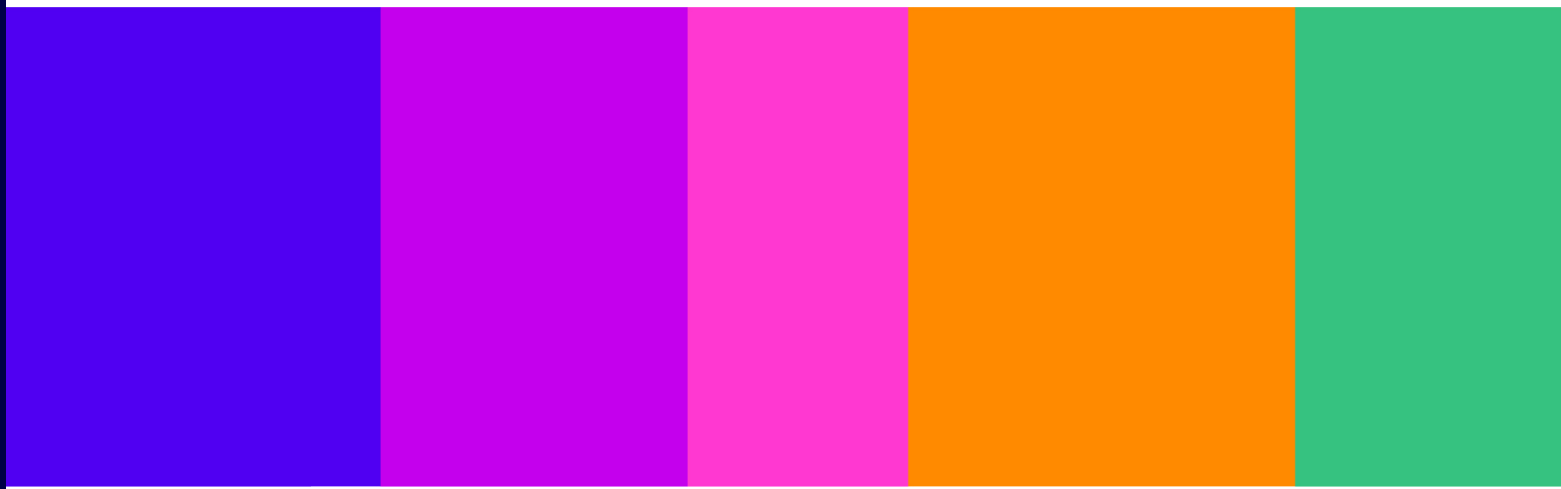


Ofcom research into consumer experience of suspicious calls and texts 2025

Confirmation of changes

Report

Published 20 January 2025



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Overview

Official statistics

Ofcom is named in the Official Statistics Order 2023 as a producer of official statistics. As a producer of Official Statistics, Ofcom has a responsibility to follow the Code of Practice for Statistics which ensures that published statistics have public value, are high quality, and are produced by people and organisations that are trustworthy.

As a producer of official statistics, Ofcom follows the guidance set out in [Changing or ceasing to publish official statistics – Government Analysis Function \(civilservice.gov.uk\)](#). In line with this guidance, where substantial changes are made to a piece of research that is established as an official statistic, we notify stakeholders of the changes that are planned to be made and allow a period of time for stakeholders to provide feedback if they wish to do so.

Following the [notification of proposed changes to Ofcom research into consumer experience of suspicious calls and texts](#), this document provides an overview of the changes Ofcom intends to make to the consumer experience of suspicious calls and texts survey from January 2025 onwards.

History of Ofcom's suspicious calls and text research

Previous research

Ofcom's research into consumer experience of suspicious calls and texts is our key data source on people's experiences of receiving suspicious calls and texts on their mobile and landline phones. Since 2021 Ofcom has run several surveys among UK adults to measure people's experience of scams through text and calls on their mobile and landline.

The data collected in these studies have been published as an official statistic since 2024 . Some questions had been asked multiple times and received very similar answers every year they were asked. For the 2025 survey we have removed some of these questions from the questionnaire.

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 objectives of the suspicious calls and text research are to measure:

- Consumer behaviour when receiving calls (landlines and mobiles), texts and app messages;
- Use of caller displays and screening services when deciding whether to answer a landline or mobile call;
- Likelihood of picking up calls from unfamiliar numbers even if they look suspicious;
- Use of tools/ services available for screening and blocking telephone calls or text messages;
- Criteria used when assessing whether a call, text message or app messages is suspicious;
- Reasons for reporting/ not reporting suspicious calls, text messages and app messages;
- Awareness and use of 7726.

The 2025 survey

Overview of changes

Following a review of the 2024 survey data and questionnaire, we proposed to streamline the 2025 questionnaire as detailed in our Notification of proposed changes document. We did not receive any responses to the notification of changes and will therefore enact the changes we have proposed. We anticipate that data from the 2025 the survey will be published in spring 2025.

What have done – in brief

- Removed some questions:
 - That do not need to be asked annually.
 - That are similar to other questions being asked.
 - That have had similar answers over multiple years.
- Amended some questions so that we can improve the flow of the questionnaire.
- Added some new questions this year about RCS and iMessage users' experiences of suspicious calls and texts.
- Combined some questions to streamline the interview.

While some questions remain largely similar to previous surveys, others have been be re-designed or removed and some new questions have been added.

As an official statistic, these surveys provide important trend data. However, the changes we have made to some questions will mean that we will not be able to directly compare data to previous years, although we hope to be able to make meaningful indicative comparisons for some questions.