Landline Nuisance Calls W6

Produced by: Ipsos MORI
Fieldwork: Jan/Feb 2019

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Social Research Institute

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Background and objectives

Every year in January-February since 2013 with the exception of 2018:

✓ number of nuisance calls received in the UK over a four-week period

✓ different types of nuisance calls received

✓ differences by age, gender, region or social group

✓ how respondents feel about the calls

✓ who is making the nuisance calls

✓ trends and patterns over time

2018 wave put on hold by Ofcom pending changes to regulations:

- June 2017: Ofcom adopts new formal blocking procedures regarding issuing call-blocking directions to communications providers to stop nuisance calls getting through to consumers

- Sept 2017: Ofcom adopts new rules relating to Calling Line Identification facilities, which enable the caller's number to be displayed to the receiver. These rules become effective in October 2018

- Consultation on strengthening Ofcom's number withdrawal powers in Autumn 2018.

Methodology

Sample

- Target of 800+ adults aged 16+ in the UK, living in households with a landline telephone
- Actual sample of n=803 respondents

Data collection

- Self-completion diaries
- 95 offline respondents and 708 online respondents
- Fieldwork from 14th January to 10th February 2019

Data reporting

- Weighted to be nationally representative of the UK landline-owning population
- Source: Ofcom's Technology Tracker H2 2016
- Wave-on-wave and between-group differences are tested at the 99% confidence level

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Questionnaires

Recruitment

Recruitment questionnaire:
► Key demographics
► Confirmation of landline telephone in household
► Confirmation that panellist will not be away from home for extended period of time during fieldwork and is willing to take part in the research

803 panellists

Diary

For each nuisance call received on home landline across **four weeks** of fieldwork period, respondents reported information on:
► Time and date the call was received
► Type of call
► Name of company calling, if available
► Product/service promoted by call, if available
► Caller's telephone number, if available
► Respondent's feeling towards call and explanation of why they felt as they did

4964 nuisance calls received over 4 weeks

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Caveats

Please note:

While respondents are recruited to quotas to be representative of the UK population aged 16+, the final achieved sample cannot be controlled for.
In order to correct for any imbalances in the achieved sample, weighting was applied on key demographics.
Nonetheless, due to the sustained effort of filling in a diary over four weeks, it is possible that the achieved sample differs from the UK adult population on factors which cannot be controlled for. For example, it is possible that the final sample overrepresents UK residents with a higher level of interest in nuisance calls, perhaps because they have received a large number of calls in the past.

Results based on calls received should be interpreted with care: all call data is dependent on panellists remembering to fill in information in their diaries.
All panellists were provided with paper diaries in order to write down information as soon as possible after receiving the call.
Panellists were instructed to only report nuisance calls received on landline.
Yet errors cannot be discounted.

Throughout this report, when talking about the calls panellists reported receiving we are referring to calls reported in the survey, not reported to a company, regulators, etc.

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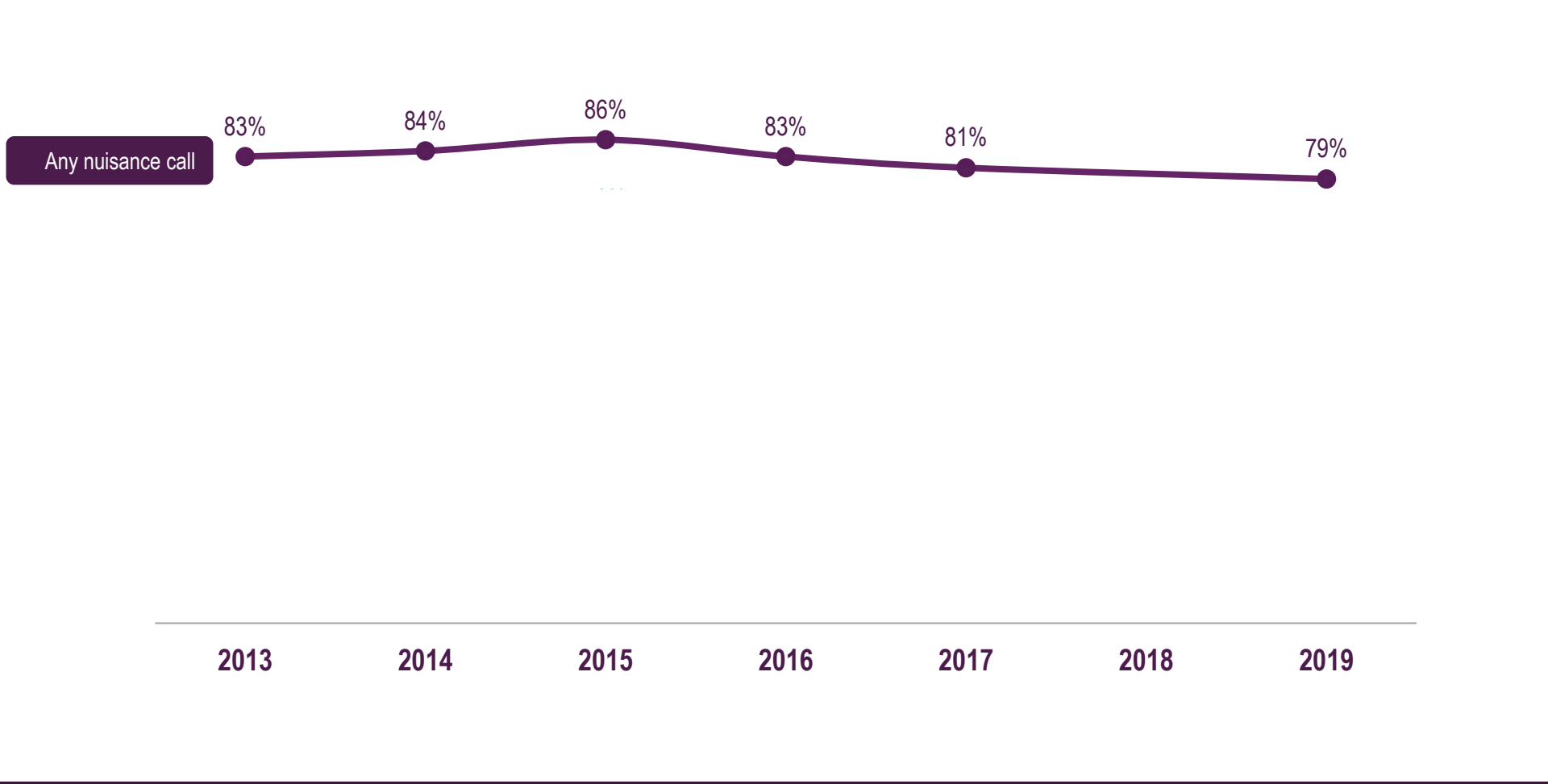for everyone

Summary of key findings

- **The proportion of panellists reporting any nuisance calls during the evaluation period has not changed significantly since 2017**. However, the balance of types of calls has changed: the proportion saying they had received any silent calls has decreased, while an increased proportion mention they have received any abandoned calls.

- The average number of calls that panellists tell us they have received is the lowest it has been since the start of tracking in 2013.

- The proportion of nuisance calls for which the caller's phone number was available has increased substantially in 2019 across all call types, with almost two thirds of calls having identifiable numbers.

- **One in four of the calls recorded by panellists were thought to be for scams**, up from very few in previous years. The increase was seen across all call types. Scam calls make up over half of abandoned calls and almost half of recorded sales and other call types received by panellists, but only 7% of live sales calls.

- **The vast majority of calls were perceived as annoying**, and the share of calls seen as annoying has increased since 2017. The share of calls seen as distressing has also increased since 2017, especially among recoded sales calls. However, an increasing share of live sales calls were felt to be useful.

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Section 1
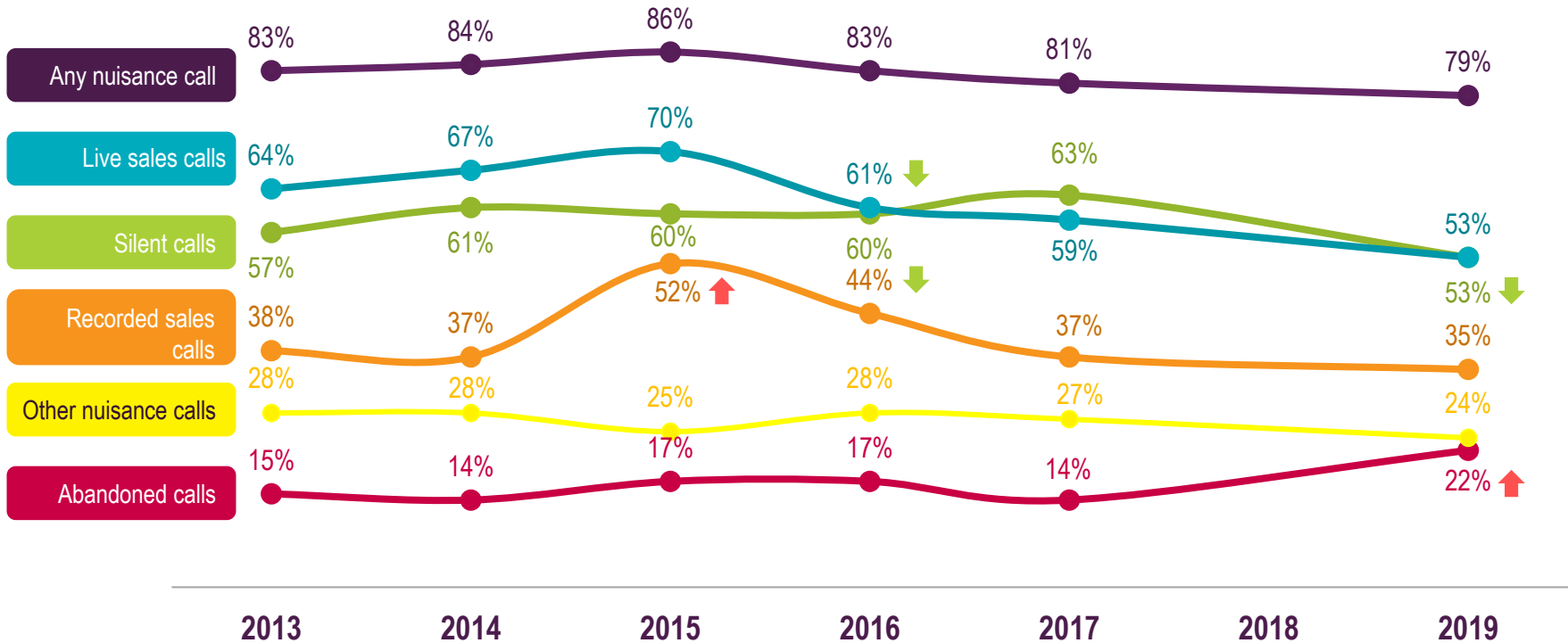# Incidence of landline nuisance calls

There has been a gradual decline since 2015 in the proportion of panellists saying they had received any nuisance call.

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

Any nuisance call

	83%	84%	86%	83%	81%		79%

2013	2014	2015	2016	2017	2018	2019

Q3. Type of call

⬇ / ⬆ indicates significant change since previous wave at the 99% level

Base: All UK panel participants with landlines Jan-Feb 2013/ 2014/ 2015/ 2016/ 2017/ 2019 (n=853/ 926/ 860/ 863/ 854/ 803)

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There was a significant decline in incidence of silent calls, but an increase in abandoned calls.

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

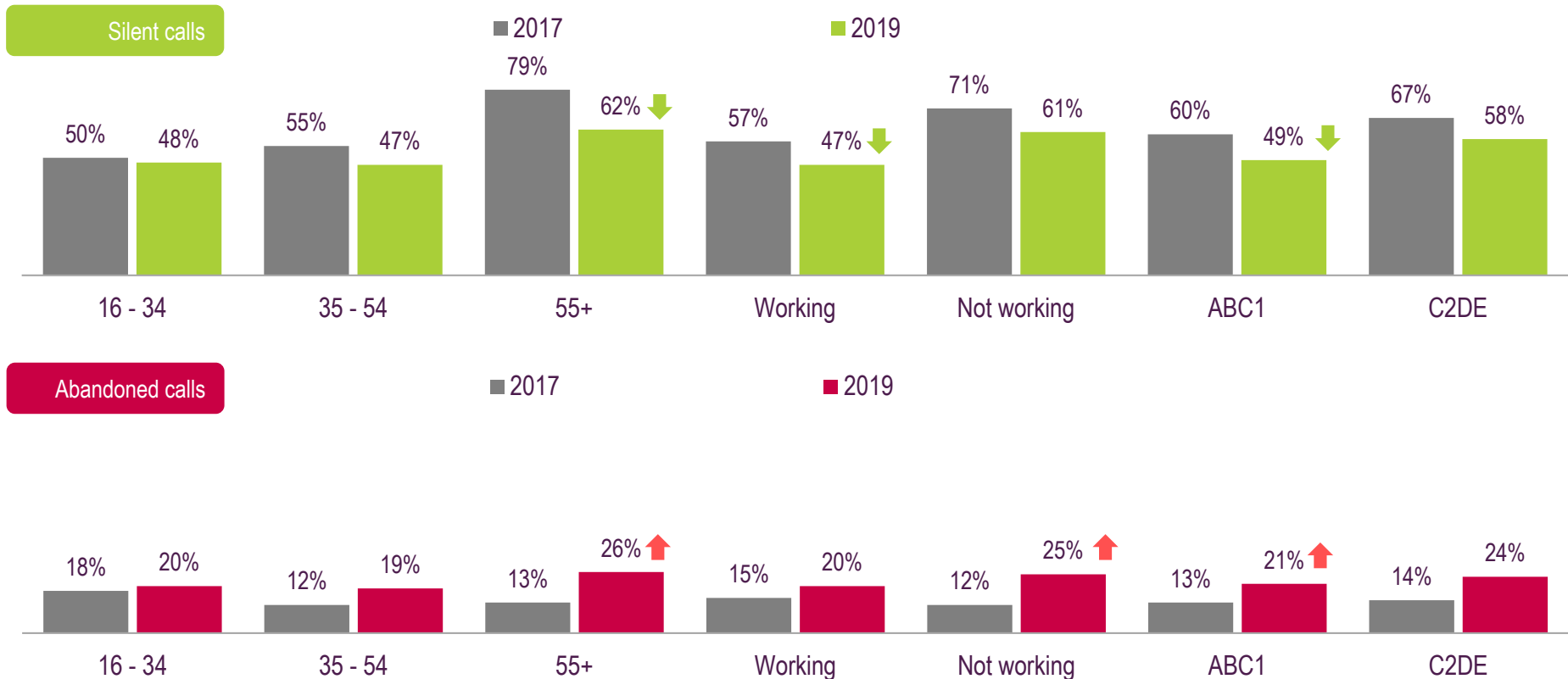| Call type	2013	2014	2015	2016	2017	2018	2019
Any nuisance call	83%	84%	86%	83%	81%		79%
Live sales calls	64%	67%	70%	61% ⬇	59%		53%
Silent calls	57%	61%	60%	60% ⬇	63%		53% ⬇
Recorded sales calls	38%	37%	52% ⬆	44%	37%		35%
Other nuisance calls	28%	28%	25%	28%	27%		24%
Abandoned calls	15%	14%	17%	17%	14%		22% ⬆

Q3. Type of call

⬇ / ⬆ indicates significant change since previous wave at the 99% level

Base: All UK panel participants with landlines Jan-Feb 2013/ 2014/ 2015/ 2016/ 2017/ 2019 (n=853/ 926/ 860/ 863/ 854/ 803)

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Compared with 2017, 55+s and ABC1s were less likely to report any silent calls, but more[11] likely to report any abandoned calls.

Proportion within each demographic group saying they have received any silent or abandoned calls, year-on-year

Silent calls

■ 2017   ■ 2019

	16 - 34	35 - 54	55+	Working	Not working	ABC1	C2DE
2017	50%	55%	79%	57%	71%	60%	67%
2019	48%	47%	62% ⬇	47% ⬇	61%	49% ⬇	58%

Abandoned calls

■ 2017   ■ 2019

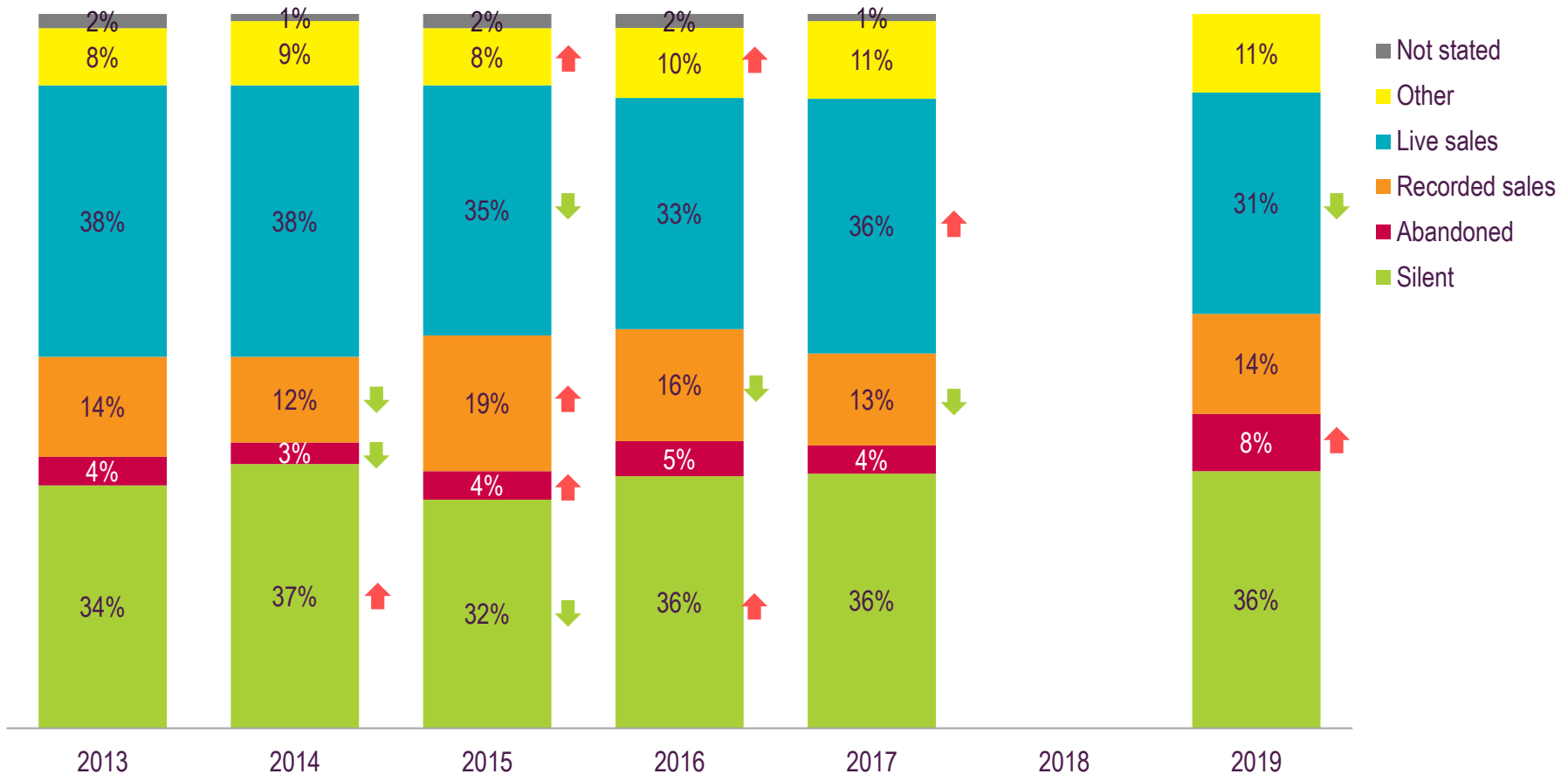|	16 - 34	35 - 54	55+	Working	Not working	ABC1	C2DE
2017	18%	12%	13%	15%	12%	13%	14%
2019	20%	19%	26% ⬆	20%	25% ⬆	21% ⬆	24%

Q3. Type of call

⬇ / ⬆ indicates significant change since previous wave at the 99% level

Base: All UK panel participants with landlines Jan-Feb 2017/2019 (n=204/90, 301/353, 349/360, 507/481, 347/322, 492/461, 362/342)

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Taken as a proportion of all nuisance calls mentioned by respondents, in 2019 there was a decline[12] in the proportion of live sales calls, but an increase in the proportion of abandoned calls.

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

Legend:
- Not stated
- Other
- Live sales
- Recorded sales
- Abandoned
- Silent

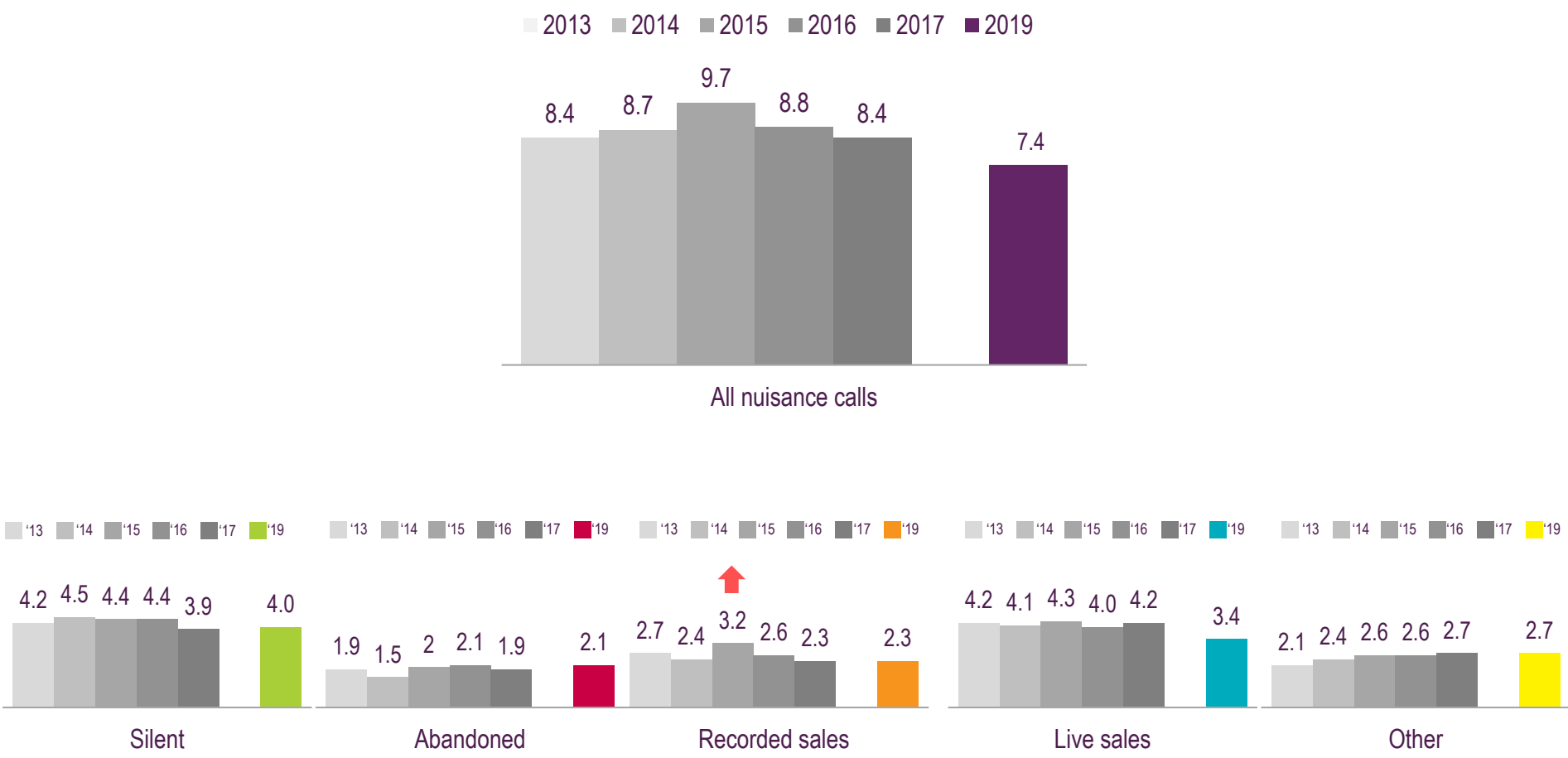| Year	2013	2014	2015	2016	2017	2018	2019
Not stated	2%	1%	2%	2%	1%		
Other	8%	9%	8%	10%	11%		11%
Live sales	38%	38%	35%	33%	36%		31%
Recorded sales	14%	12%	19%	16%	13%		14%
Abandoned	4%	3%	4%	5%	4%		8%
Silent	34%	37%	32%	36%	36%		36%

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Section Summary

- **Overall incidence of nuisance calls reported by panellists has not changed significantly year-on-year**, with 79% of panellists saying they received at least one nuisance call over the four week diary period in 2019.

- **Reported incidence of silent calls has decreased** to 53%, from 63% in 2017, across the four weeks. The drop is seen across demographic groups and the decrease is significant among those aged 55 and over, those working and among ABC1s.

- **Reported incidence of abandoned calls has increased** to 22%, from 14% in 2017. The increase is reported by all groups, and is significant among 55+, those not working and ABC1s.

- **Among all nuisance calls received, silent and live sales calls make up the highest proportions**: 36% of all calls are silent and 31% are live sales calls. The share of live sales calls has dropped from 36% in 2017.

- Recorded sales calls make up 14% of all nuisance calls panellists reported receiving.

- Abandoned sales calls are 8% of all nuisance calls, up from 4% in 2017.

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Section 2
Number of nuisance calls

The average number of nuisance calls reported by panellists (who had received any) has declined since the high in 2015, in particular the number of recorded sales calls.

Average number of nuisance calls received over four weeks, by type of call, amongst **all who received each call type, year-on-year**
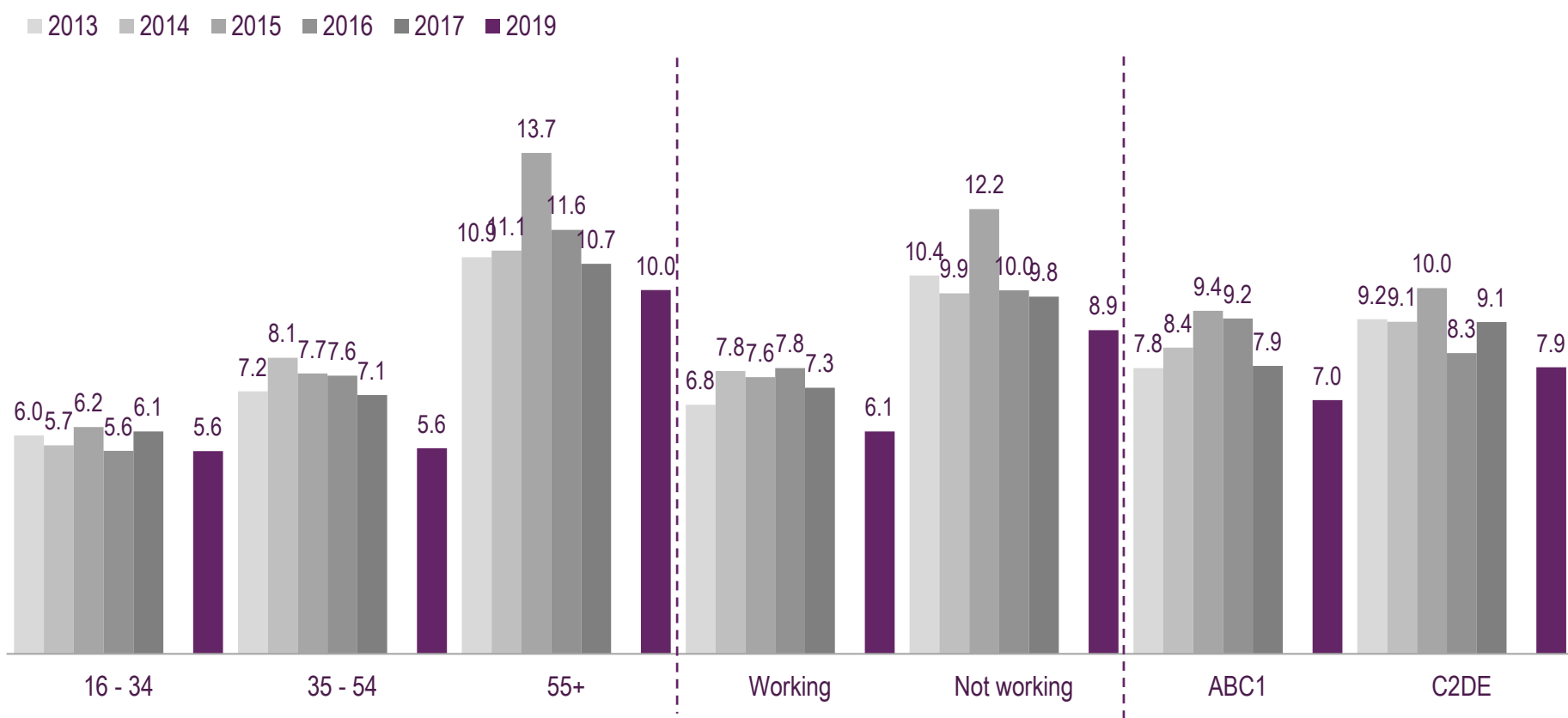
Legend: 2013 2014 2015 2016 2017 2019

All nuisance calls

2013	2014	2015	2016	2017	2019
8.4	8.7	9.7	8.8	8.4	7.4

Silent

'13	'14	'15	'16	'17	'19
4.2	4.5	4.4	4.4	3.9	4.0

Abandoned

'13	'14	'15	'16	'17	'19
1.9	1.5	2	2.1	1.9	2.1

Recorded sales

'13	'14	'15	'16	'17	'19
2.7	2.4	3.2	2.6	2.3	2.3

Live sales

'13	'14	'15	'16	'17	'19
4.2	4.1	4.3	4.0	4.2	3.4

Other

'13	'14	'15	'16	'17	'19
2.1	2.4	2.6	2.6	2.7	2.7

Q3. Type of call

⬇ / ⬆ indicates significant change since previous wave at the 99% level

Base: All UK panel participants with landlines who received each type of call Jan-Feb 2013/2014/2015/ 2016/ 2017/ 2019 (n=712/790/747/728/698/622, 498/581/518/526/538/423, 127/126/140/145/119/178, 322/357/433/380/325/282, 554/641/606/546/510/408, 252/274/221/246/226/199)

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Drops in the number of calls received by each demographic group should be taken as indicative, but all groups have seen a decline in the number of nuisance calls since 2015.

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

Legend: ■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2019

16 - 34: 6.0, 5.7, 6.2, 5.6, 6.1, 5.6
35 - 54: 7.2, 8.1, 7.7, 7.6, 7.1, 5.6
55+: 10.9, 11.1, 13.7, 11.6, 10.7, 10.0
Working: 6.8, 7.8, 7.6, 7.8, 7.3, 6.1
Not working: 10.4, 9.9, 12.2, 10.0, 9.8, 8.9
ABC1: 7.8, 8.4, 9.4, 9.2, 7.9, 7.0
C2DE: 9.2, 9.1, 10.0, 8.3, 9.1, 7.9

Q3. Type of call

⬇ / ⬆ indicates significant change since previous wave at the 99% level
Base: All UK panel participants with landlines who received each type of call Jan-Feb 2013/2014/2015/2016/2017/2019 (n=172/171/164/161/148/63, 275/313/287/273/236/262, 265/306/296/294/314/297, 355/429/389/421/398/358, 357/361/349/307/300/264, 376/473/435/413/398/350, 336/317/311/315/300/272)

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Section Summary

- **The average number of nuisance calls reported by panellists, among those who received nuisance calls, is at the lowest point seen, with 7.4 calls received on average over four weeks.**

- The indicative decline in the number of nuisance calls reported is seen across all demographic groups (though differences are not significant)

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Section 3
Industries and companies making nuisance calls

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The decline in 2017 in the proportion of all nuisance calls where the product type was recorded has been maintained in 2019, while the share of abandoned calls has returned to 2016 levels.

Proportion of nuisance calls in which product type was recorded, by call type, year-on-year
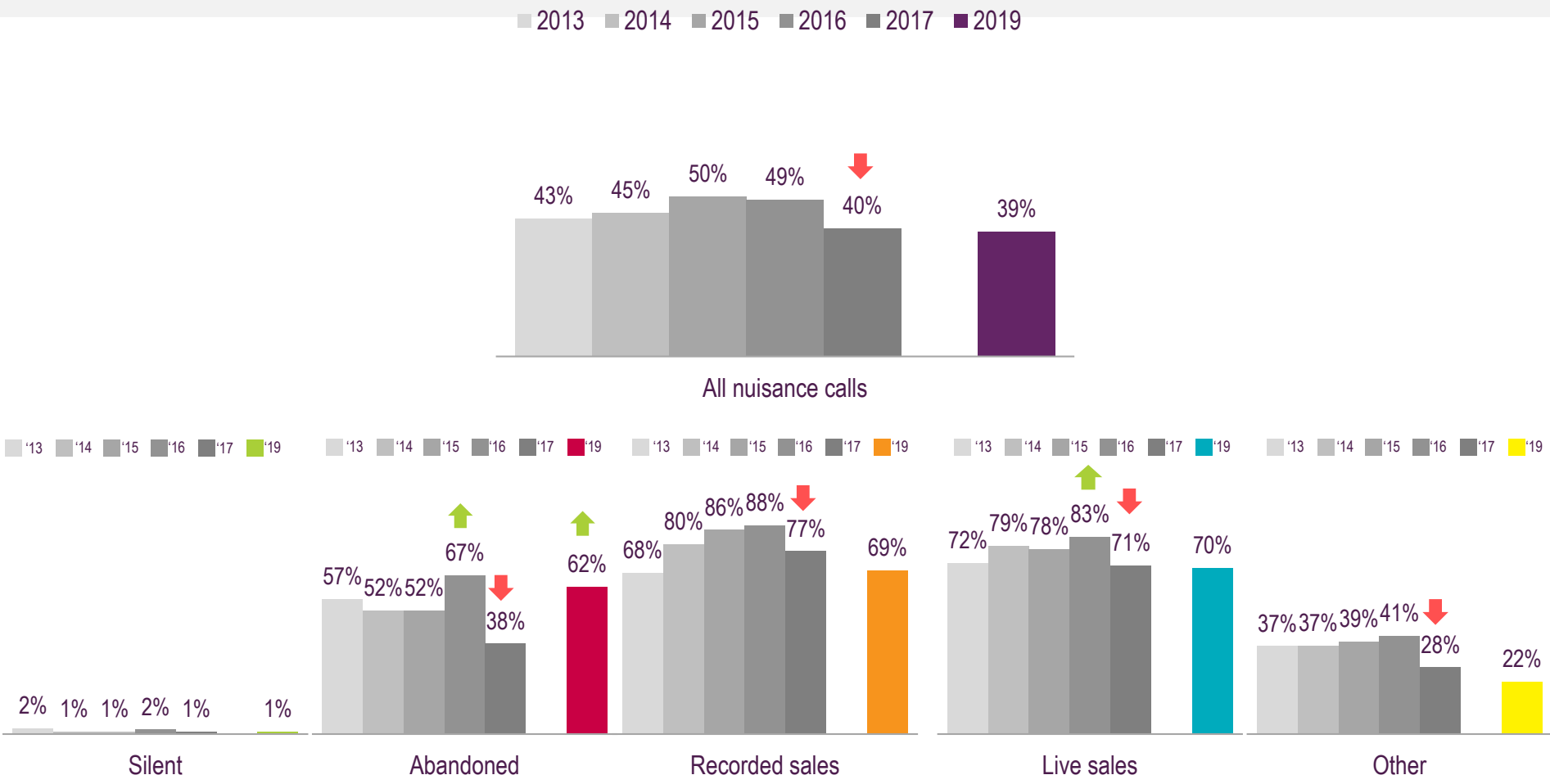
■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2019

All nuisance calls

43% 45% 50% 49% 40% 39%

Silent

2% 1% 1% 2% 1% 1%

Abandoned

57% 52% 52% 67% 38% 62%

Recorded sales

68% 80% 86% 88% 77% 69%

Live sales

72% 79% 78% 83% 71% 70%

Other

37% 37% 39% 41% 28% 22%

'13 '14 '15 '16 '17 '19

Q3. Type of call/ Q4. Product or service being promoted or sold, if any

🔻 / 🔺 indicates significant change since previous wave at the 99% level

Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2013/2014/2015/2016/2017/2019 (n=6302/7112/7325/6634/5758/4964, 2116/2668/2346/2337/2088/1851, 241/196/261/319/219/373, 882/852/1384/1031/769/701, 2377/2698/2652/2169/2052/1486, 522/663/594/669/603/552)

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In 2019, a quarter of calls where the product/service was identified were thought to be scams.

Most common products promoted by all nuisance calls, where product/ service was identified, 2019
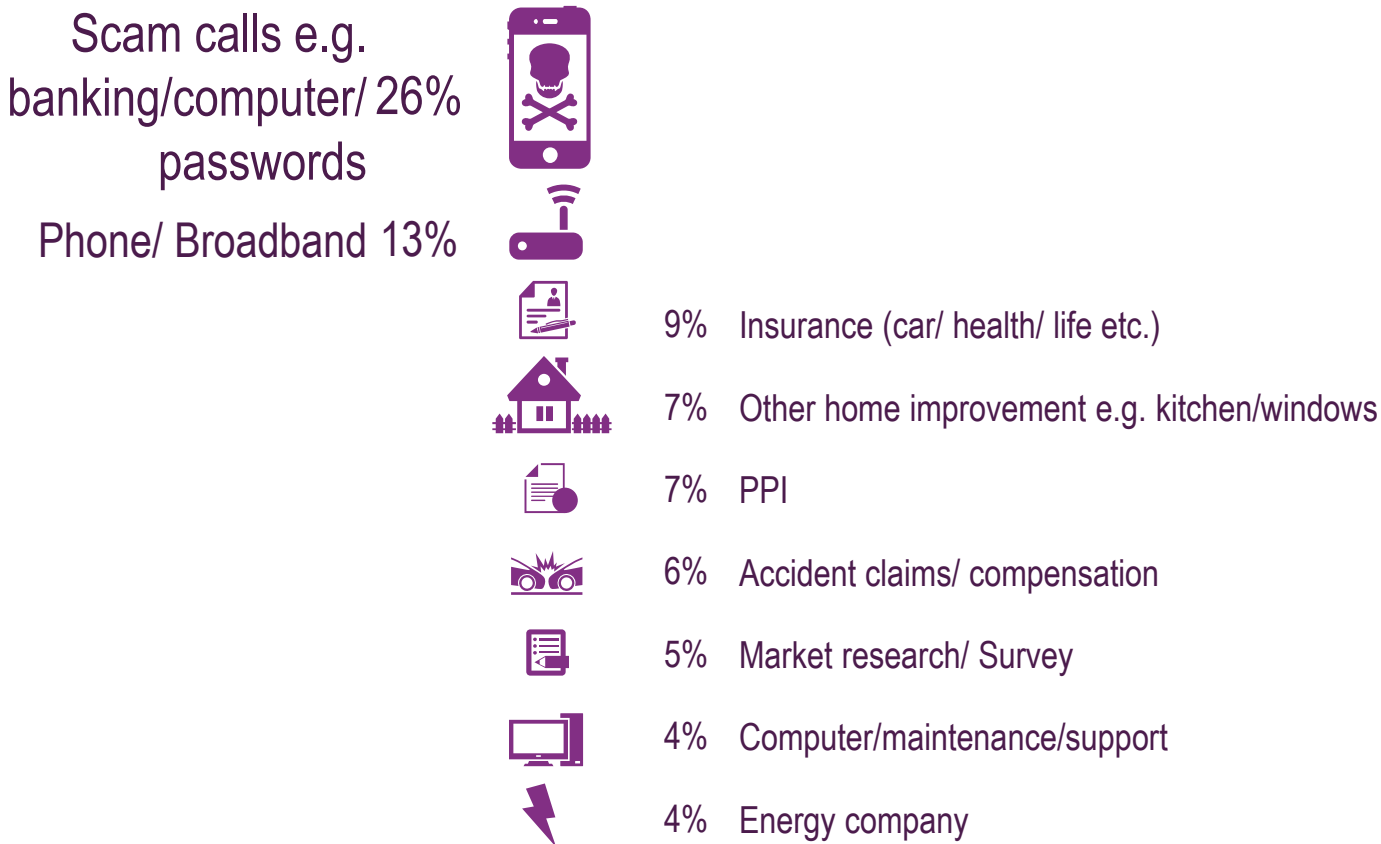
Scam calls e.g. banking/computer/ passwords **26%**

Phone/ Broadband **13%**

9% Insurance (car/ health/ life etc.)

7% Other home improvement e.g. kitchen/windows

7% PPI

6% Accident claims/ compensation

5% Market research/ Survey

4% Computer/maintenance/support

4% Energy company

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

Q3. Type of call/ Q4. Product or service being promoted or sold, if any

Base: All nuisance calls received by UK panellists where product/service was identified Jan-Feb 201 (n=1955)

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Of the nuisance calls where the product/service was identified, there have been large increases in the proportions thought to be for scams, or for phone/broadband.

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

	All calls where product identified					
	2013	2014	2015	2016	2017	2019
Scam calls e.g. banking/computer/passwords etc.	-	1%	1%	2% ↑	4% ↑	26% ↑
Phone/ Broadband	3%	5% ↑	4%	5%	8%	13% ↑
Insurance (car/ health/ life etc.)	8%	9%	6% ↓	7%	8%	9%
Other home improvement e.g. kitchen/windows	3%	7% ↑	8%	11%	21% ↑	7% ↓
PPI	22%	13% ↓	23% ↑	21%	15% ↓	7% ↓
Accident claims/ compensation	2%	4% ↑	7% ↑	6%	5%	6%
Market research/ Survey	10%	8% ↓	9%	10%	5% ↓	5%
Computer/ maintenance/ support	3%	4%	4%	4%	6% ↑	4%
Energy company	10%	7% ↓	5% ↓	4%	6% ↑	4%
Financial Services/ products	1%	5% ↑	2% ↓	2%	3%	2%
Call blocking	-	-	-	0%	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 mentioned by less than 2% not shown

Q3. Type of call/ Q4. Product or service being promoted or sold, if any

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

Base: All nuisance calls received by UK panellists where product/service was identified Jan-Feb 2013/ 2014/ 2015/ 2016 / 2017/2019 (n=2723/ 3220/ 3717/ 3275/2334/1955)

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Approximately half of the abandoned, recorded sales and other calls reported were felt to be for scams. The most common product/service mentioned for live sales calls was insurance.

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

Most common products being promoted

Abandoned calls	Recorded sales calls	Live sales	Other
Scam calls e.g. banking/computer/ passwords etc. 58%	Scam calls e.g. banking/computer/ passwords etc. 46%	Insurance 14%	Scam calls e.g. banking/computer/ passwords etc. 47%
Phone/ Broadband 10%	Phone/ Broadband 17%	Phone/ Broadband 12%	Phone/ Broadband 16%
Other home improvement e.g. kitchen/windows 6%	Other home improvement e.g. kitchen/windows PPI Accident claims 7%	Other home improvement e.g. kitchen/windows PPI 8%	Market research 12%

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

Q3. Type of call/ Q4. Product or service being promoted or sold, if any

Base: All abandoned calls received by UK panellists where product/service was identified Jan-Feb 2019 (n=236/487/1072/135)

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There has been a large increase in the proportion of abandoned calls felt to be for scams: with declines in mentions of calls for PPI or energy companies.

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

	All abandoned calls where product identified					
	2013	2014	2015	2016	2017	2019
Scam calls (e.g. banking/computer/passwords etc.	-	-	1%	-	-	58% ⬆
Phone/ Broadband	1%	6%	3%	3%	10%	10%
Other home improvement e.g. kitchen/windows	-	3%	7%	10%	8%	6%
PPI	41%	28%	45% ⬆	52%	37%	5% ⬇
Accident claims/ compensation	-	3%	9%	9%	6%	5%
Energy company	6%	3%	2%	1%	9%	2% ⬇
Utilities	-	-	-	-	2%	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

Q3. Type of call/ Q4. Product or service being promoted or sold, if any

⬇ / ⬆ indicates significant change since previous wave at the 99% level

Base: All abandoned calls received by UK panellists where product/service was identified Jan-Feb 2013/ 2014/ 2015/ 2016 / 2017 / 2019 (n=125/ 99/ 154/ 204/ 80*/236)

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There has been a large increase in the proportion of recorded sales calls felt to be for scams, and a smaller (but still notable) increase for phone/broadband.

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

	All recorded sales calls where product identified					
	2013	**2014**	**2015**	**2016**	**2017**	**2019**
Scam calls (e.g. banking/computer/passwords etc.	-	-	0%	0%	0%	46% ⬆
Phone/ Broadband	1%	3%	-	1%	0%	17% ⬆
Other home improvement e.g. kitchen/windows	-	9%	12%	21% ⬆	52% ⬆	7% ⬇
PPI	51%	28% ⬇	45% ⬆	40%	27% ⬇	7% ⬇
Accident claims/ compensation	1%	1%	3%	3%	5%	7%
Won holiday/money/bonus/cruise etc.	1%	0%	2%	1%	1%	3%
Computer/ maintenance/ support	0%	1%	1%	0%	0%	3% ⬆
Insurance (car/ health/ life etc.)	2%	3%	1%	2%	3%	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

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Insurance calls have overtaken PPI as the most common type of live sales call.

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

	All live sales calls where product identified					
	2013	**2014**	**2015**	**2016**	**2017**	**2019**
Insurance (car/ health/ life etc.)	11%	11%	9%	10%	11%	14%
Phone/ Broadband	4%	6% ↑	6%	7%	11% ↑	12%
Other home improvement e.g. kitchen/windows	4%	6% ↑	7%	8%	12% ↑	8%
PPI	13%	8% ↓	10%	10%	10%	8% ↓
Market research/ Survey	9%	8%	10% ↓	10%	5% ↓	7%
Scam calls e.g. banking/computer/passwords etc.	-	1%	1%	2%	3%	7% ↑
Energy company	10%	8%	7%	5%	8% ↑	6%
Accident claims/ compensation	4%	5%	9% ↑	8%	6%	6%
Computer/ maintenance/ support	5%	4%	5%	6%	6%	5%
Financial Services/ products	1%	6% ↑	3% ↓	2%	4% ↑	3%
Call blocking/ preference service	-		-	1%	1%	3% ↑
Claim refund	1%	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
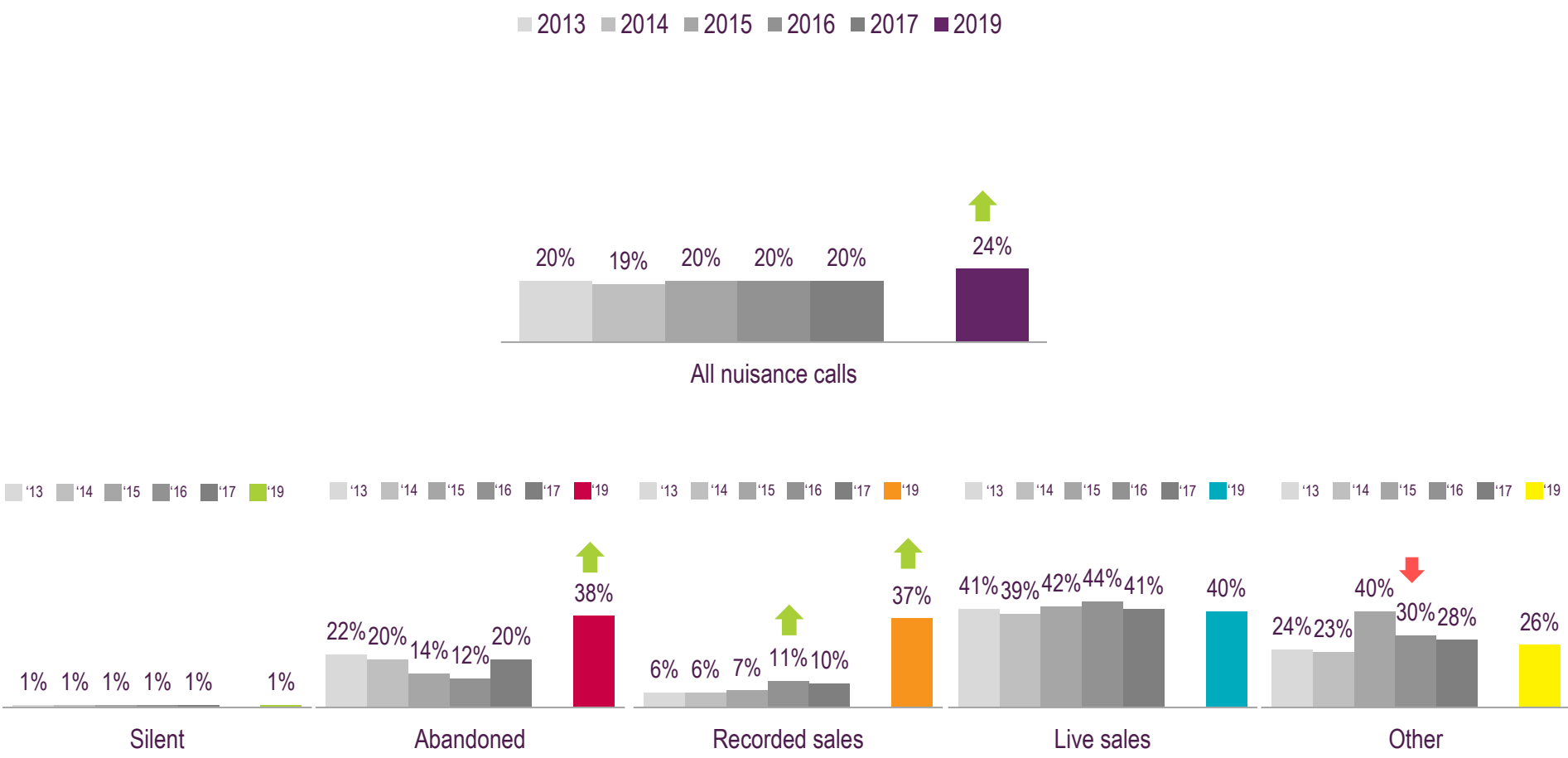
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There has been a large increase in the proportion of 'other' calls felt to be for scams, but also an increase for phone/broadband.

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

	All 'other' calls where product identified					
	2013	2014	2015	2016	2017	2019
Scam calls e.g. banking/computer/passwords etc.	-	4%	7%	6%	18% ⬆	47% ⬆
Phone/ Broadband	2%	2%	1%	6%	6%	16% ⬆
Market research/ Survey	50%	31% ⬇	54% ⬆	44%	19% ⬇	12%
Computer/ maintenance/ support	6%	11%	8%	9%	19%	8% ⬇
Insurance (car/ health/ life etc.)	2%	3%	-	2%	3%	3%
Other home improvement e.g. kitchen/windows	2%	3%	-	2%	6%	2%
Energy company	6%	7%	3%	2%	2%	2%
Call blocking/ preference service	-	-	-	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

Q3. Type of call/ Q4. Product or service being promoted or sold, if any

⬇ / ⬆ indicates significant change since previous wave at the 99% level

Base: All 'other' nuisance calls received by UK panellists where product/service was identified Jan-Feb 2013/ 2014/ 2015/ 2016 / 2017/ 2019 (n=192/ 245/ 235/ 270 / 168/135)

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There has been an increase in the proportion of nuisance calls where the panellist was able to record the company name: mainly amongst abandoned and recorded sales calls.

Proportion of nuisance calls in which company name was recorded, by call type year-on-year
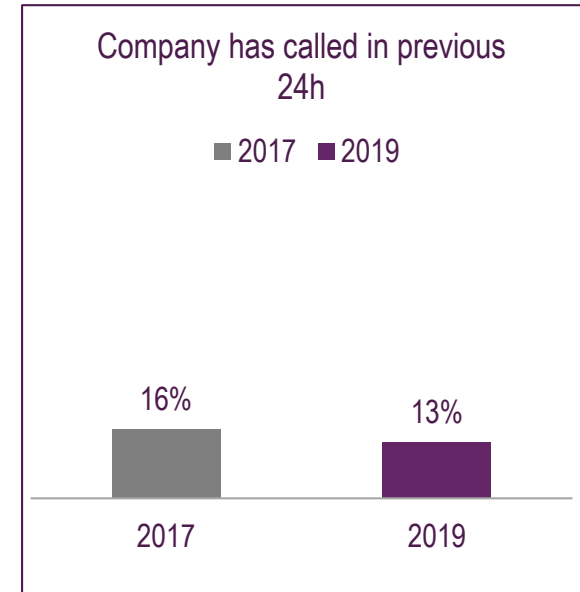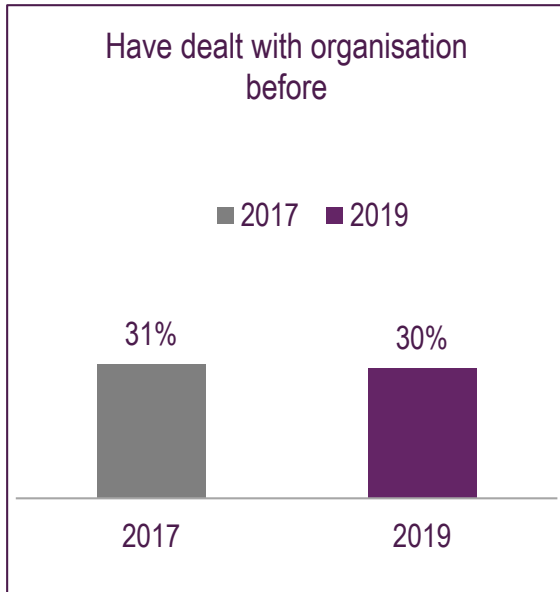
■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2019

All nuisance calls: 20% / 19% / 20% / 20% / 20% / 24% ↑

■ '13 ■ '14 ■ '15 ■ '16 ■ '17 ■ '19

Silent: 1% / 1% / 1% / 1% / 1% / 1%

Abandoned: 22% / 20% / 14% / 12% / 20% / 38% ↑

Recorded sales: 6% / 6% / 7% / 11% / 10% / 37% ↑

Live sales: 41% / 39% / 42% / 44% / 41% / 40%

Other: 24% / 23% / 40% / 30% ↓ / 28% / 26%

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Three in ten calls where the company name was recorded came from companies panellists had dealt with before; very few came from organisations with permission to call.

Proportion of calls among calls where company was known where participants said …

Have dealt with organisation before

■2017 ■2019

31%
30%

2017   2019

Gave organisation permission to call

■2017 ■2019

6%
3%

2017   2019

Company has called in previous 24h

■2017 ■2019

16%
13%

2017   2019

Panellists were able to record the phone number for two thirds of the nuisance calls they received in 2019: a significant increase over previous years, across all call types

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

■ Number identified　　■ International number　　■ Number not available

'14 '15 '16 '17 '18 '19
All nuisance calls

36% 39% 45% 47% 64%

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

Panellists were able to record the phone number for two thirds of the nuisance calls they received in 2019: a significant increase over previous years, across all call types

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

■ Number identified   ■ International number   ■ Number not available

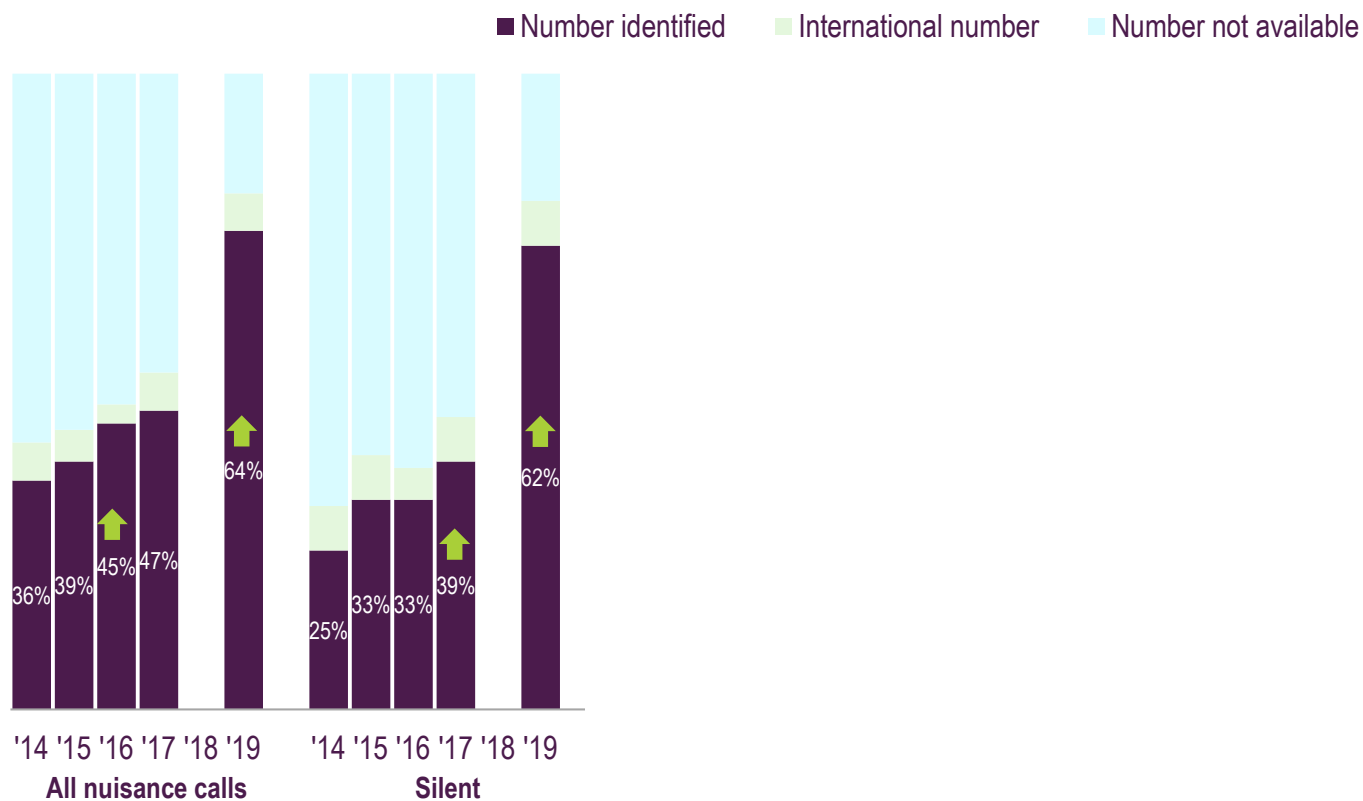*NB: This question was not pre-coded in 2013, so responses are not comparable*

Q3. Type of call/ Q6. Phone number of caller

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

Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2014/2015/2016/2017/2019 (n=7112/7325/6634/5758/4964, 2668/2346/2337/2088/1851,196/261/319/219/373, 852/1384/1031/769/701, 2698/2652/2169/2052/1486, 663/594/669/603/552)

Panellists were able to record the phone number for two thirds of the nuisance calls they received in 2019: a significant increase over previous years, across all call types

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

Legend: ■ Number identified ■ International number ■ Number not available

All nuisance calls: '14 36%, '15 39%, '16 45%, '17 47%, '19 64%
Silent: '14 25%, '15 33%, '16 33%, '17 39%, '19 62%
Abandoned: '14 31%, '15 29%, '16 46%, '17 29%, '19 56%

X-axis: '14 '15 '16 '17 '18 '19 — All nuisance calls | '14 '15 '16 '17 '18 '19 — Silent | '14 '15 '16 '17 '18 '19 — Abandoned

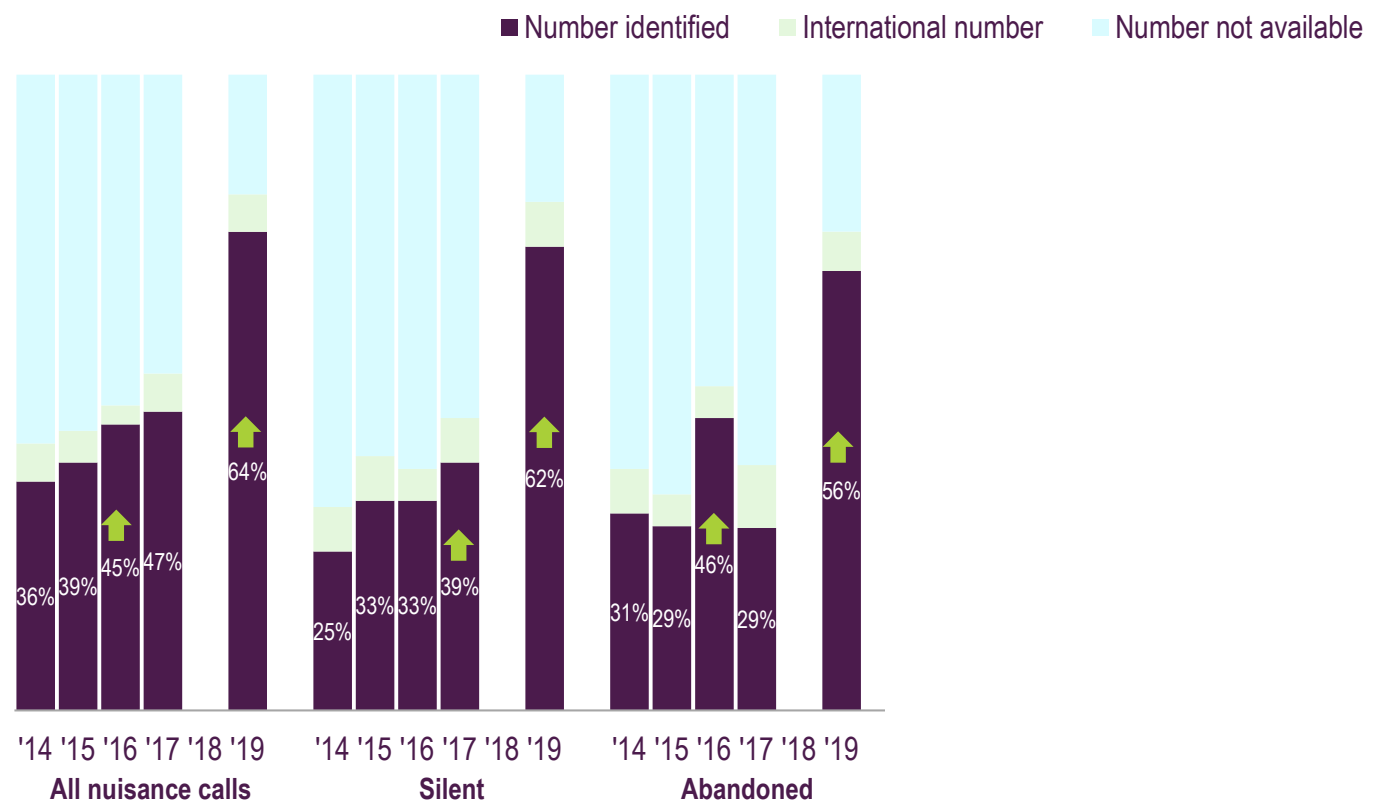*NB: This question was not pre-coded in 2013, so responses are not comparable*
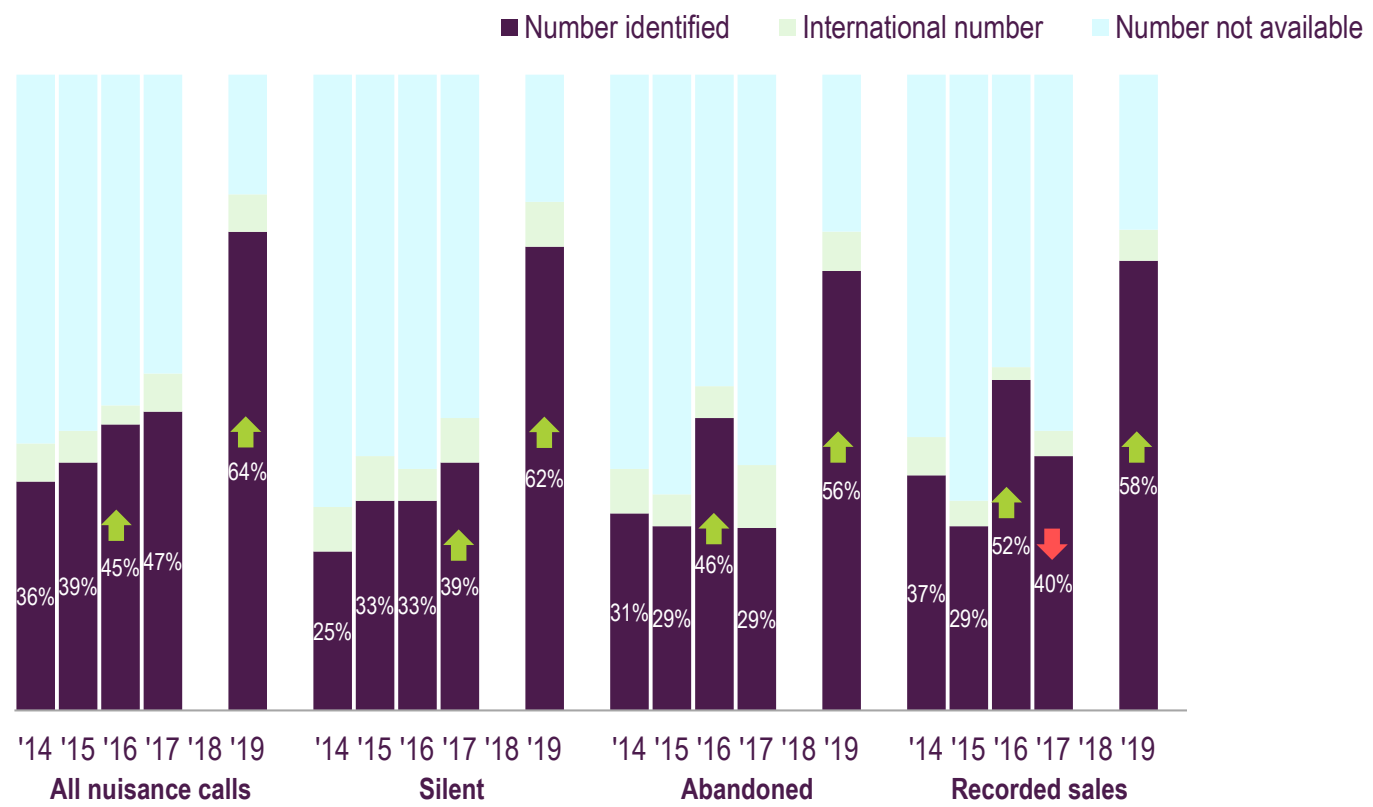
Q3. Type of call/ Q6. Phone number of caller

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

Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2014/2015/2016/2017/2019 (n=7112/7325/6634/5758/4964, 2668/2346/2337/2088/1851,196/261/319/219/373, 852/1384/1031/769/701, 2698/2652/2169/2052/1486, 663/594/669/603/552)

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Panellists were able to record the phone number for two thirds of the nuisance calls they received in 2019: a significant increase over previous years, across all call types

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

Legend: ■ Number identified ■ International number ■ Number not available

All nuisance calls: '14 36% '15 39% '16 45% '17 47% '18 '19 64%

Silent: '14 25% '15 33% '16 33% '17 39% '18 '19 62%

Abandoned: '14 31% '15 29% '16 46% '17 29% '18 '19 56%

Recorded sales: '14 37% '15 29% '16 52% '17 40% '18 '19 58%

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

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Panellists were able to record the phone number for two thirds of the nuisance calls they received in 2019: a significant increase over previous years, across all call types

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

Legend: ■ Number identified ■ International number ■ Number not available

All nuisance calls: '14 36% '15 39% '16 45% '17 47% '19 64%

Silent: '14 25% '15 33% '16 33% '17 39% '19 62%

Abandoned: '14 31% '15 29% '16 46% '17 29% '19 56%

Recorded sales: '14 37% '15 29% '16 52% '17 40% '19 58%

Live sales: '14 46% '15 48% '16 56% '17 58% '19 68%

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

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Panellists were able to record the phone number for two thirds of the nuisance calls they received in 2019: a significant increase over previous years, across all call types

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

Legend: ■ Number identified ■ International number ■ Number not available

All nuisance calls ('14 '15 '16 '17 '18 '19): 36%, 39%, 45%, 47%, 64%

Silent ('14 '15 '16 '17 '18 '19): 25%, 33%, 33%, 39%, 62%

Abandoned ('14 '15 '16 '17 '18 '19): 31%, 29%, 46%, 29%, 56%

Recorded sales ('14 '15 '16 '17 '18 '19): 37%, 29%, 52%, 40%, 58%

Live sales ('14 '15 '16 '17 '18 '19): 46%, 48%, 56%, 58%, 68%

Other ('14 '15 '16 '17 '18 '19): 42%, 48%, 50%, 57%, 72%

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

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PPI and computer maintenance calls continue to be most likely to be identified as being from international numbers

Proportion of nuisance calls where phone number was international by industry type, year on year

	2014	2015	2016	2017	2019
PPI	5%	5%	2%	8%	7%
Computer/ maintenance/ support	12%	16%	10%	9%	6%
Communications/ Phone company / Broadband	4%	4%	2%	2%	4%
Scam calls e.g. banking/computer/passwords etc.	-	-	0%	6%	3%
Insurance (car/ health/ life etc.)	1%	1%	1%	0%	2%
Home (other home) improvement e.g. kitchen/windows	7%	1%	1%	4%	1%
Accident claims/ compensation	2%	3%	1%	2%	1%
Energy company	4%	2%	1%	0%	0%
Market research/ Survey	9%	5%	4%	9%	0% ⬇

* 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
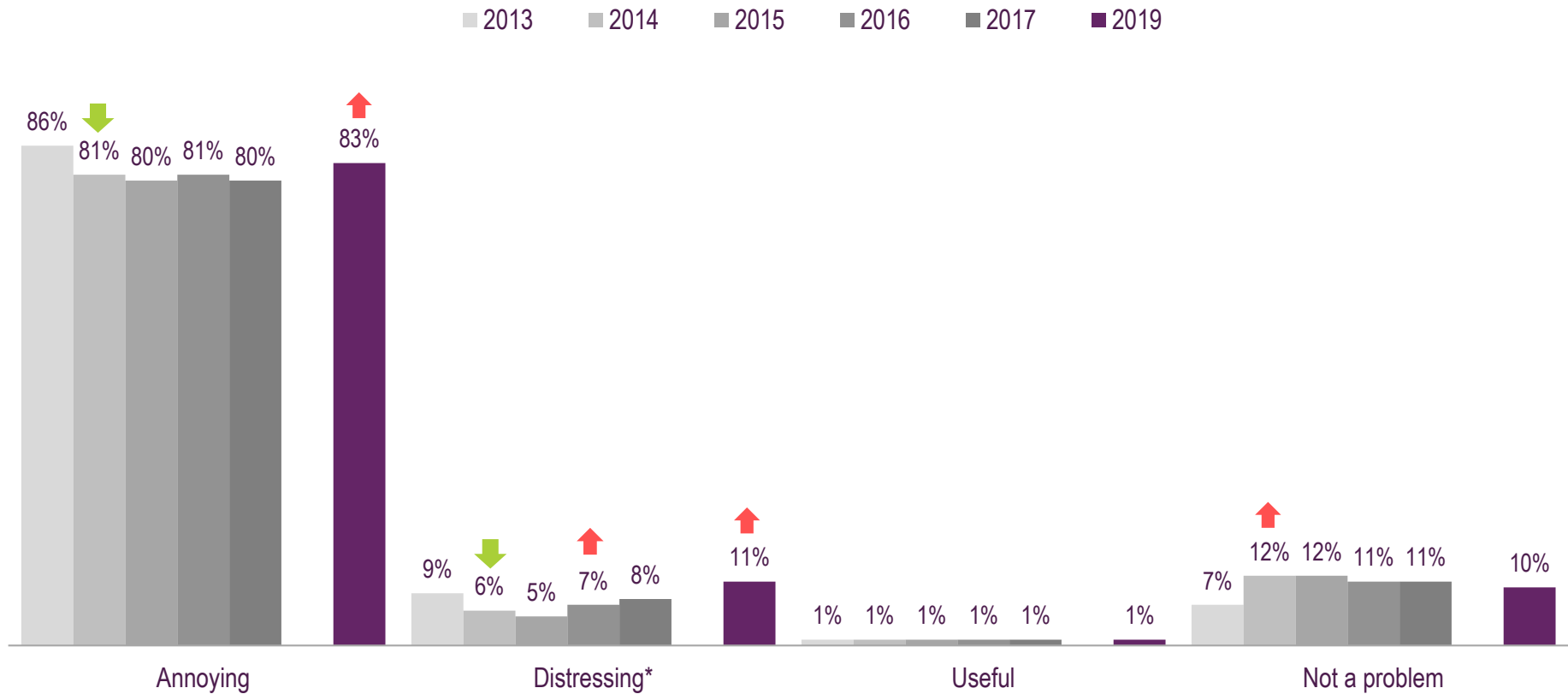
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Section Summary

- **The proportion of calls where panellists recorded the product is in line with 2017, with 39% of calls revealing a product type (v 40% in 2017).**

- The share of **abandoned calls** where product type was recorded has increased to 62%, from 38% in 2017, and is now close to its peak in 2016 (67%).

- **A quarter of all nuisance calls are recorded as scam in 2019, up from very few in 2017 (4%).** The increase has occurred among **abandoned**, **recorded** and **other call types** and scam calls now make up roughly half of each of these types of calls. The share of calls claiming to be from phone/broadband companies, often identified by respondents as scams, has also increased.

- **There has been an increase in the share of calls where panellists recorded the company name**, from one in five in 2017 to one in four in 2019. The increase is driven by abandoned calls (38%, up from 20%) and recorded sales calls (37%, up from 10%).

- Three in ten of panellists who recorded the company name say they have dealt with the company before, and 13% that they had been called by the same company in the previous 24h. Yet only 3% say they had given permissioned to be called, down from 6% in 2017.

- **There has been a large increase in the share of calls where panellists say the number is available**, from 47% in 2017 to 64% in 2019, and this is seen across all call types.

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Section 4
Attitudes to receiving nuisance calls

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Nuisance calls are more likely to be annoying and distressing in 2019. The proportion felt to be distressing is at the highest level seen

Feelings about all nuisance calls, year-on-year

Legend: 2013, 2014, 2015, 2016, 2017, 2019

Annoying
- 2013: 86%
- 2014: 81% ↓
- 2015: 80%
- 2016: 81%
- 2017: 80%
- 2019: 83% ↑

Distressing*
- 2013: 9%
- 2014: 6% ↓
- 2015: 5%
- 2016: 7% ↑
- 2017: 8%
- 2019: 11% ↑

Useful
- 2013: 1%
- 2014: 1%
- 2015: 1%
- 2016: 1%
- 2017: 1%
- 2019: 1%

Not a problem
- 2013: 7%
- 2014: 12% ↑
- 2015: 12%
- 2016: 11%
- 2017: 11%
- 2019: 10%

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The small increase in the share of calls perceived as annoying is reflected in indicative but not significant increases among silent, abandoned and live sales calls.

Extent of <u>annoyance</u> with nuisance calls by type of call year-on-year

Legend: ■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2019

All nuisance calls
86% 81% 80% 81% 80% 83%

Silent
89% 88% 86% 84% 83% 85%

Abandoned
86% 71% 82% 69% 72% 79%

Recorded sales
94% 81% 83% 83% 85% 84%

Live sales
83% 76% 74% 82% 78% 82%

Other
81% 81% 78% 73% 80% 76%

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There has been an increase over time in the proportion of nuisance calls perceived to be distressing, in particular amongst recorded sales calls.

Extent of distress with nuisance calls by type of call year-on-year

■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2019

All nuisance calls

9% 6% 5% 7% 8% 11%

Silent

14% 9% 7% 8% 9% 10%

Abandoned

12% 6% 4% 6% 13% 18%

Recorded sales

4% 3% 2% 2% 8% 14%

Live sales

7% 5% 5% 6% 7% 9%
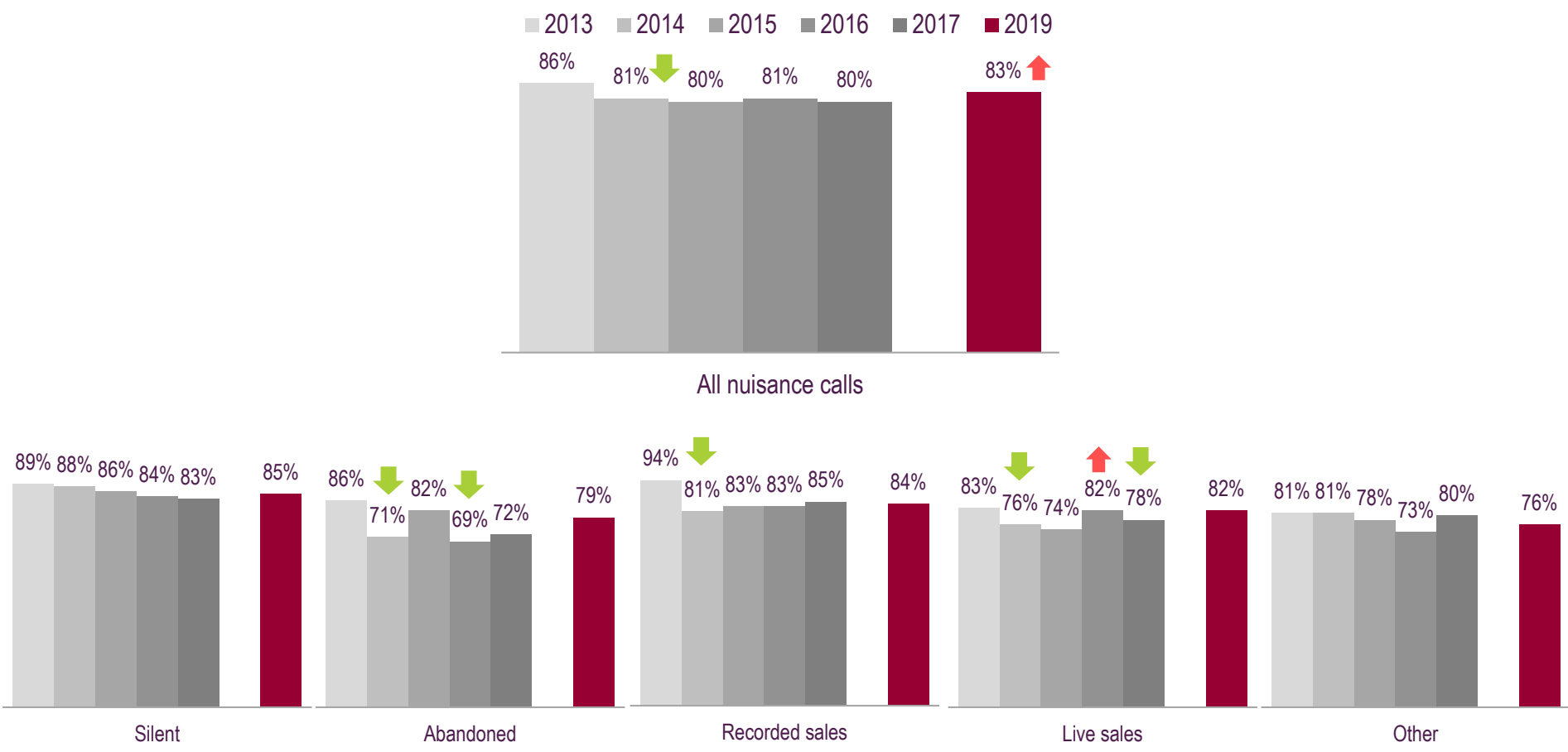
Other

10% 6% 6% 7% 8% 13%

Q7. Feeling about call: Distressing *NB: Data for 'worrying' and 'distressing' was netted for 2013*

▼ / ▲ indicates significant change since previous wave at the 99% level

Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2013/2014/2015/2016/2017/2019 (n=6302/7112/7325/6634/5758/4964, 2116/2668/2346/2337/2088/1851, 241/196/261/319/219/373, 882/852/1384/1031/769/701, 2377/2698/2652/2169/2052/1486, 522/663/594/669/603/552)

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Little change over time in the proportion of calls that are considered 'not a problem'

Extent of nuisance calls <u>not being a problem</u> by type of call year-on-year

Legend: ■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2019

All nuisance calls

7% | 12% | 12% | 11% | 11% | 10%

Silent

3% | 6% | 6% | 7% | 8% | 10%

Abandoned

7% | 17% | 9% | 21% | 13% | 9%

Recorded sales

3% | 14% | 12% | 12% | 8% | 7%

Live sales

12% | 17% | 18% | 12% | 15% | 9%
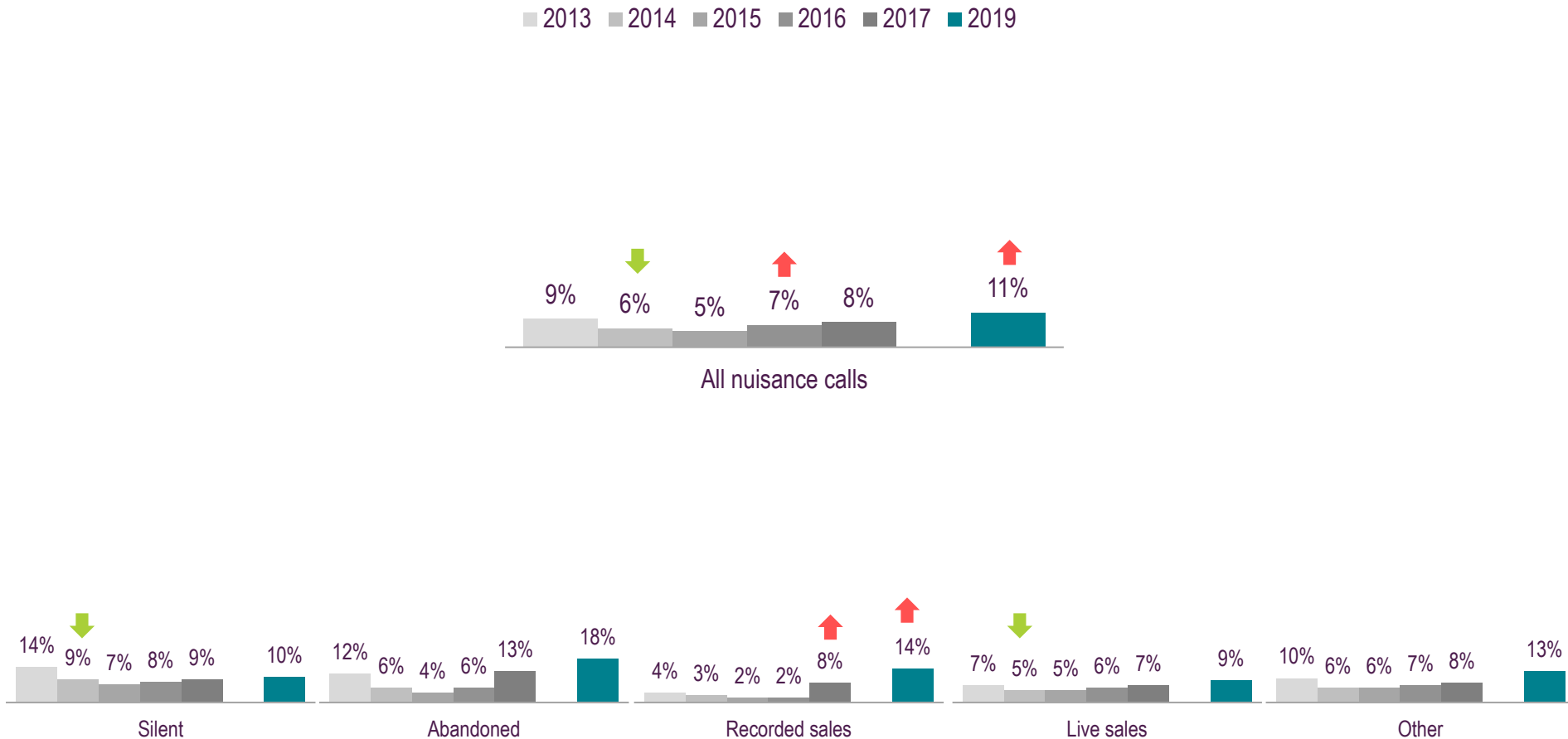
Other

13% | 13% | 15% | 13% | 13% | 15%
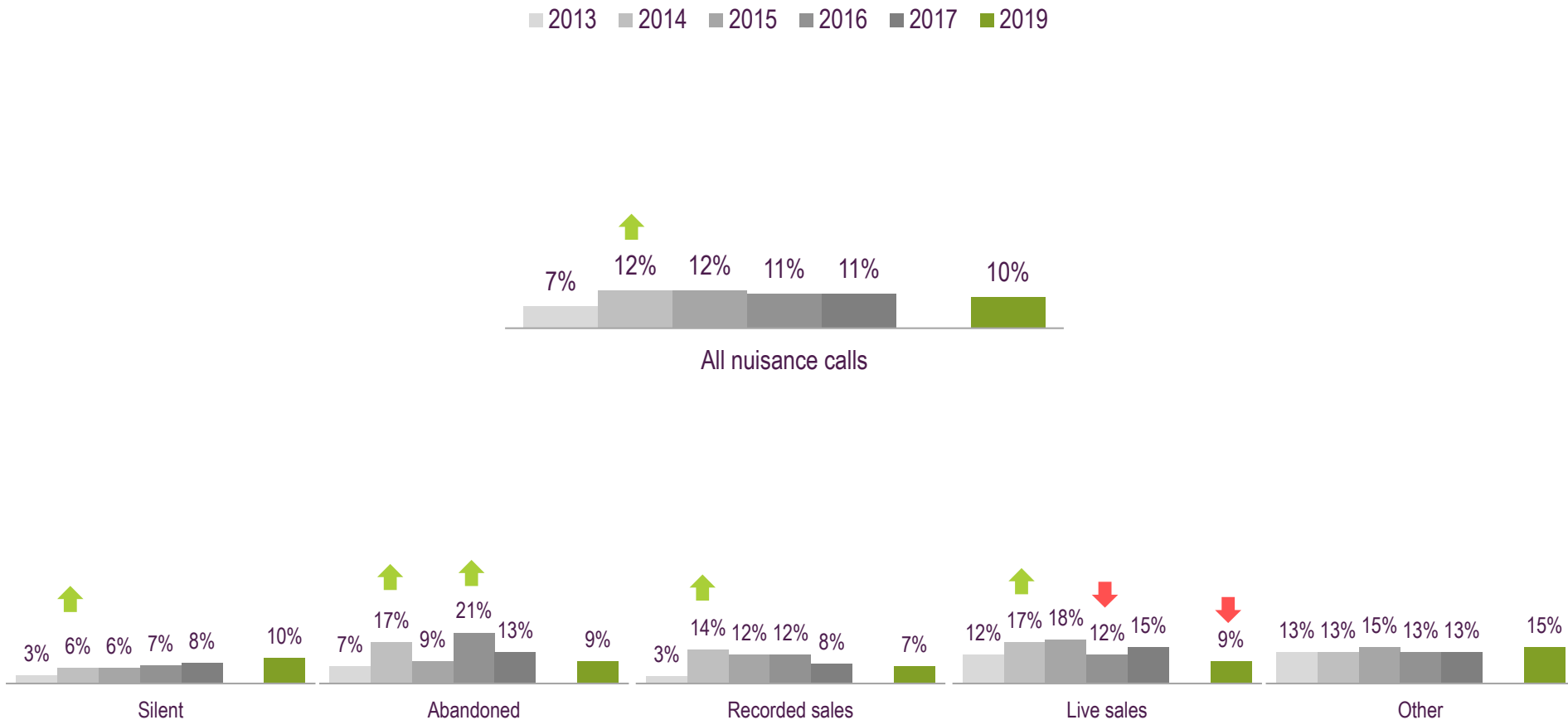
Q7. Feeling about call: Not a problem

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

Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2013/2014/2015/2016/2017/2019 (n=6302/7112/7325/6634/5758/4964, 2116/2668/2346/2337/2088/1851, 241/196/261/319/219/373, 882/852/1384/1031/769/701, 2377/2698/2652/2169/2052/1486, 522/663/594/669/603/552)

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As in previous years, very few nuisance calls were felt to be useful. In 2019, live sales calls were more likely to be thought of as useful.

Extent of nuisance calls being <u>useful</u> by type of call year-on-year

■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2019

All nuisance calls

1% 1% 1% 1% 1%   1%

	Silent	Abandoned	Recorded sales	Live sales	Other
2013	0%	1%	0%	0%	1%
2014	0%	2%	2%	2%	2%
2015	0%	1%	1%	2%	1%
2016	0%	0%	0%	2%	2%
2017	0%	5% ⬆	2% ⬆	3% ⬆	1%
2019	0%	0% ⬇	1%	3% ⬆	0%

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In almost half of cases, participants comment about calls being inconvenient/ upsetting/ a general nuisance. The single most frequent comment relates to calls being scams.

Reasons for feeling about call, year on year

	Reasons given for feeling about call				
	2014	2015	2016	2017	2019
They keep phoning/have had many of these calls	14%	13%	12%	12%	12%
Irritating/frustrating/annoying/nuisance	10%	12% ↑	13%	12%	11%
Disturbed unnecessarily / had to stop what I was doing	11%	13% ↑	13%	11% ↓	9% ↓
Time wasting	7%	7%	7%	7%	6%
Upsetting/distressing/frightening	1%	2% ↑	2%	2%	4% ↑
I didn't ask them to call	4%	4%	4%	6%	4%
Could not understand caller/accent	3%	3%	3%	2% ↓	3% ↑
Subject/product not relevant/of interest to me	8%	8%	7%	6%	3% ↓
Where did they get my number from (name and address)	4%	1% ↓	2% ↑	2%	2%
They do not listen to you when you say "I'm not interested"	5%	4%	4%	4%	2% ↓
Call was not at a suitable time	3%	3%	3%	2% ↓	2%
Pushy / pressurised	-	1%	1%	1%	2% ↑
Silent calls / no reply	13%	10% ↓	12% ↑	12%	11%
Caller hung up /answered the phone and you hear a click	5%	5%	6%	6%	5%
It was a recorded message	2%	4% ↑	3% ↓	2% ↑	3% ↑
They try to sell you something / sales calls	3%	3%	4%	4%	4%
Unknown caller	4%	2% ↓	2%	3% ↑	2% ↑
They do not leave a message	2%	0% ↓	1% ↑	2% ↑	2%
Scam call	4%	4%	4%	5%	15% ↑
Pretence of being a local company/ contact/ 'spoof' number	-	-	0%	0%	5% ↑
I didn't answer the call/ I didn't pick up the phone	1%	0% ↓	1% ↑	1%	2% ↑
I had to hang up / I hung up	0%	2% ↑	2%	2%	2%
None/no problem with the call	4%	4%	4%	5%	2% ↓

Inconvenient/ upsetting/ a nuisance: 48%

Call content: 24%

Scam/pretence: 16%

Not answered/ hang up: 4%

No problem: 2%

Q7. Feeling about call/ Q8. Just briefly, why did you feel like that? Showing mentions 2% or above.
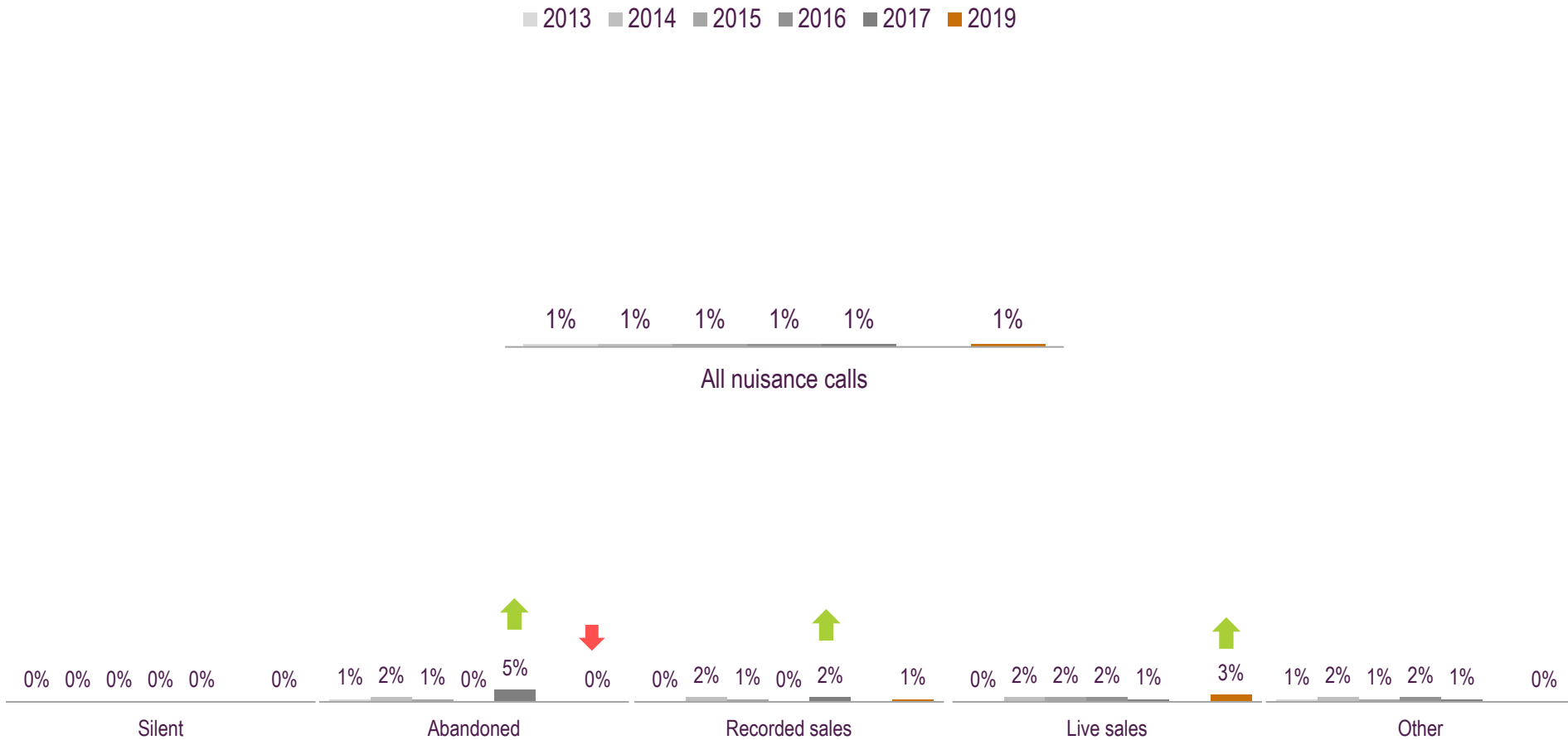
↓ / ↑ indicates significant change since previous wave at the 99% level

Base: All nuisance calls received by UK panellists Jan-Feb 2014/ 2015/ 2016/ 2017/ 2019 (n=6302/ 7112/ 7325/ 6634/ 5758/ 4964)

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The fact that they're scam calls, repeated calls, not getting a reply and irritation continue to be the main reasons people feel annoyed or distressed by nuisance calls.

Reasons for feeling about call, by feeling (2019)

	All who received calls	Reasons for feeling about call		
		Annoying	Distressing	No problem
Inconvenient/ upsetting/ a nuisance	**48%**	**53%**	**59%**	19%
Call content	24%	26%	23%	**21%**
Scam/pretence	16%	18%	25%	5%
Not answered/ hang up	4%	3%	5%	15%
No problem	2%	0%	-	10%

Most common comments:

They keep phoning/have had many of these calls	12%	14%	18%	3%
Irritating/frustrating/annoying/nuisance	11%	12%	10%	10%
Disturbed unnecessarily / had to stop what I was doing	9%	10%	6%	2%
Time wasting	6%	7%	5%	1%
Upsetting/distressing/frightening	4%	3%	16%	-
Silent calls / no reply	11%	13%	13%	3%
Scam call	15%	16%	23%	5%
I didn't answer the call/ I didn't pick up the phone	2%	1%	3%	11%
None/no problem with the call	2%	0%	-	10%

Q7. Feeling about call/ Q8. Just briefly, why did you feel like that? Highlighted: scores 10% or above. Full data is available in the appendix.

Base: All nuisance calls received by UK panellists Jan-Feb 2019 (n=4964/ 4149/ 542/472)

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Reasons given for feelings about calls are fairly consistent across call types, with the exception of silent calls.

Reasons for feeling about call, by call type (2019)

	Reasons given for feeling about call					
	All nuisance calls	Silent	Abandoned	Recorded sales	Live sales	Other
Inconvenient/ upsetting/ a nuisance	48%	42%	42%	52%	53%	53%
Call content	24%	38%	11%	13%	16%	25%
Scam/pretence	16%	2%	39%	37%	15%	24%
Not answered/ hang up	4%	2%	1%	3%	3%	15%
No problem	2%	0%	2%	1%	3%	3%

Most common comments:

	All nuisance calls	Silent	Abandoned	Recorded sales	Live sales	Other
They keep phoning/have had many of these calls	12%	7%	16%	22%	14%	9%
Irritating/frustrating/annoying/nuisance	11%	13%	9%	11%	7%	16%
Disturbed unnecessarily / had to stop what I was doing	9%	11%	3%	8%	5%	13%
Time wasting	6%	10%	3%	4%	4%	6%
Silent calls / no reply	11%	30%	0%	1%	1%	2%
It was a recorded message	3%	0%	8%	10%	0%	4%
Scam call	15%	2%	35%	35%	14%	23%
Pretence of being a local company/ contact/ 'spoof' number	5%	0%	11%	9%	4%	7%
I didn't answer the call/ I didn't pick up the phone	2%	2%	1%	0%	0%	12%

Q7. Feeling about call/ Q8. Just briefly, why did you feel like that? Highlighted: scores 10% or above. Full data is available in the appendix.

Base: All nuisance calls received by UK panellists Jan-Feb 2019 (n=4964/1851/373/701/1486/552)

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Section Summary

- **In 2019, 83% of calls panelists reported receiving are found to be annoying, up from 80% in 2017**.

- **Nuisance calls are also more likely than in previous years to be thought to be distressing, 11%, up from 8% in 2017**.
- **Recorded sales calls** are more likely to be distressing, 14%, up from 8% in 2017.

- The proportion of calls considered 'not a problem' is steady year-on-year, with one in ten nuisance calls seen as 'not a problem'.

- Very few calls are considered useful, (1% of all nuisance calls, unchanged from previous years).The share of sales calls are more likely to be considered useful than previously, though still only 3%.

- The reasons panellists feel the way they do about nuisance calls are generally similar to previous years, but **more people say calls are scams (15%, up from 5% in 2017)**.

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Section 5
Summary

Summary of key findings

- **The proportion of panellists reporting any nuisance calls during the evaluation period has not changed significantly since 2017**. However, the balance of types of calls has changed: the proportion saying they had received any silent calls has decreased, while an increased proportion mention they have received any abandoned calls.

- The average number of calls that panellists tell us they have received is the lowest it has been since the start of tracking in 2013.

- The proportion of nuisance calls for which the caller's phone number was available has increased substantially in 2019 across all call types, with almost two thirds of calls having identifiable numbers.

- **One in four of the calls recorded by panellists were thought to be for scams**, up from very few in previous years. The increase was seen across all call types. Scam calls make up over half of abandoned calls and almost half of recorded sales and other call types received by panellists, but only 7% of live sales calls.

- **The vast majority of calls were perceived as annoying**, and the share of calls seen as annoying has increased since 2017. The share of calls seen as distressing has also increased since 2017, especially among recoded sales calls. However, an increasing share of live sales calls were felt to be useful.

Appendix

Fairly consistent pattern of call frequency year on year; very few calls at weekends

Total number of nuisance calls received daily, year-on-year
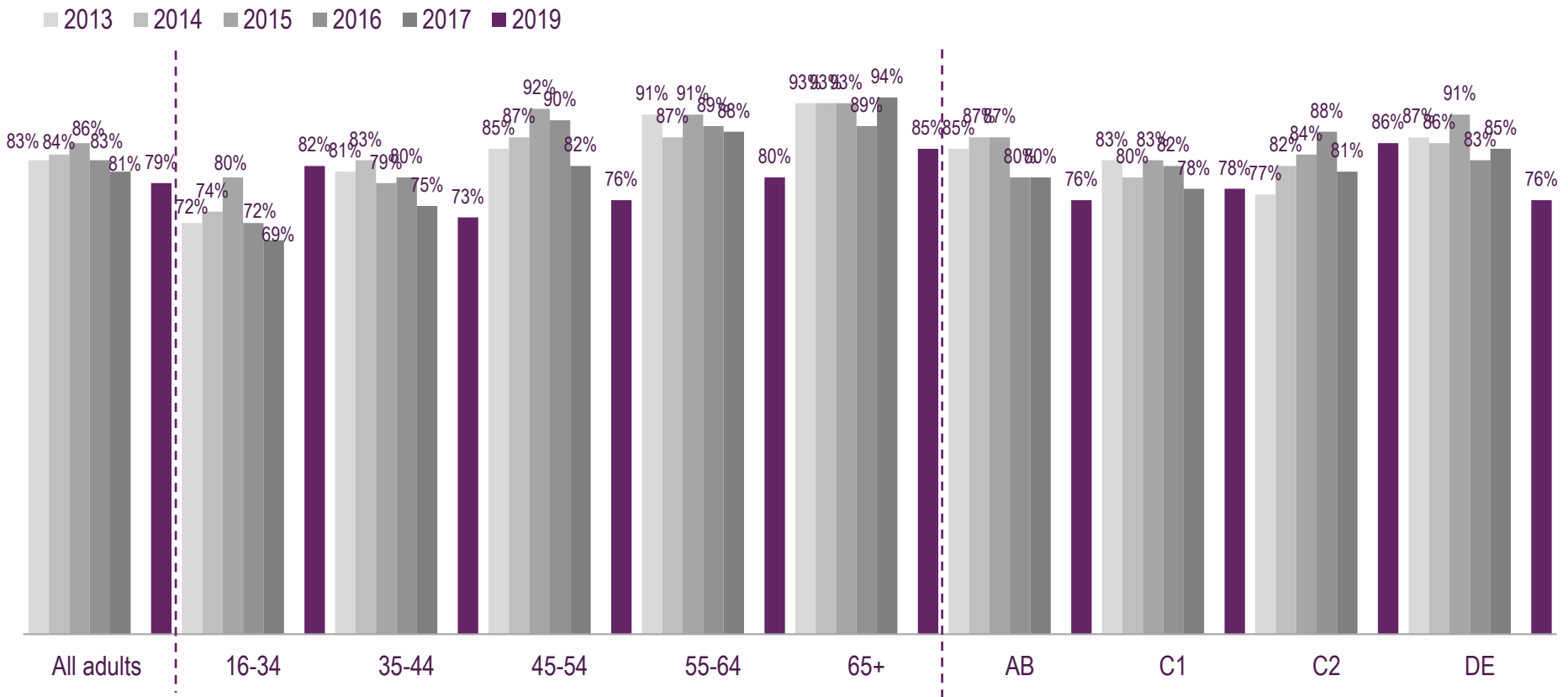

2013
2014
2015
2016
2017
2019
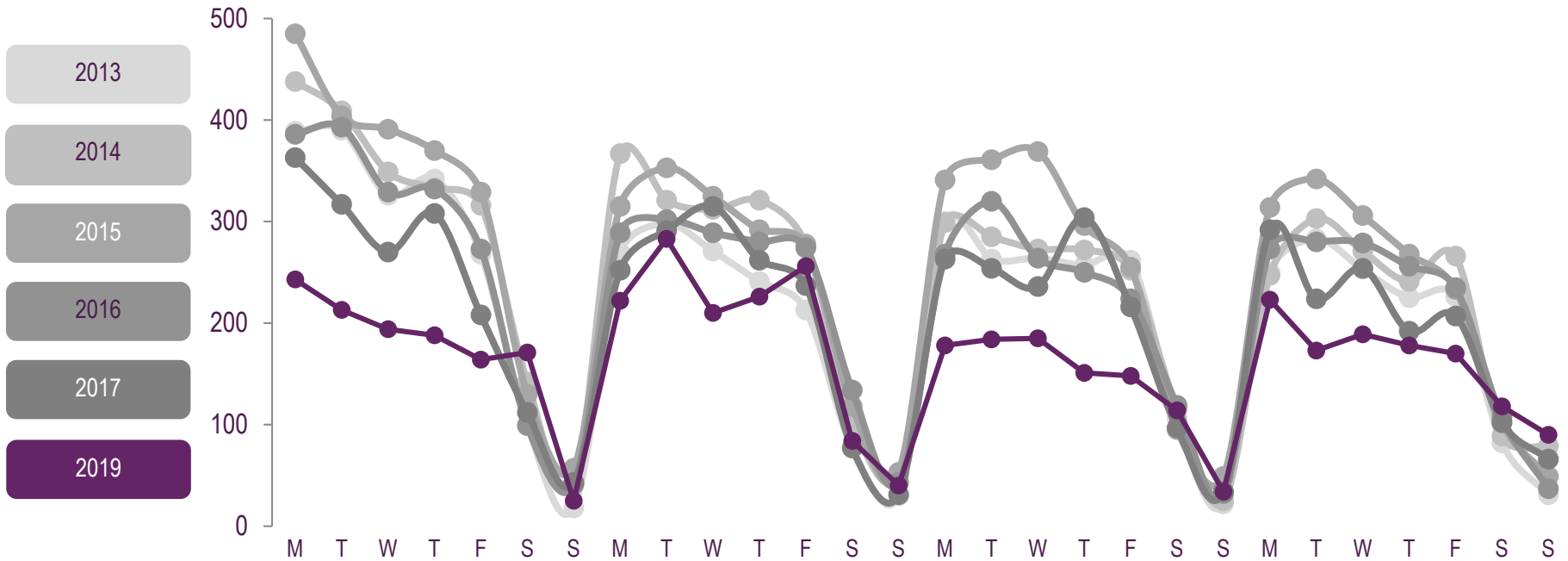
Q1/Q3. Number of calls

NB: There were more panellists in 2014 than in other years, which would impact on the number of calls per day

Base: All nuisance calls received by UK participants with landlines Jan-Feb 2013/ 2014/ 2015 /2016/ 2017/2019 (n=6302/ 7112/ 7325/ 6634/ 5758/ 4964)

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Reported incidence of nuisance calls by age and social grouping not significantly different YoY

Incidence of nuisance calls among demographic groups, year-on-year

Legend: ■ 2013 ■ 2014 ■ 2015 ■ 2016 ■ 2017 ■ 2019

All adults: 83% 84% 86% 83% 81% 79%

16-34: 72% 74% 80% 72% 69% 82%

35-44: 81% 83% 79% 80% 75% 73%

45-54: 85% 87% 92% 90% 82% 76%

55-64: 91% 87% 91% 89% 88% 80%

65+: 93% 93% 93% 89% 94% 85%

AB: 85% 87% 87% 80% 80% 76%

C1: 83% 80% 83% 82% 78% 78%

C2: 77% 82% 84% 88% 81% 78%

DE: 86% 87% 86% 91% 83% 85% 76%

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Reported incidence of nuisance calls by working status and region not significantly different YoY

Incidence of nuisance calls among demographic groups, year-on-year

Legend: 2013 2014 2015 2016 2017 2018 2019

All adults: 83% 84% 86% 83% 81% 79%

Full-time: 79% 78% 83% 82% 76% 74%

Part-time: 82% 87% 88% 74% 82% 77%

Not wkg: 88% 89% 89% 87% 85% 85%

North Eng: 83% 82% 90% 88% 85% 74%

Midlands: 82% 85% 87% 78% 77% 75%

South Eng: 82% 85% 84% 83% 78% 80%

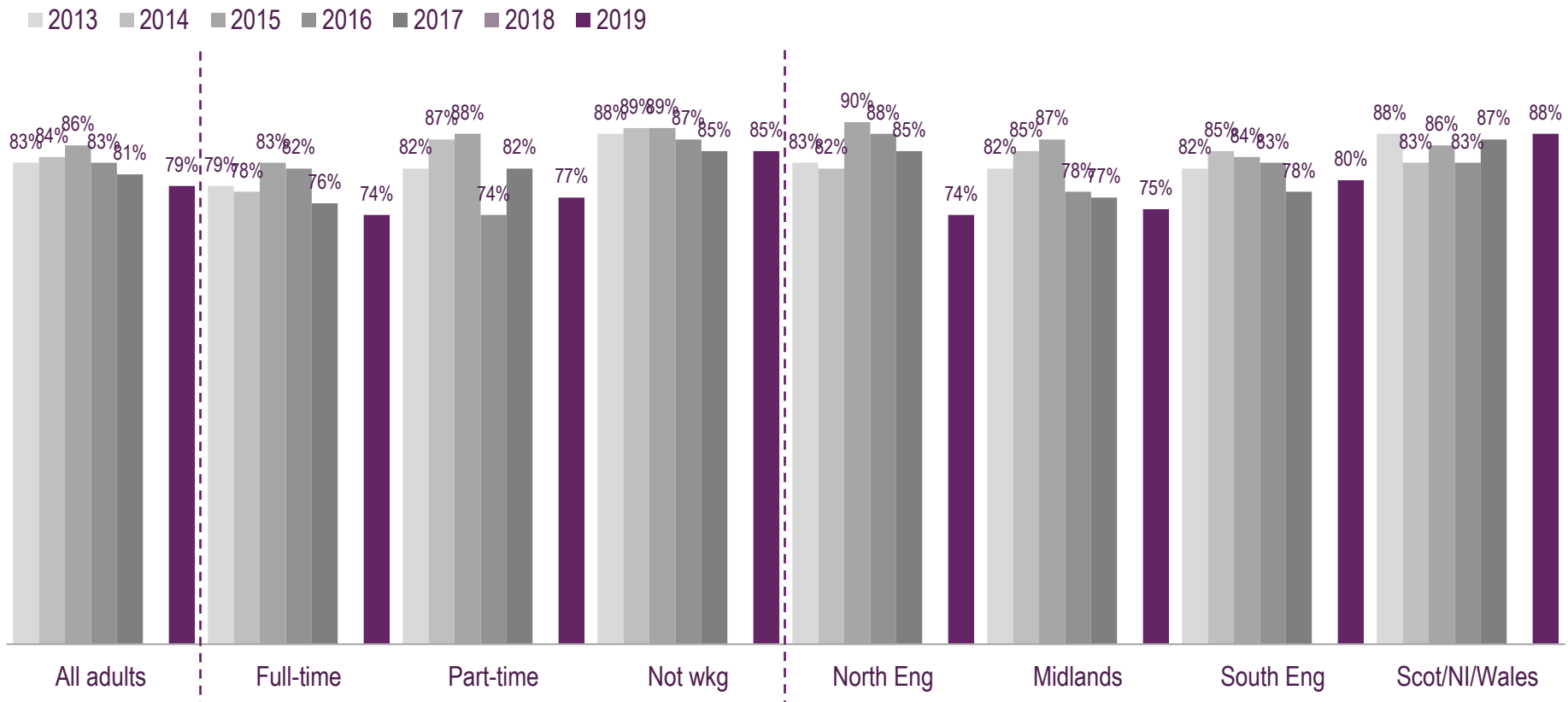**Scot/NI/Wales:** 88% 83% 86% 83% 87% 88%
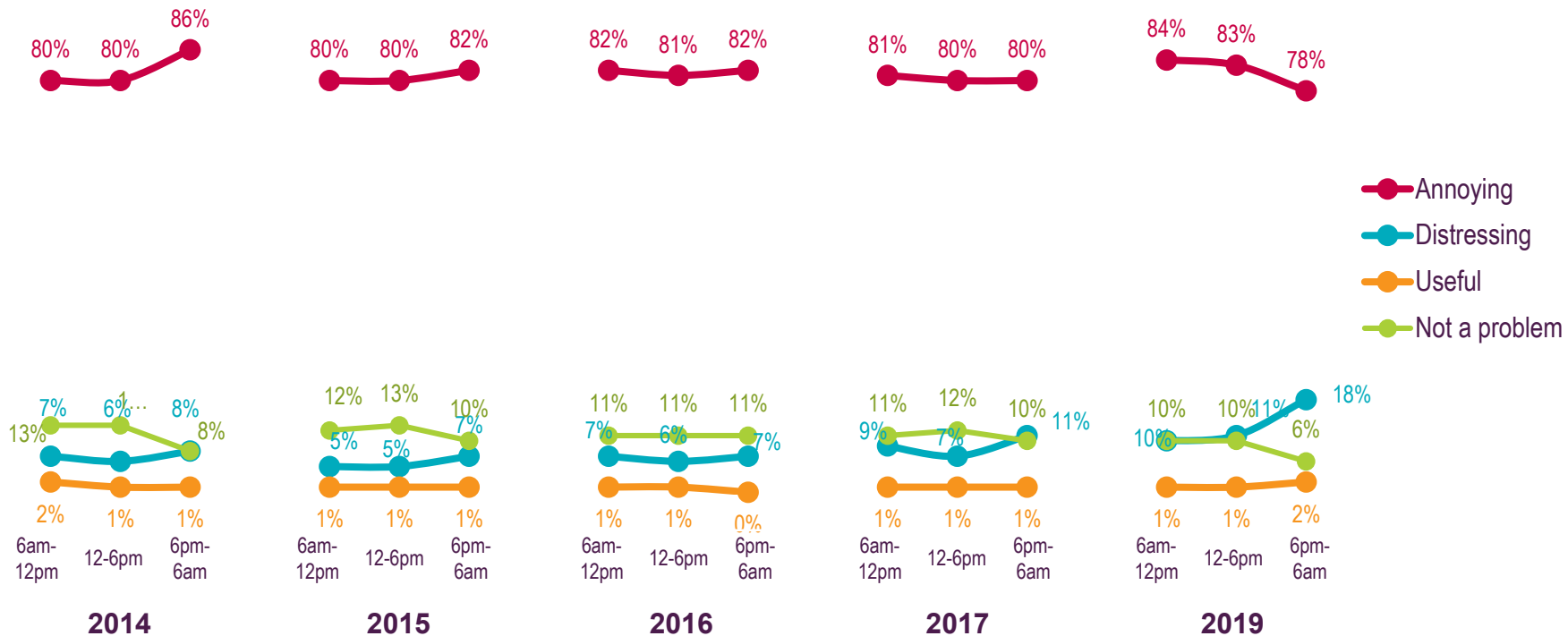
Q3. Type of call

⬇ / ⬆ indicates significant change since previous wave at the 99% level

Base: All UK panel participants with landlines Jan-Feb 2013/2014/2015/2016/2017/2029 (n=853/926/860/863/854/803, 330/372/352/376/372/338, 113/148/121/137/135/143, 410/406/387/350/347/322, 201/210/213/201/206/197, 236/244/201/227/244/203, 290/322/303/294/275/283, 126/150/143/141/129/114)

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Little variation in attitude to calls by time of day, although nuisance calls are more likely to be considered distressing when received the evening/night

Feelings about call by time of day received call, year-on-year

Legend:
- Annoying
- Distressing
- Useful
- Not a problem

2014
- Annoying: 80%, 80%, 86%
- Not a problem: 7%, 6%, 8%, 8%
- Distressing: 13%
- Useful: 2%, 1%, 1%
- 6am-12pm, 12-6pm, 6pm-6am

2015
- Annoying: 80%, 80%, 82%
- Not a problem: 12%, 13%, 10%
- Distressing: 5%, 5%, 7%
- Useful: 1%, 1%, 1%
- 6am-12pm, 12-6pm, 6pm-6am

2016
- Annoying: 82%, 81%, 82%
- Not a problem: 11%, 11%, 11%
- Distressing: 7%, 6%, 7%
- Useful: 1%, 1%, 0%
- 6am-12pm, 12-6pm, 6pm-6am

2017
- Annoying: 81%, 80%, 80%
- Not a problem: 11%, 12%, 10%, 11%
- Distressing: 9%, 7%
- Useful: 1%, 1%, 1%
- 6am-12pm, 12-6pm, 6pm-6am

2019
- Annoying: 84%, 83%, 78%
- Not a problem: 10%, 10%, 11%, 6%
- Distressing: 10%, 18%
- Useful: 1%, 1%, 2%
- 6am-12pm, 12-6pm, 6pm-6am

Q 7. Feeling about call

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The overall decline in the average number of calls reported has come from the 11-20 calls category, with more coming panellists saying they received 2 calls.

Number of calls received in the four weeks, year-on-year
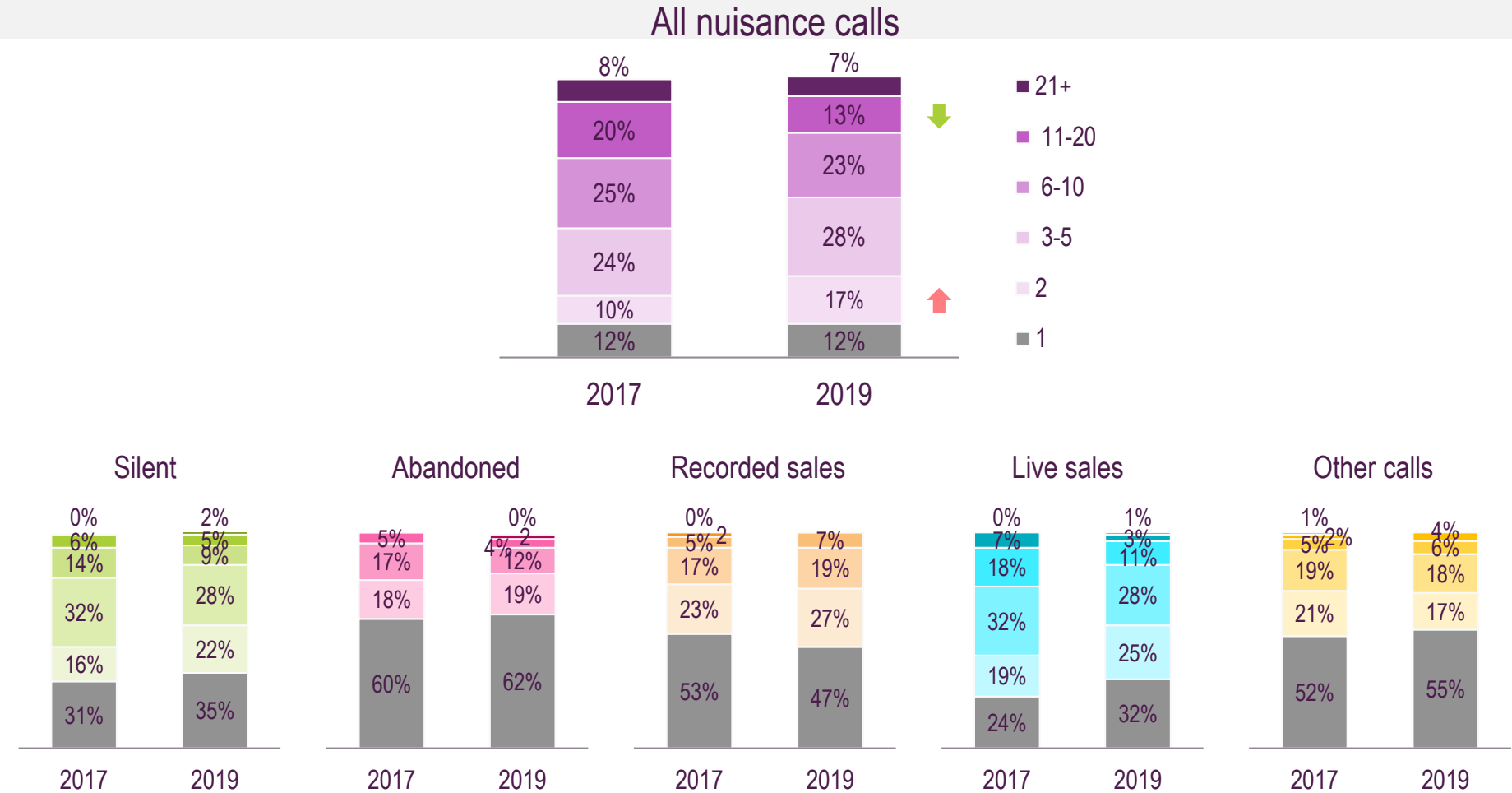
All nuisance calls

Legend: 21+, 11-20, 6-10, 3-5, 2, 1

2017: 8%, 20%, 25%, 24%, 10%, 12%
2019: 7%, 13%, 23%, 28%, 17%, 12%

Silent
2017: 0%, 6%, 14%, 32%, 16%, 31%
2019: 2%, 5%, 9%, 28%, 22%, 35%

Abandoned
2017: 0%, 5%, 17%, 18%, 60%
2019: 0%, 2%, 4%, 12%, 19%, 62%

Recorded sales
2017: 0%, 5%, 2%, 17%, 23%, 53%
2019: 7%, 19%, 27%, 47%

Live sales
2017: 0%, 7%, 18%, 32%, 19%, 24%
2019: 1%, 3%, 11%, 28%, 25%, 32%

Other calls
2017: 1%, 5%, 2%, 19%, 21%, 52%
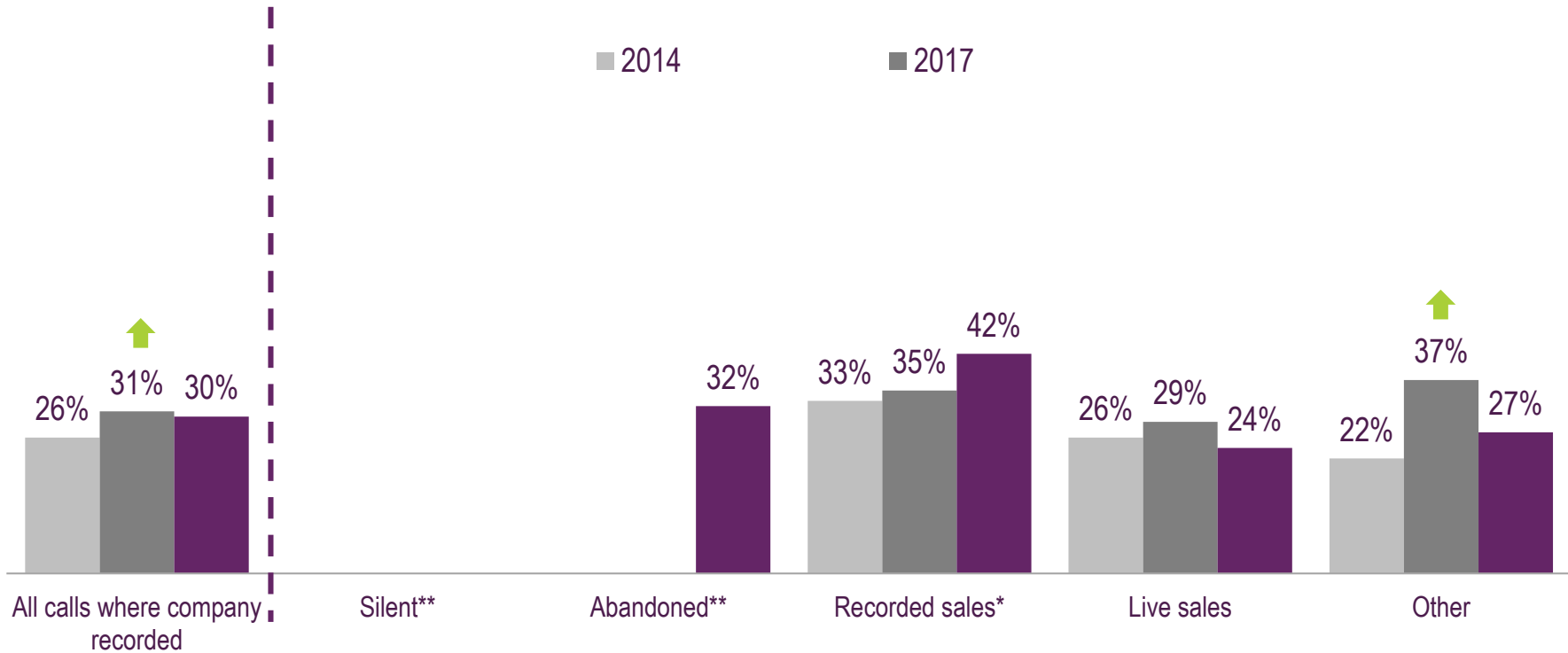2019: 4%, 6%, 18%, 17%, 55%

Q3. Type of call

⬇ / ⬆ indicates significant change since previous wave at the 99% level

Base: All UK panel participants with landlines who received each type of call Jan-Feb 2017/2019 (n=698/622, 538/423, 119/178, 325/282, 510/408, 236/199)

Ofcom

There are no significant changes in the share of calls where panellists say they had dealt with the company before.

Proportion of calls in which participant claimed they had dealt with company before among those who identified company

Legend: ■ 2014 ■ 2017

Category	2014	2017	2019
All calls where company recorded	26%	31% ↑	30%
Silent**			
Abandoned**			32%
Recorded sales*	33%	35%	42%
Live sales	26%	29%	24%
Other	22%	37% ↑	27%

*Base size between 50 and 100 ** Base size below 50 – data not shown*
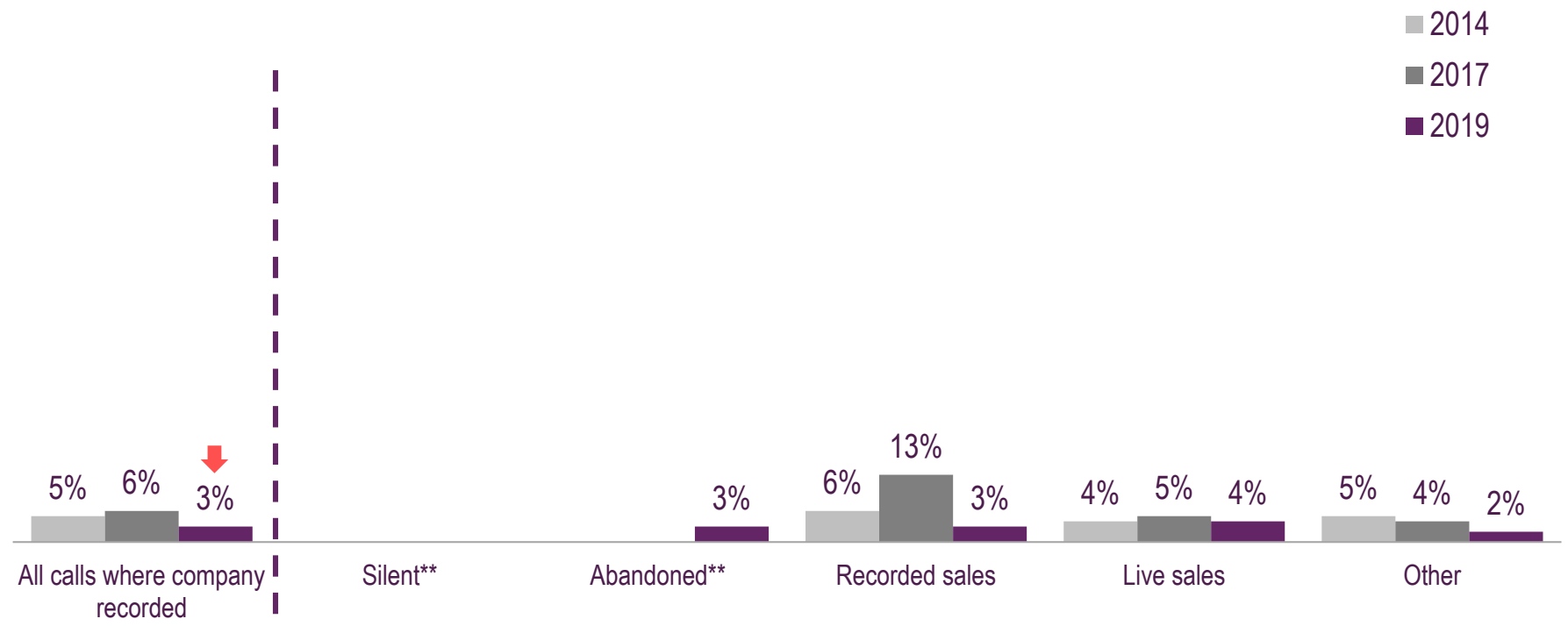
Q6b. If you know the name of the organisation, have you ever dealt with this organisation before?

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

Base: All nuisance calls received by UK panel participants with landlines when participant identified company calling Jan-Feb 2014/ 2017/ 2019 (n=2143/1183/1212, 31**/16**/21** ,52*/44**/139, 94*/76*/288, 1667/868/611, 294/172/153)

Ofcom

The proportion of calls in which participants recorded the company and had given permission to call has dropped: mainly linked to an indicative drop among recorded sales calls.

Proportion of calls in which participant identified company and claimed they had given permission for them to call

Legend:
- 2014
- 2017
- 2019

Category	2014	2017	2019
All calls where company recorded	5%	6%	3% ↓
Silent**			
Abandoned**			3%
Recorded sales	6%	13%	3%
Live sales	4%	5%	4%
Other	5%	4%	2%

Q6b. If you know the name of the organisation, have you given this organisation permission to call you?
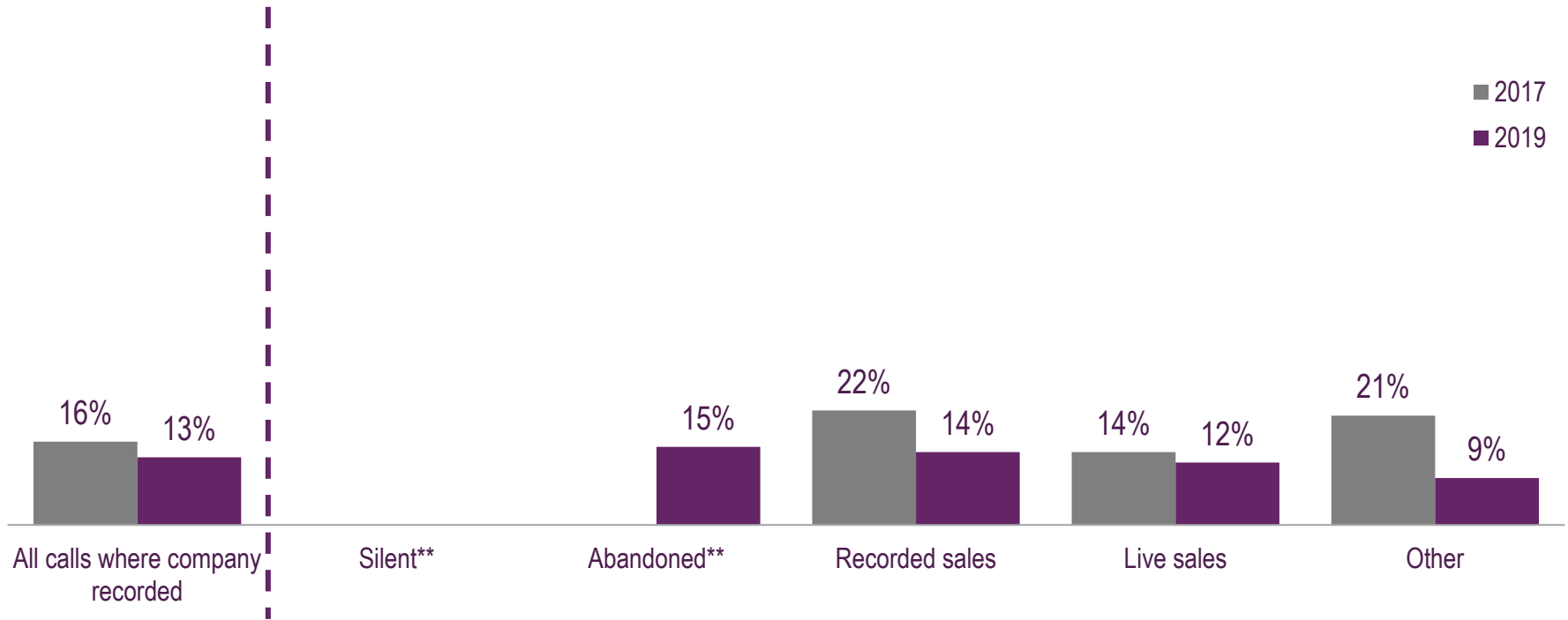
↓ / ↑ indicates significant change since previous wave at the 99% level   ↓/ ↑ indicates significant change vs 2013 at the 99% level

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

Base: All nuisance calls received by UK panel participants with landlines when participant identified company calling Jan-Feb 2014/ 2017/ 2019 (n=2143/1183/1212, 31**/16**/21** ,52*/44**/139, 94*/76*/288, 1667/868/611, 294/172/153)

Ofcom

No changes in the proportion of calls where the company was identified which were repeat calls.

Proportion of calls in which participant identified company and claimed they had already called within the last 24 hours

All calls where company recorded: 2017 16%, 2019 13%
Silent**: (no data)
Abandoned**: 2019 15%
Recorded sales: 2017 22%, 2019 14%
Live sales: 2017 14%, 2019 12%
Other: 2017 21%, 2019 9%

2017 / 2019

New question in 2017

The increase in the share of calls where the phone number is identified is reflected in an equivalent drop in the share of calls where the number was not available.

Accessibility of caller's phone number by call type, year-on-year
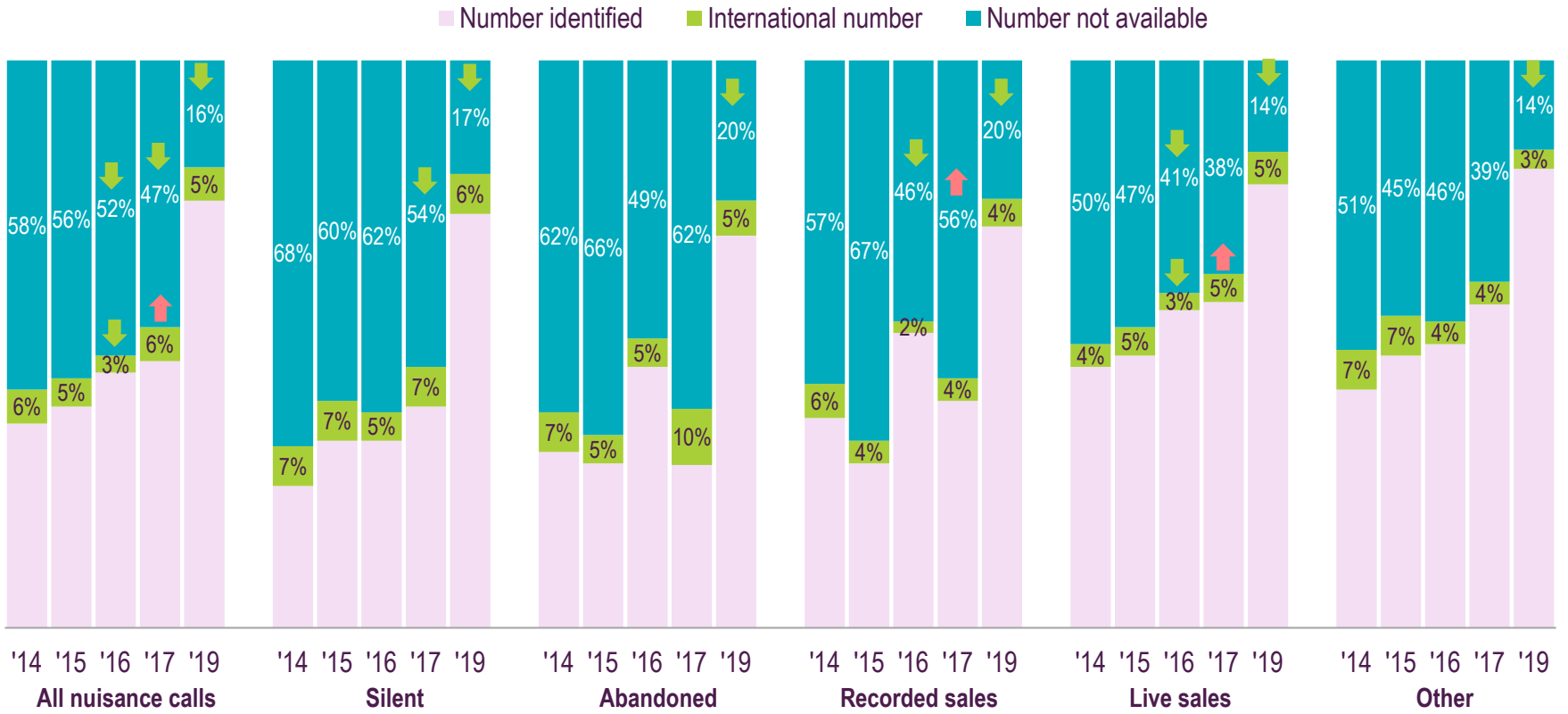
Legend: ■ Number identified ■ International number ■ Number not available

All nuisance calls: '14 '15 '16 '17 '19
Silent: '14 '15 '16 '17 '19
Abandoned: '14 '15 '16 '17 '19
Recorded sales: '14 '15 '16 '17 '19
Live sales: '14 '15 '16 '17 '19
Other: '14 '15 '16 '17 '19

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

Q3. Type of call/ Q6. Phone number of caller

⬇ / ⬆ indicates significant change since previous wave at the 99% level

Base: All nuisance calls received by UK panel participants with landlines Jan-Feb 2014/2015/2016/2017/2019 (n=7112/7325/6634/5758/4964, 2668/2346/2337/2088/1851,196/261/319/219/373, 852/1384/1031/769/701, 2698/2652/2169/2052/1486, 663/594/669/603/552)

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There is little differentiation between product types being seen as annoying

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

	Annoying calls					
	2013	2014	2015	2016	2017	2019
PPI	97%	86% ⬇	86%	84%	88%	100%
Accident claims	86%	88%	88%	86%	88%	99%
Computer maintenance	84%	86%	78%	92% ⬆	83%	99%
Insurance	79%	72%	64%	72%	79%	99%
Energy company	93%	66%	76%	78%	67%	99%
Market research	85%	85%	84%	84%	87%	98%
Other home improvement	84%	72%	70%	80% ⬆	83%	98%
Scam calls e.g. banking, computer, passwords etc.	-	-	**	90%	83%	96%
Phone/ Broadband	75%	66%	60%	78% ⬆	57% ⬇	97% ⬆

* 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.

Q7. Feeling about call: Annoying

⬇ / ⬆ indicates significant change since previous wave at the 99% level

Base: All nuisance calls received by UK panel participants with landlines where product/service identified, Jan-Feb 2013/2014/2015/2016/2017/2019 (2019 bases n=111, 95*, 85*, 182, 92*, 105, 138, 524, 242)

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PPI and scam calls are the most distressing.

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

	Distressing calls					
	2013	2014	2015	2016	2017	2019
PPI	5%	6%	3%	5%	8%	18%
Scam calls e.g. banking, computer, passwords etc.	-	-	**	23%	24%	17%
Computer maintenance	36%	14% ⬇	9%	14%	11%	10%
Accident claims	19%	8%	8%	7%	10%	10%
Phone/ Broadband	6%	2%	4%	6%	4%	10%
Other home improvement	1%	0%	1%	1%	7% ⬆	9%
Energy company	3%	3%	1%	6%	2%	6%
Insurance	3%	1%	4%	6%	4%	3%
Market research	4%	4%	4%	5%	4%	2%

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

Q7. Feeling about call: Distressing

⬇ / ⬆ indicates significant change since previous wave at the 99% level

Base: All nuisance calls received by UK panel participants with landlines where product/service identified, Jan-Feb 2013/2014/2015/2016/2017/2019 (2019 bases n=111, 524, 85*, 95*, 242, 138, 92*, 182, 105)

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Home improvement calls are most likely to be seen as not being a problem in 2019.

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

	Calls are Not a problem					
	2013	2014	2015	2016	2017	2019
Other home improvements	17%	23%	25%	18%	13%	14%
Market research	14%	11%	12%	10%	9%	13%
Energy company	7%	25%	19%	14%	26%	12%
Phone/ Broadband	20%	24%	26%	15%	34% ⬆	7% ⬇
Scam calls	-	-	**	6%	6%	3%
PPI	3%	10% ⬆	9%	11%	7%	2%
Accident claims	5%	7%	6%	6%	8%	1%
Computer maintenance	1%	5%	10%	4%	7%	**

* 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.

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Telecoms calls are most likely to be considered useful; albeit only one in ten.

Feeling about call by product or service being promoted: <u>useful</u>

	Useful calls					
	2013	2014	2015	2016	2017	2019
Phone/ Broadband	3%	7%	9%	2%	5%	10%
Other home improvements	0%	2%	3%	2%	1%	2%
Energy	1%	4%	4%	3%	4%	1%
Computer maintenance/ support	0%	1%	0%	1%	2%	1%
Insurance	5%	6%	5%	6%	2%	1%
Market research	0%	1%	1%	1%	0%	1%
Accident claims	0%	0%	0%	0%	1%	0%
PPI	0%	0%	0%	1%	0%	0%
Scam calls	-	-	**	0%	0%	0%

* 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.

Q7. Feeling about call

🔻 / 🔺 indicates significant change since previous wave at the 99% level

Base: All nuisance calls received by UK panel participants with landlines where product/service identified, Jan-Feb 2013/ 2014/ 2015/ 2016/2017/2019 (2019 bases n=242, 138, 92*, 85*, 182, 105, 95*, 111, 524)

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The most common reason for the (mainly negative) feelings described about calls was because the call was felt to be a scam.

Reasons for feeling about call, year on year

	Reasons given for feeling about call				
	2014	2015	2016	2017	2019
Scam call	4%	4%	4%	5%	15% 🔺
They keep phoning/have had many of these calls	14%	13%	12%	12%	12%
Silent calls / no reply	13%	10% 🔻	12% 🔺	12%	11%
Irritating/frustrating/annoying/nuisance	10%	12% 🔺	13%	12%	11%
Disturbed unnecessarily / had to stop what I was doing	11%	13% 🔺	13%	11% 🔻	9% 🔻
Time wasting	7%	7%	7%	7%	6%
Caller hung up /answered the phone and you hear a click	5%	5%	6%	6%	5%
Pretence of being a local company/ contact/ 'spoof' number	-	-	0%	0%	5% 🔺
They try to sell you something / sales calls	3%	3%	4% 🔺	4%	4%
I didn't ask them to call	4%	4%	4%	6% 🔺	4% 🔻
Upsetting/distressing/frightening	1%	2% 🔺	2%	2%	4% 🔺
Subject/product not relevant/of interest to me	8%	8%	7%	6%	3% 🔻
Could not understand caller/accent	3%	3%	3%	2% 🔻	3% 🔺
It was a recorded message	2%	4% 🔺	3% 🔻	2% 🔺	3% 🔺
Unknown caller	4%	2% 🔻	2%	3% 🔺	2%
Where did they get my number from (name and address)	4%	1% 🔻	2% 🔺	2%	2%
They do not listen to you when you say "I'm not interested"	5%	4%	4%	4%	2% 🔻
They do not leave a message	2%	0% 🔻	1% 🔺	2% 🔺	2%
Call was not at a suitable time	3%	3%	3%	2% 🔻	2%
I didn't answer the call/ I didn't pick up the phone	1%	0% 🔻	1% 🔺	1%	2% 🔺
Pushy / pressurised	-	1%	1%	1%	2% 🔺
I had to hang up / I hung up	0%	2% 🔺	2%	2%	2%
None/no problem with the call	4%	4%	4%	5%	2% 🔻

Q7. Feeling about call/ Q8. Just briefly, why did you feel like that?

🔻 / 🔺 indicates significant change since previous wave at the 99% level

Base: All nuisance calls received by UK panellists Jan-Feb 2014/ 2015/ 2016/ 2017/ 2019 (n=6302/ 7112/ 7325/ 6634/ 5758/ 4964)

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The fact that they're scam calls, repeated calls, not getting a reply and irritation continue to be the main reasons people feel annoyed or distressed by nuisance calls.

Reasons for feeling about call, by feeling (2019)

	All who received calls	Reasons for feeling about call		
		Annoying	Distressing	No problem
Scam call	15%	16%	23%	5%
They keep phoning/have had many of these calls	12%	14%	18%	3%
Silent calls / no reply	11%	13%	13%	3%
Irritating/frustrating/annoying/nuisance	11%	12%	10%	10%
Disturbed unnecessarily / had to stop what I was doing	9%	10%	6%	2%
Time wasting	6%	7%	5%	1%
Caller hung up /answered the phone and you hear a click	5%	6%	3%	4%
Pretence of being a local company/ contact/ 'spoof' number	5%	5%	7%	2%
They try to sell you something / sales calls	4%	4%	2%	8%
I didn't ask them to call	4%	5%	5%	1%
Upsetting/distressing/frightening	4%	3%	16%	-
Subject/product not relevant/of interest to me	3%	3%	1%	4%
Could not understand caller/accent	3%	3%	2%	0%
It was a recorded message	3%	3%	4%	3%
Unknown caller	2%	2%	4%	2%
Where did they get my number from (name and address)	2%	2%	6%	0%
They do not listen to you when you say "I'm not interested"	2%	2%	1%	1%
They do not leave a message	2%	2%	3%	3%
Call was not at a suitable time	2%	2%	3%	0%
I didn't answer the call/ I didn't pick up the phone	2%	1%	3%	11%
Pushy / pressurised	2%	2%	5%	1%
I had to hang up / I hung up	2%	2%	2%	4%
None/no problem with the call	2%	0%	-	10%

Highlighted: scores 10% or above

Q7. Feeling about call/ Q8. Just briefly, why did you feel like that?

Base: All nuisance calls received by UK panellists Jan-Feb 2019 (n=4964/ 4149/ 542/472)

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Reasons given for feelings about calls are fairly consistent across call types, with the exception of silent calls.

Reasons for feeling about call, by call type (2019)

	Reasons given for feeling about call					
	All nuisance calls	Silent	Abandoned	Recorded sales	Live sales	Other
Scam call	15%	2%	35%	35%	14%	23%
They keep phoning/have had many of these calls	12%	7%	16%	22%	14%	9%
Silent calls / no reply	11%	30%	0	1%	1%	2%
Irritating/frustrating/annoying/nuisance	11%	13%	9%	11%	7%	16%
Disturbed unnecessarily / had to stop what I was doing	9%	11%	3%	8%	5%	13%
Time wasting	6%	10%	3%	4%	4%	6%
Caller hung up /answered the phone and you hear a click	5%	7%	0	1%	7%	6%
Pretence of being a local company/ contact/ 'spoof' number	5%	0	11%	9%	4%	7%
They try to sell you something / sales calls	4%	0	1%	2%	8%	9%
I didn't ask them to call	4%	2%	2%	4%	8%	2%
Upsetting/distressing/frightening	4%	4%	5%	6%	1%	4%
Subject/product not relevant/of interest to me	3%	0	1%	4%	7%	2%
Could not understand caller/accent	3%	0	1%	1%	6%	4%
It was a recorded message	3%	0	8%	10%	0	4%
Unknown caller	2%	4%	1%	1%	1%	2%
Where did they get my number from (name and address)	2%	1%	1%	2%	3%	1%
They do not listen to you when you say "I'm not interested"	2%	0	2%	1%	5%	1%
They do not leave a message	2%	3%	0	-	0	4%
Call was not at a suitable time	2%	2%	2%	2%	1%	2%
I didn't answer the call/ I didn't pick up the phone	2%	2%	1%	0	0	12%
Pushy / pressurised	2%	0	2%	2%	4%	1%
I had to hang up / I hung up	2%	0	1%	3%	3%	4%
None/no problem with the call	2%	0	2%	1%	3%	3%

Highlighted: scores 10% or above

Q7. Feeling about call/ Q8. Just briefly, why did you feel like that?

Base: All nuisance calls received by UK panellists Jan-Feb 2019 (n=4964/1851/373/701/1486/552)

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Thank you

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