

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 1
Q1. Which of these types of telephone service do you have?
 Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256		
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209		
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032		
A landline - which you use for making and/or receiving voice calls	955 43%	95 31%	93 25%	93 27%	153 40% ^{abc}	397 60% ^{abc}	124 82% ^{abc}	188 28%	246 34% ^g	397 60% ^{gh}	124 82% ^{ghi}	45 37%	41 30%	257 65% ^{kl}	264 63% ^{kl}	482 45%	471 42%	515 42%	439 45%	37 43%	104 43%	73 41%	83 43%	52 33%	108 52% ^{uw}	143 49% ^w	125 42%	88 47% ^w	814 44%	44 42%	74 40%	23 35%	293 35%	585 48% ^G		
A landline - which you only have in order to get your broadband service but do not use to make or receive voice calls on	639 29%	67 22% ^f	101 28% ^f	125 37% ^{abe}	156 41% ^{abe}	171 26% ^f	19 12%	168 25% ^j	281 39% ^{gij}	171 26% ^j	19 12%	24 20%	30 21%	94 24%	96 23%	315 29%	323 29%	332 27%	307 31%	32 36% ^x	69 29%	63 35% ^{vxy}	45 24%	48 31%	49 24%	74 25%	90 30%	46 24%	518 28%	34 32%	66 36% ^C	21 32%	232 28%	318 26%		
A mobile phone which you use for one or more of the following: making and/or receiving voice calls, sending and/or receiving text messages, sending and/or receiving messages on apps (e.g. WhatsApp)	2044 93%	273 90%	326 89%	325 95% ^{ab}	348 92%	629 95% ^{abd}	143 95% ^b	599 89%	673 93% ^g	629 95% ^g	143 95%	106 88%	125 89%	375 95% ^{kl}	397 95% ^{kl}	997 93%	1046 93%	1146 94% ^r	898 91%	81 93%	227 93%	168 94%	173 90%	143 90%	200 96% ^{wy}	257 89%	292 37% ^{wy}	176 94%	1716 83%	99 94%	169 92%	60 31%	835 100%	1209 100%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Table 2
Q1. Which of these types of telephone service do you have?
Base: All respondents

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686	
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711	
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606	
A landline - which you use for making and/or receiving voice calls	955 43%	656 46%defhim	300 56%adefghim	431 56%adefghim	529 40%	491 40%	460 40%	223 41%	154 39%	217 39%	457 100%abcde fghim	237 100%abcde fghim	350 100%abcde fghim	298 39%	693 42%	239 46%p	88 37%	167 51%np	80 45%	158 37%	401 49%su	283 40%	
A landline - which you only have in order to get your broadband service but do not use to make or receive voice calls	639 29%	377 26%ijkl	135 25%ijkl	191 25%ijkl	369 28%ijkl	340 28%ijkl	319 28%ijkl	144 27%ijkl	123 32%cjkl	170 31%cjkl	62 13%	27 11%	46 13%	262 34%abcdef gijkl	471 29%	161 31%	79 33%	98 30%	48 27%	136 32%	220 27%	216 30%	
A mobile phone which you use for one or more of the following: making and/or receiving voice calls, sending and/or receiving text messages, sending and/or receiving messages on apps (e.g. WhatsApp)	2044 93%	1393 97%cjlm	523 98%cjklm	732 95%ijlm	1308 100%abcjk lm	1213 100%abcjk lm	1139 100%abcjk lm	540 100%abcjk lm	390 100%abcjk lm	556 100%abcjk lm	415 91%lm	224 94%lm	312 89%	651 85%	1524 93%	484 92%	220 92%	307 93%	164 93%	385 90%	752 92%	674 95% _s	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 3
Q2. Thinking of your personal mobile phone, which network are you on? If you use more than one personal mobile phone, please answer all questions for the one you use MOST OFTEN.
Base: All mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation			Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Q2	448	48	64	85	73	149	30	112	158	149	30	19	15	86	92	227	221	248	200	14	45	33	40	53	49	55	68	33	390	14	24	20	179	269	
	22%	17%	20%	26%a	21%	24%	21%	19%	24%	24%	21%	18%	12%	23%kl	23%kl	23%	21%	22%	22%	17%	20%	20%	23%	37%stuvxyAB	25%	21%	23%	19%	23%DE	14%	14%	33%CE	21%	22%	
EE	375	51	61	68	64	107	25	112	132	107	25	26	20	67	65	186	188	224	152	19	35	30	52	20	34	42	44	30	305	19	46	5	169	206	
	18%	19%	19%	21%	18%	17%	17%	19%	20%	17%	17%	24%	16%	18%	16%	19%	18%	20%	17%	23%	15%	18%	30%tuwxyAB	14%	17%	16%	15%	17%	18%F	19%F	27%CF	9%	20%	17%	
Vodafone	246	22	47	44	46	74	13	68	90	74	13	5	14	44	43	111	135	149	97	13	26	11	14	16	15	35	45	27	202	9	23	12	100	147	
	12%	8%	14%a	14%	13%	12%	9%	11%	13%	12%	9%	5%	11%	12%	11%	11%	13%	13%	11%	16%u	11%	6%	8%	11%	8%	14%uv	15%uvx	16%ux	12%	10%	13%	20%CD	12%	12%	
Three	181	29	41	29	29	49	5	70	58	49	5	17	8	24	29	95	86	100	81	8	18	14	12	10	13	27	29	16	146	14	15	6	75	106	
	9%	10%f	13%ef	9%ef	8%	8%	3%	12%ij	9%j	8%	3%	16%lmn	7%	7%	10%	8%	9%	9%	8%	9%	8%	8%	7%	7%	6%	11%	10%	9%	9%	14%	9%	10%	9%	9%	
Tesco Mobile	163	17	16	14	21	69	26	33	35	69	26	5	7	46	49	77	86	69	93	3	18	22	6	7	20	16	21	19	133	8	16	6	62	101	
	8%	6%	5%	4%	6%	11%abcd	18%abcd	5%	5%	11%gh	18%gh	5%	6%	12%k	12%k	8%	8%	6%	10%q	3%	8%	13%swxy	4%	5%	10%v	6%	7%	11%v	8%	10%	10%	7%	8%		
Sky Mobile	123	13	10	17	32	41	9	24	49	41	9	2	7	19	31	48	75	70	53	5	11	17	5	8	11	14	14	11	98	10	12	4	65	58	
	6%	5%	3%	5%	9%b	7%b	6%	4%	7%g	7%	6%	2%	6%	5%	8%k	5%	7%o	6%	6%	6%	5%	10%vA	3%	6%	6%	6%	6%	6%	6%	10%	7%	4%	6%	8%h	5%
Giff-Gaff	117	24	19	19	20	25	10	43	40	25	10	6	14	21	14	48	69	68	49	4	20	7	10	6	20	10	11	12	100	4	10	3	48	69	
	6%	9%e	6%	6%	6%	4%	7%	7%l	6%	4%	7%	5%	11%n	5%	4%	5%	7%	6%	5%	5%	9%yA	4%	6%	4%	10%uyA	4%	4%	4%	7%	6%	4%	6%	5%	6%	6%
Lebara	98	19	19	12	9	34	6	37	20	34	6	8	9	21	19	58	40	65	33	3	9	7	9	5	6	16	18	12	86	4	5	2	41	57	
	5%	7%d	6%	4%	2%	5%cd	4%	6%h	3%	5%h	4%	8%	7%	6%	5%	6%	4%	6%r	4%	3%	4%	4%	5%	5%	6	3%	6%	7%	5%	4%	5%	3%	4%	5%	5%
iD Mobile	86	15	15	7	17	27	4	29	25	27	4	4	10	15	17	42	44	44	42	-	18	10	7	7	10	12	6	3	73	9	4	*	37	48	
	4%	5%	5%	2%	5%	4%	3%	5%	4%	4%	3%	4%	8%	4%	4%	4%	4%	4%	5%	-	8%AB	6%AB	4%	5%	5%	4%	2%	1%	4%	9%CEF	2%	1%	1%	4%	4%
Smarty	42	6	7	10	5	12	2	13	15	12	2	5	-	9	5	28	14	18	24	3	8	1	2	3	4	6	8	3	38	3	1	1	8	33	
	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%	5%ln	-	2%	1%	3%p	1%	2%	3%	4%	3%	1%	2%	2%	2%	2%	3%	2%	3%	3%	*	1%	1%	1%	3%G
BT Mobile	37	6	4	4	6	12	5	10	9	12	5	3	4	6	11	19	17	23	13	3	4	6	2	1	4	8	2	1	31	2	3	*	13	24	
	2%	2%	1%	1%	2%	2%	3%	2%	1%	2%	3%	2%	3%	2%	2%	2%	2%	2%	1%	4%AB	2%	4%AB	1%	1%	2%	3%A	1%	*	2%	2%	2%	2%	1%	2%	2%

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Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209		
Virgin Mobile	32	4	8	3	7	6	4	12	10	6	4	-	3	5	5	16	16	15	17	2	4	3	2	3	3	4	7	1	29	1	2	*	11	22		
	2%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	-	3%	1%	1%	2%	2%	1%	2%	3%	2%	2%	1%	2%	1%	2%	2%	*	2%	1%	2%	1%	1%	2%		
Talkmobile	20	2	1	5	4	8	1	3	9	8	1	*	2	4	4	11	9	13	7	2	1	2	1	-	3	1	6	1	16	-	3	*	6	13		
	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	*	2%	*	1%	-	2%	1%	1%	1%		
Voxi	17	6	5	3	3	1	-	11	6	1	-	1	5	-	1	7	11	9	9	-	3	1	3	2	1	-	2	4	15	-	2	-	7	10		
	1%	2%	2%	1%	1%	*	-	2%	1%	*	-	1%	4% ^{mn}	-	*	1%	1%	1%	1%	-	1%	1%	2%	1%	*	-	1%	2%	1%	-	1%	-	1%	1%		
Asda Mobile	16	2	3	2	2	6	1	5	4	6	1	1	-	2	5	5	10	7	9	1	1	3	3	-	2	-	3	1	15	-	1	-	4	11		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	*	1%	*	1%	1%	1%	1%	1%	2%	2%	-	1%	-	1%	1%	1%	-	1%	-	1%	1%		
Lycamobile	12	5	2	1	3	*	-	7	4	*	-	2	3	*	-	5	7	8	3	-	1	*	2	-	-	5	3	-	12	-	-	-	2	9		
	1%	2%	1%	*	1%	*	-	1%	1%	*	-	2%	3%	*	-	*	1%	1%	*	-	1%	*	1%	-	-	2%	1%	-	1%	-	-	-	*	1%		
Plusnet Mobile	3	-	-	-	-	3	1	-	-	3	1	-	-	1	2	1	2	2	1	-	-	-	-	-	-	1	1	-	1	2	1	-	1	2		
	*	-	-	-	-	*	*	-	-	*	*	-	-	*	*	*	*	*	*	-	-	-	-	-	-	*	*	-	*	1%	-	-	*	*		
Other (Please specify)	26	5	5	2	6	6	2	10	8	6	2	1	4	3	12	14	14	12	12	3	2	-	3	2	4	4	2	2	22	2	2	-	6	20		
	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	3%	1%	-	1%	2%	2%	2%	1%	1%	1%	2%	2%	1%	-	1%	2%	
Don't know	3	-	-	-	-	1	3	-	-	1	3	-	-	1	2	1	2	1	3	-	-	-	-	-	-	-	3	-	3	1	-	-	-	3		
	*	-	-	-	-	*	2% ^{abcd}	-	-	*	2% ^{ghi}	-	-	*	*	*	*	*	*	-	-	-	-	-	-	-	1%	-	*	1%	-	-	-	*		

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Table 4
Q2. Thinking of your personal mobile phone, which network are you on? If you use more than one personal mobile phone, please answer all questions for the one you use MOST OFTEN.
Base: All mobile users

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661	1532	483	216	314	155	384	797	651
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540	1295	383	164	251	119	296	656	575
O2	448	298	110	151	283	265	255	96	78	110	88	52	69	150	320	117	48	78	32	95	157	135
	22%	21%	21%	21%	22%	22%	22%g	18%	20%	20%	21%	23%	22%	23%g	21%	24%	22%	25%	20%	25%	21%	20%
EE	375	260	104	144	240	212	204	100	82	110	85	46	64	116	278	92	42	55	25	66	139	135
	18%	19%	20%	20%	18%	17%	18%	18%	21%	20%	21%	20%	20%	18%	18%	19%	19%	18%	15%	17%	18%	20%
Vodafone	246	172	57	94	163	153	140	77	40	75	44	23	34	74	182	62	34	37	18	46	80	97
	12%	12%	11%	13%	12%	13%	12%	14%	10%	13%	10%	10%	11%	11%	12%	13%	15%	12%	11%	12%	11%	14%t
Three	181	132	49	64	127	116	110	51	40	54	28	14	23	49	145	28	15	19	11	31	65	68
	9%	10%	9%	9%	10%	10%	10%	9%	10%	10%	7%	6%	7%	7%	10%o	6%	7%	6%	7%	8%	9%	10%
Tesco Mobile	163	110	44	62	96	90	87	36	23	39	51	30	37	52	113	48	15	39	20	28	70	48
	8%	8%	8%	8%	7%	7%	8%	7%	6%	7%	12%adefghim	13%acdefghim	12%adefghi	8%	7%	10%	7%	13%np	12%	7%	9%	7%
Sky Mobile	123	92	30	45	88	82	78	32	23	36	27	11	18	31	83	38	21	23	16	26	48	34
	6%	7%	6%	6%	7%	7%	7%	6%	6%	6%	6%	5%	6%	5%	5%	8%	10%an	8%	10%	7%	6%	5%
Giff-Gaff	117	83	33	33	81	77	72	38	29	27	17	11	10	34	90	26	15	17	12	17	49	37
	6%	6%	6%	5%	6%	6%	6%	7%d	8%l	5%	4%	5%	3%	5%	6%	5%	7%	6%	7%	4%	6%	5%
Lebara	98	60	18	33	56	51	45	25	16	27	14	5	11	38	86	11	3	7	4	15	32	39
	5%	4%	3%	5%	4%	4%	4%	5%	4%	5%	3%	2%	4%	6%k	6%opq	2%	1%	2%	3%	4%	4%	6%
iD Mobile	86	61	19	43	58	52	47	27	16	36	15	7	13	25	65	19	8	6	10	12	30	39
	4%	4%	4%	6%	4%	4%	4%	5%	4%	6%	4%	3%	4%	4%	4%	4%	4%	4%	6%q	3%	4%	6%
Smarty	42	26	12	12	25	25	21	14	9	8	5	3	5	16	29	12	7	9	2	12	16	7
	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	1%	1%	2%	2%	2%	2%	3%	3%	1%	3%u	2%	1%
BT Mobile	37	30	16	17	29	27	24	13	8	12	15	9	11	7	31	6	3	4	5	8	16	9
	2%	2%	3% ^m	2%	2%	2%	2%	2%	2%	2%	4% ^m	4% ^m	3% ^m	1%	2%	1%	1%	1%	3%	2%	2%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 4
Q2. Thinking of your personal mobile phone, which network are you on? If you use more than one personal mobile phone, please answer all questions for the one you use MOST OFTEN.
Base: All mobile users

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674
Virgin Mobile	32	24	11	9	22	22	19	12	8	4	10	7	6	8	25	8	5	5	1	7	14	7
	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	3% ⁱ	3% ⁱ	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%
Talkmobile	20	7	4	4	7	7	7	5	3	4	2	1	1	13	15	3	1	2	1	3	9	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	*	2% ^{acdef}	1%	1%	*	*	1%	1%	1%	1%
Voxi	17	3	1	2	3	3	3	2	1	1	1	-	1	14	12	6	2	2	2	3	8	4
	1%	*	*	*	*	*	*	*	*	*	*	-	*	2% ^{abcdefghijkl}	1%	1%	1%	1%	1%	1%	1%	1%
Asda Mobile	16	8	3	6	7	7	7	2	3	3	5	2	4	8	13	2	2	1	-	8	4	3
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	*	-	2% ^{tu}	*	*
Lycamobile	12	6	3	3	6	6	6	2	3	3	-	-	-	5	10	1	-	-	1	2	6	1
	1%	*	1%	*	*	1%	1%	*	1%	1%	-	-	-	1%	1%	*	-	-	1%	1%	1%	*
Plusnet Mobile	3	1	1	1	1	1	1	1	-	1	1	1	-	2	2	1	1	1	1	1	1	2
	*	*	*	*	*	*	*	*	-	*	*	*	-	*	*	*	*	*	*	1%	*	*
Other (Please specify)	26	18	8	9	16	16	13	8	7	5	6	4	4	8	22	3	-	2	2	4	11	2
	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	-	1%	1%	1%	1% ^u	*
Don't know	3	1	1	-	1	1	1	-	1	-	1	1	-	2	3	-	-	-	-	1	1	-
	*	*	*	-	*	*	*	-	*	-	*	*	-	*	*	-	-	-	-	*	*	-

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Table 5
Q3. What make of mobile phone do you have?
Base: All mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Apple iPhone	835	177	166	124	113	205	50	344	237	205	50	55	97	107	148	344	490	520	315	30	78	62	79	54	74	121	120	82	701	40	72	22	835	-	
	41%	65% ^{bcd}	51% ^{cde}	38%	32%	33%	35%	57% ^{hij}	35%	33%	35%	52% ^{mn}	78% ^{kmn}	28%	37% ^m	35%	47% ^o	45% ^r	35%	37%	34%	37%	46% ^t	38%	37%	47% ^t	41%	47% ^t	41%	41%	43%	37%	100% ^H	-	
Samsung	705	57	85	135	144	242	43	142	278	242	43	30	15	142	143	361	345	368	337	33	92	62	58	59	74	73	92	49	592	31	60	23	-	705	
	34%	21%	26%	41% ^{abf}	41% ^{abf}	38% ^{ab}	30%	24%	41% ^{gij}	38% ^g	30%	28% ^{kl}	12%	38% ^{kl}	36% ^l	33%	32%	38% ^q	40%	40% ^y	40% ^y	37%	33%	42% ^y	37%	29%	31%	28%	34%	31%	35%	38%	-	58% ^G	
Motorola	85	3	4	8	21	41	9	6	29	41	9	3	-	26	24	44	41	40	45	3	8	8	11	6	12	7	8	6	68	5	11	1	-	85	
	4%	1%	1%	3%	6% ^{abc}	6% ^{abc}	6% ^{ab}	1%	4% ^g	6% ^g	6% ^g	3%	-	7% ^{kl}	6% ^{kl}	4%	4%	3%	5%	3%	3%	5%	6%	4%	6%	3%	3%	3%	4%	5%	7% ^F	1%	-	7% ^G	
Google Pixel	81	4	20	20	13	23	2	23	33	23	2	1	1	17	8	53	28	51	31	7	10	4	2	7	4	5	22	6	67	5	6	3	-	81	
	4%	1%	6% ^{af}	6% ^{af}	4%	4%	1%	4%	5%	4%	1%	1%	1%	5%	2%	5% ^p	3%	4%	3%	9% ^{uvxy}	4%	2%	1%	5%	2%	2%	7% ^{uvxy}	4%	4%	5%	4%	5%	-	7% ^G	
Nokia	69	4	4	3	11	31	16	8	14	31	16	3	-	24	22	39	30	40	28	2	8	7	9	3	8	9	13	4	64	2	2	1	-	69	
	3%	1%	1%	1%	3%	5% ^{abc}	11% ^{abcd}	1%	2%	5% ^{gh}	11% ^{ghij}	3%	-	6% ^{kl}	6% ^{kl}	4%	3%	4%	3%	4%	3%	4%	5%	2%	4%	3%	4%	2%	4%	2%	4%	2%	1%	-	6% ^G
Huawei	60	5	11	10	14	16	5	16	23	16	5	-	3	11	10	25	35	25	36	1	7	4	4	8	6	5	8	1	45	8	6	3	-	60	
	3%	2%	3%	3%	4%	2%	4%	3%	3%	2%	4%	-	3%	3%	2%	3%	3%	2%	4% ^q	1%	3%	3%	2%	3%	3%	2%	3%	1%	3%	8% ^C	3%	4%	-	5% ^G	
Xiaomi	42	7	11	3	5	12	4	18	8	12	4	4	3	10	6	31	11	23	19	1	5	4	2	1	8	9	2	3	34	3	3	1	-	42	
	2%	3%	3%	1%	1%	2%	3%	3%	1%	2%	3%	4%	2%	3%	1%	3% ^p	1%	2%	2%	1%	2%	2%	1%	2%	4% ^A	4% ^A	1%	2%	2%	3%	2%	2%	-	3% ^G	
Oppo	39	8	7	6	3	12	3	16	9	12	3	4	4	8	7	21	18	22	17	1	2	3	1	2	2	10	6	7	34	-	1	3	-	39	
	2%	3%	2%	2%	1%	2%	2%	3%	1%	2%	2%	4%	3%	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	1%	4%	2%	4%	2%	-	1%	5% ^{CDE}	-	3% ^G	
Sony	25	1	5	4	4	9	1	6	9	9	1	1	-	7	4	17	8	11	14	2	1	3	2	-	2	1	5	3	20	1	2	1	-	25	
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	-	1%	*	2%	2%	1%	2%	1%	2%	-	2% ^G	
Honor	19	3	1	2	5	6	2	4	7	6	2	3	-	4	5	13	6	7	12	-	2	4	1	-	1	4	2	2	16	1	2	-	-	19	
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	3%	-	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	-	*	2%	1%	1%	1%	1%	1%	1%	-	2% ^G	
OnePlus	17	2	5	4	3	3	-	7	7	3	-	-	1	1	2	12	4	15	2	-	2	-	-	1	2	3	3	4	15	-	1	1	-	17	
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	-	-	1%	*	2	12	4	15	2	-	2	-	-	1	2	3	3	4	15	-	1	1	-	1% ^G	

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Table 5
Q3. What make of mobile phone do you have?
Base: All mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)		
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209		
Alcatel	16	-	1	1	4	9	1	1	5	9	1	-	-	3	7	4	13	4	13	1	-	3	1	1	1	*	6	1	14	1	2	-	-	16		
	1%	-	*	*	1%	1%	*	1%	1%g	1%	-	-	-	1%	2%	*	1%	*	1%q	1%	-	2%	1%	1%	1%	*	2%	1%	1%	1%	1%	-	-	1%		
LG	6	1	-	1	1	2	1	1	2	2	1	-	1	3	-	4	2	3	3	-	1	1	-	-	1	-	-	3	6	-	-	-	-	6		
	*	*	-	*	*	1%	*	*	*	*	1%	-	*	1%	-	*	*	*	*	-	*	1%	-	-	*	-	-	2%A	*	-	-	-	-	*		
HTC	2	-	1	1	-	-	-	1	1	-	-	-	-	-	2	-	-	2	-	-	-	-	1	-	1	-	-	2	-	-	-	-	-	2		
	*	-	*	*	-	-	-	*	*	-	-	-	-	-	*	-	*	*	-	-	-	-	1%	-	1	-	-	2	-	-	-	-	-	-	*	
Blackberry	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*		
	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	
Other (please specify)	33	2	3	2	8	14	4	4	10	14	4	2	-	9	9	21	12	15	18	1	8	2	2	1	3	7	3	4	31	1	1	-	-	33		
	2%	1%	1%	1%	2%	2%	3%	1%	1%	2%	3%g	2%	-	2%	2%	2%	1%	1%	2%	2%	4%A	1%	1%	1%	1%	3%	1%	2%	2%	1%	*	-	-	-	3%G	
Don't know	9	-	2	-	-	4	3	2	-	4	3	-	-	3	3	6	3	3	6	-	3	1	-	-	-	1	2	1	8	1	-	*	-	9		
	*	-	1%	-	-	1%	2%acd	*	-	1%	2%h	-	-	1%	1%	1%	*	*	1%	-	1%	1%	-	-	-	*	1%	*	*	1%	-	-	1%	-	1%G	

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 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 6
Q3. What make of mobile phone do you have?
 Base: All mobile users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661	1532	483	216	314	155	384	797	651			
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674			
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540	1295	383	164	251	119	296	656	575			
Apple iPhone	835 41%	586 42% ^{ijkl}	201 39% ^{ijkl}	294 40% ^{ijkl}	570 44% ^{ijklm}	532 44% ^{ijklm}	499 44% ^{ijklm}	245 45% ^{ijklm}	160 41% ^{ijkl}	256 46% ^{ijklm}	127 31%	67 30%	96 31%	250 38% ^{ijkl}	643 42% ^{oq}	177 36%	84 38%	99 32%	64 39%	144 37%	262 35%	324 48% st			
Samsung	705 34%	473 34%	183 35%	253 35%	449 34%	416 34%	397 35%	170 31%	141 36%	186 33%	155 37%	82 37%	113 36%	232 36%	524 34%	172 36%	69 31%	120 39%	69 42%	140 36%	287 38% ^u	212 32%			
Motorola	85 4%	54 4%	27 5%	29 4%	48 4%	47 4%	45 4%	23 4%	18 5%	16 3%	26 6% ^{di}	16 7% ^{adefi}	20 6% ^{di}	31 5%	59 4%	25 5%	13 6%	19 4%	7 4%	14 3%	38 5%	23 3%			
Google Pixel	81 4%	57 4%	21 4%	33 5%	53 4%	48 4%	44 4%	27 5%	17 4%	26 5%	12 3%	6 3%	10 3%	25 4%	66 4% ^q	15 3%	11 5%	5 2%	5 3%	13 3%	23 3%	37 6% ^t			
Nokia	69 3%	40 3% ^{eg}	28 5% ^{adefgi}	30 4% ^{defgi}	23 2%	19 2%	19 2%	3 1%	12 3% ^g	11 2% ^g	30 7% ^{acdefghi}	20 9% ^{acdefghi}	23 7% ^{adefghi}	28 4% ^{defgi}	42 3%	23 5%	9 4%	15 5%	5 3%	19 5% ^u	31 4% ^u	9 1%			
Huawei	60 3%	43 3%	12 2%	19 3%	40 3%	35 3%	34 3%	16 3%	8 2%	13 2%	12 3%	6 2%	9 3%	17 3%	46 3%	14 3%	9 4%	9 3%	2 1%	8 2%	24 3%	20 3%			
Xiaomi	42 2%	27 2%	12 2%	11 1%	26 2%	23 2%	23 2%	12 2%	9 2%	7 1%	11 3%	6 3%	7 2%	14 2%	27 2%	13 3%	6 3%	7 2%	4 3%	7 2%	16 2%	13 2%			
Oppo	39 2%	30 2%	5 1%	15 2%	29 2%	28 2%	24 2%	15 3% ^b	4 1%	12 2%	9 2%	4 2%	7 2%	9 1%	24 2%	13 3%	7 3%	8 2%	5 3%	10 3%	19 3% ^u	7 1%			
Sony	25 1%	16 1%	5 1%	10 1%	13 1%	13 1%	11 1%	4 1%	2 1%	8 1%	5 1%	5 2%	3 1%	9 1%	16 1%	8 2%	4 3%	8 3%	-	9 2% ^u	11 1%	4 1%			
Honor	19 1%	12 1%	7 1%	6 1%	12 1%	10 1%	9 1%	2 *	5 1%	2 *	4 1%	2 1%	4 1%	7 1%	13 1%	4 1%	3 2%	2 1%	-	3 1%	8 1%	5 1%			
OnePlus	17 1%	15 1%	7 1% ^m	6 1%	14 1%	13 1%	11 1%	6 1%	4 1%	4 1%	4 1%	2 1%	3 1%	2 *	15 1%	2 *	1 1%	1 *	1 *	1 *	7 1%	6 1%			

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Absolutes/col percents

Table 6
Q3. What make of mobile phone do you have?
Base: All mobile users

	Experience of suspicious texts/calls				Mobile						Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674
Alcatel	16 1%	12 1%	3 1%	8 1%	10 1%	9 1%	9 1%	6 1%	2 *	6 1%	7 2%	2 1%	5 2%	4 1%	12 1%	4 1%	2 1%	3 1%	*	2 *	8 1%	2 *
LG	6 *	4 *	2 *	2 *	4 *	3 *	2 *	1 *	2 *	1 *	2 1%	*	2 1%	2 *	3 *	2 *	1 *	1 *	-	2 1%	1 *	1 *
HTC	2 *	2 *	-	2 *	2 *	2 *	1 *	2 *	-	1 *	1 *	-	1 *	-	2 *	-	-	-	-	-	2 *	-
Blackberry	* *	* *	* *	- *	* *	* *	* *	* *	* *	- *	- *	- *	- *	- *	* *	- *	- *	- *	- *	* *	- *	- *
Other (please specify)	33 2%	17 1%	5 1%	12 2%	13 1%	11 1%	10 1%	6 1%	3 1%	6 1%	8 2%	3 1%	7 2%	15 2%def	25 2%	8 2%	1 1%	8 2%	1 1%	8 2%	11 2%	10 1%
Don't know	9 *	4 *	3 1%	3 *	2 *	2 *	2 *	1 *	2 *	-	3 1%	2 1%	3 1%	5 1% ^f	6 *	3 1%	1 *	3 1%	1 1%	3 1% ^u	3 *	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 7
Q4. 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
Base: All mobile users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region								Nation				Mobile O/S				
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Yes	1970	271	325	319	339	594	123	595	658	594	123	103	125	348	369	958	1010	1114	856	80	214	158	165	140	189	252	277	175	1652	95	164	59	833	1137	
	96%	99%	100%	98%	97%	94%	85%	99%	98%	94%	85%	97%	100%	93%	96%	97%	97%	95%	99%	94%	94%	96%	99%	95%	95%	98%	95%	100%	xA	63	4	4	1	2	70
No	72	3	1	6	8	34	21	4	14	34	21	3	-	28	28	39	33	32	41	1	13	10	8	2	10	5	15	1	63	4	4	3	1	2	6%
	4%	1%	*	2%	2%	5%	15%	1%	2%	5%	15%	3%	-	7%	4%	3%	3%	5%	1%	6%B	6%yB	4%B	1%	5%B	2%	5%B	*	4%	4%	3%	2%	*	6%G		
Don't know	2	-	-	-	1	1	-	-	1	1	-	-	-	1	-	2	1	1	-	-	-	-	-	-	1	-	-	-	1	1	-	-	-	2	*
	*	-	-	-	*	*	-	-	*	*	-	-	-	*	-	*	*	*	-	-	-	-	-	-	1%	-	-	-	*	1%	-	-	-	-	*

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 8
Q4. 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
Base: All mobile users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661	1532	483	216	314	155	384	797	651		
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	566	415	224	312	651	1524	484	220	307	164	385	752	674		
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540	1295	383	164	251	119	296	656	575		
Yes	1970 96%	1353 97% ^{ijklm}	501 96% ^{ijkl}	701 96% ^{ijkl}	1288 98% ^{abcjklm}	1197 99% ^{abcjklm}	1123 99% ^{abcjklm}	540 100% ^{abcdefhijklm}	383 98% ^{cjklm}	548 98% ^{bcjklm}	383 92%	205 91%	285 91%	617 95%	1484 97% ^{oqr}	451 93%	214 97%	285 93%	154 94%	366 95%	722 96%	663 98% st		
No	72 4%	40 3% ^{defg}	22 4% ^{defgi}	31 4% ^{defghi}	21 2% ^g	16 1% ^g	16 1% ^g	-	7 2% ^g	9 2% ^g	32 8% ^{abcdefghi}	19 9% ^{abcdefghi}	27 9% ^{abcdefghim}	32 5% ^{adefghi}	38 2%	32 7% ⁿ	7 3%	22 7% ⁿ	10 6% ⁿ	18 5% ^u	30 4% ^u	11 2%		
Don't know	2 *	-	-	-	-	-	-	-	-	-	-	-	-	2 *	2 *	-	-	-	-	1 *	-	-		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 9
Q5. If your landline telephone rings and you could easily answer it and are not otherwise busy, what do you generally do?
Base: All landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	953	84	81	91	160	408	129	165	251	408	129	38	38	277	259	494	457	494	459	40	100	73	66	50	106	131	131	88	785	54	69	45	282	595		
Weighted base	955	95	93	93	153	397	124	188	246	397	124	45*	41*	257	264	482	471	515	439	37*	104	73	83	52*	108	143	125	88	814	44*	74	23*	293	585		
Effective base	806	67	70	74	135	352	113	137	208	352	113	30	31	242	224	421	384	423	384	35	90	65	56	46	89	109	115	75	673	49	58	40	239	506		
Answer every time	415	25	25	36	60	186	83	50	96	186	83	14	11	131	137	201	213	228	186	24	56	36	28	29	42	50	29	343	27	33	12	126	255			
	43%	26%	27%	39%	39%	47%ab	67%abc	27%	39%g	47%g	67%ghi	30%	28%	51%kl	52%kl	42%	45%	44%	42%	64%vxy	54%vxy	49%	34%	55%wyB	39%	35%	40%	33%	42%	63%C	44%	51%	43%	44%		
Answer most of the time	313	44	41	29	47	126	26	85	76	126	26	17	21	75	77	155	158	168	145	9	28	18	32	13	41	60	40	33	273	12	21	8	98	188		
	33%	46%def	44%ef	31%	31%	32%f	21%	45%hij	31%	32%j	21%	38%	50%mn	29%	29%	32%	34%	33%	33%	24%	27%	24%	39%	24%	38%	42%tuw	32%	37%	34%	27%	28%	33%	34%	32%		
Answer some of the time	181	19	20	18	40	71	14	39	58	71	14	12	4	40	45	101	80	97	84	2	17	16	18	9	18	29	26	23	159	3	16	3	52	116		
	19%	20%	22%	19%	26%ef	18%	12%	21%	23%j	18%	12%	27%	10%	16%	17%	21%	17%	19%	19%	6%	17%	23%k	21%	18%	16%	20%	21%k	26%k	20%D	7%	21%	14%	18%	20%		
Never answer it	41	6	5	8	6	15	1	11	15	15	1	2	4	10	5	22	19	19	22	2	2	3	3	2	6	4	8	3	35	1	5	*	16	24		
	4%	7%f	5%f	9%f	4%	4%	*	6%j	15%	4%	*	4%	10%n	4%	2%	5%	4%	5%	6%	2%	4%	4%	4%	4%	5%	3%	7%	4%	4%	3%	6%	2%	5%	4%		
Don't know	4	1	1	2	-	-	-	2	2	-	-	-	-	-	3	1	2	2	-	-	-	1	-	2	-	1	-	4	-	-	-	-	1	2		
	*	1%	1%e	2%e	-	-	-	1%	1%	-	-	-	-	-	1%	*	*	*	-	-	-	1%	-	1%	-	1%	-	*	-	-	-	-	*	*		
NET: Ever answer	910	87	87	83	147	382	124	174	229	382	124	43	36	247	259	457	451	494	416	35	101	70	79	51	101	138	115	85	775	42	70	23	276	559		
	95%	92%	93%	89%	96%	96%c	100%abc	93%	93%	96%	100%gh	96%	87%	96%l	98%l	95%	96%	96%	95%	94%	98%	96%	95%	96%	93%	97%	92%	96%	95%	97%	94%	98%	94%	96%		

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base

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Absolutes/col percents

Table 10
Q5. If your landline telephone rings and you could easily answer it and are not otherwise busy, what do you generally do?
Base: All landline users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	953	644	298	414	517	479	450	206	148	202	440	236	334	309	693	238	86	171	77	159	416	267		
Weighted base	955	656	300	431	529	491	460	223	154	217	457	237	350	298	693	239	88	167	80	158	401	283		
Effective base	806	546	251	347	444	411	385	173	120	171	367	201	281	260	596	191	67	139	60	124	347	238		
Answer every time	415 43%	284 43%g	138 46%g	188 44%g	222 42%	197 40%	190 41%	76 34%	60 39%	93 43%	207 45%g	117 49%eg	161 46%g	130 44%	297 43%	108 45%	33 38%	77 46%	39 49%	68 43%	178 44%	119 42%		
Answer most of the time	313 33%	217 33%	86 29%	146 34%	174 33%	167 34%	149 32%	85 38%b	45 29%	76 35%	148 32%	69 29%	113 32%	96 32%	230 33%	77 32%	25 29%	57 34%	23 28%	54 34%	136 34%	93 33%		
Answer some of the time	181 19%	125 19%	61 20%	79 18%	106 20%	102 21%	99 22%	51 23%	36 24%	40 19%	84 18%	43 18%	63 18%	57 19%	129 19%	47 20%	23 26%	29 17%	16 20%	31 20%	72 18%	55 19%		
Never answer it	41 4%	29 4%	13 4%	17 4%	27 5%	25 5%	22 5%	10 5%	12 8%	7 3%	17 4%	9 4%	13 4%	12 4%	34 5%	7 3%	7 7%	4 3%	2 2%	5 3%	14 4%	15 5%		
Don't know	4 *	1 *	1 *	1 *	1 *	-	-	-	1 1%	1 *	-	-	-	3 1%efj	3 *	-	-	-	-	-	1 *	2 1%		
NET: Ever answer	910 95%	626 95%	286 95%	413 96%	501 95%	466 95%	438 95%	212 95%	141 92%	208 96%	440 96%	228 96%	337 96%	283 95%	656 95%	232 97%	82 93%	163 97%	78 98%	153 97%	386 96%	266 94%		

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 11
Q6. 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?
Base: All who answer some/most of the time/never answer landline calls

	Age 1							Age 2					Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)			
Unweighted base	525	58	58	52	98	214	45	116	150	214	45	25	25	136	123	279	245	266	259	14	43	41	42	23	60	82	81	58	444	21	36	24	160	325			
Weighted base	536	69*	67*	55*	93	211	41*	135	148	211	41*	31**	29**	125	127	278	257	284	251	13**	48*	37*	54*	24**	65*	93	74	59*	467	16**	41*	11**	166	328			
Effective base	434	46	49	41	79	184	40	94	120	184	40	19	20	118	107	231	202	221	213	12	37	38	35	21	49	67	71	48	372	19	30	22	132	272			
I don't want to deal with marketing calls/spam/ suspicious callers	334	34	24	28	66	154	28	58	93	154	28	15	12	83	99	161	172	187	147	6	30	24	26	17	41	53	46	43	286	11	28	8	95	221			
	62%	49%	36%	50%	70%abc	73%abc	68%b	43%	63%g	73%g	68%g	49%	41%	66%	78%	58%	67%	66%	58%	45%	63%	64%	49%	70%	64%	56%	62%	72%v	61%	69%	68%	74%	57%	67%			
I don't want to speak to callers I don't recognise	290	33	27	28	48	123	31	61	76	123	31	16	14	75	79	148	142	155	135	3	28	23	29	13	35	44	42	35	252	9	24	5	91	185			
	54%	48%	41%	51%	51%	58%b	51%abc	45%	51%	58%g	74%gh	50%	49%	60%	62%	53%	55%	54%	54%	25%	58%	61%	54%	56%	54%	48%	57%	60%	54%	55%	57%	43%	5	55%	56%		
If it is important, the caller will leave a message on my answerphone/voicemail	215	19	28	18	37	93	21	47	55	93	21	6	12	52	62	104	111	116	99	6	17	15	17	5	26	43	35	29	193	6	14	2	65	130			
	40%	28%	41%	32%	40%	44%a	51%a	34%	37%	44%	51%	19%	42%	41%	49%	37%	43%	41%	40%	42%	36%	41%	31%	21%	40%	46%	47%	49%	41%	39%	33%	21%	39%	40%			
If it is important, the caller will try to contact me some other way (e.g. on my mobile)	129	20	17	8	22	55	6	37	31	55	6	9	9	30	31	70	59	72	57	2	17	9	13	3	16	20	23	13	115	1	10	3	42	81			
	24%	30%	25%	15%	24%	26%	15%	27%	21%	26%	15%	30%	30%	24%	24%	25%	23%	25%	23%	16%	36%	24%	24%	12%	25%	21%	31%	22%	25%	5%	24%	25%	25%	25%			
I recognise the caller but don't want to speak to them	85	13	10	11	15	28	7	23	26	28	7	4	6	18	17	45	40	42	42	1	8	5	12	2	8	20	10	10	76	2	5	2	29	44			
	16%	19%	15%	20%	16%	13%	18%	17%	18%	13%	18%	14%	20%	15%	13%	16%	15%	15%	17%	9%	16%	13%	22%	10%	13%	21%	16%	16%	12%	13%	2	18%	2	18%	13%		
Previous bad experience with a caller to my landline	47	14	10	3	2	15	3	24	5	15	3	9	3	14	4	35	11	25	22	1	5	2	12	5	8	8	1	3	45	1	-	1	14	28			
	9%	20%de	15%de	6%	3%	7%	7%	18%hi	4%	7%	7%	28%	11%	11%n	3%	13%p	4%	9%	9%	11%	10%	5%	22%uAB	20%	13%A	8%	2%	5%	10%	9%	-	-	7%	8%	9%		
Other reason (please specify)	17	-	1	3	2	9	2	1	5	9	2	-	-	8	3	12	6	10	7	2	1	1	-	2	3	1	3	3	15	-	1	1	5	10			
	3%	-	1%	5%	2%	4%	5%	1%	3%	4%	5%	-	-	6%	3%	4%	2%	3%	3%	16%	1%	2%	-	8%	4%	1%	4%	6%	3%	-	2%	8%	3%	3%			
Don't know	8	1	6	-	-	-	-	7	-	-	-	-	-	-	5	2	4	4	4	-	-	-	1	-	2	3	-	-	6	-	2	-	3	5			
	1%	2%	9%de	-	-	-	1%	5%hi	-	-	1%	4%	-	-	2%	1%	1%	2%	-	-	1%	2%	-	4%	3%	-	-	1%	-	4%	-	2%	-	2%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 12
Q6. 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?
Base: All who answer some/most of the time/never answer landline calls

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability																			
	Total		Any voice call (b)		Any recorded message (c)		Any mobile (d)		Any mobile text/ App message (e)		SMS (f)		App (g)		Voice call (h)		Recorded message (i)		Any landline (j)		Voice call (k)		Recorded message (l)		None (m)		No (n)		NET: Yes (o)		Yes - mental condition (p)		Yes - physical condition (q)		Yes - disability/ other (r)		Most financially vulnerable (s)		Potentially financially vulnerable (t)		Least financially vulnerable (u)	
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)																				
Unweighted base	525	359	155	230	294	281	259	133	86	114	237	117	180	166	381	132	52	94	41	85	223	156																				
Weighted base	536	371	160	242	307	294	270	146	93	123	250	121	189	165	393	131	55*	91	41*	90	222	162																				
Effective base	434	296	126	188	246	236	216	109	67	94	192	96	148	137	318	104	39	76	32	62	182	138																				
I don't want to deal with marketing calls/ spam/ suspicious callers	334 62%	237 64%	109 68%	155 64%	201 66%	193 65%	181 67%	84 57%	61 65%	73 60%	164 66%	85 70%	125 68%	97 59%	239 61%	89 68%	35 64%	64 70%	31 76%	46 51%	138 62%	107 66% ^s																				
I don't want to speak to callers I don't recognise	290 54%	195 53%	74 46%	117 48%	167 55%	163 55%	149 55%	73 50%	40 43%	65 53%	120 48%	55 46%	90 48%	95 57% ^h	198 50%	86 65% ⁿ	36 65%	63 69% ⁿ	27 67%	41 46%	124 56%	85 52%																				
If it is important, the caller will leave a message on my answerphone/voicemail	215 40%	153 41%	66 41%	103 42%	123 40%	118 40%	110 41%	48 33%	38 41%	49 40%	107 43%	47 39%	88 47% ^g	62 37%	165 42%	45 34%	15 27%	32 35%	13 31%	27 30%	88 40%	79 49% ^s																				
If it is important, the caller will try to contact me some other way (e.g. on my mobile)	129 24%	97 26%	37 23%	57 23%	88 29% ^m	87 30% ^m	79 29% ^m	44 30%	21 23%	32 26%	61 25%	26 22%	46 24%	32 19%	100 26%	27 21%	12 22%	17 18%	11 26%	24 27%	46 21%	43 26%																				
I recognise the caller but don't want to speak to them	85 16%	60 16%	25 16%	43 18%	44 14%	40 14%	34 13%	23 16%	16 17%	15 12%	43 17%	18 15%	37 20%	25 15%	66 17%	19 15%	13 23%	14 15%	6 14%	9 10%	30 14%	38 24% st																				
Previous bad experience with a caller to my landline	47 9%	40 11% ^m	25 15% ^m	31 13% ^m	35 11% ^m	35 12% ^m	31 11% ^m	26 18% ^m	15 16% ^m	21 17% ^m	35 14% ^m	23 19% ^{am}	21 11% ^m	7 4%	35 9%	11 8%	5 10%	4 4%	2 4%	6 7%	23 10%	12 7%																				
Other reason (please specify)	17 3%	12 3%	8 5%	8 3%	9 3%	8 3%	8 3%	4 3%	4 4%	3 2%	8 3%	8 6%	6 3%	5 3%	10 3%	7 5%	2 3%	5 6%	3 8%	3 3%	9 4%	3 2%																				
Don't know	8 1%	* *	* *	* *	- -	- -	- -	- -	- -	- -	* *	* *	* *	7 4% ^{abcdelg}	5 1%	3 2%	2 4%	3 3%	* 1%	2 3%	4 2%	2 1%																				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base

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Absolutes/col percents

Table 13
Q7. Does the landline handset that you usually use show you the number of the person calling you?
Base: All landline users

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	953	84	81	91	160	408	129	165	251	408	129	38	38	277	259	494	457	494	459	40	100	73	66	50	106	131	131	88	785	54	69	45	282	595
Weighted base	955	95	93	93	153	397	124	188	246	397	124	45*	41*	257	264	482	471	515	439	37*	104	73	83	52*	108	143	125	88	814	44*	74	23*	293	585
Effective base	806	67	70	74	135	352	113	137	208	352	113	30	31	242	224	421	384	423	384	35	90	65	56	46	89	109	115	75	673	49	58	40	239	506
Yes	753	76	71	69	119	325	94	147	187	325	94	33	34	206	213	375	378	408	346	28	87	54	61	41	88	113	100	70	642	35	58	17	231	466
	79%	81%	76%	74%	78%	82%	76%	78%	76%	82%	76%	75%	83%	80%	81%	78%	80%	79%	79%	75%	84%	75%	73%	78%	81%	79%	80%	80%	79%	81%	78%	76%	79%	80%
No	182	17	13	20	34	70	28	31	54	70	28	10	7	50	48	96	85	96	86	8	15	14	22	12	19	28	23	17	158	8	13	4	55	111
	19%	18%	14%	22%	18%	22%	16%	22%	18%	22%	23%	17%	19%	18%	20%	18%	19%	20%	23%	14%	20%	27%	22%	17%	20%	18%	20%	19%	17%	18%	16%	19%	19%	
Don't know	19	1	9	3	1	3	2	10	4	3	2	1	-	2	3	11	8	12	7	1	2	4	-	-	2	2	2	1	14	1	3	2	7	7
	2%	1%	10%	4%	1%	1%	2%	5%	2%	1%	2%	2%	-	1%	1%	2%	2%	2%	2%	3%	2%	5%	-	-	1%	1%	2%	1%	2%	1%	4%	8%	2%	7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base

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Absolutes/col percents

Table 14
Q7. Does the landline handset that you usually use show you the number of the person calling you?
Base: All landline users

	Experience of suspicious texts/calls			Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	953	644	298	414	517	479	450	206	148	202	440	236	334	309	693	238	86	171	77	159	416	267
Weighted base	955	656	300	431	529	491	460	223	154	217	457	237	350	298	693	239	88	167	80	158	401	283
Effective base	806	546	251	347	444	411	385	173	120	171	367	201	281	260	596	191	67	139	60	124	347	238
Yes	753 79%	515 79%	230 77%	339 79%	413 78%	383 78%	362 79%	173 78%	119 77%	174 80%	361 79%	184 77%	277 79%	238 80%	540 78%	197 82%	70 80%	136 81%	67 83%	117 74%	320 80%	228 81%
No	182 19%	131 20%	65 22%	85 20%	106 20%	102 21%	92 20%	47 21%	32 21%	38 17%	91 20%	51 22%	70 20%	51 17%	141 20%	38 16%	15 17%	30 18%	13 17%	39 25%	77 19%	48 17%
Don't know	19 2%	10 2%	5 2%	8 2%	9 2%	6 1%	5 1%	3 1%	2 2%	5 2%	5 1%	3 1%	4 1%	9 3%	12 2%	4 2%	3 4%	1 1%	-	2 1%	5 1%	7 3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u



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Table 15
Q8. When your landline rings, how often do you decide whether to answer by looking at the number on the handset?
Base: All who have caller display and answer phone

Absolutes/col percents

	Age 1					Age 2					Age/Gender				Gender		Social Grade				Region								Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	720	65	56	59	121	322	97	121	180	322	97	29	28	212	206	370	349	379	341	29	81	52	45	37	82	97	101	69	593	42	50	35	210	458
Weighted base	720	71	66*	61*	115	314	94	137	175	314	94	33**	30**	197	209	359	361	393	327	26**	84	52*	58*	39*	83	110	95	68	614	34*	55*	17*	220	446
Effective base	607	51	47	47	101	278	88	98	148	278	88	23	21	185	180	316	291	325	282	26	75	47	38	35	68	79	88	58	508	38	42	31	176	392
Always	278	22	28	28	50	120	30	50	78	120	30	11	11	67	82	125	152	150	128	8	31	22	26	14	28	46	38	26	240	12	21	5	95	158
	39%	30%	43%	46%	44%	38%	32%	36%	45%	38%	32%	34%	35%	34%	39%	35%	42%	38%	39%	31%	37%	42%	46%	37%	34%	42%	40%	39%	39%	34%	38%	31%	43%	36%
Usually	265	38	20	24	32	113	38	59	56	113	38	18	14	73	77	134	131	155	110	12	30	17	20	14	29	36	35	28	221	13	22	9	74	175
	37%	54%bde	31%	39%	28%	36%	40%	43%	32%	36%	40%	54%	45%	37%	37%	37%	36%	39%	34%	46%	36%	33%	34%	37%	36%	33%	37%	41%	36%	37%	40%	51%	34%	
Sometimes	108	7	13	5	25	41	16	20	30	41	16	1	4	38	20	67	40	48	60	2	12	11	9	4	13	23	6	13	93	4	8	2	32	66
	15%	10%	19%	8%	22%ce	13%	17%	14%	17%	13%	17%	4%	14%	19%n	10%	19%p	11%	12%	18%q	9%	14%	21%A	15%	10%	16%	21%A	7%	19%A	15%	12%	15%	14%	15%	
Rarely	36	3	4	2	3	22	2	6	6	22	2	3	-	7	17	16	20	22	15	1	6	1	1	4	6	3	6	1	28	4	4	*	7	25
	5%	4%	6%	4%	3%	7%	2%	5%	3%	7%	2%	8%	-	3%	8%	4%	6%	5%	4%	4%	7%	1%	1	10%	7%	3%	6%	2%	5%	12%C	7%	2%	3%	6%
Never	31	1	-	2	3	18	7	1	5	18	7	-	1	13	13	15	16	18	13	3	5	2	1	2	5	2	10	-	30	1	-	*	11	19
	4%	1%	-	3%	3%	6%	8%b	1%	3%	6%g	8%g	-	3%	6%	6%	4%	4%	5%	4%	11%	6%	3%	2%	6%	2%	11%yB	-	5%	2%	2%	-	2%	5%	4%
Don't know	2	1	1	-	1	-	2	1	-	-	-	-	1	-	-	1	2	1	2	-	-	-	1	-	1	-	-	2	1	-	-	-	-	2
	*	1%	1%	-	1%	-	1%	-	-	-	-	-	2%	-	-	-	2	1	2	-	-	-	2%	-	1%	-	-	*	2%	-	-	-	-	*
NET: Ever	687	70	65	59	111	295	86	135	170	295	86	33	29	185	197	343	343	374	312	23	80	50	37	77	108	85	68	582	33	55	17	209	425	
	95%	98%	99%	97%	97%	94%	92%	98%	97%	94%	92%	100%	95%	94%	94%	96%	95%	95%	95%	89%	94%	97%	96%	94%	93%	98%A	89%	100%A	95%	96%	100%	98%	95%	95%
NET: Always/usually/sometimes	650	67	61	57	108	274	84	128	164	274	84	30	29	178	179	327	323	353	298	22	73	50	55	33	71	105	67	554	29	51	17	202	399	
	90%	94%	93%	93%	94%	87%	90%	94%	94%ki	87%	90%	92%	95%	90%	86%	91%	89%	90%	91%	86%	87%	96%A	95%	84%	86%	96%twx	83%	98%twx	90%	84%	93%	96%	92%	90%
NET: Rarely/never	67	4	4	4	6	40	9	7	10	40	9	3	1	19	30	31	36	39	28	4	11	2	2	6	11	5	16	1	58	5	4	1	18	45
	9%	5%	6%	7%	6%	13%d	10%	5%	6%	13%gh	10%	8%	3%	10%	14%	9%	10%	10%	9%	14%	13%yB	4%	4%	16%yB	13%yB	4%	17%uyv	2%	9%	14%	7%	4%	8%	10%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 16
Q8. When your landline rings, how often do you decide whether to answer by looking at the number on the handset?
Base: All who have caller display and answer phone

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	720	485	219	315	383	355	339	151	107	155	338	176	258	235	519	186	61	134	59	114	320	206	
Weighted base	720	490	219	324	390	361	344	164	109	168	346	176	265	230	514	189	64*	131	65*	113	306	218	
Effective base	607	410	184	263	328	304	290	126	85	130	283	149	217	197	445	150	46	111	46	86	270	183	
Always	278 39%	182 37%	77 35%	120 37%	151 39%	138 38%	133 39%	67 41%	44 40%	60 36%	119 34%	54 31%	94 36%	96 42%k	200 39%	73 39%	27 43%	50 38%	23 36%	38 34%	128 42%	80 37%	
Usually	265 37%	181 37%	71 32%	125 38%	142 36%	136 38%	125 36%	64 39%	36 33%	66 39%	132 38%	60 34%	103 39%	84 36%	192 37%	66 35%	27 42%	43 33%	20 31%	50 44%	106 35%	79 36%	
Sometimes	108 15%	79 16%	43 20% ^m	47 15%	63 16%	59 17%	59 17%	21 13%	20 18%	27 16%	59 17%	38 21% ^m	39 15%	28 12%	70 14%	33 17%	7 11%	25 19%	13 20%	16 14%	45 15%	37 17%	
Rarely	36 5%	24 5%	13 6%	14 4%	17 4%	15 4%	15 4%	6 4%	5 5%	6 4%	18 5%	11 6%	13 5%	12 5%	27 5%	9 5%	-	6 5%	5 8% ^p	7 7%	14 5%	9 4%	
Never	31 4%	22 5%	14 6%	18 6%	17 4%	13 4%	13 4%	5 3%	3 3%	9 5%	18 5%	13 8%	16 6%	9 4%	24 5%	7 4%	2 4%	7 6%	2 4%	2 2%	12 4%	13 6%	
Don't know	2	1	1	-	1	-	-	-	1	-	-	-	-	2	1	1	1	1	1	-	1	-	
NET: Ever	687 95%	467 95%	204 93%	306 94%	373 96%	348 96%	332 96%	158 97%	105 96%	159 95%	328 95%	163 92%	249 94%	220 96%	489 95%	182 96%	61 95%	124 94%	62 96%	111 98%	293 96%	206 94%	
NET: Always/usually/ sometimes	650 90%	443 90%	191 87%	292 90%	356 91%	334 92% ^k	317 92%	153 93%	100 92%	153 91%	309 89%	152 86%	236 89%	208 90%	462 90%	172 91%	61 95%	118 89%	57 87%	104 92%	279 91%	197 90%	
NET: Rarely/never	67 9%	46 9%	27 12%	32 10%	33 9%	27 8%	27 8%	11 7%	8 8%	15 9%	36 11%	24 14% ^e	29 11%	21 9%	51 10%	16 9%	2 4%	13 10%	8 12%	9 8%	26 9%	21 10%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base

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Absolutes/col percents

Table 17
Q9. If your mobile phone rings and you could easily answer it and are not otherwise busy, what do you generally do?
Base: All mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256		
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209		
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032		
Answer every time	584	63	70	75	92	211	73	133	167	211	73	31	28	150	135	305	279	348	236	25	71	46	51	39	54	79	75	53	493	27	52	12	239	345		
	29%	23%	22%	23%	26%	34%abcd	51%abcde	22%	25%	34%gh	51%ghij	29%	23%	40%kl	34%kl	31%	27%	30%	26%	31%	31%	27%	29%	27%	27%	31%	26%	30%	29%	27%	31%	20%	29%	29%		
Answer most of the time	933	131	149	151	163	294	45	280	314	294	45	50	59	151	188	434	499	508	425	44	97	66	86	70	92	119	138	74	787	43	69	33	370	562		
	46%	48%ef	46%ef	47%ef	47%ef	47%ef	31%	47%jk	47%jk	47%jk	31%	48%	47%	40%	47%	44%	48%	44%	47%	54%lm	43%	39%	50%	49%	46%	46%	47%	42%	46%	44%	41%	55%E	44%	47%		
Answer some of the time	484	74	95	85	86	118	26	169	171	118	26	21	35	73	70	245	238	266	218	12	52	52	31	33	49	55	68	49	402	27	41	13	204	280		
	24%	27%ef	29%ef	26%ef	25%ef	19%	18%	28%ij	25%ij	19%	18%	20%	28%kn	20%	18%	25%	23%	23%	24%	14%	23%	31%svy	18%	23%	25%	21%	23%	28%st	23%	27%	24%	22%	24%	23%		
Never answer it	39	6	8	13	7	6	-	14	19	6	-	3	3	2	4	13	26	22	16	1	6	4	3	1	2	4	10	-	31	1	4	2	19	19		
	2%	2%	2%	4%ef	2%	1%	-	2%	3%ij	1%	-	3%em	2%	*	1%	1%	2%	2%	2%	1%	3%B	2%	2%	1%	1%	2%	3%B	-	2%	1%	2%	3%	2%	2%		
Don't know	5	-	3	1	-	1	-	3	1	1	-	-	-	1	1	4	2	3	-	-	-	1	-	1	-	1	-	3	1	2	-	3	2			
	*	-	1%	*	-	*	-	1%	*	*	-	-	-	*	*	*	*	*	*	-	-	-	1%	-	*	-	*	-	*	1%	1%	-	*	*		
NET: Ever answer mobile	2000	267	314	311	341	623	143	582	652	623	143	103	122	374	393	984	1015	1121	879	81	221	164	168	142	196	253	281	176	1682	97	163	58	813	1187		
	98%	98%	97%	96%	98%	99%bc	100%bc	97%	97%	99%gh	100%gh	97%	98%	100%kl	99%	99%p	97%	98%	98%	99%	97%	98%	98%	99%	98%	98%	96%	100%tA	98%	98%	97%	97%	97%	98%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 18
Q9. If your mobile phone rings and you could easily answer it and are not otherwise busy, what do you generally do?
Base: All mobile users

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661	1532	483	216	314	155	384	797	651	
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	566	415	224	312	651	1524	484	220	307	164	385	752	674	
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540	1295	383	164	251	119	296	656	575	
Answer every time	584 29%	384 28%	173 33% ^{adef}	236 32% ^{adef}	348 27%	312 26%	292 26%	151 28%	112 29%	164 30%	155 37% ^{adefghim}	91 40% ^{acdefghim}	127 41% ^{abcdefghim}	200 31% ^{ef}	438 29% ^p	138 29% ^p	42 19%	100 32% ^p	53 33% ^p	108 28%	238 32%	181 27%	
Answer most of the time	933 46%	654 47%	250 48%	336 46%	623 48%	580 48%	550 48% ^m	256 47%	207 53% ^{cjklm}	263 47%	183 44%	92 41%	131 42%	278 43%	701 46% ^r	213 44%	109 49% ^r	134 44%	59 36%	168 44%	322 43%	324 48%	
Answer some of the time	484 24%	327 23% ^{bhjl}	92 18%	148 20%	311 24% ^{bhjkl}	297 24% ^{bhjkl}	274 24% ^{bhjkl}	121 22% ^l	65 17%	119 21%	72 17%	39 17%	50 16%	157 24% ^{bhjl}	356 23%	119 25%	59 27%	64 21%	47 29%	99 26%	176 23%	159 24%	
Never answer it	39 2%	26 2%	7 1%	11 1%	24 2%	24 2%	22 2%	11 2%	5 1%	7 1%	6 1%	3 2%	4 1%	12 2%	25 2%	14 3%	10 5% ⁿ	9 3%	4 3%	9 2%	13 2%	11 2%	
Don't know	5 *	2 *	1 *	2 *	2 *	1 *	1 *	1 *	1 *	2 *	- *	- *	- *	3 *	4 *	- *	- *	- *	- *	1 *	2 *	- *	
NET: Ever answer mobile	2000 98%	1365 98%	515 99%	720 98%	1282 98%	1188 98%	1116 98%	529 98%	384 98%	547 98%	409 99%	221 98%	308 99%	636 98%	1495 98% ^p	470 97%	210 95%	298 97%	160 97%	375 98%	736 98%	663 98%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 19
Q10. 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?
Base: All who answer some/most of the time/never answer mobile calls

	Age 1				Age 2				Age/Gender				Gender		Social Grade		Region								Nation				Mobile O/S						
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-east Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	1461	180	231	264	270	439	77	411	534	439	77	67	82	253	263	720	739	788	673	58	155	125	96	86	133	168	224	121	1166	83	112	100	568	893	
Weighted base	1455	211	252	249	256	417	70	463	505	417	70	75	97	226	262	691	763	796	659	57*	155	122	121	104	144	179	215	123	1220	72	115	48	593	861	
Effective base	1211	149	194	214	217	377	71	343	430	377	71	54	67	215	232	601	610	671	540	47	134	109	83	72	108	141	199	103	987	70	95	85	480	731	
I don't want to deal with marketing calls/spam/ suspicious callers	989	128	151	178	194	293	45	279	372	293	45	45	53	160	178	466	523	539	450	42	106	92	84	57	98	104	149	82	816	56	78	38	387	602	
	68%	61%	60%	72%ab	76%ab	70%ab	64%	60%	74%g	70%g	64%	60%	54%	71%kl	68%kl	67%	69%	68%	68%	74%w	68%	76%wy	70%	55%	68%	58%	69%wy	67%	67%	78%C	68%	80%C	65%	70%	
I don't want to speak to callers I don't recognise	956	131	158	153	169	296	49	289	322	296	49	36	60	152	193	428	527	538	418	37	97	81	80	77	87	109	153	78	800	46	78	32	393	562	
	66%	62%	63%	61%	66%	71%bc	70%	63%	64%	71%gh	70%	48%	62%	67%kl	74%kl	62%	69%o	68%	63%	65%	63%	66%	66%	74%	87	61%	71%	63%	66%	64%	68%	66%	66%	65%	
If it is important, the caller will leave a message on my answerphone/ voicemail	435	53	81	65	71	142	23	134	136	142	23	21	23	79	86	200	235	240	195	19	41	41	38	39	38	52	65	43	375	18	28	13	175	259	
	30%	25%	32%	26%	28%	34%ac	33%	29%	27%	34%h	33%	28%	24%	35%	33%	29%	31%	30%	30%	34%	26%	34%	31%	38%	26%	29%	30%	35%	31%	25%	25%	28%	30%	30%	
I recognise the caller but don't want to speak to them	357	54	54	63	90	86	9	108	153	86	9	19	28	42	54	161	195	173	184	14	31	31	28	28	43	52	47	25	299	23	20	15	147	210	
	25%	26%f	21%	25%f	35%bce	21%	13%	23%	30%gij	21%	13%	25%	28%	19%	21%	23%	26%	22%	28%q	25%	20%	25%	23%	27%	30%	29%	22%	20%	24%	32%E	17%	15	32%E	25%	
If it is important, the caller will try to contact me some other way (e.g. text message or email)	313	60	63	41	41	90	17	124	82	90	17	19	33	50	57	142	171	178	135	8	32	29	29	19	29	40	52	34	270	9	26	7	135	179	
	22%	29%cd	25%cd	16%	16%	22%	24%	27%h	16%	22%	24%	25%	34%mn	22%	22%	21%	22%	22%	20%	14%	20%	23%	24%	19%	20%	22%	24%	28%	22%	13%	23%	15%	23%	21%	
Previous bad experience with a caller to my mobile	90	10	17	15	20	23	5	28	34	23	5	3	6	14	14	42	47	48	41	-	8	5	10	4	12	15	5	72	7	10	1	40	49		
	6%	5%	7%	6%	8%	5%	7%	6%	7%	5%	3%	4%	6%	14%	5%	6%	6%	6%	6%	-	5%	4%	8%	3%	8%	15	4%	6%	9%	9%	2%	7%	7%	6%	
Other reason (please specify)	35	3	5	6	4	14	2	8	10	14	2	-	2	7	10	15	20	19	16	1	9	1	3	3	2	5	3	2	30	1	3	1	14	21	
	2%	1%	2%	2%	2%	3%	3%	2%	2%	3%	3%	-	2%	3%	4%	2%	3%	2%	2%	2%	6%uA	1%	3%	2%	2%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%
Don't know	22	7	12	3	-	*	1	19	3	*	1	7	1	1	-	21	2	12	11	3	7	*	-	-	7	3	-	-	21	-	1	1	9	13	
	2%	4%de	5%cde	1%	-	*	1%	4%hi	1%	*	1%	9%lmn	1%	*	-	3%p	*	1%	2%	5%vwAB	4%vwAB	*	-	-	5%uwvA	2%	-	-	2%	-	1%	2%	2%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base



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Absolutes/col percents

Table 20
Q10. 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?
Base: All who answer some/most of the time/never answer mobile calls

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Unweighted base	1461	1006	345	483	956	900	846	391	273	377	247	128	178	455	1084	349	175	214	106	270	540	486			
Weighted base	1455	1007	349	495	958	900	846	388	277	390	260	134	185	448	1082	345	178	207	111	276	512	493			
Effective base	1211	839	281	404	796	750	701	330	217	315	208	107	153	372	911	276	132	172	82	210	439	429			
I don't want to deal with marketing calls/ spam/ suspicious callers	989 68%	699 69%	249 71%	345 70%	669 70%	627 70%	592 70%	260 67%	201 73% ^m	275 70%	172 66%	91 68%	121 65%	290 65%	719 66%	255 74% ⁿ	124 70%	159 77% ⁿ	81 73%	176 64%	331 65%	366 74% st			
I don't want to speak to callers I don't recognise	956 66%	641 64% ^{bhjk}	197 57%	298 60% ^k	604 63% ^{hjk}	571 63% ^{bhjk}	539 64% ^{bhjk}	227 58%	152 55%	229 59%	138 53%	64 48%	107 58%	315 70% ^{abcdef ghijkl}	703 65%	235 68%	122 69%	148 71%	80 73%	180 65%	341 67%	320 65%			
If it is important, the caller will leave a message on my answerphone/ voicemail	435 30%	315 31%	105 30%	147 30%	304 32%	289 32%	275 32% ^m	113 29%	82 30%	120 31%	84 32%	44 33%	58 31%	119 27%	327 30%	98 28%	54 30%	54 26%	42 38%	61 22%	152 30% ^s	161 33% ^s			
I recognise the caller but don't want to speak to them	357 25%	263 26%	101 29% ^m	132 27%	253 26% ^m	233 26%	218 26%	98 25%	84 30% ^m	105 27%	73 28% ^m	38 28%	49 27%	94 21%	248 23%	106 31% ⁿ	65 36% ⁿ	60 29%	33 30%	79 29%	119 23%	121 24%			
If it is important, the caller will try to contact me some other way (e.g. text message or email)	313 22%	223 22%	77 22%	114 23%	213 22%	206 23%	195 23%	90 23%	62 22%	97 25%	51 19%	22 17%	39 21%	90 20%	232 21%	76 22%	42 24%	50 24%	19 17%	53 19%	106 21%	117 24%			
Previous bad experience with a caller to my mobile	90 6%	70 7%	31 9% ^m	47 10% ^m	65 7%	58 6%	54 6%	30 8%	19 7%	38 10% ^m	31 12% ^{adefm}	18 14% ^{adefhm}	22 12% ^{adefm}	20 4%	58 5%	29 8%	20 11% ⁿ	12 6%	5 4%	15 6%	37 7%	32 6%			
Other reason (please specify)	35 2%	19 2%	2 *	7 1%	15 2%	14 2%	14 2%	3 1%	2 1%	3 1%	4 1%	-	4 2%	16 4% ^{bcdetgh ik}	22 2%	12 3%	5 3%	6 3%	7 7% ⁿ	9 3% ^u	19 4% ^u	4 1%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 20
Q10. 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?
Base: All who answer some/most of the time/never answer mobile calls

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Weighted base	1455	1007	349	495	958	900	846	388	277	390	260	134	185	448	1082	345	178	207	111	276	512	493		
Don't know	22	11	5	4	10	10	10	9	4	4	4	4	1	12	17	4	2	3	2	7	8	5		
	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	3%	*	3%ad	2%	1%	1%	1%	2%	2%	1%	1%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 21
Q11. When your mobile phone rings, how often do you decide whether to answer by looking at the number on the handset?
Base: All mobile users

Absolutes/col percents

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Always	1023 50%	131 48%	152 47%	181 56% ^{bef}	198 57% ^{bef}	302 48%	60 42%	283 47%	379 56% ^{gij}	302 48%	60 42%	44 42%	64 51%	168 45%	194 49%	476 48%	546 52%	567 49%	456 51%	48 58%	110 48%	86 51%	84 49%	67 47%	95 47%	121 47%	147 50%	83 47%	841 49%	56 57%	91 54%	36 59% ^C	427 51%	596 49%	
Usually	655 32%	94 35% ^d	121 37% ^{cd}	91 28%	90 26%	213 34% ^d	46 32%	215 36% ^h	182 27%	213 34% ^h	46 32%	44 32%	37 30%	132 35%	126 32%	337 34%	318 30%	378 33%	277 31%	21 26%	75 33%	56 33%	58 34%	58 40% ^s	65 33%	84 32%	91 31%	56 32%	563 33%	25 26%	47 28%	20 33%	261 31%	394 33%	
Sometimes	223 11%	36 13%	36 11%	38 12%	40 12%	63 10%	10 7%	71 12%	78 12%	63 10%	10 7%	11 8%	19 15%	36 10%	37 9%	109 11%	114 11%	125 11%	98 11%	6 8%	27 12%	19 11%	16 9%	12 8%	23 13%	35 10%	30 13%	23 13%	190 11%	13 13%	17 10%	3 5%	96 12%	127 10%	
Rarely	79 4%	7 2%	6 2%	8 3%	17 5%	29 5%	11 8% ^{abc}	13 2%	25 4%	29 5% ^g	11 8% ^{gh}	3 2%	4 3%	21 6%	19 5%	43 4%	36 3%	35 3%	44 3%	2 3%	6 3%	4 2%	10 6%	3 2%	9 5%	13 5%	13 4%	6 3%	66 4%	3 3%	9 5%	1 1%	21 3%	57 5% ^G	
Never	43 2%	- -	3 1%	1 *	3 1%	21 3% ^{abc}	16 11% ^{abcd}	3 *	4 1%	21 3% ^{gh}	16 11% ^{ghi}	- -	17 5% ^{kl}	20 5% ^{kl}	19 2%	24 2%	26 2%	17 2%	17 2%	3 3%	5 2%	3 2%	3 2%	3 2%	4 2%	4 2%	8 3%	7 4%	39 2%	1 1%	3 2%	1 1%	18 2%	25 2%	
Don't know	20 1%	5 2% ^{de}	9 3% ^{de}	5 2% ^{de}	- *	1 -	- -	14 2% ^{hi}	5 1%	1 *	- -	4 3% ^{mnn}	2 1% ^m	- *	13 1%	7 1%	14 1%	6 1%	1 2%	5 2%	- *	1 1%	- -	4 2%	1 *	3 1%	1 1%	17 1%	1 1%	2 1%	- -	10 1%	10 1%		
NET: Ever	1980 97%	268 98% ^f	314 96% ^f	318 98% ^f	345 99% ^{bef}	607 97% ^f	128 89%	582 97% ^j	664 99% ^{ij}	607 97% ^j	128 89%	102 97%	123 95%	358 95%	376 95%	965 97%	1014 97%	1105 96%	875 97%	77 95%	217 96%	165 98%	169 98%	140 98%	192 98%	252 98%	281 96%	168 97%	1660 99%	97 99%	164 97%	59 99%	807 97%	1174 97%	
NET: Always/usually/sometimes	1902 93%	261 96% ^f	308 94% ^f	310 96% ^f	328 94% ^f	578 92% ^f	116 81%	569 95% ^{ij}	638 95% ^{ij}	578 92% ^j	116 81%	100 94%	119 95%	337 90%	357 90%	922 93%	978 94%	1070 93%	831 93%	75 92%	211 93%	161 96%	159 92%	137 96%	183 96%	239 91%	268 93%	162 93%	1594 95%	94 95%	155 92%	59 98%	785 94%	1116 92%	
NET: Rarely/never	122 6%	7 2%	9 3%	9 3%	20 6%	50 8% ^{abc}	27 19% ^{abcd}	16 3%	29 4%	50 8% ^{gh}	27 19% ^{ghi}	3 2%	4 3%	38 10% ^{kl}	39 10% ^{kl}	62 6%	60 6%	61 5%	61 7%	5 6%	10 5%	7 4%	13 7%	6 4%	13 7%	17 7%	21 7%	13 7%	105 6%	4 4%	12 7%	1 2%	40 5%	82 7%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 22
Q11. When your mobile phone rings, how often do you decide whether to answer by looking at the number on the handset?
Base: All mobile users

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661	1532	483	216	314	155	384	797	651
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540	1295	383	164	251	119	296	656	575
Always	1023 50%	667 48% ^{ijkl}	228 44% ^k	331 45% ^{ijk}	639 49% ^{ijkl}	597 49% ^{bjkl}	567 50% ^{bjkl}	259 48% ^{ijkl}	180 46% ^{ijk}	258 46% ^{ijkl}	157 38%	77 34%	121 39%	356 55% ^{abcdeg hijkl}	754 49%	253 52%	118 54%	169 55%	79 48%	179 46%	402 53% ^s	340 50%
Usually	655 32%	471 34% ^m	178 34%	256 35% ^m	433 33% ^m	399 33%	374 33%	178 33%	131 34%	191 34% ^m	163 39% ^{defm}	85 38% ^m	122 39% ^m	184 28%	491 32%	153 32%	70 32%	94 31%	50 30%	134 35%	227 30%	211 31%
Sometimes	223 11%	163 12%	67 13%	82 11%	158 12%	150 12%	132 12%	76 14% ^m	50 13%	66 12%	52 13%	33 15% ^m	34 11%	60 9%	176 12% ^q	42 9%	16 7%	19 6%	19 12%	42 11%	74 10%	76 11%
Rarely	79 4%	48 3%	26 5%	26 4%	44 3%	42 3%	41 4%	16 3%	20 5%	17 3%	19 5%	11 5%	13 4%	30 5%	60 4%	17 3%	9 4%	11 4%	9 6%	17 4%	29 4%	24 4%
Never	43 2%	33 2%	21 4% ^{defgm}	27 4% ^{defgm}	24 2%	16 1%	16 1%	5 1%	7 2%	13 2%	23 6% ^{adefghi m}	19 8% ^{abcdefg him}	22 7% ^{adefgh im}	11 2%	29 2%	15 3%	5 2%	11 4%	6 4%	4 1%	16 2%	20 3%
Don't know	20 1%	11 1%	3 1%	10 1% ^j	11 1%	9 1%	9 1%	6 1%	3 1%	10 2% ^{jl}	-	-	-	9 1% ^j	14 1%	4 1%	3 1%	3 1%	1 1%	8 2% ^{tu}	5 1%	3 1%
NET: Ever	1980 97%	1349 97% ^{scjkl}	499 95%	695 95%	1274 97% ^{bcjkl}	1188 98% ^{bcijkl}	1114 98% ^{bcijkl}	530 98% ^{bcijkl}	380 97% ^{ijkl}	533 96% ^k	391 94%	205 92%	290 93%	631 97% ^{kl}	1482 97%	465 96%	213 97%	293 96%	157 95%	372 97%	732 97%	651 97%
NET: Always/usually/ sometimes	1902 93%	1301 93% ^{bjkl}	473 90%	669 91%	1230 94% ^{bcjkl}	1146 94% ^{bcjkl}	1073 94% ^{bcjkl}	514 95% ^{bcjkl}	360 92% ^k	516 93% ^k	372 90%	194 87%	277 89%	600 92% ^{sk}	1422 93%	448 93%	204 92%	282 92%	147 90%	355 92%	703 93%	627 93%
NET: Rarely/never	122 6%	81 6%	47 9% ^{adefgi}	54 7% ^{eg}	68 5%	58 5%	57 5%	20 4%	27 7%	31 6%	42 10% ^{adefgi m}	30 13% ^{adefg him}	35 11% ^{adefgim}	41 6%	89 6%	32 7%	14 6%	22 7%	15 9%	21 6%	44 6%	44 6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 23
Q12. Thinking about those times when you do not recognise the caller's number, how often do you answer your mobile?
Base: All mobile users

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Always	168 8%	17 6%	19 6%	23 7%	19 6%	63 10% ^d	26 18% ^{abcde}	36 6%	42 6%	63 10% ^{gh}	26 18% ^{ghi}	10 5%	6 5%	51 14% ^{kl}	38 10%	95 9%	73 7%	96 8%	72 8%	7 8%	19 9%	10 6%	23 14% ^{uv}	11 8%	17 9%	31 12% ^{uA}	15 5%	16 9%	149 9% ^E	11 11% ^{EF}	6 3%	2 3%	78 9%	89 7%	
Usually	392 19%	54 20%	71 22%	59 18%	63 18%	105 17%	38 27% ^{ae}	126 21%	123 18%	105 17%	38 27% ^{hi}	25 24%	27 21%	70 19%	73 18%	200 20%	191 18%	234 20%	157 18%	12 15%	48 21% ^u	22 13%	30 17%	29 20%	35 18%	58 23% ^u	57 19%	38 21%	328 19%	19 19%	37 22%	8 14%	162 19%	230 19%	
Sometimes	593 29%	78 29%	92 28%	95 29%	106 30%	191 30%	32 22%	170 28%	200 30%	191 30%	32 22%	35 33%	38 30%	113 30%	110 28%	299 30%	294 28%	344 30%	249 28%	25 31%	62 27%	49 29%	55 32%	47 33%	60 30%	82 32%	80 27%	45 25%	504 29%	23 23%	43 26%	22 37% ^D	236 28%	357 30%	
Rarely	608 30%	84 31% ^f	94 29% ^f	99 31% ^f	115 33% ^f	189 30% ^f	28 19%	177 30% ^{kj}	214 32% ^{kj}	189 30% ^{kj}	28 19%	22 20%	43 34% ^k	97 26%	120 30%	276 28%	332 32%	336 29%	272 30%	26 31%	65 29%	67 40% ^{tw}	43 25%	39 28%	52 26%	58 23%	98 34% ^y	49 28%	497 29%	33 34%	59 35%	18 29%	243 29%	364 30%	
Never	262 13%	35 13%	40 12%	47 15%	44 13%	77 12%	19 13%	75 13%	91 14%	77 12%	19 13%	10 9%	43 11%	52 13%	114 11%	147 14%	122 11%	140 16% ^q	10 13%	29 13%	20 12%	20 12%	17 12%	28 14%	29 11%	39 13%	28 16%	220 13%	11 12%	21 12%	10 16%	106 13%	155 13%		
Don't know	22 1%	5 2%	9 3% ^{cde}	1 *	1 *	3 1%	1 1%	15 2% ^{hi}	3 *	3 1%	1 1%	4 4% ^{mn}	1 *	3 1%	13 1%	9 1%	14 1%	8 1%	1 2% ^y	2 1%	*	1 *	-	8 4% ^{uw}	-	3 1%	1 1%	18 1%	1 1%	3 2%	-	9 1%	13 1%		
NET: Ever	1760 86%	233 85%	276 85%	276 85%	303 87%	549 87%	123 86%	509 85%	579 86%	549 87%	123 86%	92 87%	331 88%	341 86%	870 85%	890 88% ^r	1009 84%	1009 88% ^r	751 84%	70 86%	195 86%	147 88%	151 88%	126 88%	164 82%	229 89%	250 86%	147 84%	1479 86%	86 87%	145 86%	50 84%	720 86%	1041 86%	
NET: Always/usually/sometimes	1152 56%	149 55%	182 56%	177 54%	188 54%	360 57%	96 67% ^{abcd}	332 55%	365 54%	360 57%	96 67% ^{gh}	70 66%	71 57%	234 62%	221 56%	594 60% ^p	559 53%	674 59% ^r	479 53%	44 54%	129 57%	81 48%	108 63% ^{uv}	87 61% ^u	112 56%	170 66% ^{uAB}	152 52%	98 56%	981 57%	53 53%	86 51%	33 54%	476 57%	676 56%	
NET: Rarely/never	870 43%	119 43% ^f	134 41%	146 45% ^f	159 46% ^f	266 42% ^f	47 32%	253 42% ^j	305 45% ^j	266 42% ^j	47 32%	31 30%	53 42%	140 37%	172 43% ^k	390 39%	478 46% ^o	458 40%	412 46% ^q	36 44%	95 42%	87 52% ^{vxy}	64 37%	56 39%	79 40%	87 34%	137 47% ^y	77 44%	717 42%	45 46%	80 47%	28 46%	350 42%	520 43%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 24
Q12. Thinking about those times when you do not recognise the caller's number, how often do you answer your mobile?
Base: All mobile users

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661	1532	483	216	314	155	384	797	651	
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674	
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540	1295	383	164	251	119	296	656	575	
Always	168 8%	115 8%	54 10%ef	71 10%	99 8%	85 7%	82 7%	41 8%	30 8%	46 8%	58 14%acdefg him	35 18%acdefg him	43 14%adefghl m	53 8%	122 8%	46 9%	13 6%	30 10%	24 15%np	34 9%	72 10%	46 7%	
Usually	392 19%	287 21%am	126 24%am	169 23%am	272 21%am	248 20%am	229 20%	116 21%am	100 26%efm	126 23%am	99 24%am	53 24%am	80 26%am	105 16%	300 20%	88 18%	31 14%	54 18%	23 14%	61 16%	149 20%	141 21%	
Sometimes	593 29%	419 30%	163 31%	231 32%	397 30%	368 30%	344 30%	169 31%	125 32%	184 33%am	134 32%	68 30%	97 31%	174 27%	442 29%	141 29%	75 34%	92 30%	49 30%	122 32%	199 26%	214 32%t	
Rarely	608 30%	413 30%bjkl	126 24%	185 25%	396 30%bcjkl	374 31%bcjkl	352 31%bcjkl	161 30%ijkl	97 25%	147 26%	86 21%	47 21%	62 20%	195 30%bjkl	452 30%	143 30%	72 33%	90 29%	42 25%	112 29%	219 29%	202 30%	
Never	262 13%	150 11%	50 9%	68 9%	136 10%	131 11%	125 11%	48 9%	35 9%	46 8%	35 8%	20 9%	27 9%	112 17%abcdef ghijkl	193 13%	62 13%	28 13%	40 13%	25 15%	50 13%	107 14%u	67 10%	
Don't know	22 1%	9 1%	3 1%	9 1%	8 1%	7 1%	7 1%	7 1%	3 1%	8 1%	2 1%	1 1%	2 1%	13 2%adef	15 1%	4 1%	1 1%	1 *	3 2%	6 2%	7 1%	4 1%	
NET: Ever	1760 86%	1234 89%am	470 90%am	656 90%am	1164 89%am	1075 89%am	1007 88%am	486 90%am	353 90%am	503 90%am	377 91%am	203 91%am	283 91%am	526 81%	1316 86%	418 86%	191 87%	266 87%	137 83%	328 85%	639 85%	603 89%t	
NET: Always/usually/ sometimes	1152 56%	821 59%am	343 66%adefm	471 64%adefm	768 59%am	701 58%am	655 57%am	325 60%am	255 65%adefm	356 64%efm	292 70%adefgm	157 70%adefgm	220 71%adefgm	331 51%	864 57%	275 57%	119 54%	177 58%	95 58%	217 56%	419 56%	400 59%	
NET: Rarely/never	870 43%	563 40%bcjkl	176 34%	253 35%	532 41%bcjkl	504 42%bcjkl	477 42%bcjkl	209 39%ijkl	132 34%	193 35%	121 29%	66 29%	90 29%	307 47%abcdef ghijkl	645 42%	205 42%	100 46%	130 42%	66 40%	161 42%	326 43%	270 40%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 25
Q13. Which of the following do you use to communicate with ...? Summary table
Base: All mobile/ landline users

	With family and friends			For business		
	Outgoing	Incoming	NET: With family and friends	Outgoing	Incoming	NET: Business
Unweighted base	2128	2128	2128	2128	2128	2128
Weighted base	2121	2121	2121	2121	2121	2121
Effective base	1769	1769	1769	1769	1769	1769
Voice calls on a landline	301 14%	366 17%	436 21%	174 8%	181 9%	218 10%
Voice calls on a mobile (over a mobile connection or over wifi)	779 37%	829 39%	908 43%	284 13%	278 13%	333 16%
App-based messages (e.g. WhatsApp) on your mobile	1153 54%	1147 54%	1229 58%	286 13%	302 14%	337 16%
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	848 40%	855 40%	955 45%	207 10%	228 11%	263 12%
Email	656 31%	694 33%	753 35%	423 20%	427 20%	460 22%
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	673 32%	694 33%	748 35%	235 11%	234 11%	254 12%
Other way (please specify)	27 1%	27 1%	28 1%	14 1%	14 1%	15 1%
Do not have this type of communication	457 22%	438 21%	429 20%	1321 62%	1311 62%	1304 61%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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Absolutes/col percents

Table 26
Q13. Which of the following do you use to communicate with ...? Outgoing - With family and friends
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Voice calls on a landline	301	38	50	36	41	104	32	88	77	104	32	21	12	76	59	171	129	183	117	13	35	23	27	11	32	54	36	22	252	21	21	6	94	172	
	14%	13%	14%	11%	11%	16% ^c	21% ^{acd}	14%	11%	16% ^h	21% ^{gh}	18%	9%	20% ^{kl}	15%	17% ^p	12%	15%	13%	16%	15%	13%	14%	8%	16%	19% ^{wa}	12%	12%	14%	21% ^F	12%	10%	11%	14%	
Voice calls on a mobile (over a mobile connection or over wifi)	779	114	130	141	121	234	39	244	282	234	39	43	53	140	133	404	375	461	317	29	81	63	82	62	72	106	104	57	655	38	61	24	346	410	
	37%	39% ^f	38% ^f	43% ^{df}	34%	36% ^f	26%	38% ^j	38% ^j	36% ^j	26%	37%	39%	36%	33%	39%	35%	39% ^r	34%	34%	35%	36%	44% ^B	41%	36%	38%	35%	31%	37%	38%	36%	39%	41% ^H	34%	
App-based messages (e.g. WhatsApp) on your mobile	1153	187	199	195	194	314	64	386	389	314	64	73	83	182	195	547	606	717	436	37	120	82	99	92	103	164	173	84	953	65	95	39	507	624	
	54%	64% ^{def}	57% ^{ef}	59% ^{ef}	54% ^f	49%	42%	60% ^{ij}	57% ^{ij}	49%	42%	63% ^{mn}	62% ^{mn}	47%	48%	53%	56%	60% ^r	47%	43%	51%	47%	53%	62% ^{suB}	51%	59% ^{suB}	58% ^{suB}	46%	53%	64% ^C	55%	63%	61% ^H	52%	
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	848	133	131	137	140	254	53	263	278	254	53	49	63	167	140	443	405	501	347	35	99	68	84	63	82	105	112	61	710	46	64	28	378	455	
	40%	45%	38%	42%	39%	39%	35%	41%	40%	39%	35%	43%	47% ⁿ	43% ⁿ	34%	43% ^p	37%	42% ^r	37%	41%	42%	39%	46% ^B	42%	40%	38%	38%	33%	40%	45%	37%	45%	45% ^H	38%	
Email	656	55	69	75	109	271	77	124	184	271	77	26	26	182	165	350	305	427	229	30	82	45	44	50	73	82	94	55	555	35	48	18	244	395	
	31%	19%	20%	23%	30% ^{abc}	42% ^{abcd}	51% ^{abcde}	19%	27% ^g	42% ^{gh}	51% ^{ghil}	23%	20%	47% ^{kl}	41% ^{kl}	34% ^p	28%	36% ^r	25%	36%	35% ^v	26%	44	24%	33%	36% ^v	30%	31%	30%	31%	34%	28%	29%	29%	33%
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	673	117	124	100	99	192	40	241	199	192	40	34	68	111	121	300	373	418	255	25	70	44	55	47	51	113	102	59	566	36	49	22	324	340	
	32%	40% ^{cde}	36% ^d	30%	28%	30%	27%	38% ^{hij}	29%	30%	27%	29%	51% ^{kmn}	29%	30%	29%	34% ^o	35% ^r	27%	29%	29%	30%	26%	30%	31%	25%	41% ^{tuv}	34% ^x	32%	32%	35%	28%	35%	39% ^H	28%
Other way (please specify)	27	1	1	8	5	10	1	2	14	10	1	-	-	4	7	10	17	13	14	4	3	1	-	2	1	2	5	6	22	-	4	*	5	22	
	1%	*	*	3% ^{ab}	2%	2%	1%	*	2% ^g	2% ^g	1%	-	-	1%	2%	1%	2%	1%	2%	4% ^{uvxy}	1%	*	-	1%	*	1%	2%	3% ^{vxy}	1%	-	3%	1%	1%	2% ^G	
Do not have this type of communication	457	31	56	61	102	169	38	87	163	169	38	15	11	94	113	213	243	206	251	21	46	47	34	28	56	37	69	48	386	17	43	11	142	299	
	22%	11%	16%	19% ^a	28% ^{abc}	26% ^{abc}	25% ^{ab}	14%	24% ^g	26% ^g	25% ^g	13%	8%	24% ^{kl}	28% ^{kl}	21%	22%	17%	27% ^q	25% ^y	20%	27% ^y	18%	19%	28% ^y	13%	23% ^y	26% ^y	22%	17%	25%	17%	17%	25% ^G	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H



Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 27
Q13. Which of the following do you use to communicate with ...? Outgoing - With family and friends
Base: All mobile/ landline users

	Experience of suspicious texts/calls					Mobile					Landline					Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668	
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693	
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590	
Voice calls on a landline	301	208	92	143	177	167	150	88	54	95	115	60	87	92	226	67	19	46	25	49	120	104	
	14%	15%	17% ^f	19% ^{adefm}	14%	14%	13%	16%	14%	17%	25% ^{abcde} ghim	25% ^{abcde} ghim	25% ^{abcde} ghim	13%	14% ^p	13%	8%	14%	15%	12%	15%	15%	
Voice calls on a mobile (over a mobile connection or over wifi)	779	551	201	318	520	491	452	250	148	160	77	130	228	581	183	76	121	61	154	286	256		
	37%	38% ^m	38%	41% ^{km}	40% ^m	40% ^{km}	40% ^m	46% ^{abdefh} jklm	38%	35%	32%	37%	33%	37%	36%	33%	38%	36%	38%	37%	37%	37%	
App-based messages (e.g. WhatsApp) on your mobile	1153	823	310	420	777	715	679	325	242	332	208	120	152	329	868	263	121	159	92	190	408	427	
	54%	57% ^{ijlm}	58% ^{ijlm}	55% ^{ijlm}	59% ^{cjklm}	59% ^{cjklm}	60% ^{cjklm}	60% ^{cjklm}	62% ^{cjklm}	60% ^{cjklm}	46%	50%	43%	48%	55%	52%	53%	50%	54%	47%	52%	62% st	
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	848	608	216	330	572	534	509	252	162	251	171	88	131	241	624	209	87	129	79	165	310	278	
	40%	42% ^m	40%	43% ^m	44% ^{ijm}	44% ^{ijm}	45% ^{ijlm}	47% ^{ijklm}	42%	45% ^{ijlm}	37%	37%	38%	35%	40%	41%	38%	41%	46%	41%	40%	40%	
Email	656	464	199	268	414	381	356	179	120	182	190	114	136	191	485	161	63	117	60	97	258	230	
	31%	32%	37% ^{defm}	35% ^m	32%	31%	31%	33%	31%	33%	42% ^{acdefg} him	48% ^{abcde} ghim	39% ^{adefhm}	28%	31%	32%	27%	37% ^{np}	35%	24%	33% ^s	33% ^s	
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	673	494	197	249	475	441	414	198	160	191	117	69	86	179	512	148	71	95	48	120	214	260	
	32%	34% ^{ijlm}	37% ^{ijlm}	32% ^{ijlm}	36% ^{ijlm}	36% ^{ijlm}	36% ^{ijlm}	37% ^{ijlm}	41% ^{acjklm}	34% ^{ijlm}	26%	29%	25%	26%	32%	29%	31%	30%	28%	30%	27%	37% st	
Other way (please specify)	27	14	7	7	8	8	8	1	2	2	8	5	7	13	19	8	3	4	3	5	13	5	
	1%	1%	1%	1%	1%	1%	1%	*	1%	*	2% ^{gi}	2% ^{gi}	2% ^{dgi}	2% ^{defgi}	1%	2%	1%	2%	1%	2%	2%	1%	
Do not have this type of communication	457	257	102	133	227	211	200	71	73	82	96	48	79	200	321	125	60	90	41	93	171	136	
	22%	18% ^g	19% ^g	17%	17% ^g	17% ^g	18% ^g	13%	19% ^g	15%	21% ^{gi}	20% ^g	22% ^{gi}	29% ^{abcde} ghijkl	20%	25%	26%	28% ⁿ	24%	23%	22%	20%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 28
Q13. Which of the following do you use to communicate with ...? Incoming - With family and friends
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Voice calls on a landline	366	39	38	38	56	155	41	76	94	155	41	19	19	105	90	197	169	224	143	11	48	28	25	21	43	60	43	30	310	22	25	10	117	221	
	17%	13%	11%	11%	16%	24%abcd	30%	12%	14%	24%gh	27%gh	17%	14%	27%kl	22%	19%	16%	19%	15%	13%	21%	16%	14%	14%	21%	22%A	14%	16%	17%	22%	14%	16%	14%	18%G	
Voice calls on a mobile (over a mobile connection or over wifi)	829	121	139	140	131	253	44	261	271	253	44	48	53	148	149	410	419	493	335	31	87	69	84	66	80	103	111	62	693	41	68	27	366	442	
	39%	42%f	40%f	43%f	36%	39%f	30%	41%j	39%j	39%j	30%	41%	40%	38%	37%	40%	39%	42%r	36%	36%	37%	40%	45%	44%	40%	37%	37%	34%	39%	40%	40%	43%	44%h	37%	
App-based messages (e.g. WhatsApp) on your mobile	1147	182	200	194	190	313	67	382	385	313	67	69	84	186	195	542	604	707	440	40	114	82	96	95	103	165	173	86	953	62	93	38	509	615	
	54%	62%def	58%ef	59%ef	53%	49%	44%	60%ij	56%ij	49%	44%	60%mn	62%mn	48%	48%	52%	56%	59%r	47%	47%	49%	47%	52%	63%stu	51%	60%tuB	58%tuB	47%	53%	61%	54%	61%	61%h	51%	
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	855	138	128	133	140	254	62	266	273	254	62	53	61	173	143	447	407	500	355	38	103	69	82	56	76	112	110	62	709	45	74	28	372	463	
	40%	47%be	37%	40%	39%	39%	41%	42%	40%	39%	41%	46%	45%	45%n	35%	43%p	38%	42%	38%	45%	44%B	40%	45%	38%	38%	40%	37%	34%	40%	44%	43%	45%	45%h	38%	
Email	694	62	74	89	114	275	81	135	203	275	81	28	28	189	167	369	324	433	261	30	80	55	47	52	77	86	103	61	591	36	51	16	258	414	
	33%	21%	21%	27%	32%abd	43%abcd	21%	29%g	43%gh	43%gh	24%	24%	21%	49%klm	41%kl	36%p	30%	36%r	28%	35%	34%	32%	25%	35%	38%v	31%	35%	33%	33%	35%	30%	26%	31%	34%	
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	694	112	129	100	108	204	42	242	207	302	42	34	62	113	133	306	388	426	269	28	72	49	61	46	55	113	99	58	577	39	56	22	325	360	
	33%	38%df	37%	30%	30%	32%	28%	38%hij	30%	32%	28%	29%	47%kmn	29%	33%	30%	36%o	36%r	29%	28%	31%	28%	33%	31%	27%	41%lux	33%	31%	32%	38%	33%	35%	39%h	30%	
Other way (please specify)	27	2	1	8	5	9	1	3	14	9	1	-	1	3	7	8	18	14	13	4	4	1	-	2	1	2	5	5	22	-	4	*	6	21	
	1%	1%	*	3%b	2%	1%	1%	1%	2%g	1%	1%	-	1%	1%	2%	1%	2%	1%	1%	4%uvxy	2%	*	-	1%	*	1%	2%	3%	1%	-	3%	1%	1%	2%	
Do not have this type of communication	438	26	58	57	100	161	37	84	157	161	37	13	9	92	106	208	229	199	239	19	46	47	31	30	53	34	64	47	371	16	40	11	141	282	
	21%	9%	17%a	17%a	28%abc	25%abc	25%a	13%	23%g	25%g	25%g	11%	7%	24%kl	26%kl	20%	21%	17%	26%q	23%y	20%y	27%vy	17%	20%	26%y	12%	22%y	26%y	21%	16%	23%	17%	17%	23%G	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 29
Q13. Which of the following do you use to communicate with ...? Incoming - With family and friends
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability					
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590
Voice calls on a landline	366	257	129	162	221	205	195	100	74	105	145	88	106	110	260	97	28	64	38	57	143	124
	17%	18%	24% ^{ade}	21% ^{dem}	17%	17%	17%	18%	19%	19%	32% ^{abcde}	37% ^{abcde}	30% ^{acdefg}	16%	16%	19% ^p	12%	20% ^p	22% ^p	14%	18%	18%
Voice calls on a mobile (over a mobile connection or over wifi)	829	589	221	335	554	524	490	257	166	262	168	84	132	239	618	194	85	126	68	159	305	271
	39%	41% ^m	41% ^m	43% ^{jk}	42% ^m	43% ^{jk}	43% ^{jk}	48% ^{ajkl}	43% ^m	47% ^{ajkl}	37%	35%	38%	35%	39%	39%	37%	40%	40%	39%	39%	39%
App-based messages (e.g. WhatsApp) on your mobile	1147	815	300	420	767	710	676	317	235	334	202	115	151	332	860	269	127	169	94	196	407	421
	54%	57% ^{ijkl}	56% ^{lm}	55% ^{lm}	59% ^{ijkl}	59% ^{ijkl}	59% ^{ijkl}	59% ^{ijkl}	60% ^{ijkl}	60% ^{ijkl}	44%	48%	43%	48%	55%	53%	55%	53%	55%	49%	52%	61% st
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	855	619	226	345	576	540	513	251	163	261	182	103	136	236	631	209	90	134	81	164	318	283
	40%	43% ^m	42% ^m	45% ^m	44% ^m	44% ^m	45% ^m	46% ^{lm}	42% ^m	47% ^{lm}	40%	43% ^m	39%	34%	40%	41%	39%	42%	47%	41%	41%	41%
Email	694	485	204	285	432	398	369	183	123	195	192	116	140	209	509	176	73	126	65	114	259	250
	33%	34%	38% ^{fm}	37% ^m	33%	33%	32%	34%	32%	35%	42% ^{adefgh}	49% ^{abcde}	40% ^{defgh}	30%	32%	35%	32%	40% ⁿ	38%	28%	33%	36% ^s
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	694	513	203	256	493	459	432	205	165	197	129	78	92	181	519	162	80	108	54	120	245	251
	33%	36% ^{klm}	38% ^{lm}	33% ^{lm}	38% ^{klm}	38% ^{klm}	38% ^{klm}	38% ^{klm}	42% ^{acjkl}	35% ^{klm}	28%	33%	26%	33%	32%	32%	35%	34%	31%	30%	31%	36%
Other way (please specify)	27	16	8	7	10	10	10	1	3	2	8	5	7	12	19	8	3	4	3	6	13	5
	1%	1%	1% ^g	1%	1%	1%	1%	*	1%	1%	2% ^{gi}	2% ^{gi}	2% ^{gi}	2% ^{gi}	1%	2%	1%	2%	1%	2%	2%	1%
Do not have this type of communication	438	242	98	125	213	198	188	64	69	77	92	45	75	196	312	116	55	82	35	91	161	128
	21%	17% ^g	18% ^g	16% ^g	16% ^g	16% ^g	17% ^g	12%	18% ^g	14%	20% ^{gi}	19% ^g	21% ^{dgi}	29% ^{abcde}	20%	23%	24%	26% ⁿ	20%	23%	21%	18%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 30
Q13. Which of the following do you use to communicate with ...? NET: With family and friends
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Voice calls on a landline	436	58	57	49	66	162	43	115	162	43	115	27	26	109	96	234	201	268	168	17	54	34	33	24	44	76	55	34	372	25	28	11	140	255	
	21%	20%	16%	15%	19%	25%bcd	29%bcd	18%	17%	25%gh	29%gh	24%	20%	28%	24%	23%p	19%	23%r	18%	21%	23%	20%	18%	16%	22%	28%wwA	18%	19%	21%	25%	16%	18%	17%	21%G	
Voice calls on a mobile (over a mobile connection or over wifi)	908	138	161	156	142	265	46	299	298	265	46	53	64	156	154	457	451	539	369	31	95	73	93	71	82	134	120	66	765	44	71	28	393	484	
	43%	47%f	46%f	47%f	40%	41%f	30%	47%j	43%j	41%j	30%	46%	47%	40%	38%	44%	42%	45%r	40%	36%	41%	42%	50%B	48%	40%	48%B	41%	36%	43%	43%	41%	45%	47%H	40%	
App-based messages (e.g. WhatsApp) on your mobile	1229	205	213	208	204	331	67	418	412	331	67	80	94	191	208	579	650	757	472	42	127	85	106	99	110	181	179	92	1021	66	101	41	537	664	
	58%	70%def	62%ef	63%ef	57%f	51%	45%	65%ij	60%ij	51%	45%	69%mn	70%mn	49%	51%	56%	60%	64%r	51%	50%	54%	49%	58%	66%stu	54%	66%stu	60%uB	50%	57%	65%	59%	66%	64%H	55%	
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	955	160	148	153	158	274	63	307	310	274	63	62	73	180	157	496	458	561	394	39	112	73	92	67	88	129	121	71	795	49	82	30	412	518	
	45%	55%bde	43%	46%	44%	43%	42%	48%	45%	43%	42%	53%n	54%n	47%n	39%	48%p	42%	47%r	42%	46%	48%	43%	50%	45%	44%	47%	41%	39%	45%	48%	47%	47%	49%H	43%	
Email	753	73	84	96	122	294	83	157	218	294	83	36	31	195	182	399	354	473	280	33	91	56	50	56	87	95	107	64	639	37	57	19	271	456	
	35%	25%	24%	29%	34%abd	46%abc	25%	32%g	46%gh	31%	31%	23%	50%kl	45%kl	38%p	33%	40%r	30%	39%	39%v	33%	27%	38%	43%v	34%	36%	35%	36%	37%	33%	31%	32%	38%G		
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	748	131	134	109	110	220	44	264	220	220	44	42	72	120	143	330	418	457	291	26	77	52	63	49	57	123	111	66	624	41	60	23	345	391	
	35%	45%cde	39%d	33%	31%	34%	29%	41%hij	32%	34%	29%	36%	54%kmm	31%	35%	32%	39%o	38%r	31%	31%	33%	30%	34%	33%	28%	45%stu	37%wx	36%	35%	40%	35%	36%	41%H	32%	
Other way (please specify)	28	2	1	8	5	10	1	3	14	10	1	-	1	4	7	10	18	14	14	4	4	1	-	2	1	2	5	6	23	-	4	*	6	22	
	1%	1%	*	3%b	2%	2%	1%	1%	2%g	2%	1%	-	1%	1%	2%	1%	2%	1%	2%	4%uxxy	2%	-	-	1%	*	1%	2%	3%vxy	1%	-	3%	1%	1%	2%	
Do not have this type of communication	429	25	52	56	99	161	37	77	155	161	37	12	9	92	106	204	225	198	231	19	43	46	31	28	53	33	64	46	363	16	39	11	137	278	
	20%	9%	15%a	17%a	28%abc	25%abc	25%ab	12%	22%g	25%g	25%g	11%	7%	24%kl	26%kl	20%	21%	17%	25%q	23%y	19%	26%y	17%	19%	26%y	12%	22%y	25%y	20%	16%	23%	17%	16%	23%G	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 31
Q13. Which of the following do you use to communicate with ...? NET: With family and friends
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability					
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590
Voice calls on a landline	436	315	144	207	269	252	231	130	87	135	171	94	129	121	323	103	31	67	40	71	170	149
	21%	22% _m	27% _{adefm}	27% _{adefm}	21%	21%	20%	24% _m	22%	24% _m	37% _{abcdef ghim}	40% _{abcdef ghim}	37% _{abcdef ghim}	18%	20% _p	20% _p	14%	21% _p	23% _p	18%	22%	21%
Voice calls on a mobile (over a mobile connection or over wifi)	908	650	239	375	608	576	532	292	181	293	194	91	154	258	681	211	90	140	71	174	337	297
	43%	45% _m	45% _m	49% _{klm}	46% _{klm}	47% _{klm}	47% _{klm}	54% _{abdefh jklm}	46% _m	53% _{abdfjk lmn}	42%	38%	44%	38%	43%	42%	39%	44%	41%	43%	43%	43%
App-based messages (e.g. WhatsApp) on your mobile	1229	884	329	460	832	769	728	354	256	364	230	128	169	345	922	284	134	175	100	214	443	443
	58%	62% _{ijklm}	61% _{ijlm}	60% _{ijlm}	64% _{ijklm}	63% _{ijklm}	64% _{ijklm}	66% _{ijklm}	66% _{ijklm}	65% _{ijklm}	50%	54%	48%	50%	58%	56%	58%	55%	59%	53%	57%	64% _{st}
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	955	695	252	389	646	604	570	291	184	291	214	113	161	259	711	226	95	142	88	185	355	313
	45%	48% _m	47% _m	51% _m	49% _m	50% _m	50% _m	54% _{abjlm}	47% _m	52% _m	47% _m	48% _m	46% _m	38%	45%	45%	41%	45%	51%	46%	45%	45%
Email	753	530	221	312	473	436	406	209	137	214	214	124	154	222	553	191	78	134	71	123	293	262
	35%	37%	41% _{fm}	40% _m	36%	36%	36%	39% _m	35%	39% _m	47% _{adefgh im}	52% _{abcdef ghim}	44% _{adefhmn}	32%	35%	38%	34%	42% _{nm}	41%	31%	37% _s	38% _s
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	748	558	217	281	534	496	465	224	177	216	142	83	101	190	559	176	84	116	58	135	259	272
	35%	39% _{ijlm}	41% _{ijlm}	37% _{lm}	41% _{ijlm}	41% _{ijlm}	41% _{ijlm}	41% _{ijlm}	45% _{acjklm}	39% _{ijlm}	31%	35%	29%	28%	35%	35%	37%	36%	34%	34%	33%	39% _t
Other way (please specify)	28	16	8	7	10	10	10	1	3	2	8	5	7	13	20	8	3	4	3	6	13	5
	1%	1%	1% _g	1%	1%	1%	1%	*	1%	2%	2% _{gi}	2% _{gi}	2% _{gi}	2% _{dgi}	1%	2%	1%	1%	2%	1%	2%	1%
Do not have this type of communication	429	239	98	124	210	194	185	62	69	76	91	45	73	190	305	115	54	82	35	87	159	128
	20%	17% _g	18% _g	16% _g	16% _g	16% _g	16% _g	11%	18% _g	14%	20% _{gi}	19% _g	21% _{gi}	19%	19%	23%	24%	26% _{nm}	20%	22%	20%	18%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 32
Q13. Which of the following do you use to communicate with ...? Outgoing - For business
Base: All mobile/ landline users

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032		
Voice calls on a landline	174	30	42	25	34	35	8	72	59	35	8	18	8	21	22	102	72	110	64	8	19	11	14	7	19	36	22	12	149	11	11	2	73	80		
	8%	10%ef	12%ef	8%	9%ef	5%	5%	11%ij	9%ij	5%	5%	15%lmn	6%	5%	10%p	7%	9%	7%	10%	10%	8%	6%	8%	5%	10%	13%uwA	7%	7%	8%	11%F	7%	4%	9%	7%		
Voice calls on a mobile (over a mobile connection or over wifi)	284	67	61	60	47	43	6	128	107	43	6	24	38	32	17	156	128	184	100	17	31	14	30	16	26	64	34	15	247	6	21	10	128	137		
	13%	23%def	18%ef	18%ef	13%ef	7%	4%	20%ij	16%ij	7%	4%	21%mn	28%mn	8%n	4%	15%p	12%	16%r	11%	20%uB	13%	8%	16%uB	11%	13%	23%tuw	12%	8%	14%D	6%	12%	16%D	15%H	11%		
App-based messages (e.g. WhatsApp) on your mobile	286	70	66	38	63	47	2	136	101	47	2	32	39	28	20	156	130	186	100	15	35	12	28	13	17	67	41	18	247	10	20	9	130	143		
	13%	24%cef	19%cef	11%ef	18%cef	7%f	1%	21%hij	15%ij	7%j	1%	27%mn	29%mn	7%	5%	15%	12%	16%r	11%	17%lux	15%u	7%	15%u	9%	8%	24%tuv	14%u	10%	14%	10%	12%	15%	16%H	12%		
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	207	57	38	30	43	38	1	95	73	38	1	30	24	23	15	126	81	129	77	11	22	11	27	16	10	41	23	15	178	8	15	6	87	106		
	10%	19%bcd	11%ef	9%f	12%ef	6%f	1%	15%hij	11%ij	6%j	1%	26%mn	18%mn	6%	4%	12%p	7%	11%	8%	13%x	10%	6%	15%luxA	11%	5%	15%luxA	8%	8%	10%	8%	9%	9%	10%	9%		
Email	423	72	79	74	86	98	14	150	160	98	14	29	37	73	39	234	188	277	146	19	47	18	32	35	38	74	52	34	349	24	34	16	175	238		
	20%	25%ef	23%ef	23%ef	24%ef	15%	10%	24%ij	23%ij	15%	10%	25%n	28%n	19%n	10%	23%p	17%	23%r	16%	22%u	20%u	10%	18%	24%u	19%u	27%uvA	17%u	19%u	20%	23%	20%	26%	21%	20%		
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	235	47	45	41	56	45	2	91	96	45	2	18	27	30	17	128	107	176	59	10	28	7	10	20	15	53	31	24	198	8	22	7	110	118		
	11%	16%ef	13%ef	12%ef	15%ef	7%f	1%	14%ij	14%ij	7%j	1%	16%mn	20%mn	8%	4%	12%	10%	15%r	6%	12%u	12%uv	4%	5%	13%uv	7%	19%uvx	10%u	13%uv	11%	8%	13%	12%	13%H	10%		
Other way (please specify)	14	1	1	-	4	6	2	2	4	6	2	-	1	5	3	7	7	7	6	-	2	2	1	1	-	1	2	4	12	-	-	1	1	13		
	1%	*	*	-	1%	2%c	*	1%	1%	2%	*	-	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	-	*	1%	2%x	1%	-	-	2%E	*	1%G		
Do not have this type of communication	1321	128	156	185	221	502	129	284	406	502	129	47	49	291	339	595	723	674	646	51	148	128	101	98	138	120	203	124	1111	64	110	35	488	806		
	62%	44%	45%	56%ab	62%ab	78%abc	44%	59%g	78%gh	86%ghi	41%	36%	75%kl	83%klm	57%	67%o	57%	69%q	60%y	64%y	74%stv	55%y	66%y	68%vy	43%	68%vy	68%vy	62%	63%	64%	56%	58%	67%G			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 33
Q13. Which of the following do you use to communicate with ...? Outgoing - For business
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668	
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693	
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590	
Voice calls on a landline	174	125	51	78	106	101	89	64	29	57	59	30	45	49	140	30	13	20	13	24	63	73	
	8%	9%	10%	10%	8%	8%	8%	12%defm	8%	10%	13%adefhm	13%defm	13%adefhm	7%	9%	6%	6%	7%	6%	6%	8%	10% ^s	
Voice calls on a mobile (over a mobile connection or over wifi)	284	220	73	133	202	198	178	129	60	106	74	27	57	64	231	48	28	29	14	62	101	100	
	13%	15% ^{km}	14% ^{km}	17% ^{km}	15% ^m	16% ^m	16% ^m	24% ^{abodef}	15% ^m	19% ^{bk}	16% ^m	11%	16% ^m	9%	15% ^{oq}	10%	12%	9%	8%	15%	13%	14%	
App-based messages (e.g. WhatsApp) on your mobile	286	209	79	117	202	193	175	128	73	97	55	25	39	77	229	51	27	31	24	45	107	113	
	13%	15%	15%	15% ^m	15% ^m	16% ^{lm}	15% ^m	24% ^{abodef}	19% ^{jk}	17% ^{jk}	12%	11%	11%	11%	15% ^{oq}	10%	12%	10%	14%	11%	14%	16% ^s	
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	207	159	47	96	146	142	130	92	42	77	46	15	38	48	164	37	20	27	11	38	79	73	
	10%	11% ^{km}	9%	12% ^{km}	11% ^{km}	12% ^{km}	11% ^{km}	17% ^{abodef}	11%	14% ^{bk}	10%	6%	11%	7%	10%	7%	9%	9%	6%	9%	10%	10%	
Email	423	318	132	177	302	283	264	150	103	144	87	54	63	105	328	87	40	51	33	62	155	166	
	20%	22% ^m	25% ^{lm}	23% ^m	23% ^m	23% ^{lm}	23% ^m	28% ^{aj}	26% ^{jm}	26% ^{jm}	19%	23% ^m	18%	15%	21%	17%	17%	16%	19%	15%	20%	24% ^s	
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	235	185	77	105	178	167	157	91	71	89	44	24	33	50	189	42	19	28	14	40	65	111	
	11%	13% ^{km}	14% ^{jm}	14% ^m	14% ^{jm}	14% ^{jm}	14% ^{jm}	17% ^{aj}	18% ^{adj}	16% ^{jm}	10%	10%	9%	7%	12% ^o	8%	8%	9%	8%	10%	8%	16% st	
Other way (please specify)	14	9	5	4	6	6	6	2	2	2	5	4	4	5	9	5	2	4	1	5	3	3	
	1%	1%	1%	1%	*	*	1%	*	*	*	1%	2%	1%	1%	1%	1%	1%	1%	*	1%	*	*	
Do not have this type of communication	1321	837	325	429	761	693	665	233	220	289	274	155	216	484	939	358	160	235	124	254	503	393	
	62%	58% ^{gi}	61% ^{gi}	56% ^g	58% ^{gi}	57% ^g	58% ^{gi}	43%	56% ^g	52% ^g	60% ^{gi}	65% ^{ceghi}	62% ^{gi}	70% ^{abodef}	60%	71% ⁿ	70% ⁿ	74% ⁿ	73% ⁿ	63%	64% ^u	57%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
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Table 34
Q13. Which of the following do you use to communicate with ...? Incoming - For business
Base: All mobile/ landline users

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032		
Voice calls on a landline	181	25	45	25	35	42	10	70	59	42	10	11	10	27	25	100	81	117	64	10	22	10	14	17	20	27	21	11	151	13	14	3	74	87		
	9%	9%	13%ce	7%	10%	6%	7%	11%ai	9%	6%	7%	10%	8%	7%	6%	10%	7%	10%fr	7%	12%	10%	6%	7%	11%	10%	10%	7%	6%	8%	13%	8%	5%	9%	7%		
Voice calls on a mobile (over a mobile connection or over wifi)	278	65	56	54	49	47	9	120	102	47	9	26	35	38	18	152	126	176	102	15	30	16	25	19	25	59	36	17	242	6	20	11	118	142		
	13%	22%def	16%ef	16%ef	14%ef	7%	6%	19%aj	15%aj	7%	6%	22%mn	26%mn	10%n	4%	15%	12%	15%r	11%	17%	13%	9%	14%	13%	12%	21%luxAB	12%	9%	14%D	6%	11%	17%D	14%	12%		
App-based messages (e.g. WhatsApp) on your mobile	302	76	62	42	65	54	3	137	107	54	3	31	43	33	24	162	140	203	98	17	34	13	32	17	23	67	39	19	261	10	22	10	141	145		
	14%	26%bcd	18%ef	13%ef	18%ef	8%f	2%	22%hij	16%aj	8%j	2%	27%mn	32%mn	9%	6%	16%	13%	17%r	11%	21%uB	14%u	7%	17%u	11%	11%	24%tuxAB	13%	10%	15%	10%	13%	15%	17%H	12%		
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	228	60	45	30	45	42	6	105	76	42	6	30	26	29	19	132	97	141	87	15	23	10	37	19	17	40	24	16	200	7	15	7	104	115		
	11%	21%bcd	13%ef	9%f	13%ef	7%	4%	16%hij	11%aj	7%	4%	26%mn	19%mn	8%	5%	13%p	9%	12%	9%	18%luxA	10%	6%	20%tuxAB	12%	8%	14%uA	8%	8%	11%	6%	9%	10%	12%	10%		
Email	427	72	83	74	82	100	15	155	157	100	15	34	34	73	42	244	183	275	152	19	47	19	32	37	37	78	49	30	346	25	40	15	182	232		
	20%	25%ef	24%ef	23%ef	23%ef	15%	10%	24%aj	23%aj	15%	10%	30%mn	26%n	19%n	10%	24%p	17%	23%r	16%	22%u	20%u	11%	17%	25%u	18%	28%luxeAB	16%	17%	19%	25%	23%	24%	22%	19%		
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	234	43	54	40	53	43	1	96	93	43	1	19	22	29	16	134	100	178	55	8	30	8	13	18	17	49	31	25	199	7	21	6	103	123		
	11%	15%ef	15%ef	12%ef	15%ef	7%f	1%	15%aj	14%aj	7%j	1%	16%mn	16%mn	7%n	4%	13%p	9%	15%r	6%	10%	13%u	5%	7%	12%u	8%	18%luxeAB	10%u	13%u	11%	7%	12%	10%	12%	10%		
Other way (please specify)	14	-	1	-	4	7	2	1	4	7	2	-	-	5	4	7	7	6	7	-	3	2	1	1	-	-	2	4	12	-	-	1	-	14		
	1%	-	*	-	1%	1%	2%c	*	1%	1%	2%g	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	-	2%xy	1%	-	-	2%E	-	1%G			
Do not have this type of communication	1311	127	156	185	221	493	128	283	406	493	128	45	49	287	334	589	720	670	641	49	146	127	101	97	134	120	203	126	1102	64	109	36	489	795		
	62%	43%	45%	56%ab	62%ab	76%abc	86%abc	44%	59%g	76%gh	86%ghi	39%	37%	74%kl	82%klm	57%	66%o	56%	69%q	58%y	63%y	73%stv	54%y	65%y	66%vy	43%	68%vy	68%vy	62%	63%	63%	57%	59%	66%G		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 35
Q13. Which of the following do you use to communicate with ...? Incoming - For business
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile									Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668			
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693			
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590			
Voice calls on a landline	181	135	53	81	116	111	100	65	31	60	65	35	48	46	143	34	16	23	14	26	61	78			
	9%	9%	10%	11% ^m	9%	9%	9%	12% ^m	8%	11% ^m	14% ^{adefhm}	15% ^{adefhm}	14% ^{adefhm}	7%	9%	7%	7%	8%	6%	8%	11% st				
Voice calls on a mobile (over a mobile connection or over wifi)	278	217	73	139	197	193	177	120	60	113	72	28	56	61	226	48	24	28	18	56	105	95			
	13%	15% ^{km}	14% ^{km}	18% ^{km}	15% ^m	16% ^m	16% ^m	22% ^{abdefhjk}	16% ^m	20% ^{abdefk}	16% ^m	12%	16% ^m	9%	14% ^{oq}	9%	10%	9%	11%	14%	13%	14%			
App-based messages (e.g. WhatsApp) on your mobile	302	224	85	137	214	205	185	133	74	112	68	25	53	78	234	60	34	34	25	50	111	114			
	14%	16% ^m	16% ^m	18% ^{km}	16% ^{km}	17% ^{km}	16% ^{km}	25% ^{abdefhjk}	19% ^{km}	20% ^{akm}	15%	11%	15%	11%	15%	12%	15%	11%	15%	12%	14%	16%			
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	228	173	64	101	166	160	147	100	55	82	52	22	41	55	181	43	23	30	15	36	92	80			
	11%	12% ^m	12% ^m	13% ^m	13% ^m	13% ^m	13% ^m	18% ^{abdefhjk}	14% ^m	15% ^m	11%	9%	12%	8%	11%	9%	10%	10%	9%	9%	12%	12%			
Email	427	322	136	181	303	283	264	155	103	146	96	61	65	104	328	91	44	51	33	60	158	173			
	20%	22% ^m	25% ^{lm}	24% ^m	23% ^m	23% ^m	23% ^m	29% ^{adefjlm}	26% ^{lm}	26% ^{lm}	21% ^m	26% ^m	19%	15%	21%	18%	19%	19%	15%	20%	25% st				
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	234	183	78	104	177	166	153	96	71	87	40	23	31	51	189	40	17	27	14	33	69	113			
	11%	13% ^{jm}	15% ^{jm}	13% ^{jm}	14% ^{jm}	14% ^{jm}	13% ^{jm}	18% ^{adefklm}	18% ^{adfkjlm}	16% ^{ijklm}	9%	10%	9%	7%	12% ^o	8%	8%	8%	8%	8%	9%	16% st			
Other way (please specify)	14	9	5	4	6	6	6	1	2	2	5	4	4	5	8	6	2	4	1	5	3	3			
	1%	1%	1%	1%	*	*	1%	*	*	*	1%	2% ^g	1%	1%	1%	1%	1%	1%	*	1%	*	*			
Do not have this type of communication	1311	828	320	422	753	686	660	225	218	285	266	151	209	482	933	354	159	235	121	255	497	388			
	62%	58% ^{gi}	60% ^{gi}	55% ^g	58% ^{gi}	57% ^g	58% ^{gi}	42%	56% ^g	51% ^g	58% ^{gi}	64% ^{cgij}	60% ^{gi}	70% ^{abdefghij}	59%	70% ⁿ	69% ⁿ	74% ⁿ	71% ⁿ	63% ^u	63% ^u	56%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
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Absolutes/col percents

Table 36
Q13. Which of the following do you use to communicate with ...? NET: Business
Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region							Nation					Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
Voice calls on a landline	218	38	54	33	39	45	10	92	72	45	10	20	13	28	26	123	95	136	82	11	26	11	20	17	20	44	26	12	187	13	15	3	93	99
	10%	13% ^e	16% ^{ef}	10%	11%	7%	7%	14% ^{aj}	10% ^{ai}	7%	7%	17% ^{mn}	9%	7%	7%	12% ^p	9%	11%	9%	13%	11%	6%	11%	11%	10%	16% ^u AB	9%	7%	10%	13%	9%	5%	11% ^H	8%
Voice calls on a mobile (over a mobile connection or over wifi)	333	83	70	67	56	49	9	153	122	49	9	33	44	38	20	183	149	211	122	17	35	19	33	20	29	78	42	19	292	6	24	11	143	164
	16%	28% ^{bcd}	20% ^{ef}	20% ^{ef}	15% ^{ef}	8%	6%	24% ^{hij}	18% ^{ij}	8%	6%	29% ^{mn}	33% ^{mn}	10% ⁿ	5%	18% ^p	14%	18% ^r	13%	20% ^B	15%	11%	18%	13%	14%	28% ^{tuv}	14%	10%	16% ^D	6%	14% ^D	18% ^D	17% ^H	14%
App-based messages (e.g. WhatsApp) on your mobile	337	89	75	45	68	57	3	165	113	57	3	40	48	33	27	180	157	225	112	18	41	14	37	18	25	77	43	20	294	10	23	10	152	163
	16%	31% ^{bcd}	22% ^{cef}	14% ^{ef}	19% ^{ef}	9% ^f	2%	26% ^{hij}	16% ^{aj}	9% ^j	2%	35% ^{mn}	36% ^{mn}	9%	7%	17%	14%	19% ^r	12%	22% ^{uB}	18% ^u	8%	20% ^{uB}	12%	12%	28% ^{tuv}	14%	11%	16%	10%	14%	16%	18% ^H	14%
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	263	73	54	37	49	45	6	127	86	45	6	37	31	30	21	154	110	163	101	15	27	13	39	20	17	52	27	19	229	8	20	7	114	133
	12%	25% ^{bcd}	16% ^{ef}	11% ^{ef}	14% ^{ef}	7%	4%	20% ^{hij}	12% ^{aj}	7%	4%	32% ^{mn}	23% ^{mn}	8%	5%	15% ^p	10%	14%	11%	18% ^{luxA}	12%	8%	21% ^{tux}	13%	8%	19% ^{tuxA}	9%	10%	13%	8%	11%	10%	14%	11%
Email	460	80	92	82	87	103	15	172	169	103	15	35	40	75	43	259	201	296	164	20	53	19	35	37	40	85	52	36	377	25	42	16	192	251
	22%	27% ^{ef}	27% ^{ef}	25% ^{ef}	24% ^{ef}	16%	10%	27% ^{aj}	25% ^{aj}	16%	10%	30% ^{mn}	30% ^{mn}	19% ⁿ	11%	25% ^p	19%	25% ^r	18%	24% ^u	23% ^u	11%	19%	25% ^u	20% ^u	31% ^{uvx}	18%	20% ^u	21%	25%	24%	26%	23%	21%
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	254	51	56	44	56	45	2	108	100	45	2	21	29	30	17	140	115	192	63	10	32	8	13	21	18	55	34	27	217	8	22	7	114	132
	12%	18% ^{ef}	16% ^{ef}	13% ^{ef}	15% ^{ef}	7% ^f	1%	17% ^{aj}	14% ^{aj}	7% ^j	1%	18% ^{mn}	21% ^{mn}	8%	4%	13%	11%	16% ^r	7%	12%	14% ^{uv}	5%	7%	14% ^u	9%	20% ^{uvx}	12% ^u	14% ^{uv}	12%	8%	13%	12%	14%	11%
Other way (please specify)	15	1	1	-	4	7	2	2	4	7	2	-	1	5	4	7	7	7	7	-	3	2	1	1	-	1	2	4	13	-	-	1	1	14
	1%	*	*	-	1%	1%	2% ^c	*	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	*	1%	2% ^x	1%	-	-	2% ^E	*	1% ^G
Do not have this type of communication	1304	125	155	184	220	492	128	280	404	492	128	45	47	287	332	588	714	666	638	49	146	127	100	97	134	119	202	122	1096	64	109	35	484	794
	61%	43%	45%	56% ^{ab}	61% ^{ab}	76% ^{abc}	85% ^{abc}	44%	59% ^g	76% ^{gh}	85% ^{ghi}	39%	35%	74% ^{kl}	82% ^{klm}	57%	66% ^o	56%	68% ^q	58% ^y	63% ^y	73% ^{stv}	54% ^y	65% ^y	66% ^{vy}	43%	68% ^{vy}	67% ^{vy}	61%	63%	63%	56%	58%	66% ^G

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 37
Q13. Which of the following do you use to communicate with ...? NET: Business
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668		
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693		
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590		
Voice calls on a landline	218	166	65	107	141	136	118	85	40	78	80	39	61	52	176	38	19	24	15	33	78	90		
	10%	12% _m	12% _m	14% _{fm}	11% _m	11% _m	10%	16% _{adefhm}	10%	14% _{fm}	18% _{abdefh}	17% _{adefhm}	17% _{abdefhm}	8%	11% _o	8%	8%	8%	8%	8%	10%	13% _s		
Voice calls on a mobile (over a mobile connection or over wifi)	333	263	89	168	240	235	209	153	75	134	92	33	70	70	272	55	30	33	18	69	124	114		
	16%	18% _m	17% _m	22% _{bkm}	18% _m	19% _m	18% _m	28% _{abdefh}	19% _m	24% _{abdefk}	20% _m	14%	20% _m	10%	17% _{oq}	11%	13%	10%	11%	17%	16%	16%		
App-based messages (e.g. WhatsApp) on your mobile	337	253	96	152	238	229	207	153	86	121	83	31	62	84	267	62	35	34	28	58	123	127		
	16%	18% _m	18% _m	20% _{km}	18% _m	19% _m	18% _m	28% _{abdefh}	22% _{km}	22% _{km}	18% _m	13%	18% _m	12%	17% _{oq}	12%	15%	11%	16%	14%	16%	18%		
Texts (e.g. SMS, iMessage, RCS Chat) on your mobile	263	207	71	125	192	187	169	122	60	98	67	25	53	56	212	46	24	31	15	47	101	94		
	12%	14% _m	13% _m	16% _{km}	15% _m	15% _m	15% _m	23% _{abdefh}	15% _m	18% _{km}	15% _m	10%	15% _m	8%	13% _o	9%	11%	10%	9%	12%	13%	13%		
Email	460	352	146	197	329	310	288	174	113	157	104	62	72	108	358	94	45	53	34	71	168	179		
	22%	24% _m	27% _{lm}	26% _m	25% _m	26% _m	25% _m	32% _{acdefj}	29% _{lm}	28% _{lm}	23% _m	26% _m	21%	16%	23% _q	19%	20%	17%	20%	18%	21%	26% _s		
Video or voice calls over apps (e.g. Zoom, Teams, Facetime, WhatsApp calling)	254	203	83	117	194	183	168	104	76	96	49	26	39	52	208	42	19	28	14	43	74	117		
	12%	14% _m	16% _{jm}	15% _m	15% _m	15% _{jm}	15% _m	19% _{adefjk}	19% _{ajklm}	17% _{ijklm}	11%	11%	11%	8%	13% _{oq}	8%	8%	9%	8%	11%	10%	17% _{st}		
Other way (please specify)	15	10	5	4	7	7	7	2	2	2	5	4	4	5	9	6	2	4	1	6	3	3		
	1%	1%	1%	1%	1%	1%	1%	*	*	*	1%	2%	1%	1%	1%	1%	1%	1%	*	1%	*	*		
Do not have this type of communication	1304	824	320	420	748	682	656	224	218	283	266	151	209	480	928	352	158	234	121	250	497	387		
	61%	57% _{gi}	60% _{gi}	55% _g	57% _{gi}	56% _g	58% _{gi}	42%	56% _g	51% _g	58% _{gi}	64% _{cegi}	60% _{gi}	70% _{abcdefghijl}	59%	70% _n	69% _n	74% _n	70% _n	62%	63% _u	56%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 38
Q14. How likely is it that you would pick up a call from the following types of numbers? Summary
Base: All mobile/ landline users

	A UK landline number that you do not recognise	A UK mobile number that you do not recognise	An Irish landline number that you do not recognise	An Irish mobile number that you do not recognise	An international number that you DO NOT recognise	An international number with a country code that you DO recognise	A withheld number
Unweighted base	2128	2128	2128	2128	2128	2128	2128
Weighted base	2121	2121	2121	2121	2121	2121	2121
Effective base	1769	1769	1769	1769	1769	1769	1769
5 - Very likely to pick up	305 14%	291 14%	148 7%	141 7%	131 6%	242 11%	266 13%
4	252 12%	261 12%	130 6%	133 6%	89 4%	178 8%	199 9%
3	492 23%	499 24%	233 11%	220 10%	233 11%	304 14%	363 17%
2	451 21%	457 22%	293 14%	299 14%	260 12%	341 16%	353 17%
1- Very unlikely to pick up	580 27%	578 27%	897 42%	898 42%	1225 58%	841 40%	865 41%
I would not recognise that type of number	41 2%	35 2%	419 20%	431 20%	184 9%	216 10%	76 4%
NET: Likely	557 26%	553 26%	278 13%	274 13%	220 10%	420 20%	465 22%
NET: Unlikely	1031 49%	1035 49%	1191 56%	1197 56%	1485 70%	1182 56%	1218 57%
Mean	2.64	2.63	2.02	2.01	1.78	2.29	2.34
Standard deviation	1.38	1.37	1.32	1.31	1.22	1.43	1.43
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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Table 39
Q14. How likely is it that you would pick up a call from the following types of numbers? A UK landline number that you do not recognise
Base: All mobile/ landline users

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade				Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)				
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256				
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209				
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032				
5 - Very likely to pick up	305	29	43	47	36	107	43	72	83	107	43	16	12	78	72	157	147	172	133	8	46	19	35	23	21	50	35	27	264	15	17	8	120	171				
	14%	10%	12%	14%	10%	17% ^{ad}	29% ^{abc}	11%	12%	17% ^{gh}	29% ^{ghi}	14%	9%	20% ^{kl}	18% ^{kl}	15%	14%	14%	14%	10%	20% ^{sux}	11%	19% ^x	15%	15%	18% ^x	12%	15%	15%	15%	15%	10%	13%	14%	14%			
4	252	37	51	34	39	69	22	88	73	69	22	18	16	40	51	135	117	159	93	14	21	25	24	18	26	33	27	20	208	13	27	4	81	157				
	12%	13%	15%	10%	11%	11%	15%	14%	11%	11%	15%	16%	12%	10%	12%	13%	11%	13% ^{fr}	10%	16%	9%	14%	13%	12%	13%	12%	9%	11%	12%	13%	16% ^F	7%	10%	13% ^G				
3	492	86	81	70	93	141	21	167	163	141	21	34	50	81	236	256	282	210	22	50	36	50	36	50	69	77	37	426	20	31	15	193	277					
	23%	30% ^{cef}	23% ^f	21%	26% ^f	22% ^f	14%	26% ^j	24% ^j	22% ^j	14%	29%	38% ^{mn}	21%	20%	23%	24%	24%	23%	26%	22%	21%	27%	24%	25%	25%	26%	20%	24%	20%	18%	24%	23%	23%				
2	451	63	75	80	84	123	26	138	164	123	26	21	28	74	75	219	232	272	179	20	51	29	30	36	38	61	60	44	371	21	42	17	194	247				
	21%	22%	22%	24%	23%	19%	17%	22%	24% ^{ai}	19%	17%	18%	21%	19%	18%	21%	23%	19%	19%	24%	22%	17%	16%	24%	19%	22%	20%	24%	31%	21%	24%	27%	23%	20%				
1- Very unlikely to pick up	580	70	87	89	106	195	33	157	195	195	33	24	25	105	123	266	313	287	294	20	58	57	41	32	61	62	90	54	476	31	55	18	233	330				
	27%	24%	25%	27%	30%	30%	22%	25%	28%	30% ^{og}	22%	21%	18%	27%	30% ^{ld}	26%	29%	24%	31% ^q	23%	25%	33% ^{vwxy}	22%	21%	30%	23%	30%	29%	27%	31%	32%	30%	28%	27%				
I would not recognise that type of number	41	8	10	9	1	9	5	18	10	9	5	3	3	7	6	23	18	17	24	2	5	7	5	4	6	2	8	1	40	1	1	-	14	25				
	2%	3% ^d	3% ^d	3% ^d	*	1%	3% ^{cd}	3%	1%	1%	3%	3%	2%	2%	2%	2%	2%	1%	3%	2%	4% ^{yz}	3%	3%	3%	1%	3%	1%	2%	1%	1	*	-	2%	2%				
NET: Likely	557	65	94	81	75	176	65	160	156	176	65	34	28	118	123	292	264	331	226	22	68	44	59	41	47	83	62	47	473	28	44	12	201	328				
	26%	22%	27%	25%	21%	27% ^{de}	44% ^{abc}	25%	23%	27%	44% ^{ghi}	29%	21%	31%	30%	28%	24%	28%	24%	26%	29% ^A	25%	32% ^A	28%	23%	30% ^A	21%	26%	26%	28%	26%	20%	24%	27%				
NET: Unlikely	1031	133	161	169	190	318	59	295	359	318	59	45	53	180	197	485	545	559	472	40	110	86	71	68	100	124	151	98	847	53	96	35	427	577				
	49%	46%	47%	51% ^f	53% ^f	49% ^f	40%	46%	52% ^{gj}	49% ^j	40%	39%	39%	46%	49%	47%	50%	47%	51%	47%	47%	50%	38%	45%	49%	45%	51% ^v	53% ^v	47%	52%	56%	56%	51%	48%				
Mean	2.64	2.62	2.67	2.59	2.48	2.64	3.11 ^{ab}	2.65	2.53	2.64	3.11 ^{gh}	2.83	2.71	2.77	2.69	2.70	2.58	2.71 ^r	2.55	2.65	2.76	2.51	2.90 ^{ux}	2.76	2.53	2.80 ^{uA}	2.50	2.57	2.66	2.60	2.47	2.47	2.59	2.66				
Standard deviation	1.38	1.26	1.35	1.38	1.29	1.44	1.56	1.31	1.33	1.44	1.56	1.33	1.18	1.48	1.47	1.39	1.37	1.36	1.41	1.28	1.45	1.39	1.41	1.35	1.34	1.39	1.34	1.40	1.38	1.43	1.35	1.33	1.37	1.39				
Standard error	0.03	0.08	0.08	0.07	0.07	0.06	0.13	0.06	0.05	0.06	0.13	0.13	0.11	0.07	0.04	0.04	0.04	0.05	0.14	0.10	0.10	0.11	0.12	0.12	0.10	0.09	0.08	0.11	0.03	0.13	0.11	0.12	0.05	0.04				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 40
Q14. How likely is it that you would pick up a call from the following types of numbers? A UK landline number that you do not recognise
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total																						
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668	
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	566	457	237	350	686	1578	504	230	318	171	404	783	693	
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590	
5 - Very likely to pick up	305 14%	205 14%	92 17%ef	127 16%e	179 14%	157 13%	148 13%	72 13%	56 14%	83 15%	85 19%adefg	54 23%acdefg	69 20%adefg	99 15%	230 15%	75 15%	21 9%	51 16%p	24 14%	58 14%	113 14%	102 15%	
4	252 12%	192 13% <u>m</u>	70 13% <u>m</u>	117 15% <u>m</u>	167 13% <u>m</u>	154 13% <u>m</u>	143 13% <u>m</u>	73 13% <u>m</u>	51 13% <u>m</u>	78 14% <u>m</u>	67 15% <u>m</u>	28 12%	55 16% <u>m</u>	60 9%	195 12%	53 10%	23 10%	35 11%	15 9%	37 9%	98 12%	95 14%	
3	492 23%	343 24%	144 27%	213 28% <u>m</u>	311 24%	286 24%	267 23%	136 25%	110 28% <u>m</u>	162 29% <u>adefm</u>	138 30% <u>adefm</u>	69 29% <u>m</u>	104 30% <u>adefm</u>	148 22%	350 22%	130 26%	73 32% <u>onq</u>	70 22%	42 24%	114 28% <u>t</u>	164 21%	166 24%	
2	451 21%	322 22% <u>jk</u>	107 20%	143 19%	305 23% <u>cijklm</u>	291 24% <u>cijklm</u>	273 24% <u>cijklm</u>	122 23% <u>jk</u>	83 21%	102 18%	76 17%	37 16%	61 17%	129 19%	347 22%	94 19%	41 18%	64 20%	29 17%	77 19%	173 22%	147 21%	
1- Very unlikely to pick up	580 27%	352 25% <u>cjl</u>	118 22% <u>l</u>	157 20%	327 25% <u>cjl</u>	307 25% <u>cjl</u>	292 26% <u>cjl</u>	124 23% <u>l</u>	87 22% <u>l</u>	119 21%	82 18%	47 20%	55 16%	228 33% <u>abcdefghijkl</u>	429 27%	142 28%	70 30%	91 29%	54 32%	103 26%	223 28%	175 25%	
I would not recognise that type of number	41 2%	21 1%	4 1%	14 2%	20 1%	19 2%	17 1%	13 2%	3 1%	11 2%	8 2%	2 1%	7 2%	20 3% <u>abdfh</u>	28 2%	10 2%	2 1%	7 2%	6 4%	14 3% <u>u</u>	13 2%	8 1%	
NET: Likely	557 26%	397 28% <u>m</u>	163 30% <u>m</u>	244 32% <u>defm</u>	346 26%	311 26%	291 25%	145 27%	107 27%	162 29% <u>m</u>	152 33% <u>adefgm</u>	82 35% <u>adefgm</u>	124 35% <u>adefghm</u>	160 23%	424 27% <u>p</u>	127 25%	44 19%	86 27%	40 23%	95 24%	210 27%	197 28%	
NET: Unlikely	1031 49%	673 47% <u>cijkl</u>	225 42% <u>jl</u>	300 39%	632 48% <u>bcijkl</u>	598 49% <u>bcijkl</u>	565 50% <u>bcijkl</u>	246 46% <u>cjkl</u>	170 44% <u>jl</u>	220 40%	159 35%	84 35%	116 33%	357 52% <u>abcghijkl</u>	776 49%	237 47%	111 48%	155 49%	84 49%	180 45%	396 51%	322 46%	
Mean	2.64	2.70 <u>m</u>	2.83 <u>defm</u>	2.89 <u>adefg</u>	2.66 <u>m</u>	2.63	2.63	2.71 <u>m</u>	2.76 <u>m</u>	2.83 <u>defm</u>	2.99 <u>adefgh</u>	3.02 <u>adefgh</u>	3.06 <u>abdefghim</u>	2.51	2.64	2.64	2.49	2.65	2.55	2.66	2.62	2.71	
Standard deviation	1.38	1.36	1.38	1.35	1.35	1.34	1.34	1.33	1.33	1.34	1.35	1.41	1.34	1.42	1.39	1.39	1.27	1.42	1.41	1.36	1.40	1.38	
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	0.06	0.09	0.09	0.07	0.05	0.04	0.06	0.08	0.08	0.11	0.07	0.05	0.05	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 41
Q14. How likely is it that you would pick up a call from the following types of numbers? A UK mobile number that you do not recognise
Base: All mobile/landline users

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade				Region							Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	291	26	40	42	42	99	42	66	84	99	42	17	9	79	63	163	128	160	131	9	47	17	31	17	20	51	33	30	254	15	16	6	115	162	
	14%	9%	11%	13%	12%	15% ^a	28% ^{abc}	10%	12%	15% ^g	28% ^{ghi}	15%	7%	20% ^{kl}	15% ^{kl}	12%	13%	14%	10%	20% ^{lux}	10%	17%	11%	10%	18% ^{lux}	11%	16%	14%	15%	9%	10%	14%	13%		
4	261	53	41	30	39	74	25	94	69	74	25	19	31	45	54	128	133	174	88	10	23	17	32	22	24	44	25	25	222	13	21	6	106	152	
	12%	18% ^{cde}	12%	9%	11%	17% ^{cd}	15% ^h	10%	11%	17% ^h	16%	23% ^{mn}	12%	13%	12%	15% ^l	15% ^l	20%	9%	11%	10%	17% ^A	15%	12%	16% ^A	8%	13%	12%	12%	12%	9%	13%	13%		
3	499	86	86	90	88	129	19	172	178	129	19	39	41	71	78	232	267	291	207	22	45	42	51	41	53	67	73	27	421	19	43	16	192	275	
	24%	30% ^{ef}	25% ^f	27% ^{ef}	24% ^f	20%	13%	27% ^{ij}	26% ^{ij}	20%	13%	34% ^{mn}	31% ^{mn}	18%	19%	22%	25%	25%	22%	26% ^B	19%	24% ^B	28% ^B	27% ^B	26% ^B	24% ^B	25% ^B	15%	24%	19%	25%	25%	23%	27%	
2	457	57	80	81	77	140	23	137	158	140	23	15	27	84	78	231	226	254	203	22	53	37	27	32	44	57	68	43	383	20	39	16	194	255	
	22%	19%	23%	25% ^f	21%	22%	15%	21%	23% ^{ej}	22%	15%	13%	20%	22%	19%	22%	21%	21%	22%	26% ^v	23%	21%	15%	22%	24%	20%	23%	23%	21%	19%	22%	26%	23%	21%	
1 - Very unlikely to pick up	578	65	87	79	110	198	39	152	189	198	39	22	24	105	132	261	316	295	283	21	61	55	39	34	57	57	91	58	473	34	52	18	216	346	
	27%	22%	25%	24%	31% ^a	31% ^{ac}	26%	24%	27%	31% ^{eg}	26%	19%	18%	27%	32% ^{kl}	25%	29%	25%	30% ^q	24%	26%	32% ^{vy}	21%	23%	28%	21%	31% ^{vy}	31% ^{vy}	27%	34%	30%	29%	26%	29%	
I would not recognise that type of number	35	5	12	8	3	5	2	17	11	5	2	3	2	4	3	21	14	15	20	2	3	5	3	4	5	1	7	2	32	1	2	-	13	19	
	2%	2%	4% ^{de}	2%	1%	1%	1%	3% ⁱ	2%	1%	1%	3%	2%	1%	1%	2%	1%	1%	2%	2%	1%	3% ^y	2%	2%	3% ^y	*	2% ^y	1%	2%	1%	1%	-	2%	2%	
NET: Likely	553	79	81	72	80	173	67	160	152	173	67	36	39	124	117	291	261	334	219	18	70	34	64	39	44	95	58	54	476	28	36	12	220	314	
	26%	27%	23%	22%	22%	27%	45% ^{abc}	25%	22%	27%	45% ^{ghi}	31%	29%	32%	29%	28%	24%	28% ^r	23%	22%	30% ^u	20%	34% ^{lux}	26%	21%	34% ^{sux}	20%	30% ^u	27%	27%	21%	20%	26%	26%	
NET: Unlikely	1035	122	167	160	187	337	62	289	347	337	62	37	51	189	209	491	542	549	486	43	114	92	66	66	101	114	159	100	856	54	90	34	410	600	
	49%	42%	48%	48%	52% ^{af}	52% ^{af}	41%	45%	50%	52% ^{gj}	41%	32%	38%	49% ^k	51% ^{kl}	47%	50%	46%	52% ^q	50% ^w	49% ^v	53% ^{vy}	36%	44%	50% ^v	41%	54% ^{vy}	55% ^{vy}	48%	53%	55%	49%	50%		
Mean	2.63	2.72	2.60	2.61	2.51	2.59	3.06 ^{ab}	2.65	2.56	2.59	3.06 ^{gh}	2.95 ⁿ	2.79	2.76	2.60	2.71 ^p	2.56	2.70 ^r	2.54	2.56	2.75 ^u	2.43	2.94 ^{lux}	2.69	2.52	2.91 ^{lux}	2.45	2.59	2.66	2.54	2.47	2.45	2.65	2.60	
Standard deviation	1.37	1.26	1.31	1.30	1.34	1.42	1.59	1.29	1.32	1.42	1.59	1.31	1.19	1.48	1.45	1.39	1.34	1.35	1.39	1.27	1.47	1.31	1.37	1.29	1.29	1.39	1.32	1.46	1.37	1.44	1.29	1.29	1.36	1.38	
Standard error	0.03	0.08	0.07	0.07	0.07	0.06	0.13	0.05	0.05	0.06	0.13	0.13	0.11	0.07	0.07	0.04	0.04	0.04	0.05	0.14	0.10	0.10	0.11	0.12	0.09	0.09	0.08	0.11	0.03	0.13	0.10	0.11	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 42
Q14. How likely is it that you would pick up a call from the following types of numbers? A UK mobile number that you do not recognise
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability					
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	566	457	237	350	686	1578	504	230	318	171	404	783	693
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590
5 - Very likely to pick up	291 14%	199 14%	89 17% ^f	123 16%	177 14%	160 13%	145 13%	79 15%	57 15%	82 15%	84 18% ^{adefm}	52 22% ^{adefghim}	68 19% ^{adefm}	92 13%	218 14%	72 14%	21 9%	48 15%	26 15%	53 13%	107 14%	104 15%
4	261 12%	198 14% ^m	87 16% ^m	123 16% ^m	172 13% ^m	155 13% ^m	144 13% ^m	72 13% ^m	61 16% ^m	85 15% ^m	76 17% ^m	41 17% ^m	59 17% ^m	64 9%	198 13%	60 12%	25 11%	36 11%	15 9%	50 12%	94 12%	89 13%
3	499 24%	347 24%	139 26%	197 26%	312 24%	289 24%	275 24%	135 25%	107 27%	140 25%	128 28% ^m	62 26%	95 27%	152 22%	370 23%	113 22%	59 26%	64 20%	38 22%	100 25%	170 22%	183 26% ^t
2	457 22%	329 23% ^{ijm}	111 21%	155 20%	310 24% ^{ijkm}	295 24% ^{ckjm}	273 24% ^{ckjm}	132 24% ^{ijkm}	85 22%	115 21%	82 18%	41 17%	66 19%	129 19%	352 22%	99 20%	48 21%	64 20%	31 18%	83 21%	167 21%	145 21%
1- Very unlikely to pick up	578 27%	346 24% ^{ijkl}	107 20%	159 21%	319 24% ^{ijkl}	298 25% ^{ijkl}	288 25% ^{bcghijkl}	111 21%	77 20%	122 22%	83 18%	42 18%	57 16%	232 34% ^{abcdeghijkl}	416 26%	151 30%	74 32%	98 31%	57 33%	104 26%	236 30% ^u	163 24%
I would not recognise that type of number	35 2%	17 1%	2 *	13 2%	17 1%	16 1%	15 1%	12 2% ^{bk}	2 *	11 2% ^{bk}	5 1%	-	5 1%	18 3% ^{abhk}	23 1%	10 2%	2 1%	8 2%	5 3%	14 4% ^{tu}	10 1%	8 1%
NET: Likely	553 26%	397 28% ^m	177 33% ^{adefm}	246 32% ^{defm}	349 27%	315 26%	289 25%	150 28%	118 30% ^m	167 30% ^m	160 35% ^{adefgm}	92 39% ^{adefghim}	127 36% ^{adefgm}	156 23%	417 26%	132 26%	47 20%	84 26%	41 24%	103 25%	201 26%	193 28%
NET: Unlikely	1035 49%	675 47% ^{bcjkl}	218 41%	314 41%	630 48% ^{bcghijkl}	594 49% ^{bcghijkl}	561 49% ^{bcghijkl}	243 45% ^{ijkl}	162 42%	237 43% ^{kl}	164 36%	83 35%	124 35%	360 53% ^{abcghijkl}	768 49%	250 50%	122 53%	162 51%	88 51%	187 46%	403 51% ^u	308 44%
Mean	2.63	2.70 ^m	2.89 ^{adefm}	2.86 ^{adefm}	2.67 ^m	2.65 ^m	2.63 ^m	2.76 ^m	2.83 ^{efm}	2.80 ^{fm}	2.99 ^{adefghim}	3.08 ^{adefghim}	3.04 ^{adefghim}	2.49	2.65	2.60	2.44	2.59	2.53	2.65	2.57	2.75 ^t
Standard deviation	1.37	1.35	1.35	1.36	1.34	1.34	1.33	1.33	1.32	1.35	1.35	1.39	1.35	1.40	1.36	1.40	1.30	1.43	1.43	1.36	1.39	1.36
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	0.06	0.06	0.09	0.07	0.05	0.03	0.06	0.09	0.08	0.11	0.07	0.05	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
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Table 43
Q14. How likely is it that you would pick up a call from the following types of numbers? An Irish landline number that you do not recognise
Base: All mobile/ landline users

Absolutes/col percents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	148	14	18	20	19	54	22	32	39	54	22	11	4	41	35	86	62	90	57	4	22	11	6	6	10	31	15	12	126	9	7	5	51	85	
	7%	5%	5%	6%	5%	8%	14%abcde	5%	6%	8%g	14%efghi	9%	3%	11%jkl	9%	8%p	6%	8%	6%	4%	10%	6%	8%	4%	5%	11%wx	5%	6%	7%	9%	4%	8%	6%	7%	
4	130	16	26	26	19	32	12	42	45	32	12	6	9	22	22	71	59	75	56	7	15	9	11	12	10	22	11	6	105	7	10	8	55	73	
	6%	5%	7%	8%	5%	5%	8%	7%	7%	5%	8%	5%	7%	6%	5%	7%	5%	6%	6%	9%	7%	5%	6%	8%	5%	8%	4%	3%	6%	7%	6%	13%CE	7%	6%	
3	233	46	41	35	49	52	11	87	83	52	11	22	21	31	32	122	111	127	106	13	21	13	28	11	30	43	27	15	200	8	13	12	87	125	
	11%	16%ef	12%	10%	14%e	8%	7%	14%i	12%j	8%	7%	19%mm	16%mn	8%	8%	12%	10%	11%	11%	15%	9%	7%	15%u	7%	15%u	16%luw	9%	8%	11%	8%	13	7%	19%CDE	10%	10%
2	293	63	53	43	43	81	10	116	86	81	10	23	31	54	37	158	136	181	112	11	36	15	22	34	24	40	43	20	246	11	25	11	131	152	
	14%	22%cde	15%f	13%f	12%	13%f	6%	18%hij	12%j	13%j	6%	22%kn	23%mn	14%n	9%	15%	13%	15%	12%	13%	15%	9%	12%	23%uvx	12%	15%	14%	14%	14%	10%	15%	18%	16%	13%	
1- Very unlikely to pick up	897	109	154	137	158	288	51	263	295	288	51	32	56	165	174	407	489	499	398	39	92	90	67	56	83	98	140	91	754	49	70	24	374	501	
	42%	37%	44%f	42%	44%	45%f	34%	41%	43%	45%j	34%	28%	41%	43%k	43%k	39%	45%o	42%	43%	46%	40%	52%twxy	36%	37%	41%	36%	47%vy	49%vy	42%	48%	41%	39%	45%	41%	
I would not recognise that type of number	419	45	54	69	71	136	45	98	140	136	45	21	13	74	107	192	227	216	203	11	47	35	41	31	46	42	61	40	353	18	47	2	138	273	
	20%	15%	15%	21%	20%	21%	30%abcde	15%	20%g	21%g	30%ghi	18%	10%	19%j	26%lm	19%	21%	18%	22%	12%	20%	20%	22%	21%	23%	15%	20%	22%	20%F	17%F	27%CF	2%	17%	23%G	
NET: Likely	278	30	44	46	38	87	33	74	84	87	33	17	13	63	57	157	121	165	113	11	38	20	27	18	20	53	27	17	231	16	17	13	106	158	
	13%	10%	13%	14%	11%	13%	22%abcde	12%	12%	13%	22%ghi	15%	10%	16%	14%	15%p	11%	14%	12%	13%	16%A	12%	15%	12%	10%	19%xAB	9%	10%	13%	16%	10%	21%CE	13%	13%	
NET: Unlikely	1191	172	207	180	201	370	61	379	381	370	61	55	86	220	211	565	624	680	511	50	128	104	89	90	107	139	183	111	1001	60	95	35	504	652	
	56%	59%f	60%f	55%f	56%f	57%f	41%	59%hij	55%j	57%j	41%	48%	64%kn	57%	52%	55%	58%	57%	55%	59%	55%	60%w	48%	60%	53%	50%	61%vy	60%w	56%	59%	55%	57%	60%H	54%	
Mean	2.02	2.05	1.98	2.04	1.95	1.98	2.46abcde	2.01	1.99	1.98	2.46ghi	2.36i	1.97	2.10	2.02	2.14p	1.91	2.05	1.99	2.00	2.14AB	1.82	2.22uA	1.96	1.99	2.34uw	1.81	1.80	2.02	2.00	1.88	2.33CE	1.97	2.03	
Standard deviation	1.32	1.19	1.26	1.32	1.26	1.37	1.64	1.22	1.29	1.37	1.64	1.32	1.12	1.44	1.43	1.36	1.27	1.34	1.31	1.26	1.42	1.31	1.38	1.18	1.26	1.43	1.21	1.26	1.32	1.41	1.23	1.35	1.28	1.34	
Standard error	0.03	0.08	0.08	0.08	0.07	0.06	0.15	0.06	0.05	0.06	0.15	0.14	0.11	0.08	0.08	0.05	0.04	0.04	0.05	0.14	0.11	0.11	0.13	0.12	0.10	0.10	0.08	0.11	0.04	0.14	0.11	0.12	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 44
Q14. How likely is it that you would pick up a call from the following types of numbers? An Irish landline number that you do not recognise
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability					
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590
5 - Very likely to pick up	148 7%	106 7%	56 10% ^{adefm}	64 8%	94 7%	85 7%	77 7%	41 8%	38 10% ^m	43 8%	51 11% ^{adefm}	33 14% ^{acdefgim}	38 11% ^{defm}	41 6%	113 7%	35 7%	8 3%	28 9% ^p	11 7%	22 5%	66 8%	48 7%
4	130 6%	94 7%	40 7%	51 7%	92 7%	80 7%	69 6%	44 8%	34 9%	43 8%	31 7%	19 8%	20 6%	36 5%	108 7% ^p	22 4%	7 3%	13 4%	7 4%	18 4%	49 6%	49 7%
3	233 11%	175 12% ^m	74 14% ^m	92 12% ^m	156 12% ^m	146 12% ^m	135 12% ^m	78 14% ^m	62 16% ^m	69 12% ^m	61 13% ^m	27 11%	42 12%	58 9%	172 11%	54 11%	33 15%	27 8%	16 10%	60 15% ^u	86 11%	66 10%
2	293 14%	208 15%	69 13%	110 14%	192 15%	179 15%	168 15%	93 17% ^m	50 13%	80 14%	61 13%	31 13%	49 14%	85 12%	233 15% ^o	54 11%	32 14%	34 11%	19 11%	47 12%	86 11%	125 18% st
1- Very unlikely to pick up	897 42%	582 41% ^{bbhjkl}	182 34%	285 37% ^k	543 42% ^{bbhjkl}	514 42% ^{bcghjkl}	491 43% ^{bcghjkl}	198 37%	134 34%	222 40% ^{ijkl}	144 31%	69 29%	107 30%	316 46% ^{abcghijkl}	682 43%	198 39%	93 40%	127 40%	65 38%	157 39%	350 45%	277 40%
I would not recognise that type of number	419 20%	270 19%	115 22% ^g	168 22% ^{defg}	232 18%	209 17%	201 18%	86 16%	73 19%	100 18%	110 24% ^{adefgi}	58 25% ^{defgi}	94 27% ^{adefghi}	149 22% ^{defg}	270 17%	140 28% ⁿ	58 25% ⁿ	89 28% ⁿ	53 31% ⁿ	100 25% ^{tu}	147 19%	128 19%
NET: Likely	278 13%	201 14%	96 18% ^{efm}	116 15%	185 14%	164 14%	146 13%	85 16% ^m	72 19% ^{aefm}	86 15%	81 18% ^{efm}	52 22% ^{acdefim}	58 17% ^m	77 11%	220 14% ^p	57 11%	14 6%	41 13% ^p	19 11%	40 10%	115 15% ^s	97 14%
NET: Unlikely	1191 56%	790 55% ^{bbhjkl}	250 47%	395 51% ^{ajk}	736 56% ^{bbhjkl}	693 57% ^{bbhjkl}	658 58% ^{bbhjkl}	291 54% ^{bjkl}	183 47%	302 54% ^{bbhjkl}	204 45%	100 42%	156 45%	401 58% ^{bbhjkl}	915 58% ^{oqr}	253 50%	124 54%	161 51%	84 49%	204 50%	436 56%	402 58% ^s
Mean	2.02	2.09 ^m	2.33 ^{adefm}	2.17 ^{fm}	2.07 ^m	2.05 ^m	2.01	2.20 ^{fm}	2.35 ^{adefm}	2.13 ^m	2.38 ^{adefijm}	2.53 ^{acdefgim}	2.35 ^{adefm}	1.89	2.03	2.01	1.86	2.04	2.00	2.02	2.05	2.05
Standard deviation	1.32	1.34	1.44	1.38	1.33	1.32	1.30	1.33	1.42	1.36	1.46	1.53	1.46	1.28	1.33	1.34	1.13	1.41	1.35	1.27	1.39	1.31
Standard error	0.03	0.04	0.07	0.06	0.04	0.04	0.04	0.06	0.08	0.06	0.08	0.11	0.09	0.05	0.04	0.07	0.09	0.09	0.12	0.07	0.05	0.06

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 45
Q14. How likely is it that you would pick up a call from the following types of numbers? An Irish mobile number that you do not recognise
Base: All mobile/landline users

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	141 7%	22 7%	13 4%	17 5%	18 5%	49 8%b	22 15%abcd	35 5%	35 5%	49 8%	22 15%ghij	17 15%ln	5 4%	40 10%l	31 8%	83 8%p	58 5%	89 7%	52 6%	4 5%	20 9%	11 6%	18 10%	6 4%	10 5%	28 10%xAB	16 5%	8 4%	122 7%E	9 9%E	4 2%	6 9%E	48 6%	82 7%	
4	133 6%	13 4%	28 8%	24 7%	28 8%	30 5%	10 7%	41 6%	52 8%l	30 5%	10 7%	4 4%	7 6%	17 4%	24 6%	71 7%	62 6%	83 7%	51 5%	7 8%	8 4%	9 5%	12 7%	10 7%	12 6%	24 9%t	14 5%	11 6%	108 6%	4 4%	12 7%	8 13%CD	53 6%	77 6%	
3	220 10%	41 14%e	40 12%	37 11%	36 10%	53 8%	12 8%	81 13%i	73 11%	53 8%	12 8%	20 18%mn	20 15%n	37 10%	29 7%	119 12%	100 9%	124 10%	96 10%	14 16%uWA	25 11%	9 5%	19 10%	8 6%	27 13%uw	41 15%uWA	24 9%	16 10%	183 13%	13 13%	13 10%	11 18%CE	88 11%	114 9%	
2	299 14%	62 21%cd	64 18%cd	40 12%e	44 12%e	83 13%e	7 5%	125 20%hij	84 12%j	83 13%j	7 5%	24 21%mn	30 22%mn	48 12%	41 10%	156 15%	143 13%	171 14%	128 14%	11 13%	34 15%	15 9%	29 15%	36 24%tux	23 11%	39 14%	43 15%	20 11%	251 14%	10 10%	27 15%	11 17%	138 17%h	144 12%	
1 - Very unlikely to pick up	898 42%	110 38%	151 44%	139 42%	156 43%	289 45%e	53 35%	261 41%	294 43%	289 45%j	53 35%	30 26%	57 43%k	170 44%k	172 42%k	413 40%	483 45%o	502 42%	396 42%	38 44%	94 40%	90 52%twxy	64 35%	55 37%	83 41%	101 37%	142 48%vwy	88 48%vy	755 42%	48 47%	70 41%	25 40%	366 44%	507 42%	
I would not recognise that type of number	431 20%	45 15%	51 15%	73 22%b	77 21%b	139 22%b	45 30%abe	96 15%	150 22%g	139 22%g	45 30%ghi	20 11%	15 19%	74 19%	110 27%klm	195 19%	236 22%	221 19%	209 22%q	11 13%	50 22%	37 22%	42 23%	34 23%	49 24%y	43 15%	57 19%	41 22%	365 20%F	18 17%F	46 27%F	2 2%	142 17%	284 23%G	
NET: Likely	274 13%	35 12%	41 12%	41 12%	46 13%	80 12%	32 22%abc	76 12%	87 13%	80 12%	32 22%ghi	21 18%	12 9%	57 15%	55 13%	154 15%p	121 11%	171 14%r	103 11%	11 13%	29 12%	21 12%	31 17%	16 11%	22 11%	52 19%xAB	31 10%	18 10%	231 13%	13 13%	16 10%	14 23%CE	101 12%	160 13%	
NET: Unlikely	1197 56%	172 59%e	214 62%e	179 54%e	200 56%e	372 58%e	60 40%	386 60%j	378 55%j	372 58%j	60 40%	55 47%	87 65%kn	219 56%	213 52%	568 55%	627 58%	672 57%	524 56%	49 57%	129 55%	106 61%	92 50%	90 61%	106 52%	141 51%	185 62%vvy	108 59%	1006 56%	58 57%	97 56%	36 57%	504 60%H	651 54%	
Mean	2.01	2.09	1.95	1.98	1.97	1.95	2.44abcde	2.01	1.98	1.95	2.44ghin	1.93	2.07	1.99	2.12p	2.06	1.94	2.04	2.05	1.79	2.24uAB	1.94	1.98	1.94	1.98	2.31uvw	1.83	1.80	2.01	2.00	1.84	2.33CE	1.96	2.01	
Standard deviation	1.31	1.27	1.19	1.28	1.29	1.34	1.66	1.23	1.28	1.34	1.66	1.43	1.13	1.43	1.39	1.36	1.26	1.35	1.27	1.28	1.36	1.31	1.43	1.18	1.26	1.42	1.23	1.22	1.32	1.37	1.15	1.38	1.26	1.34	
Standard error	0.03	0.09	0.07	0.08	0.07	0.06	0.16	0.06	0.05	0.06	0.16	0.15	0.11	0.08	0.05	0.04	0.04	0.05	0.05	0.15	0.10	0.11	0.13	0.12	0.10	0.10	0.08	0.10	0.04	0.13	0.10	0.12	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 46
Q14. How likely is it that you would pick up a call from the following types of numbers? An Irish mobile number that you do not recognise
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability																
	Total				Any mobile				SMS				Voice call				Recorded message				None				NET: Yes					Most financially vulnerable			Potentially financially vulnerable			Least financially vulnerable		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)																
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668																
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693																
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590																
5 - Very likely to pick up	141	100	48	63	87	79	70	38	29	40	47	30	36	41	109	32	9	24	11	19	63	47																
	7%	7%	9%	8%	7%	6%	6%	7%	7%	7%	10% ^{adefm}	12% ^{adefgi}	10% ^{defm}	6%	7%	6%	4%	8%	7%	5%	8%	7%																
4	133	103	42	57	99	88	82	51	37	44	37	16	31	31	112	21	9	12	7	23	52	41																
	6%	7% ^m	8% ^m	7% ^m	8% ^m	7% ^m	7% ^m	5% ^m	9% ^m	9% ^m	8% ^m	8% ^m	7%	4%	7% ^{oq}	4%	4%	4%	4%	6%	7%	6%																
3	220	162	66	91	144	135	119	78	55	70	55	24	36	57	164	49	27	22	17	47	74	80																
	10%	11%	12% ^m	12% ^m	11%	11%	10%	14% ^{fm}	14% ^m	13% ^m	12%	10%	10%	8%	10%	10%	12%	7%	10%	12%	9%	12%																
2	299	215	74	105	199	188	175	91	58	78	60	33	46	84	235	56	31	38	17	53	96	111																
	14%	15%	14%	14%	15%	16%	15%	17% ^m	15%	14%	13%	14%	13%	12%	15%	11%	14%	12%	10%	13%	12%	16%																
1- Very unlikely to pick up	898	576	184	284	537	507	485	198	135	221	147	73	110	322	679	202	97	128	66	155	351	281																
	42%	40% ^{bjkl}	34%	37%	41% ^{bhijkl}	42% ^{bc hjkl}	43% ^{bcghjkl}	37%	35%	40% ^{ijkl}	32%	31%	31%	47% ^{abcdeg hijkl}	43%	40%	42%	40%	39%	38%	45%	41%																
I would not recognise that type of number	431	279	123	170	241	216	208	85	77	103	111	62	92	151	279	143	56	93	52	106	147	132																
	20%	19%	23% ^{defg}	22% ^{eg}	18%	18%	18%	16%	20%	19%	24% ^{adefg}	26% ^{adefgi}	26% ^{adefgi}	22% ^{eg}	18%	28% ⁿ	25% ⁿ	29% ⁿ	31% ⁿ	26% ^{tu}	19%	19%																
NET: Likely	274	203	90	120	186	167	152	89	66	84	84	45	66	72	221	53	18	36	18	42	116	88																
	13%	14% ^m	17% ^m	16% ^m	14% ^m	14%	13%	16% ^m	17% ^m	15% ^m	18% ^{aefm}	19% ^{efm}	19% ^{kadefm}	10%	14% ^p	10%	8%	11%	11%	10%	15%	13%																
NET: Unlikely	1197	791	258	389	737	695	660	289	192	299	207	106	155	406	914	259	128	167	84	208	447	393																
	56%	55% ^{bjkl}	48%	51%	56% ^{bc hjkl}	57% ^{bc hjkl}	58% ^{bc hjkl}	53% ^{ijkl}	49%	54% ^{ijkl}	45%	45%	44%	59% ^{bc hjkl}	58% ^{or}	51%	56%	52%	49%	52%	57%	57%																
Mean	2.01	2.08 ^m	2.26 ^{adefm}	2.18 ^{fm}	2.06 ^m	2.04 ^m	2.01 ^m	2.21 ^{efm}	2.26 ^{defm}	2.12 ^m	2.36 ^{adefi}	2.41 ^{adefi}	2.37 ^{adefi}	1.85	2.03	1.96	1.86	1.96	1.99	1.99	2.03	2.04																
Standard deviation	1.31	1.33	1.41	1.38	1.32	1.31	1.30	1.33	1.36	1.35	1.45	1.51	1.47	1.27	1.32	1.31	1.18	1.36	1.34	1.25	1.38	1.30																
Standard error	0.03	0.04	0.07	0.06	0.04	0.04	0.04	0.06	0.08	0.06	0.08	0.11	0.09	0.05	0.04	0.07	0.09	0.09	0.12	0.07	0.05	0.06																

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 47
Q14. How likely is it that you would pick up a call from the following types of numbers? An international number that you DO NOT recognise
Base: All mobile/ landline users

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032		
5 - Very likely to pick up	131	20	14	18	10	48	22	34	28	48	22	15	6	36	33	73	59	81	50	5	20	7	20	7	7	17	17	15	115	8	7	1	55	70		
	6%	7% ^d	4%	5%	3%	7% ^{bd}	14% ^{abcd}	5%	4%	7% ^h	14% ^{ghi}	13% ^l	4%	9%	8%	7%	5%	7%	5%	6%	9%	4%	11% ^{lux}	5%	4%	6%	6%	8%	6%	8%	4%	2%	7%	6%		
4	89	6	17	15	18	23	10	23	34	23	10	2	4	19	14	51	38	54	35	5	7	11	6	5	6	19	14	4	76	6	6	2	39	45		
	4%	2%	5%	5%	5%	4%	7% ^a	4%	5%	4%	7%	1%	3%	5%	3%	5%	4%	5%	4%	5%	3%	6%	3%	3%	3%	7% ^B	5%	2%	4%	6%	6%	3%	3%	5%	4%	
3	233	47	37	39	39	51	19	84	78	51	19	24	20	39	31	125	108	131	101	11	24	11	30	12	23	53	31	16	211	6	11	5	78	138		
	11%	16% ^e	11%	12%	11%	8%	13%	13% ⁱ	11% ^j	8%	13%	20% ^{mn}	15% ⁿ	10%	8%	12%	10%	11%	11%	13%	10%	6%	16% ^u	8%	11%	19% ^{lw}	10% ^x	9%	12%	6%	11%	6%	7%	9%	11%	
2	260	38	56	41	47	66	12	94	88	66	12	12	24	47	31	140	120	150	110	10	27	13	25	27	29	36	28	17	212	7	31	11	99	145		
	12%	13%	16% ^{ef}	13%	13%	10%	8%	15% ^{ij}	13%	10%	8%	10%	18% ⁿ	12% ⁿ	8%	13%	11%	13%	12%	12%	8%	13%	18% ^{uv}	14%	14%	13%	10%	9%	12%	7%	18% ^{CD}	17% ^D	12%	12%		
1- Very unlikely to pick up	1225	162	198	184	211	400	69	360	395	400	69	53	75	221	248	566	657	700	525	46	130	117	83	83	115	138	185	119	1017	68	98	42	509	688		
	58%	55%	57% ^f	56%	59% ^f	62% ^f	46%	56% ^j	57% ^j	62% ^j	46%	46%	56%	57% ^{kl}	61% ^k	55%	61% ^o	59%	56%	54%	56%	68% ^{stv}	45%	55%	57%	50%	62% ^{vy}	65% ^{vy}	57%	67% ^C	57%	68% ^C	61%	57%		
I would not recognise that type of number	184	20	24	33	33	56	18	44	65	56	18	11	5	25	49	82	102	73	111	8	25	15	21	15	22	14	22	13	155	7	20	2	55	123		
	9%	7%	7%	10%	9%	9%	12%	7%	10%	9%	12% ^g	10%	4%	7%	12% ^{lm}	8%	9%	6%	12% ^q	10%	11% ^y	8%	12% ^y	10%	11% ^y	5%	7%	9% ^F	7%	12% ^F	3%	7%	10% ^G			
NET: Likely	220	26	30	33	28	71	32	56	61	71	32	16	10	55	48	123	97	135	85	10	27	17	25	12	14	36	31	18	191	14	13	3	94	115		
	10%	9%	9%	10%	8%	11%	21% ^{abcde}	9%	9%	11%	21% ^{ghi}	14%	8%	14%	12%	12% ^p	9%	11%	9%	12%	12%	10%	14% ^x	8%	7%	13% ^x	10%	10%	11%	14% ^F	7%	5%	11%	10%		
NET: Unlikely	1485	200	255	225	258	466	81	454	483	466	81	65	99	268	279	706	777	850	635	55	157	130	108	110	145	174	214	136	1228	75	128	53	608	833		
	70%	68% ^f	74% ^f	68% ^f	72% ^f	72% ^f	54%	71% ^j	70% ^j	72% ^j	54%	56%	74% ^{kl}	69% ^k	69% ^k	68%	72%	71%	68%	65%	67%	75% ^{vy}	58%	58%	74% ^{uv}	71% ^v	63%	72% ^{vy}	74% ^{vy}	69%	74%	75%	85% ^{CD}	73%	69%	
Mean	1.78	1.84	1.73	1.79	1.68	1.73	2.26 ^{ab}	1.78	1.73	1.73	2.26 ^{gh}	2.17 ⁿ	1.77	1.90	1.75	1.87 ^p	1.70	1.80	1.75	1.89	1.85	1.60	2.10 ^{uw}	1.70	1.68	2.01 ^{uw}	1.72	1.69	1.81 ^F	1.72	1.64	1.50	1.76	1.77		
							cde				i											xAB				xAB										
Standard deviation	1.22	1.22	1.12	1.20	1.08	1.26	1.55	1.17	1.14	1.26	1.55	1.43	1.11	1.35	1.31	1.27	1.18	1.25	1.19	1.28	1.32	1.14	1.38	1.11	1.08	1.27	1.21	1.25	1.24	1.32	1.08	0.92	1.24	1.21		
Standard error	0.03	0.08	0.07	0.07	0.06	0.05	0.13	0.05	0.04	0.05	0.13	0.14	0.11	0.07	0.07	0.04	0.04	0.04	0.04	0.04	0.04	0.09	0.12	0.10	0.08	0.08	0.07	0.10	0.03	0.12	0.09	0.08	0.05	0.04		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 48
Q14. How likely is it that you would pick up a call from the following types of numbers? An international number that you DO NOT recognise
Base: All mobile/ landline users

	Experience of suspicious texts/calls										Do you have a longstanding physical or mental condition or disability?														
	Total										Mobile					Landline					Financial Vulnerability				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668			
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693			
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590			
5 - Very likely to pick up	131	91	45	60	81	75	68	44	29	41	43	27	35	40	99	32	10	24	11	28	58	38			
	6%	6%	8%	8%	6%	6%	8%	8%	7%	7%	9%adefm	11%adefm	10%adefm	6%	6%	6%	4%	8%	6%	7%	7%	5%			
4	89	67	30	37	61	57	53	28	24	28	26	11	19	22	69	20	8	14	3	16	27	35			
	4%	5%	6%	5%	5%	5%	5%	5%	6% ^m	5%	6%	5%	5%	3%	4%	4%	3%	4%	2%	4%	3%	5%			
3	233	166	65	106	142	130	119	74	43	68	68	36	52	67	166	60	28	34	20	48	93	67			
	11%	12%	12%	14% ^m	11%	11%	10%	14% ^m	11%	12%	15% ^{defm}	15% ^m	15% ^{fm}	10%	11%	12%	12%	11%	12%	12%	12%	10%			
2	260	200	79	108	181	171	152	86	59	74	61	24	53	60	207	48	20	29	20	39	78	114			
	12%	14% ^m	15% ^m	14% ^m	14% ^m	14% ^m	13% ^m	16% ^{km}	15% ^m	13% ^m	13% ^m	10%	15% ^m	9%	13%	9%	9%	9%	12%	10%	10%	16% st			
1- Very unlikely to pick up	1225	809	272	400	758	704	673	279	207	313	211	118	153	415	912	287	139	180	90	211	463	399			
	58%	56% ^{bjl}	51%	52% ^l	58% ^{bogjkl}	58% ^{bcgkl}	59% ^{bcgkl}	52% ^l	53% ^l	56% ^{jl}	46%	50%	44%	61% ^{bcghijk}	58%	57%	61%	57%	52%	52%	59% ^s	58%			
I would not recognise that type of number	184	102	44	59	84	77	74	30	29	33	48	22	38	82	123	57	25	36	27	61	65	41			
	9%	7%	8%	8%	6%	6%	7%	5%	8%	6%	10% ^{adefgi}	9%	11% ^{adefgi}	12% ^{acdefgh}	8%	11% ⁿ	11%	11%	16% ⁿ	15% ^{tu}	8%	6%			
NET: Likely	220	158	76	98	142	132	121	72	53	68	69	38	54	62	168	52	17	38	14	44	85	73			
	10%	11%	14% ^m	13% ^m	11%	11%	11%	13% ^m	13% ^m	12%	15% ^{adefm}	16% ^{adefm}	15% ^{adefm}	9%	11%	10%	8%	12%	8%	11%	11%	10%			
NET: Unlikely	1485	1010	351	508	939	874	825	365	265	387	272	142	206	475	1120	335	159	210	110	250	541	513			
	70%	70% ^{ijkl}	66%	66% ^{jl}	72% ^{bcjkl}	72% ^{bcjkl}	72% ^{bcjkl}	67% ^{ijl}	68% ^{ijl}	70% ^{ijkl}	59%	60%	59%	69% ^{ijkl}	71%	67%	69%	66%	64%	62%	69% ^s	74% st			
Mean	1.78	1.82	1.98 ^{adefm}	1.95 ^{defm}	1.80	1.79	1.77	1.97 ^{adefm}	1.92 ^m	1.87 ^m	2.09 ^{adefi}	2.09 ^{adefm}	2.13 ^{adefi}	1.69	1.79	1.80	1.68	1.84	1.79	1.87	1.80	1.77			
Standard deviation	1.22	1.23	1.33	1.30	1.22	1.22	1.21	1.30	1.29	1.28	1.37	1.43	1.38	1.20	1.23	1.25	1.14	1.31	1.22	1.29	1.27	1.18			
Standard error	0.03	0.03	0.06	0.05	0.03	0.04	0.04	0.06	0.07	0.06	0.07	0.10	0.08	0.05	0.03	0.06	0.08	0.08	0.10	0.07	0.05	0.05			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
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Absolutes/col percents

Table 49
Q14. How likely is it that you would pick up a call from the following types of numbers? An international number with a country code that you DO recognise
Base: All mobile/landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region							Nation					Mobile O/S			
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	242	34	26	34	31	82	35	60	64	82	35	16	12	64	53	130	111	146	96	10	27	17	26	13	16	48	28	26	212	10	17	3	95	128	
	11%	12%	8%	10%	9%	13% ^b	23% ^{abcde}	9%	9%	13%	23% ^{ghi}	14%	9%	17%	13%	13%	10%	12%	10%	12%	12%	10%	14%	9%	8%	17% ^{uwxA}	9%	14%	12% ^F	10%	10%	4%	11%	11%	
4	178	31	28	31	31	45	13	58	62	45	13	12	16	39	19	107	71	104	75	7	15	13	16	17	14	33	29	7	152	7	14	6	73	103	
	8%	10%	8%	9%	9%	7%	9%	9%	7%	9%	10% ⁿ	12% ⁿ	10% ⁿ	5%	10% ^p	7%	9%	8%	8%	6%	7%	9%	11% ^B	7%	7%	12% ^B	10% ^B	4%	8%	7%	8%	10%	9%	9%	
3	304	53	64	47	56	68	16	117	103	68	16	26	20	37	47	147	156	189	114	14	25	21	26	30	31	46	38	26	258	20	18	7	117	174	
	14%	18% ^e	18% ^{ef}	14%	16% ^e	11%	11%	18% ^{ij}	15% ⁱ	11%	11%	23% ^{mn}	15%	10%	12%	14%	14%	16% ^r	12%	17%	11%	12%	14%	20% ^t	15%	17%	13%	14%	14%	20% ^E	10%	12%	14%	14%	14%
2	341	61	60	48	62	97	13	121	110	97	13	25	29	50	60	178	163	208	133	6	42	25	28	25	41	53	32	26	277	16	34	13	139	181	
	16%	21% ^f	17% ^f	15%	17% ^f	15% ^f	8%	19% ^j	16% ^j	15% ^j	8%	22% ^m	22% ^m	13%	15%	17%	15%	17%	14%	8%	18% ^{sA}	14%	15%	17%	20% ^{sA}	19% ^{sA}	11%	14%	16%	16%	20%	21%	17%	15%	
1 - Very unlikely to pick up	841	97	140	135	134	286	48	237	269	286	48	28	50	163	171	381	459	449	392	38	91	80	65	51	79	77	139	82	701	41	68	31	344	480	
	40%	33%	40%	41%	37%	44% ^{adf}	32%	37%	39%	44% ^{gij}	32%	25%	37%	42% ^k	37%	42% ^{ko}	38%	42%	44% ^y	44% ^y	39% ^y	46% ^{wy}	35%	34%	39% ^y	28%	47% ^{wvy}	45% ^y	39%	40%	40%	49% ^C	41%	40%	
I would not recognise that type of number	216	17	28	34	45	65	26	45	80	65	26	8	7	34	56	93	123	93	123	9	33	17	23	14	21	19	32	17	185	8	21	2	69	142	
	10%	6%	8%	10%	13% ^a	10%	17% ^{abcde}	7%	12% ^g	10%	17% ^{gij}	7%	5%	9%	14% ^{lm}	9%	11%	8%	13% ^q	11%	14% ^y	10%	13%	9%	11%	7%	11%	9%	10% ^F	8%	12% ^F	4%	8%	8%	12% ^G
NET: Likely	420	64	54	65	61	128	48	119	126	128	48	28	28	103	72	238	182	250	171	17	42	30	43	30	31	81	57	33	363	17	31	9	168	232	
	20%	22%	16%	20%	17%	20%	32% ^{abcde}	19%	18%	20%	32% ^{ghi}	25%	21%	27% ⁿ	18%	23% ^p	17%	21%	18%	20%	18%	17%	23%	20%	15%	29% ^{tuxAB}	19%	18%	20%	17%	18%	14%	20%	19%	
NET: Unlikely	1182	158	200	183	196	383	61	358	379	383	61	53	79	213	232	558	622	657	525	44	133	105	93	76	120	130	171	107	978	57	102	44	482	661	
	56%	54% ^f	58% ^f	56% ^f	55% ^f	60% ^f	40%	58% ^j	55% ^j	60% ^j	40%	46%	59%	55%	57%	54%	57%	55%	56%	52%	57% ^y	61% ^y	50%	51%	59% ^y	47%	57% ^y	59% ^y	55%	56%	59%	71% ^{CD}	58%	55%	
Mean	2.29	2.43	2.18	2.25	2.24	2.21	2.79 ^{ab}	2.30	2.25	2.21	2.79 ^{gh}	2.66 ⁿ	2.31	2.41	2.20	2.39 ^p	2.18	2.35 ^r	2.20	2.27	2.23	2.12	2.45	2.38	2.17	2.70 st	2.15	2.22	2.31 ^F	2.25	2.19	1.94	2.26	2.27	
Standard deviation	1.43	1.39	1.31	1.42	1.35	1.47	1.69	1.35	1.38	1.47	1.69	1.38	1.35	1.58	1.47	1.45	1.39	1.43	1.42	1.48	1.44	1.40	1.50	1.35	1.31	1.48	1.42	1.48	1.44	1.37	1.39	1.21	1.42	1.42	
Standard error	0.03	0.09	0.08	0.08	0.07	0.06	0.15	0.06	0.05	0.06	0.15	0.14	0.13	0.08	0.08	0.05	0.05	0.04	0.05	0.17	0.10	0.11	0.13	0.13	0.10	0.10	0.09	0.12	0.04	0.13	0.12	0.11	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 50
Q14. How likely is it that you would pick up a call from the following types of numbers? An international number with a country code that you DO recognise
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668			
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693			
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590			
5 - Very likely to pick up	242	160	61	101	144	134	123	70	42	72	69	34	59	82	185	56	18	36	20	44	96	83			
	11%	11%	11%	13%	11%	11%	11%	13%	11%	13%	15%adef	14%	17%abdefh	12%	12%	11%	8%	11%	12%	11%	12%	12%			
4	178	137	61	75	129	118	102	63	49	56	47	19	38	41	136	40	10	29	10	25	74	61			
	8%	10% <i>m</i>	11% <i>m</i>	10% <i>m</i>	10% <i>m</i>	10% <i>m</i>	9% <i>m</i>	12% <i>m</i>	13% <i>m</i>	10% <i>m</i>	8%	11% <i>m</i>	6%	9%	8%	5%	9%	6%	6%	6%	9%	9%			
3	304	227	95	133	205	188	174	98	66	89	84	47	61	77	227	69	38	45	24	52	107	107			
	14%	16% <i>m</i>	18% <i>m</i>	17% <i>m</i>	16% <i>m</i>	15% <i>m</i>	18% <i>m</i>	17% <i>m</i>	16% <i>m</i>	18% <i>m</i>	20% <i>m</i>	20% <i>m</i>	18% <i>m</i>	11%	14%	14%	16%	14%	14%	13%	14%	15%			
2	341	248	94	137	217	198	187	98	70	100	81	42	61	93	254	78	42	43	18	57	117	126			
	16%	17% <i>m</i>	17%	18% <i>m</i>	17%	16%	16%	18% <i>m</i>	18%	18%	18%	18%	17%	14%	16%	15%	18%	13%	11%	14%	14%	18%			
1- Very unlikely to pick up	841	532	173	252	499	470	455	171	128	199	124	69	88	308	637	189	93	120	68	157	320	263			
	40%	37% <i>gijkl</i>	32% <i>l</i>	33% <i>l</i>	38% <i>bcgijkl</i>	39% <i>bcgijkl</i>	40% <i>bcghijk</i>	32%	33% <i>l</i>	36% <i>jl</i>	27%	29%	25%	45% <i>abcdeg</i>	40%	37%	41%	38%	40%	39%	41%	38%			
I would not recognise that type of number	216	131	52	72	114	105	98	41	35	40	52	26	42	84	139	72	29	45	30	68	71	53			
	10%	9%	10%	9%	9%	9%	9%	8%	9%	7%	11% <i>i</i>	11%	12% <i>gi</i>	12% <i>adefgi</i>	9%	14% <i>n</i>	13%	14% <i>n</i>	18% <i>n</i>	17% <i>tu</i>	9%	8%			
NET: Likely	420	297	122	176	273	252	225	132	91	128	116	53	97	123	321	96	28	65	30	69	170	144			
	20%	21%	23%	23% <i>m</i>	21%	21%	20%	24% <i>fm</i>	23%	23% <i>m</i>	25% <i>fm</i>	22%	28% <i>adefm</i>	18%	20% <i>p</i>	19% <i>p</i>	12%	21% <i>p</i>	18%	17%	22%	21%			
NET: Unlikely	1182	780	267	389	716	668	643	270	198	299	205	111	150	402	891	266	135	163	86	215	436	390			
	56%	54% <i>ijkl</i>	50%	51% <i>l</i>	55% <i>ijkl</i>	55% <i>ijkl</i>	56% <i>bcgijkl</i>	50%	51%	54% <i>jl</i>	45%	47%	43%	59% <i>bcghijk</i>	56%	53%	59%	51%	50%	53%	56%	56%			
Mean	2.29	2.34 <i>m</i>	2.47 <i>fm</i>	2.48 <i>efm</i>	2.33 <i>m</i>	2.32 <i>m</i>	2.28	2.52 <i>adefm</i>	2.46 <i>m</i>	2.42 <i>m</i>	2.65 <i>adefim</i>	2.56 <i>defm</i>	2.73 <i>abcde</i>	2.16	2.29	2.30	2.09	2.33	2.26	2.23	2.31	2.34			
Standard deviation	1.43	1.41	1.41	1.43	1.41	1.42	1.41	1.42	1.40	1.44	1.45	1.44	1.47	1.46	1.43	1.43	1.28	1.45	1.47	1.43	1.46	1.42			
Standard error	0.03	0.04	0.06	0.06	0.04	0.04	0.04	0.06	0.07	0.06	0.07	0.10	0.09	0.06	0.04	0.07	0.09	0.13	0.08	0.08	0.05	0.06			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 51
Q14. How likely is it that you would pick up a call from the following types of numbers? A withheld number
Base: All mobile/ landline users

Absolutes/col percents

	Age 1		Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S						
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (l)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	266	24	33	40	43	94	31	57	83	94	31	15	9	48	77	122	144	159	107	12	37	14	24	16	25	46	32	28	232	14	15	4	113	142	
	13%	8%	10%	12%	12%	15% ^{ab}	21% ^{abod}	9%	12%	15% ^g	21% ^{gh}	13%	7%	12%	19% ^{lm}	12%	13%	13%	11%	14%	16% ^{ou}	8%	13%	11%	12%	17% ^{ou}	11%	15%	13%	14%	9%	7%	14%	12%	
4	199	36	42	27	27	51	16	78	54	51	16	17	17	31	35	91	108	110	89	7	18	17	23	23	11	28	24	168	9	16	7	84	102		
	9%	12% ^e	12%	8%	8%	8%	11%	12% ^{hi}	8%	8%	11%	15%	13%	8%	9%	9%	10%	9%	10%	8%	8%	10%	12% ^x	15% ^{txA}	6%	10%	8%	9%	9%	9%	9%	11%	10%	8%	
3	363	55	62	66	63	109	9	116	129	109	9	20	30	55	63	172	191	206	157	15	30	35	32	24	53	42	49	32	312	21	21	9	119	227	
	17%	19% ^f	18% ^f	20% ^f	17% ^f	17% ^f	6%	18% ^j	19% ^j	17% ^j	6%	17%	22%	14%	16%	17%	18%	17%	17%	17%	18%	13%	20%	17%	16%	26% ^{tyA}	15%	17%	17%	17%	21%	12%	15%	14%	19% ^G
2	353	62	65	55	66	87	18	127	120	87	18	23	32	55	50	188	164	219	134	14	38	27	18	26	26	61	52	33	294	12	35	11	155	184	
	17%	21% ^{ef}	19%	17%	18%	14%	12%	20% ^{ij}	17%	14%	12%	20%	24% ^{um}	14%	12%	18%	15%	18% ^r	14%	16%	16%	15%	10%	17%	13%	22% ^{vx}	18% ^v	18% ^v	16%	12%	20%	18%	19%	15%	
1- Very unlikely to pick up	865	100	129	131	156	284	65	229	286	284	65	31	42	185	164	422	442	464	401	35	106	73	73	55	78	86	131	72	709	44	82	30	341	504	
	41%	34%	37%	40%	43% ^{aa}	44% ^{aa}	43%	36%	42%	44% ^g	43%	27%	32%	48% ^{kl}	40% ^k	41%	41%	39%	43%	41%	45% ^y	42% ^y	40%	37%	38%	31%	44% ^y	39%	40%	43%	40%	47%	48%	41%	42%
I would not recognise that type of number	76	15	16	11	4	19	11	30	15	19	11	9	3	12	18	40	35	31	44	3	4	8	14	5	10	14	10	3	70	1	3	1	22	49	
	4%	5% ^d	5% ^d	3%	1%	3%	7% ^{de}	5% ^h	2%	3%	7% ^{hi}	8% ^m	2%	3%	4%	4%	3%	3%	5% ^q	4%	2%	4%	8% ^{tB}	4%	5%	3%	1%	4%	1%	2%	1%	3%	4%		
NET: Likely	465	61	75	67	70	144	48	135	138	144	48	32	26	80	112	213	252	269	196	19	55	31	47	39	36	74	56	44	400	23	31	11	198	245	
	22%	21%	22%	20%	20%	22%	32% ^{abcde}	21%	20%	22%	32% ^{ghi}	28%	20%	21%	27% ^m	21%	23%	23%	21%	22%	24%	18%	25%	26%	18%	27% ^{xA}	19%	24%	22%	23%	18%	18%	24%	20%	
NET: Unlikely	1218	162	194	185	222	372	83	357	407	372	83	54	75	240	214	610	606	683	534	49	144	99	91	81	104	147	183	105	1003	57	117	41	497	688	
	57%	55%	56%	58%	62%	58%	55%	56%	59%	58%	55%	47%	56%	62% ^{kn}	53%	59%	56%	57%	57%	57%	62% ^{vx}	57%	49%	54%	51%	53%	62% ^{vx}	57%	56%	55%	68% ^{CD}	66% ^C	59%	57%	
Mean	2.34	2.36	2.35	2.35	2.25	2.33	2.50	2.35	2.30	2.33	2.50	2.64 ^m	2.38	2.21	2.51 ^m	2.30	2.38	2.38	2.29	2.35	2.31	2.23	2.45	2.43	2.37	2.57 ^{uA}	2.21	2.42	2.37 ^{EF}	2.37	2.10	2.08	2.35	2.31	
Standard deviation	1.43	1.32	1.37	1.41	1.40	1.48	1.67	1.34	1.40	1.48	1.67	1.42	1.26	1.45	1.57	1.41	1.45	1.43	1.43	1.46	1.51	1.33	1.50	1.42	1.39	1.47	1.38	1.46	1.44	1.47	1.34	1.31	1.45	1.41	
Standard error	0.03	0.08	0.08	0.08	0.07	0.06	0.14	0.06	0.05	0.06	0.14	0.14	0.12	0.07	0.08	0.04	0.05	0.04	0.05	0.16	0.10	0.10	0.13	0.13	0.10	0.09	0.08	0.11	0.04	0.13	0.11	0.12	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table S2
Q14. How likely is it that you would pick up a call from the following types of numbers? A withheld number
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	457	237	350	686	1578	504	230	318	171	404	783	693	
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590
5 - Very likely to pick up	266 13%	181 13%	85 16%ef	117 15%	160 12%	146 12%	134 12%	72 13%	58 15%	77 14%	77 17%adef	43 18%adefm	64 18%adefm	85 12%	197 12%	69 14%	20 9%	51 16%p	27 16%	48 12%	119 15%u	76 11%
4	199 9%	157 11% <u>m</u>	64 12% <u>m</u>	87 11% <u>m</u>	141 11% <u>m</u>	123 10% <u>m</u>	113 10% <u>m</u>	59 11% <u>m</u>	50 13% <u>m</u>	63 11% <u>m</u>	56 12% <u>m</u>	25 10% <u>m</u>	44 13% <u>m</u>	42 6%	141 9%	52 10%	24 10%	34 11%	18 8%	72 9%	75 9%	111 11%
3	363 17%	259 18%	91 17%	156 20% <u>m</u>	233 18%	211 17%	199 17%	94 17%	65 17%	115 21% <u>m</u>	84 18%	40 17%	67 19%	104 15%	256 16%	99 20%	51 22%	52 16%	37 22%	84 21% <u>t</u>	122 16%	111 16%
2	353 17%	256 18%	97 18%	124 16%	235 18% <u>m</u>	222 18% <u>m</u>	207 18% <u>m</u>	99 18%	73 19%	93 17%	82 18%	42 18%	59 17%	97 14%	270 17% <u>r</u>	77 15% <u>r</u>	36 16% <u>r</u>	54 17% <u>r</u>	11 7%	60 15%	126 16%	125 18%
1- Very unlikely to pick up	865 41%	540 38% <u>kl</u>	185 34%	261 34%	504 39% <u>kl</u>	478 39% <u>kl</u>	453 40% <u>kl</u>	197 36% <u>kl</u>	136 35%	194 35%	138 30%	76 32%	100 29%	325 47% <u>abdefghijkl</u>	663 42%	185 37%	87 38%	116 37%	69 40%	156 39%	320 41%	290 42%
I would not recognise that type of number	76 4%	42 3%	14 3%	25 3%	35 3%	33 3%	33 3%	20 4%	8 2%	15 3%	21 5%	11 5%	16 5%	33 5% <u>adeh</u>	51 3%	22 4%	11 5%	11 3%	9 5%	26 6% <u>tu</u>	24 3%	16 2%
NET: Likely	465 22%	338 24% <u>m</u>	149 28% <u>defm</u>	204 26% <u>efm</u>	301 23% <u>m</u>	269 22%	247 24% <u>m</u>	131 24% <u>m</u>	108 28% <u>efm</u>	140 25% <u>m</u>	132 29% <u>adefm</u>	67 28% <u>m</u>	108 31% <u>adefgm</u>	127 19%	338 21%	121 24%	44 19%	84 27%	45 26%	78 19%	191 24%	151 22%
NET: Unlikely	1218 57%	796 55% <u>kl</u>	282 53%	385 50%	739 57% <u>kl</u>	700 58% <u>kl</u>	660 58% <u>kl</u>	296 55% <u>kl</u>	210 54% <u>kl</u>	287 52%	220 48%	119 50%	159 45%	422 62% <u>abodghijkl</u>	933 59% <u>or</u>	261 52%	124 54%	171 54%	80 47%	216 54%	446 57%	415 60%
Mean	2.34	2.41 <u>m</u>	2.55 <u>defm</u>	2.56 <u>adefm</u>	2.39 <u>m</u>	2.35 <u>m</u>	2.34 <u>m</u>	2.44 <u>m</u>	2.53 <u>fm</u>	2.51 <u>efm</u>	2.66 <u>adefg</u>	2.63 <u>defm</u>	2.74 <u>adefgim</u>	2.18	2.30	2.47 <u>n</u>	2.33	2.50 <u>n</u>	2.53	2.35	2.40	2.29
Standard deviation	1.43	1.42	1.48	1.46	1.42	1.41	1.44	1.46	1.43	1.47	1.51	1.49	1.43	1.43	1.45	1.34	1.49	1.53	1.41	1.49	1.49	1.40
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.06	0.08	0.06	0.07	0.10	0.08	0.06	0.04	0.07	0.09	0.08	0.12	0.07	0.05	0.05	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 53
Q15. How likely is it that you would pick up a call from each of the following numbers? Summary
Base: All mobile/ landline users

	020 7946 0454	028 9649 6563	07700 900185	+20 8 2157863	+353 1 308 4862	+384 42 5142 5421	+77 00 900185	0845 492 3344
Unweighted base	2128	2128	2128	2128	2128	2128	2128	2128
Weighted base	2121	2121	2121	2121	2121	2121	2121	2121
Effective base	1769	1769	1769	1769	1769	1769	1769	1769
5 - Very likely to pick up	204 10%	159 8%	212 10%	117 6%	117 6%	103 5%	140 7%	180 8%
4	222 10%	172 8%	268 13%	99 5%	85 4%	81 4%	132 6%	219 10%
3	365 17%	306 14%	440 21%	214 10%	178 8%	169 8%	258 12%	452 21%
2	430 20%	408 19%	430 20%	329 15%	289 14%	278 13%	373 18%	449 21%
1- Very unlikely to pick up	900 42%	1076 51%	771 36%	1362 64%	1452 68%	1490 70%	1219 57%	822 39%
NET: Likely	426 20%	331 16%	480 23%	216 10%	202 10%	184 9%	272 13%	398 19%
NET: Unlikely	1331 63%	1484 70%	1201 57%	1691 80%	1741 82%	1768 83%	1591 75%	1271 60%
Mean	2.24	2.02	2.40	1.72	1.65	1.60	1.87	2.29
Standard deviation	1.35	1.29	1.35	1.16	1.14	1.10	1.23	1.30
Standard error	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.03

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 54
Q15. How likely is it that you would pick up a call from each of the following numbers? 020 7946 0454
Base: All mobile/ landline users

Absolutes/col percents

	Age 1						Age 2				Age/Gender				Gender		Social Grade				Region							Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
5 - Very likely to pick up	204	19	30	24	29	76	26	49	53	76	26	11	8	53	49	112	92	122	82	7	25	10	22	14	14	47	22	17	178	12	12	2	80	110
	10%	7%	9%	7%	8%	12%ac	17%abcd	8%	8%	12%gh	17%gh	9%	6%	14%l	12%	11%	9%	10%	9%	8%	11%	6%	12%	9%	7%	17%luxAB	7%	9%	10%F	11%F	7%	3%	10%	9%
4	222	32	32	35	40	62	20	64	75	62	20	15	15	58	24	133	88	138	83	7	17	10	10	21	29	53	29	21	197	11	11	3	87	126
	10%	11%	9%	11%	11%	10%	14%	10%	11%	10%	14%	13%kn	11%	15%on	6%	13%op	8%	12%	9%	9%	7%	6%	5%	14%uv	14%tuv	19%stuvAB	10%	11%	11%	10%	6%	6%	10%	10%
3	365	57	59	54	64	103	27	117	118	103	27	28	28	58	72	187	178	213	152	19	39	17	39	29	33	60	53	24	313	20	24	9	122	226
	17%	20%	17%	16%	18%	16%	18%	17%	16%	18%	18%	24%lm	21%	15%	18%	18%	16%	18%	16%	22%u	17%	10%	21%u	20%u	16%	22%uB	18%u	13%	18%	19%	14%	14%	15%	19%G
2	430	77	83	72	69	107	22	160	141	107	22	33	30	60	69	210	220	250	180	12	50	42	37	23	51	48	63	36	362	15	40	13	179	233
	20%	26%ef	24%ef	22%	19%	17%	15%	25%ij	21%	17%	15%	29%mn	22%	16%	17%	20%	20%	21%	19%	15%	22%	24%	20%	15%	25%	17%	21%	19%	20%	14%	23%	22%	21%	19%
1- Very unlikely to pick up	900	107	142	144	156	296	55	249	300	296	55	28	53	158	193	395	504	465	435	39	102	94	77	62	76	68	130	86	736	46	84	35	367	514
	42%	37%	41%	44%	43%	46%af	36%	39%	44%	46%gj	36%	25%	40%k	41%k	48%k	38%	47%oo	39%	47%q	46%y	44%y	55%twxyA	42%y	42%y	37%y	25%	44%y	47%y	41%	45%	49%	55%C	44%	43%
NET: Likely	426	51	62	59	70	138	46	113	128	138	46	26	23	111	73	244	181	260	165	14	42	20	31	34	44	100	51	38	375	22	23	5	167	236
	20%	17%	18%	18%	19%	21%	31%abcde	18%	19%	21%	31%gh	23%	17%	29%ln	18%	24%op	17%	22%r	18%	17%	18%	12%	17%	23%u	21%u	36%stuvwxAB	17%	21%u	21%EF	22%F	14%	9%	20%	19%
NET: Unlikely	1331	184	225	217	225	403	77	410	441	403	77	61	83	218	262	605	725	715	615	52	152	136	115	85	127	116	193	121	1098	60	125	48	546	747
	63%	63%f	65%f	66%f	63%f	63%f	51%	64%j	64%j	63%j	51%	53%	62%	56%	64%km	58%	67%oo	60%	66%q	61%y	65%y	79%stvwxyAB	62%y	57%y	63%y	42%	65%y	66%y	62%	59%	72%CD	77%CD	65%	62%
Mean	2.24	2.24	2.20	2.15	2.21	2.25	2.60abcde	2.22	2.19	2.25	2.60ghi	2.55n	2.22	2.45n	2.18	2.38p	2.12	2.33r	2.14	2.17	2.19u	1.85	2.25u	2.33u	2.28u	2.87stuvwxAB	2.16u	2.17u	2.28EF	2.29F	1.99	1.79	2.20	2.24
Standard deviation	1.35	1.24	1.30	1.29	1.33	1.42	1.51	1.27	1.31	1.42	1.51	1.26	1.25	1.48	1.39	1.38	1.31	1.36	1.33	1.32	1.35	1.18	1.36	1.38	1.29	1.42	1.29	1.37	1.36	1.42	1.24	1.09	1.35	1.34
Standard error	0.03	0.08	0.07	0.07	0.07	0.05	0.12	0.05	0.05	0.05	0.12	0.12	0.12	0.07	0.04	0.04	0.04	0.04	0.04	0.14	0.09	0.09	0.11	0.12	0.09	0.09	0.07	0.10	0.03	0.13	0.10	0.10	0.05	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H



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Absolutes/col percents

Table 55
Q15. How likely is it that you would pick up a call from each of the following numbers? 020 7946 0454
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?			Financial Vulnerability											
	Total				Any mobile				Voice call				Recorded message				None			NET: Yes			Most financially vulnerable			Potentially financially vulnerable			Least financially vulnerable		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)									
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668									
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693									
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590									
5 - Very likely to pick up	204	132	61	80	113	101	92	42	40	52	61	34	50	72	152	52	16	40	21	31	86	66									
	10%	9%	11% ^f	10%	9%	8%	8%	8%	10%	9%	13% ^{adefg}	14% ^{adefgi}	14% ^{adefgi}	11%	10%	10%	7%	13%	12%	8%	11%	9%									
4	222	178	89	109	159	145	137	62	62	74	76	47	59	44	172	47	13	33	15	29	85	90									
	10%	12% ^m	17% ^{adefgm}	14% ^m	12% ^m	12% ^m	12% ^m	11% ^m	16% ^m	13% ^m	17% ^{adefgm}	20% ^{adefgi}	17% ^{adefgm}	6%	11% ^p	9%	6%	10%	9%	7%	11%	13% ^s									
3	365	254	102	145	229	208	197	111	78	99	87	45	62	111	274	84	45	47	19	86	116	116									
	17%	18%	19%	19%	18%	17%	17%	20%	20%	18%	19%	19%	18%	16%	17%	17%	19%	15%	11%	21% ^t	15%	17%									
2	430	299	101	159	279	268	248	121	76	124	88	38	72	132	326	93	40	58	32	78	156	150									
	20%	21%	19%	21%	21%	22%	22%	22%	20%	22%	19%	16%	20%	19%	21%	18%	17%	18%	18%	19%	20%	22%									
1- Very unlikely to pick up	900	573	182	278	527	492	465	206	134	208	147	73	107	327	654	228	116	140	84	179	340	271									
	42%	40% ^{bjkl}	34%	36%	40% ^{bjkl}	41% ^{bhjkl}	41% ^{bhjkl}	38% ^l	34%	37%	32%	31%	31%	48% ^{abcdefghijkl}	41%	45%	51% ⁿ	44%	49%	44%	43%	39%									
NET: Likely	426	309	150	188	272	245	229	104	102	126	136	81	110	116	324	99	29	73	37	61	171	155									
	20%	22% ^m	28% ^{adefgm}	24% ^{efgm}	21%	20%	20%	19%	26% ^{defgm}	23% ^m	30% ^{adefgi}	34% ^{acdefghim}	31% ^{acdefgim}	17%	21% ^p	20% ^p	13%	23% ^p	21% ^p	15%	22% ^s	22% ^s									
NET: Unlikely	1331	872	283	437	806	760	713	326	210	332	234	111	179	459	980	320	156	198	116	257	496	422									
	63%	61% ^{bhjkl}	53%	57% ^k	62% ^{bchjkl}	63% ^{bchjkl}	63% ^{bchjkl}	60% ^{bjkl}	54%	60% ^{bjkl}	51%	47%	51%	67% ^{abcdghijkl}	62%	64%	68%	62%	67%	64%	63%	61%									
Mean	2.24	2.30 ^m	2.53 ^{adefgm}	2.42 ^{defm}	2.27 ^m	2.25	2.25	2.28	2.48 ^{adefgm}	2.35 ^m	2.60 ^{adefgim}	2.71 ^{acdefgim}	2.64 ^{acdefgim}	2.13	2.27 ^p	2.21	2.01	2.29 ^p	2.17	2.15	2.26	2.32									
Standard deviation	1.35	1.34	1.40	1.37	1.33	1.32	1.32	1.29	1.37	1.34	1.42	1.45	1.43	1.35	1.35	1.37	1.25	1.43	1.43	1.27	1.39	1.35									
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	0.06	0.07	0.09	0.08	0.05	0.03	0.06	0.08	0.08	0.11	0.06	0.05	0.05									

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 56
Q15. How likely is it that you would pick up a call from each of the following numbers? 028 9649 6563
Base: All mobile/ landline users

Absolutes/col percents

	Age 1						Age 2				Age/Gender				Gender		Social Grade				Region							Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
5 - Very likely to pick up	159	15	20	16	29	55	23	35	45	55	23	10	5	42	37	91	69	96	64	6	24	10	17	8	9	32	19	12	137	9	5	9	57	91
	8%	5%	6%	5%	8%	9%	16% ^{ab}	6%	7%	9%	16% ^{gh}	9%	4%	11% ^l	9%	9%	6%	8%	7%	7%	10% ^{ox}	6%	9%	5%	4%	11% ^x	6%	7%	8% ^E	8%	3%	14% ^{CE}	7%	8%
4	172	25	30	29	23	48	16	55	53	48	16	12	13	42	21	98	73	108	63	5	10	8	10	16	23	37	19	13	143	8	9	12	69	92
	8%	9%	9%	9%	6%	7%	11%	9%	8%	7%	11%	11%	10%	11% ⁿ	5%	9% ^p	7%	9%	7%	6%	4%	5%	6%	11% ^t	11% ^{tu}	13% ^{tuvA}	7%	7%	8%	8%	5%	19% ^{CDE}	8%	8%
3	306	47	47	55	55	79	23	94	110	79	23	24	20	47	55	165	142	173	133	16	29	13	35	19	23	53	38	23	248	20	22	16	122	174
	14%	16%	14%	17%	15%	12%	16%	15%	16%	12%	16%	21% ^m	15%	12%	14%	16%	13%	15%	14%	19% ^u	12%	7%	19% ^u	12%	11%	19% ^{ux}	13%	12%	14%	19%	13%	26% ^{CE}	15%	14%
2	408	71	76	65	72	106	18	147	138	106	18	31	35	68	56	208	200	253	155	12	49	31	35	36	47	48	59	36	354	7	34	13	152	232
	19%	24% ^{ef}	22% ^f	20% ^f	20% ^f	16%	12%	23% ^{ij}	20% ^j	16%	12%	27% ^{mn}	26% ⁿ	17%	14%	20%	18%	21% ^r	17%	15%	21%	18%	19%	24%	23%	18%	20%	20%	20% ^D	7%	20% ^D	20% ^D	18%	19%
1- Very unlikely to pick up	1076	134	174	164	179	357	69	307	343	357	69	38	61	189	237	475	600	559	517	46	121	110	87	70	101	107	161	100	903	58	102	13	435	619
	51%	46%	50%	50%	50%	55% ^a	46%	48%	50%	55% ^g	46%	33%	46%	49% ^k	58% ^{klm}	46%	55% ^o	47%	55% ^q	54% ^y	52% ^y	64% ^{twxyA}	47%	47%	50% ^y	39%	54% ^y	54% ^y	51% ^F	57% ^F	60% ^{CF}	21%	52%	51%
NET: Likely	331	40	50	45	53	103	40	90	98	103	40	22	18	84	58	189	142	204	127	11	34	18	28	25	32	68	39	25	279	17	14	21	126	183
	16%	14%	14%	14%	15%	16%	26% ^{abcde}	14%	14%	16%	26% ^{ghi}	19%	14%	22% ⁿ	14%	18% ^p	13%	17% ^r	14%	13%	15%	10%	15%	16%	16%	25% ^{stuvAB}	13%	14%	16% ^E	17% ^E	8%	33% ^{CDE}	15%	15%
NET: Unlikely	1484	205	249	229	251	463	87	454	480	463	87	69	96	256	293	683	800	812	672	58	170	142	122	106	148	155	220	136	1257	65	136	25	587	851
	70%	70% ^f	72% ^f	70% ^f	70% ^f	72% ^f	58%	71% ^j	70% ^j	72% ^j	58%	60%	72%	66%	72% ^k	66%	74% ^o	68%	72%	68%	73% ^y	82% ^{stvwxy}	66%	71% ^y	73% ^y	56%	74% ^y	74% ^y	70% ^F	64% ^F	79% ^{CD}	41%	70%	70%
Mean	2.02	2.03	1.98	1.99	2.03	1.97	2.38 ^{abcde}	2.00	2.01	1.97	2.38 ^{ghi}	2.35 ⁿ	2.00	2.18 ⁿ	1.93	2.15 ^p	1.90	2.10 ^r	1.93	1.98	2.01 ^u	1.70	2.11 ^u	2.04 ^u	1.97 ^u	2.42 ^{stuvwxAB}	1.91	1.92	2.02 ^E	2.04 ^E	1.72	2.86 ^{CD}	2.00	2.01
Standard deviation	1.29	1.20	1.23	1.21	1.28	1.32	1.53	1.21	1.25	1.32	1.53	1.28	1.16	1.41	1.32	1.33	1.23	1.30	1.26	1.27	1.33	1.15	1.31	1.24	1.21	1.40	1.23	1.24	1.29	1.37	1.06	1.34	1.27	1.28
Standard error	0.03	0.07	0.07	0.07	0.07	0.05	0.12	0.05	0.05	0.05	0.12	0.12	0.11	0.07	0.07	0.04	0.04	0.04	0.04	0.13	0.09	0.09	0.11	0.11	0.09	0.09	0.07	0.09	0.03	0.12	0.08	0.12	0.05	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H



Ofcom Scams Survey
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Absolutes/col percents

Table 57
Q15. How likely is it that you would pick up a call from each of the following numbers? 028 9649 6563
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	457	237	350	686	1578	504	230	318	171	404	783	693	
Effective base	1769	1197	444	626	1094	1014	951	452	313	367	201	281	572	1335	401	173	260	125	309	684	590	
5 - Very likely to pick up	159	102	47	63	85	75	68	34	28	39	49	29	40	58	116	44	12	35	18	24	72	49
4	172	132	60	75	118	109	104	44	40	46	54	33	44	39	138	32	13	20	12	22	64	68
	8%	9% _m	11% _m	10% _m	9% _m	9% _m	9% _m	8%	10% _m	8%	12% _m	14% _m	13% _m	6%	9%	6%	6%	6%	7%	5%	8%	10% _s
3	306	217	89	130	200	180	164	95	70	96	69	37	49	89	232	67	30	39	20	69	100	104
	14%	15%	17%	17%	15%	15%	14%	17% _m	18% _m	17%	15%	16%	14%	13%	15%	13%	13%	12%	12%	17%	13%	15%
2	408	298	109	166	272	261	242	132	83	125	100	43	81	110	316	83	43	51	17	78	143	141
	19%	21% _m	20%	22% _m	21% _m	21% _m	21% _m	25% _m	21% _m	22% _m	22% _m	18%	23% _m	16%	20% _r	16%	16%	19% _r	10%	19%	18%	20%
1- Very unlikely to pick up	1076	687	232	336	634	590	562	235	168	250	184	95	135	390	776	278	132	173	105	210	405	330
	51%	48% _{kjkl}	43%	44%	48% _{kjkl}	49% _{kjkl}	49% _{bcgijkl}	44%	43%	45%	40%	40%	39%	57% _{abcdefghijkl}	49%	55% _n	57% _n	54%	61% _n	52%	52%	48%
NET: Likely	331	234	107	138	203	183	172	78	69	85	104	62	84	97	253	75	25	54	30	46	136	118
	16%	16%	20% _{defgm}	18%	15%	15%	15%	14%	18%	15%	23% _{adefgim}	26% _{acdefghim}	24% _{acdefgim}	14%	16%	15%	11%	17%	17%	11%	17% _s	17% _s
NET: Unlikely	1484	985	340	502	906	850	804	368	251	375	284	138	216	500	1092	361	175	224	122	288	548	471
	70%	69% _{bjkl}	63%	65%	69% _{bjkl}	70% _{bcjkl}	71% _{bcjhkl}	68% _{kk}	64%	67% _{kk}	62%	58%	62%	73% _{bcjhkl}	69%	72%	76%	71%	71%	71%	70%	68%
Mean	2.02	2.07 _m	2.22 _{adefm}	2.17 _{defm}	2.04	2.03	2.01	2.09 _m	2.18 _m	2.10 _m	2.31 _{adefgim}	2.40 _{acdefgim}	2.35 _{adefgim}	1.93	2.05 _p	1.97	1.82	2.03	1.96	1.94	2.05	2.09
Standard deviation	1.29	1.28	1.34	1.31	1.26	1.24	1.24	1.22	1.29	1.26	1.38	1.44	1.40	1.30	1.28	1.31	1.17	1.38	1.40	1.20	1.34	1.29
Standard error	0.03	0.03	0.06	0.05	0.03	0.04	0.04	0.05	0.07	0.05	0.07	0.09	0.08	0.05	0.03	0.06	0.08	0.08	0.11	0.06	0.05	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
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Table 58
Q15. How likely is it that you would pick up a call from each of the following numbers? 07700 900185
Base: All mobile/ landline users

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (l)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	212	28	33	26	32	72	21	61	58	72	21	14	13	46	47	106	106	125	87	8	26	15	24	19	13	39	24	12	179	15	14	4	80	117	
	10%	10%	9%	8%	9%	11%	14% ^c	10%	8%	11%	14% ^h	12%	10%	12%	10%	10%	11%	9%	10%	11%	9%	13%	13%	6%	14% ^x	8%	7%	10%	14%	8%	7%	10%	10%	10%	
4	268	48	52	45	39	60	25	100	83	60	25	24	22	50	34	155	112	164	104	9	33	18	25	22	28	42	27	28	233	8	21	6	103	155	
	13%	17% ^e	15% ^e	14%	11%	9%	16% ^e	16% ⁱ	12%	9%	16% ⁱ	21% ⁿ	16% ⁿ	13% ⁿ	8%	15% ^p	10%	14%	11%	10%	14%	11%	14%	15%	14%	15% ^A	9%	15%	13%	8%	21	12%	6	10%	12%
3	440	79	94	76	72	99	21	173	147	99	21	34	42	65	54	220	220	252	187	20	48	33	44	31	47	60	55	30	367	21	37	14	174	243	
	21%	27% ^{ef}	27% ^{def}	23% ^{ef}	20%	15%	14%	27% ^{hij}	21% ^{ij}	15%	14%	30% ^{mn}	31% ^{mn}	17%	13%	21%	20%	21%	20%	23%	20%	19%	24%	21%	23%	22%	18%	16%	21%	21%	22%	22%	21%	20%	20%
2	430	65	72	74	81	119	19	137	155	119	19	21	30	67	71	213	217	249	181	17	41	37	34	27	42	54	75	40	366	13	39	13	195	221	
	20%	22% ^f	21% ^f	22% ^f	23% ^f	19%	12%	21% ^j	23% ^j	19%	12%	19%	22%	17%	18%	21%	20%	21%	19%	20%	18%	21%	18%	18%	21%	19%	25% ^t	22%	21%	13%	22%	20%	23% ^H	18%	
1 - Very unlikely to pick up	771	72	96	109	135	294	65	168	244	294	65	22	28	159	200	341	428	399	372	31	85	70	58	50	73	82	117	73	639	45	61	25	283	474	
	36%	25%	28%	33% ^a	38% ^{ab}	46% ^{abc}	43% ^{abc}	26%	35% ^g	46% ^{gh}	43% ^g	19%	21%	41% ^{kl}	49% ^{klm}	33%	40% ^o	34%	40% ^q	36%	37%	40% ^y	32%	34%	36%	30%	39% ^y	40% ^y	36%	44%	35%	41%	34%	39% ^G	
NET: Likely	480	77	84	71	71	132	46	161	142	132	46	38	35	96	81	261	219	289	192	17	59	33	49	41	41	81	51	40	412	23	35	11	183	272	
	23%	26%	24%	22%	20%	20%	31% ^{cde}	25%	21%	20%	31% ^{hi}	33% ⁿ	26%	25%	20%	25% ^p	24%	24%	21%	20%	25% ^A	19%	26% ^A	28% ^A	20%	29% ^{luxA}	17%	22%	23%	22%	20%	17%	22%	22%	
NET: Unlikely	1201	137	168	183	217	414	83	304	399	414	83	43	57	226	271	555	645	648	553	48	126	107	92	77	115	135	192	114	1005	58	99	38	478	694	
	57%	47%	48%	55%	60% ^{abc}	56%	48%	58% ^g	64% ^{gh}	56%	48%	37%	43%	58% ^{kl}	67% ^{klm}	54%	60% ^o	54%	59% ^q	56%	54%	62% ^{vy}	50%	52%	56%	49%	65% ^{tw}	62% ^{vy}	56%	57%	58%	61%	57%	57%	
Mean	2.40	2.65 ^{cd}	2.58 ^{de}	2.41	2.30	2.22	2.46	2.61 ^{hi}	2.36	2.22	2.46	2.89 ^{mn}	2.72 ^{mn}	2.37 ⁿ	2.16	2.49 ^p	2.31	2.47 ^r	2.31	2.38	2.46 ^A	2.26	2.58 ^{uA}	2.55 ^A	2.34	2.65 ^{ux}	2.21	2.26	2.41	2.36	2.35	2.23	2.40	2.35	
Standard deviation	1.35	1.28	1.29	1.29	1.31	1.39	1.52	1.29	1.30	1.39	1.52	1.28	1.24	1.43	1.41	1.35	1.34	1.35	1.34	1.33	1.40	1.32	1.39	1.41	1.27	1.40	1.27	1.30	1.35	1.47	1.29	1.28	1.32	1.36	
Standard error	0.03	0.08	0.07	0.07	0.07	0.05	0.12	0.05	0.05	0.05	0.12	0.12	0.12	0.07	0.04	0.04	0.04	0.04	0.04	0.14	0.09	0.10	0.11	0.13	0.09	0.09	0.07	0.10	0.03	0.13	0.10	0.11	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 59
Q15. How likely is it that you would pick up a call from each of the following numbers? 07700 900185
Base: All mobile/ landline users

	Experience of suspicious texts/calls												Do you have a longstanding physical or mental condition or disability?							Financial Vulnerability		
	Total			Mobile						Landline												
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	457	237	350	686	1578	504	230	318	171	404	783	693	
Effective base	1769	1197	444	626	1094	1014	951	452	313	367	201	281	572	1335	401	173	260	125	309	684	590	
5 - Very likely to pick up	212	142	62	88	122	110	105	49	40	58	65	35	52	70	159	53	17	35	23	37	80	74
	10%	10%	12%	11%	9%	9%	9%	9%	10%	11%	14%adefg	15%adefg	15%adefg	10%	10%	11%	7%	11%	14%	9%	10%	11%
4	268	210	87	128	190	175	165	78	59	88	73	42	59	59	199	66	25	38	23	46	97	97
	13%	15% <i>m</i>	16% <i>m</i>	17% <i>m</i>	15% <i>m</i>	14% <i>m</i>	14% <i>m</i>	14% <i>m</i>	15% <i>m</i>	16% <i>m</i>	16% <i>m</i>	18% <i>m</i>	17% <i>m</i>	9%	13%	13%	11%	12%	14%	11%	12%	14%
3	440	313	118	173	290	268	252	137	99	126	98	50	68	127	327	103	61	55	30	97	149	148
	21%	22%	22%	22%	22%	22%	22%	25% <i>m</i>	25% <i>m</i>	23%	21%	21%	19%	18%	21%	20%	26% <i>q</i>	17%	17%	24%	19%	21%
2	430	294	107	163	274	254	228	127	81	126	87	36	74	136	332	86	43	61	27	84	154	142
	20%	21%	20%	21%	21%	20%	20%	24% <i>k</i>	21%	23% <i>k</i>	19%	15%	21%	20%	21%	17%	19%	19%	16%	21%	20%	20%
1- Very unlikely to pick up	771	476	161	219	432	407	390	149	110	158	135	75	97	295	560	195	84	130	68	139	304	232
	36%	33% <i>og</i>	30%	28%	33% <i>cg</i>	34% <i>cg</i>	34% <i>cgil</i>	28%	28%	28%	30%	32%	28%	43% <i>abcdefghij</i>	36%	39%	36%	41%	40%	34%	39%	33%
NET: Likely	480	352	149	216	312	285	270	127	100	146	138	76	111	129	358	119	42	73	46	83	176	171
	23%	25% <i>m</i>	28% <i>m</i>	28% <i>m</i>	24% <i>m</i>	23% <i>m</i>	24% <i>m</i>	23%	26% <i>m</i>	26% <i>m</i>	30% <i>adefgm</i>	32% <i>adefgm</i>	32% <i>adefgm</i>	19%	23%	24%	18%	23%	27%	21%	22%	25%
NET: Unlikely	1201	771	268	382	706	661	617	276	191	284	222	111	171	430	893	282	127	190	95	223	458	374
	57%	54%	50%	50%	54%	54% <i>k</i>	54%	51%	49%	51%	49%	47%	49%	63% <i>abcdefghij</i>	57%	56%	55%	60%	55%	55%	58%	54%
Mean	2.40	2.48 <i>m</i>	2.59 <i>m</i>	2.61 <i>adefm</i>	2.46 <i>m</i>	2.45 <i>m</i>	2.45 <i>m</i>	2.54 <i>m</i>	2.58 <i>m</i>	2.57 <i>m</i>	2.66 <i>adefm</i>	2.68 <i>adefm</i>	2.70 <i>adefm</i>	2.23	2.41	2.39	2.34	2.33	2.46	2.40	2.35	2.48
Standard deviation	1.35	1.34	1.37	1.35	1.33	1.32	1.33	1.28	1.32	1.33	1.41	1.44	1.41	1.35	1.35	1.38	1.28	1.39	1.46	1.31	1.36	1.36
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	0.06	0.07	0.09	0.08	0.05	0.03	0.06	0.08	0.08	0.11	0.07	0.05	0.05

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 60
Q15. How likely is it that you would pick up a call from each of the following numbers? +20 8 2157863
Base: All mobile/ landline users

Absolutes/col percents

	Age 1						Age 2				Age/Gender				Gender		Social Grade				Region							Nation					Mobile O/S				
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)			
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256			
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209			
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032			
5 - Very likely to pick up	117	12	19	8	15	47	17	31	23	47	17	31	23	47	17	31	33	64	53	70	48	5	20	6	18	6	10	16	14	10	105	7	4	2%	1	44	65
	6%	4%	5%	2%	4%	7% ^c	11% ^{abcd}	5%	3%	7% ^h	11% ^{gh}	8%	2%	8% ^l	8% ^l	6%	5%	6%	5%	6%	5%	9% ^u	3%	10% ^u	4%	5%	6%	6%	7%	6%	7%	4%	2%	5%	5%		
4	99	10	10	14	18	32	15	19	33	32	15	4	5	26	21	55	44	56	43	3	11	8	7	5	8	23	10	7	81	6	10	2	36	56			
	5%	3%	3%	4%	5%	5%	10% ^{abce}	3%	5%	5%	10% ^{ghi}	4%	4%	7%	5%	5%	4%	5%	5%	3%	5%	5%	4%	3%	4%	8% ^A	3%	4%	5%	6%	6%	3%	3%	4%	5%		
3	214	36	39	30	46	49	14	76	76	49	14	16	19	34	28	111	103	120	95	13	17	10	19	13	30	44	30	12	189	8	11	7	75	126			
	10%	12% ^e	11%	9%	13% ^e	8%	9%	12% ⁱ	11% ⁱ	8%	9%	14% ⁿ	14% ⁿ	9%	7%	11%	10%	10%	10%	15% ^{uB}	7%	6%	10%	9%	15% ^{tuB}	16% ^{tuB}	10%	7%	11%	8%	6%	11%	9%	10%			
2	329	54	50	62	54	88	20	104	116	88	20	26	22	60	49	173	156	199	130	12	35	22	26	26	31	47	52	32	283	5	32	9	133	178			
	15%	18%	15%	19%	15%	14%	13%	16%	17%	14%	13%	23% ⁿ	16%	15%	12%	17%	14%	17%	14%	14%	15%	13%	14%	17%	15%	17%	17%	18%	16% ^D	5%	19% ^D	4% ^D	16%	15%			
1- Very unlikely to pick up	1362	181	228	215	226	429	84	409	441	429	84	60	85	236	276	633	728	745	618	53	150	127	115	99	123	147	191	122	1127	76	115	44	547	785			
	64%	62%	66%	65%	63%	67% ^f	56%	64%	64%	67% ^{ij}	56%	52%	63%	61%	68% ^k	61%	67% ^o	63%	66%	62%	64% ^y	74% ^{vxy}	62%	66% ^y	61%	53%	64% ^y	66% ^y	63%	74% ^C	67%	71%	65%	65%			
NET: Likely	216	22	28	22	33	78	32	50	55	78	32	13	8	57	54	119	97	125	91	7	31	14	24	11	19	39	24	17	186	13	14	3	80	120			
	10%	7%	8%	7%	9%	12% ^c	21% ^{abcd}	8%	8%	12% ^{gh}	21% ^{ghi}	12%	6%	15% ^l	13%	12%	9%	11%	10%	9%	13%	8%	13%	8%	9%	14% ^A	8%	9%	10%	13% ^F	8%	5%	10%	10%			
NET: Unlikely	1691	235	279	277	279	517	104	513	556	517	104	86	107	296	325	806	884	944	747	65	185	149	142	124	154	194	243	154	1410	81	147	53	680	963			
	80%	80% ^f	80% ^f	84% ^f	78%	80% ^f	69%	80% ^{aj}	81% ^{aj}	80% ^{aj}	69%	75%	80%	76%	80%	78%	82% ^o	79%	80%	76%	79% ^y	87% ^{vxy}	77%	83% ^y	80%	70%	82% ^y	84% ^y	79%	79%	86%	84%	81%	80%			
Mean	1.72	1.70	1.67	1.60	1.73	1.73	2.07 ^{ab}	1.68	1.66	1.73	2.07 ^{gh}	1.93	1.65	1.85	1.73	1.79 ^p	1.65	1.74	1.68	1.76	1.78 ^u	1.51	1.84 ^u	1.62	1.78 ^u	1.97 ^{uw}	1.66	1.65	1.74 ^F	1.66	1.57	1.51	1.68	1.71			
Standard deviation	1.16	1.07	1.13	0.99	1.12	1.23	1.44	1.10	1.06	1.23	1.44	1.23	1.01	1.29	1.27	1.20	1.12	1.17	1.14	1.17	1.28	1.02	1.31	1.07	1.16	1.25	1.09	1.12	1.18	1.26	1.00	0.92	1.13	1.15			
Standard error	0.03	0.07	0.06	0.05	0.06	0.05	0.12	0.05	0.04	0.05	0.12	0.12	0.10	0.06	0.06	0.04	0.03	0.03	0.04	0.12	0.08	0.08	0.11	0.09	0.08	0.08	0.06	0.08	0.03	0.11	0.08	0.08	0.04	0.03			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 61
Q15. How likely is it that you would pick up a call from each of the following numbers? +20 8 2157863
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668		
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693		
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590		
5 - Very likely to pick up	117	77	38	53	66	57	51	29	24	35	39	21	34	40	90	28	11	22	11	16	55	40		
	6%	5%	7% <i>f</i>	7% <i>f</i>	5%	5%	4%	5%	6%	6%	8% <i>adef</i>	9% <i>def</i>	10% <i>adefgm</i>	6%	6%	5%	5%	7%	6%	4%	7%	6%		
4	99	71	36	43	65	64	61	28	24	25	36	22	26	27	76	21	5	13	7	16	43	31		
	5%	5%	7%	6%	5%	5%	5%	5%	6%	5%	8% <i>adim</i>	9% <i>adefgim</i>	7% <i>m</i>	4%	5%	4%	2%	4%	4%	4%	5%	4%		
3	214	150	57	91	133	116	105	66	46	66	54	26	41	64	160	48	25	24	16	59	69	58		
	10%	10%	11%	12%	10%	10%	9%	12%	12%	12%	12%	12%	11%	9%	10%	10%	11%	8%	9%	15% <i>tu</i>	9%	8%		
2	329	240	98	125	214	200	186	89	67	87	86	43	71	89	253	68	25	49	16	52	126	117		
	15%	17% <i>m</i>	18% <i>m</i>	16%	16%	17%	16%	17%	17%	16%	19% <i>m</i>	18%	20% <i>lm</i>	13%	16% <i>r</i>	13%	11%	15%	9%	13%	16%	17%		
1- Very unlikely to pick up	1362	897	307	459	830	776	736	328	229	343	243	126	178	466	998	339	164	211	122	261	490	448		
	64%	62% <i>kjkl</i>	57%	60% <i>jl</i>	63% <i>bjkl</i>	64% <i>bjkl</i>	65% <i>bcjkl</i>	61% <i>jl</i>	59%	62% <i>ijkl</i>	53%	53%	51%	68% <i>abcghijkl</i>	63%	67%	71% <i>an</i>	66%	71%	65%	63%	65%		
NET: Likely	216	149	73	96	131	121	112	57	48	60	74	43	60	67	166	49	16	34	18	32	98	71		
	10%	10%	14% <i>def</i>	12%	10%	10%	10%	10%	12%	11%	16% <i>adefgim</i>	18% <i>adefgim</i>	17% <i>adefgim</i>	10%	11%	10%	7%	11%	11%	8%	13% <i>s</i>	10%		
NET: Unlikely	1691	1137	405	584	1045	976	923	418	296	430	329	169	249	554	1251	407	189	259	137	312	616	565		
	80%	79% <i>kjkl</i>	76%	76%	80% <i>cjkl</i>	80% <i>bcjkl</i>	81% <i>bcjkl</i>	77%	76%	77%	72%	71%	71%	81% <i>bcjkl</i>	79%	81%	82%	82%	80%	77%	79%	81%		
Mean	1.72	1.74	1.88 <i>adefm</i>	1.84 <i>defm</i>	1.72	1.70	1.69	1.78	1.84 <i>fm</i>	1.78	2.00 <i>adefgim</i>	2.03 <i>adefgim</i>	2.05 <i>adefgim</i>	1.67	1.74	1.67	1.58	1.69	1.66	1.70	1.78	1.70		
Standard deviation	1.16	1.16	1.25	1.24	1.14	1.13	1.12	1.17	1.21	1.20	1.31	1.34	1.34	1.16	1.17	1.15	1.08	1.19	1.20	1.11	1.23	1.16		
Standard error	0.03	0.03	0.05	0.05	0.03	0.03	0.03	0.05	0.06	0.05	0.06	0.09	0.07	0.04	0.03	0.05	0.07	0.07	0.09	0.06	0.04	0.04		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 62
Q15. How likely is it that you would pick up a call from each of the following numbers? +353 1 308 4862
Base: All mobile/ landline users

Absolutes/col percents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	117	12	18	10	15	45	17	30	25	45	17	9	2	31	30	63	54	74	43	6	21	6	15	6	12	13	15	11	106	6	4	1	42	67	
	6%	4%	5%	3%	4%	7% ^c	11% ^{abcd}	5%	4%	7% ^h	11% ^{gh}	8% ^l	2%	8% ^l	7% ^l	6%	5%	6%	5%	7%	9% ^u	3%	8%	4%	6%	5%	6%	6%	6%	6%	2%	2%	5%	6%	
4	85	8	10	8	18	32	10	18	25	32	10	2	5	25	17	48	37	48	38	2	10	4	5	4	8	16	11	7	68	3	7	8	29	50	
	4%	3%	3%	2%	5%	5%	7% ^{ac}	3%	4%	5%	7% ^g	2%	4%	6%	4%	5%	3%	4%	4%	3%	4%	2%	3%	3%	4%	6%	4%	4%	4%	3%	4%	7	12% ^{CDE}	3%	4%
3	178	29	34	29	32	44	9	63	61	44	9	12	17	29	24	94	84	92	86	10	14	12	17	18	19	31	20	14	155	8	7	8	59	109	
	8%	10%	10%	9%	9%	7%	6%	10%	9%	7%	6%	10%	13% ^{un}	8%	6%	9%	8%	8%	9%	11%	6%	7%	9%	12%	9%	11%	7%	8%	9%	8%	4%	12% ^E	7%	9%	
2	289	50	52	48	43	73	24	102	90	73	24	26	19	50	47	154	136	179	110	12	34	19	28	24	17	51	40	23	248	7	28	6	121	152	
	14%	17% ^e	15%	14%	12%	11%	16%	16% ^d	13%	11%	16%	23% ^{mn}	14%	13%	12%	15%	13%	15% ^{fr}	12%	14%	15%	11%	15%	16%	9%	18% ^x	14%	13%	14% ^D	7%	16% ^D	10%	14%	13%	
1- Very unlikely to pick up	1452	194	232	236	251	451	89	426	486	451	89	66	91	252	287	676	774	797	655	55	154	132	119	97	146	165	211	128	1208	78	126	40	585	830	
	68%	66%	67%	72% ^f	70% ^f	70% ^f	59%	67%	71% ^j	70% ^j	59%	57%	68%	65%	71% ^{kl}	65%	71% ^o	67%	70%	65%	66%	76% ^{tw}	65%	65%	72% ^y	60%	71% ^y	70% ^y	68%	76%	73%	64%	70%	69%	
NET: Likely	202	19	28	17	33	77	27	48	51	77	27	12	7	56	48	111	91	121	81	8	31	10	20	10	20	30	26	18	174	9	11	9	71	117	
	10%	7%	8%	5%	9%	12% ^{ac}	18% ^{abcd}	7%	7%	12% ^{gh}	18% ^{ghi}	10%	6%	15% ^l	12%	11%	8%	10%	9%	10%	14% ^u	6%	11%	7%	10%	10%	9%	10%	10%	9%	11%	14% ^E	8%	10%	
NET: Unlikely	1741	244	284	283	293	524	113	528	576	524	113	92	109	302	335	830	909	976	765	67	188	151	147	121	164	215	252	151	1456	85	154	46	706	983	
	82%	83%	82%	86% ^f	82%	81%	75%	83%	84% ^j	81%	75%	80%	82%	78%	82%	80%	84% ^o	82%	82%	79%	81%	87% ^y	80%	81%	81%	78%	85%	82%	82% ^F	83%	90% ^{CF}	74%	84%	81%	
Mean	1.65	1.61	1.65	1.51	1.62	1.68 ^c	1.95 ^{ab}	1.63	1.57	1.68	1.95 ^{gh}	1.82	1.58	1.80	1.66	1.71 ^p	1.58	1.67	1.61	1.72	1.76 ^u	1.45	1.75 ^u	1.65	1.63	1.78 ^u	1.58	1.64	1.66 ^E	1.56	1.45	1.77 ^E	1.59	1.65	
Standard deviation	1.14	1.04	1.11	0.96	1.11	1.22	1.40	1.08	1.04	1.22	1.40	1.21	0.97	1.29	1.22	1.18	1.10	1.17	1.11	1.19	1.29	0.97	1.24	1.07	1.17	1.16	1.10	1.17	1.16	1.16	0.91	1.17	1.09	1.15	
Standard error	0.02	0.06	0.06	0.05	0.06	0.05	0.11	0.04	0.04	0.05	0.11	0.12	0.09	0.06	0.06	0.04	0.03	0.03	0.04	0.13	0.09	0.07	0.10	0.09	0.08	0.07	0.06	0.09	0.03	0.10	0.07	0.10	0.04	0.03	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 63
Q15. How likely is it that you would pick up a call from each of the following numbers? +353 1 308 4862
Base: All mobile/ landline users

	Experience of suspicious texts/calls										Do you have a longstanding physical or mental condition or disability?							Financial Vulnerability				
	Total	Mobile			Landline				Do you have a longstanding physical or mental condition or disability?							Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)				
	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)				
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590
5 - Very likely to pick up	117 6%	77 5%	41 8%def	49 6%	66 5%	57 5%	53 5%	25 5%	26 7%	30 5%	42 9%adefgi	25 11%acdefgim	36 10%acdefgim	40 6%	90 6%	27 5%	10 4%	19 6%	11 6%	18 4%	53 7%	39 6%
4	85 4%	68 5% <i>m</i>	29 5% <i>m</i>	44 6% <i>m</i>	60 5% <i>m</i>	57 5% <i>m</i>	53 5% <i>m</i>	24 4%	18 5%	26 5%	36 8%adefgim	20 8%adefgim	29 8%adefgim	17 3%	71 4% <i>p</i>	15 3%	2 1%	9 3%	5 3%	16 4%	29 4%	34 5%
3	178 8%	130 9%	57 11% <i>m</i>	86 11% <i>efm</i>	115 9%	99 8%	89 8%	56 10%	45 11% <i>m</i>	60 11% <i>m</i>	44 10%	22 9%	34 10%	48 7%	135 9%	37 7%	23 10%	19 6%	16 9%	46 11% <i>u</i>	68 9% <i>u</i>	39 6%
2	289 14%	222 15% <i>m</i>	87 16% <i>m</i>	124 16% <i>m</i>	199 15% <i>m</i>	189 16% <i>m</i>	173 15% <i>m</i>	96 18% <i>m</i>	62 16% <i>m</i>	89 16% <i>m</i>	84 18% <i>m</i>	36 15% <i>m</i>	72 20% <i>adfm</i>	67 10%	219 14% <i>p</i>	62 12%	19 8%	43 13%	16 9%	42 10%	98 13%	124 18% <i>st</i>
1- Very unlikely to pick up	1452 68%	939 65% <i>bcjkl</i>	322 60% <i>l</i>	467 61% <i>l</i>	868 66% <i>bcjkl</i>	811 67% <i>bcjkl</i>	770 68% <i>bcjkl</i>	339 63% <i>jl</i>	240 61% <i>l</i>	351 63% <i>jl</i>	252 55%	134 57%	180 51%	513 75% <i>abodefghijkl</i>	1063 67%	363 72%	176 76% <i>n</i>	228 72%	125 73%	283 70%	535 68%	458 66%
NET: Likely	202 10%	145 10%	70 13% <i>defm</i>	93 12% <i>m</i>	126 10%	114 9%	107 9%	49 9%	44 11%	55 10%	78 17% <i>acdefghim</i>	45 19% <i>acdefghim</i>	65 18% <i>acdefghim</i>	57 8%	161 10% <i>p</i>	42 8%	12 5%	28 9%	16 9%	34 8%	82 10%	73 10%
NET: Unlikely	1741 82%	1161 81% <i>bcjkl</i>	409 76%	592 77%	1067 82% <i>bcjkl</i>	1000 82% <i>bchjkl</i>	944 83% <i>bchjkl</i>	435 81% <i>ijkl</i>	302 77%	440 79% <i>kl</i>	336 73%	170 72%	252 72%	581 85% <i>bchijkl</i>	1282 81%	425 84%	195 85%	271 85%	140 82%	324 80%	633 81%	582 84%
Mean	1.65	1.69 <i>m</i>	1.84 <i>adefm</i>	1.81 <i>adefm</i>	1.67 <i>m</i>	1.65	1.64	1.70 <i>m</i>	1.79 <i>fm</i>	1.73 <i>m</i>	1.98 <i>acdefgim</i>	2.01 <i>acdefgim</i>	2.05 <i>abodefghim</i>	1.55	1.67 <i>p</i>	1.57	1.48	1.58	1.61	1.62	1.68	1.66
Standard deviation	1.14	1.15	1.26	1.22	1.13	1.11	1.11	1.11	1.21	1.16	1.34	1.40	1.37	1.12	1.16	1.10	1.01	1.13	1.16	1.11	1.19	1.14
Standard error	0.02	0.03	0.05	0.04	0.03	0.03	0.03	0.05	0.06	0.05	0.06	0.09	0.07	0.04	0.03	0.05	0.07	0.06	0.09	0.06	0.04	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
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Table 64
Q15. How likely is it that you would pick up a call from each of the following numbers? +384 42 5142 5421
Base: All mobile/ landline users

Absolutes/col percents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	103	12	12	6	14	41	17	24	21	41	17	9	3	29	30	54	49	63	40	5	16	6	15	5	9	13	14	10	93	6	3	1	40	57	
	5%	4%	4%	2%	4%	6% ^c	11% ^{abcd}	4%	3%	6% ^h	11% ^{ghi}	8%	2%	7%	5%	5%	5%	5%	4%	6%	7%	3%	8%	4%	5%	5%	5%	6%	5%	6%	2%	2%	5%	5%	
4	81	9	13	10	15	24	10	21	25	24	10	5	4	20	14	50	31	46	34	2	10	4	6	4	9	21	11	4	71	3	4	3	23	48	
	4%	3%	4%	3%	4%	4%	7%	3%	4%	4%	7%	4%	3%	5%	3%	5% ^p	3%	4%	4%	2%	4%	3%	3%	3%	5%	8% ^{uB}	4%	2%	4%	3%	3%	2%	5%	3%	4%
3	169	29	35	25	33	38	8	65	59	38	8	13	15	24	22	85	85	87	82	10	18	11	19	13	13	30	24	14	153	5	8	3	64	93	
	8%	10% ^e	10% ^e	8%	9%	6%	6%	10% ^d	9%	6%	6%	12% ⁿ	11%	6%	5%	8%	8%	7%	9%	12%	8%	7%	10%	9%	7%	11%	8%	8%	9%	5%	5%	5%	5%	8%	8%
2	278	43	48	46	44	72	25	91	90	72	25	20	20	47	49	141	136	169	109	12	30	17	22	23	21	40	37	26	228	6	35	9	109	154	
	13%	15%	14%	14%	12%	11%	17%	14%	13%	11%	17%	18%	15%	12%	12%	14%	13%	14%	12%	14%	13%	10%	12%	16%	10%	14%	13%	14%	13% ^D	6%	20% ^{CD}	14% ^D	13%	13%	
1 - Very unlikely to pick up	1490	200	238	241	252	470	89	437	493	470	89	68	93	266	292	705	783	823	667	56	160	134	122	104	150	173	212	129	1240	81	122	46	599	857	
	70%	68%	69%	73% ^f	70% ^f	73% ^f	60%	68%	72% ^j	73% ^j	60%	59%	69%	69%	72% ^k	68%	72%	69%	71%	66%	68%	77% ^{vy}	66%	70%	74% ^y	63%	71% ^y	70%	69%	80% ^C	71%	74%	72%	71%	
NET: Likely	184	20	25	17	29	65	27	45	46	65	27	14	7	49	44	104	80	109	75	7	26	10	21	9	19	33	24	15	164	9	7	4	63	105	
	9%	7%	7%	5%	8%	10% ^c	18% ^{abcd}	7%	7%	10% ^h	18% ^{ghi}	12%	5%	13% ^l	11%	10% ^p	7%	9%	8%	8%	11%	6%	11%	6%	9%	12% ^u	8%	8%	9% ^E	9%	4%	6%	8%	9%	
NET: Unlikely	1768	243	286	287	296	541	114	529	583	541	114	88	113	314	341	847	919	992	776	68	189	151	144	127	171	213	249	155	1468	87	157	55	708	1011	
	83%	83%	83%	87% ^f	82%	84% ^f	76%	83%	85% ^j	84% ^j	76%	76%	84%	81%	84%	82%	85%	83%	83%	80%	81%	88% ^{vy}	78%	85%	84%	84%	84%	84%	82%	86%	91% ^C	89%	85%	84%	
Mean	1.60	1.60	1.60	1.46	1.59	1.60	1.94 ^{ab}	1.60	1.53	1.60	1.94 ^{gh}	1.84	1.54	1.70	1.62	1.65 ^p	1.55	1.62	1.58	1.67	1.68 ^u	1.44	1.75 ^u	1.54	1.56	1.77 ^u	1.58	1.59	1.63	1.50	1.44	1.44	1.56	1.59	
Standard deviation	1.10	1.05	1.05	0.91	1.08	1.16	1.40	1.05	1.00	1.16	1.40	1.25	0.95	1.24	1.19	1.14	1.06	1.12	1.08	1.13	1.20	0.97	1.26	1.00	1.11	1.18	1.08	1.10	1.13	1.13	0.84	0.91	1.07	1.10	
Standard error	0.02	0.07	0.06	0.05	0.06	0.04	0.11	0.04	0.04	0.04	0.11	0.12	0.09	0.06	0.06	0.03	0.03	0.03	0.03	0.03	0.12	0.08	0.07	0.10	0.09	0.08	0.07	0.06	0.08	0.03	0.10	0.07	0.08	0.04	0.03

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 65
Q15. How likely is it that you would pick up a call from each of the following numbers? +384 42 5142 5421
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590
5 - Very likely to pick up	103	68	35	46	59	51	49	21	19	28	38	24	34	36	79	24	9	18	9	16	48	33
	5%	5%	6%	6%	5%	4%	4%	4%	5%	5%	8% ^{ade}	10% ^{adefghim}	10% ^{acdefghim}	5%	5%	5%	4%	6%	5%	4%	6%	5%
4	81	59	24	40	48	47	44	23	15	20	32	14	28	22	66	15	6	10	4	13	30	31
	4%	4%	4%	5%	4%	4%	4%	4%	4%	4%	7% ^{adefim}	6%	8% ^{adefghi}	3%	4%	3%	3%	3%	2%	3%	4%	4%
3	169	127	56	83	112	97	85	54	44	61	46	25	34	42	134	31	19	16	14	44	63	38
	8%	9% ^m	10% ^m	11% ^{fm}	9%	8%	7%	10% ^m	11% ^{fm}	11% ^{fm}	10% ^m	10% ^m	10%	6%	8%	6%	8%	5%	8%	11% ^u	8%	6%
2	278	208	81	110	185	177	162	88	54	77	80	36	65	70	209	59	17	42	16	46	102	105
	13%	14% ^m	15% ^m	14% ^m	14% ^m	15% ^m	14% ^m	16% ^m	14%	14%	17% ^m	15%	19% ^m	10%	13% ^p	12%	8%	13%	9%	11%	13%	15%
1- Very unlikely to pick up	1490	974	341	491	904	840	800	355	258	371	262	139	189	516	1090	374	179	231	129	284	540	485
	70%	68% ^{ijkl}	64% ^l	64% ^{jl}	69% ^{bcjkl}	69% ^{bcjkl}	70% ^{bcjkl}	66% ^{jl}	66% ^{jl}	67% ^{ijkl}	57%	59%	54%	75% ^{abcdefghijkl}	69%	74%	78% ⁿ	73%	75%	70%	69%	70%
NET: Likely	184	127	59	86	108	98	93	44	33	47	70	38	62	57	145	40	15	29	13	29	78	65
	9%	9%	11%	11% ^{def}	8%	8%	8%	8%	9%	9%	15% ^{adefghim}	16% ^{adefghim}	18% ^{abcdefghim}	8%	9%	8%	7%	9%	8%	7%	10%	9%
NET: Unlikely	1768	1181	421	601	1089	1017	962	443	312	448	341	175	255	586	1299	433	196	273	145	331	642	591
	83%	82% ^{cijkl}	79%	78%	83% ^{bcjkl}	84% ^{bcjkl}	84% ^{bcjkl}	82% ^{ijkl}	80% ^l	81% ^{ijl}	75%	74%	73%	85% ^{bcchijkl}	82%	86%	85%	86%	84%	82%	82%	85%
Mean	1.60	1.63	1.75 ^{defm}	1.75 ^{adefm}	1.60	1.59	1.58	1.64	1.67	1.66	1.92 ^{acdefghim}	1.93 ^{adefghim}	2.00 ^{abdefghim}	1.53	1.63	1.53	1.47	1.56	1.53	1.59	1.65	1.59
Standard deviation	1.10	1.11	1.20	1.20	1.08	1.07	1.07	1.07	1.12	1.12	1.30	1.35	1.35	1.09	1.12	1.07	1.02	1.11	1.09	1.06	1.16	1.10
Standard error	0.02	0.03	0.05	0.04	0.03	0.03	0.03	0.05	0.06	0.05	0.06	0.09	0.07	0.04	0.03	0.05	0.07	0.06	0.09	0.05	0.04	0.04

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 66
Q15. How likely is it that you would pick up a call from each of the following numbers? +77 00 900185
Base: All mobile/ landline users

Absolutes/col percents

	Age 1						Age 2						Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032		
5 - Very likely to pick up	140	17	21	10	22	50	19	38	32	50	19	12	5	36	33	77	63	75	65	6	18	5	21	11	10	20	17	11	120	12	6	2	52	74		
	7%	6%	6%	3%	6%	8% ^c	13% ^{abcd}	6%	5%	8% ^h	13% ^{gh}	10%	4%	9%	8%	7%	6%	6%	7%	7%	8%	3%	12% ^{ux}	8%	5%	7%	6%	6%	7%	11% ^{EF}	4%	4%	6%	6%		
4	132	15	23	18	22	34	20	38	40	34	20	20	8	6	27	27	69	63	80	52	2	13	16	9	10	14	24	12	13	113	6	11	2	58	66	
	6%	5%	7%	6%	6%	5%	13% ^{abcd}	6%	6%	5%	13% ^{ghi}	7%	5%	7%	7%	7%	7%	6%	7%	2%	6%	9% ^A	5%	7%	7%	9% ^A	4%	7%	6%	6%	6%	4%	4%	7%	5%	
3	258	33	50	55	42	62	15	83	98	62	15	15	39	38	128	130	143	114	19	29	14	30	12	38	34	30	15	220	8	20	10	84	165			
	12%	11%	14% ^e	17% ^e	12%	10%	10%	13%	14% ⁱ	10%	10%	13%	10%	9%	12%	12%	12%	12%	22% ^{tuw}	12%	12%	8%	16% ^{uB}	8%	19% ^{uw}	12%	10%	8%	12%	7%	12%	15%	10%	14% ^G		
2	373	55	72	65	66	94	20	127	131	94	20	24	26	56	58	179	193	217	156	14	45	25	27	29	29	55	58	33	316	11	34	12	155	200		
	18%	19%	21% ^e	20%	18%	15%	13%	20% ⁱ	19% ⁱ	15%	13%	20%	19%	14%	14%	17%	18%	18%	17%	16%	19%	15%	15%	19%	14%	20%	19%	18%	18%	11%	20% ^D	19%	19%	17%		
1 - Very unlikely to pick up	1219	173	179	180	207	404	76	352	386	404	76	58	80	230	250	583	634	673	546	44	129	113	97	87	111	142	180	112	1016	66	100	37	486	704		
	57%	59%	52%	55%	58%	63% ^{bcf}	51%	55%	58%	63% ^{ghj}	51%	50%	60%	59%	61%	56%	59%	57%	59%	52%	55%	65% ^{vy}	53%	58%	55%	52%	61% ^y	61%	57%	65%	58%	58%	58%	58%		
NET: Likely	272	32	44	29	44	84	39	77	73	84	39	19	12	63	60	146	126	155	117	8	31	21	31	21	24	44	29	24	233	17	17	5	110	140		
	13%	11%	13%	9%	12%	13%	26% ^{abc}	12%	11%	13%	26% ^{ghi}	17%	9%	16%	15%	14%	12%	13%	13%	9%	13%	12%	17%	14%	12%	16% ^A	10%	13%	13%	17% ^F	10%	7%	13%	12%		
NET: Unlikely	1591	228	252	245	273	498	96	480	518	498	96	82	106	286	308	762	827	890	701	58	174	138	124	116	140	198	238	145	1331	77	135	48	641	904		
	75%	78% ^f	73%	74% ^f	76% ^f	77% ^f	64%	75% ^{kj}	75% ^{kj}	77% ^{kj}	64%	71%	79%	74%	76%	74%	76%	75%	75%	69%	75%	80% ^{svx}	67%	78%	69%	72%	80% ^{svx}	79% ^{sv}	75%	75%	77%	77%	75%			
Mean	1.87	1.80	1.95	1.83	1.85	1.81	2.24 ^{ab}	1.88	1.84	1.81	2.24 ^{gh}	2.06	1.74	1.92	1.86	1.92	1.83	1.88	1.86	1.95	1.91	1.70	2.08 ^{uA}	1.86	1.93	2.00 ^{uA}	1.74	1.79	1.88	1.88	1.77	1.75	1.84	1.85		
Standard deviation	1.23	1.18	1.22	1.09	1.21	1.27	1.49	1.20	1.16	1.27	1.49	1.34	1.10	1.34	1.30	1.27	1.20	1.23	1.24	1.21	1.26	1.14	1.39	1.27	1.21	1.29	1.15	1.21	1.24	1.41	1.11	1.08	1.22	1.21		
Standard error	0.03	0.07	0.07	0.06	0.06	0.05	0.12	0.05	0.04	0.05	0.12	0.13	0.10	0.07	0.06	0.04	0.04	0.04	0.04	0.13	0.08	0.09	0.11	0.11	0.09	0.08	0.06	0.09	0.03	0.13	0.09	0.10	0.04	0.03		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 67
Q15. How likely is it that you would pick up a call from each of the following numbers? +77 00 900185
Base: All mobile/ landline users

	Experience of suspicious texts/calls										Do you have a longstanding physical or mental condition or disability?										Financial Vulnerability					
	Total										Mobile					Landline					NET: Yes (o)			Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)							
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668				
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	457	237	350	686	1578	504	230	318	171	404	783	693					
Effective base	1769	1197	444	626	1094	1014	951	452	313	367	201	281	572	1335	401	173	260	125	309	684	590					
5 - Very likely to pick up	140 7%	95 7%	44 8%	58 8%	77 6%	69 6%	64 6%	31 6%	25 6%	36 7%	43 9%def	26 11%adefgi	34 10%defg	45 7%	105 7%	35 7%	12 5%	25 8%	16 9%	23 6%	66 8%	43 6%				
4	132 6%	103 7%am	45 8%am	67 9%am	90 7%am	84 7%am	81 7%am	38 7%	31 8%am	41 7%am	47 10%dem	21 9%am	41 12%adefgim	29 4%	104 7%	29 6%	11 5%	18 6%	7 4%	27 7%	45 6%	46 7%				
3	258 12%	178 12%	69 13%	107 14%	166 13%	151 12%	143 13%	77 14%	57 15%	80 14%	53 12%	25 11%	43 12%	80 12%	200 13%q	52 10%	32 14%	26 8%	20 12%	62 15%u	107 14%u	66 9%				
2	373 18%	268 19%	100 19%	160 21%am	241 18%	224 18%	201 18%	111 21%am	72 19%	120 22%am	95 21%am	43 18%	78 22%am	104 15%	274 17%	87 17%	32 14%	57 18%	33 19%	67 17%	131 17%	138 20%				
1- Very unlikely to pick up	1219 57%	792 55%cj	279 52%cl	379 49%	734 56%cj	685 56%cj	651 57%cj	282 52%l	204 52%l	279 50%	219 48%	122 51%	154 44%	427 62%abcde	895 57%	301 60%	142 62%	193 61%	95 55%	225 56%	433 55%	400 58%				
NET: Likely	272 13%	197 14%	88 17%em	125 16%dem	167 13%	153 13%	145 13%	70 13%	57 15%	78 14%	90 20%adefgi	47 20%adefgm	76 22%acdefghim	75 11%	209 13%	63 13%	23 10%	43 13%	23 13%	50 12%	112 14%	89 13%				
NET: Unlikely	1591 75%	1060 74%l	379 71%	539 70%	975 75%cj	909 75%cj	851 75%cj	393 73%	277 71%	399 72%	314 69%	165 70%	232 66%	531 77%bcchijk	1168 74%	388 77%	175 76%	249 78%	128 75%	292 72%	564 72%	538 78%t				
Mean	1.87	1.91m	2.02defm	2.05adefm	1.88	1.87	1.87	1.94m	1.98m	1.99m	2.12adefg	2.10defm	2.21adefghim	1.78	1.89	1.83	1.77	1.82	1.92	1.90	1.95	1.84				
Standard deviation	1.23	1.24	1.31	1.29	1.22	1.21	1.21	1.21	1.26	1.24	1.36	1.40	1.37	1.21	1.24	1.23	1.17	1.26	1.29	1.22	1.30	1.21				
Standard error	0.03	0.03	0.06	0.05	0.03	0.03	0.04	0.05	0.06	0.05	0.06	0.09	0.07	0.05	0.03	0.05	0.08	0.07	0.10	0.06	0.05	0.05				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 68
Q15. How likely is it that you would pick up a call from each of the following numbers? 0845 492 3344
Base: All mobile/ landline users

Absolutes/col percents

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-ern Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
5 - Very likely to pick up	180	18	19	25	23	72	24	36	48	72	24	11	7	46	49	94	86	92	88	7	24	11	17	10	12	34	18	16	151	9	17	3	67	102	
	8%	6%	5%	8%	6%	11%abd	16%abcd	6%	7%	11%gh	16%gh	10%	5%	12%l	12%l	9%	8%	8%	9%	8%	10%	7%	9%	7%	6%	12%xA	6%	9%	8%	9%	10%	5%	8%	8%	
4	219	21	34	36	34	68	25	55	70	68	25	11	10	55	37	123	95	141	78	7	28	14	22	21	27	28	23	18	188	9	17	4	83	129	
	10%	7%	10%	11%	9%	11%	17%abde	9%	10%	11%	17%ghi	9%	8%	14%n	9%	12%p	9%	12%r	8%	8%	12%	8%	12%	14%	13%	10%	8%	10%	11%	9%	10%	7%	10%	11%	
3	452	70	73	69	87	125	28	143	156	125	28	32	31	80	73	235	218	245	207	22	35	37	46	33	51	59	55	38	375	25	40	12	164	265	
	21%	24%	21%	21%	24%	19%	19%	22%	23%	19%	19%	27%n	23%	21%	18%	23%	20%	21%	22%	26%t	15%	21%	25%t	22%	25%t	21%	18%	21%	21%	25%	24%	19%	19%	20%	22%
2	449	73	86	69	86	116	20	159	155	116	20	31	34	62	73	223	226	264	185	18	57	41	29	30	43	60	71	34	384	17	36	13	181	249	
	21%	25%ef	25%ef	21%	24%ef	18%	13%	25%ij	22%j	18%	13%	27%m	25%m	16%	18%	22%	21%	22%	20%	21%	25%	23%	16%	20%	21%	22%	24%	19%	21%	17%	21%	20%	22%	21%	
1- Very unlikely to pick up	822	110	135	130	129	264	53	245	259	264	53	31	52	144	173	361	460	447	375	31	88	70	70	54	70	95	131	77	687	41	62	31	341	464	
	39%	38%	39%	40%	36%	41%	35%	38%	38%	41%	35%	27%	39%	37%	43%k	35%	42%o	38%	40%	37%	38%	41%	38%	36%	34%	35%	44%xy	42%	39%	40%	36%	50%CE	41%	38%	
NET: Likely	398	39	53	61	57	140	49	92	118	140	49	22	17	101	87	218	180	233	165	14	53	25	39	32	39	62	41	35	339	19	34	7	150	231	
	19%	13%	15%	19%	16%	22%abd	33%abcde	14%	17%	22%g	33%ghi	19%	13%	26%l	21%	21%p	17%	20%	18%	16%	23%A	15%	21%	21%	19%	23%A	14%	19%	19%F	18%	20%	11%	18%	19%	
NET: Unlikely	1271	183	220	199	215	380	73	404	414	380	73	62	86	206	247	584	686	710	560	49	145	111	99	85	113	156	202	111	1071	58	98	44	522	713	
	60%	63%f	64%f	60%f	60%f	59%f	48%	64%	63%j	60%j	48%	54%	53%	61%m	56%	63%o	60%	60%	60%	58%	62%	64%	57%	56%	68%vw	60%	60%	60%	60%	57%	70%CE	62%	59%		
Mean	2.29	2.19	2.18	2.26	2.26	2.33	2.65abcde	2.19	2.26	2.33	2.65ghi	2.48	2.14	2.48i	2.30	2.39p	2.19	2.30	2.27	2.29	2.33A	2.17	2.39A	2.35	2.35A	2.44uA	2.07	2.26	2.29F	2.30	2.36F	1.96	2.23	2.30	
Standard deviation	1.30	1.19	1.20	1.29	1.22	1.39	1.50	1.20	1.25	1.39	1.50	1.25	1.17	1.41	1.41	1.31	1.29	1.29	1.32	1.27	1.36	1.23	1.34	1.29	1.24	1.38	1.21	1.33	1.30	1.33	1.32	1.18	1.29	1.30	
Standard error	0.03	0.07	0.07	0.07	0.06	0.05	0.12	0.05	0.05	0.05	0.12	0.12	0.11	0.07	0.07	0.04	0.04	0.04	0.04	0.13	0.09	0.09	0.11	0.11	0.09	0.09	0.07	0.10	0.03	0.12	0.10	0.10	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 69
Q15. How likely is it that you would pick up a call from each of the following numbers? 0845 492 3344
Base: All mobile/ landline users

	Experience of suspicious texts/calls												Do you have a longstanding physical or mental condition or disability?													
	Total												Mobile			Landline				Financial Vulnerability						
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)				
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668				
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	457	237	350	686	1578	504	230	318	171	404	783	693					
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590				
5 - Very likely to pick up	180	114	55	69	98	88	84	35	36	44	48	30	40	66	131	49	18	33	17	30	85	50				
	8%	8%	10%g	9%	7%	7%	7%	6%	9%	8%	10%g	12%adefg	11%defg	10%	8%	10%	8%	10%	7%	11%u	7%					
4	219	171	84	105	155	136	128	62	60	71	70	41	60	48	159	59	16	38	20	29	89	80				
	10%	12%km	16%adefm	14%km	12%km	11%km	11%km	11%km	15%km	13%km	15%efm	17%adefgm	17%kdefgm	7%	10%	12%	7%	12%	7%	11%u	11%u	11%u				
3	452	327	131	192	291	263	246	134	96	136	115	60	83	125	325	116	63	72	36	111	153	138				
	21%	23%km	24%km	25%km	22%	22%	22%	25%km	25%km	24%km	25%km	25%km	24%	18%	21%	23%	27%kn	23%	21%	27%tu	19%	20%				
2	449	315	105	171	289	277	252	131	81	127	93	42	75	134	343	94	52	60	28	92	150	158				
	21%	22%	20%	22%	22%	23%	22%	24%	21%	23%	20%	18%	21%	19%	22%	19%	23%	19%	16%	23%	19%	23%				
1- Very unlikely to pick up	822	508	161	233	476	448	429	179	117	179	131	65	92	314	620	186	81	116	71	142	306	267				
	39%	35%bcjkl	30%	30%	36%bcijkl	37%bcijkl	38%bcijkl	33%kl	30%	32%	29%	27%	26%	46%abcdefghijkl	39%	37%	35%	36%	41%	35%	39%	39%				
NET: Likely	398	285	139	174	252	225	212	96	96	115	118	70	100	114	290	108	34	71	37	59	175	129				
	19%	20%	26%adefgm	23%em	19%	19%	19%	18%	25%defgm	21%	26%adefgm	30%acdefgm	29%kdefgm	17%	18%	21%	15%	22%	22%	15%	22%u	19%				
NET: Unlikely	1271	823	266	404	765	726	681	311	198	306	224	107	167	447	963	280	133	175	99	234	456	425				
	60%	57%bcjkl	50%	52%	58%bcijkl	60%bcijkl	60%bcijkl	57%bcjkl	51%	55%k	49%	45%	48%	65%abcdefghijkl	61%	56%	58%	55%	58%	58%	58%	61%				
Mean	2.29	2.35m	2.56adefgm	2.49adefgm	2.32m	2.29m	2.28	2.33m	2.53adefgm	2.42m	2.58adefgm	2.70adefgm	2.66adefgm	2.15	2.26	2.39	2.30	2.41	2.33	2.29	2.36	2.26				
Standard deviation	1.30	1.28	1.33	1.29	1.28	1.27	1.27	1.22	1.31	1.27	1.33	1.36	1.34	1.33	1.30	1.34	1.24	1.35	1.38	1.23	1.38	1.28				
Standard error	0.03	0.03	0.06	0.05	0.04	0.04	0.04	0.05	0.07	0.05	0.06	0.09	0.07	0.05	0.03	0.06	0.08	0.08	0.11	0.06	0.05	0.05				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 70

Q16. 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. Do you have any of the above services for screening/blocking calls on your landline ?

Base: All landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	953	84	81	91	160	408	129	165	251	408	129	38	38	277	259	494	457	494	459	40	100	73	66	50	106	131	131	88	785	54	69	45	282	595
Weighted base	955	95	93	93	153	397	124	188	246	397	124	45*	41*	257	264	482	471	515	439	37*	104	73	83	52*	108	143	125	88	814	44*	74	23*	293	585
Effective base	806	67	70	74	135	352	113	137	208	352	113	30	31	242	224	421	384	423	384	35	90	65	56	46	89	109	115	75	673	49	58	40	239	506
Yes, I have a service that screens my landline calls and use it	252	29	26	22	32	109	33	55	55	109	33	14	14	71	71	135	116	136	115	8	20	24	26	12	21	49	35	20	214	9	24	4	80	145
	26%	30%	28%	24%	21%	27%	27%	29%	22%	27%	27%	31%	33%	28%	27%	28%	25%	26%	26%	22%	19%	33%	31%	23%	20%	34%tx	28%	23%	26%	20%	32%	19%	27%	25%
Yes, I have a service that screens my landline calls but do not use it	73	12	14	7	12	18	9	26	20	18	9	6	6	15	13	43	30	40	33	4	8	3	5	4	6	12	11	8	62	5	4	2	18	41
	8%	13%e	15%e	8%	8%	5%	7%	14%l	8%	5%	7%	14%	14%n	6%	5%	9%	6%	8%	7%	12%	8%	5%	6%	7%	6%	8%	9%	8%	10%	6%	10%	6%	7%	
No, I do not have a service that screens my landline calls	532	45	38	51	83	242	74	83	134	242	74	21	17	156	160	260	271	287	245	21	64	37	45	32	64	63	72	55	452	29	38	13	163	342
	56%	47%	40%	55%	54%	61%ab	59%b	44%	54%	61%g	59%g	48%	41%	61%l	61%l	54%	58%	56%	56%	56%	62%ey	51%	54%	61%	59%ey	44%	57%ey	62%ey	56%	66%	51%	56%	56%	59%
Don't know	98	9	15	12	26	28	8	24	38	28	8	3	5	16	21	44	54	52	46	4	11	8	8	4	17	19	7	6	85	2	8	4	33	57
	10%	10%	16%ef	13%	17%ef	7%	7%	13%i	15%ij	7%	7%	8%	12%	6%	8%	9%	12%	10%	11%	10%	10%	11%	10%	8%	16%A	14%	6%	7%	10%	4%	11%	15%D	11%	10%
NET: Yes	324	41	40	30	45	127	42	81	74	127	42	20	20	86	83	178	146	176	148	13	29	27	30	16	28	60	46	28	276	13	28	7	97	186
	34%	43%	43%d	32%	29%	32%	34%	43%hi	30%	32%	34%	45%	47%	33%	32%	37%	31%	34%	34%	34%	28%	37%	36%	30%	26%	42%tx	37%	31%	34%	30%	38%	29%	33%	32%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base

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Absolutes/col percents

Table 71

Q16. 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. Do you have any of the above services for screening/blocking calls on your landline ?

Base: All landline users

	Experience of suspicious texts/calls				Mobile						Landline				Do you have a longstanding physical or mental condition or disability?			Financial Vulnerability				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	953	644	298	414	517	479	450	206	148	202	440	236	334	309	693	238	86	171	77	159	416	267
Weighted base	955	656	300	431	529	491	460	223	154	217	457	237	350	298	693	239	88	167	80	158	401	283
Effective base	806	546	251	347	444	411	385	173	120	171	367	201	281	260	596	191	67	139	60	124	347	238
Yes, I have a service that screens my landline calls and use it	252 26%	164 25%	68 23%	104 24%	131 25%	124 25%	114 25%	68 30%h	30 20%	61 28%	111 24%	54 23%	78 22%	88 29%h	186 27%	59 25%	22 25%	39 23%	16 20%	37 24%	106 27%	76 27%
Yes, I have a service that screens my landline calls but do not use it	73 8%	67 10% ^m	28 9% ^m	56 13% ^m	47 9% ^m	45 9% ^m	39 8% ^m	23 10% ^m	18 12% ^m	24 11% ^m	57 12% ^m	23 10% ^m	49 14% ^{defm}	6 2%	52 8%	20 9%	10 11%	13 8%	9 11%	21 13% ^t	26 6%	21 7%
No, I do not have a service that screens my landline calls	532 56%	373 57%	190 63% ^{gim}	244 57%	306 58%	281 57%	267 58%	120 54%	98 64%	116 53%	265 58%	152 64% ^{gim}	204 58%	159 53%	389 56%	133 56%	45 51%	94 56%	48 60%	86 55%	225 56%	166 59%
Don't know	98 10%	53 8% ^{kk}	14 5%	28 6%	44 8% ^{kk}	41 8% ^{kk}	40 9% ^{bk}	13 6%	8 5%	16 8%	25 5%	8 4%	19 6%	45 15% ^{abcdefghijkl}	66 9%	26 11%	12 13%	21 13%	7 9%	13 8%	44 11%	20 7%
NET: Yes	324 34%	231 35%	96 32%	160 37%	179 34%	169 34%	153 33%	90 41%	48 31%	85 39%	167 37%	77 32%	127 36%	94 31%	238 34%	80 33%	32 36%	52 31%	25 31%	58 37%	132 33%	97 34%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 72
Q17. What features does your landline screening/blocking service have?
Base: All landline users who have a service for screening/blocking calls

	Age 1							Age 2				Age/Gender				Gender		Social Grade						Region							Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)			
Unweighted base	326	37	35	29	46	136	43	72	75	136	43	20	16	95	83	186	139	169	157	15	29	25	25	15	29	56	47	32	273	15	25	13	95	189			
Weighted base	324	41**	40*	30**	45*	127	42*	81	74	127	42*	20**	20**	86	83	178	146	176	148	13**	29**	27**	30**	16**	28**	60*	46*	28**	276	13**	28**	7**	97	186			
Effective base	281	30	30	25	40	120	40	60	65	120	40	18	12	85	74	163	118	147	135	14	27	23	23	14	26	46	42	30	240	14	20	11	83	167			
I can add individual numbers to be blocked	145	10	9	10	19	79	17	19	30	79	17	6	4	50	45	80	64	70	74	6	14	9	5	6	19	16	25	17	118	7	16	4	45	91			
	45%	24%	22%	35%	44%	62%bdf	41%	23%	40%g	62%ghj	41%	31%	18%	59%	55%	45%	44%	40%	50%	45%	49%	34%	18%	40%	69%	27%	54%y	62%	43%	55%	56%	58%	46%	49%			
Callers are asked to identify themselves and make a recording for me to hear and decide whether to answer	92	9	9	9	9	39	17	18	18	39	17	5	4	25	31	45	47	50	42	3	9	11	4	7	8	16	12	7	77	5	8	2	33	53			
	28%	23%	22%	31%	21%	31%	40%	22%	25%	31%	40%	24%	23%	29%	37%	25%	32%	28%	29%	27%	31%	42%	12%	43%	27%	27%	26%	25%	28%	41%	30%	27%	34%	29%			
Known nuisance callers are automatically blocked or diverted to voicemail	82	8	5	8	18	31	12	13	26	31	12	3	4	24	19	45	37	43	39	5	9	5	10	2	8	12	12	7	70	5	6	1	28	46			
	25%	19%	14%	28%	39%b	24%	28%	17%	35%g	24%	28%	15%	19%	28%	22%	25%	25%	24%	27%	37%	32%	19%	35%	13%	27%	19%	27%	23%	25%	39%	21%	21%	28%	25%			
Last caller number barring	79	11	9	11	6	30	11	20	17	30	11	5	5	20	20	43	35	46	33	1	11	-	6	1	7	15	15	7	64	4	10	1	26	46			
	24%	27%	24%	36%	14%	24%	27%	25%	23%	24%	27%	23%	27%	24%	24%	26%	26%	22%	22%	6%	40%	-	20%	8%	25%	25%	32%	27%	23%	31%	36%	8%	27%	25%			
Calls from withheld numbers are automatically blocked or diverted to voicemail	66	5	10	4	10	29	9	15	14	29	9	2	3	26	12	42	24	35	31	4	9	6	7	2	6	11	9	4	57	4	5	*	21	39			
	20%	12%	24%	12%	22%	23%	21%	18%	18%	23%	21%	11%	13%	30%n	14%	23%	17%	20%	21%	35%	31%	21%	22%	12%	21%	17%	18%	16%	21%	28%	18%	7%	22%	21%			
I can add certain categories of numbers to be blocked (e.g. numbers starting with 0870 or international calls)	52	10	7	10	8	13	5	18	17	13	5	6	5	9	9	33	19	30	22	1	6	8	2	1	3	11	8	6	47	2	1	3	16	28			
	16%	25%	19%	33%	17%	10%	12%	22%i	24%i	10%	12%	28%	23%	10%	11%	19%	13%	17%	15%	8%	21%	31%	6%	8%	12%	18%	17%	23%	17%	18%	3%	38%	17%	15%			
It displays a symbol or warning message when the call is likely to be fraudulent or spam	42	12	11	5	5	8	1	23	10	8	1	5	7	4	5	21	20	28	13	3	6	3	5	-	4	12	2	4	38	1	3	*	7	21			
	13%	29%	27%ef	17%	11%	6%	3%	28%ij	14%	6%	3%	24%	37%	5%	6%	12%	14%	16%	9%	20%	21%	11%	15%	-	13%	20%A	5%	13%	14%	5%	11%	3%	7%	21%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 72
Q17. What features does your landline screening/blocking service have?
Base: All landline users who have a service for screening/blocking calls

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)		
Weighted base	324	41**	40*	30**	45*	127	42*	81	74	127	42*	20**	20**	86	83	178	146	176	148	13**	29**	27**	30**	16**	28**	60*	46*	28**	276	13**	28**	7**	97	186		
Some calls are automatically blocked or diverted to voicemail, but I don't know which ones	41	4	12	5	4	14	3	16	8	14	3	3	1	8	9	28	13	23	18	1	1	3	7	1	1	15	3	4	35	1	5	1	13	22		
	13%	10%	30%def	15%	8%	11%	8%	20%	11%	11%	8%	15%	5%	10%	11%	16%	9%	13%	12%	6%	4%	10%	22%	4%	4%	25%A	7%	15%	13%	5%	16%	13%	14%	12%		
Automatically identifies where the call is being made from by indicating the location (e.g. Sheffield) and/or country (e.g. Germany)	33	8	12	5	4	3	1	20	9	3	1	3	5	-	4	16	17	19	15	1	2	2	4	1	2	8	6	2	29	-	3	1	11	14		
	10%	19%	31%def	18%	9%	2%	2%	25%ij	13%kl	2%	2%	15%	25%	-	9%	12%	11%	10%	6%	8%	7%	14%	8%	7%	13%	14%	9%	11%	-	12%	10%	11%	7%			
International calls are automatically blocked or diverted to voicemail	30	6	5	7	4	6	1	11	11	6	1	7	5	3	15	15	12	18	-	2	-	2	2	4	11	4	2	26	-	3	*	7	17			
	9%	15%	12%	25%	9%	5%	3%	13%	15%kl	5%	3%	7%	24%	6%	8%	10%	7%	12%	-	6%	-	8%	11%	15%	18%	9%	6%	10%	-	11%	7%	8%	9%			
Automatically identifies certain brands (e.g. the name of your bank)	25	8	7	6	2	2	-	15	7	2	-	1	6	1	2	11	14	17	8	1	2	6	-	3	6	5	1	23	-	2	-	8	12			
	8%	19%	18%ef	19%	4%	2%	-	19%ij	10%kl	2%	-	7%	33%	1%	6%	10%	10%	10%	5%	6%	3%	19%	-	10%	9%	11%	3%	8%	-	6%	-	9%	12%			
It displays an indicator when the call is likely to be legitimate	21	6	7	1	5	2	-	13	5	2	-	2	4	1	2	14	8	13	8	1	1	-	2	3	1	9	1	1	19	-	2	1	7	11		
	7%	16%	18%ef	3%	10%ef	2%	-	17%ij	7%	2%	-	11%	22%	1%	8%	5%	7%	6%	8%	3%	-	8%	18%	3%	15%A	2%	4%	7%	-	6%	10%	7%	11%			
It plays a warning message or tone to indicate the call is likely to be fraudulent or spam	20	3	7	3	3	3	1	10	6	3	1	2	-	3	1	15	4	14	5	-	2	1	5	-	1	5	2	1	17	1	1	-	5	11		
	6%	8%	18%ef	9%	8%	2%	2%	13%kl	8%	2%	2%	10%	-	3%	1%	9%	3%	8%	4%	-	9%	4%	15%	-	3%	9%	5%	2%	6%	10%	3%	-	5%	6%		
Don't know	38	3	3	-	7	17	8	6	7	17	8	3	-	17	8	25	13	15	23	1	5	4	2	4	1	6	6	3	32	1	4	-	9	27		
	12%	8%	6%	-	15%	14%	19%	7%	9%	14%	19%	16%	-	20%	10%	14%	9%	8%	16%	9%	18%	14%	8%	23%	4%	9%	13%	11%	12%	11%	15%	-	9%	15%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 73
Q17: What features does your landline screening/blocking service have?
Base: All landline users who have a service for screening/blocking calls

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	326	227	98	154	176	167	153	86	49	80	161	78	121	99	240	81	32	53	24	59	140	92		
Weighted base	324	231	96	160	179	169	153	90	48*	85	167	77	127	94	238	80	32**	52*	25**	58*	132	97		
Effective base	281	195	85	130	155	148	135	77	42	71	135	68	100	87	208	69	28	45	20	47	122	82		
I can add individual numbers to be blocked	145	98	51	65	77	71	66	36	29	33	72	40	53	46	94	48	17	31	15	19	60	50		
	45%	43%	53%	41%	43%	42%	43%	39%	60%acegij	39%	43%	52%	41%	49%	39%	60%n	52%	61%n	59%	32%	45%	52% _s		
Callers are asked to identify themselves and make a recording for me to hear and decide whether to answer	92	61	16	33	54	52	47	24	8	24	29	11	20	31	66	26	8	14	11	14	43	22		
	28%	26%kl	17%	21%	30%bjkl	31%bjkl	30%bjkl	26%	17%	28%	17%	14%	16%	33%bchjkl	28%	32%	25%	28%	43%	24%	33%	23%		
Known nuisance callers are automatically blocked or diverted to voicemail	82	58	28	36	49	47	44	21	15	21	39	23	27	24	53	28	9	15	11	14	32	30		
	25%	25%	29%	22%	28%	28%	29%	24%	31%	25%	23%	30%	21%	26%	22%	35%n	30%	29%	43%	25%	24%	31%		
Last caller number barring	79	55	25	38	42	39	34	30	15	22	42	20	31	23	53	24	8	14	7	13	32	30		
	24%	24%	26%	24%	24%	23%	22%	33%	31%	26%	25%	27%	24%	25%	22%	30%	25%	28%	28%	22%	24%	31%		
Calls from withheld numbers are automatically blocked or diverted to voicemail	66	52	24	35	43	42	38	26	13	21	39	19	28	14	53	13	6	9	3	13	25	22		
	20%	23%	25%	22%	24%	25%	25%	29% _m	26%	25%	23%	25%	22%	15%	22%	16%	18%	17%	13%	22%	19%	23%		
I can add certain categories of numbers to be blocked (e.g. numbers starting with 0870 or international calls)	52	41	16	29	34	30	26	15	10	19	26	10	21	12	36	15	7	10	6	7	22	20		
	16%	18%	17%	18%	19%	18%	17%	16%	21%	22%	16%	13%	17%	13%	15%	19%	22%	19%	25%	11%	17%	21%		
It displays a symbol or warning message when the call is likely to be fraudulent or spam	42	34	13	28	23	22	20	18	8	14	27	10	22	7	31	11	6	7	4	11	13	13		
	13%	15%	14%	18% _m	13%	13%	13%	20% _m	16%	16%	16%	13%	18%	8%	13%	13%	18%	13%	15%	19%	10%	14%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



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Absolutes/col percents

Table 73
Q17. What features does your landline screening/blocking service have?
Base: All landline users who have a service for screening/blocking calls

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Weighted base	324	231	96	160	179	169	153	90	48*	85	167	77	127	94	238	80	32**	52*	25**	58*	132	97
Some calls are automatically blocked or diverted to voicemail, but I don't know which ones	41 13%	30 13%	8 8%	21 13%	24 13%	24 14%	19 12%	15 17%	3 6%	11 13%	20 12%	7 9%	18 14%	11 12%	31 13%	10 13%	3 9%	8 15%	1 5%	5 8%	20 15%	13 14%
Automatically identifies where the call is being made from by indicating the location (e.g. Sheffield) and/or country (e.g. Germany)	33 10%	28 12%	9 9%	23 14% ^m	20 11%	20 12%	16 11%	15 17% ^m	6 13%	13 16% ^m	23 14%	6 8%	19 15% ^m	5 5%	30 13% ^{oq}	2 2%	2 6%	1 2%	2 7%	8 14%	12 9%	10 11%
International calls are automatically blocked or diverted to voicemail	30 9%	20 9%	6 6%	15 9%	17 9%	17 10%	12 8%	14 15%	4 9%	11 14%	16 9%	4 5%	13 11%	10 10%	22 9%	8 11%	4 12%	5 9%	4 16%	6 11%	15 11%	7 8%
Automatically identifies certain brands (e.g. the name of your bank)	25 8%	21 9%	9 10%	17 10%	17 10%	17 10%	15 10%	13 14% ^m	8 16% ^m	11 13% ^m	16 9%	6 8%	12 9%	4 4%	20 9%	5 6%	4 12%	2 5%	1 4%	9 15% ^t	6 4%	9 9%
It displays an indicator when the call is likely to be legitimate	21 7%	16 7%	6 7%	13 8%	15 9%	15 9%	12 8%	12 13%	3 7%	12 15% ^{km}	12 7%	3 4%	9 7%	5 5%	19 8%	3 3%	3 8%	-	-	3 6%	8 8%	7 7%
It plays a warning message or tone to indicate the call is likely to be fraudulent or spam	20 6%	16 7%	5 5%	12 7%	13 7%	13 8%	10 6%	11 12% ^{kt}	5 10% ^k	8 9% ^k	9 5%	1 1%	8 6%	4 4%	18 8%	2 2%	2 6%	1 2%	-	4 6%	11 8%	5 5%
Don't know	38 12%	28 12%	17 18%	21 13%	22 12%	22 13%	21 14%	9 10%	9 19%	7 8%	25 15%	15 20% ^l	19 15%	9 10%	27 11%	11 13%	6 18%	8 15%	4 16%	10 18%	14 11%	12 13%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
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Absolutes/col percents

Table 74
Q18. Some landline services play a message or sound to warn you that the incoming call may be from a number known to make suspicious calls. If you received a call that had a warning that it may be from such a number, how often do you think you would answer it anyway?
Base: All landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	953	84	81	91	160	408	129	165	251	408	129	38	38	277	259	494	457	494	459	40	100	73	66	50	106	131	131	88	785	54	69	45	282	595		
Weighted base	955	95	93	93	153	397	124	188	246	397	124	45*	41*	257	264	482	471	515	439	37*	104	73	83	52*	108	143	125	88	814	44*	74	23*	293	585		
Effective base	806	67	70	74	135	352	113	137	208	352	113	30	31	242	224	421	384	423	384	35	90	65	56	46	89	109	115	75	673	49	58	40	239	506		
Always	26	4	8	3	2	7	2	12	5	7	2	3	1	5	4	14	12	15	11	1	1	3	5	1	3	3	2	2	21	1	3	-	5	11		
	3%	5%	8%def	3%	1%	2%	2%	6%hi	2%	2%	2%	7%	3%	2%	1%	3%	3%	3%	2%	4%	1%	4%	6%	2%	3%	2%	1%	2%	3%	3%	4%	-	2%	2%		
Usually	76	25	19	12	8	5	6	45	21	5	6	11	13	8	3	50	26	46	29	2	4	1	15	5	1	28	9	3	70	2	2	1	22	35		
	8%	27%cde	21%def	13%ef	5%e	1%	5%e	24%hij	8%j	1%	5%i	25%mn	31%mn	3%	1%	10%p	5%	9%	7%	7%	4%	2%	18%lux	10%lx	1%	20%luxA	7%lx	3%	9%	5%	3%	6%	7%	6%		
Sometimes	94	22	18	11	12	22	8	40	23	22	8	14	8	16	15	54	40	52	42	3	19	5	9	4	6	17	10	6	80	6	5	3	29	51		
	10%	24%def	20%def	12%	8%	6%	7%	22%hij	9%	6%	7%	31%mn	20%mn	6%	6%	11%	9%	10%	10%	8%	19%luxAB	7%	11%	8%	5%	12%	8%	6%	10%	13%	7%	15%	10%	9%		
Rarely	193	15	13	20	40	87	18	28	59	87	18	7	8	43	61	84	108	112	81	6	21	24	12	6	24	28	28	20	169	8	11	4	54	130		
	20%	16%	14%	21%	26%f	22%	14%	15%	24%gj	22%	14%	17%	19%	17%	23%	17%	23%	22%	18%	15%	21%	34%vwxy	14%	12%	22%	20%	22%	22%	21%	18%	15%	18%	18%	22%		
Never	454	21	24	30	74	234	72	44	104	234	72	7	7	152	153	222	231	232	221	18	45	30	39	29	58	48	63	377	23	42	12	143	291			
	48%	22%	25%	32%	48%abc	59%abc	58%abc	24%	42%g	59%gh	16%	16%	59%kl	58%kl	46%	49%	45%	50%	50%	44%	41%	47%	55%y	53%y	34%	50%y	53%y	46%	53%	56%	52%	49%	50%			
Don't know	113	7	11	17	18	42	18	18	35	42	18	2	4	32	28	59	54	58	55	6	12	9	4	7	17	13	12	96	3	11	2	39	66			
	12%	8%	12%	18%	12%	11%	14%	10%	14%	11%	14%	5%	10%	13%	11%	12%	11%	13%	13%	16%w	11%	12%	4%	13%	16%v	12%	13%	12%	3	7%	15%	10%	13%	11%		
NET: Ever	388	67	59	46	62	121	34	126	107	121	34	36	30	72	83	202	186	225	163	13	47	34	40	17	34	77	49	30	340	17	22	9	110	227		
	41%	27%cde	23%def	19%ef	40%ef	30%	28%	67%hij	44%ij	30%	28%	79%mn	74%mn	28%	31%	42%	39%	44%	37%	34%	45%	47%lx	49%lx	32%	31%	54%swx	39%	34%	42%	40%	29%	38%	38%	39%		
NET: Always/usually/sometimes	195	52	45	26	22	34	16	97	48	34	16	28	23	29	21	117	78	113	82	7	25	10	29	10	10	49	21	10	171	9	10	5	56	97		
	20%	55%cde	49%cde	28%def	14%	8%	13%	52%hij	20%kl	8%	13%	63%mn	55%mn	11%	8%	24%p	17%	22%	19%	19%	24%lx	13%	35%luxA	20%	9%	35%luxA	16%	12%	21%	22%	14%	20%	19%	17%		
NET: Rarely/never	647	36	37	50	113	321	90	73	163	321	90	14	14	196	215	306	339	344	303	24	67	54	51	35	81	76	91	66	546	31	53	16	197	421		
	68%	38%	40%	54%	74%abc	81%abc	73%abc	39%	66%g	81%gh	73%g	32%	35%	76%kl	81%kl	63%	72%o	67%	69%	65%	64%	75%y	61%	67%	75%y	53%	73%y	75%y	67%	71%	71%	70%	67%	72%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base

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Absolutes/col percents

Table 75
Q18. Some landline services play a message or sound to warn you that the incoming call may be from a number known to make suspicious calls. If you received a call that had a warning that it may be from such a number, how often do you think you would answer it anyway?
Base: All landline users

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	953	644	298	414	517	479	450	206	148	202	440	236	334	309	693	238	86	171	77	159	416	267
Weighted base	955	656	300	431	529	491	460	223	154	217	457	237	350	298	693	239	88	167	80	158	401	283
Effective base	806	546	251	347	444	411	385	173	120	171	367	201	281	260	596	191	67	139	60	124	347	238
Always	26 3%	17 3%	8 3%	14 3%	11 2%	11 2%	11 2%	7 3%	7 5%	8 4%	14 3%	6 2%	12 3%	9 3%	21 3%	5 2%	2 2%	1 1%	2 2%	10 6% ^{tu}	8 2%	6 2%
Usually	76 8%	67 10% ^{bbhkm}	15 5%	55 13% ^{bthkm}	50 9% ^{bm}	48 10% ^{bm}	36 8% ^m	41 18% ^{abdfhjkm}	7 4%	33 15% ^{bdffhkm}	51 11% ^{bhkm}	12 5%	43 12% ^{bbhkm}	9 3%	60 9% ^q	14 6%	8 9%	6 3%	6 7%	17 11%	35 9%	21 8%
Sometimes	94 10%	71 11%	37 12%	53 12%	56 11%	54 11%	51 11%	33 15% ^m	21 14%	28 13%	59 13% ^m	32 13% ^m	42 12%	22 8%	70 10%	23 9%	12 13%	10 6%	5 6%	20 13%	36 9%	28 10%
Rarely	193 20%	141 21%	66 22%	85 20%	122 23%	107 22%	103 19%	43 23%	35 25%	53 20%	90 21%	50 21%	73 21%	52 17%	140 20%	52 22%	17 19%	33 20%	25 25%	29 18%	77 19%	59 21%
Never	454 48%	294 45% ^{gi}	138 46% ^{gi}	183 42% ^g	234 44% ^{gi}	219 45% ^{gi}	209 45% ^{gi}	73 33%	64 42%	74 34%	197 43% ^{gi}	113 48% ^{gi}	147 42%	160 54% ^{acdefghij}	329 47%	112 47%	41 46%	91 54%	40 50%	58 37%	197 49% ^s	141 50% ^s
Don't know	113 12%	66 10%	35 12%	41 9%	57 11%	53 11%	50 11%	26 12%	20 13%	19 9%	45 10%	24 10%	33 9%	47 16% ^{acjil}	73 10%	35 14%	9 10%	27 16%	8 10%	24 15%	48 12%	27 10%
NET: Ever	388 41%	296 45% ^m	126 42% ^m	207 48% ^m	238 45% ^m	219 45% ^m	200 44% ^m	124 56% ^{abdefk}	70 46% ^m	123 57% ^{abdefk}	214 47% ^m	100 42% ^m	170 49% ^m	92 31%	292 42% ^q	93 39%	38 43%	49 30%	32 40%	76 48%	156 39%	115 40%
NET: Always/usually/sometimes	195 20%	155 24% ^m	61 20% ^m	122 28% ^{bdm}	116 22% ^m	113 23% ^m	98 21% ^m	81 36% ^{abdefhjk}	35 23% ^m	70 32% ^{abdefk}	124 27% ^{bm}	49 21% ^m	97 28% ^{bm}	40 13%	152 22% ^q	41 17%	22 25% ^q	17 10%	12 16%	47 30% ^{tu}	79 20%	55 20%
NET: Rarely/never	647 68%	435 66% ^g	204 68% ^g	269 62% ^g	356 67% ^{gi}	325 66% ^g	312 68% ^{gi}	116 52%	99 64% ^g	127 59%	287 63% ^g	164 69% ^{gi}	220 63% ^g	212 71% ^{cgijl}	469 68%	164 68%	57 65%	124 74%	60 74%	87 55%	274 68% ^s	201 71% ^s

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 76
Q19. Why would you Always/Usually/ Sometimes answer a call indicated to be potential fraud or potential spam?
Base: All landline users who would at least sometimes answer a call indicated to be potential fraud or spam

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region							Nation			Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	Apple iPhone (G)	Other (H)
Unweighted base	180	44	38	27	23	32	16	82	50	32	16	23	20	28	20	110	70	98	82	23	21	10	10	40	19	11	151	10	10	53	91
Weighted base	195	52*	45*	26**	22**	34**	16**	97	48*	34**	16**	28**	23**	29**	21**	117	78	113	82	25**	29**	10**	10**	49*	21**	10**	171	9**	10**	56*	97
Effective base	148	33	34	24	20	26	14	66	44	26	14	17	15	22	18	91	57	80	69	19	17	10	8	32	17	9	125	9	9	43	77
I would worry that I may miss an important call	99	30	27	14	7	14	7	57	21	14	7	18	11	13	8	63	36	56	43	11	18	3	6	25	12	7	93	2	2	31	51
	51%	58%	60%	54%	33%	40%	41%	59%	44%	40%	41%	64%	49%	44%	35%	53%	47%	49%	53%	43%	64%	26%	59%	50%	58%	69%	55%	22%	23%	54%	53%
I am confident I could spot when a call really is fraudulent	69	20	12	10	8	13	7	32	17	13	7	12	7	14	6	49	20	38	31	9	9	4	2	22	7	2	61	2	6	17	36
	36%	38%	27%	37%	35%	40%	40%	33%	36%	40%	40%	43%	33%	49%	28%	42% ^p	25%	34%	38%	37%	31%	34%	17%	44%	33%	23%	36%	17%	63%	31%	37%
I would be curious about the purpose of the call	59	18	18	6	8	8	1	36	14	8	1	12	6	5	4	34	24	39	19	10	8	2	3	16	5	1	51	3	4	18	30
	30%	35%	41%	23%	35%	24%	4%	37%	29%	24%	4%	41%	28%	16%	19%	29%	31%	35%	24%	42%	26%	15%	28%	32%	27%	14%	30%	29%	40%	33%	31%
I would worry the warning message is not reliable	36	11	9	6	2	7	1	20	8	7	1	10	1	5	3	22	15	26	11	3	10	-	3	8	3	2	31	3	2	6	19
	19%	21%	20%	23%	9%	21%	7%	21%	16%	21%	7%	34%	7%	18%	15%	19%	19%	23%	13%	13%	37%	-	35%	17%	15%	17%	18%	34%	21%	10%	20%
I may engage with these calls by accident (e.g. acting before I've seen the warning message)	34	6	7	4	4	8	5	13	8	8	5	4	2	5	8	20	15	22	13	4	2	1	3	11	4	1	28	3	2	13	16
	18%	12%	17%	14%	19%	25%	29%	14%	17%	25%	29%	14%	9%	18%	37%	17%	19%	19%	15%	15%	8%	13%	35%	23%	19%	12%	17%	31%	21%	23%	17%
Other reason (please specify)	4	-	-	-	-	2	2	-	-	2	2	-	-	3	1	3	1	2	2	1	-	-	-	-	-	-	2	1	-	1	2
	2%	-	-	-	-	5%	14%	-	-	5%	14%	-	-	11%	4%	3%	1%	2%	2%	6%	-	-	-	-	-	-	1%	9%	-	3%	2%
Don't know	6	1	-	-	1	3	1	1	1	3	1	-	1	3	1	4	2	5	1	1	-	2	-	-	-	1	5	-	-	1	5
	3%	2%	-	-	4%	10%	6%	1%	2%	10%	6%	-	5%	11%	4%	4%	3%	5%	1%	4%	-	21%	-	-	-	5%	3%	-	-	2%	5%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 77
Q19. Why would you Always/Usually/ Sometimes answer a call indicated to be potential fraud or potential spam?
Base: All landline users who would at least sometimes answer a call indicated to be potential fraud or spam

	Experience of suspicious texts/calls				Mobile						Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	180	140	56	107	106	102	89	71	32	60	108	42	86	40	141	37	18	18	12	43	76	47
Weighted base	195	155	61*	122	116	113	98	81	35**	70*	124	49*	97	40*	152	41**	22**	17**	12**	47*	79	55*
Effective base	148	115	44	88	89	86	74	59	24	50	87	33	72	33	119	28	14	15	9	32	65	40
I would worry that I may miss an important call	99	81	31	63	65	63	51	48	17	38	63	26	47	18	75	23	11	10	6	22	45	24
	51%	52%	52%	52%	56%	56%	52%	60%	49%	54%	51%	53%	49%	45%	49%	55%	50%	60%	49%	46%	56%	43%
I am confident I could spot when a call really is fraudulent	69	55	24	44	39	37	33	28	14	25	48	20	36	15	52	17	10	6	3	20	22	21
	36%	35%	40%	36%	33%	33%	34%	35%	40%	36%	39%	41%	37%	36%	34%	41%	44%	36%	25%	42%	27%	39%
I would be curious about the purpose of the call	59	49	15	40	39	38	33	30	10	26	39	14	29	9	46	12	8	5	4	11	21	24
	30%	32%	25%	33%	34%	34%	34%	37%	27%	38%	31%	27%	30%	23%	31%	28%	37%	32%	28%	23%	26%	43%
I would worry the warning message is not reliable	36	34	15	28	21	21	19	14	7	13	30	15	22	3	24	12	7	3	2	15	8	14
	19%	22%	25% _m	23% _m	18%	19%	19%	17%	19%	18%	24% _m	30% _m	23%	7%	16%	29%	33%	19%	15%	31% _t	10%	25%
I may engage with these calls by accident (e.g. acting before I've seen the warning message)	34	26	9	21	20	20	18	10	6	13	21	6	20	8	28	7	3	2	5	3	15	15
	18%	17%	15%	18%	17%	18%	18%	12%	17%	19%	17%	12%	20%	21%	18%	17%	12%	13%	39%	6%	18%	27% _s
Other reason (please specify)	4	2	2	2	2	2	2	2	1	2	2	2	2	2	3	1	-	1	-	-	2	2
	2%	1%	4%	2%	2%	2%	2%	3%	2%	3%	2%	4%	2%	4%	2%	2%	-	4%	-	-	2%	4%
Don't know	6	5	3	5	5	4	4	4	3	5	3	1	3	1	5	1	-	1	1	1	3	1
	3%	3%	4%	4%	4%	4%	4%	5%	8%	7%	3%	2%	4%	4%	4%	2%	-	6%	8%	3%	4%	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 78

Q20. 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).
Do you have an app or function on your mobile phone to screen/block calls?

Base: All smartphone users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	1980	239	298	338	357	621	127	537	695	621	127	98	107	382	366	994	984	1091	889	83	211	163	134	119	178	239	289	171	1587	117	155	121	794	1186		
Weighted base	1970	271	325	319	339	594	123	595	658	594	123	103	125	348	369	958	1010	1114	856	80	214	158	165	140	189	252	277	175	1652	95	164	59	833	1137		
Effective base	1651	200	253	270	291	531	114	453	561	531	114	80	90	327	318	836	816	934	717	70	183	142	116	100	146	201	257	146	1351	99	131	104	674	978		
Yes, I have a call screening app/function and use it	496	62	75	83	98	146	31	138	182	146	31	24	27	100	77	264	232	280	216	22	65	52	36	31	56	63	57	39	421	29	32	15	150	346		
	25%	23%	23%	26%	29%	25%	25%	23%	28%	25%	23%	22%	29% ⁿ	21%	28% ^p	23%	25%	25%	27%	30% ^A	33% ^{AB}	22%	22%	30% ^A	25%	21%	22%	25%	30%	19%	26%	18%	30% ^G			
Yes, I have a call screening app/function but do not use it	176	37	37	25	22	52	3	75	46	52	3	13	19	35	21	104	72	104	73	5	19	7	19	16	12	25	33	17	153	5	12	7	80	96		
	9%	14% ^{cd}	11% ^{df}	8%	6%	9% ^f	3%	13% ^{hj}	7%	9% ^j	3%	13% ⁿ	15% ⁿ	10% ⁿ	6%	11% ^p	7%	9%	8%	7%	9%	4%	11% ^u	11% ^u	6%	10% ^u	12% ^u	10%	9%	5%	7%	11%	10%	8%		
No, I do not have call screening app/function on my phone	992	133	164	164	170	294	67	297	333	294	67	57	57	165	196	463	528	581	410	36	96	75	91	66	93	123	151	93	824	44	95	29	480	512		
	50%	49%	51%	51%	50%	49%	55%	50%	51%	49%	55%	55%	45%	48%	53%	48%	52%	52%	48%	45%	45%	47%	55%	47%	49%	49%	54% ^t	53%	50%	46%	58%	49%	58% ^h	45%		
Don't know	305	38	48	47	49	102	21	86	96	102	21	10	22	48	75	126	179	149	157	17	34	25	19	28	27	41	36	26	254	17	25	8	123	182		
	16%	14%	15%	15%	14%	17%	17%	14%	15%	17%	17%	9%	18%	14%	20% ^{km}	13%	18% ^o	13%	18% ^q	21%	16%	16%	11%	20%	15%	16%	13%	15%	15%	18%	16%	14%	15%	16%		
NET: Yes	672	100	113	108	120	198	34	212	228	198	34	37	46	134	98	369	303	383	289	27	84	58	55	46	68	88	90	56	573	33	44	22	230	443		
	34%	37%	35%	34%	35%	33%	28%	36%	35%	33%	28%	36%	37%	39% ⁿ	27%	39% ^p	30%	34%	34%	34%	39%	37%	33%	33%	36%	35%	33%	32%	35%	35%	27%	37%	28%	39% ^G		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 79

Q20. 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).

Do you have an app or function on your mobile phone to screen/block calls?

Base: All smartphone users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Unweighted base	1980	1352	497	684	1283	1193	1121	537	378	528	369	201	274	628	1488	457	210	295	149	368	765	640			
Weighted base	1970	1353	501	701	1288	1197	1123	540	383	548	383	205	285	617	1484	451	214	285	154	366	722	663			
Effective base	1651	1137	411	576	1078	1001	938	452	306	442	312	170	235	515	1257	365	160	239	116	284	633	565			
Yes, I have a call screening app/function and use it	496	356	132	199	350	320	293	166	105	166	100	49	76	140	363	128	67	87	34	91	192	173			
	25%	26%	26%	28% ^m	27%	27%	26%	31% ^m	28%	30% ^m	26%	24%	27%	23%	24%	28%	32%	30%	22%	25%	27%	26%			
Yes, I have a call screening app/function but do not use it	176	147	61	78	146	137	125	70	56	70	34	18	23	29	140	35	19	22	13	33	64	59			
	9%	11% ^m	12% ^m	11% ^m	11% ^m	11% ^m	11% ^m	13% ^m	15% ^{jlm}	13% ^m	9% ^m	9%	8%	5%	9%	8%	9%	8%	8%	9%	9%	9%			
No, I do not have call screening app/function on my phone	992	675	256	329	633	594	566	248	182	243	191	111	138	317	767	209	87	129	79	175	350	351			
	50%	50%	51%	47%	49%	50%	50% ⁱ	46%	47%	44%	50%	54% ⁱ	48%	51% ⁱ	52% ^p	46%	41%	45%	51%	48%	49%	53%			
Don't know	305	174	52	96	159	146	139	56	40	68	58	27	49	132	214	79	41	48	28	67	115	79			
	16%	13%	10%	14%	12%	12%	12%	10%	10%	12%	15%	13%	17% ^{begh}	21% ^{abodefghijkl}	14%	18%	19%	17%	19%	18% ^u	16% ^u	12%			
NET: Yes	672	504	193	276	496	457	418	237	162	236	134	67	99	168	504	163	86	108	47	124	256	232			
	34%	37% ^m	38% ^m	39% ^m	38% ^m	38% ^m	37% ^m	44% ^{aeefjklm}	42% ^{km}	43% ^{aafjklm}	35% ^m	33%	35% ^m	27%	34%	36%	40%	38%	30%	34%	36%	35%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 80
Q21. What features does your mobile phone call screening app/function have?
Base: All smartphone users who have an app/function to screen mobile calls

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)		
Unweighted base	696	91	105	124	130	211	35	196	254	211	35	36	41	146	100	388	308	383	313	28	83	57	46	35	65	88	99	55	556	44	48	48	226	470		
Weighted base	672	100	113	108	120	198	34*	212	228	198	34*	37**	46*	134	98	369	303	383	289	27**	84	58	55*	46**	68	88	90	56*	573	33*	44*	22*	230	443		
Effective base	574	74	86	101	104	182	31	160	205	182	31	30	33	128	86	330	245	322	252	25	71	50	39	27	53	74	89	48	467	39	43	41	191	383		
I can add individual numbers to be blocked	394	51	46	56	80	135	25	98	136	135	25	23	20	93	68	220	173	224	170	17	48	32	30	31	43	47	56	37	340	19	23	11	122	271		
	59%	52%	41%	51%	67%abc	68%abc	74%abc	46%	60%g	68%g	74%g	63%	43%	69%kl	69%kl	60%	57%	58%	59%	61%	58%	54%	54%	67%	63%	53%	62%	66%	59%	57%	53%	52%	53%	61%		
It displays a symbol or warning message when the call is likely to be fraudulent or spam	254	34	36	34	60	80	10	69	94	80	10	14	11	51	40	140	114	144	110	15	35	31	19	15	28	29	34	13	221	11	16	6	31	223		
	38%	34%	32%	32%	50%abc	41%	30%	33%	41%	41%	30%	39%	23%	38%	41%	38%	38%	37%	38%	55%	42%B	53%yB	35%	34%	42%	33%	37%	24%	38%	33%	37%	29%	13%	50%G		
Automatically identifies where the call is being made from by indicating the location (e.g. Sheffield) and/or country (e.g. Germany)	195	27	32	45	38	48	5	59	83	48	5	12	11	31	22	108	87	107	88	4	28	18	13	14	17	25	28	19	167	12	12	4	43	151		
	29%	27%	29%	42%aef	31%	24%	15%	28%	36%ij	24%	15%	32%	24%	23%	22%	29%	29%	28%	30%	15%	34%	31%	24%	30%	25%	28%	32%	34%	29%	36%	28%	18%	4	19%	34%G	
Known nuisance callers are automatically blocked or diverted to voicemail	140	26	22	19	26	40	8	47	45	40	8	9	10	31	18	78	62	76	65	8	20	17	12	6	13	19	18	7	119	7	9	6	51	89		
	21%	26%	19%	18%	21%	20%	23%	22%	20%	20%	23%	25%	22%	23%	18%	21%	21%	20%	22%	30%	24%	29%B	22%	13%	19%	21%	20%	12%	21%	20%	20%	26%	22%	20%		
Automatically identifies certain brands (e.g. the name of your bank)	136	20	19	27	31	34	4	39	58	34	4	6	9	23	15	73	62	76	60	6	20	15	8	11	12	12	24	9	118	7	6	5	19	116		
	20%	20%	17%	25%	26%	17%	12%	19%	25%	17%	12%	16%	20%	17%	16%	20%	21%	20%	21%	21%	24%	26%	15%	25%	18%	14%	27%ey	16%	21%	21%	13%	22%	8%	26%G		
Calls from withheld numbers are automatically blocked or diverted to voicemail	111	17	24	17	14	32	7	41	31	32	7	3	11	27	11	66	44	66	45	4	16	11	14	7	9	23	13	101	3	4	3	52	59			
	16%	17%	21%	16%	12%	16%	20%	19%	14%	16%	20%	9%	25%	20%	12%	18%	15%	17%	16%	16%	18%	19%	25%B	15%	14%	26%B	14%	8%	18%	10%	10%	12%	22%H	13%		
It displays an indicator when the call is likely to be legitimate	109	22	10	23	20	30	3	32	43	30	3	11	7	20	13	63	46	65	43	3	16	10	6	6	13	15	24	6	100	4	1	4	21	88		
	16%	22%b	9%	21%b	16%	15%	10%	15%	19%	15%	10%	29%	15%	15%	13%	17%	15%	17%	15%	11%	19%	17%	12%	14%	18%	17%	27%B	11%	17%E	11%	3%	17%E	9%	20%G		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 80
Q21. What features does your mobile phone call screening app/function have?
Base: All smartphone users who have an app/function to screen mobile calls

	Age 1							Age 2				Age/Gender				Gender		Social Grade				Region								Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Weighted base	672	100	113	108	120	198	34*	212	228	198	34*	37**	46*	134	98	369	303	383	289	27**	84	58	55*	46**	68	88	90	56*	573	33*	44*	22*	230	443	
I can add certain categories of numbers to be blocked (e.g. numbers starting with 0870 or international calls)	106	20	20	18	14	33	1	40	33	33	1	3	15	23	11	57	49	62	44	6	13	8	10	11	6	17	13	5	89	5	8	5	37	69	
Last caller number barring	96	13	9	19	11	39	5	22	30	39	5	7	5	30	14	64	32	54	42	1	12	11	4	8	13	11	12	4	75	10	8	3	29	68	
My mobile phone has the ability to search for information about the caller online (sometimes known as reverse caller look-up)	84	25	22	11	13	13	1	46	24	13	1	11	14	8	6	45	39	55	30	4	11	2	4	5	8	15	9	11	69	4	9	2	34	50	
Some calls are automatically blocked or diverted to voicemail, but I don't know which ones	74	14	12	15	11	21	2	25	27	21	2	6	7	10	12	38	36	46	28	5	7	3	5	4	4	20	17	5	69	2	3	*	23	51	
International calls are automatically blocked or diverted to voicemail	47	14	11	6	5	8	3	25	11	8	3	8	5	8	2	36	11	28	18	2	10	3	6	2	4	11	3	2	42	2	1	1	19	28	
Callers are asked to identify themselves and make a recording for me to hear and decide whether to answer	40	5	12	9	5	7	1	18	14	7	1	1	3	5	3	25	15	25	15	3	5	1	5	4	3	9	3	2	34	2	3	*	13	27	
It plays an audible message warning me the call is likely to be fraudulent or spam	30	8	6	6	6	4	-	14	12	4	-	3	5	2	2	21	9	22	8	1	8	-	5	-	1	12	1	-	28	1	-	1	10	20	

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 80
Q21. What features does your mobile phone call screening app/function have?
Base: All smartphone users who have an app/function to screen mobile calls

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)		
Weighted base	672	100	113	108	120	198	34*	212	228	198	34*	37**	46*	134	98	369	303	383	289	27**	84	58	55*	46**	68	88	90	56*	573	33*	44*	22*	230	443		
Don't know	39	4	14	3	4	12	2	18	7	12	2	1	2	10	4	20	19	22	16	1	1	4	2	2	7	5	8	4	32	2	2	3	14	25		
	6%	4%	13%cd	2%	4%	6%	5%	9%h	3%	6%	5%	3%	4%	7%	4%	5%	6%	6%	6%	3%	1%	6%	4%	3%	10%t	5%	9%t	7%	6%	7%	4%	13%	6%	6%		

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 81
Q21. What features does your mobile phone call screening app/function have?
Base: All smartphone users who have an app/function to screen mobile calls

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	696	523	192	282	512	472	435	243	162	237	130	63	96	173	518	172	89	113	52	137	276	229
Weighted base	672	504	193	276	496	457	418	237	162	236	134	67	99	168	504	163	86	108	47*	124	256	232
Effective base	574	433	153	237	425	391	358	208	127	199	110	52	83	141	432	137	69	93	41	103	232	202
I can add individual numbers to be blocked	394	293	127	150	287	263	246	116	106	123	75	44	58	100	286	105	56	77	27	77	142	142
	59%	58%g	66%cgi	54%	59%g	58%g	59%g	49%	65%cgi	52%	56%	65%g	59%	60%	57%	64%	65%	71% ⁿ	58%	62%	55%	61%
It displays a symbol or warning message when the call is likely to be fraudulent or spam	254	194	86	110	190	171	159	89	73	94	49	32	37	60	174	80	45	51	26	46	102	90
	38%	39%	44%	40%	38%	38%	38%	37%	45%	40%	37%	48%	38%	35%	34%	49% ⁿ	52% ⁿ	47% ⁿ	56% ⁿ	37%	40%	39%
Automatically identifies where the call is being made from by indicating the location (e.g. Sheffield) and/or country (e.g. Germany)	195	156	62	102	154	143	136	79	57	93	31	15	27	39	129	66	33	47	18	36	74	70
	29%	31%	32%	37% ^{jk}	31%	31%	33% ^m	33% ^m	35% ^{jm}	39% ^{adjkm}	23%	22%	28%	23%	26%	40% ⁿ	39% ⁿ	44% ⁿ	38%	29%	29%	30%
Known nuisance callers are automatically blocked or diverted to voicemail	140	111	48	67	110	97	84	53	40	60	35	18	28	29	96	44	26	30	18	24	58	50
	21%	22%	25%	24%	22%	21%	20%	22%	25%	25%	26%	27%	28%	17%	19%	27% ⁿ	30% ⁿ	27%	39% ⁿ	19%	23%	21%
Automatically identifies certain brands (e.g. the name of your bank)	136	107	46	69	106	101	95	50	42	62	18	10	17	29	88	47	31	33	16	20	58	51
	20%	21%	24% ^j	25% ^j	21%	22%	23% ^{kj}	21%	26% ^j	26% ^{jm}	14%	15%	17%	17%	18%	29% ⁿ	36% ⁿ	31% ⁿ	34% ⁿ	16%	23%	22%
Calls from withheld numbers are automatically blocked or diverted to voicemail	111	86	36	51	86	82	73	45	33	47	23	8	17	25	91	20	10	15	9	22	38	37
	16%	17%	18%	18%	17%	18%	17%	19%	20%	20%	17%	12%	17%	15%	18%	12%	12%	14%	20%	18%	15%	16%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

* small base

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Absolutes/col percents

Table 81
Q21. What features does your mobile phone call screening app/function have?
Base: All smartphone users who have an app/function to screen mobile calls

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Weighted base	672	504	193	276	496	457	418	237	162	236	134	67	99	168	504	163	86	108	47*	124	256	232		
It displays an indicator when the call is likely to be legitimate	109 16%	81 16%	33 17%	49 18%	81 16%	72 16%	69 17%	37 16%	30 19%	47 20%	18 13%	10 14%	15 15%	27 16%	76 15%	32 20%	20 23%	8 16%	22 18%	38 15%	44 19%			
I can add certain categories of numbers to be blocked (e.g. numbers starting with 0870 or international calls)	106 16%	84 17%	39 20%	56 20%	84 17%	78 17%	76 18%	42 18%	33 20%	52 22% _m	22 16%	13 19%	14 14%	21 13%	77 15%	27 17%	14 16%	17 16%	9 19%	24 19%	36 14%	37 16%		
Last caller number barring	96 14%	73 15%	33 17%	43 16%	73 15%	69 15%	62 15%	37 16%	29 18%	38 16%	23 17%	17 25%	16 16%	23 14%	67 13%	30 18%	15 17%	26 24% _n	10 22%	22 18%	38 15%	35 15%		
My mobile phone has the ability to search for information about the caller online (sometimes known as reverse caller look-up)	84 13%	73 15% _m	32 17% _m	45 16% _m	73 15% _m	72 16% _m	63 15% _m	48 20% _m	27 17% _m	41 17% _m	21 15% _m	10 15%	16 16% _m	11 6%	65 13%	19 11%	12 14%	11 10%	23 23%	11 9%	33 13%	31 13%		
Some calls are automatically blocked or diverted to voicemail, but I don't know which ones	74 11%	55 11%	19 10%	34 12%	55 11%	53 12%	49 12%	33 14%	17 11%	30 13%	16 12%	6 9%	11 12%	19 11%	53 10%	21 13%	12 14%	16 15%	4 9%	13 10%	31 12%	25 11%		
International calls are automatically blocked or diverted to voicemail	47 7%	36 7%	17 9%	18 6%	35 7%	33 7%	29 7%	21 9%	15 9%	14 6%	16 12%	9 13%	8 8%	11 6%	41 8% _o	5 3%	5 6%	3 3%	1 3%	5 4%	23 9%	10 5%		
Callers are asked to identify themselves and make a recording for me to hear and decide whether to answer	40 6%	29 6%	14 7%	18 7%	29 6%	27 6%	21 5%	15 6%	14 9%	16 7%	7 5%	1 2%	7 7%	10 6%	30 6%	10 6%	6 7%	7 7%	5 10%	4 3%	13 5%	22 10% _s		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
 * small base

Prepared by Yonder



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Table 81
Q21. What features does your mobile phone call screening app/function have?
Base: All smartphone users who have an app/function to screen mobile calls

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Weighted base	672	504	193	276	496	457	418	237	162	236	134	67	99	168	504	163	86	108	47*	124	256	232		
It plays an audible message warning me the call is likely to be fraudulent or spam	30 4%	25 5%	15 8%	18 7%	25 5%	23 5%	22 5%	16 7%	12 7%	14 6%	10 8%	4 6%	6 6%	5 3%	23 5%	7 4%	6 7%	5 5%	2 4%	3 2%	13 5%	13 6%		
Don't know	39 6%	20 4%	8 4%	9 3%	20 4%	19 4%	19 4%	9 4%	7 4%	9 4%	3 2%	2 4%	* *	18 11% hij	27 5%	10 6%	7 8%	4 4%	4 8%	8 6%	15 6%	13 6%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
 * small base

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Absolutes/col percents

Table 82
Q22. When your mobile phone rings and the call is marked as or indicated by an audible message/tone to be 'potential fraud' or 'potential spam', how often do you answer the call anyway?
Base: All mobile users who use an app/function to screen mobile calls

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	514	56	72	93	104	158	31	128	197	158	31	23	24	107	82	276	238	280	234	22	63	50	32	26	51	62	66	38	410	37	35	32	148	366		
Weighted base	496	62*	75	83	98	146	31**	138	182	146	31**	24**	27**	100	77	264	232	280	216	22**	65	52*	36**	31**	56*	63	57	39*	421	29*	32*	15**	150	346		
Effective base	435	50	63	76	83	137	28	113	159	137	28	21	22	94	71	236	199	244	192	19	56	44	29	22	42	53	60	33	354	33	31	28	128	308		
Always	13 3%	1 2%	4 6%	1 1%	2 2%	3 2%	1 5%	5 4%	3 1%	3 2%	1 5%	1 6%	- 1%	1 4%	3 2%	5 3%	8 3%	9 3%	4 2%	- 5%	3 4%	2 3%	1 3%	- -	3 5%	1 1%	1 2%	11 3%	- 6%	2 6%	- -	- -	7 5%	6 2%		
Usually	41 8%	14 23%de	8 11%e	13 15%de	4 4%	2 1%	- -	23 16%ai	17 9%ai	2 1%	- -	8 35%	5 18%	1 1%	1 12%p	30 5%	11 7%	20 7%	22 10%	1 3%	5 7%	3 5%	7 20%	- 4%	2 20%lux	13 8%	4 6%	2 9%	37 6%	2 6%	2 7%	2 3%	17 12%	24 7%		
Sometimes	32 7%	6 9%	7 10%	5 7%	5 5%	8 6%	- -	13 9%	11 6%	8 6%	- -	3 11%	3 11%	6 6%	2 3%	18 7%	14 6%	18 6%	14 7%	2 7%	2 4%	1 1%	4 11%	4 12%	3 6%	7 11%	4 7%	- -	27 6%	1 3%	4 12%	1 8%	8 6%	24 7%		
Rarely	64 13%	10 16%	9 11%	11 13%	13 13%	22 15%	- -	18 13%	24 13%	22 15%	- -	4 17%	4 14%	13 13%	9 12%	38 14%	26 11%	46 17%r	18 8%	4 18%	8 12%	6 12%	1 4%	4 14%	9 16%	5 9%	11 20%	4 10%	53 13%	5 18%	4 13%	2 16%	13 9%	51 15%		
Never	252 51%	26 41%	34 45%	38 46%	60 61%a	78 54%	16 53%	60 43%	98 54%	78 54%	16 53%	6 25%	11 41%	54 54%	40 52%	132 50%	120 52%	139 50%	113 52%	13 58%	34 52%	31 60%	19 52%	14 46%	30 54%	26 42%	28 49%	21 53%	216 51%	14 49%	14 44%	8 53%	55 37%	197 57%G		
Don't know	5 1%	- -	3 5%e	1 2%	- -	- -	- -	3 3%	1 1%	- -	- -	- -	- -	- -	4 1%	1 *	1 *	4 2%	- 3%	2 -	- -	- -	1 3%	- -	1 1%	- -	1 2%	5 1%	- -	- -	- -	- -	2 1%	3 1%		
I have never seen/heard this type of warning	88 18%	6 10%	9 12%	14 17%	15 22%	32 43%	13 43%	15 11%	29 16%	32 22%g	13 43%	2 7%	4 16%	24 27%	21 36%	52 22%o	47 19%	47 17%	42 14%	3 17%	11 17%	9 17%	4 10%	8 25%	11 19%	7 12%	9 16%	11 27%	72 17%	7 25%	6 19%	3 20%	48 32%H	40 12%		
NET: Ever	151 30%	31 49%de	29 38%	30 36%	24 24%	36 25%	1 5%	60 43%hi	54 30%	36 25%	1 5%	16 69%	12 43%	22 22%	16 35%p	92 25%	59 33%	93 27%	58 27%	6 28%	18 28%	12 23%	14 38%	8 26%	14 26%	28 45%uB	20 35%	7 18%	127 30%	8 27%	12 38%	4 26%	46 30%	105 30%		
NET: Always/usually/sometimes	87 17%	21 34%de	20 27%de	19 23%e	11 11%	13 9%	1 5%	41 30%hi	30 17%	13 9%	1 5%	12 51%	8 29%	9 9%	6 8%	54 20%	33 14%	47 17%	40 16%	2 10%	10 16%	5 10%	12 34%	4 12%	6 10%	23 37%lux	9 16%	3 8%	75 18%	3 9%	8 24%	2 10%	33 22%	54 16%		
NET: Rarely/never	316 64%	35 57%	43 57%	49 59%	73 74%abc	101 69%	16 53%	78 57%	122 67%	101 69%g	16 53%	10 42%	15 55%	67 67%	50 65%	170 64%	146 63%	186 66%	131 60%	17 76%	42 64%	37 72%y	20 56%	18 60%	39 70%	32 50%	39 69%	24 63%	269 64%	19 67%	18 57%	11 70%	68 45%	249 72%G		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 83
Q22. When your mobile phone rings and the call is marked as or indicated by an audible message/tone to be 'potential fraud' or 'potential spam', how often do you answer the call anyway?
Base: All mobile users who use an app/function to screen mobile calls

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	514	373	134	203	365	333	307	172	109	168	97	47	74	141	373	137	70	94	41	99	204	172
Weighted base	496	356	132	199	350	320	293	166	105	166	100	49*	76	140	363	128	67	87	34*	91	192	173
Effective base	435	323	114	177	317	290	266	150	92	146	84	40	65	113	325	108	54	78	32	76	175	152
Always	13 3%	12 3%	4 3%	11 5% _m	12 3%	11 3%	9 3%	8 5%	2 2%	11 6% _m	8 8% _{fm}	3 7% _m	6 8% _m	1 1%	11 3%	2 2%	1 2%	1 1%	1 2%	2 3%	2 1%	7 4%
Usually	41 8%	38 11% _m	11 8%	22 11% _m	38 11% _m	36 11% _m	25 8% _m	29 17% _{abdfthm}	6 6%	15 9% _m	15 15% _{hm}	6 13% _m	11 14% _m	3 2%	32 9%	7 6%	7 11%	4 5%	1 2%	7 8%	20 11%	12 7%
Sometimes	32 7%	27 8%	10 8%	19 9%	27 8%	24 7%	23 8%	15 9%	9 11% _m	19 10%	10 10%	6 11%	8 11%	5 3%	26 7%	6 5%	3 5%	3 3%	-	7 8%	8 4%	14 8%
Rarely	64 13%	53 15%	21 16%	32 16% _m	53 15% _m	50 16% _m	49 17% _m	25 15%	17 17%	27 16% _m	15 15%	8 17%	14 19% _m	11 8%	50 14%	14 11%	8 12%	11 15%	5 15%	10 11%	27 14%	22 13%
Never	252 51%	168 47% _l	65 49% _l	86 43%	165 47% _l	151 47% _l	142 49% _{jl}	73 44%	55 53% _{jl}	73 44%	36 36%	19 38%	25 33%	84 60% _{acdefgijkl}	171 47%	81 63% _n	39 58%	52 69% _n	24 69% _n	44 49%	106 55%	86 50%
Don't know	5 1%	1 *	1 *	1 1%	1 *	1 *	1 *	* *	1 1%	1 1%	- -	- -	- -	4 3% _{ade}	4 1%	1 1%	1 1%	1 1%	1 2%	* 1%	2 1%	2 1%
I have never seen/heard this type of warning	88 18%	57 16%	20 15%	27 14%	54 15%	47 15%	44 15%	17 10%	15 14%	19 12%	17 17%	7 14%	12 16%	32 23% _{gi}	69 19%	17 13%	8 11%	16 18%	3 10%	19 21%	27 14%	30 17%
NET: Ever	151 30%	131 37% _m	47 35% _m	84 42% _m	131 37% _m	121 38% _m	106 36% _m	77 46% _{afthm}	34 32% _m	72 44% _m	48 48% _{hm}	24 48% _m	39 51% _{abdfthm}	20 15%	119 33% _q	30 23%	20 30%	18 21%	7 19%	27 30%	57 30%	56 32%
NET: Always/usually/sometimes	87 17%	77 22% _m	25 19% _m	52 26% _m	77 22% _m	71 22% _m	56 19% _m	52 31% _{abdefh}	17 16% _m	45 27% _{hm}	33 33% _{abdefh}	15 31% _m	25 33% _{bfhm}	9 7%	69 19% _{qr}	15 12%	12 18%	8 9%	1 4%	17 19%	30 16%	34 19%
NET: Rarely/never	316 64%	221 62%	86 65% _j	118 60%	218 62%	201 63% _j	192 65% _{jl}	97 58%	73 69% _{jl}	101 61%	51 50%	27 55%	39 52%	95 68% _{jl}	221 61%	95 74% _n	47 70%	63 72%	29 84% _n	55 60%	132 69%	108 63%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
 * small base

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Absolutes/col percents

Table 84

Q23. Even if you don't have a function on your mobile to screen for unwanted calls, you may sometimes see a warning message on your mobile's screen or hear an audible warning message/tone when your phone rings. If your mobile phone rang and the call was marked as or indicated by an audible message/tone to be 'potential fraud' or 'potential spam', how often do you think you would answer the call anyway?

Base: All mobile users who do not use an app/function to screen mobile calls

	Age 1							Age 2							Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York-shire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple iPhone (G)	Other (H)					
Unweighted base	1538	185	228	249	265	496	115	413	514	496	115	77	83	301	310	759	777	842	696	63	160	121	106	95	139	182	238	134	1238	85	123	92	648	890					
Weighted base	1548	211	250	241	250	483	113	461	491	483	113	82	98	276	320	733	814	866	682	59	162	116	137	112	144	194	234	137	1296	70	137	45	685	863					
Effective base	1274	153	191	197	218	420	100	344	415	420	100	62	68	253	268	632	643	716	558	52	138	105	90	80	114	153	210	114	1047	71	103	78	549	725					
Always	19 1%	9 4%	3 cde	2 1%	1 1%	3 1%	1 1%	12 3%hi	3 1%	3 1%	1 1%	7 8%mn	2 2%	3 1%	1 *	14 2%p	4 1%	13 1%	6 1%	2 3%A	2 1%	-	7 5%uWAB	-	2 2%	2 1%	-	-	14 1%	2 3%	2 1%	2 1%	*	10 1%	8 1%				
Usually	66 4%	14 6%e	17 7%e	14 6%e	11 4%e	7 2%	2 2%	31 7%i	25 5%i	7 2%	2 2%	5 6%n	8 8%n	8 3%n	1 *	45 6%p	21 3%	32 4%	33 5%	2 4%	4 2%	1 1%	6 4%	7 6%	3 2%	15 8%tux	15 6%u	6 5%	60 5%	1 1%	5 3%	1 1%	30 4%	36 4%					
Sometimes	165 11%	35 16%def	42 17%def	45 19%def	16 7%f	26 5%	1 1%	76 17%ij	61 12%ij	26 5%	1 1%	24 29%lmn	9 9%	14 5%	13 4%	104 14%p	61 7%	91 10%	74 11%	7 12%u	22 13%u	4 3%	18 13%u	12 11%	15 10%u	33 17%uAB	22 9%	11 8%	144 11%	3 4%	14 10%	3 8%	64 9%	101 12%					
Rarely	305 20%	48 23%	52 21%	48 20%	53 21%	83 17%	22 19%	99 22%	101 21%	83 17%	22 19%	19 23%	26 27%n	53 19%	52 16%	139 19%	166 20%	172 20%	133 19%	12 20%	30 18%	25 22%	31 23%	27 25%	32 22%	32 17%	36 15%	31 23%	257 20%	17 24%	21 15%	10 23%	128 19%	176 20%					
Never	874 56%	83 39%	107 43%	115 48%	157 63%abc	334 69%abc	78 70%abc	190 41%	272 55%g	334 69%gh	78 70%gh	20 24%	38 39%	178 64%kl	234 73%klm	372 51%	501 62%o	491 57%	501 67%svw	383 50%	30 55%	89 55%	78 y	67 49%	54 48%	80 56%	93 48%	144 61%vwy	79 58%	713 55%	45 64%	88 64%	28 63%	398 58%	477 55%				
Don't know	119 8%	23 11%d	30 12%de	17 7%	11 4%	30 6%	8 7%	53 11%hi	28 6%	30 6%	8 7%	8 10%	14 14%n	20 7%	19 6%	59 8%	61 7%	68 8%	52 8%	6 10%	16 10%	8 7%	8 6%	12 10%	12 8%	20 10%	18 8%	9 7%	108 8%	3 4%	7 5%	2 4%	55 8%	64 7%					
NET: Ever	554 36%	105 50%def	113 45%def	108 45%def	82 33%e	119 25%	26 23%	218 47%hij	190 39%ij	119 25%	26 23%	55 67%lmn	45 47%mn	78 28%	67 21%	302 41%p	252 31%	307 35%	246 36%	24 40%	57 35%	31 26%	62 46%uA	47 42%uA	52 36%	81 42%uA	73 31%	49 35%	475 37%	23 32%	42 30%	15 30%	232 32%	322 34%					
NET: Always/usually/sometimes	249 16%	57 27%def	62 25%def	61 25%def	29 12%f	36 7%	4 4%	119 26%hij	89 18%ij	36 7%	4 4%	36 44%lmn	19 20%mn	25 9%n	15 5%	163 22%p	86 11%	135 16%	114 17%	12 19%u	27 17%u	5 4%	31 23%u	19 17%u	20 14%u	49 25%uA	37 16%u	18 13%u	218 17%	6 8%	21 15%	4 10%	104 15%	145 17%					
NET: Rarely/never	1179 76%	131 62%	159 63%	163 68%	210 84%abc	417 86%abc	100 89%abc	289 63%	373 76%g	417 86%gh	100 89%gh	38 46%	65 66%k	231 84%kl	286 89%kl	511 70%	667 82%o	663 77%	516 76%	42 70%	119 73%	103 89%stv	98 72%	81 72%	112 78%y	125 64%	180 77%y	110 81%y	970 75%	62 88%C	109 80%	39 86%C	526 77%	653 76%					

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 85

Q23. Even if you don't have a function on your mobile to screen for unwanted calls, you may sometimes see a warning message on your mobile's screen or hear an audible warning message/ tone when your phone rings. If your mobile phone rang and the call was marked as or indicated by an audible message/ tone to be 'potential fraud' or 'potential spam', how often do you think you would answer the call anyway?

Base: All mobile users who do not use an app/function to screen mobile calls

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?			Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	1538	1018	386	512	938	875	829	365	277	369	304	173	226	520	1159	346	146	220	114	285	593	479
Weighted base	1548	1036	391	534	958	894	847	374	285	390	314	175	236	511	1161	356	153	220	130	294	560	501
Effective base	1274	846	317	425	780	727	687	303	221	305	253	147	190	428	971	275	111	174	89	221	482	423
Always	19 1%	8 1%	2 *	6 1%	7 1%	7 1%	7 1%	3 1%	2 1%	5 1%	2 1%	-	2 1%	10 2%	15 1%	3 1%	1 1%	2 1%	1 1%	3 1%	12 2%	3 1%
Usually	66 4%	59 6%km	21 5%km	43 8%km	57 6%km	55 6%km	46 5%km	40 11%abdefkm	19 7%km	37 9%adfkkm	21 7%km	3 2%	21 9%kkm	7 1%	52 4%	14 4%	8 5%	7 3%	8 6%	19 7%	24 4%	19 4%
Sometimes	165 11%	123 12%km	53 13%km	63 12%	121 13%km	115 13%km	107 13%km	77 21%abdefkjkm	46 16%km	57 15%lm	36 11%	23 13%	20 8%	42 8%	136 12%oq	27 7%	14 9%	8 4%	12 9%	31 11%	63 11%	57 11%
Rarely	305 20%	222 21%km	81 21%	122 23%km	204 21%km	184 21%	179 21%km	64 17%	60 21%	98 25%gkm	66 21%	34 20%	49 21%	82 16%	217 19%	82 23%	33 22%	47 21%	33 25%	60 21%	107 19%	104 21%
Never	874 56%	565 54%gi	207 53%gi	268 50%	514 54%gi	480 54%gi	460 54%gi	165 44%	137 48%	168 43%	170 54%gi	103 59%ghi	134 57%gi	310 61%abcdefghi	654 56%	203 57%	85 56%	142 64%nr	65 50%	151 51%	323 58%	289 58%
Don't know	119 8%	59 6%	28 7%	32 6%	55 6%	52 6%	48 6%	25 7%	22 8%	25 6%	19 6%	11 7%	11 5%	60 12%abcdefgij	86 7%	27 8%	12 8%	14 6%	12 9%	29 10%	33 6%	30 6%
NET: Ever	554 36%	412 40%km	156 40%km	234 44%km	389 41%km	362 40%km	339 40%km	184 49%abdefjklm	126 44%km	197 51%abdefjklm	125 40%km	60 34%	92 39%km	141 28%	420 36%	126 35%	56 37%	64 29%	53 41%	114 39%	205 37%	182 36%
NET: Always/usually/sometimes	249 16%	190 18%km	75 19%km	112 21%km	185 19%km	178 20%km	160 19%km	120 32%abdefhjklm	66 23%km	99 25%adfkkm	59 19%km	26 15%	43 18%km	59 12%	203 18%oq	44 12%	23 15%	17 8%	20 16%q	54 18%	98 18%	78 16%
NET: Rarely/never	1179 76%	787 76%ghi	287 74%g	390 73%g	719 75%gi	664 74%gi	639 75%gi	229 61%	196 69%	266 68%	236 75%g	137 79%ghi	183 77%gi	392 77%ghi	871 75%	285 80%	119 77%	189 86%nr	98 75%	211 72%	429 77%	393 78%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 86
Q24. Why would/do you always/usually/sometimes answer calls indicated to be potential fraud or potential spam?
Base: All mobile users who do/would at least sometimes answer a call indicated to be potential fraud or spam

	Age 1						Age 2			Age/Gender				Gender		Social Grade						Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)						
Unweighted base	318	71	73	81	42	46	144	123	46	43	26	32	19	205	113	169	149	16	36	11	35	21	22	64	44	20	269	11	25	13	125	193						
Weighted base	336	78	82	80	40*	50*	160	120	50*	48*	27**	34**	21**	217	118	182	153	14**	38*	10**	43*	23**	26**	72	46*	21**	293	8**	29**	6**	136	199						
Effective base	268	58	65	67	36	39	123	103	39	33	24	27	16	172	96	144	124	15	31	9	30	18	19	55	39	17	230	10	22	12	109	160						
I [would] worry that I may miss an important call	111	30	21	29	10	18	51	39	18	21	6	13	8	72	39	58	53	5	9	3	15	10	10	30	14	3	99	-	11	1	37	73						
	33%	38%	25%	36%	25%	37%	32%	32%	37%	43%	24%	37%	40%	33%	33%	32%	35%	36%	24%	26%	34%	43%	39%	42%	31%	14%	34%	-	39%	14%	27%	37%						
I am/would be curious about who is calling/ the purpose of the call	107	28	25	15	16	23	53	31	23	20	8	14	9	69	38	56	51	4	7	4	11	5	12	32	11	6	92	3	12	*	39	68						
	32%	35% ^c	31%	18%	39% ^c	47% ^c	33%	25%	47% ^h	41%	29%	41%	44%	32%	32%	31%	33%	31%	19%	42%	26%	21%	47%	44% ^{iA}	23%	30%	32%	33%	41%	6%	28%	34%						
I am/would be confident I can spot when a call really is fraudulent	104	19	23	22	13	23	42	35	23	16	4	21	6	79	25	60	44	5	12	3	14	5	8	22	12	5	85	3	13	3	35	69						
	31%	25%	27%	28%	32%	47% ^{ab}	26%	30%	47% ^g	33%	13%	62%	27%	36% ^p	22%	33%	29%	33%	33%	27%	32%	22%	30%	30%	27%	22%	29%	39%	47%	53%	26%	35%						
I [would] worry the warning message is not reliable	85	27	21	14	9	14	48	23	14	19	8	7	8	51	34	52	33	2	10	4	11	2	7	24	9	6	74	2	9	-	34	51						
	25%	34% ^c	25%	18%	21%	29%	30%	19%	29%	40%	28%	20%	36%	23%	29%	29%	21%	11%	26%	34%	25%	8%	27%	33%	20%	28%	25%	25%	32%	-	25%	26%						
I [might] answer these calls by accident (e.g. because I accept before I have seen the warning message)	73	16	22	20	6	8	38	26	8	11	6	2	6	46	27	41	31	4	10	3	8	6	7	16	9	1	63	1	6	2	29	44						
	22%	21%	27%	25%	14%	17%	24%	22%	17%	22%	21%	7%	28%	21%	23%	23%	21%	26%	26%	32%	18%	25%	28%	22%	20%	4%	22%	17%	20%	34%	21%	22%						
I [might] find the warning message hard to understand	50	14	16	13	6	2	29	18	2	6	8	1	1	33	17	30	20	2	4	3	2	4	4	12	6	6	43	2	4	1	21	29						
	15%	18%	19% ^e	16%	14%	4%	18% ⁱ	15%	4%	12%	29%	4%	3%	15%	14%	16%	13%	12%	11%	27%	4%	4%	15%	16%	14%	28%	15%	24%	14%	17%	16%	21%						
Other reason (please specify)	17	-	3	4	2	7	3	6	7	-	6	2	14	3	4	13	-	4	1	-	1	-	4	6	1	16	-	1	-	5	12							
	5%	-	4%	5%	5%	13% ^a	2%	5%	13% ^g	-	-	17%	11%	6%	3%	2%	9% ^q	-	10%	7%	-	5%	-	4%	13% ^w	4%	5%	-	4%	-	4%	6%						
Don't know	23	5	11	5	2	-	16	7	-	3	2	-	11	12	9	14	2	2	-	3	1	3	3	3	4	22	1	-	*	14	9							
	7%	7%	13% ^e	7%	4%	-	10% ⁱ	6%	-	5%	9%	-	-	5%	10%	5%	9%	16%	6%	-	8%	4%	13%	4%	7%	17%	7%	11%	-	5%	10%	4%						

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 87
Q24. Why would/do you always/usually/sometimes answer calls indicated to be potential fraud or potential spam?
Base: All mobile users who do/would at least sometimes answer a call indicated to be potential fraud or spam

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Unweighted base	318	255	91	154	248	234	205	158	76	133	80	32	61	63	262	52	30	24	16	68	122	105			
Weighted base	336	267	101	164	262	248	216	172	83	144	92	41**	68	68	272	59*	35**	25**	22**	70	128	112			
Effective base	268	215	72	131	209	197	172	131	59	112	65	25	53	53	227	39	22	19	13	55	102	92			
I [would] worry that I may miss an important call	111 33%	85 32%	42 42% ⁱ	50 31%	82 31%	79 32%	67 31%	49 29%	34 42% ⁱ	38 27%	34 36%	17 41%	24 35%	26 38%	88 32%	20 35%	9 26%	10 39%	9 40%	22 31%	38 30%	40 36%			
I am/would be curious about who is calling/ the purpose of the call	107 32%	79 30%	37 37%	49 30%	77 30%	72 29%	63 29%	45 26%	31 38%	41 28%	29 32%	14 34%	22 33%	27 40%	80 29%	27 45%	15 43%	9 37%	11 48%	19 27%	43 33%	43 38%			
I am/would be confident I can spot when a call really is fraudulent	104 31%	87 32%	31 31%	65 40%	84 32%	79 32%	69 32%	55 32%	26 31%	61 43% ^{am}	35 38%	15 37%	25 37%	18 26%	78 29%	25 42%	15 43%	7 30%	10 46%	24 34%	40 32%	36 32%			
I [would] worry the warning message is not reliable	85 25%	73 27%	29 29%	50 30%	70 27%	65 26%	53 25%	46 27%	25 30%	43 30%	30 32%	16 39%	20 30%	12 17%	71 26%	13 22%	8 24%	4 16%	5 22%	18 25%	32 25%	27 24%			
I [might] answer these calls by accident (e.g. because I accept before I have seen the warning message)	73 22%	64 24%	21 21%	38 23%	62 24%	60 24%	52 24%	45 26%	16 20%	34 24%	23 25%	8 21%	15 23%	9 13%	59 22%	13 22%	7 22%	4 15%	3 12%	15 21%	26 20%	29 26%			
I [might] find the warning message hard to understand	50 15%	42 16%	16 16%	27 16%	42 16%	42 17%	34 16%	36 21%	15 18%	24 16%	16 17%	4 9%	12 18%	8 12%	44 16%	7 11%	4 12%	4 15%	3 12%	11 15%	25 20%	13 11%			
Other reason (please specify)	17 5%	14 5%	9 9%	10 6%	14 5%	13 5%	13 6%	5 3%	7 9%	10 7%	5 5%	5 11%	5 7%	3 4%	10 4%	7 12% ⁿ	2 7%	3 12%	6 28%	2 2%	8 6%	8 7%			
Don't know	23 7%	10 4%	5 5%	2 2%	10 4%	10 4%	10 4%	9 5%	5 6%	2 1%	2 2%	1 2%	1 1%	13 19% ^{hijl}	22 8%	1 1%	-	1 3%	1 4%	6 9%	8 6%	6 5%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 88

Q25. There are also ways to screen/block traditional text messages (e.g. SMS, iMessage, RCS Chat) on smartphones. These may be built into the phone itself (e.g. the phone displays a warning message over text messages that may be suspected to be spam or filters these messages into a separate folder) or as an app that is either preinstalled or needs to be downloaded (e.g. TextKiller, TrueCaller, Google Messages, Key Messages, Calls Blacklist etc.)

Do you have an app or function on your mobile phone to screen/block text messages?

Base: All smartphone users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)	
Unweighted base	1980	239	298	338	357	621	127	537	695	621	127	98	107	382	366	994	984	1091	889	83	211	163	134	119	178	239	289	171	1587	117	155	121	794	1186	
Weighted base	1970	271	325	319	339	594	123	595	658	594	123	103	125	348	369	958	1010	1114	856	80	214	158	165	140	189	252	277	175	1652	95	164	59	833	1137	
Effective base	1651	200	253	270	291	531	114	453	561	531	114	80	90	327	318	836	816	934	717	70	183	142	116	100	146	201	257	146	1351	99	131	104	674	978	
Yes, I have a text screening app/function and use it	333	57	72	51	69	77	8	128	120	77	8	22	29	41	43	167	165	203	130	16	32	27	21	21	40	52	49	26	284	17	22	10	101	232	
	17%	21%ef	22%ef	16%f	20%ef	13%f	6%	22%ij	18%ij	13%j	6%	21%mn	23%mn	12%	12%	17%	16%	18%	15%	20%	15%	17%	13%	15%	21%	21%	18%	15%	17%	18%	14%	17%	12%	20%G	
Yes, I have a text screening app/function but do not use it	146	30	39	31	14	30	1	69	45	30	1	8	16	24	8	90	56	85	61	4	19	7	17	11	9	34	17	10	127	4	11	5	60	86	
	7%	11%def	12%def	10%def	4%	5%	1%	12%hij	7%j	5%	1%	8%n	13%n	7%n	2%	9%p	6%	8%	7%	5%	9%	4%	10%	8%	5%	14%luxAB	6%	6%	8%	4%	7%	8%	7%	8%	
No, I do not have text screening app/function on my phone	1019	138	152	167	184	311	67	290	351	311	67	60	57	191	187	495	523	588	432	37	103	81	101	73	95	122	148	91	850	47	88	35	491	528	
	52%	51%	47%	52%	54%	52%	55%	49%	53%	52%	55%	58%	46%	55%	51%	49%	52%	53%	50%	46%	48%	51%	61%sty	52%	50%	48%	53%	52%	51%	49%	54%	59%	59%H	46%	
Don't know	472	46	62	70	72	175	46	108	142	175	46	14	23	91	130	206	265	238	233	23	61	43	26	36	46	44	64	48	391	28	43	10	181	290	
	24%	17%	19%	22%	21%	30%abcd	38%abcd	18%	22%	30%gh	38%gh	13%	18%	26%k	35%klm	22%	26%o	21%	27%q	29%vy	28%vy	27%vy	16%	25%	24%	17%	23%	28%vy	24%	29%F	26%	17%	22%	26%	
NET: Yes	479	86	111	82	83	107	9	197	165	107	9	30	45	65	51	257	222	288	191	20	51	34	38	32	48	87	65	36	411	20	33	14	161	318	
	24%	32%ef	34%cde	26%ef	24%ef	18%f	7%	33%hij	25%ij	18%j	7%	29%mn	36%mn	19%	14%	27%p	22%	26%	22%	25%	24%	21%	23%	23%	26%	34%stuv	24%	21%	25%	21%	20%	25%	19%	28%G	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 89

Q25. There are also ways to screen/block traditional text messages (e.g. SMS, iMessage, RCS Chat) on smartphones . These may be built into the phone itself (e.g. the phone displays a warning message over text messages that may be suspected to be spam or filters these messages into a separate folder) or as an app that is either preinstalled or needs to be downloaded (e.g. TextKiller, TrueCaller, Google Messages, Key Messages, Calls Blacklist etc.)

Do you have an app or function on your mobile phone to screen/block text messages?

Base: All smartphone users

	Experience of suspicious texts/calls				Mobile						Landline			Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	1980	1352	497	684	1283	1193	1121	537	378	528	369	201	274	628	1488	457	210	295	149	368	765	640
Weighted base	1970	1353	501	701	1288	1197	1123	540	383	548	383	205	285	617	1484	451	214	285	154	366	722	663
Effective base	1651	1137	411	576	1078	1001	938	452	306	442	312	170	235	515	1257	365	160	239	116	284	633	565
Yes, I have a text screening app/function and use it	333 17%	259 19% _{km}	92 18% _m	156 22% _{klm}	257 20% _{km}	243 20% _{km}	222 20% _{km}	132 24% _{abjkim}	84 22% _{km}	137 25% _{abdefjklm}	63 16%	26 13%	51 18% _m	73 12%	242 16%	86 19%	51 24% _n	58 20%	36 23%	67 18%	128 18%	107 16%
Yes, I have a text screening app/function but do not use it	146 7%	128 9% _m	55 11% _m	76 11% _m	127 10% _m	119 10% _m	111 10% _m	67 12% _m	47 12% _m	71 13% _{alm}	37 10% _m	18 9% _m	22 8% _m	18 3%	114 8%	30 7%	18 9%	12 4%	6 4%	26 7%	49 7%	51 8%
No, I do not have text screening app/function on my phone	1019 52%	682 50% _i	257 51% _i	328 47%	640 50% _i	594 50% _i	566 50% _i	251 47%	184 48%	241 44%	204 53% _i	114 55% _{cgi}	151 53% _i	337 55% _{cgi}	793 53% _{op}	211 47%	87 41%	134 47%	73 47%	171 47%	379 53%	370 56% _s
Don't know	472 24%	284 21%	97 19%	141 20%	264 20%	241 20%	225 20%	90 17%	68 18%	98 18%	79 21%	47 23%	61 21%	188 30% _{abdefghij}	336 23%	124 28%	58 27%	82 29% _n	40 26%	102 28% _u	165 23%	134 20%
NET: Yes	479 24%	387 29% _m	147 29% _m	232 33% _{klm}	384 30% _{km}	362 30% _{km}	333 30% _{km}	199 37% _{abdefjklm}	131 34% _{jkim}	209 38% _{abdefjklm}	100 26% _m	44 22% _m	73 26% _m	92 15%	356 24%	116 26%	69 32% _n	70 25%	42 27%	93 25%	178 25%	158 24%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
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Absolutes/col percents

Table 90
Q26. What features does your mobile phone text screening app/function have?
Base: All smartphone users who have a text screening app/function

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	486	78	102	91	86	119	10	180	177	119	10	30	38	74	55	264	222	284	202	20	51	32	33	25	43	81	68	38	391	29	36	30	152	334		
Weighted base	479	86	111	82	83	107	9**	197	165	107	9**	30**	45*	65	51*	257	222	288	191	20**	51*	34**	38**	32**	48*	87	65	36*	411	20**	33*	14**	161	318		
Effective base	401	63	89	77	67	100	9	152	143	100	9	24	31	65	45	223	179	245	157	18	44	27	26	22	35	68	60	33	329	26	32	25	127	275		
I can add individual numbers to be blocked	255 53%	48 55% ^c	47 43%	31 37%	55 66% ^{bc}	69 64% ^{bc}	5 59%	95 48%	86 52%	69 64% ^g	5 59%	16 53%	24 53%	37 58%	37 72%	135 52%	120 54%	154 54%	101 53%	16 80%	26 51%	18 54%	10 26%	20 64%	30 62%	39 45%	36 55%	19 51%	214 52%	12 61%	18 56%	11 74%	91 57%	164 52%		
It displays a symbol or warning message when the text is likely to be fraudulent or spam	220 46%	37 43%	57 51%	44 53%	34 41%	43 40%	5 52%	94 48%	78 47%	43 40%	5 52%	17 57%	19 42%	26 40%	22 43%	120 47%	100 45%	131 46%	89 47%	9 44%	27 53%	15 46%	13 34%	11 34%	23 47%	45 52%	32 48%	14 38%	188 46%	9 45%	15 45%	8 54%	49 31%	171 54% ^G		
Automatically filters text messages that are likely to be fraudulent/spam into a separate spam folder	194 41%	46 54% ^{de}	60 54% ^{de}	36 44% ^e	26 31%	25 23%	1 16%	106 54% ^{hi}	62 38% ^{hi}	25 23%	1 16%	20 66%	22 48% ^m	12 19%	14 28%	111 43%	83 38%	120 42%	74 39%	7 32%	27 53%	16 47%	15 40%	10 32%	16 34%	41 47%	27 41%	13 36%	172 42%	10 48%	9 28%	3 24%	56 35%	138 43%		
Automatically blocks text messages that are likely to be fraudulent/spam	139 29%	23 27%	35 31%	25 30%	30 36%	25 24%	1 16%	58 29%	55 33%	25 24%	1 16%	9 29%	11 24%	15 22%	12 24%	68 26%	72 32%	84 29%	55 29%	6 30%	21 40% ^B	11 32%	11 29%	8 24%	10 21%	26 30%	22 33%	6 17%	121 29%	6 30%	9 26%	4 27%	37 23%	102 32%		
I can add certain categories of numbers to be blocked (e.g. international numbers)	54 11%	14 16% ^b	4 4%	9 11%	11 13% ^b	15 14% ^b	1 7%	18 9%	20 12%	15 14%	1 7%	4 15%	5 12%	12 19%	4 7%	33 13%	21 10%	30 11%	24 12%	2 10%	7 13%	6 18%	2 4%	3 8%	5 10%	10 11%	7 10%	4 12%	44 11%	3 13%	5 14%	3 18%	19 12%	35 11%		
Don't know	34 7%	6 7%	6 5%	3 3%	5 6%	12 11%	1 16%	12 6%	8 5%	12 11%	1 16%	-	5 10%	11 17%	3 5%	19 8%	15 7%	21 7%	13 7%	-	3 5%	1 3%	6 17%	6 18%	4 8%	6 7%	2 3%	2 5%	29 7%	2 9%	3 9%	* 3%	13 8%	21 7%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 91
Q26. What features does your mobile phone text screening app/function have?
Base: All smartphone users who have a text screening app/function

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	486	388	143	223	384	362	335	195	127	198	88	39	65	98	359	121	68	75	43	99	190	153	
Weighted base	479	387	147	232	384	362	333	199	131	209	100	44*	73	92	356	116	69	70	42*	93	178	158	
Effective base	401	322	118	187	319	300	276	165	105	164	75	32	57	80	301	95	52	61	33	74	155	134	
I can add individual numbers to be blocked	255 53%	209 54%	94 64% _{ce}	113 49%	208 54%	192 53%	180 54%	95 48%	86 68% _{acdefg}	104 50%	45 45%	23 52%	34 46%	46 50%	182 51%	70 60%	42 61%	46 66% _n	28 67%	46 49%	95 53%	81 51%	
It displays a symbol or warning message when the text is likely to be fraudulent or spam	220 46%	186 48%	67 46%	121 52% _m	184 48%	176 49%	164 49%	109 55% _m	60 46%	109 52% _m	50 50%	22 50%	40 54%	35 38%	164 46%	56 48%	36 53%	36 52%	23 56%	38 40%	78 44%	87 55% _s	
Automatically filters text messages that are likely to be fraudulent/spam into a separate spam folder	194 41%	169 44% _m	67 46% _m	101 44% _m	169 44% _m	161 44% _m	144 43% _m	109 55% _{acdefm}	61 47% _m	92 44% _m	44 45% _m	20 46%	32 43%	26 28%	140 39%	53 45%	35 50%	35 50%	26 64% _n	48 51% _u	74 42%	58 37%	
Automatically blocks text messages that are likely to be fraudulent/spam	139 29%	112 29%	39 27%	72 31%	112 29%	105 29%	98 30%	58 29%	31 24%	66 32%	34 34%	14 31%	22 30%	27 30%	103 29%	33 29%	21 31%	19 27%	13 31%	26 28%	56 31%	43 28%	
I can add certain categories of numbers to be blocked (e.g. international numbers)	54 11%	44 11%	21 14%	27 12%	44 11%	42 11%	40 12%	18 9%	19 14%	26 13%	10 10%	8 18%	7 9%	10 11%	39 11%	15 13%	9 14%	11 15%	11 26% _n	8 8%	24 13%	20 13%	
Don't know	34 7%	24 6%	10 7%	17 7%	24 6%	19 5%	19 6%	6 3%	8 6%	15 7%	7 7%	6 13% _g	3 4%	10 11% _g	24 7%	9 8%	5 8%	2 3%	3 7%	7 8%	11 6%	11 7%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base

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Absolutes/col percents

Table 92

Q27. Even if you don't have a function on your mobile to screen for unwanted text messages, some messages may display a warning on your screen. If you received a text that was marked 'potential fraud' or 'potential spam', how often do you think you would engage with the text anyway (e.g. reply/click the link/call back the number)?
Base: All mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)		
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256		
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209		
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032		
Always	32 2%	10 4%	5 2%	4 1%	5 1%	6 1%	3 2%	15 2%	8 1%	6 1%	3 2%	6 6%	4 3%	3 1%	6 2%	16 2%	16 2%	15 1%	17 2%	1 1%	8 3%B	3 2%	5 3%B	-	1 1%	5 2%	4 1%	-	27 2%	2 2%	3 2%	-	14 2%	18 2%		
Usually	79 4%	22 8%	25 cdef	12 def	13 4%	5 4%	1 4%	47 8%	25 hij	5 4%	1 1%	10 10%	10 8%	5 1%	1 *	49 5%	30 3%	37 3%	42 5%	4 5%	14 6%	2 1%	8 5%	4 3%	6 3%	19 7%	11 uB	2 4%	70 4%	1 1%	7 4%	*	35 4%	44 4%		
Sometimes	159 8%	47 17%	34 bde	40 11%	16 def	18 5%	2 3%	82 14%	57 hij	18 8%	2 ij	29 27%	17 lmm	10 3%	10 2%	100 10%	59 6%	105 9%	54 r	4 6%	18 8%	9 6%	19 11%	12 x	8 4%	38 15%	15 stux	15 5%	16 9%	140 8%	4 4%	13 8%	2 4%	61 7%	98 8%	
Rarely	296 14%	42 15%	51 16%	45 14%	65 19%	82 13%	12 8%	93 15%	109 16%	82 13%	12 13%	19 8%	18 15%	50 13%	43 11%	167 17%	129 12%	180 16%	116 13%	8 9%	26 12%	26 15%	30 17%	21 15%	34 17%	31 12%	43 15%	30 17%	249 15%	13 13%	23 14%	11 18%	103 12%	193 16%		
Never	1359 66%	129 47%	175 54%	208 64%	235 ab	488 cab	124 d	303 abc	444 8%	488 66%	124 g	33 31%	63 51%	291 78%	320 kl	601 60%	756 72%	748 65%	611 68%	58 71%	150 66%	115 69%	103 y	97 60%	136 68%	149 58%	201 69%	120 68%	1130 66%	75 76%	111 66%	43 72%	564 68%	795 66%		
Don't know	119 6%	23 8%	35 11%	15 cdef	15 5%	29 4%	2 5%	58 10%	30 hij	29 4%	2 5%	9 9%	12 10%	15 4%	16 4%	64 6%	55 5%	61 6%	58 6%	7 8%	11 5%	13 8%	8 5%	9 6%	13 7%	15 6%	17 6%	9 5%	101 6%	3 3%	11 6%	4 6%	59 7%	61 5%		
NET: Ever	566 28%	121 44%	116 36%	101 ef	98 31%	112 28%	18 18%	237 40%	199 hij	112 30%	18 ij	64 60%	49 39%	69 18%	61 15%	332 33%	234 29%	337 26%	229 26%	17 21%	66 29%	40 24%	61 36%	37 suA	50 26%	93 36%	74 sux	47 27%	486 28%	21 21%	46 27%	13 22%	213 25%	353 29%		
NET: Always/usually/sometimes	270 13%	80 29%	65 bcd	57 20%	33 def	30 10%	6 5%	144 24%	90 hij	30 13%	6 5%	45 43%	31 lmm	18 25%	17 5%	165 17%	105 10%	157 14%	113 13%	9 11%	40 18%	14 luxAB	32 18%	16 luxA	16 11%	16 8%	62 24%	30 suw	18 10%	237 14%	8 8%	23 14%	3 5%	110 13%	161 13%	
NET: Rarely/never	1654 81%	170 62%	226 69%	253 78%	300 ab	570 86%	135 91%	396 94%	553 abc	570 82%	135 91%	52 49%	82 65%	342 91%	363 kl	768 77%	885 85%	928 81%	726 81%	66 81%	176 78%	141 84%	133 77%	118 83%	171 86%	180 70%	245 84%	150 85%	1379 80%	88 89%	135 80%	54 89%	667 80%	987 82%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 93

Q27. Even if you don't have a function on your mobile to screen for unwanted text messages, some messages may display a warning on your screen. If you received a text that was marked 'potential fraud' or 'potential spam', how often do you think you would engage with the text anyway (e.g. reply/click the link/call back the number)?
Base: All mobile users

	Experience of suspicious texts/calls				Mobile									Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661	1532	483	216	314	155	384	797	651		
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674		
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540	1295	383	164	251	119	296	656	575		
Always	32 2%	18 1%	5 1%	14 2%	18 1%	17 1%	13 1%	12 2%	5 1%	10 2%	11 3%	5 2%	8 2%	14 2%	28 2%	4 1%	1 *	3 1%	-	8 2%	16 2%	6 1%		
Usually	79 4%	70 5%	19 4%	51 7%	68 5%	67 5%	57 5%	52 10%	16 4%	43 8%	32 8%	7 3%	26 8%	9 1%	64 4%	12 2%	7 3%	5 2%	4 2%	16 4%	38 5%	21 3%		
Sometimes	159 8%	129 9%	51 10%	77 11%	129 10%	117 10%	106 9%	86 16%	47 12%	72 13%	30 7%	14 6%	20 6%	30 5%	132 9%	24 5%	17 8%	11 3%	9 5%	35 9%	47 6%	50 7%		
Rarely	296 14%	224 16%	94 18%	121 17%	216 17%	202 17%	184 16%	99 18%	74 19%	101 18%	67 16%	40 18%	51 16%	71 11%	216 14%	75 16%	37 17%	42 14%	23 14%	46 12%	112 15%	113 17%		
Never	1359 66%	896 64%	337 65%	445 61%	824 63%	760 63%	732 64%	265 49%	234 60%	309 56%	264 64%	152 68%	202 65%	462 71%	997 65%	341 71%	148 67%	231 75%	115 70%	249 65%	506 67%	457 68%		
Don't know	119 6%	55 4%	17 3%	25 3%	53 4%	50 4%	48 4%	27 5%	13 3%	21 4%	11 3%	7 3%	6 2%	64 10%	86 6%	27 6%	11 5%	15 5%	13 8%	31 8%	33 4%	27 4%		
NET: Ever	566 28%	442 32%	169 32%	263 36%	432 33%	403 33%	360 32%	249 46%	143 37%	226 41%	140 34%	65 29%	104 33%	124 19%	440 29%	115 24%	61 28%	61 20%	36 22%	105 27%	213 28%	190 28%		
NET: Always/usually/ sometimes	270 13%	217 16%	75 14%	142 19%	215 16%	201 17%	176 15%	150 28%	69 18%	125 23%	72 17%	25 11%	53 17%	53 8%	225 15%	40 8%	25 11%	19 6%	13 8%	59 15%	101 13%	77 11%		
NET: Rarely/never	1654 81%	1121 80%	431 83%	566 77%	1040 80%	963 79%	915 80%	364 67%	308 79%	410 74%	331 80%	192 86%	253 81%	534 82%	1213 80%	417 86%	184 84%	273 89%	138 84%	294 76%	618 82%	570 85%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 94
Q28. Why would you Always/usually/sometimes engage with texts indicated to be potential fraud or potential spam?
Base: All mobile users who would at least sometimes engage with texts indicated to be potentially fraud or spam

	Age 1					Age 2			Age/Gender				Gender		Social Grade		Region										Nation			Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Apple / iPhone (G)	Other (H)
Unweighted base	251	72	55	57	32	29	127	89	29	41	28	20	15	156	95	139	112	12	36	13	25	13	14	57	29	16	215	10	20	100	151
Weighted base	270	80	65*	57*	33**	30**	144	90	30**	45*	31**	18**	17**	165	105	157	113	9**	40*	14**	32**	16**	16**	62*	30**	18**	237	8**	23**	110	161
Effective base	212	59	49	47	28	25	108	75	25	31	25	17	13	131	81	119	94	12	31	10	21	12	12	49	27	14	184	9	17	85	127
I am confident I could spot when a text really is fraudulent	118	38	33	22	11	9	71	34	9	23	14	9	4	74	43	70	48	4	18	7	24	4	9	17	10	6	99	7	10	46	72
	44%	47%	51%	40%	33%	29%	49%	37%	29%	50%	45%	50%	24%	45%	41%	45%	42%	48%	44%	49%	76%	22%	59%	28%	34%	31%	42%	92%	46%	42%	45%
I would worry that I may miss important information	102	38	20	19	13	11	58	32	11	23	14	9	4	69	33	70	33	5	10	5	14	8	4	27	14	6	94	-	7	37	66
	38%	48%	31%	33%	38%	37%	40%	35%	37%	51%	45%	47%	24%	42%	32%	44%	29%	60%	24%	37%	43%	49%	23%	44%	47%	37%	40%	-	33%	33%	41%
I would be curious about the purpose of the text	86	28	18	13	12	15	46	25	15	19	6	8	8	55	31	52	34	-	13	3	10	6	1	21	10	14	78	2	6	36	50
	32%	35%	28%	23%	36%	51%	32%	28%	51%	43%	20%	41%	44%	34%	30%	33%	30%	-	32%	20%	32%	38%	10%	34%	33%	82%	33%	25%	26%	33%	31%
I may engage with these texts by accident (e.g. acting before I've seen the warning message)	39	11	12	7	4	4	23	11	4	3	7	2	3	23	16	26	12	3	4	1	1	2	4	15	5	2	36	2	1	19	20
	14%	14%	18%	12%	13%	15%	16%	12%	15%	7%	22%	9%	15%	14%	15%	17%	11%	28%	10%	6%	4%	10%	23%	25%	15%	9%	15%	25%	4%	17%	12%
I would worry the warning message is not reliable	36	13	7	6	4	4	20	11	4	10	3	3	2	25	11	22	14	2	8	3	4	1	4	6	5	-	34	-	1	10	26
	13%	17%	10%	11%	13%	13%	14%	12%	13%	22%	10%	17%	11%	15%	10%	14%	12%	26%	20%	21%	14%	7%	22%	10%	18%	-	14%	-	6%	9%	16%
Other reason (please specify)	3	2	-	-	-	1	2	-	1	2	-	-	1	2	1	1	2	-	1	2	-	-	-	-	-	-	3	-	-	-	3
	1%	3%	-	-	-	3%	2%	-	3%	5%	-	-	6%	1%	1%	1%	2%	-	2%	16%	-	-	-	-	-	-	1%	-	-	-	2%
Don't know	16	*	7	3	4	1	7	7	1	*	-	-	1	4	11	3	12	-	1	1	1	3	1	4	-	-	11	-	5	11	5
	6%	1%	11%a	6%	12%	3%	5%	8%	3%	1%	-	-	5%	3%	11%o	2%	11%q	-	3%	8%	4%	15%	5%	6%	-	-	4%	-	22%	10%h	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 95
Q28. Why would you Always/usually/sometimes engage with texts indicated to be potential fraud or potential spam?
Base: All mobile users who would at least sometimes engage with texts indicated to be potentially fraud or spam

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	251	201	64	132	198	185	162	139	59	116	60	19	47	50	210	36	22	19	13	59	96	71	
Weighted base	270	217	75*	142	215	201	176	150	69*	125	72*	25**	53*	53*	225	40**	25**	19**	13**	59*	101	77	
Effective base	212	168	50	113	166	155	135	115	46	99	49	14	41	44	180	29	16	17	11	46	81	64	
I am confident I could spot when a text really is fraudulent	118 44%	97 45%	30 40%	69 49%	96 44%	92 46%	80 45%	69 46%	24 35%	64 51%	29 40%	12 48%	19 36%	21 39%	94 42%	23 58%	14 59%	13 69%	7 57%	23 39%	48 47%	38 49%	
I would worry that I may miss important information	102 38%	84 39%	28 38%	60 42%	84 39%	78 39%	68 39%	61 40%	26 37%	55 44%	34 47%	13 52%	24 44%	19 35%	83 37%	18 45%	10 42%	9 46%	7 56%	20 34%	32 32%	33 43%	
I would be curious about the purpose of the text	86 32%	71 33%	31 41%	46 32%	70 32%	65 33%	56 32%	50 33%	29 42%	44 35%	28 39%	15 60%	16 30%	16 30%	70 31%	15 37%	10 41%	4 20%	3 26%	26 44%	26 26%	28 37%	
I may engage with these texts by accident (e.g. acting before I've seen the warning message)	39 14%	32 15%	11 14%	21 15%	32 15%	31 16%	25 14%	27 18%	11 15%	19 15%	13 18%	3 11%	12 22%	6 12%	35 16%	3 8%	2 8%	2 13%	1 9%	8 13%	17 17%	10 13%	
I would worry the warning message is not reliable	36 13%	25 11%	10 13%	18 13%	24 11%	22 11%	18 10%	19 12%	10 14%	15 12%	14 19%	6 24%	9 17%	11 20%	25 11%	11 26%	7 27%	4 21%	5 36%	12 21%	11 11%	9 12%	
Other reason (please specify)	3 1%	3 1%	2 3%	1 1%	3 1%	-	-	-	2 3%	1 1%	-	-	-	-	1 *	-	-	-	-	1 2%	-	-	
Don't know	16 6%	9 4%	6 8%	6 4%	9 4%	8 4%	8 4%	6 4%	6 9%	3 3%	5 8%	1 4%	5 9%	6 12%	14 6%	1 3%	1 5%	-	-	5 8%	4 4%	5 7%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u * small base; ** very small base (under 30) ineligible for sig testing

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Table 96
Q29a. Have you ever picked up a call that has been indicated to be potential fraud or potential spam (through a call screening function) and found that in fact the call was genuine?
A call from a landline number
Base: All who have ever picked up a landline call that has been indicated to be potential fraud or potential spam

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	368	60	50	46	63	113	36	110	109	113	36	31	28	74	74	197	170	202	166	15	42	31	31	16	32	68	47	32	314	18	21	15	105	217
Weighted base	388	67*	59*	46*	62	121	34*	126	107	121	34*	36**	30**	72	83	202	186	225	163	13**	47*	34**	40**	17**	34**	77	49*	30**	340	17**	22**	9**	110	227
Effective base	310	46	44	40	54	97	32	90	94	97	32	23	22	63	65	168	143	171	140	14	36	27	26	15	26	57	41	28	266	17	18	14	89	185
Yes	118	32	28	17	17	21	2	60	34	21	2	15	17	11	12	62	56	69	49	4	8	7	14	3	8	38	14	6	101	4	11	1	32	59
	30%	48%def	48%def	38%ef	28%f	17%	6%	48%hij	32%ij	17%	6%	43%	56%	15%	14%	31%	30%	30%	30%	30%	16%	22%	35%	18%	23%	49%tA	28%	18%	30%	26%	51%	15%	29%	26%
No	224	26	23	26	39	83	27	48	65	83	27	14	11	52	58	115	108	128	96	9	31	23	19	11	21	30	29	24	197	11	10	6	70	135
	58%	38%	39%	57%	64%ab	69%ab	80%abc	39%	61%g	69%g	80%g	39%	35%	72%	70%	57%	58%	57%	59%	70%	66%y	66%	47%	67%	63%	39%	60%y	79%	58%	62%	49%	64%	64%	59%
Don't know	46	9	8	2	5	17	5	17	7	17	5	6	3	9	13	25	22	28	18	-	8	4	7	2	5	9	6	1	42	2	-	2	8	34
	12%	14%	13%	4%	9%	14%	14%	13%	7%	14%	14%	18%	9%	12%	16%	12%	12%	13%	11%	-	18%	13%	18%	14%	14%	12%	12%	2%	12%	12%	-	21%	8%	15%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 97
Q29a. Have you ever picked up a call that has been indicated to be potential fraud or potential spam (through a call screening function) and found that in fact the call was genuine?
A call from a landline number
Base: All who have ever picked up a landline call that has been indicated to be potential fraud or potential spam

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	368	274	119	185	220	203	185	111	64	106	193	93	151	94	282	83	33	48	27	76	150	102
Weighted base	388	296	126	207	238	219	200	124	70	123	214	100	170	92	292	93	38**	49*	32**	76	156	115
Effective base	310	231	98	156	187	173	157	92	51	90	160	76	128	80	243	66	26	41	21	60	126	90
Yes	118 30%	104 35% _m	35 28% _m	81 39% _m	80 33% _m	75 34% _m	66 33% _m	57 46% _{bd}	22 32% _m	48 39% _m	84 39% _m	26 26%	70 41% _{bkm}	13 15%	92 31%	25 26%	16 42%	13 25%	9 28%	24 31%	56 36%	31 27%
No	224 58%	158 53%	72 57%	103 50%	130 55%	119 54%	109 54%	54 44%	37 53%	59 48%	106 49%	57 58%	83 49%	66 72% _{abcde}	169 58%	54 57%	14 36%	32 65%	20 62%	43 56%	85 54%	68 59%
Don't know	46 12%	33 11%	19 15%	23 11%	28 12%	26 12%	26 13%	13 10%	11 15%	15 12%	25 12%	16 16%	18 10%	13 14%	31 11%	15 16%	8 22%	5 10%	3 10%	10 13%	16 10%	16 14%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 98
Q29b. Have you ever picked up a call that has been indicated to be potential fraud or potential spam (through a call screening function) and found that in fact the call was genuine?
A call from a mobile number
Base: All who have ever picked up a mobile call that has been indicated to be potential fraud or potential spam

	Age 1					Age 2			Age/Gender				Gender		Social Grade		Region							Nation		Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East- ern (x)	London (y)	South East (A)	Eng- land (C)	Scot- land (E)	Apple / iPhone (G)	Other (H)
Unweighted base	154	29	26	34	26	38	55	60	38	16	10	21	18	93	61	89	65	18	10	12	13	29	22	125	12	43	111
Weighted base	151	31**	29**	30*	24**	36*	60*	54	36*	16**	12**	22**	16**	92	59	93	58	18**	12**	14**	14**	28**	20**	127	12**	46*	105
Effective base	138	26	23	31	24	34	49	55	34	14	9	19	16	85	54	80	59	16	9	11	12	27	21	114	11	39	100
Yes	76	21	16	12	11	15	38	23	15	13	8	7	7	44	31	51	24	11	3	8	8	15	10	67	5	23	53
	50%	70%	57%	40%	47%	41%	64%hi	43%	41%	78%	67%	34%	47%	48%	53%	55%	42%	63%	26%	59%	53%	51%	50%	53%	42%	49%	51%
No	68	6	12	16	13	20	18	29	20	2	2	13	8	43	25	40	29	5	9	6	6	13	8	54	7	18	50
	45%	21%	41%	53%	53%	56%	31%	53%g	56%g	11%	21%	61%	53%	47%	42%	43%	49%	28%	74%	41%	43%	44%	40%	42%	58%	40%	47%
Don't know	7	3	1	2	-	1	3	2	1	2	1	1	-	4	3	2	5	2	-	-	1	1	2	6	-	5	2
	5%	10%	2%	7%	-	3%	6%	4%	3%	10%	11%	5%	-	4%	5%	2%	8%	9%	-	-	4%	5%	10%	5%	-	11%h	2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 99
Q29b. Have you ever picked up a call that has been indicated to be potential fraud or potential spam (through a call screening function) and found that in fact the call was genuine?
A call from a mobile number
Base: All who have ever picked up a mobile call that has been indicated to be potential fraud or potential spam

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?			Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	154	132	44	83	132	122	108	77	34	71	43	20	35	22	121	31	20	19	30	63	51
Weighted base	151	131	47*	84	131	121	106	77	34**	72	48*	24**	39*	20**	119	30**	20**	18**	27**	57	56*
Effective base	138	118	39	74	118	109	96	68	30	63	39	18	31	21	110	26	17	17	27	57	46
Yes	76	70	26	44	70	65	58	48	21	37	26	11	20	6	63	11	6	7	20	27	27
	50%	53%	56%	52%	53%	54%	55%	62%	61%	52%	54%	47%	50%	31%	53%	37%	28%	36%	74%	47%	47%
No	68	56	20	38	56	51	44	26	13	32	22	12	19	12	51	17	13	10	6	29	29
	45%	43%	44%	45%	43%	42%	42%	34%	39%	44%	46%	53%	50%	61%	43%	58%	64%	55%	21%	51%	53%
Don't know	7	5	-	3	5	5	4	3	-	3	-	-	-	2	5	2	2	2	2	1	-
	5%	4%	-	3%	4%	4%	4%	4%	-	4%	-	-	-	8%	4%	6%	8%	9%	6%	2%	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 100
Q30. Using a five-point scale where 1 indicates 'definitely not genuine' and 5 indicates 'definitely genuine,' please indicate the extent to which you think that this example message is genuine? 07359 74180
Base: All mobile users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
5 - definitely genuine	162	24	26	27	23	46	17	50	50	46	17	8	12	24	39	76	87	88	74	7	18	15	18	13	15	20	12	17	133	10	12	8	73	89	
	8%	9%	8%	8%	7%	7%	12%	8%	7%	7%	12%	8%	9%	6%	10%	8%	8%	8%	8%	8%	8%	9%A	10%A	9%	7%	8%	4%	9%A	8%	10%	7%	12%	9%	7%	
4	460	61	75	69	90	142	33	136	149	142	33	33	23	92	83	238	221	275	185	17	63	42	38	32	42	60	53	45	391	14	43	12	182	278	
	22%	22%	23%	21%	23%	23%	23%	23%	22%	23%	31%	18%	25%	21%	24%	21%	24%	21%	21%	20%	28%A	25%	22%	23%	21%	23%	18%	25%	23%	14%	25%D	19%	22%	278	23%
3	554	73	75	94	98	170	44	148	192	170	44	26	39	103	111	281	273	317	238	27	64	41	53	40	62	59	73	59	478	22	39	15	216	338	
	27%	27%	23%	29%	28%	27%	31%	25%	29%	27%	31%	24%	31%	27%	28%	28%	28%	28%	26%	33%	28%	24%	31%	28%	31%	23%	25%	34%y	28%	23%	23%	25%	26%	28%	
2	265	43	67	38	45	61	12	109	83	61	12	15	17	35	37	126	138	151	114	10	24	17	29	29	34	39	13	219	17	22	6	104	160		
	13%	16%ef	21%cd	12%	13%	10%	8%	18%hj	12%	10%	8%	14%	13%	9%	9%	13%	13%	13%	13%	12%	10%	10%	17%B	20%tu	12%	13%	13%	8%	13%	17%	13%	11%	12%	13%	
1 - definitely not genuine	603	73	82	96	103	211	38	156	198	211	38	24	35	121	127	276	326	315	287	22	59	54	34	29	56	85	115	42	496	35	52	20	260	342	
	29%	27%	25%	30%	29%	33%b	26%	26%	30%	33%g	26%	23%	28%	32%	28%	31%	28%	28%	32%q	27%	26%	32%vw	20%	20%	28%	33%vw	39%tw	24%	29%	35%	31%	33%	31%	28%	
NET: Genuine	622	84	101	96	102	188	50	185	199	188	50	41	35	116	122	314	308	363	259	23	81	57	56	45	57	80	65	61	524	24	54	19	255	367	
	30%	31%	31%	30%	29%	30%	35%	31%	30%	30%	35%	38%	28%	31%	31%	31%	29%	32%	29%	28%	36%A	34%A	32%A	32%	28%	31%A	32%	35%A	31%	25%	32%	30%	30%	30%	
NET: Not genuine	867	116	149	134	148	271	49	265	282	271	49	39	52	156	164	402	464	466	401	32	83	71	63	58	81	118	154	55	715	52	75	26	365	503	
	42%	42%	46%f	41%	42%	43%	34%	44%j	42%	43%	34%	37%	41%	42%	41%	40%	44%	41%	45%	39%	36%	42%	37%	40%	41%	46%B	53%stu	31%	42%	53%C	44%	43%	44%	42%	
Mean	2.66	2.70	2.68	2.67	2.64	2.60	2.86e	2.69	2.66	2.60	2.86i	2.87	2.68	2.63	2.67	2.71	2.62	2.71	2.60	2.71A	2.81A	2.69A	2.86A	2.80A	2.67A	2.60A	2.34	2.89yA	2.68	2.47	2.64	2.68	2.64	2.68	
Standard deviation	1.32	1.31	1.29	1.32	1.29	1.34	1.35	1.30	1.31	1.34	1.35	1.29	1.31	1.32	1.37	1.30	1.33	1.30	1.34	1.29	1.31	1.37	1.26	1.25	1.29	1.36	1.27	1.29	1.31	1.37	1.34	1.43	1.35	1.30	
Standard error	0.03	0.08	0.07	0.07	0.07	0.05	0.11	0.06	0.05	0.05	0.11	0.13	0.13	0.07	0.07	0.04	0.04	0.04	0.04	0.14	0.09	0.11	0.11	0.11	0.09	0.09	0.07	0.10	0.03	0.12	0.11	0.13	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H



Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 101
Q30. Using a five-point scale where 1 indicates 'definitely not genuine' and 5 indicates 'definitely genuine,' please indicate the extent to which you think that this example message is genuine? 07359 74180
Base: All mobile users

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability																													
	Total				Any mobile			SMS				App				Voice call				Recorded message					None			NET: Yes					Yes - mental condition			Yes - physical condition			Yes - disability/other			Most financially vulnerable			Potentially financially vulnerable			Least financially vulnerable		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)																												
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661	1532	483	216	314	155	384	797	651																												
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674																												
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540	1295	383	164	251	119	296	656	575																												
5 - definitely genuine	162 8%	114 8%	41 8%	65 9%	105 8%	101 8%	96 8%	43 8%	31 8%	48 9%	37 9%	15 7%	30 10%	49 8%	127 8%	35 7%	14 7%	23 7%	12 7%	30 8%	68 9%	57 9%																												
4	460 22%	321 23%	132 25%	170 23%	301 23%	277 23%	254 22%	139 26%	102 26%	130 23%	108 26%	54 24%	81 26%	138 21%	341 22%	112 23%	50 23%	74 24%	35 22%	67 17%	177 24%	175 26%																												
3	554 27%	360 26%	152 29%	206 28%	336 26%	311 26%	295 26%	135 25%	108 28%	142 26%	128 31%	73 33% ^{adeg}	100 32% ^{adeg}	194 30%	409 27%	138 29%	65 29%	91 30%	41 25%	127 33% ^{tu}	191 25%	169 25%																												
2	265 13%	183 13% ^{ak}	57 11%	94 13%	173 13% ^{ak}	161 13% ^{ak}	145 13% ^{ak}	80 15% ^{ak}	46 12%	73 13%	44 11%	17 8%	35 11%	82 13%	207 14%	56 12%	26 12%	32 10%	21 13%	40 10%	101 13%	88 13%																												
1 - definitely not genuine	603 29%	415 30% ^{jl}	141 27%	198 27%	394 30% ^{jl}	364 30% ^{jl}	350 31% ^{jl}	144 27%	103 26%	163 29% ^l	97 23%	64 29%	21 21%	188 29% ^l	440 29%	143 30%	65 30%	87 28%	55 33%	120 31%	214 28%	185 27%																												
NET: Genuine	622 30%	435 31%	173 33%	235 32%	406 31%	378 31%	350 31%	182 34%	133 34%	178 32%	145 35% ^m	70 31%	111 36%	187 29%	468 31%	147 30%	64 29%	97 31%	47 29%	97 25%	245 33% ^s	232 34% ^s																												
NET: Not genuine	867 42%	598 43% ^{jl}	198 38%	292 40% ^l	566 43% ^{jl}	524 43% ^{jl}	495 43% ^{jl}	223 41% ^{jl}	149 38%	236 42% ^{jl}	142 34%	81 36%	101 41% ^{jl}	270 41% ^{jl}	647 42%	199 41%	91 41%	119 39%	75 46%	161 42%	316 42%	273 40%																												
Mean	2.66	2.67	2.76	2.74	2.66	2.65	2.65	2.74	2.77	2.69	2.86 ^{adefm}	2.73	3.21 ^{adefim}	2.66	2.68	2.67	2.65	2.72	2.57	2.60	2.71	2.75																												
Standard deviation	1.32	1.33	1.30	1.32	1.33	1.33	1.34	1.31	1.31	1.34	1.29	1.29	1.27	1.30	1.32	1.31	1.29	1.31	1.34	1.30	1.34	1.33																												
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	0.06	0.06	0.09	0.07	0.05	0.03	0.06	0.09	0.07	0.11	0.07	0.05	0.05																												

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 102
Q31. Again, using a five-point scale where 1 indicates 'definitely not genuine' and 5 indicates 'definitely genuine,' please indicate the extent to which you think that this example message is genuine? DHL Parcel
Base: All mobile users

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York-shire & Humber-side (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effectived base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
5 - definitely genuine	179 9%	37 14%def	41 13%def	33 10%f	22 6%	41 6%	6 4%	78 13%hij	55 8%	41 6%	6 4%	13 12%lm	20 16%mn	18 5%	29 7%	71 10%o	109 8%	109 8%	97 9%	83 11%B	9 7%	16 11%B	19 11%B	17 10%B	18 13%B	16 8%	30 12%B	19 6%	6 4%	149 9%	11 11%	13 8%	6 10%	85 10%	94 8%
4	461 23%	89 33%def	84 26%e	85 26%de	66 19%	110 18%	27 19%	173 29%hij	151 22%i	110 18%	27 19%	26 25%	48 39%mn	75 20%	62 16%	222 22%	239 23%	272 24%	190 21%	12 15%	53 23%	28 16%	35 21%	35 17%	42 25%	59 27%w	78 21%	43 31%wA	385 27%	19 23%	45 25%	13 20%	202 27%	259 21%	
3	535 26%	63 23%	98 30%e	78 24%	101 29%	148 24%	48 33%ae	160 27%	179 27%	148 24%	48 33%ai	31 30%	23 19%	93 25%	102 26%	273 27%	262 25%	295 26%	240 27%	28 34%wA	63 28%w	49 29%w	60 35%wA	24 17%	51 25%	70 27%w	60 21%	55 31%wA	459 27%	23 23%	42 25%	11 18%	212 25%	323 27%	
2	272 13%	41 15%f	37 11%	46 14%f	48 14%f	92 15%f	8 5%	78 13%j	94 14%j	92 15%j	8 5%	20 19%	18 14%	44 12%	56 14%	136 14%	136 13%	159 14%	113 13%	6 8%	28 12%	24 14%	30 18%kx	22 15%	18 9%	38 15%	45 15%	19 11%	231 13%	11 12%	21 13%	9 15%	95 11%	177 15%	
1 - definitely not genuine	596 29%	44 16%	66 20%	83 26%a	110 32%ab	238 38%abc	55 39%abc	109 18%	193 29%g	238 38%gh	55 39%gh	16 15%	16 13%	145 39%kl	148 37%kl	295 30%	300 29%	323 28%	273 30%	26 32%v	68 30%v	48 29%v	30 17%	44 31%v	73 37%vy	61 24%	90 31%v	52 30%v	493 29%	34 35%	47 28%	22 36%	240 36%	355 29%	
NET: Genuine	641 31%	126 46%cde	125 38%def	118 36%def	88 25%	151 24%	33 23%	251 42%hij	206 31%i	151 24%	33 23%	39 37%mn	68 54%kmn	93 25%	91 23%	293 33%	348 32%	368 30%	272 30%	21 26%	69 30%	47 28%	52 30%	53 37%	58 29%	89 34%	96 33%	50 31%	534 31%	30 30%	58 34%	19 31%	288 34%h	353 29%	
NET: Not genuine	868 42%	85 31%	103 32%	129 40%ab	159 46%ab	330 52%abc	63 44%ab	187 31%	288 43%g	330 52%gh	63 44%g	36 34%	34 27%	189 50%kl	204 51%kl	431 43%	436 42%	482 42%	386 43%	32 40%	95 42%	73 43%	60 35%	66 46%	91 46%	99 39%	135 46%v	71 41%	723 42%	46 47%	68 47%	31 40%	336 51%	532 44%	
Mean	2.69	3.13cd ef	2.99de f	2.81de f	2.54	2.40	2.44	3.05hi j	2.67i	2.40	2.44	3.00mn	3.30mn	2.40	2.42	2.64	2.73	2.70	2.66	2.64	2.65	2.67	2.88x	2.73	2.55	2.84x	2.62	2.62	2.69	2.60	2.74	2.55	2.76	2.64	
Standard deviation	1.33	1.28	1.30	1.34	1.28	1.32	1.28	1.29	1.32	1.32	1.28	1.23	1.26	1.31	1.32	1.30	1.36	1.32	1.34	1.35	1.31	1.35	1.21	1.44	1.37	1.33	1.33	1.24	1.33	1.41	1.33	1.42	1.36	1.31	
Standard error	0.03	0.08	0.08	0.07	0.07	0.05	0.11	0.06	0.05	0.05	0.11	0.12	0.12	0.06	0.07	0.04	0.04	0.04	0.04	0.15	0.09	0.10	0.10	0.13	0.10	0.09	0.08	0.09	0.03	0.13	0.11	0.13	0.05	0.04	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 103
Q31. Again, using a five-point scale where 1 indicates 'definitely not genuine' and 5 indicates 'definitely genuine,' please indicate the extent to which you think that this example message is genuine? DHL Parcel
Base: All mobile users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability																				
	Total				Any mobile text/ App message				SMS				Voice call				Recorded message				None				No				NET: Yes				Most financially vulnerable			Potentially financially vulnerable			Least financially vulnerable		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)																			
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661	1532	483	216	314	155	384	797	651																			
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674																			
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540	1295	383	164	251	119	296	656	575																			
5 - definitely genuine	179	118	48	73	111	108	101	57	41	57	32	19	25	61	132	47	21	25	11	37	66	59																			
	9%	8%	9%	10%	9%	9%	9%	10%	10%	10%	8%	8%	8%	9%	9%	10%	9%	8%	7%	10%	9%	9%																			
4	461	325	120	168	310	271	247	132	99	136	89	41	72	137	338	114	62	69	38	93	176	146																			
	23%	23%	23%	23%	24%	22%	22%	24%	25%	24%	21%	18%	23%	21%	22%	24%	28%	23%	23%	24%	23%	22%																			
3	535	356	131	211	326	312	291	143	86	153	119	64	91	179	392	130	52	88	37	108	189	176																			
	26%	26%	25%	29%h	25%	26%	26%	26%	22%	27%	29%	28%	29%	28%	26%	27%	24%	29%	23%	28%	25%	26%																			
2	272	177	67	77	166	158	154	60	49	59	49	27	31	95	216	53	29	30	14	39	98	103																			
	13%	13%	13%	10%	13%	13%	13%	11%	12%	11%	12%	12%	10%	15%c	14%	11%	13%	10%	9%	10%	13%	15%e																			
1 - definitely not genuine	596	417	158	204	394	364	346	149	116	151	126	73	94	179	447	141	56	95	63	107	222	190																			
	29%	30%	30%	28%	30%	30%	30%	28%	30%	27%	30%	33%	30%	27%	29%	29%	25%	31%	39%np	28%	30%	28%																			
NET: Genuine	641	443	168	241	421	379	349	189	140	193	121	60	97	198	469	160	83	94	49	130	243	205																			
	31%	32%	32%	33%	32%	31%	31%	35%k	36%k	35%	29%	27%	31%	30%	31%	33%	38%	31%	30%	34%	32%	30%																			
NET: Not genuine	868	594	224	281	561	522	499	208	164	210	175	100	124	274	663	194	85	125	78	147	320	293																			
	42%	43%	43%	38%	43%	43%	44%ci	39%	42%	38%	42%	45%	40%	42%	43%	40%	38%	41%	47%	38%	43%	43%																			
Mean	2.69	2.68	2.68	2.77	2.68	2.67	2.65	2.79	2.74	2.80	2.64	2.58	2.69	2.70	2.67	2.74	2.83r	2.67	2.51	2.78	2.69	2.68																			
Standard deviation	1.33	1.34	1.35	1.34	1.34	1.34	1.34	1.36	1.39	1.35	1.32	1.33	1.33	1.32	1.33	1.35	1.33	1.33	1.38	1.34	1.34	1.32																			
Standard error	0.03	0.04	0.06	0.05	0.04	0.04	0.04	0.06	0.07	0.06	0.07	0.09	0.08	0.05	0.03	0.06	0.09	0.08	0.11	0.07	0.05	0.05																			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
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Absolutes/col percents

Table 104
Q32. Which of the following factors do you consider when deciding whether a text or other type of message is genuine or not?
Base: All mobile/ landline users

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Whether you are expecting the text (e.g. when you are expecting a parcel)	1539	177	206	228	272	530	126	383	500	530	126	60	84	313	343	718	820	881	658	54	169	136	128	119	141	175	229	140	1292	74	123	50	597	911	
		73%	61%	60%	69%ab	76%ab	82%abc	84%abc	60%	73%g	82%gh	84%gh	52%	62%	81%kl	84%kl	69%	76%o	74%	71%	64%	73%y	79%sy	69%	80%sy	70%	63%	77%sy	76%sy	72%	73%	72%	80%	71%	75%
The spelling, grammar or tone of the message	1490	177	211	220	266	504	113	387	486	504	113	62	78	303	314	703	786	860	630	60	168	136	116	108	148	173	215	141	1266	67	111	47	569	881	
		70%	60%	61%	67%	74%ab	78%abc	75%ab	61%	71%g	78%gh	75%g	54%	58%	78%kl	77%kl	68%	73%o	72%r	68%	70%	72%y	79%vy	63%	72%	73%y	63%	72%y	77%vy	71%	66%	64%	75%	68%	73%G
Whether it asks you to do something, e.g. says that you need to make a payment or asks you to click on a link	1433	169	191	226	246	480	120	360	472	480	120	58	84	284	315	653	779	819	613	53	161	121	120	105	141	161	212	129	1203	69	117	44	557	836	
		68%	58%	55%	69%ab	69%ab	75%ab	80%abc	56%	69%g	75%gh	80%gh	50%	63%	73%kl	78%kl	63%	72%o	69%	66%	63%	69%y	70%y	65%	71%y	69%y	58%	71%y	70%y	67%	68%	68%	70%	67%	69%
What the URL (Website address) in the link looks like e.g. whether it includes a recognised website address, whether it has typos (i.e. using '0' instead of 'o') or uses a URL shortener	1155	151	185	168	210	367	73	337	378	367	73	61	69	235	204	579	574	682	473	37	129	103	93	83	119	142	168	100	974	58	87	37	444	684	
		54%	52%	54%	51%	58%	49%	53%	55%	57%	49%	53%	51%	61%n	50%	56%	53%	57%r	51%	44%	56%	59%ss	50%	55%	58%ss	51%	57%	54%	55%	57%	51%	59%	53%	57%	
Whether the company is named e.g. the text comes from 'DHL' or has a phone number '07359 741805'	911	154	168	144	141	246	58	322	285	246	58	54	72	147	156	427	482	526	385	29	92	79	76	63	96	119	148	74	775	42	71	23	367	521	
		43%	53%cde	49%de	44%	39%	39%	50%hij	41%	38%	39%	47%	54%mn	38%	38%	41%	44%	44%	41%	35%	39%	46%	41%	42%	47%	43%	50%st	40%	43%	41%	41%	36%	44%	43%	
Whether you have received prior texts from this name / number	895	126	152	126	152	287	53	278	278	287	53	40	67	177	162	425	469	526	369	30	97	80	59	70	93	120	131	74	755	48	63	30	359	514	
		42%	43%	44%	38%	42%	44%	40%	44%	36%	35%	35%	50%k	46%	40%	41%	43%	44%r	40%	36%	42%	46%w	32%	47%w	46%w	43%w	44%w	40%	42%	47%	37%	48%	43%	43%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 104
Q32. Which of the following factors do you consider when deciding whether a text or other type of message is genuine or not?
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Previous experience e.g. aware of parcel delivery scams have personally or know someone who has fallen victim to a scam that began in this way	892	131	107	136	142	310	66	238	279	310	66	44	66	195	180	428	464	492	400	38	101	71	70	71	89	110	137	75	762	41	66	24	356	506
	42%	45%b	31%	41%b	40%b	48%bd	44%b	37%	41%	48%gh	44%	38%	49%	50%k	44%	41%	43%	41%	43%	44%	43%	41%	38%	47%	44%	40%	46%	41%	43%	40%	38%	39%	43%	42%
Whether the company named is trustworthy	621	91	105	95	97	185	48	196	192	185	48	39	39	113	119	302	317	338	263	23	65	56	44	49	58	91	84	57	526	28	46	21	241	354
	29%	31%	30%	29%	27%	29%	32%	31%	28%	29%	32%	34%	29%	29%	29%	29%	29%	28%	30%	27%	28%	32%	24%	33%	28%	33%	28%	31%	29%	27%	27%	33%	29%	29%
Other (please specify)	32	-	4	1	8	16	2	4	10	16	2	-	-	15	3	23	9	10	23	1	2	2	1	1	2	4	5	5	24	5	3	1	10	22
	2%	-	1%	*	2%ac	2%ac	2%a	1%	1%	2%g	2%	-	-	4%ln	1%	2%p	1%	1%	2%q	2%	1%	1%	1%	1%	1%	1%	2%	3%	1%	5%C	2%	1%	1%	2%

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 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 105
Q32. Which of the following factors do you consider when deciding whether a text or other type of message is genuine or not?
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590
Whether you are expecting the text (e.g. when you are expecting a parcel)	1539 73%	1056 74%gi	408 76%cgim	539 70%g	959 73%g	883 73%g	844 74%gi	322 60%	280 72%g	380 68%g	331 72%g	189 80%cegim	253 72%g	484 71%g	1102 70%	408 81%n	187 81%n	261 82%n	128 75%	268 66%	561 72%	537 77%st
The spelling, grammar or tone of the message	1490 70%	1031 72%gm	403 75%gm	544 71%g	943 72%gm	870 72%gm	827 73%gm	334 62%	287 74%gm	396 71%g	319 70%g	186 78%cegim	244 70%g	459 67%	1080 68%	382 76%n	181 79%n	245 77%n	124 72%	238 59%	544 69% <i>s</i>	531 77% <i>st</i>
Whether it asks you to do something, e.g. says that you need to make a payment or asks you to click on a link	1433 68%	989 69%g	406 76%acdefg ijm	516 67%g	901 69%g	831 69%g	793 70%gm	328 61%	289 74%ccjim	360 65%	308 67%	173 73%gim	243 70%g	444 65%	1047 66%	359 71%	163 71%	242 76%nr	114 66%	246 61%	528 67% <i>s</i>	488 70% <i>s</i>
What the URL (Website address) in the link looks like e.g. whether it includes a recognised website address, whether it has typos (i.e. using "0" instead of "o") or uses a URL shortener	1155 54%	792 55%gj	310 58%gj	419 54%	737 56%gj	678 56%gj	643 56%gj	265 49%	234 60%gjlm	314 57%gj	224 49%	125 53%	177 51%	363 53%	845 54%	295 58%	148 64%n	180 57%	99 58%	185 46%	422 54% <i>s</i>	419 60% <i>st</i>
Whether the company is named e.g. the text comes from 'DHL' or has a phone number '07359 741805'	911 43%	643 45% <i>m</i>	261 49% <i>m</i>	341 44%	596 46% <i>m</i>	552 46% <i>m</i>	523 46% <i>m</i>	235 44%	200 51% <i>acgjlm</i>	261 47% <i>m</i>	193 42%	106 45%	146 42%	268 39%	655 41%	235 47%	124 54% <i>nq</i>	134 42%	87 51% <i>n</i>	138 34%	323 41% <i>s</i>	335 48% <i>st</i>
Whether you have received prior texts from this name / number	895 42%	625 44%	246 46% <i>ijm</i>	321 42%	576 44%	538 44% <i>l</i>	512 45% <i>ijm</i>	230 43%	181 47% <i>ijm</i>	245 44%	176 39%	97 41%	132 38%	270 39%	649 41%	230 46%	115 50% <i>n</i>	141 45%	73 43%	151 37%	320 41%	326 47% <i>st</i>

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 105
Q32. Which of the following factors do you consider when deciding whether a text or other type of message is genuine or not?
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693
Previous experience e.g. aware of parcel delivery scams have personally or know someone who has fallen victim to a scam that began in this way	892 42%	648 45% <i>m</i>	268 50% <i>gm</i>	356 46% <i>m</i>	600 46% <i>m</i>	556 46% <i>m</i>	533 47% <i>gm</i>	220 41%	202 52% <i>agm</i>	260 47% <i>m</i>	203 44% <i>m</i>	109 46% <i>m</i>	161 46% <i>m</i>	244 36%	630 40%	249 49% <i>n</i>	116 50% <i>n</i>	159 50% <i>n</i>	93 54% <i>n</i>	159 39%	321 41%	299 43%
Whether the company named is trustworthy	621 29%	419 29%	165 31%	230 30%	378 29%	347 29%	334 29%	148 27%	124 32%	179 32%	129 28%	68 29%	96 27%	201 29%	442 28%	164 33%	74 32%	110 35% <i>n</i>	48 28%	102 25%	249 32% <i>s</i>	192 28%
Other (please specify)	32 2%	17 1%	8 2% <i>i</i>	6 1%	16 1%	15 1%	15 1%	5 1%	4 1%	1 *	7 2% <i>i</i>	5 2% <i>i</i>	5 1%	15 2% <i>ci</i>	20 1%	13 2%	4 2%	9 3% <i>n</i>	5 3%	9 2%	17 2% <i>u</i>	5 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 106
Q33a. Do you think that it is possible for scammers to fake the type of incoming number that appears on mobile and landline caller displays? Landline numbers
Base: All mobile/ landline users

Absolutes/col percents

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032
Can be faked	1635	212	232	257	269	535	129	445	526	535	129	92	94	339	324	816	817	937	698	58	178	142	143	115	155	205	221	140	1357	89	137	52	634	944
	77%	73%	67%	78% ^b	75% ^b	83% ^{abd}	86% ^{abd}	70%	76% ^g	83% ^{gh}	86% ^{gh}	79%	70%	87% ^{kl}	80% ^l	79%	75%	79% ^r	75%	68%	76%	82% ^s	77%	77%	76%	74%	74%	76%	76%	87% ^c	80%	83%	76%	78%
Can't be faked	83	28	21	11	11	10	-	50	23	10	-	9	14	7	4	43	39	41	41	5	11	5	6	-	3	30	9	5	74	2	5	1	32	41
	4%	10% ^{cdef}	6% ^{ef}	3% ^f	3% ^f	2%	-	8% ^{hij}	3% ^j	2%	-	8% ^{mn}	11% ^{mn}	2%	1%	4%	4%	3%	4%	6% ^w	5% ^w	3%	3%	-	2%	11% ^{tuw}	3%	3%	4%	2%	3%	1%	4%	3%
Not sure	404	52	92	61	78	99	21	144	139	99	21	15	26	42	79	176	227	210	194	22	44	26	35	34	45	42	67	39	353	11	30	10	169	224
	19%	18%	27% ^{ace}	18%	22% ^e	15%	14%	23% ^{ij}	20% ⁱ	15%	14%	13%	20% ^m	11%	19% ^m	17%	21% ^o	18%	21%	26% ^{uy}	19%	15%	19%	23%	22%	15%	22% ^y	21%	20% ^d	10%	17%	16%	20%	18%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 107
Q33a. Do you think that it is possible for scammers to fake the type of incoming number that appears on mobile and landline caller displays? Landline numbers
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile									Landline									Do you have a longstanding physical or mental condition or disability?			Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)						
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668						
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693						
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590						
Can be faked	1635 77%	1129 79% ^m	431 81% ^m	634 82% ^m	1029 79% ^m	952 78% ^m	898 79% ^m	427 79%	302 77%	460 83% ^m	378 83% ^m	206 87% ^{abdefg}	290 83% ^m	506 74%	1222 77%	387 77%	169 73%	244 77%	149 87% ^{mnopq}	306 76%	604 77%	552 80%						
Can't be faked	83 4%	64 4%	21 4%	34 4%	56 4%	55 5%	46 4%	35 6% ^{km}	20 5%	23 4%	25 6% ^m	6 3%	19 5%	19 3%	65 4%	15 3%	7 3%	11 4%	3 2%	12 3%	42 5%	23 3%						
Not sure	404 19%	242 17% ^{cjkl}	84 16%	102 13%	223 17% ^{cjkl}	206 17% ^{cjkl}	195 17% ^{cjkl}	79 15%	69 18% ^{jk}	73 13%	54 12%	25 10%	42 12%	161 24% ^{abcdel}	290 18% ^r	102 20% ^r	54 23% ^r	63 20% ^r	19 11%	85 21%	137 18%	118 17%						

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 108

Q33b. Do you think that it is possible for scammers to fake the type of incoming number that appears on mobile and landline caller displays? Mobile numbers
Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032		
Can be faked	1729	249	258	266	287	543	126	508	553	543	126	102	110	336	332	853	874	987	742	66	189	143	156	120	165	221	233	148	1441	93	142	54	676	994		
	82%	85% ^b	75%	81%	80%	84% ^b	84% ^b	79%	80%	84% ^g	84%	88%	82%	87%	82%	82%	81%	83%	80%	78%	81%	83%	84%	80%	81%	80%	78%	81%	91% ^{CE}	82%	86%	81%	82%			
Can't be faked	62	12	18	12	12	6	2	30	24	6	2	2	7	6	36	26	26	36	1	12	5% ^{xA}	4	3	1	22	5	3	54	-	7	*	22	30			
	3%	4% ^e	5% ^{ef}	4% ^e	3% ^e	1%	1%	5% ⁱ	4% ⁱ	1%	1%	2%	5% ^{mn}	1%	3%	2%	2%	4% ^q	1%	5% ^{xA}	3%	2%	2%	1	8% ^{suw}	2%	2%	3%	-	4% ^D	1%	3%	3%			
Not sure	330	31	70	51	60	96	23	101	111	96	23	12	17	46	73	147	184	176	154	18	32	24	25	27	38	34	60	32	290	9	23	8	137	184		
	16%	11%	20% ^a	15%	17%	15%	15%	16%	16%	15%	15%	10%	12%	12%	18% ^m	14%	17%	15%	17%	21%	14%	14%	14%	18%	19%	12%	20% ^y	17%	16% ^D	9%	13%	13%	16%	15%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 109
Q33b. Do you think that it is possible for scammers to fake the type of incoming number that appears on mobile and landline caller displays? Mobile numbers
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?			Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590
Can be faked	1729	1200	449	661	1102	1022	961	456	323	484	383	202	294	529	1277	420	185	269	152	326	635	577
	82%	84% _m	84% _m	86% _m	84% _m	84% _m	84% _m	84% _m	83% _m	87% _m	84% _m	85% _m	84% _m	77%	81%	83%	81%	85%	89% _n	81%	81%	83%
Can't be faked	62	49	13	32	42	42	34	28	13	23	21	5	15	13	54	8	4	6	2	15	26	17
	3%	3%	2%	4% _m	3%	3%	3%	5% _{bfm}	3%	4% _m	4% _m	2%	2%	3%	2%	2%	2%	1%	4%	3%	3%	2%
Not sure	330	186	74	78	165	150	144	56	54	49	54	30	41	144	247	75	41	43	17	62	122	100
	16%	13% _i	14% _i	10%	13% _i	12% _i	13% _i	10%	14% _i	9%	12%	12%	12%	21% _{ghijkl}	16%	15%	18%	13%	10%	15%	16%	14%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 110

Q34. Have you ever answered a call or seen a text/ message that looks like it is from a genuine source and then become suspicious that it is not genuine?

Summary table

Base: All mobile/ landline users

	Call on your landline	Call on your mobile	Text (e.g. SMS, iMessage, RCS chat) on our mobile	App-based messages (e.g. on WhatsApp) on your mobile
Unweighted base	2128	2128	2128	2128
Weighted base	2121	2121	2121	2121
Effective base	1769	1769	1769	1769
Yes	740 35%	1056 50%	998 47%	607 29%
No	648 31%	725 34%	772 36%	1041 49%
Not sure	243 11%	317 15%	317 15%	290 14%
Don't use this type of communication	490 23%	22 1%	34 2%	182 9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

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Absolutes/col percents

Table 111
Q34. Have you ever answered a call or seen a text/ message that looks like it is from a genuine source and then become suspicious that it is not genuine?
Call on your landline
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Yes	740 35%	81 28%	78 23%	75 23%	131 37%abc	291 45%abc d	84 56%abc de	159 25%	207 30%	291 45%gh	84 56%ghi	33 29%	42 31%	185 48%kl	190 47%kl	363 35%	377 35%	438 37%	303 32%	31 36%	79 34%	51 30%	68 37%	53 35%	76 37%	109 39%A	90 30%	65 35%	217 35%	109 35%	62 40%F	41 36%	17 27%	253 30%	441 36%G
No	648 31%	89 30%	104 30%	113 34%	103 29%	193 30%	46 30%	193 30%	216 31%	193 30%	46 30%	34 30%	40 30%	122 31%	116 29%	338 33%	309 28%	354 30%	294 32%	27 32%	60 26%	55 32%	58 32%	41 28%	59 29%	81 29%	106 36%t	70 38%t	559 31%	28 27%	44 25%	18 29%	269 32%	359 30%	
Not sure	243 11%	40 14%f	40 11%f	41 12%f	44 12%f	71 11%f	8 5%	79 12%g	84 12%g	71 11%g	8 5%	25 21%lmn	14 11%	39 10%	40 10%	127 12%	116 11%	129 11%	113 12%	7 8%	35 15%AB	23 13%B	24 13%	12 8%	31 15%AB	35 13%B	23 8%	12 6%	202 11%	10 10%	20 12%	10 16%	84 10%	149 12%	
Don't use this type of communication	490 23%	83 28%ef	124 36%def	100 30%def	81 22%ef	90 14%	12 8%	207 32%hij	181 26%ij	90 14%	12 8%	23 20%mn	38 28%mn	41 11%	61 15%	208 20%	282 26%o	268 23%	223 24%	20 24%	59 25%	43 25%	35 19%	43 29%xy	37 18%	52 19%	78 26%xy	36 20%	403 23%	23 22%	46 27%	18 28%	230 28%H	259 21%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 112
Q34. Have you ever answered a call or seen a text/ message that looks like it is from a genuine source and then become suspicious that it is not genuine?
Call on your landline
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability		
	Total	Any	Any voice call	Any recorded message	Any mobile	Any mobile text/ App message	SMS	App	Voice call	Recorded message	Any landline	Voice call	Recorded message	None	No	NET: Yes	Yes - mental condition	Yes - physical condition	Yes - disability/ other	Most financially vulnerable	Potentially financially vulnerable	Least financially vulnerable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)		
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668	
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693	
Effective base	1769	1197	444	626	1094	1014	951	452	313	367	201	281	572	1335	401	173	260	125	309	684	590		
Yes	740	579	264	392	485	436	403	203	160	250	311	162	234	161	509	215	75	143	81	131	300	237	
	35%	40%	49% ^{efm}	51% ^{adefghm}	37% ^{cm}	36% ^{am}	35% ^{cm}	38% ^{cm}	41% ^{cm}	45% ^{defgm}	68% ^{abcdefghim}	58% ^{abcdefghim}	67% ^{abcdefghim}	24%	32%	43% ^{np}	33%	45% ^{np}	47% ^{np}	32%	38%	34%	
No	648	380	120	180	358	342	315	154	90	131	105	52	86	268	519	122	59	72	46	112	255	214	
	31%	26%	22%	23%	27% ^b	28% ^{bcj}	28% ^b	28% ^b	23%	24%	23%	22%	25%	39% ^{ghijkl}	33% ^{oq}	24%	26%	23%	27%	28%	33%	31%	
Not sure	243	144	47	70	134	128	126	58	36	48	39	23	28	99	191	39	20	28	7	51	85	75	
	11%	10%	9%	9%	10%	11%	11%	11%	9%	9%	9%	10%	8%	14% ^{abcdehij}	12% ^{or}	8%	9%	9%	4%	13%	11%	11%	
Don't use this type of communication	490	332	104	128	331	307	296	126	104	127	2	1	2	158	358	128	75	74	38	109	144	167	
	23%	23% ^{cjkl}	19% ^{ijkl}	17% ^{ijkl}	25% ^{bcjkl}	25% ^{bcjkl}	26% ^{bcjkl}	23% ^{cjkl}	27% ^{bcjkl}	23% ^{cjkl}	1%	*	1%	23% ^{cjkl}	23%	25%	33% ^{nqr}	23%	22%	27% ^t	18%	24% ^t	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 113
Q34. Have you ever answered a call or seen a text/ message that looks like it is from a genuine source and then become suspicious that it is not genuine?
Call on your mobile
Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Yes	1056	150	166	158	182	328	73	316	340	328	73	59	77	207	193	529	528	646	411	38	118	82	104	82	97	142	131	94	888	54	79	35	430	594	
	50%	51%	48%	48%	51%	51%	49%	49%	49%	51%	49%	51%	58%	54%	51%	49%	54%	44%	44%	44%	51%	47%	56%A	55%	48%	51%	44%	51%	50%	53%	46%	56%	51%	49%	
No	725	93	111	120	117	232	52	204	237	232	52	33	38	127	156	354	370	362	363	35	76	58	52	46	69	87	123	71	616	29	63	17	269	426	
	34%	32%	32%	36%	33%	36%	34%	32%	34%	36%	34%	28%	28%	33%	38%	34%	34%	30%	39%q	41%	33%	34%	28%	31%	34%	31%	42% y	38%	35%	28%	37%	27%	32%	35%	
Not sure	317	47	63	50	56	81	20	110	106	81	20	21	19	47	54	138	179	170	147	11	39	31	29	20	34	43	38	17	262	18	26	11	130	181	
	15%	16%	18%e	15%	16%	13%	13%	17% i	15%	13%	13%	18%	14%	12%	13%	13%	17%	14%	16%	13%	17%B	18%B	16%	14%	17%	16%	13%	9%	15%	17%	15%	17%	16%	15%	
Don't use this type of communication	22	3	6	2	3	3	6	9	5	3	6	3	-	5	3	16	6	11	11	1	-	2	-	1	3	4	4	2	18	1	3	-	6	8	
	1%	1%	2%	1%	1%	*	4% code	1%	1%	*	4% hi	2%	-	1%	1%	2% p	1%	1%	1%	2%	-	1%	-	1%	2%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 114
Q34. Have you ever answered a call or seen a text/ message that looks like it is from a genuine source and then become suspicious that it is not genuine?
Call on your mobile
Base: All mobile/ landline users

	Experience of suspicious texts/calls			Mobile							Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability			
	Total	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590
Yes	1056 50%	827 58% ^m	361 67% ^{adefgjlm}	489 64% ^{adefm}	768 59% ^m	699 58% ^m	660 58% ^m	320 59% ^m	274 70% ^{acdefgjlm}	385 69% ^{acdefg}	273 60% ^m	149 63% ^m	200 57% ^m	230 33%	754 48%	285 56% ⁿ	128 56% ⁿ	181 57% ⁿ	97 56%	199 49%	377 48%	362 52%
No	725 34%	416 29% ^{lbch}	125 23%	189 25%	366 28% ^{hi}	347 29% ^{bhi}	320 28% ^{hi}	150 28% ⁱ	85 22%	109 20%	130 28% ^{hi}	60 25%	108 31% ^{bhi}	309 45% ^{abcdelghijkl}	561 36%	156 31%	73 32%	96 30%	61 35%	141 35%	287 37% ^u	216 31%
Not sure	317 15%	180 13% ^{bh}	45 8%	84 11%	169 13% ^{bh}	161 13% ^{bh}	154 14% ^{bh}	68 13% ^{bh}	31 8%	59 11%	46 10%	24 10%	35 10%	137 20% ^{abcdelghijkl}	243 15% ^r	62 12%	28 12%	40 13%	13 8%	58 14%	114 15%	106 15%
Don't use this type of communication	22 1%	12 1%	5 1%	9 1%	6 *	6 *	6 1%	3 *	1 *	2 *	8 2% ^{defh}	5 2% ^{defh}	7 2% ^{defghi}	11 2% ^{defh}	20 1%	1 *	1 *	* *	* *	6 1%	6 1%	9 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 115
Q34. Have you ever answered a call or seen a text/ message that looks like it is from a genuine source and then become suspicious that it is not genuine?
Text (e.g. SMS, iMessage, RCS chat) on our mobile
Base: All mobile/ landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Yes	998	160	155	136	174	314	59	315	311	314	59	59	76	176	197	488	509	591	408	35	93	84	89	65	96	133	140	101	834	44	84	36	422	541	
	47%	55%bcf	45%	41%	49%	49%c	39%	49%j	45%	49%	39%	51%	57%	45%	48%	47%	47%	50%r	44%	41%	40%	49%	48%	43%	47%	48%	47%	55%t	47%	44%	49%	57%CD	50%H	45%	
No	772	83	118	141	128	238	63	202	269	238	63	32	41	149	152	375	395	410	362	35	95	57	66	60	78	86	110	58	643	43	69	17	288	463	
	36%	29%	34%	43%ab	36%	37%a	42%a	32%	39%g	37%	42%g	28%	31%	38%	37%	36%	36%	34%	39%	41%	41%y	33%	36%	40%	38%	31%	37%	31%	36%	42%F	40%F	27%	34%	38%	
Not sure	317	46	64	52	54	84	18	110	106	84	18	23	16	51	50	152	165	173	144	12	44	31	28	23	25	52	43	21	278	14	15	10	118	187	
	15%	16%	19%e	16%	15%	13%	12%	17%	15%	13%	12%	20%	12%	13%	12%	15%	15%	15%	15%	14%	19%	18%	15%	15%	12%	19%	14%	11%	16%E	13%	9%	16%	14%	16%	
Don't use this type of communication	34	3	9	1	2	9	10	12	3	9	10	1	1	11	8	21	13	15	19	4	1	1	2	2	5	6	5	4	29	1	4	-	8	17	
	2%	1%	3%c	*	1%	1%	6%acde	2%h	*	1%	6%ghi	1%	1%	3%	2%	2%	1%	2%	2%	4%t	*	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	-	1%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 116
Q34. Have you ever answered a call or seen a text/ message that looks like it is from a genuine source and then become suspicious that it is not genuine?
Text (e.g. SMS, iMessage, RCS chat) on our mobile
Base: All mobile/ landline users

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?			Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590
Yes	998 47%	792 55% ^m	315 59% ^m	445 58% ^m	735 56% ^m	690 57% ^m	652 57% ^m	305 56% ^m	235 60% ^m	327 59% ^m	267 58% ^m	137 58% ^m	204 58% ^m	206 30%	718 46%	259 51% ⁿ	124 54% ⁿ	157 49%	88 52%	191 47%	351 45%	345 50%
No	772 36%	436 30%	154 29%	210 27%	390 30%	357 29%	335 29%	158 29%	111 29%	146 26%	130 28%	66 28%	97 28%	336 49% ^{abcde} g <hij< h=""></hij<>	587 37%	178 35%	74 32%	115 36%	64 37%	145 36%	314 40% ^u	236 34%
Not sure	317 15%	190 13%	60 11%	101 13%	174 13%	158 13%	145 13%	73 13%	42 11%	77 14%	50 11%	28 12%	40 11%	127 19% ^{abcde} g <hij< h=""></hij<>	247 16%	61 12%	31 13%	42 13%	17 10%	60 15%	106 13%	102 15%
Don't use this type of communication	34 2%	17 1%	7 1%	14 2% ^{def}	9 1%	9 1%	8 1%	5 1%	2 *	6 1%	10 2% ^{defh}	6 2% ^{defh}	9 3% ^{defh}	17 2% ^{adeh}	26 2%	7 1%	1 1%	4 1%	2 1%	7 2%	13 2%	11 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 117
Q34. Have you ever answered a call or seen a text/ message that looks like it is from a genuine source and then become suspicious that it is not genuine?
App-based messages (e.g. on WhatsApp) on your mobile
Base: All mobile/ landline users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Yes	607 29%	127 43% bcd	111 38% ef	91 28% ef	114 32% ef	146 23% f	18 12%	238 37% hij	205 30% ij	146 23% j	18 12%	51 44% mn	64 48% mn	80 21%	84 21%	309 30%	298 27%	369 31% r	238 26%	27 32%	62 27%	40 23%	37 28%	57 25%	97 28%	86 35% u	51 29%	509 28%	23 29%	52 30%	22 36% D	266 32% H	316 26%		
No	1041 49%	110 38%	167 48% a	184 56% a	175 49% a	327 51% a	78 52% a	277 43%	359 52% g	327 51% g	78 52%	38 33%	50 38%	191 49% kl	214 53% kl	489 47%	551 51%	584 49%	457 49%	39 46%	112 48%	88 51%	91 49%	87 58% xy	89 44%	114 41%	151 51% y	93 50%	865 48%	57 55%	91 53%	29 47%	417 50%	597 49%	
Not sure	290 14%	47 16%	59 17% f	42 13%	42 12%	86 13%	14 9%	106 17% hj	84 12%	86 13%	14 9%	22 19%	18 13%	52 13%	49 12%	140 13%	151 14%	150 13%	140 15%	7 8%	35 15%	26 15%	30 16%	19 12%	36 18% A	43 16%	31 11%	25 14%	253 14%	11 11%	17 10%	9 15%	108 13%	170 14%	
Don't use this type of communication	182 9%	9 3%	9 3%	13 4%	28 8% ab	85 13% abcd	39 26% abcd	17 3%	41 6% g	85 13% gh	39 26% ghi	4 4%	2 2%	65 17% kl	59 15% kl	98 9%	84 8%	86 7%	97 10% q	12 14% w	23 10%	18 11%	11 6%	7 5%	21 10%	22 8%	28 10%	158 9% F	11 11% F	12 7%	1 2%	43 5%	126 10% G		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 118
Q34. Have you ever answered a call or seen a text/ message that looks like it is from a genuine source and then become suspicious that it is not genuine?
App-based messages (e.g. on WhatsApp) on your mobile
Base: All mobile/ landline users

	Experience of suspicious texts/calls			Mobile									Landline				Do you have a longstanding physical or mental condition or disability?			Financial Vulnerability																									
	Total			Any mobile text/ App message			SMS			App			Voice call			Recorded message			None			No			NET: Yes			Yes - mental condition			Yes - physical condition			Yes - disability/ other			Most financially vulnerable			Potentially financially vulnerable			Least financially vulnerable		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)																							
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668																							
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693																							
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590																							
Yes	607 29%	485 34% ^m	187 35% ^m	283 37% ^m	454 35% ^m	440 36% ^m	405 36% ^m	279 52% ^{abcdefhijklm}	155 40% ^m	225 40% ^{adkm}	157 34% ^m	74 31% ^m	117 34% ^m	122 18%	443 28%	152 30%	84 37% ⁿ	95 30%	50 29%	118 29%	195 25%	222 32% ^t																							
No	1041 49%	665 46% ^{cgijl}	239 45% ^g	316 41% ^g	615 47% ^{cgijl}	556 46% ^g	523 46% ^g	177 33%	174 45% ^g	227 41% ^g	185 40% ^g	100 42% ^g	139 40%	376 55% ^{abcdelghijkl}	787 50%	245 49%	110 48%	157 50%	85 49%	186 46%	410 52%	342 49%																							
Not sure	290 14%	183 13%	52 10%	102 13%	171 13%	162 13%	157 14% ^{bh}	75 14%	36 9%	76 14%	53 12%	22 9%	44 13%	108 16% ^{bhk}	225 14% ^{oq}	50 10%	21 9%	28 9%	17 10%	56 14%	103 13%	88 13%																							
Don't use this type of communication	182 9%	102 7% ^{efg}	57 11% ^{adefghi}	68 9% ^{defgi}	68 5% ^g	56 5% ^g	53 5% ^g	10 2%	25 6% ^g	28 5% ^g	62 14% ^{acdefghi}	41 17% ^{abcdefghim}	49 14% ^{acdefghi}	80 12% ^{adefghi}	123 8%	57 11% ⁿ	14 6%	37 12% ⁿ	19 11%	43 11% ^u	75 10% ^u	41 6%																							

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 119
Q35. You said you had picked up a call on your landline and/or mobile that looked genuine but then turned out to be suspicious. What made you think that the call was suspicious?
Base: All who have picked up a call that looked genuine but then turned out to be suspicious

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region								Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North of Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	1220	147	165	187	212	408	101	312	399	408	101	65	68	261	248	615	605	706	514	51	129	95	90	80	107	162	160	108	982	74	88	76	447	718
Weighted base	1216	165	180	171	204	395	101	345	375	395	101	65	83	242	254	593	623	734	482	49*	134	92	114	94	112	165	153	109	1022	61	96	37	466	695
Effective base	1011	120	136	154	172	347	88	255	326	347	88	53	55	223	213	518	495	595	417	41	113	84	76	67	88	137	140	93	832	62	74	64	381	587
The voice sounded like it was a recorded message rather than a live person speaking	591	57	92	84	86	215	57	149	170	215	57	24	28	131	142	282	310	367	225	25	65	50	45	43	56	73	89	50	497	35	42	18	210	356
The way the caller talked (unprofessional, too informal, appeared to be following a script)	477	43	47	58	92	181	57	89	149	181	57	14	23	123	115	242	235	277	200	15	74	37	21	31	54	65	60	43	399	30	35	13	179	288
The caller asked me to provide personal information (e.g. my bank details or account password)	453	69	63	60	77	140	43	132	137	140	43	21	40	101	83	221	231	271	181	23	62	29	42	35	40	59	57	43	391	26	24	11	168	270
The questions asked indicated the call may not be genuine	407	35	40	53	73	161	44	76	126	161	44	14	19	117	88	200	206	239	167	23	58	30	35	31	35	61	45	35	351	22	23	11	148	241
Inaccurate details shared as to why they were calling (e.g. information provided on the call didn't match what I already know about the organisation the caller reported to be from)	390	47	40	56	72	140	34	88	128	140	34	17	26	94	80	198	191	238	151	18	41	32	42	26	41	49	30	319	22	40	9	136	238	
The caller was offering something that seemed too good to be true	375	53	38	53	58	136	38	90	111	136	38	18	31	90	84	192	183	210	164	18	53	25	33	22	26	57	45	35	315	26	25	8	145	217

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Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base

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Absolutes/col percents

Table 119
Q35. You said you had picked up a call on your landline and/or mobile that looked genuine but then turned out to be suspicious. What made you think that the call was suspicious?
Base: All who have picked up a call that looked genuine but then turned out to be suspicious

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)	
Weighted base	1216	165	180	171	204	395	101	345	375	395	101	65	83	242	254	593	623	734	482	49*	134	92	114	94	112	165	153	109	1022	61	96	37	466	695	
The way the caller spoke did not sound like genuine human speech / it sounded like a bot	370	43	66	52	70	110	28	109	123	110	28	17	23	73	65	189	181	216	154	11	48	29	24	19	41	42	55	36	305	24	30	11	132	216	
The organisation was not familiar to me	328	25	26	34	65	135	42	52	99	135	42	14	11	97	80	178	150	180	148	17	39	27	26	16	36	46	41	30	278	12	26	27	111	205	
A sense of urgency on the call	198	19	21	31	41	68	19	40	72	68	19	4	11	46	41	97	102	114	84	10	24	18	13	13	18	29	27	20	171	10	11	6	74	116	
Another reason (please specify)	68	3	5	5	11	34	11	7	16	34	11	-	3	22	23	38	30	37	31	2	10	5	3	7	9	8	8	59	3	4	3	16	50		
Don't know	25	5	11	-	4	5	1	16	4	5	1	3	2	3	2	14	11	14	11	-	1	4	1	2	3	3	1	8	22	1	1	1	15	9	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base



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Absolutes/col percents

Table 120
Q35. You said you had picked up a call on your landline and/or mobile that looked genuine but then turned out to be suspicious. What made you think that the call was suspicious?
Base: All who have picked up a call that looked genuine but then turned out to be suspicious

	Experience of suspicious texts/calls										Do you have a longstanding physical or mental condition or disability?							Financial Vulnerability					
	Total		Mobile					Landline			None		NET: Yes			Most financially vulnerable	Potentially financially vulnerable	Least financially vulnerable					
	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	1220	928	396	551	828	758	710	348	278	393	333	176	254	292	864	338	142	224	117	240	476	386	
Weighted base	1216	937	401	568	836	763	714	349	287	409	349	179	267	279	858	338	142	217	119	232	451	401	
Effective base	1011	769	327	456	690	631	589	293	225	330	278	151	211	243	729	267	106	180	91	184	391	342	
The voice sounded like it was a recorded message rather than a live person speaking	591	468	202	332	409	374	352	163	129	233	203	105	167	123	426	155	66	103	54	97	231	205	
	49%	50%	50%	58% ^{ab}	58% ^{abdefg}	49%	49%	49%	47%	45%	57% ^{adefgh}	58% ^{adefgh}	58% ^{defghm}	62% ^{abdefg}	44%	50%	46%	46%	48%	46%	42%	51% ^s	51% ^s
The way the caller talked (unprofessional, too informal, appeared to be following a script)	477	381	185	245	344	314	299	129	132	177	144	82	115	96	321	146	59	94	47	77	184	173	
	39%	41%	46% ^{gm}	43% ^m	41%	41%	42% ^m	37%	46% ^{gm}	43% ^m	41%	46% ^m	43%	34%	37%	43%	42%	43%	39%	33%	41%	43% ^s	
The caller asked me to provide personal information (e.g. my bank details or account password)	453	364	177	232	337	309	285	154	135	181	136	79	100	89	307	143	61	101	50	85	161	154	
	37%	39%	44% ^m	41% ^m	40% ^m	40% ^m	40% ^m	44% ^m	47% ^{alm}	44% ^{lm}	39%	44% ^m	38%	32%	36%	42%	43%	47% ⁿ	42%	37%	36%	38%	
The questions asked indicated the call may not be genuine	407	326	170	193	287	256	246	121	118	140	134	85	91	81	276	125	46	86	41	71	149	135	
	33%	35%	42% ^{acdefi}	34%	34%	34%	34%	35%	41% ^{em}	34%	38% ^m	47% ^{acdefg}	34%	29%	32%	37%	32%	40%	34%	31%	33%	34%	
Inaccurate details shared as to why they were calling (e.g. information provided on the call didn't match what I already know about the organisation the caller reported to be from)	390	316	169	191	287	261	249	114	127	138	120	72	92	74	276	110	43	71	40	69	154	136	
	32%	34% ^m	42% ^{acdefg}	34% ^m	34% ^m	34% ^m	35% ^m	33%	44% ^{acdefg}	34%	34%	40% ^m	34%	26%	32%	32%	31%	33%	33%	30%	34%	34%	
The caller was offering something that seemed too good to be true	375	300	143	185	277	255	242	118	111	145	107	56	81	75	260	112	50	79	43	80	151	114	
	31%	32%	36% ^m	32%	33%	33%	34% ^m	34%	39% ^m	35% ^m	31%	31%	30%	27%	30%	33%	35%	36%	36%	34%	34%	28%	

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Prepared by Yonder



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Absolutes/col percents

Table 120
Q35. You said you had picked up a call on your landline and/or mobile that looked genuine but then turned out to be suspicious. What made you think that the call was suspicious?
Base: All who have picked up a call that looked genuine but then turned out to be suspicious

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Weighted base	1216	937	401	568	836	763	714	349	287	409	349	179	267	279	858	338	142	217	119	232	451	401	
The way the caller spoke did not sound like genuine human speech / it sounded like a bot	370 30%	304 32% ^m	133 33% ^m	216 38% ^{defm}	260 31% ^m	243 32% ^m	228 32% ^m	114 33% ^m	95 33% ^m	149 37% ^m	125 36% ^m	57 32%	101 38% ^m	66 24%	262 31%	102 30%	45 31%	64 30%	40 34%	67 29%	138 31%	131 33%	
The organisation was not familiar to me	328 27%	250 27%	120 30%	168 30%	222 27%	207 27%	199 28%	95 27%	83 29%	117 29%	113 32%	54 30%	90 34% ^{ad}	78 28%	209 24%	115 34% ⁿ	48 34% ⁿ	81 38% ⁿ	36 30%	55 24%	132 29%	112 28%	
A sense of urgency on the call	198 16%	156 17%	82 20%	99 17%	142 17%	129 17%	119 17%	74 21%	61 21%	78 19%	54 17%	31 17%	45 17%	42 15%	133 15%	63 19%	24 17%	40 19%	21 18%	32 14%	71 16%	69 17%	
Another reason (please specify)	68 6%	47 5%	24 6%	24 4%	41 5%	38 5%	38 5%	10 3%	17 6%	14 3%	21 6%	15 8% ^{gi}	17 6%	21 7% ^{gi}	45 5%	23 7%	8 6%	15 7%	13 11% ⁿ	14 6%	35 8% ^u	14 3%	
Don't know	25 2%	14 1%	5 1%	6 1%	13 2%	12 2%	12 2%	5 1%	4 1%	5 1%	3 1%	2 1%	2 *	11 4% ^{abcd}	18 2%	8 2%	4 3%	2 1%	5 4%	3 1%	10 2%	10 2%	

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Table 121
Q36. 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?

Summary table

Base: All mobile users/ All landline users/ All receiving any type of suspicious texts or calls

	Text (e.g. SMS, iMessage, RCS chat) on your mobile	App-based message (e.g. WhatsApp) on your mobile	Call on your mobile	Call on your landline	NET: Any message/call
Unweighted base	2052	2052	2052	953	2128
Weighted base	2044	2044	2044	955	2121
Effective base	1707	1707	1707	806	1769
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	904 44%	1429 70%	1256 61%	498 52%	686 32%
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	1036 51%	378 19%	-	-	1113 52%
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	-	-	556 27%	350 37%	770 36%
Live voice call, (e.g. telling you there is a problem with your internet service)	-	-	390 19%	237 25%	536 25%
Message from an organisation which asks me to call a number	277 14%	213 10%	-	-	407 19%
NET: Any suspicious message	1139 56%	540 26%	788 39%	457 48%	1435 68%

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Absolutes/col percents

Table 122
Q36. 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?
Text (e.g. SMS, iMessage, RCS chat) on your mobile
Base: All mobile users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	904	91	127	143	153	309	81	218	296	309	81	37	38	184	206	454	450	480	425	49	84	75	75	60	96	98	140	78	755	46	83	20	336	568	
	44%	33%	39%	44%a	44%a	49%abd	56%abc	36%	44%g	49%g	56%gh	35%	30%	49%kl	52%kl	45%	43%	42%	47%q	60%tuvwyB	37%	44%	43%	42%	48%t	38%	48%ty	44%	44%F	46%	49%F	34%	40%	47%G	
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	1036	162	184	163	180	296	50	346	343	296	50	63	75	173	174	490	545	611	425	31	132	81	90	77	93	142	143	84	874	51	75	36	444	592	
	51%	59%cef	56%ef	50%f	52%f	47%f	35%	58%hij	51%j	47%j	35%	60%mn	60%mn	46%	44%	49%	52%	53%r	47%	39%	58%sx	48%	52%	54%sa	47%	55%sa	49%	48%	51%	52%	45%	59%E	53%	49%	
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Live voice call, (e.g. telling you there is a problem with your internet service)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Message from an organisation which asks me to call a number	277	39	44	34	48	85	27	84	82	85	27	16	18	59	52	134	143	168	109	7	34	23	24	18	26	44	39	27	244	7	15	11	122	154	
	14%	14%	14%	10%	14%	14%	18%bc	14%	12%	14%	18%	15%	15%	16%	13%	13%	14%	15%	12%	9%	15%	14%	14%	13%	13%	17%	13%	15%	14%D	7%	9%	19%DE	15%	13%	
NET: Any suspicious message	1139	183	198	182	195	320	62	381	377	320	62	69	87	191	190	543	595	666	473	32	142	93	98	82	104	159	152	98	961	53	85	40	499	640	
	56%	67%cde	61%ef	56%f	56%f	51%	44%	64%hij	56%j	51%	44%	65%mn	70%mn	51%	48%	55%	57%	58%r	53%	40%	63%saA	56%sa	57%sa	58%sa	52%sa	62%saA	52%	56%sa	56%sa	54%	51%	66%CE	60%H	53%	

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 123
Q36. 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?
Text (e.g. SMS, iMessage, RCS chat) on your mobile
Base: All mobile users

	Experience of suspicious texts/calls			Mobile							Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661	1532	483	216	314	155	384	797	651
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540	1295	383	164	251	119	296	656	575
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	904	253	126	163	169	74	-	74	72	89	129	70	100	651	679	206	89	142	72	165	346	278
	44%	18%defg	24%adefgi	22%adefgi	13%ef	6%f	-	14%ef	18%def	16%ef	31%abcdeghi	31%acdefghi	32%abcdeghijkl	100%abcdeghijkl	45%	43%	41%	46%	44%	43%	46%	41%
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	1036	1036	354	521	1036	1036	1036	412	280	429	253	136	186	-	763	256	123	152	86	195	370	364
	51%	74%bjklm	68%ilm	71%ijklm	79%abchjklm	85%abcdghijklm	91%abcdeghijklm	76%bjklm	72%ijklm	77%bcjklm	61%lm	61%lm	60%lm	-	50%	53%	56%	50%	53%	51%	49%	54%
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Live voice call, (e.g. telling you there is a problem with your internet service)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Message from an organisation which asks me to call a number	277	277	149	160	277	277	277	127	126	133	79	54	58	-	197	79	35	49	26	59	106	86
	14%	20%lm	29%acdejl	22%lm	21%lm	23%lm	24%alm	23%lm	32%acdefgijlm	24%lm	19%lm	24%lm	18%lm	-	13%	16%	16%	16%	16%	15%	14%	13%
NET: Any suspicious message	1139	1139	397	569	1139	1139	1139	467	318	467	286	154	212	-	845	278	131	165	92	219	406	396
	56%	82%bcjklm	76%jlm	78%ijklm	87%abchjklm	94%abcdghijklm	100%abcdghijklm	86%abcjklm	82%ijklm	84%bcjklm	69%lm	69%lm	68%lm	-	55%	57%	59%	54%	56%	57%	54%	59%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 124
Q36. 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?
App-based message (e.g. WhatsApp) on your mobile
Base: All mobile users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region									Nation					Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	1429	166	205	217	255	485	101	371	472	485	101	57	81	274	312	652	776	783	646	62	154	123	114	113	139	157	208	132	1203	67	119	40	588	841	
	70%	61%	63%	67%	73%ab	77%abc	70%	62%	70%g	77%gh	70%	54%	65%	73%k	79%kl	65%	74%o	68%	72%	77%y	68%	73%y	66%	79%ty	69%	61%	71%y	75%y	70%	68%	70%	67%	70%	70%	
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	378	79	88	63	60	76	13	166	123	76	13	35	34	51	39	213	165	232	147	13	44	26	29	19	37	61	54	36	318	16	31	13	177	201	
	19%	29%cde	27%cde	19%ef	17%ef	12%	9%	28%hij	18%ij	12%	9%	33%mn	27%mn	13%	10%	21%p	16%	20%r	16%	16%	19%	15%	17%	14%	18%	24%uw	18%	21%	19%	16%	19%	21%	21%h	17%	
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Live voice call, (e.g. telling you there is a problem with your internet service)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Message from an organisation which asks me to call a number	213	35	44	44	36	43	11	79	80	43	11	17	12	30	25	123	90	130	83	8	22	13	28	12	20	38	24	14	179	11	15	8	92	121	
	10%	13%e	13%e	14%e	10%	7%	8%	13%i	12%j	7%	8%	16%mn	9%	8%	6%	12%p	9%	11%	9%	10%	10%	7%	16%uAB	9%	10%	15%uA	8%	8%	10%	11%	9%	13%	11%	10%	
NET: Any suspicious message	540	105	119	102	84	109	22	224	186	109	22	46	44	74	57	306	235	331	210	18	60	35	51	27	50	95	69	43	449	27	46	19	245	295	
	26%	38%def	37%def	31%ef	24%ef	17%	15%	37%hij	28%ij	17%	15%	43%mn	35%mn	20%	14%	31%p	22%	29%r	23%	22%	26%	21%	30%	19%	25%	37%stu	24%	25%	26%	28%	27%	31%	29%H	24%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 125
Q36. 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?
App-based message (e.g. WhatsApp) on your mobile
Base: All mobile users

	Experience of suspicious texts/calls Total			Mobile					Landline					Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661	1532	483	216	314	155	384	797	651
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540	1295	383	164	251	119	296	656	575
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	1429	812	297	378	747	657	657	-	204	258	229	129	177	617	1064	336	150	221	117	260	549	450
	70%	58%cegi	57%gi	52%g	57%csgi	54%gi	58%csgi	-	52%g	46%g	55%gi	58%gi	57%gi	35%abdefghijkl	70%	70%	68%	72%	71%	68%	73%u	67%
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	378	378	141	239	378	378	323	378	125	214	107	52	76	-	290	84	49	45	28	68	118	157
	19%	27%cm	27%cm	33%abjklm	29%cm	31%aklm	28%cm	70%abdefghijklm	32%klm	39%abdefjklm	26%cm	23%cm	24%cm	-	19%	17%	22%q	15%	17%	18%	16%	23%t
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Live voice call, (e.g. telling you there is a problem with your internet service)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Message from an organisation which asks me to call a number	213	213	95	126	213	213	185	213	83	115	58	31	41	-	173	39	20	25	11	47	73	74
	10%	15%cm	18%cm	17%cm	16%cm	18%cm	16%cm	39%abdefghijklm	21%adfkjlm	21%adfkjlm	14%cm	14%cm	13%cm	-	11%	8%	9%	8%	7%	12%	10%	11%
NET: Any suspicious message	540	540	203	323	540	540	467	540	179	289	154	76	108	-	420	115	63	64	37	106	173	213
	26%	39%cm	39%cm	44%ajklm	41%cm	45%abjklm	41%cm	100%abdefghijklm	46%ajklm	52%abdefjklm	37%cm	34%cm	35%cm	-	28%q	24%	29%	21%	22%	28%	23%	32%t

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 126
Q36. 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?
Call on your mobile
Base: All mobile users

	Age 1						Age 2					Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256	
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209	
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032	
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	1256	139	172	188	217	434	105	312	405	434	105	52	57	249	290	593	663	671	584	55	131	103	97	84	125	138	198	115	1046	63	109	39	491	764	
	61%	51%	53%	58%	62%ab	69%abc	73%abcd	52%	60%g	69%gh	73%gh	49%	46%	66%kl	73%kl	59%	63%	59%	65%q	67%	58%	61%	56%	59%	63%	54%	68%tvy	65%y	61%	64%	64%	64%	59%	63%	
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	556	82	115	94	90	147	29	197	184	147	29	30	43	93	83	285	271	348	208	12	67	51	56	39	54	78	75	45	477	26	40	13	256	300	
	27%	30%f	35%def	29%	26%	23%	20%	33%ij	27%	23%	20%	28%	34%n	25%	21%	29%	26%	30%r	23%	14%	30%st	30%st	32%st	28%st	27%st	30%st	26%st	26%	28%	27%	24%	21%	31%h	25%	
Live voice call, (e.g. telling you there is a problem with your internet service)	390	74	72	68	63	97	16	146	132	97	16	35	35	66	47	207	183	229	161	17	54	26	37	33	39	55	44	28	333	15	31	11	160	230	
	19%	27%def	22%ef	21%ef	18%	15%	11%	24%ij	20%j	15%	11%	33%mn	28%mn	17%n	12%	21%	17%	20%	18%	21%	24%A	15%	21%	23%	20%	22%	15%	16%	19%	15%	19%	19%	19%	19%	
Message from an organisation which asks me to call a number	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Any suspicious message	788	134	153	136	131	195	38	287	267	195	38	54	68	126	107	405	383	475	313	27	96	65	75	59	74	119	94	61	671	36	60	22	344	444	
	39%	49%def	47%def	42%ef	38%f	31%	27%	48%hij	40%ij	31%	27%	51%mn	54%mn	34%	27%	41%	37%	41%r	35%	33%	42%A	39%	44%A	41%	37%	46%AB	32%	35%	39%	36%	36%	36%	41%	37%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H



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Absolutes/col percents

Table 127
Q36. 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?
Call on your mobile
Base: All mobile users

	Experience of suspicious texts/calls			Mobile							Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability			
	Total	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	401	220	300	661	1532	483	216	314	155	384	797	651	
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	415	224	312	651	1524	484	220	307	164	385	752	674	
Effective base	1707	1167	430	600	1094	1014	951	452	313	337	187	255	540	1295	383	164	251	119	296	656	575	
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	1296 61%	605 43%bcghi	102 20%hi	143 20%hi	520 40%bcghi	520 43%bcghi	491 43%bcghi	152 28%bchi	-	176 42%bcghi	102 46%bcghi	143 46%bcghi	651 100%abcghijkl	941 62%	294 61%	124 56%	202 66%	96 59%	230 60%	471 63%	399 59%	
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	556 27%	556 40%km	188 36%lm	556 76%abdefghijklm	556 43%bkcm	504 42%kcm	467 41%kcm	289 54%abdefhijklm	158 40%kcm	556 100%abdefghijklm	161 39%kcm	66 29%lm	136 44%kcm	-	403 26%	143 29%	73 33%q	74 24%	53 32%	107 28%	200 27%	205 30%
Live voice call, (e.g. telling you there is a problem with your internet service)	390 19%	390 28%lm	390 75%acdefghijklm	191 26%lm	390 30%lm	331 27%lm	318 28%lm	179 33%acdefghijklm	390 100%abdefghijklm	158 28%lm	127 31%lm	92 41%acdefghijklm	75 24%lm	-	287 19%	93 19%	44 20%	57 19%	34 21%	78 20%	132 18%	135 20%
Message from an organisation which asks me to call a number	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Any suspicious message	788 39%	788 57%lm	420 80%adefghijklm	589 80%adefghijklm	788 60%lm	693 57%lm	649 57%lm	389 72%adefghijklm	390 100%abcdefghijklm	556 100%abcdefghijklm	239 58%lm	122 54%lm	169 54%lm	-	583 38%	190 39%	96 44%	105 34%	68 41%	154 40%	281 37%	275 41%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 128
Q36. 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?
Call on your landline
Base: All landline users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	953	84	81	91	160	408	129	165	251	408	129	38	38	277	259	494	457	494	459	40	100	73	66	50	106	131	131	88	785	54	69	45	282	595	
Weighted base	955	95	93	93	153	397	124	188	246	397	124	45*	41*	257	264	482	471	515	439	37*	104	73	83	52*	108	143	125	88	814	44*	74	23*	293	585	
Effective base	806	67	70	74	135	352	113	137	208	352	113	30	31	242	224	421	384	423	384	35	90	65	56	46	89	109	115	75	673	49	58	40	239	506	
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	498	42	59	57	79	206	54	100	137	206	54	16	17	128	132	257	240	261	236	18	56	34	32	27	54	69	80	46	416	29	38	15	166	297	
	52%	44%	63%af	62%af	52%	52%	44%	53%	56%aj	52%	44%	36%	42%	50%	50%	53%	51%	51%	54%	47%	54%	47%	38%	52%	50%	48%	64%auvx	52%	51%	68%C	51%	63%	57%	51%	
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	350	37	30	27	63	136	58	67	89	136	58	18	18	93	101	168	182	194	156	14	30	29	36	19	46	61	39	34	308	8	28	6	96	217	
	37%	39%	32%	29%	41%	34%	46%ce	36%	36%	34%	46%ei	40%	44%	36%	38%	35%	39%	38%	35%	37%	29%	39%	44%	36%	42%	43%il	31%	39%	38%D	20%	38%D	25%	33%	37%	
Live voice call, (e.g. telling you there is a problem with your internet service)	237	23	7	11	26	126	45	30	37	126	45	14	8	87	84	120	117	143	94	9	31	23	24	17	24	26	20	28	202	13	17	5	67	157	
	25%	24%b	8%	12%	17%	32%bcd	37%bcd	16%	15%	32%gh	37%gh	31%	20%	34%	32%	25%	25%	28%fr	21%	24%	30%A	32%ya	29%	32%A	22%	18%	16%	32%ya	25%	30%	23%	20%	23%	27%	
Message from an organisation which asks me to call a number	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Any suspicious message	457	53	34	35	74	191	70	88	109	191	70	29	24	129	131	225	232	254	203	20	48	38	52	25	55	74	45	43	398	14	37	8	127	288	
	48%	56%bc	37%	38%	48%	48%	56%bc	47%	44%	48%	56%h	64%	58%	50%	50%	47%	49%	49%	46%	53%	46%	53%A	62%A	48%	50%A	52%A	36%	48%	49%D	32%	49%	37%	43%	49%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base

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Absolutes/col percents

Table 129
Q36. 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?
Call on your landline
Base: All landline users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text (e)	App message (f)	SMS (g)	App (h)	Voice call (i)	Recorded message (j)	Any landline (k)	Voice call (l)	Recorded message (m)	None (n)	No (o)	NET: Yes (p)	Yes - mental condition (q)	Yes - physical condition (r)	Yes - disability/other (s)	Most financially vulnerable (t)	Potentially financially vulnerable (u)	Least financially vulnerable (v)
Unweighted base	953	644	298	414	517	479	450	206	148	202	440	236	334	309	693	238	86	171	77	159	416	267	
Weighted base	955	656	300	431	529	491	460	223	154	217	457	237	350	298	693	239	88	167	80	158	401	283	
Effective base	806	546	251	347	444	411	385	173	120	171	367	201	281	260	596	191	67	139	60	124	347	238	
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	498	199	27	55	199	190	174	69	27	55	-	-	-	298	371	111	44	80	41	78	217	133	
	52%	30% ^{bchijkl}	9% ^{ijkl}	13% ^{ijkl}	38% ^{abchijkl}	39% ^{abchijkl}	38% ^{abchijkl}	31% ^{bchijkl}	18% ^{bijkl}	25% ^{bcijkl}	-	-	-	100% ^{abcdeghijkl}	54%	46%	50%	48%	51%	49%	54%	47%	
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	350	350	166	350	244	223	212	108	75	136	350	130	350	-	250	95	34	66	31	57	141	120	
	37%	53% ^{defm}	55% ^{defm}	81% ^{abdefghikm}	46% ^m	45% ^m	46% ^m	49% ^m	49% ^m	63% ^{adefghm}	77% ^{abdefghikm}	55% ^{defm}	100% ^{abcdeghijklm}	-	36%	40%	38%	39%	39%	36%	35%	42%	
Live voice call, (e.g. telling you there is a problem with your internet service)	237	237	237	156	176	161	154	76	92	66	237	237	130	-	163	73	22	52	21	39	93	83	
	25%	36% ^m	79% ^{acdefghijlm}	36% ^m	33% ^m	33% ^m	34% ^m	34% ^m	60% ^{acdefghilm}	30% ^m	52% ^{acdefghilm}	100% ^{abcdeghijlm}	37% ^m	-	24%	30%	25%	31%	26%	25%	23%	29%	
Message from an organisation which asks me to call a number	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: Any suspicious message	457	457	273	376	330	301	286	154	127	161	457	237	350	-	322	129	44	87	40	80	184	150	
	48%	70% ^{defm}	91% ^{adefghim}	87% ^{adefghim}	62% ^m	61% ^m	62% ^m	69% ^m	82% ^{adefghm}	75% ^{defm}	100% ^{abcde fghim}	100% ^{abcde fghim}	100% ^{abcde fghim}	-	46%	54%	50%	52%	49%	51%	46%	53%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u



Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 130
Q36. 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?
NET: Any message/call
Base: All landline/mobile users

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	686	66	106	117	125	223	48	172	243	223	48	27	28	129	142	342	343	343	343	36	69	59	51	42	73	76	110	63	580	33	59	15	250	401	
	32%	23%	31%a	36%a	35%a	32%a	27%	35%g	35%g	32%	23%	21%	33%k	35%kl	33%	32%	29%	37%q	42%tv	30%	34%	28%	28%	36%	28%	37%ey	35%	32%F	33%	34%	23%	30%	33%		
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	1113	174	203	176	192	311	57	377	367	311	57	68	79	183	185	536	576	655	458	34	134	86	96	81	98	159	155	95	939	54	83	38	486	627	
	52%	59%ef	59%ef	53%l	53%l	48%l	38%	59%j	53%j	48%j	38%	59%n	59%mn	47%	46%	52%	53%	55%r	49%	40%	58%g	50%	52%	54%	48%	57%g	52%	52%	53%	53%	48%	61%E	58%H	52%	
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	770	104	133	110	125	228	70	237	234	228	70	42	52	150	148	381	389	461	309	24	87	65	84	52	80	113	94	69	668	31	55	16	294	438	
	36%	36%	38%	33%	35%	35%	47%acd	37%	34%	35%	47%ghi	36%	39%	39%	36%	37%	36%	39%r	33%	28%	37%	38%	45%sa	35%	39%	41%A	32%	38%	37%F	31%	32%	26%	35%	36%	
Live voice call, (e.g. telling you there is a problem with your internet service)	536	81	77	70	71	182	55	158	141	182	55	38	38	126	110	278	258	324	212	21	70	45	50	43	52	71	54	51	458	23	40	16	201	321	
	25%	28%cd	22%	21%	20%	28%cd	25%	21%	28%h	37%gh	33%	28%	33%	27%	27%	24%	27%r	23%	25%	30%A	26%	27%A	29%A	26%	26%A	18%	28%A	26%	23%	23%	25%	24%	27%		
Message from an organisation which asks me to call a number	407	59	72	65	68	111	32	131	132	111	32	24	27	75	68	210	197	247	160	13	48	31	46	27	39	69	50	32	355	15	22	16	176	231	
	19%	20%	21%	20%	19%	17%	21%	21%	19%	17%	21%	20%	20%	19%	17%	20%	18%	21%	17%	15%	21%	18%	25%	18%	19%	25%A	17%	17%	20%E	15%	13%	25%DE	21%	19%	
NET: Any suspicious message	1435	226	240	212	233	421	102	467	445	421	102	89	106	258	265	694	741	846	589	49	164	114	133	107	131	200	188	120	1205	69	113	48	586	807	
	68%	77%bcd	69%	64%	65%	65%	68%	73%hi	65%	65%	68%	77%n	79%mn	67%	65%	67%	68%	71%r	63%	58%	70%g	66%	72%g	72%	64%	72%sa	63%	65%	68%	67%	66%	77%C	70%	67%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 131
Q36. 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?
NET: Any message/call
Base: All landline/mobile users

	Experience of suspicious texts/calls			Mobile							Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability			
	Total	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590
Not applicable, I am not aware that I have received any type of suspicious message or call in the last three months	686 32%	-	-	-	-	-	-	-	-	-	-	-	-	686 100% ghijkl	522 33%	148 29%	72 31%	103 33%	56 33%	139 35%u	273 35%u	193 28%
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	1113 52%	1113 78% bjklm	377 70% jkim	567 74% jkim	1113 85% abchjklm	1113 92% abcdhijklm	1058 93% abcdhijklm	490 91% abcdhijklm	301 77% bjklm	469 84% abchjklm	279 61% m	147 62% m	207 59% m	-	822 52%	274 54%	135 59%	162 51%	89 52%	210 52%	387 49%	402 58% t
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	770 36%	770 54% m	299 56% efm	770 100% abdefghjkm	664 51% m	608 50% m	569 50% m	323 60% adefhlm	191 49% m	556 100% abdefghjkm	376 82% abdefghkm	156 66% abdefhlm	350 100% abdefghjkm	-	559 35%	200 40%	91 39%	115 36%	69 40%	148 37%	284 36%	273 39%
Live voice call, (e.g. telling you there is a problem with your internet service)	536 25%	536 37% m	536 100% acdefghijlm	299 39% m	475 36% m	414 34% m	397 35% m	203 38% m	390 100% acdefghijlm	188 34% m	273 60% acdefghlm	237 100% acdefghijlm	166 47% acdefghim	-	384 24%	141 28%	53 23%	93 29%	44 26%	97 24%	185 24%	191 28%
Message from an organisation which asks me to call a number	407 19%	407 28% m	192 36% ajlm	240 31% lm	407 31% ajlm	407 34% ajlm	379 33% ajlm	257 47% abcdefijklm	160 41% acdefghijklm	205 37% adajlm	117 26% m	70 30% m	86 24% m	-	302 19%	103 20%	46 20%	62 19%	32 19%	88 22%	146 19%	133 19%
NET: Any suspicious message	1435 68%	1435 100% m	536 100% m	770 100% m	1308 100% m	1213 100% m	1139 100% m	540 100% m	390 100% m	556 100% m	457 100% m	237 100% m	350 100% m	-	1055 67%	355 71%	158 69%	214 67%	115 67%	264 65%	511 65%	500 72% st

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 132
Q36. Overlap of suspicious calls
Base: All landline/mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (l)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2128	258	317	346	379	674	154	575	725	674	154	110	113	422	405	1075	1050	1160	968	89	228	176	148	127	194	261	311	178	1712	126	162	128	796	1256	
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209	
Effective base	1769	214	269	276	309	574	135	483	586	574	135	91	93	360	349	904	866	989	779	75	199	153	126	108	159	217	275	152	1451	107	137	110	676	1032	
NET: Message/live call (incl. recorded message)	1435	226	240	212	233	421	102	467	445	421	102	89	106	258	265	694	741	846	589	49	164	114	133	107	131	200	188	120	1205	69	113	48	586	807	
SMS Text message	1036	162	184	163	180	296	50	346	343	296	50	63	75	173	174	490	545	611	425	31	132	81	90	77	93	142	143	84	874	51	75	36	444	592	
App-based text message	378	79	88	63	60	76	13	166	123	76	13	35	34	51	39	213	165	232	147	13	44	26	29	19	37	61	54	36	318	16	31	13	177	201	
Mobile - Recorded message	556	82	115	94	90	147	29	197	184	147	29	30	43	93	83	285	271	348	208	12	67	51	56	39	54	78	75	45	477	26	40	13	256	300	
Mobile - Live voice call	390	74	72	68	63	97	16	146	132	97	16	35	35	66	47	207	183	229	161	17	54	26	37	33	39	55	44	28	333	15	31	11	160	230	
Landline - Recorded message	350	37	30	27	63	136	58	67	89	136	58	18	18	93	101	168	182	194	156	14	30	29	36	19	46	61	39	34	308	8	28	6	96	217	
Landline - Live voice call	237	23	7	11	26	45	30	37	126	45	30	8	87	84	120	117	143	94	9	31	23	24	17	24	26	20	28	202	13	17	5	67	157		
Text message from an organisation which asks me to call a number	277	39	44	34	48	85	27	84	82	85	27	16	18	59	52	134	143	168	109	7	34	23	24	18	26	44	39	27	244	7	15	11	122	154	
App-based message from an organisation which asks me to call a number	213	35	44	44	36	43	11	79	80	43	11	17	12	30	25	123	90	130	83	8	22	13	28	12	20	38	24	14	179	11	15	8	92	121	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 132
Q36. Overlap of suspicious calls
Base: All landline/mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Weighted base	2121	292	346	329	359	644	150	639	688	644	150	116	134	387	407	1036	1084	1189	933	85	233	173	185	149	203	276	297	183	1785	102	172	62	835	1209		
NET: Text message	1139	183	198	182	195	320	62	381	377	320	62	69	87	191	190	543	595	666	473	32	142	93	98	82	104	159	152	98	961	53	85	40	499	640		
	54%	62%ef	57%ef	55%ef	54%ef	50%	42%	60%ij	55%j	50%	42%	60%kn	65%mn	49%	47%	52%	55%	56%r	51%	38%	61%SA	54%S	53%S	55%S	51%	58%S	51%S	54%S	54%	52%	50%	64%CE	60%H	53%		
NET: App-based text message	540	105	119	102	84	109	22	224	186	109	22	46	44	74	57	306	235	331	210	18	60	35	51	27	50	95	69	43	449	27	46	19	245	295		
	25%	36%def	35%def	31%def	23%ef	17%	14%	35%hij	27%ij	17%	14%	40%mn	33%mn	19%	14%	30%p	22%	28%r	22%	21%	26%	20%	28%	18%	25%	34%suw	23%AB	24%	25%	27%	27%	30%	29%H	24%		
NET: Message/live call (excl. recorded message)	1335	213	227	201	219	387	89	439	419	387	89	82	99	238	238	654	680	789	545	40	155	113	116	102	117	185	176	115	1119	65	107	44	570	752		
	63%	73%cde	66%	61%	61%	60%	60%	69%hij	61%	60%	60%	71%n	74%mn	62%	58%	63%	63%	66%r	58%	47%	67%S	65%S	63%S	68%S	58%	67%S	59%	63%S	63%	63%	62%	71%	68%H	62%		
Any	1435	226	240	212	233	421	102	467	445	421	102	89	106	258	265	694	741	846	589	49	164	114	133	107	131	200	188	120	1205	69	113	48	586	807		
	68%	77%bcd	69%	64%	65%	65%	68%	73%hi	65%	65%	68%	77%n	79%mn	67%	65%	67%	68%	71%r	63%	58%	70%S	66%	72%S	72%	64%	72%SA	63%	65%	68%	67%	66%	77%C	70%	67%		
None	686	66	106	117	125	223	48	172	243	223	48	27	28	129	142	342	343	343	343	36	69	59	51	42	73	76	110	63	580	33	59	15	250	401		
	32%	23%	31%a	36%a	35%a	35%a	32%a	27%	35%g	35%g	32%	23%	21%	33%l	35%kl	33%	32%	29%	37%q	42%tv	30%	34%	28%	28%	36%	28%	37%y	35%	32%F	33%	34%	23%	30%	33%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 133
Q36. Overlap of suspicious calls
Base: All landline/mobile users

	Experience of suspicious texts/calls														Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total				Mobile				Landline						No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)									
Unweighted base	2128	1430	536	749	1303	1208	1136	537	386	537	440	236	334	698	1583	505	226	326	163	403	830	668	
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693	
Effective base	1769	1197	444	626	1094	1014	951	452	313	450	367	201	281	572	1335	401	173	260	125	309	684	590	
NET: Message/live call (incl. recorded message)	1435	1435	536	770	1308	1213	1139	540	390	556	457	237	350	-	1055	355	158	214	115	264	511	500	
	68%	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	-	67%	71%	69%	67%	67%	65%	65%	72% _{st}	
SMS Text message	1036	1036	354	521	1036	1036	1036	412	280	429	253	136	186	-	763	256	123	152	86	195	370	364	
	49%	72% _{bcjklm}	66% _{ijklm}	68% _{ijklm}	79% _{abchjklm}	85% _{abcdghijklm}	91% _{abcdghijklm}	76% _{bcjklm}	72% _{ijklm}	77% _{abcjklm}	55% _m	57% _m	53% _m	-	48%	51%	54%	48%	50%	48%	47%	52%	
App-based text message	378	378	141	239	378	378	323	378	125	214	107	52	76	-	290	84	49	45	28	68	118	157	
	18%	26% _m	26% _m	31% _{ajklm}	29% _{ijklm}	31% _{ajklm}	28% _{lm}	70% _{abcdefhijklm}	32% _{ajklm}	39% _{abcdefhijklm}	23% _m	22% _m	22% _m	-	18%	17%	21% _q	14%	17%	17%	15%	23% _{st}	
Mobile - Recorded message	556	556	188	556	556	504	467	289	158	556	161	66	136	-	403	143	73	74	53	107	200	205	
	26%	39% _{km}	35% _m	72% _{abdefghijklm}	43% _{bjklm}	42% _{bjklm}	41% _{bkml}	54% _{abdefhijklm}	40% _{km}	100% _{abcdefhijklm}	35% _m	28% _m	39% _{km}	-	26%	28%	32% _q	23%	31%	27%	26%	30%	
Mobile - Live voice call	390	390	390	191	390	331	318	179	390	158	127	92	75	-	287	93	44	57	34	78	132	135	
	18%	27% _{lm}	73% _{acdefghijklm}	25% _m	30% _{clm}	27% _{lm}	28% _{lm}	33% _{acefghijklm}	100% _{abcdefgijklm}	28% _m	28% _m	39% _{acdefghijklm}	21% _m	-	18%	18%	19%	18%	20%	19%	17%	19%	
Landline - Recorded message	350	350	166	350	244	223	212	108	75	136	350	130	350	-	250	95	34	66	31	57	141	120	
	17%	24% _{defhm}	31% _{adeefghim}	45% _{abdefghim}	19% _m	18% _m	19% _m	20% _m	19% _m	24% _{defhm}	77% _{abcdefghiklm}	55% _{abcdeghiklm}	100% _{abcdefghiklm}	-	16%	19%	15%	21%	18%	14%	18%	17%	
Landline - Live voice call	237	237	237	156	176	161	154	76	92	66	237	237	130	-	163	73	22	52	21	39	93	83	
	11%	17% _{deim}	44% _{acdefghim}	20% _{adefghim}	13% _m	13% _m	14% _m	14% _m	23% _{adefghim}	12% _m	52% _{abcdeefghilm}	100% _{abcdefghijlm}	37% _{acdefghim}	-	10%	14% _n	9%	16% _{np}	12%	10%	12%	12%	
Text message from an organisation which asks me to call a number	277	277	149	160	277	277	277	127	126	133	79	54	58	-	197	79	35	49	26	59	106	86	
	13%	19% _m	26% _{acdeijlm}	21% _m	21% _m	23% _{ajlm}	24% _{ajlm}	23% _{ijlm}	32% _{acdefghijklm}	24% _{ajlm}	17% _m	23% _m	16% _m	-	12%	16%	15%	15%	15%	15%	14%	12%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u



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Absolutes/col percents

Table 133
Q36. Overlap of suspicious calls
Base: All landline/mobile users

	Experience of suspicious texts/calls				Mobile									Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Weighted base	2121	1435	536	770	1308	1213	1139	540	390	556	457	237	350	686	1578	504	230	318	171	404	783	693			
App-based message from an organisation which asks me to call a number	213	213	95	126	213	213	185	213	83	115	58	31	41	-	173	39	20	25	11	47	73	74			
	10%	15% _m	18% _{jm}	16% _m	16% _m	18% _{jm}	16% _m	39% _{abode} hijklm	21% _{ad} jklm	21% _{ad} ijklm	13% _m	13% _m	12% _m	-	11%	8%	9%	8%	7%	12%	9%	11%			
NET: Text message	1139	1139	397	569	1139	1139	1139	467	318	467	286	154	212	-	845	278	131	165	92	219	406	396			
	54%	79% _{bcjklm}	74% _{ijklm}	74% _{ijklm}	87% _{abchjklm}	94% _{abcdghjklm}	100% _{abodeghjklm}	86% _{abcjklm}	82% _{bcjklm}	84% _{abcjklm}	62% _m	65% _m	61% _m	-	54%	55%	57%	52%	54%	54%	52%	57%			
NET: App-based text message	540	540	203	323	540	540	467	540	179	289	154	76	108	-	420	115	63	64	37	106	173	213			
	25%	38% _{lm}	38% _m	42% _{ijklm}	41% _{ijklm}	45% _{abjklm}	41% _{ijklm}	100% _{abodeghjklm}	46% _{abjklm}	52% _{abcdeghjklm}	34% _m	32% _m	31% _m	-	27% _q	23%	27%	20%	21%	26%	22%	31% _t			
NET: Message/live call (excl. recorded message)	1335	1335	536	670	1274	1213	1139	540	390	522	383	237	276	-	980	331	147	201	108	244	466	477			
	63%	93% _{cjlm}	100% _{acdijlm}	87% _{lm}	97% _{acjilm}	100% _{acdijlm}	100% _{acdijlm}	100% _{acdijlm}	100% _{acdijlm}	94% _{acjilm}	84% _m	100% _{acdijlm}	79% _m	-	62%	66%	64%	63%	63%	61%	60%	69% _{st}			
Any	1435	1435	536	770	1308	1213	1139	540	390	556	457	237	350	-	1055	355	158	214	115	264	511	500			
	68%	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	100% _m	-	67%	71%	69%	67%	67%	65%	65%	72% _{st}			
None	686	-	-	-	-	-	-	-	-	-	-	-	-	686	522	148	72	103	56	139	273	193			
	32%	-	-	-	-	-	-	-	-	-	-	-	-	100% _{abodeghijkl}	33%	29%	31%	33%	33%	35% _u	35% _u	28%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 134
Q37. Thinking about suspicious SMS and/or APP messages, how often have you received each of these types of messages in the last three months? - Summary
Base: All who have received SMS or App messages

	SMS text on your mobile	App message on your mobile
Unweighted base	1038	378
Weighted base	1036	378
Effective base	872	318
Several times a day	20 2%	16 4%
At least once a day	44 4%	35 9%
At least a few times a week	108 10%	31 8%
At least once a week	152 15%	43 11%
At least once a month	349 34%	84 22%
Less often	314 30%	147 39%
Never	10 1%	6 2%
Don't know	39 4%	16 4%
NET: At least once a week	323 31%	125 33%
NET: At least once a month	673 65%	209 55%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 135
Q37. Thinking about suspicious SMS and/or APP messages, how often have you received each of these types of messages in the last three months? - SMS text on your mobile
Base: All who have received SMS messages

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-east Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	1038	142	168	181	187	308	52	310	368	308	52	57	66	188	172	509	528	592	446	33	126	83	72	66	87	136	147	86	836	61	71	70	428	610		
Weighted base	1036	162	184	163	180	296	50*	346	343	296	50*	63*	75	173	174	490	545	611	425	31**	132	81	90	77	93	142	143	84	874	51	75	36	444	592		
Effective base	872	122	140	147	157	263	47	263	304	263	47	46	60	163	148	435	438	502	371	29	110	72	63	54	71	122	130	76	719	51	60	59	373	499		
Several times a day	20	6	4	1	2	8	-	10	3	8	-	3	3	6	2	13	7	14	6	1	5	1	2	1	2	3	1	2	17	2	2	-	8	12		
	2%	4%	2%	1%	1%	3%	-	3%	1%	3%	-	5%	4%	3%	1%	3%	1%	2%	1%	2%	4%	1%	2%	2%	2%	2%	1%	2%	2%	3%	2%	-	2%	2%		
At least once a day	44	8	5	5	13	11	2	13	18	11	2	5	3	6	8	21	23	21	23	2	5	2	1	1	2	14	6	5	40	1	2	1	17	27		
	4%	5%	3%	3%	7%	4%	5%	4%	5%	4%	5%	7%	4%	3%	5%	4%	4%	4%	5%	8%	4%	3%	2%	1%	2%	10%vw	4%	6%	5%	1%	3%	3%	4%	5%		
At least a few times a week	108	21	26	16	13	25	7	47	28	25	7	6	13	21	11	62	46	60	47	6	11	10	13	5	10	21	10	5	92	5	7	4	45	63		
	10%	13%	14%	10%	7%	9%	14%	14%h	8%	9%	14%	10%	17%n	12%	6%	13%p	8%	10%	11%	20%	8%	12%	15%	7%	11%	15%	7%	6%	11%	10%	9%	11%	10%	11%		
At least once a week	152	13	20	26	24	53	16	33	50	53	16	5	5	41	27	82	68	91	61	6	23	7	15	14	13	24	17	9	127	11	8	6	64	88		
	15%	8%	11%	16%a	13%	18%a	de	10%	15%	18%g	32%ghi	8%	7%	24%kl	16%	17%	13%	15%	14%	19%	17%	8%	16%	18%	14%	17%	12%	11%	15%	22%	10%	16%	14%	15%		
At least once a month	349	54	68	57	56	108	7	121	113	108	7	19	22	50	65	150	200	211	138	5	44	30	36	34	30	42	50	28	300	13	27	10	165	184		
	34%	33%f	37%f	35%f	31%f	36%f	15%	35%j	33%j	36%j	15%	30%	29%	29%	37%	31%	37%	35%	32%	17%	33%	37%	40%	44%	32%	30%	35%	33%	34%	26%	35%	28%	37%	31%		
Less often	314	53	55	48	64	80	13	108	112	80	13	22	26	41	52	140	175	199	115	7	39	28	19	19	32	31	51	34	259	16	27	12	128	186		
	30%	33%	30%	30%	35%	27%	27%	31%	33%	27%	27%	35%	35%	24%	30%	29%	32%	33%	27%	22%	29%	34%	22%	25%	34%	21%	36%vy	40%vy	30%	32%	36%	35%	29%	31%		
Never	10	-	-	3	4	3	-	-	7	3	-	-	-	1	2	3	7	6	4	2	1	-	1	-	1	2	2	-	9	1	-	-	4	6		
	1%	-	-	2%	2%	1%	-	-	2%g	1%	-	-	-	1%	1%	1%	1%	1%	5%	1%	-	1%	-	1%	-	1%	1%	-	1%	2%	-	-	1%	1%		
Don't know	39	7	6	8	5	9	4	13	13	9	4	3	3	6	6	19	20	8	31	2	4	4	3	2	3	6	5	1	31	1	4	3	12	27		
	4%	4%	3%	5%	3%	3%	8%	4%	4%	3%	8%	4%	4%	4%	4%	4%	4%	4%	1%	7%q	7%	3%	5%	3%	3%	4%	4%	1%	4%	2%	5%	8%	3%	4%		
NET: At least once a week	323	48	55	47	51	97	25	103	98	97	25	19	24	74	48	179	144	186	137	15	44	19	31	21	27	62	35	21	276	19	18	11	134	189		
	31%	30%	30%	29%	29%	33%	50%abc	30%	29%	33%	50%ghi	30%	32%	43%kn	28%	36%p	26%	31%	32%	49%	33%	24%	35%	28%	29%	43%uvw	24%	25%	32%	37%	24%	30%	30%	32%		
NET: At least once a month	673	102	122	104	107	204	33	224	211	204	33	38	46	124	113	328	344	398	275	21	88	49	67	55	57	104	85	50	575	32	45	20	299	373		
	65%	63%	67%	64%	60%	69%d	65%	65%	62%	69%	65%	61%	61%	72%	65%	67%	63%	65%	65%	66%	67%	61%	74%A	72%	61%	73%AB	59%	59%	66%	63%	59%	57%	67%	63%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
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Absolutes/col percents

Table 136
Q37. Thinking about suspicious SMS and/or APP messages, how often have you received each of these types of messages in the last three months? - SMS text on your mobile
Base: All who have received SMS messages

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)				
Unweighted base	1038	1038	354	507	1038	1038	1038	411	281	415	240	132	176	765	258	121	159	86	201	385	354				
Weighted base	1036	1036	354	521	1036	1036	1036	412	280	429	253	136	186	763	256	123	152	86	195	370	364				
Effective base	872	872	289	428	872	872	872	343	225	349	202	110	151	649	210	94	132	69	164	314	316				
Several times a day	20 2%	20 2%	11 3%	15 3%	20 2%	20 2%	20 2%	11 3%	9 3%	13 3%	9 4%	5 4%	6 3%	16 2%	4 1%	3 2%	1 1%	-	3 1%	10 3%	4 1%				
At least once a day	44 4%	44 4%	16 4%	27 5%	44 4%	44 4%	44 4%	28 7%	14 5%	23 5%	20 8% ^{adef}	6 4%	17 9% ^{adef}	36 5%	8 3%	2 2%	5 3%	4 4%	9 4%	17 5%	14 4%				
At least a few times a week	108 10%	108 10%	45 13%	73 14%	108 10%	108 10%	108 10%	67 16% ^{adef}	38 14%	65 15% ^{adef}	29 12%	16 12%	22 12%	76 10%	30 12%	16 13%	17 11%	14 16%	16 8%	44 12%	42 11%				
At least once a week	152 15%	152 15%	59 17%	90 17%	152 15%	152 15%	152 15%	61 15%	45 16%	72 17%	46 18%	25 19%	37 20%	113 15%	36 14%	13 10%	28 18%	11 12%	30 15%	57 15%	56 15%				
At least once a month	349 34%	349 34%	124 35%	160 31%	349 34%	349 34%	349 34%	132 32%	100 36%	134 31%	76 30%	48 35%	51 27%	250 33%	92 36%	49 40%	53 35%	34 39%	63 32%	121 33%	122 34%				
Less often	314 30%	314 30% ^{bcghijk}	77 22%	130 25%	314 30% ^{bcghijk}	314 30% ^{bcghijk}	314 30% ^{bcghijk}	92 22%	57 20%	103 24%	56 22%	26 19%	44 23%	241 32%	70 27%	34 27%	41 27%	21 24%	66 34%	100 27%	115 31%				
Never	10 1%	10 1%	5 1%	1 *	10 1%	10 1%	10 1%	4 1%	5 2% ^c	1 *	3 1%	3 2% ^{ci}	-	6 1%	4 2%	1 1%	3 2%	1 1%	1 *	5 1%	3 1%				
Don't know	39 4%	39 4%	17 5%	24 5%	39 4%	39 4%	39 4%	19 5%	12 4%	17 4%	14 6%	7 5%	11 6%	26 3%	12 5%	5 4%	6 4%	3 3%	8 4%	16 4%	8 2%				
NET: At least once a week	323 31%	323 31%	131 37%	206 40% ^{adef}	323 31%	323 31%	323 31%	166 40% ^{adef}	106 38%	174 41% ^{adef}	104 41% ^{adef}	52 38%	81 44% ^{adef}	241 32%	78 31%	34 28%	50 33%	28 33%	58 29%	128 35%	116 32%				
NET: At least once a month	673 65%	673 65%	254 72% ^{adef}	366 70%	673 65%	673 65%	673 65%	298 72% ^{adef}	206 74% ^{adef}	308 72% ^{adef}	180 71%	100 74%	132 71%	490 64%	171 67%	83 68%	103 67%	62 72%	121 62%	249 67%	238 66%				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
 ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 137
Q37. Thinking about suspicious SMS and/or APP messages, how often have you received each of these types of messages in the last three months? - App message on your mobile
Base: All who have received App messages

	Age 1							Age 2				Age/Gender				Gender		Social Grade							Region							Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)				
Unweighted base	378	68	83	68	62	82	15	151	130	82	15	29	31	59	38	215	163	220	158	14	41	25	23	16	35	60	51	35	300	21	31	26	173	205				
Weighted base	378	79	88	63	60	76	13**	166	123	76	13**	35**	34**	51	39*	213	165	232	147	13**	44*	26**	29**	19**	37**	61	54*	36*	318	16**	31**	13**	26	177	201			
Effective base	318	57	72	57	52	68	14	129	109	68	14	22	28	52	31	181	137	186	133	12	35	22	19	15	28	53	45	31	257	19	27	23	152	165				
Several times a day	16	4	10	1	1	*	-	14	2	*	-	1	3	*	-	10	6	10	7	1	1	2	1	-	1	7	1	1	14	-	2	1	12	4				
	4%	6%	11%	cdc	1%	2%	1%	-	9%	hi	1%	1%	-	4%	9%	1%	-	5%	4%	4%	5%	6%	2%	-	2%	12%A	2%	1%	4%	-	5%	6%	7%h	2%				
At least once a day	35	6	11	7	9	2	-	17	15	2	-	6	-	2	-	27	7	22	12	-	8	-	3	2	1	9	3	4	30	1	3	-	14	21				
	9%	8%	12%	e	10%	15%	e	3%	-	10%	13%i	3%	-	17%	-	5%	-	13%p	4%	10%	8%	-	10%	12%	3%	14%	6%	11%	10%	9%	9%	-	8%	10%				
At least a few times a week	31	7	4	4	4	9	2	11	9	9	2	2	4	8	3	21	10	21	10	-	3	4	-	3	2	5	6	4	27	1	2	*	15	16				
	8%	9%	5%	7%	7%	12%	13%	7%	7%	12%	13%	7%	13%	16%	8%	10%	6%	9%	7%	-	7%	14%	-	14%	4%	9%	12%	8%	8%	7%	2%	8%	8%					
At least once a week	43	4	8	8	5	15	3	12	13	15	3	9	1	9	8	27	16	25	18	2	2	2	5	3	2	9	5	7	35	3	1	4	21	22				
	11%	5%	9%	13%	8%	19%a	21%	7%	11%	19%g	21%	9%	3%	18%	22%	13%	10%	11%	12%	15%	4%	8%	16%	13%	5%	15%	10%	18%	11%	17%	3%	31%	12%	11%				
At least once a month	84	16	20	16	11	19	2	36	27	19	2	5	7	12	9	47	37	49	35	3	13	4	7	5	15	9	8	5	68	4	11	1	45	39				
	22%	20%	23%	25%	19%	26%	13%	22%	22%	26%	13%	14%	20%	23%	24%	22%	22%	21%	24%	24%	29%	17%	23%	26%	40%	14%	16%	14%	22%	22%	34%	10%	25%	20%				
Less often	147	39	30	24	25	26	3	69	49	26	3	16	17	14	15	66	81	94	53	7	14	13	13	7	11	18	26	16	125	5	12	5	61	86				
	39%	49%	34%	38%	43%	34%	23%	41%	40%	34%	23%	46%	50%	28%	38%	31%	49%o	41%	36%	55%	32%	50%	46%	35%	31%	29%	49%y	44%	39%	33%	39%	37%	34%	43%				
Never	6	*	-	-	3	1	1	*	3	1	1	-	*	1	1	2	4	6	1	-	2	-	-	-	1	-	1	-	4	1	1	-	4	2				
	2%	1%	-	-	5%	2%	10%	*	2%	2%	10%	-	1%	3%	3%	1%	3%	2%	*	-	4%	-	-	-	3%	-	3%	-	1%	6%	3%	-	2%	1%				
Don't know	16	2	4	4	1	2	3	7	5	2	3	1	3	1	13	4	5	11	11	-	2	1	1	-	4	4	2	-	14	1	-	2	5	11				
	4%	3%	5%	6%	2%	3%	21%	4%	4%	3%	21%	4%	3%	7%	4%	6%	2%	8%q	-	4%	3%	3%	-	12%	7%	3%	-	4%	4%	1%	-	14%	3%	5%				
NET: At least once a week	125	21	33	20	19	27	4	54	39	27	4	13	8	20	12	86	39	77	47	3	14	8	8	7	5	31	16	15	107	6	8	5	62	62				
	33%	27%	38%	32%	32%	35%	33%	33%	32%	35%	33%	37%	25%	39%	30%	40%p	24%	33%	32%	21%	31%	30%	28%	39%	15%	50%A	30%	42%	34%	34%	24%	39%	35%	31%				
NET: At least once a month	209	37	53	36	30	46	6	90	66	46	6	18	15	31	21	133	76	127	82	6	26	12	14	12	20	39	24	20	175	9	18	6	107	102				
	55%	47%	61%	57%	51%	61%	46%	54%	54%	61%	46%	50%	45%	62%	54%	62%p	46%	55%	56%	45%	60%	47%	51%	65%	55%	64%	45%	56%	55%	57%	58%	49%	60%	51%				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 138
Q37. Thinking about suspicious SMS and/or APP messages, how often have you received each of these types of messages in the last three months? - App message on your mobile
Base: All who have received App messages

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	378	378	132	228	378	378	323	378	116	205	94	47	67	289	84	44	51	28	72	121	152	
Weighted base	378	378	141	239	378	378	323	378	125	214	107	52*	76	290	84	49*	45*	28**	68	118	157	
Effective base	318	318	106	191	318	318	269	318	93	172	76	36	56	249	65	34	43	21	55	98	134	
Several times a day	16 4%	16 4%	4 3%	15 6%	16 4%	16 4%	11 4%	16 4%	3 2%	14 6%	9 9%	2 3%	8 10%bh	15 5%	1 2%	1 2%	1 3%	-	3 4%	4 4%	8 5%	
At least once a day	35 9%	35 9%	12 9%	21 9%	35 9%	35 9%	26 8%	35 9%	12 10%	19 9%	9 8%	3 6%	6 8%	32 11%o	2 3%	1 2%	1 3%	2 9%	5 8%	12 10%	16 10%	
At least a few times a week	31 8%	31 8%	6 4%	25 10%	31 8%	31 8%	24 7%	31 8%	5 4%	25 11%bh	10 10%	1 2%	9 13%	24 8%	5 6%	1 1%	3 7%	3 11%	2 3%	13 11%	15 9%	
At least once a week	43 11%	43 11%	13 10%	26 11%	43 11%	43 11%	38 12%	43 11%	12 9%	22 10%	13 12%	9 17%	7 9%	33 11%	10 12%	3 6%	8 17%	4 14%	8 11%	18 15%	17 11%	
At least once a month	84 22%	84 22%	31 22%	50 21%	84 22%	84 22%	74 23%	84 22%	29 23%	43 20%	26 24%	11 21%	20 26%	65 22%	19 22%	13 27%	6 14%	5 17%	18 26%	23 20%	36 23%	
Less often	147 39%	147 39%	66 47%l	87 36%	147 39%	147 39%	128 40%	147 39%	59 47%	77 36%	36 34%	24 47%	23 31%	102 35%	42 51%n	29 59%n	23 52%n	12 42%	27 40%	41 35%	60 38%	
Never	6 2%	6 2%	1 *	4 2%	6 2%	6 2%	6 2%	6 2%	1 *	4 2%	-	-	-	6 2%	-	-	-	-	1 1%	2 1%	2 1%	
Don't know	16 4%	16 4%	8 6%	12 5%	16 4%	16 4%	16 5%	16 4%	6 5%	11 5%	4 4%	3 5%	3 4%	12 4%	4 5%	1 2%	2 3%	2 7%	4 6%	5 4%	3 2%	
NET: At least once a week	125 33%	125 33%	35 25%	86 36%	125 33%	125 33%	99 31%	125 33%	32 25%	79 37%b	41 39%	14 27%	30 39%	104 36%op	19 22%	6 12%	13 30%	10 34%	18 26%	47 40%	56 36%	
NET: At least once a month	209 55%	209 55%	66 47%	136 57%	209 55%	209 55%	173 54%	209 55%	60 48%	122 57%	67 63%b	24 47%	50 66%bh	169 58%p	37 45%	19 39%	20 44%	15 51%	36 53%	70 59%	92 58%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 139
Q38. Thinking about suspicious recorded messages, how often have you received these types of message in the last three months? - Summary
Base: All who have received suspicious recorded messages on mobile/on landline

	Recorded message on mobile	Recorded message on landline
Unweighted base	537	334
Weighted base	556	350
Effective base	450	281
Several times a day	13 2%	17 5%
At least once a day	27 5%	38 11%
At least a few times a week	70 13%	54 16%
At least once a week	64 12%	79 23%
At least once a month	136 25%	71 20%
Less often	185 33%	74 21%
Never	29 5%	9 3%
Don't know	31 6%	7 2%
NET: At least once a week	175 31%	189 54%
NET: At least once a month	311 56%	260 74%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 140
Q38. Thinking about suspicious recorded messages, how often have you received these types of message in the last three months? - Recorded message on mobile
Base: All who have received suspicious recorded messages on mobile

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	537	68	105	96	92	146	30	173	188	146	30	26	35	93	83	280	257	323	214	13	62	46	39	31	52	77	74	45	439	32	38	28	236	301	
Weighted base	556	82	115	94	90	147	29**	197	184	147	29**	30**	43**	93	83	285	271	348	208	12**	67	51*	56*	39**	54*	78	75	45*	477	26**	40*	13**	256	300	
Effective base	450	54	90	82	77	124	27	143	159	124	27	20	28	81	70	240	210	276	175	12	54	39	32	29	43	69	63	40	373	28	35	24	199	252	
Several times a day	13	4	6	-	2	1	-	11	2	1	-	1	3	-	1	4	9	8	5	-	3	2	2	-	-	2	1	-	10	1	2	*	7	6	
	2%	5%	5%ce	-	2%	1%	-	5%hi	1%	1%	-	4%	7%	-	1%	3%	2%	2%	-	4%	4%	2%	4%	-	-	3%	1%	-	2%	4%	4%	3%	3%	2%	
At least once a day	27	8	10	1	4	4	-	18	5	4	-	3	5	3	1	16	11	20	7	1	3	-	2	3	3	4	3	3	21	1	5	-	18	9	
	5%	10%ce	9%c	1%	4%	3%	-	9%hi	3%	3%	-	11%	12%	3%	1%	6%	4%	6%	3%	7%	5%	-	3%	7%	3%	4%	3%	6%	4%	5%	12%C	-	7%	3%	
At least a few times a week	70	9	13	14	6	24	3	22	21	24	3	3	6	16	11	43	27	46	24	1	8	11	3	4	7	11	7	8	62	4	3	1	31	39	
	13%	11%	12%	15%	7%	16%	11%	11%	11%	16%	11%	10%	14%	17%	13%	15%	10%	13%	12%	8%	12%	22%	6%	11%	13%	15%	10%	19%	13%	16%	7%	10%	12%	13%	
At least once a week	64	7	8	13	12	20	5	15	25	20	5	2	5	20	4	37	27	34	31	3	6	3	10	8	3	11	7	3	55	1	5	4	25	39	
	12%	9%	7%	14%	13%	14%	17%	8%	14%	14%	17%	7%	12%	22%n	5%	13%	10%	10%	15%	26%	9%	6%	17%	21%	6%	14%	10%	7%	12%	11%	4%	12%	29%	10%	13%
At least once a month	136	15	28	24	25	36	8	43	48	36	8	5	7	24	20	75	61	94	43	3	21	10	10	7	17	16	24	12	119	6	9	2	61	75	
	25%	18%	25%	25%	27%	25%	29%	22%	26%	25%	29%	15%	16%	24%	26%	23%	27%	21%	27%	31%	20%	17%	19%	31%	20%	32%	26%	25%	24%	23%	14%	24%	24%	25%	
Less often	185	29	36	28	34	49	10	64	62	49	10	13	12	19	40	82	103	122	64	4	14	17	14	14	18	28	29	19	157	9	15	4	88	98	
	33%	35%	31%	30%	38%	34%	33%	34%	34%	33%	33%	45%	28%	20%	48%m	29%	38%o	35%	31%	33%	21%	34%	26%	35%	34%	36%	38%t	42%t	33%	35%	37%	34%	34%	33%	
Never	29	8	4	5	2	7	3	12	7	7	3	1	4	6	4	10	19	12	17	-	8	6	6	2	2	2	-	-	25	2	1	1	13	16	
	5%	10%	3%	5%	2%	5%	10%	6%	4%	5%	10%	4%	10%	6%	5%	4%	7%	4%	8%q	-	11%yAB	12%yAB	11%A	5%	3%	2%	-	-	5%	7%	2%	6%	5%	5%	
Don't know	31	2	10	9	5	6	-	12	14	6	-	1	5	1	18	13	13	18	18	-	5	1	8	1	5	4	4	-	28	1	1	1	14	17	
	6%	2%	8%	9%	6%	4%	-	6%	7%	4%	-	4%	2%	6%	5%	4%	5%	4%	9%q	-	8%	2%	15%B	3%	8%	5%	5%	-	6%	4%	3%	5%	5%	6%	
NET: At least once a week	175	29	37	28	24	48	8	66	52	48	8	9	19	39	18	100	74	108	67	5	20	16	17	15	13	29	18	14	148	8	14	5	81	94	
	31%	35%	32%	30%	27%	33%	27%	33%	29%	33%	27%	32%	45%	42%n	21%	35%	27%	31%	32%	41%	30%	31%	30%	39%	25%	37%	25%	32%	31%	29%	35%	41%	32%	31%	
NET: At least once a month	311	43	66	52	49	85	16	109	101	85	16	14	26	63	38	175	135	201	110	8	40	26	27	23	30	45	42	26	266	14	23	7	142	169	
	56%	53%	57%	55%	54%	58%	57%	55%	55%	58%	57%	47%	61%	68%n	46%	62%p	50%	58%	53%	67%	60%	52%	48%	58%	55%	57%	56%	58%	56%	53%	58%	56%	55%	56%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 141
Q38. Thinking about suspicious recorded messages, how often have you received these types of message in the last three months? - Recorded message on mobile
Base: All who have received suspicious recorded messages on mobile

	Experience of suspicious texts/calls				Mobile								Landline			Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Unweighted base	537	537	180	537	537	483	448	276	150	537	146	60	122	394	135	66	77	47	102	202	193			
Weighted base	556	556	188	556	556	504	467	289	158	556	161	66*	136	403	143	73	74	53*	107	200	205			
Effective base	450	450	151	450	450	404	373	232	124	450	123	49	105	335	108	51	64	38	78	168	170			
Several times a day	13 2%	13 2%	6 3%	13 2%	13 2%	13 3%	12 3%	11 4%	3 2%	13 2%	6 4%	3 5%	3 2%	9 2%	4 3%	3 5%	2 2%	-	1 1%	4 2%	6 3%			
At least once a day	27 5%	27 5%	9 5%	27 5%	27 5%	27 5%	18 4%	21 7%	7 5%	27 5%	12 8%	5 7%	10 8%	21 5%	6 4%	4 5%	4 6%	1 2%	3 3%	7 4%	12 6%			
At least a few times a week	70 13%	70 13%	28 15%	70 13%	70 13%	62 12%	59 13%	47 16%	23 14%	70 13%	23 14%	10 15%	19 14%	47 12%	21 15%	7 9%	13 15%	10 18%	11 10%	28 14%	24 12%			
At least once a week	64 12%	64 12%	23 12%	64 12%	64 12%	59 12%	55 12%	30 10%	21 13%	64 12%	24 15%	10 16%	20 15%	43 11%	22 15%	7 9%	11 15%	11 21%	15 14%	28 14%	19 9%			
At least once a month	136 25%	136 25%	51 27%	136 25%	136 25%	122 24%	114 24%	57 20%	45 29%	136 25%	33 20%	15 23%	30 22%	99 25%	33 23%	15 20%	20 27%	11 20%	21 19%	54 27%	52 25%			
Less often	185 33%	185 33%	52 28%	185 33%	185 33%	162 32%	153 33%	90 31%	43 27%	185 33%	48 30%	18 28%	41 30%	141 35%q	42 30%	29 39%q	16 22%	15 27%	33 31%	59 30%	79 38%			
Never	29 5%	29 5%	9 5%	29 5%	29 5%	29 6%	29 6%	14 5%	7 5%	29 5%	10 6%	3 4%	9 6%	25 6%	4 3%	4 5%	2 2%	3 5%	10 9%	10 5%	7 3%			
Don't know	31 6%	31 6%	9 5%	31 6%	31 6%	29 6%	27 6%	20 7%	8 5%	31 6%	5 3%	1 2%	3 2%	19 5%	9 6%	5 7%	5 7%	3 6%	13 12%tu	9 5%	6 3%			
NET: At least once a week	175 31%	175 31%	67 35%	175 31%	175 31%	162 32%	145 31%	109 38%	54 34%	175 31%	66 41%f	28 43%	53 39%	120 30%	53 37%	21 28%	31 42%	22 42%	30 28%	67 34%	61 30%			
NET: At least once a month	311 56%	311 56%	118 63%	311 56%	311 56%	284 56%	258 55%	166 57%	100 63%	311 56%	99 61%	43 66%	83 61%	219 54%	87 61%	35 48%	50 68%np	33 62%	51 48%	121 61%	113 55%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 142
Q38. Thinking about suspicious recorded messages, how often have you received these types of message in the last three months? - Recorded message on landline
Base: All who have received suspicious recorded messages on landline

	Age 1							Age 2				Age/Gender				Gender		Social Grade						Region						Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	334	32	26	23	63	135	55	58	86	135	55	16	15	98	92	167	167	181	153	13	29	27	28	18	44	55	36	34	284	10	26	14	93	207		
Weighted base	350	37**	30**	27**	63	136	58*	67*	89	136	58*	18**	18**	93	101	168	182	194	156	14**	30**	29**	36**	19**	46*	61*	39*	34*	308	8**	28**	6**	96	217		
Effective base	281	25	22	19	54	115	46	47	73	115	46	14	11	85	77	145	137	153	128	10	27	23	24	17	37	46	31	30	243	9	21	12	78	177		
Several times a day	17	3	10	1	-	2	1	13	1	2	1	3	-	3	1	10	7	13	5	-	1	3	4	-	2	6	2	-	17	-	-	-	5	6		
	5%	8%	33%	3%	-	2%	2%	19%hij	1%	2%	2%	17%	-	3%	1%	6%	4%	7%	3%	-	3%	10%	12%	-	4%	9%	4%	-	6%	-	-	-	5%	3%		
At least once a day	38	9	5	4	6	8	5	15	10	8	5	4	6	7	6	21	16	22	15	1	2	2	6	2	2	14	1	3	32	1	5	-	9	19		
	11%	25%	17%	16%	9%	6%	8%	22%k	11%	6%	8%	21%	31%	8%	6%	13%	9%	12%	10%	6%	7%	7%	15%	10%	4%	22%l	2%	9%	10%	9%	18%	-	9%	9%		
At least a few times a week	54	8	2	3	7	20	14	11	10	20	14	6	3	19	15	30	24	30	24	3	3	2	4	3	6	12	9	6	48	3	2	*	13	35		
	16%	22%	8%	12%	12%	15%	24%	16%	12%	15%	24%	31%	15%	20%	15%	18%	13%	15%	16%	21%	11%	8%	10%	17%	13%	20%	23%	17%	16%	40%	8%	8%	13%	16%		
At least once a week	79	4	2	7	9	42	15	6	16	42	15	1	3	26	31	32	47	49	30	6	9	5	2	7	10	7	12	12	70	1	8	1	26	43		
	23%	11%	5%	28%	14%	31%d	26%	9%	18%	31%g	26%g	7%	16%	28%	31%	19%	26%	25%	20%	41%	29%	16%	5%	38%	21%	11%	32%y	36%y	23%	7%	28%	23%	27%	20%		
At least once a month	71	8	3	3	16	28	14	11	19	28	14	2	6	22	20	38	33	39	32	1	10	8	7	5	9	12	4	5	61	2	7	1	21	48		
	20%	21%	9%	12%	25%	20%	24%	16%	21%	20%	24%	8%	31%	23%	20%	23%	18%	20%	21%	10%	33%	29%	18%	26%	19%	20%	11%	14%	20%	24%	25%	21%	22%	22%		
Less often	74	2	7	5	19	32	9	9	24	32	9	2	1	16	25	30	45	36	38	1	5	6	11	2	17	7	11	8	67	1	5	2	21	53		
	21%	7%	22%	18%	31%	23%	16%	13%	27%	23%	16%	10%	4%	17%	25%	18%	25%	19%	25%	5%	16%	22%	30%	9%	37%y	11%	28%	23%	22%	10%	17%	28%	22%	25%		
Never	9	1	1	-	2	4	-	2	2	4	-	1	-	1	3	4	5	4	4	-	-	2	2	-	1	2	-	-	8	1	-	-	-	7		
	3%	3%	4%	-	4%	3%	-	3%	3%	3%	-	7%	-	1%	3%	2%	3%	2%	3%	-	-	8%	6%	-	3%	3%	-	-	3%	9%	-	-	-	3%		
Don't know	7	1	*	2	3	-	-	1	6	-	-	-	-	-	3	4	1	6	2	-	-	-	1	-	-	-	-	5	-	1	1	2	5			
	2%	2%	2%	9%	5%e	-	-	2%	7%i	-	-	-	4%	-	2%	2%	1%	4%	16%	-	-	3%	-	-	-	2%	-	-	2%	-	4%	20%	2%	2%		
NET: At least once a week	189	25	19	16	22	73	34	44	38	73	34	14	11	55	52	94	95	114	75	10	15	12	15	12	19	39	24	21	167	5	15	2	52	103		
	54%	67%	64%	60%	35%	53%d	59%d	66%h	42%	53%	59%	75%	62%	58%	52%	56%	52%	59%	48%	69%	51%	41%	42%	65%	41%	63%k	61%	62%	54%	57%	54%	31%	55%	48%		
NET: At least once a month	260	33	22	19	38	100	48	55	57	100	48	15	17	76	72	132	128	153	107	11	25	20	22	17	27	51	28	26	228	7	22	3	73	152		
	74%	88%	73%	72%	60%	74%	84%d	81%h	64%	74%	84%h	84%	92%	82%	72%	78%	70%	79%	69%	79%	84%	70%	60%	91%	60%	83%k	72%	77%	74%	81%	79%	51%	77%	70%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 143
Q38. Thinking about suspicious recorded messages, how often have you received these types of message in the last three months? - Recorded message on landline
Base: All who have received suspicious recorded messages on landline

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?			Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	334	334	165	334	230	209	200	96	73	122	334	130	334	240	90	31	63	28	53	144	108	
Weighted base	350	350	166	350	244	223	212	108	75	136	350	130	350	250	95	34**	66	31**	57*	141	120	
Effective base	281	281	141	281	198	180	172	82	60	105	281	114	281	202	75	26	52	22	42	118	96	
Several times a day	17 5%	17 5%	3 2%	17 5%	11 4%	11 5%	9 4%	10 9% _{bk}	3 5%	8 6%	17 5%	3 3%	17 5%	14 6%	3 3%	1 2%	2 3%	1 4%	2 3%	6 4%	9 8%	
At least once a day	38 11%	38 11%	16 10%	38 11%	25 10%	24 11%	22 10%	14 13%	9 12%	11 8%	38 11%	13 10%	38 11%	27 11%	11 11%	4 12%	6 9%	4 12%	11 20% _t	10 7%	12 10%	
At least a few times a week	54 16%	54 16%	32 19%	54 16%	33 14%	30 14%	27 13%	15 14%	9 12%	18 13%	54 16%	29 22% _{df}	54 16%	39 15%	16 17%	4 11%	11 17%	6 20%	13 25%	17 12%	25 21%	
At least once a week	79 23%	79 23%	49 30% _{defgi}	79 23%	50 20%	44 19%	43 20%	19 17%	16 22%	25 19%	79 23%	42 32% _{acdefg}	79 23%	62 25%	17 18%	6 17%	11 17%	4 12%	14 25%	28 20%	24 20%	
At least once a month	71 20%	71 20%	37 23%	71 20%	57 23%	51 23%	51 24%	17 15%	17 23%	28 21%	71 20%	27 21%	71 20%	50 20%	18 19%	5 14%	15 23%	7 21%	11 19%	34 24%	20 16%	
Less often	74 21%	74 21% _{kk}	24 14%	74 21% _k	56 23% _k	52 23% _{bk}	49 23% _k	25 23% _k	17 22%	37 27% _{lbk}	74 21% _k	14 11%	74 21% _k	45 18%	29 30% _{ln}	14 42%	18 28%	10 31%	10 17%	35 25%	25 21%	
Never	9 3%	9 3%	1 *	9 3%	6 2%	6 3%	6 3%	4 3%	- 3%	4 3%	9 3%	1 1%	9 3%	7 3%	2 2%	1 2%	2 3%	- -	1 2%	3 4%	4 4%	
Don't know	7 2%	7 2%	4 2%	7 2%	7 3%	7 3%	7 3%	4 4%	3 4%	3 2%	7 2%	* 2%	7 2%	7 3%	- 3%	- -	- -	- -	1 2%	6 4% _u	- -	
NET: At least once a week	189 54%	189 54%	100 60% _{defgi}	189 54%	119 49%	108 49%	100 47%	58 54%	37 50%	63 46%	189 54%	87 67% _{acdefh}	189 54%	142 57%	46 49%	14 42%	31 47%	15 48%	35 60%	62 44%	71 59% _t	
NET: At least once a month	260 74%	260 74%	137 83% _{acdefg}	260 74%	176 72%	159 71%	151 71%	75 69%	55 73%	91 67%	260 74%	115 88% _{acdefg}	260 74%	192 77%	64 68%	19 56%	45 69%	22 69%	45 79%	96 68%	90 75%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 144
Q39. Thinking about suspicious live voice calls , how often have you received these types of call in the last three months? - Summary
Base: All who have received suspicious live voice calls on mobile/on landline

	Live voice call on mobile	Live voice call on landline
Unweighted base	386	236
Weighted base	390	237
Effective base	313	201
Several times a day	14 4%	9 4%
At least once a day	23 6%	12 5%
At least a few times a week	50 13%	49 20%
At least once a week	55 14%	51 21%
At least once a month	124 32%	79 33%
Less often	103 27%	34 14%
Never	7 2%	2 1%
Don't know	14 4%	2 1%
NET: At least once a week	142 36%	120 51%
NET: At least once a month	266 68%	199 84%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 145
Q39. Thinking about suspicious live voice calls, how often have you received these types of call in the last three months? - Live voice call on mobile
Base: All who have received suspicious live voice calls on mobile

	Age 1							Age 2				Age/Gender				Gender		Social Grade										Region					Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)					
Unweighted base	386	62	67	72	64	103	18	129	136	103	18	29	30	72	49	210	175	217	169	18	50	27	33	26	36	52	45	30	317	18	26	25	152	234					
Weighted base	390	74	72	68	63	97	16**	146	132	97	16**	35**	35**	66	47*	207	183	229	161	17**	54*	26**	37**	33**	39**	55*	44*	28**	333	15**	31**	11**	160	230					
Effective base	313	51	53	60	52	84	17	103	112	84	17	22	27	61	40	170	142	177	136	15	42	24	27	19	30	44	38	27	262	16	22	21	131	182					
Several times a day	14	2	3	1	2	6	-	5	3	6	-	2	4	2	8	7	11	3	-	5	1	1	-	2	1	1	-	12	1	1	1	7	8						
	4%	3%	4%	1%	3%	6%	-	4%	2%	6%	-	7%	7%	4%	4%	4%	5%	2%	-	10%	4%	-	4%	-	4%	2%	-	3%	7%	3%	7%	4%	3%						
At least once a day	23	10	4	2	5	2	-	14	7	2	-	6	4	-	2	10	13	18	5	4	4	-	3	-	-	5	1	3	21	-	2	-	13	10					
	6%	13%	5%	3%	8%	2%	-	9%	6%	2%	-	16%	12%	-	4%	5%	7%	8%	3%	22%	8%	-	9%	-	-	10%	2%	9%	6%	-	7%	-	8%	4%					
At least a few times a week	50	8	7	12	8	12	4	15	19	12	4	4	2	11	4	25	24	22	28	1	3	5	2	7	4	8	9	5	44	1	4	1	16	34					
	13%	11%	10%	17%	12%	12%	24%	10%	15%	12%	24%	11%	5%	17%	9%	12%	13%	10%	17%	8%	5%	18%	6%	21%	10%	15%	20%	17%	13%	5%	14%	8%	10%	15%					
At least once a week	55	4	6	14	10	20	2	10	23	20	2	2	1	16	6	35	19	24	31	1	6	3	5	8	8	9	4	2	48	3	3	2	25	30					
	14%	5%	8%	20%	15%	20%	13%	7%	18%	20%	13%	7%	4%	24%	12%	17%	11%	10%	19%	8%	11%	13%	14%	24%	20%	17%	10%	7%	14%	19%	8%	16%	16%	13%					
At least once a month	124	29	25	17	19	30	4	55	36	30	4	14	14	21	13	66	59	86	38	6	19	10	13	11	9	17	12	10	106	5	12	2	53	72					
	32%	40%	35%	25%	29%	31%	26%	38%	27%	31%	26%	39%	40%	31%	28%	32%	32%	38%	24%	37%	35%	40%	35%	34%	23%	30%	26%	34%	32%	34%	37%	14%	33%	31%					
Less often	103	18	24	14	18	24	6	41	32	24	6	6	11	13	17	52	52	60	43	3	13	3	9	7	15	11	13	9	84	5	8	6	38	65					
	27%	24%	33%	21%	28%	25%	37%	28%	24%	25%	37%	19%	32%	20%	36%	25%	28%	26%	27%	20%	25%	12%	24%	21%	38%	20%	31%	33%	25%	34%	27%	51%	24%	28%					
Never	7	-	1	2	-	3	-	1	2	3	-	-	-	3	-	7	3	4	1	1	1	-	-	1	-	3	-	7	-	-	-	3	4						
	2%	-	1%	4%	-	3%	-	1%	2%	3%	-	-	-	7%	-	4%	1%	2%	5%	1%	4%	-	-	3%	-	7%	-	2%	-	-	-	2%	7						
Don't know	14	2	3	7	2	-	-	5	9	-	-	2	-	-	12	2	4	9	-	2	2	2	-	1	4	1	-	12	-	1	-	6	7						
	4%	3%	4%	10%	3%	-	-	3%	7%	-	-	7%	-	-	6%	1%	2%	6%	-	5%	9%	7%	-	2%	6%	1%	-	4%	-	4%	4%	4%	4%	3%					
NET: At least once a week	142	24	19	28	25	40	6	44	53	40	6	12	10	32	14	78	63	75	67	7	19	9	12	15	13	24	15	9	124	5	10	4	60	82					
	36%	33%	27%	41%	39%	41%	37%	30%	40%	41%	37%	35%	28%	48%	29%	38%	35%	33%	42%	38%	35%	35%	34%	45%	34%	44%	35%	33%	37%	32%	32%	38%	36%						
NET: At least once a month	266	54	45	45	44	70	10	98	88	70	10	26	24	52	27	144	122	161	105	13	37	20	25	26	22	41	27	19	230	10	22	5	113	153					
	68%	73%	62%	66%	69%	72%	63%	67%	67%	72%	63%	74%	68%	80%	58%	69%	67%	71%	65%	76%	69%	76%	69%	79%	57%	74%	61%	67%	69%	66%	69%	46%	70%	67%					

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 146
Q39. Thinking about suspicious live voice calls , how often have you received these types of call in the last three months? - Live voice call on mobile
Base: All who have received suspicious live voice calls on mobile

	Experience of suspicious texts/calls				Mobile								Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	386	386	386	185	386	330	317	171	386	150	121	86	73	277	101	47	66	37	80	135	133		
Weighted base	390	390	390	191	390	331	318	179	390	158	127	92	75	287	93	44*	57	34**	78	132	135		
Effective base	313	313	313	153	313	266	255	139	313	124	97	70	60	230	77	34	52	29	62	109	117		
Several times a day	14 4%	14 4%	14 4%	8 4%	14 4%	14 4%	14 5%	8 5%	14 4%	8 5%	3 3%	3 4%	2 2%	10 4%	4 4%	3 7%	2 4%	2 5%	2 2%	9 7%	4 3%		
At least once a day	23 6%	23 6%	23 6%	16 8%	23 6%	23 7%	23 7%	15 8%	23 6%	10 7%	13 10%	8 9%	9 12%	21 7%	2 2%	-	2 3%	-	2 2%	10 8%	7 5%		
At least a few times a week	50 13%	50 13%	50 13%	28 15%	50 13%	43 13%	36 11%	30 17%	50 13%	20 13%	20 16%	10 11%	16 21%	35 12%	14 15%	9 19%	7 12%	4 11%	12 15%	15 12%	21 15%		
At least once a week	55 14%	55 14%	55 14%	29 15%	55 14%	48 14%	47 15%	27 15%	55 14%	25 16%	18 14%	15 16%	9 13%	41 14%	14 15%	6 13%	10 18%	9 26%	9 12%	24 18%	19 14%		
At least once a month	124 32%	124 32%	124 32%	58 30%	124 32%	104 31%	102 32%	46 26%	124 32%	48 31%	45 35%	36 40%g	20 27%	92 32%	27 29%	13 31%	16 28%	9 28%	25 32%	39 30%	41 30%		
Less often	103 27%	103 27%	103 27%	42 22%	103 27%	83 25%	78 25%	46 26%	103 27%	35 22%	24 19%	17 18%	17 23%	74 26%	27 28%	11 25%	18 31%	8 23%	24 31%	29 22%	38 28%		
Never	7 2%	7 2%	7 2%	5 3%	7 2%	7 2%	7 2%	2 1%	7 2%	4 3%	2 2%	1 1%	2 3%	4 1%	2 3%	2 5%	2 3%	-	2 2%	2 1%	2 2%		
Don't know	14 4%	14 4%	14 4%	6 3%	14 4%	10 3%	10 3%	6 3%	14 4%	6 4%	1 1%	1 1%	-	10 3%	3 3%	-	1 1%	2 7%	2 3%	3 3%	4 3%		
NET: At least once a week	142 36%	142 36%	142 36%	80 42%	142 36%	128 39%	121 38%	80 45%	142 36%	64 40%	54 43%	36 39%	36 48%	107 37%	34 37%	17 39%	21 37%	14 42%	25 31%	58 44%	50 37%		
NET: At least once a month	266 68%	266 68%	266 68%	138 72%	266 68%	231 70%	223 70%	126 70%	266 68%	112 71%	99 78%	72 79%	56 75%	200 69%	61 66%	30 69%	37 65%	23 69%	50 64%	97 74%	91 68%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 147
Q39. Thinking about suspicious live voice calls, how often have you received these types of call in the last three months? - Live voice call on landline
Base: All who have received suspicious live voice calls on landline

	Age 1					Age 2				Age/Gender		Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	236	17	11	29	125	46	25	40	125	46	89	82	119	116	137	99	10	28	26	19	15	25	27	19	25	194	16	16	10	67	153
Weighted base	237	23**	11**	26**	126	45*	30**	37*	126	45*	87	84	120	117	143	94	9**	31**	23**	24**	17**	24**	26**	20**	28**	202	13**	17**	5**	67	157
Effective base	201	12	10	26	109	42	18	36	109	42	79	72	98	102	116	86	9	24	23	15	14	21	24	16	23	166	15	14	9	59	128
Several times a day	9	2	-	1	5	1	2	1	5	1	4	2	4	5	5	4	-	-	1	2	-	2	2	-	2	8	-	1	-	3	5
	4%	7%	-	4%	4%	2%	6%	2%	4%	2%	5%	2%	4%	4%	3%	4%	-	-	4%	7%	-	7%	6%	-	8%	4%	-	4%	-	4%	3%
At least once a day	12	1	1	2	9	-	1	3	9	-	5	4	5	7	6	6	1	1	-	1	1	3	2	-	-	7	2	3	-	5	7
	5%	3%	10%	7%	7%	-	2%	8%	7%	-	6%	4%	4%	6%	4%	6%	7%	3%	-	3%	5%	11%	6%	-	-	4%	13%	19%	-	7%	4%
At least a few times a week	49	7	1	3	27	10	7	4	27	10	13	24	21	28	31	18	5	7	5	3	3	3	2	6	8	40	3	4	2	7	38
	20%	31%	13%	12%	21%	22%	25%	12%	21%	22%	15%	28% ^m	17%	24%	21%	19%	51%	22%	21%	11%	16%	11%	7%	29%	28%	20%	26%	22%	37%	11%	24% ^G
At least once a week	51	2	2	3	28	14	4	5	28	14	22	20	29	22	32	19	-	9	8	3	6	6	2	5	7	47	1	1	1	15	34
	21%	7%	18%	12%	22%	31%	13%	13%	22%	31%	26%	24%	24%	19%	22%	20%	-	29%	34%	11%	39%	27%	9%	27%	25%	23%	10%	9%	19%	22%	21%
At least once a month	79	8	5	11	37	15	11	16	37	15	31	21	44	34	53	26	3	12	5	11	7	6	16	2	10	72	4	3	1	23	53
	33%	35%	47%	42%	30%	32%	37%	43%	30%	32%	35%	25%	37%	30%	37%	28%	34%	39%	22%	45%	40%	26%	59%	12%	34%	35%	27%	16%	19%	35%	34%
Less often	34	4	1	5	18	4	5	6	18	4	10	12	14	19	15	18	-	2	4	5	-	4	3	5	1	24	3	5	1	13	19
	14%	17%	13%	19%	14%	17%	17%	14%	10%	11%	15%	12%	16%	11%	19%	-	6%	16%	20%	-	16%	13%	24%	5%	12%	24%	31%	25%	19%	12%	
Never	2	-	-	-	1	1	-	-	1	1	1	1	1	1	1	1	-	-	1	-	-	1	-	1	-	2	-	-	-	1	1
	1%	-	-	-	1%	3%	-	-	1%	3%	1%	1%	1%	1%	1%	1%	-	-	3%	-	-	3%	-	6%	-	1%	-	-	-	1%	1%
Don't know	2	-	-	1	1	-	-	1	1	-	1	-	2	-	1	1	1	-	-	1	-	-	-	1	-	2	-	-	-	1	1
	1%	-	-	5%	1%	-	-	3%	1%	-	1%	-	2%	-	1%	8%	-	-	3%	-	-	-	3%	-	1%	-	1%	-	-	1%	1%
NET: At least once a week	120	11	4	9	69	25	14	13	69	25	44	49	58	62	73	47	5	17	14	8	10	13	7	11	17	102	6	9	3	29	83
	51%	48%	40%	34%	55%	55%	46%	36%	55%	55%	51%	59%	49%	53%	51%	50%	58%	54%	59%	32%	60%	55%	28%	56%	61%	51%	48%	54%	56%	44%	53%
NET: At least once a month	199	19	9	20	106	40	25	29	106	40	75	71	103	97	126	73	8	29	19	19	17	19	23	14	27	174	10	12	3	53	136
	84%	83%	87%	76%	84%	88%	83%	79%	84%	88%	86%	84%	86%	83%	88%	78%	92%	94%	81%	77%	100%	81%	87%	68%	95%	86%	76%	69%	75%	79%	87%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
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Absolutes/col percents

Table 148
Q39. Thinking about suspicious live voice calls , how often have you received these types of call in the last three months? - Live voice call on landline
Base: All who have received suspicious live voice calls on landline

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	236	236	236	154	169	155	149	70	86	60	236	236	130	165	69	18	52	22	43	96	76	
Weighted base	237	237	237	156	176	161	154	76	92	66*	237	237	130	163	73	22**	52*	21**	39*	93	83	
Effective base	201	201	201	131	142	131	125	56	70	49	201	201	114	143	56	13	45	18	33	81	68	
Several times a day	9 4%	9 4%	9 4%	8 5%	8 5%	8 5%	7 5%	4 6%	4 5%	6 9%	9 4%	6 4%	4 2%	5 7%	3 15%	3 5%	-	1 2%	3 3%	4 4%		
At least once a day	12 5%	12 5%	12 5%	9 6%	11 6%	10 6%	10 7%	4 6%	7 8%	5 8%	12 5%	7 5%	6 4%	6 8%	3 15%	4 7%	2 11%	3 8%	2 2%	5 6%		
At least a few times a week	49 20%	49 20%	49 20%	33 21%	31 17%	27 17%	24 15%	15 20%	12 13%	8 13%	49 20%	29 22%	29 18%	29 27%	20 18%	13 24%	7 33%	8 20%	20 22%	16 20%		
At least once a week	51 21%	51 21%	51 21%	39 25%	38 22%	33 20%	32 21%	13 17%	16 17%	15 23%	51 21%	35 27%	42 26%o	9 12%	-	8 16%	3 13%	6 16%	18 19%	20 24%		
At least once a month	79 33%	79 33%	79 33%	47 30%	65 37%	61 38%	59 38%	27 36%	35 39%	23 36%	79 33%	35 26%	55 34%	24 32%	7 30%	16 30%	4 21%	16 42%	33 35%	25 30%		
Less often	34 14%	34 14%	34 14%	17 11%	22 12%	20 12%	20 13%	11 15%	15 17%	6 9%	34 14%	34 14%	16 12%	24 15%	9 13%	5 22%	8 16%	5 22%	4 10%	15 16%	13 15%	
Never	2 1%	2 1%	2 1%	2 1%	1 1%	1 1%	1 1%	-	1 1%	1 2%	2 1%	2 1%	2 1%	1 1%	-	1 1%	-	-	-	2 3%	-	
Don't know	2 1%	2 1%	2 1%	1 *	1 1%	1 1%	1 1%	1 1%	1 1%	-	2 1%	2 1%	1 1%	2 1%	-	-	-	-	1 3%	-	-	
NET: At least once a week	120 51%	120 51%	120 51%	89 57%h	88 50%	78 48%	73 47%	37 48%	39 42%	35 54%	120 51%	120 51%	77 59%h	81 50%	40 54%	10 48%	27 52%	12 57%	18 45%	43 46%	45 54%	
NET: At least once a month	199 84%	199 84%	199 84%	137 86%	152 86%	138 86%	132 86%	64 84%	74 81%	59 89%	199 84%	199 84%	112 86%	135 83%	63 87%	17 78%	43 82%	16 78%	34 87%	75 81%	70 85%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
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Absolutes/col percents

Table 149
Q40. Thinking about the suspicious texts/ calls/ messages you have received, have you ever suspected that the caller/sender could have got your number from somewhere you had recently shared your contact details?
Base: All who have received any type of suspicious calls/messages/texts in the last 3 months

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	1430	195	220	230	245	438	102	415	475	438	102	82	88	280	260	719	710	816	614	52	157	113	105	90	126	190	195	118	1146	82	107	95	557	834
Weighted base	1435	226	240	212	233	421	102	467	445	421	102	89	106	258	265	694	741	846	589	49*	164	114	133	107	131	200	188	120	1205	69	113	48	586	807
Effective base	1197	162	185	188	204	378	89	347	392	378	89	67	73	245	223	615	585	691	507	45	138	97	88	77	103	163	172	104	978	70	91	81	480	688
It's possible that I had entered my details online	739	108	125	106	120	228	51	233	227	228	51	33	61	130	149	336	402	445	294	26	88	54	56	58	56	104	101	70	613	36	61	29	310	414
	51%	48%	52%	50%	52%	54%	50%	50%	51%	54%	50%	37%	58%k	51%	56%k	49%	54%o	53%	50%	53%	54%	47%	42%	54%	43%	52%	54%	58%vx	51%	52%	54%	61%	53%	51%
It's possible that I had called the number / messaged the sender before	204	56	47	40	25	34	2	103	65	34	2	27	27	25	12	124	80	120	84	8	35	4	21	13	20	52	20	10	184	6	13	2	82	102
	14%	25%def	20%def	19%def	11%f	8%f	2%	22%hij	15%ij	8%j	2%	31%mn	25%mn	10%n	4%	18%p	11%	14%	14%	17%u	21%uAB	4%	16%u	12%u	16%u	26%uwx	10%	9%	15%F	8%	12%	3%	14%	13%
It's possible for another reason (please specify)	58	8	4	6	11	18	10	13	17	18	10	6	1	17	11	35	22	37	20	-	10	7	9	-	4	8	7	8	53	2	2	-	11	46
	4%	4%	2%	3%	5%	4%	10%abce	3%	4%	4%	10%ghi	6%	1%	7%l	4%	5%	3%	4%	3%	-	6%w	6%w	7%w	-	3%	4%	4%	7%w	4%	3%	2%	-	2%	6%G
I'm not aware that I have shared my details anywhere	507	69	76	70	84	167	42	145	153	167	42	25	28	105	104	237	270	287	221	18	45	50	55	43	56	52	65	38	422	27	40	18	208	289
	35%	31%	31%	33%	36%	40%a	41%	31%	34%	40%g	41%	28%	26%	41%l	39%l	34%	36%	34%	37%	36%	28%	44%ty	41%ty	40%y	43%ty	26%	35%	32%	35%	40%	35%	37%	36%	36%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base

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Absolutes/col percents

Table 150
Q40. Thinking about the suspicious texts/ calls/ messages you have received, have you ever suspected that the caller/sender could have got your number from somewhere you had recently shared your contact details?
Base: All who have received any type of suspicious calls/messages/texts in the last 3 months

	Experience of suspicious texts/calls			Mobile							Landline			Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Poten- tially finan- cially vulner- able (t)	Least finan- cially vulner- able (u)
Unweighted base	1430	1430	536	749	1303	1208	1136	537	386	537	440	236	334	1046	361	160	224	116	269	535	484
Weighted base	1435	1435	536	770	1308	1213	1139	540	390	556	457	237	350	1055	355	158	214	115	264	511	500
Effective base	1197	1197	444	626	1094	1014	951	452	313	450	367	201	281	881	296	127	185	95	212	439	431
It's possible that I had entered my details online	739 51%	739 51%	282 53%	397 51%	690 53%	646 53%	618 54%g	262 49%	207 53%	292 52%	232 51%	122 51%	180 51%	532 50%	193 54%	87 55%	122 57%	61 53%	134 51%	256 50%	269 54%
It's possible that I had called the number / messaged the sender before	204 14%	204 14%	61 11%	141 18%abdef	183 14%	177 15%	154 13%	136 25%abdefg hkl	52 13%	110 20%abdefh	90 20%abdefh	34 15%	64 18%b	171 16%oq	33 9%	18 11%	14 7%	12 11%	37 14%	83 16%	67 13%
It's possible for another reason (please specify)	58 4%	58 4%	30 6%	29 4%	52 4%	46 4%	42 4%	20 4%	20 5%	20 4%	26 6%	18 8%acdefgij	15 4%	31 3%	26 7%ln	12 8%n	14 7%n	9 8%n	15 6%t	12 2%	26 5%t
I'm not aware that I have shared my details anywhere	507 35%	507 35%	193 36%	255 33%	452 35%	410 34%	386 34%	163 30%	132 34%	180 32%	143 31%	80 34%	114 33%	371 35%	125 35%	48 30%	75 35%	41 36%	91 34%	183 36%	165 33%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
**** very small base (under 30) ineligible for sig testing**

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Absolutes/col percents

Table 151

Q41. Which of the following do you ever do when you receive a suspicious live voice call ? 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.
Base: All who have received a suspicious live voice call

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	536	69	73	74	73	190	57	142	147	190	57	32	33	135	112	284	251	313	223	23	66	47	43	36	51	68	55	50	439	28	35	34	194	326	
Weighted base	536	81	77	70	71	182	55	158	141	182	55	38**	38**	126	110	278	258	324	212	21**	70	45*	50*	43**	52*	71	54*	51*	458	23**	40**	16*	201	321	
Effective base	444	57	57	62	60	162	52	113	122	162	52	24	30	117	96	234	209	261	183	19	57	41	36	28	42	58	47	45	370	26	30	30	167	263	
Hang up immediately, as soon as I realise it is a suspicious call	292	54	48	34	39	90	29	102	72	90	29	21	31	61	57	134	158	183	110	12	40	22	28	29	31	38	23	29	251	14	17	11	125	157	
	55%	66%ce	63%	48%	54%	49%	52%	65%hi	51%	49%	52%	55%	81%	48%	48%	61%o	56%	52%	54%	58%	50%	56%	66%	59%	53%	42%	56%	55%	61%	43%	69%	62%h	49%		
Listen to some of what they have to say before hanging up	246	28	29	30	34	94	31	57	64	94	31	17	10	65	60	128	118	145	101	12	30	20	18	16	23	38	30	24	210	13	16	6	83	157	
	46%	35%	37%	43%	48%	52%a	56%ab	36%	45%	52%g	56%g	46%	26%	51%	54%	46%	46%	45%	48%	54%	44%	44%	36%	37%	44%	53%	55%	47%	46%	57%	42%	38%	41%	49%	
Listen to everything they have to say before hanging up	41	10	6	7	3	10	5	16	10	10	5	5	10	6	27	14	29	13	2	2	3	6	4	3	8	4	7	40	-	1	1	14	28		
	8%	13%	7%	10%	5%	6%	10%	10%	7%	6%	10%	14%	13%	8%	5%	10%	6%	9%	6%	8%	3%	8%	13%	9%	5%	12%	8%	13%	9%	-	3%	4%	7%	9%	
Listen to some of what they have to say and ask them questions to decide if it is a suspicious call	115	18	12	16	11	44	13	30	27	44	13	10	8	42	16	75	39	80	35	3	19	11	17	9	11	15	7	8	100	4	9	1	38	76	
	21%	23%	16%	23%	16%	24%	23%	19%	19%	24%	23%	28%	21%	33%n	14%	27%p	15%	25%r	16%	13%	27%	24%	35%AB	20%	22%	22%	13%	15%	22%	18%	24%	9%	19%	24%	
Ask them not to call me again	119	12	13	13	19	54	8	25	32	54	8	4	9	34	28	62	57	74	45	3	12	9	10	12	10	25	10	7	98	6	12	3	46	72	
	22%	15%	17%	18%	27%	30%af	15%	16%	22%	30%gj	15%	9%	23%	27%	25%	22%	22%	23%	21%	15%	17%	20%	21%	27%	20%	35%tB	19%	14%	21%	24%	30%	19%	23%	22%	
Something else	59	8	5	4	7	24	12	12	11	24	12	6	-	26	10	42	17	36	22	1	7	6	4	5	3	9	6	8	49	3	6	1	15	43	
	11%	10%	6%	5%	10%	13%	22%bc	8%	8%	13%	22%gh	15%	-	21%n	9%	15%p	7%	11%	11%	7%	10%	14%	8%	12%	6%	12%	11%	15%	11%	13%	15%	6%	7%	13%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 152

Q41. Which of the following do you ever do when you receive a suspicious live voice call ? 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.
Base: All who have received a suspicious live voice call

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	536	536	536	295	469	411	395	196	386	180	271	236	165	379	148	56	102	48	102	196	185
Weighted base	536	536	536	299	475	414	397	203	390	188	273	237	166	384	141	53*	93	44*	97	185	191
Effective base	444	444	444	249	386	338	323	160	313	151	228	201	141	318	119	41	84	39	80	163	164
Hang up immediately, as soon as I realise it is a suspicious call	292 55%	292 55%	292 55%	163 54%	263 55%	237 57%	227 57%	113 55%	211 54%	101 54%	146 53%	128 54%	85 52%	215 56%	70 50%	29 54%	43 46%	19 43%	54 56%	103 56%	100 52%
Listen to some of what they have to say before hanging up	246 46%	246 46%	246 46%	142 47%	208 44%	180 44%	175 44%	91 45%	169 43%	83 44%	135 49%	119 50%	88 53%	167 43%	78 56% ⁿ	25 46%	57 62% ⁿ	26 58%	54 56%	82 44%	88 46%
Listen to everything they have to say before hanging up	41 8%	41 8%	41 8%	28 9%	40 8%	37 9%	35 9%	26 13%	34 9%	19 10%	22 8%	19 8%	13 8%	28 7%	14 10%	7 13%	7 8%	1 2%	10 11%	11 6%	15 8%
Listen to some of what they have to say and ask them questions to decide if it is a suspicious call	115 21%	115 21%	115 21%	70 23%	103 22%	89 21%	87 22%	38 19%	86 22%	44 23%	62 23%	51 21%	43 26%	79 21%	35 25%	11 21%	25 27%	8 17%	27 28%	40 22%	40 21%
Ask them not to call me again	119 22%	119 22%	119 22%	67 22%	108 23%	96 23%	94 24%	48 23%	93 24%	49 26%	50 18%	47 20%	34 20%	80 21%	39 28%	14 27%	29 31%	13 29%	17 17%	47 26%	42 22%
Something else	59 11%	59 11%	59 11%	32 11%	51 11%	41 10%	40 10%	13 6%	41 11%	19 10%	29 11%	28 12%	18 11%	34 9%	23 16% ⁿ	5 10%	16 17% ⁿ	7 15%	5 5%	22 12%	20 10%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 153
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? Summary
Base: All who have received a suspicious text/app message/ live call

	Total	Text (e.g. SMS, iMessage, RCS chat) on your mobile	App-based message (e.g. WhatsApp) on your mobile	Live calls on your mobile	Live calls on your landline
Unweighted base	1333	1136	537	386	236
Weighted base	1335	1139	540	390	237
Effective base	1121	951	452	313	201
Talked to the caller	138 10%	-	*	86 22%	68 29%
Replied to the message sender	43 3%	30 3%	20 4%	-	-
Called the message sender/called the original caller back	71 5%	37 3%	23 4%	16 4%	6 2%
Clicked on the link but then didn't do as instructed	88 7%	68 6%	32 6%	-	-
Clicked on the link and then did as instructed by the message/person (e.g., entered personal details on the website/ downloaded software)	45 3%	28 2%	22 4%	-	-
Reported it	369 28%	289 25%	116 21%	82 21%	28 12%
Blocked the number	893 67%	713 63%	291 54%	257 66%	83 35%
Told friends or family about it	334 25%	256 22%	101 19%	95 24%	68 28%
Checked to see if the number is real (e.g., Google search / elsewhere)	484 36%	346 30%	92 17%	140 36%	70 30%
Deleted it	661 50%	613 54%	214 40%	-	-
Something else	37 3%	11 1%	6 1%	15 4%	12 5%
Just ignored it	480 36%	324 28%	143 26%	132 34%	96 40%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Prepared by Yonder

.YONDER

Ofcom Scams Survey
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Table 153

Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? Summary
Base: All who have received a suspicious text/app message/ live call

	<u>Total</u>	<u>Text (e.g. SMS, iMessage, RCS chat) on your mobile</u>	<u>App-based message (e.g. WhatsApp) on your mobile</u>	<u>Live calls on your mobile</u>	<u>Live calls on your landline</u>
Weighted base	1335	1139	540	390	237
Don't know/ Can't remember	28 2%	33 3%	23 4%	13 3%	7 3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 154
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? SMS text on your mobile
Base: All who have received a suspicious text

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	1136	158	181	199	204	331	63	339	403	331	63	63	74	206	188	563	572	644	492	34	137	94	77	70	95	153	156	96	912	64	81	79	475	661		
Weighted base	1139	183	198	182	195	320	62	381	377	320	62	69	87	191	190	543	595	666	473	32**	142	93	98	82	104	159	152	98	961	53	85	40	499	640		
Effective base	951	133	151	161	171	283	58	284	332	283	58	52	63	180	162	482	471	547	405	30	120	82	65	58	77	136	138	84	781	54	69	67	409	542		
Replied to the message sender	30	11	7	4	4	4	-	18	8	4	-	4	6	2	2	13	17	20	10	1	7	3	1	2	-	4	3	1	22	2	5	1	19	11		
Called the message sender/caller the original caller back	37	10	8	8	3	8	1	17	11	8	1	7	1	5	4	22	16	25	12	2	10	3	-	5	4	5	2	1	32	1	3	2	18	20		
Clicked on the link but then didn't do as instructed	68	18	12	14	8	15	1	30	22	15	1	10	3	8	8	38	31	36	33	3	10	4	10	3	4	10	12	6	60	1	6	1	35	34		
Clicked on the link and then did as instructed by the message/person (e.g., entered personal details on the website/downloaded software)	28	10	8	2	3	5	-	18	5	5	-	8	2	1	4	17	11	20	8	1	6	1	4	1	-	7	3	1	25	1	1	1	13	15		
Reported it	289	43	48	34	46	104	15	90	80	104	15	12	21	54	66	131	159	169	121	7	43	27	15	16	25	44	42	27	246	11	24	9	109	180		
Blocked the number	713	98	107	116	136	222	35	204	251	222	35	31	48	122	135	307	406	410	302	17	85	61	51	62	63	88	110	60	598	33	53	30	319	393		
Told friends or family about it	256	44	32	34	38	87	21	76	72	87	21	14	24	53	54	104	151	163	93	5	36	17	21	26	27	32	29	22	216	19	12	9	105	151		
Checked to see if the number is real (e.g., Google search/elsewhere)	346	57	60	50	58	100	20	117	109	100	20	16	30	55	65	140	206	210	136	7	51	27	25	33	29	35	48	27	282	14	34	16	158	188		
Deleted it	613	96	78	87	100	211	41	174	187	211	41	35	45	122	130	278	334	347	265	17	77	53	42	55	57	75	84	50	511	35	48	19	274	339		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 154
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? SMS text on your mobile
Base: All who have received a suspicious text

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)		
Weighted base	1139	183	198	182	195	320	62	381	377	320	62	69	87	191	190	543	595	666	473	32**	142	93	98	82	104	159	152	98	961	53	85	40	499	640		
Something else	11	3	3	1	1	4	-	6	2	4	-	1	1	2	1	7	5	7	5	-	2	1	-	-	1	4	-	3	10	1	-	-	5	7		
	1%	1%	2%	1%	*	1%	-	2%	1%	1%	-	2%	2%	1%	1%	1%	1%	1%	1%	-	2%	1%	-	-	1%	2%	-	3%A	1%	3%	-	-	1%	1%		
Just ignored it	324	77	66	45	44	72	19	143	90	72	19	31	34	50	42	147	176	208	116	7	43	24	30	36	22	33	44	32	273	17	25	9	146	178		
	28%	42% ^{cde}	33% ^{de}	25%	23%	23%	30%	38% ^{hi}	24%	23%	30%	45% ^{mn}	39% ⁿ	26%	22%	27%	30%	31% ^r	24%	23%	30%	26%	30%	44% ^{luxy}	22%	21%	29%	33% ^y	28%	32%	29%	23%	29%	28%		
Don't know/ Can't remember	33	3	9	5	7	6	4	12	12	6	4	1	2	4	6	17	17	17	17	1	4	2	5	1	2	9	5	-	30	1	2	1	10	23		
	3%	2%	4%	3%	4%	2%	6%	3%	3%	2%	6%	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%	2%	5%	1%	2%	6%B	4%	-	3%	2%	2%	3%	2%	4%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 155
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? SMS text on your mobile
Base: All who have received a suspicious text

	Experience of suspicious texts/calls				Mobile								Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	1136	1136	395	549	1136	1136	1136	465	317	448	271	149	200	839	281	130	175	91	222	422	384		
Weighted base	1139	1139	397	569	1139	1139	1139	467	318	467	286	154	212	845	278	131	165	92	219	406	396		
Effective base	951	951	323	460	951	951	951	388	255	373	229	125	172	707	229	101	146	73	176	345	343		
Replied to the message sender	30 3%	30 3%	8 2%	18 3%	30 3%	30 3%	30 3%	20 4%	8 2%	16 3%	11 4%	2 2%	8 4%	21 3%	7 2%	5 3%	4 2%	1 1%	11 5%u	12 3%	5 1%		
Called the message sender/called the original caller back	37 3%	37 3%	16 4%	26 5%	37 3%	37 3%	37 3%	25 5%	15 5%	24 5%	13 5%	6 4%	8 4%	27 3%	10 4%	6 5%	6 3%	2 2%	11 5%	12 3%	14 4%		
Clicked on the link but then didn't do as instructed	68 6%	68 6%	29 7%	44 8%	68 6%	68 6%	68 6%	39 8%	25 8%	36 8%	22 8%	12 8%	16 8%	51 6%	16 6%	10 8%	9 5%	1 1%	28 13%tu	13 3%	25 6%t		
Clicked on the link and then did as instructed by the message/person (e.g., entered personal details on the website/ downloaded software)	28 2%	28 2%	12 3%	17 3%	28 2%	28 2%	28 2%	19 4%	9 3%	13 3%	13 5%	8 5%	9 4%	26 3%o	2 1%	-	1 1%	1 1%	4 2%	13 3%	10 3%		
Reported it	289 25%	289 25%	105 27%	154 27%	289 25%	289 25%	289 25%	109 23%	87 27%	132 28%	63 22%	31 20%	48 23%	207 25%	81 29%	34 26%	53 32%	30 33%	48 22%	104 26%	109 27%		
Blocked the number	713 63%	713 63%gjk	234 59%k	344 61%jk	713 63%gjk	713 63%gjk	713 63%gjk	260 56%	201 63%jk	292 62%jk	148 52%	72 47%	117 55%	525 62%	183 66%	79 60%	120 73%np	67 73%	121 55%	256 63%	268 68% <i>s</i>		
Told friends or family about it	256 22%	256 22%	119 30%adefg	138 24%	256 22%	256 22%	256 22%	107 23%	93 29%adef	111 24%	85 30%adef	54 35%acdefg	60 28%	183 22%	70 25%	31 24%	41 25%	20 22%	37 17%	91 22%	101 26% <i>s</i>		
Checked to see if the number is real (e.g., Google search / elsewhere)	346 30%	346 30%	124 31%	177 31%	346 30%	346 30%	346 30%	119 26%	96 30%	155 33%eg	73 26%	45 29%	53 25%	240 28%	102 37% <i>n</i>	48 37%	63 38% <i>n</i>	32 34%	62 28%	111 27%	137 35% <i>t</i>		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 155
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? SMS text on your mobile
Base: All who have received a suspicious text

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?			Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Weighted base	1139	1139	397	569	1139	1139	1139	467	318	467	286	154	212	845	278	131	165	92	219	406	396	
Deleted it	613	613	207	293	613	613	613	214	152	237	143	88	106	437	165	77	101	54	107	212	227	
	54%	54%g	52%	51%	54%g	54%g	54%g	46%	48%	51%	50%	57%g	50%	52%	59%n	59%	61%n	59%	49%	52%	57%	
Something else	11	11	8	7	11	11	11	8	6	6	4	3	3	8	3	1	1	1	1	4	3	
	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Just ignored it	324	324	116	166	324	324	324	112	94	136	71	41	58	235	80	44	41	19	60	108	117	
	28%	28%	29%	29%	28%	28%	28%	24%	30%	29%	25%	27%	27%	28%	29%	34%	25%	20%	28%	27%	30%	
Don't know/ Can't remember	33	33	15	16	33	33	33	22	12	14	10	8	4	26	7	3	5	*	4	17	6	
	3%	3%	4%	3%	3%	3%	3%	5%	4%	3%	3%	5%	2%	3%	2%	2%	3%	1%	2%	4%u	2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
 ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 156
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? App message on your mobile
Base: All who have received a suspicious app message

	Age 1							Age 2				Age/Gender				Gender		Social Grade							Region							Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)				
Unweighted base	537	92	110	109	88	114	24	202	197	114	24	40	41	83	55	307	230	317	220	19	57	33	39	24	47	91	67	43	420	35	44	38	237	300				
Weighted base	540	105	119	102	84	109	22**	224	186	109	22**	46*	44*	74	57*	306	235	331	210	18**	60*	35**	51*	27**	50*	95	69	43*	449	27*	46*	19*	245	295				
Effective base	452	78	94	90	75	95	22	172	165	95	22	32	37	73	45	261	191	268	184	17	48	28	33	22	38	79	59	38	360	32	39	34	204	247				
Talked to the caller	*	-	-	-	-	-	*	-	-	-	*	-	-	*	-	*	-	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	*				
Replied to the message sender	20	5	2	5	4	2	-	8	10	2	-	2	2	1	1	12	7	10	10	1	3	4	1	1	-	3	3	2	17	-	2	1	7	13				
Called the message sender/called the original caller back	23	9	10	2	2	-	-	19	4	-	-	5	3	-	20	4	16	8	1	3	2	-	1	-	10	2	2	21	-	2	-	12	12					
Clicked on the link but then didn't do as instructed	32	6	11	7	4	4	-	17	11	4	-	3	3	2	21	10	18	14	1	5	-	-	1	3	8	5	3	26	2	3	1	16	16					
Clicked on the link and then did as instructed by the message/person (e.g., entered personal details on the website/downloaded software)	22	6	5	5	3	3	-	10	8	3	-	5	1	2	19	3	16	6	1	1	2	1	1	-	7	2	1	17	-	3	1	13	9					
Reported it	116	24	29	27	16	19	1	53	43	19	1	8	13	14	6	69	47	72	44	5	15	4	9	5	9	25	16	8	96	6	10	4	51	65				
Blocked the number	291	53	56	51	54	66	11	109	104	66	11	16	27	44	33	151	140	186	105	10	27	18	24	17	30	43	44	28	242	15	21	13	144	147				
Told friends or family about it	101	25	19	14	12	27	4	43	26	27	4	10	11	18	14	47	54	64	37	3	16	6	7	5	11	16	6	86	4	9	2	45	56					
Checked to see if the number is real (e.g., Google search/elsewhere)	92	15	22	19	11	18	6	37	30	18	6	7	5	14	10	51	40	57	34	2	9	5	9	8	6	12	13	9	73	5	10	3	47	45				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing



Ofcom Scams Survey
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Absolutes/col percents

Table 156

Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? App message on your mobile
Base: All who have received a suspicious app message

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Weighted base	540	105	119	102	84	109	22**	224	186	109	22**	46*	44*	74	57*	306	235	331	210	18**	60*	35**	51*	27**	50*	95	69	43*	449	27*	46*	19*	245	295		
Deleted it	214	33	39	38	33	62	10	72	70	62	10	15	12	41	31	113	101	121	94	4	23	14	17	15	24	34	31	16	179	14	16	6	94	120		
	40%	31%	33%	37%	39%	57%abc	46%	32%	38%	57%gh	46%	33%	26%	56%kl	55%l	37%	43%	36%	45%	21%	38%	40%	33%	57%	48%	36%	46%	37%	40%	50%	34%	32%	38%	41%		
Something else	6	1	1	1	-	2	-	2	1	2	-	-	1	2	1	3	3	3	3	-	-	1	-	1	-	1	-	-	3	1	1	-	1	5		
	1%	1%	1%	1%	-	2%	-	1%	1%	2%	-	-	2%	2%	1%	1%	1%	1%	1%	-	-	3%	-	3%	-	2%	-	-	1%	5%C	2%	-	*	2%		
Just ignored it	143	40	38	25	12	20	7	78	37	20	7	18	16	18	9	75	67	98	45	5	21	9	15	10	7	23	21	11	121	5	12	5	66	77		
	26%	38%de	32%de	25%	15%	19%	34%	35%hi	20%	19%	34%	38%jn	35%	25%	17%	25%	29%	30%r	21%	25%	34%kx	25%	29%	35%	15%	24%	30%	25%	27%	19%	26%	26%	27%	26%		
Don't know/ Can't remember	23	2	6	5	4	4	3	8	9	4	3	1	1	2	5	11	13	11	12	-	4	3	2	1	2	4	-	1	18	2	3	1	8	16		
	4%	2%	5%	5%	5%	4%	14%	3%	5%	4%	14%	3%	2%	2%	10%	4%	5%	3%	6%	-	7%A	9%	4%	4%	5%	4%	-	2%	4%	7%	6%	6%	3%	5%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 157
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? App message on your mobile
Base: All who have received a suspicious app message

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	537	537	196	308	537	537	465	537	171	276	137	70	96	414	117	59	72	38	110	178	204
Weighted base	540	540	203	323	540	540	467	540	179	289	154	76	108	420	115	63*	64	37**	106	173	213
Effective base	452	452	160	260	452	452	388	452	139	232	114	56	82	354	92	47	59	29	87	145	179
Talked to the caller	*	*	-	-	*	*	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-
Replied to the message sender	20 4%	20 4%	6 3%	13 4%	20 4%	20 4%	16 4%	20 4%	6 4%	13 4%	8 5%	2 2%	6 6%	9 2%	10 9% _n	6 10% _n	5 7% _n	1 2%	7 7% _u	7 4%	3 2%
Called the message sender/called the original caller back	23 4%	23 4%	2 1%	19 6% _{bh}	23 4%	23 4%	16 3%	23 4%	2 1%	18 6% _{bh}	6 4%	-	6 6% _b	23 6% _o	-	-	-	-	4 4%	3 2%	16 7% _t
Clicked on the link but then didn't do as instructed	32 6%	32 6%	10 5%	19 6%	32 6%	32 6%	23 5%	32 6%	10 5%	17 6%	11 7%	5 6%	8 7%	25 6%	6 5%	2 4%	4 6%	2 6%	11 11%	9 5%	11 5%
Clicked on the link and then did as instructed by the message/person (e.g., entered personal details on the website/ downloaded software)	22 4%	22 4%	5 3%	18 5%	22 4%	22 4%	15 3%	22 4%	5 3%	16 6%	7 5%	2 2%	6 5%	21 5%	1 1%	1 2%	-	1 3%	5 5%	9 5%	7 3%
Reported it	116 21%	116 21%	48 24% _{jk}	73 23% _k	116 21%	116 21%	100 21%	116 21%	46 26% _{jk}	66 23% _{jk}	21 14%	8 10%	16 15%	91 22%	25 22%	12 20%	19 29%	11 29%	20 19%	37 22%	53 25%
Blocked the number	291 54%	291 54%	109 54%	173 53%	291 54%	291 54%	255 55%	291 54%	99 55%	157 54%	75 49%	36 47%	57 53%	215 51%	74 65% _n	35 56%	46 72% _n	28 75%	51 48%	85 49%	128 60% _t
Told friends or family about it	101 19%	101 19%	56 27% _{adefg}	70 22%	101 19%	101 19%	89 19%	101 19%	46 26%	60 21%	44 29% _{adefg}	26 34% _{adefgi}	34 31% _{adefgi}	69 16%	32 28% _n	18 28%	17 27% _n	10 28%	12 11%	35 20%	48 22% _s
Checked to see if the number is real (e.g., Google search / elsewhere)	92 17%	92 17%	34 17%	57 18%	92 17%	92 17%	72 15%	92 17%	31 17%	50 17%	23 15%	8 11%	19 18%	63 15%	28 24% _n	17 27% _n	16 25% _n	3 9%	20 19%	29 17%	38 18%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



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Absolutes/col percents

Table 157
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? App message on your mobile
Base: All who have received a suspicious app message

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Weighted base	540	540	203	323	540	540	467	540	179	289	154	76	108	420	115	63*	64	37**	106	173	213	
Deleted it	214 40%	214 40%	92 45%	122 38%	214 40%	214 40%	193 41%	214 40%	79 44%	111 38%	60 39%	39 51%	39 36%	152 36%	59 51% ⁿ	28 44%	37 57% ⁿ	17 45%	31 30%	64 37%	93 44% ^s	
Something else	6 1%	6 1%	3 2%	4 1%	6 1%	6 1%	5 1%	6 1%	3 2%	4 1%	3 2%	1 2%	1 1%	4 1%	1 1%	-	1 1%	1 2%	2 1%	3 2%	1 1%	
Just ignored it	143 26%	143 26%	59 29%	80 25%	143 26%	143 26%	126 27%	143 26%	53 29%	69 24%	41 27%	21 28%	29 27%	115 27% ^q	24 21%	15 24%	10 15%	5 13%	33 31%	41 24%	52 24%	
Don't know/ Can't remember	23 4%	23 4%	9 5%	14 4%	23 4%	23 4%	23 5%	23 4%	8 5%	13 4%	3 2%	2 3%	2 1%	21 5%	2 1%	1 1%	1 1%	1 2%	4 4%	13 7% ^u	3 2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
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Table 158
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? Live calls on your mobile
Base: All who have received a suspicious live call on your mobile

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade						Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)						
Unweighted base	386	62	67	72	64	103	18	129	136	103	18	29	30	72	49	210	175	217	169	18	50	27	33	26	36	52	45	30	317	18	26	25	152	234						
Weighted base	390	74	72	68	63	97	16**	146	132	97	16**	35**	35**	66	47*	207	183	229	161	17**	54*	26**	37**	33**	39**	55*	44*	28**	333	15**	31**	11**	160	230						
Effective base	313	51	53	60	52	84	17	103	112	84	17	22	27	61	40	170	142	177	136	15	42	24	27	19	30	44	38	27	262	16	22	21	131	182						
Talked to the caller	86	14	12	13	12	31	5	26	25	31	5	10	4	22	14	52	35	50	37	3	15	8	7	4	10	11	9	7	75	4	7	1	26	60						
Called the message sender/caller the original caller back	16	6	2	1	1	7	-	8	2	7	-	3	3	2	5	7	9	8	8	1	1	-	5	2	3	2	-	-	13	-	3	1	11	6						
Reported it	82	11	18	15	19	16	4	29	33	16	4	7	4	15	5	48	34	42	40	3	16	7	3	3	9	16	9	4	70	1	6	4	36	46						
Blocked the number	257	42	43	45	45	72	10	85	90	72	10	16	22	48	34	135	122	151	106	8	26	22	24	23	25	36	31	21	216	10	21	10	120	137						
Told friends or family about it	95	16	9	14	14	37	4	26	28	37	4	7	8	21	20	41	53	53	42	5	14	8	10	9	12	7	11	4	80	5	7	3	37	58						
Checked to see if the number is real (e.g., Google search / elsewhere)	140	27	31	21	23	33	4	58	45	33	4	12	12	26	12	70	70	89	51	6	16	8	9	20	15	18	18	9	118	6	13	3	63	77						
Something else	15	2	1	2	3	7	-	3	5	7	-	2	-	4	2	9	6	4	10	2	13	1	-	2	-	-	-	-	10	2	3	-	3	12						
Just ignored it	132	38	35	14	19	22	5	72	32	22	5	16	19	18	9	66	66	92	40	6	19	10	11	20	12	16	17	8	119	4	8	1	51	81						
Don't know/ Can't remember	13	1	2	5	3	2	-	4	8	2	-	1	-	1	1	8	5	3	10	-	2	1	1	1	2	3	1	-	11	-	2	*	5	8						

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 159
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? Live calls on your mobile
Base: All who have received a suspicious live call on your mobile

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Unweighted base	386	386	386	185	386	330	317	171	386	150	121	86	73	277	101	47	66	37	80	135	133			
Weighted base	390	390	390	191	390	331	318	179	390	158	127	92	75	287	93	44*	57	34**	78	132	135			
Effective base	313	313	313	153	313	266	255	139	313	124	97	70	60	230	77	34	52	29	62	109	117			
Talked to the caller	86 22%	86 22%	86 22%	46 24%	86 22%	71 21%	67 21%	33 19%	86 22%	43 27%	27 21%	21 23%	18 24%	62 22%	24 25%	13 29%	18 32%	9 27%	17 21%	32 25%	32 23%			
Called the message sender/called the original caller back	16 4%	16 4%	16 4%	9 5%	16 4%	13 4%	12 4%	9 5%	16 4%	8 5%	9 7%	6 7%	5 7%	15 5%	1 2%	1 2%	1 3%	1 4%	5 6%	4 3%	6 4%			
Reported it	82 21%	82 21%	82 21%	47 24%	82 21%	72 22%	72 23%	46 26%k	82 21%	41 26%k	20 16%	12 13%	11 15%	58 20%	21 23%	12 28%	15 27%	7 20%	16 21%	29 22%	30 22%			
Blocked the number	257 66%	257 66%	257 66%	133 69%gjk	257 66%	215 65%	207 65%	104 58%	257 66%	116 73%gjk	71 56%	51 55%	46 62%	188 66%	63 68%	28 65%	39 69%	26 77%	44 57%	87 66%	97 72% ^s			
Told friends or family about it	95 24%	95 24%	95 24%	49 26%	95 24%	79 24%	78 24%	43 24%	95 24%	45 29%	38 30%	31 34%	20 27%	71 25%	20 22%	10 23%	13 24%	7 24%	20 25%	34 26%	35 26%			
Checked to see if the number is real (e.g., Google search / elsewhere)	140 36%	140 36%gjl	140 36%gjl	69 36%j	140 36%gjl	115 35%j	111 35%j	47 26%	140 36%gjl	64 40%gjk	29 23%	22 24%	16 21%	95 33%	45 48% ⁿ	18 41%	26 46%	14 41%	27 34%	38 29%	54 40%			
Something else	15 4%	15 4%	15 4%	5 3%	15 4%	11 3%	10 3%	4 2%	15 4%	5 3%	4 3%	4 4%	1 1%	9 3%	4 4%	1 3%	2 3%	2 6%	3 4%	4 3%	4 3%			
Just ignored it	132 34%	132 34%	132 34%	66 34%	132 34%	110 33%	106 33%	55 31%	132 34%	54 34%	40 31%	32 35%	25 33%	102 36% ^q	27 29%	18 41% ^q	12 21%	9 25%	23 29%	40 30%	49 37%			
Don't know/ Can't remember	13 3%	13 3%	13 3%	3 2%	13 3%	12 4%	12 4%	11 6%	13 3%	2 1%	3 3%	3 4%	1 2%	9 3%	3 3%	1 3%	1 1%	2 7%	3 4%	3 2%	4 3%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 160
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? Live calls on your landline
Base: All who have received a suspicious live call on your landline

	Age 1					Age 2				Age/Gender		Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	236	17	11	29	125	46	25	40	125	46	89	82	119	116	137	99	10	28	26	19	15	25	27	19	25	194	16	16	10	67	153	
Weighted base	237	23**	11**	26**	126	45*	30**	37*	126	45*	87	84	120	117	143	94	9**	31**	23**	24**	17**	24**	26**	20**	28**	202	13**	17**	5**	67	157	
Effective base	201	12	10	26	109	42	18	36	109	42	79	72	98	102	116	86	9	24	23	15	14	21	24	16	23	166	15	14	9	59	128	
Talked to the caller	68	3	1	6	42	16	3	7	42	16	28	30	34	34	49	19	2	9	4	4	11	8	7	7	6	57	4	7	-	24	40	
Called the message sender/caller the original caller back	29%	11%	9%	23%	34%	35%	12%	19%	34%	35%	32%	35%	28%	29%	34%	20%	17%	31%	19%	15%	65%	33%	26%	34%	22%	28%	32%	42%	-	36%	25%	
Reported it	6	-	-	1	5	-	-	1	5	-	2	3	2	4	2	4	-	-	-	-	2	1	-	-	-	3	1	2	-	1	5	
Blocked the number	28	2	*	3	14	7	2	4	14	7	11	10	13	15	14	14	1	2	2	3	2	6	2	4	2	24	2	2	-	5	22	
Told friends or family about it	12%	9%	4%	12%	11%	16%	8%	10%	11%	16%	13%	12%	10%	13%	10%	15%	7%	7%	9%	13%	10%	25%	7%	22%	8%	12%	14%	9%	-	7%	14%	
Checked to see if the number is real (e.g., Google search / elsewhere)	83	8	1	8	47	17	10	9	47	17	34	30	43	40	48	35	3	12	12	3	2	9	9	6	11	66	5	10	2	24	55	
Something else	35%	34%	5%	31%	38%	37%	34%	24%	38%	37%	39%	36%	36%	34%	33%	37%	29%	38%	53%	13%	11%	37%	33%	29%	38%	33%	38%	38%	61%	35%	36%	35%
Just ignored it	68	1	2	7	43	11	4	9	43	11	23	32	26	41	39	29	3	10	8	7	6	9	4	5	7	58	4	5	1	20	44	
Don't know/ Can't remember	28%	4%	19%	29%	34%	25%	12%	26%	34%	25%	26%	38%	22%	35%	27%	31%	28%	32%	33%	31%	35%	38%	16%	24%	25%	29%	28%	28%	15%	30%	28%	
Checked to see if the number is real (e.g., Google search / elsewhere)	70	3	2	9	39	16	4	11	39	16	31	24	35	34	43	27	2	11	10	3	8	3	12	4	8	61	5	2	3	22	46	
Something else	30%	12%	18%	35%	31%	36%	13%	30%	31%	36%	35%	29%	29%	29%	30%	29%	25%	36%	41%	14%	50%	13%	44%	18%	30%	30%	37%	10%	61%	33%	29%	
Just ignored it	12	-	-	1	5	7	-	1	5	7	9	3	9	3	11	2	1	-	1	1	-	1	2	3	1	11	1	1	-	1	11	
Don't know/ Can't remember	5%	-	-	2%	4%	16%	-	1%	4%	16%	10%	3%	7%	3%	7%	2%	10%	-	6%	5%	-	5%	7%	15%	5%	6%	5%	3%	-	2%	7%	
Just ignored it	96	8	7	11	52	15	11	18	52	15	30	37	45	50	60	35	4	9	4	8	11	12	11	9	13	81	5	8	1	30	59	
Don't know/ Can't remember	40%	36%	67%	41%	42%	33%	36%	48%	42%	33%	34%	44%	38%	43%	42%	38%	47%	29%	17%	35%	65%	50%	43%	45%	40%	37%	47%	27%	44%	38%		
Don't know/ Can't remember	7	4	-	1	2	-	4	1	2	-	2	-	7	-	5	1	-	-	1	4	-	-	-	1	-	7	-	-	-	2	5	
Don't know/ Can't remember	3%	16%	-	5%	1%	-	12%	3%	1%	-	2%	-	5%	-	4%	1%	-	-	4%	17%	-	-	-	7%	-	3%	-	-	-	2%	3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 161
Q42. Which, if any, actions have you taken as a result of receiving these suspicious texts/calls? Live calls on your landline
Base: All who have received a suspicious live call on your landline

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	236	236	236	154	169	155	149	70	86	60	236	236	130	165	69	18	52	22	43	96	76	
Weighted base	237	237	237	156	176	161	154	76	92	66*	237	237	130	163	73	22**	52*	21**	39*	93	83	
Effective base	201	201	201	131	142	131	125	56	70	49	201	201	114	143	56	13	45	18	33	81	68	
Talked to the caller	68	68	68	54	51	46	46	17	24	23	68	68	48	48	20	7	15	7	12	29	22	
	29%	29%	29%	34%	29%	29%	30%	23%	27%	35%	29%	29%	37%	29%	27%	30%	28%	36%	31%	31%	26%	
Called the message sender/called the original caller back	6	6	6	4	6	4	4	2	4	2	6	6	4	4	2	1	2	2	2	2	1	
	2%	2%	2%	3%	3%	2%	3%	3%	4%	3%	2%	2%	3%	3%	2%	4%	3%	8%	5%	2%	1%	
Reported it	28	28	28	15	19	18	18	9	8	7	28	28	12	16	11	1	9	4	5	8	9	
	12%	12%	12%	9%	11%	11%	12%	12%	9%	10%	12%	12%	9%	10%	16%	4%	18%	18%	14%	9%	11%	
Blocked the number	83	83	83	50	61	52	52	28	33	20	83	83	45	56	27	5	21	12	11	31	31	
	35%	35%	35%	32%	35%	33%	34%	36%	36%	30%	35%	35%	35%	34%	37%	24%	40%	56%	28%	34%	37%	
Told friends or family about it	68	68	68	50	54	48	46	19	27	23	68	68	43	48	19	10	14	6	12	26	25	
	28%	28%	28%	32%	30%	30%	30%	25%	30%	35%	28%	28%	33%	29%	26%	46%	27%	28%	31%	28%	30%	
Checked to see if the number is real (e.g., Google search / elsewhere)	70	70	70	47	51	46	44	12	16	23	70	70	36	43	25	5	20	7	10	31	21	
	30%	30%g	30%g	30%g	29%	28%	28%	16%	18%	34%gh	30%g	30%g	28%	27%	35%	23%	39%	36%	26%	33%	26%	
Something else	12	12	12	7	5	5	5	1	2	1	12	12	7	6	6	-	5	1	1	4	7	
	5%	5%	5%	5%	3%	3%	3%	2%	2%	1%	5%	5%	5%	4%	9%	-	10%	7%	2%	4%	9%	
Just ignored it	96	96	96	70	65	58	53	29	39	25	96	96	65	77	19	3	13	5	10	41	38	
	40%	40%	40%	45%	37%	36%	34%	39%	43%	38%	40%	40%	50%def	47%oq	16%	26%	25%	26%	26%	44%	46%	
Don't know/ Can't remember	7	7	7	4	7	7	7	6	6	4	7	7	-	3	4	4	-	-	4	-	2	
	3%	3%	3%	2%	4%l	4%l	4%l	8%l	6%l	5%l	3%	3%	-	2%	5%	16%	-	-	10%t	-	2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 162
Q43. How did you report the suspicious message/call? Summary table
Base: All who have reported a suspicious text/app message/live call

	Text (e.g. SMS, iMessage, RCS chat) on your mobile	App-based message (e.g. WhatsApp) on your mobile	Live calls on your mobile	Live calls on your landline
Unweighted base	296	118	86	30
Weighted base	289	116	82	28
Effective base	252	102	70	26
Reported it to a special number for reporting suspicious messages/calls	95 33%	23 20%	16 19%	11 40%
Reported it using the report function on my mobile phone	119 41%	58 50%	39 48%	- -
Reported it to my landline or mobile provider	46 16%	19 17%	16 20%	7 27%
Reported it to Action Fraud	61 21%	19 17%	20 25%	8 29%
Reported it to Citizens Advice	4 1%	8 7%	3 4%	1 2%
Reported it to the police	13 4%	9 8%	5 7%	4 15%
Reported it to Ofcom	16 6%	10 9%	7 8%	3 12%
Reported to another organisation	27 9%	6 5%	9 11%	6 21%
Did something else	6 2%	4 3%	- -	- -
Don't know/ can't remember	15 5%	10 8%	7 9%	2 7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 163
Q43. How did you report the suspicious message/call? Text (e.g. SMS, iMessage, RCS chat) on your mobile
Base: All who have reported a suspicious text

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)			
Unweighted base	296	39	46	39	50	107	15	85	89	107	15	14	18	59	63	138	158	168	128	43	25	12	15	23	40	44	25	235	14	27	20	108	188			
Weighted base	289	43*	48*	34*	46*	104	15**	90	80	104	15**	12**	21**	54	66	131	159	169	121	43*	27**	15**	16**	25**	44*	42*	27**	246	11**	24**	9**	109	180			
Effective base	252	34	39	34	41	91	14	73	75	91	14	13	16	51	54	120	132	144	108	37	21	11	13	18	37	40	21	205	13	24	17	94	157			
Reported it to a special number for reporting suspicious messages/calls	95	12	8	8	12	47	8	20	20	47	8	2	4	24	30	40	55	50	45	9	16	5	5	7	8	21	11	83	1	7	4	48	47			
	33%	28%	17%	23%	27%	45%bcd	52%	22%	25%	45%gh	52%	16%	19%	45%	46%	31%	34%	29%	37%	20%	60%	36%	33%	29%	17%	49%ty	42%	34%	8%	29%	42%	44%h	26%			
Reported it using the report function on my mobile phone	119	21	28	10	22	35	3	49	32	35	3	7	10	18	20	50	69	71	48	20	10	7	8	19	14	10	99	6	9	5	39	81				
	41%	50%	58%ce	31%	47%	33%	21%	54%i	40%	33%	21%	59%	49%	33%	31%	39%	43%	42%	40%	46%	37%	47%	49%	34%	43%	33%	39%	40%	54%	39%	54%	35%	45%			
Reported it to my landline or mobile provider	46	9	7	10	10	8	1	15	21	8	1	2	3	5	5	24	22	26	20	9	4	2	2	5	9	4	6	42	-	3	1	23	23			
	16%	21%e	14%	31%e	23%e	8%	9%	17%	26%i	8%	9%	19%	17%	8%	8%	19%	14%	15%	17%	20%	15%	16%	14%	21%	21%	9%	21%	17%	-	13%	6%	21%	13%			
Reported it to Action Fraud	61	5	12	5	7	29	3	17	11	29	3	1	3	14	18	28	32	38	23	11	3	3	1	7	16	8	56	3	1	1	23	38				
	21%	12%	26%	14%	15%	28%	21%	19%	14%	28%h	21%	10%	14%	26%	27%	22%	20%	22%	19%	26%	12%	20%	6%	28%	35%A	14%	28%	23%	24%	4%	16%	21%	21%			
Reported it to Citizens Advice	4	-	2	2	-	-	-	2	2	-	-	-	-	-	4	-	4	-	-	-	-	1	-	-	3	-	-	4	-	-	-	1	3			
	1%	-	3%	7%e	-	-	-	2%	3%	-	-	-	-	-	3%p	-	2%	-	-	-	-	8%	-	-	6%	-	-	2%	-	-	-	1%	2%			
Reported it to the police	13	5	3	1	1	3	-	8	2	3	-	2	2	3	-	10	3	7	5	1	-	1	-	1	5	-	8	1	3	1	8	5				
	4%	11%	7%	4%	2%	3%	-	9%	2%	3%	-	12%	8%	5%	-	7%p	2%	4%	5%	3%	-	8%	-	3%	1%	11%	-	3%	9%	12%	7%	7%	3%			
Reported it to Ofcom	16	2	6	1	2	4	-	9	3	4	-	2	3	1	9	7	8	8	1	-	2	-	1	8	3	-	15	*	1	1	6	10				
	6%	6%	14%e	4%	5%	4%	-	10%	4%	4%	-	12%	5%	1%	7%	4%	5%	7%	2%	-	11%	-	5%	18%t	7%	-	6%	4%	2%	7%	5%	6%				
Reported to another organisation	27	4	2	2	3	14	2	6	5	14	2	1	6	9	11	15	11	16	4	4	1	3	-	5	6	2	24	1	1	-	10	16				
	9%	8%	5%	6%	7%	13%	12%	6%	7%	13%	12%	7%	6%	11%	14%	9%	10%	7%	13%	9%	14%	8%	18%	-	12%	14%	6%	10%	8%	6%	-	9%	9%			
Did something else	6	-	1	2	1	2	-	1	3	2	-	-	2	1	3	3	3	3	2	3	2	2	-	-	1	-	4	1	2	-	3	4				
	2%	-	2%	5%	2%	2%	-	1%	4%	2%	-	-	3%	1%	3%	2%	2%	2%	3%	2%	7%	-	-	3%	-	-	2%	8%	7%	-	3%	2%				
Don't know/ can't remember	15	5	2	1	3	3	1	7	4	3	1	1	4	2	2	6	9	11	4	2	2	1	2	1	5	-	14	-	1	*	4	11				
	5%	11%	4%	4%	7%	3%	5%	7%	5%	3%	5%	6%	20%	4%	3%	4%	6%	7%	3%	4%	7%	9%	10%	3%	11%A	-	6%	-	3%	2%	3%	6%				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 164
Q43. How did you report the suspicious message/call? Text (e.g. SMS, iMessage, RCS chat) on your mobile
Base: All who have reported a suspicious text

	Experience of suspicious texts/calls				Mobile								Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	296	296	110	156	296	296	296	111	93	130	66	31	53	212	83	35	56	28	52	110	108		
Weighted base	289	289	105	154	289	289	289	109	87	132	63	31**	48*	207	81	34**	53*	30**	48*	104	109		
Effective base	252	252	93	130	252	252	252	94	77	108	56	28	44	184	67	28	47	22	44	90	96		
Reported it to a special number for reporting suspicious messages/calls	95	95	32	45	95	95	95	27	27	38	21	13	15	65	30	14	20	9	12	37	33		
	33%	33%	31%	29%	33%	33%	33%	25%	31%	29%	33%	42%	31%	31%	37%	39%	38%	31%	24%	35%	30%		
Reported it using the report function on my mobile phone	119	119	48	60	119	119	119	47	44	53	15	8	11	85	34	19	18	13	16	45	49		
	41%	41% ^{kl}	46% ^{kl}	39%	41% ^{kl}	41% ^{kl}	41% ^{kl}	43% ^{kl}	51% ^{kl}	40% ^{kl}	24%	27%	23%	41%	41%	55%	35%	44%	34%	44%	45%		
Reported it to my landline or mobile provider	46	46	20	32	46	46	46	20	18	27	13	6	11	33	13	5	9	7	9	17	17		
	16%	16%	19%	21%	16%	16%	16%	18%	21%	21%	20%	20%	24%	16%	16%	16%	16%	23%	18%	17%	16%		
Reported it to Action Fraud	61	61	30	43	61	61	61	26	24	36	21	9	18	41	20	5	15	7	15	25	17		
	21%	21%	29%	28%	21%	21%	21%	24%	27%	27%	33%	30%	37% ^{adef}	20%	25%	15%	28%	24%	30%	24%	16%		
Reported it to Citizens Advice	4	4	2	4	4	4	4	4	2	4	2	-	2	4	-	-	-	-	-	3	1		
	1%	1%	2%	3%	1%	1%	1%	4%	3%	3%	3%	-	3%	2%	-	-	-	-	-	3%	1%		
Reported it to the police	13	13	6	9	13	13	13	9	6	9	4	2	2	11	2	1	2	1	4	4	5		
	4%	4%	5%	6%	4%	4%	4%	8%	6%	7%	6%	7%	5%	5%	3%	2%	4%	3%	7%	4%	4%		
Reported it to Ofcom	16	16	9	12	16	16	16	11	5	11	6	4	3	11	5	3	2	1	2	5	7		
	6%	6%	9%	8%	6%	6%	6%	10%	6%	9%	10%	12%	7%	5%	6%	10%	3%	4%	3%	4%	7%		
Reported to another organisation	27	27	9	11	27	27	27	5	7	9	12	6	6	19	7	5	5	1	5	12	6		
	9%	9%	8%	7%	9%	9%	9%	5%	8%	7%	19% ^{acdefg}	18%	13%	9%	9%	14%	9%	3%	11%	12%	5%		
Did something else	6	6	2	4	6	6	6	3	1	3	1	1	1	5	1	1	-	-	2	3	1		
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	2%	1%	2%	-	-	3%	3%	1%		
Don't know/ can't remember	15	15	4	12	15	15	15	6	3	11	4	1	3	10	5	1	4	2	3	4	6		
	5%	5%	4%	8%	5%	5%	5%	6%	4%	9%	6%	3%	6%	5%	6%	4%	7%	7%	6%	4%	6%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 165
Q43. How did you report the suspicious message/call? App-based message (e.g. WhatsApp) on your mobile
Base: All who have reported a suspicious app message

	Age 1					Age 2			Age/Gender		Gender		Social Grade		Region			Nation		Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Female 18-24 (l)	Male 55+ (m)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	London (y)	South East (A)	Eng- land (C)	Scot- land (E)	Apple iPhone (G)	Other (H)
Unweighted base	118	23	28	29	14	23	51	43	23	11	17	72	46	71	47	15	23	16	92	11	51	67
Weighted base	116	24**	29**	27**	16**	19**	53*	43*	19**	13**	14**	69	47*	72	44*	15**	25**	16**	96	10**	51*	65
Effective base	102	20	24	25	12	20	45	36	20	10	15	62	40	63	39	13	20	15	81	10	45	57
Reported it to a special number for reporting suspicious messages/calls	23	4	6	2	2	9	10	4	9	2	7	15	8	12	11	1	5	4	18	1	13	9
	20%	16%	22%	6%	13%	48%	19%	8%	48%	13%	46%	21%	17%	17%	24%	7%	20%	23%	19%	10%	26%	15%
Reported it using the report function on my mobile phone	58	9	16	15	9	9	25	24	9	2	8	35	23	37	21	6	11	10	49	4	22	36
	50%	37%	54%	54%	59%	45%	46%	56%	45%	19%	54%	51%	49%	52%	48%	42%	43%	63%	51%	38%	43%	56%
Reported it to my landline or mobile provider	19	6	3	6	4	-	9	10	-	3	-	12	7	12	7	3	4	-	15	3	13	6
	17%	24%	11%	24%	25%	-	17%	24%	-	27%	-	17%	16%	17%	16%	20%	17%	-	15%	26%	26% ^H	9%
Reported it to Action Fraud	19	2	5	5	4	4	7	8	4	1	2	15	5	15	5	4	6	1	18	-	7	12
	17%	9%	18%	17%	24%	20%	14%	19%	20%	11%	14%	21%	10%	20%	10%	28%	25%	9%	19%	-	14%	19%
Reported it to Citizens Advice	8	2	1	2	1	1	4	3	1	1	-	6	1	6	2	2	3	-	7	1	4	4
	7%	10%	5%	9%	5%	3%	7%	8%	3%	5%	-	9%	3%	8%	5%	13%	10%	-	7%	5%	7%	6%
Reported it to the police	9	4	2	4	-	-	5	4	-	2	-	5	5	8	1	1	2	3	7	1	4	6
	8%	16%	6%	14%	-	-	10%	9%	-	18%	-	7%	10%	11%	3%	7%	8%	18%	7%	5%	7%	9%
Reported it to Ofcom	10	2	3	2	1	2	5	3	2	1	2	8	2	8	3	1	4	1	8	1	6	4
	9%	9%	11%	8%	8%	10%	10%	8%	10%	6%	14%	12%	5%	11%	6%	5%	18%	4%	9%	14%	12%	7%
Reported to another organisation	6	4	1	1	-	-	5	1	-	1	-	3	2	4	1	2	1	1	6	-	3	2
	5%	15%	3%	4%	-	-	9%	3%	-	10%	-	5%	5%	6%	3%	12%	5%	8%	6%	-	6%	4%
Did something else	4	1	1	1	-	-	3	1	-	1	-	2	1	3	1	1	-	-	4	-	4	-
	3%	6%	5%	3%	-	-	5%	2%	-	11%	-	3%	3%	4%	2%	9%	-	-	4%	-	7% ^H	-
Don't know/ can't remember	10	3	1	2	3	1	3	5	1	1	1	6	3	7	3	2	4	-	7	2	3	7
	8%	11%	2%	7%	18%	7%	6%	11%	7%	11%	9%	9%	7%	10%	6%	13%	16%	-	7%	19%	5%	10%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 166
Q43. How did you report the suspicious message/call? App-based message (e.g. WhatsApp) on your mobile
Base: All who have reported a suspicious app message

	Experience of suspicious texts/calls				Mobile						Landline		Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Recorded message (k)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	118	118	49	73	118	118	103	118	47	66	24	19	93	25	11	20	11	23	40	50
Weighted base	116	116	48*	73	116	116	100	116	46*	66	21**	16**	91	25**	12**	19**	11**	20**	37*	53*
Effective base	102	102	40	63	102	102	88	102	38	56	21	17	82	20	9	16	8	19	34	45
Reported it to a special number for reporting suspicious messages/calls	23	23	9	13	23	23	18	23	8	12	4	3	17	6	4	5	1	4	7	11
	20%	20%	19%	18%	20%	20%	18%	20%	18%	19%	17%	19%	18%	24%	29%	26%	5%	21%	19%	20%
Reported it using the report function on my mobile phone	58	58	24	33	58	58	50	58	24	30	5	4	42	17	8	11	7	8	21	27
	50%	50%	50%	46%	50%	50%	50%	50%	53%	45%	24%	27%	46%	66%	66%	57%	67%	42%	57%	51%
Reported it to my landline or mobile provider	19	19	11	16	19	19	16	19	10	13	9	5	15	4	3	3	1	4	5	9
	17%	17%	22%	21%	17%	17%	17%	17%	22%	20%	41%	32%	17%	16%	28%	16%	9%	21%	13%	17%
Reported it to Action Fraud	19	19	10	14	19	19	18	19	10	12	5	4	14	5	2	4	1	3	5	10
	17%	17%	20%	19%	17%	17%	18%	17%	21%	18%	23%	26%	16%	20%	19%	20%	5%	13%	14%	18%
Reported it to Citizens Advice	8	8	4	7	8	8	6	8	4	6	2	1	7	1	1	1	1	3	1	4
	7%	7%	9%	10%	7%	7%	6%	7%	10%	10%	9%	8%	7%	4%	4%	3%	6%	13%	3%	7%
Reported it to the police	9	9	5	7	9	9	8	9	5	7	1	1	7	2	1	2	-	5	2	2
	8%	8%	11%	9%	8%	8%	8%	8%	12%	10%	3%	3%	8%	8%	4%	11%	-	25%	5%	4%
Reported it to Ofcom	10	10	3	9	10	10	9	10	2	9	2	1	9	1	1	-	-	1	3	7
	9%	9%	7%	12%	9%	9%	9%	9%	4%	13%	10%	5%	10%	5%	10%	-	-	3%	8%	13%
Reported to another organisation	6	6	3	3	6	6	6	6	3	3	1	-	6	-	-	-	-	-	3	1
	5%	5%	6%	3%	5%	5%	6%	5%	7%	4%	-	-	6%	-	-	-	-	-	9%	2%
Did something else	4	4	1	4	4	4	4	4	1	2	1	1	4	-	-	-	-	-	1	3
	3%	3%	3%	5%	3%	3%	4%	3%	3%	3%	7%	9%	4%	-	-	-	-	-	2%	5%
Don't know/ can't remember	10	10	4	6	10	10	7	10	4	6	4	4	8	1	*	1	1	-	3	5
	8%	8%	8%	9%	8%	8%	7%	8%	9%	9%	17%	22%	9%	6%	2%	8%	14%	-	9%	9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 167
Q43. How did you report the suspicious message/call? Live calls on your mobile
Base: All who have reported a suspicious live call on mobile

	Age 1					Age 2			Age/ Gender	Gender		Social Grade		Region			Nation		Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 55+ (m)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	London (v)	Eng- land (C)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	86	13	17	16	18	18	30	34	18	15	50	36	45	41	14	14	67	10	38	48
Weighted base	82	11**	18**	15**	19**	16**	29**	33**	16**	15**	48*	34**	42*	40*	16**	16**	70	4**	36*	46*
Effective base	70	10	14	14	14	14	24	27	14	13	40	30	38	32	12	12	56	9	32	38
Reported it to a special number for reporting suspicious messages/calls	16	1	2	2	2	6	3	4	6	6	10	6	8	7	2	-	12	1	11	5
	19%	10%	13%	13%	10%	40%	11%	12%	40%	40%	21%	17%	19%	19%	11%	-	17%	35%	31% ^H	10%
Reported it using the report function on my mobile phone	39	6	11	6	10	7	17	16	7	4	26	13	19	20	8	8	35	4	13	27
	48%	55%	60%	41%	52%	42%	58%	48%	42%	30%	55%	38%	45%	51%	50%	54%	49%	90%	36%	58%
Reported it to my landline or mobile provider	16	4	1	4	4	3	5	8	3	2	11	5	5	11	1	1	15	*	10	6
	20%	36%	7%	29%	20%	19%	18%	24%	19%	14%	24%	14%	13%	27%	5%	8%	21%	5%	28%	13%
Reported it to Action Fraud	20	1	7	3	4	6	8	6	6	4	9	11	11	10	4	5	18	1	12	9
	25%	13%	38%	18%	19%	38%	28%	18%	38%	25%	19%	33%	25%	24%	26%	30%	25%	15%	32%	19%
Reported it to Citizens Advice	3	2	-	1	-	-	2	1	-	-	3	-	1	2	-	-	3	-	1	2
	4%	20%	-	8%	-	-	8%	4%	-	-	7%	-	3%	6%	-	-	5%	-	3%	5%
Reported it to the police	5	1	1	3	1	-	2	4	-	-	4	1	4	1	1	1	4	1	3	3
	7%	9%	4%	21%	4%	-	6%	12%	-	-	9%	3%	10%	4%	4%	8%	5%	15%	8%	6%
Reported it to Ofcom	7	2	2	1	1	1	4	2	1	-	2	4	4	3	-	2	3	1	5	1
	8%	16%	12%	8%	3%	6%	14%	5%	6%	-	5%	13%	10%	6%	-	10%	5%	15%	15%	3%
Reported to another organisation	9	2	2	1	1	-	4	2	-	2	4	5	6	3	5	1	8	-	7	2
	11%	20%	11%	8%	7%	-	15%	7%	-	17%	9%	14%	15%	7%	30%	6%	12%	-	19%	5%
Did something else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/ can't remember	7	1	1	2	2	2	2	3	2	2	3	4	5	2	1	2	5	-	2	5
	9%	7%	5%	13%	9%	12%	6%	10%	12%	13%	6%	13%	13%	4%	7%	11%	8%	-	5%	12%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 168
Q43. How did you report the suspicious message/call? Live calls on your mobile
Base: All who have reported a suspicious live call on mobile

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	86	86	86	48	86	74	74	45	86	40	24	13	15	63	22	12	16	18	29	32	
Weighted base	82	82	82	47*	82	72	72	46*	82	41*	20**	12**	11**	58	21**	12**	15**	16**	29**	30**	
Effective base	70	70	70	38	70	61	61	37	70	32	20	11	13	53	17	9	13	16	22	27	
Reported it to a special number for reporting suspicious messages/calls	16 19%	16 19%	16 19%	9 20%	16 19%	13 18%	13 18%	10 22%	16 19%	8 20%	4 22%	3 25%	3 23%	14 23%	2 9%	-	2 13%	1 8%	3 10%	11 35%	
Reported it using the report function on my mobile phone	39 48%	39 48%	39 48%	18 39%	39 48%	34 47%	34 47%	21 45%	39 48%	16 39%	7 33%	6 46%	3 25%	23 39%	14 67%	9 72%	8 53%	8 46%	16 56%	12 40%	
Reported it to my landline or mobile provider	16 20%	16 20%	16 20%	10 21%	16 20%	13 18%	13 18%	8 18%	16 20%	10 24%	4 21%	4 34%	2 17%	10 18%	4 17%	1 8%	4 24%	5 33%	7 24%	1 4%	
Reported it to Action Fraud	20 25%	20 25%	20 25%	16 35%	20 25%	20 27%	20 27%	13 28%	20 25%	14 34%	9 45%	4 35%	6 54%	18 31%	3 12%	4 17%	3 17%	5 28%	7 26%	6 21%	
Reported it to Citizens Advice	3 4%	3 4%	3 4%	1 3%	3 4%	1 2%	1 2%	1 3%	3 4%	1 3%	-	-	-	1 2%	-	-	-	-	1 4%	-	
Reported it to the police	5 7%	5 7%	5 7%	5 10%	5 7%	5 7%	5 7%	5 10%	5 7%	5 12%	1 4%	1 6%	1 7%	5 8%	1 3%	-	1 5%	2 10%	2 6%	1 4%	
Reported it to Ofcom	7 8%	7 8%	7 8%	4 8%	7 8%	7 9%	7 9%	6 13%	7 8%	4 9%	2 9%	1 8%	1 7%	6 10%	1 3%	-	1 4%	3 16%	1 4%	2 7%	
Reported to another organisation	9 11%	9 11%	9 11%	6 12%	9 11%	8 11%	8 11%	5 10%	9 11%	5 12%	2 12%	1 7%	2 15%	7 12%	2 10%	1 10%	2 14%	1 8%	4 14%	3 9%	
Did something else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know/ can't remember	7 9%	7 9%	7 9%	3 7%	7 9%	6 9%	6 9%	4 8%	7 9%	2 5%	3 15%	2 16%	1 9%	5 9%	2 8%	1 6%	2 11%	1 5%	2 7%	3 11%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

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ONLINE Fieldwork: 31st January to 1st February 2024

Table 169
Q43. How did you report the suspicious message/call? Live calls on your landline
Base: All who have reported a suspicious live call on landline

	Age 1		Age 2		Age/Gender		Gender		Social Grade		Nation		Mobile
	55-74		55-74		Male	Female	Male	Female	ABC1	C2DE	Eng.	land	Q/S
	(e)	(i)	(m)	(n)	(o)	(p)	(q)	(r)	(C)	(H)	(I)	(J)	(K)
Unweighted base	30	14	14	11	10	13	17	15	15	27	22		
Weighted base	28*	14**	14**	11**	10**	13**	15**	14**	14**	24**	22**		
Effective base	26	12	12	10	9	11	15	14	13	23	19		
Reported it to a special number for reporting suspicious messages/calls	11	5	5	5	4	6	6	7	4	10	8		
	40%	33%	33%	44%	43%	44%	37%	54%	27%	39%	35%		
Reported it using the report function on my mobile phone	-	-	-	-	-	-	-	-	-	-	-		
Reported it to my landline or mobile provider	7	2	2	2	1	4	3	4	4	6	5		
	27%	17%	17%	23%	12%	32%	23%	28%	26%	23%	22%		
Reported it to Action Fraud	8	4	4	3	4	4	4	5	3	7	7		
	29%	30%	30%	29%	36%	31%	28%	36%	23%	31%	32%		
Reported it to Citizens Advice	1	-	-	-	-	-	1	-	1	1	-		
	2%	-	-	-	-	-	4%	-	5%	3%	-		
Reported it to the police	4	2	2	1	2	2	2	3	1	3	3		
	15%	14%	14%	12%	19%	17%	14%	20%	10%	14%	15%		
Reported it to Ofcom	3	2	2	1	1	1	2	1	2	3	2		
	12%	15%	15%	12%	8%	11%	13%	6%	18%	13%	8%		
Reported to another organisation	6	2	2	2	2	3	3	3	3	6	4		
	21%	11%	11%	21%	15%	25%	17%	20%	21%	24%	20%		
Did something else	-	-	-	-	-	-	-	-	-	-	-		
Don't know/ can't remember	2	1	1	1	-	1	1	-	2	2	2		
	7%	7%	7%	9%	-	8%	6%	-	13%	8%	9%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 170
Q43. How did you report the suspicious message/call? Live calls on your landline
Base: All who have reported a suspicious live call on landline

	Experience of suspicious texts/calls												Do you have a longstanding physical or mental condition or disability?		Financial Vulnerability Potentially financially vulnerable (t)
	Total	Mobile						Landline						No (r)	
	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Any landline (i)	Voice call (k)	Recorded message (l)				
Unweighted base	30	30	30	17	18	17	10	10	30	30	14	19	11	10	
Weighted base	28*	28**	28**	15**	19**	18**	9**	8**	28**	28**	12**	16**	11**	8**	
Effective base	26	26	26	15	16	15	9	9	26	26	12	16	10	9	
Reported it to a special number for reporting suspicious messages/calls	11	11	11	7	6	6	5	3	11	11	5	7	5	3	
	40%	40%	40%	46%	31%	33%	33%	51%	39%	40%	43%	41%	40%	40%	
Reported it using the report function on my mobile phone	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Reported it to my landline or mobile provider	7	7	7	4	4	3	3	4	7	7	4	3	5	4	
	27%	27%	27%	28%	20%	17%	17%	34%	49%	27%	27%	31%	16%	44%	
Reported it to Action Fraud	8	8	8	7	5	5	1	2	8	8	6	3	5	3	
	29%	29%	29%	50%	29%	27%	13%	24%	29%	29%	54%	19%	44%	38%	
Reported it to Citizens Advice	1	1	1	1	1	1	1	1	1	1	-	1	-	-	
	2%	2%	2%	4%	3%	4%	7%	8%	2%	2%	-	4%	-	-	
Reported it to the police	4	4	4	2	3	2	1	1	4	4	2	1	3	2	
	15%	15%	15%	14%	15%	12%	8%	18%	15%	15%	18%	9%	24%	24%	
Reported it to Ofcom	3	3	3	3	2	2	2	1	3	3	1	2	1	-	
	12%	12%	12%	19%	13%	14%	27%	14%	12%	12%	7%	15%	7%	-	
Reported to another organisation	6	6	6	2	4	4	1	1	6	6	2	4	2	1	
	21%	21%	21%	16%	20%	21%	9%	10%	21%	21%	20%	23%	17%	9%	
Did something else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 170
Q43. How did you report the suspicious message/call? Live calls on your landline
Base: All who have reported a suspicious live call on landline

	Experience of suspicious texts/calls												Do you have a longstanding physical or mental condition or disability?		Financial Vulnerability Potentially financially vulnerable (t)
	Total			Mobile						Landline			No (r)	NET: Yes (o)	
	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Any landline (i)	Voice call (k)	Recorded message (l)	No (r)	NET: Yes (o)		
Weighted base	28*	28**	28**	15**	19**	18**	18**	9**	8**	28**	28**	12**	16**	11**	8**
Don't know/ can't remember	2 7%	2 7%	2 7%	-	2 10%	2 10%	2 10%	1 10%	2 24%	2 7%	2 7%	-	2 12%	-	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 171
Q44. How did you know where to report each of the suspicious calls/messages? - Summary
Base: All who have reported a suspicious text/app message/live call

	Total	SMS text on your mobile	App message on your mobile	Live calls on your mobile	Live calls on your landline
Unweighted base	382	296	118	86	30
Weighted base	369	289	116	82	28
Effective base	325	252	102	70	26
Previous experience of scam attempts	118	93	37	31	8
	32%	32%	32%	38%	30%
From friends/ family	60	38	27	16	5
	16%	13%	23%	20%	19%
Searched for where to report it (e.g., Google search online)	106	85	26	21	8
	29%	29%	22%	25%	29%
From the media (e.g., TV/ radio/ magazine/ newspaper)	37	27	12	7	6
	10%	9%	11%	9%	22%
From social media	36	25	19	6	1
	10%	9%	16%	7%	4%
From information from my landline or mobile provider	96	80	22	20	6
	26%	28%	19%	24%	21%
From information from Ofcom	24	17	12	6	3
	6%	6%	11%	7%	9%
From information from another organisation	22	11	7	5	2
	6%	4%	6%	6%	8%
From somewhere else	24	15	10	3	-
	6%	5%	9%	4%	-
Don't know/ can't remember	49	33	13	13	3
	13%	11%	11%	16%	11%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 172
Q44. How did you know where to report each of the suspicious calls/messages? - SMS text on your mobile
Base: All who have reported a suspicious text

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)			
Unweighted base	296	39	46	39	50	107	15	85	89	107	15	14	18	59	63	138	158	168	128	43	25	12	15	23	40	44	25	235	14	27	20	108	188			
Weighted base	289	43*	48*	34*	46*	104	15**	90	80	104	15**	12**	21**	54	66	131	159	169	121	43*	27**	15**	16**	25**	44*	42*	27**	246	11**	24**	9**	109	180			
Effective base	252	34	39	34	41	91	14	73	75	91	14	13	16	51	54	120	132	144	108	37	21	11	13	18	37	40	21	205	13	24	17	94	157			
Previous experience of scam attempts	93	7	15	10	16	39	6	22	26	39	6	2	3	25	19	48	45	56	37	17	9	4	5	8	12	15	8	81	2	6	4	32	61			
From friends/ family	32%	17%	32%	30%	35%	37%a	37%	25%	33%	37%	37%	19%	15%	47%	30%	37%	28%	33%	31%	39%	34%	26%	34%	31%	27%	35%	32%	33%	21%	25%	42%	29%	34%			
From friends/ family	38	11	4	2	4	15	2	15	6	15	2	3	5	5	11	14	24	24	13	6	-	-	1	4	5	7	6	32	1	4	1	19	19			
Searched for where to report it (e.g., Google search online)	13%	26%bc	8%	5%	10%	14%	12%	17%	8%	14%	12%	26%	26%	10%	17%	11%	15%	14%	11%	13%	-	-	9%	16%	11%	18%	21%	13%	13%	16%	7%	17%	11%			
Searched for where to report it (e.g., Google search online)	85	9	10	8	13	40	5	20	21	40	5	1	6	20	24	36	49	52	33	14	8	3	3	6	13	18	8	73	4	5	3	27	58			
From the media (e.g., TV/radio/magazine/newspaper)	29%	22%	22%	24%	28%	38%	34%	22%	26%	38%g	34%	12%	29%	38%	37%	28%	31%	31%	28%	34%	32%	22%	20%	23%	28%	41%	28%	30%	39%	21%	29%	25%	32%			
From the media (e.g., TV/radio/magazine/newspaper)	27	2	6	1	1	13	3	8	3	13	3	2	-	11	5	19	8	15	12	8	2	-	-	1	8	2	2	23	3	1	-	11	16			
From social media	9%	4%	13%	4%	3%	13%	17%	9%	4%	13%h	17%	13%	-	20%	8%	14%p	5%	9%	10%	19%	8%	-	-	5%	17%	5%	9%	9%	23%	4%	-	10%	9%			
From social media	25	7	9	2	5	2	-	16	7	2	-	3	2	-	17	8	16	9	7	-	3	1	1	7	2	1	24	*	1	-	9	16				
From information from my landline or mobile provider	9%	17%e	19%e	7%	10%e	2%	-	18%i	9%i	2%	-	29%	12%	3%	-	13%p	5%	9%	8%	17%	-	19%	8%	2	15%	5%	3%	10%	4%	5%	-	8%	9%			
From information from my landline or mobile provider	80	8	15	7	13	32	4	23	20	32	4	4	16	20	32	48	47	33	11	3	2	3	7	17	12	6	64	5	8	2	26	54				
From information from my landline or mobile provider	28%	19%	32%	21%	29%	30%	28%	26%	25%	30%	28%	36%	17%	30%	30%	24%	30%	28%	27%	27%	13%	17%	19%	28%	38%	29%	23%	26%	47%	33%	27%	23%	30%			
From information from Ofcom	17	3	3	2	3	5	1	6	5	5	1	2	5	1	14	3	8	9	5	2	1	4	-	3	1	-	2	14	2	1	6	11				
From information from Ofcom	6%	7%	6%	7%	6%	5%	8%	6%	7%	5%	8%	10%n	1%	11%p	2%	5%	8%	8%	5%	8%	5%	3%	28%	-	3%	-	7%	6%	15%	4%	7%	6%	6%			
From information from another organisation	11	2	2	2	-	5	1	3	2	5	1	-	2	2	4	6	6	5	1	2	-	1	-	3	1	2	10	-	1	-	6	5				
From information from another organisation	4%	4%	3%	6%	-	5%	8%	4%	2%	5%	8%	-	8%	4%	6%	4%	4%	4%	3%	7%	-	5%	-	7%	3%	7%	4%	-	5%	-	5%	3%				
From somewhere else	15	2	5	1	3	5	-	7	3	5	-	1	1	3	2	7	8	7	9	2	2	1	1	2	1	1	3	13	1	*	8	7				
From somewhere else	5%	4%	11%	2%	6%	4%	-	8%	4%	4%	-	10%	3%	5%	3%	5%	4%	7%	5%	8%	4%	7%	9%	2%	11%	5%	9%	4%	5%	8%	4%					
Don't know/ can't remember	33	11	4	6	7	4	1	15	13	4	1	3	5	1	4	12	21	18	15	3	6	1	3	3	7	4	1	28	1	3	1	12	22			
Don't know/ can't remember	11%	27%be	8%	18%e	15%e	4%	5%	17%i	16%i	4%	5%	22%	26%	1%	6%	9%	13%	11%	12%	6%	23%	9%	17%	14%	16%	8%	3%	11%	8%	11%	15%	11%	12%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 173
Q44. How did you know where to report each of the suspicious calls/messages? - SMS text on your mobile
Base: All who have reported a suspicious text

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	296	296	110	156	296	296	296	111	93	130	66	31	53	212	83	35	56	28	52	110	108	
Weighted base	289	289	105	154	289	289	289	109	87	132	63	31**	48*	207	81	34**	53*	30**	48*	104	109	
Effective base	252	252	93	130	252	252	252	94	77	108	56	28	44	184	67	28	47	22	44	90	96	
Previous experience of scam attempts	93	93	41	48	93	93	93	37	36	43	21	15	15	64	30	12	26	10	20	32	34	
	32%	32%	39%	31%	32%	32%	32%	34%	42%	32%	33%	46%	31%	31%	36%	35%	49%	32%	41%	31%	31%	
From friends/ family	38	38	12	21	38	38	38	21	12	20	9	1	8	30	7	1	4	4	7	12	12	
	13%	13%	11%	14%	13%	13%	13%	19%	14%	15%	15%	3%	18%	15%	8%	3%	7%	14%	15%	12%	11%	
Searched for where to report it (e.g., Google search online)	85	85	33	52	85	85	85	31	23	41	22	11	20	63	21	9	12	10	14	32	32	
	29%	29%	31%	34%	29%	29%	29%	28%	27%	31%	35%	34%	41%	31%	26%	26%	23%	34%	29%	31%	29%	
From the media (e.g., TV/ radio/ magazine/ newspaper)	27	27	12	14	27	27	27	14	10	11	11	5	7	18	9	3	8	1	3	12	12	
	9%	9%	11%	9%	9%	9%	9%	13%	12%	8%	17%	17%	15%	9%	11%	8%	14%	3%	5%	11%	11%	
From social media	25	25	12	17	25	25	25	18	10	16	11	2	9	17	8	5	5	3	3	11	8	
	9%	9%	11%	11%	9%	9%	9%	17% ^{adef}	12%	12%	17%	8%	18%	8%	10%	13%	9%	9%	7%	11%	7%	
From information from my landline or mobile provider	80	80	28	43	80	80	80	30	26	38	17	7	16	59	21	6	16	10	13	24	36	
	28%	28%	27%	28%	28%	28%	28%	27%	29%	28%	28%	22%	33%	28%	26%	19%	30%	32%	27%	23%	33%	
From information from Ofcom	17	17	8	13	17	17	17	13	4	9	8	6	4	10	7	4	3	1	2	4	7	
	6%	6%	8%	8%	6%	6%	6%	12%	5%	7%	13%	19%	9%	5%	8%	12%	5%	4%	5%	4%	7%	
From information from another organisation	11	11	3	9	11	11	11	6	3	8	4	-	4	10	2	2	*	-	3	5	2	
	4%	4%	3%	6%	4%	4%	4%	4%	4%	6%	6%	-	7%	5%	2%	5%	1%	-	6%	5%	2%	
From somewhere else	15	15	5	8	15	15	15	4	5	8	1	1	-	9	7	5	2	2	2	6	6	
	5%	5%	4%	5%	5%	5%	5%	3%	5%	6%	1%	2%	-	4%	8%	16%	4%	8%	5%	5%	5%	
Don't know/ can't remember	33	33	10	19	33	33	33	9	9	17	4	1	3	20	13	8	5	7	4	14	13	
	11%	11%	9%	12%	11%	11%	11%	8%	10%	13%	6%	3%	5%	10%	16%	23%	9%	24%	7%	13%	12%	

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Ofcom Scams Survey
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Absolutes/col percents

Table 174
Q44. How did you know where to report each of the suspicious calls/messages? - App message on your mobile
Base: All who have reported a suspicious app message

	Age 1					Age 2			Age/Gender		Gender		Social Grade		Region			Nation		Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Female 18-24 (l)	Male 55+ (m)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North West (t)	London (y)	South East (A)	Eng-land (C)	Scot-land (E)	iPhone (G)	Other (H)
Unweighted base	118	23	28	29	14	23	51	43	23	11	17	72	46	71	47	15	23	16	92	11	51	67
Weighted base	116	24**	29**	27**	16**	19**	53*	43*	19**	13**	14**	69	47*	72	44*	15**	25**	16**	96	10**	51*	65
Effective base	102	20	24	25	12	20	45	36	20	10	15	62	40	63	39	13	20	15	81	10	45	57
Previous experience of scam attempts	37	5	10	6	7	8	15	14	8	1	6	23	14	26	11	5	13	8	31	3	14	23
From friends/ family	27	8	5	6	2	4	13	8	4	4	3	17	10	16	11	6	7	3	23	2	17	10
Searched for where to report it (e.g., Google search online)	26	6	7	3	2	8	13	5	8	3	5	14	11	17	8	2	4	4	20	3	12	14
From the media (e.g., TV/ radio/ magazine/ newspaper)	12	5	2	2	1	2	7	3	2	1	2	10	3	9	3	4	6	1	11	1	7	5
From social media	19	9	6	1	3	-	15	4	-	4	-	10	9	14	5	6	7	1	18	1	7	11
From information from my landline or mobile provider	22	4	7	5	4	2	11	9	2	3	2	13	9	16	6	4	5	3	17	2	7	15
From information from Ofcom	12	1	3	3	2	3	5	5	3	-	3	12	-	8	4	1	3	-	11	-	5	7
From information from another organisation	7	3	2	-	-	1	5	-	1	2	1	3	4	4	3	2	1	1	5	1	4	2
From somewhere else	10	5	18	3	6	11	12	4	11	-	15	12	4	10	6	23	-	4	9	-	7	10
Don't know/ can't remember	13	-	5	3	3	2	5	6	2	-	2	7	7	5	8	-	3	3	11	1	5	9
	11%	-	18%	11%	21%	9%	10%	15%	9%	-	12%	9%	14%	8%	18%	-	13%	15%	12%	12%	9%	13%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 175
Q44. How did you know where to report each of the suspicious calls/messages? - App message on your mobile
Base: All who have reported a suspicious app message

	Experience of suspicious texts/calls				Mobile						Landline		Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	118	118	49	73	118	118	103	118	47	66	24	19	93	25	11	20	11	23	40	50
Weighted base	116	116	48*	73	116	116	100	116	46*	66	21**	16**	91	25**	12**	19**	11**	20**	37*	53*
Effective base	102	102	40	63	102	102	88	102	38	56	21	17	82	20	9	16	8	19	34	45
Previous experience of scam attempts	37	37	18	23	37	37	33	37	18	22	6	6	27	10	5	8	8	4	12	21
	32%	32%	37%	32%	32%	32%	33%	32%	38%	33%	27%	36%	30%	38%	42%	42%	79%	22%	31%	40%
From friends/ family	27	27	15	19	27	27	26	27	15	17	7	6	23	4	1	4	1	4	10	9
	23%	23%	32%	27%	23%	23%	26%	23%	33%	26%	34%	34%	26%	14%	4%	19%	14%	18%	28%	16%
Searched for where to report it (e.g., Google search online)	26	26	10	16	26	26	24	26	10	14	2	2	19	7	5	4	3	4	10	12
	22%	22%	22%	22%	22%	22%	24%	22%	21%	21%	11%	14%	21%	27%	37%	21%	25%	19%	26%	23%
From the media (e.g., TV/ radio/ magazine/ newspaper)	12	12	5	10	12	12	9	12	5	8	6	5	11	1	1	1	-	3	3	7
	11%	11%	11%	13%	11%	11%	9%	11%	12%	12%	28%	32%	12%	5%	4%	6%	-	13%	8%	13%
From social media	19	19	7	12	19	19	17	19	7	12	5	3	17	2	-	2	1	3	6	9
	16%	16%	15%	17%	16%	16%	17%	16%	15%	18%	22%	20%	19%	7%	-	9%	11%	14%	17%	18%
From information from my landline or mobile provider	22	22	12	16	22	22	21	22	12	14	7	6	19	3	1	3	2	7	3	11
	19%	19%	25%	22%	19%	19%	21%	19%	26%	21%	33%	39%	21%	14%	8%	18%	20%	33%	9%	21%
From information from Ofcom	12	12	4	11	12	12	10	12	2	10	3	2	8	4	2	3	-	1	4	7
	11%	11%	8%	15%	11%	11%	10%	11%	5%	16%	14%	10%	9%	17%	20%	17%	-	3%	11%	13%
From information from another organisation	7	7	4	3	7	7	5	7	4	2	3	1	6	1	-	-	1	2	1	4
	6%	6%	7%	4%	6%	6%	5%	6%	8%	3%	14%	6%	7%	2%	-	-	6%	10%	2%	7%
From somewhere else	10	10	4	5	10	10	6	10	4	5	1	1	7	4	2	3	1	-	3	6
	9%	9%	8%	7%	9%	9%	6%	9%	9%	7%	4%	6%	7%	14%	15%	15%	10%	-	8%	11%
Don't know/ can't remember	13	13	4	10	13	13	11	13	4	10	-	-	9	4	2	2	-	2	6	6
	11%	11%	9%	14%	11%	11%	11%	11%	9%	15%	-	-	10%	16%	19%	10%	-	10%	15%	11%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 176
Q44. How did you know where to report each of the suspicious calls/messages? - Live calls on your mobile
Base: All who have reported a suspicious live call on mobile

	Age 1					Age 2			Age/ Gender	Gender		Social Grade		Region			Nation		Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 55+ (m)	Female (o)	ABC1 (q)	C2DE (r)	North West (t)	London (v)	Eng- land (C)	North- ern ire- land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	86	13	17	16	18	18	30	34	18	15	50	36	45	41	14	14	67	10	38	48
Weighted base	82	11**	18**	15**	19**	16**	29**	33**	16**	15**	48*	34**	42*	40*	16**	16**	70	4**	36*	46*
Effective base	70	10	14	14	14	14	24	27	14	13	40	30	38	32	12	12	56	9	32	38
Previous experience of scam attempts	31	3	11	3	8	4	14	11	4	6	19	12	17	14	8	9	25	3	12	19
From friends/ family	16	3	2	5	2	4	5	7	4	2	10	7	7	9	2	2	12	1	12	5
Searched for where to report it (e.g., Google search online)	21	2	2	5	4	8	4	9	8	5	12	9	13	7	5	2	18	*	11	10
From the media (e.g., TV/ radio/ magazine/ newspaper)	7	1	2	-	1	3	3	1	3	3	5	3	4	3	2	2	6	-	5	2
From social media	6	3	2	1	-	-	5	1	-	-	3	3	5	1	2	1	4	*	5	1
From information from my landline or mobile provider	20	1	4	4	3	7	5	7	7	7	12	8	11	9	5	2	16	2	7	13
From information from Ofcom	6	-	1	2	1	1	1	3	1	5	1	4	2	-	1	4	1	3	3	3
From information from another organisation	5	*	-	2	-	1	*	2	1	2	4	1	2	3	-	1	4	-	3	1
From somewhere else	4	-	7%	5%	3%	2%	5%	4%	2%	-	3%	5%	4%	3%	4%	-	3%	6%	1%	5%
Don't know/ can't remember	13	4	1	1	6	-	6	7	-	-	7	6	4	9	1	2	13	-	*	12
	16%	40%	8%	10%	30%	-	20%	21%	-	-	14%	19%	10%	22%	9%	16%	18%	-	1%	27%G

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 177
Q44. How did you know where to report each of the suspicious calls/messages? - Live calls on your mobile
Base: All who have reported a suspicious live call on mobile

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?			Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	86	86	86	48	86	74	74	45	86	40	24	13	15	63	22	12	16	18	29	32
Weighted base	82	82	82	47*	82	72	72	46*	82	41*	20**	12**	11**	58	21**	12**	15**	16**	29**	30**
Effective base	70	70	70	38	70	61	61	37	70	32	20	11	13	53	17	9	13	16	22	27
Previous experience of scam attempts	31	31	31	23	31	29	29	19	31	21	11	7	7	22	9	4	9	4	13	12
	38%	38%	38%	49%	38%	40%	40%	42%	38%	51%	56%	60%	59%	38%	41%	29%	58%	25%	44%	41%
From friends/ family	16	16	16	9	16	15	15	13	16	9	6	6	2	16	1	-	1	6	4	5
	20%	20%	20%	20%	20%	21%	21%	29%	20%	21%	31%	45%	22%	27%	3%	-	5%	34%	13%	17%
Searched for where to report it (e.g., Google search online)	21	21	21	13	21	18	18	10	21	11	3	1	2	17	3	-	2	2	8	9
	25%	25%	25%	28%	25%	26%	26%	22%	25%	28%	15%	12%	13%	29%	16%	-	16%	12%	27%	31%
From the media (e.g., TV/ radio/ magazine/ newspaper)	7	7	7	2	7	6	6	4	7	1	3	2	1	6	1	-	1	1	2	4
	9%	9%	9%	5%	9%	9%	9%	9%	9%	3%	16%	18%	13%	10%	6%	-	8%	9%	6%	13%
From social media	6	6	6	5	6	6	6	6	6	5	1	1	-	6	-	-	-	1	2	2
	7%	7%	7%	10%	7%	8%	8%	13%	7%	11%	4%	7%	-	10%	-	-	-	6%	8%	8%
From information from my landline or mobile provider	20	20	20	14	20	19	19	12	20	12	5	3	4	16	4	1	4	4	7	8
	24%	24%	24%	31%	24%	26%	26%	26%	24%	30%	25%	23%	36%	27%	21%	8%	29%	27%	23%	28%
From information from Ofcom	6	6	6	4	6	6	6	6	6	3	4	3	2	5	1	-	1	2	1	3
	7%	7%	7%	8%	7%	8%	8%	13%	7%	6%	19%	24%	15%	9%	3%	-	5%	10%	3%	8%
From information from another organisation	5	5	5	4	5	3	3	3	5	3	1	-	1	4	1	-	1	2	-	2
	6%	6%	6%	10%	6%	5%	5%	6%	6%	9%	5%	-	8%	7%	4%	-	5%	14%	-	5%
From somewhere else	3	3	3	2	3	3	3	1	3	2	-	-	-	*	3	3	1	1	2	-
	4%	4%	4%	4%	4%	4%	4%	3%	4%	5%	-	-	-	*	12%	21%	8%	8%	6%	-
Don't know/ can't remember	13	13	13	2	13	10	10	5	13	2	1	1	-	5	6	6	2	4	5	2
	16%	16%	16%	5%	16%	13%	13%	11%	16%	6%	4%	7%	-	8%	29%	50%	15%	23%	16%	6%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 178
Q44. How did you know where to report each of the suspicious calls/messages? - Live calls on your landline
Base: All who have reported a suspicious live call on landline

	Total	Age 1		Age 2		Age/Gender		Gender		Social Grade		Nation		Mobile	
		55-74 (e)	55-74 (i)	55+ (m)	55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	Eng- land (C)	Other (H)	Q/S	Other (H)		
Unweighted base	30	14	14	11	10	13	17	15	15	27	22				
Weighted base	28*	14**	14**	11**	10**	13**	15**	14**	14**	24**	22**				
Effective base	26	12	12	10	9	11	15	14	13	23	19				
Previous experience of scam attempts	8 30%	4 25%	4 25%	2 21%	3 24%	3 24%	5 35%	2 16%	6 45%	7 28%	6 29%				
From friends/ family	5 19%	2 11%	2 11%	2 21%	1 6%	4 30%	2 10%	3 19%	3 20%	5 19%	3 16%				
Searched for where to report it (e.g., Google search online)	8 29%	5 34%	5 34%	2 20%	5 49%	2 17%	6 38%	3 25%	5 33%	7 30%	7 31%				
From the media (e.g., TV/ radio/ magazine/ newspaper)	6 22%	3 21%	3 21%	3 25%	2 15%	4 28%	3 17%	2 16%	4 29%	6 25%	4 20%				
From social media	1 4%	-	-	-	-	1 6%	* 3%	1 9%	-	1 5%	-				
From information from my landline or mobile provider	6 21%	2 13%	2 13%	2 23%	1 6%	3 26%	2 17%	3 21%	3 20%	4 16%	5 21%				
From information from Ofcom	3 9%	1 10%	1 10%	3 24%	-	3 21%	-	1 9%	1 10%	3 11%	1 6%				
From information from another organisation	2 8%	-	-	2 21%	-	2 18%	-	1 7%	1 10%	2 10%	2 11%				
From somewhere else	-	-	-	-	-	-	-	-	-	-	-				
Don't know/ can't remember	3 11%	2 15%	2 15%	-	2 21%	-	3 21%	2 16%	1 7%	3 13%	2 10%				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 179
Q44. How did you know where to report each of the suspicious calls/messages? - Live calls on your landline
Base: All who have reported a suspicious live call on landline

	Experience of suspicious texts/calls												Do you have a longstanding physical or mental condition or disability?		Financial Vulnerability
	Total	Mobile						Landline						No (t)	NET: Yes (o)
	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Any landline (i)	Voice call (k)	Recorded message (l)				
Unweighted base	30	30	30	17	18	17	10	10	30	30	14	19	11	10	
Weighted base	28*	28**	28**	15**	19**	18**	9**	8**	28**	28**	12**	16**	11**	8**	
Effective base	26	26	26	15	16	15	9	9	26	26	12	16	10	9	
Previous experience of scam attempts	8	8	8	6	7	7	4	3	8	8	5	3	5	1	
From friends/ family	30%	30%	30%	39%	39%	40%	40%	43%	30%	30%	45%	19%	46%	6%	
Searched for where to report it (e.g., Google search online)	5	5	5	2	4	3	3	2	4	5	2	3	3	1	
From the media (e.g., TV/ radio/ magazine/ newspaper)	19%	19%	19%	17%	20%	17%	17%	22%	19%	19%	21%	16%	24%	17%	
From social media	8	8	8	5	5	5	5	1	8	8	3	5	3	4	
From information from my landline or mobile provider	29%	29%	29%	35%	29%	26%	26%	7%	29%	29%	29%	31%	26%	42%	
From information from Ofcom	6	6	6	4	4	4	2	3	6	6	3	4	2	3	
From information from another organisation	22%	22%	22%	26%	22%	23%	23%	21%	22%	22%	27%	24%	20%	33%	
From somewhere else	1	1	1	*	1	1	1	1	1	1	*	1	-	1	
Don't know/ can't remember	4%	4%	4%	3%	4%	5%	5%	9%	10%	4%	3%	8%	-	9%	
	6	6	6	3	3	2	2	3	6	6	3	1	5	2	
	21%	21%	21%	23%	15%	12%	12%	24%	21%	21%	30%	5%	42%	21%	
	3	3	3	1	3	3	3	1	3	3	-	3	-	-	
	9%	9%	9%	9%	14%	15%	15%	29%	9%	9%	-	16%	-	-	
	2	2	2	1	1	1	-	-	2	2	1	1	1	-	
	8%	8%	8%	9%	7%	8%	8%	-	8%	8%	12%	6%	12%	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	3	3	3	1	2	2	1	1	3	3	1	2	1	1	
	11%	11%	11%	5%	12%	13%	13%	10%	11%	11%	7%	14%	7%	16%	

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
* small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 180
Q45. Why did you decide to report the suspicious message/call?
Base: All who reported the suspicious message/call

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	382	53	62	63	59	124	21	115	122	124	21	19	27	74	71	183	199	220	162	12	50	28	17	21	31	59	53	30	301	20	34	27	139	241		
Weighted base	369	57*	64	53	55*	119	20**	121	108	119	20**	18**	30**	66	73	173	196	218	150	11**	51*	31**	20**	21**	30**	62	52*	31**	309	17**	31*	12**	137	231		
Effective base	325	45	53	55	49	105	19	98	103	105	19	16	24	64	62	157	168	190	135	10	44	24	16	18	24	53	49	25	261	18	30	24	121	202		
To stop receiving these calls/messages	248	33	47	29	38	86	14	79	68	86	14	10	15	49	51	119	129	148	100	8	35	21	10	14	18	41	44	17	207	10	21	10	91	156		
	67%	57%	73%	56%	70%	72% ^c	71%	65%	63%	72%	71%	59%	49%	74%	70%	69%	66%	68%	66%	72%	68%	68%	52%	67%	58%	65%	83% ^y	55%	67%	59%	70%	81%	66%	68%		
Didn't want the same to happen to others	226	25	39	25	40	82	16	64	64	82	16	8	14	48	50	106	120	138	88	6	33	17	10	12	18	36	37	14	183	13	22	9	83	143		
	61%	44%	60%	47%	72% ^{ac}	68% ^{ac}	80%	53%	60%	68% ^g	80%	46%	47%	73%	67%	61%	61%	63%	59%	53%	65%	55%	50%	57%	58%	58%	71%	47%	59%	76%	70%	74%	60%	62%		
To feel like I am helping to tackle scams	245	29	34	35	37	93	17	63	73	93	17	10	10	53	57	118	128	147	99	4	36	22	11	10	21	35	41	22	202	14	21	9	94	151		
	67%	50%	53%	67%	69%	78% ^{ab}	86%	51%	68% ^g	78% ^g	86%	56%	35%	80%	78%	68%	65%	67%	66%	40%	72%	71%	54%	47%	68%	56%	78% ^y	72%	65%	81%	67%	76%	69%	66%		
Encouraged to do so by family / friends	36	6	10	8	4	8	1	16	12	8	1	5	4	5	19	17	19	17	3	8	-	2	2	1	11	1	4	32	3	1	1	16	20			
	10%	10%	16%	15%	7%	7%	3%	13%	11%	7%	3%	7%	15%	6%	7%	11%	9%	9%	11%	23%	17% ^A	-	8%	11%	4%	18% ^A	2%	12%	10%	16%	2%	9%	11%	9%		
Encouraged to do so by a campaign	45	9	9	2	8	14	2	18	10	14	2	3	6	13	4	27	18	23	21	4	6	2	2	3	4	11	4	2	37	2	4	2	11	33		
	12%	15%	15%	5%	14%	12%	10%	15%	9%	12%	10%	18%	18%	19% ⁿ	5%	16%	9%	11%	14%	34%	13%	5%	8%	15%	14%	17%	7%	6%	12%	14%	12%	8%	14%			
Something else (Please specify)	10	3	-	-	2	4	1	3	2	4	1	3	-	3	2	8	2	4	6	-	-	2	-	-	-	4	2	-	8	2	-	-	2	8		
	3%	5%	-	-	4%	3%	6%	2%	2%	3%	6%	17%	-	4%	3%	5%	1%	2%	4%	-	-	7%	-	-	-	6%	4%	-	3%	12%	-	-	2%	3%		
Prefer not to say	4	3	-	1	-	1	-	3	1	1	-	-	3	-	1	-	4	2	3	-	-	-	-	-	2	-	-	4	-	1	-	-	2	3		
	1%	5%	-	1%	-	1%	-	2%	1%	1%	-	-	9%	-	2%	1%	2%	2%	-	-	-	-	-	8%	-	3%	-	-	1%	-	2%	-	1%	1%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 181
Q45. Why did you decide to report the suspicious message/call?
Base: All who reported the suspicious message/call

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	382	382	164	199	370	357	342	168	133	157	95	52	70	275	105	41	74	35	71	139	139		
Weighted base	369	369	153	193	360	349	333	165	123	158	90	50*	63	263	103	39*	71	36**	64	129	138		
Effective base	325	325	137	168	315	305	291	143	110	132	81	45	59	238	85	33	62	28	60	114	123		
To stop receiving these calls/messages	248 67%	248 67%	106 63%	122 63%	241 67%	236 67%	225 68%	113 69%	87 70%	104 66%	55 61%	36 71%	36 57%	172 65%	76 74%	27 70%	54 76%	27 76%	42 65%	93 72%	92 66%		
Didn't want the same to happen to others	226 61%	226 61%	100 65%	118 61%	220 61%	214 61%	202 61%	101 62%	82 66%	96 61%	56 62%	33 65%	41 65%	152 58%	73 71% ⁿ	27 69%	52 74% ⁿ	26 74%	37 58%	76 59%	90 65%		
To feel like I am helping to tackle scams	245 67%	245 67%	112 73% ^g	132 68%	239 66%	231 66%	224 67%	100 61%	93 75% ^g	105 67%	59 66%	33 65%	46 74%	170 65%	73 71%	28 71%	52 73%	25 69%	36 56%	87 68%	100 72% ^s		
Encouraged to do so by family / friends	36 10%	36 10%	15 10%	22 12%	36 10%	34 10%	33 10%	28 17% ^{adef}	15 12%	19 12%	8 9%	4 7%	7 11%	29 11%	7 7%	3 10%	7 6%	2 6%	9 14%	13 10%	10 8%		
Encouraged to do so by a campaign	45 12%	45 12%	17 11%	25 13%	44 12%	43 12%	41 12%	26 16%	13 10%	23 14%	14 15%	7 15%	9 14%	36 14%	9 9%	4 9%	4 6%	3 8%	6 9%	15 11%	18 13%		
Something else (Please specify)	10 3%	10 3%	8 5%	3 1%	10 3%	8 2%	2 2%	3 2%	7 5%	3 2%	4 5%	3 6%	1 2%	5 2%	3 3%	- -	3 5%	- -	- -	5 4%	3 2%		
Prefer not to say	4 1%	4 1%	-	3 1%	4 1%	4 1%	4 1%	2 1%	-	3 2%	-	-	-	3 1%	1 1%	-	-	1 3%	-	1 *	2 2%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
 * small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 182
Q46. Why did you decide not to report the suspicious message/call?
Base: All who did not report the suspicious message/call

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	1075	154	168	183	181	316	73	322	364	316	73	62	72	207	182	549	525	622	453	37	116	91	82	71	89	147	140	90	863	65	76	71	444	617	
Weighted base	1082	178	184	169	175	304	72	362	344	304	72	70	85	192	184	533	548	647	434	35*	121	89	103	86	94	150	135	92	905	54	86	37	472	598	
Effective base	902	130	140	149	151	272	66	270	300	272	66	51	62	182	157	469	434	529	373	33	102	80	69	60	72	128	123	81	738	55	65	61	382	508	
Because I didn't think any action would be taken	370	64	49	53	56	118	30	113	109	118	30	33	22	81	67	188	182	220	150	13	35	28	33	34	36	50	46	34	308	25	25	11	146	221	
	34%	36%	27%	31%	32%	39%b	42%b	31%	32%	39%	42%	47%l	26%	42%k	37%	35%	33%	34%	34%	37%	29%	32%	32%	39%	38%	34%	34%	37%	34%	46%	30%	30%	31%	37%	
Because I didn't know how to report it	372	52	53	66	71	110	21	105	137	110	21	20	27	61	70	159	214	215	158	18	43	27	23	25	36	57	47	29	306	23	31	13	174	193	
	34%	29%	29%	39%	40%ab	36%	29%	29%	40%g	36%	29%	28%	31%	32%	38%	30%	39%o	33%	36%	51%uwv	36%	31%	23%	29%	38%	38%w	35%	32%	34%	42%	36%	35%	37%	32%	
Because I didn't know who to report it to	426	78	59	57	72	135	24	137	130	135	24	32	37	74	85	187	238	256	170	20	47	34	41	31	41	62	52	28	356	25	31	14	200	224	
	39%	44%	32%	34%	41%	45%bc	33%	38%	38%	45%	33%	46%	44%	39%	47%	35%	44%o	40%	39%	57%B	39%	39%	40%	37%	43%	42%	38%	30%	39%	47%	36%	37%	42%	37%	
Because I didn't think it was serious enough	256	65	42	34	30	66	20	107	64	66	20	27	25	44	42	121	135	169	87	5	27	18	32	25	13	36	26	32	215	15	15	11	122	132	
	24%	36%bcd	23%	20%	17%	22%	28%	30%hi	18%	22%	28%	39%mn	30%	23%	23%	25%	26%r	20%	14%	22%	20%	31%kx	29%kx	14%	24%	20%	35%lux	24%	28%	18%	30%	26%	22%		
Because I thought it would be too time consuming	238	64	39	40	36	49	10	103	76	49	10	26	30	34	25	137	101	150	88	4	26	19	24	12	23	36	34	22	200	11	19	8	109	128	
	22%	36%bcd	21%	23%	21%	16%	13%	29%ij	22%	16%	13%	38%mn	36%mn	18%	13%	26%p	18%	23%	20%	12%	21%	21%	24%	14%	24%	24%	25%	22%	20%	22%	20%	23%	23%	21%	
Because I received conflicting advice on what to do	44	8	7	7	7	15	-	16	14	15	-	6	2	6	9	27	18	25	19	2	8	-	2	4	5	13	4	2	40	2	3	*	19	25	
	4%	5%	4%	4%	4%	5%	-	4%	4%	5%	-	9%	3%	3%	5%	5%	3%	4%	4%	5%	7%u	-	2%	5%	6%u	8%uB	3%	2%	4%	3%	3%	1%	4%	4%	
Because I was embarrassed that I had fallen for the scam	29	11	7	6	3	3	-	18	8	3	-	6	4	2	1	19	10	16	13	-	4	-	1	2	2	11	1	2	23	1	5	*	9	19	
	3%	6%def	4%	3%	2%	1%	-	5%l	2%	1%	-	8%mn	5%	1%	1%	4%	2%	3%	3%	-	4%	-	1%	2%	2%	8%uvA	1%	2%	3%	1%	6%	1%	2%	3%	
Something else	54	6	9	2	8	25	3	15	11	25	3	4	1	13	15	34	21	38	16	1	6	6	4	5	7	7	6	47	3	3	1	17	37		
	5%	4%	5%	1%	5%	8%c	5%	4%	3%	8%h	5%	5%	1%	7%	8%l	6%	4%	6%	4%	3%	5%	6%	4%	5%	5%	7%	5%	6%	5%	6%	4%	4%	4%	6%	
Prefer not to say	29	7	4	6	6	6	1	10	12	6	1	4	3	3	4	20	10	15	14	2	4	2	3	4	2	5	1	1	24	1	4	-	16	12	
	3%	4%	2%	4%	3%	2%	2%	3%	4%	2%	2%	5%	3%	2%	4%	2%	2%	2%	3%	6%	4%	2%	3%	4%	2%	3%	1%	1%	3%	2%	5%	-	3%	2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base

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Absolutes/col percents

Table 183
Q46. Why did you decide not to report the suspicious message/call?
Base: All who did not report the suspicious message/call

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	1075	1075	454	523	1020	974	915	459	322	396	317	212	221	792	263	119	163	84	205	395	366	
Weighted base	1082	1082	460	545	1030	979	920	459	331	415	336	216	238	804	257	116	151	81	204	378	379	
Effective base	902	902	378	442	853	814	762	384	262	331	269	180	191	669	215	93	135	67	162	325	326	
Because I didn't think any action would be taken	370	370	168	201	347	320	309	136	116	147	133	90	97	277	89	32	53	28	62	137	140	
	34%	34%	37%g	37%g	34%	33%	34%	30%	35%	35%	40%eg	42%defg	41%eg	34%	35%	27%	35%	34%	30%	36%	37%	
Because I didn't know how to report it	372	372	159	183	356	336	324	137	120	135	95	68	69	276	89	42	56	25	71	134	131	
	34%	34%	35%	34%	35%	34%	35%j	30%	36%	33%	28%	31%	29%	34%	35%	36%	37%	31%	35%	35%	34%	
Because I didn't know who to report it to	426	426	192	222	401	376	361	140	139	162	139	90	105	312	104	44	64	33	75	162	136	
	39%	39%g	42%g	41%g	39%g	38%g	39%g	31%	42%g	39%g	41%g	42%g	44%g	39%	40%	37%	42%	40%	37%	43%	36%	
Because I didn't think it was serious enough	256	256	105	123	241	231	216	103	66	91	80	54	58	196	56	31	30	20	58	74	91	
	24%	24%	23%	23%	23%	24%	23%	22%	20%	22%	24%	25%	24%	24%	22%	27%	20%	24%	28%t	20%	24%	
Because I thought it would be too time consuming	238	238	111	125	229	214	195	107	84	93	78	52	58	176	62	31	29	17	41	72	102	
	22%	22%	24%	23%	22%	22%	21%	23%	25%	22%	23%	24%	24%	22%	24%	26%	19%	21%	20%	19%	27%t	
Because I received conflicting advice on what to do	44	44	18	23	43	41	35	29	15	20	23	14	13	32	12	5	7	4	7	20	13	
	4%	4%	4%	4%	4%	4%	4%	6%	4%	5%	7%f	6%	5%	4%	5%	4%	4%	5%	4%	5%	3%	
Because I was embarrassed that I had fallen for the scam	29	29	11	19	28	28	22	24	9	16	13	6	8	26	3	3	2	-	7	12	10	
	3%	3%	2%	3%	3%	3%	2%	5%abdef	3%	4%	4%	3%	3%	3%	1%	2%	1%	-	3%	3%	3%	
Something else	54	54	29	27	51	48	45	25	21	23	17	13	9	39	16	3	12	5	10	20	18	
	5%	5%	6%	5%	5%	5%	5%	6%	6%	6%	5%	6%	4%	5%	6%	3%	8%	6%	5%	5%	5%	
Prefer not to say	29	29	17	12	28	24	20	16	16	11	7	4	3	20	6	1	4	3	4	10	9	
	3%	3%	4%	2%	3%	2%	2%	4%	5%fl	3%	2%	2%	1%	2%	2%	1%	3%	4%	2%	3%	2%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u ** very small base (under 30) ineligible for sig testing

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Absolutes/col percents

Table 184
Q47. Have you heard of or used the special text number [7726] that you can use to report a suspected suspicious text or call?
Base: All mobile users

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)		
Unweighted base	2052	241	300	342	369	654	146	541	711	654	146	100	107	408	392	1035	1015	1122	930	85	223	171	138	121	190	244	304	172	1648	122	158	124	796	1256		
Weighted base	2044	273	326	325	348	629	143	599	673	629	143	106	125	375	397	997	1046	1146	898	81	227	168	173	143	200	257	292	176	1716	99	169	60	835	1209		
Effective base	1707	202	254	273	301	557	128	456	574	557	128	82	90	347	338	868	841	959	748	71	194	148	118	102	156	206	269	147	1400	103	133	106	676	1032		
Yes, have heard of 7726 and used it to report a suspicious text	124	16	13	20	22	48	7	28	41	48	7	6	5	25	30	63	61	67	58	2	17	8	5	3	12	16	21	17	103	6	7	11	2	61	63	
	6%	6%	4%	6%	6%	8%b	5%	5%	6%	8%	5%	6%	4%	7%	8%	6%	6%	6%	3%	3%	8%	5%	3%	2%	6%	6%	7%	10%	6%	8%	7%	4%	7%	5%		
Yes, I have heard of 7726 and used it to report a suspicious call	72	14	16	8	13	16	6	30	21	16	6	8	5	10	11	40	32	40	33	1	17	7	3	-	8	19	4	5	65	3	5	*	41	32		
	4%	5%	5%	3%	4%	3%	4%	5%l	3%	3%	4%	7%	4%	3%	3%	4%	3%	3%	4%	1%	8%	7%wA	4%w	2%	-	4%w	7%swA	1%	3%	4%	3%	3%	1%	5%h	3%	
Yes, I have heard of 7726, but have not used it	121	18	22	15	12	41	14	40	27	41	14	8	10	19	36	63	58	78	43	3	10	12	18	5	11	25	16	6	105	3	11	2	47	74		
	6%	7%	7%	5%	3%	6%	10%d	7%	4%	6%	10%h	8%	8%	5%	9%m	6%	6%	7%	5%	4%	4%	7%	10%wB	3%	5%	10%twB	5%	3%	6%	3%	7%	3%	6%	6%		
Yes, I have heard of 7726, but do not know how to use it	25	3	8	6	5	4	-	11	11	4	-	3	-	1	2	19	7	11	15	-	2	-	4	3	2	5	4	1	21	1	3	-	7	18		
	1%	1%	2%e	2%	1%	1%	-	2%	2%	1%	-	3%o	-	*	2%p	1%	1%	1%	2%	-	1%	-	2%	3%	2%	1%	2%	1%	1%	1%	2%	-	1%	2%		
I knew there was a number but was not aware that it was 7726	175	10	12	19	27	88	20	22	45	88	20	5	5	54	54	84	91	100	75	14	21	15	10	10	20	17	20	18	146	8	16	6	66	109		
	9%	4%	4%	6%	8%	14%abc	14%abcd	4%	7%g	14%gh	14%gh	5%	4%	14%kl	14%kl	8%	9%	9%	8%	17%vwyA	9%	9%	6%	7%	10%	7%	7%	10%	9%	8%	9%	9%	8%	9%		
No, I have never heard of 7726 or any other number to report a suspicious text or call	1552	216	256	259	278	443	100	472	537	443	100	78	100	274	269	744	807	864	687	61	164	129	133	121	152	179	228	131	1298	77	127	50	629	923		
	76%	79%e	79%ef	80%ef	80%ef	70%	70%	79%ij	80%ij	70%	74%	80%n	73%	68%	75%	77%	77%	75%	77%	75%	72%	77%	77%	85%ty	76%	70%	78%y	75%	76%	78%	75%	84%	75%	76%		
NET: Aware of 7726	317	48	57	47	44	98	24	104	90	98	24	23	20	48	74	169	148	181	135	6	42	24	30	17	28	61	43	26	272	14	26	4	140	176		
	15%	17%	17%	14%	13%	16%	16%	17%	13%	16%	16%	22%o	16%	13%	19%q	17%	14%	16%	15%	8%	19%sw	15%	17%w	8%	14%	24%suw	15%	15%	16%F	14%	16%	7%	17%	15%		
NET: Have used 7726	170	27	27	25	27	54	10	54	52	54	10	12	10	28	36	87	83	92	78	3	30	12	8	3	15	31	23	19	146	10	12	2	86	84		
	8%	10%	8%	8%	8%	9%	7%	9%	8%	9%	7%	11%	8%	7%	9%	9%	8%	8%	9%	4%	13%svw	7%	5%	2%	8%	12%vw	8%w	11%w	9%	10%	7%	4%	10%h	7%		
NET: Not aware/never heard of	1727	226	269	278	304	531	120	495	582	531	120	83	105	327	323	828	898	965	762	75	185	144	143	131	172	196	249	150	1444	85	142	56	695	1033		
	85%	83%	83%	86%	87%	84%	84%	83%	87%	84%	84%	78%	84%	87%kn	81%	83%	86%	84%	85%	92%ty	81%	85%y	83%	92%tv	86%y	76%	85%y	85%y	84%	86%	84%	93%C	83%	85%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 185
Q47. Have you heard of or used the special text number [7726] that you can use to report a suspected suspicious text or call?
Base: All mobile users

	Experience of suspicious texts/calls				Mobile									Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)				
Unweighted base	2052	1391	520	715	1303	1208	1136	537	386	537	401	220	300	661	1532	483	216	314	155	384	797	651				
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674				
Effective base	1707	1167	430	600	1094	1014	951	452	313	450	337	187	255	540	1295	383	164	251	119	296	656	575				
Yes, have heard of 7726 and used it to report a suspicious text	124	98	43	52	97	92	87	43	36	43	25	16	20	26	84	39	19	26	14	25	51	41				
Yes, I have heard of 7726 and used it to report a suspicious call	72	61	25	42	61	59	53	42	21	37	25	12	19	11	57	15	5	9	5	12	30	24				
Yes, I have heard of 7726, but have not used it	121	81	28	58	76	70	57	50	17	48	34	13	28	40	90	28	13	15	8	20	47	39				
Yes, I have heard of 7726, but do not know how to use it	25	19	6	12	18	18	16	15	6	10	6	-	6	7	25	-	-	-	-	11	6	4				
I knew there was a number but was not aware that it was 7726	175	113	44	59	103	95	92	39	29	37	49	31	37	62	123	53	22	33	22	26	67	61				
No, I have never heard of 7726 or any other number to report a suspicious text or call	1552	1040	390	525	973	899	852	363	291	396	284	158	209	512	1162	357	162	230	118	296	563	512				
NET: Aware of 7726	317	239	89	148	233	220	195	138	70	123	82	35	66	77	240	74	37	44	24	62	122	101				
NET: Have used 7726	170	140	56	78	139	132	122	74	48	65	42	22	32	30	124	46	24	29	16	32	69	58				

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

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Absolutes/col percents

Table 185
Q47. Have you heard of or used the special text number [7726] that you can use to report a suspected suspicious text or call?
Base: All mobile users

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Weighted base	2044	1393	523	732	1308	1213	1139	540	390	556	415	224	312	651	1524	484	220	307	164	385	752	674			
NET: Not aware/never heard of	1727	1153	434	585	1076	993	944	402	320	433	332	189	246	574	1284	410	183	263	140	322	630	573			
	85%	83%gi	83%g	80%g	82%gi	82%g	83%gi	74%	82%g	78%	80%	84%g	79%	88%abodefghij	84%	85%	83%	86%	85%	84%	84%	85%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 186

Absolutes/col percents

Q48. 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?
Base: All who were previously unaware of 7726

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	1733	194	250	294	323	546	126	444	617	546	126	78	86	351	321	863	868	945	788	77	181	148	112	111	163	187	255	147	1381	103	134	115	655	1078	
Weighted base	1727	226	269	278	304	531	120	495	582	531	120	83	105	327	323	828	898	965	762	75	185	144	143	131	172	196	249	150	1444	85	142	56	695	1033	
Effective base	1438	163	211	233	265	462	110	373	498	462	110	64	72	297	276	725	714	806	632	64	159	129	94	94	136	155	225	126	1171	87	112	98	553	887	
10 - Very likely	358	26	32	47	68	152	32	58	114	152	32	8	14	79	105	144	214	176	181	15	46	30	34	23	37	30	57	23	295	26	25	11	141	216	
	21%	12%	12%	17%	22%ab	29%abc	27%abc	12%	20%g	29%gh	27%g	9%	13%	24%kl	33%klm	17%	24%o	18%	24%q	20%	25%yB	21%	24%	18%	21%	15%	23%	15%	20%	31%CE	18%	21%	20%	21%	
9	160	13	9	29	37	52	21	21	66	52	21	3	10	45	28	80	80	93	67	10	13	9	5	13	21	31	23	8	133	6	17	5	70	90	
	9%	6%	3%	10%b	12%ab	10%b	17%abe	4%	11%g	10%g	17%gi	4%	9%	14%k	9%	10%	9%	10%	9%	13%v	7%	6%	4%	10%	21%wB	16%tuwB	9%	5%	7%	12%	8%	8%	10%	9%	
8	270	32	39	41	55	81	22	71	96	81	22	8	19	51	52	112	158	155	116	14	29	18	17	18	28	36	37	25	221	13	24	12	107	163	
	16%	14%	15%	15%	18%	15%	19%	14%	16%	15%	19%	10%	18%	16%	14%	18%o	16%	15%	16%	19%	16%	12%	12%	14%	16%	18%	15%	17%	15%	16%	17%	21%	15%	16%	
7	209	34	30	35	42	67	2	63	77	67	2	10	12	31	38	101	108	130	79	7	23	17	19	14	16	23	37	20	176	5	20	8	95	114	
	12%	15%f	11%f	13%f	14%f	13%f	2%	13%j	13%j	13%j	2%	13%	11%	9%	12%	12%	12%	13%	10%	9%	12%	12%	14%	11%	9%	12%	15%	13%	12%	5%	14%	15%D	14%	11%	
6	167	22	37	31	24	42	11	59	56	42	11	9	12	29	23	87	80	95	72	5	16	13	13	19	15	22	22	16	140	6	14	6	67	100	
	10%	10%	14%de	11%	8%	8%	9%	12%ai	10%	8%	9%	11%	11%	9%	7%	10%	9%	10%	9%	6%	9%	9%	9%	14%	9%	11%	9%	11%	10%	7%	10%	7%	10%	10%	10%
5	150	19	35	30	23	32	11	54	53	32	11	8	7	22	21	80	69	95	55	4	12	17	14	15	11	18	21	12	124	10	9	7	57	93	
	9%	8%	13%e	11%e	8%	6%	9%	11%ai	9%	6%	9%	10%	6%	7%	7%	10%	8%	10%	7%	5%	6%	12%	9%	11%	7%	9%	8%	8%	9%	12%	6%	13%	8%	9%	
4	71	21	11	9	8	20	1	33	17	20	1	7	12	13	8	38	33	50	21	1	7	7	3	6	4	9	10	10	59	6	6	1	32	39	
	4%	10%bcde	4%	3%	3%	4%	1%	7%hj	3%	4%	1%	8%n	11%mn	4%	2%	5%	4%	5%r	3%	2%	4%	5%	2%	5%	2%	5%	4%	7%	4%	7%	4%	1%	5%	4%	
3	55	10	18	8	4	12	3	28	12	12	3	6	3	12	3	39	16	34	21	2	6	3	7	7	3	5	9	47	2	6	*	21	34		
	3%	4%d	7%de	3%	1%	2%	3%	6%hi	2%	2%	3%	8%n	3%	4%n	1%	5%p	2%	4%	3%	2%	3%	2%	5%	5%	2%	3%	2%	6%	3%	2%	4%	1%	3%	3%	
2	44	11	11	3	6	13	-	22	9	13	-	5	6	11	3	25	19	27	17	1	5	3	6	6	6	2	10	3	42	2	1	-	17	27	
	3%	5%cf	4%cf	1%	2%	3%	-	4%hj	2%	3%	-	6%k	6%n	3%	1%	3%	2%	3%	2%	1%	3%	2%	5%	5%	3%	1%	4%	2%	3%	2%	1%	-	2%	3%	
1 - not at all likely	57	15	14	10	9	8	2	29	19	8	2	9	2	6	4	35	23	25	33	-	11	6	7	4	5	3	6	9	52	1	4	*	23	34	
	3%	7%e	5%e	4%	3%	2%	2%	6%l	3%	2%	2%	10%lmn	2%	2%	1%	4%	3%	3%	4%	-	6%sy	4%	5%	3%	3%	1%	2%	6%sy	4%	2%	3%	1%	3%	3%	
Don't know	185	22	33	35	29	52	14	55	64	52	14	10	9	28	39	88	97	85	101	17	16	20	17	5	26	19	21	16	156	8	16	5	63	122	
	11%	10%	12%	13%	9%	10%	12%	11%	11%	10%	12%	12%	9%	8%	12%	11%	11%	9%	13%q	22%twyA	9%	14%w	12%	4%	15%wA	10%	8%	11%	11%	10%	11%	8%	9%	12%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H



Ofcom Scams Survey
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Table 186

Absolutes/col percents

Q48. 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?
Base: All who were previously unaware of 7726

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)
Weighted base	1727	226	269	278	304	531	120	495	582	531	120	83	105	327	323	828	898	965	762	75	185	144	143	131	172	196	249	150	1444	85	142	56	695	1033
HIGH: 8-10	788	71	80	116	160	284	76	151	276	284	76	19	42	176	185	336	452	424	364	39	88	57	56	54	86	97	117	55	649	45	66	28	319	469
	46%	32%	30%	42%ab	53%abc	54%abc	63%abc	31%	47%g	54%g	63%gh	23%	40%k	54%kl	57%kl	41%	50%o	44%	48%	52%	48%	40%	39%	41%	50%B	49%B	47%	37%	45%	54%	46%	50%	46%	45%
MEDIUM: 5-7	526	75	102	96	89	140	24	176	186	140	24	27	30	82	82	267	257	320	206	15	50	47	46	48	43	62	80	47	440	21	44	22	219	307
	30%	33%f	38%ef	35%ef	29%	26%	20%	36%ij	32%j	26%	20%	33%	29%	25%	25%	32%	29%	33%r	27%	20%	27%	33%	32%	37% _s	25%	32%	32%	32%	30%	24%	31%	39%D	32%	30%
LOW: 1-4	228	57	54	30	26	54	6	111	57	54	6	27	23	42	18	137	91	136	92	5	30	20	24	23	17	19	31	31	199	10	17	1	93	134
	13%	25% _{cde}	20% _{cde}	11%	9%	10%	5%	23% _{hij}	10%	10%	5%	32% _{mn}	22% _n	13% _n	6%	17% _p	10%	14%	12%	6%	16% _s	14%	17%	18% _s	10%	17% _s	12%	14% _F	12% _F	12% _F	2%	13%	13%	
Mean	7.13	6.16	6.16	7.05 _{ab}	7.52 _{ab}	7.65 _{ab}	7.96 _{ab}	6.16	7.30 _g	7.65 _{gh}	7.96 _{gh}	5.52	6.63 _k	7.43 _{kl}	7.99 _{kl}	6.80	7.43 _o	7.02	7.27	7.82 _{uv}	7.09	6.93	6.80	6.70	7.42 _{wB}	7.32 _{wB}	7.24 _B	6.52	7.08	7.49	7.23	7.56	7.13	7.12
Standard deviation	2.49	2.66	2.56	2.38	2.29	2.35	2.15	2.60	2.35	2.35	2.15	2.80	2.48	2.45	2.13	2.59	2.36	2.42	2.58	2.05	2.72	2.59	2.79	2.56	2.47	2.15	2.45	2.64	2.53	2.48	2.32	1.89	2.47	2.51
Standard error	0.06	0.20	0.17	0.15	0.13	0.11	0.20	0.13	0.10	0.11	0.20	0.34	0.28	0.14	0.13	0.09	0.09	0.08	0.10	0.26	0.21	0.23	0.28	0.25	0.21	0.16	0.16	0.23	0.07	0.26	0.21	0.19	0.10	0.08

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Table 187
Q48. 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?
Base: All who were previously unaware of 7726

Absolutes/col percents

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	1733	1149	429	563	1069	989	940	404	313	413	321	186	234	584	1289	410	179	267	131	321	670	552
Weighted base	1727	1153	434	585	1076	993	944	402	320	433	332	189	246	574	1284	410	183	263	140	322	630	573
Effective base	1438	959	355	469	893	826	782	339	253	344	269	159	197	479	1087	323	136	211	100	246	551	488
10 - Very likely	358	242	75	133	228	216	207	83	56	110	63	33	47	115	237	116	47	77	43	64	160	104
	21%	21%	17%	23%	21%	22%	22%	21%	17%	26% ^{bh} k	19%	17%	19%	20%	18%	28% ⁿ	26%	29% ⁿ	31% ⁿ	20%	25% ^u	18%
9	160	115	52	60	103	95	94	44	37	36	42	22	30	45	113	45	12	33	14	31	61	59
	9%	10%	12% ^m	10%	10%	10%	10%	11%	12%	8%	13% ^m	12%	12%	8%	9%	11%	7%	13%	10%	10%	10%	10%
8	270	192	66	108	186	162	151	65	48	87	62	35	46	78	203	60	29	44	22	47	97	92
	16%	17%	15%	18% ^m	17%	16%	16%	16%	15%	20% ^m	19%	18%	19%	14%	16%	15%	16%	17%	16%	15%	15%	16%
7	209	156	64	64	148	134	128	52	51	52	35	23	23	52	169	35	14	16	13	28	74	80
	12%	14% ^m	15% ^m	11%	14% ^m	14% ^m	14% ^m	13%	16% ^{lm}	12%	11%	12%	9%	9%	13% ^{oq}	9%	8%	6%	10%	9%	12%	14% ^s
6	167	118	38	53	111	108	103	44	29	33	32	18	26	50	123	42	28	21	13	34	52	64
	10%	10%	9%	9%	10%	11%	11%	11%	9%	8%	10%	10%	11%	9%	10%	10%	15% ^{nq}	8%	9%	11%	8%	11%
5	150	94	34	40	86	84	79	32	23	30	20	11	14	56	119	27	12	19	6	25	58	46
	9%	8%	8%	7%	8%	8%	8%	8%	7%	7%	6%	6%	6%	10%	9%	7%	7%	7%	4%	8%	9%	8%
4	71	53	21	29	52	48	47	21	15	22	13	8	11	18	61	10	3	6	4	13	21	30
	4%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	4%	4%	3%	5%	3%	2%	2%	3%	4%	3%	5%
3	55	34	20	20	30	25	23	9	14	12	15	11	9	21	43	11	6	5	1	11	20	20
	3%	3%	5%	3%	3%	3%	2%	2%	4%	3%	4%	6% ^{defg}	4%	4%	3%	3%	3%	2%	1%	3%	3%	3%
2	44	29	13	12	26	26	25	9	9	8	6	5	4	15	32	12	7	7	2	10	12	19
	3%	3%	3%	2%	2%	3%	3%	2%	3%	2%	2%	3%	2%	3%	2%	3%	4%	3%	1%	3%	2%	3%
1 - not at all likely	57	24	10	12	23	20	20	10	10	9	5	2	3	34	49	6	2	5	2	6	24	18
	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%	1%	1%	6% ^{abcd} efg 4% ^o jkl	4% ^o	1%	1%	2%	1%	2%	4%	3%
Don't know	185	95	41	54	81	75	69	33	29	34	40	21	32	90	135	45	22	31	19	52	53	42
	11%	8%	9%	9%	8%	8%	7%	8%	9%	8%	12% ^{def}	11%	13% ^{adefi}	16% ^{abcd} ef ghi	10%	11%	12%	12%	13%	16% ^{tu}	8%	7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Prepared by Yonder



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Table 187
Q48. 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?
Base: All who were previously unaware of 7726

Absolutes/col percents

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Weighted base	1727	1153	434	585	1076	993	944	402	320	433	332	189	246	574	1284	410	183	263	140	322	630	573
HIGH: 8-10	788	549	193	301	518	473	452	191	140	233	167	90	123	239	554	222	88	154	80	143	317	254
	46%	48% _m	45%	51% _m	48% _m	48% _m	48% _m	48%	44%	54% _{labhm}	50% _m	48%	50% _m	42%	43%	54% _n	48%	58% _n	57% _n	44%	50%	44%
MEDIUM: 5-7	526	368	136	158	345	326	309	129	103	115	87	52	63	158	412	104	54	56	32	87	184	190
	30%	32%	31%	27%	32%	33% _{coijm}	33% _{cij}	32%	32%	27%	26%	28%	26%	28%	32% _{oq}	25%	30%	21%	23%	27%	29%	33%
LOW: 1-4	228	141	64	72	131	120	114	49	47	51	38	26	27	87	184	40	19	22	9	40	76	86
	13%	12%	15%	12%	12%	12%	12%	12%	15%	12%	11%	14%	11%	15%	14% _{oqr}	10%	10%	8%	7%	12%	12%	15%
Mean	7.13	7.24 _m	7.06	7.37 _m	7.25 _m	7.25 _m	7.26 _m	7.24	7.04	7.47 _{bhm}	7.37 _m	7.19	7.40 _m	6.87	6.98	7.63 _n	7.38	7.78 _n	7.97 _n	7.17	7.32 _u	6.99
Standard deviation	2.49	2.36	2.43	2.37	2.35	2.35	2.36	2.36	2.45	2.36	2.30	2.35	2.27	2.75	2.50	2.39	2.41	2.37	2.18	2.48	2.52	2.46
Standard error	0.06	0.07	0.12	0.10	0.07	0.08	0.08	0.12	0.15	0.12	0.14	0.18	0.16	0.12	0.07	0.13	0.19	0.15	0.20	0.15	0.10	0.11

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 188
Financially Vulnerable Groups
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256		
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209		
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032		
Most financially vulnerable	427	76	65	95	69	103	20	141	163	103	20	25	43	54	69	187	240	145	282	25	49	23	46	31	36	49	57	36	352	25	37	14	144	241		
	19%	25%ef	18%	28%bde	18%	16%	13%	21%ij	23%ij	16%	13%	21%	31%mn	14%	17%	17%	21%o	12%	29%q	28%uy	20%	13%	24%u	19%	17%	17%	19%	19%	24%	20%	21%	17%	17%	20%		
Potentially financially vulnerable	815	88	110	111	170	273	62	199	281	273	62	37	38	172	163	418	396	429	387	30	91	69	85	51	87	96	91	75	675	48	70	23	262	490		
	37%	29%	30%	33%	45%abc	41%abc	41%ab	30%	39%g	41%g	41%g	30%	27%	44%kl	39%l	39%	35%	35%	39%	34%	37%	39%	44%yA	32%	42%A	33%	30%	40%A	37%	46%	38%	35%	31%	41%G		
Least financially vulnerable	711	76	150	113	111	215	46	226	223	215	46	37	28	140	122	376	335	514	197	18	73	62	37	56	64	108	116	59	593	27	66	25	324	349		
	32%	25%	41%ade	33%a	29%	33%a	30%	34%	31%	33%	30%	31%	20%	36%l	29%	35%p	30%	42%r	20%	20%	30%v	35%sv	19%	35%sv	31%v	37%sv	38%sv	31%v	32%	26%	36%	38%	39%h	29%		
Unallocated	248	64	42	23	29	68	23	106	52	68	23	22	31	28	63	94	153	132	116	16	30	25	24	21	20	38	37	18	228	5	12	4	105	128		
	11%	21%bcd	11%	7%	8%	10%	15%cd	16%hi	7%	10%	15%h	18%m	22%m	7%	15%m	9%	14%o	11%	12%	18%	12%	14%	12%	13%	10%	13%	12%	9%	12%DE	4%	6%	6%	13%	11%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 189
Financially Vulnerable Groups
Base: All respondents

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686	
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711	
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606	
Most financially vulnerable	427 19%	264 18%	97 18%	148 19%	246 19%	230 19%	219 19%	106 20%	78 20%	107 19%	80 17%	39 17%	57 16%	163 21%	274 17%	150 29% _n	86 36% _{nq}	89 27% _n	49 28% _n	427 100% _{tu}	-	-	
Potentially financially vulnerable	815 37%	511 36%	185 35%	284 37%	456 35%	425 35%	406 36%	173 32%	132 34%	200 36%	184 40% _g	93 39%	141 40% _g	305 40% _{dg}	599 37%	205 39%	85 36%	144 44% _n	75 42%	-	815 100% _{su}	-	
Least financially vulnerable	711 32%	500 35% _m	191 36% _m	273 35% _m	462 35% _m	431 36% _m	396 35% _m	213 39% _m	135 34% _m	205 37% _m	150 33%	83 35% _m	120 34% _m	211 27%	591 36% _{opqr}	111 21%	46 19%	58 18%	36 20%	-	-	711 100% _{st}	
Unallocated	248 11%	160 11% _i	62 12%	65 8%	145 11%	128 11%	119 10%	49 9%	45 12%	43 8%	22 9%	32 9%	88 12% _i	173 11%	59 11%	23 9%	39 12%	17 10%	-	-	-		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 190
Gender
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPho- ne (G)	Other (H)		
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256		
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209		
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032		
Male	1075	142	185	176	179	314	79	327	355	314	79	121	-	393	-	1075	-	598	477	35	129	82	85	63	107	166	138	91	896	54	97	29	344	653		
	49%	47%	50%	52%	47%	48%	52%	49%	49%	48%	52%	100%ln	-	100%ln	-	100%p	-	49%	49%	40%	53%w	46%	44%	40%	52%	57% ^{su} v	46%	48%	49%	51%	53%	44%	41%	54%G		
Female	1125	162	182	165	199	345	72	344	364	345	72	-	140	-	417	-	1125	621	504	53	114	97	107	95	100	124	163	97	950	51	86	37	490	555		
	51%	53%	49%	48%	53%	52%	48%	51%	51%	52%	48%	-	100%km	-	100%km	-	100%o	51%	51%	60%y	47%	54%y	56%y	60%ty	48%	43%	54%y	52%	51%	49%	47%	56%	59%H	46%		
Other	2	-	1	-	1	1	-	1	1	1	-	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	1		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 191
Gender
Base: All respondents

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686	
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711	
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606	
Male	1075 49%	694 48%	278 52%	381 49%	638 49%	591 49%	543 48%	306 57% acdefj im	207 53%	285 51%	225 49%	120 51%	168 48%	382 50%	823 50% opq	231 44%	96 40%	143 43%	84 48%	187 44%	418 51% s	376 53% s	
Female	1125 51%	741 52% g	258 48%	389 51% g	669 51% g	622 51% g	595 52% g	235 43%	183 47%	271 49%	232 51% g	117 49%	182 52% g	384 50% g	814 50%	294 56% n	143 60% n	187 57% n	92 52%	240 56% tu	396 49%	335 47%	
Other	2 *	1 *	1 *	-	1 *	1 *	1 *	-	1 *	-	1 *	1 *	-	1 *	1 *	1 *	1 *	-	-	-	1 *	-	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 192
Age
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
16-17	43	43	-	-	-	-	-	43	-	-	-	-	-	-	21	22	26	17	1	2	4	5	4	2	5	9	5	37	2	4	-	25	17		
	2%	14% ^{ab}	-	-	-	-	-	6% ^{hij}	-	-	-	-	-	-	2%	2%	2%	2%	1%	1%	2%	3%	2%	1%	2%	3%	3%	2%	2%	2%	-	3% ^H	1%		
18-24	261	261	-	-	-	-	-	261	-	-	-	121	140	-	-	121	140	201	60	14	28	20	41	11	14	57	30	16	231	8	18	4	152	79	
	12%	86% ^{ab}	-	-	-	-	-	39% ^{hij}	-	-	-	100% ^{mn}	100% ^{mn}	-	-	11%	12%	16% ^r	6%	16% ^x	11%	11%	21% ^{tuwx}	7%	7%	20% ^{tuwx}	10%	9%	12%	7%	10%	7%	18% ^H	7%	
25-34	368	-	368	-	-	-	-	368	-	-	-	-	-	-	185	182	214	154	5	47	24	45	40	34	56	46	26	325	13	23	7	166	159		
	17%	-	100% ^{acde}	-	-	-	-	55% ^{hij}	-	-	-	-	-	-	17%	16%	18%	16%	6%	19% ^s	14%	24% ^{suA}	25% ^{suA}	16% ^s	19% ^s	15% ^s	14%	18% ^F	12%	13%	10%	20% ^H	13%		
35-44	341	-	-	341	-	-	-	341	-	-	-	-	-	-	176	165	155	186	16	34	26	24	26	36	43	46	28	279	16	29	16	124	201		
	15%	-	-	100% ^{abde}	-	-	-	47% ^{gij}	-	-	-	-	-	-	16%	15%	13%	19% ^q	18%	14%	14%	12%	17%	17%	15%	15%	15%	15%	15%	16%	25% ^C	15%	17%		
45-54	379	-	-	-	379	-	-	379	-	-	-	-	-	-	179	199	178	201	22	34	27	18	24	45	52	53	28	302	20	41	15	113	235		
	17%	-	-	-	100% ^{abce}	-	-	53% ^{gij}	-	-	-	-	-	-	17%	18%	15%	20% ^q	22%	25% ^{tv}	14%	9%	15%	22% ^{tv}	18% ^w	17% ^w	15%	16%	19%	21%	23%	13%	19% ^G		
55-64	317	-	-	-	-	317	-	-	317	-	-	-	155	162	155	162	152	165	13	33	30	22	16	31	27	62	33	266	16	24	11	101	199		
	14%	-	-	-	-	48% ^{abcd}	-	-	48% ^{ghj}	-	-	-	39% ^{kl}	39% ^{kl}	14%	14%	12%	17% ^q	14%	13%	17% ^y	12%	10%	15%	9%	20% ^{tw}	17% ^y	14%	15%	13%	16%	12%	16% ^G		
65+	493	-	-	-	-	342	151	-	342	151	-	-	238	255	238	255	294	200	18	66	49	37	37	45	51	56	51	408	30	44	12	153	318		
	22%	-	-	-	-	52% ^{ab}	100% ^{abcd}	-	52% ^{gh}	100% ^{ghi}	-	-	61% ^{kl}	61% ^{kl}	22%	23%	24%	20%	20%	27% ^{yA}	19%	19%	23%	22%	17%	18%	27% ^{yA}	22%	28%	24%	19%	18%	26% ^G		
NET: 18-34	629	261	368	-	-	-	-	629	-	-	-	121	140	-	-	306	322	415	214	19	75	44	86	51	48	113	76	43	556	20	41	11	319	238	
	29%	86% ^{cd}	100% ^{acde}	-	-	-	-	94% ^{hij}	-	-	-	100% ^{mn}	100% ^{mn}	-	-	28%	29%	34% ^r	22%	21%	31%	25%	45% ^{stu}	32%	23%	39% ^{sux}	25%	23%	30% ^{DF}	19%	22%	17%	38% ^H	20%	
NET: 35-54	720	-	-	341	379	-	-	720	-	-	-	-	-	-	355	364	333	387	37	68	53	42	50	81	95	98	56	581	36	71	32	237	436		
	33%	-	-	100% ^{ab}	100% ^{abef}	-	-	100% ^{gij}	-	-	-	-	-	-	33%	32%	27%	39% ^q	43% ^{tv}	28%	30%	22%	32%	39% ^{tv}	33% ^w	33% ^w	30%	31%	35%	38%	48% ^{CD}	28%	36% ^G		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
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 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 192
Age
Base: All respondents

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
NET: 55+	811	-	-	-	-	659	151	-	-	659	151	-	-	393	417	393	417	446	365	31	98	78	59	53	76	78	117	84	674	46	68	23	255	518
	37%	-	-	-	-	100%abcd	100%abcd	-	-	100%gh	100%gh	-	-	100%kl	100%kl	37%	37%	37%	37%	35%	40%y	44%vy	31%	33%	37%y	27%	39%y	45%vy	36%	44%	37%	35%	31%	43%G
Average age	47.47	21.20	30.22a b	39.97a bc	49.90a bcd	64.56a bcde	78.43a bcde	26.14	45.19g h	64.56g hi	78.43g hi	21.78	22.14 i	67.35k l	66.96k l	47.47	47.45	46.37	48.83q y	48.14v y	48.54v y	49.19v y	42.79	46.44 y	49.15v y	43.27 y	47.92v y	50.35v y	47.13	50.58	48.57	48.88	43.57	50.83G

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 193
Age
Base: All respondents

Absolutes/col percents

	Experience of suspicious texts/calls												Do you have a longstanding physical or mental condition or disability?							Financial Vulnerability									
	Total												Mobile			Landline				None			NET: Yes (o)				Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)										
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686							
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711							
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606							
16-17	43 2%	32 2%jl	5 1%	10 1%	32 2%jl	30 2%jl	26 2%jl	15 3%bjkl	4 1%	9 2%j	1 *	1 *	1 *	11 1%j	35 2%	6 1%	2 1%	3 1%	2 1%	8 2%	13 2%	11 2%							
18-24	261 12%	195 14%km	76 14%km	94 12%km	180 14%km	168 14%km	157 14%km	90 17%ckjlm	69 18%ckjlm	73 13%km	53 11%	22 9%	36 10%	66 9%	194 12%q	55 10%q	40 17%oqr	18 5%	12 7%	68 16%tu	75 9%	65 9%							
25-34	368 17%	240 17%jkl	77 14%jkl	133 17%jkl	226 17%jkl	216 18%jkl	198 17%jkl	119 22%abdcfjklm	72 19%jkl	115 21%bjkl	34 8%k	7 3%	30 9%k	127 17%jkl	295 18%oq	66 13%	49 20%oq	27 8%	22 12%	65 15%	110 14%	150 21%st							
35-44	341 15%	212 15%jkl	70 13%jkl	110 14%jkl	207 16%jkl	194 16%jkl	182 16%jkl	102 19%abcjkl	68 17%jkl	94 17%jkl	35 8%	11 5%	27 8%	129 17%jkl	279 17%oqr	57 11%	35 15%q	27 8%	17 10%	95 22%tu	111 14%	113 16%							
45-54	379 17%	233 16%	71 13%	125 16%	222 17%k	207 17%k	195 17%k	84 16%	63 16%	90 16%	74 16%	26 11%	63 18%k	145 19%bk	260 16%	112 21%n	55 23%n	78 24%n	43 25%n	69 16%	170 21%u	111 16%							
55-64	317 14%	193 13%	73 14%	102 13%	178 14%	163 13%	156 14%	64 12%	46 12%	70 13%	70 15%	44 12%	55 16%	124 16%g	223 14%	92 17%	42 17%	64 19%n	34 19%	50 12%	124 15%	113 16%							
65+	493 22%	330 23%egh	163 31%defghim	197 26%defghi	264 20%g	236 19%g	226 20%g	66 12%	67 17%	106 19%g	190 42%abcdefghim	127 54%abcdefghijm	139 40%abcdefghim	163 21%g	351 21%p	138 26%np	17 7%	113 34%nop	46 26%p	73 17%	211 26%su	148 21%							
NET: 18-34	629 29%	435 30%ijklm	153 29%jkl	227 30%jkl	407 31%ijklm	384 32%ijklm	355 31%ijklm	210 39%abcdefklm	142 36%abcjklm	188 34%ijklm	87 19%k	29 12%	66 19%k	194 25%jkl	489 30%oqr	121 23%q	88 37%oqr	45 14%	34 19%	133 31%t	185 23%	215 30%t							
NET: 35-54	720 33%	445 31%jk	141 26%k	234 30%jk	429 33%bjkl	401 33%bjkl	377 33%bjkl	186 34%bjkl	132 34%bjkl	184 33%bjkl	109 24%k	37 15%	89 25%k	275 36%abcjkl	539 33%	169 32%	91 38%	106 32%	61 34%	163 38%u	281 35%	223 31%							
NET: 55+	811 37%	523 36%gh	237 44%defghim	299 39%defghi	441 34%g	398 33%g	382 34%g	131 24%	113 29%	176 32%g	260 57%abodfghim	171 72%abcdfghijm	194 55%abcdfghim	287 37%ghi	574 35%p	230 44%np	59 24%	177 53%nop	80 45%np	123 29%	335 41%st	261 37%st							

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 193
Age
Base: All respondents

	Experience of suspicious texts/calls Total				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability					
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711
Average age	47.47	46.91 ^{gh}	49.68 ^{adef}	48.25 ^{defg}	45.85 ^g	45.54 ^g	45.79 ^g	41.86	44.10	45.15 ^g	55.32 ^{abcd}	60.06 ^{abcd}	55.29 ^{abcd}	48.51 ^{defg}	46.73 ^p	50.53 ^{np}	42.07	55.21 ^{nopr}	51.59 ^{np}	44.26	50.10 ^{su}	47.29 ^s

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 194
Social Grade
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256		
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209		
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032		
A	178 8%	47 16% <i>cde</i>	38 10% <i>cde</i>	20 6%	18 5%	38 6%	17 11% <i>cde</i>	86 13% <i>hi</i>	38 5%	38 6%	17 11% <i>hi</i>	20 17% <i>mn</i>	17 12% <i>mn</i>	29 7%	26 6%	90 8%	88 8%	178 15% <i>fr</i>	-	11 13% <i>x</i>	17 7%	19 10% <i>x</i>	17 9% <i>x</i>	17 11% <i>x</i>	7 3%	25 9% <i>x</i>	24 8% <i>x</i>	19 10% <i>x</i>	157 8% <i>D</i>	2 2%	13 7%	7 10% <i>D</i>	83 10% <i>H</i>	82 7%		
B	421 19%	89 29% <i>bcd</i>	78 21% <i>c</i>	48 14%	66 18%	114 17%	24 16%	168 25% <i>hij</i>	114 16%	114 17%	24 16%	42 34% <i>mn</i>	39 28% <i>mn</i>	63 16%	75 18%	214 20%	206 18%	421 34% <i>fr</i>	-	10 11%	48 20%	36 20%	47 24% <i>s</i>	24 15%	37 18%	52 18%	56 17%	33 17%	341 18%	29 28% <i>CE</i>	29 16%	21 31% <i>CE</i>	199 24% <i>H</i>	201 17%		
C1	621 28%	91 30%	97 26%	87 26%	93 25%	199 30%	53 35% <i>cd</i>	188 28%	181 25%	199 30% <i>h</i>	53 35% <i>h</i>	32 26%	52 37%	111 28%	142 34%	294 27%	327 29%	621 51% <i>fr</i>	-	33 37% <i>xA</i>	74 30%	50 28%	51 26%	47 30%	52 25%	87 30%	70 23%	63 34% <i>A</i>	527 29%	25 24%	55 30%	14 22%	238 29%	343 28%		
C2	447 20%	37 12%	76 21% <i>a</i>	94 28% <i>aef</i>	83 22% <i>aef</i>	136 21% <i>a</i>	20 13%	114 17%	177 25% <i>gj</i>	136 21%	20 13%	17 14%	15 11%	83 21% <i>kl</i>	72 17%	217 20%	229 20%	-	447 46% <i>q</i>	8 9%	54 22% <i>s</i>	33 18%	41 21% <i>s</i>	26 16%	50 24% <i>s</i>	64 22% <i>s</i>	78 26% <i>swB</i>	30 16%	383 21%	22 12%	33 12%	9 10%	176 13%	240 20%		
D	262 12%	24 8%	44 12%	50 15% <i>aef</i>	56 15% <i>aef</i>	77 12%	10 7%	69 10%	106 15% <i>gj</i>	77 12%	10 7%	6 5%	11 8%	59 15% <i>km</i>	28 7%	140 13%	121 11%	-	262 27% <i>q</i>	13 15% <i>v</i>	24 10%	24 13% <i>v</i>	12 6%	26 16% <i>v</i>	30 15% <i>v</i>	30 10%	40 13% <i>v</i>	21 11%	219 12%	13 12%	23 12%	7 10%	64 9%	171 14% <i>G</i>		
E	273 12%	15 5%	33 9%	42 12% <i>a</i>	61 16% <i>ab</i>	95 14% <i>ab</i>	27 18% <i>ab</i>	48 7%	104 14% <i>g</i>	95 14% <i>g</i>	27 18% <i>g</i>	5 4%	6 4%	49 12% <i>kl</i>	73 18% <i>kl</i>	120 11%	153 14%	-	273 28% <i>q</i>	13 15%	27 11%	19 10%	25 13%	19 12%	31 15%	32 11%	32 12%	22 12%	220 12%	13 12%	32 17%	9 13%	75 9%	172 14% <i>G</i>		
NET: AB	599 27%	137 45% <i>bcd</i>	117 32% <i>cde</i>	68 20%	84 22%	152 23%	41 27%	253 38% <i>hij</i>	152 21%	152 23%	41 27%	62 51% <i>mn</i>	56 40% <i>mn</i>	92 23%	102 24%	305 28%	294 26%	599 49% <i>fr</i>	-	21 24%	65 27%	54 30%	64 33% <i>x</i>	40 25%	44 21%	78 27%	80 28%	52 27%	498 27%	32 30%	42 23%	27 41% <i>CE</i>	281 34% <i>H</i>	283 23%		
NET: ABC1	1220 55%	227 75% <i>bcd</i>	214 58% <i>cd</i>	155 45%	178 47%	351 53% <i>c</i>	95 62% <i>cd</i>	441 66% <i>hi</i>	333 46%	351 53% <i>h</i>	95 62% <i>h</i>	93 77% <i>mn</i>	108 77% <i>mn</i>	202 51%	243 58%	598 56%	621 55%	1220 100% <i>fr</i>	-	54 62% <i>x</i>	139 57% <i>x</i>	104 58% <i>x</i>	115 60% <i>x</i>	88 55%	95 46%	165 57% <i>x</i>	150 50%	115 61% <i>xA</i>	1025 55%	57 54%	96 52%	42 63%	520 62% <i>H</i>	626 52%		
NET: C2DE	982 45%	76 25%	154 42% <i>a</i>	186 55% <i>abe</i>	201 53% <i>abf</i>	308 47% <i>a</i>	57 38% <i>a</i>	230 34%	387 54% <i>gij</i>	308 47% <i>g</i>	57 38%	28 23%	32 23%	191 49% <i>kl</i>	173 42% <i>kl</i>	477 44%	504 45%	-	982 100% <i>q</i>	33 38%	105 43%	75 42%	77 40%	70 45%	112 54% <i>stu</i>	126 43%	151 50% <i>B</i>	73 39%	822 45%	48 46%	87 48%	25 37%	315 38%	583 48% <i>G</i>		
NET: DE	535 24%	39 13%	77 21% <i>a</i>	92 27% <i>a</i>	118 31% <i>ab</i>	172 26% <i>a</i>	37 24% <i>a</i>	117 17%	210 29% <i>g</i>	172 26% <i>g</i>	37 24%	11 9%	17 12%	108 27% <i>kl</i>	101 24% <i>kl</i>	260 24%	275 24%	-	535 54% <i>q</i>	26 29%	51 21%	42 24%	37 19%	45 28%	62 30% <i>v</i>	62 21%	73 24%	42 23%	439 24%	26 24%	54 30%	16 24%	139 17%	343 28% <i>G</i>		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 195
Social Grade
Base: All respondents

	Experience of suspicious texts/calls			Mobile							Landline			Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606
A	178 8%	130 9% _m	40 8%	77 10% _m	117 9% _m	110 9% _m	97 9%	59 11% _m	27 7%	57 10% _m	35 8%	16 7%	29 8%	48 6%	148 9% _{oq}	23 4%	11 5%	10 3%	8 4%	13 3%	43 5%	101 14% _{st}
B	421 19%	294 21% _m	122 23% _m	157 20%	275 21% _m	251 21% _m	232 20%	121 22% _m	90 23% _m	126 23% _m	88 19%	57 24% _m	60 17%	126 16%	336 21% _{oq}	76 14%	35 15%	44 13%	18 10%	35 8%	134 16% _s	205 29% _{st}
C1	621 28%	421 29%	162 30%	227 29%	377 29%	351 29%	337 30%	151 28%	112 29%	165 30%	131 29%	70 30%	105 30%	200 26%	484 30% _{opr}	128 24%	47 20%	85 26%	36 20%	97 23%	252 31% _s	208 29% _s
C2	447 20%	283 20%	91 17%	140 18%	258 20%	244 20%	228 20%	98 18%	66 17%	95 17%	88 19%	42 18%	66 19%	164 21%	355 22% _{or}	86 16%	44 18%	55 17%	23 13%	63 15%	182 22% _s	146 21% _s
D	262 12%	159 11%	59 11%	83 11%	151 12%	140 12%	132 12%	66 12%	49 13%	61 11%	52 11%	23 9%	41 12%	103 13%	205 12%	54 10%	20 8%	31 9%	23 13%	64 15% _u	119 15% _u	48 7%
E	273 12%	147 10%	61 11%	86 11%	130 10%	118 10%	113 10%	46 9%	46 12%	52 9%	62 14% _{eg}	30 13%	49 14% _{deg}	126 16% _{abcdfg}	110 7%	158 30% _n	82 34% _n	106 32% _n	69 39% _n	154 36% _{tu}	86 11% _u	3 *
NET: AB	599 27%	425 30% _m	162 30% _m	234 30% _m	392 30% _m	361 30% _m	329 29% _m	180 33% _{ijlm}	117 30% _m	183 33% _{ilm}	122 27%	73 31% _m	89 25%	174 23%	484 30% _{opqr}	99 19%	46 19%	53 16%	26 15%	48 11%	177 22% _s	306 43% _{st}
NET: ABC1	1220 55%	846 59% _m	324 61% _m	461 60% _m	769 59% _m	712 59% _m	666 58% _m	331 61% _m	229 59% _m	348 63% _{ijm}	254 56% _m	143 60% _m	194 56%	374 49%	967 59% _{opqr}	227 43%	94 39%	138 42%	61 35%	145 34%	429 53% _s	514 72% _{st}
NET: C2DE	982 45%	589 41%	212 39%	309 40%	539 41%	502 41%	473 42%	210 39%	161 41%	208 37%	203 44% _i	94 40%	156 44%	393 51% _{abcdef}	669 41%	299 57% _n	146 61% _n	299 58% _n	115 65% _n	282 66% _{tu}	387 47% _u	197 28%
NET: DE	535 24%	306 21%	121 23%	169 22%	281 21%	258 21%	245 22%	112 21%	95 24%	113 20%	115 25%	52 22%	90 26%	229 30% _{abcdef}	315 19%	212 40% _n	103 43% _n	137 42% _n	92 52% _{noq}	219 51% _{tu}	205 25% _u	51 7%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 196
GO Region
Base: All respondents

Absolutes/col percents

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256		
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209		
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032		
Scotland	184	22	23	29	41	60	9	45	71	60	9	8	10	35	33	97	86	96	87	-	-	-	-	-	-	-	-	-	-	184	-	-	72	97		
	8%	7%	6%	9%	11% b	9%	6%	7%	10%	9%	6%	6%	7%	9%	8%	9%	8%	8%	9%	-	-	-	-	-	-	-	-	-	-	100% CD F	-	-	9%	8%		
North East	88	15	5	16	22	24	7	20	37	24	7	5	8	15	15	35	53	54	33	88	-	-	-	-	-	-	-	-	88	-	-	-	30	51		
	4%	5% b	1%	5% b	6% b	4%	5% b	3%	5%	4%	5%	4%	6%	4%	4%	3%	5%	4%	3%	100% stuvw	-	-	-	-	-	-	-	-	-	5% DEF	-	-	-	4%	4%	
North West	244	30	47	34	34	73	26	78	68	73	26	14	14	52	46	129	114	139	105	-	244	-	-	-	-	-	-	-	244	-	-	-	78	149		
	11%	10%	13%	10%	9%	11%	17% acd	12%	9%	11%	17% h	12%	10%	13%	11%	12%	10%	11%	11%	-	100% stuvw	-	-	-	-	-	-	-	13% DEF	-	-	-	9%	12%		
Yorkshire & Humber	179	24	24	26	27	62	16	48	53	62	16	13	7	35	43	82	97	104	75	-	-	179	-	-	-	-	-	-	179	-	-	-	62	106		
	8%	8%	7%	8%	7%	9%	10%	7%	7%	9%	10%	11%	5%	9%	10%	8%	9%	9%	8%	-	-	100% stvw	-	-	-	-	-	-	10% DEF	-	-	-	7%	9%		
West Midlands	192	46	45	24	18	46	13	91	42	46	13	19	22	22	37	85	107	115	77	-	-	-	192	-	-	-	-	-	192	-	-	-	79	94		
	9%	15% cde	12% cde	7%	5%	7%	8%	14% hi	6%	7%	8%	16% mn	16% mn	6%	9%	8%	9%	9%	8%	-	-	-	100% stuvw	-	-	-	-	-	10% DEF	-	-	-	9%	8%		
East Midlands	158	15	40	26	24	45	8	55	50	45	8	4	7	29	24	63	95	88	70	-	-	-	-	158	-	-	-	-	158	-	-	-	54	89		
	7%	5%	11% ade	8%	6%	7%	5%	8%	7%	7%	5%	4%	5%	7%	6%	6%	8% o	8%	7%	-	-	-	-	100% stuvw	-	-	-	-	9% DEF	-	-	-	6%	7%		
Wales	105	10	13	16	20	37	9	23	36	37	9	3	5	23	23	54	51	57	48	-	-	-	-	-	-	-	-	-	105	-	-	-	40	59		
	5%	3%	3%	5%	5%	6%	6%	3%	5%	6%	6%	3%	3%	6%	5%	5%	5%	5%	5%	-	-	-	-	-	-	-	-	-	100% CEF	-	-	-	5%	5%		
Eastern	207	16	34	36	45	66	10	50	81	66	10	10	4	36	40	107	100	95	112	-	-	-	-	-	-	-	-	207	-	-	-	74	126			
	9%	5%	9%	11% a	12% a	10% a	7%	7%	11% g	10%	7%	8%	3%	9% l	10% l	10%	9%	8%	11% q	-	-	-	-	-	-	-	-	-	100% stuvw	-	-	-	9%	10%		
London	290	62	56	43	52	62	16	118	95	62	16	25	32	39	39	166	124	165	126	-	-	-	-	-	-	290	-	-	290	-	-	-	121	136		
	13%	20% cde	15% e	13%	14% e	9%	11%	18% hi	13% i	9%	11%	21% mn	23% mn	10%	9%	15% p	11%	14%	13%	-	-	-	-	-	-	100% stuvw	-	-	16% DEF	-	-	-	15% H	11%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 196
GO Region
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
South East	301	39	46	46	53	100	17	86	98	100	17	10	20	56	61	138	163	150	151	-	-	-	-	-	-	-	301	-	301	-	-	-	-	120	172
	14%	13%	13%	13%	14%	15%	11%	13%	14%	15%	11%	8%	14%	14%	15%	13%	14%	12%	15%	-	-	-	-	-	-	-	100%stuv	-	16%DEF	-	-	-	-	14%	14%
South West	188	22	26	28	28	64	20	48	56	64	20	8	8	40	44	91	97	115	73	-	-	-	-	-	-	-	188	188	-	-	-	-	82	94	
	9%	7%	7%	8%	7%	10%	13%	7%	8%	10%	13%g	7%	6%	10%	11%	8%	9%	9%	7%	-	-	-	-	-	-	-	100%stuv	10%DEF	-	-	-	-	10%	8%	
Northern Ireland	66	4	7	16	15	21	2	11	32	21	2	*	4	11	12	29	37	42	25	-	-	-	-	-	-	-	-	-	-	-	66	22	38		
	3%	1%	2%	5%ab	4%	3%	2%	2%	4%g	3%	2%	*	3%	3%	3%	3%	3%	3%	2%	-	-	-	-	-	-	-	-	-	-	-	100%CDE	3%	3%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 197
GO Region
Base: All respondents

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686	
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711	
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606	
Scotland	184	113	40	55	106	93	85	46	31	40	37	17	28	70	125	51	22	27	20	37	70	66	
	8%	8%	7%	7%	8%	8%	8%	8%	8%	7%	8%	7%	8%	9%	8%	10%	9%	8%	11%	9%	9%	9%	
North East	88	49	21	24	39	34	32	18	17	12	20	9	14	39	64	23	11	19	10	25	30	18	
	4%	3%	4%	3%	3%	3%	3%	3%	4%	2%	4%	4%	4%	5%defl	4%	4%	5%	6%	5%	6%u	4%	2%	
North West	244	164	70	87	157	146	142	60	54	67	48	31	30	80	180	58	25	35	14	49	91	73	
	11%	11%	13%	11%	12%	12%	12%	11%	14%l	12%	10%	13%	8%	10%	11%	11%	10%	11%	8%	12%	11%	10%	
Yorkshire & Humberside	179	114	45	65	106	98	93	35	26	51	38	23	29	65	125	49	25	30	18	23	69	62	
	8%	8%	8%	8%	8%	8%	8%	6%	7%	9%	8%	10%	8%	9%	8%	10%	11%	9%	10%	5%	9%	9%	
West Midlands	192	133	50	84	112	106	98	51	37	56	52	24	36	59	137	53	28	29	15	46	85	37	
	9%	9%	9%	11% ^m	9%	9%	9%	9%	9%	10%	11%	10%	10%	8%	8%	10%	12%	9%	9%	11% ^u	10% ^u	5%	
East Midlands	158	107	43	52	98	87	82	27	33	39	25	17	19	51	129	28	13	20	15	31	51	56	
	7%	7%	8%	7%	8%	7%	7%	5%	8%	7%	5%	7%	5%	7%	8%	5%	6%	6%	8%	7%	6%	8%	
Wales	105	69	23	31	64	57	53	27	15	26	14	13	8	36	71	31	14	25	10	25	48	27	
	5%	5%	4%	4%	5%	5%	5%	5%	4%	5%	3%	6%	2%	5%	4%	6%	6%	8% ⁿ	6%	6%	6%	4%	
Eastern	207	131	52	80	116	105	104	50	39	54	55	24	46	77	151	52	23	27	16	36	87	64	
	9%	9%	10%	10%	9%	9%	9%	9%	10%	10%	12%	10%	13% ^{adef}	10%	9%	10%	8%	9%	9%	8%	11%	9%	
London	290	200	71	113	184	175	159	95	55	78	74	26	61	90	233	52	20	29	21	49	96	108	
	13%	14%	13%	15%	14%	14%	14%	18% ^{km}	14%	14%	16%	11%	18% ^{km}	12%	14% ^{opq}	10%	8%	9%	12%	11%	12%	15%	
South East	301	188	54	94	173	167	152	69	44	75	45	20	39	114	239	60	26	42	20	57	91	116	
	14%	13%	10%	12%	13%	14% ^k	13%	13%	11%	13%	10%	8%	11%	15% ^{bjk}	15%	11%	13%	11%	13%	13%	11%	16% ^t	
South West	188	120	51	69	109	105	98	43	28	45	43	28	34	68	134	53	23	35	14	36	75	59	
	9%	8%	10%	9%	8%	9%	9%	8%	7%	8%	9%	12%	10%	9%	8%	10%	10%	11%	8%	8%	9%	8%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 197
GO Region
Base: All respondents

	Experience of suspicious texts/calls				Mobile									Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711			
Northern Ireland	66	48	16	16	44	42	40	19	11	13	8	5	6	18	50	15	8	13	5	14	23	25			
		3%	3%	2%	3%	3%	4%	3%	3%	2%	2%	2%	2%	2%	3%	3%	3%	4%	3%	3%	3%	3%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 198
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region								Nation					Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	York- shire & Humb- erside (u)	West Mid- lands (v)	East Mid- lands (w)	East- ern (x)	London (y)	South East (A)	South West (B)	Eng- land (C)	Wales (D)	Scot- land (E)	North- ern Ire- land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032
Yes	1376	242	276	196	214	378	70	518	410	378	70	96	115	232	215	688	688	880	497	52	156	107	124	97	107	215	190	113	1160	66	108	43	585	694
	63%	80% f	75% f	57% f	57% f	46% f	77% hij	57% j	57% j	46%	80% mn	82% mn	59% n	52%	64%	61%	72% r	51%	60%	64% x	60%	65% x	61%	52%	74% stu	63% x	60%	63%	63%	63%	59%	65%	70% H	57%
No	826	62	91	145	165	281	82	153	310	281	82	24	25	161	201	387	437	340	485	35	88	73	68	61	100	76	112	75	688	39	76	23	250	514
	37%	20%	25%	43% ab	43% ab	43% ab	54% abc	23%	43% g	43% g	54% ghi	20%	18%	41% kl	48% klm	36%	39%	28%	49% q	40% y	36% y	40% y	35%	39% y	48% tvy	26%	37% y	40% y	37%	37%	41%	35%	30%	43% G

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
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 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 199
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?				Financial Vulnerability					
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606
Yes	1376 63%	941 66% ^{ijlm}	328 61%	494 64% ^m	872 67% ^{bjklm}	813 67% ^{bjklm}	758 67% ^{ijklm}	377 70% ^{bjklm}	250 64% ^m	371 67% ^{ijlm}	270 59%	141 59%	206 59%	435 57%	1108 68% ^{opqr}	243 46%	112 47%	145 44%	79 45%	192 45%	455 56% ^s	568 80% st
No	826 37%	494 34%	208 39% ^{deg}	276 36%	436 33%	400 33%	381 33%	164 30%	140 36%	185 33%	187 41% ^{adefgi}	97 41% ^{defg}	144 41% ^{adefgi}	332 43% ^{acdefghi}	529 32%	283 54% ⁿ	128 53% ⁿ	185 56% ⁿ	98 55% ⁿ	235 55% ^{tu}	360 44% ^u	143 20%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 200
Opinion Influencer
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region							Nation					Mobile O/S			
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032
Yes	245	68	66	33	34	35	8	134	67	35	8	26	39	28	16	151	94	168	77	10	25	15	26	17	20	66	23	17	218	8	15	4	94	102
	11%	22% f	18% cde	10% e	9% e	5%	5%	20% hij	9% i	5%	5%	22% mn	28% mn	7%	4%	14% p	8%	14% r	8%	11%	10%	9%	13%	10%	10%	23% stuv	8%	9%	12%	7%	8%	7%	11%	8%
No	1957	236	301	308	345	624	143	537	652	624	143	95	101	366	401	925	1031	1052	905	78	219	164	166	142	187	225	278	171	1630	97	169	62	741	1106
	89%	78%	82%	90% ab	91% ab	95% abc	95% ab	80%	91% g	95% gh	95% g	78%	72%	93% kl	96% kl	86%	92% o	86%	92% q	89% y	90% y	91% y	87% y	90% y	90% y	77%	92% y	91% y	88%	93%	92%	93%	89%	92%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 201
Opinion Influencer
Base: All respondents

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686			
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711			
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606			
Yes	245 11%	193 13% ^m	77 14% ^m	143 19% ^{adefm}	173 13% ^m	167 14% ^m	146 13% ^m	117 22% ^{abdefh} km	57 15% ^m	110 20% ^{abdefm}	90 20% ^{abdefm}	35 15% ^m	71 20% ^{abdefm}	51 7%	202 12% ^{oq}	40 8%	21 9%	17 5%	15 8%	50 12%	78 10%	100 14% ^t			
No	1957 89%	1242 87% ^{cgijl}	458 86% ^{gijl}	627 81%	1135 87% ^{cgijl}	1047 86% ^{cgijl}	993 87% ^{cgijl}	423 78%	333 85% ^g	446 80%	367 80%	202 85% ^g	280 80%	715 93% ^{ghijkl}	1435 88%	485 92% ⁿ	219 91%	313 95% ⁿ	162 92%	377 88%	738 90% ^u	611 86%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 202
Tenure
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)		
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256		
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209		
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032		
NET: Homeowners	1427	144	212	196	238	514	123	355	435	514	123	65	48	305	332	728	699	871	556	53	161	123	126	106	137	163	202	123	1194	76	110	47	532	792		
	65%	47%	58%a	58%a	63%a	78%abcd	53%	60%g	78%gh	82%gh	54%j	35%	77%kl	80%kl	68%p	62%	71%r	57%	60%	66%y	69%y	66%	67%	66%y	56%	67%y	66%	65%	72%E	60%	71%	64%	66%			
Owned outright - without mortgage	795	60	63	43	84	426	119	123	128	426	119	28	24	260	285	404	391	467	328	30	87	72	73	61	74	96	99	80	671	42	58	24	257	472		
	36%	20%c	17%	13%	22%c	65%abc	18%	18%	65%gh	79%ghi	23%	17%	66%kl	68%kl	38%	35%	38%r	33%	34%	36%	40%	38%	39%	36%	33%	33%	42%A	36%	40%	31%	36%	31%	39%G			
Owned with a mortgage or loan	632	84	149	153	154	88	4	233	307	88	4	37	25	45	47	324	308	404	228	23	74	52	53	45	63	67	103	44	523	33	52	23	274	320		
	29%	28%ef	41%aef	45%aef	41%aef	13%f	3%	35%ij	43%gij	13%j	3%	30%lmn	18%	11%	11%	30%	27%	33%r	23%	26%	30%	29%	28%	31%	23%	34%yB	23%	28%	32%	29%	35%	33%H	26%			
NET: Renters	733	144	139	142	137	145	26	283	279	145	26	47	85	87	83	327	405	322	411	35	79	52	60	48	64	118	96	64	615	28	71	19	280	398		
	33%	48%bde	38%ef	42%ef	36%ef	22%	17%	42%ij	39%ij	22%	17%	39%mn	60%kmn	22%	20%	30%	36%o	26%	42%q	40%	32%	29%	31%	30%	31%	41%luxA	32%	34%	33%	27%	38%	29%	34%	33%		
NET: Rent from Council/ Housing Association	451	79	63	93	97	100	19	142	190	100	19	24	45	59	60	203	248	162	289	24	51	30	32	27	44	74	51	40	373	18	49	11	158	253		
	20%	26%bef	17%	27%bef	26%bef	15%	12%	21%ij	26%gij	15%	12%	20%	32%mn	15%	14%	19%	22%	13%	29%q	27%A	21%	17%	17%	17%	21%	25%A	17%	21%	20%	18%	27%	17%	19%	21%		
Rented from the council	286	40	37	68	59	67	15	78	127	67	15	13	20	40	42	134	152	82	204	15	20	21	18	16	31	53	27	25	226	15	36	9	96	161		
	13%	13%	10%	20%abe	16%e	10%	10%	12%	18%gij	10%	10%	11%	14%	10%	10%	12%	14%	7%	21%q	17%tA	8%	12%	10%	10%	15%t	18%tA	9%	14%	12%	14%	20%C	13%	11%	13%		
Rented from a housing association	165	38	25	25	39	33	4	64	64	33	4	11	26	20	18	69	96	80	84	9	31	9	14	10	13	21	24	15	146	3	13	2	62	92		
	7%	13%bcdf	7%	7%	10%ef	5%	3%	9%ij	9%ij	5%	3%	9%	18%mn	5%	4%	6%	9%	7%	9%	10%	13%luxy	5%	7%	7%	6%	7%	8%	8%	8%	3%	7%	3%	7%	8%		
Rented from someone else	281	66	76	50	39	44	7	142	89	44	7	23	39	28	23	124	157	159	122	11	28	21	27	21	19	45	45	24	242	10	21	8	122	145		
	13%	22%cde	21%def	15%ef	10%f	7%	5%	21%hij	12%ij	7%	5%	19%mn	28%mn	7%	6%	12%	14%	13%	12%	13%	11%	12%	14%	13%	9%	15%	13%	13%	9%	12%	12%	15%	12%			
Rent free	43	16	17	2	4	1	2	33	6	1	2	9	7	2	2	21	21	27	15	-	4	4	6	4	6	9	4	1	39	1	3	-	23	19		
	2%	5%cde	5%cde	1%	1%	*	1%e	5%hi	1%	*	1%i	7%mn	5%mn	*	*	2%	2%	2%	2%	-	2%	2%	3%	3%	3%	3%	1%	1%	2%	1%	2%	-	3%	2%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 203
Tenure
Base: All respondents

	Experience of suspicious texts/calls					Mobile					Landline					Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686	
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711	
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606	
NET: Homeowners	1427	931	350	523	833	773	723	335	224	354	345	191	265	496	1138	263	90	175	75	171	519	579	
	65%	65%h	65%h	68%gh	64%h	64%h	63%	62%	57%	64%	75%abcdefghim	81%abcdefghim	78%abcdefghim	65%h	70%opqr	50%p	37%	53%pr	42%	40%	64%st	82%st	
Owned outright - without mortgage	795	521	223	314	437	398	370	170	117	181	258	152	199	274	611	171	46	125	52	116	307	278	
	36%	36%h	42%defghi	41%defghi	33%	33%	32%	31%	30%	33%	56%abcdefghim	64%abcdefghim	57%abcdefghim	36%	37%p	32%p	19%	38%p	29%p	27%	38%st	39%st	
Owned with a mortgage or loan	632	410	127	209	396	374	353	165	107	172	87	39	66	222	527	93	44	50	23	55	211	301	
	29%	29%bjkl	24%k	27%ijkl	30%bjkl	31%bjkl	31%bjkl	31%bjkl	27%ijkl	31%bjkl	19%	17%	19%	29%ijkl	32%opqr	18%	18%	15%	13%	13%	26%st	42%st	
NET: Renters	733	471	175	233	442	410	386	197	155	190	108	44	82	262	475	247	141	147	96	252	278	122	
	33%	33%ijkl	33%ijkl	30%ijkl	34%ijkl	34%ijkl	34%ijkl	36%cijkl	40%abcdijkl	34%ijkl	24%	19%	23%	34%ijkl	29%	47%n	59%noq	45%n	54%n	59%tu	34%u	17%	
NET: Rent from Council/ Housing Association	451	270	105	138	251	231	222	102	91	109	77	32	59	181	261	186	104	112	80	188	170	46	
	20%	19%	20%	18%	19%	19%	19%k	19%	23%ijkl	20%	17%	13%	17%	24%acdefijkl	16%	35%n	43%noq	34%n	45%noq	44%tu	21%u	6%	
Rented from the council	286	165	67	97	150	140	133	60	56	72	60	23	47	121	159	125	68	77	60	126	115	19	
	13%	11%	12%	13%	11%	12%	12%	11%	14%	13%	13%	10%	13%	16%adefgk	10%	24%n	28%n	23%n	34%noq	29%tu	14%u	3%	
Rented from a housing association	165	105	38	41	101	91	88	42	35	37	17	9	12	59	102	61	36	35	20	62	55	27	
	7%	7%ijl	7%ijl	5%	8%ijkl	8%ijl	8%ijl	8%ijl	9%cijkl	7%	4%	4%	3%	8%ijl	6%	12%n	15%n	11%n	11%n	14%tu	7%u	4%	
Rented from someone else	281	200	70	95	191	178	164	95	64	81	30	12	23	81	214	61	37	35	16	64	109	77	
	13%	14%ijklm	13%ijkl	12%ijkl	15%ijklm	15%ijklm	14%ijklm	18%cijklm	16%ijklm	15%ijklm	7%	5%	7%	11%ijk	13%	12%	16%	11%	9%	15%	13%	11%	
Rent free	43	34	12	14	33	31	31	8	11	12	4	2	4	9	24	15	9	7	6	5	19	9	
	2%	2%	2%	2%	3%lm	3%lm	3%lm	1%	3%	2%	1%	1%	1%	1%	1%	3%	4%n	2%	3%	1%	2%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 204
What is the highest educational level that you have achieved to date?
Base: All respondents

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade				Region							Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (l)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032
No formal education	9	-	2	5	-	3	-	2	5	3	-	-	-	1	2	5	4	2	7	1	-	1	1	1	-	2	3	1	9	-	-	-	1	7
Primary	14	1	4	3	1	1	3	5	4	1	3	-	-	4	*	7	4	9	1	2	*	4	-	*	1	2	1	11	2	-	*	3	7	
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1103	130	132	167	212	377	86	262	379	377	86	49	56	210	253	513	590	470	633	51	114	93	102	80	123	125	155	94	937	55	90	22	385	646
University degree or equivalent professional qualification, NVQ level 4, etc.	735	86	147	118	116	222	46	232	234	222	46	41	42	142	126	377	357	492	242	22	88	55	64	55	59	104	101	57	607	38	68	21	289	403
Higher university degree, doctorate, MBA, NVQ level 5, etc.	266	36	76	44	46	51	13	112	90	51	13	15	19	32	32	140	126	201	66	7	33	24	13	16	18	42	32	29	214	9	21	22	121	119
Still in full time education	50	44	3	1	1	-	-	48	2	-	-	15	21	-	-	21	29	39	11	3	5	6	4	6	3	10	6	4	47	-	3	*	24	19
Don't know	7	-	1	2	1	1	2	1	3	1	2	-	-	2	1	4	3	2	4	-	-	-	2	1	-	2	-	1	6	-	1	-	3	3
Prefer not to answer	18	6	3	2	2	5	1	9	4	5	1	2	2	3	2	9	9	9	9	2	2	-	3	-	4	4	2	2	18	-	-	*	9	5

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 205
What is the highest educational level that you have achieved to date?
Base: All respondents

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606
No formal education	9	4	4	3	3	2	2	2	3	2	3	1	3	5	9	1	1	-	-	5	3	1
Primary	14	7	2	5	5	5	1	2	2	3	*	3	6	10	2	1	2	1	3	5	4	
Secondary school, high school, 6th form/ college, GCSEs, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1103	687	235	356	625	585	559	243	171	243	226	107	177	417	773	316	153	204	105	268	476	241
University degree or equivalent professional qualification, NVQ level 4, etc.	735	495	202	272	452	416	387	175	138	208	155	96	110	240	584	137	58	82	40	102	236	325
Higher university degree, doctorate, MBA, NVQ level 5, etc.	266	192	72	113	178	166	150	96	57	87	54	28	45	74	205	55	24	36	25	25	78	139
Still in full time education	50	36	14	14	32	29	26	18	13	8	11	4	8	14	43	7	3	3	2	20	13	2
Don't know	7	4	3	3	4	2	2	2	3	2	2	1	2	3	6	1	-	-	1	1	3	-
Prefer not to answer	18	10	4	5	9	8	8	4	4	3	3	1	3	8	9	6	-	4	3	2	1	-

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 206
Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032
Yes - responsible for half or more of the items bought	1981	201	334	320	367	625	133	536	687	625	133	90	102	346	412	932	1048	1095	886	83	218	159	160	146	184	258	272	166	1647	98	174	62	733	1103
No - not responsible for most of the items bought	221	102	34	21	12	34	18	136	33	34	18	31	38	47	5	144	76	124	96	5	25	20	33	12	23	32	29	22	201	6	10	4	103	106
	10%	34% ^b	9% ^d	6%	3%	5%	12% ^c	20% ^h	5%	5%	12% ⁱ	26% ^k	27% ^l	12% ⁿ	1%	13% ^p	7%	10%	10%	6%	10%	11%	17% ^{sw}	8%	11%	11%	10%	12%	11% ^E	6%	5%	6%	12% ^H	9%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 207
Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?
Base: All respondents

	Experience of suspicious texts/calls			Mobile							Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606
Yes - responsible for half or more of the items bought	1981 90%	1294 90%	488 91%	701 91%	1176 90%	1098 90%	1032 91%	493 91%	349 90%	502 90%	429 94% ^{adehm}	227 96% ^{abcdef}	326 93%	687 90%	1473 90%	479 91%	216 90%	304 92%	160 90%	389 91%	758 93% ^u	635 89%
No - not responsible for most of the items bought	221 10%	141 10% ^{jk}	48 9% ^k	70 9% ^k	132 10% ^{jk}	115 10% ^{jk}	108 9% ^k	47 9% ^k	41 10% ^{jk}	54 10% ^k	28 6%	10 4%	24 7%	80 10% ^{jk}	164 10%	47 9%	23 10%	26 8%	17 10%	38 9%	57 7%	76 11% ^t

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 208
How many cars are there in your household?
 Base: All respondents

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
No cars in the household	462	80	81	93	82	103	23	161	175	103	23	28	46	43	83	195	266	225	238	23	53	39	34	32	38	104	45	28	397	12	43	10	152	277	
	21%	26%ef	22%e	27%ef	22%e	16%	15%	24%ij	24%ij	16%	15%	23%km	33%mn	11%	20%m	18%	24%o	18%	24%q	27%AB	22%A	22%	18%	20%	18%	36%tuvwxAB	15%	15%	21%D	12%	23%D	15%	18%	23%G	
NET: Any	1740	224	287	248	296	556	128	511	544	556	128	93	94	351	333	880	859	995	745	64	190	140	158	126	170	186	256	160	1451	92	141	56	683	932	
	79%	74%	78%	73%	78%	84%abcd	85%ac	76%	76%	84%gh	85%gh	77%	67%	89%kl	80%l	82%p	76%	82%r	76%	73%	78%y	78%y	82%y	80%y	82%y	64%	85%sty	85%sy	79%	88%CE	77%	85%	82%H	77%	
1	893	87	117	124	153	322	91	204	277	322	91	37	33	198	214	455	437	490	403	37	97	71	78	73	68	121	118	63	726	53	89	26	308	521	
	41%	28%	32%	36%	41%ab	49%abcde	60%abcde	30%	39%g	49%gh	60%ghi	31%	23%	50%kl	51%kl	42%	39%	40%	41%	42%	40%	40%	41%	46%xB	33%	39%	33%	33%	39%	50%C	49%C	39%	37%	43%G	
2	644	81	131	112	116	173	31	212	228	173	31	36	32	115	89	330	315	385	259	19	80	52	63	44	69	46	112	71	556	33	37	18	261	334	
	29%	27%	36%aef	33%ef	31%f	26%	21%	32%j	32%ij	26%	21%	29%	23%	29%n	21%	31%	28%	32%r	26%	22%	33%y	29%y	33%y	28%y	33%y	16%	37%sy	38%sy	30%E	32%E	20%	28%	31%	28%	
3+	202	57	39	12	26	62	6	96	39	62	6	20	29	37	31	95	107	120	82	8	13	17	16	9	33	20	26	25	169	6	15	12	114	77	
	9%	19%bcd	11%cf	4%	7%	9%c	4%	14%hij	5%	9%h	4%	17%mn	21%mn	9%	7%	9%	9%	10%	8%	9%	5%	10%	8%	6%	16%twyA	7%	9%	13%twy	9%	6%	8%	19%CDE	14%H	6%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 209
How many cars are there in your household?
Base: All respondents

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686	
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	457	457	237	350	767	1637	526	240	330	177	427	815	711	
Effective base	1831	1197	444	626	1094	1014	951	452	313	367	201	281	634	1380	417	181	270	129	321	713	606		
No cars in the household	462	292	104	143	270	245	231	111	93	107	81	31	64	170	314	138	82	83	47	163	160	77	
NET: Any	1740	1143	431	628	1038	968	908	429	297	449	376	207	287	597	1323	387	158	247	130	264	656	634	
	79%	80%	81%	82%	79%	80%	80%	79%	76%	81%	82%	87% Imm	82%	78%	81% opqr	74%	66%	75% p	74%	62%	80% s	89% st	
1	893	569	215	311	511	479	450	209	145	210	196	107	148	325	654	225	86	152	83	165	392	248	
	41%	40%	40%	40%	39%	39%	40%	39%	37%	38%	43%	45%	42%	42%	40%	43%	36%	46% p	47% p	39%	48% su	35%	
2	644	435	168	235	395	368	342	152	115	172	137	78	101	209	502	135	60	81	36	74	218	287	
	29%	30%	31%	30%	30%	30%	30%	28%	30%	31%	30%	33%	29%	27%	31% qr	26%	25%	24%	20%	17%	27% s	40% st	
3+	202	139	48	82	132	121	115	68	37	67	42	21	37	63	167	27	13	14	11	25	46	98	
	9%	10%	9%	11%	10%	10%	10%	13% m	10%	12% m	9%	9%	11%	8%	10% ppq	5%	5%	4%	6%	6%	6%	14% st	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 210
To which of the following ethnic groups do you consider you belong?
Base: All respondents

Absolutes/col percents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region							Nation					Mobile O/S				
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
White	1868	178	282	285	341	632	150	460	626	632	150	77	70	381	400	917	950	1006	862	78	211	164	142	141	187	178	266	169	1535	97	173	64	700	1058	
	85%	59%	77%a	84%ab	90%abc	96%abcd	69%	87%g	96%gh	99%gh	64%i	50%	97%kl	96%kl	85%	84%	82%	88%q	89%vy	86%vy	91%vy	74%y	89%vy	90%vy	61%	88%vy	90%vy	83%	92%C	94%C	97%C	84%	88%G		
NET: Ethnic minority	316	119	79	54	36	27	1	198	90	27	1	40	69	12	16	148	168	203	112	9	32	13	48	17	19	109	33	19	299	5	9	2	129	141	
	14%	39%abcd	22%def	16%def	9%ef	4%f	1%	29%hij	13%ij	4%j	1%	33%mn	49%kmn	3%	4%	14%	15%	17%r	11%	10%	13%	7%	25%stu	11%	9%	37%stu	11%	10%	16%DEF	5%	5%	3%	15%H	12%	
Mixed	49	7	10	16	10	7	-	17	26	7	-	3	2	3	3	24	25	25	24	-	6	4	7	8	5	11	2	5	48	-	1	-	19	27	
	2%	2%	3%	5%ef	3%	1%	-	3%	4%ij	1%	-	3%	1%	1%	1%	2%	2%	2%	2%	-	2%	2%	3%	5%ksA	2%	4%A	1%	3%	3%	-	1%	-	2%	2%	
Asian	126	49	33	21	14	9	1	81	35	9	1	22	24	3	7	66	60	73	53	1	17	4	28	2	6	39	18	4	120	2	3	1	42	65	
	6%	16%bcde	9%def	6%ef	4%e	1%	1%	12%hij	5%ij	1%	1%	18%mn	17%mn	1%	2%	6%	5%	6%	5%	1%	7%suwB	2%	15%stuw	1%	3%	13%stuw	6%w	2%	6%E	2%	2%	2%	5%	5%	
Black	52	14	20	6	5	6	-	34	11	6	-	5	7	1	5	25	27	36	16	3	3	-	7	2	5	25	4	2	52	-	-	-	16	24	
	2%	5%def	5%cdef	2%	1%	1%	-	5%hij	2%	1%	-	4%m	5%mn	*	1%	2%	2%	3%	2%	4%u	1%	-	4%u	1%	3%u	9%tuwx	1%	1%	3%E	-	-	-	2%	2%	
Chinese	70	46	13	5	4	1	-	60	9	1	-	9	35	1	-	19	51	63	6	3	4	5	5	5	2	21	8	8	61	3	6	*	44	17	
	3%	15%bcde	4%def	2%e	1%e	*	-	9%hij	1%i	*	-	8%mn	25%kmn	*	-	2%	4%o	5%r	1%	4%	2%	3%	2%	3%	1%	7%txA	3%	4%	3%	3%	2%	3%	1%	5%H	1%
Other ethnic group	19	2	3	7	2	4	-	6	9	4	-	1	-	3	1	14	5	6	13	1	2	-	1	-	2	12	*	-	19	-	-	-	8	8	
	1%	1%	1%	2%	*	1%	-	1%	1%	1%	-	1%	-	1%	*	1%p	*	*	1%	1%	1%	-	1%	-	1%	4%tuwx	*	-	1%	-	-	-	1%	1%	1%
Prefer not to answer	18	8	6	1	2	-	1	14	4	-	1	4	2	-	11	7	10	8	1	1	2	2	-	1	4	2	-	14	3	1	*	6	10		
	1%	3%ce	2%e	*	1%	-	*	2%hi	1%	-	*	3%mn	1%m	-	*	1%	1%	1%	1%	1%	*	1%	-	1%	1%	1%	1%	-	1%	3%C	1%	1%	1%	1%	1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 211
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	457	457	237	350	767	1637	526	240	330	177	427	815	711
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606
White	1868 85%	1207 84%g	455 85%g	637 83%	1101 84%g	1023 84%g	967 85%g	427 79%	317 81%	450 81%	394 86%gi	216 91%abcde	305 87%gi	661 86%ghi	1376 84%	468 89%n	210 87%	303 92%n	161 91%n	325 76%	718 88% <u>s</u>	634 89% <u>s</u>
NET: Ethnic minority	316 14%	217 15%k	75 14%	129 17%k	195 15%k	181 15%k	165 14%k	111 20%abdefj klm	68 18%k	102 18%k	62 14%	21 9%	46 13%	99 13%	255 16%oqr	56 11%	30 13%	27 8%	14 8%	100 23%tu	93 11%	75 11%
Mixed	49 2%	31 2%	16 3%l	17 2%	30 2%	29 2%	26 2%	13 3%	13 3%l	15 3%	6 1%	5 2%	3 1%	19 2%	33 3%	16 3%	6 3%	10 3%	2 1%	16 4%t	13 2%	13 2%
Asian	126 6%	89 6%	24 5%	61 8%bm	80 6%	79 6%	74 6%	45 8%bm	22 6%	50 9%abdkm	31 7%	11 5%	22 6%	37 5%	103 6%qr	22 4%	14 6%	8 2%	3 1%	46 11%tu	44 5%u	20 3%
Black	52 2%	38 3%	18 3%	21 3%	33 3%	28 2%	24 2%	21 4% <u>m</u>	17 4% <u>fk</u> m	16 3%	11 2%	3 1%	10 3%	14 2%	44 3%	7 1%	4 2%	5 2%	4 2%	14 3%	13 2%	18 2%
Chinese	70 3%	51 4%	16 3%	26 3%	45 3%	38 3%	34 3%	26 5% <u>km</u>	16 4% <u>k</u>	19 3%	12 3%	2 1%	9 3%	19 2%	60 4%oq	8 1%	4 2%	2 1%	2 1%	16 4%	20 3%	19 3%
Other ethnic group	19 1%	9 1%	-	4 *	7 1%	7 1%	7 1%	5 1% <u>b</u>	-	2 *	2 *	-	2 1%	10 1% <u>bh</u>	15 1%	4 1%	1 1%	1 *	4 2%	8 2% <u>t</u>	4 *	6 1%
Prefer not to answer	18 1%	11 1%	6 1%	4 1%	11 1%	9 1%	8 1%	3 1%	5 1%	4 1%	1 *	1 *	-	7 1%	6 *	1 *	-	-	1 1%	2 1%	5 1%	2 *

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 212
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

Absolutes/col percents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
Christian	992	84	115	128	171	394	102	199	298	394	102	32	35	239	256	492	500	552	440	43	121	90	62	78	135	138	85	843	49	63	38	365	558		
	45%	28%	31%	37%a	45%ab	60%abcd	30%	41%g	60%gh	67%gh	26%	25%	61%kl	61%kl	46%	44%	45%	45%	50%	50%x	50%yx	47%	39%	38%	46%	46%	45%	46%E	46%	35%	57%CE	44%	46%		
NET: Other	204	70	43	26	31	29	4	113	57	29	4	32	33	14	19	106	98	113	91	2	31	8	33	10	19	62	19	9	192	2	7	2	78	99	
	9%	23%bcd	12%ef	8%e	8%ef	4%	3%	17%hij	8%ij	4%	3%	27%mn	23%mn	4%	5%	10%	9%	9%	9%	3%	13%suAB	4%	17%suwx	6%	9%	21%stuw	6%	5%	10%DEF	2%	4%	2%	9%	8%	
Muslim	103	39	24	17	15	7	-	64	32	7	-	19	17	6	1	57	45	58	45	1	16	4	27	3	3	39	8	1	100	-	2	-	42	46	
	5%	13%bcde	7%ef	5%ef	4%ef	1%	-	9%hij	4%ij	1%	-	15%mn	12%mn	2%n	*	5%	4%	5%	5%	1%	6%uxAB	2%	14%stuw	2%	1%	13%stuw	3%	*	5%DEF	-	1%	-	5%	4%	
Hindu	20	5	6	3	3	3	-	11	6	3	-	2	3	2	2	14	7	11	9	-	5	-	-	1	2	6	5	-	18	-	1	1	3	13	
	1%	2%	2%	1%	1%	*	-	2%	1%	*	-	1%	2%	*	1%	1%	1%	1%	1%	-	2%	-	-	*	1%	2%	2%	-	1%	-	1%	2%	*	1%	
Jewish	17	3	4	-	2	7	2	7	2	7	2	3	-	2	7	10	12	6	6	-	6	1	-	1	2	4	-	2	17	-	-	-	8	10	
	1%	1%	1%	-	*	1%	1%	1%	1%	1%	2%	-	1%	2%	1%	1%	1%	1%	1%	-	3%vA	1%	-	1%	1%	1%	-	1%	1%	-	-	-	1%	1%	
Sikh	10	4	3	1	1	1	-	7	2	1	-	3	1	1	-	8	1	5	5	-	-	-	3	-	2	3	-	8	1	-	-	3	5		
	*	1%e	1%	*	*	*	-	1%	*	-	-	2%mn	1%	*	-	1%p	*	*	*	-	-	-	2%A	-	1%	1%	-	-	1%	-	-	-	*	*	
Buddhist	17	8	1	1	3	3	1	9	3	3	1	2	6	3	2	7	10	13	4	1	1	1	-	2	5	3	1	3	16	-	1	-	11	5	
	1%	2%bce	*	*	1%	3%	1%	1%	1%	1%	1%	2%	4%mn	1%	*	1%	1%	1%	1%	1%	1%	1%	-	1%	3%A	1%	*	1%	1%	-	*	-	1%	*	
Other	37	11	5	4	7	7	1	16	12	7	1	4	6	1	8	12	25	15	22	1	3	2	3	5	7	5	4	31	1	4	1	11	20		
	2%	4%e	1%	1%	2%	1%	1%	2%	2%	1%	1%	4%m	4%m	*	2%lm	1%	2%	1%	2%	1%	1%	1%	1%	2%	3%	2%	2%	2%	1%	1%	1%	1%	1%	2%	
None	973	137	200	185	174	233	44	337	359	233	44	51	68	140	137	462	511	536	438	41	88	77	67	84	107	87	141	94	786	51	110	26	382	535	
	44%	45%ef	55%ade	54%ade	46%ef	35%	29%	50%ij	50%ij	35%	29%	42%	49%mn	36%	33%	43%	45%	44%	45%	47%y	36%	43%y	35%	53%ty	51%ty	30%	47%ty	50%ty	49%	60%CF	40%	46%	44%		
Prefer not to say	33	13	9	2	3	3	1	23	5	3	1	6	4	-	5	16	17	19	14	1	4	4	3	3	3	7	3	-	27	2	3	*	10	17	
	1%	4%cd	3%e	1%	1%	1%	1%	3%hi	1%	1%	1%	5%mn	3%mn	-	1%lm	1%	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	-	1%	2%	1%	1%	1%	1%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
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Absolutes/col percents

Table 213
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Experience of suspicious texts/calls												Do you have a longstanding physical or mental condition or disability?							Financial Vulnerability		
	Total			Mobile				Landline												Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)			
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606
Christian	992 45%	657 46%	265 49%	369 48%	580 44%	543 45%	517 45%	248 46%	171 44%	258 46%	261 57% abcde ghim	149 63% abcde ghim	196 58% acdefg him	336 44%	751 46% p	232 44% p	83 35%	157 47% p	90 51% p	149 35%	411 50% s	330 46% s
NET: Other	204 9%	139 10%	47 9%	87 11%	127 10%	121 10%	110 10%	67 12% m	40 10%	67 12% m	49 11%	21 9%	37 11%	64 8%	159 10%	44 8%	27 11%	24 7%	11 6%	61 14% tu	71 9%	44 6%
Muslim	103 5%	69 5%	23 4%	45 6%	63 5%	61 5%	54 5%	41 8% abdfm	20 5%	35 6%	26 6%	11 4%	16 5%	33 4%	81 5%	22 4%	13 5%	9 3%	4 3%	44 10% tu	23 3%	24 3%
Hindu	20 1%	10 1%	1 *	8 1%	10 1%	10 1%	10 1%	5 1%	1 *	8 1% b	2 *	1 *	1 1% b	10 1%	18 1%	2 *	2 1%	2 *	1 *	4 1%	11 1%	3 *
Jewish	17 1%	15 1%	9 2% m	11 1% m	15 1%	13 1%	12 1%	4 1%	6 2% m	7 1%	8 2% m	7 3% adefgm	8 2% m	3 *	14 1%	4 1%	*	3 1%	*	2 1%	5 1%	7 1%
Sikh	10 *	5 *	1 *	3 *	5 *	4 *	4 *	1 1%	3 *	1 1%	- *	- *	1 *	4 1%	9 1%	1 *	- *	1 *	- *	- *	6 1%	1 *
Buddhist	17 1%	11 1%	4 1%	5 1%	11 1%	11 1%	11 1%	5 1%	4 1%	5 1%	2 1%	1 *	2 *	6 1%	15 1%	2 *	1 *	1 *	1 1%	4 1%	7 1%	4 1%
Other	37 2%	28 2%	9 2%	15 2%	22 2%	21 2%	18 2%	8 1%	8 2%	9 2%	10 2%	2 1%	8 2%	9 1%	23 1%	14 3%	11 5% n	8 2%	4 2%	7 2%	19 2% u	6 1%
None	973 44%	618 43% ijkl	213 40% ijk	303 39% ijk	580 44% cijkl	532 44% ijkl	496 44% ijkl	220 41% ijkl	168 43% ijkl	221 40% ijk	145 32%	66 28%	116 33%	355 46% bcijkl	716 44%	245 47%	126 53% n	148 43%	76 43%	215 50% t	326 40%	332 47% t
Prefer not to say	33 1%	21 1%	11 2% jkl	11 1%	21 2%	17 1%	16 1%	5 1%	10 3% jl	10 2% jl	1 *	1 1%	1 *	12 2%	11 1%	5 1%	3 1%	1 *	- *	2 *	7 1%	6 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 214
Which of the following best describes where you live?
Base: All respondents

Absolutes/col percents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region							Nation					Mobile O/S			
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032
NET: Urban	1782	264	326	292	303	481	116	590	595	481	116	108	123	297	298	894	887	997	785	70	224	137	176	115	148	286	242	132	1531	65	141	45	666	987
	81%	87%def	89%def	86%ef	80%e	73%	76%	88%hij	83%i	73%	76%	90%mn	88%mn	76%	72%	83%p	79%	82%	80%	80%	92%suw	76%	92%suw	72%	71%	98%stu	80%xB	70%	83%DF	63%	77%D	68%	80%	82%
Urban - Population over 10,000	963	188	174	141	167	242	50	362	308	242	50	78	88	152	141	504	458	568	395	30	122	66	103	47	60	245	89	61	823	27	88	24	365	527
	44%	62%bcd	47%ef	41%	44%ef	37%	33%	54%hij	43%ij	37%	33%	65%mn	63%mn	39%	34%	47%p	41%	47%r	40%	35%	50%suw	37%	54%suw	30%	29%	84%stu	29%	32%	45%D	26%	48%D	37%	44%	44%
Town and Fringe	820	76	152	151	137	239	65	228	287	239	65	30	35	146	158	390	429	430	390	40	103	71	73	67	88	41	154	72	708	38	53	20	301	460
	37%	25%	41%a	44%ade	36%a	36%a	43%a	40%g	40%g	36%	43%g	25%	25%	37%kl	38%kl	36%	38%	35%	40%q	46%y	42%y	39%y	38%y	43%y	43%y	14%	51%uvy	38%y	38%E	37%	29%	31%	36%	38%
NET: Rural	420	40	41	49	75	178	36	81	125	178	36	13	17	96	118	182	238	223	197	17	19	43	16	43	59	4	59	56	317	39	42	21	169	222
	19%	13%	11%	14%	20%ab	27%abc	24%abc	12%	17%g	27%gh	24%g	10%	12%	24%kl	28%kl	17%	21%o	18%	20%	20%tvty	8%y	24%tvty	8%y	28%tvty	29%tvtyA	2%	20%tvty	30%tvty	17%	37%CE	23%	32%CE	20%	18%
Village	368	33	39	47	66	151	33	72	113	151	33	9	17	80	104	156	213	195	174	16	19	42	13	41	50	4	55	42	283	32	37	16	153	190
	17%	11%	11%	14%	17%ab	23%abc	22%abc	11%	16%g	23%gh	22%g	8%	12%	20%k	25%kl	14%	19%o	16%	18%	19%tvty	8%y	23%tvty	7%y	26%tvty	24%tvty	2%	18%tvty	22%tvty	15%	31%CE	20%	25%CE	18%	16%
Hamlet & Isolated Dwelling	51	6	2	2	10	28	3	9	12	28	3	3	1	16	15	26	25	28	23	1	1	1	3	3	9	-	3	14	34	7	6	5	16	32
	2%	2%	1%	1%	3%	4%bc	2%	1%	2%	4%gh	2%	3%	*	4%	4%	2%	2%	2%	2%	1%	*	1%	2%	2%	4%tuyA	-	1%	7%stuv	2%	6%CE	3%	7%CE	2%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 215
Which of the following best describes where you live?
Base: All respondents

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606
NET: Urban	1782	1164	427	624	1062	991	929	461	323	456	364	181	275	618	1343	405	195	242	137	362	660	556
	81%	81%	80%	81%	81%	82%	82%	85%abjklm	83%	82%	80%	76%	79%	81%	82%oq	77%	81%q	73%	77%	85%u	81%	78%
Urban - Population over 10,000	963	636	251	344	578	540	510	265	191	251	210	106	152	326	735	208	100	114	70	212	354	297
	44%	44%	47%	45%	44%	44%	45%	49%am	49%	46%	45%	46%	43%	43%	45%q	40%	42%	34%	40%	50%u	43%	42%
Town and Fringe	820	528	176	280	484	451	420	196	133	206	154	75	123	292	608	197	95	128	67	150	307	258
	37%	37%	33%	36%	37%	37%	37%	36%	34%	34%	34%	32%	35%	38%	37%	37%	40%	39%	38%	35%	38%	36%
NET: Rural	420	271	109	146	246	223	210	79	67	100	93	56	75	149	294	121	44	88	40	65	155	155
	19%	19%g	20%g	19%	19%	18%	18%	15%	17%	18%	20%g	24%g	21%g	19%g	18%	23%n	19%	27%np	23%	15%	19%	22% ^s
Village	368	236	92	129	216	196	186	71	59	90	80	47	66	132	260	104	44	76	34	59	138	132
	17%	16%	17%	17%	17%	16%	16%	13%	15%	16%	17%	20%g	19%g	17%	16%	20%	18%	23%n	19%	14%	17%	19%
Hamlet & Isolated Dwelling	51	35	16	17	30	26	24	8	8	10	13	9	9	17	34	17	*	12	6	7	17	23
	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	4%	2%	2%	2%	3%p	*	4%p	4%p	2%	2%	3%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 216
 Please indicate which of the following best describes your current working status.
 Base: All respondents

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032
NET: Working	1240	151	303	272	265	245	4	454	537	245	4	71	77	141	108	665	574	750	490	43	139	92	103	87	116	179	183	93	1036	59	105	40	492	645
	56%	50%ef	82%ade	80%ade	70%aef	37%f	2%	68%ij	75%gij	37%j	2%	58%mn	55%mn	36%n	26%	62%p	51%	61%r	50%	49%	57%	51%	54%	55%	56%	62%uB	61%uB	50%	56%	56%	57%	61%	59%h	53%
NET: Employed	1135	144	283	258	238	210	2	427	496	210	2	66	74	116	96	598	536	693	442	41	129	81	91	81	111	163	164	86	947	51	99	38	458	583
	52%	47%ef	77%ade	76%ade	63%aef	32%f	1%	64%ij	69%ij	32%j	1%	55%mn	53%mn	30%n	23%	56%p	48%	57%r	45%	47%	53%	45%	47%	51%	53%	56%uB	55%	46%	51%	49%	54%	57%	55%h	48%
Working full time - working 30 hours per week or more	918	105	247	220	194	151	1	352	414	151	1	52	53	95	56	538	380	583	335	31	110	60	70	64	84	145	129	68	762	42	81	34	375	464
	42%	34%ef	67%ade	65%ade	51%aef	23%f	*	52%ij	58%ij	23%j	*	43%mn	38%mn	24%n	13%	50%p	34%	48%r	34%	36%	45%u	33%	37%	40%	41%	50%uB	43%u	36%	41%	40%	44%	51%h	45%h	38%
Working part-time - working between 8 and 29 hours per week	217	39	36	38	44	59	1	75	82	59	1	14	21	21	40	60	157	110	107	9	19	21	21	18	26	18	35	18	185	10	18	4	83	119
	10%	13%ef	10%ef	11%ef	12%ef	9%ef	1%	11%ij	11%ij	9%j	1%	12%mn	15%mn	5%	10%mn	6%	14%o	9%	11%	11%	8%	12%	11%	11%	13%y	6%	12%y	10%	10%	9%	10%	6%	10%	10%
NET: Self-employed	104	7	20	14	27	35	2	27	41	35	2	4	3	25	12	67	37	57	48	3	10	11	12	5	5	16	19	7	88	7	6	3	34	62
	5%	2%	5%af	4%	7%af	5%af	1%	4%	6%j	5%j	1%	3%	2%	6%n	3%	6%p	3%	5%	5%	3%	4%	6%	6%	3%	2%	6%	6%	4%	5%	7%	4%	4%	4%	5%
Self-employed - working 30 hours per week or more	59	4	15	7	18	15	-	19	25	15	-	3	1	13	2	46	13	30	29	2	3	8	9	3	3	7	13	4	52	4	3	1	19	37
	3%	1%	4%af	2%	5%aef	2%	-	3%	4%j	2%	-	2%	1%	3%n	1%	4%p	1%	2%	3%	2%	1%	5%t	5%	2%	1%	2%	4%t	2%	3%	4%	2%	2%	2%	3%
Self-employed - working between 8 and 29 hours per week	45	4	5	7	9	20	2	8	16	20	2	2	2	12	9	21	24	27	18	*	7	3	3	2	3	10	6	3	37	3	4	1	16	24
	2%	1%	1%	2%	2%	3%	1%	1%	2%	3%g	1%	1%	1%	3%	2%	2%	2%	2%	2%	*	3%	2%	3%	2%	3%	10	6	3	37	3	4	1	16	24
NET: Not working	962	153	65	69	114	414	148	218	183	414	148	50	63	253	309	411	551	470	492	44	104	88	89	72	91	111	118	95	812	46	78	26	343	564
	44%	50%bcd	18%	20%	30%bcd	63%abcde	98%abcde	32%h	25%	63%gh	98%ghi	42%	45%	64%kl	74%klm	38%	49%o	39%	50%q	51%	43%	49%yA	46%	45%	44%	38%	39%	50%yA	44%	44%	39%	41%	47%G	
Not working but seeking work or temporarily unemployed or sick	87	12	19	20	16	20	-	31	36	20	-	3	7	13	6	47	40	20	68	4	7	7	11	7	13	8	14	6	78	4	4	1	32	49
	4%	4%ef	5%ef	6%ef	4%ef	3%ef	-	5%j	5%j	3%j	-	3%	5%n	3%	2%	4%	4%	2%	7%q	5%	3%	4%	6%	4%	6%	8	14	6	78	4	4	2	2%	4%

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 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 216
Please indicate which of the following best describes your current working status.
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Not working and not seeking work	108	4	13	14	40	37	-	17	54	37	-	1	1	15	21	52	56	10	97	3	12	8	13	6	13	7	14	6	81	8	14	4	21	84	
	5%	1%	3% ^f	4% ^{af}	10% ^{abce}	6% ^{af}	-	2%	8% ^{gj}	6% ^{gj}	-	1%	1%	4%	5% ^l	5%	5%	1%	10% ^q	4%	5%	4%	7%	4%	6% ^y	2%	5%	3%	4%	8%	8%	4%	2%	7% ^G	
Student	146	134	8	*	3	-	-	142	4	-	-	46	53	-	-	69	77	109	36	6	16	12	15	10	31	17	12	130	1	11	4	81	48		
	7%	44% ^{bcd}	2% ^{ce}	*	1% ^e	-	-	21% ^{hij}	1%	-	-	38% ^{mn}	38% ^{mn}	-	-	6%	7%	9% ^r	4%	7%	6%	7%	8%	7%	11% ^{xA}	5%	6%	7% ^D	1%	6%	5%	10% ^H	4%		
Retired on a state pension only	123	-	-	-	-	80	43	-	-	80	43	-	-	44	80	44	80	32	92	4	16	7	7	5	17	19	15	10	100	6	15	2	30	83	
	6%	-	-	-	-	12% ^{abc}	29% ^{abcd}	-	-	12% ^{gh}	29% ^{ghi}	-	-	11% ^{kl}	19% ^{klm}	4%	7% ^o	3%	9% ^q	4%	6%	4%	3%	3%	8%	7%	5%	5%	5%	5%	8%	4%	4%	7% ^G	
Retired with a private pension	344	2	-	1	2	235	104	2	2	235	104	-	-	177	163	181	163	255	89	16	42	38	28	31	24	35	41	291	19	24	10	124	208		
	16%	1%	-	*	*	36% ^{abc}	69% ^{abcd}	*	*	36% ^{gh}	69% ^{ghi}	-	-	45% ^{kl}	39% ^{kl}	17%	14%	21% ^r	9%	19%	17%	21% ^{xyA}	14%	19%	12%	12%	22% ^{xyA}	16%	18%	13%	16%	15%	17%		
House person, housewife, househusband, etc.	154	1	25	34	53	42	-	26	87	42	-	-	3	39	18	136	44	111	10	11	16	16	12	13	11	24	20	132	9	10	4	55	92		
	7%	*	7% ^{af}	10% ^{af}	14% ^{abef}	6% ^{af}	-	4% ^j	12% ^{gij}	6% ^j	-	-	1%	1%	9% ^{klm}	2%	12% ^o	4%	11% ^q	12% ^{ty}	4%	9% ^y	9%	8%	6%	4%	8% ^y	10% ^{ty}	7%	8%	5%	6%	7%	8%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 217
Please indicate which of the following best describes your current working status.
Base: All respondents

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606
NET: Working	1240 56%	826 58% ^{ijkl}	287 53% ^{ijkl}	433 56% ^{ijkl}	787 60% ^{bjklm}	739 61% ^{bjklm}	691 61% ^{bjklm}	377 70% ^{abcdefg}	246 63% ^{bcijklm}	352 63% ^{abcijklm}	197 43%	90 38%	146 42%	414 54% ^{ijkl}	1038 63% ^{opq}	183 35%	103 43% ^{qr}	92 28%	49 28%	162 38%	454 56% ^s	521 73% st
NET: Employed	1135 52%	751 52% ^{bjkl}	241 45% ^{ijkl}	389 50% ^{ijkl}	719 55% ^{bjkl}	680 56% ^{bcijklm}	634 56% ^{bcijklm}	349 65% ^{abcdefg}	211 54% ^{bjkl}	322 58% ^{abcijklm}	169 37%	73 31%	124 35%	384 50% ^{ijkl}	962 59% ^{opqr}	157 30% ^q	92 38% ^{opqr}	75 23%	39 22%	142 33%	410 50% ^s	491 69% st
Working full time - working 30 hours per week or more	918 42%	610 42% ^{bjkl}	195 36% ^{ijkl}	314 41% ^{ijkl}	586 45% ^{bjkl}	558 46% ^{bcijklm}	520 46% ^{bcijklm}	296 55% ^{abcdefg}	175 45% ^{bjkl}	267 48% ^{abcijklm}	134 29%	56 23%	94 27%	309 40% ^{ijkl}	789 48% ^{opqr}	116 22%	66 27% ^{qr}	55 17%	29 16%	87 20%	327 40% ^s	436 61% st
Working part-time - working between 8 and 29 hours per week	217 10%	141 10%	46 9%	75 10%	133 10%	121 10%	114 10%	54 10%	36 9%	55 10%	35 8%	18 7%	29 8%	76 10%	173 11% ^q	41 8%	26 11%	20 6%	10 6%	56 13% ^u	83 10%	55 8%
NET: Self-employed	104 5%	75 5%	46 9% ^{adefgm}	44 6%	68 5%	59 5%	57 5%	27 5%	36 9% ^{adefgm}	30 5%	28 6%	17 7%	22 6%	29 4%	76 5%	27 5%	11 5%	17 5%	10 6%	20 5%	44 5%	30 4%
Self-employed - working 30 hours per week or more	59 3%	46 3%	30 6% ^{adefm}	26 3%	44 3%	38 3%	37 3%	21 4% ^m	25 6% ^{acdefim}	18 3%	17 4%	9 4%	13 4%	14 2%	46 3%	13 3%	4 2%	8 2%	5 3%	9 2%	23 3%	19 3%
Self-employed - working between 8 and 29 hours per week	45 2%	29 2%	16 3%	18 2%	24 2%	21 2%	20 2%	6 1%	10 3%	11 2%	11 2%	8 3%	9 3%	16 2%	30 2%	13 3%	7 3%	9 3%	5 3%	11 3%	21 3%	11 2%
NET: Not working	962 44%	609 42% ^{ghi}	249 47% ^{defghi}	338 44% ^{ghi}	522 40% ^g	474 39% ^g	448 39% ^g	164 30%	144 37%	204 37% ^g	260 57% ^{abodefghim}	147 62% ^{abcdefghim}	204 58% ^{abodefghim}	353 46% ^{defghi}	599 37%	342 65% ⁿ	137 57% ⁿ	238 72% ^{np}	127 72% ^{np}	265 62% ^{tu}	362 44% ^u	190 27%
Not working but seeking work or temporarily unemployed or sick	87 4%	49 3%	16 3%	22 3%	43 3%	41 3%	38 3%	18 3%	13 3%	15 3%	12 3%	5 2%	9 3%	39 5% ⁱ	45 3%	39 7% ⁿ	27 11% ⁿ	24 7% ⁿ	12 7% ⁿ	38 9% ^{tu}	23 3% ^u	9 1%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Prepared by Yonder



Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 217
 Please indicate which of the following best describes your current working status.
 Base: All respondents

Absolutes/col percents

	Experience of suspicious texts/calls				Mobile						Landline			Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711
Not working and not seeking work	108 5%	54 4%	20 4%	27 4%	51 4%	45 4%	38 3%	23 4%	18 5%	18 3%	18 4%	8 3%	15 4%	53 7% j	24 1%	83 16% n	56 23% no	57 17% n	42 24% no	55 13% tu	33 4% u	4 1%
Student	146 7%	106 7% k	30 6%	46 6% k	97 7% k	90 7% k	83 7% k	40 7% k	28 7% k	34 6% k	21 5%	6 2%	19 5%	40 5%	110 7% q	26 5%	17 7% q	9 3%	6 3%	46 11% tu	37 5%	23 3%
Retired on a state pension only	123 6%	73 5%	33 6%	43 6%	60 5%	50 4%	49 4%	19 4%	14 4%	26 5%	43 9% acdefg hi	27 11% abcdefgh him	29 8% adefghi	50 7% eg	75 5%	47 9% np	6 2%	34 10% np	19 11% np	37 9% u	54 7% u	12 2%
Retired with a private pension	344 16%	239 17% gh	120 22% adefgh im	152 20% defgh m	185 14% g	166 14% g	158 14% g	35 6%	45 12% g	76 14% g	144 32% abcdefgh ghim	93 39% abcdefgh ghim	113 32% abcdefgh ghim	105 14% g	259 16% p	82 16% p	7 3%	66 20% p	22 13% p	32 7%	147 18% s	127 18% s
House person, housewife, househusband, etc.	154 7%	88 6%	30 6%	47 6%	85 7%	82 7%	81 7%	29 5%	26 7%	35 6%	21 5%	8 3%	19 5%	66 9% agjk	85 5%	65 12% n	25 11% n	48 14% n	25 14% n	58 14% tu	67 8% u	15 2%

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 218
Do you work in any of the following occupations?
Base: All respondents who work

	Age 1					Age 2			Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	1299	142	277	295	289	290	419	584	290	70	69	171	124	709	588	761	538	46	136	97	86	76	117	174	195	101	1028	76	108	87	493	707	
Weighted base	1240	151	303	272	265	245	454	537	245	71	77	141	108	665	574	750	490	43*	139	92	103	87	116	179	183	93	1036	59	105	40	492	645	
Effective base	1086	115	237	246	248	248	351	494	248	54	58	144	107	603	483	642	445	39	117	85	75	62	96	148	172	89	876	66	94	77	422	578	
NET: Public Sector	391	65	94	81	82	70	159	162	70	28	36	32	37	184	206	264	127	20	39	27	40	27	42	60	37	27	319	19	37	16	165	181	
	32%	43% ^{bcd}	31%	30%	31%	28%	35%	30%	28%	40% ^m	46% ^m	23%	35% ^m	28%	36% ^o	35% ^r	26%	46% ^{tA}	28%	29%	39% ^A	31%	36% ^A	33% ^A	20%	29%	31%	33%	35%	39%	34%	28%	
A nationalised industry/state corporation	38	9	11	8	6	4	20	14	4	6	3	4	-	25	13	20	18	1	2	3	5	2	8	8	-	5	33	3	2	1	16	17	
	3%	6% ^e	4%	3%	2%	2%	4%	3%	2%	9% ⁿ	3%	3%	-	4%	2%	3%	4%	2%	1%	3% ^A	5% ^A	2%	7% ^{tA}	4% ^A	-	5% ^A	3%	5%	2%	2%	3%	3%	
Central government or civil service (including Courts service and Bank of England)	54	8	17	9	14	7	25	22	7	4	4	2	5	33	21	45	9	2	2	7	11	1	15	3	1	44	2	5	3	19	27		
	4%	5%	6%	3%	5%	3%	6%	4%	3%	6%	5%	2%	4%	5%	4%	6% ^r	2%	6%	1%	8% ^{txA}	11% ^{twxA}	2%	1%	8% ^{txAB}	1%	1%	4%	4%	5%	7%	4%	4%	
Local government or council (including fire services, police and local authority controlled schools/colleges)	142	11	24	37	40	30	35	77	30	6	5	13	17	63	79	97	45	6	20	8	12	6	18	16	19	12	117	8	13	5	58	74	
	11%	7%	8%	14% ^b	15% ^{cab}	12%	8%	14% ^g	12%	8%	7%	9%	16%	9%	14% ^o	13%	9%	13%	14%	9%	12%	7%	16%	9%	10%	12%	11%	13%	12%	12%	12%	12%	11%
A university, or other grant funded establishment (include opted-out schools)	45	8	13	7	7	10	21	13	10	3	5	2	8	19	26	33	12	2	8	1	2	4	6	7	4	3	37	2	3	2	21	20	
	4%	5%	4%	2%	3%	4%	5%	3%	4%	4%	6%	2%	7% ^m	3%	4%	4%	2%	4%	6%	1%	2%	5%	5%	4%	2%	4%	4%	3%	3%	6%	4%	3%	
A health authority or NHS Trust	87	24	25	15	9	14	49	24	14	8	17	8	6	31	56	56	31	6	7	6	8	10	5	9	9	6	65	4	14	5	37	38	
	7%	16% ^{bode}	8% ^{bd}	6%	3%	6%	11% ^{hi}	4%	6%	11%	22% ^{mn}	6%	6%	5%	10% ^o	7%	6%	13%	5%	6%	7%	11%	4%	5%	5%	7%	6%	7%	13% ^C	12%	8%	6%	
The armed forces	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	
	*	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	
Other public sector occupation (Please specify as much detail as possible)	24	4	4	5	6	5	8	11	5	2	2	3	2	12	11	13	11	4	1	2	2	3	5	2	1	23	1	-	-	15	7		
	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	9% ^{AB}	*	2%	2%	4%	3%	3%	1%	1%	2%	1%	-	-	3% ^H	1%	

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 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
 * small base; ** very small base (under 30) ineligible for sig testing

Prepared by Yonder



Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 218
Do you work in any of the following occupations?
Base: All respondents who work

	Age 1					Age 2			Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	16-34 (g)	35-54 (h)	55-74 (i)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Weighted base	1240	151	303	272	265	245	454	537	245	71	77	141	108	665	574	750	490	43*	139	92	103	87	116	179	183	93	1036	59	105	40	492	645	
NET: Private Sector	849	86	208	192	183	176	294	375	176	42	41	109	70	481	367	485	363	23	101	65	63	60	74	120	146	66	717	39	68	25	327	464	
	68%	57%	69%a	70%a	69%a	72%a	65%	70%	72%	60%	54%	77%klm	65%	72%p	64%	65%	74%q	54%	72%rs	71%	61%	69%	64%	67%	80%svxy	71%	69%	67%	65%	61%	66%	72%	
A charity, voluntary organisation or trust	51	5	12	7	16	10	17	23	10	4	1	6	4	22	29	35	15	1	6	5	1	4	1	7	10	4	39	3	6	3	21	30	
	4%	3%	4%	3%	6%	4%	4%	4%	4%	5%	2%	4%	4%	3%	5%	5%	3%	3%	4%	5%	1%	5%	1%	4%	5%kx	5%	4%	5%	6%	7%	4%	5%	
Self-employed (Private sector)	128	12	26	20	29	41	38	48	41	7	4	27	15	83	45	74	54	5	12	13	12	8	6	23	23	9	111	7	8	3	48	70	
	10%	8%	9%	7%	11%	17%abc	8%	9%	17%gh	10%	5%	19%l	14%	13%p	8%	10%	11%	12%	9%	14%kx	12%	9%	5%	13%kx	12%kx	10%	11%	12%	7%	7%	10%	11%	
None of the above/ I work in the Private sector	670	70	170	165	139	125	240	303	125	31	36	76	51	375	294	376	294	16	83	48	49	48	68	90	114	52	567	30	54	19	259	364	
	54%	46%	56%	61%ae	52%	51%	53%	57%	51%	44%	47%	54%	47%	56%	51%	50%	60%q	38%	59%rs	52%	48%	55%	58%st	50%	62%svxy	56%	55%	51%	51%	48%	53%	56%	

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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H
* small base; ** very small base (under 30) ineligible for sig testing

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 219
Do you work in any of the following occupations?
Base: All respondents who work

	Experience of suspicious texts/calls				Mobile								Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	1299	859	294	444	815	761	714	381	249	355	199	91	152	440	1072	206	111	108	54	184	506	512		
Weighted base	1240	826	287	433	787	739	691	377	246	352	197	90	146	414	1038	183	103	92	49*	162	454	521		
Effective base	1086	715	235	375	679	633	592	321	197	302	163	72	129	371	903	165	87	86	44	141	421	451		
NET: Public Sector	391	260	85	142	244	231	215	113	73	112	64	26	51	131	336	51	26	26	16	45	152	169		
	32%	31%	30%	33%	31%	31%	31%	30%	30%	32%	33%	29%	35%	32%	28%	28%	25%	29%	33%	28%	34%	33%		
A nationalised industry/state corporation	38	22	11	15	19	17	16	14	10	10	9	2	7	16	36	2	-	1	1	6	21	9		
	3%	3%	4%	3%	2%	2%	2%	4%	4%	3%	5%	3%	5%	4%	3%	1%	-	1%	2%	4%	5%	2%		
Central government or civil service (including Courts service and Bank of England)	54	33	6	22	30	29	29	13	5	16	11	1	11	21	45	9	5	6	-	3	20	27		
	4%	4%	2%	5%	4%	4%	4%	3%	2%	5%	6%	1%	8%	5%	4%	5%	5%	6%	-	2%	5%	5%		
Local government or council (including fire services, police and local authority controlled schools/colleges)	142	93	28	44	89	85	78	37	24	34	21	10	17	48	120	19	9	10	9	13	63	56		
	11%	11%	10%	10%	11%	12%	11%	10%	10%	10%	11%	11%	12%	12%	12%	10%	9%	10%	19%	8%	14%	11%		
A university, or other grant funded establishment (include opted-out schools)	45	31	14	18	30	28	26	10	12	14	6	3	5	14	42	3	2	1	1	4	14	26		
	4%	4%	5%	4%	4%	4%	4%	3%	5%	4%	3%	3%	4%	3%	4%	1%	2%	1%	1%	3%	3%	5%		
A health authority or NHS Trust	87	64	17	36	60	54	52	33	14	32	14	7	10	23	69	16	9	8	5	15	25	41		
	7%	8%	6%	8%	8%	7%	7%	9%	6%	9%	7%	8%	7%	6%	7%	9%	9%	8%	10%	9%	6%	8%		
The armed forces	1	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	1		
	*	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	-	*		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).

Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

* small base

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 219
Do you work in any of the following occupations?
Base: All respondents who work

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Weighted base	1240	826	287	433	787	739	691	377	246	352	197	90	146	414	1038	183	103	92	49*	162	454	521	
Other public sector occupation (Please specify as much detail as possible)	24 2%	16 2%	8 3%	7 2%	16 2%	16 2%	14 2%	6 2%	7 3%	7 2%	2 1%	2 3%	- -	7 2%	22 2%	2 1%	- -	2 2%	- -	3 2%	10 2%	10 2%	
NET: Private Sector	849 68%	566 69%	202 70%	291 67%	543 69%	508 69%	477 69%	264 70%	173 70%	241 68%	133 67%	64 71%	95 65%	283 68%	702 68%	133 72%	77 75%	65 71%	33 67%	117 72%	302 66%	351 67%	
A charity, voluntary organisation or trust	51 4%	41 5% ^m	13 5%	18 4%	41 5% ^m	37 5% ^m	34 5% ^m	22 6% ^m	13 5%	15 4%	11 6% ^m	6 7% ^m	8 5%	10 2%	38 4%	13 7% ⁿ	8 8% ⁿ	5 6%	4 9%	2 1%	16 4%	26 5%	
Self-employed (Private sector)	128 10%	94 11%	51 18% ^{adefgm}	56 13% ^m	83 11%	75 10%	72 10%	42 11%	42 17% ^{adefm}	42 12%	34 17% ^{adefm}	17 19% ^{defm}	25 17% ^{defm}	34 8%	98 9%	29 16% ⁿ	12 12%	17 18% ⁿ	9 18%	31 19% ^{tu}	52 11% ^u	34 7%	
None of the above/ I work in the Private sector	670 54%	431 52% ^l	137 48%	216 50%	419 53% ^{jl}	397 54% ^{jl}	370 54% ^{jl}	199 53% ^l	119 48%	184 52%	88 44%	40 45%	62 42%	239 58% ^{bchjkl}	566 55%	91 49%	57 55%	43 47%	20 40%	84 52%	234 51%	291 56%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u
 * small base

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 220
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region								Nation				Mobile O/S						
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)			
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256			
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209			
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032			
No children aged 18 or under	1509	242	222	106	199	589	151	464	305	589	151	94	120	353	386	921	787	830	680	55	172	136	121	112	138	194	211	125	1264	69	129	47	562	856			
	69%	80%abcd	60%cd	31%	53%cd	89%abcd	100%abcde	69%gh	42%	89%gh	100%ghij	78%	86%	90%kl	67%	70%	68%	69%	63%	63%	71%	76%sv	63%	71%	67%	67%	70%	67%	68%	66%	70%	71%	67%	71%			
NET: Yes	672	54	138	234	178	69	-	192	411	69	-	23	18	39	30	342	330	379	293	32	72	42	70	46	62	90	89	63	565	36	53	19	263	347			
	31%	18%ef	37%aef	68%abdf	47%abef	11%f	-	29%ij	57%gij	11%j	-	19%mn	13%	10%	7%	32%	29%	31%	30%	36%u	29%	23%	37%u	29%	30%	31%	30%	33%u	31%	34%	29%	28%	32%	29%			
NET: Any 5-18	573	35	86	212	172	68	-	121	384	68	-	13	9	39	29	281	291	309	264	30	59	37	55	40	48	76	74	58	478	31	48	16	224	297			
	26%	11%f	23%aef	62%abdf	46%abef	10%f	-	18%ij	53%gij	10%j	-	11%	6%	10%	7%	26%	26%	25%	27%	35%u	24%	21%	29%	25%	23%	26%	25%	31%u	26%	29%	26%	24%	27%	25%			
NET: Any 11-18	429	27	47	133	154	67	-	75	287	67	-	8	7	38	29	209	221	237	192	24	42	30	34	30	36	63	53	45	356	22	37	14	161	224			
	19%	9%f	13%f	39%abe	41%abef	10%f	-	11%j	40%gij	10%j	-	7%	5%	10%	7%	19%	20%	19%	20%	27%	17%	17%	18%	19%	17%	22%	18%	24%	19%	21%	20%	22%	19%	19%			
Yes - children aged under 5 years old	176	21	88	57	8	1	-	109	65	9	-	10	12	-	1	95	81	101	75	4	21	10	24	12	19	25	27	12	155	7	10	3	67	87			
	8%	7%def	24%acd	17%adef	2%e	*	-	16%hij	9%ij	*	-	8%mn	8%mn	-	*	9%	7%	8%	8%	5%	9%	6%	12%u	8%	9%	9%	9%	12%	6%	8%	7%	10	6%	3	5%	67	87
Yes - children aged 5 to 10 years old	272	17	71	140	37	7	-	88	177	7	-	8	3	2	5	139	132	130	141	13	26	16	29	24	19	40	38	27	232	17	17	5	113	139			
	12%	5%ef	19%ade	41%abdf	10%ef	1%	-	13%ij	25%gij	1%	-	6%mn	2%	1%	1%	13%	12%	11%	14%q	14%	11%	9%	15%	15%	9%	14%	13%	14%	13%	16%	9%	8%	13%	11%			
Yes - children aged 11 to 15 years old	286	17	35	110	96	28	-	52	206	28	-	6	4	21	7	148	138	148	138	14	29	20	21	20	23	36	38	31	232	19	25	10	106	154			
	13%	6%f	10%ef	32%abe	25%abef	4%f	-	8%ij	29%gij	4%j	-	5%n	3%	5%n	2%	14%	12%	12%	14%	16%	12%	11%	11%	13%	11%	12%	13%	16%	13%	14%	15%	14%	15%	13%	13%		
Yes - children aged 16 to 18 years old	242	17	18	62	96	50	-	35	158	50	-	2	6	26	23	102	140	136	106	9	22	19	22	14	27	40	27	23	203	9	21	9	93	126			
	11%	5%f	5%f	18%abe	25%abce	8%f	-	5%j	22%gij	8%j	-	2%	4%	7%	6%	10%	12%o	11%	11%	11%	9%	10%	12%	9%	13%	14%	9%	12%	11%	9%	11%	14%	11%	10%			
Refused	21	8	8	2	2	1	-	16	4	1	-	4	2	1	-	13	8	12	9	1	-	1	1	-	7	7	1	-	18	*	2	*	10	6			
	1%	3%de	2%e	1%	*	*	-	2%hi	*	*	-	3%mn	1%	*	-	1%	1%	1%	1%	1%	-	1%	1%	-	3%twAB	2%LA	*	-	1%	*	1%	*	1%	*			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 221
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606
No children aged 18 or under	1509 69%	995 69%g	394 73%defgim	535 69%g	882 67%	810 67%	761 67%	341 63%	263 67%	365 66%	358 78%acdefg him	199 84%abcdef ghim	273 78%acdefg him	514 67%	1071 65%	412 78% n	186 78% n	258 78% n	138 78% n	274 64%	533 65%	508 71% st
NET: Yes	672 31%	432 30% ijkl	140 26% k	232 30% ijkl	418 32% bjkl	397 33% bjkl	373 33% bjkl	198 37% abcjkl	125 32% ijkl	188 34% bjkl	98 21% 1	38 16% 1	76 22% 1	240 31% ijkl	553 34% opqr	111 21% 1	52 22% 1	71 22% 1	38 22% 1	153 36% u	274 34% u	199 28% 1
NET: Any 5-18	573 26%	366 26% ijkl	114 21% k	197 26% ijkl	356 27% bjkl	340 28% bjkl	318 28% bjkl	170 32% abcjkl	103 26% ijkl	160 29% bjkl	86 19% 1	32 13% 1	68 19% 1	207 27% bjkl	468 29% opq	101 19% 1	47 20% 1	69 21% 1	36 21% 1	144 34% tu	224 28% 1	171 24% 1
NET: Any 11-18	429 19%	274 19% k	82 15% k	142 18% k	265 20% bjk	256 21% bjk	239 21% bjk	125 23% bjkl	71 18% k	109 20% k	69 15% 1	22 9% 1	59 17% k	155 20% bjk	341 21% o	85 16% 1	37 16% 1	61 18% 1	32 18% 1	104 24% u	168 21% 1	133 19% 1
Yes - children aged under 5 years old	176 8%	110 8% k	40 7% k	66 9% jk	104 8% jk	94 8% k	89 8% k	51 10% ijkl	35 9% k	57 10% ijkl	22 5% 1	7 3% 1	18 5% 1	65 9% jk	153 9% oqr	18 3% 1	12 5% 1	6 2% 1	5 3% 1	44 10% u	70 9% 1	47 7% 1
Yes - children aged 5 to 10 years old	272 12%	180 13% k	58 11% k	105 14% jk	176 13% ijkl	165 14% ijkl	152 13% jk	99 18% abcdef ijklm	57 15% ijkl	90 16% bjklm	41 9% 1	13 6% 1	32 9% 1	91 12% k	233 14% opqr	37 7% 1	20 8% 1	22 7% 1	12 7% 1	92 21% tu	89 11% 1	78 11% 1
Yes - children aged 11 to 15 years old	286 13%	179 12% k	57 11% k	92 12% k	174 13% jk	168 14% ijkl	155 14% jkl	86 16% bjkl	49 13% k	74 13% k	41 9% 1	13 6% 1	32 9% 1	108 14% ijkl	229 14% 1	55 10% 1	26 11% 1	36 11% 1	21 12% 1	80 19% u	117 14% 1	77 11% 1
Yes - children aged 16 to 18 years old	242 11%	160 11% k	49 9% k	85 11% k	154 12% k	148 12% k	143 13% k	67 12% k	41 10% k	61 11% k	47 10% k	17 7% k	42 12% k	83 11% k	186 11% k	54 10% k	23 10% k	38 12% k	19 11% k	61 14% k	84 10% k	82 12% k
Refused	21 1%	8 1% k	2 - k	4 - k	8 1% k	6 1% k	5 - k	2 - k	2 1% k	3 1% k	1 - k	1 - k	1 - k	12 2% acdefg	13 1% k	2 - k	1 1% k	1 - k	- - k	- - k	8 1% k	4 1% k

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 222
 Which of the following ITV regions do you live in?
 Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-ern Ireland (F)	Apple / iPhone (G)	Other (H)		
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256		
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209		
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032		
Anglia	225	23	48	43	37	63	12	70	80	63	12	10	11	35	40	111	113	106	119	3	-	-	-	23	178	*	18	1	225	-	-	-	82	135		
	10%	7%	13% ^a	13%	10%	10%	8%	10%	11%	10%	8%	8%	8%	9%	10%	10%	10%	9%	12% ^q	4% ^{tuvy}	B	-	-	-	15% ^{stu}	86% ^{stuv}	*	6% ^{tuvy}	B	-	-	-	12% ^{DEF}	-	10%	11%
Border	26	2	1	2	7	10	3	3	9	10	3	1	1	5	9	11	15	11	14	-	12	-	-	-	-	-	-	-	12	-	14	-	6	14		
	1%	1%	*	1%	2%	2%	2%	*	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	5% ^{uvw}	-	-	-	-	-	-	-	1%	-	7% ^{CD}	-	1%	1%		
Central	253	34	61	41	32	70	16	94	73	70	16	15	13	42	45	120	133	149	105	-	-	1	150	93	1	-	2	4	251	-	3	-	98	134		
	12%	11%	16% ^{de}	12%	8%	11%	11%	14% ^h	10%	11%	11%	12%	9%	11%	11%	12%	12%	12%	11%	-	-	1%	78% ^{stu}	59% ^{stux}	*	-	1%	2%	14% ^{DEF}	-	1%	-	12%	11%		
Granada	220	19	42	30	31	74	23	61	61	74	23	9	7	51	46	119	100	122	98	-	213	1	1	1	-	-	-	216	2	1	1	68	138			
	10%	6%	12% ^a	9%	8%	11% ^a	15% ^{ad}	9%	9%	11%	15% ^{gh}	8%	5%	13% ^l	11%	11%	9%	10%	10%	-	88% ^{suvw}	*	1%	1%	-	-	-	-	12% ^{DEF}	2%	1%	1%	8%	11% ^G		
London	417	94	73	55	76	100	19	168	131	100	19	33	48	62	57	221	197	226	192	1	2	1	10	4	25	290	78	4	414	-	3	-	174	202		
	19%	31% ^{abcd}	20%	16%	20%	15%	13%	25% ^{hij}	18%	15%	13%	27% ^{mn}	34% ^{mn}	16%	14%	21%	17%	18%	20%	1%	1%	1%	5% ^{tu}	2%	12% st	100% ^{stu}	26% ^{stuv}	4	22% ^{DEF}	-	2%	-	21% ^H	17%		
Meridian	233	23	39	33	44	71	23	62	77	71	23	7	12	44	49	105	128	126	107	-	2	2	1	2	1	-	202	23	233	-	-	-	96	126		
	11%	8%	11%	10%	12%	11%	15% ^a	9%	11%	11%	15%	6%	9%	11%	12%	10%	11%	10%	11%	-	1%	1%	*	2	1	-	67% ^{stu}	12% ^{stuv}	13% ^{DEF}	-	-	-	12%	10%		
STV	163	16	23	27	37	51	9	39	65	51	9	6	6	33	27	89	73	88	75	-	-	-	-	-	-	-	-	-	-	163	-	66	87			
	7%	5%	6%	8%	10% ^a	8%	6%	6%	9% ^g	8%	6%	5%	4%	8%	7%	8%	7%	7%	8%	-	-	-	-	-	-	-	-	-	-	89% ^{CD}	-	8%	7%			
Tyne Tees	87	11	5	16	23	25	7	16	39	25	7	5	5	17	16	37	50	52	35	83	-	4	-	-	-	-	-	87	-	-	-	28	53			
	4%	3%	1%	5% ^b	6% ^b	4% ^b	5% ^b	2%	5% ^g	4%	5%	4%	3%	4%	3%	4%	4%	4%	4%	95% ^{tuvw}	-	2% ^{ty}	A	-	-	-	-	-	5% ^{DEF}	-	-	-	3%	4%		
Wales	100	10	10	16	20	36	9	36	36	36	9	3	5	22	23	51	50	53	47	-	-	-	-	-	-	-	-	-	100	-	-	37	58			
	5%	3%	3%	5%	5%	6%	3%	5%	5% ^g	6%	3%	3%	3%	6%	5%	5%	4%	4%	5%	-	-	-	-	-	-	-	-	-	96% ^{CE}	-	-	4%	5%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 222
Which of the following ITV regions do you live in?
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
West	95	28	13	18	10	24	1	41	29	24	1	13	14	12	13	42	53	67	27	-	13	-	27	-	-	-	-	54	94	1	-	-	-	40	45
	4%	9% bcdef	4%	5% f	3%	4%	1%	6% gj	4%	4%	1%	11% mn	10% mn	3%	3%	4%	5%	6% r	3%	-	5% suwx	-	14% stuw	-	-	-	-	29% stuv	5% DEF	1%	-	-	-	5%	4%
Westcountry	105	10	21	15	13	37	9	31	28	37	9	4	4	22	25	51	54	57	48	-	-	-	1	-	-	-	103	103	2	-	-	-	46	55	
	5%	3%	6%	4%	3%	6%	6%	5%	4%	6%	6%	3%	3%	5%	6%	5%	5%	5%	5%	-	-	-	*	-	-	-	55% stuv	6% EF	2%	-	-	-	6%	5%	
Yorkshire	213	30	25	28	34	77	18	55	62	77	18	14	9	39	56	91	122	123	90	-	2	171	2	35	3	-	-	213	-	-	-	-	72	126	
	10%	10%	7%	8%	9%	12% b	12%	8%	9%	12%	12%	12%	7%	10%	13%	8%	11%	10%	9%	-	1%	95% stvw	1%	22% stvx	1%	-	-	12% DEF	-	-	-	-	9%	10%	
UTV	65	4	7	16	15	21	2	11	31	21	2	*	4	11	12	28	37	41	25	-	-	-	-	-	-	-	-	-	-	-	65	22	37		
	3%	1%	2%	5% ab	4%	3%	2%	2%	4% g	3%	2%	*	3%	3%	3%	3%	3%	3%	2%	-	-	-	-	-	-	-	-	-	-	-	99% CDE	3%	3%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 223
Which of the following ITV regions do you live in?
Base: All respondents

	Experience of suspicious texts/calls				Mobile							Landline					Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)		
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686		
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711		
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606		
Anglia	225	145	50	83	128	116	113	50	37	56	52	21	46	79	167	53	28	28	19	47	78	73		
	10%	10%	9%	11%	10%	10%	10%	9%	10%	10%	11%	9%	13%	10%	10%	10%	12%	8%	11%	11%	10%	10%		
Border	26	13	7	5	13	11	9	5	5	4	3	3	2	12	17	9	1	6	2	6	8	5		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	*	2%	1%	1%	1%	1%		
Central	253	165	70	94	147	133	125	59	51	69	50	28	36	89	197	55	22	35	19	50	110	63		
	12%	11%	13%	12%	11%	11%	11%	11%	13%	12%	11%	12%	10%	12%	12%	10%	9%	10%	11%	12%	14%u	9%		
Granada	220	148	63	81	143	133	131	57	46	63	46	31	28	71	163	52	23	12	44	84	69			
	10%	10%	12%	11%	11%	11%	11%	11%	12%	11%	10%	13%	8%	9%	10%	10%	10%	7%	10%	10%	10%			
London	417	287	97	154	264	253	229	135	76	112	98	35	79	130	327	84	34	50	31	83	132	142		
	19%	20%	18%	20%	20%	21%	20%	25%abcdk	19%	20%	21%	15%	22%k	17%	20%	16%	14%	15%	18%	19%	16%	20%		
Meridian	233	141	49	76	127	122	115	50	35	55	45	26	37	92	185	46	19	32	16	39	81	99		
	11%	10%	9%	10%	10%	10%	10%	9%	9%	10%	10%	11%	11%	12%	11%	9%	8%	10%	9%	9%	10%	14%st		
STV	163	100	32	48	94	81	76	38	27	35	31	13	25	63	112	45	20	22	20	31	62	63		
	7%	7%	6%	6%	7%	7%	7%	7%	7%	6%	7%	6%	7%	8%	7%	8%	8%	7%	11%	7%	8%	9%		
Tyne Tees	87	48	21	26	38	34	31	16	15	13	22	10	16	39	61	25	13	20	10	22	31	19		
	4%	3%	4%	3%	3%	3%	3%	3%	4%	2%	5%	4%	5%	5%defi	4%	5%	5%	6%	5%	4%	4%	3%		
Wales	100	65	23	28	60	53	49	27	15	23	14	13	8	35	68	31	14	25	10	22	46	27		
	5%	5%	4%	4%	5%	4%	4%	5%	4%	4%	3%	6%	2%	5%	4%	6%	6%	8%n	6%	5%	6%	4%		
West	95	77	33	47	66	62	58	28	26	30	30	16	23	17	61	30	16	16	2	20	33	27		
	4%	5%lm	6%lm	6%lm	5%lm	5%lm	5%lm	5%lm	7%lm	5%lm	7%lm	7%lm	6%lm	2%	4%	6%r	7%r	5%	1%	5%	4%	4%		
Westcountry	105	62	22	36	59	58	54	20	15	27	16	9	13	43	77	28	16	9	23	41	31	31		
	5%	4%	4%	5%	5%	5%	5%	4%	4%	5%	3%	4%	4%	6%	5%	5%	6%	6%	5%	5%	5%	4%		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
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Absolutes/col percents

Table 223
Which of the following ITV regions do you live in?
Base: All respondents

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711	
Yorkshire	213	136	52	75	124	117	110	38	31	55	44	28	32	77	153	53	26	34	21	27	85	67	
	10%	9%	10%	10%	9%	10%	10%	7%	8%	10%	10%	12%g	9%	10%	9%	10%	11%	10%	12%	6%	10% ^s	9%	
UTV	65	47	15	15	44	41	39	18	11	12	8	4	6	18	49	15	8	13	5	13	23	25	
	3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	2%	2%	2%	2%	3%	3%	3%	4%	3%	3%	3%	3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 224
Marital Status
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region							Nation					Mobile O/S			
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
Single	686	250	152	98	88	93	6	402	185	93	6	97	117	53	45	347	338	366	320	26	67	48	71	51	52	135	91	45	586	24	56	20	281	346	
	31%	82%bcd	41%cde	29%ef	23%ef	14%f	4%	60%hij	26%ij	14%j	4%	80%mm	83%mm	14%	11%	32%	30%	30%	33%	30%	27%	27%	37%dx	32%	25%	46%stuw	30%	24%	32%	23%	30%	31%	34%h	29%	
NET: Married/ Civil partnership/ co habiting	1261	48	206	232	251	434	91	253	483	434	91	20	21	277	247	640	622	720	541	49	147	107	96	94	125	131	183	113	1044	74	106	38	467	704	
	57%	16%	56%a	68%ab	66%ab	66%ab	60%a	38%	67%g	66%g	60%g	17%	15%	71%kl	59%kl	59%	55%	59%	55%	55%	60%y	59%y	50%	59%y	60%y	45%	61%vy	60%y	56%	71%CE	58%	57%	56%	58%	
Married	957	34	105	165	193	377	84	139	357	377	84	17	12	244	217	508	450	549	408	34	104	81	77	65	88	105	136	90	781	60	82	33	355	537	
	43%	11%	29%a	48%ab	51%ab	57%abc	56%ab	21%	50%g	57%gh	56%g	14%	8%	62%kl	52%kl	47%p	40%	45%	42%	38%	43%	45%	40%	41%	42%	36%	45%y	48%y	42%	58%CE	45%	50%	43%	44%	
Civil Partnership	26	1	13	2	4	5	-	14	7	5	-	1	2	3	16	10	13	13	1	3	-	4	1	5	6	2	1	24	2	-	-	8	14		
	1%	*	4%acef	1%	1%	1%	-	2%	1%	1%	-	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	2%	2%	1%	1%	1%	2%	-	-	1%	1%	
Co Habiting	278	12	88	65	54	52	6	100	119	52	6	3	9	32	27	116	162	158	121	14	40	25	14	27	32	20	44	22	239	12	24	4	104	154	
	13%	4%	24%ade	19%aef	14%aef	8%a	4%	15%ij	17%ij	8%	4%	2%	6%	8%k	6%	11%	14%o	13%	12%	16%vy	16%vy	14%y	7%	17%vy	15%vy	7%	15%vy	12%	13%F	11%	13%	6%	12%	13%	
NET: Widowed/ separated/ divorced	238	-	5	10	39	129	54	49	129	54	-	-	61	122	82	156	122	115	112	12	28	25	22	13	27	22	27	202	6	20	8	78	154		
	11%	-	1%	3%a	10%abc	20%abc	36%abcd	1%	7%g	20%gh	36%ghi	-	-	16%kl	29%klm	8%	14%o	10%	12%	14%	11%	14%	11%	8%	13%	8%	9%	14%y	11%	6%	20	11%	13%	9%	13%G
Widowed	84	-	4	1	7	40	32	7	40	32	-	-	20	52	23	62	45	39	5	9	11	7	8	5	10	8	9	72	2	8	2	27	54		
	4%	-	1%	*	2%a	6%abc	21%abcd	1%	1%	6%gh	21%ghi	-	-	5%kl	13%klm	2%	5%o	4%	4%	6%	4%	6%	4%	5%	2%	3%	3%	5%	4%	2%	4%	2%	3%	4%	
Separated	26	-	-	8	5	13	1	-	13	13	1	-	-	6	8	13	14	14	12	-	4	3	3	-	4	2	3	4	23	2	1	1	10	15	
	1%	-	-	2%ab	1%b	2%ab	1%	-	2%g	1%g	-	-	-	1%	2%	1%	1%	1%	1%	-	2%	1%	2%	-	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	
Divorced	127	-	1	1	28	77	21	1	29	77	21	-	-	36	62	46	81	63	65	7	14	11	11	5	18	11	16	15	107	3	11	6	40	85	
	6%	-	*	*	7%abc	12%abc	21%abcd	*	4%g	12%gh	14%gh	-	-	9%kl	15%klm	4%	7%o	5%	7%	8%	7%	6%	6%	3%	8%y	4%	5%	8%	6%	3%	6%	9%d	5%	7%	
Prefer not to answer	17	7	5	1	1	4	-	11	2	4	-	4	2	2	7	10	12	6	1	2	-	3	-	4	3	-	3	16	-	2	-	9	5		
	1%	2%de	1%	*	*	1%	-	2%h	*	1%	-	3%mn	1%	*	1%	1%	1%	1%	1%	1%	1%	-	2%A	-	2%A	1%	-	2%A	1%	-	1%	-	1%	*	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

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Absolutes/col percents

Table 225
Marital Status
Base: All respondents

	Experience of suspicious texts/calls													Do you have a longstanding physical or mental condition or disability?							Financial Vulnerability								
	Total													Mobile			Landline				NET: Yes			No			Most financially vulnerable	Potentially financially vulnerable	Least financially vulnerable
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)							
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686							
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711							
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606							
Single	686	457	161	222	426	393	369	197	142	171	121	50	88	229	474	192	120	97	71	200	213	166							
	31%	32% ^{ijkl}	30% ^k	29% ^k	33% ^{ijkl}	32% ^{ijkl}	32% ^{ijkl}	37% ^{bcjklm}	36% ^{cjklm}	31% ^k	26%	21%	25%	30% ^k	29%	37% ^{noq}	50% ^{noq}	40% ^{nq}	47% ^{tu}	26%	23%								
NET: Married/ Civil partnership/ co habiting	1261	817	321	461	740	687	643	294	215	331	269	154	207	444	1005	240	87	166	75	145	503	497							
	57%	57%	60%	60%	57%	57%	56%	54%	55%	60%	59%	65% ^{adefgh}	59%	58%	61% ^{opqr}	48% ^p	36%	50% ^p	43%	34%	62% ^s	70% st							
Married	957	619	253	368	556	514	483	212	156	255	230	135	181	339	772	172	124	55	109	398	354								
	43%	43%	47% ^{gh}	48% ^{defgh}	43%	42%	42%	39%	40%	46% ^{og}	50% ^{adefgh}	57% ^{abcdef ghim}	52% ^{adefgh m}	44%	47% ^{opqr}	33% ^p	21%	38% ^p	31% ^p	25%	49% ^s	50% ^s							
Civil Partnership	26	15	5	12	14	14	13	8	4	11	3	1	2	11	22	4	2	4	-	4	11	10							
	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%							
Co Habiting	278	184	64	81	170	159	147	73	56	65	36	18	23	94	212	64	35	37	20	32	95	133							
	13%	13% ^{ijkl}	12% ^l	10%	13% ^{ijkl}	13% ^{ijkl}	13% ^{ijkl}	14% ^{ijkl}	14% ^{ijkl}	12% ^l	8%	8%	7%	12% ^{jl}	13%	12%	15%	11%	12%	8%	12% ^s	19% st							
NET: Widowed/ separated/ divorced	238	152	51	82	135	126	120	45	30	52	62	32	51	86	149	89	30	66	30	78	97	46							
	11%	11%	9%	11%	10%	10%	11%	8%	8%	9%	14% ^{gh}	14% ^{gh}	15% ^{bdghi}	11%	9%	17% ⁿ	13%	20% ^{np}	17% ⁿ	18% ^{tu}	12% ^u	6%							
Widowed	84	55	27	36	50	47	45	21	17	22	30	20	24	29	61	24	*	22	10	24	29								
	4%	4%	5%	5%	4%	4%	4%	4%	4%	4%	7% ^{adefm}	8% ^{adefgjm}	7% ^{adefm}	4%	4% ^p	4% ^p	*	7% ^{np}	5% ^p	6%	4%	3%							
Separated	26	21	6	7	21	20	19	7	5	7	6	2	4	6	16	10	2	4	5	8	13								
	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	3% ⁿ	2%	2%	5%							
Divorced	127	76	18	38	64	59	56	17	9	23	25	10	22	51	72	55	28	40	15	46	55								
	6%	5% ^h	3%	5% ^h	5% ^h	5% ^h	5% ^h	3%	2%	4%	6% ^h	4%	6% ^{gh}	7% ^{bgh}	4%	10% ⁿ	12% ⁿ	12% ⁿ	9% ⁿ	11% ^{tu}	7% ^u	2%							
Prefer not to answer	17	9	2	6	7	7	7	4	2	2	5	1	4	8	8	4	3	1	-	5	2	1							
	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	*	-	1%	*	*							

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 226
Which of the following cities do you live in, or nearest to?
Base: All respondents

Absolutes/col percents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North-ern Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
Glasgow	85	9	12	12	20	26	5	21	33	26	5	5	2	18	14	50	36	44	42	-	-	-	1	-	-	-	-	-	1	-	84	-	34	41	
Edinburgh	81	11	11	14	17	25	3	21	31	25	3	1	8	14	14	40	41	47	34	-	1	-	-	-	-	-	-	1	-	80	-	31	44		
Newcastle	93	13	8	15	22	27	8	21	37	27	8	5	6	18	17	39	54	57	36	82	5	3	-	-	1	-	-	92	-	1	-	33	53		
Leeds	101	14	17	13	19	29	10	31	31	29	10	7	4	18	20	46	54	59	42	-	-	99	-	-	-	2	-	-	101	-	-	-	32	60	
Hull	35	2	1	6	6	15	4	3	12	15	4	1	1	10	9	19	15	19	16	-	-	32	-	3	-	-	-	35	-	-	-	16	19		
Sheffield	48	3	10	3	6	22	3	13	10	22	3	2	1	12	13	21	27	26	22	-	-	31	-	17	-	-	-	48	-	-	-	16	27		
Manchester	167	34	31	22	22	43	16	65	44	43	16	15	16	26	32	83	84	94	73	-	152	6	4	1	-	4	-	167	1	-	-	55	100		
Liverpool	91	5	21	13	15	30	7	27	27	30	7	2	4	23	14	51	39	54	37	-	72	-	1	-	-	-	-	74	17	-	-	29	55		
Nottingham	98	13	19	21	16	27	2	32	36	27	2	4	7	15	14	38	60	64	34	-	-	3	1	91	3	-	-	98	-	-	-	35	53		

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 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 226
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (l)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East-ern (x)	London (y)	South East (A)	South West (B)	Eng-land (C)	Wales (D)	Scot-land (E)	North-ern Ire-land (F)	Apple / iPhone (G)	Other (H)	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Birmingham	178	43	42	24	18	41	10	85	42	41	10	18	20	20	31	80	97	108	70	1	-	-	168	6	-	-	-	2	176	1	1	-	76	82	
	8%	14%	11%	7%	5%	6%	7%	13%	6%	6%	7%	15%	14%	5%	8%	7%	9%	9%	7%	1%	-	-	87%	4%	-	-	1%	10%	1%	1%	-	9%	7%		
Norwich	92	6	20	13	16	30	7	26	29	30	7	4	1	19	18	55	37	37	55	-	-	-	-	1	90	-	1	-	92	-	-	-	39	50	
	4%	2%	5%	4%	4%	5%	5%	4%	4%	5%	3%	1%	5%	4%	5%	3%	3%	3%	6%	-	-	-	-	*	43%	-	*	-	5%	DEF	-	-	5%	4%	
Milton Keynes	64	7	16	13	7	16	5	22	21	16	5	-	7	8	13	23	41	31	33	-	-	-	1	28	26	1	7	-	64	-	-	-	15	45	
	3%	2%	4%	4%	2%	3%	3%	3%	3%	2%	3%	-	5%	2%	3%	2%	4%	3%	3%	-	-	-	1%	18%	13%	*	2%	-	3%	DEF	-	-	2%	4%	
Brighton	59	10	10	7	12	19	2	19	19	19	2	5	3	11	10	32	27	28	31	-	-	-	-	-	-	1	57	1	59	-	-	-	31	28	
	3%	3%	3%	2%	3%	3%	1%	3%	3%	3%	1%	4%	2%	3%	2%	3%	2%	2%	3%	-	-	-	-	-	-	1%	19%	*	3%	E	-	-	4%	2%	
Oxford	28	2	7	4	5	6	3	10	9	6	3	-	2	6	3	14	14	17	12	-	-	-	1	-	1	1	19	6	28	-	-	-	11	14	
	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	-	2%	2%	1%	1%	1%	1%	1%	-	-	-	*	-	-	*	6%	3%	2%	-	-	-	1%	1%	
London	494	84	85	73	93	135	23	170	166	135	23	35	36	81	77	259	235	267	226	2	2	-	2	-	62	281	144	-	492	-	2	-	203	259	
	22%	28%	23%	21%	25%	20%	15%	25%	23%	20%	15%	29%	26%	21%	18%	24%	21%	22%	23%	2%	1%	-	1%	-	30%	97%	48%	-	27%	DEF	-	1%	-	24%	21%
Southampton	93	12	14	17	14	21	14	27	31	21	14	5	6	12	23	41	51	47	46	-	-	1	-	-	-	-	64	27	93	-	-	-	33	50	
	4%	4%	4%	5%	4%	3%	9%	4%	4%	3%	9%	5%	4%	3%	6%	4%	5%	4%	5%	-	-	1%	-	-	-	-	21%	15%	5%	DEF	-	-	4%	4%	
Bristol	82	15	15	15	13	22	3	30	27	22	3	4	7	15	9	47	35	51	31	-	-	-	1	-	-	1	-	77	79	3	-	-	36	42	
	4%	5%	4%	4%	3%	3%	2%	4%	4%	3%	2%	4%	5%	4%	3%	4%	3%	4%	3%	-	-	-	1%	-	-	*	41%	4%	4%	DEF	3%	E	-	4%	
Plymouth	69	5	7	10	8	32	8	12	17	32	8	2	-	15	25	28	42	43	26	-	-	-	-	-	-	-	-	68	68	1	-	-	34	31	
	3%	2%	2%	3%	2%	5%	5%	2%	2%	5%	5%	2%	-	4%	6%	3%	4%	4%	3%	-	-	-	-	-	-	-	-	36%	4%	DEF	1%	-	4%	3%	
Cardiff	73	6	7	12	13	29	6	13	25	29	6	1	2	16	18	33	39	38	34	-	-	-	-	-	-	-	-	-	73	-	-	28	40		
	3%	2%	2%	3%	4%	4%	4%	2%	4%	4%	4%	1%	2%	4%	4%	3%	3%	3%	3%	-	-	-	-	-	-	-	-	-	69%	DEF	-	-	3%	3%	

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 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H



Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 226
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Belfast	66	4	7	16	15	21	2	11	32	21	2	*	4	11	12	29	37	42	25	-	-	-	-	-	-	-	-	-	-	-	-	-	66	22	38
	3%	1%	2%	5%ab	4%	3%	2%	2%	4%g	3%	2%	*	3%	3%	3%	3%	3%	3%	2%	-	-	-	-	-	-	-	-	-	-	-	-	100%CD	3%	3%	
None of these	106	5	8	18	23	42	10	13	41	42	10	1	2	24	28	48	58	46	59	3	11	4	11	12	23	-	9	8	80	10	16	-	25	77	
	5%	2%	2%	5%ab	6%ab	6%ab	7%ab	2%	6%g	6%g	7%g	1%	1%	6%	7%kl	4%	5%	4%	6%q	3%y	4%y	2%y	6%y	7%y	11%stuy	-	3%y	4%y	4%F	9%CF	9%CF	-	3%	6%G	

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 227
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686	
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711	
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606	
Glasgow	85 4%	58 4%	20 4%	29 4%	53 4%	43 4%	40 3%	16 3%	14 4%	21 4%	21 5%	10 4%	16 5%	28 4%	57 3%	24 5%	7 3%	13 4%	9 5%	17 4%	32 4%	30 4%	
Edinburgh	81 4%	46 3%	12 2%	21 3%	44 3%	41 3%	38 3%	21 4%	11 3%	17 3%	11 2%	4 2%	8 2%	35 5%b	57 3%	21 4%	11 5%	10 3%	11 6%	13 3%	35 4%	30 4%	
Newcastle	93 4%	52 4%	23 4%	26 3%	43 3%	37 3%	34 3%	19 4%	18 2%	14 2%	21 5%	10 4%	15 4%	40 5%defi	65 4%	27 5%	12 5%	21 6%	11 6%	23 5%u	36 4%u	17 2%	
Leeds	101 5%	66 5%	21 4%	37 5%	61 5%	59 5%	55 5%	25 2%	12 3%	27 5%	19 4%	10 4%	17 5%	34 4%	64 4%	33 6%n	18 7%n	19 6%	13 7%	9 2%	39 5% _s	36 5% _s	
Hull	35 2%	20 1%	12 2%g	11 1%	19 1%	17 1%	17 2%	2 *	6 2%	9 2%	10 2%g	8 3%g	5 1%	14 2%g	28 2%	7 1%	2 1%	5 1%	* 1%	7 2%	12 1%	12 2%	
Sheffield	48 2%	30 2%	12 2%	20 3%	27 2%	23 2%	23 2%	7 1%	6 2%	17 3%	12 3%	8 3%	8 2%	18 2%	39 2%	9 2%	6 2%	2 2%	4 2%	6 1%	22 3%	16 2%	
Manchester	167 8%	113 8%	47 9%	60 8%	104 8%	97 8%	93 8%	39 7%	40 10%	43 8%	35 8%	21 9%	23 7%	54 7%	120 7%	41 8%	19 8%	25 7%	11 6%	41 10%	57 7%	49 7%	
Liverpool	91 4%	63 4%	23 4%	34 4%	61 5%	56 5%	55 5%	28 5%	16 4%	30 5%	13 3%	9 4%	10 3%	27 4%	67 4%	23 4%	11 5%	15 5%	6 4%	16 4%	37 5%	27 4%	
Nottingham	98 4%	72 5%	33 6% _m	34 4%	67 5%	60 5%	55 5%	22 4%	28 7% _m	28 5%	17 4%	10 4%	14 4%	26 3%	83 5% _p	15 3%	4 2%	9 3%	6 3%	18 4%	36 4%	29 4%	
Birmingham	178 8%	125 9%	49 9%	80 10% _m	103 8%	98 8%	91 8%	46 9%	33 9%	53 9%	49 11% _m	24 10%	33 9%	53 7%	129 8%	47 9%	21 9%	26 8%	15 8%	39 10% _u	82 10% _u	36 5%	
Norwich	92 4%	56 4%	26 5%	40 5%	47 4%	41 3%	41 4%	20 4%	19 5%	26 5%	28 6% _{def}	13 6%	24 7% _{adef}	36 5%	62 4%	28 5%	14 6%	16 5%	9 5%	17 4%	36 4%	30 4%	

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Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 227
Which of the following cities do you live in, or nearest to?
Base: All respondents

Absolutes/col percents

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total				Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
	Total	Any (a)	Any voice call (b)	Any recorded message (c)																			
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711	
Milton Keynes	64 3%	36 2%	8 1%	17 2%	32 2%	26 2%	26 2%	12 2%	6 2%	11 2%	7 2%	2 1%	6 2%	28 4%b	51 3%	12 2%	9 4%	7 2%	6 4%	12 3%	23 3%	23 3%	
Brighton	59 3%	42 3%	10 2%	21 3%	39 3%k	39 3%k	37 3%k	15 3%	9 2%	18 3%k	8 2%	1 1%	8 2%	17 2%	47 3%	12 2%	6 3%	8 2%	2 1%	13 3%	18 2%	25 4%	
Oxford	28 1%	19 1%	10 2%	12 2%	14 1%	14 1%	14 1%	4 1%	4 1%	6 1%	9 2%	6 3%	7 2%	9 1%	21 1%	8 1%	4 2%	3 1%	2 1%	5 1%	9 1%	13 2%	
London	494 22%	335 23%	114 21%	179 23%	317 24%k	303 25%km	278 24%k	149 28%bkm	91 23%	137 25%	104 23%	42 18%	84 24%	159 21%	385 24%p	101 19%	40 17%	60 18%	37 21%	84 20%	160 20%	179 25%t	
Southampton	93 4%	49 3%	22 4%	29 4%	40 3%	37 3%	34 3%	19 3%	14 4%	15 3%	22 5%	13 6%	19 5%	43 6%adefi	79 5%o	13 2%	5 2%	10 3%	5 3%	21 5%	36 4%	30 4%	
Bristol	82 4%	56 4%	19 3%	34 4%	53 4%	52 4%	49 4%	20 4%	12 3%	25 4%	15 3%	7 4%	15 4%	26 3%	55 3%	26 5%	14 6%	17 5%	3 2%	19 4%	27 3%	26 4%	
Plymouth	69 3%	41 3%	14 3%	21 3%	38 3%	36 3%	33 3%	16 3%	8 2%	13 2%	12 3%	7 3%	10 3%	28 4%	50 3%	20 4%	10 4%	13 4%	6 3%	12 3%	29 4%	22 3%	
Cardiff	73 3%	46 3%	15 3%	20 3%	44 3%l	38 3%	36 3%	18 3%	12 3%	17 3%	10 2%	9 4%	4 1%	26 3%l	51 3%	20 4%	9 4%	16 5%	6 3%	15 3%	35 4%	19 3%	
Belfast	66 3%	48 3%	16 3%	16 2%	44 3%	42 3%	40 4%	19 3%	11 3%	13 2%	8 2%	5 2%	6 2%	18 2%	50 3%	15 3%	8 3%	13 4%	5 3%	14 3%	23 3%	25 3%	
None of these	106 5%	60 4%	31 6%	29 4%	58 4%	54 4%	52 5%	23 4%	20 5%	17 3%	26 6%	18 7%aci	19 5%	45 6%i	79 5%	24 5%	11 5%	20 6%	8 4%	26 6%	33 4%	35 5%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 228
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade				Region								Nation				Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	301	188	1848	105	184	66	835	1209		
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
Up to £7,000	(3.5)	72 3%	17 6% ^{ef}	15 4% ^f	15 4% ^f	11 3% ^f	14 2%	-	32 4% ^{ij}	26 4% ^j	14 2%	-	4 3%	12 8% ^{mn}	5 1%	10 2%	30 3%	42 4%	21 2%	51 5% ^q	6 7%	9 4%	4 2%	6 4%	7 3%	11 4%	11 4%	6 3%	67 4%	2 2%	2 1%	2 4%	24 3%	41 3%	
£7,001 to £14,000	(10.5)	199 9%	17 6%	27 7%	21 6%	34 9%	80 12% ^{abc}	20 13% ^{ac}	44 7%	55 8%	80 12% ^{gh}	20 13% ^{gh}	8 6%	9 11%	44 13%	56 9%	93 9%	106 9%	57 5%	142 14% ^q	9 10%	26 11%	9 5%	21 11%	16 10%	21 10%	17 8%	23 9%	17 9%	158 9%	13 13%	21 12%	6 9%	54 6%	123 10% ^G
£14,001 to £21,000	(17.5)	210 10%	14 5%	20 6%	34 10% ^{ab}	38 10% ^{ab}	73 11% ^{ab}	31 20% ^{abcd}	35 5%	72 10% ^g	73 11% ^g	31 20% ^{ghi}	2 2%	11 8%	35 9% ^k	69 16% ^{klm}	77 7%	133 12% ^o	88 7%	122 12% ^q	11 12%	26 11%	19 10%	20 10%	11 7%	25 12%	23 8%	23 8%	20 11%	178 10%	9 9%	17 9%	6 10%	64 8%	131 11% ^G
£21,001 to £28,000	(24.5)	258 12%	34 11% ^b	21 6%	41 12% ^b	44 12% ^b	98 15% ^b	20 13% ^b	55 8%	85 12% ^g	98 15% ^g	20 13%	12 10%	18 13%	66 17%	51 12%	130 12%	128 11%	130 11%	128 13%	10 12%	34 14%	22 12%	26 14%	14 9%	25 12%	24 9%	28 13%	25 11%	209 11%	15 14%	23 12%	12 18% ^C	75 9%	156 13% ^G
£28,001 to £34,000	(31)	242 11%	34 11%	44 12%	34 10%	38 10%	80 12%	12 8%	78 12%	72 10%	80 12%	12 8%	14 12%	13 9%	49 12%	43 10%	116 11%	126 10%	125 10%	117 12%	13 15%	24 10%	22 12%	24 12%	18 11%	22 9%	26 9%	28 11%	21 9%	198 11%	13 12%	26 14%	5 8%	79 9%	148 12%
£34,001 to £41,000	(37.5)	188 9%	12 4%	27 7%	38 11% ^a	30 8%	65 10% ^a	16 10% ^a	40 6%	68 9% ^g	65 10% ^g	16 10%	3 3%	6 4%	44 11% ^{kl}	37 9% ^{kl}	99 8%	88 8%	100 8%	87 9%	5 6%	21 9%	12 7%	11 6%	16 10%	20 10%	28 9%	26 11%	20 9%	159 9%	12 11%	13 7%	4 6%	78 9%	91 8%
£41,001 to £48,000	(44.5)	169 8%	22 7%	25 7%	22 6%	42 11% ^{cf}	53 8%	6 4%	47 7%	63 9%	53 8%	6 4%	11 9%	11 8%	36 9%	23 5%	95 9%	74 7%	112 9% ^r	58 6%	3 4%	16 7%	14 8%	16 10%	12 6%	21 9%	18 6%	16 9%	133 7%	14 14% ^C	17 9%	5 8%	60 8%	100 7%	
£48,001 to £55,000	(51.5)	162 7%	22 7%	34 9%	21 6%	35 9%	44 7%	7 4%	56 8%	56 8%	44 7%	7 4%	12 10%	6 4%	26 7%	24 6%	93 9% ^p	70 6%	113 9% ^r	49 5%	5 6%	16 7%	13 8%	16 7%	11 4%	9 9%	25 11% ^x	32 6%	11 7%	137 5%	5 8%	14 10%	6 8%	70 8%	85 7%
£55,001 to £62,000	(58.5)	99 4%	10 3%	18 5%	24 7% ^{ef}	22 6%	21 3%	3 2%	29 4%	46 6% ⁱ	21 3%	3 2%	7 4%	3 2%	16 4%	9 2%	59 5% ^p	40 4%	67 5% ^r	32 3%	2 2%	11 4%	9 5%	4 2%	8 5%	13 6% ^y	7 5%	16 5%	10 4%	80 4%	7 6%	10 3%	2 7% ^H	56 3%	39 3%
£62,001 to £69,000	(65.5)	81 4%	10 3%	22 6% ^e	21 6% ^e	12 3%	11 2%	5 3%	32 5% ⁱ	33 5% ⁱ	11 2%	5 3%	4 2%	9 2%	7 3%	45 4%	36 2%	62 3%	20 5% ^r	3 2%	14 3%	8 5%	3 1%	3 2%	8 4%	9 3%	12 4%	5 3%	64 3%	4 4%	10 5%	3 5%	32 4%	44 4%	
£69,001 to £76,000	(72.5)	71 3%	8 3%	16 4%	12 3%	12 3%	19 3%	4 2%	25 4%	24 3%	19 3%	4 3%	5 3%	10 3%	12 3%	32 3%	39 3%	47 4%	24 2%	1 1%	1 5% ^t	9 2%	3 3%	4 3%	10 5% ^t	16 4% ^t	5 3%	62 3%	1 3%	6 1%	3 3%	5 5% ^H	3 5%	41 2%	29 2%
£76,001 to £83,000	(79.5)	60 3%	11 4% ^e	17 5% ^e	16 5% ^e	8 2%	6 1%	3 2%	27 4% ⁱ	24 3% ⁱ	6 1%	3 2%	5 2%	6 1%	2 3%	32 3%	29 3%	46 4% ^r	14 1%	-	5 2%	5 3%	3 1%	8 5%	2 1%	11 4%	3 5% ^x	5 2%	51 3%	1 1%	4 2%	6% ^{CD}	18 2%	37 3%	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H



Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 228
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Age 1							Age 2				Age/Gender				Gender		Social Grade		Region							Nation					Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
£83,001 or more	(86) 141	27	39	20	23	29	2	66	44	29	2	12	10	20	12	81	61	121	21	4	12	9	14	5	13	38	18	12	124	5	10	3	80	56
	6%	9%ef	11%cdef	6%f	6%f	4%	2%	10%hij	6%j	4%	2%	10%n	7%	5%	3%	7%	5%	10%r	2%	5%	5%	7%	3%	6%	13%stuw	6%	6%	7%	4%	5%	4%	10%H	5%	
Prefer not to answer	248	64	42	23	29	68	23	106	52	68	23	22	31	28	63	94	153	132	116	16	30	25	24	21	20	38	37	18	228	5	12	4	105	128
	11%	21%bcd	11%	7%	8%	10%	15%cd	16%hi	7%	10%	15%h	18%m	22%km	7%	15%lm	9%	14%o	11%	12%	18%	12%	14%	12%	13%	10%	13%	12%	9%	12%DE	4%	6%	6%	13%	11%
Average income (£000's)	38.90	41.83e	45.52c	40.90e	39.31e	34.38	31.33	43.95h	40.07i	34.38	31.33	45.38l	36.59	36.28n	31.32	40.88p	36.90	45.23r	30.94	31.73	35.71	40.27s	35.88	38.15	37.55	44.81s	42.35s	37.26	39.07	35.95	38.82	39.36	43.60H	36.44
	f	ef	def	f	f		ij	ij	j		mn			n	p		r					t				twxB	tvB					H		

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 229
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606
Up to £7,000	(3.5)	72 3%	40 3%	18 3%	35 3%	32 3%	31 3%	15 3%	14 4%	13 2%	14 3%	7 3%	9 2%	32 4%	52 3%	20 4%	12 5%	13 4%	3 2%	72 17%tu	-	-
£7,001 to £14,000	(10.5)	199 9%	115 8%	35 7%	58 8%	105 8%	97 8%	94 6%	34 6%	36 6%	36 8%	19 8%	27 8%	84 11% i	106 6%	92 17%n	55 23%n	55 17%n	35 20%n	199 47%tu	-	-
£14,001 to £21,000	(17.5)	210 10%	128 9%	52 10%	81 10%	111 9%	103 8%	99 9%	43 8%	57 10%	55 12%de	26 11%	44 12%deg	82 11%	129 8%	78 15%n	33 14%n	58 18%n	35 20%n	34 8%u	176 22%su	-
£21,001 to £28,000	(24.5)	258 12%	167 12%g	62 11%	99 13%g	144 11%	134 11%	129 11%	43 8%	66 12%	68 15%dg	27 11%	53 15%g	91 12%g	189 12%	68 13%	25 10%	49 15%	24 13%	60 14%u	198 24%su	-
£28,001 to £34,000	(31)	242 11%	171 12%	69 13%	92 12%	157 12%	147 12%	140 12%	67 12%	48 12%	64 11%	57 12%	37 16% m	42 9%	71 11%	63 12%	31 13%	35 11%	17 9%	20 5%	190 23% su	32 4%
£34,001 to £41,000	(37.5)	188 9%	109 8%	41 8%	59 8%	96 7%	92 8%	87 8%	39 7%	23 6%	42 8%	35 10%	26 8%	79 10% adh	161 10% opqr	25 5%	13 5%	19 6%	8 5%	17 4%	85 10% s	86 12% s
£41,001 to £48,000	(44.5)	169 8%	119 8%	42 8%	61 8%	109 8%	99 8%	94 8%	39 7%	31 8%	43 8%	34 7%	17 7%	51 7%	129 8%	39 7%	12 5%	22 7%	15 9%	10 2%	84 10% s	75 11% s
£48,001 to £55,000	(51.5)	162 7%	110 8%	46 9%	62 8%	102 8%	94 8%	87 8%	49 9%	33 9%	36 8%	23 10%	29 8%	53 7%	138 8% oqr	23 4%	13 5%	10 3%	5 3%	15 3%	82 10% s	66 9% s
£55,001 to £62,000	(58.5)	99 4%	74 5%	31 6% m	43 6%	72 5% m	68 6% m	58 5%	37 7% m	26 7% m	35 6% m	18 4%	15 4%	25 3%	83 5% o	13 3%	4 2%	11 3%	4 2%	-	-	99 14% st
£62,001 to £69,000	(65.5)	81 4%	58 4%	20 4%	28 4%	58 4%	56 5%	53 5%	36 7% acjklm	16 4%	22 3%	12 2%	6 3%	9 3%	23 4% opq	71 1%	8 1%	2 1%	4 2%	-	-	81 11% st
£69,001 to £76,000	(72.5)	71 3%	56 4% m	22 4% m	31 4% m	54 4% m	51 4% m	48 4% m	26 5% m	19 5% m	28 5% m	14 3%	4 2%	12 3%	15 2%	61 4% o	8 2%	4 2%	5 2%	2 1%	-	71 10% st

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 229
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Experience of suspicious texts/calls				Mobile							Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711	
£76,001 to £83,000 (79.5)	60	39	15	24	34	31	26	19	11	15	17	7	14	22	54	6	3	2	3	-	-	60	
	3%	3%	3%	3%	3%	3%	2%	4%	3%	4%	4%	3%	4%	3%	3% ^{ooq}	1%	1%	*	2%	-	-	8% st	
£83,001 or more (86)	141	91	22	50	85	81	75	44	17	43	18	8	13	51	118	23	12	8	5	-	-	141	
	6%	6%	4%	6%	6%	7% ^j	7%	8% ^{bhijkl}	4%	8% ^{bjkl}	4%	3%	4%	7%	7% ^{ooq}	4%	5%	2%	3%	-	-	20% st	
Prefer not to answer	248	160	62	65	145	128	119	49	45	43	43	22	32	88	173	59	23	39	17	-	-	-	
	11%	11% ⁱ	12%	8%	11%	11%	10%	9%	12%	8%	9%	9%	9%	12% ⁱ	11%	11%	9%	12%	10%	-	-	-	
Average income (£000's)	38.90	40.02 ^m	39.12	39.96 ^m	40.60 ^{klm}	40.78 ^{klm}	40.23 ^m	44.27 ^{abcd efhijklm}	40.10 ^m	41.80 ^{klm}	36.75	36.68	37.42	36.78	41.52 ^{opqr}	30.46	29.12	28.12	29.13	16.09	30.64 ^s	62.07 st	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base. Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Table 230

Absolutes/col percents

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

	Age 1							Age 2							Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	Northern Ireland (F)	Apple (G)	Other (H)					
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256					
Weighted base	2202	304	368	341	379	659	151	672	720	659	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209						
Effective base	1831	223	283	287	324	586	136	506	612	586	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032						
NET: Yes	526	60	66	57	112	184	46	127	169	184	46	21	33	110	120	231	294	227	299	23	58	49	53	28	52	52	60	53	428	31	51	15	177	307					
	24%	20%	18%	17%	30%abc	28%abc	31%abc	19%	23%	28%g	31%g	18%	24%	28%k	29%k	22%	26%o	19%	30%q	26%	24%	27%y	27%y	18%	25%	20%	28%yA	23%	30%	28%	23%	21%	25%G						
Yes - physical condition	330	21	27	27	78	134	43	48	106	134	43	7	11	82	95	143	187	138	192	19	35	30	29	20	27	29	42	35	266	25	27	13	99	208					
	15%	7%	7%	8%	21%abc	20%abc	28%aboe	7%	15%g	20%gh	28%ghi	6%	8%	21%kl	23%kl	13%	17%	11%	20%q	22%y	14%	17%	15%	12%	13%	10%	14%	19%y	14%	24%C	15%	19%	12%	17%G					
Yes - mental condition	240	42	49	35	55	58	1	91	91	58	1	15	25	28	31	96	143	94	146	11	25	25	28	13	23	20	26	23	196	14	22	8	84	136					
	11%	14%ef	13%ef	10%f	15%ef	9%f	*	13%ij	13%ij	9%j	*	12%	18%mn	7%	7%	9%	13%o	8%	15%q	13%	10%	14%y	15%y	8%	11%	7%	9%	12%	11%	13%	12%	12%	10%	11%					
Yes - disability	162	12	22	17	39	61	11	34	57	61	11	4	6	41	31	78	84	55	107	10	13	17	14	14	13	19	17	14	130	10	18	5	60	90					
	7%	4%	6%	5%	10%abc	9%ac	7%	5%	8%	9%g	7%	3%	4%	10%kl	7%	7%	5%	11%q	11%	5%	9%	7%	9%	6%	7%	6%	7%	7%	9%	10%	8%	7%	7%	7%					
Yes - other	15	2	1	-	4	7	1	3	4	7	1	1	1	7	6	9	7	8	-	2	1	1	1	3	2	3	-	12	-	3	-	4	10						
	1%	1%	*	-	1%	1%	1%	*	1%	1%	1%	*	1%	2%	1%	1%	1%	1%	-	1%	*	1%	1%	1%	1%	1%	-	1%	-	2%	-	1%	1%						
No	1637	229	295	279	260	470	104	524	539	470	104	91	103	281	292	823	814	967	669	64	180	125	137	129	151	233	239	134	1391	71	125	50	643	881					
	74%	75%	80%def	82%def	69%	71%	68%	78%ij	75%	71%	68%	75%	73%	71%	70%	76%p	72%	79%r	68%	73%	74%	70%	71%	81%u	73%	80%uB	79%u	71%	75%	68%	68%	75%	77%	73%					
Prefer not to say	40	14	7	6	6	5	1	21	12	5	1	8	4	2	4	22	17	26	14	1	5	5	2	1	5	5	3	1	29	2	8	1	16	20					
	2%	5%cde	2%	2%	2%	1%	1%	3%i	2%	1%	1%	7%mn	3%	1%	1%	2%	2%	2%	1%	1%	2%	3%	1%	1%	2%	2%	1%	1%	2%	2%	4%C	1%	2%	2%					

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Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/ef - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 231
Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Base: All respondents

	Experience of suspicious texts/calls				Mobile									Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total				Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)			
	Total	Any (a)	Any voice call (b)	Any recorded message (c)																					
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686			
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711			
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606			
NET: Yes	526	355	141	200	318	293	278	115	93	143	129	73	95	170	-	526	240	330	177	150	205	111			
	24%	25%	26%	26%	24%	24%	24%	21%	24%	26%	28%gm	31%egm	27%	22%	-	100%n	100%n	100%n	100%n	35%tu	25%u	16%			
Yes - physical condition	330	214	93	115	188	176	165	64	57	74	87	52	66	116	-	330	106	330	95	89	144	58			
	15%	15%	17%g	15%	14%	14%	14%	12%	15%	13%	19%defg	22%acdefg	19%g	15%	-	63%np	44%n	100%noqr	54%n	21%u	18%u	8%			
Yes - mental condition	240	158	53	91	147	140	131	63	44	73	44	22	34	82	-	240	240	106	66	86	85	46			
	11%	11%	10%	12%	11%	12%	11%	12%	11%	13%	10%	9%	10%	11%	-	46%nq	100%noqr	32%n	38%n	20%tu	10%u	6%			
Yes - disability	162	106	38	62	102	89	87	35	31	50	35	17	27	56	-	162	66	94	162	45	71	31			
	7%	7%	7%	8%	8%	7%	8%	6%	8%	9%	8%	7%	8%	7%	-	31%n	28%n	28%n	92%noqr	11%u	9%u	4%			
Yes - other	15	10	6	7	7	7	5	3	3	3	4	4	4	5	-	15	1	2	15	4	4	5			
	1%	1%	1%	1%	*	1%	*	1%	1%	*	1%	2%	1%	1%	-	3%npq	*n	1%n	9%noqr	1%	*	1%			
No	1637	1055	384	559	966	903	845	420	287	403	322	163	250	582	1637	-	-	-	-	274	599	591			
	74%	74%	72%	73%	74%	74%	74%	78%bjk	74%	73%	70%	69%	71%	76%k	100%opqr	-	-	-	-	64%	73%st	83%st			
Prefer not to say	40	25	11	12	24	17	17	5	10	10	6	1	5	15	-	-	-	-	-	3	11	9			
	2%	2%	2%	2%	2%	1%	1%	1%	3%	2%	1%	1%	1%	2%	-	-	-	-	-	1%	1%	1%			

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 232
Which of the following options best describes how you think of yourself?
Base: All respondents

	Age 1					Age 2					Age/Gender				Gender		Social Grade		Region								Nation					Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humberside (u)	West Midlands (v)	East Midlands (w)	East of London (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032
Heterosexual/ straight	2009	247	319	314	351	633	145	565	666	633	145	99	111	374	405	971	1037	1117	893	79	220	159	172	149	189	259	273	175	1676	98	173	63	755	1113
	91%	81%	87%	92%ab	93%abd	96%abc	96%abd	84%	92%g	96%gh	96%g	82%	79%	95%kl	97%kl	90%	92%	92%	91%	90%	91%	88%	89%	94%	91%	89%	91%	93%	91%	93%	94%	95%	90%	92%
Lesbian/ gay woman	21	3	8	4	3	2	-	11	8	2	-	-	3	-	2	5	16	8	13	1	4	2	1	2	-	2	4	2	19	1	-	1	7	9
	1%	1%	2%e	1%	1%	*	-	2%i	1%	*	-	-	2%m	-	1%	*	1%o	1%	1%	2%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%
Gay man	50	9	10	8	11	11	1	19	19	11	1	9	-	12	-	47	3	27	22	1	3	6	3	4	3	13	6	4	43	1	4	1	19	26
	2%	3%	3%	2%	3%	2%	*	3%	3%	2%	*	8%ln	-	3%n	-	4%p	*	2%	2%	2%	2%	1%	3%	2%	3%	1%	5%	2%	2%	2%	1%	2%	1%	2%
Bisexual	78	31	21	11	7	6	1	52	18	6	1	7	22	3	4	31	47	49	29	1	12	7	12	2	8	9	16	4	70	2	5	1	43	32
	4%	10%cd	6%def	3%e	2%	1%	1%	8%hij	3%i	1%	1%	6%mn	16%kmm	1%	1%	3%	4%	4%	3%	1%	5%	4%	6%	1%	4%	3%	5%	2%	4%	2%	3%	1%	5%h	3%
Prefer to self-describe	15	1	3	3	4	2	2	4	7	2	2	-	1	2	1	7	7	4	11	3	-	3	1	-	3	1	1	3	15	-	-	-	3	11
	1%	*	1%	1%	1%	*	2%	1%	1%	*	2%	-	*	1%	*	1%	1%	*	1%q	3%twyA	-	2%t	*	-	2%	*	*	2%	1%	-	-	-	*	1%
Prefer not to say	30	13	7	1	2	5	2	20	3	5	2	6	3	2	5	15	14	16	14	2	3	2	4	1	4	6	2	-	24	3	1	1	9	17
	1%	4%cde	2%	*	1%	1%	1%	3%hi	*	1%	1%	5%mn	2%	1%	1%	1%	1%	1%	1%	3%B	1%	1%	2%	1%	4	2%	2%	1%	-	1%	3%	1%	1%	1%

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 Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 233
Which of the following options best describes how you think of yourself?
Base: All respondents

	Experience of suspicious texts/calls				Mobile						Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	457	237	350	767	1637	526	240	330	177	427	815	711	
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606
Heterosexual/ straight	2009 91%	1309 91%	485 91%	698 91%	1188 91%	1101 91%	1031 90%	489 90%	346 89%	495 89%	426 93%hi	229 97% abcde	320 91%	700 91%	1528 93%opr	460 88%	198 82%	299 90%p	154 87%	387 91%	761 93%	651 92%
Lesbian/ gay woman	21 1%	13 1%	9 2%	12 2%	12 1%	12 1%	12 1%	6 1%	8 2%	8 1%	4 1%	3 1%	4 1%	8 1%	12 1%	9 2%	8 3% n	3 1%	3 2%	5 1%	6 1%	8 1%
Gay man	50 2%	26 2%	12 2%	12 1%	26 2%	26 2%	26 2%	14 3%	10 3%	11 2%	7 2%	1 1%	6 2%	24 3% k	34 2%	14 3%	7 3%	5 2%	5 3%	11 3%	17 2%	18 3%
Bisexual	78 4%	54 4% k	14 3%	34 4% k	53 4% k	53 4% k	48 4% k	28 5% bk	13 3% k	31 6% bk	13 3% k	1 *	13 4% k	24 3% k	47 3%	29 5% n	23 10% nq	15 4%	7 4%	18 4%	20 2%	26 4%
Prefer to self-describe	15 1%	13 1%	6 1%	9 1% g	11 1%	8 1%	8 1%	1 *	4 1%	7 1% g	5 1%	1 1%	5 1% gm	2 *	7 *	8 2% n	4 2% n	5 2% n	5 3% n	2 *	6 1%	4 1%
Prefer not to say	30 1%	21 1%	11 2%	7 1%	19 1%	13 1%	13 1%	4 1%	9 2%	5 1%	3 1%	2 1%	2 1%	9 1%	10 1%	5 1%	-	3 1%	3 1%	4 1%	5 1%	3 *

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Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 234
How many people under the age of 18 live in your household?
Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation				Mobile O/S		
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
None	1451	163	221	113	214	592	148	384	327	592	148	75	89	353	386	705	745	785	666	52	166	127	109	112	142	179	198	123	1207	66	129	48	520	846	
	66%	54% ^c	60% ^c	33%	56% ^c	90% ^{abc}	98% ^{abc}	57% ^h	45%	90% ^{gh}	98% ^{ghi}	62%	63%	90% ^{kl}	93% ^{kl}	66%	66%	64%	68%	59%	98% ^{uv}	71% ^v	57%	71% ^v	68% ^w	62%	66%	65%	65%	63%	70%	73%	62%	70% ^G	
1	337	74	57	80	83	41	2	130	163	41	2	32	28	24	20	166	171	212	125	22	44	25	36	18	26	36	52	25	285	21	23	9	151	160	
	15%	24% ^{bef}	15% ^{ef}	23% ^{bef}	22% ^{bef}	6% ^f	2%	19% ^{ij}	23% ^{ij}	6% ^j	2%	26% ^{mn}	20% ^{mn}	6%	5%	15%	15%	17% ^{qr}	13%	25% ^{uw}	18%	14%	19%	12%	13%	12%	17%	13%	15%	20%	12%	13%	18% ^H	13%	
2	315	52	73	109	64	17	1	124	173	17	1	13	18	13	6	161	155	178	138	7	26	24	39	18	30	64	36	29	273	10	29	5	119	159	
	14%	17% ^{ef}	20% ^{ef}	32% ^{abd}	17% ^{ef}	3%	1%	19% ^{ij}	24% ^{gij}	3%	1%	10% ^{mn}	13% ^{mn}	3%	1%	15%	14%	15%	14%	8%	11%	13%	20% ^{stA}	11%	14%	22% ^{stuw}	12%	15%	15% ^F	9%	16% ^F	7%	14%	13%	
3	75	11	12	29	16	7	-	23	46	7	-	2	2	3	4	34	41	38	38	3	6	2	6	7	9	9	11	10	64	8	1	2	33	36	
	3%	4% ^{ef}	3% ^{ef}	9% ^{abde}	4% ^{ef}	1%	-	3% ^{ij}	6% ^{gij}	1%	-	2%	1%	1%	1%	3%	4%	3%	4%	4%	2%	1%	3%	5%	4%	3%	4%	5%	3%	8% ^{CE}	1%	3%	4%	3%	
4	15	2	4	6	1	1	-	6	8	1	-	-	1	1	*	6	10	5	11	2	-	2	3	1	-	1	3	2	12	-	1	2	6	6	
	1%	1%	1%	2% ^e	*	*	-	1%	1% ⁱ	*	-	-	1%	*	1%	1%	1%	5	11	2%	-	1%	1%	1%	-	*	1%	2	1%	1%	-	*	3% ^{CD}	1%	1%
5	5	-	1	3	-	1	-	1	3	1	-	-	-	-	1	3	2	-	5	-	1	-	-	1	-	-	2	-	4	-	1	*	3	2	
	*	-	*	1%	-	*	-	*	*	*	-	-	-	-	*	*	1% ^q	-	1% ^q	-	*	-	-	-	1%	-	-	1%	-	*	-	1%	*	*	*
6+	3	2	1	-	-	-	-	3	-	-	-	-	2	-	1	2	3	-	2	-	2% ^{tA}	-	-	-	-	1	-	-	3	-	-	-	3	-	
	*	1%	*	-	-	-	-	*	-	-	-	-	1%	-	*	*	*	-	2% ^{tA}	-	-	-	-	-	-	*	-	-	*	-	-	-	*	-	
Mean	0.60	0.85 ^{ef}	0.73 ^{ef}	1.25 ^{ab}	0.70 ^{ef}	0.16 ^f	0.03	0.78 ^{ij}	0.96 ^{gij}	0.16 ^j	0.03	0.52 ^{mn}	0.80 ^{mn}	0.16	0.12	0.59	0.61	0.61	0.59	1.03 ^{tu}	0.49	0.48	0.74 ^{tu}	0.54	0.55	0.71 ^{tu}	0.59	0.63	0.62	0.62	0.50	0.52	0.69 ^H	0.51	
Standard deviation	1.12	1.85	1.09	1.12	0.92	0.55	0.22	1.49	1.06	0.55	0.22	0.75	2.52	0.51	0.50	0.96	1.26	1.22	0.99	3.14	0.82	0.84	0.98	0.98	0.90	1.08	0.97	0.98	1.16	0.95	0.87	1.04	1.40	0.89	
Standard error	0.02	0.11	0.06	0.06	0.05	0.02	0.02	0.06	0.04	0.02	0.02	0.07	0.23	0.02	0.02	0.03	0.04	0.04	0.03	0.33	0.05	0.06	0.08	0.08	0.06	0.07	0.05	0.07	0.03	0.08	0.07	0.09	0.05	0.02	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50). Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H



Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 235
How many people under the age of 18 live in your household?
Base: All respondents

	Experience of suspicious texts/calls				Mobile				Landline				Do you have a longstanding physical or mental condition or disability?					Financial Vulnerability				
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606
None	1451 66%	946 66%g	375 70%defgi	522 68%g	837 64%g	767 63%	724 63%g	313 58%	248 63%	354 64%	347 76%acdefg hm	193 81%abcdef ghm	270 77%abcdef ghm	505 66%g	1029 63%	395 75%n	169 71%n	255 77%n	136 77%n	242 57%	519 64% ^s	505 71% st
1	337 15%	223 16% ^{cjkl}	67 12% ^{ijkl}	86 11% ^l	215 16% ^{bcijkl}	205 17% ^{bcijkl}	192 17% ^{bcijkl}	85 16% ^{cjkl}	61 16% ^{ijkl}	71 13% ^{ijkl}	34 7%	16 7%	23 6%	114 15% ^{cjkl}	267 16% ^o	62 12%	35 15%	39 12%	22 12%	55 13%	172 21% ^{su}	75 11%
2	315 14%	205 14% ^k	69 13%	124 16% ^k	194 15% ^k	184 15% ^k	170 15% ^k	103 19% ^{abcdjkl} m	61 16% ^k	99 18% ^{bjkl}	57 12%	21 9%	42 12%	111 14% ^k	265 16% ^{opqr}	47 9%	25 10%	21 6%	15 8%	68 16%	117 14%	110 15%
3	75 3%	50 3%	18 3%	32 4%	49 4%	46 4%	43 4%	28 5%	14 4%	26 5%	15 3%	6 2%	13 4%	26 3%	57 3%	18 3%	9 4%	14 4%	1 1%	44 10% ^{tu}	7 1%	16 2% ^t
4	15 1%	8 1%	3 1%	6 1%	8 1%	8 1%	6 1%	6 1%	3 1%	5 1%	3 1%	1 *	3 1%	7 1%	12 1%	3 1%	2 1%	1 *	2 1%	10 2% ^{tu}	-	4 1%
5	5 *	2 *	2 *	-	2 *	2 *	2 *	2 *	2 1%	-	1 *	1 *	-	3 *	5 *	* *	-	-	* *	5 1% ^{tu}	-	-
6+	3 *	3 *	2 *	1 *	3 *	3 *	3 *	3 *	2 *	1 *	-	-	-	-	3 *	-	-	-	-	3 1% ^t	-	-
Mean	0.60	0.61 ^{kl}	0.60 ^k	0.60 ^{kl}	0.64 ^{kl}	0.66 ^{kl}	0.65 ^{kl}	0.84 ^{abcde} fjkm	0.73 ^{kl}	0.68 ^{kl}	0.46	0.35	0.45	0.60 ^{kl}	0.66 ^{oqr}	0.43	0.49	0.39	0.37	1.02 ^{tu}	0.52	0.51
Standard deviation	1.12	1.20	1.53	1.00	1.24	1.26	1.28	1.64	1.73	1.06	0.91	0.82	0.89	0.97	1.20	0.85	0.88	0.81	0.81	1.88	0.77	0.87
Standard error	0.02	0.03	0.07	0.04	0.03	0.04	0.04	0.07	0.09	0.05	0.04	0.05	0.05	0.03	0.03	0.04	0.06	0.04	0.06	0.09	0.03	0.03

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m - n/o/p/q/r - s/t/u

Ofcom Scams Survey ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 236
How many people aged 18 and over live in your household?
 Base: All respondents

	Age 1						Age 2				Age/Gender				Gender		Social Grade		Region										Nation					Mobile O/S	
	Total	16-24 (a)	25-34 (b)	35-44 (c)	45-54 (d)	55-74 (e)	75+ (f)	16-34 (g)	35-54 (h)	55-74 (i)	75+ (j)	Male 18-24 (k)	Female 18-24 (l)	Male 55+ (m)	Female 55+ (n)	Male (o)	Female (p)	ABC1 (q)	C2DE (r)	North East (s)	North West (t)	Yorkshire & Humber (u)	West Midlands (v)	East Midlands (w)	East of England (x)	London (y)	South East (A)	South West (B)	England (C)	Wales (D)	Scotland (E)	North Ireland (F)	Apple / iPhone (G)	Other (H)	
Unweighted base	2202	268	335	358	397	689	155	603	755	689	155	114	119	428	415	1112	1087	1192	1010	91	237	182	153	134	198	274	315	184	1768	130	171	133	796	1256	
Weighted base	2202	304	368	341	379	659	151	672	720	659	151	121	140	393	417	1075	1125	1220	982	88	244	179	192	158	207	290	301	188	1848	105	184	66	835	1209	
Effective base	1831	223	283	287	324	586	136	506	612	586	136	95	98	364	358	937	895	1017	813	76	207	159	131	113	163	229	279	157	1500	110	144	112	676	1032	
1	439 20%	33 11%	40 11%	63 18%ab	75 20%ab	174 26%abcd	54 36%abcd	73 11%	138 19%g	174 26%gh	54 36%ghi	15 13%	13 9%	96 24%kl	132 32%klm	199 18%	240 21%	225 18%	214 22%	22	46	37	34	31	49	55	49	38	362	17	45	15	130	280	
2	1197 54%	78 26%	232 63%ad	218 64%ade	209 55%a	373 57%a	87 58%a	310 46%	427 59%g	373 57%g	87 58%g	26 22%	28 20%	226 57%kl	234 56%kl	598 56%	598 53%	688 56%r	508 52%	50	143	99	90	92	106	140	178	105	1001	67	97	32	451	657	
3	344 16%	87 29%bcd ef	57 16%f	47 14%f	68 18%ef	79 12%f	6 4%	144 21%hij	115 16%ij	79 12%j	6 4%	36 30%mn	50 28%mn	34 13%n	8 8%	168 16%	175 16%	172 14%	171 17%	9	28	28	38	26	31	44	53	34	289	12	28	14	146	173	
4	143 6%	67 22%bcde f	16 4%	8 2%	25 7%cf	25 4%	2 1%	83 12%hij	32 4%	25 4%	2 1%	34 28%mn	33 23%mn	13 3%	14 3%	71 7%	72 6%	87 7%	55 6%	2	19	10	23	6	14	30	15	5	125	4	10	3	63	68	
5	53 2%	22 7%cd ef	18 5%cd	4 1%	2 *	7 1%	2 1%	39 6%hij	6 1%	7 1%	2 1%	5 4%n	16 11%mn	7 2%	2 *	29 3%	24 2%	26 2%	27 3%	4	5	5	2	2	7	17	5	1	47	3	2	2	27	25	
6+	26 1%	17 6%bcde f	5 1%	2 *	1 *	2 *	-	22 3%hij	2 *	2 *	-	5 4%mn	12 9%mn	1 *	1 *	10 1%	16 1%	21 2%r	6 1%	1	2	1	5	2	-	5	2	6	23	1	2	*	18	7	
Mean	2.22	3.13bc def	2.33cd ef	2.06f	2.13ef	1.97f	1.74	2.69hi	2.10j	1.97j	1.74	3.04mn	3.47mn	2.01n	1.86	2.23	2.21	2.25	2.18	2.08	2.18	2.17	2.42st wxwA	2.12	2.15	2.42st uwxA	2.19	2.21	2.23	2.18	2.09	2.20	2.38H	2.11	
Standard deviation	1.05	1.53	0.99	0.77	0.86	0.82	0.70	1.33	0.82	0.82	0.70	1.32	1.75	0.83	0.77	1.00	1.09	1.08	1.00	1.01	0.96	0.96	1.19	0.88	0.97	1.27	0.90	1.23	1.06	0.95	0.96	1.07	1.19	0.94	
Standard error	0.02	0.09	0.05	0.04	0.04	0.03	0.06	0.05	0.03	0.03	0.06	0.12	0.16	0.04	0.04	0.03	0.03	0.03	0.03	0.11	0.06	0.07	0.10	0.08	0.07	0.08	0.05	0.09	0.03	0.08	0.07	0.09	0.04	0.03	

Data suppressed where weighted base is lower than 10. ** very small base (under 30) ineligible for sig testing, * small base (under 50).
 Asterisks displayed in the data refer to the effective base, although displayed alongside the weighted base.
 Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/j - k/l/m/n - o/p - q/r - s/t/u/v/w/x/y/A/B - C/D/E/F - G/H

Ofcom Scams Survey
ONLINE Fieldwork: 31st January to 1st February 2024

Absolutes/col percents

Table 237
How many people aged 18 and over live in your household?
Base: All respondents

	Experience of suspicious texts/calls				Mobile							Landline			Do you have a longstanding physical or mental condition or disability?						Financial Vulnerability		
	Total	Any (a)	Any voice call (b)	Any recorded message (c)	Any mobile (d)	Any mobile text/ App message (e)	SMS (f)	App (g)	Voice call (h)	Recorded message (i)	Any landline (j)	Voice call (k)	Recorded message (l)	None (m)	No (n)	NET: Yes (o)	Yes - mental condition (p)	Yes - physical condition (q)	Yes - disability/ other (r)	Most financially vulnerable (s)	Potentially financially vulnerable (t)	Least financially vulnerable (u)	
Unweighted base	2202	1430	536	749	1303	1208	1136	537	386	537	440	236	334	772	1636	526	236	338	168	420	863	686	
Weighted base	2202	1435	536	770	1308	1213	1139	540	390	556	457	237	350	767	1637	526	240	330	177	427	815	711	
Effective base	1831	1197	444	626	1094	1014	951	452	313	450	367	201	281	634	1380	417	181	270	129	321	713	606	
1	439 20%	284 20%	93 17%	145 19%	253 19%	234 19%	226 20%	94 17%	68 17%	96 17%	92 20%	43 18%	71 20%	155 20%	289 18%	145 28% ⁿ	67 28% ⁿ	93 28% ⁿ	52 29% ⁿ	168 39% ^{tu}	150 18% ^u	87 12%	
2	1197 54%	757 53%	297 56%	425 55%	681 52%	629 52%	593 52%	276 51%	207 53%	297 53%	252 55%	134 57%	197 56%	439 57% ^{defg}	924 56% ^{opr}	256 49%	106 44%	166 50%	83 47%	125 29%	474 58% ^s	475 67% st	
3	344 16%	232 16%	88 16%	110 14%	220 17%	208 17%	191 17%	95 18%	66 17%	87 16%	69 15%	35 15%	49 14%	112 15%	257 16%	79 15%	39 16%	48 15%	30 17%	47 11%	150 18% ^{su}	94 13%	
4	143 6%	108 8% ^m	44 8% ^m	53 7%	101 8% ^m	93 8% ^m	87 8% ^m	45 8% ^m	37 9% ^m	42 8% ^m	32 7%	17 7%	23 7%	35 5%	105 6%	32 6%	16 7%	18 5%	10 6%	44 10% ^{tu}	37 4%	37 5%	
5	53 2%	33 2%	10 2%	22 3%	30 2%	27 2%	22 2%	19 4%	8 2%	19 3%	11 2%	7 3%	10 3%	21 3%	42 3%	10 2%	10 4%	4 1%	1 1%	28 7% ^{tu}	4 1%	17 2% ^t	
6+	26 1%	22 2% ^{jl}	4 1%	15 2% ^{ijm}	22 2% ^{jl}	22 2% ^{ijm}	21 2% ^{ijm}	12 2% ^{ijm}	4 1%	15 3% ^{bjlm}	1 *	1 *	-	5 1%	20 1%	4 1%	3 1%	1 *	-	15 4% ^{tu}	-	2 *	
Mean	2.22	2.26 ^m	2.24	2.29 ^m	2.28 ^m	2.29 ^m	2.27 ^m	2.38 ^{abjlm}	2.29 ^m	2.39 ^{ajlm}	2.17	2.21	2.16	2.14	2.25 ^{oqr}	2.09	2.20	2.03	2.01	2.30 ^t	2.11	2.19 ^t	
Standard deviation	1.05	1.10	0.95	1.19	1.12	1.13	1.13	1.22	1.00	1.30	0.93	0.95	0.92	0.93	1.04	1.02	1.18	0.92	0.87	1.57	0.77	0.82	
Standard error	0.02	0.03	0.04	0.04	0.03	0.03	0.03	0.05	0.05	0.06	0.04	0.06	0.05	0.03	0.03	0.04	0.08	0.05	0.07	0.08	0.03	0.03	

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