

Technical Report – Experiences of suspicious calls, texts and app messages survey 2024

Study Objectives

The objective of this research is to explore the public's experience of suspicious content originating from calls on landlines and mobile phones and texts and other services and apps on mobile phones. Topics include, the use of call screening services on landlines and mobiles, the likelihood of picking up calls from unfamiliar numbers, the incidence of receiving and reporting suspicious calls, text messages and messages on apps and the awareness of '7726' to report suspicious calls and texts.

The research also sheds light on consumer responses to suspicious communications and factors influencing reporting decisions.

Sample Design

Quotas

A nationally representative sample of UK adults 16+. Quotas are set on age, gender, ethnicity and region and the data is weighted to the known profile of Great Britain using age, gender, ethnicity, region, social grade, working status and housing tenure. Targets for quotas and weights are taken from the PAMCO survey, a random probability F2F survey conducted annually with 35,000 adults.

Fieldwork

The survey was conducted using Yonder's online panel, reaching a nationally representative sample of 2,202 respondents aged 16+. Boosts in Northern Ireland and Wales were conducted and we achieved a total of 133 interviews in Northern Ireland and 130 interviews in Wales.

Invitations to complete the survey were sent out on a nationally representative basis aligned to age, gender, region and social grade to ensure that we achieved a good demographic spread of respondents. Exclusions were in place to ensure no one who took part in the previous waves of this research was included in the sample.

Weighting

As mentioned above, Yonder set quotas by age interlocked with gender, region and social grade. Any discrepancy between the final achieved sample and the known offline profile of the UK was adjusted by RIM1 weighting, using the known demographic profile of the population. Data was weighted using 7 different variables - age, gender, ethnicity, region, social grade, working status and housing tenure.

¹ Random Iterative Weighting