

Landline Nuisance calls panel research Wave 4 (January- February 2016)

May 2016



Research Aims





- To measure the frequency of nuisance calls UK consumers receive on their home landline phone.
- To gather 'real time' data about these types of calls including date, time and duration of any nuisance calls, and a full description of the experience i.e. the company/person calling, what the call was about, and whether the caller's telephone number was identifiable.
- To identify any differences compared to the previous waves of the diary study.

Methodology

- Recruitment of a UK nationally representative sample of over 1,000 people with home landline phones to undertake a diary study to record all unwanted calls* personally received on their home landline phones across a four week period (11th January to 7th February 2016).
- Panellists were provided with a paper diary and were instructed to complete a page after receiving a nuisance call on their landline phone.
- Target diary completion was n=800 participants; the number of actual completions was n=863 participants.
- Final data was weighted to be nationally representative of UK landline-owning population.

* The term 'unwanted calls' was used in the recruitment letter, instruction sheet and paper diary provided to participants, as it was felt to be a clearer, more consumer-friendly term than 'nuisance calls'. In this report 'unwanted calls' are referred to as 'nuisance calls'.

Differences in results

- Differences are noted only when they are statistically significant. Differences are noted within sub-groups (e.g. age), rather than between sub-group and total sample.
- Differences have been reported at the 99% confidence level, meaning that we can be 99% certain that there is a real difference between the two results; this is the most stringent standard test of significance.
- Whether or not a difference is significant is determined by the sample sizes of the two scores, and also by how close the two scores are to the average score; for example, the difference between two percentages needs to be greater the closer the percentages are to 50% in order to be significant. Additionally, the weighting of the data can have a slight impact on the significance testing.
- On the following charts / indicates significant change since previous wave at the 99% level. / indicates significant change 2016 vs 2013 (when the study began) at the 99% level.

Data tables

- Data tables for 2016 and previous waves are available at Ofcom's website under the statistical release calendar: <http://stakeholders.ofcom.org.uk/market-data-research/statistics/>

Definition of call types

- Panellists were provided with the following definitions in order to record any nuisance calls they may receive in the appropriate 'call type' category.

A live marketing/ sales call	<p>This is when there is a real person trying to sell you something, sign you up to something (including charitable donations) or promoting a product or service.</p>
A recorded marketing/ sales call	<p>This is when you hear a recorded message (rather than a real person) trying to sell you something or promoting a product or a service. The message may also ask you to press a button to speak to someone.</p>
A recorded message saying that a business has tried to contact you (Abandoned call)	<p>This is when you hear a recorded message saying that an organisation has tried to contact you, but that when the call was put through there was no one available to speak to you. These normally happen when a call centre dialling system automatically rings you but when you answer there is no operator available to take the call. There is nothing being sold or offered in this message.</p>
A silent call	<p>This is where there seems to be no one on the line, although you may hear someone talking in the background (but they are not talking to you).</p>
Other	<p>Some other type of call that you do not want from a business or organisation.</p>

Executive summary (1)

- About four in five (83%) of participating UK adults with a landline phone reported experiencing a nuisance call in the four week period during January - February 2016. Six in ten (61%) reported receiving a live sales call and silent call (60%), about four in ten (44%) reported receiving a recorded sales call and close to two in ten (17%) reported receiving an abandoned call.
- Compared to the same four week period in January- February 2013 (when the study began), there have been no significant changes in the proportion of landline customers receiving nuisance calls, although recorded and sales calls had declined compared to levels reported in January/February 2015.
- Of all the nuisance calls received over the four week period, over one third were silent calls (36%) , up from 32% in 2015), and another third were live sales calls (33%). Recorded sales were at 16% (down from 19% in 2015) abandoned calls at 5%, and 'other' types of nuisance calls at 10%.
- Those who received any nuisance calls received an average of 8.8 in the four week period- representing no significant change compared to 2015 or 2013.
- The service/product promoted was recorded in half the calls (49%), in line with 2015 and up on 2013 (43%). The service/ product was most likely to be recorded for recorded sales calls (88%) and live sales calls (83%, up from 78% in 2015). The share of abandoned sales calls where the product is mentioned increased to 67% (from 52% in 2015).
- PPI claims remain the most common reason for calls, making up a fifth (21%) of all nuisance calls where the product or service was identified, rising to about half (52%) of abandoned calls and 40% of recorded sales calls where the product or service was identified.

Executive summary (2)

- Calls about home improvements increased (11% of all nuisance calls where a product or service was identified vs 8% in 2015 and 3% in 2013), rising to 21% of recorded sales calls where a product or service was identified (vs 12% in 2015).
- As in previous waves, company name was recorded in around a fifth of all calls, rising to over two in five (44%) live sales calls. Company name was least likely to be recorded for abandoned (12%), recorded sales (11%) and silent (1%) calls.
- The share of calls where the phone number was recorded continues to increase, now at 45% (vs. 39% in 2015, 34% in 2013). This is due to increases in numbers recorded among abandoned calls (46% vs. 29% in 2015), recorded sales calls (52% vs. 29% in 2015) and live sales calls (56% vs. 48% in 2015). Fewer calls are recorded as being from an international number* (3% vs. 5% in 2015).
- The vast majority of calls continued to be considered ‘annoying’ (81%), although this has declined since 2013 (86%). Relatively few were reported ‘not a problem’ (11%, an increase from 7% in 2013), ‘distressing’ (7%, a decrease from 9% in 2013) and very few were considered ‘useful’ (1%). As in previous years, the feeling that calls were ‘annoying’ dominates across all ages, socio-economic groups and working status.
- The most common reasons for calls being considered annoying or distressing were ‘unnecessary disturbance’, they ‘had a lot of these calls’ or ‘there was no reply when they answered the phone’.





* This study is likely to underestimate the number of international calls as some organisations calling from abroad will present a UK phone number to consumers to make it easier for consumers to contact them should they wish to do so. Others may present an invalid number or withhold their number from consumers.

Incidence of nuisance calls

Incidence of nuisance calls by call type, year-on-year



No change in overall incidence of nuisance calls, but recorded and live sales calls declined since the same four week fieldwork period in 2015

	2013	2014	2015	2016
All nuisance calls	83%	84%	86%	83%
Silent calls	57%	61%	60%	60%
Abandoned calls	15%	14%	17%	17%
Recorded sales calls	38%	37%	52%  	44% 
Live sales calls	64%	67%	70%	61% 
Other nuisance calls ⁽¹⁾	28%	28%	25%	28%

⁽¹⁾ Defined as "Some other type of call that you didn't want from someone you didn't know (please explain), for example a survey or market research call" (2013) or "Some **other type of call** that you do not want from a business or organisation" (2014/2015/2016)

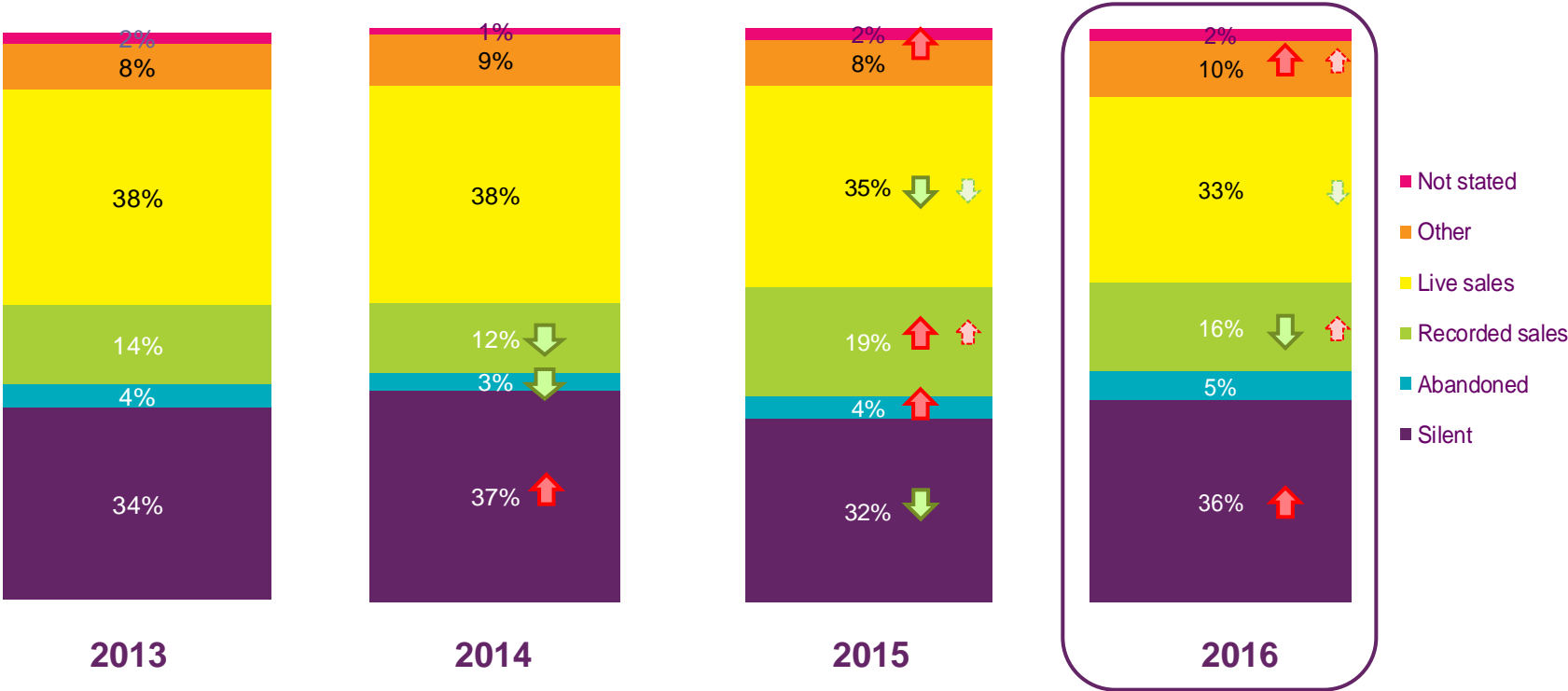
Base: All UK panel participants with landlines Jan-Feb 2013/ 2014/ 2015/ 2016 (n=853/ 926/ 860/ 863)

  indicates significant change since previous wave at the 99% level   indicates significant change 2016 vs 2013 at the 99% level

Proportion of different types of nuisance calls, year-on-year



Compared to the same period last year, the proportion of silent and 'other' calls increased, while recorded sales calls declined



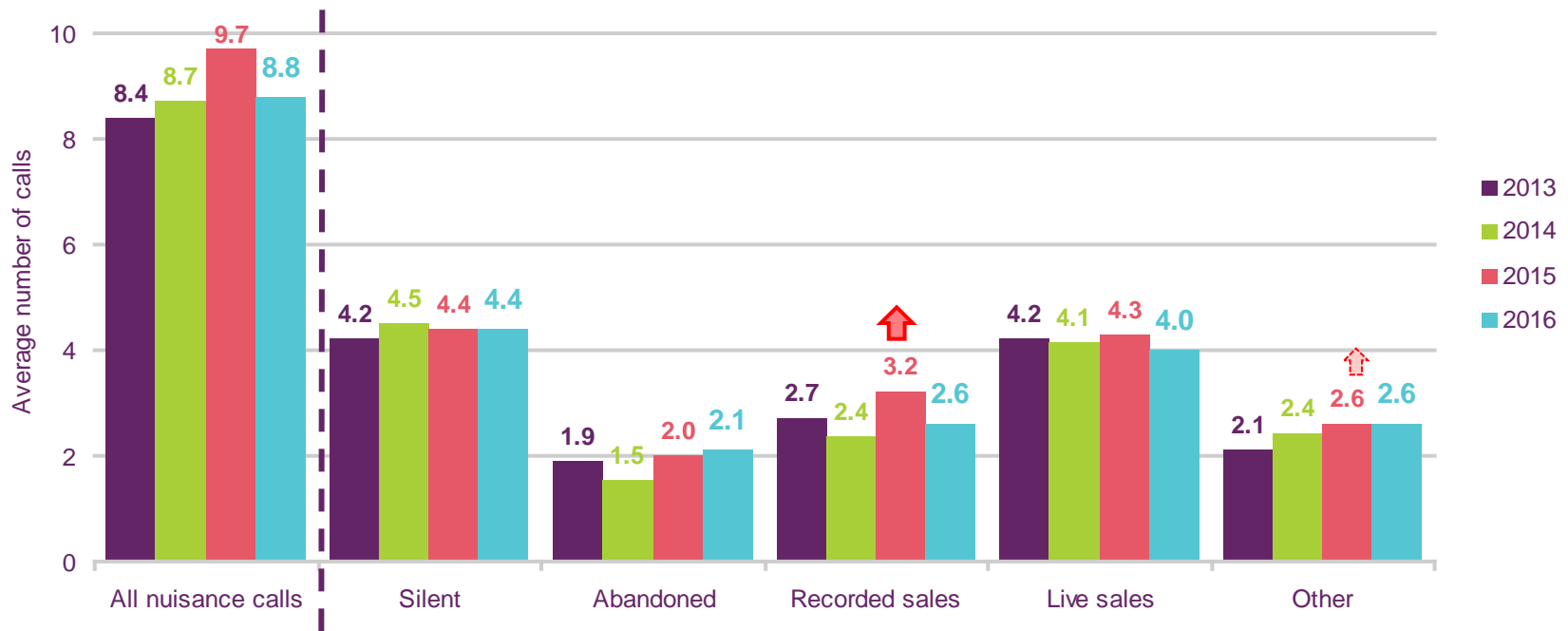
Base: All nuisance calls received by UK participants with landlines Jan-Feb 2013/ 2014/ 2015/ 2016 (n=6302/ 7112/ 7325/ 6634)
 ↓/↑ indicates significant change since previous wave at the 99% level ↓/↑ indicates significant change 2016 vs 2013 at the 99% level

Frequency of nuisance calls

Average number of nuisance calls received over four weeks, by type of call, amongst all who received each call type, year-on-year



No significant change since 2013 in the average number of nuisance calls received (among those who received any calls).



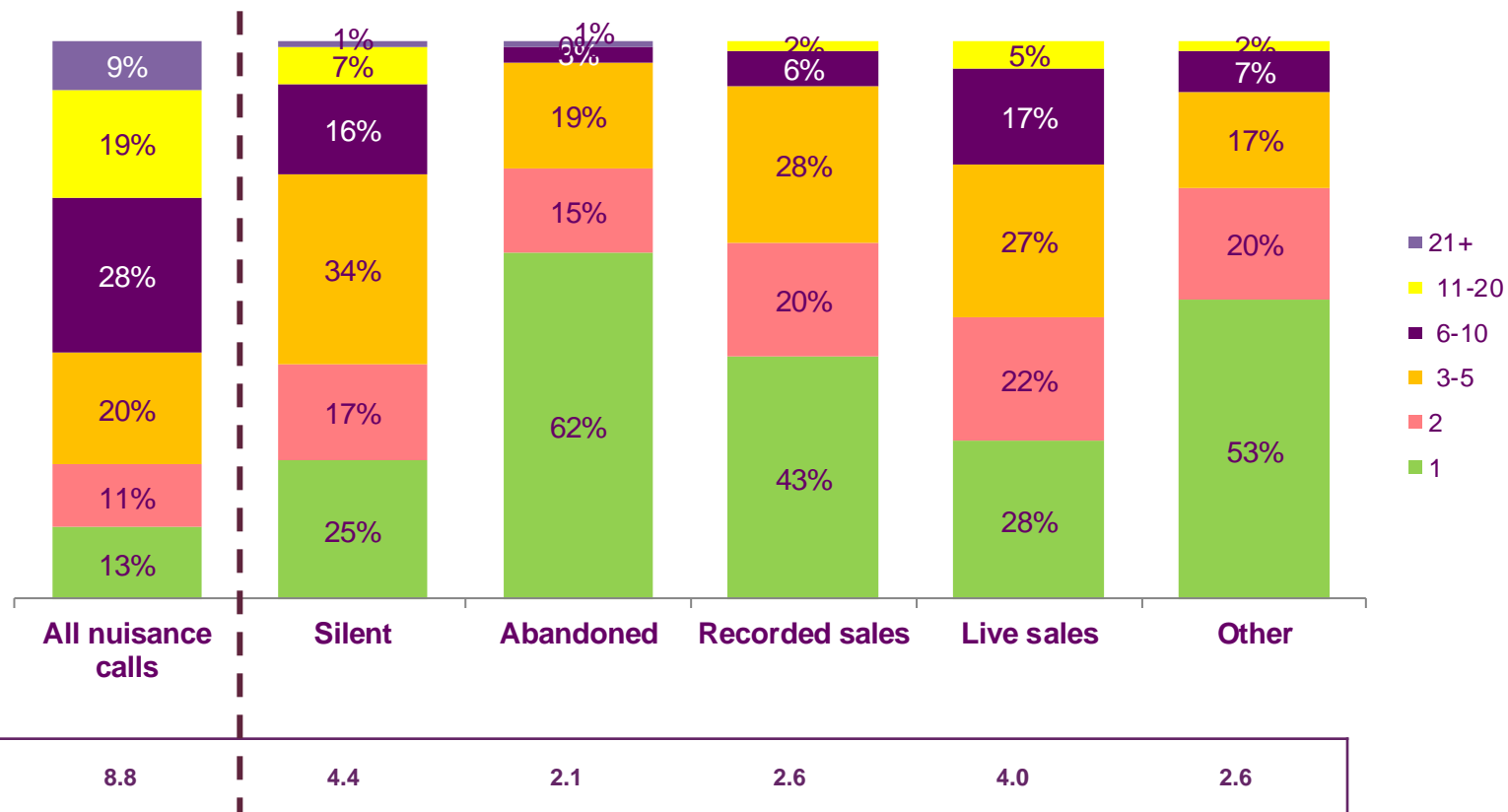
Base: All UK panel participants with landlines who received each type of call Jan-Feb 2013/2014/2015/ 2016 (n=712/790/747/728, 498/581/518/526, 127/126/140/145, 322/357/433/380, 554/641/606/546, 252/274/221/246)

↓ indicates significant change since previous wave at the 99% level ↓ ↑ indicates significant change 2016 vs 2013 at the 99% level

Number of calls received in the four weeks (2016)



No significant changes in the numbers of calls received overall and by call type



Total 21+ calls:
 21-30: n=40
 31-40: n=16
 41-50: n=2
 51-79: n=3

Base: All UK panel participants with landlines who received each type of call Jan-Feb 2016 (n=728, 526, 145, 380, 546, 246)

↓/↑ indicates significant change since previous wave at the 99% level

Average number of nuisance calls received by age, working status and socio-economic group, amongst all who received calls, year-on-year



No significant change since 2013 in the average number of calls received by age, working status or socio-economic group



Base: All UK panel participants with landlines who received each type of call Jan-Feb 2013/2014/2015 /2016 (n=172/171/164/161, 275/313/287/273, 265/306/296/294, 355/429/389/421, 357/361/349/307, 376/473/435/413, 336/317/311/315)

↓ indicates significant change since previous wave at the 99% level ↓ indicates significant change 2016 vs 2013 at the 99% level

Average number of **silent calls** received by age, working status and socio-economic group, amongst **all who received silent calls**, year-on-year



No significant change since 2013 in the average number of silent calls received year on year by age, working status or SEG



Base: All UK panel participants with landlines who received silent calls Jan-Feb 2013/2014/2015/ 2016 (n=116/104/106/109, 184/232/185/178, 198/250/227/239, 235/304/247/282, 263/282/271/244, 273/348/288/290, 225/238/229/236)

↓/↑ indicates significant change since previous wave at the 99% level ↓/↑ indicates significant change 2016 vs 2013 at the 99% level

Average number of recorded sales calls received by age, working status and socio-economic group, amongst all who received recorded calls, year-on-year



No significant change from 2015 to 2016 in the average number of recorded sales calls received by age, working status or SEG



Base: All UK panel participants with landlines who received recorded sales calls: Jan-Feb 2013/2014/2015/ 2016 (n= 65*/85*/90*/78*, 112/121/153/134, 145/151/190/168, 151/182/224/212, 171/175/209/168, 162/210/252/226, 160/147/180/154)

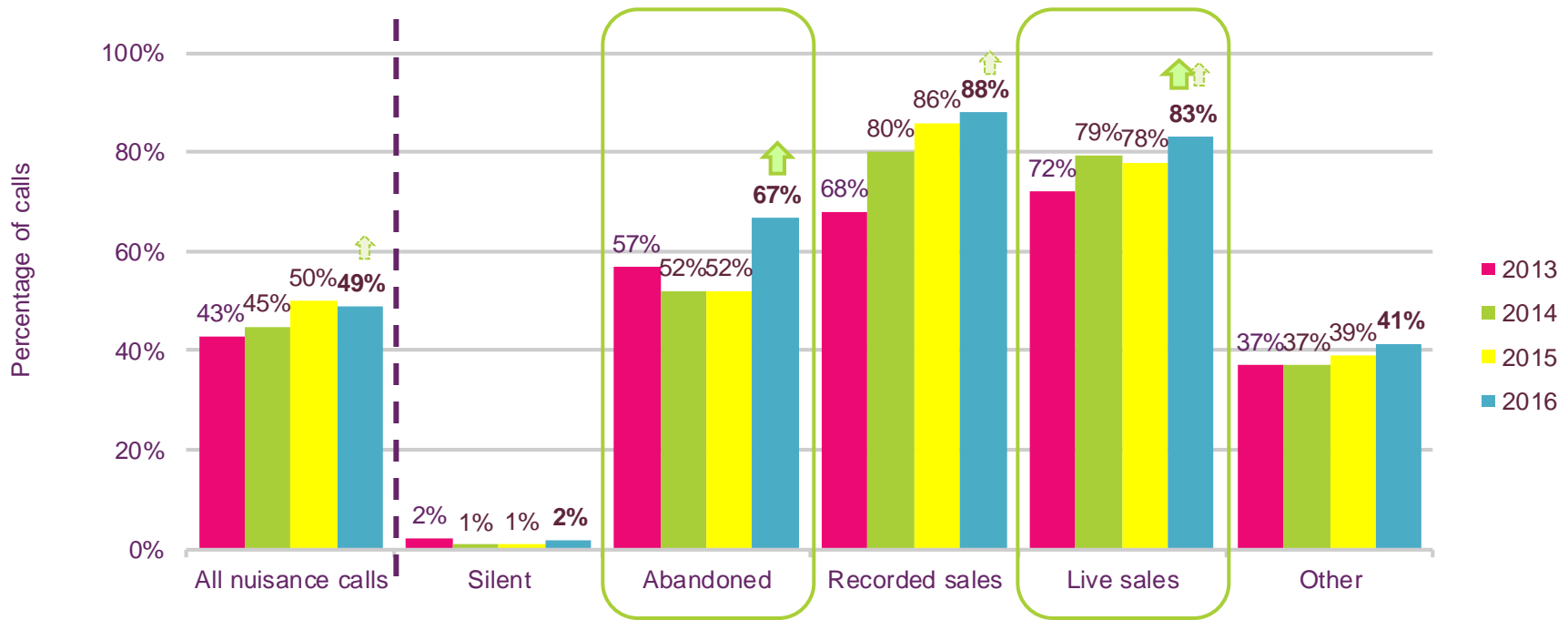
↓/↑ indicates significant change since previous wave at the 99% level ↓/↑ indicates significant change 2016 vs 2013 at the 99% level

Industries and companies making nuisance calls

Proportion of nuisance calls in which product type was recorded, by call type, year-on-year



The product or service promoted was recorded in half the nuisance calls received (up from 43% in 2013), with an increase since 2015 for abandoned and live sales calls



Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2013/2014/2015/2016 (n=6302/7112/7325/6634, 2116/2668/2346/2337, 241/196/261/319, 882/852/1384/1031, 2377/2698/2652/2169, 522/663/594/669)

↓/↑ indicates significant change since previous wave at the 99% level ↓/↑ indicates significant change 2016 vs 2013 at the 99% level

Product being promoted by all nuisance calls, where product/ service was identified, year on year



PPI claims remained the most frequently recorded reason for nuisance calls; calls about home improvements and government schemes increased since the same time last year

	All calls where product identified			
	2013	2014	2015	2016
PPI claims	22%	13%	23%	21%
Other home improvement e.g. kitchen/windows	3%	7%	8%	11%
Market research/ Survey	10%	8%	9%	10%
Insurance (car/ health/ life etc.)	8%	9%	6%	7%
Accident claims/ compensation	2%	4%	7%	6%
Phone/ Broadband	3%	5%	4%	5%
Solar panels	2%	6%	8%	5%
Computer/ maintenance/ support	3%	4%	4%	4%
Energy company	10%	7%	5%	4%
Government schemes/grants/initiatives	-	-	2%	4%
Banking/ Credit card	2%	1%	4%	2%
Charity	3%	3%	2%	2%
Debt repayment/advice/consolidation	2%	4%	2%	2%
Financial Services/ products	1%	5%	2%	2%
Funeral plans	-	-	-	2%
Medical/health/health products	-	1%	1%	2%
Scam calls e.g. banking/computer/passwords etc.	-	1%	1%	2%

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call. 'Products and services below 2% not shown e.g. Newspaper subscriptions, health products, wine investments, legal services, timeshares.

Base: All nuisance calls received by UK panellists where product/service was identified Jan-Feb 2013/ 2014/ 2015/ 2016 (n=2723/ 3220/ 3717/ 3275)

/ indicates significant change since previous wave at the 99% level / indicates significant change 2016 vs 2013 at the 99% level

Product being promoted by **abandoned calls**, where product/ service was identified, year on year



PPI claims remained the most commonly reported reason for abandoned calls (52%)

	All abandoned calls where product identified			
	2013	2014	2015	2016
PPI claims	41%	28%	45%	52%
Other home improvement e.g. kitchen/windows	-	3%	7%	10%
Market research/ Survey	4%	-	3%	2%
Insurance (car/ health/ life etc.)	9%	8%	7%	5%
Accident claims/ compensation	-	3%	9%	9%
Phone/ Broadband	1%	6%	3%	3%
Solar panels	-	3%	4%	5%
Computer/ maintenance/ support	1%	-	-	-
Energy company	6%	3%	2%	1%
Government schemes/grants/initiatives	-	-	3%	2%
Banking/ Credit card	4%	3%	5%	2%
Charity	1%	1%	-	-
Debt repayment/advice/consolidation	3%	4%	2%	-
Financial Services/ products	-	3%	1%	3%
Funeral plans	-	-	-	-
Medical/health/health products	-	-	-	1%
Scam calls e.g. banking/computer/passwords etc.	-	-	-	-

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call. 'Products and services below 2% not shown e.g. Newspaper subscriptions, health products, wine investments, legal services, timeshares.

Base: All abandoned calls received by UK panellists where product/service was identified Jan-Feb 2013/ 2014/ 2015/ 2016 (n=125/ 99/ 154/ 204)

/ indicates significant change since previous wave at the 99% level / indicates significant change 2016 vs 2013 at the 99% level

Product being promoted by recorded sales calls, where product/ service was identified, year on year



Whilst PPI claims dominated (40%), in 2016 home improvement calls made up an increasing proportion (21%) of recorded sales calls

	All recorded sales calls where product identified			
	2013	2014	2015	2016
PPI claims	51%	28%	45%	40% ↓
Other home improvement e.g. kitchen/windows	-	9%	12%	21% ↑
Market research/ Survey	1%	1%	2%	1%
Insurance (car/ health/ life etc.)	2%	3%	1%	2%
Accident claims/ compensation	1%	1%	3%	3%
Phone/ Broadband	1%	3%	-	1%
Solar panels	2%	9%	10%	11% ↑
Computer/ maintenance/ support	-	1%	1%	-
Energy company	14%	5%	3%	3% ↓
Government schemes/grants/initiatives	-	-	-	9% ↑
Banking/ Credit card	2%	2%	8%	2% ↓
Charity	-	-	-	-
Debt repayment/advice/consolidation	3%	1%	2%	3%
Financial Services/ products	-	1%	1%	1%
Funeral plans	-	-	-	1%
Medical/health/health products	-	-	1%	-
Scam calls e.g. banking/computer/passwords etc.	-	-	-	-

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call. 'Products and services below 2% not shown e.g. Newspaper subscriptions, health products, wine investments, legal services, timeshares.

Base: All recorded sales calls received by UK panellists where product/service was identified Jan-Feb 2013/ 2014/ 2015/ 2016 (n=610/ 688/ 1190/ 909)

↓/↑ indicates significant change since previous wave at the 99% level ↓/↑ indicates significant change 2016 vs 2013 at the 99% level

Product being promoted by live sales calls, where product/ service was identified, year on year



PPI claims, market research and insurance calls were the main types of live sales calls recorded; solar panel calls declined since 2015, banking/credit card calls increased

	All live sales calls where product identified			
	2013	2014	2015	2016
PPI claims	13%	8%	10%	10%
Other home improvement e.g. kitchen/windows	4%	6%	7%	8%
Market research/ Survey	9%	8%	10%	10%
Insurance (car/ health/ life etc.)	11%	11%	9%	10%
Accident claims/ compensation	4%	5%	9%	8%
Phone/ Broadband	4%	6%	6%	7%
Solar panels	3%	5%	9%	3%
Computer/ maintenance/ support	5%	4%	5%	6%
Energy company	10%	8%	7%	5%
Government schemes/grants/initiatives	-	-	1%	1%
Banking/ Credit card	1%	1%	1%	3%
Charity	4%	3%	3%	3%
Debt repayment/advice/consolidation	1%	1%	2%	1%
Financial Services/ products	1%	6%	3%	2%
Funeral plans	-	-	-	2%
Medical/health/health products	-	-	2%	2%
Scam calls e.g. banking/computer/passwords etc.	-	1%	1%	2%

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call. 'Products and services below 2% not shown e.g. Newspaper subscriptions, health products, wine investments, legal services, timeshares.

Base: All nuisance calls received by UK panellists where product/service was identified Jan-Feb 2013/ 2014/ 2015/ 2016 (n=1553/ 2161/ 2078/ 1825)

/ indicates significant change since previous wave at the 99% level / indicates significant change 2016 vs 2013 at the 99% level

Product being promoted by ‘other’ calls, where product/ service was identified, year on year



‘Other’ calls were mainly classified as market research (44%).

	All ‘other’ calls where product identified			
	2013	2014	2015	2016
PPI claims	4%	4%	2%	5%
Other home improvement e.g. kitchen/windows	2%	3%	-	2%
Market research/ Survey	50%	31%	54%	44%
Insurance (car/ health/ life etc.)	2%	3%	-	2%
Accident claims/ compensation	1%	3%	5%	4%
Phone/ Broadband	2%	2%	1%	6%
Solar panels	-	1%	-	-
Computer/ maintenance/ support	6%	11%	8%	9%
Energy company	6%	7%	3%	2%
Government schemes/grants/initiatives	-	-	-	-
Banking/ Credit card	1%	2%	2%	2%
Charity	7%	3%	3%	2%
Debt repayment/advice/consolidation	-	3%	-	-
Financial Services/ products	-	4%	1%	3%
Funeral plans	-	-	-	1%
Medical/health/health products	-	-	1%	2%
Scam calls e.g. banking/computer/passwords etc.	-	4%	7%	6%

NB: This was the participant’s understanding of the product or service being promoted and may not reflect the actual reason for the call. ‘Products and services below 2% not shown e.g. Newspaper subscriptions, health products, wine investments, legal services, timeshares.

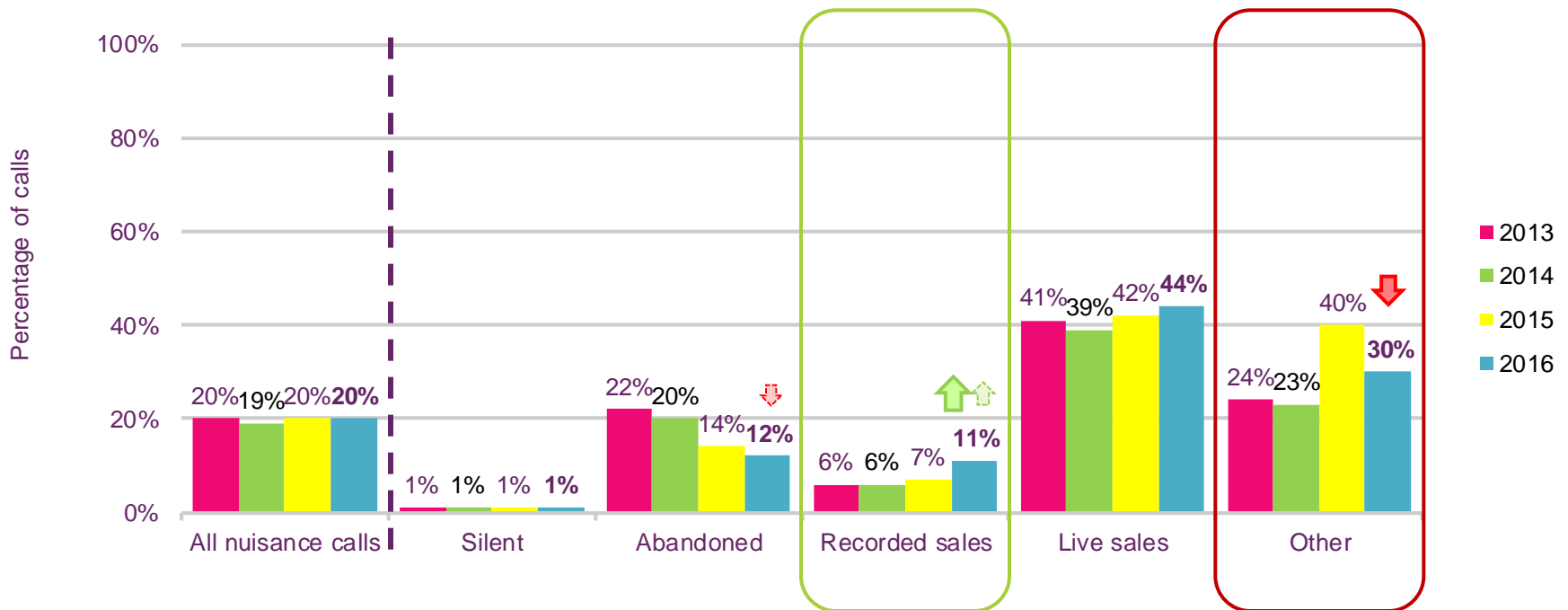
Base: All nuisance calls received by UK panellists where product/service was identified Jan-Feb 2013/ 2014/ 2015/ 2016 (n=192/ 245/ 235/ 270)

↓/↑ indicates significant change since previous wave at the 99% level ↓/↑ indicates significant change 2016 vs 2013 at the 99% level

Proportion of nuisance calls in which company name was recorded, by call type year-on-year



Company name was recorded in a fifth (20%) of all calls, rising to 44% of live sales calls; increase since 2015 in company recorded for recorded sales calls, drop for 'other' calls



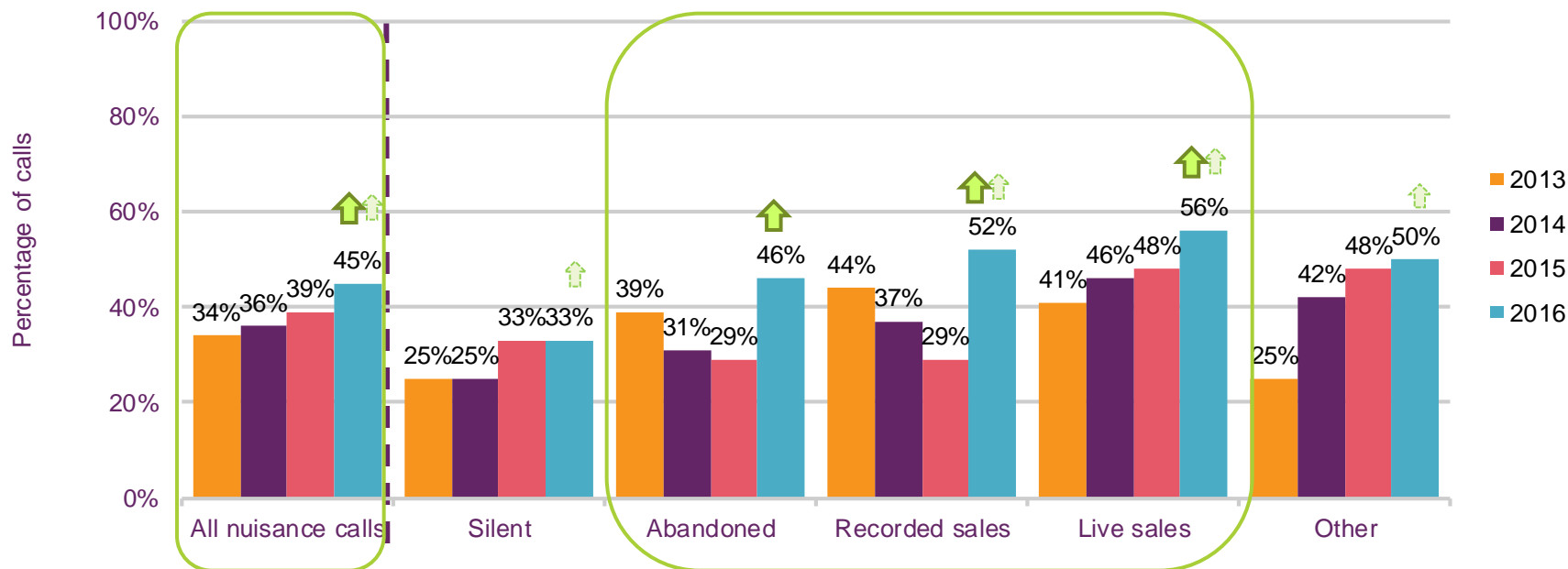
Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2013/2014/2015/ 2016/ (n=6302/7112/7325/6634, 2116/2668/2346/2337, 241/196/261/319, 882/852/1384/1031, 2377/2698/2652/2169, 522/663/594/669)

↑/↓ indicates significant change since previous wave at the 99% level ↑ ↓ indicates significant change 2016 vs 2013 at the 99% level

Proportion of nuisance calls in which phone number was recorded, by call type year-on-year



Increase in total number of nuisance calls with phone number recorded (45%), driven by increases for abandoned, recorded and live sales calls



Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2013/2014/2015/ 2016/ (n=6302/7112/7325/6634, 2116/2668/2346/2337 241/196/261/319, 882/852/1384/1031, 2377/2698/2652/2169, 522/663/594/669)

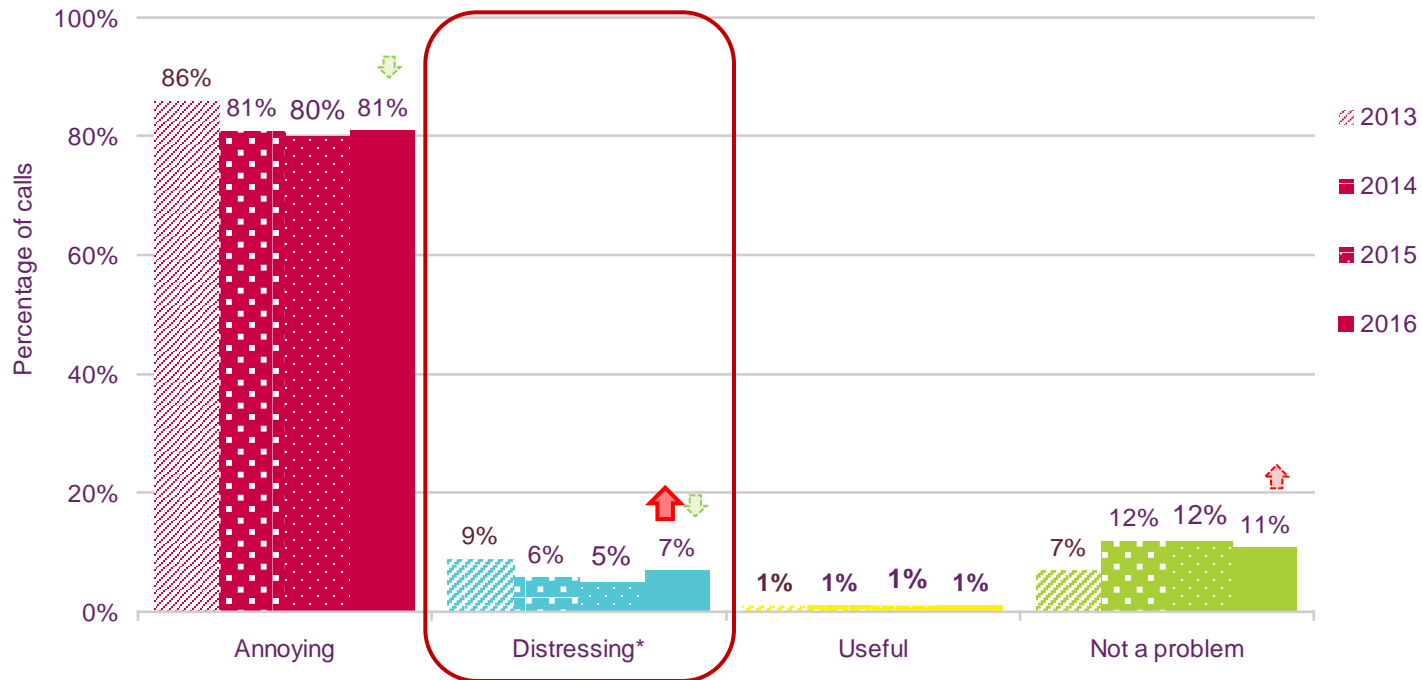
↑ / ↓ indicates significant change since previous wave at the 99% level; ↑ / ↓ indicates significant change 2016 vs 2013 at the 99% level

Attitudes to receiving nuisance calls

Feelings about nuisance calls overall, year-on-year



The majority of calls continued to be considered annoying (81%), although this has decreased since 2013 (86%).



* Data for 'worrying' and 'distressing' was netted for 2013

Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2013/ 2014/ 2015/ 2016 (n=6302/ 7112/ 7325/ 6634)

↓ / ↑ indicates significant change since previous wave at the 99% level ↓ / ↑ indicates significant change 2016 vs 2013 at the 99% level

Feeling about call by product/ service being promoted year-on-year: annoying



Compared to 2013, there was a decline in PPI claims and energy calls reported as annoying.

	2013	2014	2015	2016
Accident claims	86%	88%	88%	86%
PPI claims	97%	86%	86%	84% ↓
Market research	85%	85%	84%	84%
Cable/ Satellite TV Insurance	**	**	83%	**
Financial Services	**	80%	81%	90%
Computer maintenance	84%	86%	78%	92% ↑
Debt repayment	**	83%	78%	**
Solar panels	87%	77%	78%	72%
Energy company	93%	66%	76%	78% ↓
Government schemes	**	**	76%	78%
Banking/ Credit card	**	**	73%	74%
Other home improvement	84%	72%	70%	80% ↑
Insurance	79%	72%	64%	72%
Home/loft insulation	88%	78%	62%	**
Phone/ Broadband	75%	66%	60%	78% ↑
Charity	78%	58%	53%	67%

* Base size between 50 and 100 ** Base size below 50 - data not shown

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call.

Base: All nuisance calls received by UK panel participants with landlines where product/service identified, Jan-Feb 2013/2014/2015/2016 (n=64*/131/263/195, 585/405/809/684, 256/250/371/341, ***/60*/34**, 19**/160/75*/64*, 89*/118/129/137, 42**/138/63*/**, 63*/190/308/159, 269/226/187/136, ***/67*/116, ***/128/75*, 77*/205/338/370, 210/238/207/236, 59*/275/78*/21**, 84*/151/129/171, 77*/86*/92*/54*)

↓/↑ indicates significant change since previous wave at the 99% level ↓ ↑ indicates significant change 2016 vs 2013 at the 99% level

Feeling about call by product/service being promoted year-on-year: distressing



In 2016 scam calls and funeral plan calls were most likely call types to be distressing. Compared to 2013, there was a decline in computer maintenance calls reported as distressing.

	2013	2014	2015	2016
Charity	6%	7%	12%	7%
Computer maintenance	36%	14%	9%	14%
Accident claims	19%	8%	8%	7%
Debt repayment	**	4%	5%	**
Market research	4%	4%	4%	5%
Insurance	3%	1%	4%	6%
Phone/ Broadband	6%	2%	4%	6%
PPI	5%	6%	3%	5%
Solar panels	5%	3%	3%	2%
Cable/ Satellite TV/ Insurance	**	**	2%	**
Financial Services	**	3%	2%	2%
Government schemes	**	**	2%	3%
Home/loft insulation	2%	2%	2%	**
Energy company	3%	3%	1%	6%
Banking/ Credit card	**	**	1%	5%
Other home improvement	1%	0%	1%	1%
Scam calls	-	-	-	23%
Funeral plans	-	-	-	17%
Medical/ Health	-	-	-	7%

NB: Data for 'worrying' and 'distressing' was netted for 2013

* Base size between 50 and 100 ** Base size below 50 - data not shown

NNB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call.

Base: All nuisance calls received by UK panel participants with landlines where product/service identified, Jan-Feb 2013/2014/2015/2016 (n=77*/86*/92*/54*, 89*/118/129/137, 64*/131/263/195, 42**/134/63*/44**, 256/250/371/341, 219/283/207/236, 95*/151/129/171, 614/405/809/684, 70*/190/308/159, 38**/39**/60*/34**, 22**/160/75*/64* ***/67*/116, 67*/275/78*/21**, 279/226/187/136, 36**/47**/128/75*, 85*/205/338/370, -/-/51*, -/-/52*, -/-/58*)

/ indicates significant change since previous wave at the 99% level / indicates significant change 2016 vs 2013 at the 99% level

Feeling about call by product/service being promoted year-on-year : not a problem



In 2016 medical, funeral plan and solar panel calls were most likely to be reported as ‘not a problem’. Compared to 2013, there was an increase in solar panel and computer maintenance calls reported as not a problem.

	2013	2014	2015	2016
Home/loft insulation	10%	17%	37%	**
Charity	22%	30%	33%	17%
Phone / Broadband	20%	24%	26%	15%
Insurance	16%	19%	25%	19%
Other home improvements	17%	23%	25%	18%
Banking/ Credit card	**	**	24%	9%
Government schemes	-	-	23%	15%
Energy company	7%	25%	19%	14%
Debt repayment	6%	18%	17%	**
Solar panels	6%	21%	16%	22%
Financial Services	**	17%	13%	8%
Cable/Satellite TV	**	**	13%	**
Market research	14%	11%	12%	10%
Computer maintenance	1%	5%	10%	4%
PPI claims	3%	10%	9%	11%
Accident claims	5%	7%	6%	6%
Funeral plans	-	-	-	26%
Medical/ Health	**	**	**	28%

* Base size between 50 and 100 ** Base size less than 50; data not shown

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call.

Base: All nuisance calls received by UK panel participants with landlines where product/service identified, Jan-Feb 2013/2014/2015/2016 (n=59*/275/78*/21**, 77*/86*/92*/54*, 84*/151/129/171, 210/283/207/236, 77*/205/338/370, ***/128/75*, ***/67*/116, 269/226/187/136, 49**/138/63*/44**, 63*/190/308/159, **/160/75*/64*, ***/60*/34**, 256/250/371/341, 89*/118/129/137, 585/405/809/684, 64*/131/263/195, ***/**/52*, ***/**/58*)

/ indicates significant change since previous wave at the 99% level / indicates significant change 2016 vs 2013 at the 99% level

Feeling about call by product or service being promoted: useful



Relatively few call types were considered to be useful; highest for insurance (6%)

	2013	2014	2015	2016
Phone/ Broadband	3%	7%	9%	2%
Insurance	5%	6%	5%	6%
Banking/ Credit card	**	**	4%	4%
Energy	1%	4%	4%	3%
Other home improvements	0%	2%	3%	2%
Charity	0%	0%	2%	2%
Solar panels	6%	0%	2%	1%
Financial	**	1%	2%	1%
Market research	0%	1%	1%	1%

* Base size between 50 and 100 ** Base size less than 50; data not shown

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call.

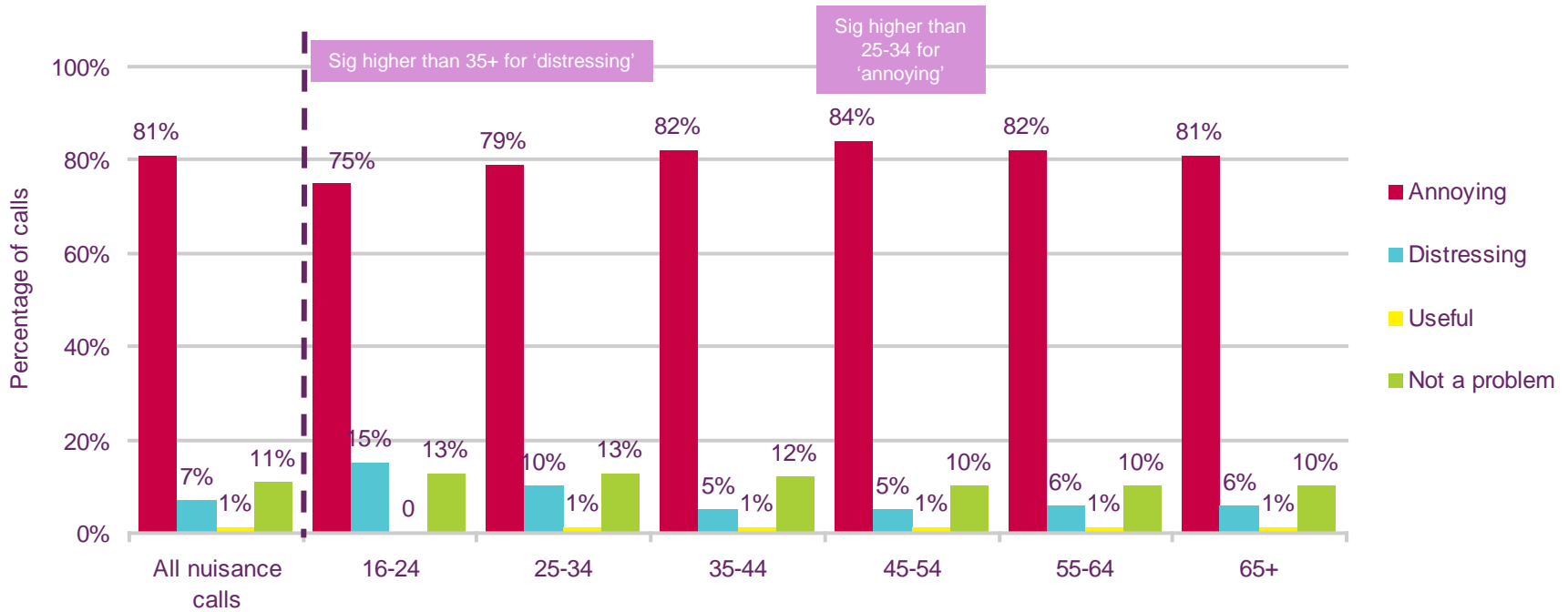
Base: All nuisance calls received by UK panel participants with landlines where product/service identified, Jan-Feb 2013/ 2014/ 2015/ 2016 (n= 95*/151/129/171, 219/283/207/236, 36**/47**/128/75*, 279/226/187/136, 85*/205/338/370, 84*/86*/92*/54*, 70*/190/308/159, 22**/160/75*/64*, 265/250/371/341)

↓/↑ indicates significant change since previous wave at the 99% level ↓/↑ indicates significant change 2016 vs 2013 at the 99% level

Feelings about nuisance calls by age (2016)



Feelings that calls are annoying dominated all age groups. Those aged under 35 were more likely than over 35s to find calls distressing

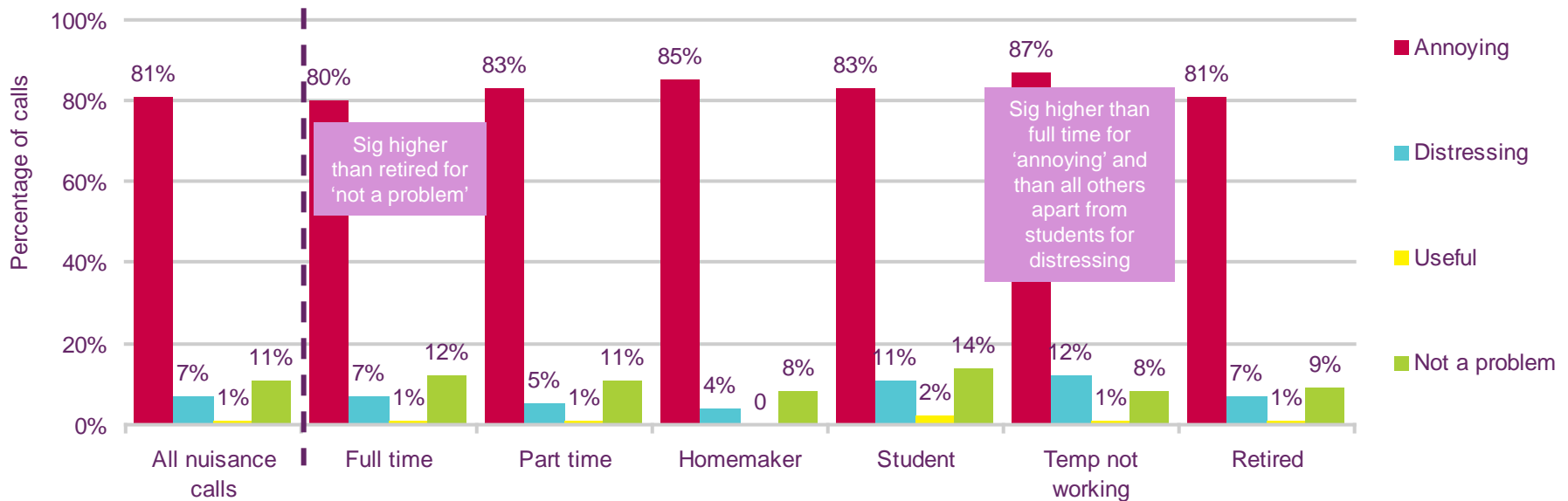


Base: All nuisance calls received by UK panel participants with landlines, Jan-Feb 2016 (n=6634, 145, 811, 1109, 956, 1868, 1745)

Feelings about nuisance calls by working status (2016)



Feelings that calls are annoying dominated all age working groups. Full-time employed were likely than retired people to say nuisance calls they received were not a problem; non-working people more likely to find them distressing

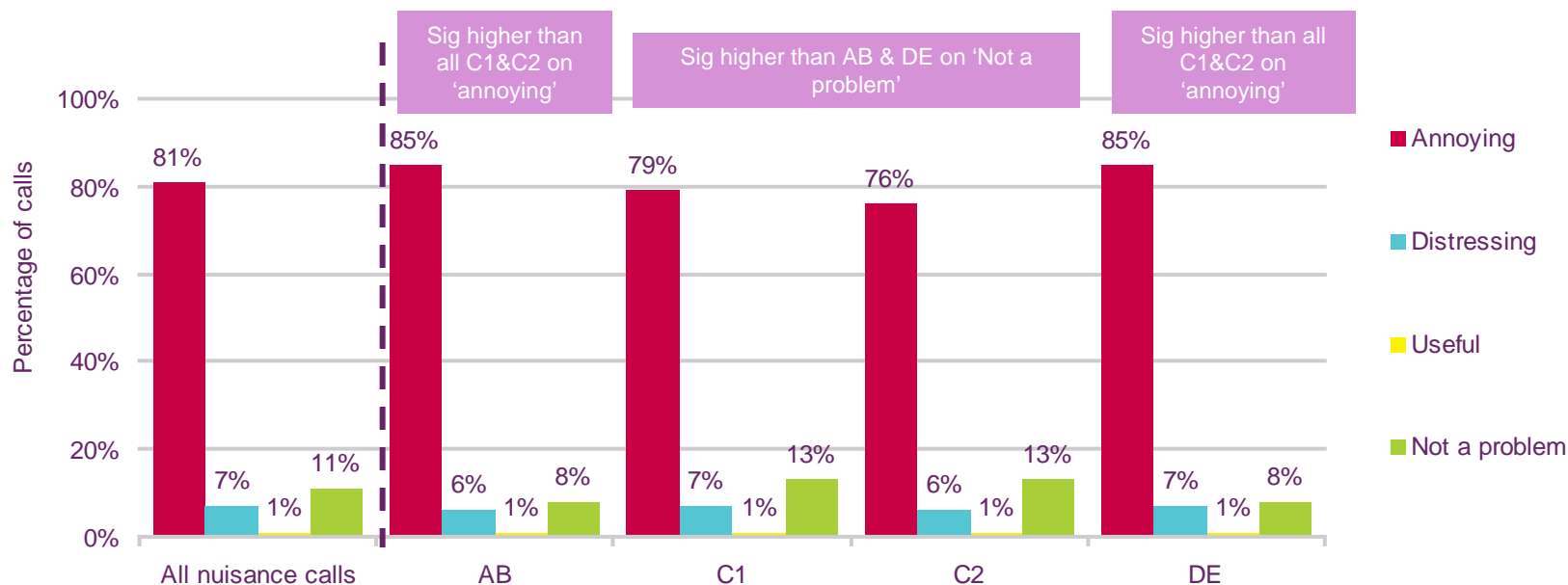


Base: All nuisance calls received by UK panel participants with landlines, Jan-Feb 2016 (n=6634, 2545, 803, 499, 117, 405, 2265)

Feelings about nuisance calls by socio-economic group (2016)



Feelings that calls are annoying dominated all socio-economic groups. AB and DEs were more likely than C1/C2s to find the calls they receive annoying; C1/C2s more likely than AB/DE to say they are not a problem



Base: All nuisance calls received by UK panel participants with landlines, Jan-Feb 2016 (n=6634, 2042, 1766, 1480, 1346)

Inconvenience, repeated calls and no response continued to be the main reasons for participants to feel annoyed or distressed by nuisance calls

Reasons given* for feeling about call	All participants	Feeling about call			
		Annoying	Distressing	Useful**	No problem
Disturbed unnecessarily / had to stop what I was doing	13%	15%	13%	-	2%
They keep phoning/have had many of these calls	12%	14%	13%	-	4%
Silent calls / no reply	12%	14%	12%	-	3%
Subject/product not relevant/of interest to me	7%	7%	4%	2%	8%
Time wasting	7%	8%	7%	-	-
Caller hung up /answered phone and you hear a click	6%	6%	10%	2%	4%
Scam call	4%	4%	9%	3%	1%
They do not listen to you when you say I'm not interested	4%	4%	5%	1%	-
I didn't ask them to call	4%	4%	2%	-	1%
No problem with the call	4%	-	-	60%	24%
They try to sell you something/ sales calls	4%	4%	2%	12%	4%
It was a recorded message	3%	3%	1%	-	5%
Could not understand caller/ accent	3%	4%	6%	2%	1%
Not at suitable time (e.g. Sunday, late night, early morning)	3%	3%	5%	-	-
Unknown caller	2%	2%	6%	4%	1%
Want me to make insurance claim when no need/ no accident	2%	2%	3%	-	1%
I had to hang up/ I hung up	2%	2%	2%	1%	6%
Where did they get my number from?	2%	2%	4%	2%	-
They weren't pushy/ no hard sell/ accepted no	1%	-	-	4%	6%
Caller was polite/ courteous/ pleasant	1%	-	-	3%	10%

* All comments above 2% shown, or where higher than 5% by call type ** Base size between 50 and 100

Base: All nuisance calls received by UK panellists Jan-Feb 2016 (n=6634, 5425, 423, 54*, 699)