

# Nuisance calls panel research

## ANNEX

17/05/2013



# Incidence of nuisance calls

The only significant difference in incidence by call type between the omnibus and panel data was for live sales calls, where the omnibus recorded a higher incidence

	F2F omnibus	Panel
All nuisance calls	82%	83%
Silent calls	54%	57%
Abandoned calls	17% (estimate) <sup>(1)</sup>	15%
Recorded sales calls	n/a <sup>(2)</sup>	38%
Live sales calls	72% Significantly higher	64%
Other nuisance call <sup>(3)</sup>	n/a <sup>(4)</sup>	28%

<sup>(1)</sup>The percentage of abandoned calls was estimated by asking respondents whether they had received a call with a recorded message, and if so whether they listened to the message and could say what it was about

<sup>(2)</sup> Experience of recorded sales calls was not captured on the omnibus

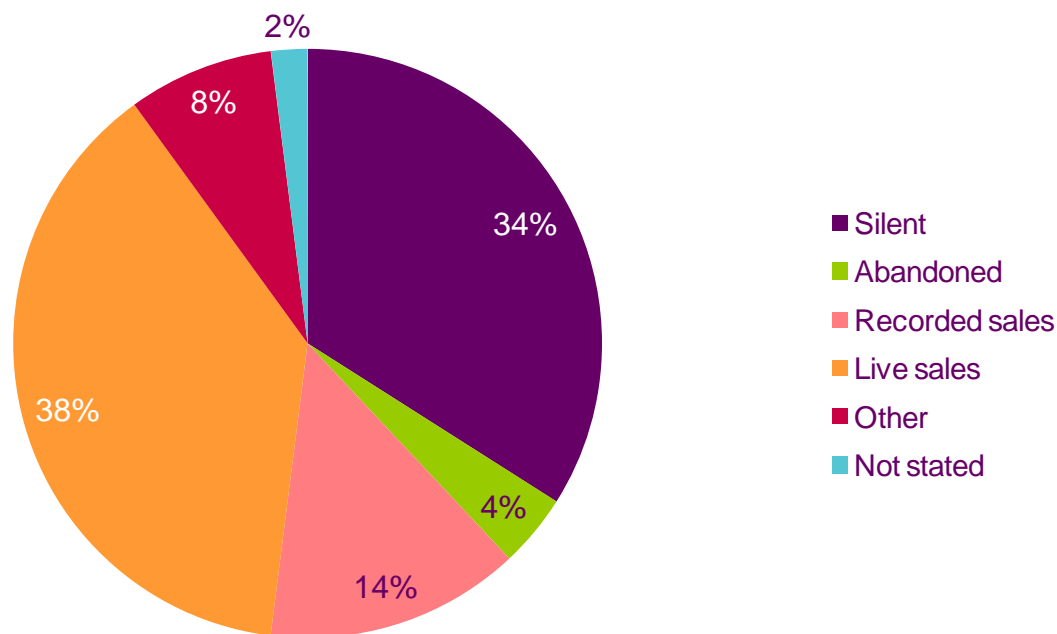
<sup>(3)</sup> Defined as "Some other type of call that you didn't want from someone you didn't know (please explain), for example a survey or market research call"

<sup>(4)</sup> Experience of 'other' nuisance calls was not captured on the omnibus

Base: All UK adults with landline at home: GfK Omnibus n=1614; GfK Panel n=853

Source: GfK RLO omnibus/ GfK panel research

Over a third of total nuisance calls were live sales calls (38%) and a further third were silent calls (34%). Recorded sales calls (14%), abandoned calls (4%) and 'other' types of nuisance calls (8%) were at lower levels.



Source: GfK Nuisance Calls panel research, Jan-Feb 2013

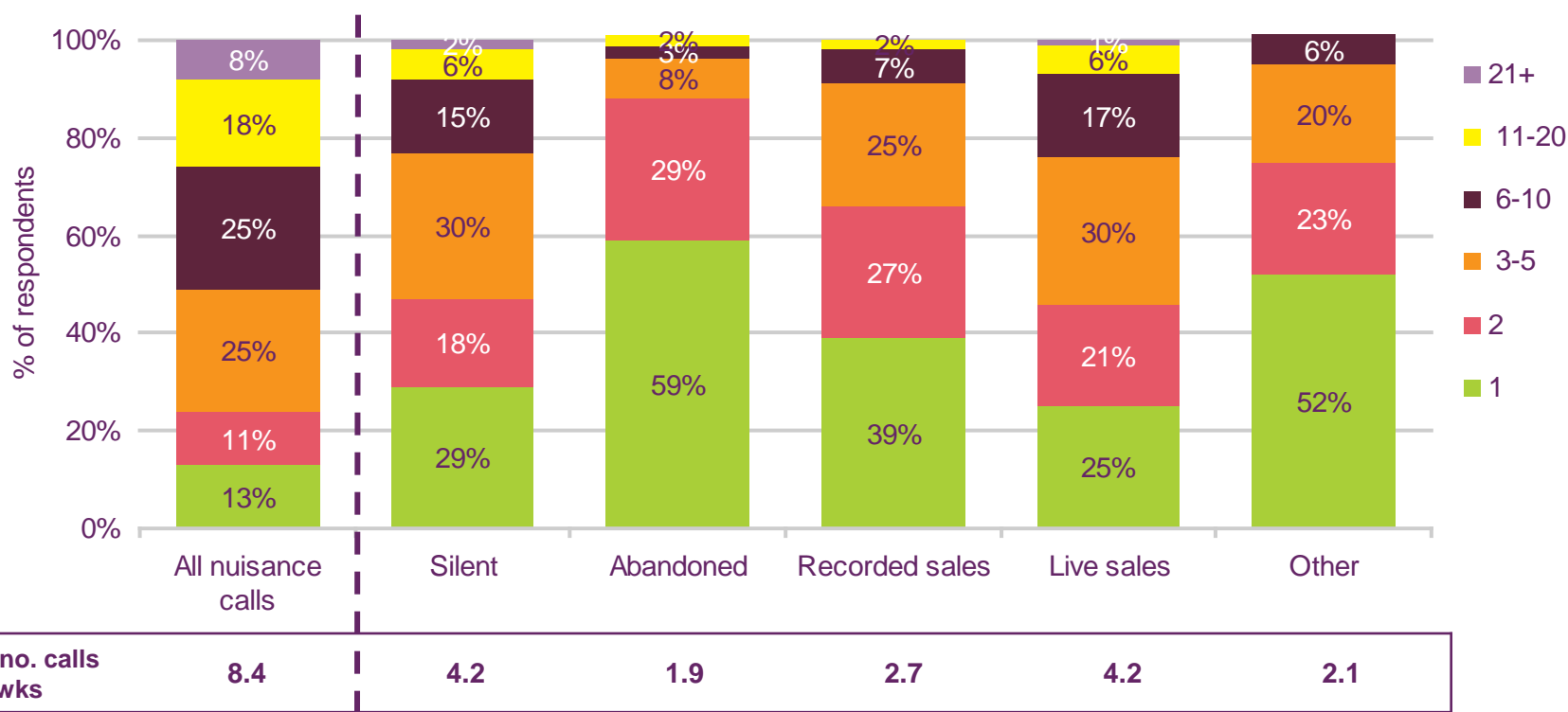
Base: All nuisance calls received by UK panel respondents with landlines (n=6302)

# Frequency of nuisance calls

# Number of calls received in the four weeks, by type of call and by all who received each type



Over half of those who received abandoned or 'other' calls received only one call over the four weeks. Silent and live sales calls were more frequent than other types - average of one a week



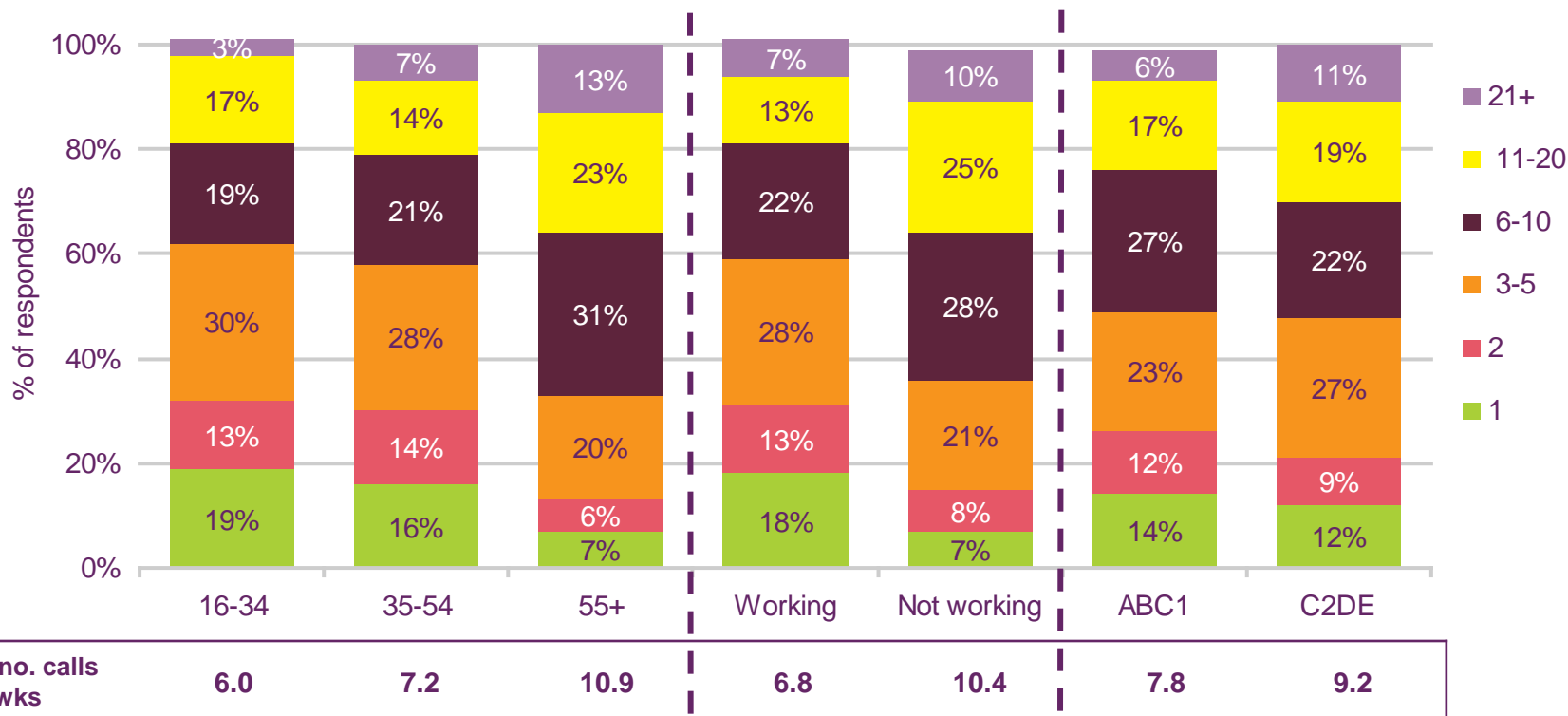
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All UK panel respondents with landlines who received each type of call (n=707, 489, 132, 322, 548, 242)

# Number of nuisance calls received by age, working status and socio-economic group



Amongst all who received any nuisance calls, those 55+ years and not working reported significantly more calls on average compared to younger and working adults



NB: demographic groups merged due to some low base sizes

Source: GfK Nuisance Calls panel research, Jan-Feb 2013

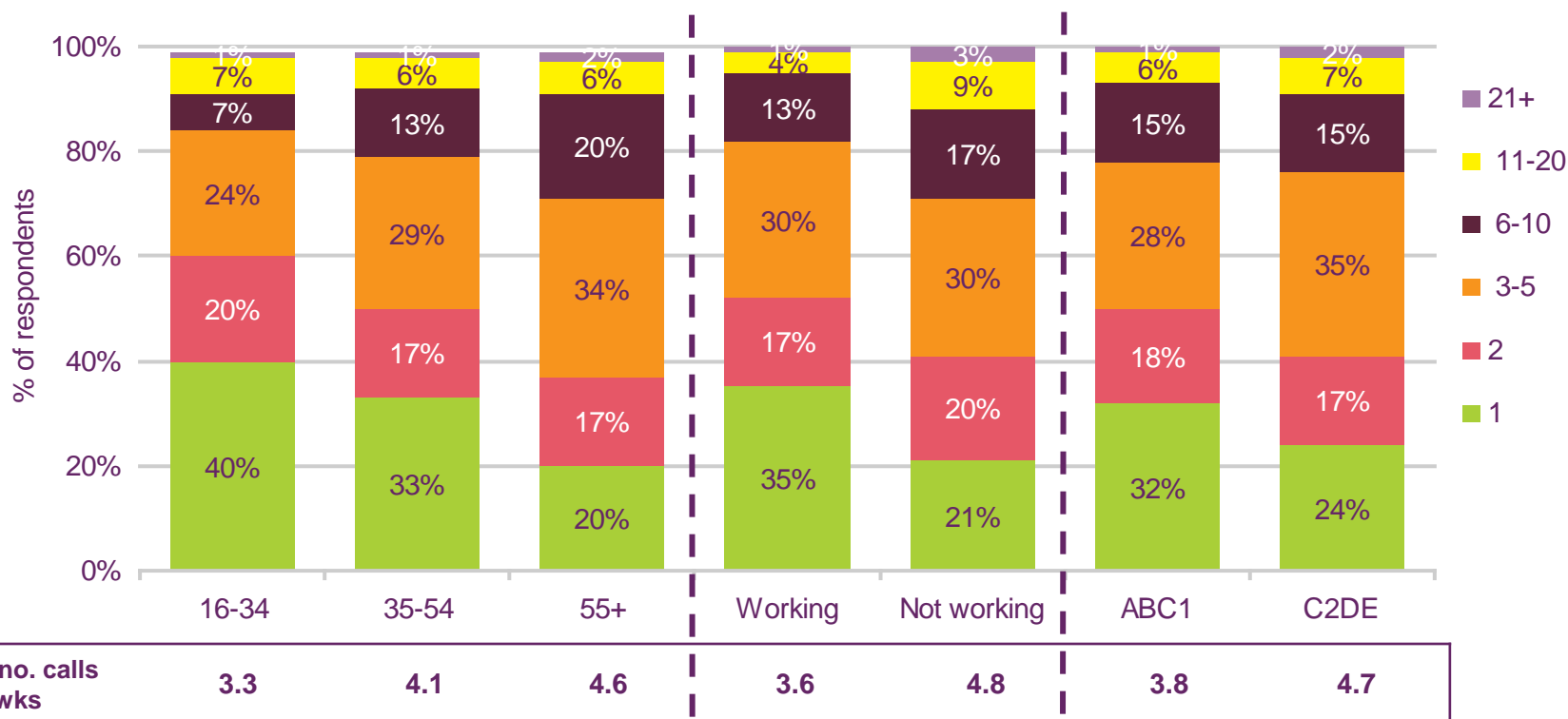
Base: All UK panel respondents with landlines who received nuisance calls (n=166, 257, 283, 396, 310, 418, 289)



# Number of **silent calls** received by age, working status and socio-economic group



Amongst those who received silent calls, non-working respondents reported significantly more silent calls on average compared to those in paid employment



NB: demographic groups merged due to some low base sizes

Source: GfK Nuisance Calls panel research, Jan-Feb 2013

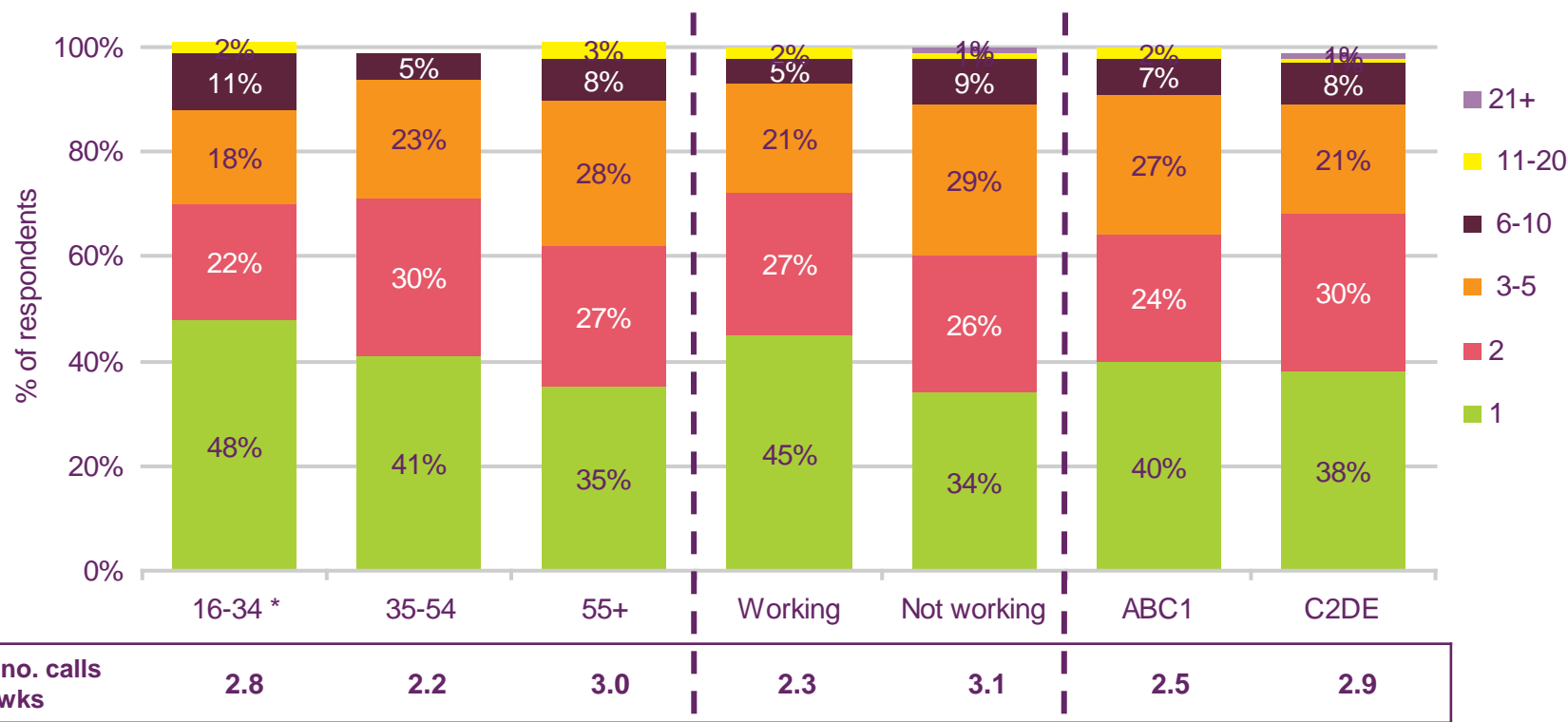
Base: All UK panel respondents with landlines who received silent calls (n=107, 170, 212, 260, 230, 298, 191)



# Number of recorded sales calls received by age, working status and socio-economic group



Amongst those who received recorded sales calls, there were no significant differences by demographics in the average number of calls received over four weeks



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

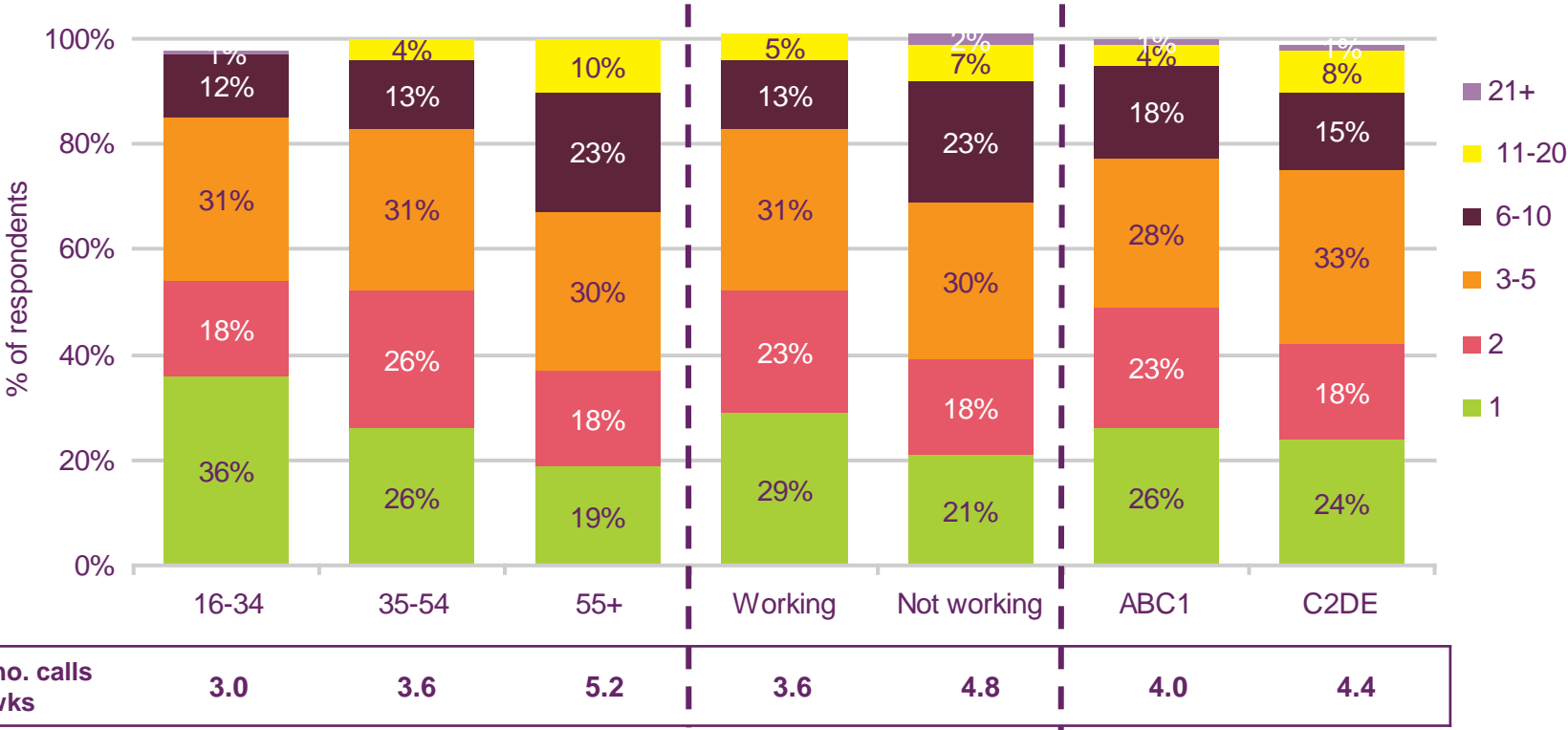
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All UK panel respondents with landlines who received recorded sales calls (n= 65\*, 102, 155, 169, 153, 181, 141)

# Number of live sales calls received by age, working status and socio-economic group



Amongst all who received live sales calls, those over 55 and not working reported more live sales calls than those under 55 and working



NB: demographic groups merged due to some low base sizes

Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All UK panel respondents with landlines who received live sales calls (n=109, 199, 240, 295, 253, 316, 233)

# Overlap of different nuisance call types



Compared with those who received silent or live sales calls, those who received abandoned calls were more likely to also receive recorded sales calls (65% vs 49% each), and those who received recorded sales calls were more likely to get silent (74%), abandoned (27%) and live sales (83%) calls

	Silent	Abandoned	Recorded sales	Live sales	Other
	A	B	C	D	E
Silent		76%	<b>74% D</b>	67%	75% D
Abandoned	21%		<b>27% AD</b>	19%	21%
Recorded sales	49%	<b>65% AD</b>		49%	53%
Live sales	76%	79%	<b>83% A</b>		81%
Other	37%	39%	40%	36%	

A letter next to a percentage indicates that the percentage is significantly higher (99% level) than the corresponding percentage for that call type (row) in the sub-group (column) of that letter

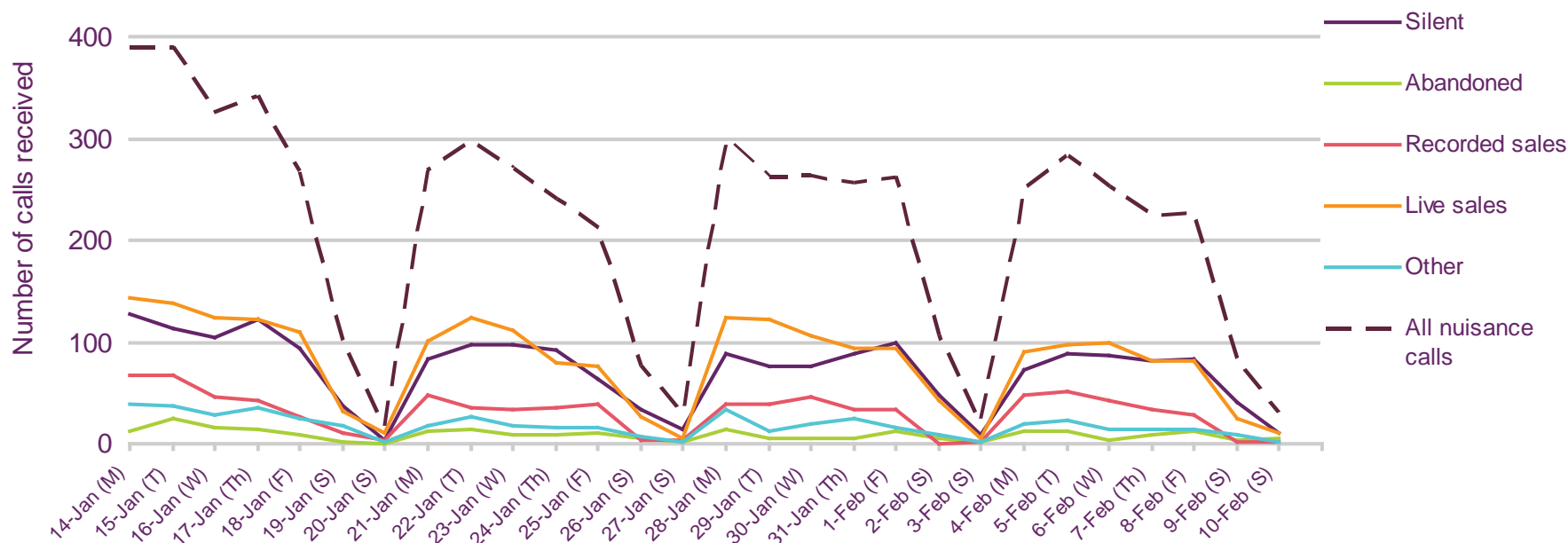
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All UK panel respondents with landlines who received each type of call (n=498, 127, 322, 554, 252)

# Total number of nuisance calls received by call type by day



**More nuisance calls occurred at the beginning of the week then dropped off slightly, with few at the weekends - particularly Sundays**



Source: GfK Nuisance Calls panel research, Jan-Feb 2013

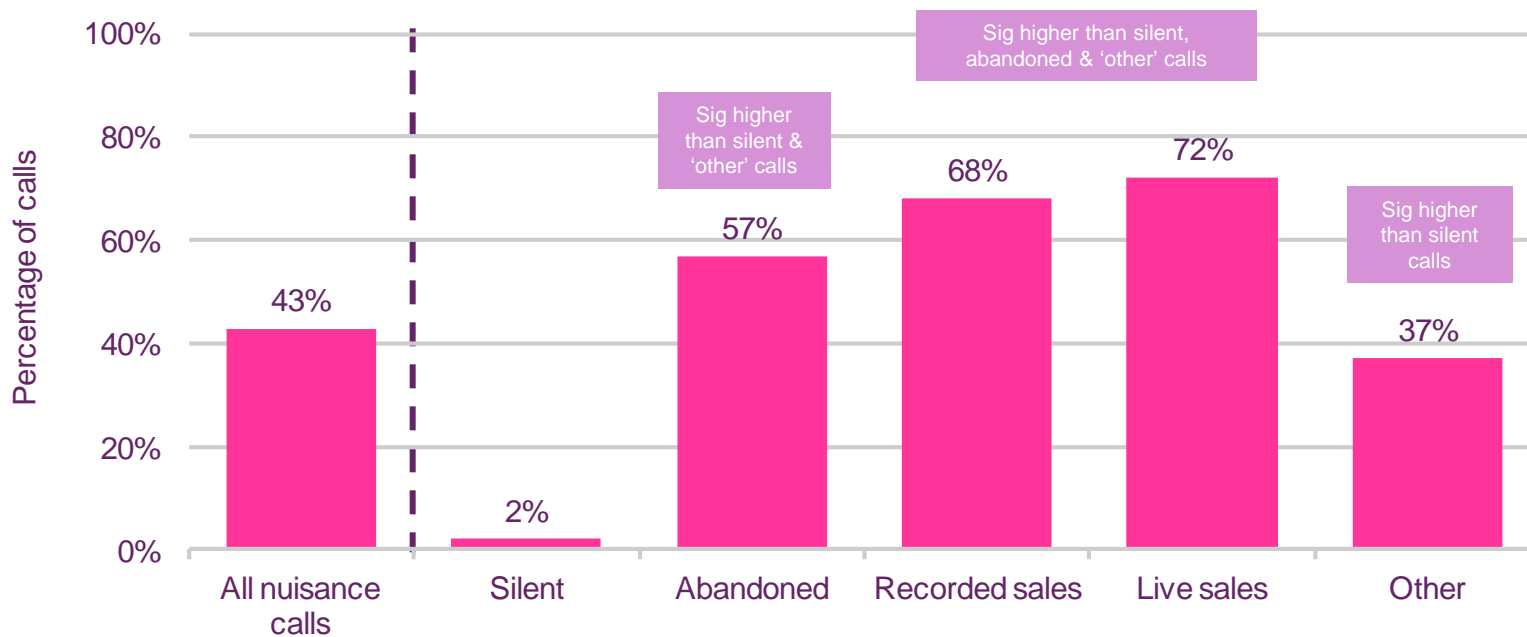
Base: All nuisance calls received by UK respondents with landlines (n=6302)

# Industries and companies making nuisance calls

# Proportion of nuisance calls in which product type was recorded, by call type



Overall, respondents were able to record the type of product being promoted in 43% of nuisance calls received. This was highest for live and recorded sales calls (72% and 68%).



Source: GfK Nuisance Calls panel research, Jan-Feb 2013

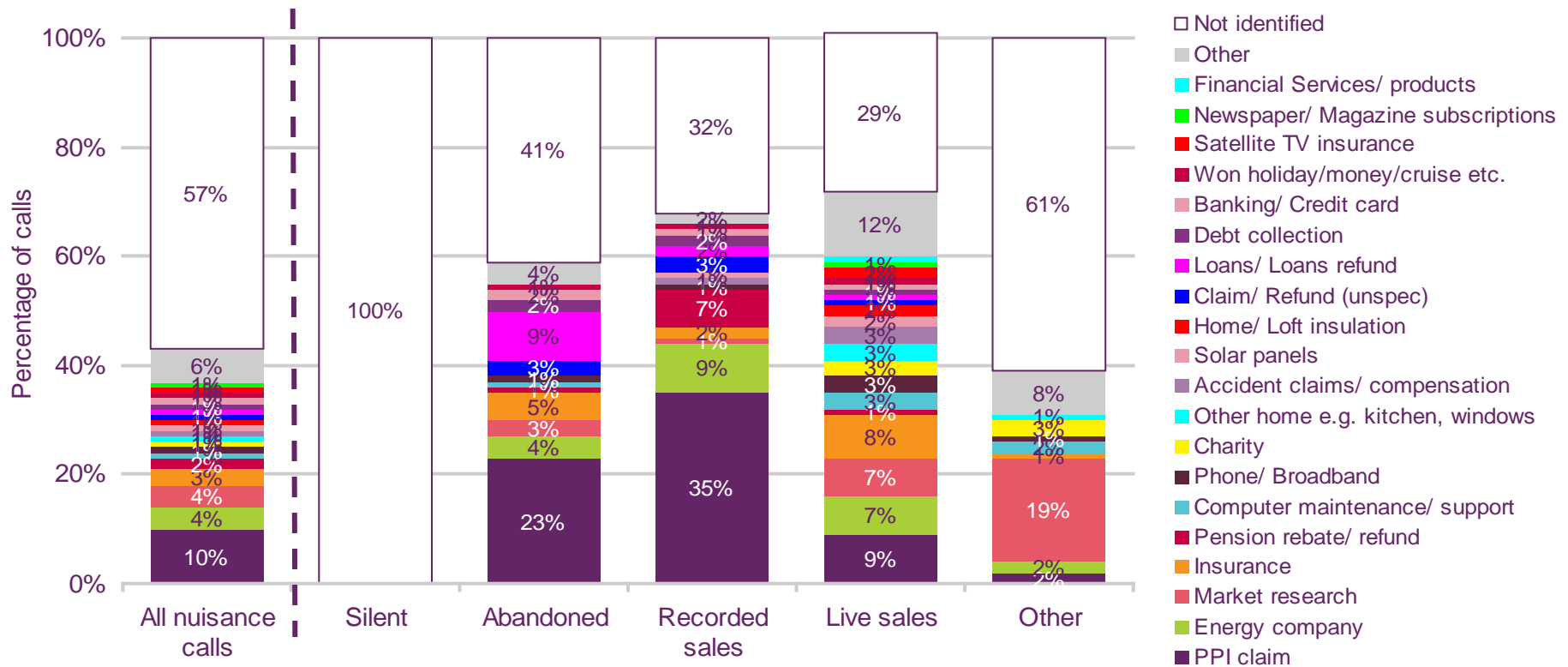
Base: All nuisance calls received by UK panel respondents with landlines (n=6302, 2116, 241, 882, 2377, 522)

NB: 2% of nuisance calls were not categorised by respondents

# Product or service being promoted by type of call, where identified



Overall, over a third of all recorded sales calls, almost a quarter of all abandoned calls, and a tenth of all live new sales calls were identified and recorded as PPI calls



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

Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All nuisance calls received by UK panel respondents with landlines (n=6302, 2116, 241, 882, 2377, 522)

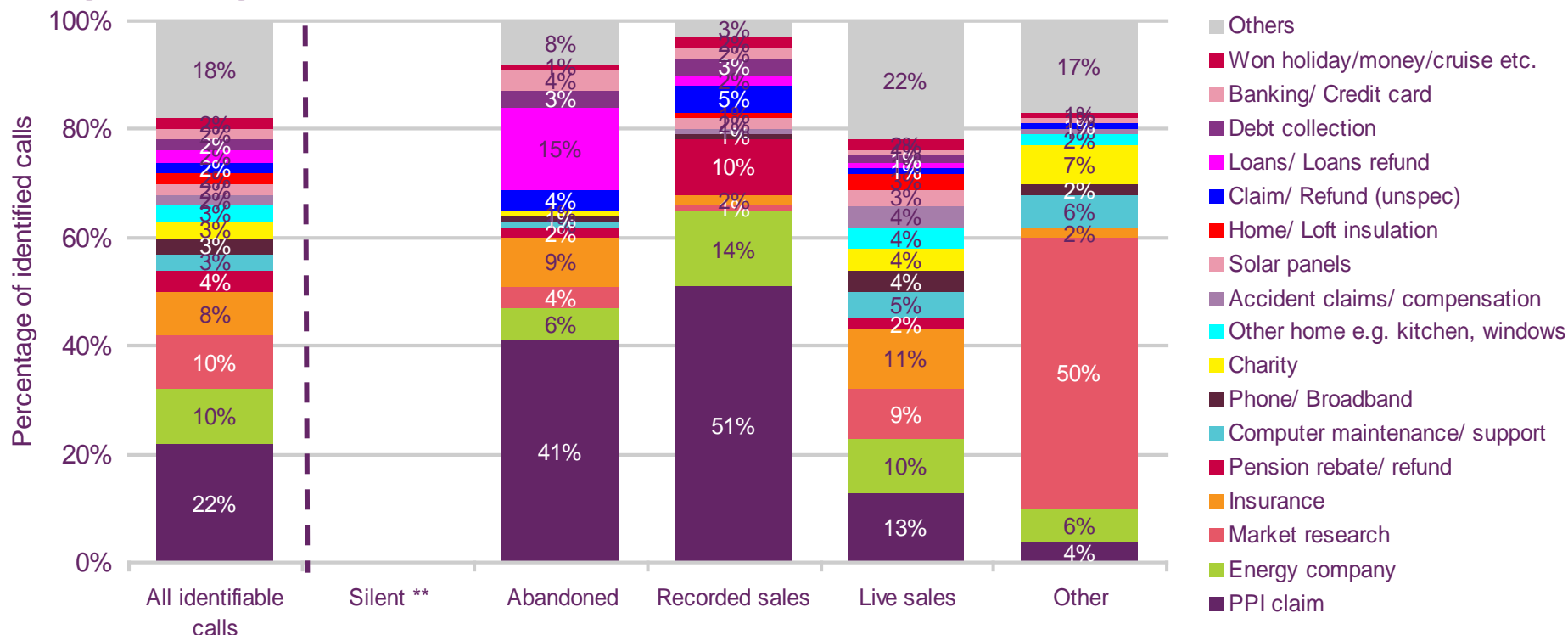
NB: 2% of nuisance calls were not categorised by respondents



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



Of calls where the product or service was identified, half of recorded sales calls and four in ten abandoned calls were regarding PPI



\*\* Base size below 50 – too low for analysis

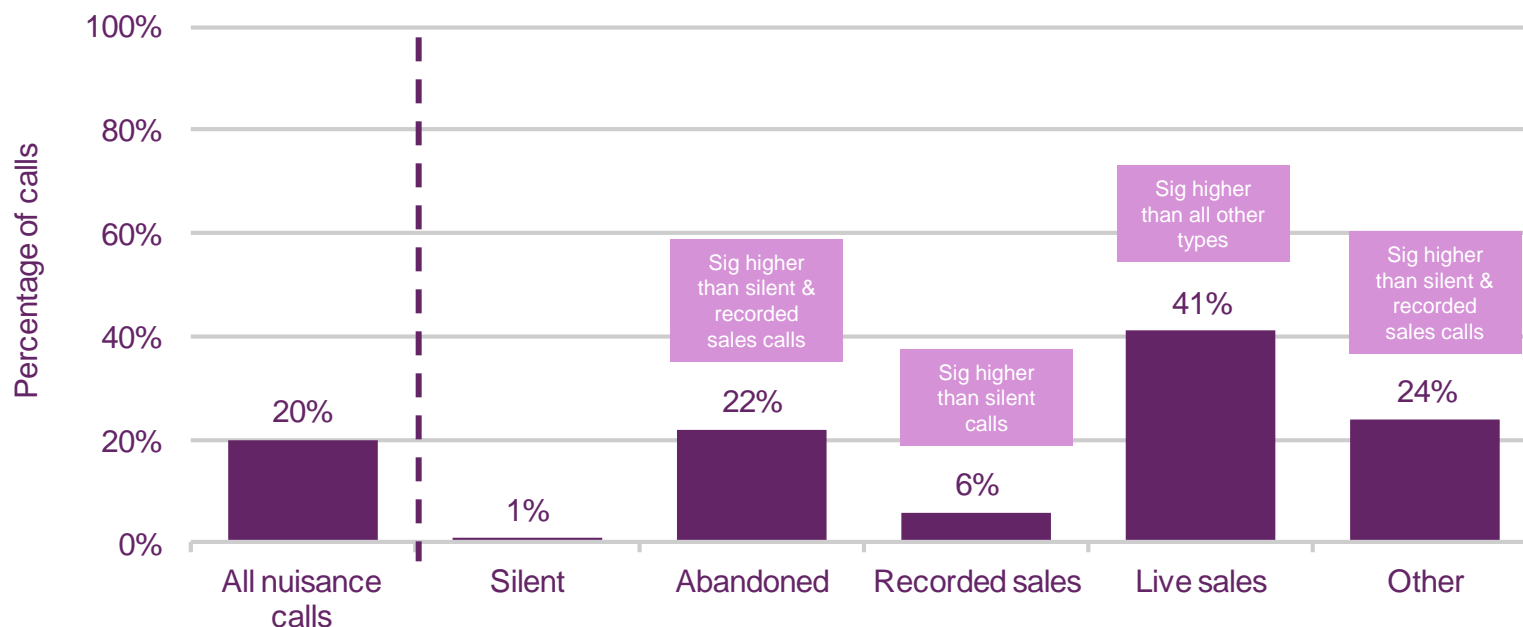
This was the respondent's understanding of the product or service being promoted and may not reflect the actual reason for the call.

'Other' includes all products/services comprising less than 2% of total calls and includes e.g. Newspaper subscriptions, other financial services, wine investments .

Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All nuisance calls received by UK panellists where product/service was identified (n=2605, 45\*\*, 142, 588, 1644, 187)

The name of the company calling was recorded or recalled for a fifth of nuisance calls received. It was more likely to be obtained in live sales calls (41%) than in other types of calls

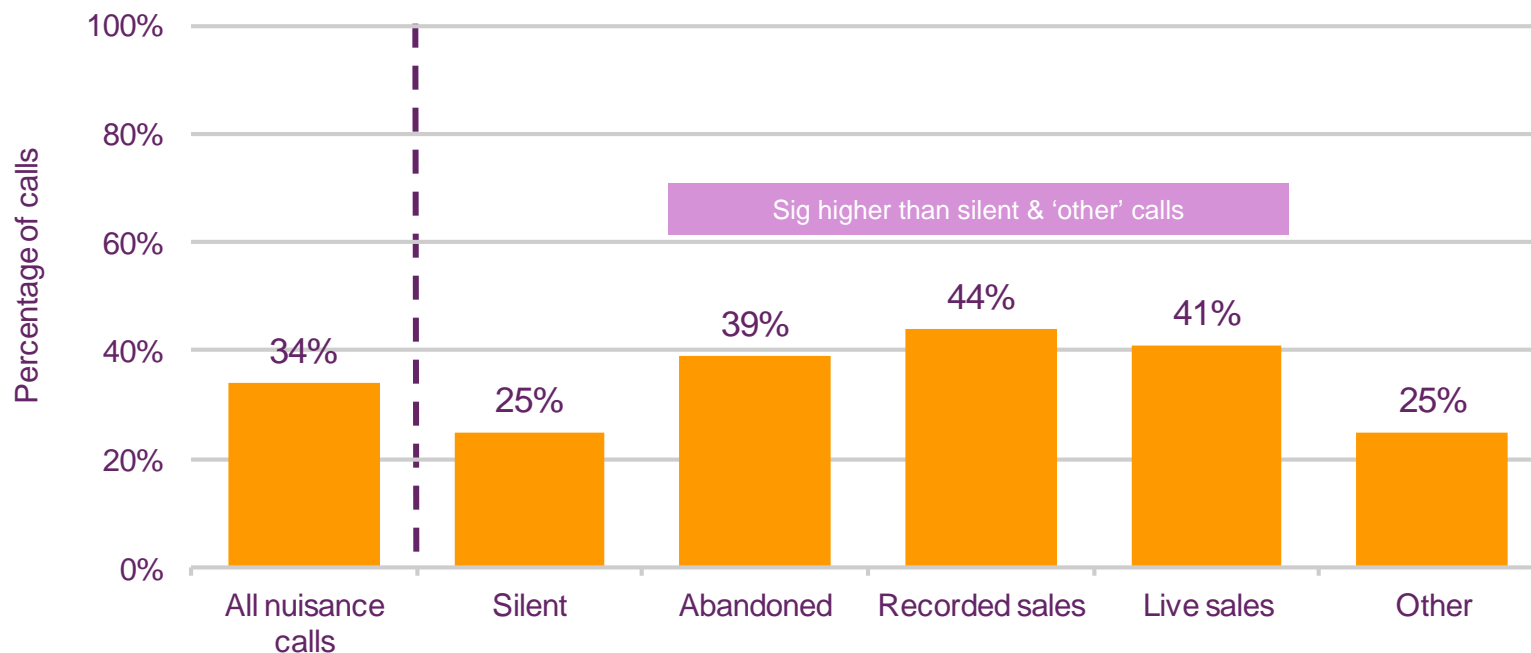


Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All nuisance calls received by UK panel respondents with landlines (n=6302, 2116, 241, 882, 2377, 522)

NB: 2% of nuisance calls were not categorised by respondents

The caller's telephone number was identified (either by asking, calling 1471 or caller display) and recorded in a third (34%) of all nuisance calls. It was least likely to be identified for silent and 'other' calls (25% each)



Source: GfK Nuisance Calls panel research, Jan-Feb 2013

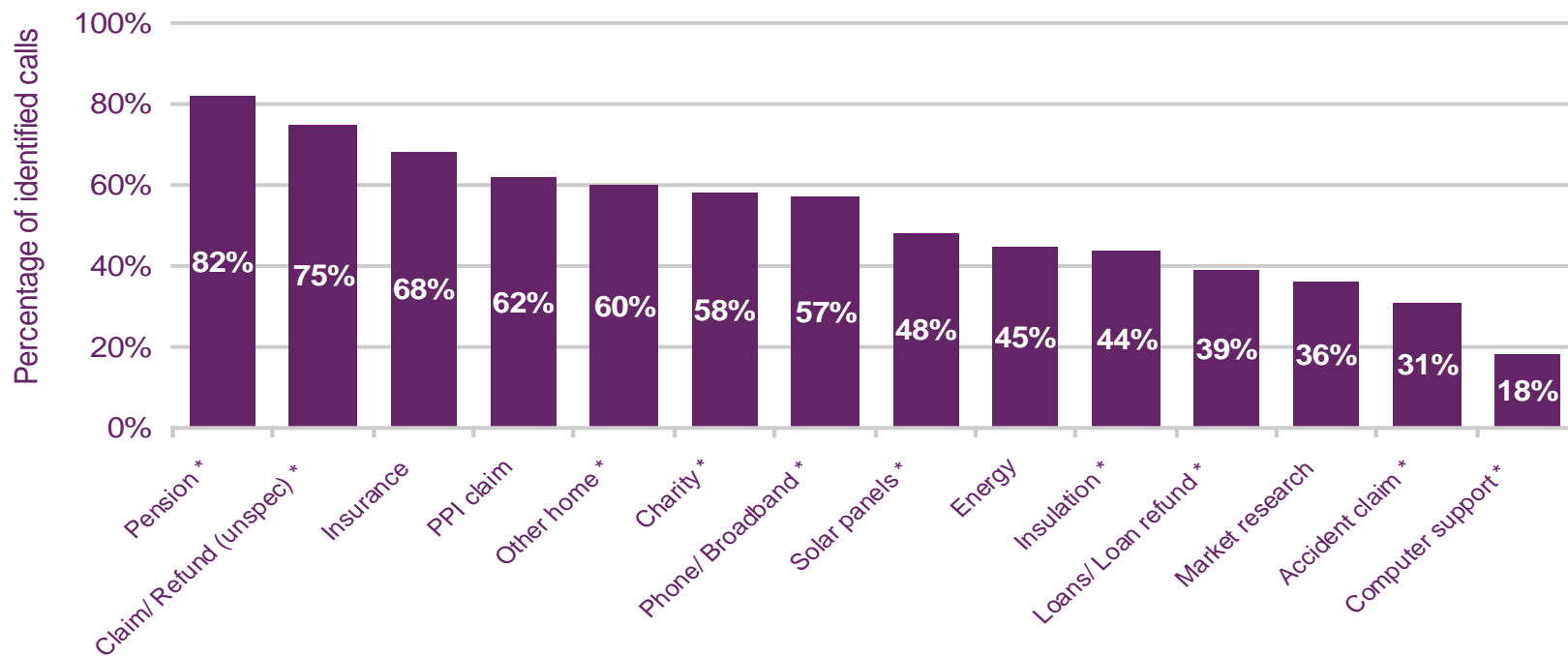
Base: All nuisance calls received by UK panel respondents with landlines (n=6302, 2116, 241, 882, 2377, 522)

NB: 2% of nuisance calls were not categorised by respondents

# Proportion of nuisance calls where phone number revealed by industry type



Amongst calls where the respondent was able to provide a description of the product or service being promoted, those calls most likely to disclose a telephone number related to pension refund/entitlement (82%), claim refund (75%) and insurance (68%)



•Base size below 100

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

Source: GfK Nuisance Calls panel research, Jan-Feb 2013

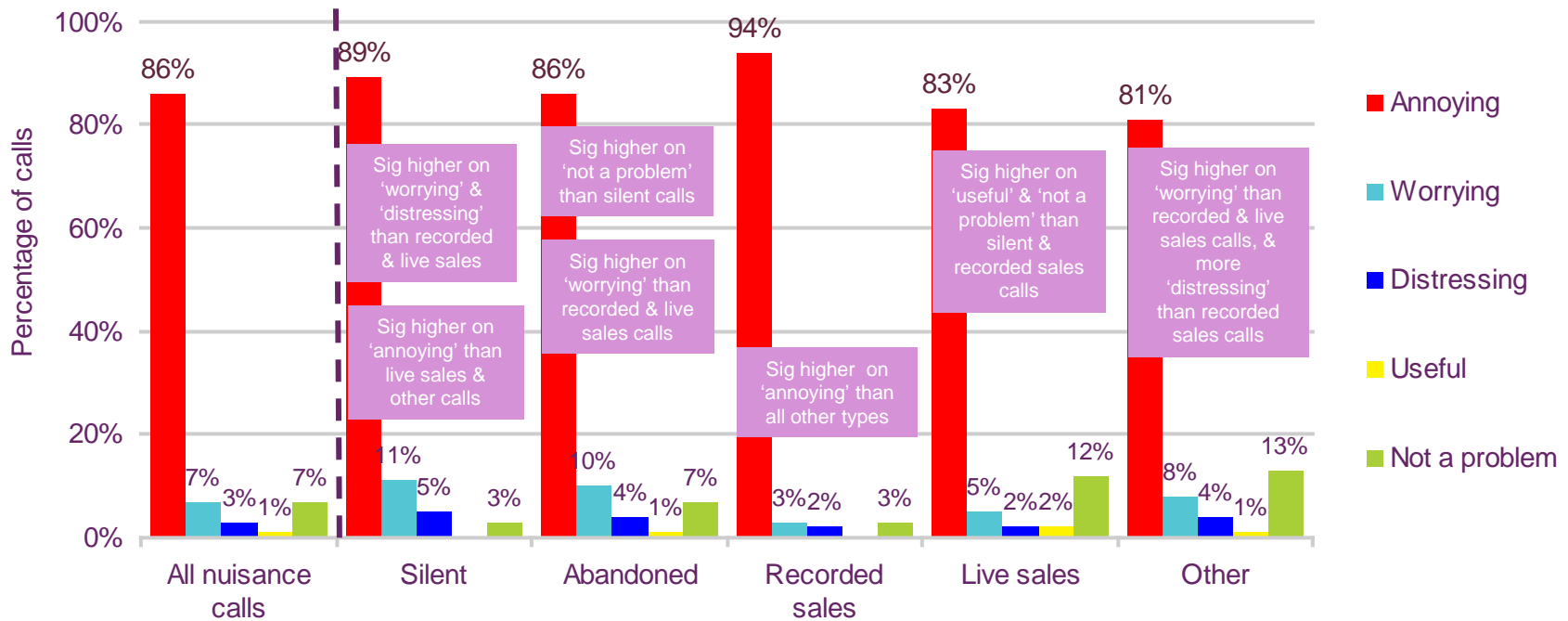
Base: All nuisance landline calls where respondent was aware of product or service being promoted (93\*, 59\*, 210, 585, 77\*, 77\*, 84\*, 63\*, 269, 59\*, 49\*, 256, 64\*, 89\*)

# Attitudes to receiving nuisance calls

# Feelings about nuisance calls by type of call



The majority of all types of nuisance calls were considered annoying, with recorded sales messages the most annoying (94%). Whilst at low levels, silent, abandoned and 'other' calls were most worrying

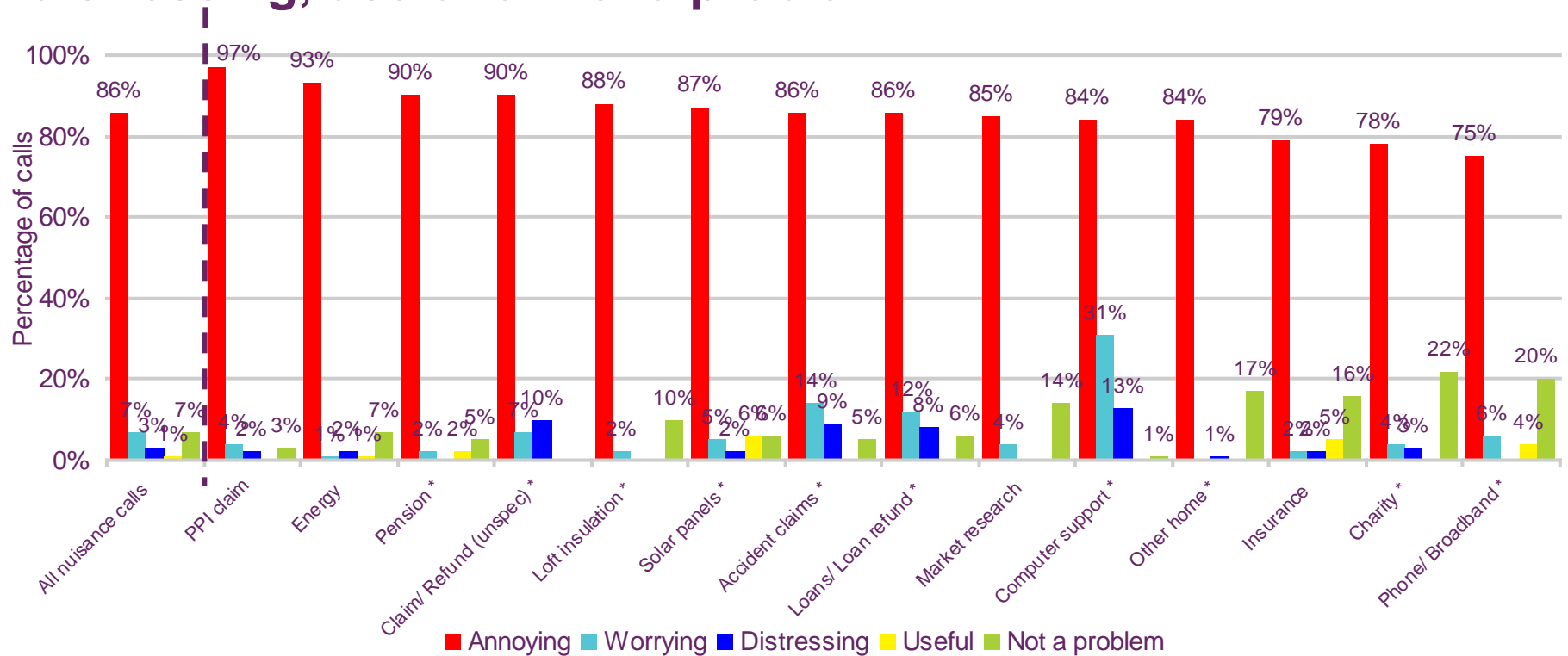


Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All nuisance calls received by UK panel respondents with landlines (n=6302, 2116, 241, 882, 2377, 190, 522)

NB: 2% of nuisance calls were not categorised by respondents

## All nuisance calls, regardless of product/ service being discussed were seen to be more annoying than worrying, distressing, useful or not a problem



•Base size below 100

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

Source: GfK Nuisance Calls panel research, Jan-Feb 2013

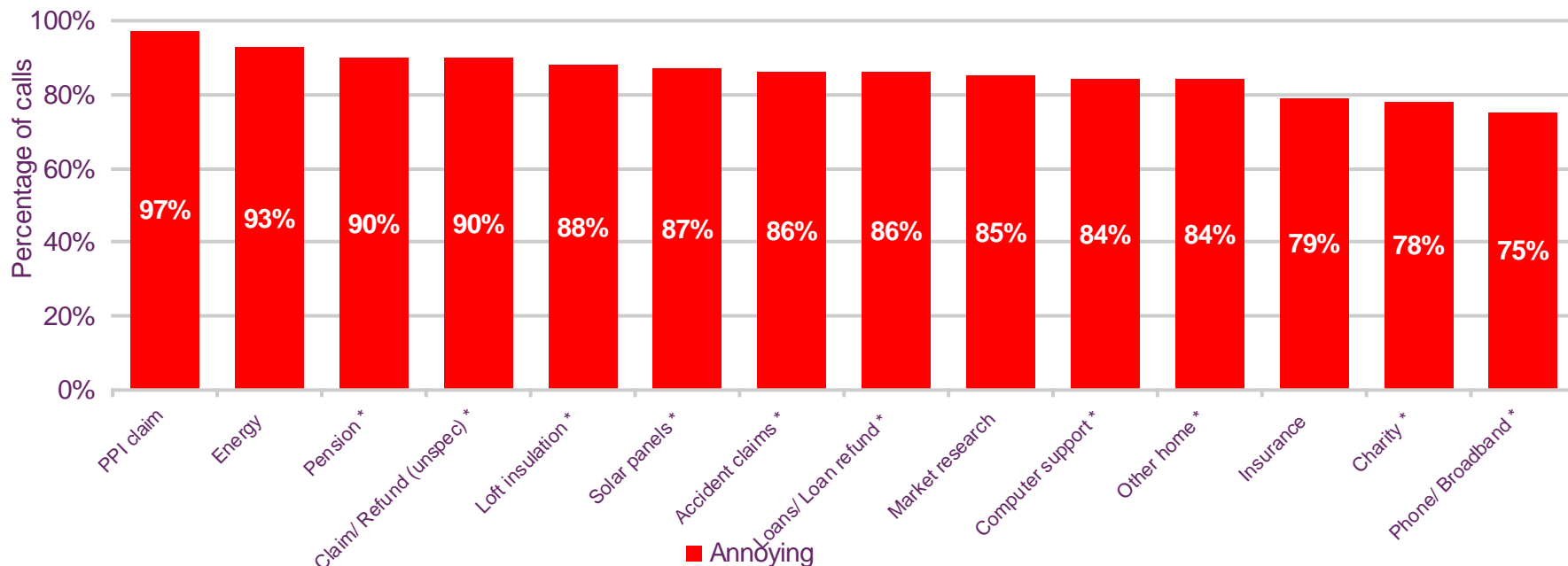
Base: All nuisance calls received by UK panel respondents with landlines (n=6302) where product/service was identified (n=585, 269, 93\*, 59\*, 59\*, 63\*, 64\*, 49\*, 256, 89\*, 77\*, 210, 77\*, 84\*)



# Feelings about call by product or service being promoted: **annoying**



Regardless of product or service being promoted, the majority of nuisance calls were considered annoying. PPI calls were the most annoying (97%)



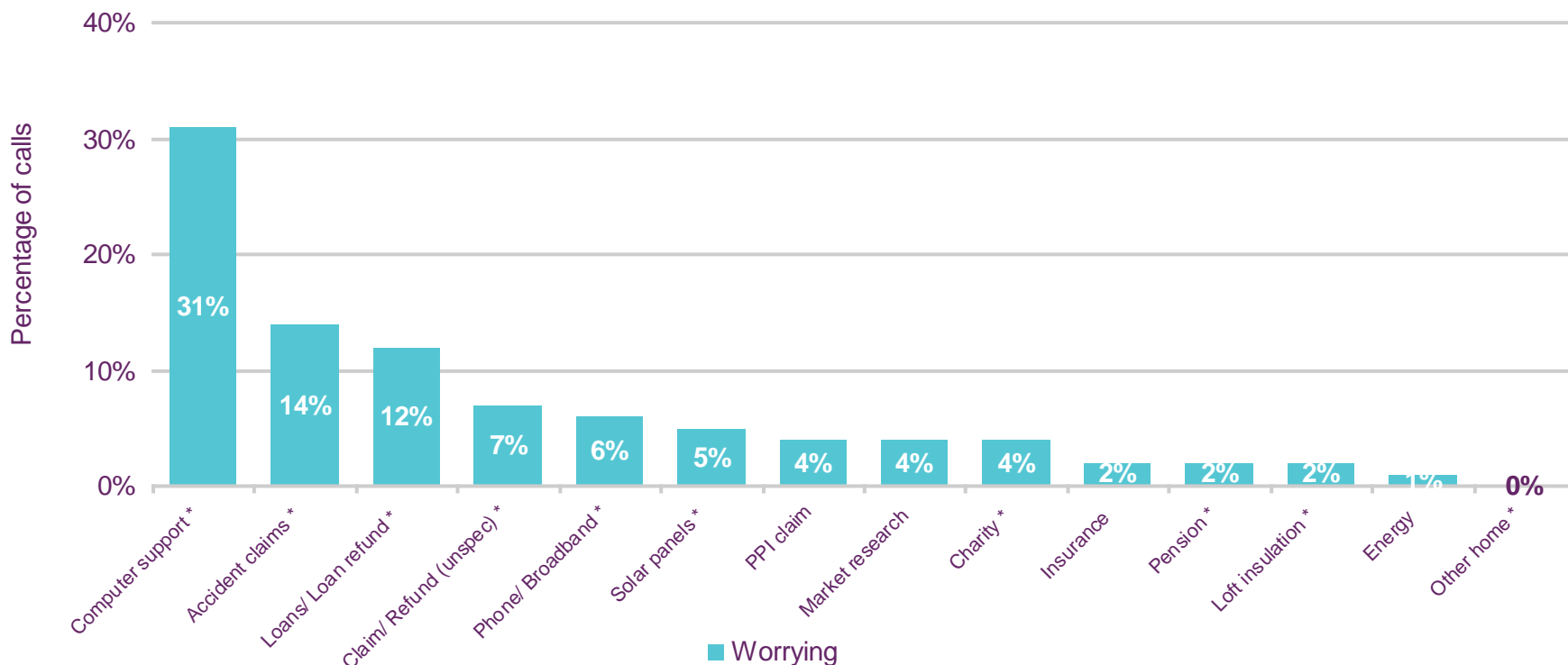
•Base size below 100

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

Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All nuisance calls received by UK panel respondents with landlines (n=585, 269, 93\*, 59\*, 59\*, 63\*, 64\*, 49\*, 256, 89\*, 77\*, 210, 77\*, 84\*)

## By far the most worrying (31%) were calls from companies claiming to offer computer support or maintenance



•Base size below 100

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

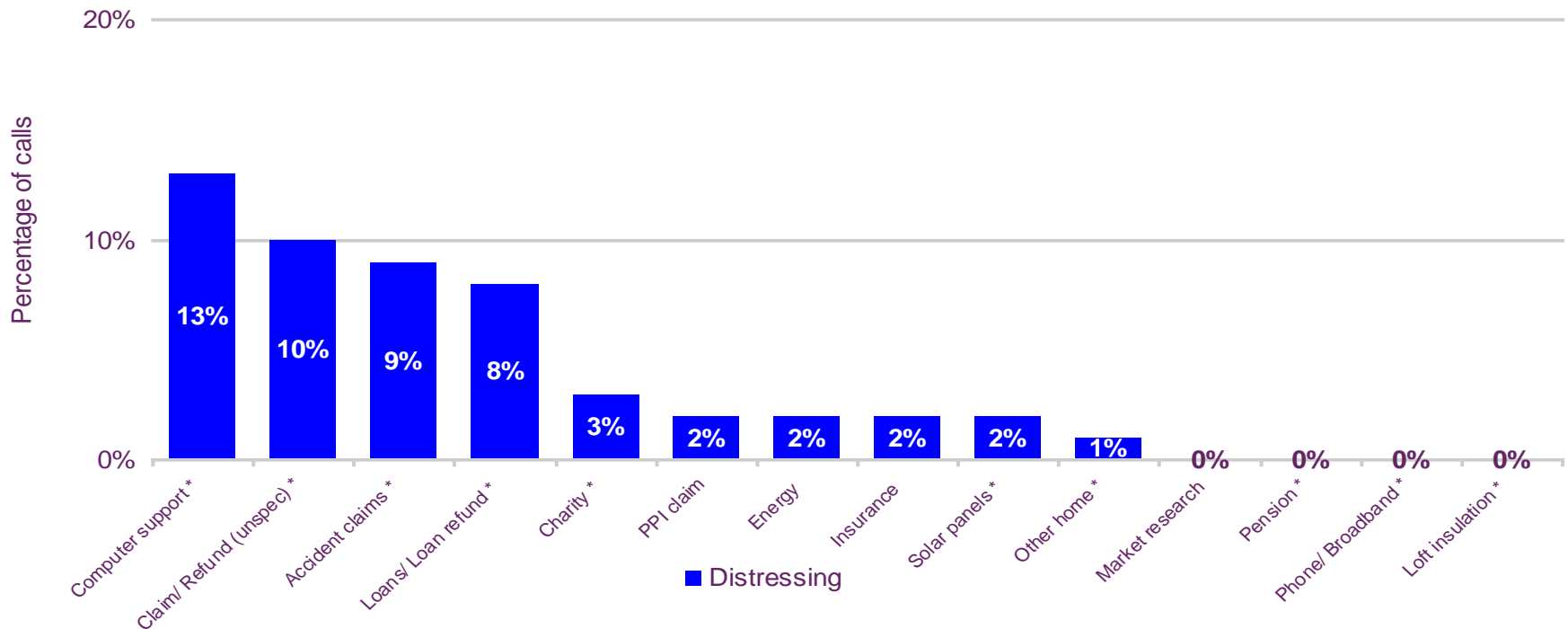
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All nuisance calls received by UK panel respondents with landlines (n=89\*, 64\*, 49\*, 59\*, 84\*, 63\*, 585, 256, 77\*, 210, 93\*, 59\*, 269, 77\*)

# Feelings about call by product or service being promoted: distressing



The most distressing calls were regarding computer support (13%), claim refunds (10%), accident claims (9%) and loans or loan refunds (8%)



•Base size below 100

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

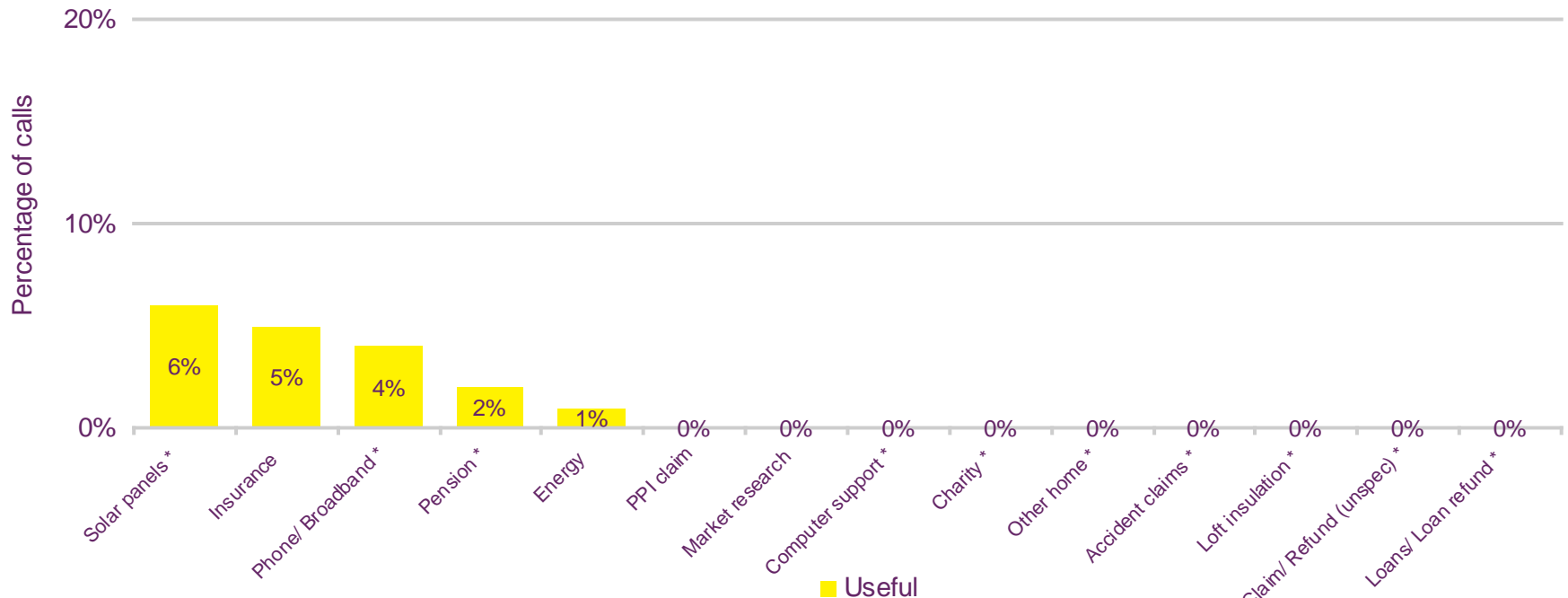
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All nuisance calls received by UK panel respondents with landlines (n=89\*, 59\*, 64\*, 49\*, 77\*, 585, 269, 210, 63\*, 77\*, 256, 93\*, 84\*, 59\*)

# Feelings about call by product or service being promoted: useful



Few nuisance calls were deemed to be useful: those regarding solar panels (6%), insurance (5%) and phone/broadband (4%) were most likely to be mentioned in this context



•Base size below 100

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

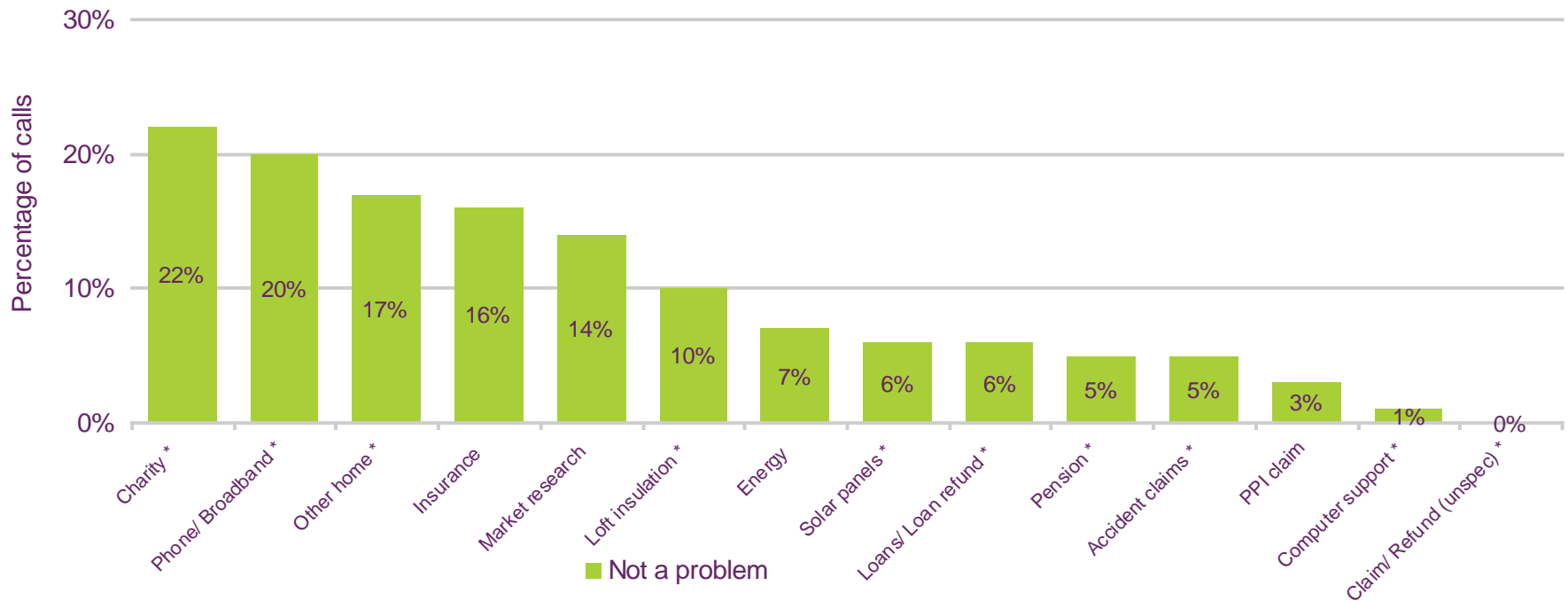
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All nuisance calls received by UK panel respondents with landlines (n=63\*, 210, 84\*, 93\*, 269, 585, 256, 89\*, 77\*, 77\*, 64\*, 59\*, 59\*, 49\*)

# Feelings about call by product or service being promoted: not a problem



While all nuisance calls were predominantly annoying, some were less of a problem, particularly those from charities (22%), market research companies (20%), or regarding home improvements e.g. kitchens, windows (17%)



•Base size below 100

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

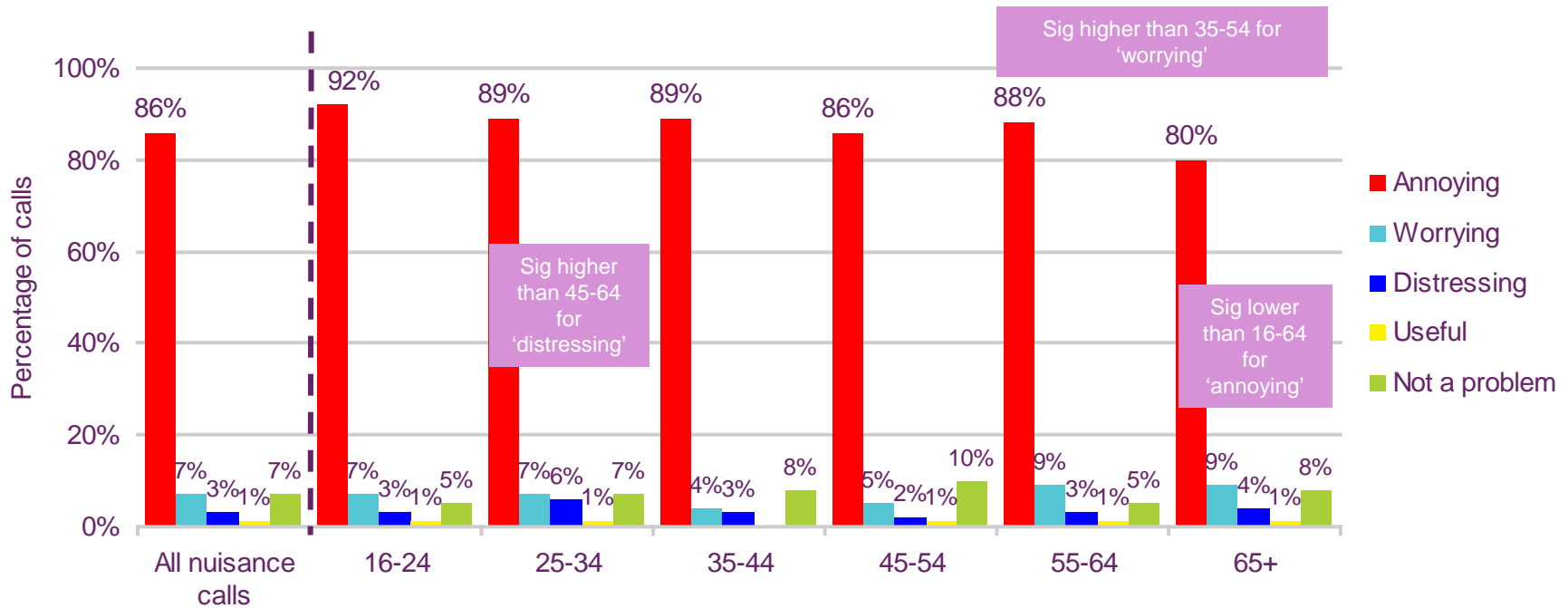
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All nuisance calls received by UK panel respondents with landlines (n=77\*, 84\*, 77\*, 210, 256\*, 59\*, 269, 63\*, 49\*, 93\*, 64\*, 585, 89\*, 59\*)

# Feelings about nuisance calls by age



Those aged over 65 were less likely to report being annoyed by nuisance calls (80%). Although at low levels, over 55s were more likely than those aged 35-54 to report being worried by calls (9% each)



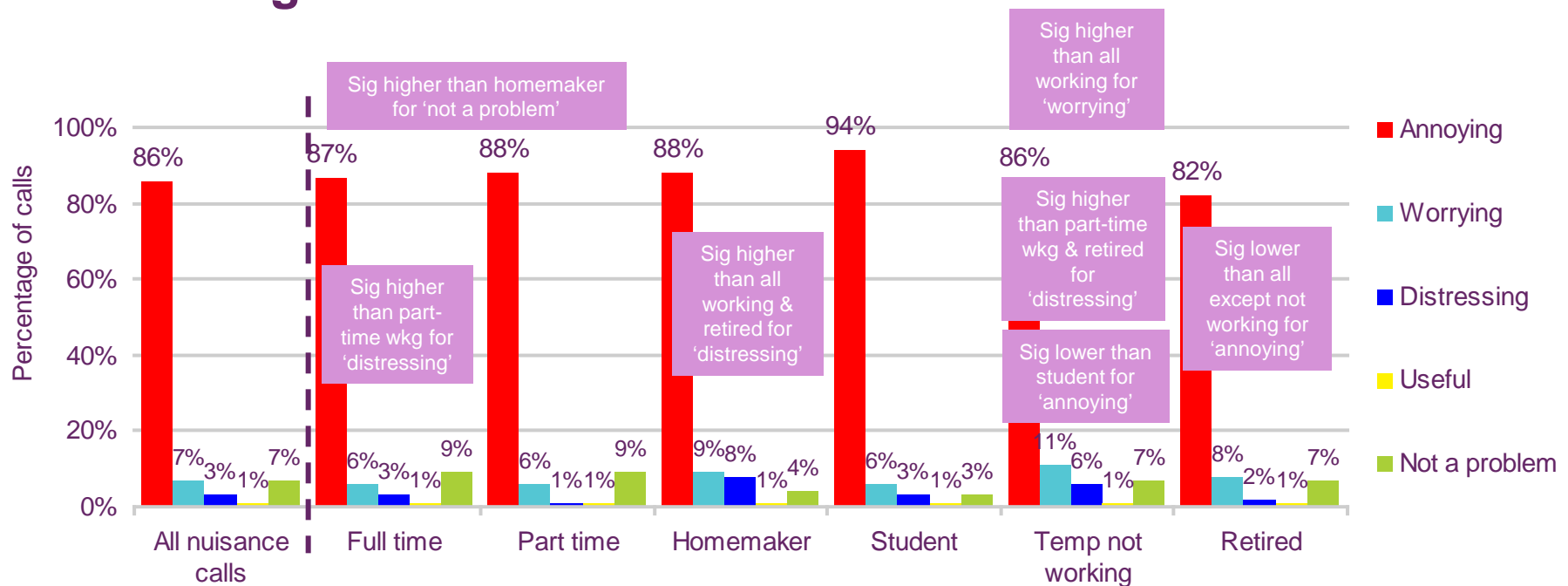
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All nuisance calls received by UK panel respondents with landlines (n=6302, 229, 821, 699, 1437, 1299, 1817)

# Feelings about nuisance calls by working status



**Calls received by homemakers and unemployed were more likely to be reported as distressing. Calls received by retired and unemployed were considered to be less annoying (82%) than other working status.**

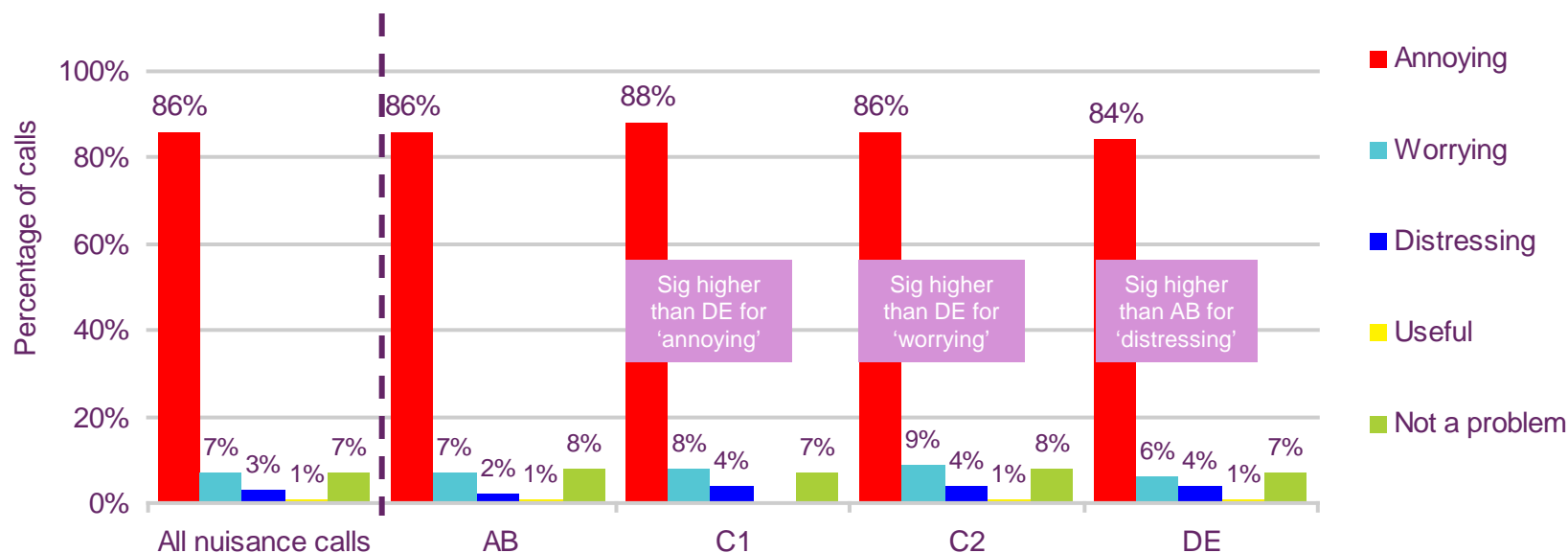


Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All nuisance calls received by UK panel respondents with landlines (n=6302, 1705, 756, 941, 142, 507, 2251)



**DE socio-economic group reported nuisance calls to be more distressing compared with ABs, also less annoying compared with C1s and less worrying compared with C2s**



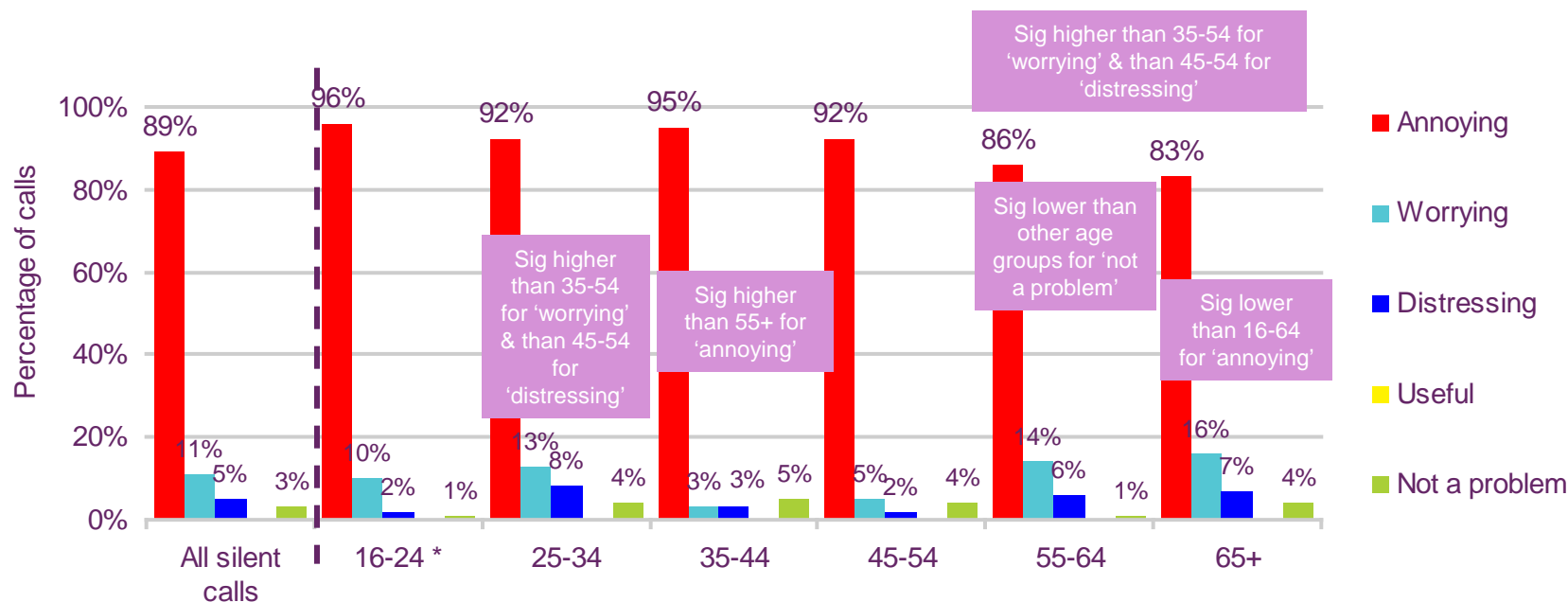
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All nuisance calls received by UK panel respondents with landlines (n=6302, 1897, 1270, 1066, 2069)

# Feelings about silent calls by age



Regardless of age, silent calls were largely seen as annoying. However, those aged over 55, and particularly 65+, were less likely to report being annoyed and more likely to report being worried or distressed by silent calls than younger age groups



\* Base size below 100

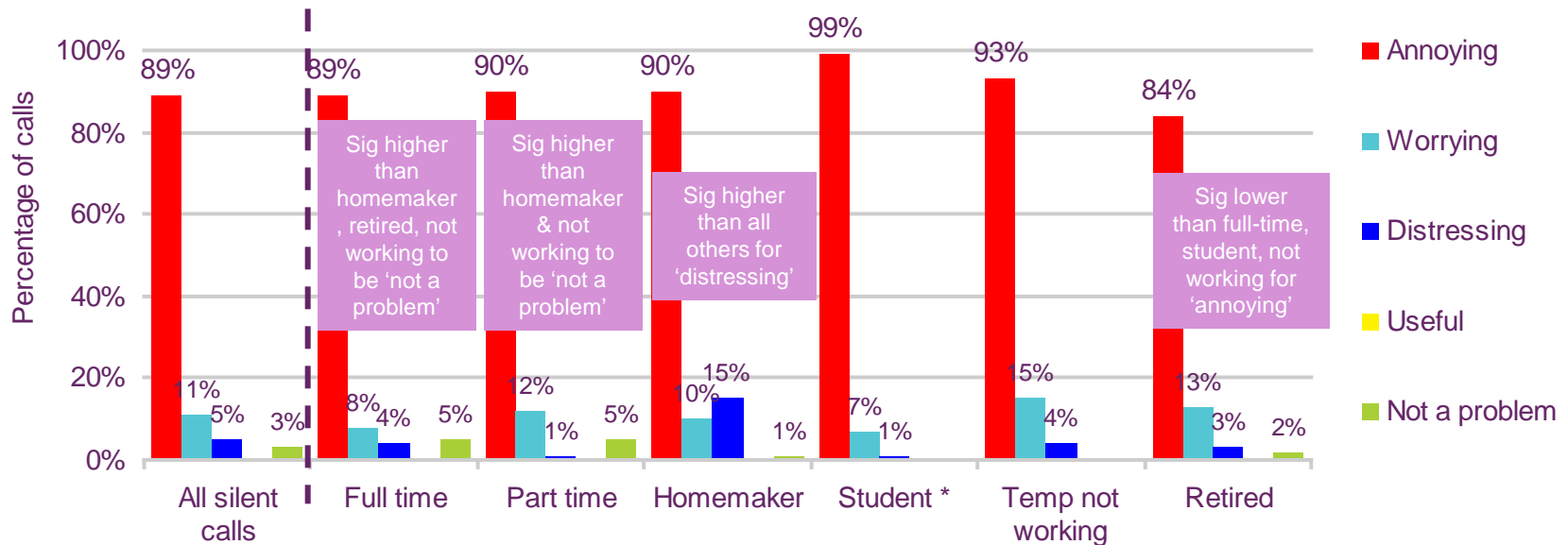
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All silent calls received by UK panel respondents with landlines (n=2116, 88\*, 290, 247, 550, 416, 525)

# Feelings about silent calls by working status



Retired people reported silent calls less annoying than did other working status groups. Homemakers were the most likely to report silent calls as 'distressing' (15%), whilst those in paid work were more likely to find them 'not a problem' (5%)

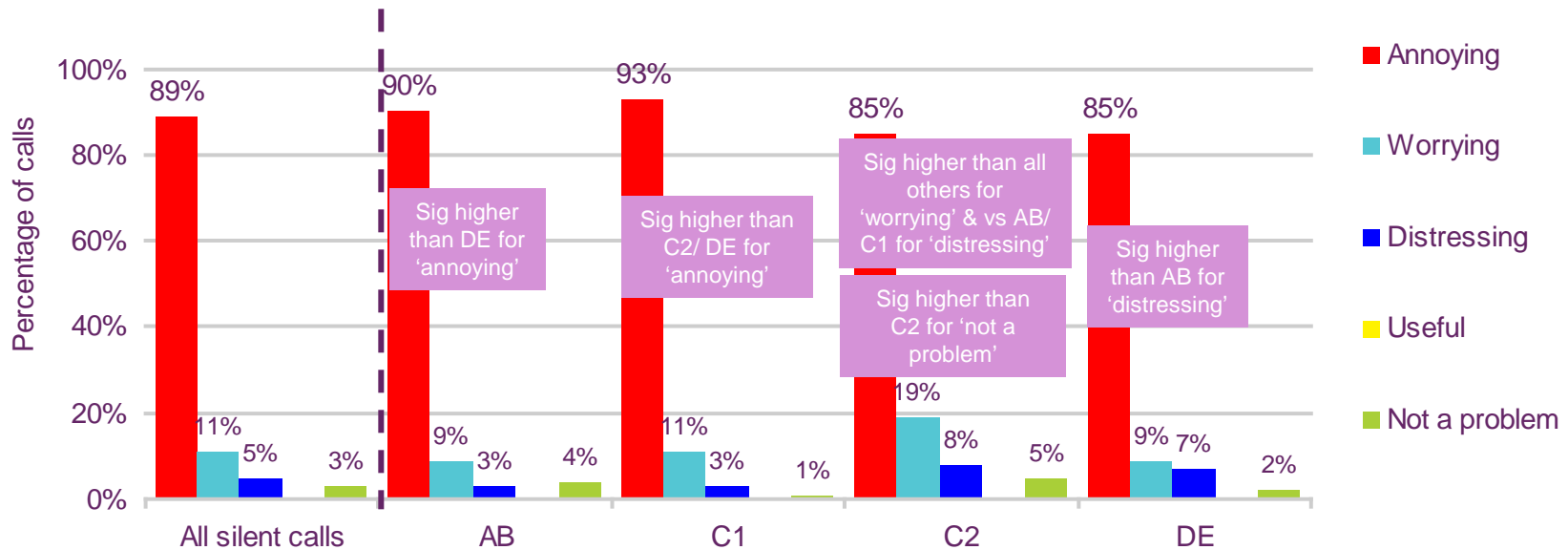


\* Base size below 100

Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All silent calls received by UK panel respondents with landlines (n=2116, 575, 267, 381, 67\*, 193, 633)

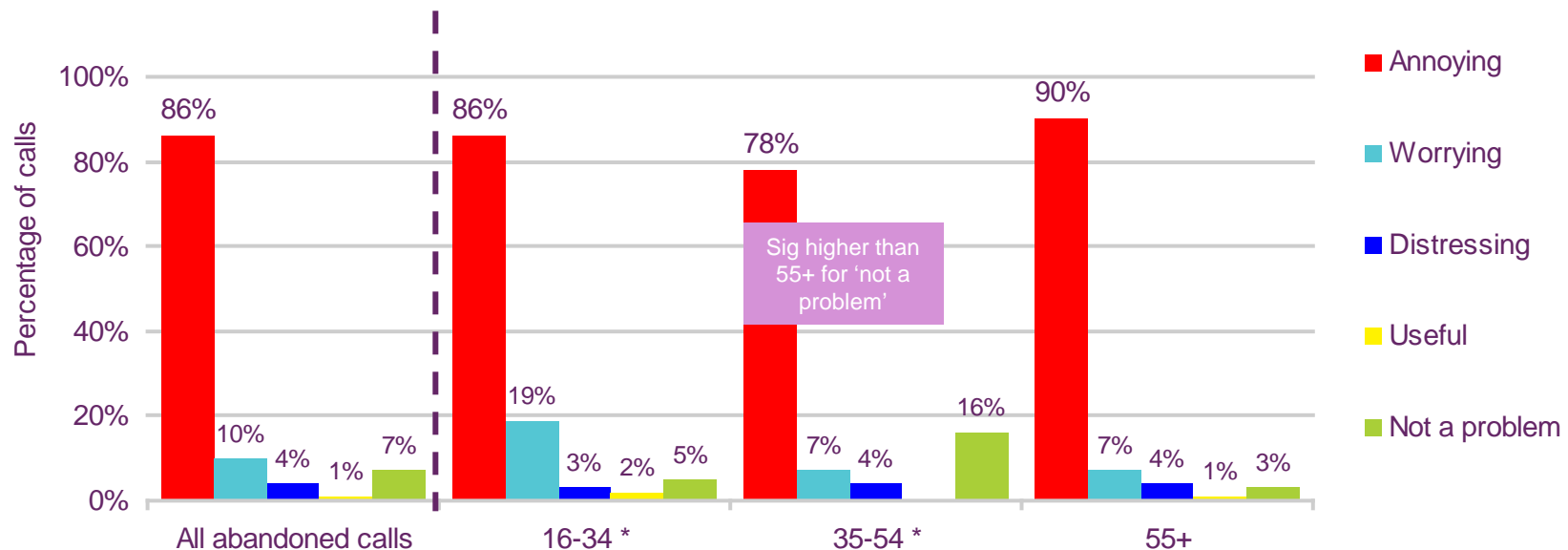
AB and C1 socio-economic groups reported silent calls to be more annoying, while C2s were more likely to find them worrying, and C2s and DEs to find them distressing



Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All silent calls received by UK panel respondents with landlines (n=2116, 653, 441, 327, 695)

Regardless of age, abandoned calls were considered annoying. Those aged 35-54 were more likely than older respondents to feel they were 'not a problem' (16% vs 3%)



\* Base size below 100

NB: Age groups merged due to low base sizes. No significant differences by working status or socio-economic group

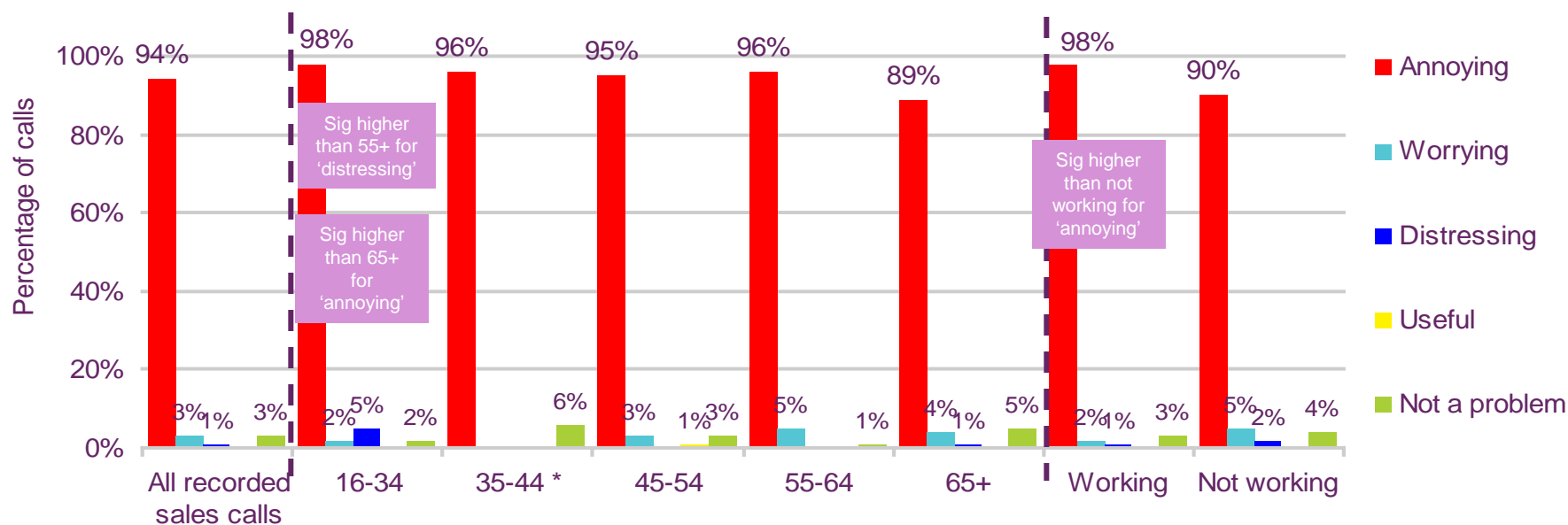
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All abandoned calls received by UK panel respondents with landlines (n=241, 55\*, 74\*, 112)

# Feelings about recorded sales calls by age



Those aged 16-34 were more likely than those aged 65+ to find recorded sales calls annoying (98% vs 89%), and also more likely than older age groups to be distressed by them (5%). Working people were more likely to find them annoying (98%)



\* Base size below 100

NB: Younger age groups and working status groups merged due to low base sizes. No significant differences by socio-economic group

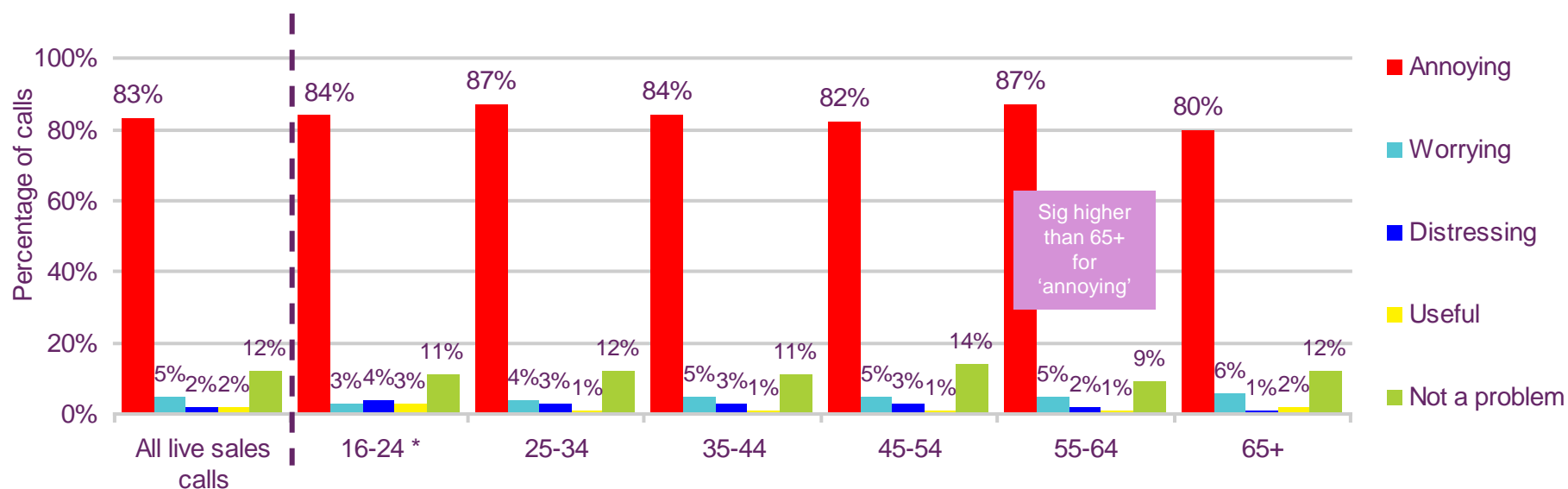
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All recorded sales calls received by UK panel respondents with landlines (n=882, 186, 83\*, 176, 143, 294)

# Feelings about live sales calls by age



Live sales calls were also largely seen as annoying, although those aged 55-64 were more likely to report being annoyed by them than those 65+ (87% vs 80%)



\* Base size below 100

Source: GfK Nuisance Calls panel research, Jan-Feb 2013

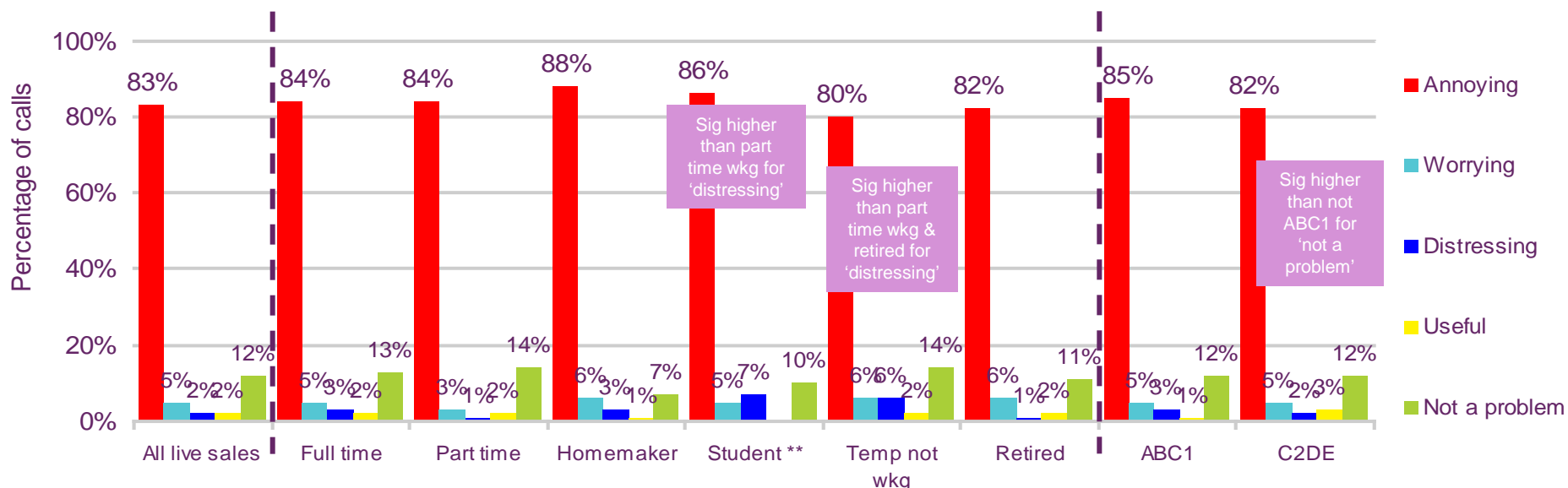
Base: All live sales calls received by UK panel respondents with landlines (n=2377, 62\*, 282, 295, 532, 571, 635)



# Feelings about live sales calls by working status and socio-economic group



Students and unemployed were more likely than part-time workers to be distressed by live sales calls (7%/6% vs 1%), while C2DE socio-economic groups were more likely to say that live sales calls were not a problem (12%)



\*\* Base size below 50

NB: Socio-economic groups merged due to low base sizes

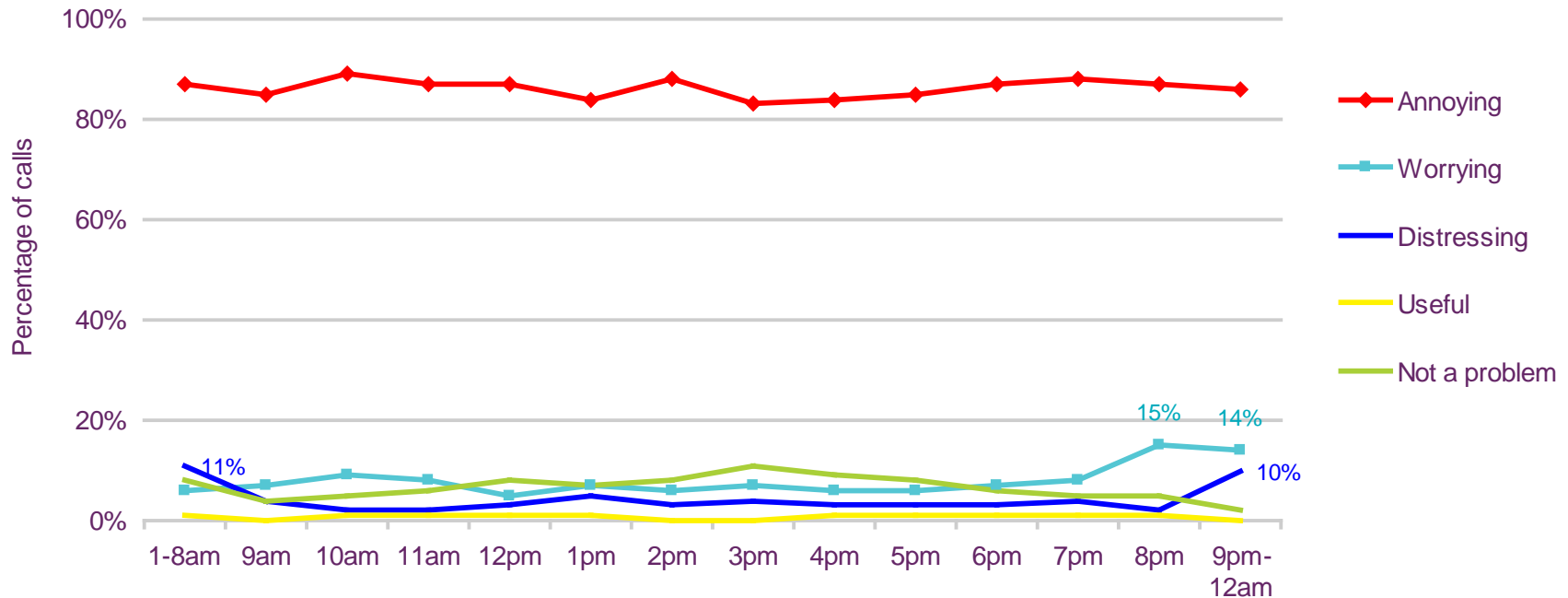
Source: GfK Nuisance Calls panel research, Jan-Feb 2013

Base: All live sales calls received by UK panel respondents with landlines (n=2377, 624, 322, 348, 34\*\*, 208, 841, 1200, 1177)

# Feelings about call by time of day received call



There was little variation attitudes to calls across the day, although calls before 9am and after 8pm were more distressing, and those after 7pm were more worrying



Source: GfK Nuisance Calls panel research, Jan-Feb 2013

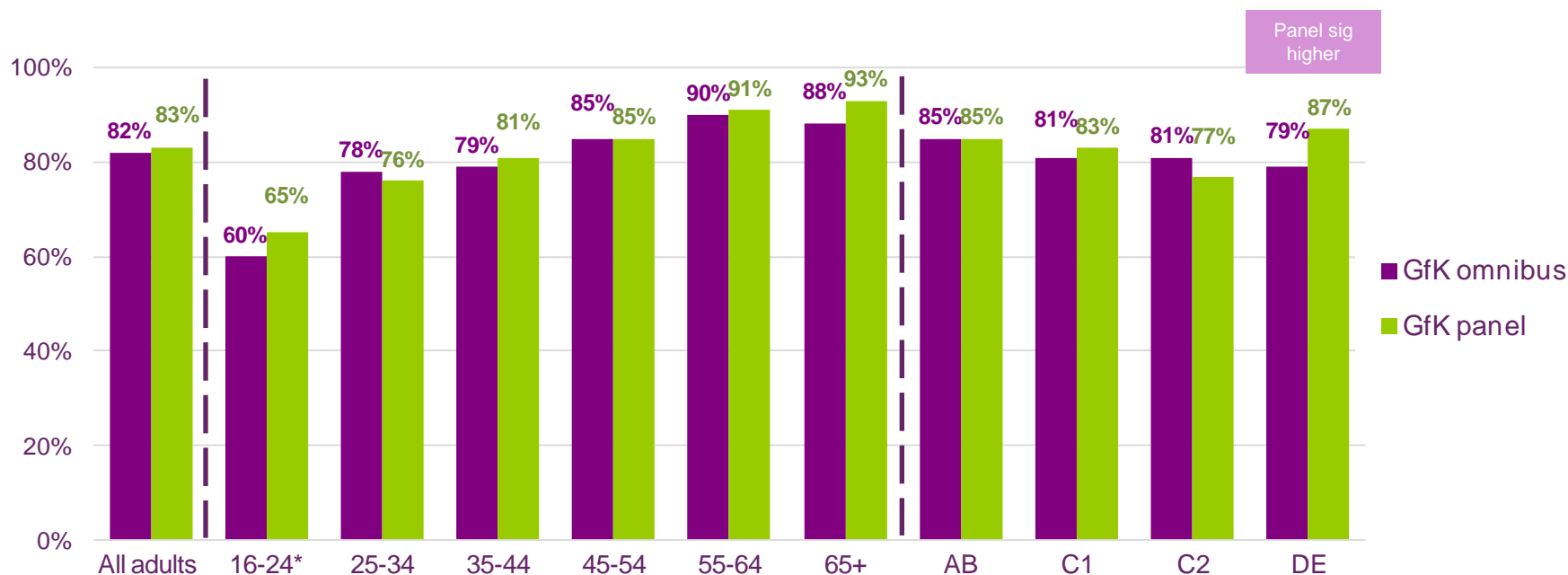
Base: All nuisance calls received by UK panel respondents with landlines (n=6302)

# Comparison of GfK omnibus data to panel data

# Profile of adults with landline who received any nuisance calls



The only significant difference by age and socio-economic group between the omnibus and panel data for total nuisance calls was amongst DEs, where the panel reported higher levels



\* Base size below 100

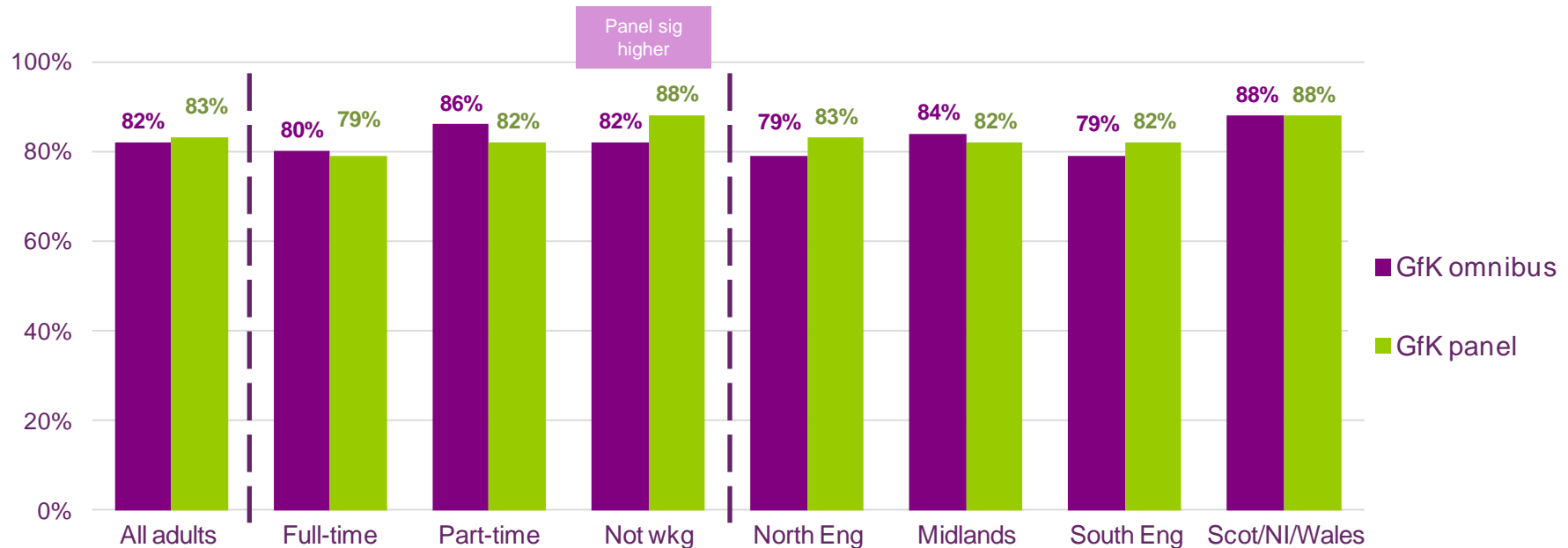
Base: All UK adults with landline at home (GfK Omnibus n=1614, 164, 233, 254, 283, 248, 432, 324, 419, 309, 562/ GfK Panel n=853, 64\*, 169, 128, 197, 137, 158, 253, 195, 160, 245 )

Source: GfK RLO omnibus/ GfK panel research

# Profile of adults with landline who received any nuisance calls



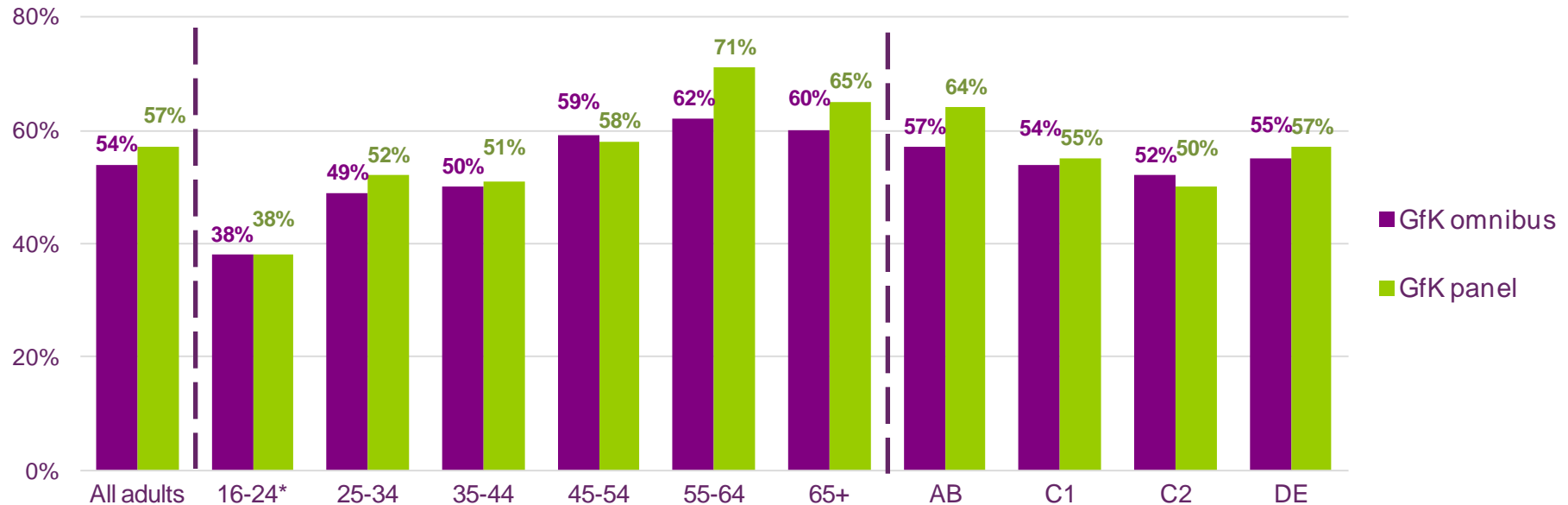
The only significant difference in total nuisance call incidence by working status and region between the omnibus and panel studies was amongst non-working adults, where the panel reported higher levels



Base: All UK adults with landline at home (GfK omnibus n=1614, 539, 220, 855, 371, 305, 698, 240/ GfK panel n=853, 330, 113, 410, 201, 236, 290, 126)

Source: GfK RLO omnibus/ GfK panel research

There was no significant difference in the level of silent calls recorded by the omnibus and panel studies for age or socio-economic group



\* Base size below 100

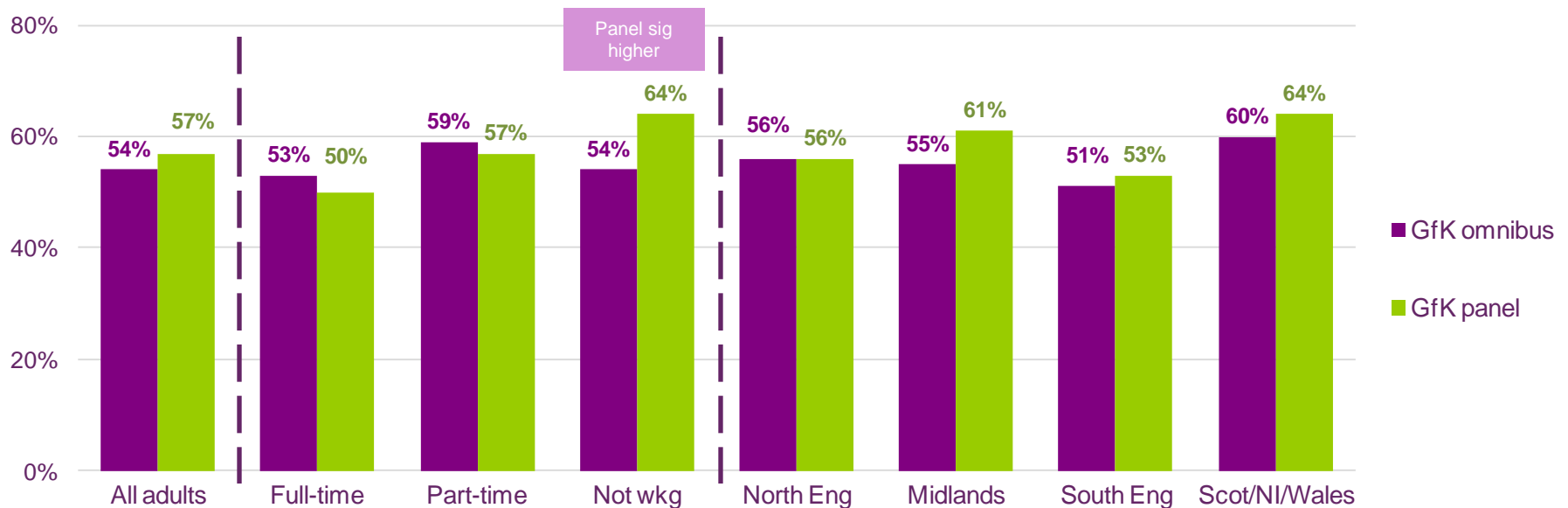
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Source: GfK RLO omnibus/ GfK panel research

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The only significant difference in the incidence of silent calls between omnibus and panel data was amongst non-working adults, where the panel reported higher levels



Base: All UK adults with landline at home (GfK omnibus n=1614, 539, 220, 855, 371, 305, 698, 240/ GfK panel n=853, 330, 113, 410, 201, 236, 290, 126)

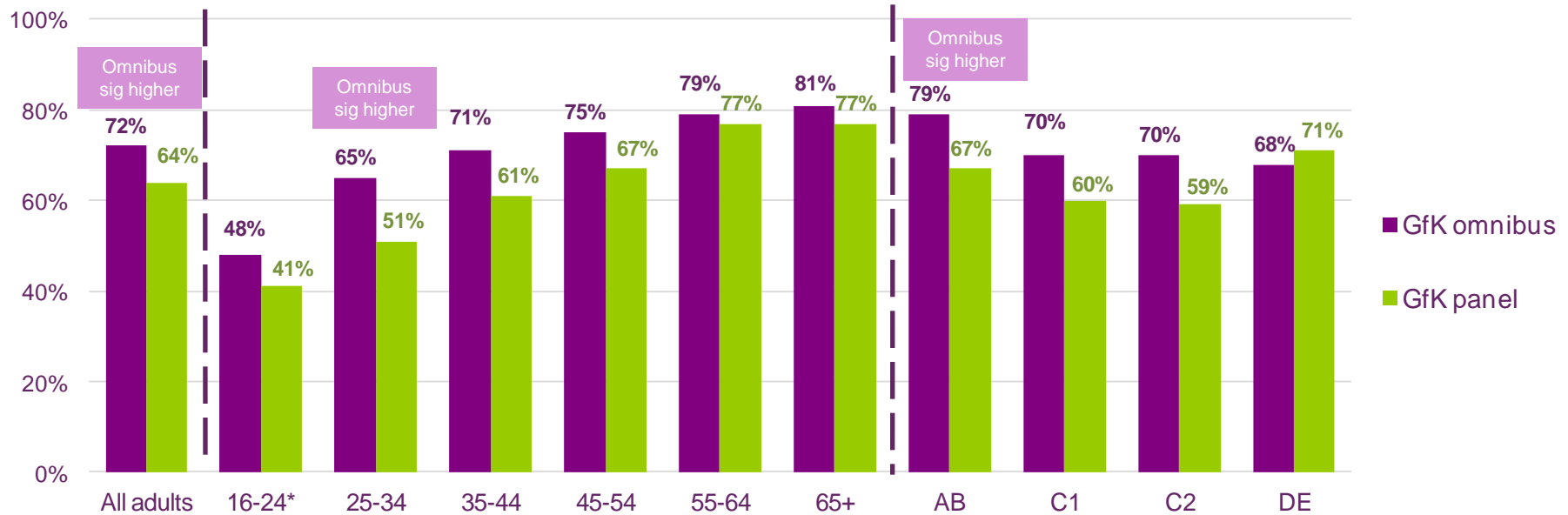
Source: GfK RLO omnibus/ GfK panel research



# Profile of adults with landline who received any live sales calls



The omnibus recorded higher levels of live sales calls than the panel data amongst 25-34 and AB respondents

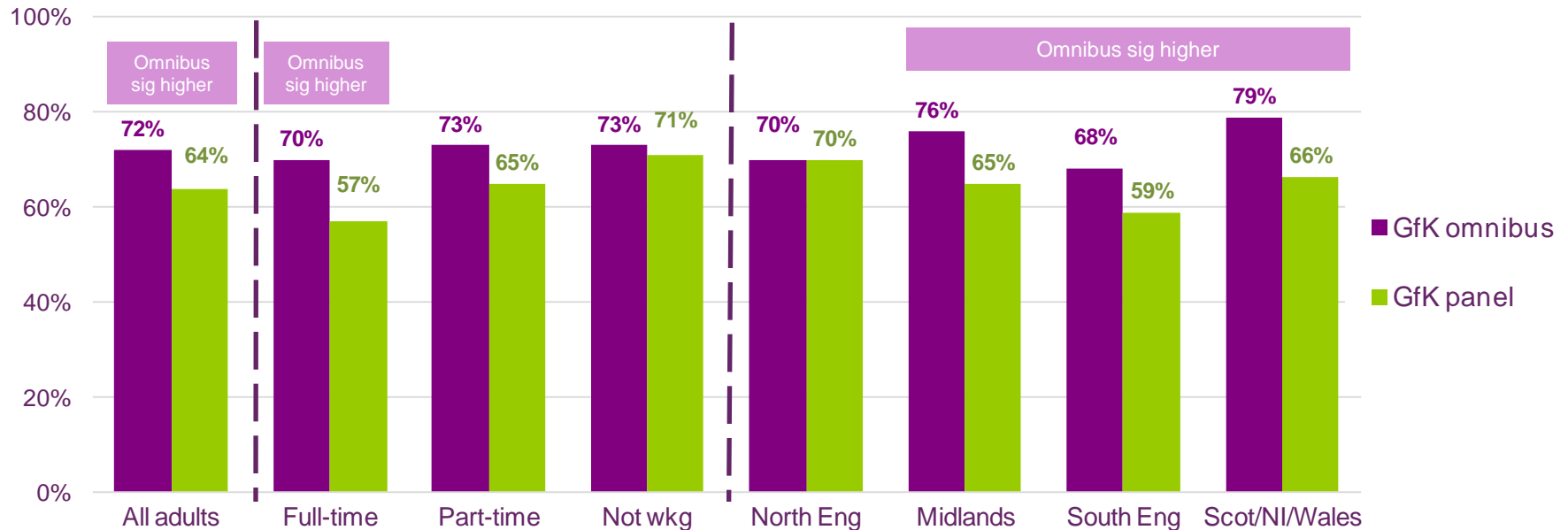


\* Base size below 100

Base: All UK adults with landline at home (GfK Omnibus n=1614, 164, 233, 254, 283, 248, 432, 324, 419, 309, 562/ GfK Panel n=853, 64\*, 169, 128, 197, 137, 158, 253, 195, 160, 245 )

Source: GfK RLO omnibus/ GfK panel research

## The omnibus also showed higher incidence of live sales calls amongst full-time workers and in all regions apart from the north of England



Base: All UK adults with landline at home (GfK omnibus n=1614, 539, 220, 855, 371, 305, 698, 240/ GfK panel n=853, 330, 113, 410, 201, 236, 290, 126)

Source: GfK RLO omnibus/ GfK panel research