Landline nuisance calls panel research Wave 3 (January – February 2015)

Annex

March 2015

Incidence of nuisance calls

Overall call incidence at same level as previous years, but incidence of recorded sales calls is higher

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

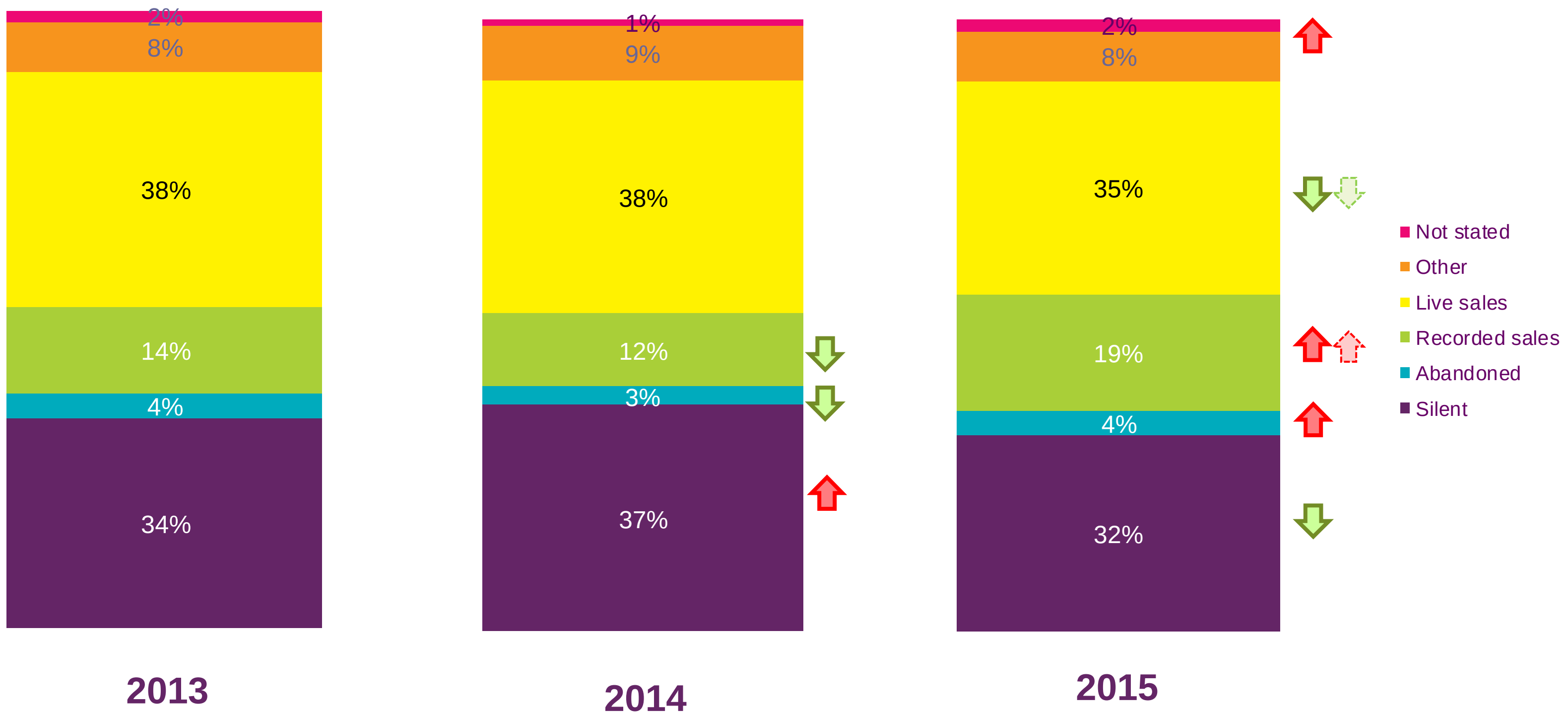
[1] Defined as "Some other type of call that you didn't want from someone you didn't know (please explain), for example a survey or market research call" (2013) or "Some **other type of call** that you do not want from a business or organisation" (2014/2015)

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

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

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

Proportions of live sales and silent calls have decreased since 2014, while proportions of recorded sales and abandoned calls have risen

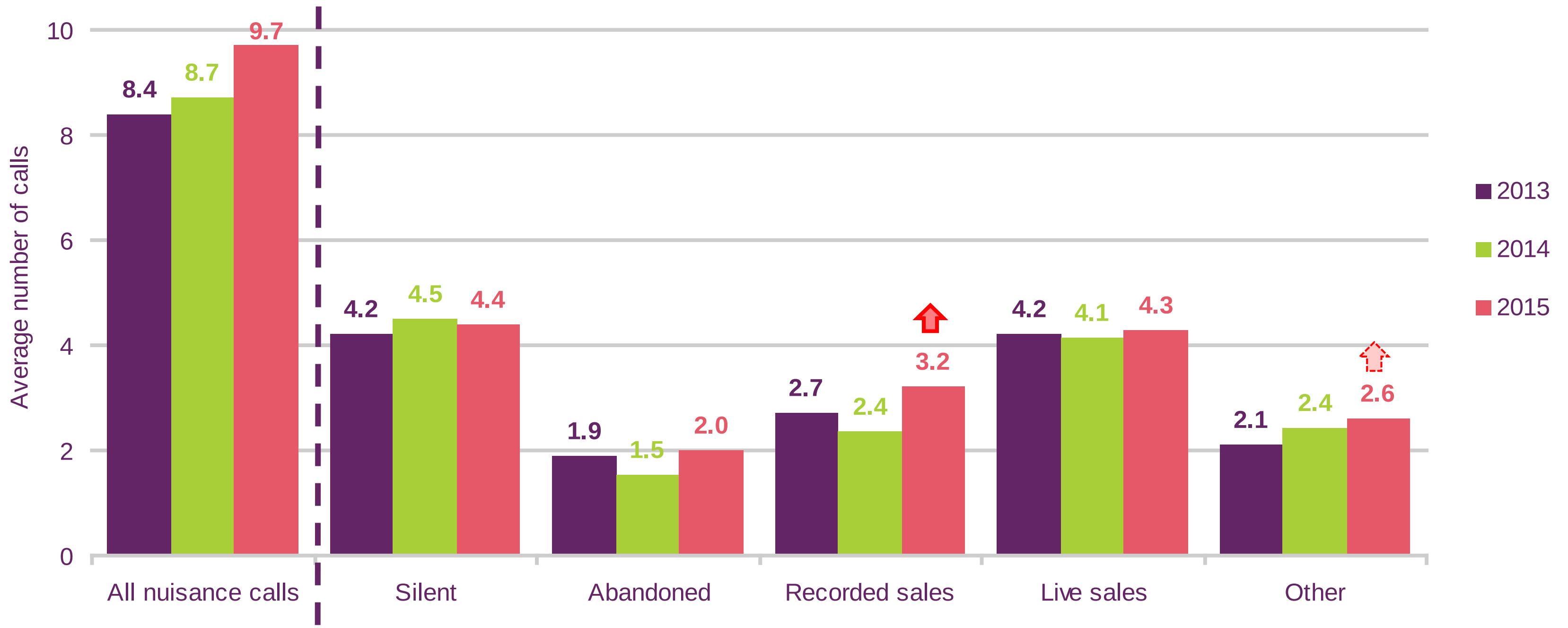


Base: All nuisance calls received by UK participants with landlines Jan-Feb 2013/ 2014/ 2015 (n=6302/ 7112/ 7325)

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

Frequency of nuisance calls

The average total number of nuisance calls remains stable- the difference is not statistically significant. The number of recorded sales calls has risen since 2014, as has the number of other calls vs 2013

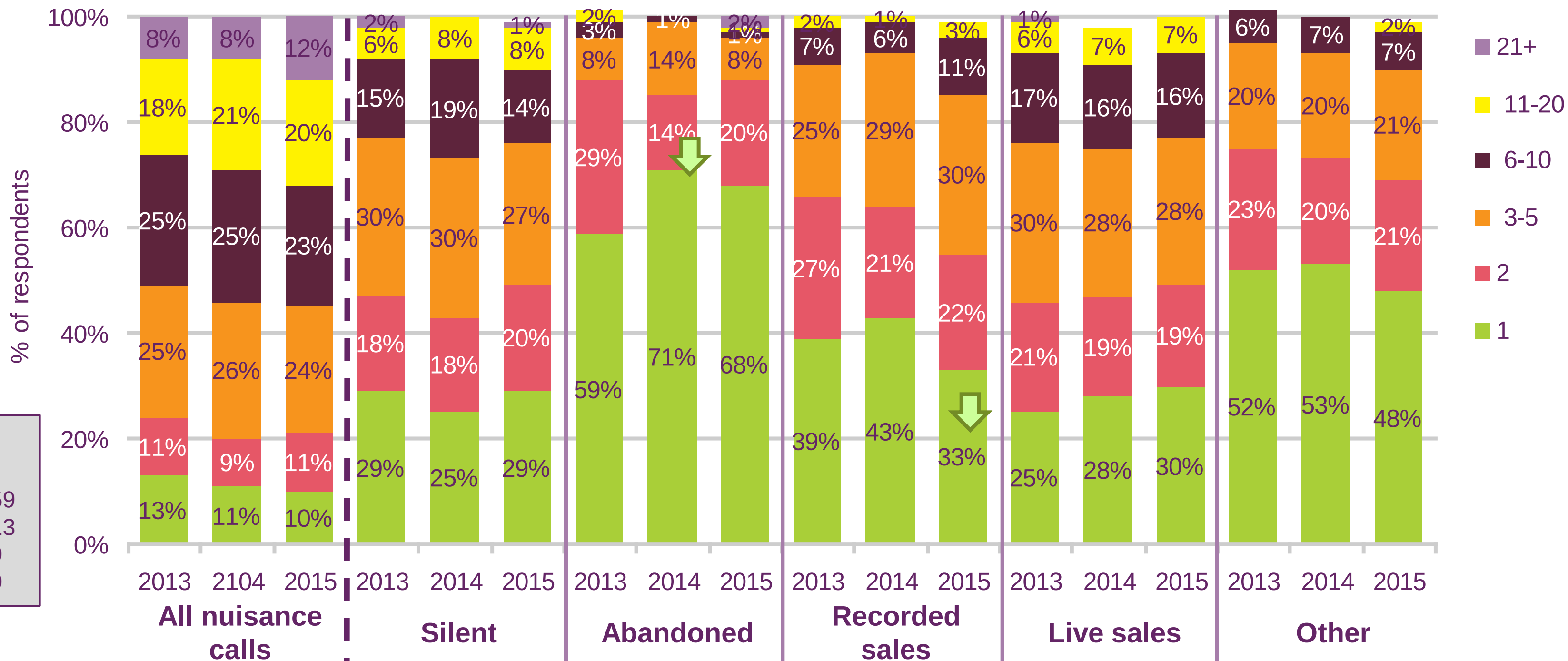


Base: All UK panel participants with landlines who received each type of call Jan-Feb 2013/2014/2015 (n=707/790/747, 489/581/518, 132/126/140, 322/357/433, 548/641/606, 242/274/221)

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

Number of calls received in the four weeks, by type of call, amongst all who received each call type, year-on-year

Decrease since 2014 in the proportion of those who received only one recorded sales call (in line with increase in mean number of these calls)



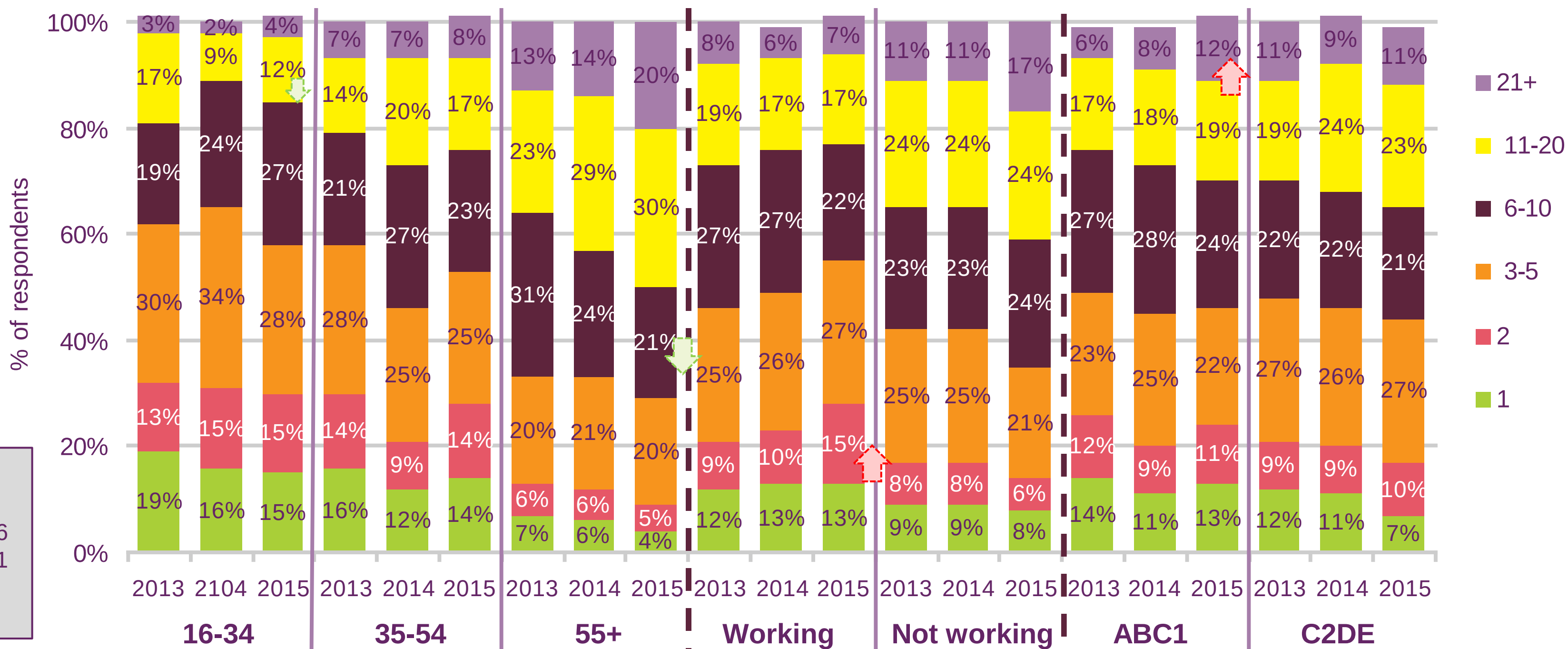
Total 21+ calls:
21-30: n=59
31-40: n=13
41-50: n=9
51-68: n=9

	All nuisance calls 2013	2104	2015	Silent 2013	2014	2015	Abandoned 2013	2014	2015	Recorded sales 2013	2014	2015	Live sales 2013	2014	2015	Other 2013	2014	2015
Avg no. calls in 4 weeks	8.4	8.7	9.7	4.2	4.5	4.4	1.9	1.5	2.0	2.7	2.4	3.2	4.2	4.1	4.3	2.1	2.4	2.6

Base: All UK panel participants with landlines who received each type of call Jan-Feb 2013/2014/2015 (n=707/790/747, 489/581/518, 132/126/140, 322/357/433, 548/641/606, 242/274/221)

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

Over 55s report receiving more nuisance calls than in 2013, up from 11 to 14; also more ABC1s receiving 21+ nuisance calls than in 2013



55+ years 21+ calls:
21-30: n=36
31-40: n=11
41-50: n=7
51-70: n=9

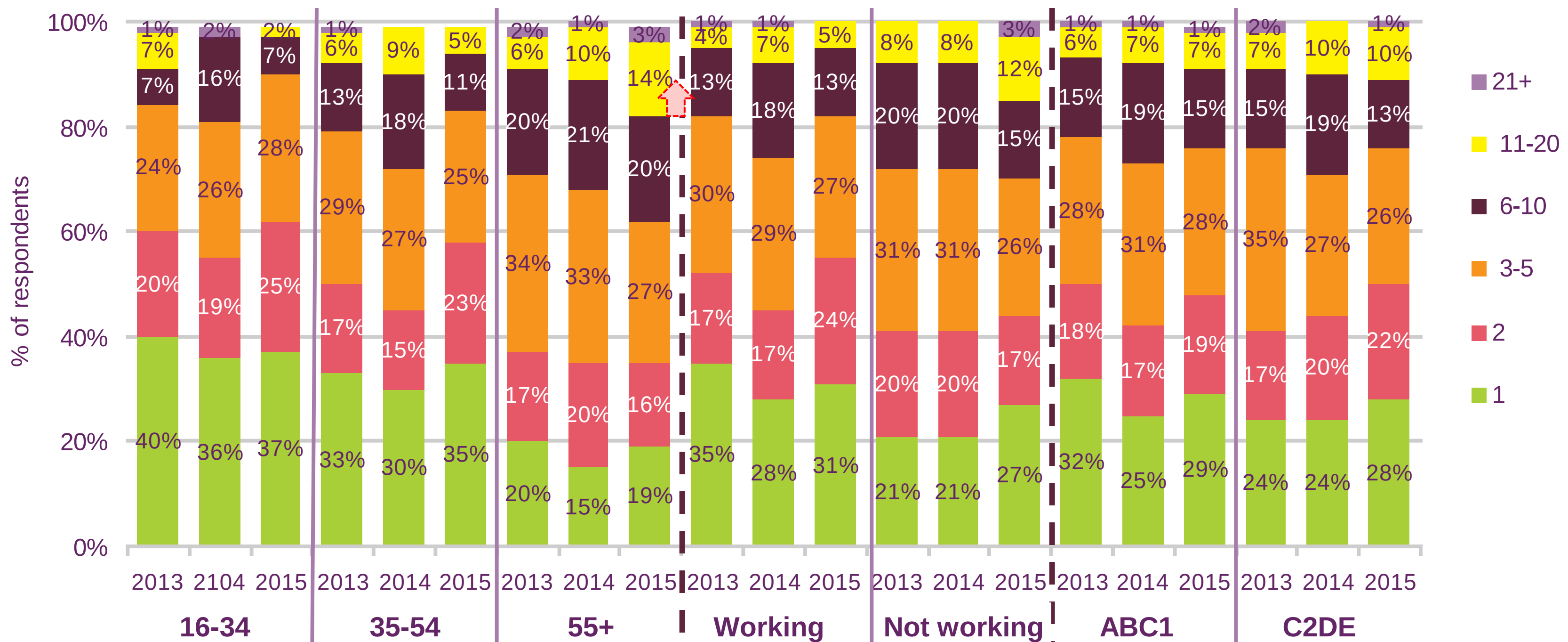
	16-34 2013	16-34 2104	16-34 2015	35-54 2013	35-54 2014	35-54 2015	55+ 2013	55+ 2014	55+ 2015	Working 2013	Working 2014	Working 2015	Not working 2013	Not working 2014	Not working 2015	ABC1 2013	ABC1 2014	ABC1 2015	C2DE 2013	C2DE 2014	C2DE 2015
Avg no. calls in 4 weeks	6	6	6	7	8	8	11	11	14	7	8	8	10	10	12	8	8	9	9	9	10

NB: demographic groups merged due to some low base sizes

Base: All UK panel participants with landlines who received each type of call Jan-Feb 2013/2014/2015 (n=166/171/164, 257/313/287, 283/306/296, 396/429/389, 310/361/349, 418/473/435, 289/317/311)

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

No significant changes in the number of silent calls year-on-year, but an increase vs 2013 in over 55s receiving 11-20 silent calls



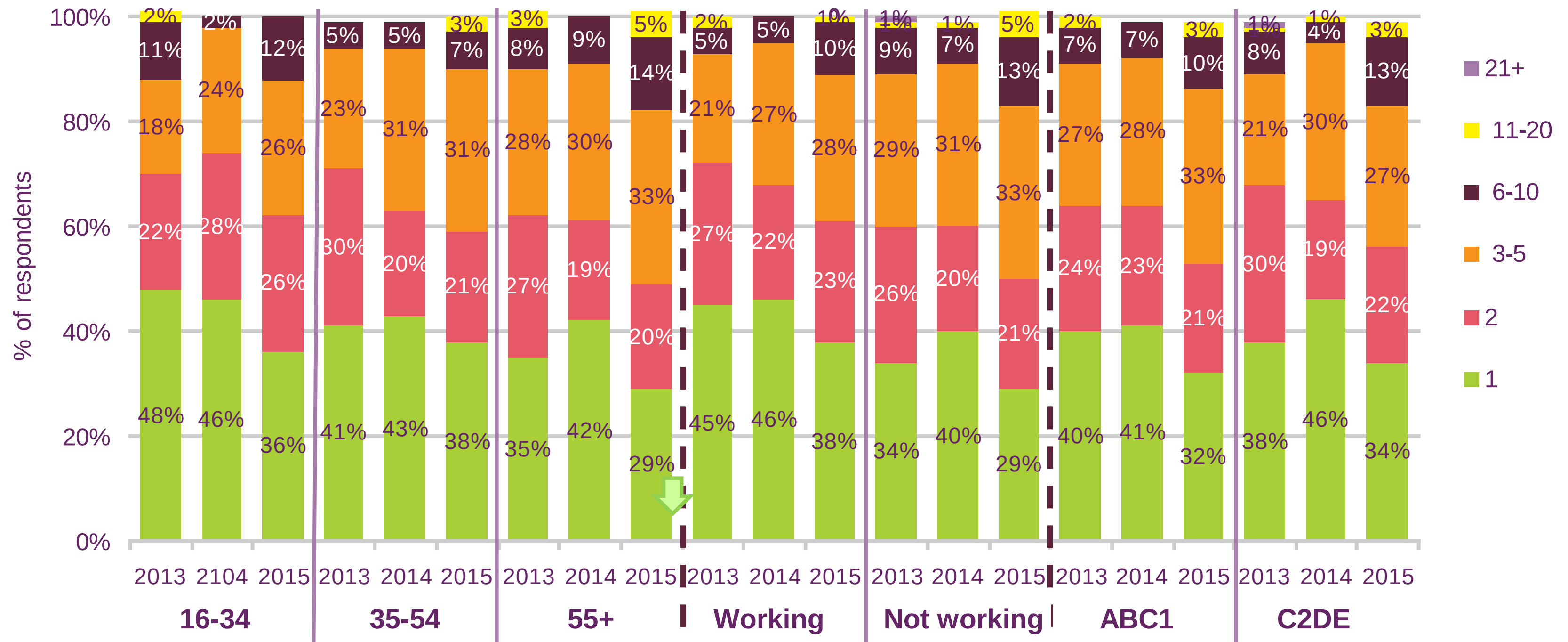
	16-34			35-54			55+			Working			Not working			ABC1			C2DE		
Avg no. calls in 4 weeks	3	4	3	4	4	4	5	5	6	4	5	4	5	5	5	4	4	4	5	5	5

NB: demographic groups merged due to some low base sizes

Base: All UK panel participants with landlines who received silent calls Jan-Feb 2013/2014/2015 (n=107/104/106, 170/232/185, 212/250/227, 260/304/247, 230/282/271, 298/348/288, 191/238/229)

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

Increase since 2014 in the number of recorded sales calls received by those aged 55+, working, and across both SEG groups



	16-34 2013	16-34 2104	16-34 2015	35-54 2013	35-54 2014	35-54 2015	55+ 2013	55+ 2014	55+ 2015	Working 2013	Working 2014	Working 2015	Not working 2013	Not working 2014	Not working 2015	ABC1 2013	ABC1 2014	ABC1 2015	C2DE 2013	C2DE 2014	C2DE 2015
Avg no. calls in 4 weeks	3	2	3	2	2	3	3	3	4	2	2	3	3	3	3	3	2	3	3	2	3

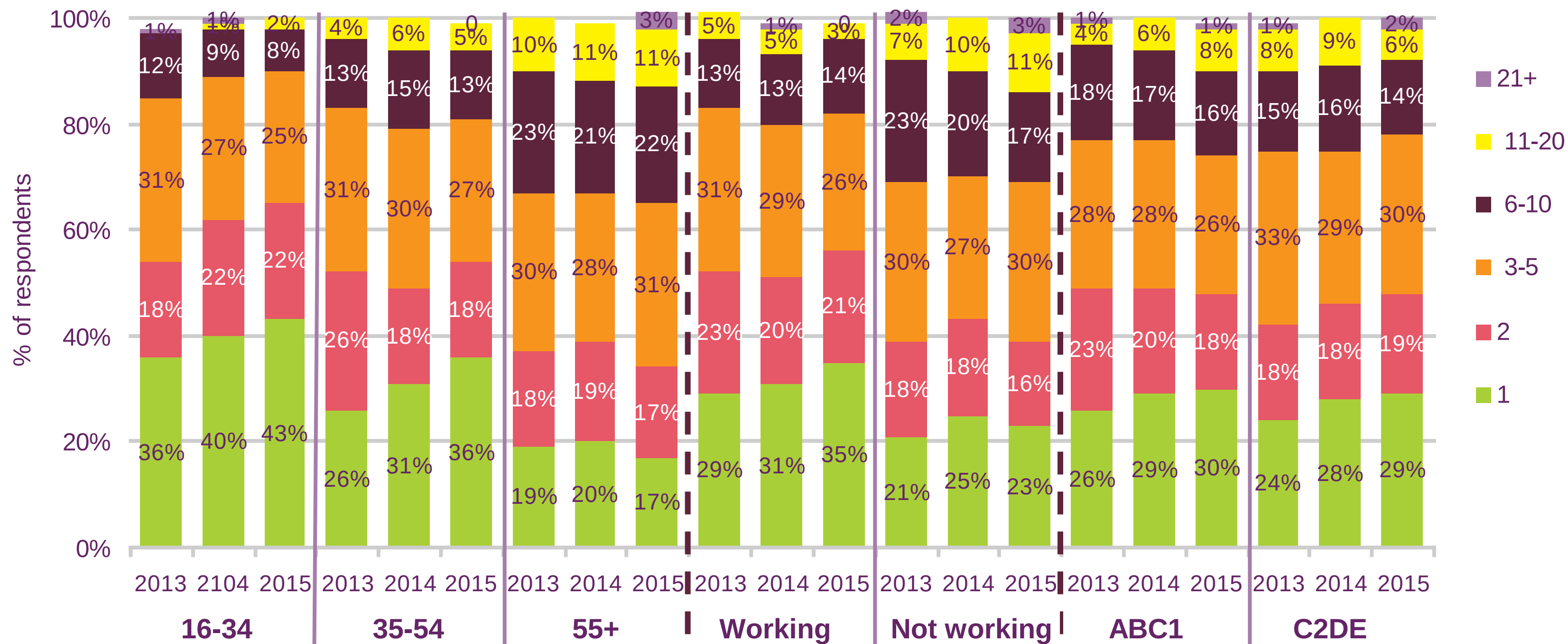
** Base size below 100*   *NB: demographic groups merged due to some low base sizes*

Base: All UK panel participants with landlines who received recorded sales calls: Jan-Feb 2013/2014/2015 (n= 65*/85*/90*, 102/121/153, 155/151/190, 169/182/224, 153/175/209, 181/210/252, 141/147/180)

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

Ofcom

No significant change over time in the number of live sales calls amongst those who received this type of call



	16-34			35-54			55+			Working			Not working			ABC1			C2DE		
Avg no. calls in 4 weeks	3	3	3	4	4	4	5	5	6	4	4	3	5	5	5	4	4	4	4	4	4

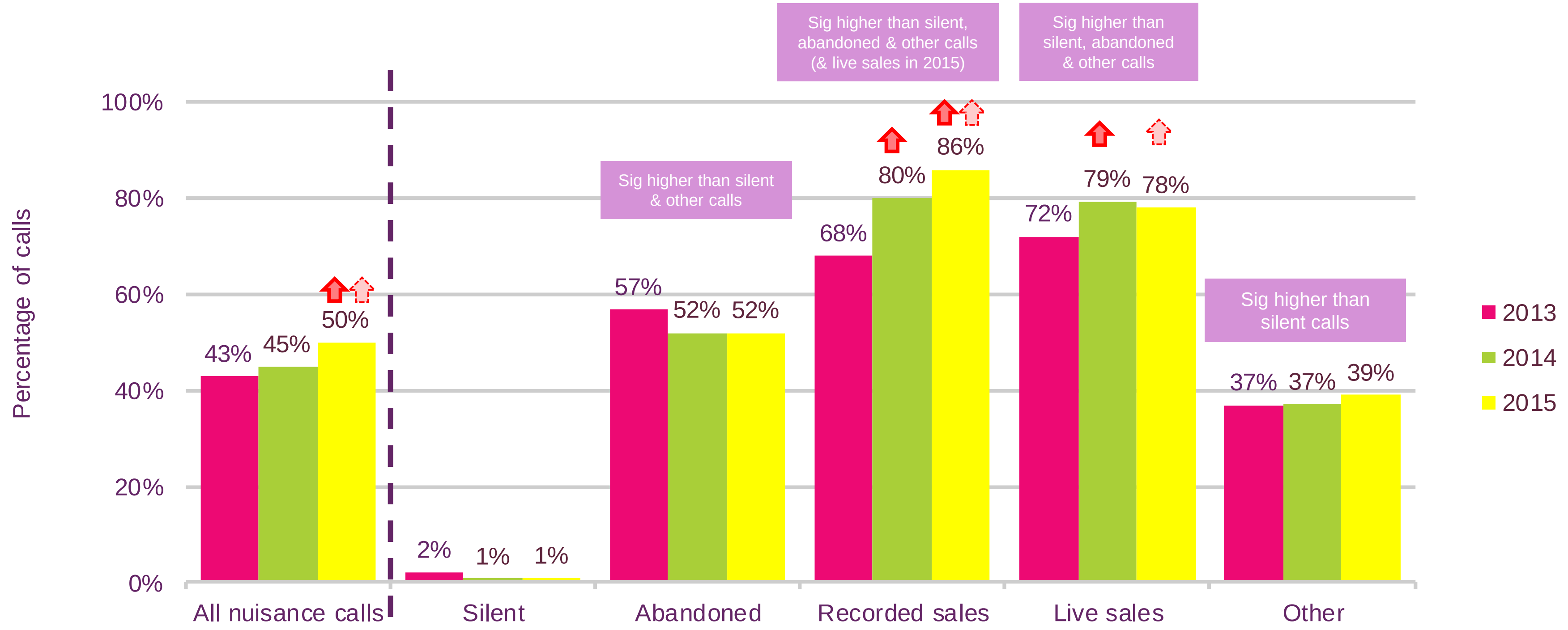
NB: demographic groups merged due to some low base sizes

Base: All UK panel participants with landlines who received live sales calls: Jan-Feb 2013/2014/2015 (n=109/116/122, 199/252/224, 240/273/260, 295/339/317, 253/ 302/289, 316/377/360, 233/264/245)

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

Industries and companies making nuisance calls

For half of all nuisance calls the product or service being promoted was recorded; an increase on previous years due to a higher level of recording of details about recorded sales calls



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

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

Product being promoted by type of call, where product/ service was identified, year on year

PPI claims continue to be the product most likely to be promoted in nuisance calls, up on 2014. Solar panels, accident claims and banking/credit card calls are also up on last year

	All calls where product identified		
	2013	2014	2015
PPI	22%	13% ↓	23% ↑
Market research	10%	8% ↓	9%
Solar panels	2%	6% ↑	8% ↑ ⇡
Other home improvement e.g. kitchen/windows	3%	7% ↑	8% ⇡
Accident claims/ compensation	2%	4% ↑	7% ↑ ⇡
Insurance	8%	9%	6% ↓ ⇣
Energy company	10%	7% ↓	5% ↓ ⇣
Phone / Broadband	3%	5% ↑	4%
Banking/ Credit card	2%	1%	4% ↑ ⇡
Computer maintenance/ support	3%	4%	4%
Home/loft insulation	2%	8% ↑	2% ↓
Charity	3%	3%	2%
Cable/ Satellite TV/ Insurance	1%	1%	2%
Financial Services/ products	1%	5% ↑	2% ↓ ⇡
Debt repayment/advice/consolidation	2%	4% ↑	2% ↓
Government schemes/grants/initiatives	-	-	2%
Loans/ loans refund	2%	1%	1% ⇣
Pension entitlement/rebate/refund	4%	1% ↓	1% ⇣
Won holiday/money/bonus/cruise etc.	2%	-	1% ⇣
Medical/health products	-	1%	1%

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call.
'Other' includes all products/services comprising less than 1% of total calls and includes e.g. Newspaper subscriptions, health products, wine investments, legal services, timeshares.
Percentages are not displayed where value is below 1% .

Base: All nuisance calls received by UK panellists where product/service was identified Jan-Feb 2013/ 2014/ 2015 (n=2605/ 3055/ 3717)
↓/↑ indicates significant change since previous wave at the 99% level ⇣/⇡ indicates significant change vs 2013 at the 99% level

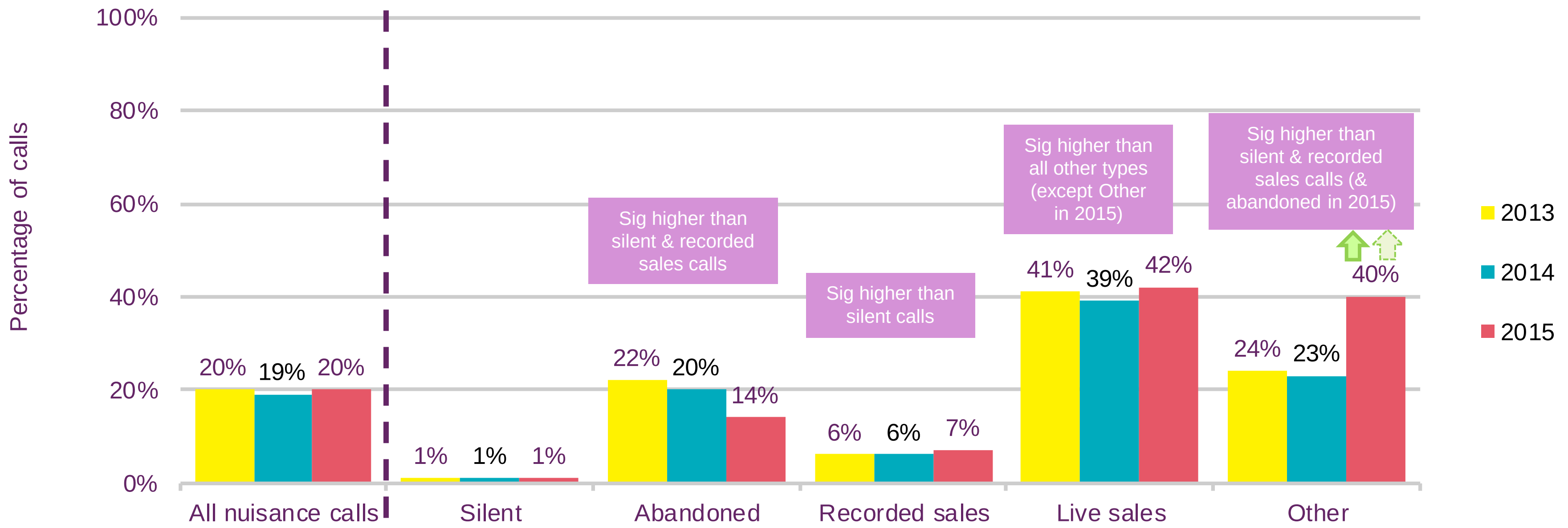
PPI claims are often via abandoned and recorded sales calls; the proportion of live PPI claims has declined

	All calls where product identified	Abandoned	Recorded sales	Live sales	Other
PPI	23%	45%	45%	10%	2%
Market research	9%	3%	2%	10%	54%
Solar panels	8%	4%	10%	9%	-
Other home improvement e.g. kitchen/windows	8%	7%	12%	7%	-
Accident claims/ compensation	7%	9%	3%	9%	5%
Insurance	6%	7%	1%	9%	-
Energy company	5%	2%	3%	7%	3%
Phone / Broadband	4%	3%	-	6%	1%
Banking/ Credit card	4%	5%	8%	1%	2%
Computer/ maintenance/ support	4%	-	1%	5%	8%
Home/loft insulation	2%	3%	4%	1%	-
Charity	2%	-	-	3%	3%
Cable/ Satellite TV/ Insurance	2%	-	1%	3%	-
Financial Services/ products	2%	1%	1%	3%	1%
Debt repayment/advice/consolidation	2%	2%	2%	2%	-
Government schemes/grants/initiatives	2%	3%	5%	1%	-
Loans/ loans refund	1%	1%	-	1%	-
Pension entitlement/rebate/refund	1%	1%	1%	1%	-
Won holiday/money/bonus/cruise etc.	1%	-	2%	-	1%
Medical/health/health products	1%	-	1%	2%	1%

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call.
'Other' includes all products/services comprising less than 1% of total calls and includes e.g. Newspaper subscriptions, health products, wine investments, legal services, timeshares.
Percentages are not displayed where value is below 1% . Base too low to show silent calls

Base: All nuisance calls received by UK panellists where product/service was identified Jan-Feb 2015 (n=3717, 154, 1190, 2078, 235)
/ indicates significant change since previous wave at the 99% level / indicates significant change vs 2013 at the 99% level

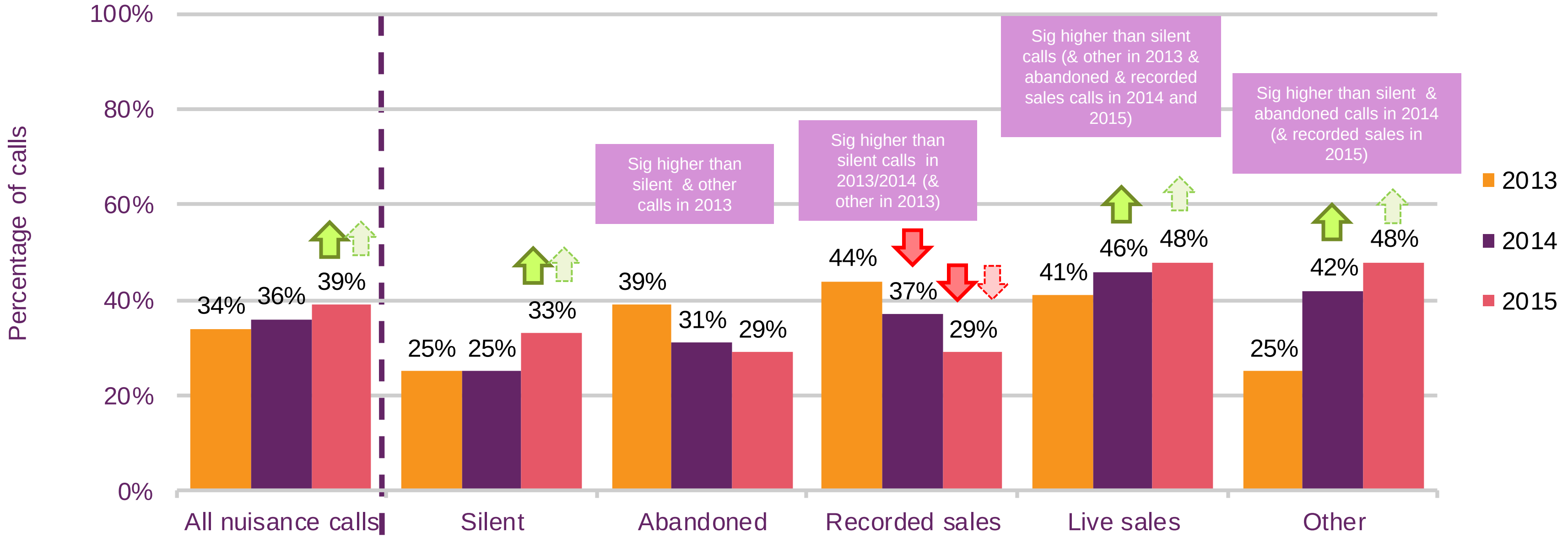
As in previous years, 1 in 5 respondents (20%) identified the name of the company calling; this was more likely to happen for live sales calls (42%), and in 2015 also for ‘other’ types of calls (40%)



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

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

Increase in proportion of calls in which phone numbers were identified (36% to 39%), mostly due to an increase in the proportion of silent calls where phone numbers were identified (25% to 33%)



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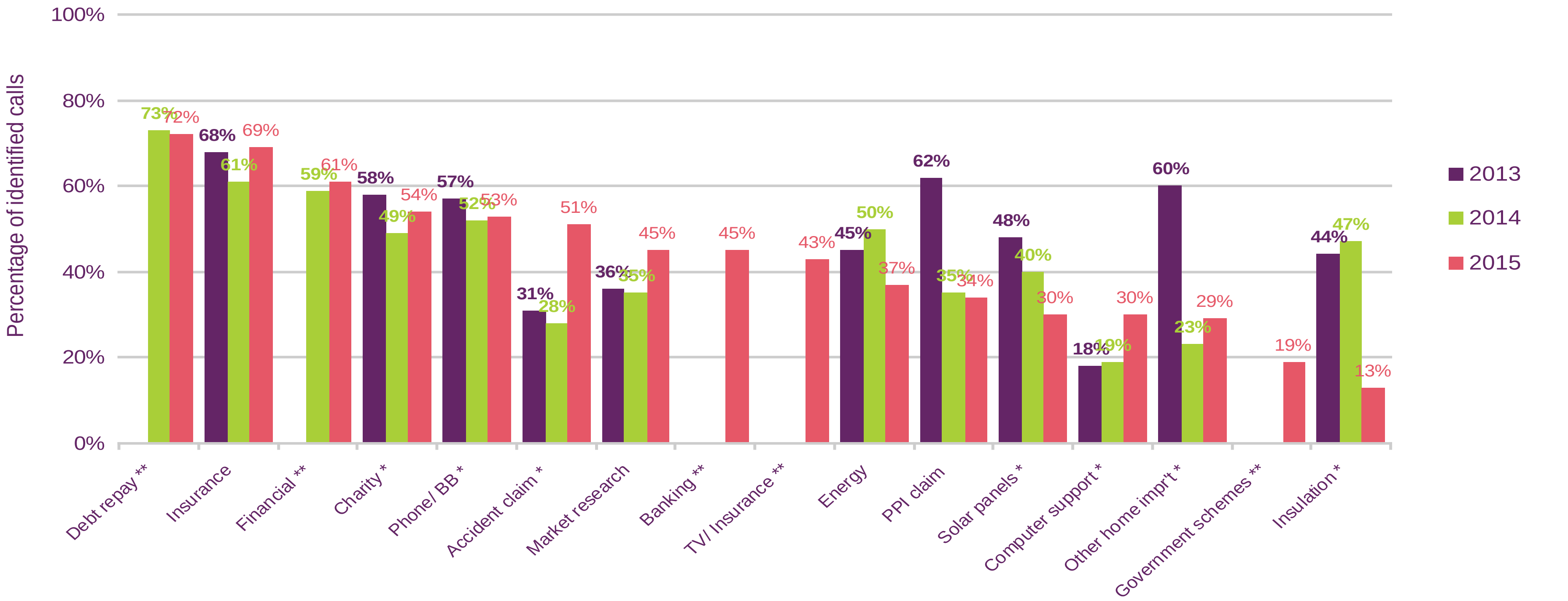
/ indicates significant change since previous wave at the 99% level / indicates significant change vs 2013 at the 99% level

Proportion of nuisance calls where phone number revealed by industry type, year-on-year

Of calls where a product or service was identified, those most likely in 2015 to reveal a telephone number were regarding debt repayment (72%), insurance (69%) or financial products/services (61%)

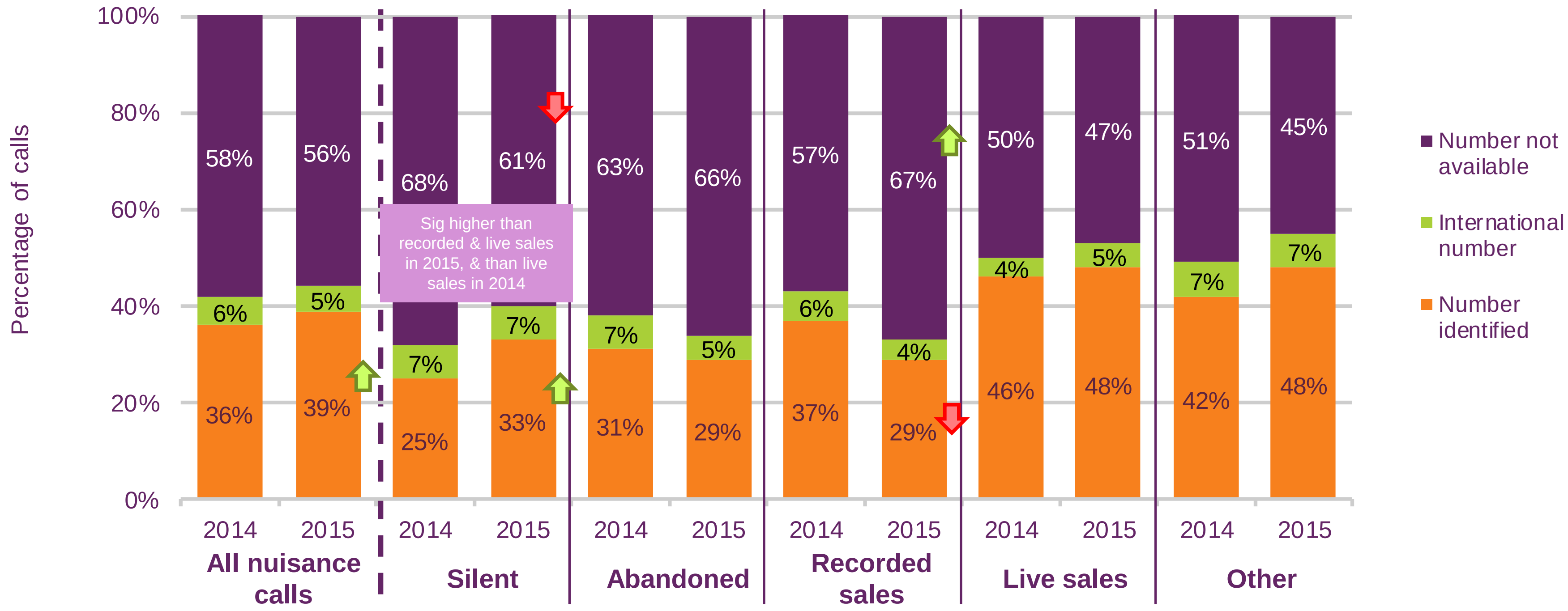


** Base size between 50 and 100 ** Base size below 50 so data not shown*
NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call. Product categories with bases below 50 not shown in chart

Base: All nuisance landline calls where participant was aware of product or service being promoted Jan-Feb 2013/2014/2015 (42**/138/63*, 210/283/207, 19**/160/75*, 77*/86*/92*, 84*/151/129, 64*/131/263, 256/250/371, 128, 60*, 269/226/187, 585/405/809, 63*/190/308, 89*/118/129, 77*/205/338, 67*, 59*/275/78)

Accessibility of caller's phone number by call type, year-on-year

The proportion of calls identified as international is similar to last year, and is higher for silent calls than for recorded or live sales calls

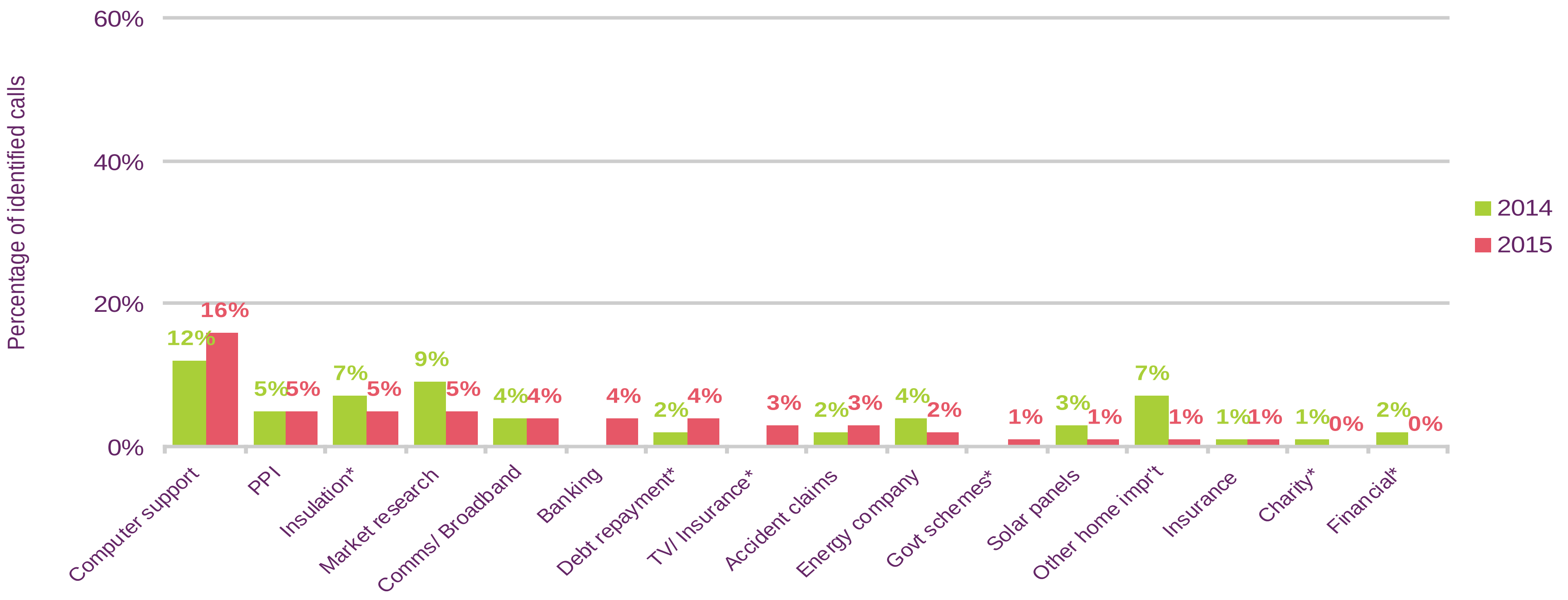


NB: This question was not pre-coded in 2013, so responses are not comparable

Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2013/Jan-Feb 2014 (n=6302/7112, 2116/2668, 241/196, 882/852, 2377/2698, 522/663)
/ indicates significant change since previous wave at the 99% level / indicates significant change vs 2013 at the 99% level

Proportion of nuisance calls where phone number was international by industry type (2015)

As in 2014, computer support calls were the most likely to be identified as being from international numbers (16%)



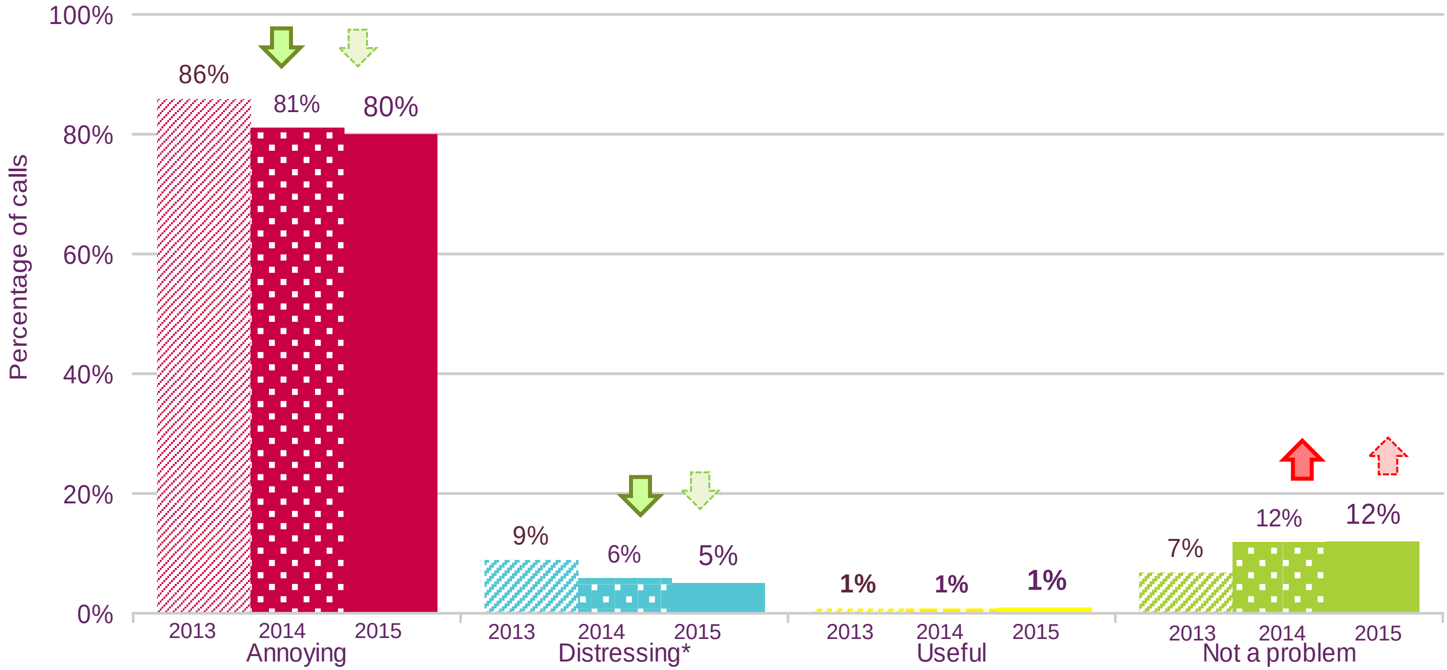
** Base size between 50 and 100*

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call. Product categories with bases below 50 in 2015 not shown in chart

Base: All nuisance landline calls where participant was aware of product or service being promoted Jan-Feb 2015 (n=129, 809, 78*, 371, 129, 128, 63*, 60, 263, 187, 67*, 308, 338, 207, 92*, 75*)

Attitudes to receiving nuisance calls

Feelings about calls are at the same levels as 2014, with fewer annoying and distressing calls than in 2013

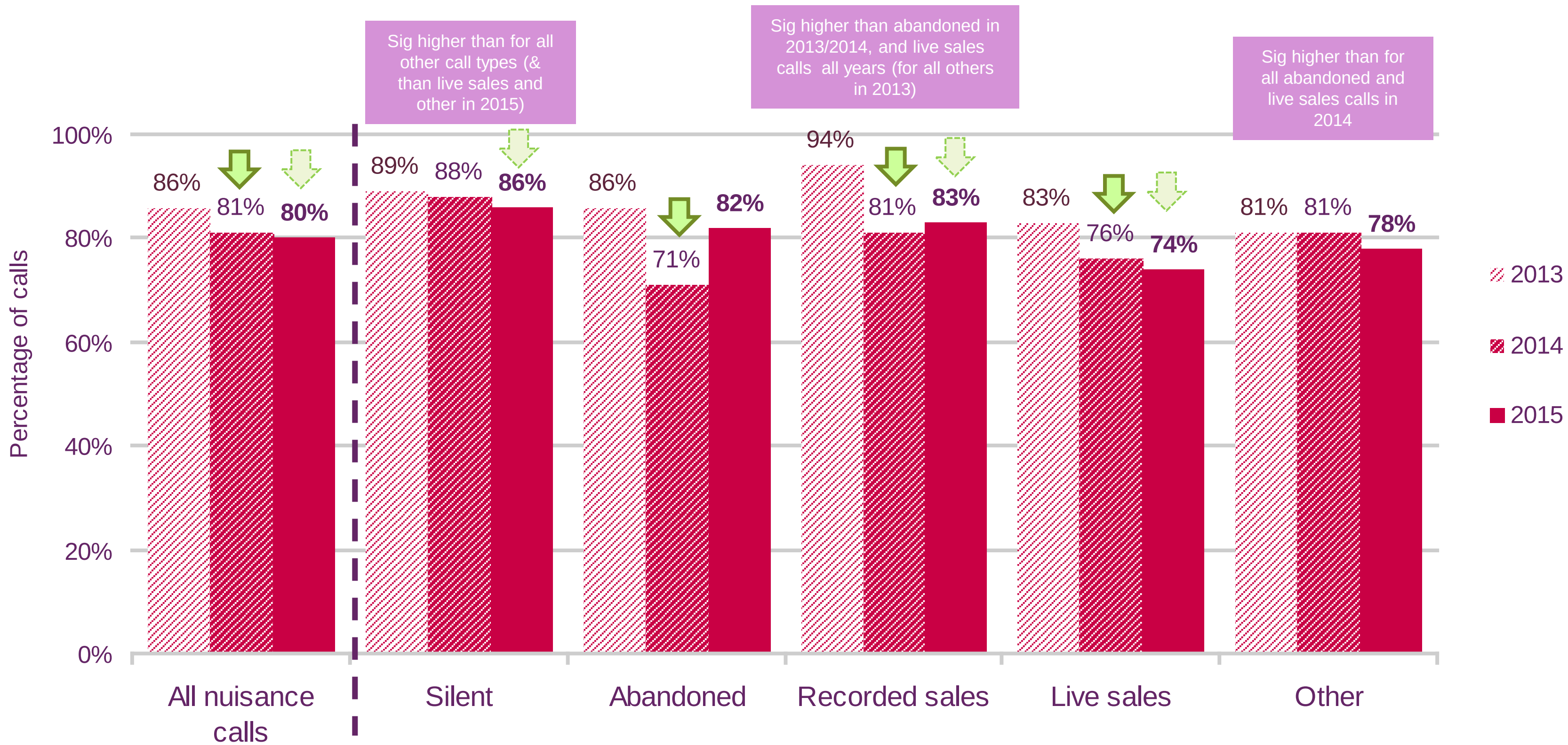


** Data for 'worrying' and 'distressing' was netted for 2013*

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

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

As last year, silent calls are more likely than other types of calls to be found annoying, although less so than in 2013

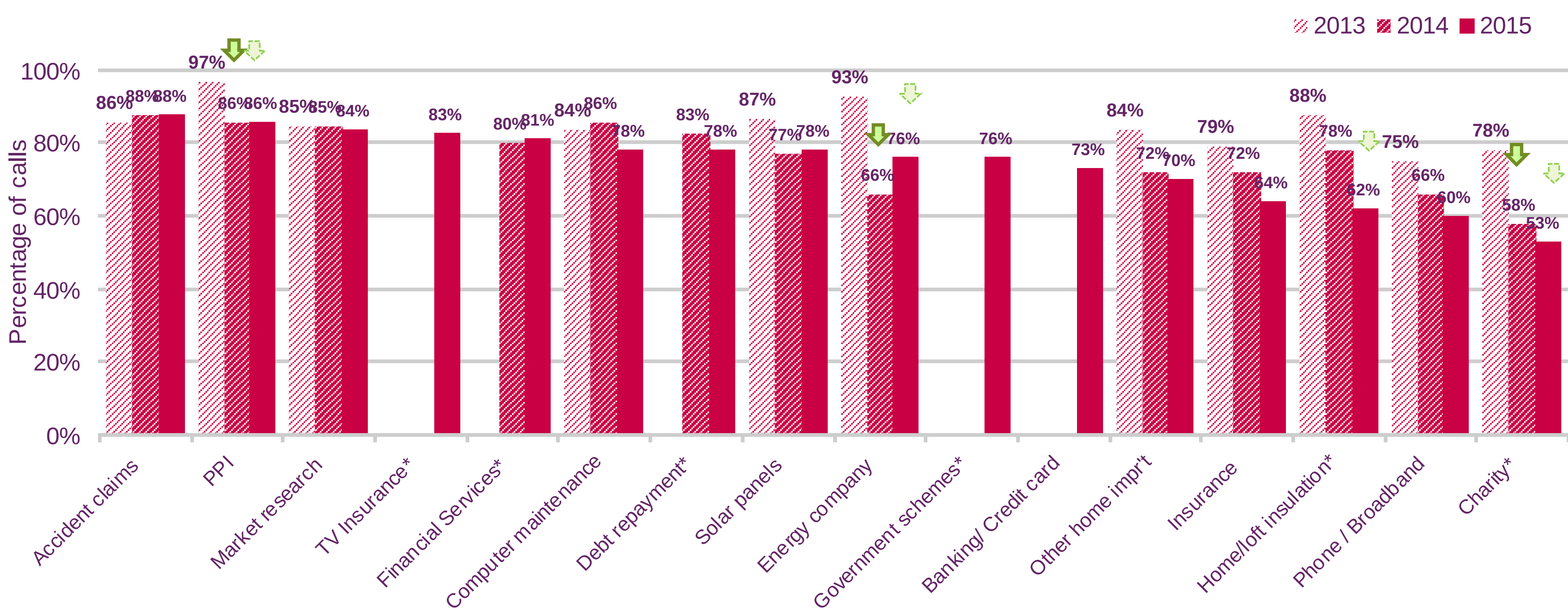


Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2013/2014/2015 (n=6302/7112/7325, 2116/2668/2346, 241/196/261, 882/852/1384, 2377/2698/2652, 522/663/594)

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

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

The proportion of PPI, energy and charity calls that are annoying continues to be smaller than in 2013; fewer home insulation calls are categorised annoying vs. 2013



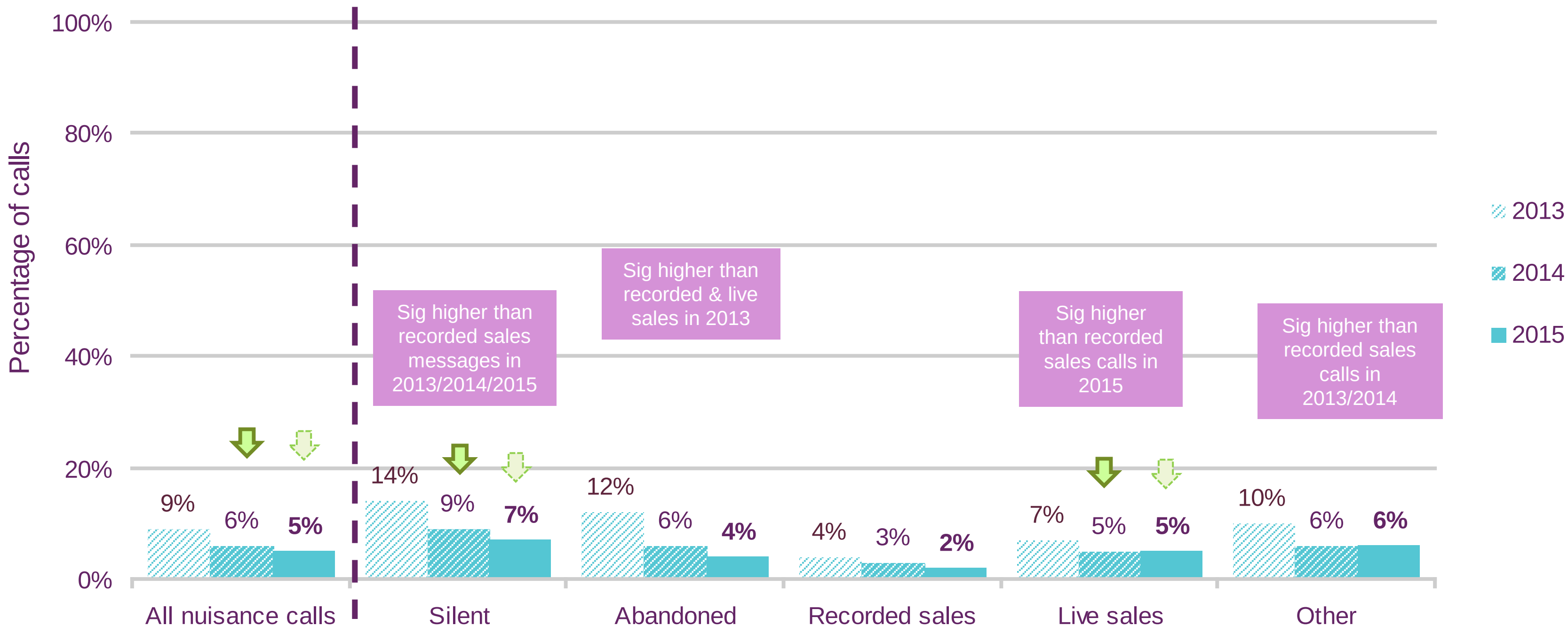
** Base size between 50 and 100 ** Base size below 50 - data not shown*

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 (n=64*/131/263, 585/405/ 809, 256/250/371, 60*, 19**/160/75*, 89*/118/129, 42**/138/63*, 63*/190/308, 269/226/187, 67*, 128, 77*/205/338, 210/238/207, 59*/275/78*, 84*/151/129, 77*/86*/92*)

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

Fewer silent and live sales calls are distressing compared with 2013 – no change vs 2014



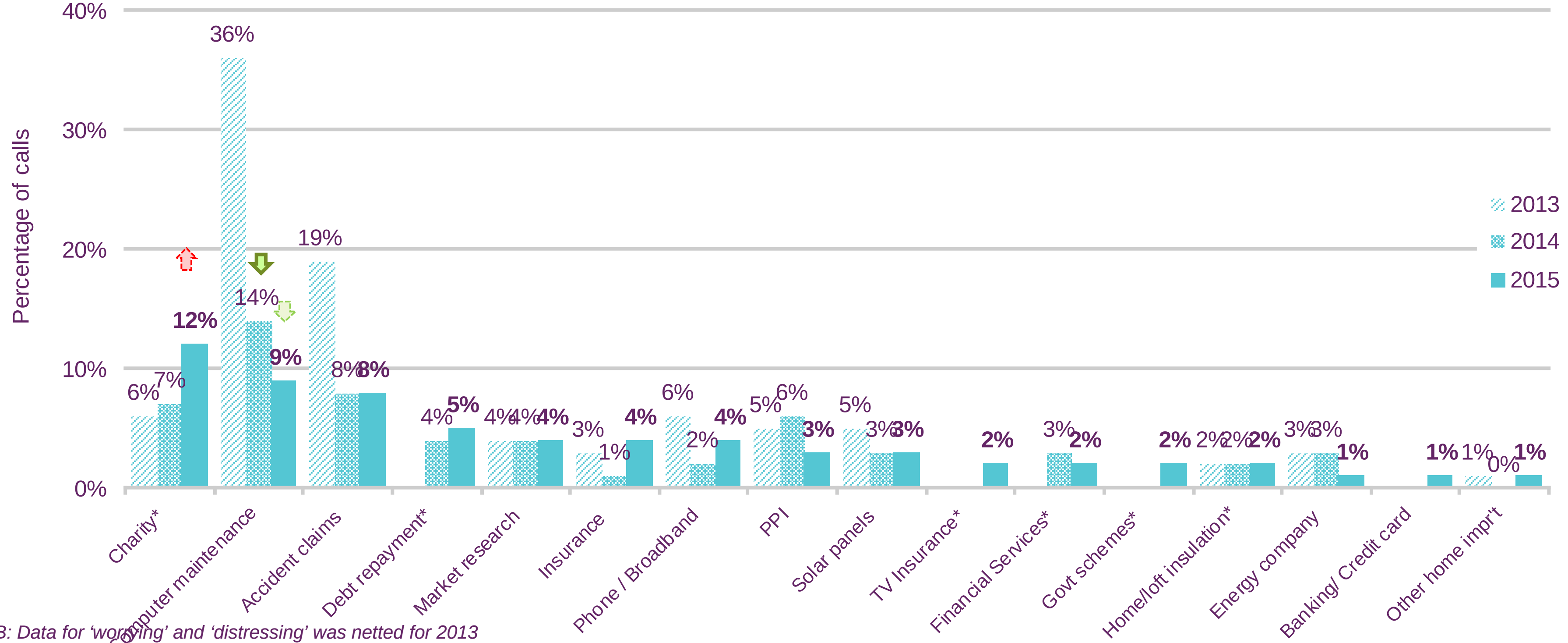
NB: Data for 'worrying' and 'distressing' was netted for 2013

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

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

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

No change since 2014, but compared to 2013, fewer computer support calls are considered distressing, while more charity calls are distressing (12%).

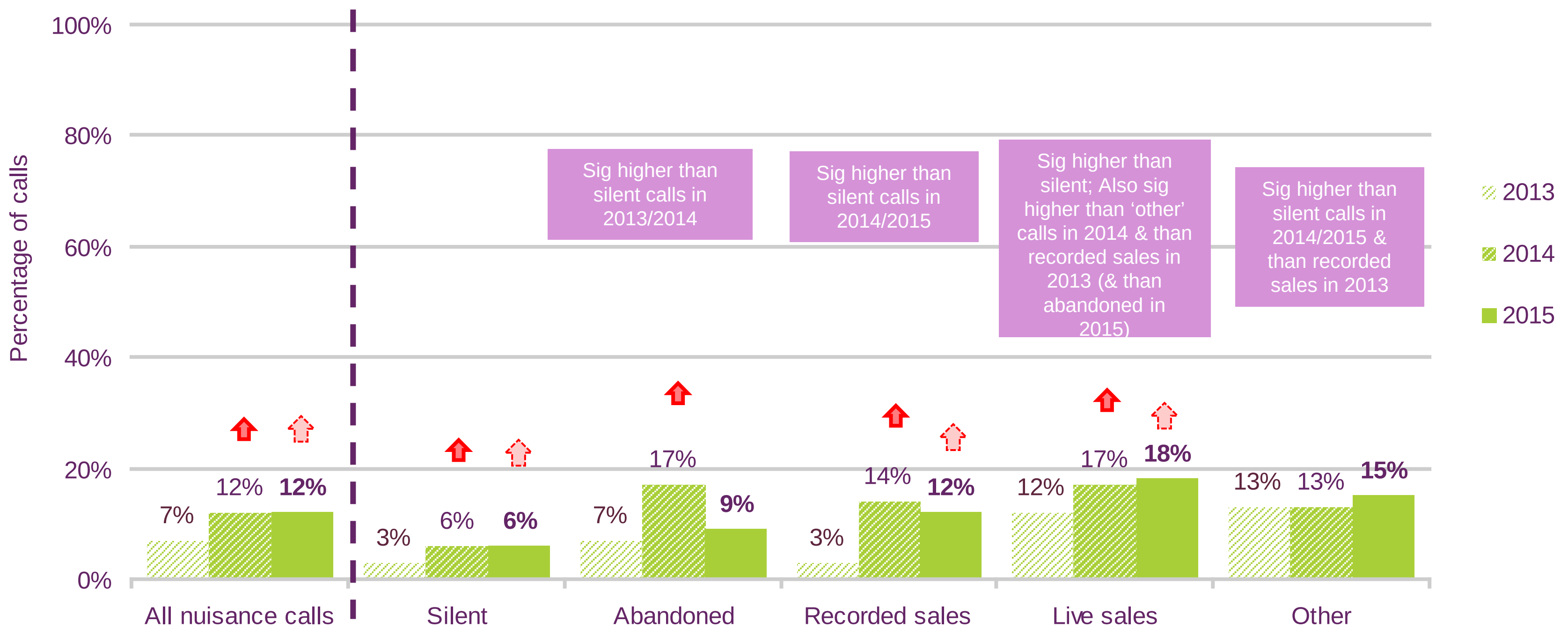


NB: Data for 'worrying' and 'distressing' was netted for 2013
** Base size between 50 and 100 ** Base size below 50 - data not shown*
NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call.

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

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

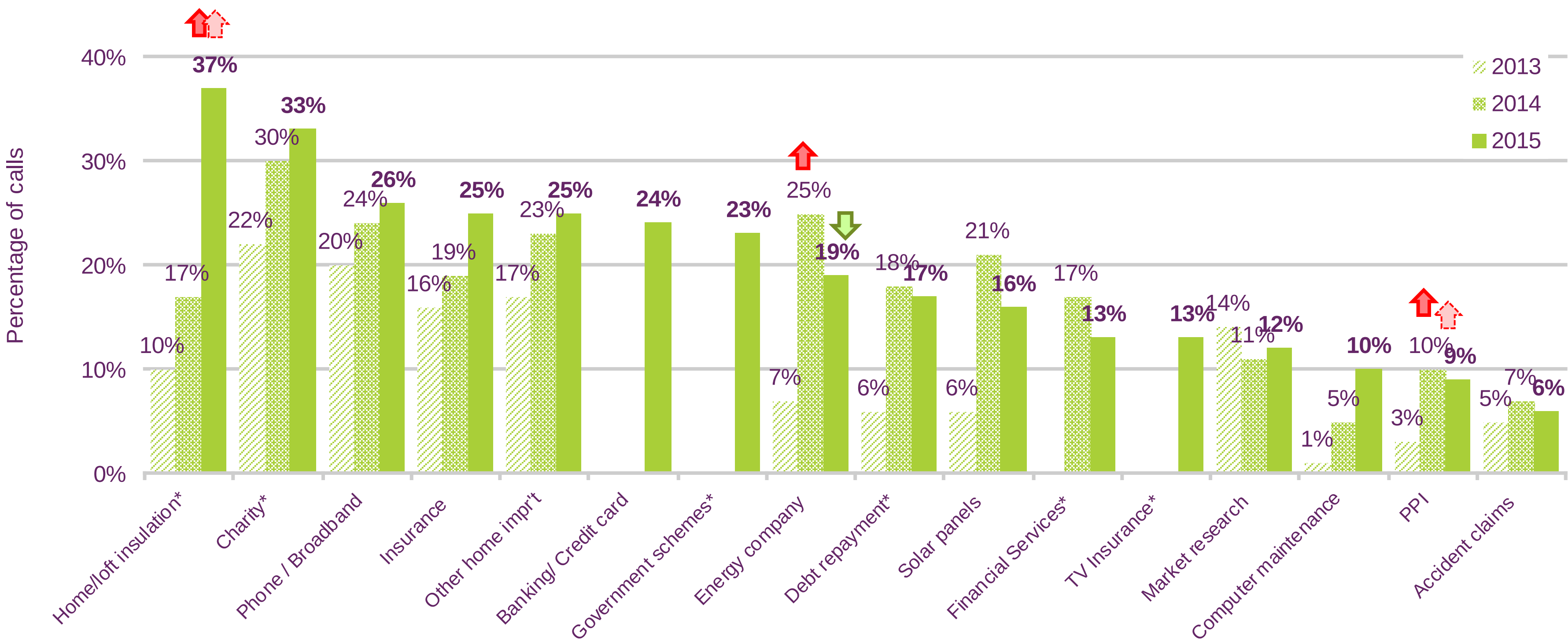
No changes versus 2014 to the share of calls not being a problem; increase since 2013 is maintained



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

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

Insulation, charity and phone/broadband-related calls are less likely to be a problem

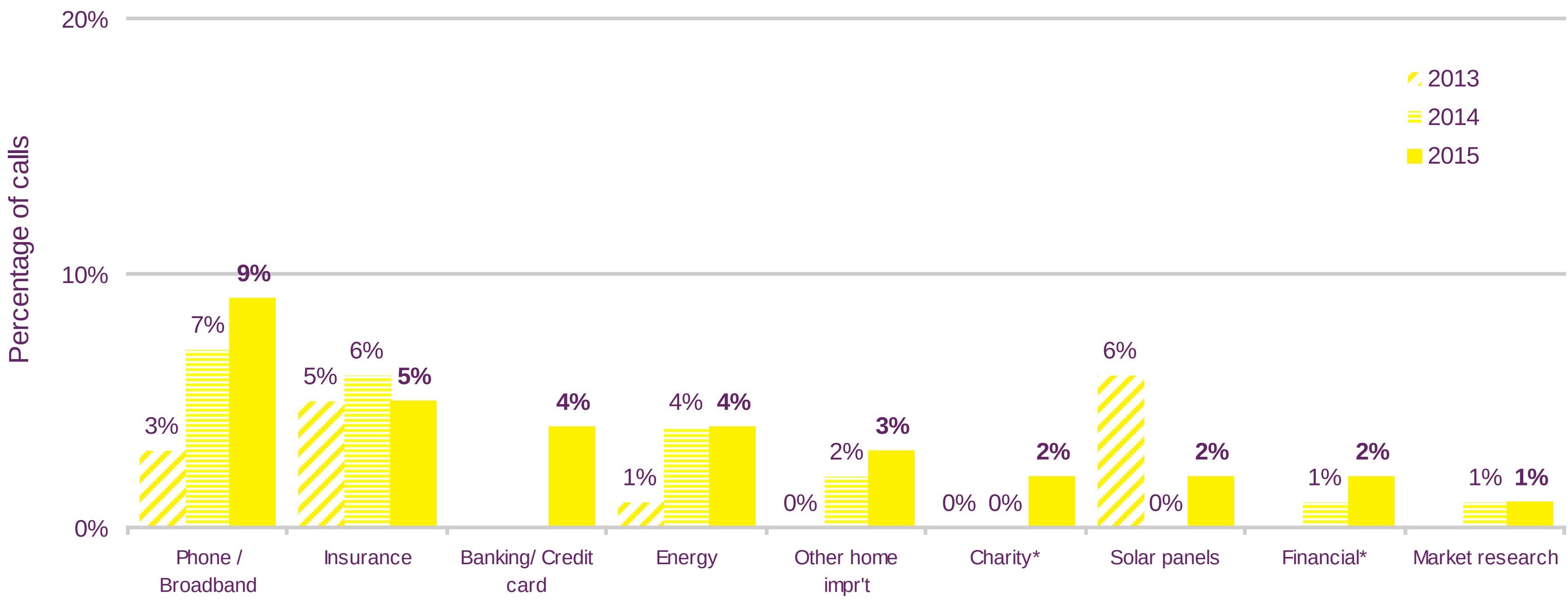


** Base size between 50 and 100*

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 2015 (n=59*/275/78*, 77*/86*/92*, 84*/151/129, 210/283/207, 77*/205/338, 128, 67*, 269/226/187, 49**/138/63*, 63/190/308, 160/75*, 60*, 256/250/371, 89*/118/129, 585/405/809, 64*/131/263)

Relatively few calls are considered useful; as in 2014, calls regarding phone/broadband services are most likely to be found useful (9%)

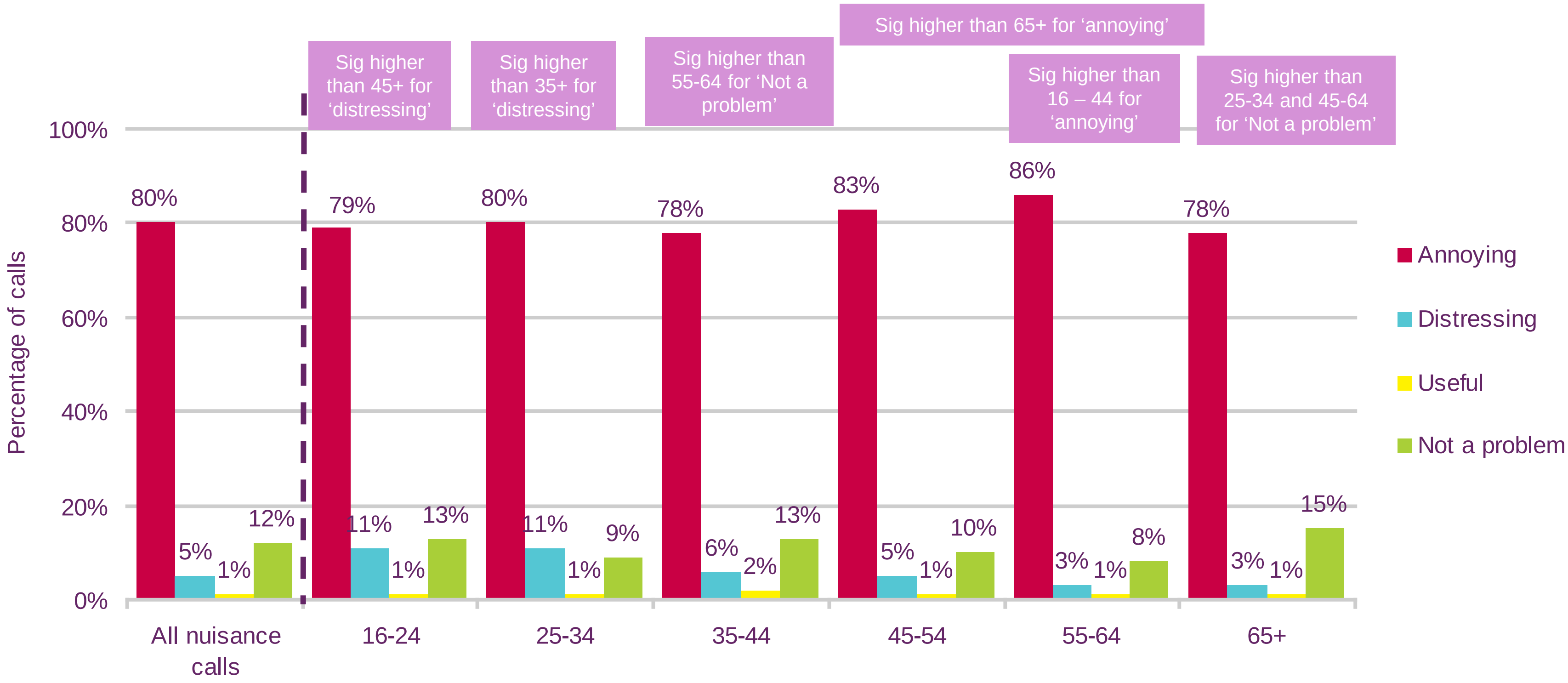


** Base size between 50 and 100 ** Base size less than 50; data not shown*
NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call.

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

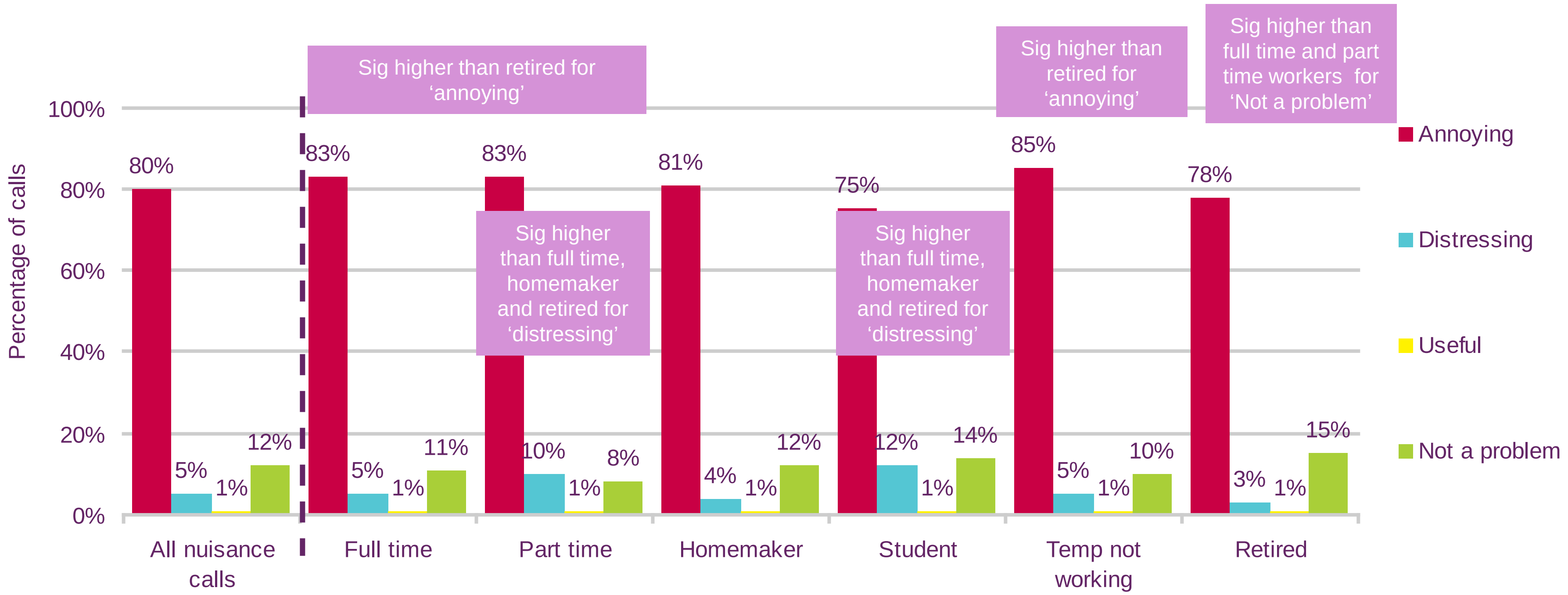
Feelings about **nuisance calls** by age (2015)

All age groups are annoyed by nuisance calls, but younger people (under 35) are more likely to find them distressing than older people



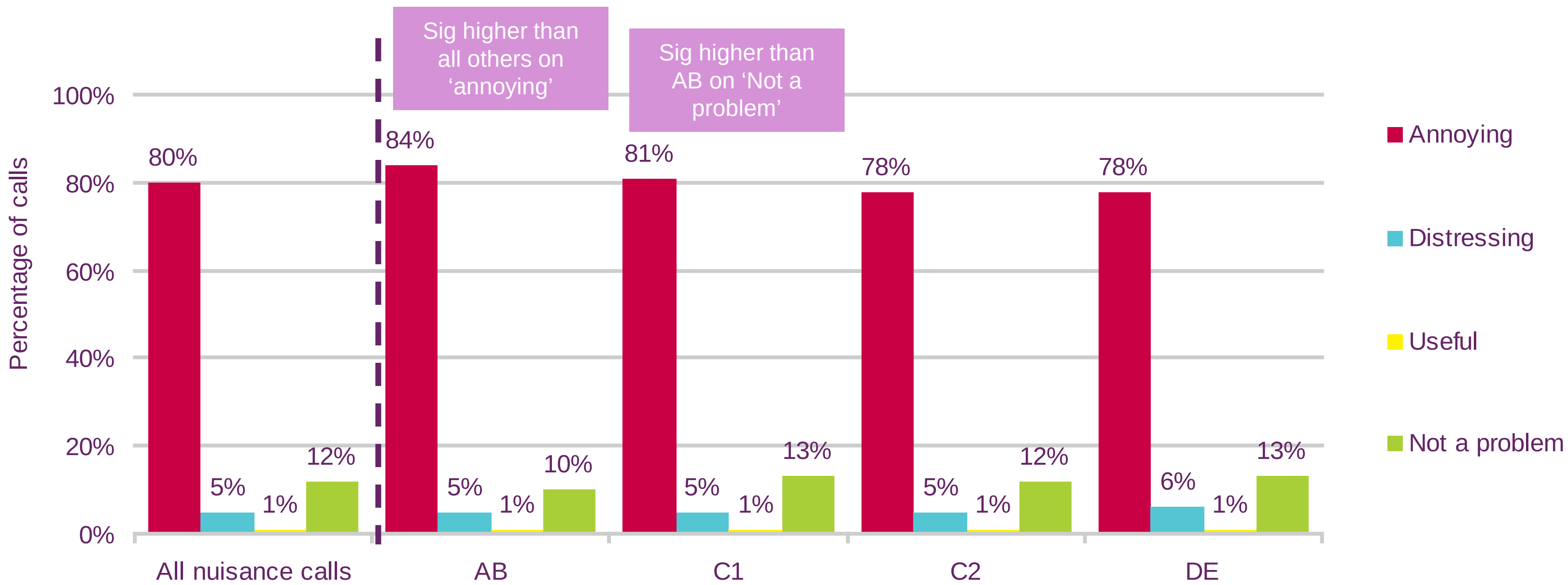
Base: All nuisance calls received by UK panel participants with landlines, Jan-Feb 2015 (n=7325, 304, 682, 977, 1268, 1439, 2655)

Part time workers and students are more likely to consider calls distressing *(likely to be connected to the age difference noted previously)*



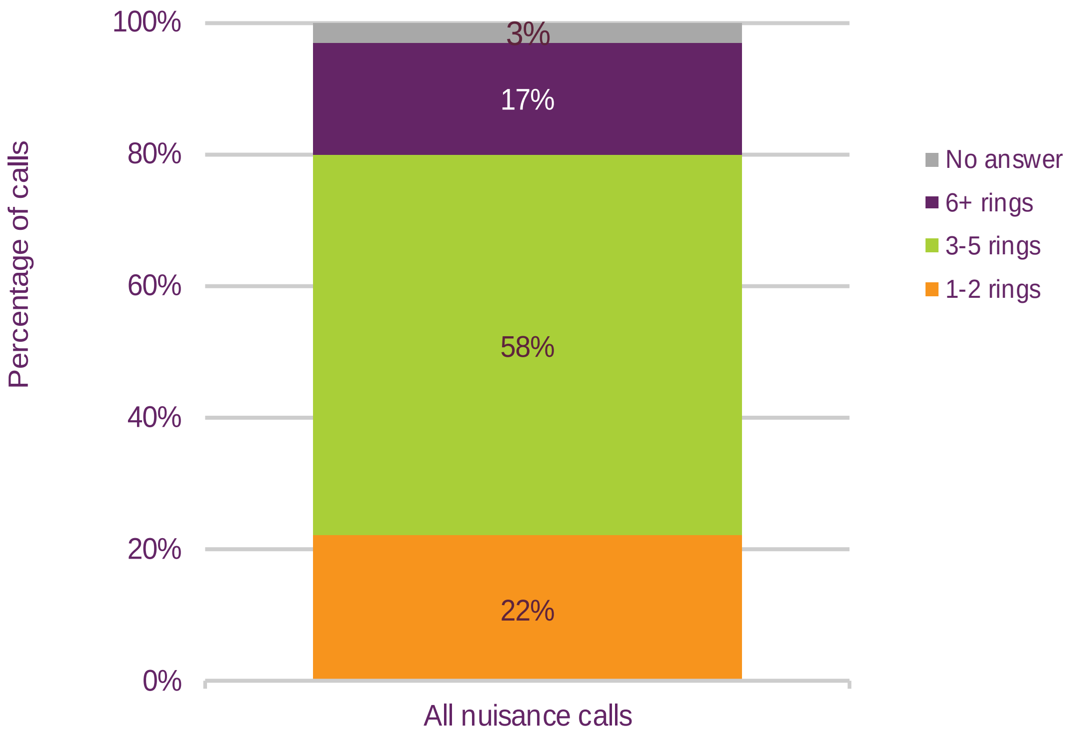
Base: All nuisance calls received by UK panel participants with landlines, Jan-Feb 2015 (n=7325, 2034, 888, 795, 107, 615, 2886)

AB socio-economic group participants are more likely to find nuisance calls annoying compared with other SEGs



Base: All nuisance calls received by UK panel participants with landlines, Jan-Feb 2015 (n=7325, 2062, 2162, 1276, 1819)

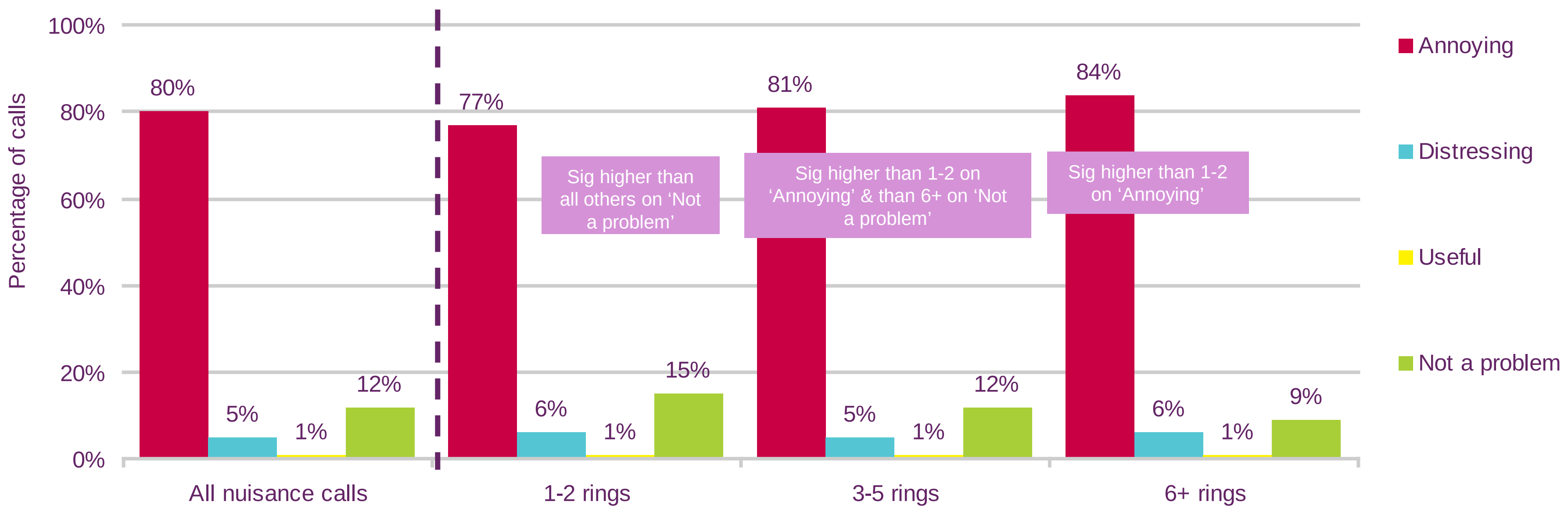
Eight in ten (80%) calls are answered after 5 or less rings, two in ten (22%) in 1-2 rings



Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2015 (n=7325)

Feelings about **nuisance calls** by length of time ringing (2015)

Calls answered in more than two rings are more likely to be considered 'annoying'; the more quickly the call is answered, the less likely it is to be a problem



Respondents had the possibility to select more than one feeling, but very few chose to do so.

Base: All nuisance calls received by UK panel participants with landlines, Jan-Feb 2015 (n=7325, 1687, 4242, 1201)

Reasons for attitude to calls are similar to last year

Reasons given* for feeling about call	Feeling about call	
	2014	2015
Disturbed unnecessarily / had to stop what I was doing	11%	13%
They keep phoning/have had many of these calls	14%	13%
Silent calls / no reply	13%	10%
Subject/product not relevant/of interest to me	8%	8%
Time wasting	7%	7%
Caller hung up /answered phone and you hear a click	5%	5%
Scam call	4%	4%
They do not listen to you when you say I'm not interested	5%	4%
I didn't ask them to call	4%	4%
It was a recorded message	2%	4%
No problem with the call	4%	4%
They try to sell you something/ sales calls	3%	3%
Could not understand caller/ accent	3%	3%
Not at suitable time (e.g. Sunday, late night, early morning)	3%	3%
Unknown caller	4%	2%
Want me to make insurance claim when no need/ no accident	-	2%
I had to hang up/ I hung up	-	2%
They weren’t pushy/ no hard sell/ accepted no	2%	1%
Caller was rude/abusive/swore at me	1%	1%
Caller was polite/ courteous/ pleasant	2%	1%

** All comments above 2% shown, or where higher than 5% by call type*

Base: All nuisance calls received by UK panellists Jan-Feb 2014/2015 (n=7112/7325)

Inconvenience, repeated calls and not getting a reply are the main reasons people 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%	16%	13%	-	1%
They keep phoning/have had many of these calls	13%	15%	18%	-	3%
Silent calls / no reply	10%	11%	14%	-	2%
Subject/product not relevant/of interest to me	8%	8%	6%	15%	12%
Time wasting	7%	8%	3%	4%	3%
Caller hung up /answered phone and you hear a click	5%	6%	7%	3%	4%
Scam call	4%	4%	8%	-	1%
They do not listen to you when you say I'm not interested	4%	5%	4%	1%	1%
I didn't ask them to call	4%	5%	2%	1%	1%
It was a recorded message	4%	4%	1%	2%	4%
No problem with the call	4%	-	-	47%	27%
They try to sell you something/ sales calls	3%	3%	3%	7%	2%
Insurance / PPI	3%	3%	3%	4%	1%
Could not understand caller/ accent	3%	4%	5%	1%	1%
Not at suitable time (e.g. Sunday, late night, early morning)	3%	3%	7%	1%	1%
Unknown caller	2%	2%	6%	-	1%
Want me to make insurance claim when no need/ no accident	2%	2%	2%	-	-
I had to hang up/ I hung up	2%	2%	2%	-	6%
They weren’t pushy/ no hard sell/ accepted no	1%	-	-	1%	9%
Caller was rude/abusive/swore at me	1%	1%	5%	-	-
Caller was polite/ courteous/ pleasant	1%	-	-	2%	8%

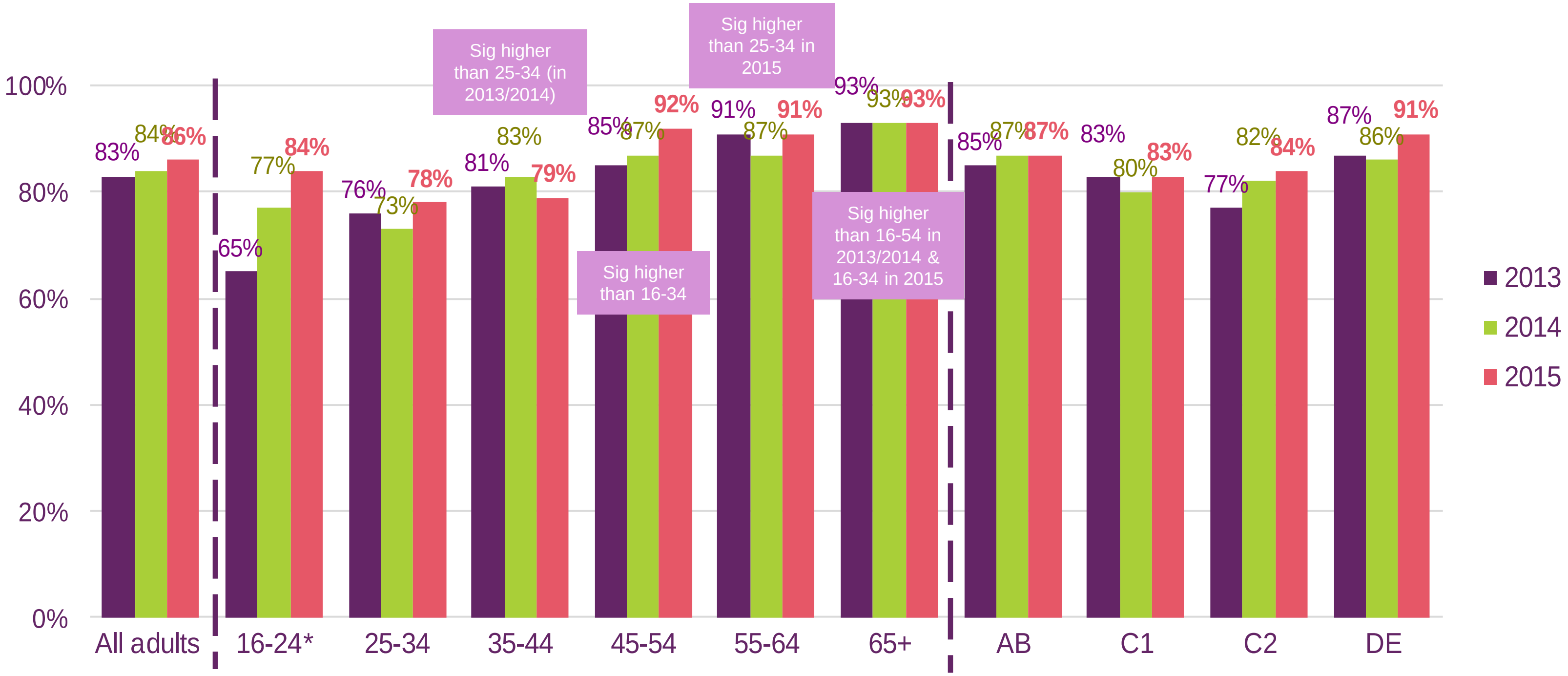
** All comments above 2% shown, or where higher than 5% by call type ** Base size between 50 and 100*

Base: All nuisance calls received by UK panellists Jan-Feb 2015 (n=7325, 5936, 352, 79*, 874)

Year-on-year comparison of participant profiles

Profile of adults with landline who received **any nuisance calls** year-on-year

In 2015, those aged 45 and over are more likely than younger participants to receive a nuisance call.

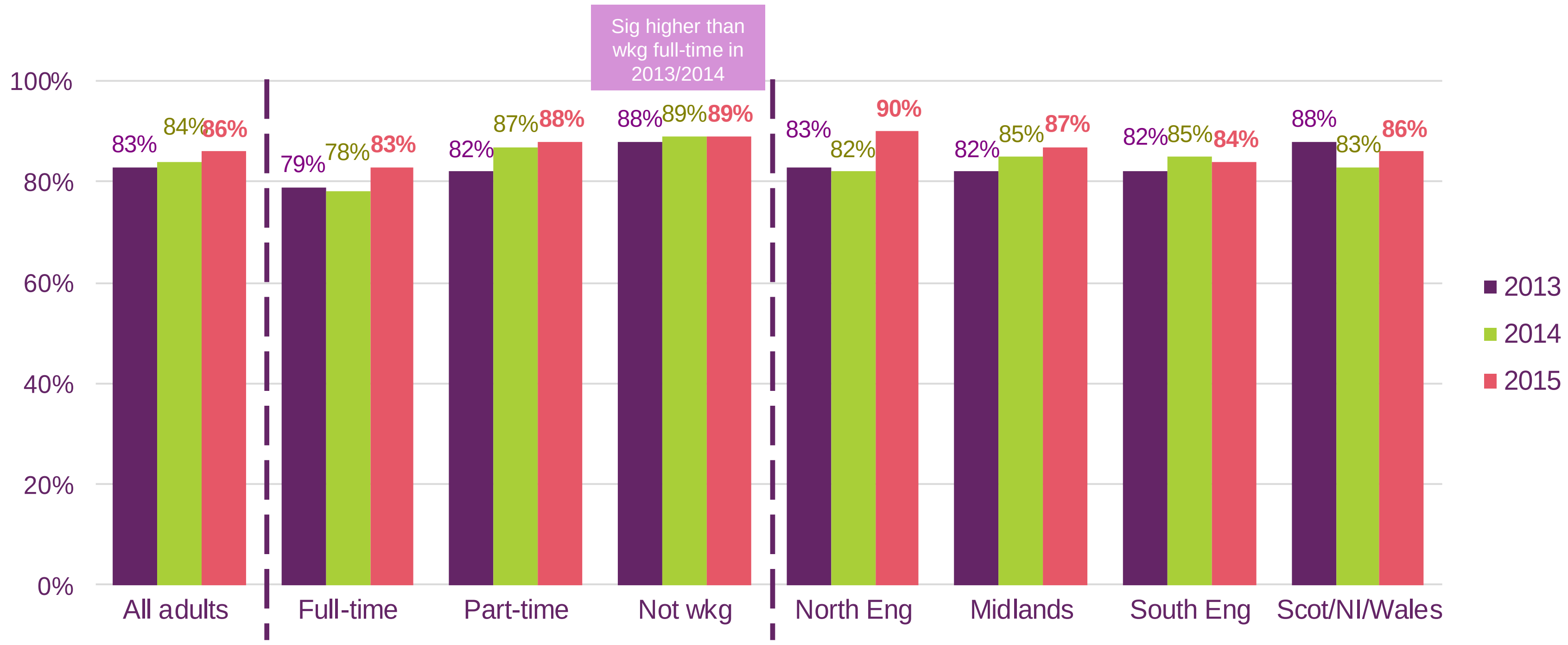


** Base size below 100- indicative only*

Base: All UK panel participants with landlines Jan-Feb 2013/2014/2015 (n=853/926/860, 64*/67*/58*, 169/161/147, 128/201/176, 197/164/157, 137/151/132, 158/182/190, 253/272/245, 195/283/260, 160/172/158, 245/199/196)

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

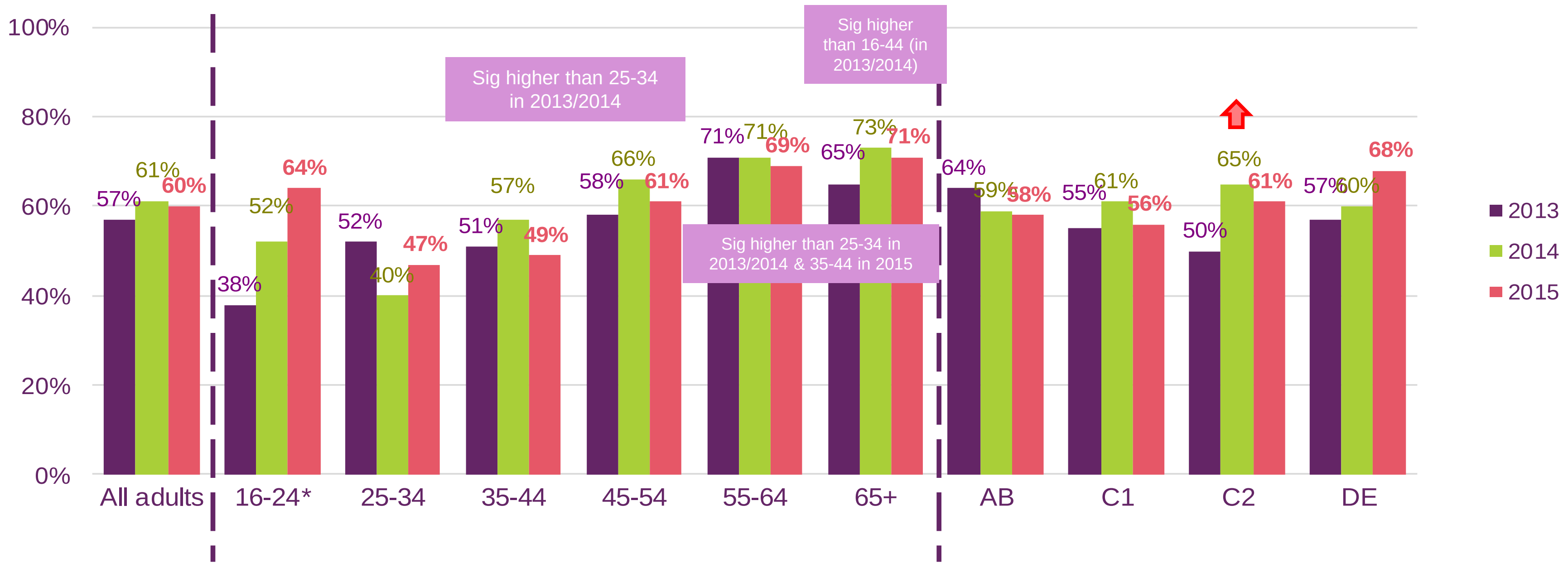
There are no significant differences year on year in nuisance call incidence by working status or region



Base: All UK panel participants with landlines Jan-Feb 2013/2014/2015 panel (n=853/926/860, 330/372,352, 113/148/121, 410/406/387, 201/210/213, 236/244/201, 290/322/303, 126/150/143)

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

No difference year-on-year in incidence of silent calls by demographics



** Base size below 100*

Base: All UK panel participants with landlines Jan-Feb 2013/2014/2015 (n=853/926/860, 64*/67*/58*, 169/161/147, 128/201/176, 197/164/157, 137/151/132, 158/182/190, 253/272/245, 195/283/260, 160/172/158, 245/199/196)

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

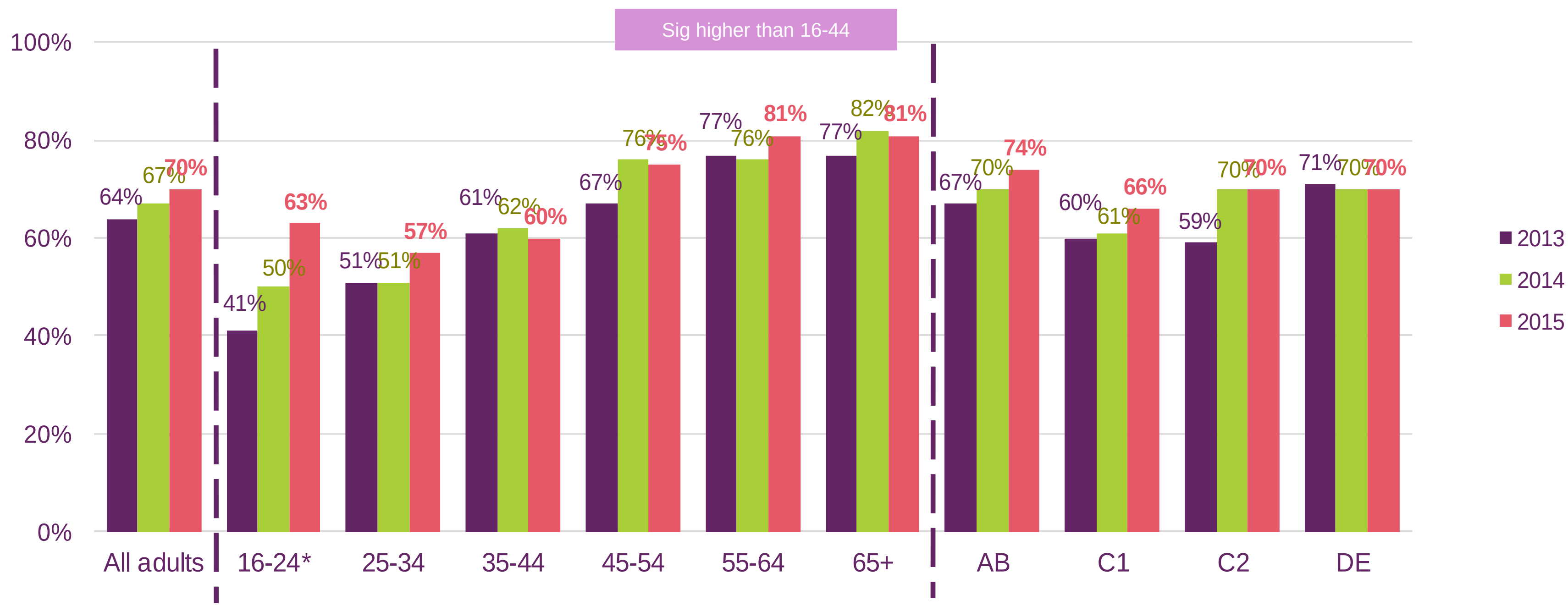
Non-working respondents report receiving more silent calls than those employed full time, but no differences year-on-year

Base: All UK panel participants with landlines Jan-Feb 2013/2014/2015 panel (n=853/926/860, 330/372,352, 113/148/121, 410/406/387, 201/210/213, 236/244/201, 290/322/303, 126/150/143)

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

Profile of adults with landline who received **live sales calls** year-on-year

People aged 55 and older continue to report more live sales calls than younger respondents; no differences year-on-year

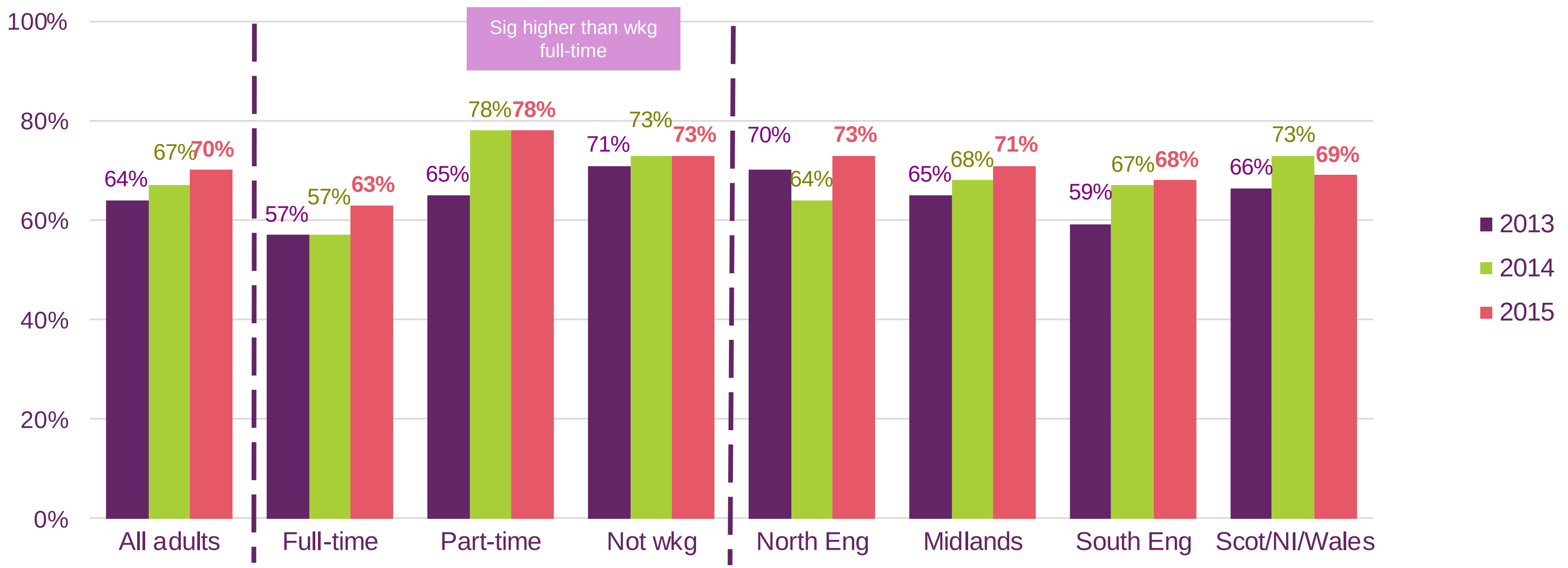


** Base size below 100*

Base: All UK panel participants with landlines Jan-Feb 2013/2014/2015 (n=853/926/860, 64*/67*/58*, 169/161/147, 128/201/176, 197/164/157, 137/151/132, 158/182/190, 253/272/245, 195/283/260, 160/172/158, 245/199/196)

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

Those in full time employment receive fewer live sales calls; no differences over time

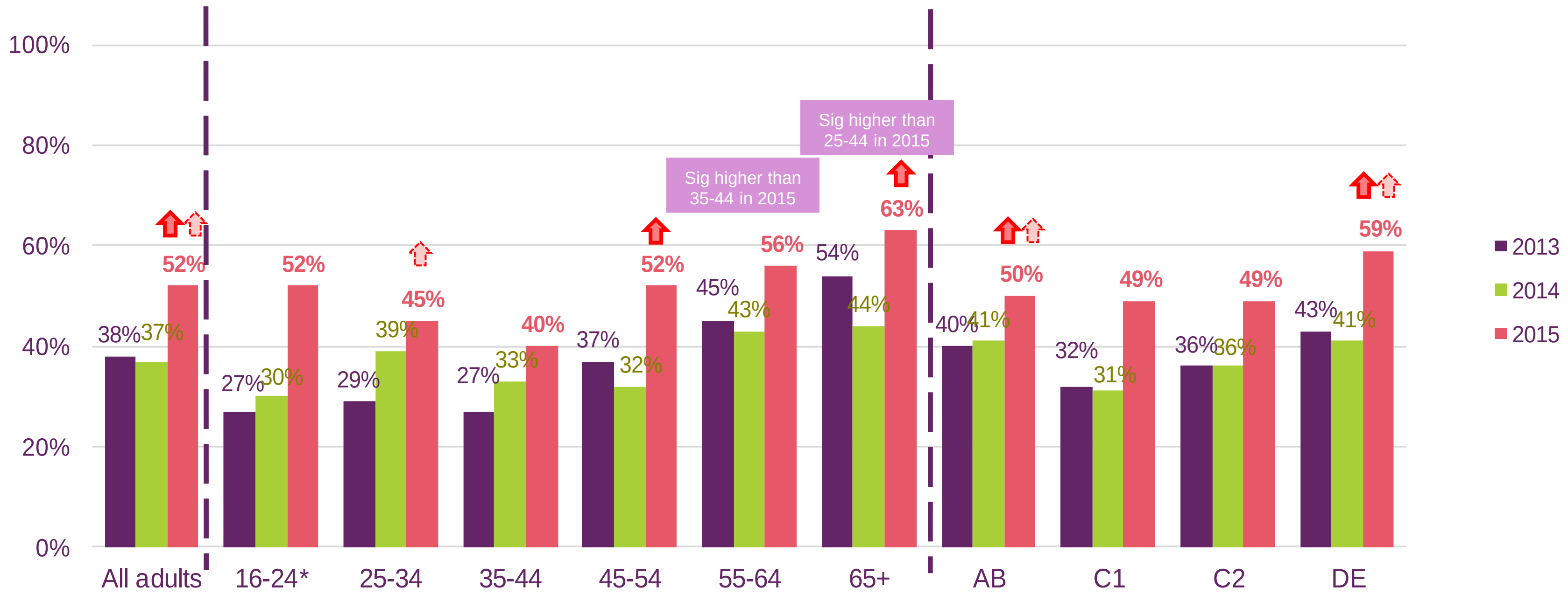


Base: All UK panel participants with landlines Jan-Feb 2013/2014/2015 panel (n=853/926/860, 330/372,352, 113/148/121, 410/406/387, 201/210/213, 236/244/201, 290/322/303, 126/150/143)

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

Profile of adults with landline who received **recorded sales calls** year-on-year

There is an increase in recorded sales calls received in 2015, which is indicatively apparent across all socio-demographic groups, significantly so for 45-54s and 65+, ABs and DEs



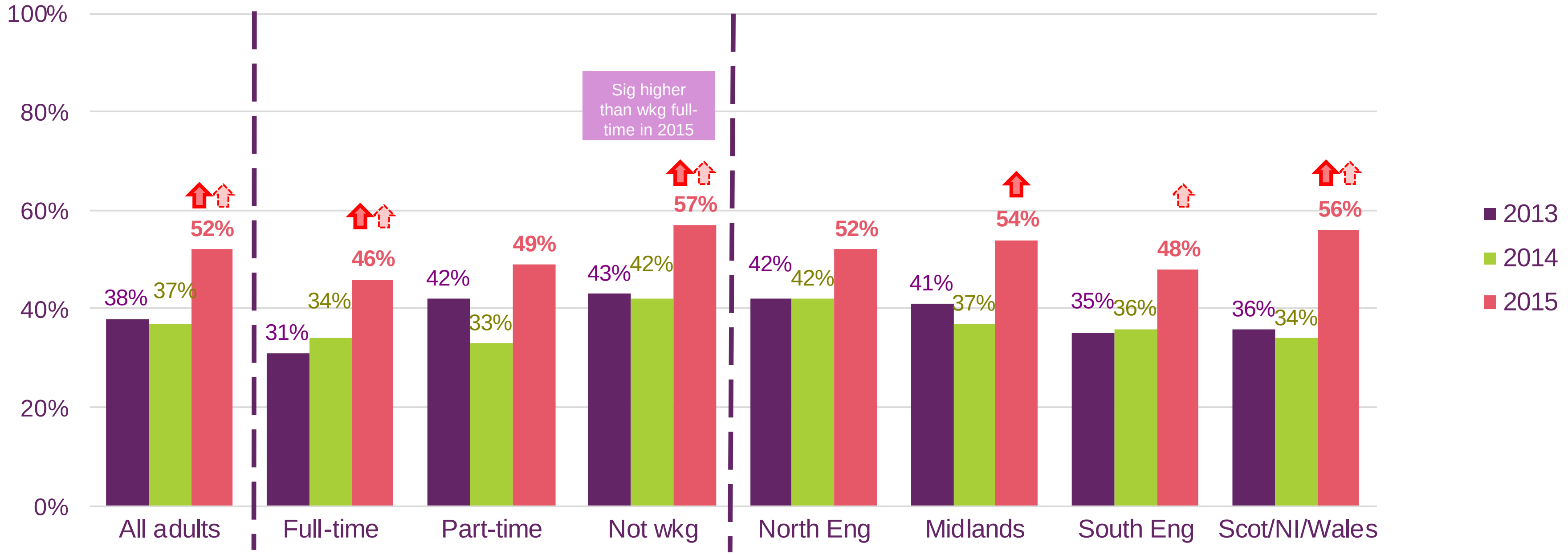
** Base size below 100*

Base: All UK panel participants with landlines Jan-Feb 2013/2014/2015 (n=853/926/860, 64*/67*/58*, 169/161/147, 128/201/176, 197/164/157, 137/151/132, 158/182/190, 253/272/245, 195/283/260, 160/172/158, 245/199/196)

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

Profile of adults with landline who received **recorded sales calls** year-on-year

Those not working are more likely than employed respondents to receive recorded sales calls. Incidence of recorded sales calls is higher across all working status and regions in 2015, although not always significantly

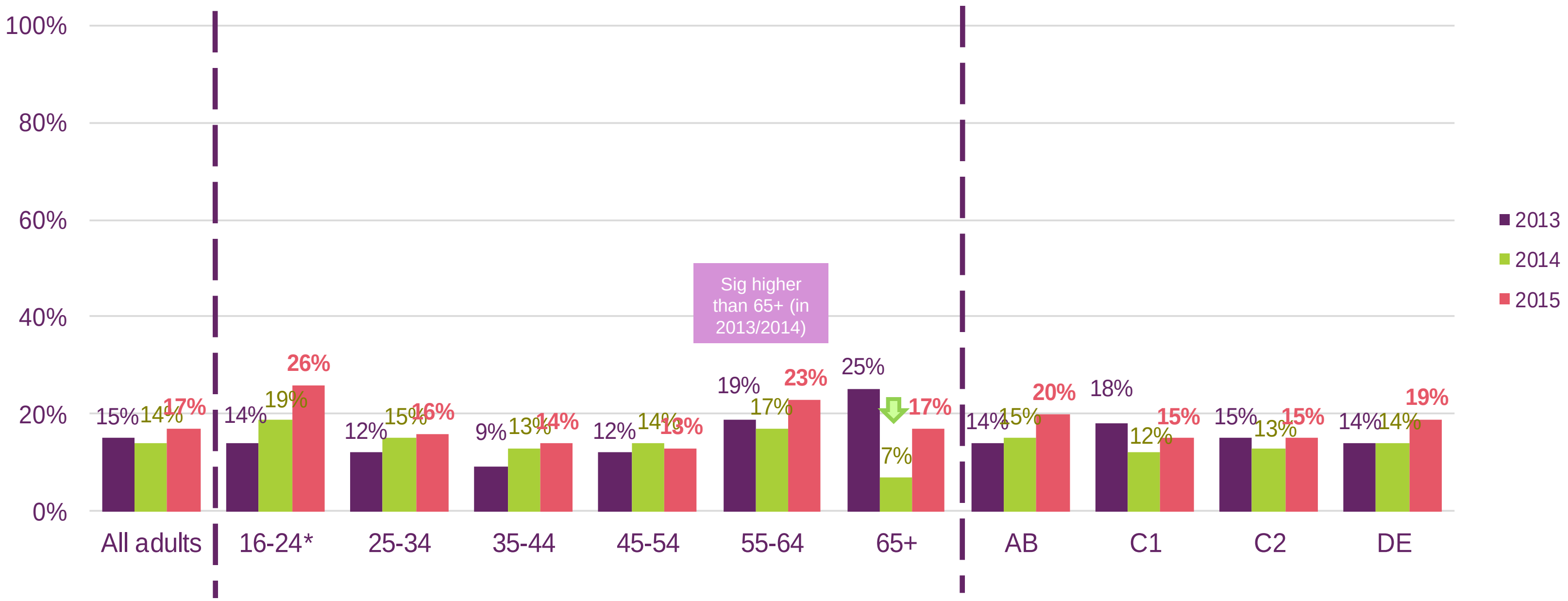


Base: All UK panel participants with landlines Jan-Feb 2013/2014/2015 panel (n=853/926/860, 330/372,352, 113/148/121, 410/406/387, 201/210/213, 236/244/201, 290/322/303, 126/150/143)

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

Profile of adults with landline who received **abandoned calls** year-on-year

No change in incidence of abandoned calls in 2015

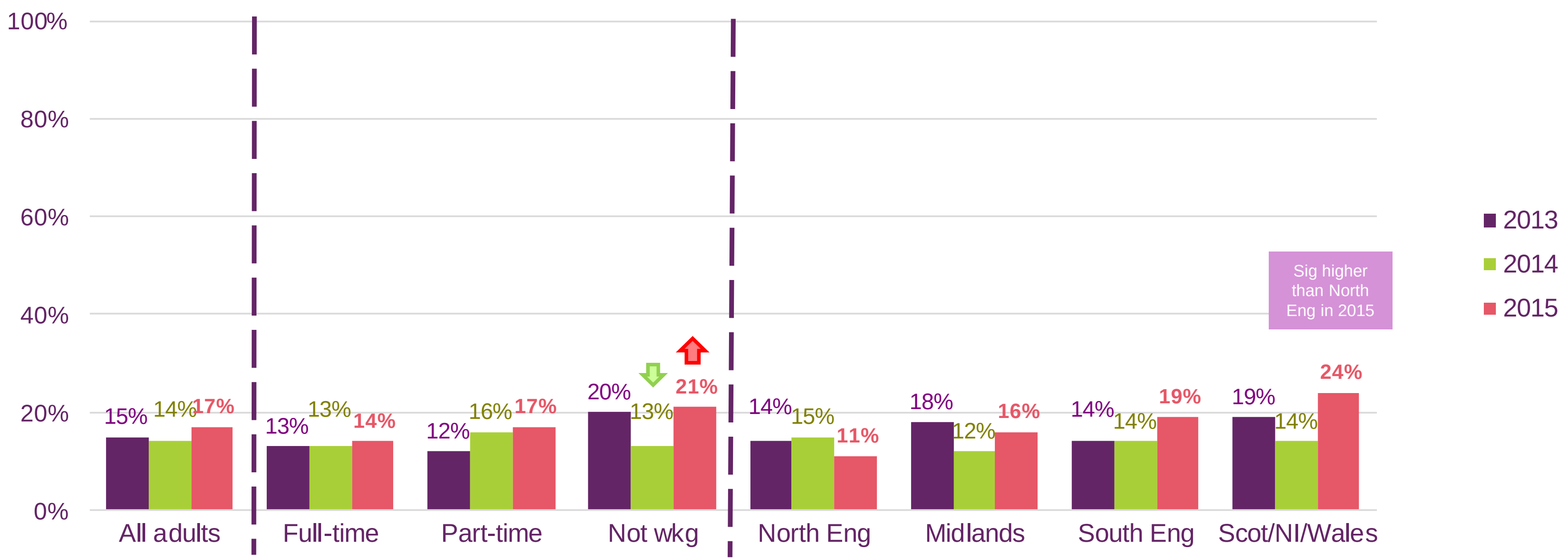


** Base size below 100*

Base: All UK panel participants with landlines Jan-Feb 2013/2014/2015 (n=853/926/860, 64*/67*/58*, 169/161/147, 128/201/176, 197/164/157, 137/151/132, 158/182/190, 253/272/245, 195/283/260, 160/172/158, 245/199/196)

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

Non-working participants report receiving more abandoned calls than in 2014 (when levels were down on 2013)



Base: All UK panel participants with landlines Jan-Feb 2013/2014/2015 panel (n=853/926/860, 330/372,352, 113/148/121, 410/406/387, 201/210/213, 236/244/201, 290/322/303, 126/150/143)

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