19	23	14	27	174	10	12	3	53	136	
	84%	83%	87%	76%	84%	88%	83%	79%	84%	88%	86%	84%	86%	83%	88%	78%	92%	94%	81%	77%	100%	81%	87%	68%	95%	86%	76%	69%	75%	79%	87%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 148
Q39. Thinking about suspicious live voice calls , how often have you received these types of call in the last three months? - Live voice call on landline
Base: All who have received suspicious live voice calls on landline

	Experience of suspicious texts/calls												
	Total			Mobile						Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	236	236	236	154	169	155	149	70	86	60	236	236	130
Weighted base	237	237	237	156	176	161	154	76	92	66*	237	237	130
Effective base	201	201	201	131	142	131	125	56	70	49	201	201	114
Several times a day	9 4%	9 4%	9 4%	8 5%	8 5%	8 5%	7 5%	4 6%	4 5%	6 9%	9 4%	9 4%	6 4%
At least once a day	12 5%	12 5%	12 5%	9 6%	11 6%	10 6%	10 7%	4 6%	7 8%	5 8%	12 5%	12 5%	7 6%
At least a few times a week	49 20%	49 20%	49 20%	33 21%	31 17%	27 17%	24 15%	15 20%	12 13%	8 13%	49 20%	49 20%	29 22%
At least once a week	51 21%	51 21%	51 21%	39 25%	38 22%	33 20%	32 21%	13 17%	16 17%	15 23%	51 21%	51 21%	35 27%
At least once a month	79 33%	79 33%	79 33%	47 30%	65 37%	61 38%	59 38%	27 36%	35 39%	23 36%	79 33%	79 33%	35 26%
Less often	34 14%	34 14%	34 14%	17 11%	22 12%	20 12%	20 13%	11 15%	15 17%	6 9%	34 14%	34 14%	16 12%
Never	2 1%	2 1%	2 1%	2 1%	1 1%	1 1%	1 1%	-	1 1%	1 2%	2 1%	2 1%	2 1%
Don't know	2 1%	2 1%	2 1%	1 *	1 1%	1 1%	1 1%	1 1%	1 1%	-	2 1%	2 1%	1 1%
NET: At least once a week	120 51%	120 51%	120 51%	89 57%h	88 50%	78 48%	73 47%	37 48%	39 42%	35 54%	120 51%	120 51%	77 59%h
NET: At least once a month	199 84%	199 84%	199 84%	137 88%	152 86%	138 86%	132 86%	64 84%	74 81%	59 89%	199 84%	199 84%	112 86%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 149

Q40. 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?

Base: All who have received any type of suspicious calls/messages/texts in the last 3 months

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region							Nation					Mobile O/S			
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	1430	195	220	230	245	438	102	415	475	438	102	82	88	280	260	719	710	816	614	52	157	113	105	90	126	190	195	118	1146	82	107	95	557	834
Weighted base	1435	226	240	212	233	421	102	467	445	421	102	89	106	258	265	694	741	846	589	49*	164	114	133	107	131	200	188	120	1205	69	113	48	586	807
Effective base	1197	162	185	188	204	378	89	347	392	378	89	67	73	245	223	615	585	691	507	45	138	97	88	77	103	163	172	104	978	70	91	81	480	688
It's possible that I had entered my details online	739 51%	108 48%	125 52%	106 50%	120 52%	228 54%	51 50%	233 50%	227 51%	228 54%	51 50%	33 37%	61 58%k	130 51%	149 56%k	336 49%	402 54%o	445 53%	294 50%	26 53%	88 54%	54 47%	54 42%	58 54%	56 43%	104 52%	101 54%	70 58%vx	613 51%	36 52%	61 54%	29 61%	310 53%	414 51%
It's possible that I had called the number / messaged the sender before	204 14%	56 25%def	47 20%def	40 19%def	25 11%def	34 8%def	2 2%	103 22%hij	65 15%ij	34 8%j	2 2%	27 31%mn	27 25%mn	25 10%n	12 4%	124 18%p	80 11%	120 14%	84 14%	8 17%u	35 21%uAB	4 4%	21 16%u	13 12%u	20 16%u	52 26%uw	20 10%	10 9%	184 15%F	6 8%	13 12%	2 3%	82 14%	102 13%
It's possible for another reason (please specify)	58 4%	8 4%	4 2%	6 3%	11 5%	18 4%	10 10%abce	13 3%	17 4%	18 4%	10 10%ghi	6 6%	1 1%	17 7%l	11 4%	35 5%	22 3%	37 4%	20 3%	-	10 6%w	7 6%w	9 7%w	-	4 3%	8 4%	7 4%	8 7%w	53 4%	2 3%	2 2%	-	11 2%	46 6%G
I'm not aware that I have shared my details anywhere	507 35%	69 31%	76 31%	70 33%	84 36%	167 40%a	42 41%	145 31%	153 34%	167 40%g	42 41%	25 28%	28 26%	105 41%l	104 39%l	237 34%	270 36%	287 34%	221 37%	18 36%	45 28%	50 44%ty	55 41%ty	43 40%y	56 43%ty	52 26%	65 35%	38 32%	422 35%	27 40%	40 35%	18 37%	208 36%	289 36%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base

Ofcom Scams Survey
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Absolutes/col percents

Table 150

Q40. 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?

Base: All who have received any type of suspicious calls/messages/texts in the last 3 months

	Experience of suspicious texts/calls												
	Total			Mobile						Landline			
	Total	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	1430	1430	536	749	1303	1208	1136	537	386	537	440	236	334
Weighted base	1435	1435	536	770	1308	1213	1139	540	390	556	457	237	350
Effective base	1197	1197	444	626	1094	1014	951	452	313	450	367	201	281
It's possible that I had entered my details online	739 51%	739 51%	282 53%	397 51%	690 53%	646 53%	618 54%g	262 49%	207 53%	292 52%	232 51%	122 51%	180 51%
It's possible that I had called the number / messaged the sender before	204 14%	204 14%	61 11%	141 18%abdef	183 14%	177 15%	154 13%	136 25%abcdef hkl	52 13%	110 20%abdefh	90 20%abdefh	34 15%	64 18%b
It's possible for another reason (please specify)	58 4%	58 4%	30 6%	29 4%	52 4%	46 4%	42 4%	20 4%	20 5%	20 4%	26 6%	18 8%acdefgi	15 4%
I'm not aware that I have shared my details anywhere	507 35%	507 35%	193 36%	255 33%	452 35%	410 34%	386 34%	163 30%	132 34%	180 32%	143 31%	80 34%	114 33%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

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Absolutes/col percents

Table 151

Q41. Which of the following do you ever do when you receive a suspicious live voice call ? 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.

Base: All who have received a suspicious live voice call

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	536	69	73	74	73	190	57	142	147	190	57	32	33	135	112	284	251	313	223	23	66	47	43	36	51	68	55	50	439	28	35	34	194	326	
Weighted base	536	81	77	70	71	182	55	158	141	182	55	38**	38**	126	110	278	258	324	212	21**	70	45*	50*	43**	52*	71	54*	51*	458	23**	40**	16*	201	321	
Effective base	444	57	57	62	60	162	52	113	122	162	52	24	30	117	96	234	209	261	183	19	57	41	36	28	42	58	47	45	370	26	30	30	167	263	
Hang up immediately, as soon as I realise it is a suspicious call	292	54	48	34	39	90	29	102	72	90	29	21	31	61	57	134	158	183	110	12	40	22	28	29	31	38	23	29	251	14	17	11	125	157	
	55%	66%ce	63%	48%	54%	49%	52%	65%hi	51%	49%	52%	55%	81%	48%	48%	61%o	56%	52%	54%	58%	50%	56%	66%	59%	53%	42%	56%	55%	61%	43%	69%	62%h	49%		
Listen to some of what they have to say before hanging up	246	28	29	30	34	94	31	57	64	94	31	17	10	65	60	128	118	145	101	12	30	20	18	16	23	38	30	24	210	13	16	6	83	157	
	46%	35%	37%	43%	48%	52%a	56%ab	36%	45%	52%g	56%g	46%	28%	51%	54%	46%	45%	48%	48%	12%	30%	44%	36%	37%	44%	53%	55%	47%	46%	57%	42%	38%	41%	49%	
Listen to everything they have to say before hanging up	41	10	6	7	3	10	5	16	10	10	5	5	5	6	27	14	29	13	2	2	3	6	4	3	8	4	7	40	-	1	1	14	28		
	8%	13%	7%	10%	5%	6%	10%	10%	7%	6%	10%	14%	13%	8%	5%	10%	6%	9%	6%	8%	8%	13%	9%	5%	12%	8%	13%	9%	-	3%	4%	7%	9%		
Listen to some of what they have to say and ask them questions to decide if it is a suspicious call	115	18	12	16	11	44	13	30	27	44	13	10	8	42	16	75	39	80	35	3	19	11	17	9	11	15	7	8	100	4	9	1	38	76	
	21%	23%	16%	23%	16%	24%	23%	19%	19%	24%	23%	28%	21%	33%n	14%	27%p	15%	25%r	16%	13%	27%	24%	35%AB	20%	22%	22%	13%	15%	22%	18%	24%	9%	19%	24%	
Ask them not to call me again	119	12	13	13	19	54	8	25	32	54	8	4	9	34	28	62	57	74	45	3	12	9	10	12	10	25	10	7	98	6	12	3	46	72	
	22%	15%	17%	18%	27%	30%af	15%	16%	22%	30%gj	15%	9%	23%	27%	25%	22%	22%	23%	21%	15%	17%	20%	21%	20%	35%B	19%	14%	21%	24%	30%	19%	23%	22%		
Something else	59	8	5	4	7	24	12	12	11	24	12	6	-	26	10	42	17	36	22	1	7	6	4	5	3	9	6	8	49	3	6	1	15	43	
	11%	10%	6%	5%	10%	13%	22%abc	8%	8%	13%	22%gh	15%	-	21%n	9%	15%p	7%	11%	11%	7%	10%	14%	8%	12%	6%	12%	11%	15%	13%	15%	6%	7%	13%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 152

Q41. Which of the following do you ever do when you receive a suspicious live voice call ? 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.

Base: All who have received a suspicious live voice call

	Experience of suspicious texts/calls												
	Total				Mobile						Landline		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	536	536	536	295	469	411	395	196	386	180	271	236	165
Weighted base	536	536	536	299	475	414	397	203	390	188	273	237	166
Effective base	444	444	444	249	386	338	323	160	313	151	228	201	141
Hang up immediately, as soon as I realise it is a suspicious call	292 55%	292 55%	292 55%	163 54%	263 55%	237 57%	227 57%	113 55%	211 54%	101 54%	146 53%	128 54%	85 52%
Listen to some of what they have to say before hanging up	246 46%	246 46%	246 46%	142 47%	208 44%	180 44%	175 44%	91 45%	169 43%	83 44%	135 49%	119 50%	88 53%
Listen to everything they have to say before hanging up	41 8%	41 8%	41 8%	28 9%	40 8%	37 9%	35 9%	26 13%	34 9%	19 10%	22 8%	19 8%	13 8%
Listen to some of what they have to say and ask them questions to decide if it is a suspicious call	115 21%	115 21%	115 21%	70 23%	103 22%	89 21%	87 22%	38 19%	86 22%	44 23%	62 23%	51 21%	43 26%
Ask them not to call me again	119 22%	119 22%	119 22%	67 22%	108 23%	96 23%	94 24%	48 23%	93 24%	49 26%	50 18%	47 20%	34 20%
Something else	59 11%	59 11%	59 11%	32 11%	51 11%	41 10%	40 10%	13 6%	41 11%	19 10%	29 11%	28 12%	18 11%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 153

Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? Summary
Base: All who have received a suspicious text/app message/ live call

	Total	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
Unweighted base	1333	1136	537	386	236
Weighted base	1335	1139	540	390	237
Effective base	1121	951	452	313	201
Talked to the caller	138 10%	-	*	86 22%	68 29%
Replied to the message sender	43 3%	30 3%	20 4%	-	-
Called the message sender/called the original caller back	71 5%	37 3%	23 4%	16 4%	6 2%
Clicked on the link but then didn't do as instructed	88 7%	68 6%	32 6%	-	-
Clicked on the link and then did as instructed by the message/person (e.g., entered personal details on the website/ downloaded software)	45 3%	28 2%	22 4%	-	-
Reported it	369 28%	289 25%	116 21%	82 21%	28 12%
Blocked the number	893 67%	713 63%	291 54%	257 66%	83 35%
Told friends or family about it	334 25%	256 22%	101 19%	95 24%	68 28%
Checked to see if the number is real (e.g., Google search / elsewhere)	484 36%	346 30%	92 17%	140 36%	70 30%
Deleted it	661 50%	613 54%	214 40%	-	-
Something else	37 3%	11 1%	6 1%	15 4%	12 5%
Just ignored it	480 36%	324 28%	143 26%	132 34%	96 40%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 153

Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? Summary

Base: All who have received a suspicious text/app message/ live call

	Total	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
Weighted base	1335	1139	540	390	237
Don't know/ Can't remember	28 2%	33 3%	23 4%	13 3%	7 3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 154
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? SMS text on your mobile
Base: All who have received a suspicious text

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	1136	158	181	199	204	331	63	339	403	331	63	74	206	188	563	572	644	492	34	137	94	77	70	95	153	156	96	912	64	81	79	475	661			
Weighted base	1139	183	198	182	195	320	62	381	377	320	62	69	87	191	190	543	595	666	473	32**	142	93	98	82	104	159	152	98	961	53	85	40	499	640		
Effective base	951	133	151	161	171	283	58	284	332	283	58	52	63	180	162	482	471	547	405	30	120	82	65	58	77	136	138	84	781	54	69	67	409	542		
Replied to the message sender	30	11	7	4	4	4	-	18	8	4	-	4	6	2	2	13	17	20	10	1	7	3	1	2	-	4	3	1	22	2	5	1	19	11		
Called the message sender/called the original caller back	37	10	8	8	3	8	1	17	11	8	1	7	1	5	4	22	16	25	12	2	10	3	-	5	4	5	2	1	32	1	3	2	18	20		
Clicked on the link but then didn't do as instructed	68	18	12	14	8	15	1	30	22	15	1	10	3	8	8	38	31	36	33	3	10	4	10	3	4	10	12	6	60	1	6	1	35	34		
Clicked on the link and then did as instructed by the message/person (e.g., entered personal details on the website/downloaded software)	28	10	8	2	3	5	-	18	5	5	-	8	2	1	4	17	11	20	8	1	6	1	4	1	-	7	3	1	25	1	1	1	13	15		
Reported it	289	43	48	34	46	104	15	90	80	104	15	12	21	54	66	131	159	169	121	7	43	27	15	16	25	44	42	27	246	11	24	9	109	180		
Blocked the number	713	98	107	116	136	222	35	204	251	222	35	31	48	122	135	307	406	410	302	17	85	61	51	62	63	88	110	60	598	33	53	30	319	393		
Told friends or family about it	256	44	32	34	38	87	21	76	72	87	21	14	24	53	54	104	151	163	93	5	36	17	21	26	27	32	29	22	216	19	12	9	105	151		
Checked to see if the number is real (e.g., Google search / elsewhere)	346	57	60	50	58	100	20	117	109	100	20	16	30	55	65	140	206	210	136	7	51	27	25	33	29	35	48	27	282	14	34	16	158	188		
Deleted it	613	96	78	87	100	211	41	174	187	211	41	35	45	122	130	278	334	347	265	17	77	53	42	55	57	75	84	50	511	35	48	19	274	339		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 154
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? SMS text on your mobile
Base: All who have received a suspicious text

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Weighted base	1139	183	198	182	195	320	62	381	377	320	62	69	87	191	190	543	595	666	473	32**	142	93	98	82	104	159	152	98	961	53	85	40	499	640	
Something else	11 1%	3 1%	3 2%	1 1%	1 *	4 1%	-	6 2%	2 1%	4 1%	-	1 2%	1 2%	2 1%	1 1%	7 1%	5 1%	7 1%	5 1%	-	2 2%	1 1%	-	-	1 1%	4 2%	-	3 3%A	10 1%	1 3%	-	-	-	5 1%	7 1%
Just ignored it	324 28%	77 42% code	66 33% code	45 25%	44 23%	72 23%	19 30%	143 38% hi	90 24%	72 23%	19 30%	31 45% mn	34 39% n	50 26%	42 22%	147 27%	176 30%	208 31% r	116 24%	7 23%	43 30%	24 26%	30 30%	36 44% luxy	22 22%	33 21%	44 29%	32 33% y	273 28%	17 32%	25 29%	9 23%	146 29%	178 28%	
Don't know/ Can't remember	33 3%	3 2%	9 4%	5 3%	7 4%	6 2%	4 6%	12 3%	12 3%	6 2%	4 6%	1 2%	2 2%	4 2%	6 3%	17 3%	17 3%	17 3%	17 3%	1 3%	4 3%	2 2%	5 5%	1 1%	2 2%	9 6% B	5 4%	-	30 3%	1 2%	2 2%	1 3%	10 2%	23 4%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 155

Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? SMS text on your mobile
Base: All who have received a suspicious text

	Experience of suspicious texts/calls												
	Total				Mobile					Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	1136	1136	395	549	1136	1136	1136	465	317	448	271	149	200
Weighted base	1139	1139	397	569	1139	1139	1139	467	318	467	286	154	212
Effective base	951	951	323	460	951	951	951	388	255	373	229	125	172
Replied to the message sender	30 3%	30 3%	8 2%	18 3%	30 3%	30 3%	30 3%	20 4%	8 2%	16 3%	11 4%	2 2%	8 4%
Called the message sender/called the original caller back	37 3%	37 3%	16 4%	26 5%	37 3%	37 3%	37 3%	25 5%	15 5%	24 5%	13 5%	6 4%	8 4%
Clicked on the link but then didn't do as instructed	68 6%	68 6%	29 7%	44 8%	68 6%	68 6%	68 6%	39 8%	25 8%	36 8%	22 8%	12 8%	16 8%
Clicked on the link and then did as instructed by the message/person (e.g., entered personal details on the website/downloaded software)	28 2%	28 2%	12 3%	17 3%	28 2%	28 2%	28 2%	19 4%	9 3%	13 3%	13 5%	8 5%	9 4%
Reported it	289 25%	289 25%	105 27%	154 27%	289 25%	289 25%	289 25%	109 23%	87 27%	132 28%	63 22%	31 20%	48 23%
Blocked the number	713 63%	713 63%gjk	234 59%k	344 61%jk	713 63%gjk	713 63%gjk	713 63%gjk	260 56%	201 63%jk	292 62%jk	148 52%	72 47%	117 55%
Told friends or family about it	256 22%	256 22%	119 30%adefg	138 24%	256 22%	256 22%	256 22%	107 23%	93 29%adef	111 24%	85 30%adef	54 35%acdefg	60 28%
Checked to see if the number is real (e.g., Google search / elsewhere)	346 30%	346 30%	124 31%	177 31%	346 30%	346 30%	346 30%	119 26%	96 30%	155 33%g	73 26%	45 29%	53 25%
Deleted it	613 54%	613 54%g	207 52%	293 51%	613 54%g	613 54%g	613 54%g	214 46%	152 48%	237 51%	143 50%	88 57%g	106 50%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 155
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? SMS text on your mobile
Base: All who have received a suspicious text

	Experience of suspicious texts/calls												
	Total			Mobile						Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Weighted base	1139	1139	397	569	1139	1139	1139	467	318	467	286	154	212
Something else	11 1%	11 1%	8 2%	7 1%	11 1%	11 1%	11 1%	8 2%	6 2%	6 1%	4 1%	3 2%	3 1%
Just ignored it	324 28%	324 28%	116 29%	166 29%	324 28%	324 28%	324 28%	112 24%	94 30%	136 29%	71 25%	41 27%	58 27%
Don't know/ Can't remember	33 3%	33 3%	15 4%	16 3%	33 3%	33 3%	33 3%	22 5%	12 4%	14 3%	10 3%	8 5%	4 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
**** very small base (under 30) ineligible for sig testing**

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 156
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? App message on your mobile
Base: All who have received a suspicious app message

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	537	92	110	109	88	114	24	202	197	114	24	40	41	83	55	307	230	317	220	19	57	33	39	24	47	91	67	43	420	35	44	38	237	300
Weighted base	540	105	119	102	84	109	22**	224	186	109	22**	46*	44*	74	57*	306	235	331	210	18**	60*	35**	51*	27**	50*	95	69	43*	449	27**	46*	19*	245	295
Effective base	452	78	94	90	75	95	22	172	165	95	22	32	37	73	45	261	191	268	184	17	48	28	33	22	38	79	59	38	360	32	39	34	204	247
Talked to the caller	*	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*
Replied to the message sender	20	5	2	5	4	2	-	8	10	2	-	2	2	1	1	12	7	10	10	1	3	4	1	1	-	3	3	2	17	-	2	1	7	13
Called the message sender/called the original caller back	4%	5%	2%	5%	5%	2%	-	3%	5%	2%	-	5%	4%	1%	2%	4%	3%	5%	4%	6%	4%	7%	-	4%	-	3%	4%	4%	5%	-	5%	-	5%	4%
Clicked on the link but then didn't do as instructed	32	6	11	7	4	4	-	17	11	4	-	3	3	2	2	21	10	18	14	1	5	-	-	1	3	8	5	3	26	2	3	1	16	16
Clicked on the link and then did as instructed by the message/person (e.g., entered personal details on the website/downloaded software)	6%	5%	9%	6%	5%	4%	-	7%	6%	4%	-	7%	6%	3%	4%	7%	4%	6%	6%	6%	9%	-	-	3%	5%	8%	7%	7%	6%	7%	7%	5%	6%	6%
Reported it	116	24	29	27	16	19	1	53	43	19	1	8	13	14	6	69	47	72	44	5	15	4	9	5	9	25	16	8	96	6	10	4	51	65
Blocked the number	21%	23%	24%	27%	19%	18%	6%	24%	23%	18%	6%	17%	28%	19%	11%	23%	20%	22%	21%	29%	25%	12%	17%	18%	17%	26%	24%	19%	21%	21%	23%	22%	21%	22%
Told friends or family about it	291	53	56	51	54	66	11	109	104	66	11	16	27	44	33	151	140	186	105	10	27	18	24	17	30	43	44	28	242	15	21	13	144	147
Checked to see if the number is real (e.g., Google search / elsewhere)	54%	50%	47%	50%	64%	61%	52%	49%	56%	61%	52%	34%	62%	60%	49%	60%	56%	50%	58%	44%	51%	48%	63%	60%	46%	63%	65%	54%	55%	46%	68%	59%	50%	
	101	25	19	14	12	27	4	43	26	27	4	10	11	18	14	47	54	64	37	3	16	6	7	5	11	16	6	86	4	9	2	45	56	
	19%	23%	16%	13%	15%	25%	20%	19%	14%	25%	20%	21%	25%	24%	15%	23%	64	37	18	27	18%	13%	19%	13%	17%	24%	13%	19%	15%	20%	9%	18%	19%	
	92	15	22	19	11	18	6	37	30	18	6	7	5	14	10	51	40	57	34	2	9	5	9	8	6	12	13	9	73	5	10	3	47	45
	17%	14%	19%	18%	13%	16%	30%	17%	16%	16%	30%	16%	12%	19%	17%	17%	17%	16%	11%	15%	15%	17%	28%	11%	12%	19%	22%	16%	19%	22%	19%	19%	15%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 156

Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? App message on your mobile
Base: All who have received a suspicious app message

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Weighted base	540	105	119	102	84	109	22**	224	186	109	22**	46*	44*	74	57*	306	235	331	210	18**	60*	35**	51*	27**	50*	95	69	43*	449	27*	46*	19*	245	295	
Deleted it	214	33	39	38	33	62	10	72	70	62	10	15	12	41	31	113	101	121	94	4	23	14	17	15	24	34	31	16	179	14	16	6	94	120	
	40%	31%	33%	37%	39%	57%abc	46%	32%	38%	57%gh	46%	33%	26%	56%kl	55%l	37%	43%	36%	45%	21%	38%	40%	33%	57%	48%	36%	46%	37%	40%	50%	34%	32%	38%	41%	
Something else	6	1	1	1	-	2	-	2	1	2	-	-	1	2	1	3	3	3	3	-	-	1	-	1	-	1	-	-	3	1	1	-	1	5	
	1%	1%	1%	1%	-	2%	-	1%	1%	2%	-	-	2%	2%	1%	1%	1%	1%	1%	-	-	3%	-	3%	-	2%	-	-	1%	5%C	2%	-	*	2%	
Just ignored it	143	40	38	25	12	20	7	78	37	20	7	18	16	18	9	75	67	98	45	5	21	9	15	10	7	23	21	11	121	5	12	5	66	77	
	26%	38%de	32%de	25%	15%	19%	34%	35%hi	20%	19%	34%	38%jn	35%	17%	25%	29%	30%r	21%	25%	34%kx	25%	29%	35%	15%	24%	30%	25%	27%	19%	26%	26%	27%	26%		
Don't know/ Can't remember	23	2	6	5	4	4	3	8	9	4	3	1	1	2	5	11	13	11	12	-	4	3	2	1	2	4	-	1	18	2	3	1	8	16	
	4%	2%	5%	5%	5%	4%	14%	3%	5%	4%	14%	3%	2%	2%	10%	4%	5%	3%	6%	-	7%A	9%	4%	4%	5%	4%	-	2%	4%	7%	6%	6%	3%	5%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 157

Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? App message on your mobile
Base: All who have received a suspicious app message

	Experience of suspicious texts/calls												
	Total				Mobile					Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	537	537	196	308	537	537	465	537	171	276	137	70	96
Weighted base	540	540	203	323	540	540	467	540	179	289	154	76	108
Effective base	452	452	160	260	452	452	388	452	139	232	114	56	82
Talked to the caller	*	*	-	-	*	*	-	*	-	-	-	-	-
Replied to the message sender	20 4%	20 4%	6 3%	13 4%	20 4%	20 4%	16 4%	20 4%	6 4%	13 4%	8 5%	2 2%	6 6%
Called the message sender/called the original caller back	23 4%	23 4%	2 1%	19 6%bh	23 4%	23 4%	16 3%	23 4%	2 1%	18 6%bh	6 4%	-	6 6%b
Clicked on the link but then didn't do as instructed	32 6%	32 6%	10 5%	19 6%	32 6%	32 6%	23 5%	32 6%	10 5%	17 6%	11 7%	5 6%	8 7%
Clicked on the link and then did as instructed by the message/person (e.g., entered personal details on the website/downloaded software)	22 4%	22 4%	5 3%	18 5%	22 4%	22 4%	15 3%	22 4%	5 3%	16 6%	7 5%	2 2%	6 5%
Reported it	116 21%	116 21%	48 24%jk	73 23%k	116 21%	116 21%	100 21%	116 21%	46 26%jk	66 23%k	21 14%	8 10%	16 15%
Blocked the number	291 54%	291 54%	109 54%	173 53%	291 54%	291 54%	255 55%	291 54%	99 55%	157 54%	75 49%	36 47%	57 53%
Told friends or family about it	101 19%	101 19%	56 27%adefg	70 22%	101 19%	101 19%	89 19%	101 19%	46 26%	60 21%	44 29%adefg	26 34%adefgi	34 31%adefgi
Checked to see if the number is real (e.g., Google search / elsewhere)	92 17%	92 17%	34 17%	57 18%	92 17%	92 17%	72 15%	92 17%	31 17%	50 17%	23 15%	8 11%	19 18%
Deleted it	214 40%	214 40%	92 45%	122 38%	214 40%	214 40%	193 41%	214 40%	79 44%	111 38%	60 39%	39 51%	39 36%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

** very small base (under 30) ineligible for sig testing

Prepared by Yonder

.YONDER

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 157

Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? App message on your mobile
Base: All who have received a suspicious app message

	Experience of suspicious texts/calls												
	Total												
	Total	Mobile			Landline								
	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Weighted base	540	540	203	323	540	540	467	540	179	289	154	76	108
Something else	6 1%	6 1%	3 2%	4 1%	6 1%	6 1%	5 1%	6 1%	3 2%	4 1%	3 2%	1 2%	1 1%
Just ignored it	143 26%	143 26%	59 29%	80 25%	143 26%	143 26%	126 27%	143 26%	53 29%	69 24%	41 27%	21 28%	29 27%
Don't know/ Can't remember	23 4%	23 4%	9 5%	14 4%	23 4%	23 4%	23 5%	23 4%	8 5%	13 4%	3 2%	2 3%	2 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 158
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? Live calls on your mobile
Base: All who have received a suspicious live call on your mobile

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	386	62	67	72	64	103	18	129	136	103	18	29	30	72	49	210	175	217	169	18	50	27	33	26	36	52	45	30	317	18	26	25	152	234
Weighted base	390	74	72	68	63	97	16**	146	132	97	16**	35**	35**	66	47*	207	183	229	161	17**	54*	26**	37**	33**	39**	55*	44*	28**	333	15**	31**	11**	160	230
Effective base	313	51	53	60	52	84	17	103	112	84	17	22	27	61	40	170	142	177	136	15	42	24	27	19	30	44	38	27	262	16	22	21	131	182
Talked to the caller	86	14	12	13	12	31	5	26	25	31	5	10	4	22	14	52	35	50	37	3	15	8	7	4	10	11	9	7	75	4	7	1	26	60
	22%	19%	17%	19%	19%	32%	29%	18%	19%	32%gh	29%	30%	11%	33%	29%	25%	19%	22%	23%	17%	27%	32%	20%	14%	25%	21%	23%	22%	27%	4	22%	10%	16%	26%G
Called the message sender/called the original caller back	16	6	2	1	1	7	-	8	2	7	-	3	3	2	5	7	9	8	8	1	1	-	5	2	3	2	-	13	-	3	1	11	6	
	4%	8%	3%	1%	1%	7%	-	5%	1%	7%h	-	8%	10%	3%	10%	3%	5%	4%	5%	4%	2%	-	7%	6%	3%	-	-	4%	-	9%	6%	7%	2%	
Reported it	82	11	18	15	19	16	4	29	33	16	4	7	4	15	5	48	34	42	40	3	16	7	3	3	9	16	9	4	70	1	6	4	36	46
	21%	15%	25%	21%	30%	17%	23%	20%	25%	17%	23%	20%	12%	22%	11%	23%	19%	18%	25%	17%	30%	28%	9%	9%	23%	28%	21%	15%	21%	9%	18%	38%	22%	20%
Blocked the number	257	42	43	45	45	72	10	85	90	72	10	16	22	48	34	135	122	151	106	8	26	22	24	23	25	36	31	21	216	10	21	10	120	137
	66%	57%	59%	66%	71%	74%a	64%	58%	69%	74%g	64%	46%	62%	73%	72%	65%	67%	66%	66%	46%	49%	85%	66%	69%	65%	64%	71%	75%	65%	71%	67%	85%	75%H	60%
Told friends or family about it	95	16	9	14	14	37	4	26	28	37	4	7	8	21	20	41	53	53	42	5	14	8	10	9	12	7	11	4	80	5	7	3	37	58
	24%	22%	13%	21%	22%	38%bc	27%	18%	22%	38%gh	27%	21%	23%	32%	43%	20%	29%	23%	26%	32%	26%	30%	26%	27%	31%	12%	25%	14%	24%	33%	24%	31%	23%	25%
Checked to see if the number is real (e.g., Google search / elsewhere)	140	27	31	21	23	33	4	58	45	33	4	12	12	26	12	70	70	89	51	6	16	8	9	20	15	18	18	9	118	6	13	3	63	77
	36%	37%	43%	31%	37%	34%	27%	40%	34%	34%	27%	34%	36%	39%	25%	34%	39%	39%	32%	33%	30%	32%	25%	61%	38%	33%	40%	30%	35%	42%	42%	25%	39%	34%
Something else	15	2	1	2	3	7	-	3	5	7	-	2	-	4	2	9	6	4	10	2	2	3	1	-	2	-	-	-	10	2	3	-	3	12
	4%	3%	2%	3%	4%	7%	-	2%	4%	7%	-	6%	-	6%	5%	4%	3%	2%	6%q	13%	2%	13%	2%	-	5%	-	-	3%	14%	10%	-	2%	5%	
Just ignored it	132	38	35	14	19	22	5	72	32	22	5	16	19	18	9	66	66	92	40	6	19	10	11	20	12	16	17	8	119	4	8	1	51	81
	34%	51%cd	48%ce	20%	30%	23%	31%	50%hi	25%	23%	31%	47%	56%	28%	20%	32%	36%	40%r	25%	35%	35%	38%	29%	59%	31%	29%	38%	29%	36%	29%	4	12%	32%	35%
Don't know/ Can't remember	13	1	2	5	3	2	-	4	8	2	-	1	-	1	1	8	5	3	10	-	2	1	1	2	3	1	-	11	-	2	*	5	8	
	3%	2%	3%	7%	5%	2%	-	2%	6%	2%	-	4%	-	2%	1%	4%	3%	2%	6%q	-	5%	3%	2%	3%	6%	5%	2%	-	3%	-	6%	4%	3%	4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 159

Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? Live calls on your mobile
Base: All who have received a suspicious live call on your mobile

	Experience of suspicious texts/calls												
	Total				Mobile					Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	386	386	386	185	386	330	317	171	386	150	121	86	73
Weighted base	390	390	390	191	390	331	318	179	390	158	127	92	75
Effective base	313	313	313	153	313	266	255	139	313	124	97	70	60
Talked to the caller	86 22%	86 22%	86 22%	46 24%	86 22%	71 21%	67 21%	33 19%	86 22%	43 27%	27 21%	21 23%	18 24%
Called the message sender/called the original caller back	16 4%	16 4%	16 4%	9 5%	16 4%	13 4%	12 4%	9 5%	16 4%	8 5%	9 7%	6 7%	5 7%
Reported it	82 21%	82 21%	82 21%	47 24%	82 21%	72 22%	72 23%	46 26%k	82 21%	41 26%k	20 16%	12 13%	11 15%
Blocked the number	257 66%	257 66%	257 66%	133 69%gjk	257 66%	215 65%	207 65%	104 58%	257 66%	116 73%gjk	71 56%	51 55%	46 62%
Told friends or family about it	95 24%	95 24%	95 24%	49 26%	95 24%	79 24%	78 24%	43 24%	95 24%	45 29%	38 30%	31 34%	20 27%
Checked to see if the number is real (e.g., Google search / elsewhere)	140 36%	140 36%gjl	140 36%gjl	69 36%jl	140 36%gjl	115 35%jl	111 35%jl	47 26%	140 36%gjl	64 40%gjkl	29 23%	22 24%	16 21%
Something else	15 4%	15 4%	15 4%	5 3%	15 4%	11 3%	10 3%	4 2%	15 4%	5 3%	4 3%	4 4%	1 1%
Just ignored it	132 34%	132 34%	132 34%	66 34%	132 34%	110 33%	106 33%	55 31%	132 34%	54 34%	40 31%	32 35%	25 33%
Don't know/ Can't remember	13 3%	13 3%	13 3%	3 2%	13 3%	12 4%	12 4%	11 6%	13 3%	2 1%	3 3%	3 4%	1 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 160
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? Live calls on your landline
Base: All who have received a suspicious live call on your landline

	Age 1					Age 2				Age/Gender		Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)
Unweighted base	236	17	11	29	125	46	25	40	125	46	89	82	119	116	137	99	10	28	26	19	15	25	27	19	25	194	16	16	10	67	153
Weighted base	237	23**	11**	26**	126	45*	30**	37*	126	45*	87	84	120	117	143	94	9**	31**	23**	24**	17**	24**	26**	20**	28**	202	13**	17**	5**	67	157
Effective base	201	12	10	26	109	42	18	36	109	42	79	72	98	102	116	86	9	24	23	15	14	21	24	16	23	166	15	14	9	59	128
Talked to the caller	68	3	1	6	42	16	3	7	42	16	28	30	34	34	49	19	2	9	4	4	11	8	7	7	6	57	4	7	-	24	40
	29%	11%	9%	23%	34%	35%	12%	19%	34%	35%	32%	35%	28%	29%	34% _r	20%	17%	31%	19%	15%	65%	33%	26%	34%	22%	28%	32%	42%	-	36%	25%
Called the message sender/called the original caller back	6	-	-	1	5	-	-	1	5	-	2	3	2	4	2	4	-	-	-	-	2	1	-	-	-	3	1	2	-	1	5
	2%	-	-	4%	4%	-	-	3%	4%	-	3%	3%	2%	3%	1%	4%	-	-	-	-	13%	4%	-	-	-	1%	5%	12%	-	2%	3%
Reported it	28	2	*	3	14	7	2	4	14	7	11	10	13	15	14	14	1	2	2	3	2	6	2	4	2	24	2	2	-	5	22
	12%	9%	4%	12%	11%	16%	8%	10%	11%	16%	13%	12%	10%	13%	10%	15%	7%	7%	9%	13%	10%	25%	7%	22%	8%	12%	14%	9%	-	7%	14%
Blocked the number	83	8	1	8	47	17	10	9	47	17	34	30	43	40	48	35	3	12	12	3	2	9	9	6	11	66	5	10	2	24	55
	35%	34%	5%	31%	38%	37%	34%	24%	38%	37%	39%	36%	36%	34%	33%	37%	29%	38%	53%	13%	11%	37%	33%	29%	38%	33%	38%	61%	35%	36%	35%
Told friends or family about it	68	1	2	7	43	11	4	9	43	11	23	32	26	41	39	29	3	10	8	7	6	9	4	5	7	58	4	5	1	20	44
	28%	4%	19%	29%	34%	25%	12%	26%	34%	25%	26%	38%	22%	35% _o	27%	31%	28%	32%	33%	31%	35%	38%	16%	24%	25%	29%	28%	28%	15%	30%	28%
Checked to see if the number is real (e.g., Google search / elsewhere)	70	3	2	9	39	16	4	11	39	16	31	24	35	34	43	27	2	11	10	3	8	3	12	4	8	61	5	2	3	22	46
	30%	12%	18%	35%	31%	36%	13%	30%	31%	36%	35%	29%	29%	30%	29%	25%	36%	41%	14%	50%	13%	44%	18%	30%	30%	37%	10%	61%	33%	29%	
Something else	12	-	-	1	5	7	-	1	5	7	9	3	9	3	11	2	1	-	1	1	-	1	2	3	1	11	1	1	-	1	11
	5%	-	-	2%	4%	16% _e	-	1%	4%	16% _h	10%	3%	7%	3%	7%	2%	10%	-	6%	5%	-	5%	7%	15%	5%	6%	5%	3%	-	2%	7%
Just ignored it	96	8	7	11	52	15	11	18	52	15	30	37	45	50	60	35	4	9	4	8	11	12	11	9	13	81	5	8	1	30	59
	40%	36%	67%	41%	42%	33%	36%	48%	42%	33%	34%	44%	38%	43%	42%	38%	47%	29%	17%	35%	65%	50%	43%	45%	45%	40%	37%	47%	27%	44%	38%
Don't know/ Can't remember	7	4	-	1	2	-	4	1	2	-	2	-	7	-	5	1	-	-	1	4	-	-	-	1	-	7	-	-	-	2	5
	3%	16%	-	5%	1%	-	12%	3%	1%	-	2%	-	5% _p	-	4%	1%	-	-	4%	17%	-	-	-	7%	-	3%	-	-	-	2%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 161

Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? Live calls on your landline
Base: All who have received a suspicious live call on your landline

	Experience of suspicious texts/calls												
	Total			Mobile						Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	236	236	236	154	169	155	149	70	86	60	236	236	130
Weighted base	237	237	237	156	176	161	154	76	92	66*	237	237	130
Effective base	201	201	201	131	142	131	125	56	70	49	201	201	114
Talked to the caller	68 29%	68 29%	68 29%	54 34%	51 29%	46 29%	46 30%	17 23%	24 27%	23 35%	68 29%	68 29%	48 37%
Called the message sender/called the original caller back	6 2%	6 2%	6 2%	4 3%	6 3%	4 2%	4 3%	2 3%	4 4%	2 3%	6 2%	6 2%	4 3%
Reported it	28 12%	28 12%	28 12%	15 9%	19 11%	18 11%	18 12%	9 12%	8 9%	7 10%	28 12%	28 12%	12 9%
Blocked the number	83 35%	83 35%	83 35%	50 32%	61 35%	52 33%	52 34%	28 36%	33 36%	20 30%	83 35%	83 35%	45 35%
Told friends or family about it	68 28%	68 28%	68 28%	50 32%	54 30%	48 30%	46 30%	19 25%	27 30%	23 35%	68 28%	68 28%	43 33%
Checked to see if the number is real (e.g., Google search / elsewhere)	70 30%	70 30%g	70 30%g	47 30%g	51 29%	46 29%	44 28%	12 16%	16 18%	23 34%gh	70 30%g	70 30%g	36 28%
Something else	12 5%	12 5%	12 5%	7 5%	5 3%	5 3%	5 3%	1 2%	2 2%	1 1%	12 5%	12 5%	7 5%
Just ignored it	96 40%	96 40%	96 40%	70 45%	65 37%	58 36%	53 34%	29 39%	39 43%	25 38%	96 40%	96 40%	65 50%def
Don't know/ Can't remember	7 3%	7 3%	7 3%	4 2%	7 4%l	7 4%l	7 4%l	6 8%l	6 6%l	4 5%l	7 3%	7 3%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 162

Q43. How did you report the suspicious message/call? Summary table
Base: All who have reported a suspicious text/app message/live call

	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
Unweighted base	296	118	86	30
Weighted base	289	116	82	28
Effective base	252	102	70	26
Reported it to a special number for reporting suspicious messages/calls	95 33%	23 20%	16 19%	11 40%
Reported it using the report function on my mobile phone	119 41%	58 50%	39 48%	- -
Reported it to my landline or mobile provider	46 16%	19 17%	16 20%	7 27%
Reported it to Action Fraud	61 21%	19 17%	20 25%	8 29%
Reported it to Citizens Advice	4 1%	8 7%	3 4%	1 2%
Reported it to the police	13 4%	9 8%	5 7%	4 15%
Reported it to Ofcom	16 6%	10 9%	7 8%	3 12%
Reported to another organisation	27 9%	6 5%	9 11%	6 21%
Did something else	6 2%	4 3%	- -	- -
Don't know/ can't remember	15 5%	10 8%	7 9%	2 7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 163

Q43. How did you report the suspicious message/call? Text (e.g. SMS, iMessage, RCS chat) on your mobile
Base: All who have reported a suspicious text

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	296	39	46	39	50	107	15	85	89	107	15	14	18	59	63	138	158	168	128	43	25	12	15	23	40	44	25	235	14	27	20	108	188		
Weighted base	289	43*	48*	34*	46*	104	15**	90	80	104	15**	12**	21**	54	66	131	159	169	121	43*	27**	15**	16**	25**	44*	42*	27**	246	11**	24**	9**	109	180		
Effective base	252	34	39	34	41	91	14	73	75	91	14	13	16	51	54	120	132	144	108	37	21	11	13	18	37	40	21	205	13	24	17	94	157		
Reported it to a special number for reporting suspicious messages/calls	95	12	8	8	12	47	8	20	20	47	8	2	4	24	30	40	55	50	45	9	16	5	5	7	8	21	11	83	1	7	4	48	47		
	33%	28%	17%	23%	27%	45%bcd	52%	22%	25%	45%gh	52%	16%	19%	45%	46%	31%	34%	29%	37%	20%	60%	36%	33%	29%	17%	49%ty	34%	8%	29%	42%	44%h	26%			
Reported it using the report function on my mobile phone	119	21	28	10	22	35	3	49	32	35	3	7	10	18	20	50	69	71	48	20	10	7	8	19	14	10	99	6	9	5	39	81			
	41%	50%	58%ce	31%	47%	33%	21%	54%ai	40%	33%	21%	59%	49%	33%	31%	39%	43%	42%	40%	46%	37%	47%	49%	34%	43%	33%	40%	54%	6	9	5	35%	45%		
Reported it to my landline or mobile provider	46	9	7	10	10	8	1	15	21	8	1	2	3	5	5	24	22	26	20	9	4	2	2	5	9	4	6	42	-	3	1	23	23		
	16%	21%e	14%	31%e	23%e	8%	9%	17%	26%i	8%	9%	19%	17%	8%	8%	19%	14%	15%	17%	20%	15%	16%	14%	21%	21%	9%	21%	17%	-	13%	6%	21%	13%		
Reported it to Action Fraud	61	5	12	5	7	29	3	17	11	29	3	1	3	14	18	28	32	38	23	11	3	3	1	7	16	6	8	56	3	1	1	23	38		
	21%	12%	26%	14%	15%	28%	21%	19%	14%	28%h	21%	10%	14%	26%	27%	22%	20%	22%	19%	26%	12%	20%	6%	28%	35%A	14%	8	23%	24%	4%	16%	21%	21%		
Reported it to Citizens Advice	4	-	2	2	-	-	-	2	2	-	-	-	-	-	4	-	4	-	-	-	-	1	-	-	3	-	4	-	-	-	-	1	3		
	1%	-	3%	7%e	-	-	-	2%	3%	-	-	-	-	-	3%p	-	2%	-	-	-	-	8%	-	6%	-	2%	-	-	-	-	-	1%	2%		
Reported it to the police	13	5	3	1	1	3	-	8	2	3	-	2	2	3	-	10	3	7	5	1	-	1	-	1	*	5	-	8	1	3	1	8	5		
	4%	11%	7%	4%	2%	3%	-	9%	2%	3%	-	12%	8%	5%	-	7%p	2%	4%	5%	3%	-	8%	-	3%	1%	11%	-	3%	9%	12%	7%	7%	3%		
Reported it to Ofcom	16	2	6	1	2	4	-	9	3	4	-	-	2	3	1	9	7	8	8	1	-	2	-	1	8	3	-	15	*	1	1	6	10		
	6%	6%	14%e	4%	5%	4%	-	10%	4%	4%	-	-	12%	5%	1%	7%	4%	5%	7%	2%	-	11%	-	5%	18%t	7%	-	6%	4%	2%	7%	5%	6%		
Reported to another organisation	27	4	2	2	3	14	2	6	5	14	2	1	1	6	9	11	15	11	16	4	4	1	3	-	5	6	2	24	1	1	-	10	16		
	9%	8%	5%	6%	7%	13%	12%	6%	7%	13%	12%	7%	6%	11%	14%	9%	10%	7%	13%	9%	14%	8%	18%	-	12%	14%	6%	10%	8%	6%	-	9%	9%		
Did something else	6	-	1	2	1	2	-	1	3	2	-	-	-	2	1	3	3	3	3	1	2	-	-	-	1	-	4	1	2	-	3	4			
	2%	-	2%	5%	2%	2%	-	1%	4%	2%	-	-	-	3%	1%	3%	2%	2%	3%	2%	7%	-	-	-	3%	-	2%	8%	7%	-	3%	2%			
Don't know/ can't remember	15	5	2	1	3	3	1	7	4	3	1	1	4	2	2	6	9	11	4	2	2	1	2	1	5	-	14	-	1	*	4	11			
	5%	11%	4%	4%	7%	3%	5%	7%	5%	3%	5%	6%	20%	4%	3%	4%	6%	7%	3%	4%	7%	9%	10%	3%	11%A	-	6%	-	3%	2%	3%	6%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 164

Q43. How did you report the suspicious message/call? Text (e.g. SMS, iMessage, RCS chat) on your mobile
Base: All who have reported a suspicious text

	Experience of suspicious texts/calls												
	Total			Mobile						Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	296	296	110	156	296	296	296	111	93	130	66	31	53
Weighted base	289	289	105	154	289	289	289	109	87	132	63	31**	48*
Effective base	252	252	93	130	252	252	252	94	77	108	56	28	44
Reported it to a special number for reporting suspicious messages/calls	95 33%	95 33%	32 31%	45 29%	95 33%	95 33%	95 33%	27 25%	27 31%	38 29%	21 33%	13 42%	15 31%
Reported it using the report function on my mobile phone	119 41%	119 41% ^{ijl}	48 46% ^{ijl}	60 39%	119 41% ^{ijl}	119 41% ^{ijl}	119 41% ^{ijl}	47 43% ^{ijl}	44 51% ^{ijl}	53 40% ^{ijl}	15 24%	8 27%	11 23%
Reported it to my landline or mobile provider	46 16%	46 16%	20 19%	32 21%	46 16%	46 16%	46 16%	20 18%	18 21%	27 21%	13 20%	6 20%	11 24%
Reported it to Action Fraud	61 21%	61 21%	30 29%	43 28%	61 21%	61 21%	61 21%	26 24%	24 27%	36 27%	21 33%	9 30%	18 37% ^{adef}
Reported it to Citizens Advice	4 1%	4 1%	2 2%	4 3%	4 1%	4 1%	4 1%	4 4%	2 3%	4 3%	2 3%	-	2 3%
Reported it to the police	13 4%	13 4%	6 5%	9 6%	13 4%	13 4%	13 4%	9 8%	6 6%	9 7%	4 6%	2 7%	2 5%
Reported it to Ofcom	16 6%	16 6%	9 9%	12 8%	16 6%	16 6%	16 6%	11 10%	5 6%	11 9%	6 10%	4 12%	3 7%
Reported to another organisation	27 9%	27 9%	9 8%	11 7%	27 9%	27 9%	27 9%	5 5%	7 8%	9 7%	12 19% ^{acdefg}	6 18%	6 13%
Did something else	6 2%	6 2%	2 2%	4 2%	6 2%	6 2%	6 2%	3 2%	1 1%	3 2%	1 1%	1 3%	1 2%
Don't know/ can't remember	15 5%	15 5%	4 4%	12 8%	15 5%	15 5%	15 5%	6 6%	3 4%	11 9%	4 6%	1 3%	3 6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 165

Q43. How did you report the suspicious message/call? App-based message (e.g. WhatsApp) on your mobile
Base: All who have reported a suspicious app message

	Age 1					Age 2			Age/Gender		Gender		Social Grade		Region			Nation		Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Female 18-34 (l)	Male 55+ (m)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	London (y)	South East (A)	Eng- land (C)	Scot- land (E)	Apple iPhone (G)	Other (H)
Unweighted base	118	23	28	29	14	23	51	43	23	11	17	72	46	71	47	15	23	16	92	11	51	67
Weighted base	116	24**	29**	27**	16**	19**	53*	43*	19**	13**	14**	69	47*	72	44*	15**	25**	16**	96	10**	51*	65
Effective base	102	20	24	25	12	20	45	36	20	10	15	62	40	63	39	13	20	15	81	10	45	57
Reported it to a special number for reporting suspicious messages/calls	23	4	6	2	2	9	10	4	9	2	7	15	8	12	11	1	5	4	18	1	13	9
	20%	16%	22%	6%	13%	48%	19%	8%	48%	13%	46%	21%	17%	17%	24%	7%	20%	23%	19%	10%	26%	15%
Reported it using the report function on my mobile phone	58	9	16	15	9	9	25	24	9	2	8	35	23	37	21	6	11	10	49	4	22	36
	50%	37%	54%	54%	59%	45%	46%	54%	45%	19%	54%	51%	49%	52%	48%	42%	43%	63%	51%	38%	43%	56%
Reported it to my landline or mobile provider	19	6	3	6	4	-	9	10	-	3	-	12	7	12	7	3	4	-	15	3	13	6
	17%	24%	11%	24%	25%	-	17%	24%	-	27%	-	17%	16%	17%	16%	20%	17%	-	15%	3	26% ^H	9%
Reported it to Action Fraud	19	2	5	5	4	4	7	8	4	1	2	15	5	15	5	4	6	1	18	-	7	12
	17%	9%	18%	17%	24%	20%	14%	19%	20%	11%	14%	21%	10%	20%	10%	28%	25%	9%	19%	-	14%	19%
Reported it to Citizens Advice	8	2	1	2	1	1	4	3	1	1	-	6	1	6	2	2	3	-	7	1	4	4
	7%	10%	5%	9%	5%	3%	7%	8%	3%	5%	-	9%	3%	8%	5%	13%	10%	-	7%	5%	7%	6%
Reported it to the police	9	4	2	4	-	-	5	4	-	2	-	5	5	8	1	1	2	3	7	1	4	6
	8%	16%	6%	14%	-	-	10%	9%	-	18%	-	7%	10%	11%	3%	7%	8%	18%	7%	5%	7%	9%
Reported it to Ofcom	10	2	3	2	1	2	5	3	2	1	2	8	2	8	3	1	4	1	8	1	6	4
	9%	9%	11%	8%	8%	10%	10%	8%	10%	6%	14%	12%	5%	11%	6%	5%	18%	4%	9%	14%	12%	7%
Reported to another organisation	6	4	1	1	-	-	5	1	-	1	-	3	2	4	1	2	1	1	6	-	3	2
	5%	15%	3%	4%	-	-	9%	3%	-	10%	-	5%	5%	6%	3%	12%	5%	8%	6%	-	6%	4%
Did something else	4	1	1	1	-	-	3	1	-	1	-	2	1	3	1	1	-	-	4	-	4	-
	3%	6%	5%	3%	-	-	5%	2%	-	11%	-	3%	3%	4%	2%	9%	-	-	4%	-	7% ^H	-
Don't know/ can't remember	10	3	1	2	3	1	3	5	1	1	1	6	3	7	3	2	4	-	7	2	3	7
	8%	11%	2%	7%	18%	7%	6%	11%	7%	11%	9%	9%	7%	10%	6%	13%	16%	-	7%	19%	5%	10%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 166

Q43. How did you report the suspicious message/call? App-based message (e.g. WhatsApp) on your mobile
Base: All who have reported a suspicious app message

	Experience of suspicious texts/calls											
	Total	Total			Mobile					Landline		
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Recorded message (l)
Unweighted base	118	118	49	73	118	118	103	118	47	66	24	19
Weighted base	116	116	48*	73	116	116	100	116	46*	66	21**	16**
Effective base	102	102	40	63	102	102	88	102	38	56	21	17
Reported it to a special number for reporting suspicious messages/calls	23	23	9	13	23	23	18	23	8	12	4	3
	20%	20%	19%	18%	20%	20%	18%	20%	18%	19%	17%	19%
Reported it using the report function on my mobile phone	58	58	24	33	58	58	50	58	24	30	5	4
	50%	50%	50%	46%	50%	50%	50%	50%	53%	45%	24%	27%
Reported it to my landline or mobile provider	19	19	11	16	19	19	16	19	10	13	9	5
	17%	17%	22%	21%	17%	17%	17%	17%	22%	20%	41%	32%
Reported it to Action Fraud	19	19	10	14	19	19	18	19	10	12	5	4
	17%	17%	20%	19%	17%	17%	18%	17%	21%	18%	23%	26%
Reported it to Citizens Advice	8	8	4	7	8	8	6	8	4	6	2	1
	7%	7%	9%	10%	7%	7%	6%	7%	10%	10%	9%	8%
Reported it to the police	9	9	5	7	9	9	8	9	5	7	1	1
	8%	8%	11%	9%	8%	8%	8%	8%	12%	10%	3%	3%
Reported it to Ofcom	10	10	3	9	10	10	9	10	2	9	2	1
	9%	9%	7%	12%	9%	9%	9%	9%	4%	13%	10%	5%
Reported to another organisation	6	6	3	3	6	6	6	6	3	3	1	-
	5%	5%	6%	3%	5%	5%	6%	5%	7%	4%	4%	-
Did something else	4	4	1	4	4	4	4	4	1	2	1	1
	3%	3%	3%	5%	3%	3%	4%	3%	3%	3%	7%	9%
Don't know/ can't remember	10	10	4	6	10	10	7	10	4	6	4	4
	8%	8%	8%	9%	8%	8%	7%	8%	9%	9%	17%	22%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 167
Q43. How did you report the suspicious message/call? Live calls on your mobile
Base: All who have reported a suspicious live call on mobile

	Age 1					Age 2				Age/ Gender	Gender		Social Grade		Region		Nation		Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 55+ (m)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	London (y)	Eng- land (C)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	86	13	17	16	18	18	30	34	18	15	50	36	45	41	14	14	67	10	38	48
Weighted base	82	11**	18**	15**	19**	16**	29**	33**	16**	15**	48*	34**	42*	40*	16**	16**	70	4**	36*	46*
Effective base	70	10	14	14	14	14	24	27	14	13	40	30	38	32	12	12	56	9	32	38
Reported it to a special number for reporting suspicious messages/calls	16	1	2	2	2	6	3	4	6	6	10	6	8	7	2	-	12	1	11	5
	19%	10%	13%	13%	10%	40%	11%	12%	40%	40%	21%	17%	19%	19%	11%	-	17%	35%	31% ^H	10%
Reported it using the report function on my mobile phone	39	6	11	6	10	7	17	16	7	4	26	13	19	20	8	8	35	4	13	27
	48%	55%	60%	41%	52%	42%	58%	48%	42%	30%	55%	38%	45%	51%	50%	54%	49%	90%	36%	58%
Reported it to my landline or mobile provider	16	4	1	4	4	3	5	8	3	2	11	5	5	11	1	1	15	*	10	6
	20%	36%	7%	29%	20%	19%	18%	24%	19%	14%	24%	14%	13%	27%	5%	8%	21%	5%	28%	13%
Reported it to Action Fraud	20	1	7	3	4	6	8	6	6	4	9	11	11	10	4	5	18	1	12	9
	25%	13%	38%	18%	19%	38%	28%	18%	38%	25%	19%	33%	25%	24%	26%	30%	25%	15%	32%	19%
Reported it to Citizens Advice	3	2	-	1	-	-	2	1	-	3	-	1	2	-	-	3	-	-	1	2
	4%	20%	-	8%	-	-	8%	4%	-	7%	-	3%	6%	-	-	5%	-	-	3%	5%
Reported it to the police	5	1	1	3	1	-	2	4	-	4	1	4	1	1	1	4	1	4	1	3
	7%	9%	4%	21%	4%	-	6%	12%	-	9%	3%	10%	4%	4%	8%	5%	15%	8%	6%	
Reported it to Ofcom	7	2	2	1	1	1	4	2	1	-	2	4	4	3	-	2	3	1	5	1
	8%	16%	12%	8%	3%	6%	14%	5%	6%	-	5%	13%	10%	6%	-	10%	5%	15%	15%	3%
Reported to another organisation	9	2	2	1	1	-	4	2	-	2	4	5	6	3	5	1	8	-	7	2
	11%	20%	11%	8%	7%	-	15%	7%	-	17%	9%	14%	15%	7%	30%	6%	12%	-	19%	5%
Did something else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/ can't remember	7	1	1	2	2	2	2	3	2	3	4	5	2	1	2	5	-	2	5	
	9%	7%	5%	13%	9%	12%	6%	10%	12%	13%	6%	13%	4%	7%	11%	8%	-	5%	12%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 168

Q43. How did you report the suspicious message/call? Live calls on your mobile
Base: All who have reported a suspicious live call on mobile

	Experience of suspicious texts/calls												
	Total	Total			Mobile					Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	86	86	86	48	86	74	74	45	86	40	24	13	15
Weighted base	82	82	82	47*	82	72	72	46*	82	41*	20**	12**	11**
Effective base	70	70	70	38	70	61	61	37	70	32	20	11	13
Reported it to a special number for reporting suspicious messages/calls	16 19%	16 19%	16 19%	9 20%	16 19%	13 18%	13 18%	10 22%	16 19%	8 20%	4 22%	3 25%	3 23%
Reported it using the report function on my mobile phone	39 48%	39 48%	39 48%	18 39%	39 48%	34 47%	34 47%	21 45%	39 48%	16 39%	7 33%	6 46%	3 25%
Reported it to my landline or mobile provider	16 20%	16 20%	16 20%	10 21%	16 20%	13 18%	13 18%	8 18%	16 20%	10 24%	4 21%	4 34%	2 17%
Reported it to Action Fraud	20 25%	20 25%	20 25%	16 35%	20 25%	20 27%	20 27%	13 28%	20 25%	14 34%	9 45%	4 35%	6 54%
Reported it to Citizens Advice	3 4%	3 4%	3 4%	1 3%	3 4%	1 2%	1 2%	1 3%	3 4%	1 3%	-	-	-
Reported it to the police	5 7%	5 7%	5 7%	5 10%	5 7%	5 7%	5 7%	5 10%	5 7%	5 12%	1 4%	1 6%	1 7%
Reported it to Ofcom	7 8%	7 8%	7 8%	4 8%	7 8%	7 9%	7 9%	6 13%	7 8%	4 9%	2 9%	1 8%	1 7%
Reported to another organisation	9 11%	9 11%	9 11%	6 12%	9 11%	8 11%	8 11%	5 10%	9 11%	5 12%	2 12%	1 7%	2 15%
Did something else	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/ can't remember	7 9%	7 9%	7 9%	3 7%	7 9%	6 9%	6 9%	4 8%	7 9%	2 5%	3 15%	2 16%	1 9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 169

Q43. How did you report the suspicious message/call? Live calls on your landline
Base: All who have reported a suspicious live call on landline

	Total	Age 1		Age 2		Age/Gender		Gender		Social Grade		Nation	Mobile
		55-74 (e)	55-74 (i)	55+ (m)	55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	Eng- land (C)	Other (H)	O/S	
Unweighted base	30	14	14	11	10	13	17	15	15	27	22		
Weighted base	28*	14**	14**	11**	10**	13**	15**	14**	14**	24**	22**		
Effective base	26	12	12	10	9	11	15	14	13	23	19		
Reported it to a special number for reporting suspicious messages/calls	11 40%	5 33%	5 33%	5 44%	4 43%	6 44%	6 37%	7 54%	4 27%	10 39%	8 35%		
Reported it using the report function on my mobile phone	-	-	-	-	-	-	-	-	-	-	-		
Reported it to my landline or mobile provider	7 27%	2 17%	2 17%	2 23%	1 12%	4 32%	3 23%	4 28%	4 26%	6 23%	5 22%		
Reported it to Action Fraud	8 29%	4 30%	4 30%	3 29%	4 36%	4 31%	4 28%	5 36%	3 23%	7 31%	7 32%		
Reported it to Citizens Advice	1 2%	-	-	-	-	-	-	1 4%	-	1 5%	-		
Reported it to the police	4 15%	2 14%	2 14%	1 12%	2 19%	2 17%	2 14%	3 20%	1 10%	3 14%	3 15%		
Reported it to Ofcom	3 12%	2 15%	2 15%	1 12%	1 8%	1 11%	2 13%	1 6%	2 18%	3 13%	2 8%		
Reported to another organisation	6 21%	2 11%	2 11%	2 21%	2 15%	3 25%	3 17%	3 20%	3 21%	6 24%	4 20%		
Did something else	-	-	-	-	-	-	-	-	-	-	-		
Don't know/ can't remember	2 7%	1 7%	1 7%	1 9%	-	1 8%	1 6%	-	2 13%	2 8%	2 9%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 170

Q43. How did you report the suspicious message/call? Live calls on your landline
Base: All who have reported a suspicious live call on landline

	Experience of suspicious texts/calls											
	Total	Total			Mobile				Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	30	30	30	17	18	17	17	10	10	30	30	14
Weighted base	28*	28**	28**	15**	19**	18**	18**	9**	8**	28**	28**	12**
Effective base	26	26	26	15	16	15	15	9	9	26	26	12
Reported it to a special number for reporting suspicious messages/calls	11 40%	11 40%	11 40%	7 46%	6 31%	6 33%	6 33%	5 51%	3 39%	11 40%	11 40%	5 43%
Reported it using the report function on my mobile phone	-	-	-	-	-	-	-	-	-	-	-	-
Reported it to my landline or mobile provider	7 27%	7 27%	7 27%	4 28%	4 20%	3 17%	3 17%	3 34%	4 49%	7 27%	7 27%	4 31%
Reported it to Action Fraud	8 29%	8 29%	8 29%	7 50%	5 29%	5 27%	5 27%	1 13%	2 24%	8 29%	8 29%	6 54%
Reported it to Citizens Advice	1 2%	1 2%	1 2%	1 4%	1 3%	1 4%	1 4%	1 7%	1 8%	1 2%	1 2%	-
Reported it to the police	4 15%	4 15%	4 15%	2 14%	3 15%	2 12%	2 12%	1 8%	1 18%	4 15%	4 15%	2 18%
Reported it to Ofcom	3 12%	3 12%	3 12%	3 19%	2 13%	2 14%	2 14%	2 27%	1 14%	3 12%	3 12%	1 7%
Reported to another organisation	6 21%	6 21%	6 21%	2 16%	4 20%	4 21%	4 21%	1 9%	1 10%	6 21%	6 21%	2 20%
Did something else	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/ can't remember	2 7%	2 7%	2 7%	-	2 10%	2 10%	2 10%	1 10%	2 24%	2 7%	2 7%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 171

Q44. How did you know where to report each of the suspicious calls/messages? - Summary
Base: All who have reported a suspicious text/app message/live call

	Total	SMS text on your mobile	App message on your mobile	Live calls on your mobile	Live calls on your landline
Unweighted base	382	296	118	86	30
Weighted base	369	289	116	82	28
Effective base	325	252	102	70	26
Previous experience of scam attempts	118 32%	93 32%	37 32%	31 38%	8 30%
From friends/ family	60 16%	38 13%	27 23%	16 20%	5 19%
Searched for where to report it (e.g., Google search online)	106 29%	85 29%	26 22%	21 25%	8 29%
From the media (e.g., TV/ radio/ magazine/ newspaper)	37 10%	27 9%	12 11%	7 9%	6 22%
From social media	36 10%	25 9%	19 16%	6 7%	1 4%
From information from my landline or mobile provider	96 26%	80 28%	22 19%	20 24%	6 21%
From information from Ofcom	24 6%	17 6%	12 11%	6 7%	3 9%
From information from another organisation	22 6%	11 4%	7 6%	5 6%	2 8%
From somewhere else	24 6%	15 5%	10 9%	3 4%	- -
Don't know/ can't remember	49 13%	33 11%	13 11%	13 16%	3 11%

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 172
Q44. How did you know where to report each of the suspicious calls/messages? - SMS text on your mobile
Base: All who have reported a suspicious text

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	296	39	46	39	50	107	15	85	89	107	15	14	18	59	63	138	158	168	128	43	25	12	15	23	40	44	25	235	14	27	20	108	188		
Weighted base	289	43*	48*	34*	46*	104	15**	90	80	104	15**	12**	21**	54	66	131	159	169	121	43*	27**	15**	16**	25**	44*	42*	27**	246	11**	24**	9**	109	180		
Effective base	252	34	39	34	41	91	14	73	75	91	14	13	16	51	54	120	132	144	108	37	21	11	13	18	37	40	21	205	13	24	17	94	157		
Previous experience of scam attempts	93	7	15	10	16	39	6	22	26	39	6	2	3	25	19	48	45	56	37	17	9	4	5	8	12	15	8	81	2	6	4	32	61		
From friends/ family	38	11	4	2	4	15	2	15	6	15	2	3	5	11	14	24	24	13	6	-	-	1	4	5	7	6	32	1	4	1	19	19			
Searched for where to report it (e.g., Google search online)	85	9	10	8	13	40	5	20	21	40	5	1	6	20	24	36	49	52	33	14	8	3	3	6	13	18	8	73	4	5	3	27	58		
From the media (e.g., TV/ radio/ magazine/ newspaper)	27	2	6	1	1	13	3	8	3	13	3	2	-	11	5	19	8	15	12	8	2	-	-	1	8	2	2	23	3	1	-	11	16		
From social media	25	7	9	2	5	2	-	16	7	2	-	3	2	-	17	8	16	9	7	-	3	1	1	7	2	1	24	*	1	-	9	16			
From information from my landline or mobile provider	80	8	15	7	13	32	4	23	20	32	4	4	4	16	20	32	48	47	33	11	3	2	3	7	17	12	6	64	5	8	2	26	54		
From information from Ofcom	17	3	3	2	3	5	1	6	5	5	1	1	2	5	1	14	3	8	9	2	1	4	-	3	1	-	2	14	2	1	7	6	11		
From information from another organisation	11	2	2	2	-	5	1	3	2	5	1	-	2	4	6	6	6	5	1	2	-	1	-	3	1	2	10	-	1	-	6	5			
From somewhere else	15	2	5	1	3	5	-	7	3	5	-	1	1	3	2	7	8	7	9	2	2	1	1	2	1	3	13	1	1	*	8	7			
Don't know/ can't remember	33	11	4	6	7	4	1	15	13	4	1	3	5	1	4	12	21	18	15	3	6	1	3	7	4	1	28	1	3	1	12	22			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 173

Q44. How did you know where to report each of the suspicious calls/messages? - SMS text on your mobile
Base: All who have reported a suspicious text

	Experience of suspicious texts/calls												
	Total			Mobile						Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	296	296	110	156	296	296	296	111	93	130	66	31	53
Weighted base	289	289	105	154	289	289	289	109	87	132	63	31**	48*
Effective base	252	252	93	130	252	252	252	94	77	108	56	28	44
Previous experience of scam attempts	93 32%	93 32%	41 39%	48 31%	93 32%	93 32%	93 32%	37 34%	36 42%	43 32%	21 33%	15 46%	15 31%
From friends/ family	38 13%	38 13%	12 11%	21 14%	38 13%	38 13%	38 13%	21 19%	12 14%	20 15%	9 15%	1 3%	8 18%
Searched for where to report it (e.g., Google search online)	85 29%	85 29%	33 31%	52 34%	85 29%	85 29%	85 29%	31 28%	23 27%	41 31%	22 35%	11 34%	20 41%
From the media (e.g., TV/ radio/ magazine/ newspaper)	27 9%	27 9%	12 11%	14 9%	27 9%	27 9%	27 9%	14 13%	10 12%	11 8%	11 17%	5 17%	7 15%
From social media	25 9%	25 9%	12 11%	17 11%	25 9%	25 9%	25 9%	18 17% ^{adef}	10 12%	16 12%	11 17%	2 8%	9 18%
From information from my landline or mobile provider	80 28%	80 28%	28 27%	43 28%	80 28%	80 28%	80 28%	30 27%	26 29%	38 28%	17 28%	7 22%	16 33%
From information from Ofcom	17 6%	17 6%	8 8%	13 8%	17 6%	17 6%	17 6%	13 12%	4 5%	9 7%	8 13%	6 19%	4 9%
From information from another organisation	11 4%	11 4%	3 3%	9 6%	11 4%	11 4%	11 4%	6 5%	3 4%	8 6%	4 6%	-	4 7%
From somewhere else	15 5%	15 5%	5 4%	9 5%	15 5%	15 5%	15 5%	4 3%	5 5%	8 6%	1 1%	2 2%	-
Don't know/ can't remember	33 11%	33 11%	10 9%	19 12%	33 11%	33 11%	33 11%	9 8%	9 10%	17 13%	4 6%	1 3%	3 5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 174

Q44. How did you know where to report each of the suspicious calls/messages? - App message on your mobile
Base: All who have reported a suspicious app message

	Age 1					Age 2			Age/Gender		Gender		Social Grade		Region			Nation		Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Female 18-34 (l)	Male 55+ (m)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	London (y)	South East (A)	Eng- land (C)	Scot- land (E)	Apple iPhone (G)	Other (H)
Unweighted base	118	23	28	29	14	23	51	43	23	11	17	72	46	71	47	15	23	16	92	11	51	67
Weighted base	116	24**	29**	27**	16**	19**	53*	43*	19**	13**	14**	69	47*	72	44*	15**	25**	16**	96	10**	51*	65
Effective base	102	20	24	25	12	20	45	36	20	10	15	62	40	63	39	13	20	15	81	10	45	57
Previous experience of scam attempts	37	5	10	6	7	8	15	14	8	1	6	23	14	26	11	5	13	8	31	3	14	23
	32%	22%	34%	24%	46%	44%	29%	32%	44%	6%	44%	34%	29%	36%	25%	30%	51%	48%	32%	29%	27%	36%
From friends/ family	27	8	5	6	2	4	13	8	4	4	3	17	10	16	11	6	7	3	23	2	17	10
	23%	35%	18%	20%	16%	21%	25%	19%	21%	33%	22%	24%	22%	22%	25%	39%	27%	18%	24%	23%	33% ^H	15%
Searched for where to report it (e.g., Google search online)	26	6	7	3	2	8	13	5	8	3	5	14	11	17	8	2	4	4	20	3	12	14
	22%	24%	24%	12%	12%	41%	24%	12%	41%	25%	35%	21%	24%	24%	19%	15%	16%	24%	21%	24%	24%	21%
From the media (e.g., TV/ radio/ magazine/ newspaper)	12	5	2	2	1	2	7	3	2	1	2	10	3	9	3	4	6	1	11	1	7	5
	11%	22%	7%	8%	4%	12%	14%	7%	12%	11%	16%	14%	6%	13%	7%	24%	22%	5%	11%	11%	15%	8%
From social media	19	9	6	1	3	-	15	4	-	4	-	10	9	14	5	6	7	1	18	1	7	11
	16%	36%	21%	5%	18%	-	28% ^h	9%	-	35%	-	14%	19%	19%	11%	38%	27%	8%	19%	6%	14%	18%
From information from my landline or mobile provider	22	4	7	5	4	2	11	9	2	3	2	13	9	16	6	4	5	3	17	2	7	15
	19%	17%	23%	17%	27%	12%	20%	21%	12%	21%	14%	19%	19%	22%	13%	23%	22%	21%	18%	19%	15%	22%
From information from Ofcom	12	1	3	3	2	3	5	5	3	-	3	12	-	8	4	1	3	-	11	-	5	7
	11%	5%	11%	12%	13%	13%	9%	12%	13%	-	18%	18% ^p	-	12%	9%	9%	10%	-	11%	-	10%	11%
From information from another organisation	7	3	2	-	-	1	5	-	1	2	1	3	4	4	3	2	1	1	5	1	4	2
	6%	14%	7%	-	-	8%	10%	-	8%	16%	6%	4%	8%	5%	7%	16%	5%	5%	6%	13%	8%	4%
From somewhere else	10	1	5	1	1	2	6	2	2	-	2	8	2	7	3	3	-	1	9	-	3	7
	9%	5%	18%	3%	6%	11%	12%	4%	11%	-	15%	12%	4%	10%	6%	23%	-	4%	9%	-	7%	10%
Don't know/ can't remember	13	-	5	3	3	2	5	6	2	-	2	7	7	5	8	-	3	3	11	1	5	9
	11%	-	18%	11%	21%	9%	10%	15%	9%	-	12%	9%	14%	8%	18%	-	13%	15%	12%	12%	9%	13%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 175

Q44. How did you know where to report each of the suspicious calls/messages? - App message on your mobile
Base: All who have reported a suspicious app message

	Experience of suspicious texts/calls				Mobile						Landline	
	Total	Total			Any mobile (d)	Mobile				Any landline (j)	Recorded message (l)	
	Any (a)	Any voice call (b)	Any recorded message (c)	SMS (f)		App (g)	Voice call (h)	Recorded message (i)				
Unweighted base	118	118	49	73	118	118	103	118	47	66	24	19
Weighted base	116	116	48*	73	116	116	100	116	46*	66	21**	16**
Effective base	102	102	40	63	102	102	88	102	38	56	21	17
Previous experience of scam attempts	37 32%	37 32%	18 37%	23 32%	37 32%	37 32%	33 33%	37 32%	18 38%	22 33%	6 27%	6 36%
From friends/ family	27 23%	27 23%	15 32%	19 27%	27 23%	27 23%	26 26%	27 23%	15 33%	17 26%	7 34%	6 34%
Searched for where to report it (e.g., Google search online)	26 22%	26 22%	10 22%	16 22%	26 22%	26 22%	24 24%	26 22%	10 21%	14 21%	2 11%	2 14%
From the media (e.g., TV/ radio/ magazine/ newspaper)	12 11%	12 11%	5 11%	10 13%	12 11%	12 11%	9 9%	12 11%	5 12%	8 12%	6 28%	5 32%
From social media	19 16%	19 16%	7 15%	12 17%	19 16%	19 16%	17 17%	19 16%	7 15%	12 18%	5 22%	3 20%
From information from my landline or mobile provider	22 19%	22 19%	12 25%	16 22%	22 19%	22 19%	21 21%	22 19%	12 26%	14 21%	7 33%	6 39%
From information from Ofcom	12 11%	12 11%	4 8%	11 15%	12 11%	12 11%	10 10%	12 11%	2 5%	10 16%	3 14%	2 10%
From information from another organisation	7 6%	7 6%	4 7%	3 4%	7 6%	7 6%	5 5%	7 6%	4 8%	2 3%	3 14%	1 6%
From somewhere else	10 9%	10 9%	4 8%	5 7%	10 9%	10 9%	6 6%	10 9%	4 9%	5 7%	1 4%	1 6%
Don't know/ can't remember	13 11%	13 11%	4 9%	10 14%	13 11%	13 11%	11 11%	13 11%	4 9%	10 15%	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 176

Q44. How did you know where to report each of the suspicious calls/messages? - Live calls on your mobile
Base: All who have reported a suspicious live call on mobile

	Age 1					Age 2				Age/ Gender	Gender		Social Grade		Region		Nation		Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 55+ (m)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	London (y)	Eng- land (C)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	86	13	17	16	18	18	30	34	18	15	50	36	45	41	14	14	67	10	38	48
Weighted base	82	11**	18**	15**	19**	16**	29**	33**	16**	15**	48*	34**	42*	40*	16**	16**	70	4**	36*	46*
Effective base	70	10	14	14	14	14	24	27	14	13	40	30	38	32	12	12	56	9	32	38
Previous experience of scam attempts	31	3	11	3	8	4	14	11	4	6	19	12	17	14	8	9	25	3	12	19
From friends/ family	16	3	2	5	2	4	5	7	4	2	10	7	7	9	2	2	12	1	12	5
Searched for where to report it (e.g., Google search online)	21	2	2	5	4	8	4	9	8	5	12	9	13	7	5	2	18	*	11	10
From the media (e.g., TV/ radio/ magazine/ newspaper)	7	1	2	-	1	3	3	1	3	3	5	3	4	3	2	2	6	-	5	2
From social media	6	3	2	1	-	-	5	1	-	-	3	3	5	1	2	1	4	*	5	1
From information from my landline or mobile provider	20	1	4	4	3	7	5	7	7	12	8	11	9	5	2	16	2	2	7	13
From information from Ofcom	6	-	1	2	1	1	1	3	1	1	5	1	4	2	-	1	4	1	3	3
From information from another organisation	5	*	-	2	-	1	*	2	1	2	4	1	2	3	-	1	4	-	3	1
From somewhere else	3	-	1	1	*	*	1	1	*	-	1	2	2	1	1	-	2	*	*	2
Don't know/ can't remember	13	4	1	1	6	-	6	7	-	-	7	6	4	9	1	2	13	-	*	12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 177

Q44. How did you know where to report each of the suspicious calls/messages? - Live calls on your mobile
Base: All who have reported a suspicious live call on mobile

	Experience of suspicious texts/calls				Mobile						Landline		
	Total	Total			Any mobile (d)	Mobile				Any landline (j)	Landline		
		Any (a)	Any voice call (b)	Any recorded message (c)		SMS (f)	App (g)	Voice call (h)	Recorded message (i)		Voice call (k)	Recorded message (l)	
Unweighted base	86	86	86	48	86	74	74	45	86	40	24	13	15
Weighted base	82	82	82	47*	82	72	72	46*	82	41*	20**	12**	11**
Effective base	70	70	70	38	70	61	61	37	70	32	20	11	13
Previous experience of scam attempts	31 38%	31 38%	31 38%	23 49%	31 38%	29 40%	29 40%	19 42%	31 38%	21 51%	11 56%	7 60%	7 59%
From friends/ family	16 20%	16 20%	16 20%	9 20%	16 20%	15 21%	15 21%	13 29%	16 20%	9 21%	6 31%	6 45%	2 22%
Searched for where to report it (e.g., Google search online)	21 25%	21 25%	21 25%	13 28%	21 25%	18 26%	18 26%	10 22%	21 25%	11 26%	3 15%	1 12%	2 13%
From the media (e.g., TV/ radio/ magazine/ newspaper)	7 9%	7 9%	7 9%	2 5%	7 9%	6 9%	6 9%	4 9%	7 9%	1 3%	3 16%	2 18%	1 13%
From social media	6 7%	6 7%	6 7%	5 10%	6 7%	6 8%	6 8%	6 13%	6 7%	5 11%	1 4%	1 7%	-
From information from my landline or mobile provider	20 24%	20 24%	20 24%	14 31%	20 24%	19 26%	19 26%	12 26%	20 24%	12 30%	5 25%	3 23%	4 36%
From information from Ofcom	6 7%	6 7%	6 7%	4 8%	6 7%	6 8%	6 8%	6 13%	6 7%	3 6%	4 19%	3 24%	2 15%
From information from another organisation	5 6%	5 6%	5 6%	4 10%	5 6%	3 5%	3 5%	3 6%	5 6%	3 9%	1 5%	-	1 8%
From somewhere else	3 4%	3 4%	3 4%	2 4%	3 4%	3 4%	3 4%	1 3%	3 4%	2 5%	-	-	-
Don't know/ can't remember	13 16%	13 16%	13 16%	2 5%	13 16%	10 13%	10 13%	5 11%	13 16%	2 6%	1 4%	1 7%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 178

Q44. How did you know where to report each of the suspicious calls/messages? - Live calls on your landline
Base: All who have reported a suspicious live call on landline

	Age 1		Age 2		Age/Gender		Gender		Social Grade		Nation	Mobile
	Total	55-74	55-74	55+	55+	Male	Female	ABC1	C2DE	Eng-land	Other	
	(e)	(i)	(m)	(n)	(o)	(p)	(q)	(r)	(C)	(H)		
Unweighted base	30	14	14	11	10	13	17	15	15	27	22	
Weighted base	28*	14**	14**	11**	10**	13**	15**	14**	14**	24**	22**	
Effective base	26	12	12	10	9	11	15	14	13	23	19	
Previous experience of scam attempts	8	4	4	2	3	3	5	2	6	7	6	
	30%	25%	25%	21%	24%	24%	35%	16%	45%	28%	29%	
From friends/ family	5	2	2	2	1	4	2	3	3	5	3	
	19%	11%	11%	21%	6%	30%	10%	19%	20%	19%	16%	
Searched for where to report it (e.g., Google search online)	8	5	5	2	5	2	6	3	5	7	7	
	29%	34%	34%	20%	49%	17%	38%	25%	33%	30%	31%	
From the media (e.g., TV/ radio/ magazine/ newspaper)	6	3	3	3	2	4	3	2	4	6	4	
	22%	21%	21%	25%	15%	28%	17%	16%	29%	25%	20%	
From social media	1	-	-	-	-	1	*	1	-	1	-	
	4%	-	-	-	-	6%	3%	9%	-	5%	-	
From information from my landline or mobile provider	6	2	2	2	1	3	2	3	3	4	5	
	21%	13%	13%	23%	6%	26%	17%	21%	20%	16%	21%	
From information from Ofcom	3	1	1	3	-	3	-	1	1	3	1	
	9%	10%	10%	24%	-	21%	-	9%	10%	11%	6%	
From information from another organisation	2	-	-	2	-	2	-	1	1	2	2	
	8%	-	-	21%	-	18%	-	7%	10%	10%	11%	
From somewhere else	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	
Don't know/ can't remember	3	2	2	-	2	-	3	2	1	3	2	
	11%	15%	15%	-	21%	-	21%	16%	7%	13%	10%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 179

Q44. How did you know where to report each of the suspicious calls/messages? - Live calls on your landline
Base: All who have reported a suspicious live call on landline

	Experience of suspicious texts/calls											
	Total	Total			Mobile					Landline		
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	30	30	30	17	18	17	17	10	10	30	30	14
Weighted base	28*	28**	28**	15**	19**	18**	18**	9**	8**	28**	28**	12**
Effective base	26	26	26	15	16	15	15	9	9	26	26	12
Previous experience of scam attempts	8 30%	8 30%	8 30%	6 39%	7 39%	7 40%	7 40%	4 43%	3 42%	8 30%	8 30%	5 45%
From friends/ family	5 19%	5 19%	5 19%	2 17%	4 20%	3 17%	3 17%	2 22%	4 47%	5 19%	5 19%	2 21%
Searched for where to report it (e.g., Google search online)	8 29%	8 29%	8 29%	5 35%	5 29%	5 26%	5 26%	1 7%	1 17%	8 29%	8 29%	3 29%
From the media (e.g., TV/ radio/ magazine/ newspaper)	6 22%	6 22%	6 22%	4 26%	4 22%	4 23%	4 23%	2 21%	3 36%	6 22%	6 22%	3 27%
From social media	1 4%	1 4%	1 4%	* 3%	1 4%	1 5%	1 5%	1 9%	1 10%	1 4%	1 4%	* 3%
From information from my landline or mobile provider	6 21%	6 21%	6 21%	3 23%	3 15%	2 12%	2 12%	2 24%	3 36%	6 21%	6 21%	3 30%
From information from Ofcom	3 9%	3 9%	3 9%	1 9%	3 14%	3 15%	3 15%	3 29%	1 16%	3 9%	3 9%	-
From information from another organisation	2 8%	2 8%	2 8%	1 9%	1 7%	1 8%	1 8%	-	-	2 8%	2 8%	1 12%
From somewhere else	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/ can't remember	3 11%	3 11%	3 11%	1 5%	2 12%	2 13%	2 13%	1 10%	1 12%	3 11%	3 11%	1 7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 180
Q45. Why did you decide to report the suspicious message/call?
Base: All who reported the suspicious message/call

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	382	53	62	63	59	124	21	115	122	124	21	19	27	74	71	183	199	220	162	12	50	28	17	21	31	59	53	30	301	20	34	27	139	241	
Weighted base	369	57*	64	53	55*	119	20**	121	108	119	20**	18**	30**	66	73	173	196	218	150	11**	51*	31**	20**	21**	30**	62	52*	31**	309	17**	31*	12**	137	231	
Effective base	325	45	53	55	49	105	19	98	103	105	19	16	24	64	62	157	168	190	135	10	44	24	16	18	24	53	49	25	261	18	30	24	121	202	
To stop receiving these calls/messages	248	33	47	29	38	86	14	79	68	86	14	10	15	49	51	119	129	148	100	8	35	21	10	14	18	41	44	17	207	10	21	10	91	156	
	67%	57%	73%	56%	70%	72% ^c	71%	65%	63%	72%	71%	59%	49%	74%	70%	69%	66%	68%	66%	72%	68%	68%	52%	67%	58%	65%	83% ^y	55%	67%	59%	70%	81%	66%	68%	
Didn't want the same to happen to others	226	25	39	25	40	82	16	64	64	82	16	8	14	48	50	106	120	138	88	6	33	17	10	12	18	36	37	14	183	13	22	9	83	143	
	61%	44%	60%	47%	72% ^{ac}	80%	53%	60%	68% ^g	80%	46%	47%	73%	67%	61%	61%	63%	59%	53%	65%	55%	50%	57%	58%	58%	71%	47%	59%	76%	70%	74%	60%	62%		
To feel like I am helping to tackle scams	245	29	34	35	37	93	17	63	73	93	17	10	10	53	57	118	128	147	99	4	36	22	11	10	21	35	41	22	202	14	21	9	94	151	
	67%	50%	53%	67%	69%	78% ^{ab}	86%	51%	68% ^g	78% ^g	86%	56%	35%	80%	78%	68%	65%	67%	66%	40%	72%	71%	54%	47%	68%	56%	78% ^y	72%	65%	81%	67%	76%	69%	66%	
Encouraged to do so by family / friends	36	6	10	8	4	8	1	16	12	8	1	1	5	4	5	19	17	19	17	3	8	-	2	2	1	11	1	4	32	3	1	1	16	20	
	10%	10%	16%	15%	7%	7%	3%	13%	11%	7%	3%	7%	15%	6%	7%	11%	9%	9%	11%	23%	17% ^A	-	8%	11%	4%	18% ^A	2%	12%	10%	16%	2%	9%	11%	9%	
Encouraged to do so by a campaign	45	9	9	2	8	14	2	18	10	14	2	3	6	13	4	27	18	23	21	4	6	2	2	3	4	11	4	2	37	2	4	2	11	33	
	12%	15%	15%	5%	14%	12%	10%	15%	9%	12%	10%	18%	18%	19% ⁿ	5%	16%	9%	11%	14%	34%	13%	5%	8%	15%	14%	17%	7%	6%	12%	14%	12%	12%	8%	14%	
Something else (Please specify)	10	3	-	-	2	4	1	3	2	4	1	3	2	8	2	4	6	4	6	-	-	2	-	-	4	2	-	8	-	-	-	2	8		
	3%	5%	-	-	4%	3%	6%	2%	2%	3%	6%	17%	-	4%	3%	5%	1%	2%	4%	-	-	7%	-	-	6%	4%	-	3%	12%	-	-	2%	3%		
Prefer not to say	4	3	-	1	-	1	-	3	1	1	-	-	3	-	1	-	4	2	3	-	-	-	-	2	-	2	-	4	-	1	-	2	3		
	1%	5%	-	1%	-	1%	-	2%	1%	1%	-	-	9%	-	1%	-	2%	1%	2%	-	-	-	-	8%	-	3%	-	1%	-	2%	-	1%	1%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 181
Q45. Why did you decide to report the suspicious message/call?
Base: All who reported the suspicious message/call

	Experience of suspicious texts/calls												
	Total	Total			Mobile					Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	382	382	164	199	370	357	342	168	133	157	95	52	70
Weighted base	369	369	153	193	360	349	333	165	123	158	90	50*	63
Effective base	325	325	137	168	315	305	291	143	110	132	81	45	59
To stop receiving these calls/messages	248 67%	248 67%	106 69%	122 63%	241 67%	236 67%	225 68%	113 69%	87 70%	104 66%	55 61%	36 71%	36 57%
Didn't want the same to happen to others	226 61%	226 61%	100 65%	118 61%	220 61%	214 61%	202 61%	101 62%	82 66%	96 61%	56 62%	33 65%	41 65%
To feel like I am helping to tackle scams	245 67%	245 67%	112 73%g	132 68%	239 66%	231 66%	224 67%	100 61%	93 75%g	105 67%	59 66%	33 65%	46 74%
Encouraged to do so by family / friends	36 10%	36 10%	15 10%	22 12%	36 10%	34 10%	33 10%	28 17%adef	15 12%	19 12%	8 9%	4 7%	7 11%
Encouraged to do so by a campaign	45 12%	45 12%	17 11%	25 13%	44 12%	43 12%	41 12%	26 16%	13 10%	23 14%	14 15%	7 15%	9 14%
Something else (Please specify)	10 3%	10 3%	8 5%	3 1%	10 3%	8 2%	8 2%	3 2%	7 5%	3 2%	4 5%	3 6%	1 2%
Prefer not to say	4 1%	4 1%	-	3 1%	4 1%	4 1%	4 1%	2 1%	-	3 2%	-	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 182
Q46. Why did you decide not to report the suspicious message/call?
Base: All who did not report the suspicious message/call

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	1075	154	168	183	181	316	73	322	364	316	73	62	72	207	182	549	525	622	453	37	116	91	82	71	89	147	140	90	863	65	76	71	444	617		
Weighted base	1082	178	184	169	175	304	72	362	344	304	72	70	85	192	184	533	548	647	434	35*	121	89	103	86	94	150	135	92	905	54	86	37	472	598		
Effective base	902	130	140	149	151	272	66	270	300	272	66	51	62	182	157	469	434	529	373	33	102	80	69	60	72	128	123	81	738	55	65	61	382	508		
Because I didn't think any action would be taken	370	64	49	53	56	118	30	113	109	118	30	33	22	81	67	188	182	220	150	13	35	28	33	34	36	50	46	34	308	25	25	11	146	221		
	34%	36%	27%	31%	32%	39%b	42%b	31%	32%	39%	42%	47%l	26%	42%l	37%	35%	33%	34%	37%	37%	29%	32%	32%	39%	38%	34%	34%	37%	34%	46%	30%	30%	31%	37%		
Because I didn't know how to report it	372	52	53	66	71	110	21	105	137	110	21	20	27	61	70	159	214	215	158	18	43	27	23	25	36	57	47	29	306	23	31	13	174	193		
	34%	29%	29%	39%	40%ab	36%	29%	29%	40%g	36%	29%	28%	31%	32%	38%	30%	39%o	33%	36%	51%uvw	36%	31%	23%	29%	38%	38%w	35%	32%	34%	42%	36%	35%	37%	32%		
Because I didn't know who to report it to	426	78	59	57	72	135	24	137	130	135	24	32	37	74	85	187	238	256	170	20	47	34	41	31	41	62	52	28	356	25	31	14	200	224		
	39%	44%	32%	34%	41%	45%bc	33%	38%	38%	45%	33%	46%	44%	39%	47%	35%	44%o	40%	39%	57%B	39%	39%	40%	37%	43%	42%	38%	30%	39%	47%	36%	37%	42%	37%		
Because I didn't think it was serious enough	256	65	42	34	30	66	20	107	64	66	20	27	25	44	42	121	135	169	87	5	27	18	32	25	13	36	26	32	215	15	15	11	122	132		
	24%	36%bcd	23%	20%	17%	22%	28%	30%chi	18%	22%	28%	39%mmn	30%	23%	23%	25%	26%r	20%	20%	14%	22%	20%	31%xx	29%xx	14%	24%	20%	35%stux	24%	28%	18%	30%	26%	22%		
Because I thought it would be too time consuming	238	64	39	40	36	49	10	103	76	49	10	26	30	34	25	137	101	150	88	4	26	19	24	12	23	36	34	22	200	11	19	8	109	128		
	22%	36%bcd	21%	23%	21%	16%	13%	29%ij	22%	16%	13%	38%mmn	36%mmn	18%	13%	26%p	18%	23%	20%	12%	21%	21%	24%	14%	24%	24%	25%	24%	22%	20%	22%	23%	23%	21%		
Because I received conflicting advice on what to do	44	8	7	7	7	15	-	16	14	15	-	6	2	6	9	27	18	25	19	2	8	-	2	4	5	13	4	2	40	2	3	*	19	25		
	4%	5%	4%	4%	4%	5%	-	4%	4%	5%	-	9%	3%	3%	5%	5%	3%	4%	4%	5%	7%u	-	2%	5%	6%u	8%uB	3%	2%	4%	3%	3%	1%	4%	4%		
Because I was embarrassed that I had fallen for the scam	29	11	7	6	3	3	-	18	8	3	-	6	4	2	1	19	10	16	13	-	4	-	1	2	2	11	1	2	23	1	5	*	9	19		
	3%	6%def	4%	3%	2%	3%	-	5%i	2%	1%	-	8%mmn	5%	1%	4%	2%	3%	3%	3%	-	4%	-	1%	2%	2%	8%lva	1%	2%	3%	1%	6%	1%	2%	3%		
Something else	54	6	9	2	8	25	3	15	11	25	3	4	1	13	15	34	21	38	16	1	6	6	4	4	5	7	7	6	47	3	3	1	17	37		
	5%	4%	5%	1%	5%	8%c	5%	4%	3%	8%h	5%	5%	1%	7%	8%l	6%	4%	6%	4%	3%	5%	6%	4%	5%	5%	5%	6%	5%	6%	4%	4%	4%	4%	6%		
Prefer not to say	29	7	4	6	6	6	1	10	12	6	1	4	3	3	4	20	10	15	14	2	4	2	3	4	2	5	1	1	24	1	4	-	16	12		
	3%	4%	2%	4%	3%	2%	2%	3%	4%	2%	2%	5%	3%	2%	2%	4%	2%	2%	3%	6%	4%	2%	3%	4%	2%	3%	1%	1%	3%	2%	5%	-	3%	2%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 183
Q46. Why did you decide not to report the suspicious message/call?
Base: All who did not report the suspicious message/call

	Experience of suspicious texts/calls												
	Total	Total			Mobile					Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)
Unweighted base	1075	1075	454	523	1020	974	915	459	322	396	317	212	221
Weighted base	1082	1082	460	545	1030	979	920	459	331	415	336	216	238
Effective base	902	902	378	442	853	814	762	384	262	331	269	180	191
Because I didn't think any action would be taken	370 34%	370 34%	168 37%g	201 37%g	347 34%	320 33%	309 34%	136 30%	116 35%	147 35%	133 40%eg	90 42%defg	97 41%eg
Because I didn't know how to report it	372 34%	372 34%	159 35%	183 34%	356 35%	336 34%	324 35%j	137 30%	120 36%	135 33%	95 28%	68 31%	69 29%
Because I didn't know who to report it to	426 39%	426 39%g	192 42%g	222 41%g	401 39%g	376 38%g	361 39%g	140 31%	139 42%g	162 39%g	139 41%g	90 42%g	105 44%g
Because I didn't think it was serious enough	256 24%	256 24%	105 23%	123 23%	241 23%	231 24%	216 23%	103 22%	66 20%	91 22%	80 24%	54 25%	58 24%
Because I thought it would be too time consuming	238 22%	238 22%	111 24%	125 23%	229 22%	214 22%	195 21%	107 23%	84 25%	93 22%	78 23%	52 24%	58 24%
Because I received conflicting advice on what to do	44 4%	44 4%	18 4%	23 4%	43 4%	41 4%	35 4%	29 6%	15 4%	20 5%	23 7%f	14 6%	13 5%
Because I was embarrassed that I had fallen for the scam	29 3%	29 3%	11 2%	19 3%	28 3%	28 3%	22 2%	24 5%abdef	9 3%	16 4%	13 4%	6 3%	8 3%
Something else	54 5%	54 5%	29 6%	27 5%	51 5%	48 5%	45 5%	25 6%	21 6%	23 6%	17 5%	13 6%	9 4%
Prefer not to say	29 3%	29 3%	17 4%	12 2%	28 3%	24 2%	20 2%	16 4%	16 5%fl	11 3%	7 2%	4 2%	3 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m
 ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 184

Q47. Have you heard of or used the special text number [7726] that you can use to report a suspected suspicious text or call?
Base: All mobile users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Yes, have heard of 7726 and used it to report a suspicious text	124	16	13	20	22	48	7	28	41	48	7	6	5	25	30	63	61	67	58	2	17	8	5	3	12	16	21	17	103	7	11	2	61	63	
	6%	6%	4%	6%	6%	8% b	5%	5%	6%	8%	5%	6%	4%	7%	6%	6%	6%	6%	6%	3%	8%	5%	3%	2%	6%	6%	7%	10% vw	6%	8%	7%	4%	7%	5%	
Yes, I have heard of 7726 and used it to report a suspicious call	72	14	16	8	13	16	6	30	21	16	6	8	5	10	11	40	32	40	33	1	17	7	3	-	8	19	4	5	65	3	5	*	41	32	
	4%	5%	5%	3%	4%	3%	4%	5% i	3%	3%	4%	7%	4%	3%	3%	4%	3%	3%	4%	1%	8% svwA	4% w	2%	-	4% w	7% svwA	1%	3%	4%	3%	3%	1%	5% H	3%	
Yes, I have heard of 7726, but have not used it	121	18	22	15	12	41	14	40	27	41	14	8	10	19	36	63	58	78	43	3	10	12	18	5	11	25	16	6	105	3	11	2	47	74	
	6%	7%	7%	5%	3%	6%	10% d	7%	4%	6%	10% h	8%	8%	5%	9% m	6%	6%	7%	5%	4%	4%	7%	10% wB	3%	5%	10% twB	5%	3%	6%	3%	7%	3%	6%	6%	
Yes, I have heard of 7726, but do not know how to use it	25	3	8	6	5	4	-	11	11	4	-	3	-	1	2	19	7	11	15	-	2	-	4	3	2	5	4	1	21	1	3	-	7	18	
	1%	1%	2% e	2%	1%	1%	-	2%	2%	1%	-	3% m	-	*	1%	2% p	1%	1%	2%	-	1%	-	2%	2%	1%	2%	4	1%	1%	1%	1%	2%	-	1%	2%
I knew there was a number but was not aware that it was 7726	175	10	12	19	27	88	20	14% abcd	22	45	88	20	5	5	54	54	84	91	100	75	14	21	15	10	10	17	20	18	146	8	16	6	66	109	
	9%	4%	4%	6%	8%	14% abcd	14%	7% g	14% gh	14% gh	5%	4%	4%	14% kl	14% kl	8%	9%	9%	8%	17% vw	9% A	9%	6%	7%	10%	7%	7%	9%	8%	9%	9%	9%	8%	9%	
No, I have never heard of 7726 or any other number to report a suspicious text or call	1552	216	256	259	278	443	100	472	537	443	100	78	100	274	269	744	807	864	687	61	164	129	133	121	152	179	228	131	1298	77	127	50	629	923	
	76%	79% e	79% ef	80% ef	80% ef	70%	70%	79% ij	80% ij	70%	74%	80% kn	73%	68%	75%	77%	75%	77%	75%	75%	72%	77%	77%	85% ty	76%	70%	78% y	75%	76%	78%	75%	84%	75%	76%	
NET: Aware of 7726	317	48	57	47	44	98	24	104	90	98	24	23	20	48	74	169	148	181	135	6	42	24	30	11	28	61	43	26	272	14	26	4	140	176	
	15%	17%	17%	14%	13%	16%	16%	17%	13%	16%	16%	22% m	16%	13%	19% m	17%	14%	16%	15%	8%	19% sw	15%	17% w	8%	14%	24% suw	15%	15%	16% F	14%	16%	7%	17%	15%	
NET: Have used 7726	170	27	27	25	27	54	10	54	52	54	10	12	10	28	36	87	83	92	78	3	30	12	8	3	15	31	23	19	146	10	12	2	86	84	
	8%	10%	8%	8%	8%	9%	7%	9%	8%	9%	7%	11%	8%	7%	9%	9%	8%	8%	9%	4%	13% svw	7%	5%	2%	8%	12% vw	8% w	11% w	9%	10%	7%	4%	10% H	7%	
NET: Not aware/never heard of	1727	226	269	278	304	531	120	495	582	531	120	83	105	327	323	828	898	965	762	75	185	144	143	131	172	196	249	150	1444	85	142	56	695	1033	
	85%	83%	83%	86%	87%	84%	84%	83%	87%	84%	84%	78%	84%	87% kn	81%	83%	86%	84%	85%	92% ty	81%	85% y	83%	92% tyv	86% y	76%	85% y	85% y	84%	86%	84%	93% C	83%	85%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 185
Q47. Have you heard of or used the special text number [7726] that you can use to report a suspected suspicious text or call?
Base: All mobile users

	Experience of suspicious texts/calls													None (m)
	Total				Mobile						Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540
Yes, have heard of 7726 and used it to report a suspicious text	124	98	43	52	97	92	87	43	36	43	25	16	20	26
	6%	7% ^m	8% ^m	7% ^m	7% ^m	8% ^m	8% ^m	8% ^m	9% ^m	8% ^m	6%	7%	6%	4%
Yes, I have heard of 7726 and used it to report a suspicious call	72	61	25	42	61	59	53	42	21	37	25	12	19	11
	4%	4% ^m	5% ^m	6% ^m	5% ^m	5% ^m	5% ^m	8% ^{adefm}	6% ^m	7% ^m	6% ^m	5% ^m	6% ^m	2%
Yes, I have heard of 7726, but have not used it	121	81	28	58	76	70	57	50	17	48	34	13	28	40
	6%	6%	5%	8% ^{fh}	6%	6%	5%	9% ^{abdefh}	4%	9% ^{adefh}	8% ^{fh}	6%	9% ^{fh}	6%
Yes, I have heard of 7726, but do not know how to use it	25	19	6	12	18	18	16	15	6	10	6	-	6	7
	1%	1%	1%	2%	1%	1%	1%	3% ^{km}	1%	2%	1%	-	2%	1%
I knew there was a number but was not aware that it was 7726	175	113	44	59	103	95	92	39	29	37	49	31	37	62
	9%	8%	8%	8%	8%	8%	8%	7%	7%	7%	12% ^{adefgi}	14% ^{abcdefghi}	12% ^{degi}	10%
No, I have never heard of 7726 or any other number to report a suspicious text or call	1552	1040	390	525	973	899	852	363	291	396	284	158	209	512
	76%	75% ^{gjl}	75% ^{gl}	72%	74% ^{gjl}	74% ^{gjl}	75% ^{gjl}	67%	75% ^g	71%	68%	71%	67%	79% ^{cegijkl}
NET: Aware of 7726	317	239	89	148	233	220	195	138	70	123	82	35	66	77
	15%	17% ^m	17% ^m	20% ^m	18% ^m	18% ^m	17% ^m	26% ^{abcdefhkm}	18% ^m	22% ^{adfm}	20% ^m	16%	21% ^m	12%
NET: Have used 7726	170	140	56	78	139	132	122	74	48	65	42	22	32	30
	8%	10% ^m	11% ^m	11% ^m	11% ^m	11% ^m	11% ^m	14% ^{am}	12% ^m	12% ^m	10% ^m	10% ^m	10% ^m	5%
NET: Not aware/never heard of	1727	1153	434	585	1076	993	944	402	320	433	332	189	246	574
	85%	83% ^{gl}	83% ^g	80% ^g	82% ^{gl}	82% ^g	83% ^{gl}	74%	82% ^g	78%	80%	84% ^g	79%	88% ^{abcdeghijl}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

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Absolutes/col percents

Table 186

Q48. 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?
Base: All who were previously unaware of 7726

	Age 1						Age 2					Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	1733	194	250	294	323	546	126	444	617	546	126	78	86	351	321	863	868	945	788	77	181	148	112	111	163	187	255	147	1381	103	134	115	655	1078		
Weighted base	1727	226	269	278	304	531	120	495	582	531	120	83	105	327	323	828	898	965	762	75	185	144	143	131	172	196	249	150	1444	85	142	56	695	1033		
Effective base	1438	163	211	233	265	462	110	373	498	462	110	64	72	297	276	725	714	806	632	64	159	129	94	94	136	155	225	126	1171	87	112	98	553	887		
10 - Very likely	358	26	32	47	68	152	32	58	114	152	32	8	14	79	105	144	214	176	181	15	46	30	34	23	37	30	57	23	295	26	25	11	141	216		
	21%	12%	12%	17%	22%ab	29%abc	27%abc	12%	20%g	29%gh	27%g	9%	13%	24%kl	33%klm	17%	24%o	18%	24%q	20%	25%yB	21%	24%	18%	21%	15%	23%	15%	20%	31%CE	18%	21%	20%	21%		
9	160	13	9	29	37	52	21	21	66	52	21	3	10	45	28	80	80	93	67	10	13	9	5	13	21	31	23	8	133	6	17	5	70	90		
	9%	6%	3%	10%b	12%ab	10%b	17%abe	4%	11%g	10%g	17%g	4%	9%	14%k	9%	10%	9%	10%	9%	10%	13%v	7%	6%	4%	10%	12%vB	16%tuvB	9%	5%	9%	7%	12%	8%	10%	9%	
8	270	32	39	41	55	81	22	71	96	81	22	8	19	51	52	112	158	155	116	14	29	18	17	18	28	36	37	25	221	13	24	12	107	163		
	16%	14%	15%	15%	18%	15%	19%	14%	16%	15%	19%	10%	18%	16%	16%	14%	18%	16%	15%	19%	16%	12%	12%	14%	16%	18%	15%	17%	15%	16%	17%	15%	16%	17%	15%	16%
7	209	34	30	35	42	67	2	63	77	67	2	10	12	31	38	101	108	130	79	7	23	17	19	14	16	23	37	20	176	5	20	8	95	114		
	12%	15%f	11%f	13%f	14%f	13%f	2%	13%j	13%j	13%j	2%	13%	11%	9%	12%	12%	13%	10%	9%	12%	9%	12%	14%	11%	9%	12%	15%	13%	12%	5%	14%	15%D	14%	11%		
6	167	22	37	31	24	42	11	59	56	42	11	9	12	29	23	87	80	95	72	5	16	13	13	19	15	22	22	16	140	6	14	6	67	100		
	10%	10%	14%de	11%	8%	8%	9%	12%i	10%	8%	9%	11%	11%	9%	7%	10%	9%	10%	9%	6%	9%	9%	9%	14%	9%	11%	9%	11%	10%	7%	10%	11%	10%	10%		
5	150	19	35	30	23	32	11	54	53	32	11	8	7	22	21	80	69	95	55	4	12	17	14	15	11	18	21	12	124	10	9	7	57	93		
	9%	8%	13%e	11%e	8%	6%	9%	11%i	9%	6%	9%	10%	6%	7%	7%	10%	8%	10%	7%	5%	6%	12%	9%	11%	7%	9%	8%	8%	9%	12%	6%	7%	13%	8%	9%	
4	71	21	11	9	8	20	1	33	17	20	1	7	12	13	8	38	33	50	21	1	7	7	3	6	4	9	10	10	59	6	6	1	32	39		
	4%	10%bcde	4%	3%	3%	4%	1%	7%hj	3%	4%	1%	8%n	11%mn	4%	2%	5%	4%	5%r	3%	2%	4%	5%	2%	6	4	9	10	10	7%	4%	7%	4%	5%	4%		
3	55	10	18	8	4	12	3	28	12	12	3	6	3	12	3	39	16	34	21	2	6	3	7	7	3	5	5	9	47	2	6	*	21	34		
	3%	4%d	7%de	3%	1%	2%	3%	6%hi	2%	2%	3%	8%n	3%	4%n	1%	5%p	2%	4%	3%	2%	3%	2%	5%	5%	2%	3%	2%	6%	3%	2%	4%	1%	3%	3%		
2	44	11	11	3	6	13	-	22	9	13	-	5	6	11	3	25	19	27	17	1	5	3	6	6	6	2	10	3	42	2	1	-	17	27		
	3%	5%cf	4%cf	1%	2%	3%	-	4%hj	2%	3%	-	6%n	6%n	3%	1%	3%	2%	3%	2%	2%	3%	2%	5%	5%	3%	1%	4%	2%	3%	2%	1%	-	2%	3%		
1 - not at all likely	57	15	14	10	9	8	2	29	19	8	2	4	35	23	25	33	3	4%	-	11	6	7	4	5	3	6	9	52	1	4	*	23	34			
	3%	7%e	5%e	4%	3%	2%	2%	6%i	3%	2%	2%	10%lmn	2%	2%	1%	4%	3%	3%	3%	-	6%sy	4%	5%	3%	3%	1%	2%	6%sy	4%	2%	3%	1%	3%	3%		
Don't know	185	22	33	35	29	52	14	55	64	52	14	10	9	28	39	88	97	85	101	17	16	20	17	5	26	19	21	16	156	8	16	5	63	122		
	11%	10%	12%	13%	9%	10%	12%	11%	11%	10%	12%	12%	9%	8%	11%	11%	9%	13%q	22%twyA	9%	14%w	12%	4%	15%wA	10%	8%	11%	11%	10%	11%	8%	9%	12%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 186
Q48. 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?
Base: All who were previously unaware of 7726

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Weighted base	1727	226	269	278	304	531	120	495	582	531	120	83	105	327	323	828	898	965	762	75	185	144	143	131	172	196	249	150	1444	85	142	56	695	1033
HIGH: 8-10	788 46%	71 32%	80 30%	116 42%ab	160 53%abc	284 54%abc	76 63%abc	151 31%	276 47%g	284 54%g	76 63%gh	19 23%	42 40%k	176 54%kl	185 57%kl	336 41%	452 50%o	424 44%	364 48%	39 52%	88 48%	57 40%	56 39%	54 41%	86 50%B	97 49%B	117 47%	55 37%	649 45%	45 54%	66 46%	28 50%	319 46%	469 45%
MEDIUM: 5-7	526 30%	75 33%f	102 38%ef	96 35%ef	89 29%	140 26%	24 20%	176 36%ij	186 32%j	140 26%	24 20%	27 33%	30 29%	82 25%	82 25%	267 32%	257 29%	320 33%r	206 27%	15 20%	50 27%	47 33%	46 32%	48 37%e	43 25%	62 32%	80 32%	47 30%	440 24%	21 31%	44 31%	22 39%D	219 32%	307 30%
LOW: 1-4	228 13%	57 25%cde	54 20%cde	30 11%	26 9%	54 10%	6 5%	111 23%hij	57 10%	54 10%	6 5%	27 32%mn	23 22%n	42 13%n	18 6%	137 17%p	91 10%	136 14%	92 12%	5 6%	30 16%e	20 14%	24 17%	23 18%e	17 10%	19 10%	31 12%	31 21%xy	199 14%F	10 12%F	17 12%F	1 2%	93 13%	134 13%
Mean	7.13	6.16	6.16	7.05ab	7.52ab c	7.65ab c	7.96ab c	6.16	7.30g	7.65gh	7.96gh	5.52	6.63k	7.43kl m	7.99kl m	6.80	7.43o	7.02	7.27	7.82uv wB	7.09	6.93	6.80	6.70	7.42wB	7.32wB	7.24B	6.52	7.08	7.49	7.23	7.56	7.13	7.12
Standard deviation	2.49	2.66	2.56	2.38	2.29	2.35	2.15	2.60	2.35	2.35	2.15	2.80	2.48	2.45	2.13	2.59	2.36	2.42	2.58	2.05	2.72	2.59	2.79	2.56	2.47	2.15	2.45	2.64	2.53	2.48	2.32	1.89	2.47	2.51
Standard error	0.06	0.20	0.17	0.15	0.13	0.11	0.20	0.13	0.10	0.11	0.20	0.34	0.28	0.14	0.13	0.09	0.09	0.08	0.10	0.26	0.21	0.23	0.28	0.25	0.21	0.16	0.16	0.23	0.07	0.26	0.21	0.19	0.10	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 187
Q48. 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?
Base: All who were previously unaware of 7726

	Experience of suspicious texts/calls													None (m)
	Total			Mobile							Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	1733	1149	429	563	1069	989	940	404	313	413	321	186	234	584
Weighted base	1727	1153	434	585	1076	993	944	402	320	433	332	189	246	574
Effective base	1438	959	355	469	893	826	782	339	253	344	269	159	197	479
10 - Very likely	358 21%	242 21%	75 17%	133 23%	228 21%	216 22%	207 22%	83 21%	56 17%	110 26% bhk	63 19%	33 17%	47 19%	115 20%
9	160 9%	115 10%	52 12% m	60 10%	103 10%	95 10%	94 10%	44 11%	37 12%	36 8%	42 13% m	22 12%	30 12%	45 8%
8	270 16%	192 17%	66 15%	108 18% am	186 17%	162 16%	151 16%	65 16%	48 15%	87 20% m	62 19%	35 18%	46 19%	78 14%
7	209 12%	156 14% m	64 15% m	64 11%	148 14% m	134 14% m	128 14% m	52 13%	51 16% lm	52 12%	35 11%	23 12%	23 9%	52 9%
6	167 10%	118 10%	38 9%	53 9%	111 10%	108 11%	103 11%	44 11%	29 9%	33 8%	32 10%	18 10%	26 11%	50 9%
5	150 9%	94 8%	34 8%	40 7%	86 8%	84 8%	79 8%	32 8%	23 7%	30 7%	20 6%	11 6%	14 6%	56 10%
4	71 4%	53 5%	21 5%	29 5%	52 5%	48 5%	47 5%	21 5%	15 5%	22 5%	13 4%	8 4%	11 4%	18 3%
3	55 3%	34 3%	20 5%	20 3%	30 3%	25 3%	23 2%	9 2%	14 4%	12 3%	15 4%	11 6% defg	9 4%	21 4%
2	44 3%	29 3%	13 3%	12 2%	26 2%	26 3%	25 3%	9 2%	9 3%	8 2%	6 2%	5 2%	4 2%	15 3%
1 - not at all likely	57 3%	24 2%	10 2%	12 2%	23 2%	20 2%	20 2%	10 2%	10 3%	9 2%	5 1%	2 1%	3 1%	34 6% abcdefgijkl
Don't know	185 11%	95 8%	41 9%	54 9%	81 8%	75 8%	69 7%	33 8%	29 9%	34 8%	40 12% def	21 11%	32 13% adefi	90 16% abcdefghi
HIGH: 8-10	788 46%	549 48% m	193 45%	301 51% m	518 48% m	473 48% m	452 48% m	191 48%	140 44%	233 54% abhm	167 50% m	90 48%	123 50% m	239 42%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 187

Q48. 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?
Base: All who were previously unaware of 7726

	Experience of suspicious texts/calls				Mobile					Landline			None (m)	
	Total	Total			Any mobile (d)	Mobile			Any landline (j)	Landline				
	Any (a)	Any voice call (b)	Any recorded message (c)	SMS (f)		App (g)	Voice call (h)	Recorded message (i)		Voice call (k)	Recorded message (l)			
Weighted base	1727	1153	434	585	1076	993	944	402	320	433	332	189	246	574
MEDIUM: 5-7	526 30%	368 32%	136 31%	158 27%	345 32%	326 33%cijm	309 33%ccij	129 32%	103 32%	115 27%	87 26%	52 28%	63 26%	158 28%
LOW: 1-4	228 13%	141 12%	64 15%	72 12%	131 12%	120 12%	114 12%	49 12%	47 15%	51 12%	38 11%	26 14%	27 11%	87 15%
Mean	7.13	7.24m	7.06	7.37m	7.25m	7.25m	7.26m	7.24	7.04	7.47bhm	7.37m	7.19	7.40m	6.87
Standard deviation	2.49	2.36	2.43	2.37	2.35	2.35	2.36	2.36	2.45	2.36	2.30	2.35	2.27	2.75
Standard error	0.06	0.07	0.12	0.10	0.07	0.08	0.08	0.12	0.15	0.12	0.14	0.18	0.16	0.12

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 188
Gender
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032
Male	1075	142	185	176	179	314	79	327	355	314	79	121	-	393	-	1075	-	598	477	35	129	82	85	63	107	166	138	91	896	54	97	29	344	653
	49%	47%	50%	52%	47%	48%	52%	49%	49%	48%	52%	100%ln	-	100%ln	-	100%op	-	49%	49%	40%	53%w	46%	44%	40%	52%	57% ^{suv}	46%	48%	49%	51%	53%	44%	41%	54%G
Female	1125	162	182	165	199	345	72	344	364	345	72	-	140	-	417	-	1125	621	504	53	114	97	107	95	100	124	163	97	950	51	86	37	490	555
	51%	53%	49%	48%	53%	52%	48%	51%	51%	52%	48%	-	100%km	-	100%km	-	100%o	51%	51%	60%y	47%	54%y	56%y	60%ty	48%	43%	54%y	52%	51%	49%	47%	56%	59%H	46%
Other	2	-	1	-	1	1	-	1	1	1	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	1	1

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 189
Gender
Base: All respondents

	Experience of suspicious texts/calls													
	Total	Total			Mobile					Landline			None (m)	
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)		Recorded message (l)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
Male	1075 49%	694 48%	278 52%	381 49%	638 49%	591 49%	543 48%	306 57% ^a 53% ^{lm}	207 53%	285 51%	225 49%	120 51%	168 48%	382 50%
Female	1125 51%	741 52% ^g	258 48%	389 51% ^g	669 51% ^g	622 51% ^g	595 52% ^g	235 43%	183 47%	271 49%	232 51% ^g	117 49%	182 52% ^g	384 50% ^g
Other	2 *	1 *	1 *	-	1 *	1 *	1 *	-	1 *	-	1 *	1 *	-	1 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 190
Age
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032
16-17	43	43	-	-	-	-	-	43	-	-	-	-	-	-	21	22	26	17	1	2	4	5	4	2	5	9	5	37	2	4	-	25	17	
	2%	14% f	bcde	-	-	-	-	6% hij	-	-	-	-	-	-	2%	2%	2%	2%	1%	1%	2%	3%	2%	1%	2%	3%	3%	2%	2%	2%	2%	-	3% H	1%
18-24	261	261	-	-	-	-	261	-	-	-	-	121	140	-	-	121	140	201	60	14	28	20	41	11	14	57	30	16	231	8	18	4	152	79
	12%	86% f	bcde	-	-	-	39% hij	-	-	-	100% mn	100% mn	-	-	11%	12%	16% r	6%	6%	16% x	11%	11%	21% AB	11% tuwx	7%	7%	10%	9%	12%	7%	10%	7%	18% H	7%
25-34	368	-	368	-	-	-	368	-	-	-	-	-	-	-	185	182	214	154	5	47	24	45	40	34	56	46	26	325	13	23	7	166	159	
	17%	-	100% f	acde	-	-	55% hij	-	-	-	-	-	-	-	17%	16%	18%	16%	6%	19% s	14%	24% B	16% suA	16% s	19% s	15% s	14%	18% F	12%	13%	10%	20% H	13%	
35-44	341	-	-	341	-	-	-	-	341	-	-	-	-	-	176	165	155	186	16	34	26	24	26	36	43	46	28	279	16	29	16	124	201	
	15%	-	-	100% f	abde	-	-	-	47% gij	-	-	-	-	-	16%	15%	13%	19% q	18%	14%	14%	12%	17%	15%	15%	15%	15%	15%	16%	16%	16%	25% C	15%	17%
45-54	379	-	-	-	379	-	-	-	379	-	-	-	-	-	179	199	178	201	22	34	27	18	24	45	52	53	28	302	20	41	15	113	235	
	17%	-	-	-	100% f	abce	-	-	53% gij	-	-	-	-	-	17%	18%	15%	20% q	25% tv	14%	15%	9%	15%	22% tv	18% v	17% v	15%	16%	19%	22%	23%	13%	19% G	
55-64	317	-	-	-	-	317	-	-	317	-	-	-	-	155	162	152	165	13	33	30	22	16	31	27	62	33	266	16	24	11	101	199		
	14%	-	-	-	-	48% f	abcd	-	48% ghj	-	-	-	-	39% kl	39% kl	14%	14%	12%	17% q	14%	13%	17% y	12%	15%	9%	20% y	17% y	14%	15%	13%	16%	12%	16% G	
65+	493	-	-	-	-	342	151	-	342	151	-	-	238	255	238	255	294	200	18	66	49	37	37	45	51	56	51	408	30	44	12	153	318	
	22%	-	-	-	-	52% cd	100% abce	-	52% gh	100% ghi	-	-	61% kl	61% kl	22%	23%	24%	20%	20%	27% yA	27% yA	19%	23%	22%	17%	18%	27% yA	22%	28%	24%	19%	18%	26% G	
NET: 18-34	629	261	368	-	-	-	629	-	-	-	121	140	-	-	306	322	415	214	19	75	44	86	51	48	113	76	43	556	20	41	11	319	238	
	29%	86% ef	100% f	acde	-	-	94% hij	-	-	-	100% mn	100% mn	-	-	28%	29%	34% r	22%	21%	31%	25%	45% wxAB	32%	23%	39% AB	25%	23%	30% DF	19%	22%	17%	38% H	20%	
NET: 35-54	720	-	-	341	379	-	-	-	720	-	-	-	-	-	355	364	333	387	37	68	53	42	50	81	95	98	56	581	36	71	32	237	436	
	33%	-	-	100% ef	100% abef	-	-	-	100% gij	-	-	-	-	-	33%	32%	27%	39% q	43% tv	28%	30%	22%	32%	39% tv	33% v	33% v	30%	31%	35%	38% CD	28%	36% G		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 190
Age
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24	25-34	35-44	45-54	55-74	75+	16-34	35-54	55-74	75+	Male 18-34	Female 18-34	Male 55+	Female 55+	Male	Female	ABC1	C2DE	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	East of London	London	South East	South West	England	Wales	Scotland	North Ireland	Apple / iPhone	Other	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)		
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
NET: 55+	811	-	-	-	-	659	151	-	-	659	151	-	-	393	417	393	417	446	365	31	98	78	59	53	76	78	117	84	674	46	68	23	255	518	
	37%	-	-	-	-	100% ^{abcd}	100% ^{abcd}	-	-	100% ^{gh}	100% ^{gh}	-	-	100% ^{kl}	100% ^{kl}	37%	37%	37%	37%	35%	40% ^y	44% ^{vy}	31%	33%	37% ^y	27%	39% ^y	45% ^{vy}	36%	44%	37%	35%	31%	43% ^G	
Average age	47.47	21.20	30.22 ^a	39.97 ^a	49.90 ^a	64.56 ^a	78.43 ^a	26.14	45.19 ^g	64.56 ^g	78.43 ^g	21.78	22.14	67.35 ^k	66.96 ^k	47.47	47.45	46.37	48.83 ^q	48.14 ^v	48.54 ^v	49.19 ^v	42.79	46.44	49.15 ^v	43.27	47.92 ^v	50.35 ^v	47.13	50.58	48.57	48.88	43.57	50.83 ^G	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 191
Age
Base: All respondents

	Experience of suspicious texts/calls													
	Total			Mobile						Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
16-17	43 2%	32 2% ^{jl}	5 1%	10 1%	32 2% ^{jl}	30 2% ^{jl}	26 2% ^{jl}	15 3% ^{bjkl}	4 1%	9 2% ^j	1 *	1 *	1 *	11 1% ^j
18-24	261 12%	195 14% ^m	76 14% ^m	94 12% ^m	180 14% ^m	168 14% ^m	157 14% ^m	90 17% ^{cjklm}	69 18% ^{cjklm}	73 13% ^m	53 11%	22 9%	36 10%	66 9%
25-34	368 17%	240 17% ^{kl}	77 14% ^{kl}	133 17% ^{kl}	226 17% ^{kl}	216 18% ^{kl}	198 17% ^{kl}	119 22% ^{abcdjklm}	72 19% ^{kl}	115 21% ^{bjkl}	34 8% ^k	7 3%	30 9% ^k	127 17% ^{kl}
35-44	341 15%	212 15% ^{kl}	70 13% ^{kl}	110 14% ^{kl}	207 16% ^{kl}	194 16% ^{kl}	182 16% ^{kl}	102 19% ^{abcjkl}	68 17% ^{kl}	94 17% ^{kl}	35 8%	11 5%	27 8%	129 17% ^{kl}
45-54	379 17%	233 16%	71 13%	125 16%	222 17% ^k	207 17% ^k	195 17% ^k	84 16%	63 16%	90 16%	74 16%	26 11%	63 18% ^k	145 19% ^{bk}
55-64	317 14%	193 13%	73 14%	102 13%	178 14%	163 13%	156 14%	64 12%	46 12%	70 13%	70 15%	44 19% ^{ghi}	55 16%	124 16% ^g
65+	493 22%	330 23% ^{egh}	163 31% ^{adefghim}	197 26% ^{defghi}	264 20% ^g	236 19% ^g	226 20% ^g	66 12%	67 17%	106 19% ^g	190 42% ^{abcdefghim}	127 54% ^{abcdefghijlm}	139 40% ^{abcdefghim}	163 21% ^g
NET: 18-34	629 29%	435 30% ^{ijklm}	153 29% ^{kl}	227 30% ^{kl}	407 31% ^{ijklm}	384 32% ^{ijklm}	355 31% ^{ijklm}	210 39% ^{abcdefijklm}	142 36% ^{abcjklm}	188 34% ^{ijklm}	87 19% ^k	29 12%	66 19% ^k	194 25% ^{kl}
NET: 35-54	720 33%	445 31% ^{jk}	141 26% ^k	234 30% ^{jk}	429 33% ^{bjkl}	401 33% ^{bjkl}	377 33% ^{bjkl}	186 34% ^{bjkl}	132 34% ^{bjkl}	184 33% ^{bjkl}	109 24% ^k	37 15%	89 25% ^k	275 36% ^{abcjkl}
NET: 55+	811 37%	523 36% ^{gh}	237 44% ^{adefghim}	299 39% ^{defghi}	441 34% ^g	398 33% ^g	382 34% ^g	131 24%	113 29%	176 32% ^g	260 57% ^{abcdefghim}	171 72% ^{abcdefghijlm}	194 55% ^{abcdefghim}	287 37% ^{ghi}
Average age	47.47	46.91 ^{gh}	49.68 ^{defghi}	48.25 ^{defghi}	45.85 ^g	45.54 ^g	45.79 ^g	41.86	44.10	45.15 ^g	55.32 ^{abcd efghim}	60.06 ^{abcd efghijlm}	55.29 ^{abcd efghim}	48.51 ^{defghi}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 192
Social Grade
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
A	178 8%	47 16% cde	38 10% cde	20 6%	18 5%	38 6%	17 11% cde	86 13% chi	38 5%	38 6%	17 11% hi	20 17% mn	17 12% n	29 7%	26 6%	90 8%	88 8%	178 15% r	-	11 13% x	17 7%	19 10% x	17 9% x	17 11% x	7 3%	25 9% x	24 8% x	19 10% x	157 8% D	2 2%	13 7%	7 10% D	83 10% H	82 7%	
B	421 19%	89 29% bcd	78 21% c	48 14%	66 18%	114 17%	24 16%	168 25% hij	114 16%	114 17%	24 16%	42 34% mn	39 28% mn	63 16%	75 18%	214 20%	206 18%	421 34% r	-	10 11%	48 20%	36 20%	47 24% s	24 15%	37 18%	52 18%	56 17%	33 18%	341 18%	29 28% CE	29 16%	21 31% CE	199 24% H	201 17%	
C1	621 28%	91 30%	97 26%	87 26%	93 25%	199 30%	53 35% cd	188 28%	181 25%	199 30% h	53 35% h	32 26%	52 37%	111 28%	142 34%	294 27%	327 29%	621 51% r	-	33 37% xA	74 30%	50 28%	51 26%	47 30%	52 25%	87 30%	70 23%	63 34% A	527 29%	25 24%	55 30%	14 22%	238 29%	343 28%	
C2	447 20%	37 12%	76 21% a	94 28% aef	83 22% af	136 21% a	20 13%	114 17%	177 25% gj	136 21%	20 13%	17 14%	15 11%	83 21% l	72 17%	217 20%	229 20%	-	447 46% q	8 9%	54 22% s	33 18%	41 21% s	26 16%	50 24% s	64 22% s	78 26% swB	30 16%	383 21%	22 21%	33 18%	9 13%	176 21%	240 20%	
D	262 12%	24 8%	44 12%	50 15% af	56 15% af	77 12%	10 7%	69 10%	106 15% gj	77 12%	10 7%	6 5%	11 8%	59 15% kn	28 7%	140 13%	121 11%	-	262 27% q	13 15% v	24 10%	24 13% v	12 6%	26 16% v	30 15% v	30 11%	40 13% v	21 11%	219 12%	13 12%	23 12%	7 10%	64 8%	171 14% G	
E	273 12%	15 5%	33 9%	42 12% a	61 16% ab	95 14% ab	27 18% ab	48 7%	104 14% g	95 14% g	27 18% g	5 4%	6 4%	49 12% kl	73 18% kl	120 11%	153 14%	-	273 28% q	13 15%	27 11%	19 10%	25 13%	19 12%	31 15%	32 11%	32 11%	22 12%	220 12%	13 12%	32 17%	9 13%	75 9%	172 14% G	
NET: AB	599 27%	137 45% bcd	117 32% cde	68 20%	84 22%	152 23%	41 27%	253 38% hij	152 21%	152 23%	41 27%	62 51% mn	56 40% mn	92 23%	102 24%	305 28%	294 26%	599 49% r	-	21 24%	65 27%	54 30%	64 33% x	40 25%	44 21%	78 27%	80 28%	52 27%	498 27%	32 30%	42 23%	27 41% CE	281 34% H	283 23%	
NET: ABC1	1220 55%	227 75% bcd	214 58% cd	155 45%	178 47%	351 53% c	95 62% cd	441 66% hi	333 46%	351 53% h	95 62% h	93 77% mn	108 77% mn	202 51%	243 58%	598 56%	621 55%	1220 100% r	-	54 62% x	139 57% x	104 58% x	115 60% x	88 55%	95 46%	165 57% x	150 50%	115 61% xA	1025 55%	57 54%	96 52%	42 63%	520 62% H	626 52%	
NET: C2DE	982 45%	76 25%	154 42% a	186 55% abe	201 53% abf	308 47% a	57 38% a	230 34%	387 54% gij	308 47% g	57 38%	28 23%	32 23%	191 49% kl	173 42% kl	477 44%	504 45%	-	982 100% q	33 38%	105 43%	75 42%	77 40%	70 45%	112 54% stu	126 43%	151 50% B	73 39%	822 45%	48 46%	87 48%	25 37%	315 38%	583 48% G	
NET: DE	535 24%	39 13%	77 21% a	92 27% a	118 31% ab	172 26% a	37 24% a	117 17%	210 29% g	172 26% g	37 24%	11 9%	17 12%	108 27% kl	101 24% kl	260 24%	275 24%	-	535 54% q	26 29%	51 21%	42 24%	37 19%	45 28%	62 30% v	73 21%	42 23%	439 24%	26 24%	54 30%	16 24%	139 17%	343 28% G		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 193
Social Grade
Base: All respondents

	Experience of suspicious texts/calls													None (m)
	Total			Mobile						Landline				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
A	178 8%	130 9% _m	40 8%	77 10% _m	117 9% _m	110 9% _m	97 9%	59 11% _m	27 7%	57 10% _m	35 8%	16 7%	29 8%	48 6%
B	421 19%	294 21% _m	122 23% _m	157 20%	275 21% _m	251 21% _m	232 20%	121 22% _m	90 23% _m	126 23% _m	88 19%	57 24% _m	60 17%	126 16%
C1	621 28%	421 29%	162 30%	227 29%	377 29%	351 29%	337 30%	151 28%	112 29%	165 30%	131 29%	70 30%	105 30%	200 26%
C2	447 20%	283 20%	91 17%	140 18%	258 20%	244 20%	228 20%	98 18%	66 17%	95 17%	88 19%	42 18%	66 19%	164 21%
D	262 12%	159 11%	59 11%	83 11%	151 12%	140 12%	132 12%	66 12%	49 13%	61 11%	52 11%	23 9%	41 12%	103 13%
E	273 12%	147 10%	61 11%	86 11%	130 10%	118 10%	113 10%	46 9%	46 12%	52 9%	62 14% _{eg}	30 13%	49 14% _{deg}	126 16% _{abcdefgij}
NET: AB	599 27%	425 30% _m	162 30% _m	234 30% _m	392 30% _m	361 30% _m	329 29% _m	180 33% _{ijlm}	117 30% _m	183 33% _{lm}	122 27%	73 31% _m	89 25%	174 23%
NET: ABC1	1220 55%	846 59% _m	324 61% _m	461 60% _m	769 59% _m	712 59% _m	666 58% _m	331 61% _m	229 59% _m	348 63% _{ijm}	254 56% _m	143 60% _m	194 56%	374 49%
NET: C2DE	982 45%	589 41%	212 39%	309 40%	539 41%	502 41%	473 42%	210 39%	161 41%	208 37%	203 44% _i	94 40%	156 44%	393 51% _{abcdefghijk}
NET: DE	535 24%	306 21%	121 23%	169 22%	281 21%	258 21%	245 22%	112 21%	95 24%	113 20%	115 25%	52 22%	90 26%	229 30% _{abcdefgijk}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 194
GO Region
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
Scotland	184	22	23	29	41	60	9	45	71	60	9	8	10	35	33	97	86	96	87	-	-	-	-	-	-	-	-	-	-	184	-	72	97		
	8%	7%	6%	9%	11% b	9%	6%	7%	10%	9%	6%	6%	7%	9%	8%	9%	8%	8%	9%	-	-	-	-	-	-	-	-	-	-	100% CDF	-	-	9%	8%	
North East	88	15	5	16	22	24	7	20	37	24	7	5	8	15	15	35	53	54	33	88	100% tuvw	-	-	-	-	-	-	88	-	-	-	30	51		
	4%	5% b	1%	5% b	6% b	4%	5% b	3%	5%	4%	5%	4%	6%	4%	3%	5%	4%	3%	3%	xyAB	-	-	-	-	-	-	-	-	5% DEF	-	-	-	4%	4%	
North West	244	30	47	34	34	73	26	78	68	73	26	14	14	52	46	129	114	139	105	-	244	-	-	-	-	-	-	-	244	-	-	-	78	149	
	11%	10%	13%	10%	9%	11%	17% acd	12%	9%	11%	17% h	12%	10%	13%	11%	12%	10%	11%	11%	-	100% suvw	-	-	-	-	-	-	-	13% DEF	-	-	-	9%	12%	
Yorkshire & Humberside	179	24	24	26	27	62	16	48	53	62	16	13	7	35	43	82	97	104	75	-	-	179	-	-	-	-	-	-	179	-	-	-	62	106	
	8%	8%	7%	8%	7%	9%	10%	7%	7%	9%	10%	11%	5%	9%	10%	8%	9%	9%	8%	-	-	100% stvw	-	-	-	-	-	-	10% DEF	-	-	-	7%	9%	
West Midlands	192	46	45	24	18	46	13	91	42	46	13	19	22	22	37	85	107	115	77	-	-	-	192	-	-	-	-	192	-	-	-	79	94		
	9%	15% cde	12% cde	7%	5%	7%	8%	14% hi	6%	7%	8%	16% mn	16% m	6%	9%	8%	9%	9%	8%	-	-	100% stuv	-	-	-	-	-	-	10% DEF	-	-	-	9%	8%	
East Midlands	158	15	40	26	24	45	8	55	50	45	8	4	7	29	24	63	95	88	70	-	-	-	-	-	-	-	-	158	-	-	-	54	89		
	7%	5%	11% ade	8%	6%	7%	5%	8%	7%	7%	5%	4%	5%	7%	6%	6%	8% o	7%	7%	-	-	-	-	-	-	-	-	100% stuv	-	-	-	6%	7%		
Wales	105	10	13	16	20	37	9	23	36	37	9	3	5	23	23	54	51	57	48	-	-	-	-	-	-	-	-	-	105	-	-	40	59		
	5%	3%	3%	5%	5%	6%	6%	3%	5%	6%	6%	3%	3%	6%	5%	5%	5%	5%	5%	-	-	-	-	-	-	-	-	-	100% CEF	-	-	-	5%	5%	
Eastern	207	16	34	36	45	66	10	50	81	66	10	10	4	36	40	107	100	95	112	-	-	-	-	-	207	-	-	207	-	-	-	74	126		
	9%	5%	9%	11% a	12% a	10% a	7%	7%	11% g	10%	7%	8%	3%	9% i	10% i	10%	9%	8%	11% q	-	-	-	-	-	-	100% stuv	-	-	11% DEF	-	-	-	9%	10%	
London	290	62	56	43	52	62	16	118	95	62	16	25	32	39	39	166	124	165	126	-	-	-	-	-	290	-	-	290	-	-	-	121	136		
	13%	20% cde	15% e	13%	14% e	9%	11%	18% hi	13% i	9%	11%	21% mn	23% mn	10%	9%	15% p	11%	14%	13%	-	-	-	-	-	-	100% stuv	-	-	16% DEF	-	-	-	15% H	11%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 194
GO Region
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation			Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
South East	301	39	46	46	53	100	17	86	98	100	17	10	20	56	61	138	163	150	151	-	-	-	-	-	-	-	301	-	301	-	-	-	-	120	172
	14%	13%	13%	13%	14%	15%	11%	13%	14%	15%	11%	8%	14%	14%	15%	13%	14%	12%	15%	-	-	-	-	-	-	-	100%stuv wxyB	-	16%DEF	-	-	-	-	14%	14%
South West	188	22	26	28	28	64	20	48	56	64	20	8	8	40	44	91	97	115	73	-	-	-	-	-	-	-	188	188	-	-	-	-	82	94	
	9%	7%	7%	8%	7%	10%	13%	7%	8%	10%	13%g	7%	6%	10%	11%	8%	9%	9%	7%	-	-	-	-	-	-	-	100%stuv wxyA	10%DEF	-	-	-	-	10%	8%	
Northern Ireland	66	4	7	16	15	21	2	11	32	21	2	*	4	11	12	29	37	42	25	-	-	-	-	-	-	-	-	-	-	-	-	66	22	38	
	3%	1%	2%	5%ab	4%	3%	2%	2%	4%g	3%	2%	*	3%	3%	3%	3%	3%	3%	2%	-	-	-	-	-	-	-	-	-	-	-	-	100%CDE	3%	3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 195
GO Region
Base: All respondents

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
Scotland	184 8%	113 8%	40 7%	55 7%	106 8%	93 8%	85 8%	46 8%	31 8%	40 7%	37 8%	17 7%	28 8%	70 9%
North East	88 4%	49 3%	21 4%	24 3%	39 3%	34 3%	32 3%	18 3%	17 4%	12 2%	20 4%	9 4%	14 4%	39 5%defi
North West	244 11%	164 11%	70 13%	87 11%	157 12%	146 12%	142 12%	60 11%	54 14%l	67 12%	48 10%	31 13%	30 8%	80 10%
Yorkshire & Humberside	179 8%	114 8%	45 8%	65 8%	106 8%	98 8%	93 8%	35 6%	26 7%	51 9%	38 8%	23 10%	29 8%	65 9%
West Midlands	192 9%	133 9%	50 9%	84 11% ^m	112 9%	106 9%	98 9%	51 9%	37 9%	56 10%	52 11%	24 10%	36 10%	59 8%
East Midlands	158 7%	107 7%	43 8%	52 7%	98 8%	87 7%	82 7%	27 5%	33 8%	39 7%	25 5%	17 7%	19 5%	51 7%
Wales	105 5%	69 5%	23 4%	31 4%	64 5%	57 5%	53 5%	27 5%	15 4%	26 5%	14 3%	13 6%	8 2%	36 5%
Eastern	207 9%	131 9%	52 10%	80 10%	116 9%	105 9%	104 9%	50 9%	39 10%	54 10%	55 12%	24 10%	46 13% ^{adef}	77 10%
London	290 13%	200 14%	71 13%	113 15%	184 14%	175 14%	159 14%	95 18% ^{km}	55 14%	78 14%	74 16%	26 11%	61 18% ^m	90 12%
South East	301 14%	188 13%	54 10%	94 12%	173 13%	167 14% ^k	152 13%	69 13%	44 11%	75 13%	45 10%	20 8%	39 11%	114 15% ^{bjk}
South West	188 9%	120 8%	51 10%	69 9%	109 8%	105 9%	98 9%	43 8%	28 7%	45 8%	43 9%	28 12%	34 10%	68 9%
Northern Ireland	66 3%	48 3%	16 3%	16 2%	44 3%	42 3%	40 4%	19 3%	11 3%	13 2%	8 2%	5 2%	6 2%	18 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 196
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
Yes	1376	242	276	196	214	378	70	518	410	378	70	96	115	232	215	688	688	880	497	52	156	107	124	97	107	215	190	113	1160	66	108	43	585	694	
	63%	80%	75%	57%	57%	57%	46%	77%	57%	57%	46%	80%	82%	59%	52%	64%	61%	72%	51%	60%	64%	60%	65%	61%	52%	74%	63%	60%	63%	63%	59%	65%	70%	57%	
No	826	62	91	145	165	281	82	153	310	281	82	24	25	161	201	387	437	340	485	35	88	73	68	61	100	76	112	75	688	39	76	23	250	514	
	37%	20%	25%	43%	43%	43%	54%	23%	43%	43%	54%	20%	18%	41%	48%	36%	39%	28%	49%	40%	36%	40%	35%	39%	48%	26%	37%	40%	37%	37%	41%	35%	30%	43%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 197
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
Yes	1376	941	328	494	872	813	758	377	250	371	270	141	206	435
	63%	66% ^{ijlm}	61%	64% ^m	67% ^{bjklm}	67% ^{bjklm}	67% ^{ijklm}	70% ^{bjklm}	64% ^{lm}	67% ^{ijlm}	59%	59%	59%	57%
No	826	494	208	276	436	400	381	164	140	185	187	97	144	332
	37%	34%	39% ^{deg}	36%	33%	33%	33%	30%	36%	33%	41% ^{adefgi}	41% ^{defgi}	41% ^{adefgi}	43% ^{acdefghi}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 198
Opinion Influencer
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
Yes	245 11%	68 22% f	66 18% cde f	33 10% e	34 9% e	35 5%	8 5%	134 20% chij	67 9% i	35 5%	8 5%	26 22% mn	39 28% mn	28 7%	16 4%	151 14% p	94 8%	168 14% r	77 8%	10 11%	25 10%	15 9%	26 13%	17 10%	20 10%	66 23% stuv wxAB	23 8%	17 9%	218 12%	8 7%	15 8%	4 7%	94 11%	102 8%	
No	1957 89%	236 78%	301 82%	308 90% ab	345 91% cab	624 95% abc	143 95% ab	537 80%	652 91% g	624 95% gh	143 95% g	95 78%	101 72%	366 93% kl	401 96% kl	925 86%	1031 92% o	1052 86%	905 92% q	78 89% y	219 90% y	164 91% y	166 87% y	142 90% y	187 90% y	225 77%	278 92% y	171 91% y	1630 88%	97 93%	169 92%	62 93%	741 89%	1106 92%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 199
Opinion Influencer
Base: All respondents

	Experience of suspicious texts/calls													None (m)
	Total			Mobile						Landline				
	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
Yes	245 11%	193 13% ^m	77 14% ^m	143 19% ^{adefm}	173 13% ^m	167 14% ^m	146 13% ^m	117 22% ^{abdefh km}	57 15% ^m	110 20% ^{abdefm}	90 20% ^{abdefm}	35 15% ^m	71 20% ^{abdefm}	51 7%
No	1957 89%	1242 87% ^{cgijl}	458 86% ^{gjil}	627 81%	1135 87% ^{cgijl}	1047 86% ^{cgijl}	993 87% ^{cgijl}	423 78%	333 85% ^g	446 80%	367 80%	202 85% ^g	280 80%	715 93% ^{abcdelghijkl}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 200
Tenure
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation			Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple (G)	Other (H)
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032
NET: Homeowners	1427	144	212	196	238	514	123	355	435	514	123	65	48	305	332	728	699	871	556	53	161	123	126	106	137	163	202	123	1194	76	110	47	532	792
Owned outright - without mortgage	795	60	63	43	84	426	119	123	128	426	119	28	24	260	285	404	391	467	328	30	87	72	73	61	74	96	99	80	671	42	58	24	257	472
Owned with a mortgage or loan	632	84	149	153	154	88	4	233	307	88	4	37	25	45	47	324	308	404	228	23	74	52	53	45	63	67	103	44	523	33	52	23	274	320
NET: Renters	733	144	139	142	137	145	26	283	279	145	26	47	85	87	83	327	405	322	411	35	79	52	60	48	64	118	96	64	615	28	71	19	280	398
NET: Rent from Council/ Housing Association	451	79	63	93	97	100	19	142	190	100	19	24	45	59	60	203	248	162	289	24	51	30	32	27	44	74	51	40	373	18	49	11	158	253
Rented from the council	286	40	37	68	59	67	15	78	127	67	15	13	20	40	42	134	152	82	204	15	20	21	18	16	31	53	27	25	226	15	36	9	96	161
Rented from a housing association	165	38	25	25	39	33	4	64	64	33	4	11	26	20	18	69	96	80	84	9	31	9	14	10	13	21	24	15	146	3	13	2	62	92
Rented from someone else	281	66	76	50	39	44	7	142	89	44	7	23	39	28	23	124	157	159	122	11	28	21	27	21	19	45	45	24	242	10	21	8	122	145
Rent free	43	16	17	2	4	1	2	33	6	1	2	9	7	2	21	21	27	15	-	4	4	6	4	6	9	4	1	39	1	3	-	23	19	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 201
Tenure
Base: All respondents

	Experience of suspicious texts/calls													
	Total	Total			Mobile					Landline				
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
NET: Homeowners	1427	931	350	523	833	773	723	335	224	354	345	191	265	496
	65%	65%h	65%h	68%gh	64%h	64%h	63%	62%	57%	64%	75%abcdefghim	81%abcdefghim	76%abcdefghim	65%h
Owned outright - without mortgage	795	521	223	314	437	398	370	170	117	181	258	152	199	274
	36%	36%h	42%defghi	41%defghi	33%	33%	32%	31%	30%	33%	56%abcdefghim	64%abcdefghim	57%abcdefghim	36%
Owned with a mortgage or loan	632	410	127	209	396	374	353	165	107	172	87	39	66	222
	29%	29%bjkl	24%k	27%jkl	30%bjkl	31%bjkl	31%bjkl	31%bjkl	27%jkl	31%bjkl	19%	17%	19%	29%jkl
NET: Renters	733	471	175	233	442	410	386	197	155	190	108	44	82	262
	33%	33%jkl	33%jkl	30%jkl	34%jkl	34%jkl	34%jkl	36%cjkl	40%abcdjkl	34%jkl	24%	19%	23%	34%jkl
NET: Rent from Council/ Housing Association	451	270	105	138	251	231	222	102	91	109	77	32	59	181
	20%	19%	20%	18%	19%	19%	19%k	19%	23%jkl	20%	17%	13%	17%	24%acdefjkl
Rented from the council	286	165	67	97	150	140	133	60	56	72	60	23	47	121
	13%	11%	12%	13%	11%	12%	12%	11%	14%	13%	13%	10%	13%	16%adefgk
Rented from a housing association	165	105	38	41	101	91	88	42	35	37	17	9	12	59
	7%	7%jkl	7%jkl	5%	8%jkl	8%jkl	8%jkl	8%jkl	9%cjkl	7%	4%	4%	3%	8%jkl
Rented from someone else	281	200	70	95	191	178	164	95	64	81	30	12	23	81
	13%	14%jklm	13%jkl	12%jkl	15%jklm	15%jklm	14%jklm	18%cjklm	16%jklm	15%jklm	7%	5%	7%	11%jkl
Rent free	43	34	12	14	33	31	31	8	11	12	4	2	4	9
	2%	2%	2%	2%	3%am	3%am	3%am	1%	3%	2%	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 202
What is the highest educational level that you have achieved to date?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
No formal education	9	-	2	5	-	3	-	2	5	3	-	-	-	1	2	5	4	2	7	1	-	1	1	1	-	2	3	1	9	-	-	-	1	7	
	*	-	*	1% ^d	-	*	-	*	1%	*	-	-	-	*	1%	*	*	*	1%	1%	-	*	*	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	*	1%
Primary	14	1	4	3	1	1	3	5	4	1	3	-	-	4	*	7	7	4	9	1	2	*	4	-	*	1	2	1	11	2	-	*	3	7	
	1%	*	1%	1%	*	*	2% ^e	1%	1%	*	2% ⁱ	-	-	1%	*	1%	1%	*	1%	1%	1%	2%	2%	-	*	*	*	1%	2%	-	1%	2%	*	1%	
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1103	130	132	167	212	377	86	262	379	377	86	49	56	210	253	513	590	470	633	51	114	93	102	80	123	125	155	94	937	55	90	22	385	646	
	50%	43%	36%	49% ^b	56% ^{ab}	57% ^{abc}	57% ^{ab}	39%	53% ^g	57% ^g	57% ^g	40%	40%	53% ^{kl}	61% ^{klm}	48%	52% ^o	39%	64% ^q	26% ^s	47% ^t	52% ^u	53% ^v	50% ^w	59% ^{xy}	43% ^y	52% ^z	50% ^z	51% ^F	53% ^F	49% ^F	33% ^F	46% ^F	53% ^G	
University degree or equivalent professional qualification, NVQ level 4, etc.	735	86	147	118	116	222	46	232	234	222	46	41	42	142	126	377	357	492	242	22	88	55	64	55	59	104	101	57	607	38	68	21	289	403	
	33%	28%	40% ^{ad}	35%	31%	34%	31%	35%	32%	34%	31%	34%	30%	36%	30%	35%	32%	40% ^r	25%	26%	36%	31%	33%	35%	29%	36%	34%	30%	63%	36%	37%	32%	35%	33%	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	266	36	76	44	46	51	13	112	90	51	13	15	19	32	32	140	126	201	66	7	33	24	13	16	18	42	32	29	214	9	21	22	121	119	
	12%	12%	21% ^{acd}	13% ^{ef}	12% ^e	8%	8%	17% ^{hij}	12% ^{kl}	8%	8%	12%	14%	13% ^{kl}	8%	13%	11%	16% ^r	7%	8%	13%	13%	7%	10%	9%	15% ^{vw}	11%	15% ^v	12%	9%	11%	33% ^{CDE}	15% ^H	10%	
Still in full time education	50	44	3	1	1	-	-	48	2	-	-	15	21	-	-	21	29	39	11	3	5	6	4	6	3	10	6	4	47	-	3	*	24	19	
	2%	15% ^{bcd}	1% ^e	*	*	-	-	7% ^{hij}	*	-	-	12% ^{mn}	15% ^{mn}	-	-	2%	3%	3% ^r	1%	3%	2%	3%	2%	3%	1%	3%	2%	2%	3%	-	2%	*	3%	2%	
Don't know	7	-	1	2	1	1	2	1	3	1	2	-	-	2	1	4	3	2	4	-	-	-	2	1	-	2	-	1	6	-	1	-	3	3	
	*	-	*	1%	*	*	1%	*	*	1%	-	-	*	*	*	*	*	*	*	-	-	-	1%	1%	-	1%	-	*	*	-	1%	-	*	*	*
Prefer not to answer	18	6	3	2	2	5	1	9	4	5	1	2	2	3	2	9	9	9	9	2	2	-	3	-	4	4	2	2	18	-	-	*	9	5	
	1%	2%	1%	1%	*	1%	*	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	3% ^u	1%	-	1%	-	2%	1%	1%	1%	1%	-	-	*	1%	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 203
What is the highest educational level that you have achieved to date?
Base: All respondents

	Experience of suspicious texts/calls													None (m)
	Total				Mobile						Landline			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
No formal education	9	4	4	3	3	2	2	2	3	2	3	1	3	5
	*	*	1%	*	*	*	*	*	1%	*	1%	*	1%	1%
Primary	14	7	2	5	5	5	1	2	2	3	*	*	3	6
	1%	1%	*	1%	*	*	*	*	*	1%	1%	*	1%	1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1103	687	235	356	625	585	559	243	171	243	226	107	177	417
	50%	48%	44%	46%	48%	48%	49%	45%	44%	44%	49%	45%	50%	54%abcdefghik
University degree or equivalent professional qualification, NVQ level 4, etc.	735	495	202	272	452	416	387	175	138	208	155	96	110	240
	33%	34%	38% <small>m</small>	35%	35%	34%	34%	32%	35%	37% <small>m</small>	34%	40% <small>lm</small>	31%	31%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	266	192	72	113	178	166	150	96	57	87	54	28	45	74
	12%	13% <small>m</small>	13%	15% <small>m</small>	14% <small>m</small>	14% <small>m</small>	13% <small>m</small>	18% <small>adefjk</small>	15% <small>m</small>	16% <small>m</small>	12%	12%	13%	10%
Still in full time education	50	36	14	14	32	29	26	18	13	8	11	4	8	14
	2%	3%	3%	2%	2%	2%	2%	3%	3%	1%	2%	2%	2%	2%
Don't know	7	4	3	3	4	2	2	2	3	2	2	1	2	3
	*	*	1%	*	*	*	*	*	1%	*	1%	*	1%	*
Prefer not to answer	18	10	4	5	9	8	8	4	4	3	3	1	3	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 204
Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
Yes - responsible for half or more of the items bought	1981	201	334	320	367	625	133	536	687	625	133	90	102	346	412	932	1048	1095	886	83	218	159	160	146	184	258	272	166	1647	98	174	62	733	1103	
	90%	66%	91%a	94%af	97%abf	95%abf	88%a	80%	95%gj	95%gj	88%g	74%	73%	88%kl	87%	93%o	90%	90%	94%v	90%	89%	83%	92%v	89%	89%	90%v	88%	89%	94%	95%C	94%	88%	91%G		
No - not responsible for most of the items bought	221	102	34	21	12	34	18	136	33	34	18	31	38	47	5	144	76	124	96	5	25	20	33	12	23	32	29	22	201	6	10	4	103	106	
	10%	34%bcde	9%de	6%	3%	5%	12%cde	20%hij	5%	5%	12%hi	26%mn	27%mn	12%n	1%	13%p	7%	10%	10%	6%	10%	11%	17%swA	8%	11%	11%	10%	12%	11%E	6%	5%	6%	12%H	9%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 205
Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

	Experience of suspicious texts/calls													
	Total			Mobile						Landline				None (m)
	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
Yes - responsible for half or more of the items bought	1981	1294	488	701	1176	1098	1032	493	349	502	429	227	326	687
	90%	90%	91%	91%	90%	90%	91%	91%	90%	90%	94% ^{adehm}	96% ^{abcdeh}	93% ^{ghim}	90%
No - not responsible for most of the items bought	221	141	48	70	132	115	108	47	41	54	28	10	24	80
	10%	10% ^{jk}	9% ^k	9% ^k	10% ^{jk}	10% ^{jk}	9% ^k	9% ^k	10% ^{jk}	10% ^k	6%	4%	7%	10% ^{jk}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 206
How many cars are there in your household?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
No cars in the household	462	80	81	93	82	103	23	161	175	103	23	28	46	43	83	195	266	225	238	23	53	39	34	32	38	104	45	28	397	12	43	10	152	277	
	21%	26%ef	22%e	27%ef	22%e	16%	15%	24%ij	24%ij	16%	15%	23%lm	33%mn	11%	20%lm	18%	24%o	18%	24%q	27%AB	22%A	22%	18%	20%	18%	36%tuv	15%	15%	21%D	12%	23%D	15%	18%	23%G	
NET: Any	1740	224	287	248	296	556	128	511	544	556	128	93	94	351	333	880	859	995	745	64	190	140	158	126	170	186	256	160	1451	92	141	56	683	932	
	79%	74%	78%	73%	78%	84%abcd	85%ac	76%	76%	84%gh	85%gh	77%	67%	89%klm	80%l	82%p	76%	82%r	76%	73%	78%y	78%y	82%y	80%y	82%y	64%	85%sty	85%sy	79%	88%CE	77%	85%	82%H	77%	
1	893	87	117	124	153	322	91	204	277	322	91	37	33	198	214	455	437	490	403	37	97	71	78	73	68	121	118	63	726	53	89	26	308	521	
	41%	28%	32%	36%	41%abcd	49%abcd	60%abc	30%	39%g	49%gh	60%ghi	31%	23%	50%kl	51%kl	42%	39%	40%	41%	42%	40%	40%	41%	41%	46%yB	33%	42%	39%	33%	39%	50%C	49%C	39%	37%	43%G
2	644	81	131	112	116	173	31	212	228	173	31	36	32	115	89	330	315	385	259	19	80	52	63	44	69	46	112	71	556	33	37	18	261	334	
	29%	27%	36%aef	33%ef	31%f	26%	21%	32%j	32%ij	26%	21%	29%	23%	29%n	21%	31%	28%	32%r	26%	22%	33%y	29%y	33%y	28%y	33%y	16%	37%sy	38%sy	30%E	32%E	20%	28%	31%	28%	
3+	202	57	39	12	26	62	6	96	39	62	6	20	29	37	31	95	107	120	82	8	13	17	16	9	33	20	26	25	169	6	15	12	114	77	
	9%	19%bcd	11%cf	4%	7%	9%c	4%	14%hij	5%	9%h	4%	17%mn	21%mn	9%	7%	9%	9%	10%	8%	9%	5%	10%	8%	6%	16%twyA	7%	9%	13%twy	9%	6%	8%	19%CDE	14%H	6%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 207
How many cars are there in your household?
Base: All respondents

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Total			Any mobile (d)	Mobile				Any landline (j)	Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)		SMS (f)	App (g)	Voice call (h)	Recorded message (i)		Voice call (k)	Recorded message (l)		
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
No cars in the household	462 21%	292 20% ^k	104 19% ^k	143 18%	270 21% ^k	245 20% ^k	231 20% ^k	111 21% ^k	93 24% ^k	107 19%	81 18%	31 13%	64 18%	170 22% ^k
NET: Any	1740 79%	1143 80%	431 81%	628 82%	1038 79%	968 80%	908 80%	429 79%	297 76%	449 81%	376 82%	207 87% ^{abdefghm}	287 82%	597 78%
1	893 41%	569 40%	215 40%	311 40%	511 39%	479 39%	450 40%	209 39%	145 37%	210 38%	196 43%	107 45%	148 42%	325 42%
2	644 29%	435 30%	168 31%	235 30%	395 30%	368 30%	342 30%	152 28%	115 30%	172 31%	137 30%	78 33%	101 29%	209 27%
3+	202 9%	139 10%	48 9%	82 11%	132 10%	121 10%	115 10%	68 13% ^m	37 10%	67 12% ^m	42 9%	21 9%	37 11%	63 8%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 208
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256		
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209		
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032		
White	1868	178	282	285	341	632	150	460	626	632	150	77	70	381	400	917	950	1006	862	78	211	164	142	141	187	178	266	169	1535	21	173	64	700	1058		
	85%	59%	77%ca	84%cab	90%abcd	96%abcd	99%abcd	69%	87%g	96%gh	99%gh	64%kl	50%	97%kl	96%kl	85%	84%	82%	88%q	89%vy	86%vy	91%vy	74%y	89%vy	90%vy	61%	88%vy	90%vy	83%	92%C	94%C	97%C	84%	88%G		
NET: Ethnic minority	316	119	79	54	36	27	1	198	90	27	1	40	69	12	16	148	168	203	112	9	32	13	48	17	19	109	33	19	299	5	9	2	129	141		
	14%	39%bcd	22%def	16%def	9%ef	4%f	1%	29%hij	13%ij	4%j	1%	33%mn	49%kmn	3%	4%	14%	15%	17%r	11%	10%	13%	7%	25%stu	11%	9%	37%stu	11%	10%	16%DEF	5%	5%	3%	15%H	12%		
Mixed	49	7	10	16	10	7	-	17	26	7	-	3	2	3	3	24	25	25	24	-	6	4	7	8	5	11	2	5	48	-	1	-	19	27		
	2%	2%	3%	5%ef	3%	1%	-	3%	4%ij	1%	-	3%	1%	1%	2%	2%	2%	2%	2%	-	2%	2%	3%	5%sa	2%	4%A	1%	3%	3%	-	1%	-	2%	2%		
Asian	126	49	33	21	14	9	1	81	35	9	1	22	24	3	7	66	60	73	53	1	17	4	28	2	6	39	18	4	120	2	3	1	42	65		
	6%	16%bcde	9%def	6%ef	4%e	1%	1%	12%hij	5%ij	1%	1%	18%mn	17%mn	1%	2%	6%	5%	6%	5%	1%	7%suw	2%	15%stuw	1%	3%	13%stuw	6%w	2%	6%E	2%	2%	2%	5%	5%		
Black	52	14	20	6	5	6	-	34	11	6	-	5	7	1	5	25	27	36	16	3	3	-	7	2	5	25	4	2	52	-	-	-	16	24		
	2%	5%def	5%cdef	2%	1%	1%	-	5%hij	2%	1%	-	4%mn	5%mn	*	1%	2%	2%	3%	2%	4%u	1%	-	4%u	1%	3%u	9%tuwx	1%	1%	3%E	-	-	-	2%	2%		
Chinese	70	46	13	5	4	1	-	60	9	1	-	9	35	1	-	19	51	63	6	3	4	5	5	5	2	21	8	8	61	3	6	*	44	17		
	3%	15%bcde	4%def	2%e	1%e	*	-	9%hij	1%l	*	-	8%mn	25%kmn	*	-	2%	4%o	5%r	1%	4%	2%	3%	2%	3%	1%	7%txA	3%	4%	3%	3%	3%	1%	5%H	1%		
Other ethnic group	19	2	3	7	2	4	-	6	9	4	-	1	-	3	1	14	5	6	13	1	2	-	1	-	2	12	*	-	19	-	-	-	8	8		
	1%	1%	1%	2%	*	1%	-	1%	1%	1%	-	1%	-	1%	*	1%p	*	*	1%	1%	1%	-	1%	-	1%	4%tuvw	*	-	1%	-	-	-	1%	1%		
Prefer not to answer	18	8	6	1	2	-	1	14	4	-	1	4	2	-	1	11	7	10	8	1	1	2	2	-	1	4	2	-	14	3	1	*	6	10		
	1%	3%ce	2%e	*	1%	-	*	2%hi	1%	-	*	3%mn	1%mn	-	*	1%	1%	1%	1%	1%	*	1%	1%	-	1%	1%	1%	-	1%	3%C	1%	1%	1%	1%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 209
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Experience of suspicious texts/calls													
	Total	Total			Mobile					Landline			None (m)	
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)		Recorded message (l)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
White	1868	1207	455	637	1101	1023	967	427	317	450	394	216	305	661
	85%	84%g	85%g	83%	84%g	84%g	85%g	79%	81%	81%	86%gi	91%abcdef	87%gi	86%gghi
NET: Ethnic minority	316	217	75	129	195	181	165	111	68	102	62	21	46	99
	14%	15%k	14%	17%k	15%k	15%k	14%k	20%abdefjklm	18%k	18%km	14%	9%	13%	13%
Mixed	49	31	16	17	30	29	26	13	13	15	6	5	3	19
	2%	2%	3%l	2%	2%	2%	2%	2%	3%l	3%	1%	2%	1%	2%
Asian	126	89	24	61	80	79	74	45	22	50	31	11	22	37
	6%	6%	5%	8%bm	6%	6%	6%	8%bm	6%	9%abdkm	7%	5%	6%	5%
Black	52	38	18	21	33	28	24	21	17	16	11	3	10	14
	2%	3%	3%	3%	3%	2%	2%	4%lm	4%lkm	3%	2%	1%	3%	2%
Chinese	70	51	16	26	45	38	34	26	16	19	12	2	9	19
	3%	4%	3%	3%	3%	3%	3%	5%km	4%k	3%	3%	1%	3%	2%
Other ethnic group	19	9	-	4	7	7	7	5	-	2	2	-	2	10
	1%	1%	-	*	1%	1%	1%	1%b	-	*	*	-	1%	1%bh
Prefer not to answer	18	11	6	4	11	9	8	3	5	4	1	1	-	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	-	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 210
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-ern Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
Christian	992	84	115	128	171	394	102	199	298	394	102	32	35	239	256	492	500	552	440	43	121	90	90	62	78	135	138	85	843	49	63	38	365	558	
	45%	28%	31%	37% ^{ca}	45% ^{ab}	60% ^{abc}	67% ^{abc}	30%	41% ^g	60% ^{gh}	67% ^{gh}	26%	25%	61% ^{kl}	61% ^{kl}	46%	44%	45%	45%	50%	50% ^x	50% ^x	47%	39%	38%	46%	46%	45%	46% ^E	46%	35%	57% ^{CE}	44%	46%	
NET: Other	204	70	43	26	31	29	4	113	57	29	4	32	33	14	19	106	98	113	91	2	31	8	33	10	19	62	19	9	192	2	7	2	78	99	
	9%	23% ^{abcd}	12% ^{ef}	8% ^e	8% ^{ef}	4%	3%	17% ^{hij}	8% ^{ij}	4%	3%	27% ^{mn}	23% ^{mn}	4%	5%	10%	9%	9%	9%	3%	13% ^{su}	4% ^{AB}	17% ^{suwx}	6%	9%	21% ^{stuw}	6% ^{xAB}	5%	10% ^{DEF}	2%	4%	2%	9%	8%	
Muslim	103	39	24	17	15	7	-	64	32	7	-	19	17	6	1	57	45	58	45	1	16	4	27	3	3	39	8	1	100	-	2	-	42	46	
	5%	13% ^{bcd}	7% ^{ef}	5% ^{ef}	4% ^{ef}	1%	-	9% ^{hij}	4% ^{ij}	1%	-	15% ^{mn}	12% ^{mn}	2% ⁿ	*	5%	4%	5%	5%	1%	6% ^{lux}	2% ^{AB}	14% ^{stuw}	2% ^{xAB}	1%	13% ^{stuw}	3% ^{xAB}	*	5% ^{DEF}	-	1%	-	5%	4%	
Hindu	20	5	6	3	3	3	-	11	6	3	-	2	3	2	2	14	7	11	9	-	5	-	-	1	2	6	5	-	18	-	1	1	3	13	
	1%	2%	2%	1%	1%	*	-	2%	1%	*	-	1%	2%	*	1%	1%	1%	1%	1%	-	2%	-	-	*	1%	2%	2%	-	1%	-	1%	2%	*	1%	
Jewish	17	3	4	-	2	7	2	7	2	7	2	3	-	2	7	10	12	6	6	-	6	1	-	1	2	4	-	2	17	-	-	-	8	10	
	1%	1%	1%	-	*	1%	1% ^c	1%	*	1%	1%	2%	-	1%	2%	1%	1%	1%	1%	-	3% ^{sv}	1%	-	1%	1%	1%	-	1%	1%	-	-	-	-	1%	1%
Sikh	10	4	3	1	1	1	-	7	2	1	-	3	1	1	-	8	1	5	5	-	-	-	3	-	2	3	-	-	8	1	-	-	3	5	
	*	1% ^e	1%	*	*	*	-	1%	*	*	-	2% ^{mn}	1%	*	-	1% ^p	*	*	*	-	-	-	2% ^A	-	1%	1%	-	-	*	1%	-	-	*	*	
Buddhist	17	8	1	1	3	3	1	9	3	3	1	2	6	3	2	7	10	13	4	1	1	1	-	2	5	3	1	3	16	-	1	-	11	5	
	1%	2% ^{bce}	*	*	1%	*	1%	1%	*	*	1%	2%	4% ^{mn}	1%	*	1%	1%	1%	1%	1%	1%	1%	-	1%	3% ^A	1%	*	1%	1%	-	*	-	1%	*	
Other	37	11	5	4	7	7	1	16	12	7	1	4	6	1	8	12	25	15	22	1	3	2	3	3	5	7	5	4	31	1	4	1	11	20	
	2%	4% ^e	1%	1%	2%	1%	1%	2%	2%	1%	1%	4% ^m	4% ^m	*	2% ^m	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	3%	2%	2%	2%	1%	2%	1%	1%	2%	
None	973	137	200	185	174	233	44	337	359	233	44	51	68	140	137	462	511	536	438	41	88	77	67	84	107	87	141	94	786	51	110	26	382	535	
	44%	45% ^{ef}	55% ^{ade}	54% ^{ade}	46% ^{ef}	35%	29%	50% ^{ij}	50% ^{ij}	35%	29%	42%	49% ^{mn}	36%	33%	43%	45%	44%	45%	47% ^y	36%	43% ^y	35%	53% ^{tv}	51% ^{tv}	30%	47% ^{tv}	50% ^{tv}	43%	49%	60% ^{CF}	40%	46%	44%	
Prefer not to say	33	13	9	2	3	3	1	23	5	3	1	6	4	-	5	16	17	19	14	1	4	4	3	3	3	7	3	-	27	2	3	*	10	17	
	1%	4% ^{cde}	3% ^e	1%	1%	1%	1%	3% ^{hi}	1%	1%	1%	5% ^{mn}	3% ^m	-	1% ^m	1%	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	-	1%	2%	1%	1%	1%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 211
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Experience of suspicious texts/calls													None (m)
	Total	Total			Mobile						Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
Christian	992 45%	657 46%	265 49%	369 48%	580 44%	543 45%	517 45%	248 46%	171 44%	258 46%	261 57% abcde ghim	149 63% abcde ghim	196 56% acdefg him	336 44%
NET: Other	204 9%	139 10%	47 9%	87 11%	127 10%	121 10%	110 10%	67 12% m	40 10%	67 12% m	49 11%	21 9%	37 11%	64 8%
Muslim	103 5%	69 5%	23 4%	45 6%	63 5%	61 5%	54 5%	41 8% abdfm	20 5%	35 6%	26 6%	11 4%	16 5%	33 4%
Hindu	20 1%	10 1%	1 *	8 1%	10 1%	10 1%	10 1%	5 1%	1 *	8 1% b	2 *	1 *	1 *	10 1% b
Jewish	17 1%	15 1%	9 2% m	11 1% m	15 1%	13 1%	12 1%	4 1%	6 2% m	7 1%	8 2% m	7 3% adefgm	8 2% m	3 *
Sikh	10 *	5 *	1 *	3 *	5 *	4 *	4 *	4 1%	1 *	3 1%	1 *	- *	1 *	4 1%
Buddhist	17 1%	11 1%	4 1%	5 1%	11 1%	11 1%	11 1%	5 1%	4 1%	5 1%	2 1%	1 *	2 *	6 1%
Other	37 2%	28 2%	9 2%	15 2%	22 2%	21 2%	18 2%	8 1%	8 2%	9 2%	10 2%	2 1%	8 2%	9 1%
None	973 44%	618 43% jkl	213 40% jk	303 39% jk	580 44% cijkl	532 44% ijkl	496 44% ijkl	220 41% jkl	168 43% jkl	221 40% jk	145 32%	66 28%	116 33%	355 46% bcijkl
Prefer not to say	33 1%	21 1%	11 2% jl	11 1%	21 2%	17 1%	16 1%	5 1%	10 3% jl	10 2% jl	1 *	1 1%	1 *	12 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 212
Which of the following best describes where you live?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
NET: Urban	1782	264	326	292	303	481	116	590	595	481	116	108	123	297	298	894	887	997	785	70	224	137	176	115	148	286	242	132	1531	65	141	45	666	987	
	81%	87%def	89%def	86%ef	80%e	73%	76%	88%hij	83%ci	73%	76%	90%mn	88%mn	76%	72%	83%p	79%	82%	80%	80%	92%suw	76%	xAB	92%suw	72%	71%	98%stu	80%xB	70%	83%DF	63%	77%D	68%	80%	82%
Urban - Population over 10,000	963	188	174	141	167	242	50	362	308	242	50	78	88	152	141	504	458	568	395	30	122	66	103	47	60	245	89	61	823	27	88	24	365	527	
	44%	62%bcd	47%ef	41%	44%ef	37%	33%	54%hij	43%ij	37%	33%	65%mn	63%mn	39%	34%	47%p	41%	47%r	40%	35%	50%suw	37%	xAB	54%suw	30%	29%	84%stu	29%	32%	45%D	26%	48%D	37%	44%	44%
Town and Fringe	820	76	152	151	137	239	65	228	287	239	65	30	35	146	158	390	429	430	390	40	103	71	73	67	88	41	154	72	708	38	53	20	301	460	
	37%	25%	41%a	44%ade	36%a	36%a	43%a	34%	40%g	36%	43%g	25%	25%	37%kl	38%kl	36%	38%	35%	40%q	46%y	42%y	39%y	38%y	43%y	43%y	14%	51%luy	38%y	38%E	37%	29%	31%	36%	38%	
NET: Rural	420	40	41	49	75	178	36	81	125	178	36	13	17	96	118	182	238	223	197	17	19	43	16	43	59	4	59	56	317	39	42	21	169	222	
	19%	13%	11%	14%	20%ab	27%abc	24%abc	12%	17%g	27%gh	24%g	10%	12%	24%kl	28%kl	17%	21%o	18%	20%	20%	20%tv	8%y	24%tv	8%y	28%tv	29%tvA	2%	20%tv	30%tv	17%	37%CE	23%	32%C	20%	18%
Village	368	33	39	47	66	151	33	72	113	151	33	9	17	80	104	156	213	195	174	16	19	42	13	41	50	4	55	42	283	32	37	16	153	190	
	17%	11%	11%	14%	17%ab	23%abc	22%abc	11%	16%g	23%gh	22%g	8%	12%	20%k	25%kl	14%	19%o	16%	18%	19%tv	8%y	23%tv	7%y	26%tv	24%tv	2%	18%tv	22%tv	15%	31%CE	20%	25%C	18%	16%	
Hamlet & Isolated Dwelling	51	6	2	2	10	28	3	9	12	28	3	3	1	16	15	26	25	28	23	1	1	1	3	3	9	-	3	14	34	7	6	5	16	32	
	2%	2%	1%	1%	3%	4%bc	2%	1%	2%	4%gh	2%	3%	*	4%	4%	2%	2%	2%	2%	1%	*	1%	2%	2%	4%tuyA	-	1%	7%stuv	2%	6%C	3%	7%C	2%	3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 213
Which of the following best describes where you live?
Base: All respondents

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Total			Any mobile (d)	Mobile				Any landline (j)	Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)		SMS (f)	App (g)	Voice call (h)	Recorded message (i)		Voice call (k)	Recorded message (l)		
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
NET: Urban	1782	1164	427	624	1062	991	929	461	323	456	364	181	275	618
	81%	81%	80%	81%	81%	82%	82%	85%abijklm	83%	82%	80%	76%	79%	81%
Urban - Population over 10,000	963	636	251	344	578	540	510	265	191	251	210	106	152	326
	44%	44%	47%	45%	44%	44%	45%	49% ^m	49%	45%	46%	45%	43%	43%
Town and Fringe	820	528	176	280	484	451	420	196	133	206	154	75	123	292
	37%	37%	33%	36%	37%	37%	37%	36%	34%	37%	34%	32%	35%	38%
NET: Rural	420	271	109	146	246	223	210	79	67	100	93	56	75	149
	19%	19% ^g	20% ^g	19%	19%	18%	18%	15%	17%	18%	20% ^g	24% ^g	21% ^g	19% ^g
Village	368	236	92	129	216	196	186	71	59	90	80	47	66	132
	17%	16%	17%	17%	17%	16%	16%	13%	15%	16%	17%	20% ^g	19% ^g	17%
Hamlet & Isolated Dwelling	51	35	16	17	30	26	24	8	8	10	13	9	9	17
	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	4%	2%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 214
Please indicate which of the following best describes your current working status.
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032
NET: Working	1240	151	303	272	265	245	4	454	537	245	4	71	77	141	108	665	574	750	490	43	139	92	103	87	116	179	183	93	1036	59	105	40	492	645
	56%	50%ef	82%ade	80%ade	70%aef	37%f	2%	68%ij	75%gij	37%j	2%	58%mn	55%mn	36%n	26%	62%p	51%	61%r	50%	49%	57%	51%	54%	55%	56%	62%uB	61%uB	50%	56%	56%	57%	61%	59%H	53%
NET: Employed	1135	144	283	258	238	210	2	427	496	210	2	66	74	116	96	598	536	693	442	41	129	81	91	81	111	163	164	86	947	51	99	38	458	583
	52%	47%ef	77%ade	76%ade	63%aef	32%f	1%	64%ij	69%ij	32%j	1%	55%mn	53%mn	30%n	23%	56%p	48%	57%r	45%	47%	53%	45%	47%	51%	53%	56%uB	55%	46%	51%	49%	54%	57%	55%H	48%
Working full time - working 30 hours per week or more	918	105	247	220	194	151	1	352	414	151	1	52	53	95	56	538	380	583	335	31	110	60	70	64	84	145	129	68	762	42	81	34	375	464
	42%	34%ef	67%ade	65%ade	51%aef	23%f	*	52%ij	58%ij	23%j	*	43%mn	38%mn	24%n	13%	50%p	34%	48%r	34%	36%	45%u	33%	37%	40%	41%	50%suB	43%u	36%	41%	40%	44%	51%C	45%H	38%
Working part-time - working between 8 and 29 hours per week	217	39	36	38	44	59	1	75	82	59	1	14	21	21	40	60	157	110	107	9	19	21	21	18	26	18	35	18	185	10	18	4	83	119
	10%	13%f	10%f	11%f	12%f	9%f	1%	11%j	11%j	9%j	1%	12%mn	15%mn	5%	10%mn	6%	14%o	9%	11%	11%	8%	12%	11%	11%	13%y	6%	12%y	10%	10%	9%	10%	6%	10%	10%
NET: Self-employed	104	7	20	14	27	35	2	27	41	35	2	4	3	25	12	67	37	57	48	3	10	11	12	5	5	16	19	7	88	7	6	3	34	62
	5%	2%	5%f	4%	7%af	5%f	1%	4%	6%j	5%j	1%	3%	2%	6%n	3%	6%p	3%	5%	3%	3%	4%	6%	6%	3%	2%	6%	6%	4%	5%	7%	4%	4%	4%	5%
Self-employed - working 30 hours per week or more	59	4	15	7	18	15	-	19	25	15	-	3	1	13	2	46	13	30	29	2	3	8	9	3	3	7	13	4	52	4	3	1	19	37
	3%	1%	4%af	2%	5%aef	2%	-	3%	4%j	2%	-	2%	1%	3%n	1%	4%p	1%	2%	3%	2%	1%	5%t	5%	2%	1%	2%	4%t	2%	3%	4%	2%	2%	2%	3%
Self-employed - working between 8 and 29 hours per week	45	4	5	7	9	20	2	8	16	20	2	2	2	12	9	21	24	27	18	*	7	3	3	2	3	10	6	3	37	3	4	1	16	24
	2%	1%	1%	2%	2%	3%	1%	1%	2%	3%g	1%	1%	1%	3%	2%	2%	2%	2%	2%	*	3%	2%	1%	1%	1%	3%	2%	2%	2%	3%	2%	2%	2%	2%
NET: Not working	962	153	65	69	114	414	148	218	183	414	148	50	63	253	309	411	551	470	492	44	104	88	89	72	91	111	118	95	812	46	78	26	343	564
	44%	50%bcd	18%	20%	30%bc	63%abc	98%abc	32%hd	25%	63%gh	98%ghi	42%	65%	64%kl	74%klm	38%	49%o	39%	50%q	51%	43%	46%	49%yA	46%	45%	44%	38%	50%yA	44%	44%	43%	39%	41%	47%G
Not working but seeking work or temporarily unemployed or sick	87	12	19	20	16	20	-	31	36	20	-	3	7	13	6	47	40	20	68	4	7	7	11	7	13	8	14	6	78	4	4	1	32	49
	4%	4%f	5%f	6%ef	4%f	3%f	-	5%j	5%j	3%j	-	3%	5%n	3%	2%	4%	4%	2%	7%q	5%	3%	4%	6%	4%	6%	3%	5%	3%	4%	4%	2%	2%	4%	4%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 214
Please indicate which of the following best describes your current working status.
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Not working and not seeking work	108	4	13	14	40	37	-	17	54	37	-	1	1	15	21	52	56	10	97	3	12	8	13	6	13	7	14	6	81	8	14	4	21	84	
	5%	1%	3% ^f	4% ^a	10% ^{abce}	6% ^a	-	2%	8% ^g	6% ^g	-	1%	1%	4%	5%	5%	1%	10% ^q	4%	5%	4%	7%	4%	6% ^y	2%	5%	3%	4%	8%	8%	8%	4%	2%	7% ^G	
Student	146	134	8	*	3	-	-	142	4	-	-	46	53	-	-	69	77	109	36	6	16	12	15	10	10	31	17	12	130	1	11	4	81	48	
	7%	44% ^b	2% ^{ce}	*	1% ^e	-	-	21% ^{hij}	1%	-	-	38% ^{mn}	38% ^{mn}	-	-	6%	7%	9% ^r	4%	7%	6%	7%	8%	7%	5%	11% ^x	5%	6%	7% ^D	1%	6%	5%	10% ^H	4%	
Retired on a state pension only	123	-	-	-	-	80	43	-	-	80	43	-	-	44	80	44	80	32	92	4	16	7	7	5	17	19	15	10	100	6	15	2	30	83	
	6%	-	-	-	-	12% ^{abc}	29% ^{abcd}	-	-	12% ^{gh}	29% ^{ghi}	-	-	11% ^{kl}	19% ^{klm}	4%	7% ^o	3%	9% ^q	4%	6%	4%	3%	3%	8%	7%	5%	5%	5%	5%	8%	4%	4%	7% ^G	
Retired with a private pension	344	2	-	1	2	235	104	2	2	235	104	-	-	177	163	181	163	255	89	16	42	38	28	31	24	35	35	41	291	19	24	10	124	208	
	16%	1%	-	*	*	36% ^{abc}	69% ^{abcd}	*	*	36% ^{gh}	69% ^{ghi}	-	-	45% ^{kl}	39% ^{kl}	17%	14%	21% ^r	9%	19%	17%	21% ^{xy}	14%	19%	12%	12%	12%	22% ^{xy}	16%	18%	13%	16%	15%	17%	
House person, housewife, househusband, etc.	154	1	25	34	53	42	-	26	87	42	-	-	1	3	39	18	136	44	111	10	11	16	16	12	13	11	24	20	132	9	10	4	55	92	
	7%	*	7% ^a	10% ^a	14% ^{abef}	6% ^a	-	4% ^j	12% ^{gij}	6% ^j	-	-	1%	1%	9% ^{klm}	2%	12% ^o	4%	11% ^q	12% ^{ty}	4%	9% ^y	9%	8%	6%	4%	8% ^y	10% ^{ty}	7%	8%	5%	6%	7%	8%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 215
Please indicate which of the following best describes your current working status.
Base: All respondents

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
NET: Working	1240	826	287	433	787	739	691	377	246	352	197	90	146	414
	56%	58% ^{ijkl}	53% ^{ijkl}	56% ^{ijkl}	60% ^{bjklm}	61% ^{bjklm}	61% ^{bjklm}	70% ^{abcdef ijklm}	63% ^{bcjklm}	63% ^{abcjklm}	43%	38%	42%	54% ^{ijkl}
NET: Employed	1135	751	241	389	719	680	634	349	211	322	169	73	124	384
	52%	52% ^{bjkl}	45% ^{ijkl}	50% ^{ijkl}	55% ^{bjkl}	56% ^{bcjklm}	56% ^{bcjklm}	65% ^{abcdef hijklm}	54% ^{bjkl}	58% ^{abcjklm}	37%	31%	35%	50% ^{ijkl}
Working full time - working 30 hours per week or more	918	610	195	314	586	558	520	296	175	267	134	56	94	309
	42%	42% ^{bjkl}	36% ^{ijkl}	41% ^{ijkl}	45% ^{bjkl}	46% ^{bcjklm}	46% ^{bcjklm}	55% ^{abcdef hijklm}	45% ^{bjkl}	48% ^{abcjklm}	29%	23%	27%	40% ^{ijkl}
Working part-time - working between 8 and 29 hours per week	217	141	46	75	133	121	114	54	36	55	35	18	29	76
	10%	10%	9%	10%	10%	10%	10%	10%	9%	10%	8%	7%	8%	10%
NET: Self-employed	104	75	46	44	68	59	57	27	36	30	28	17	22	29
	5%	5%	9% ^{adefgm}	6%	5%	5%	5%	5%	9% ^{adefgm}	5%	6%	7%	6%	4%
Self-employed - working 30 hours per week or more	59	46	30	26	44	38	37	21	25	18	17	9	13	14
	3%	3%	6% ^{adefm}	3%	3%	3%	3%	4% ^m	6% ^{acdefim}	3%	4%	4%	4%	2%
Self-employed - working between 8 and 29 hours per week	45	29	16	18	24	21	20	6	10	11	11	8	9	16
	2%	2%	3%	2%	2%	2%	2%	1%	3%	2%	2%	3%	3%	2%
NET: Not working	962	609	249	338	522	474	448	164	144	204	260	147	204	353
	44%	42% ^{gi}	47% ^{defghi}	44% ^{ghi}	40% ^g	39% ^g	33% ^g	30%	37%	37% ^g	57% ^{abcdef ghim}	62% ^{abcdef ghim}	58% ^{abcdef ghim}	46% ^{defghim}
Not working but seeking work or temporarily unemployed or sick	87	49	16	22	43	41	38	18	13	15	12	5	9	39
	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	5% ⁱ

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 215
 Please indicate which of the following best describes your current working status.
 Base: All respondents

	Experience of suspicious texts/calls													None (m)
	Total	Total			Mobile					Landline				
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)		
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Not working and not seeking work	108 5%	54 4%	20 4%	27 4%	51 4%	45 4%	38 3%	23 4%	18 5%	18 3%	18 4%	8 3%	15 4%	53 7% <i>abcdefij</i>
Student	146 7%	106 7% <i>k</i>	30 6%	46 6% <i>k</i>	97 7% <i>k</i>	90 7% <i>k</i>	83 7% <i>k</i>	40 7% <i>k</i>	28 7% <i>k</i>	34 6% <i>k</i>	21 5%	6 2%	19 5%	40 5%
Retired on a state pension only	123 6%	73 5%	33 6%	43 6%	60 5%	50 4%	49 4%	19 4%	14 4%	26 5%	43 9% <i>acdefgh</i>	27 11% <i>abcdefghim</i>	29 8% <i>defghi</i>	50 7% <i>eg</i>
Retired with a private pension	344 16%	239 17% <i>gh</i>	120 22% <i>adefghim</i>	152 20% <i>defghim</i>	185 14% <i>g</i>	166 14% <i>g</i>	158 14% <i>g</i>	35 6%	45 12% <i>g</i>	76 14% <i>g</i>	144 32% <i>abcdefghim</i>	93 39% <i>abcdefghim</i>	113 32% <i>abcdefghim</i>	105 14% <i>g</i>
House person, housewife, househusband, etc.	154 7%	88 6%	30 6%	47 6%	85 7%	82 7%	81 7%	29 5%	26 7%	35 6%	21 5%	8 3%	19 5%	66 9% <i>sagjk</i>

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 216
Do you work in any of the following occupations?
Base: All respondents who work

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)			
Unweighted base	1299	142	277	295	289	290	419	584	290	70	69	171	124	709	588	761	538	46	136	97	86	76	117	174	195	101	1028	76	108	87	493	707			
Weighted base	1240	151	303	272	265	245	454	537	245	71	77	141	108	665	574	750	490	43*	139	92	103	87	116	179	183	93	1036	59	105	92	492	645			
Effective base	1086	115	237	246	248	248	351	494	248	54	58	144	107	603	483	642	445	39	117	85	75	62	96	148	172	89	876	66	94	77	422	578			
NET: Public Sector	391	65	94	81	82	70	159	162	70	28	36	32	37	184	206	264	127	20	39	27	40	27	42	60	37	27	319	19	37	16	165	181			
	32%	43% ^{bcd}	31%	30%	31%	28%	35%	30%	28%	40% ^m	46% ^m	23%	35% ^m	28%	36% ^o	35% ^r	26%	46% ^{tA}	28%	29%	39% ^A	31%	36% ^A	33% ^A	20%	29%	31%	33%	35%	39%	34%	28%			
A nationalised industry/state corporation	38	9	11	8	6	4	20	14	4	6	3	4	-	25	13	20	18	1	2	3	5	2	8	8	-	5	33	3	2	1	16	17			
	3%	6% ^e	4%	3%	2%	2%	4%	3%	2%	9% ⁿ	3%	3%	-	4%	2%	3%	4%	2%	1%	3% ^A	5% ^A	2%	7% ^{tA}	4% ^A	-	5% ^A	3%	5%	2%	2%	3%	3%			
Central government or civil service (including Courts service and Bank of England)	54	8	17	9	14	7	25	22	7	4	4	2	5	33	21	45	9	2	2	7	11	2	1	15	3	1	44	2	5	3	19	27			
	4%	5%	6%	3%	5%	3%	6%	4%	3%	6%	5%	2%	4%	5%	4%	6% ^r	2%	6%	1%	8% ^{txA}	11% ^{twxA}	2%	1%	8% ^{txAB}	1%	1%	4%	4%	5%	7%	4%	4%			
Local government or council (including fire services, police and local authority controlled schools/colleges)	142	11	24	37	40	30	35	77	30	6	5	13	17	63	79	97	45	6	20	8	12	6	18	16	19	12	117	8	13	5	58	74			
	11%	7%	8%	14% ^b	15% ^{ab}	12%	8%	14% ^g	12%	8%	7%	9%	16%	9%	14% ^o	13%	9%	13%	14%	9%	12%	7%	16%	9%	10%	12%	11%	13%	12%	12%	12%	11%			
A university, or other grant funded establishment (include opted-out schools)	45	8	13	7	7	10	21	13	10	3	5	2	8	19	26	33	12	2	8	1	2	4	6	7	4	3	37	2	3	2	21	20			
	4%	5%	4%	2%	3%	4%	5%	3%	4%	4%	6%	2%	7% ^m	3%	4%	4%	2%	4%	6%	1%	2%	5%	5%	4%	2%	4%	4%	3%	3%	6%	4%	3%			
A health authority or NHS Trust	87	24	25	15	9	14	49	24	14	8	17	8	6	31	56	56	31	6	7	6	8	10	5	9	9	6	65	4	14	5	37	38			
	7%	16% ^{bcd}	8% ^d	6%	3%	6%	11% ^{hi}	4%	6%	11%	22% ^{mn}	6%	6%	5%	10% ^o	7%	6%	13%	5%	6%	7%	11%	4%	5%	5%	7%	6%	7%	13% ^C	12%	8%	6%			
The armed forces	1	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-			
	*	-	-	-	*	-	-	*	-	-	-	-	-	*	-	-	*	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-			
Other public sector occupation (Please specify as much detail as possible)	24	4	4	5	6	5	8	11	5	2	2	3	2	12	11	13	11	4	1	2	2	3	3	5	2	1	23	1	-	-	15	7			
	2%	3%	1%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	9% ^{tAB}	*	2%	2%	4%	3%	3%	1%	1%	2%	1%	-	-	3% ^H	1%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 216
Do you work in any of the following occupations?
Base: All respondents who work

	Age 1					Age 2			Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North of Ireland (F)	Apple / iPhone (G)	Other (H)
Weighted base	1240	151	303	272	265	245	454	537	245	71	77	141	108	665	574	750	490	43*	139	92	103	87	116	179	183	93	1036	59	105	40	492	645
NET: Private Sector	849	86	208	192	183	176	294	375	176	42	109	70	481	367	485	363	23	101	65	63	60	74	120	146	66	717	39	68	25	327	464	
	68%	57%	69%a	70%a	69%a	72%a	65%	70%	72%	60%	54%	77%kin	65%	72%p	64%	65%	74%q	54%	72% ^s	71%	61%	69%	64%	67%	80%svx	71%	69%	67%	65%	61%	66%	72%
A charity, voluntary organisation or trust	51	5	12	7	16	10	17	23	10	4	1	6	4	22	29	35	15	1	6	5	1	4	1	7	10	4	39	3	6	3	21	30
	4%	3%	4%	3%	6%	4%	4%	4%	5%	2%	4%	4%	3%	5%	5%	3%	3%	4%	5%	1%	5%	1%	3%	5% ^x	5%	4%	5%	5%	6%	7%	4%	5%
Self-employed (Private sector)	128	12	26	20	29	41	38	48	41	7	4	27	15	83	45	74	54	5	12	13	12	8	6	23	23	9	111	7	8	3	48	70
	10%	8%	9%	7%	11%	17%abc	8%	9%	17%gh	10%	5%	19%l	14%	13%p	8%	10%	11%	12%	9%	14% ^x	12%	9%	5%	13% ^x	12% ^x	10%	11%	12%	7%	7%	10%	11%
None of the above/ I work in the Private sector	670	70	170	165	139	125	240	303	125	31	36	76	51	375	294	376	294	16	83	48	49	48	68	90	114	52	567	30	54	19	259	364
	54%	46%	56%	61%ae	52%	51%	53%	57%	51%	44%	47%	54%	47%	56%	51%	50%	60%q	38%	59% ^s	52%	48%	55%	58% ^s	50%	62%svy	56%	55%	51%	51%	48%	53%	56%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 217
Do you work in any of the following occupations?
Base: All respondents who work

	Experience of suspicious texts/calls													
	Total	Total			Mobile					Landline			None (m)	
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)		Recorded message (l)
Unweighted base	1299	859	294	444	815	761	714	381	249	355	199	91	152	440
Weighted base	1240	826	287	433	787	739	691	377	246	352	197	90	146	414
Effective base	1086	715	235	375	679	633	592	321	197	302	163	72	129	371
NET: Public Sector	391	260	85	142	244	231	215	113	73	112	64	26	51	131
	32%	31%	30%	33%	31%	31%	31%	30%	30%	32%	33%	29%	35%	32%
A nationalised industry/state corporation	38	22	11	15	19	17	16	14	10	10	9	2	7	16
	3%	3%	4%	3%	2%	2%	2%	4%	4%	3%	5%	3%	5%	4%
Central government or civil service (including Courts service and Bank of England)	54	33	6	22	30	29	29	13	5	16	11	1	11	21
	4%	4%	2%	5%	4%	4%	4%	3%	2%	5%	6%	1%	8%bh	5%
Local government or council (including fire services, police and local authority controlled schools/colleges)	142	93	28	44	89	85	78	37	24	34	21	10	17	48
	11%	11%	10%	10%	11%	12%	11%	10%	10%	10%	11%	11%	12%	12%
A university, or other grant funded establishment (include opted-out schools)	45	31	14	18	30	28	26	10	12	14	6	3	5	14
	4%	4%	5%	4%	4%	4%	4%	3%	5%	4%	3%	3%	4%	3%
A health authority or NHS Trust	87	64	17	36	60	54	52	33	14	32	14	7	10	23
	7%	8%	6%	8%	8%	7%	7%	9%	6%	9%	7%	8%	7%	6%
The armed forces	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	-	-	-	-	-	-	-	-	-	-	*
Other public sector occupation (Please specify as much detail as possible)	24	16	8	7	16	16	14	6	7	7	2	2	-	7
	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	1%	3%	-	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 217
Do you work in any of the following occupations?
 Base: All respondents who work

	Experience of suspicious texts/calls													
	Total	Total			Mobile					Landline			None (m)	
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)		Recorded message (l)
Weighted base	1240	826	287	433	787	739	691	377	246	352	197	90	146	414
NET: Private Sector	849 68%	566 69%	202 70%	291 67%	543 69%	508 69%	477 69%	264 70%	173 70%	241 68%	133 67%	64 71%	95 65%	283 68%
A charity, voluntary organisation or trust	51 4%	41 5% ^m	13 5%	18 4%	41 5% ^m	37 5% ^m	34 5% ^m	22 6% ^m	13 5%	15 4%	11 6% ^m	6 7% ^m	8 5%	10 2%
Self-employed (Private sector)	128 10%	94 11%	51 18% ^{adefgm}	56 13% ^m	83 11%	75 10%	72 10%	42 11%	42 17% ^{adefm}	42 12%	34 17% ^{adefm}	17 19% ^{defm}	25 17% ^{defm}	34 8%
None of the above/ I work in the Private sector	670 54%	431 52% ^l	137 48%	216 50%	419 53% ^{jl}	397 54% ^{jl}	370 54% ^{jl}	199 53% ^l	119 48%	184 52%	88 44%	40 45%	62 42%	239 58% ^{bchjkl}

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 218
Do you have any children aged 18 or under? If so, how old are they?
 Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
No children aged 18 or under	1509	242	222	106	199	589	151	464	305	589	151	94	120	353	386	721	787	830	680	69%	55	172	136	121	112	138	194	211	125	1264	69	129	47	562	856
	69%	80%bcd	60%c	31%	53%cd	89%abde	100%abc	69%h	42%	89%gh	100%ghi	78%	86%	90%k	93%kl	67%	70%	68%	69%	63%	71%	76%sv	63%	71%	67%	67%	70%	68%	66%	70%	71%	71%	67%	71%	
NET: Yes	672	54	138	234	178	69	-	192	411	69	-	23	18	39	30	342	330	379	293	32	72	42	70	46	62	90	89	63	565	36	53	19	263	347	
	31%	18%ef	37%aef	68%abdef	47%abef	11%f	-	29%ij	57%gij	11%j	-	19%mn	13%	10%	7%	32%	29%	31%	30%	36%u	29%	23%	37%u	29%	30%	31%	30%	33%u	31%	34%	29%	28%	32%	29%	
NET: Any 5-18	573	35	96	212	172	68	-	121	384	68	-	13	9	39	29	281	291	309	264	30	59	37	55	40	48	76	74	58	478	31	48	16	224	297	
	26%	11%f	23%aef	62%abdef	46%abef	10%f	-	18%ij	53%gij	10%j	-	11%	6%	10%	7%	26%	26%	25%	27%	35%u	24%	21%	29%	25%	23%	26%	25%	31%u	26%	29%	26%	27%	25%		
NET: Any 11-18	429	27	47	133	154	67	-	75	287	67	-	8	7	38	29	209	221	237	192	24	42	30	34	30	36	63	53	45	356	22	37	14	161	224	
	19%	9%f	13%f	39%abe	41%abef	10%f	-	11%j	40%gij	10%j	-	7%	5%	10%	7%	19%	20%	19%	20%	27%	24%	17%	18%	19%	17%	22%	18%	24%	19%	21%	20%	22%	19%	19%	
Yes - children aged under 5 years old	176	21	88	57	8	1	-	109	65	1	-	10	12	-	1	95	81	101	75	4	21	10	24	12	19	25	27	12	155	7	10	3	67	87	
	8%	7%def	24%acd	17%adef	2%e	*	-	16%hij	9%ij	*	-	8%mn	8%mn	-	*	9%	7%	8%	8%	5%	9%	6%	12%u	8%	9%	8%	9%	6%	8%	7%	6%	5%	8%	7%	
Yes - children aged 5 to 10 years old	272	17	71	140	37	7	-	88	177	7	-	8	3	2	5	139	132	130	141	13	26	16	29	24	19	40	38	27	232	17	17	5	113	139	
	12%	5%ef	19%ade	41%abdef	10%ef	1%	-	13%ij	25%gij	1%	-	6%mn	2%	1%	1%	13%	12%	11%	14%q	14%	11%	9%	15%	15%	9%	14%	13%	14%	13%	16%	9%	8%	13%	11%	
Yes - children aged 11 to 15 years old	286	17	35	110	96	28	-	52	206	28	-	6	4	21	7	148	138	148	138	14	29	20	21	20	23	36	38	31	232	19	25	10	106	154	
	13%	6%f	10%ef	32%abe	25%abef	4%f	-	8%ij	29%gij	4%j	-	5%n	3%	5%n	2%	14%	12%	12%	14%	16%	12%	11%	11%	13%	11%	12%	13%	16%	13%	18%	14%	15%	13%	13%	
Yes - children aged 16 to 18 years old	242	17	18	62	96	50	-	35	158	50	-	2	6	26	23	102	140	136	106	9	22	19	22	14	27	40	27	23	203	9	21	9	93	126	
	11%	5%f	5%f	18%abe	25%abce	8%f	-	5%j	22%gij	8%j	-	2%	4%	7%	6%	10%	12%o	11%	11%	11%	9%	10%	12%	9%	13%	14%	9%	12%	11%	9%	11%	14%	11%	10%	
Refused	21	8	8	2	2	1	-	16	4	1	-	4	2	1	-	13	8	12	9	1	-	1	1	-	7	7	1	-	18	*	2	*	10	6	
	1%	3%de	2%e	1%	*	*	-	2%hi	*	*	-	3%mn	1%	*	-	1%	1%	1%	1%	1%	-	1%	-	-	3%twAB	2%tA	*	-	1%	*	1%	*	1%	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 219
Do you have any children aged 18 or under? If so, how old are they?
 Base: All respondents

	Experience of suspicious texts/calls													None (m)
	Total	Total			Mobile					Landline				
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
No children aged 18 or under	1509 69%	995 69%g	394 73%defgim	535 69%g	882 67%	810 67%	761 67%	341 63%	263 67%	365 66%	358 78%acdefg him	199 84%abcdef ghim	273 78%acdefg him	514 67%
NET: Yes	672 31%	432 30%jkl	140 26%k	232 30%jkl	418 32%bjkl	397 33%bjkl	373 33%bjkl	198 37%abcjkl	125 32%jkl	188 34%bjkl	98 21%	38 16%	76 22%	240 31%jkl
NET: Any 5-18	573 26%	366 26%jkl	114 21%k	197 26%jkl	356 27%bjkl	340 28%bjkl	318 28%bjkl	170 32%abcjkl	103 26%jkl	160 29%bjkl	86 19%	32 13%	68 19%	207 27%bjkl
NET: Any 11-18	429 19%	274 19%k	82 15%k	142 18%k	265 20%bjk	256 21%bjk	239 21%bjk	125 23%bjkl	71 18%k	109 20%k	69 15%	22 9%	59 17%k	155 20%bjk
Yes - children aged under 5 years old	176 8%	110 8%k	40 7%k	66 9%jk	104 8%jk	94 8%k	89 8%k	51 10%jkl	35 9%jk	57 10%jkl	22 5%	7 3%	18 5%	65 9%jk
Yes - children aged 5 to 10 years old	272 12%	180 13%k	58 11%k	105 14%jk	176 13%jkl	165 14%jkl	152 13%jk	99 18%abcdef jklm	57 15%jkl	90 16%bjklm	41 9%	13 6%	32 9%	91 12%k
Yes - children aged 11 to 15 years old	286 13%	179 12%k	57 11%k	92 12%k	174 13%jkl	168 14%jkl	155 14%jkl	86 16%bjkl	49 13%k	74 13%k	41 9%	13 6%	32 9%	108 14%jkl
Yes - children aged 16 to 18 years old	242 11%	160 11%	49 9%	85 11%	154 12%	148 12%k	143 13%k	67 12%k	41 10%	61 11%	47 10%	17 7%	42 12%	83 11%
Refused	21 1%	8 1%	2 *	4 *	8 1%	6 1%	5 *	2 *	2 1%	3 1%	1 *	1 *	1 *	12 2%acdefg

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 220
Which of the following ITV regions do you live in?
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple (G)	Other (H)		
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256		
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209		
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032		
Anglia	225	23	48	43	37	63	12	70	80	63	12	10	11	35	40	111	113	106	119	3	-	-	-	23	178	*	18	1	225	-	-	-	82	135		
	10%	7%	13%a	13%	10%	10%	8%	10%	11%	10%	8%	8%	8%	9%	9%	10%	10%	9%	12%q	4%tuvy	-	-	-	15%stuvyAB	86%stuvwyAB	*	6%tuvyB	*	12%DEF	-	-	-	10%	11%		
Border	26	2	1	2	7	10	3	3	9	10	3	1	1	5	9	11	15	11	14	-	-	-	-	-	-	-	-	-	12	-	14	-	6	14		
	1%	1%	*	1%	2%	2%	2%	*	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	-	-	-	-	-	-	-	-	-	1%	-	7%CDF	-	1%	1%		
Central	253	34	61	41	32	70	16	94	73	70	16	15	13	42	45	120	133	149	105	-	-	1	150	93	1	-	2	4	251	-	3	-	98	134		
	12%	11%	16%de	12%	8%	11%	11%	14%h	10%	11%	11%	12%	9%	11%	11%	12%	12%	11%	11%	-	-	1	78%stuwxyAB	59%stuxyAB	*	-	1%	2%	14%DEF	-	1%	-	12%	11%		
Granada	220	19	42	30	31	74	23	61	61	74	23	9	7	51	46	119	100	122	98	-	-	1	1	1	-	-	-	-	216	2	1	1	68	138		
	10%	6%	12%a	9%	8%	11%a	15%ad	9%	9%	11%	15%gh	8%	5%	13%l	46	11%	9%	10%	10%	-	-	88%suuvxyAB	1	1%	1%	-	-	-	12%DEF	2%	1%	1%	8%	11%G		
London	417	94	73	55	76	100	19	168	131	100	19	33	48	62	57	221	197	226	192	1	2	1	10	4	25	290	78	4	414	-	3	-	174	202		
	19%	31%bcdef	20%	16%	20%	15%	13%	25%hij	18%	15%	13%	27%kmn	34%mn	16%	14%	21%	17%	18%	20%	1%	1%	1%	5%tu	2%	12%stuvwx	100%stuvwxAB	26%stuvwx	2%	22%DEF	-	2%	-	21%H	17%		
Meridian	233	23	39	33	44	71	23	62	77	71	23	7	12	44	49	105	128	126	107	-	2	2	1	2	1	-	202	23	233	-	-	-	96	126		
	11%	8%	11%	10%	12%	11%	15%a	9%	11%	11%	15%	6%	9%	11%	12%	10%	11%	10%	11%	-	1%	1%	1	2	1	-	67%stuvwx	12%stuvwx	13%DEF	-	-	-	12%	10%		
STV	163	16	23	27	37	51	9	39	65	51	9	6	6	33	27	89	73	88	75	-	-	-	-	-	-	-	-	-	-	163	-	66	87			
	7%	5%	6%	8%	10%a	8%	6%	6%	9%g	8%	6%	5%	4%	8%	7%	8%	7%	7%	8%	-	-	-	-	-	-	-	-	-	-	89%CDF	-	8%	7%			
Tyne Tees	87	11	5	16	23	25	7	16	39	25	7	5	5	17	16	37	50	52	35	83	-	4	-	-	-	-	-	87	-	-	-	28	53			
	4%	3%	1%	5%b	6%b	5%b	2%	5%g	4%	5%	4%	3%	4%	4%	4%	3%	4%	4%	4%	4%	95%stuvxyAB	-	2%tyA	-	-	-	-	5%DEF	-	-	-	3%	4%			
Wales	100	10	10	16	20	36	9	20	36	36	9	3	5	22	23	51	50	53	47	-	-	-	-	-	-	-	-	-	100	-	-	37	58			
	5%	3%	3%	5%	5%	6%	3%	5%	5%g	5%g	6%	3%	3%	6%	5%	5%	4%	4%	5%	-	-	-	-	-	-	-	-	-	96%CEF	-	-	4%	5%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 220
Which of the following ITV regions do you live in?
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation			Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
West	95	28	13	18	10	24	1	41	29	24	1	13	14	12	13	42	53	67	27	-	13	-	27	-	-	-	-	54	94	1	-	-	40	45
	4%	9% bdef	4%	5% f	3%	4%	1%	6% j	4%	4%	1%	11% mn	10% mn	3%	3%	4%	5%	6% r	3%	-	5% suwx yA	-	14% stuw xyA	-	-	-	-	29% stuv wxyA	5% DEF	1%	-	-	5%	4%
Westcountry	105	10	21	15	13	37	9	31	28	37	9	4	4	22	25	51	54	57	48	-	-	-	1	-	-	-	-	103	103	2	-	-	46	55
	5%	3%	6%	4%	3%	6%	6%	5%	4%	6%	6%	3%	3%	5%	6%	5%	5%	5%	5%	-	-	-	*	-	-	-	-	55% stuv wxyA	6% EF	2%	-	-	6%	5%
Yorkshire	213	30	25	28	34	77	18	55	62	77	18	14	9	39	56	91	122	123	90	-	2	171	2	35	3	-	-	-	213	-	-	-	72	126
	10%	10%	7%	8%	9%	12% b	12%	8%	9%	12%	12%	12%	7%	10%	13%	8%	11%	10%	9%	-	1%	95% stvw xyAB	1%	22% stvx yAB	1%	-	-	-	12% DEF	-	-	-	9%	10%
UTV	65	4	7	16	15	21	2	11	31	21	2	*	4	11	12	28	37	41	25	-	-	-	-	-	-	-	-	-	-	-	-	65	22	37
	3%	1%	2%	5% ab	4%	3%	2%	2%	4% g	3%	2%	*	3%	3%	3%	3%	3%	3%	2%	-	-	-	-	-	-	-	-	-	-	-	-	99% CDE	3%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 221
Which of the following ITV regions do you live in?
Base: All respondents

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			None (m)
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
Anglia	225 10%	145 10%	50 9%	83 11%	128 10%	116 10%	113 10%	50 9%	37 10%	56 10%	52 11%	21 9%	46 13%	79 10%
Border	26 1%	13 1%	7 1%	5 1%	13 1%	11 1%	9 1%	5 1%	5 1%	4 1%	3 1%	3 1%	2 1%	12 2%
Central	253 12%	165 11%	70 13%	94 12%	147 11%	133 11%	125 11%	59 11%	51 13%	69 12%	50 11%	28 12%	36 10%	89 12%
Granada	220 10%	148 10%	63 12%	81 11%	143 11%	133 11%	131 11%	57 11%	46 12%	63 11%	46 10%	31 13%	28 8%	71 9%
London	417 19%	287 20%	97 18%	154 20%	264 20%	253 21%	229 20%	135 25% m	76 19%	112 20%	98 21%	35 15%	79 22% k	130 17%
Meridian	233 11%	141 10%	49 9%	76 10%	127 10%	122 10%	115 10%	50 9%	35 9%	55 10%	45 10%	26 11%	37 11%	92 12%
STV	163 7%	100 7%	32 6%	48 6%	94 7%	81 7%	76 7%	38 7%	27 7%	35 6%	31 7%	13 6%	25 7%	63 8%
Tyne Tees	87 4%	48 3%	21 4%	26 3%	38 3%	34 3%	31 3%	16 3%	15 4%	13 2%	22 5%	10 4%	16 5%	39 5% defi
Wales	100 5%	65 5%	23 4%	28 4%	60 5%	53 4%	49 4%	27 5%	15 4%	23 4%	14 3%	13 6%	8 2%	35 5%
West	95 4%	77 5% m	33 6% m	47 6% m	66 5% m	62 5% m	58 5% m	28 5% m	26 7% m	30 5% m	30 7% m	16 7% m	23 6% m	17 2%
Westcountry	105 5%	62 4%	22 4%	36 5%	59 5%	58 5%	54 5%	20 4%	15 4%	27 5%	16 3%	9 4%	13 4%	43 6%
Yorkshire	213 10%	136 9%	52 10%	75 10%	124 9%	117 10%	110 10%	38 7%	31 8%	55 10%	44 10%	28 12% g	32 9%	77 10%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 221
Which of the following ITV regions do you live in?
Base: All respondents

	Experience of suspicious texts/calls													None (m)
	Total	Total			Mobile					Landline			None (m)	
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)		
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
UTV	65 3%	47 3%	15 3%	15 2%	44 3%	41 3%	39 3%	18 3%	11 3%	12 2%	8 2%	4 2%	6 2%	18 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 222
Marital Status
Base: All respondents

	Age 1						Age 2					Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
Single	686	250	152	98	88	93	6	402	185	93	6	97	117	53	45	347	338	366	320	26	67	48	71	51	52	135	91	45	586	24	56	20	281	346	
	31%	82%abcd	41%cd	29%ef	23%ef	14%f	4%	60%hij	26%ij	14%j	4%	80%mn	83%mn	14%	11%	32%	30%	30%	33%	30%	27%	27%	37%xB	32%	25%	46%stuwxAB	30%	24%	32%	23%	30%	31%	34%H	29%	
NET: Married/ Civil partnership/ co habiting	1261	48	206	232	251	434	91	253	483	434	91	20	21	277	247	640	622	720	541	49	147	107	96	94	125	131	183	113	1044	74	106	38	467	704	
	57%	16%	56%a	68%ab	66%ab	66%ab	60%a	38%	67%g	66%g	60%g	17%	15%	71%kl	59%kl	59%	55%	59%	55%	55%	60%y	59%y	50%	59%y	60%y	45%	61%vy	60%y	56%	71%CEF	58%	57%	56%	58%	
Married	957	34	105	165	193	377	84	139	357	377	84	17	12	244	217	508	450	549	408	34	104	81	77	65	88	105	136	90	781	60	82	33	355	537	
	43%	11%	29%a	48%ab	51%ab	57%abc	56%ab	21%	50%g	57%gh	56%g	14%	8%	62%kl	52%kl	47%p	40%	45%	42%	38%	43%	45%	40%	41%	42%	36%	40%	45%y	48%y	42%	58%CE	45%	50%	43%	44%
Civil Partnership	26	1	13	2	4	5	-	14	7	5	-	-	1	2	3	16	10	13	13	1	3	-	4	1	5	6	2	1	24	2	-	-	8	14	
	1%	*	4%acef	1%	1%	1%	-	2%	1%	1%	-	-	1%	*	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	2%	2%	1%	1%	1%	2%	-	-	1%	1%	
Co Habiting	278	12	88	65	54	52	6	100	119	52	6	3	9	32	27	116	162	158	121	14	40	25	14	27	32	20	44	22	239	12	24	4	104	154	
	13%	4%	24%ade	19%ae	14%ae	8%a	4%	15%ij	17%ij	8%	4%	2%	6%	8%k	6%	11%	14%o	13%	12%	16%vy	16%vy	14%y	7%	17%vy	15%vy	7%	15%vy	12%	13%F	11%	13%	6%	12%	13%	
NET: Widowed/ separated/ divorced	238	-	5	10	39	129	54	5	49	129	54	-	-	61	122	82	156	122	115	12	28	25	22	13	27	22	27	27	202	6	20	8	78	154	
	11%	-	1%	3%a	10%abc	20%abc	36%abcd	1%	7%g	20%gh	36%ghi	-	-	16%kl	29%klm	8%	14%o	10%	12%	14%	11%	14%	11%	8%	13%	8%	9%	14%y	11%	6%	11%	13%	9%	13%G	
Widowed	84	-	4	1	7	40	32	4	7	40	32	-	-	20	52	23	62	45	39	5	9	11	7	8	5	10	8	9	72	2	8	2	27	54	
	4%	-	1%	*	2%a	6%abc	21%abcd	1%	1%	6%gh	21%ghi	-	-	5%kl	13%klm	2%	5%o	4%	4%	6%	4%	6%	4%	5%	2%	3%	3%	5%	4%	2%	4%	2%	3%	4%	
Separated	26	-	-	8	5	13	1	-	13	13	1	-	-	6	8	13	14	14	12	-	4	3	3	-	4	2	3	4	23	2	1	1	10	15	
	1%	-	-	2%ab	1%b	2%ab	1%	-	2%g	2%g	1%g	-	-	1%	2%	1%	1%	1%	1%	-	2%	1%	2%	-	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	
Divorced	127	-	1	28	77	21	1	29	77	21	-	-	36	62	46	81	63	65	7	14	11	11	5	18	11	16	15	107	3	11	6	40	85		
	6%	-	*	7%abc	12%abc	14%abcd	*	4%g	12%gh	14%gh	-	-	9%kl	15%klm	4%	7%o	5%	7%	8%	6%	6%	6%	3%	8%y	4%	5%	8%	6%	3%	6%	9%D	5%	7%		
Prefer not to answer	17	7	5	1	1	4	-	11	2	4	-	4	2	1	2	7	10	12	6	1	2	-	3	-	4	3	-	3	16	-	2	-	9	5	
	1%	2%de	1%	*	*	1%	-	2%h	*	1%	-	3%mn	1%	*	1%	1%	1%	1%	1%	1%	1%	-	2%A	-	2%A	1%	-	2%A	1%	-	1%	-	1%	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 223
Marital Status
Base: All respondents

	Experience of suspicious texts/calls													
	Total	Total			Mobile						Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
Single	686	457	161	222	426	393	369	197	142	171	121	50	88	229
	31%	32% ^{ijkl}	30% ^k	29% ^k	33% ^{ijkl}	32% ^{ijkl}	32% ^{ijkl}	37% ^{bcjklm}	36% ^{cjklm}	31% ^k	26%	21%	25%	30% ^k
NET: Married/ Civil partnership/ co habiting	1261	817	321	461	740	687	643	294	215	331	269	154	207	444
	57%	57%	60%	60%	57%	57%	56%	54%	55%	60%	59%	65% ^{adefgh}	59%	58%
Married	957	619	253	368	556	514	483	212	156	255	230	135	181	339
	43%	43%	47% ^{gh}	48% ^{defgh}	43%	42%	42%	39%	40%	46% ^g	50% ^{adefgh}	57% ^{abcde}	52% ^{adefgh}	44%
Civil Partnership	26	15	5	12	14	14	13	8	4	11	3	1	2	11
	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%
Co Habiting	278	184	64	81	170	159	147	73	56	65	36	18	23	94
	13%	13% ^{ijkl}	12% ^l	10%	13% ^{ijkl}	13% ^{ijkl}	13% ^{ijkl}	14% ^{ijkl}	14% ^{ijkl}	12% ^l	8%	8%	7%	12% ^{jl}
NET: Widowed/ separated/ divorced	238	152	51	82	135	126	120	45	30	52	62	32	51	86
	11%	11%	9%	11%	10%	10%	11%	8%	8%	9%	14% ^{gh}	14% ^{gh}	15% ^{bdghi}	11%
Widowed	84	55	27	36	50	47	45	21	17	22	30	20	24	29
	4%	4%	5%	5%	4%	4%	4%	4%	4%	4%	7% ^{adefm}	8% ^{adefgim}	7% ^{adefm}	4%
Separated	26	21	6	7	21	20	19	7	5	7	6	2	4	6
	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%
Divorced	127	76	18	38	64	59	56	17	9	23	25	10	22	51
	6%	5% ^h	3%	5% ^h	5% ^h	5% ^h	5% ^h	3%	2%	4%	6% ^h	4%	6% ^{gh}	7% ^{bgh}
Prefer not to answer	17	9	2	6	7	7	4	2	2	2	5	1	4	8
	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 224
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032
Glasgow	85	9	12	12	20	26	5	21	33	26	5	5	2	18	14	50	36	44	42	-	-	-	1	-	-	-	-	-	1	-	84	-	34	41
Edinburgh	81	11	11	14	17	25	3	21	31	25	3	1	8	14	14	40	41	47	34	-	1	-	-	-	-	-	-	-	1	-	80	-	31	44
Newcastle	93	13	8	15	22	27	8	21	37	27	8	5	6	18	17	39	54	57	36	82	94%stuv xyAB	5	3	-	-	1	-	-	92	-	1	-	33	53
Leeds	101	14	17	13	19	29	10	31	31	29	10	7	4	18	20	46	54	59	42	-	-	99	-	-	2	-	-	101	-	-	-	32	60	
Hull	35	2	1	6	6	15	4	3	12	15	4	1	1	10	9	19	15	19	16	-	-	32	-	3	-	-	-	35	-	-	-	16	19	
Sheffield	48	3	10	3	6	22	3	13	10	22	3	2	1	12	13	21	27	26	22	-	-	31	-	17	-	-	-	48	-	-	-	16	27	
Manchester	167	34	31	22	22	43	16	65	44	43	16	15	16	26	32	83	84	94	73	-	152	6	4	1	-	4	-	167	1	-	-	55	100	
Liverpool	91	5	21	13	15	30	7	27	27	30	7	2	4	23	14	51	39	54	37	-	72	-	1	-	-	-	-	74	17	-	-	29	55	
Nottingham	98	13	19	21	16	27	2	32	36	27	2	4	7	15	14	38	60	64	34	-	-	3	1	91	-	-	98	-	-	-	35	53		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 224
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S						
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York-shire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ireland (F)	Apple / iPhone (G)	Other (H)					
Weighted base	2202																																						
Birmingham	178 8%	304 14% cde f	368 11% de	341 7%	379 5%	659 6%	151 7%	672 13% hi	720 6%	659 6%	151 7%	121 15% mn	140 14% mn	393 5%	417 8%	1075 7%	1125 9%	1220 9%	982 7%	88 1%	244 -	179 -	192 -	158 -	207 -	290 -	301 -	188 1%	1848 10% DEF	105 1%	184 1%	66 -	835 9%	1209 7%					
Norwich	92 4%	6 2%	20 5% a	13 4%	16 4%	30 5%	7 5%	26 4%	29 4%	30 5%	7 5%	4 3%	1 1%	19 5%	18 4%	55 5%	37 3%	37 3%	55 6% q	-	-	-	-	1 -	90 43% stuv wyAB	-	1 *	-	92 5% DEF	-	-	-	-	39 5%	50 4%				
Milton Keynes	64 3%	7 2%	16 4%	13 4%	7 2%	16 2%	5 3%	22 3%	21 3%	16 2%	5 3%	-	7 5% k	8 2%	23 2%	41 4%	31 3%	33 3%	-	-	-	1 1%	28 18% stu vyAB	26 13% stuv yAB	1 *	7 2% t	-	64 3% DEF	-	-	-	15 2%	45 4% G						
Brighton	59 3%	10 3%	10 3%	7 2%	12 3%	19 3%	2 1%	19 3%	19 3%	19 3%	2 1%	5 4%	3 2%	11 3%	10 2%	32 3%	27 2%	28 2%	31 3%	-	-	-	-	-	-	1 1%	57 19% stuv wxyB	1 *	59 3% E	-	-	-	31 4%	28 2%					
Oxford	28 1%	2 1%	7 2%	4 1%	5 1%	6 1%	3 2%	10 1%	9 1%	6 1%	3 2%	-	2 2%	6 2%	3 1%	14 1%	14 1%	17 1%	12 1%	-	-	-	1 *	-	1 1%	1 *	19 6% stuv wxy	6 3% tuvw	28 2%	-	-	-	11 1%	14 1%					
London	494 22%	84 28% ef	85 23%	73 21%	93 25% f	135 20%	23 15%	170 25% j	166 23% j	135 20%	23 15%	35 29% n	36 26%	81 21%	77 18%	259 24%	235 21%	267 22%	226 23%	2 2%	2 1%	-	2 1%	-	62 30% stu vwB	281 97% stu vwxAB	144 48% stuv wxB	-	492 27% DEF	-	2 1%	-	203 24%	259 21%					
Southampton	93 4%	12 4%	14 4%	17 5%	14 4%	21 3%	14 9% abde	27 4%	31 4%	21 3%	14 9% ghi	5 5%	6 4%	12 3%	23 6%	41 4%	51 5%	47 4%	46 5%	-	-	1 1%	-	-	-	-	64 21% stu vwxy	27 15% stuv wxy	93 5% DEF	-	-	-	33 4%	50 4%					
Bristol	82 4%	15 5%	15 4%	15 4%	13 3%	22 3%	3 2%	30 4%	27 4%	22 3%	3 2%	4 4%	7 5%	15 4%	9 2%	47 4%	35 3%	51 4%	31 3%	-	-	-	1 1%	-	-	1 *	-	77 41% stuv wxyA	79 4% EF	3 3% E	-	-	36 4%	42 4%					
Plymouth	69 3%	5 2%	7 2%	10 3%	8 2%	32 5% abd	8 5% a	12 2%	17 2%	32 5% gh	8 5% g	2 2%	-	15 4% l	25 6% l	28 3%	42 4%	43 4%	26 3%	-	-	-	-	-	-	-	-	68 36% stuv wxyA	68 4% EF	1 1%	-	-	34 4%	31 3%					
Cardiff	73 3%	6 2%	7 2%	12 3%	13 4%	29 4%	6 4%	13 2%	25 4%	29 4% g	6 4%	1 1%	2 2%	16 4%	18 4%	33 3%	39 3%	38 3%	34 3%	-	-	-	-	-	-	-	-	-	-	73 69% CEF	-	-	28 3%	40 3%					

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 224
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple iPhone (G)	Other (H)	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Belfast	66 3%	4 1%	7 2%	16 5%ab	15 4%	21 3%	2 2%	11 2%	32 4%g	21 3%	2 2%	*	4 3%	11 3%	12 3%	29 3%	37 3%	42 3%	25 2%	-	-	-	-	-	-	-	-	-	-	-	-	-	66 100% CDE	22 3%	38 3%
None of these	106 5%	5 2%	8 2%	18 5%ab	23 6%ab	42 6%ab	10 7%ab	13 2%	41 6%g	42 6%g	10 7%g	1 1%	2 1%	24 6%	28 7%kl	48 4%	58 5%	46 4%	59 6%q	3 3%y	11 4%y	4 2%y	11 6%y	12 7%y	23 11%stuy AB	-	9 3%y	8 4%y	80 4%F	10 9%CF	16 9%CF	-	25 3%	77 6%G	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 225
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Total			Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	
	Any (a)	Any voice call (b)	Any recorded message (c)											
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
Glasgow	85 4%	58 4%	20 4%	29 4%	53 4%	43 4%	40 3%	16 3%	14 4%	21 4%	21 5%	10 4%	16 5%	28 4%
Edinburgh	81 4%	46 3%	12 2%	21 3%	44 3%	41 3%	38 3%	21 4%	11 3%	17 3%	11 2%	4 2%	8 2%	35 5%b
Newcastle	93 4%	52 4%	23 4%	26 3%	43 3%	37 3%	34 3%	19 4%	18 5%	14 2%	21 5%	10 4%	15 4%	40 5%defi
Leeds	101 5%	66 5%	21 4%	37 5%	61 5%	59 5%	55 5%	25 5%	12 3%	27 5%	19 4%	10 4%	17 5%	34 4%
Hull	35 2%	20 1%	12 2%g	11 1%	19 1%	17 1%	17 2%	2 *	6 2%	9 2%	10 2%g	8 3%g	5 1%	14 2%g
Sheffield	48 2%	30 2%	12 2%	20 3%	27 2%	23 2%	23 2%	7 1%	6 2%	17 3%	12 3%	8 3%	8 2%	18 2%
Manchester	167 8%	113 8%	47 9%	60 8%	104 8%	97 8%	93 8%	39 7%	40 10%	43 8%	35 8%	21 9%	23 7%	54 7%
Liverpool	91 4%	63 4%	23 4%	34 4%	61 5%	56 5%	55 5%	28 5%	16 4%	30 5%	13 3%	9 4%	10 3%	27 4%
Nottingham	98 4%	72 5%	33 6% ^m	34 4%	67 5%	60 5%	55 5%	22 4%	28 7% ^m	28 5%	17 4%	10 4%	14 4%	26 3%
Birmingham	178 8%	125 9%	49 9%	80 10% ^m	103 8%	98 8%	91 8%	46 9%	33 9%	53 9%	49 11% ^m	24 10%	33 9%	53 7%
Norwich	92 4%	56 4%	26 5%	40 5%	47 4%	41 3%	41 4%	20 4%	19 5%	26 5%	28 6% ^{def}	13 6%	24 7% ^{adef}	36 5%
Milton Keynes	64 3%	36 2%	8 1%	17 2%	32 2%	26 2%	26 2%	12 2%	6 2%	11 2%	7 2%	2 1%	6 2%	28 4% ^b

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 225
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Experience of suspicious texts/calls													None (m)
	Total	Total			Mobile					Landline				
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)		
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Brighton	59 3%	42 3%	10 2%	21 3%	39 3%k	39 3%k	37 3%k	15 3%	9 2%	18 3%k	8 2%	1 1%	8 2%	17 2%
Oxford	28 1%	19 1%	10 2%	12 2%	14 1%	14 1%	14 1%	4 1%	4 1%	6 1%	9 2%	6 3%	7 2%	9 1%
London	494 22%	335 23%	114 21%	179 23%	317 24%k	303 25%km	278 24%k	149 28%bkm	91 23%	137 25%	104 23%	42 18%	84 24%	159 21%
Southampton	93 4%	49 3%	22 4%	29 4%	40 3%	37 3%	34 3%	19 3%	14 4%	15 3%	22 5%	13 6%	19 5%	43 6%adefi
Bristol	82 4%	56 4%	19 3%	34 4%	53 4%	52 4%	49 4%	20 4%	12 3%	25 4%	15 3%	7 3%	15 4%	26 3%
Plymouth	69 3%	41 3%	14 3%	21 3%	38 3%	36 3%	33 3%	16 3%	8 2%	13 2%	12 3%	7 3%	10 3%	28 4%
Cardiff	73 3%	46 3%	15 3%	20 3%	44 3%l	38 3%	36 3%	18 3%	12 3%	17 3%	10 2%	9 4%	4 1%	26 3%l
Belfast	66 3%	48 3%	16 3%	16 2%	44 3%	42 3%	40 4%	19 3%	11 3%	13 2%	8 2%	5 2%	6 2%	18 2%
None of these	106 5%	60 4%	31 6%	29 4%	58 4%	54 4%	52 5%	23 4%	20 5%	17 3%	26 6%	18 7%aci	19 5%	45 6%ci

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 226
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
Up to £7,000	(3.5)	72 3%	17 6%ef	15 4%f	15 4%f	11 3%f	14 2%	-	32 5%ij	26 4%j	14 2%	-	4 3%	12 8%mn	5 1%	10 2%	30 3%	42 4%	21 2%	51 5%q	6 7%	9 4%	4 2%	7 4%	7 3%	11 4%	11 4%	6 3%	67 4%	2 2%	2 1%	2 4%	24 3%	41 3%	
£7,001 to £14,000	(10.5)	199 9%	17 6%	27 7%	21 6%	34 9%	80 12%abc	20 13%ac	44 7%	55 8%	80 12%gh	20 13%gh	8 6%	9 6%	44 11%	56 13%	93 9%	106 5%	57 5%	142 14%q	9 10%	26 11%	9 5%	21 10%	21 10%	17 6%	23 8%	17 9%	158 9%	13 13%	21 12%	6 9%	54 6%	123 10%G	
£14,001 to £21,000	(17.5)	210 10%	14 5%	20 6%	34 10%ab	38 10%ab	73 11%ab	31 20%abcd	35 5%	72 10%g	73 11%g	31 20%ghi	2 2%	11 8%	35 9%k	69 16%klm	77 7%	133 12%o	88 7%	122 12%q	11 12%	26 11%	19 10%	20 10%	11 7%	25 12%	23 8%	23 8%	20 11%	178 10%	9 9%	17 9%	6 10%	64 8%	131 11%G
£21,001 to £28,000	(24.5)	258 12%	34 11%b	21 6%	41 12%b	44 12%b	98 15%b	20 13%b	55 8%	85 12%g	98 15%g	20 13%	12 10%	18 13%	66 17%	51 12%	130 12%	128 11%	130 11%	128 13%	10 12%	34 14%	22 12%	26 14%	24 9%	28 8%	25 13%	209 11%	15 14%	23 12%	12 18%C	75 9%	156 13%G		
£28,001 to £34,000	(31)	242 11%	34 11%	44 12%	34 10%	38 10%	80 12%	12 8%	78 12%	72 10%	80 12%	12 12%	14 9%	13 12%	49 10%	43 11%	116 11%	126 10%	125 11%	117 12%	13 15%	24 10%	22 12%	24 12%	18 12%	22 11%	26 9%	28 11%	21 11%	198 11%	13 12%	26 14%	5 8%	79 7%	148 12%
£34,001 to £41,000	(37.5)	188 9%	12 4%	27 7%	38 11%a	30 8%	65 10%a	16 10%a	40 6%	68 9%g	65 10%g	16 10%	3 4%	6 11%kl	44 9%k	37 9%	99 8%	88 8%	100 8%	87 9%	5 6%	21 9%	12 7%	11 6%	20 10%	28 10%	26 9%	20 11%	159 9%	12 11%	13 7%	4 6%	78 9%	91 8%	
£41,001 to £48,000	(44.5)	169 8%	22 7%	25 7%	22 6%	42 11%cf	53 8%	6 4%	47 7%	63 9%	53 8%	6 4%	11 9%	36 9%	23 5%	95 9%	74 7%	112 9%fr	58 6%	3 4%	16 7%	14 8%	16 10%	16 6%	21 7%	18 6%	16 9%	133 7%	14 14%C	17 9%	5 8%	60 7%	100 8%		
£48,001 to £55,000	(51.5)	162 7%	22 7%	34 9%	21 6%	35 9%	44 7%	7 4%	56 8%	56 8%	44 7%	7 4%	12 10%	6 4%	26 7%	24 6%	93 6%	70 5%	113 9%fr	49 5%	5 6%	16 7%	13 8%	11 7%	9 4%	25 9%	32 11%x	11 6%	137 7%	5 5%	14 8%	6 10%	70 8%	85 7%	
£55,001 to £62,000	(58.5)	99 4%	10 3%	18 5%	24 7%ef	22 6%	21 3%	3 2%	29 4%	46 6%i	21 3%	3 2%	7 5%	3 2%	16 4%	22 2%	59 5%p	40 4%	67 5%fr	32 3%	2 2%	11 4%	9 5%	4 2%	8 6%y	7 2%	16 5%	10 4%	80 4%	7 6%	10 6%	2 3%	56 7%H	39 3%	
£62,001 to £69,000	(65.5)	81 4%	10 3%	22 6%e	21 6%e	12 3%	11 2%	5 3%	32 5%i	33 5%i	11 2%	5 3%	4 3%	4 3%	9 2%	7 2%	45 3%	36 3%	62 5%fr	20 2%	3 3%	14 5%	8 1%	3 3%	8 4%	9 3%	12 4%	5 3%	64 3%	4 4%	10 5%	3 5%	32 4%	44 4%	
£69,001 to £76,000	(72.5)	71 3%	8 3%	16 4%	12 3%	12 3%	19 3%	4 2%	25 4%	24 3%	19 3%	4 2%	4 3%	5 3%	10 3%	12 3%	32 3%	39 4%	47 4%	24 2%	1 1%	1 5%t	3 2%	4 3%	10 5%t	12 5%t	16 3%	5 3%	62 3%	1 1%	6 3%	3 5%h	41 2%	29 2%	
£76,001 to £83,000	(79.5)	60 3%	11 4%e	17 5%e	16 5%e	8 2%	6 1%	3 2%	27 4%i	24 3%i	6 1%	3 2%	3 2%	6 1%	2 1%	32 3%	29 3%	46 4%fr	14 1%	-	5 2%	5 3%	3 1%	8 5%	2 1%	11 4%	3 2%	51 3%	1 1%	4 2%	4 6%CD	18 2%	37 3%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 226
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)		
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209		
£83,001 or more	(86) 141 6%	27 9% ^{ef}	39 11% ^{cdef}	20 6% ^f	23 6% ^f	29 4%	2	66 10% ^{hij}	44 6% ^j	29 4%	2	12 10% ⁿ	10 7%	20 5%	12 3%	81 7%	61 5%	121 10% ^r	21 2%	4 5%	12 5%	9 5%	14 7%	5 3%	13 6%	38 13% ^{stuw}	18 6%	12 6%	124 7%	5 4%	10 5%	3 4%	80 10% ^H	56 5%		
Prefer not to answer	248 11%	64 21% ^{abcd}	42 11%	23 7%	29 8%	68 10%	23 15% ^{cd}	106 16% ^{hi}	52 7%	68 10%	23 15% ^h	22 18% ^m	31 22% ^m	28 7%	63 15% ^m	94 9%	153 14% ^o	132 11%	116 12%	16 18%	30 12%	25 14%	24 12%	21 13%	20 10%	38 13%	37 12%	18 9%	228 12% ^{DE}	5 4%	12 6%	4 6%	105 13%	128 11%		
Average income (£000's)	38.90	41.83 ^e	45.52 ^c	40.90 ^e	39.31 ^e	34.38	31.33	43.95 ^h	40.07 ⁱ	34.38	31.33	45.38 ^l	36.59	36.28 ⁿ	31.32	40.88 ^p	36.90	45.23 ^r	30.94	31.73	35.71	40.27 ^s	35.88	38.15	37.55	44.81 ^s	42.35 ^s	37.26	39.07	35.95	38.82	39.36	43.60 ^H	36.44		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 227
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Experience of suspicious texts/calls														
	Total	Total			Mobile					Landline			None (m)		
		Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)		Recorded message (l)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	
Up to £7,000	(3.5)	72 3%	40 3%	18 3%	19 3%	35 3%	32 3%	31 3%	15 3%	14 4%	13 2%	14 3%	7 3%	9 4%	32
£7,001 to £14,000	(10.5)	199 9%	115 8%	35 7%	58 8%	105 8%	97 8%	94 8%	34 6%	24 6%	36 6%	36 8%	19 8%	27 8%	84 11% ^{abcd}
£14,001 to £21,000	(17.5)	210 10%	128 9%	52 10%	81 10%	111 9%	103 8%	99 9%	43 8%	35 9%	57 10%	55 12% ^{de}	26 11%	44 12% ^{deg}	82 11%
£21,001 to £28,000	(24.5)	258 12%	167 12% ^g	62 11%	99 13% ^g	144 11%	134 11%	129 11%	43 8%	46 12%	66 12%	68 15% ^{dg}	27 11%	53 15% ^g	91 12% ^g
£28,001 to £34,000	(31)	242 11%	171 12%	69 13%	92 12%	157 12%	147 12%	140 12%	67 12%	48 12%	64 11%	57 12%	37 16% ^m	42 12%	71 9%
£34,001 to £41,000	(37.5)	188 9%	109 8%	41 8%	59 8%	96 7%	92 8%	87 8%	39 7%	23 6%	42 8%	35 8%	24 10%	26 8%	79 10% ^{adh}
£41,001 to £48,000	(44.5)	169 8%	119 8%	42 8%	61 8%	109 8%	99 8%	94 8%	39 7%	31 8%	43 8%	34 8%	17 7%	25 7%	51 7%
£48,001 to £55,000	(51.5)	162 7%	110 8%	46 9%	62 8%	102 8%	94 8%	87 8%	49 9%	33 9%	50 9%	36 8%	23 10%	29 8%	53 7%
£55,001 to £62,000	(58.5)	99 4%	74 5%	31 6% ^m	43 6%	72 5% ^m	68 6% ^m	58 5%	37 7% ^m	26 7% ^m	35 6% ^m	18 4%	10 4%	15 4%	25 3%
£62,001 to £69,000	(65.5)	81 4%	58 4%	20 4%	28 4%	58 4%	56 5%	53 5%	36 7% ^{acjklm}	16 4%	22 4%	12 3%	6 2%	9 3%	23 3%
£69,001 to £76,000	(72.5)	71 3%	56 4% ^m	22 4% ^m	31 4% ^m	54 4% ^m	51 4% ^m	48 4% ^m	26 5% ^m	19 5% ^m	28 5% ^m	14 3%	4 2%	12 3%	15 2%
£76,001 to £83,000	(79.5)	60 3%	39 3%	15 3%	24 3%	34 3%	31 3%	26 2%	19 4%	11 3%	15 3%	17 4%	7 3%	14 4%	22 3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 227

What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Experience of suspicious texts/calls														
	Total			Mobile							Landline				None (m)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)		
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	
£83,001 or more	(86) 141	91	22	50	85	81	75	44	17	43	18	8	13	51	
	6%	6%	4%	6%	6%	7% _j	7%	8% _{bhijkl}	4%	8% _{bjkl}	4%	3%	4%	7%	
Prefer not to answer	248	160	62	65	145	128	119	49	45	43	43	22	32	88	
	11%	11% _i	12%	8%	11%	11%	10%	9%	12%	8%	9%	9%	9%	12% _i	
Average income (£000's)	38.90	40.02 _m	39.12	39.96 _{jm}	40.60 _{klm}	40.78 _{klm}	40.23 _{jm}	44.27 _{abcd} efh _{ijklm}	40.10 _m	41.80 _{klm}	36.75	36.68	37.42	36.78	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey

ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 228
Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
NET: Yes	526 24%	60 20%	66 18%	57 17%	112 30%abc	184 28%abc	46 31%abc	127 19%	169 23%	184 28%g	46 31%g	21 18%	33 24%	110 28%k	120 29%k	231 22%	294 26%o	227 19%	299 30%q	23 26%	58 24%	49 27%y	53 27%y	28 18%	52 25%	231 18%	60 20%	53 28%yA	428 23%	31 30%	51 28%	15 23%	177 21%	307 25%G	
Yes - physical condition	330 15%	21 7%	27 7%	27 8%	78 21%abc	134 20%abc	43 28%abce	48 7%	106 15%g	134 20%gh	43 28%ghi	7 6%	11 8%	82 21%kl	95 23%kl	143 13%	187 17%	138 11%	192 20%q	19 22%y	35 14%	30 17%	29 15%	20 12%	27 13%	29 10%	42 14%	35 19%y	266 14%	25 24%C	27 15%	13 19%	99 12%	208 17%G	
Yes - mental condition	240 11%	42 14%ef	49 13%ef	35 10%f	55 15%ef	58 9%f	1 *	91 13%ij	91 13%ij	58 9%j	1 *	15 12%	25 18%mn	28 7%	31 7%	96 9%	143 13%o	94 8%	146 15%q	11 13%	25 10%	25 14%y	28 15%y	13 8%	23 11%	20 7%	26 9%	23 12%	196 11%	14 13%	22 12%	8 12%	84 10%	136 11%	
Yes - disability	162 7%	12 4%	22 6%	17 5%	39 10%abc	61 9%ac	11 7%	34 5%	57 8%	61 9%g	11 7%	4 3%	6 4%	41 10%kl	31 7%	78 7%	84 7%	55 5%	107 11%q	10 11%	13 5%	17 9%	14 7%	14 9%	13 6%	19 7%	17 6%	14 7%	130 7%	10 9%	18 10%	5 8%	60 7%	90 7%	
Yes - other	15 1%	2 1%	1 *	-	4 1%	7 1%	1 1%	3 1%	4 1%	7 1%	1 1%	1 *	1 1%	7 2%	6 1%	9 1%	7 1%	8 1%	-	2 1%	1 1%	1 1%	1 1%	3 1%	2 1%	3 1%	-	12 1%	-	3 2%	-	4 1%	10 1%		
No	1637 74%	229 75%	295 80%def	279 82%def	260 69%	470 71%	104 68%	524 78%ij	539 75%	470 71%	104 68%	91 75%	103 73%	281 71%	292 70%	823 76%p	814 72%	967 79%r	669 68%	64 73%	180 74%	125 70%	137 71%	129 81%u	151 73%	233 80%uB	239 79%u	134 71%	1391 75%	71 68%	125 68%	50 75%	643 77%	881 73%	
Prefer not to say	40 2%	14 5%cde	7 2%	6 2%	6 2%	5 1%	1 1%	21 3%i	12 2%	5 1%	1 1%	8 7%mm	4 3%	2 1%	4 1%	22 2%	17 2%	26 2%	14 1%	1 2%	5 3%	5 1%	2 1%	1 2%	5 2%	3 1%	1 1%	29 2%	2 2%	8 4%C	1 1%	16 2%	20 2%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 229
Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

	Experience of suspicious texts/calls													
	Total			Mobile						Landline				None (m)
	Total	Any voice call (a)	Any recorded message (b)	Any mobile (c)	Any mobile text (d)	SMS (e)	App (f)	Voice call (g)	Recorded message (h)	Any landline (i)	Voice call (j)	Recorded message (k)		
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
NET: Yes	526	355	141	200	318	293	278	115	93	143	129	73	95	170
	24%	25%	26%	26%	24%	24%	24%	21%	24%	26%	28%gm	31%egm	27%	22%
Yes - physical condition	330	214	93	115	188	176	165	64	57	74	87	52	66	116
	15%	15%	17%g	15%	14%	14%	14%	12%	15%	13%	19%defgi	22%acdefg	19%gi	15%
Yes - mental condition	240	158	53	91	147	140	131	63	44	73	44	22	34	82
	11%	11%	10%	12%	11%	12%	11%	12%	11%	13%	10%	9%	10%	11%
Yes - disability	162	106	38	62	102	89	87	35	31	50	35	17	27	56
	7%	7%	7%	8%	8%	7%	8%	6%	8%	9%	8%	7%	8%	7%
Yes - other	15	10	6	7	7	7	5	3	3	3	4	4	4	5
	1%	1%	1%	1%	*	1%	*	1%	1%	*	1%	2%	1%	1%
No	1637	1055	384	559	966	903	845	420	287	403	322	163	250	582
	74%	74%	72%	73%	74%	74%	74%	78%bjk	74%	73%	70%	69%	71%	76%k
Prefer not to say	40	25	11	12	24	17	17	5	10	10	6	1	5	15
	2%	2%	2%	2%	2%	1%	1%	1%	3%	2%	1%	1%	1%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 230
Which of the following options best describes how you think of yourself?
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-34 (k)	Female 18-34 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256		
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209		
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032		
Heterosexual/ straight	2009 91%	247 81%	319 87%	314 92%ab	351 93%cab	633 96%abc	145 96%ab	565 84%	666 92%g	633 96%gh	145 96%g	99 82%	111 79%	374 95%kl	405 97%kl	971 90%	1037 92%	1117 92%	893 91%	79 90%	220 91%	159 88%	172 89%	149 94%	189 91%	259 89%	273 91%	175 93%	1676 91%	98 93%	173 94%	63 95%	755 90%	1113 92%		
Lesbian/ gay woman	21 1%	3 1%	8 2%e	4 1%	3 1%	2 *	-	11 2%i	8 1%	2 *	-	-	3 2%l	-	2 1%	5 1%o	16 1%	8 1%	13 2%	1 2%	4 2%	2 1%	2 1%	-	2 1%	4 1%	2 1%	19 1%	1 1%	-	1 1%	7 1%	9 1%			
Gay man	50 2%	9 3%	10 3%	8 2%	11 3%	11 2%	1 *	19 3%	19 3%	11 3%	1 *	9 8%lmn	-	12 3%n	-	47 4%p	3 *	27 2%	22 2%	1 2%	3 1%	6 3%	3 2%	4 3%	3 1%	13 5%	6 2%	4 2%	43 2%	1 1%	4 2%	1 1%	19 2%	26 2%		
Bisexual	78 4%	31 10%cdef	21 6%def	11 3%e	7 2%	6 1%	1 1%	52 8%hij	18 3%i	6 1%	1 1%	7 6%mn	22 16%kmn	3 1%	4 1%	31 3%	47 4%	49 4%	29 3%	1 3%	12 5%	7 4%	12 6%	2 1%	8 4%	9 3%	16 5%	4 2%	70 4%	2 2%	5 3%	1 3%	43 5%H	32 3%		
Prefer to self-describe	15 1%	1 *	3 1%	3 1%	4 1%	2 *	2 2%	4 1%	7 1%	2 *	2 2%	-	1 *	2 1%	1 *	7 1%	7 1%	4 *	11 1%q	3 3%twyA	-	3 2%t	1 *	-	3 2%	1 *	1 *	3 2%	15 1%	-	-	-	3 *	11 1%		
Prefer not to say	30 1%	13 4%cde	7 2%	1 *	2 1%	5 1%	2 1%	20 3%hi	3 *	5 1%	2 1%	6 5%mn	3 2%	2 1%	5 1%	15 1%	14 1%	16 1%	14 1%	2 3%B	3 1%	2 1%	4 2%	1 1%	4 2%	6 2%	2 1%	-	24 1%	3 3%	1 1%	1 1%	9 1%	17 1%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 231
Which of the following options best describes how you think of yourself?
Base: All respondents

	Experience of suspicious texts/calls				Mobile						Landline			None (m)
	Total	Total			Any mobile (d)	Mobile				Any landline (j)	Landline			
		Any (a)	Any voice call (b)	Any recorded message (c)		SMS (f)	App (g)	Voice call (h)	Recorded message (i)		Voice call (k)	Recorded message (l)		
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634
Heterosexual/ straight	2009 91%	1309 91%	485 91%	698 91%	1188 91%	1101 91%	1031 90%	489 90%	346 89%	495 89%	426 93%hi	229 97%abcde	320 91%	700 91%
Lesbian/ gay woman	21 1%	13 1%	9 2%	12 2%	12 1%	12 1%	12 1%	6 1%	8 2%	8 1%	4 1%	3 1%	4 1%	8 1%
Gay man	50 2%	26 2%	12 2%	12 1%	26 2%	26 2%	26 2%	14 3%	10 3%	11 2%	7 2%	1 1%	6 2%	24 3%k
Bisexual	78 4%	54 4%k	14 3%	34 4%k	53 4%k	53 4%k	48 4%k	28 5%bk	13 3%k	31 6%bk	13 3%k	* 1%	13 4%k	24 3%k
Prefer to self-describe	15 1%	13 1%	6 1%	9 1%g	11 1%	8 1%	8 1%	1 *	4 1%	7 1%g	5 1%	1 1%	5 1%gm	2 *
Prefer not to say	30 1%	21 1%	11 2%	7 1%	19 1%	13 1%	13 1%	4 1%	9 2%	5 1%	3 1%	2 1%	2 1%	9 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m