

## **Introduction**

This survey is being conducted on behalf of Ofcom, the UK regulator for providers of mobile phone, broadband and landline services. Ofcom has a duty to ensure that customers of these service providers are treated fairly and are protected from harm. We would like to understand more about how consumers answer different types of telephone calls.

- 1) Which of these types of telephone service do you have?
  1. A landline – which you use for making and/or receiving voice calls
  2. A landline – which you only have in order to get your broadband service but do not use to make or receive voice calls on - IF ONLY CODE 2 – CLOSE
  3. A mobile phone which you use for making and/or receiving voice calls.

**CONTINUE IF HAVE A LANDLINE FOR MAKING/RECEIVING CALLS AND/OR A MOBILE (CODES 1 AND/OR 3 AT Q1).**

**ROUTING FOR THOSE WITH BOTH LANDLINE USED FOR MAKING AND RECEIVING CALLS AND MOBILE (CODE 1 AND/OR 3 AT Q1): PLEASE ALTERNATE ORDER OF ASKING SECTIONS A AND B BETWEEN INTERVIEWS**

## **SECTION A –ASK ALL WHO USE A LANDLINE TO MAKE/RECEIVE CALLS (CODE 1 AT Q1)**

### **ASK IF USE LANDLINE FOR MAKING AND OR RECEIVING CALLS (CODE 1) AT Q1**

SHOW INTRO: We would like to understand how you *generally* answer calls on your landline phone.

- 2) If your landline telephone rings and you could easily answer it and are not otherwise busy, what do you generally do? (SINGLE CODE)
  1. Answer every time – GO TO Q4
  2. Answer most of the time – GO TO Q3
  3. Answer some of the time- GO TO Q3
  4. Never answer it GO TO Q3
  5. Don't know- GO TO Q4
  
- 3) 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? **TICK UP TO 3 THAT APPLY**
  1. I don't want to deal with marketing calls/spam/suspicious callers
  2. If it is important, the caller will leave a message on my answerphone/voicemail
  3. If it is important, the caller will try to contact me some other way (e.g. on my mobile)
  4. Previous bad experience with a caller to my landline
  5. I don't want to speak to callers I don't recognise
  6. I recognise the caller but don't want to speak to them
  7. Other reason (WRITE IN)
  8. Don't know

### **ASK ALL**

- 4) Does the landline handset that you usually use show you the number of the person calling you? SINGLE CODE
  1. Yes - GO TO Q5
  2. No – GO TO Q10
  3. Don't know – GO TO NEXT SECTION

### **ASK ALL (EXCEPT CODE 4 AT Q2 - NEVER ANSWER LANDLINE CALLS)**

- 5) When your landline rings, how often do you decide whether to answer by looking at the number on the handset? SINGLE CODE
  1. Always- GO TO Q7
  2. Usually- GO TO Q7
  3. Sometimes- GO TO Q7
  4. Rarely- GO TO Q6
  5. Never- GO TO Q6
  6. Don't know- GO TO NEXT SECTION

**ASK Q6 IF CODE 4-5 AT Q5**

- 6) What is the main reason you [**rarely/never**] decide whether to answer by looking at the number? **SINGLE CODE, ROTATE CODES 1-4**
1. I can't be bothered to look at the number –I just want to answer
  2. I don't understand or recognise numbers shown on the screen
  3. I rely on a call screening service to stop suspicious calls, so I know that any caller that gets through is OK
  4. I can't read the number (e.g. because the text is too small)
  5. Other reason
  6. Don't know

**ASK Q7 IF 1-3 AT Q5**

- 7) Thinking about those times when you do not recognise the caller's number, how often do you answer your landline? **SINGLE CODE**
1. Always GO TO Q8
  2. Usually GO TO Q8
  3. Sometimes GO TO Q8
  4. Rarely GO TO Q9
  5. Never GO TO Q9
  6. Don't know GO TO Q9

**ASK Q8 IF 1-3 AT Q7**

- 8) Why do you [**always/usually/sometimes**] pick up landline calls when you don't recognise the number? **MULTICODE ROTATE CODES 1-7**
1. It could be an emergency
  2. Curious who it is
  3. Because I was expecting a call
  4. I just answer the call and don't really think about it.
  5. I rely on a call screening service to stop suspicious calls, so I know that any caller that gets through is OK
  6. I pick up the call when the number looks legitimate
  7. I pick up the call if the caller's number looks similar to my own
  8. Other reason
  9. Don't know

**ASK Q9 IF 1-3 AT Q5**

- 9) And thinking about those times when you do recognise the caller's number, how often do you answer your landline? **SINGLE CODE**
1. Always
  2. Usually
  3. Sometimes
  4. Rarely
  5. Never
  6. Don't know

## **SECTION B: ASK ALL WHO USE A MOBILE PHONE (CODE 3 AT Q1)**

SHOW INTRO: We would like to understand how you *generally* answer calls to your **mobile** phone.

10) If your mobile phone rings and you could easily answer it and are not otherwise busy, what do you generally do? **SINGLE CODE**

1. Answer every time – GO TO Q12
2. Answer most of the time – Q11
3. Answer some of the time-Q11
4. Never answer it-Q11
5. Don't know- GO TO Q12

**[ASK IF Q10= CODE 2-4 IF YOU DON'T ANSWER ALL OF THE TIME]**

11) 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? **MULTICODE TICK UP TO 3 THAT APPLY**

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

**ASK ALL (EXCEPT CODE 4 AT Q10 -NEVER ANSWER MOBILE CALLS)**

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

1. Always- GO TO Q14
2. Usually- GO TO Q14
3. Sometimes – GO TO Q14
4. Rarely- GO TO Q13
5. Never- GO TO Q13
6. Don't know GO TO NEXT SECTION

**ASK Q13 IF CODE 4-5 AT Q12**

13) What is the main reason you [**rarely/never**] decide whether to answer by looking at the number? **SINGLE CODE, ROTATE CODES 1-6**

1. I can't be bothered to look at the number – I just want to answer
2. I don't understand or recognise numbers shown on the screen
3. I rely on a call screening service/app to stop suspicious calls, so I know that any caller that gets through is OK
4. My mobile phone does not display the caller's number
5. I can't always see the number on my mobile phone display e.g. because I am using a hands-free service when driving or because the text on the screen is too small
6. Numbers not in my contact list are automatically blocked by my mobile
7. Other reason

8. Don't know

**ASK Q14 IF CODE 1-3 AT Q12 [ALWAYS/USUALLY/SOMETIMES DECIDE WHETHER TO ANSWER BY LOOKING AT THE NUMBER ON THE HANDSET]**

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

1. Always GO TO Q15
2. Usually GO TO Q15
3. Sometimes GO TO Q15
4. Rarely GO TO Q16
5. Never GO TO Q16
6. Don't know GO TO Q16

**ASK Q15 IF CODE 1-3 AT Q14 [PICK UP EVEN WHEN CALLER'S NUMBER NOT RECOGNISED]**

15) Why do you [always/usually/sometimes] pick up mobile calls when you don't recognise the number? Tick all that apply **MULTICODE ROTATE CODES 1-7**

1. It could be an emergency
2. Curious who it is
3. Because I was expecting a call
4. I just answer the call and don't really think about it.
5. I rely on a call screening service/app to stop suspicious calls, so I know that any caller that gets through is OK
6. I pick up the call when the number looks legitimate
7. I pick up the call if the caller's number looks similar to my own
8. Other reason
9. Don't know

**ASK Q16 IF CODE 1-3 AT Q12 [ALWAYS/USUALLY/SOMETIMES DECIDE WHETHER TO ANSWER BY LOOKING AT THE NUMBER ON THE HANDSET]**

16) Thinking about those times when you do recognise the caller's number, how often do you answer your mobile? SINGLE CODE

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

## **SECTION C: Suspicious calls, recorded messages and screening**

**ASK QS 17 AND 18 IF Q5= CODE 1-3 AND/OR Q12= CODE 1-3 (I.E. HAVE A LANDLINE WHICH THEY USE, IT SHOWS CLI AND THEY ALWAYS/USUALLY/SOMETIMES DECIDE WHETHER TO ANSWER BY LOOKING AT THE NUMBER ON THE HANDSET, AND/OR HAVE A MOBILE AND WHEN ANSWERING MOBILE, ALWAYS/USUALLY/SOMETIMES DECIDE WHETHER TO ANSWER BY LOOKING AT THE NUMBER ON THE HANDSET)].**

**OTHERS GO TO NOTE ABOVE Q19**

- 17) How likely is it that you would pick up a call from the following types of numbers? This could be on your landline, or on your mobile. Please use a five-point scale where 1 indicates “**very unlikely to pick up**” and 5 indicates “**very likely to pick up**”. **[ROTATE ORDER OF RESPONSES] SINGLE CODE FOR EACH ROW**

	Very unlikely to pick up				Very Likely to pick up	I would not recognise that type of number
A UK landline number that you do not recognise	1	2	3	4	5	6
A UK mobile number that you do not recognise	1	2	3	4	5	6
An international number that you do not recognise	1	2	3	4	5	6
A withheld number	1	2	3	4	5	6

- 18) How likely is it that you would pick up a call from each of the following numbers? Please use a five-point scale where 1 indicates “**very unlikely to pick up**” and 5 indicates “**very likely to pick up**”. **[ROTATE ORDER OF RESPONSES] SINGLE CODE FOR EACH ROW**

	Very unlikely to pick up				Very Likely to pick up
020 7946 0454	1	2	3	4	5
028 9649 6563	1	2	3	4	5
07700 900185	1	2	3	4	5
00 96 69 2043 6149	1	2	3	4	5
+384 42 5142 5421	1	2	3	4	5
+44 07700 900185	1	2	3	4	5

0845 492 3344	1	2	3	4	5
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**ASK Q19 IF Q1 =1 [HAVE AND USE LANDLINE FOR TELEPHONE CALLS]**

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

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

1. Yes, I have a service that screens my landline calls and use it – GO TO Q20
2. Yes, I have a service that screens my landline calls but do not use it- GO TO Q21
3. No, I do not have a service that screens my landline calls- GO TO Q21
4. Don't know- GO TO Q21

**ASK Q20 IF CODE 1 AT Q19 [HAVE AND USE SCREENING SERVICE FOR LANDLINE TELEPHONE CALLS]**

20) What features does your landline screening/blocking service have? **Please tick all that apply:**  
**MULTICODE, ROTATE CODES 1-11**

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

**ASK Q21 IF CODE 2-4 AT Q19 [I.E. HAVE A LANDLINE SCREENING SERVICE BUT DO NOT USE IT, DO NOT HAVE A LANDLINE SCREENING SERVICE, OR DO NOT KNOW WHETHER THEY HAVE A LANDLINE SCREENING SERVICE]**

21) Do you have an answer machine and/or voicemail service for your landline phone?

**MULTICODE POSSIBLE CODES 1 AND 2, OTHERS SINGLE CODE**

1. Yes, I have an answer machine for my landline - GO TO Q22
2. Yes, I have voicemail service for my landline – GO TO Q22
3. I don't have an answer machine or voicemail service for my landline – GO TO Q23
4. Don't know GO TO Q23

**ASK Q22 IF CODE 1-2 AT Q21 [I.E. HAVE AN ANSWER MACHINE AND/OR VOICEMAIL SERVICE FOR THEIR LANDLINE]**

- 22) Do you use your landline answer machine/voicemail service as a way of screening calls, by getting callers to leave a message even when you could answer and then calling back people you want to speak to?
1. Yes
  2. No
  3. Don't know

**ASK IF Q1 = 3 – HAVE AND USE MOBILE PHONE FOR MAKING AND RECEIVING PERSONAL CALLS**

INTRODUCTION: 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).

- 23) Do you have an **app or function** on your mobile phone to screen/block calls? **SINGLE CODE**
1. Yes, I have a call screening app/function and use it – GO TO Q24
  2. Yes, I have a call screening app/function but do not use it GO TO Q25
  3. No, I do not have call screening app/function on my phone GO TO Q25
  4. I don't know – GO TO Q25

**ASK IF CODE 1 AT Q23 [HAVE AN APP/FUNCTION TO SCREEN MOBILE CALLS AND USE IT]**

- 24) What features does your mobile phone call screening app/function have? **Please tick all that apply: MULTI CODE, ROTATE CODES 1-11**
1. Callers are asked to identify themselves and make a recording for you to hear and decide whether to answer.
  2. Automatically identifies where the call is being made from by indicating the location (e.g. Sheffield) and/or country (e.g. Germany)
  3. It displays an indicator when the call is likely to be legitimate
  4. It displays a symbol or warning message when the call is likely to be fraudulent or spam
  5. The ability to search for information about the caller online (sometimes known as reverse caller look-up)
  6. Known nuisance callers are automatically blocked or diverted to voicemail
  7. Calls from withheld numbers are automatically blocked or diverted to voicemail
  8. International calls are automatically blocked or diverted to voicemail
  9. Some calls are automatically blocked or diverted to voicemail, but I don't know which ones
  10. I can add individual numbers to be blocked
  11. I can add certain categories of numbers to be blocked (e.g. numbers starting with 0870 or international calls)
  12. Last caller number barring
  13. Don't know



**ASK IF CODE 4 AND/OR Q24= CODE 4 [MY LANDLINE/MOBILE SCREENING SERVICE WILL DISPLAY A SYMBOL OR WARNING MESSAGE WHEN THE CALL IS LIKELY TO BE FRAUDULENT OR SPAM]**

25) If your phone rings and the call is marked as 'potential fraud' or 'potential spam', how often do you answer the call anyway? **SINGLE CODE**

1. Always- GO TO Q26
2. Usually- GO TO Q26
3. Sometimes – GO TO Q26
4. Rarely- GO TO Q27
5. Never – GO TO Q27
6. Don't know – GO TO Q27

**ASK IF CODE 1-3 AT Q25 ALWAYS, USUALLY OR SOMETIMES ANSWER POTENTIAL SUSPICIOUS CALLS**

26) Why do you [always/usually/sometimes] answer calls marked as potential fraud or potential spam? **Tick all that apply. MULTICODE, ROTATE CODES 1-5**

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

**ASK ALL**

27) Do you think that it is possible for scammers to fake the number that appears on your mobile or landline caller display?

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

## **D: Experience of Scam calls and texts on landlines and mobile phones**

### **Introduction**

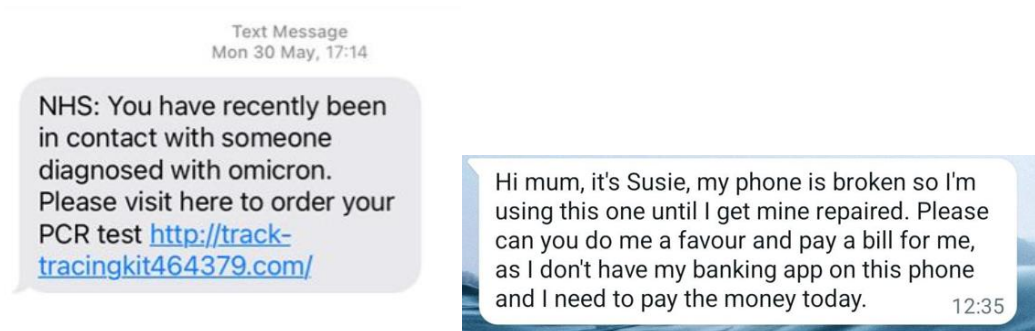
We would now like to hear about your experience of receiving suspicious calls and texts. Your input will help us understand the extent to which people are receiving these and the actions they take.

By 'calls and texts' we are referring to:

- Text messages sent to your mobile. These can be 'traditional' SMS messages or messages sent via apps such as WhatsApp, Snapchat, Facebook Messenger, Tik-tok etc.
- 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
- By recorded messages we mean when you answer your mobile or landline phone and you hear a recorded message rather than a person on the end of the line

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

Examples of recent suspicious text messages are:



Examples of recent suspicious recorded and live voice messages are:

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

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

### **ASK ALL**

- 28) 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?

Examples of fraudulent calls or texts include:

A message about coronavirus from someone pretending to be from the NHS or the World Health Organisation (WHO)

A message from someone pretending to be a brand (e.g., Amazon) telling you an item (e.g., an iPhone) has been purchased on your account

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

A message from someone pretending to be your bank, asking you to call a number or visit a website to verify your details

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

A message from someone pretending to be a friend or relative telling you they've lost their mobile and asking you to send them money

**ROUTE FROM Q1, SHOW CODES FOR MOBILE (Q1 CODE 3)/ LANDLINE (Q1 CODE 1) AS APPROPRIATE**

	<b>SMS text on your mobile</b>	<b>App message on your mobile</b>	<b>Call on your mobile</b>	<b>Call on your landline</b>
N/A I am not aware that I have received any type of suspicious text or call	1	1	1	1
Text message, e.g., from a courier company/Royal Mail about a parcel	2	2	N/A	N/A
Recorded message, e.g., a message telling you that money has been taken from your Amazon account	N/A	N/A	3	3
Live voice call, e.g., telling you there is a problem with your internet service	N/A	N/A	4	4

**ASK IF Q28 = CODE 2 FOR THOSE WHO HAVE RECEIVED SUSPICIOUS SMS MESSAGES (Q28 SMS CODE 2) AND/OR APP MESSAGES (Q28 APP CODE 2) ON THEIR MOBILE, SHOW SMS AND APP CODES AS APPROPRIATE) SINGLE CODE FOR EACH**

29) Thinking about suspicious [SMS AND/OR APP] messages, how often have you received [each of these types of messages in the last three months?

	<b>SMS text on your mobile</b>	<b>App message on your mobile</b>
Several times a day	1	1
At least once a day	2	2
At least a few times a week	3	3
At least once a week	4	4
At least once a month	5	5
Less often	6	6

**ASK IF Q28 = CODE 3 [THOSE WHO HAVE RECEIVED SUSPICIOUS RECORDED MESSAGES ON THEIR MOBILE AND/OR LANDLINE]**

30) Thinking about suspicious recorded messages, how often have you received these types of messages in the last three months? **SINGLE CODE**

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

	<b>Recorded message on your mobile</b>	<b>Recorded message on your landline</b>
Several times a day	1	1
At least once a day	2	2
At least a few times a week	3	3
At least once a week	4	4
At least once a month	5	5
Less often	6	6

**ASK IF Q28= CODE 4 [THOSE WHO HAVE RECEIVED SUSPICIOUS LIVE VOICE CALLS ON THEIR MOBILE AND OR LANDLINE]**

31) Thinking about suspicious live voice calls, how often have you received these types of call in the last three months? **SINGLE CODE**

SHOW: 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.

	<b>Live calls on your mobile</b>	<b>Live calls on your landline</b>
Several times a day	1	1
At least once a day	2	2
At least a few times a week	3	3
At least once a week	4	4
At least once a month	5	5
Less often	6	6

**ASK IF Q28 = CODE 4 [ALL WHO HAVE EXPERIENCED SUSPICIOUS LIVE VOICE CALL ON THEIR MOBILE AND/OR LANDLINE]**

32) What do you usually do when you receive a suspicious live voice call? **SINGLE CODE**

SHOW: 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.

**SINGLE CODE**

Hang up immediately, as soon as I realise it is a suspicious call	1
Listen to some of what they have to say before hanging up	2
Listen to everything they have to say before hanging up	3

Listen to some of what they have to say and ask them questions to decide if it is a suspicious call	4
Ask them not to call me again	5
Something else	6

**ASK IF Q28 = CODE 3-5 [ALL WHO RECEIVE THESE TYPES OF SUSPICIOUS TEXTS/CALLS]**

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

**MULTICODE**

	SMS text on your mobile	App message on your mobile	Live calls on your mobile	Live calls on your landline
Did as instructed by the message/person (e.g., clicked on a link or provided bank details over the phone)	1	1	1	1
Just ignored it	2	2	2	2
Reported it	3	3	3	3
Blocked the number	4	4	4	4
Told friends or family about it	5	5	5	5
Checked to see if the number is real (e.g., Google search / elsewhere)	6	6	6	6
Deleted it	7	7	n/a	n/a
Something else	8	8	8	8

**ASK IF Q33 = CODE 3 ALL WHO REPORTED IT FOR EACH TYPE OF SUSPICIOUS MESSAGE**

34) How did you report the suspicious text/call? **MULTICODE, ROTATE CODES 1-7**

Reported it to a special number for reporting suspicious messages/calls	1
Reported it to my landline or mobile provider	2
Reported it to Action Fraud	3
Reported it to Citizens' Advice	4
Reported it to the police	5
Reported it to Ofcom	6
Reported to another organisation	7
Did something else	8
Can't remember	9

**ASK IF Q33 = CODE 3 ALL WHO REPORTED IT**

Q35. How did you know where to report the suspicious **INSERT TYPE OF SUSPICIOUS MESSAGE**

**SELECTED AT Q28. ASK FOR EACH TYPE OF MESSAGE RECEIVED AT Q28**

	SMS text on your mobile	App message on your mobile	Live calls on your mobile	Live calls on your landline
Fallen victim to a scam before	1	1	1	1

From friends / family	2	2	2	2
Searched for where to report it (e.g., Google search online)	3	3	3	3
From the media (e.g., TV/ radio/ magazine/ newspaper)	4	4	4	4
From social media	5	5	5	5
From information from my landline or mobile provider	6	6	6	6
From information from another organisation	7	7	n/a	n/a
From somewhere else	8	8	8	8
Don't know / can't remember	9	9	9	9

<b>ASK ALL WHO REPORTED A SUSPICIOUS MESSAGE [CODE 3 AT Q33]</b>	
Q36. Why did you decide to report the suspicious message/call? <b>MULTICODE, ROTATE CODES 1-5</b>	
To stop the messages coming through	1
Didn't want the same to happen to others	2
To feel like I am helping to tackle scams	3
Encouraged to do so by family / friends	4
Encouraged to do so by a campaign	5
Something else	6
Prefer not to say	7

<b>ASK ALL WITH A MOBILE PHONE- [CODE 3 AT Q1]</b>	
Q37. Have you heard of or used the special text number [7726] that you can use to report a suspected suspicious text or call? <b>MULTICODE CODES 1 AND 2 POSSIBLE, OTHERS SINGLE CODE</b>	
Yes, have heard of 7726 and used it to report a suspicious text	1
Yes, I have heard of 7726 and used it to report a suspicious call	2
Yes, I have heard of 7726, but have not used it	3
I knew there was a number but was not aware that it was 7726	4
No, I have never heard of 7726 or any other number to report a suspicious text or call	5

<b>ASK ALL PREVIOUSLY UNAWARE OF 7726 REPORTING NUMBER [CODE 4 or 5 AT Q3]</b>	
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Q38. Now that you know about the reporting number, how likely do you think you will be to use it the next time you receive a suspicious text or call?

10 point sliding scale (1 – not at all likely, 10 – very likely) with don't know as a separate option

**ASK ALL WITH A MOBILE PHONE [CODE 3 AT Q1]**

Q39. Thinking of your personal mobile phone, which network are you on?

- EE/BT Mobile 1
- Giff-Gaff 2
- iD Mobile 3
- Lebara 4
- Lycamobile 5
- O2 6
- Sky Mobile 7
- Tesco Mobile 8
- Three 9
- Virgin Mobile 10
- Vodafone 11
- Other 12
- Don't know 13

**ASK ALL WITH A MOBILE PHONE [CODE 3 AT Q1]**

Q40. 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

- Yes 1
- No 2
- Not sure 3

**ASK ALL WITH A MOBILE PHONE [CODE 3 AT Q1]**

Q41. What make of mobile phone do you have?

- Google Pixel 1
- Huawei 2
- iPhone 3
- Motorola 4
- Nokia 5
- OnePlus 6
- Oppo 7
- Samsung 8
- Xiaomi 9
- Other 10
- Don't know 11