Landline Nuisance Calls W5

Produced by: GfK UK
Fieldwork: Jan/Feb 2017

Contents

Background and objectives

The study was first conducted in Jan/Feb 2013 and fieldwork has been repeated over the same four-week period each year since, in order to:

- Determine the level of nuisance calls received in the UK over a four-week period
- Quantify the different types of nuisance calls received
- Ascertain if there are differences in number or type of calls received by age, gender, region or social group
- Understand how respondents feel about the calls, by type of call and caller
- Measure any changes year-on-year
- Ascertain who is making the nuisance calls, with a view to following up by the appropriate parties where relevant

Methodology

Sample

- Target of 800+ adults aged 16+ in the UK
- Quotas set on region, gender, age, working status and internet access using data from Ofcom's Technology Tracker H2 2016
- Actual sample of n=854 respondents

Data collection

- Self-completion diaries to record details of landline nuisance calls received
- Panel respondents recruited via face-to-face in-home interviews (offline respondents) and from GfK's respondent panel (online respondents)
- Project conducted by GfK UK
- Fieldwork from 16th January to 12th February 2017

Data reporting

- Weighted to be nationally representative of the UK landline-owning population
- Source: Ofcom's Technology Tracker H2 2016
- Data available in electronic tables, Survey Reporter and SPSS
- Significance testing performed at the 99% confidence level

Methodology: differences in results

- Differences are noted only when they are statistically significant. Differences are noted within sub-groups (e.g. age), rather than between sub-group and total sample.

- Differences have been reported at the 99% confidence level, meaning that we can be 99% certain that there is a real difference between the two results; this is the most stringent standard test of significance.

- Whether or not a difference is significant is determined by the sample sizes of the two scores, and also by how close the two scores are to the average score; for example, the difference between two percentages needs to be greater the closer the percentages are to 50% in order to be significant. Additionally, the weighting of the data can have a slight impact on the significance testing.

- On the following charts / indicates significant change since previous wave at the 99% level.

- Data tables for 2017 and previous waves are available at Ofcom's website under the statistical release calendar: http://stakeholders.ofcom.org.uk/market-data-research/statistics/

.

Definition of call types

Panellists were provided with the following definitions in order to record any nuisance calls they may receive in the appropriate 'call type' category.

A live marketing/ sales call	This is when there is a real person trying to sell you something, sign you up to something (including charitable donations) or promoting a product or service.
A recorded marketing/ sales call	This is when you hear a recorded message (rather than a real person) trying to sell you something or promoting a product or a service. The message may also ask you to press a button to speak to someone.
A recorded message saying that a business has tried to contact you *(Abandoned call)*	This is when you hear a recorded message saying that an organisation has tried to contact you, but that when the call was put through there was no one available to speak to you. These normally happen when a call centre dialling system automatically rings you but when you answer there is no operator available to take the call. There is nothing being sold or offered in this message.
A silent call	This is where there seems to be no one on the line, although you may hear someone talking in the background (but they are not talking to you).
Other	Some **other type of call** that you do not want from a business or organisation.

Summary of Key Findings (1)

- At 81%, the overall incidence of nuisance calls has not changed significantly compared to the same four- week time period in 2016. The incidence of all types of nuisance calls was broadly similar to that found in 2016; 63% received silent call/s, 59% received live sales call/s, 37% received recorded sales calls and 14% received abandoned call/s .

- Of all the calls received over the four-week period of the survey in 2017, about one third were silent calls (36%) and another third live sales calls (36%). The proportion of recorded sales calls declined year on year ("YoY"), from 16% in 2016 to 13% in 2017, while the proportion of live sales calls increased to 36% in 2017 (up from 33% in previous wave). There was no change in the average number of nuisance calls received among those who received any nuisance calls (8.4 over four weeks in 2017) between 2016 and 2017.

- There was a reduction in the average number of recorded sales calls received during the four-weeks we monitored between 2015 and 2017 (from 3.2 to 2.3) and in the average number of total nuisance calls received by those aged 55+ (from 13.7 to 10.7) over the same period.

- Compared to the same four week period in 2016, there was a drop in the proportion of calls where the product/service was identified (from 49% to 40%); this was for all call types except silent calls. Home improvements and PPI were the most common topic for nuisance calls, with the majority of home improvement calls being about boiler or window replacement. Incidence of home improvement calls increased between 2016 and 2017 (from 11% to 21%), as did incidence of calls about telecoms (5% to 8%), computer support (4% to 6%), energy (4% to 6%); and, calls identified as scam calls (2% to 4%). Both PPI calls and calls identified as market research calls declined from 21% to 15% and 10% to 5%, respectively.

Summary of Key Findings (2)

- In 2017 the proportion of calls in which a company name was identified remained at one in five (20%); in 31% of these cases respondents claimed to have dealt with the company before, in 6% they claimed to have given the company permission to call, and in 16% they claimed to have been contacted by the same company in the preceding 24 hours.

- The proportion of calls where a phone number was identified was similar to the level found in 2016, although there was an increase in the share of silent calls where the number was identified (from 33% to 39%) and a decrease in those logged as recorded sales calls (from 52% to 40%). Compared to 2016, there was an increase in the proportion of market research calls where a phone number was identified but a decline in telecoms, PPI and home improvements calls. There was also an increase in the proportion of calls identified as international calls (from 3% to 6%); this was driven by an increase in the proportion of live sales calls that were identified as coming from international number (3% to 5%).

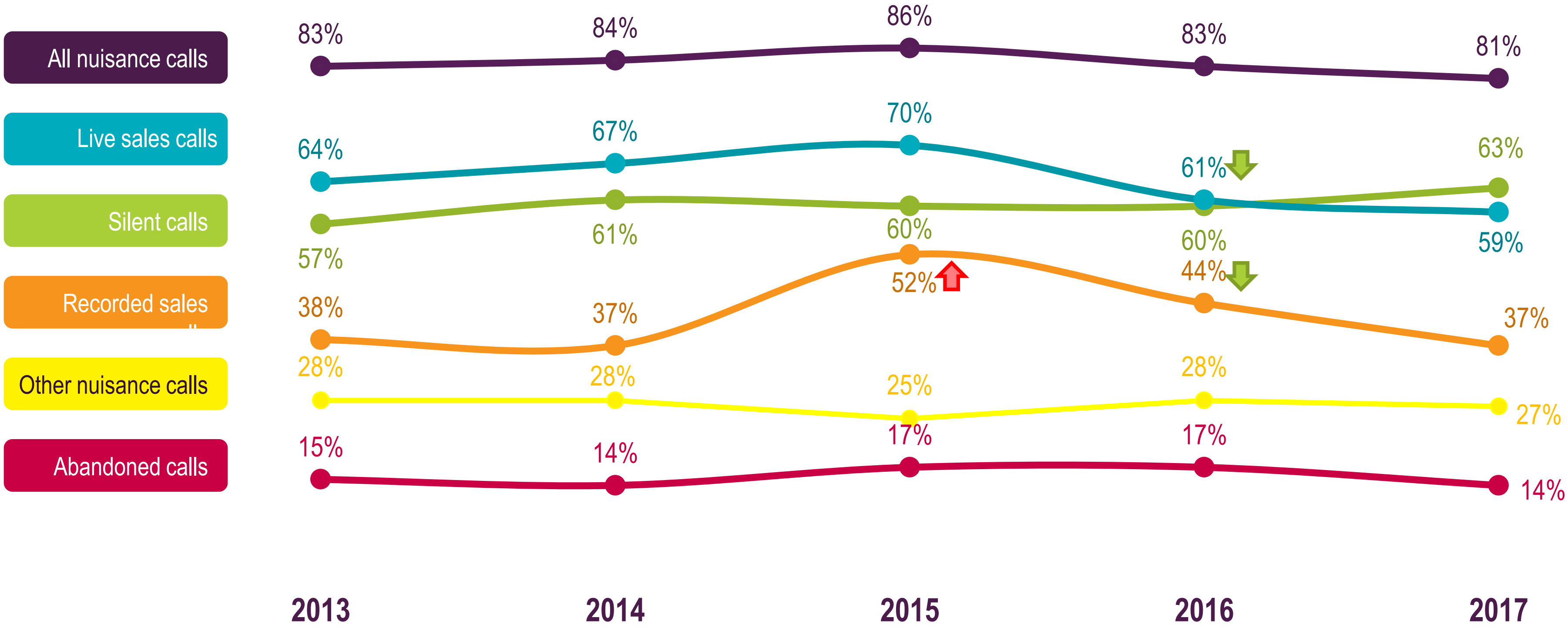
- There was no change in overall attitudes to nuisance calls compared to last year; with the majority of calls (80%) still considered annoying. However, compared to 2016, a lower percentage live sales calls or calls about phone and broadband were considered annoying (for these types of call the figures fell from 82% to 78% and from 78% to 57%, respectively); while a greater proportion of recorded sales calls were seen as distressing (up from 2% to 8%).

- The reasons given for respondents' feelings towards nuisance calls were similar to last year; notable among them were: repetition (12%), no response (12%) and unnecessary disturbance (11%).

Section 1
Incidence of landline nuisance calls

No significant changes in call incidence compared to 2016, but there was a decline in live and recorded sales calls between 2015 and 2017

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



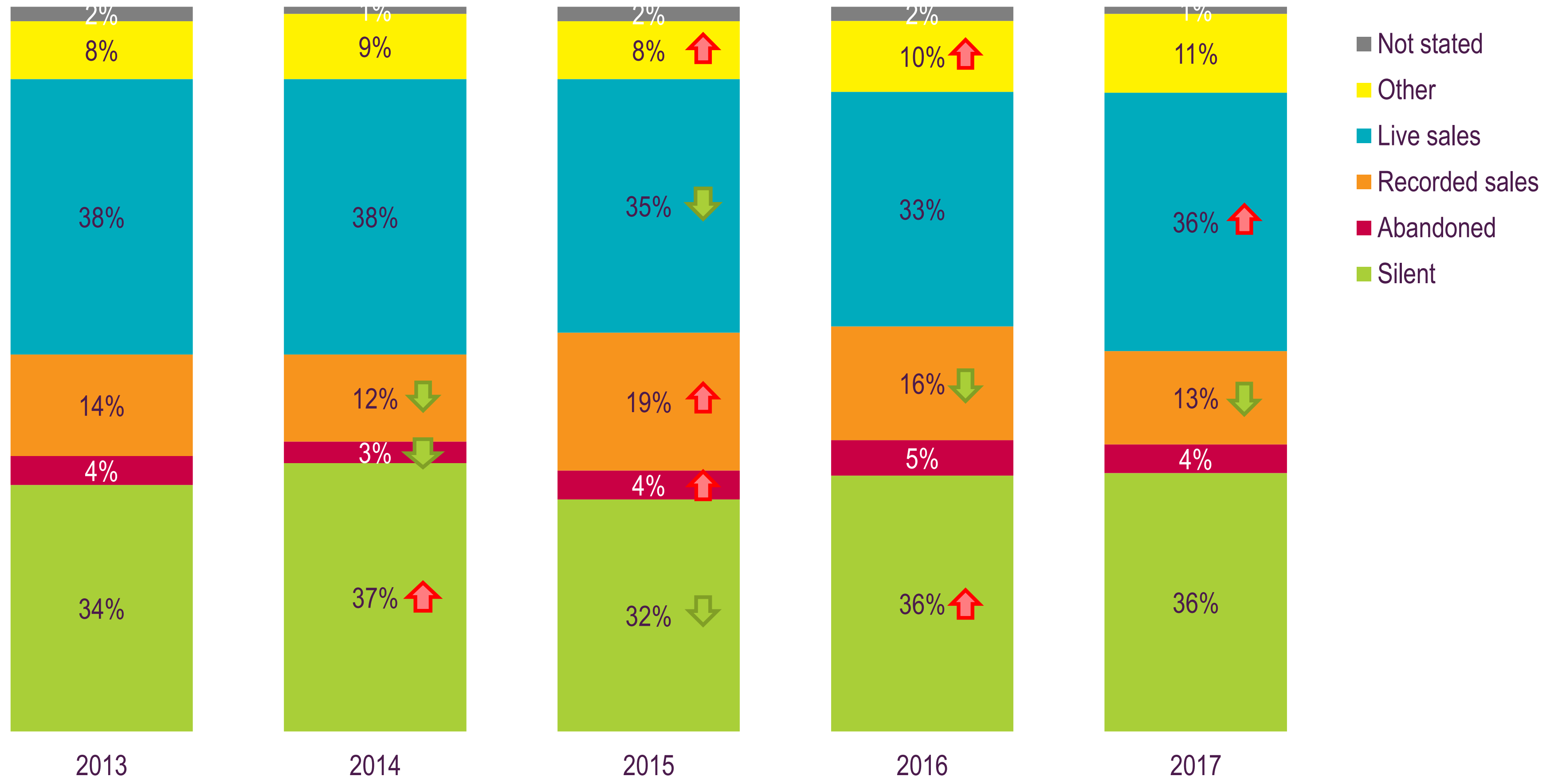
Q3. Type of call

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

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

Among all nuisance calls, the proportion logged as recorded sales calls reduced in comparison to 2016 while the proportion of live sales calls increased

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



Q3. Type of call

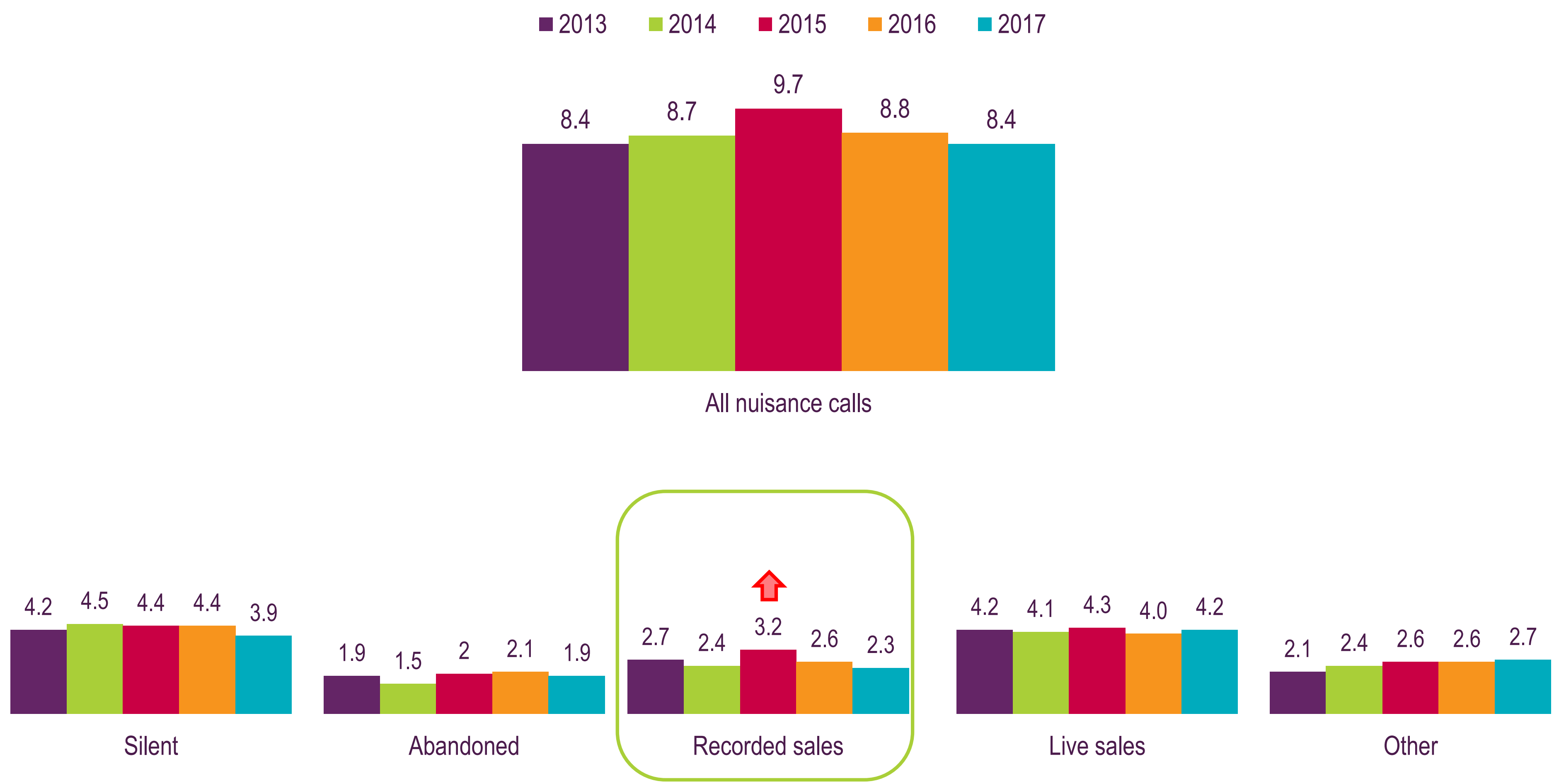
/ indicates significant change since previous wave at the 99% level

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

Section 2
Frequency of nuisance calls

No change in the average number of calls received compared to 2016 (among those who received any calls); however, the average number of recorded sales calls was lower (2.3) than the high in 2015

Average number of nuisance calls received over four weeks, by type of call, amongst all who received each call type, year-on-year



Q3. Type of call

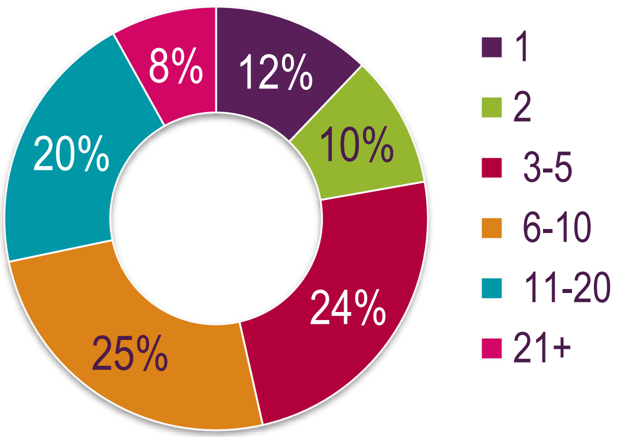
/ indicates significant change since previous wave at the 99% level

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

No change in total number of calls received; however, for those who received recorded sales calls there was an increase in the proportion who said they received just one call during the survey period

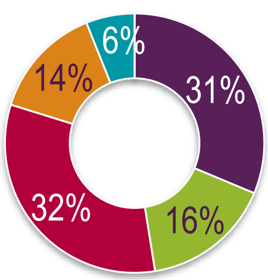
Number of calls received in the four weeks (2017)

All nuisance calls

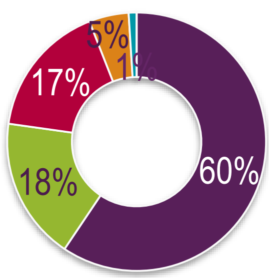


Total 21+ calls:
21-30: n=39
31-40: n=12

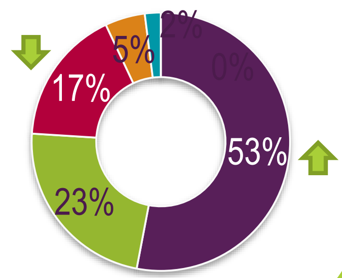
Silent



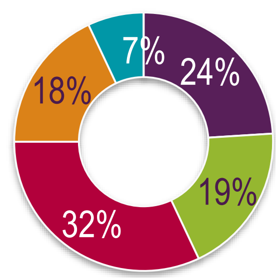
Abandoned



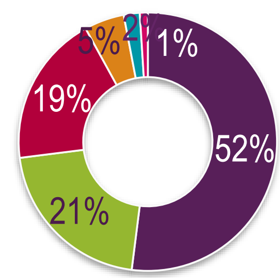
Recorded sales



Live sales



Other calls



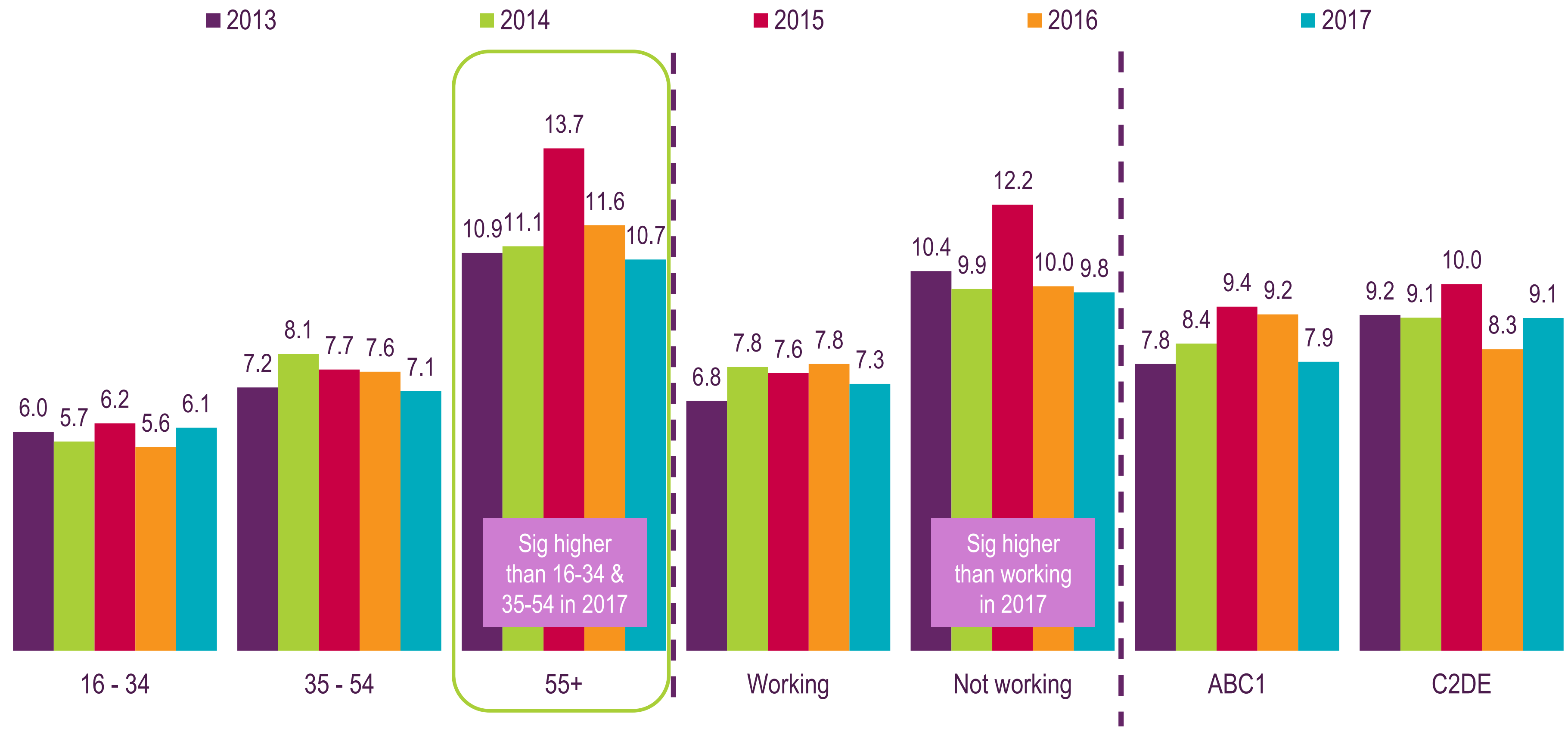
Q3. Type of call

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

Base: All UK panel participants with landlines who received each type of call Jan-Feb 2017 (n=698, 538, 119, 325, 510, 236)

No change compared to 2016; but, the average number of nuisance calls received by those aged 55+ or not working lower than 2015, while it remained higher than for under 55s and those working

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



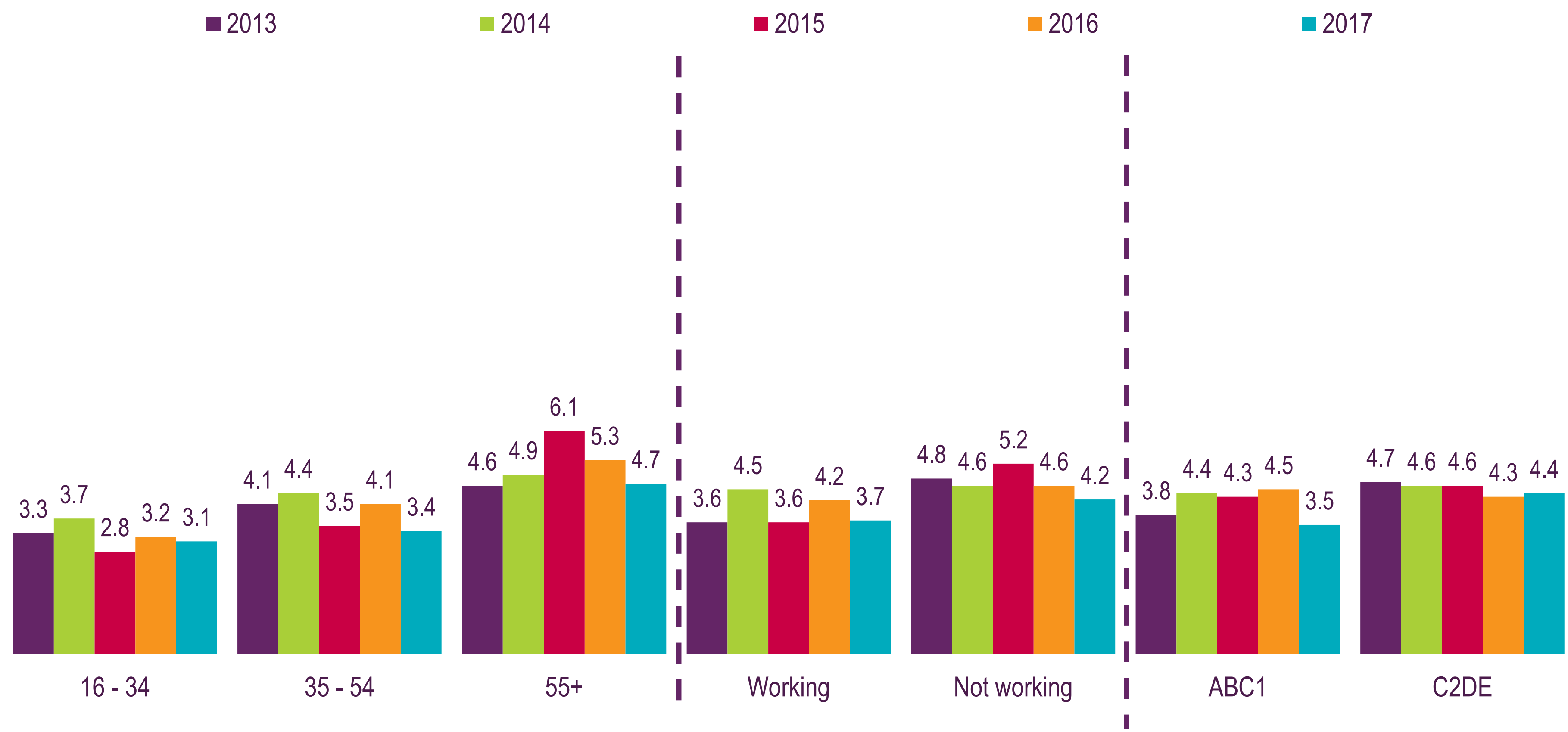
Q3. Type of call

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

Base: All UK panel participants with landlines who received each type of call Jan-Feb 2013/2014/2015/2016/2017 (n=172/171/164/161/148, 275/313/287/273/236, 265/306/296/294/314, 355/429/389/421/398, 357/361/349/307/300, 376/473/435/413/398, 336/317/311/315/300)

There was no significant change in the average number of silent calls received over time by age, working status or socio economic group

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



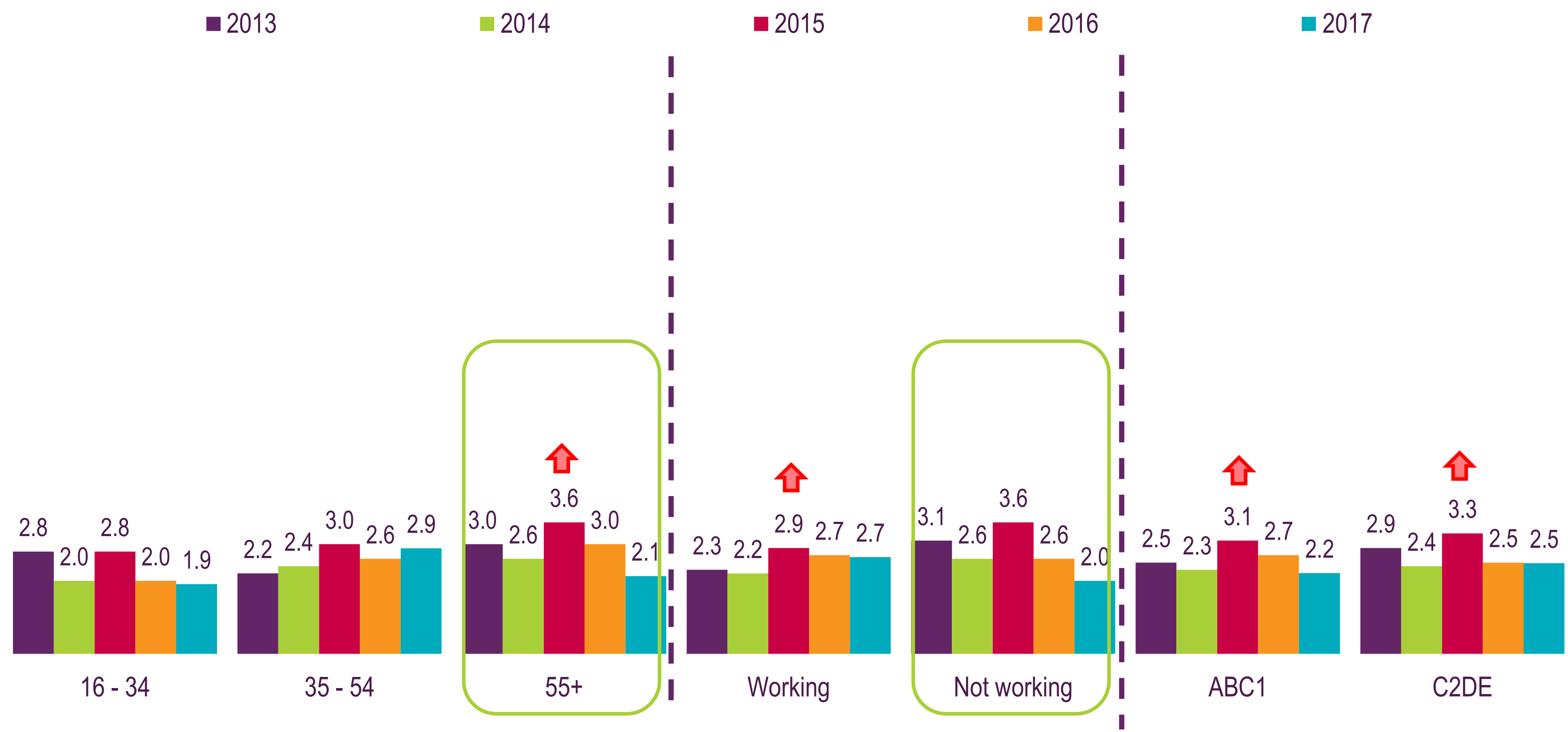
Q3. Type of call

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

Base: All UK panel participants with landlines who received silent calls Jan-Feb 2013/2014/2015/2016/2017 (n=116/104/106/109/106, 184/232/185/178/164, 198/250/227/239/268, 235/304/247/282/293, 263/282/271/244/245, 273/348/288/290/302, 225/238/229/236/236)

No change compared to 2016, but the average number of recorded sales calls received by non-working respondents and by those aged 55+ declined between 2015 and 2017

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



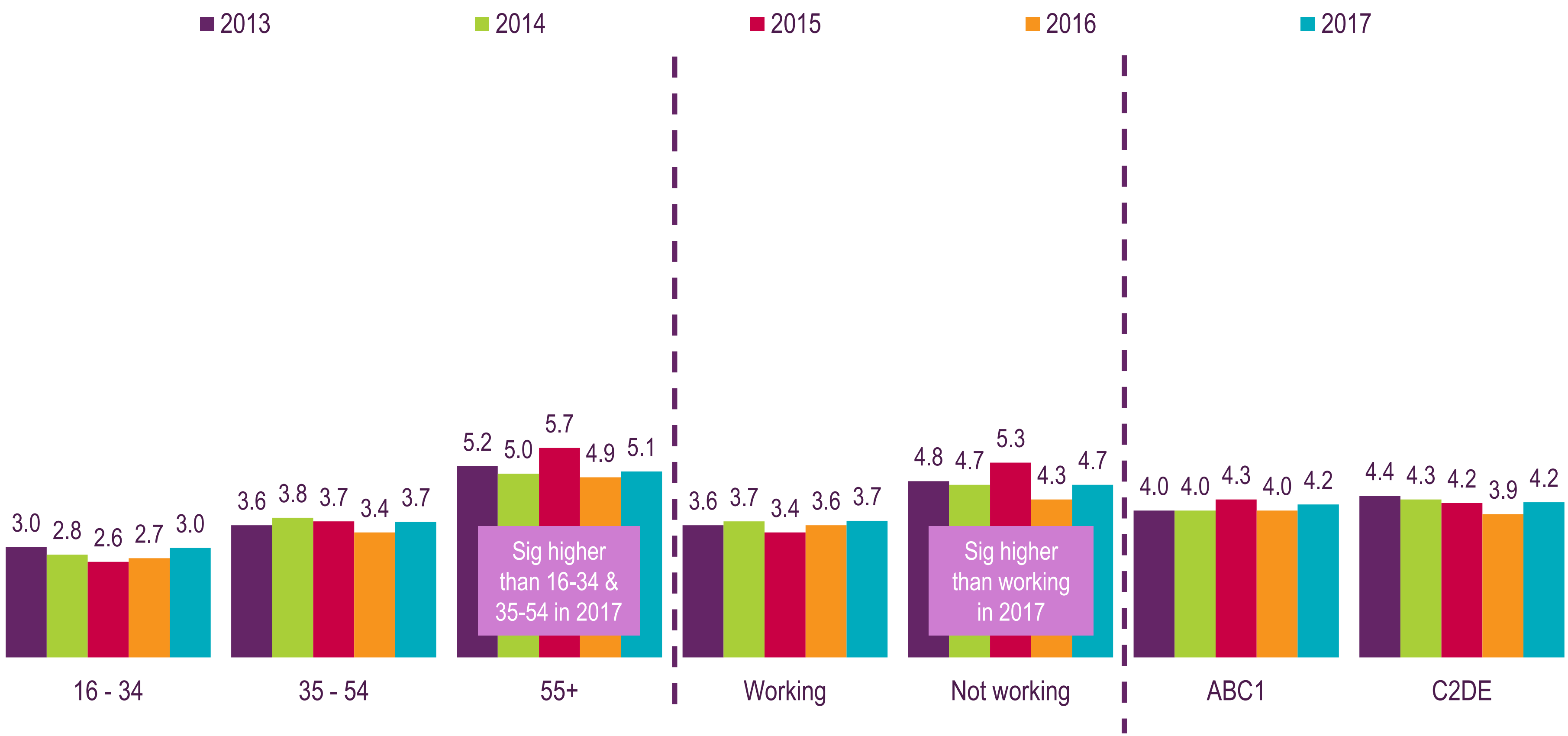
Q3. Type of call

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

Base: All UK panel participants with landlines who received recorded sales calls: Jan-Feb 2013/2014/2015/2016/2017 (n= 65*/85*/90*/78*/65*, 112/121/153/134/104, 145/151/190/168/156, 151/182/224/212/175, 171/175/209/168/150, 162/210/252/226/176, 160/147/180/154/149)

No change in the average number of live sales calls received by age, working status or SEG: 55+ and those not working continued to receive more of these calls than under 55s and working.

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



Q3. Type of call

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

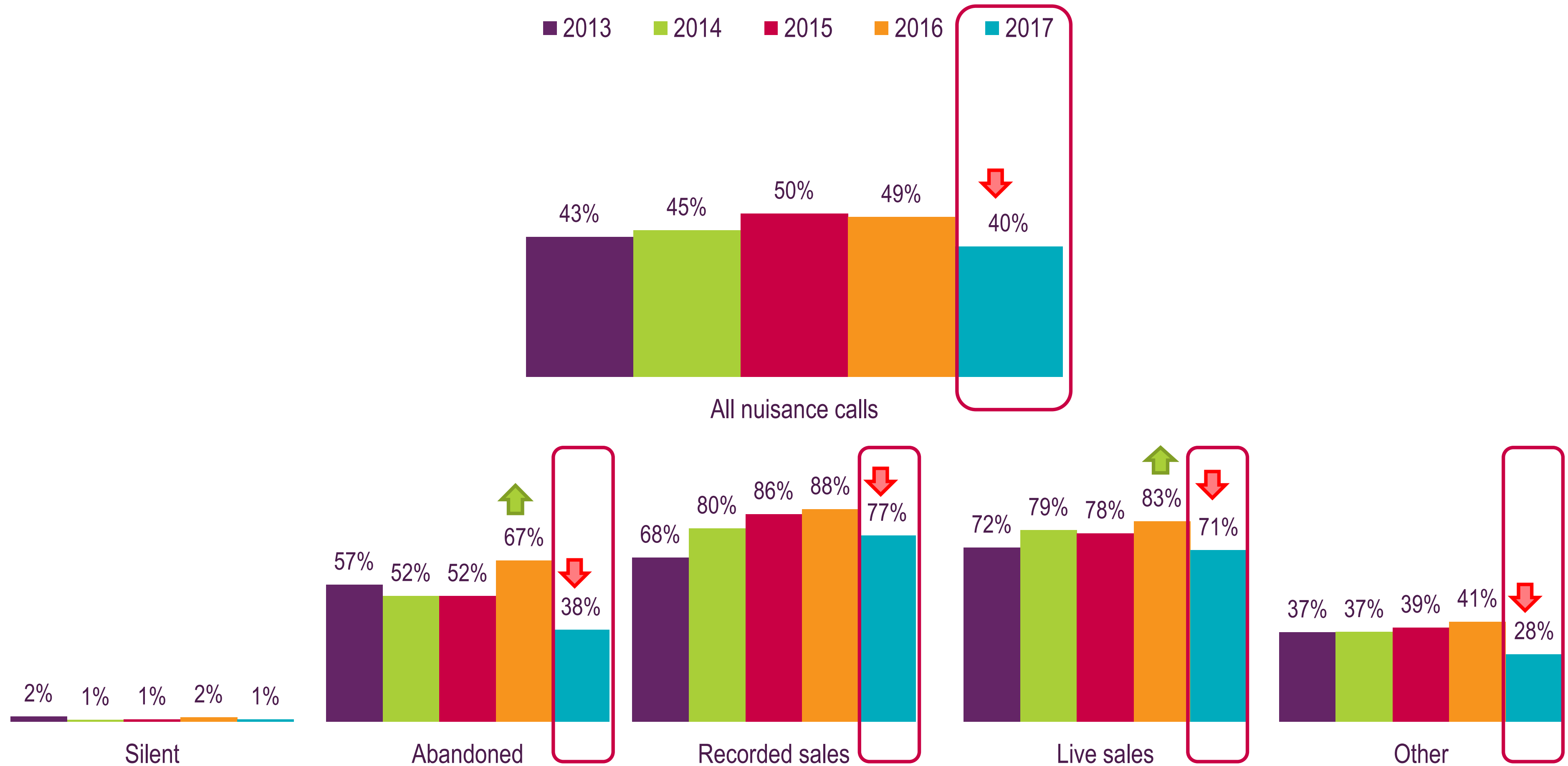
Base: All UK panel participants with landlines who received live sales calls: Jan-Feb 2013/2014/2015/2016/2017 (n=111/116/122/99*, 218/252/224/203/168, 225/273/260/243/243, 264/339/317/304/277, 290/ 302/289/242/233, 2906/377/360/319/283, 264/264/245/227/227)

Ofcom

Section 3
Industries and companies making nuisance calls

Compared to 2016 there has been a drop in the proportion of calls in which the product or service being promoted was identified, for all call types

Proportion of nuisance calls in which product type was identified, by call type, year-on-year



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

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

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

In comparison with 2016, home improvement calls replaced PPI as the most frequent type of nuisance call logged; while telecoms, computer, energy and scam calls also all increased

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

	All calls where product identified				
	2013	2014	2015	2016	2017
Home improvement e.g. boilers/ windows*	3%	7%	8%	11%	21% ↑
PPI	22%	13%	23%	21%	15% ↓
Insurance (car/ health/ life etc.)	8%	9%	6%	7%	8%
Phone/ Broadband	3%	5%	4%	5%	8% ↑
Computer/ maintenance/ support	3%	4%	4%	4%	6% ↑
Energy company	10%	7%	5%	4%	6% ↑
Market research/ Survey	10%	8%	9%	10%	5% ↓
Accident claims/ compensation	2%	4%	7%	6%	5%
Scam calls e.g. banking/computer/passwords etc.	-	1%	1%	2%	4% ↑
Government schemes/grants/initiatives	-	-	2%	4%	3%
Financial Services/ products	1%	5%	2%	2%	3%
Solar panels	2%	6%	8%	5%	1% ↓
Banking/ Credit card	2%	1%	4%	2%	1%
Charity	3%	3%	2%	2%	1%
Debt repayment/advice/consolidation	2%	4%	2%	2%	1%

* 'Home improvements' mostly consists of boilers (50%) and windows (24%), similar proportions to 2016

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call. 'Products and services below 2% not shown e.g. Newspaper subscriptions, health products, wine investments, legal services, timeshares.

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

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

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

Among abandoned calls, PPI remain the most common type of call logged; however, since last year PPI calls declined from half to just over a third

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

	All abandoned calls where product identified				
	2013	2014	2015	2016	2017
PPI	41%	28%	45%	52%	37%
Phone/ Broadband	1%	6%	3%	3%	10%
Energy company	6%	3%	2%	1%	9%
Home improvement e.g. boilers/ windows	-	3%	7%	10%	8%
Accident claims/ compensation	-	3%	9%	9%	6%
Insurance (car/ health/ life etc.)	9%	8%	7%	5%	4%
Financial Services/ products	-	3%	1%	3%	3%
Government schemes/grants/initiatives	-	-	3%	2%	2%
Banking/ Credit card	4%	3%	5%	2%	1%
Debt repayment/advice/consolidation	3%	4%	2%	-	1%
Market research/ Survey	4%	-	3%	2%	0%
Solar panels	-	3%	4%	5%	0%

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call. 'Products and services below 2% not shown e.g. Newspaper subscriptions, health products, wine investments, legal services, timeshares.

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

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

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

Compared to 2016, an increasing proportion of recorded sales calls have been logged as home improvement calls, while calls of this type about PPI and solar panels declined

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

	All recorded sales calls where product identified				
	2013	2014	2015	2016	2017
Home improvement e.g. boilers/ windows	-	9%	12%	21%	52% ⇧
PPI	51%	28%	45%	40%	27% ⇩
Government schemes/grants/initiatives	-	-	-	9%	9%
Accident claims/ compensation	1%	1%	3%	3%	5%
Insurance (car/ health/ life etc.)	2%	3%	1%	2%	3%
Energy company	14%	5%	3%	3%	2%
Debt repayment/advice/consolidation	3%	1%	2%	3%	2%
Solar panels	2%	9%	10%	11%	1% ⇩
Banking/ Credit card	2%	2%	8%	2%	1%
Market research/ Survey	1%	1%	2%	1%	0%
Phone/ Broadband	1%	3%	-	1%	0%

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call. 'Products and services below 2% not shown e.g. Newspaper subscriptions, health products, wine investments, legal services, timeshares.

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

⇩ / ⇧ indicates significant change since previous wave at the 99% level

Base: All recorded sales calls received by UK panellists where product/service was identified Jan-Feb 2013/ 2014/ 2015/ 2016 / 2017 (n=610/ 688/ 1190/ 909 / 597)

Compared to 2016, live sales calls logged as home improvements, telecoms, energy and financial services have all increased; while calls about market research, solar panels and banking declined

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

	All live sales calls where product identified				
	2013	2014	2015	2016	2017
Home improvement e.g. boilers/ windows	4%	6%	7%	8%	12% ⇧
Insurance (car/ health/ life etc.)	11%	11%	9%	10%	11%
Phone/ Broadband	4%	6%	6%	7%	11% ⇧
PPI	13%	8%	10%	10%	10%
Energy company	10%	8%	7%	5%	8% ⇧
Accident claims/ compensation	4%	5%	9%	8%	6%
Computer/ maintenance/ support	5%	4%	5%	6%	6%
Market research/ Survey	9%	8%	10%	10%	5% ⇩
Financial Services/ products	1%	6%	3%	2%	4% ⇧
Scam calls e.g. banking/computer/passwords etc.	-	1%	1%	2%	3%
Charity	4%	3%	3%	3%	2%
Solar panels	3%	5%	9%	3%	1% ⇩
Banking/ Credit card	1%	1%	1%	3%	1% ⇩
Debt repayment/advice/consolidation	1%	1%	2%	1%	1%

NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call. 'Products and services below 2% not shown e.g. Newspaper subscriptions, health products, wine investments, legal services, timeshares.

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

⇩ / ⇧ indicates significant change since previous wave at the 99% level

Base: All live sales calls received by UK panellists where product/service was identified Jan-Feb 2013/ 2014/ 2015/ 2016 2017 (n=1553/ 2161/ 2078/ 1825 / 1468)

Among ‘other’ calls, market research, computer maintenance and scam calls dominated in 2017; however, there was a decline in market research calls compared with 2016

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

	All ‘other’ calls where product identified				
	2013	2014	2015	2016	2017
Market research/ Survey	50%	31%	54%	44%	19% ⇩
Computer/ maintenance/ support	6%	11%	8%	9%	19% ⇧
Scam calls e.g. banking/computer/passwords etc.	-	4%	7%	6%	18% ⇧
PPI	4%	4%	2%	5%	7%
Home improvement e.g. boilers/ windows	2%	3%	-	2%	6%
Phone/ Broadband	2%	2%	1%	6%	6%
Insurance (car/ health/ life etc.)	2%	3%	-	2%	3%
Government schemes/grants/initiatives	-	-	-	0%	3%
Financial Services/ products	-	4%	1%	3%	3%
Accident claims/ compensation	1%	3%	5%	4%	2%
Energy company	6%	7%	3%	2%	2%
Debt repayment/advice/consolidation	-	3%	-	-	2%
Banking/ Credit card	1%	2%	2%	2%	1%
Charity	7%	3%	3%	2%	1%

NB: This was the participant’s understanding of the product or service being promoted and may not reflect the actual reason for the call. ‘Products and services below 2% not shown e.g. Newspaper subscriptions, health products, wine investments, legal services, timeshares.

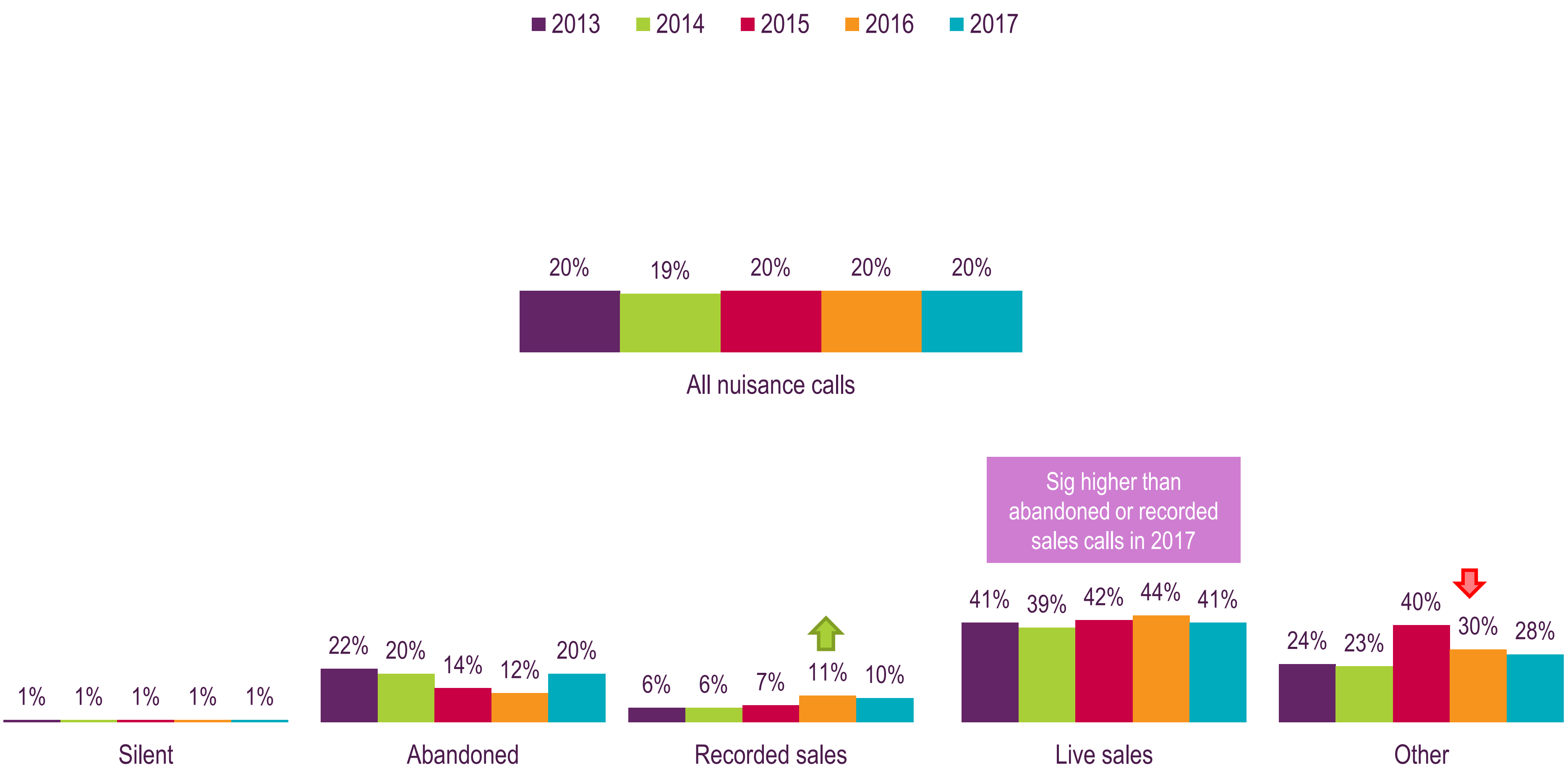
Q3. Type of call/ Q4. Product or service being promoted or sold, if any

⇩ / ⇧ indicates significant change since previous wave at the 99% level

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

In 2017 a company name was again identified in for a fifth of all calls, rising to two in five for live sales calls

Proportion of nuisance calls in which company name was identified, by call type year-on-year



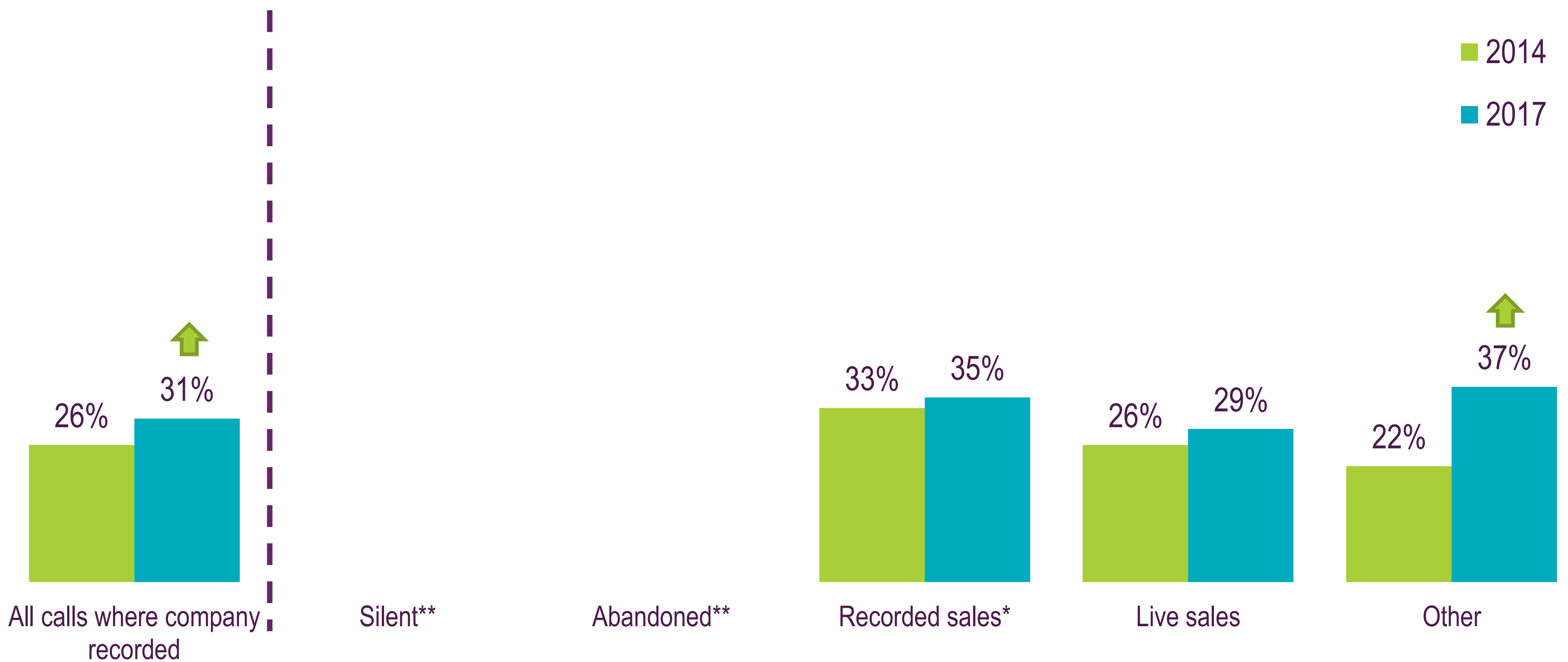
Q3. Type of call/ Q5. Name of company calling

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

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

The proportion of calls in which the company was identified and the respondent claimed to have dealt with the company before was higher in 2017 compared to 2014

Proportion of calls in which participant identified company and claimed they had dealt with them before



NB: This question was asked in 2014 and 2017

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

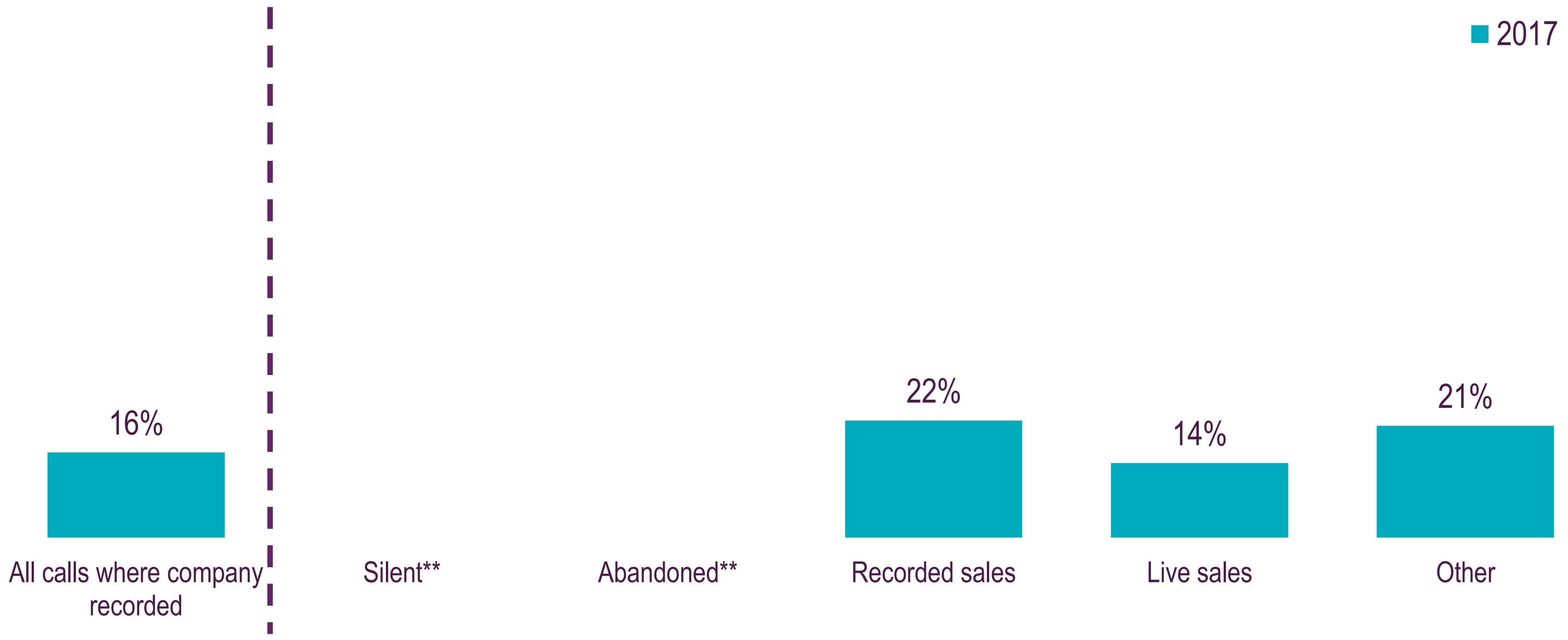
Q6b. If you know the name of the organisation, have you ever dealt with this organisation before?

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

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

In one in six calls in which the company was identified participants claimed to have been previously called by the company in the preceding 24 hours

Proportion of calls in which participant identified company and claimed it had already called within the last 24 hours (2017)



NB: New question in 2017

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

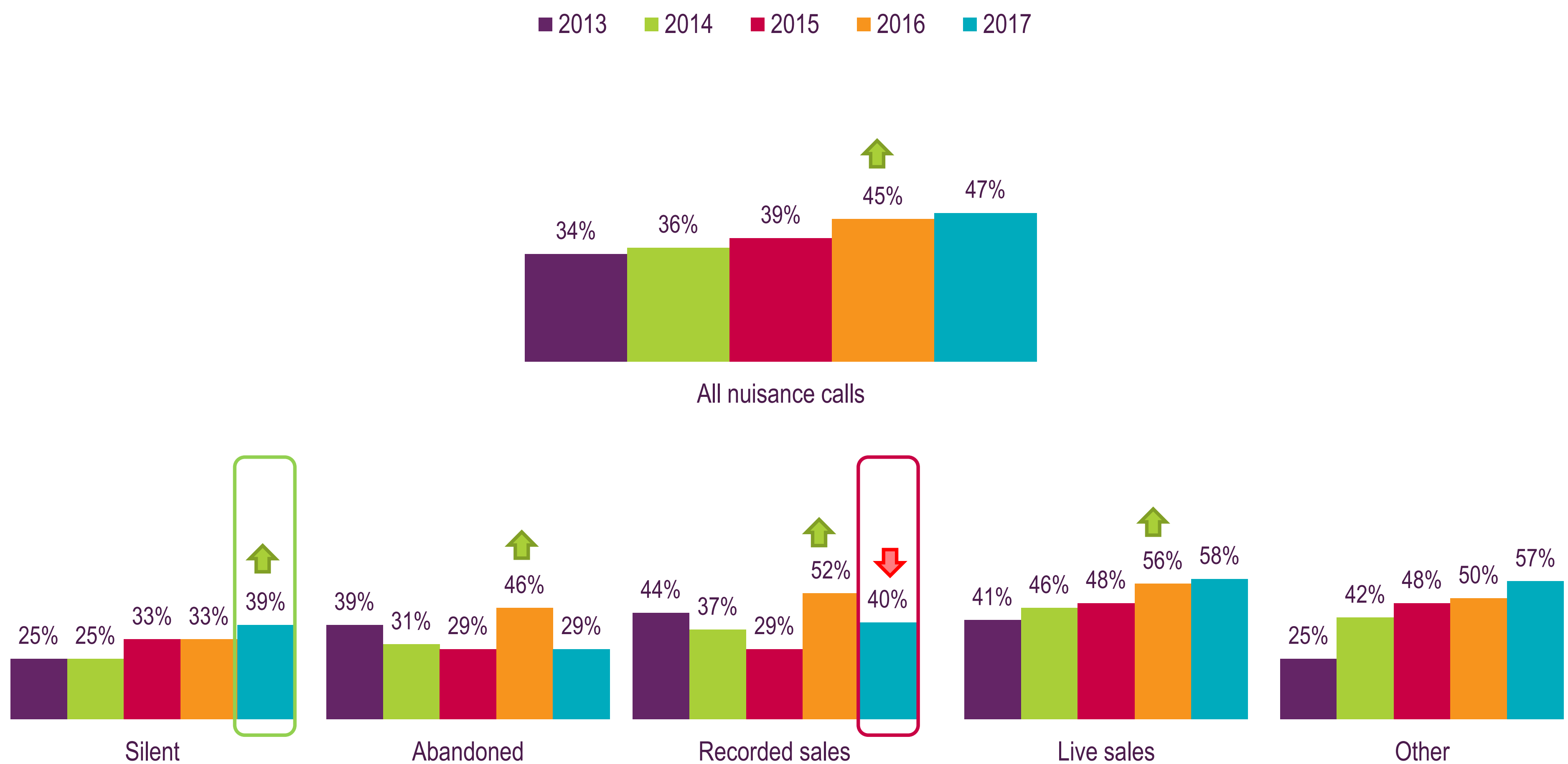
Q6b. If you know the name of the organisation, has this company called previously within the last 24 hours?

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

Base: All nuisance calls received by UK panel participants with landlines when participant identified company calling Jan-Feb 2017 (n=1183, 16** ,44**, 76*, 868, 172)

The percentage of silent calls where a phone number was identified is higher than in 2016 and the number of recorded sales is lower

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



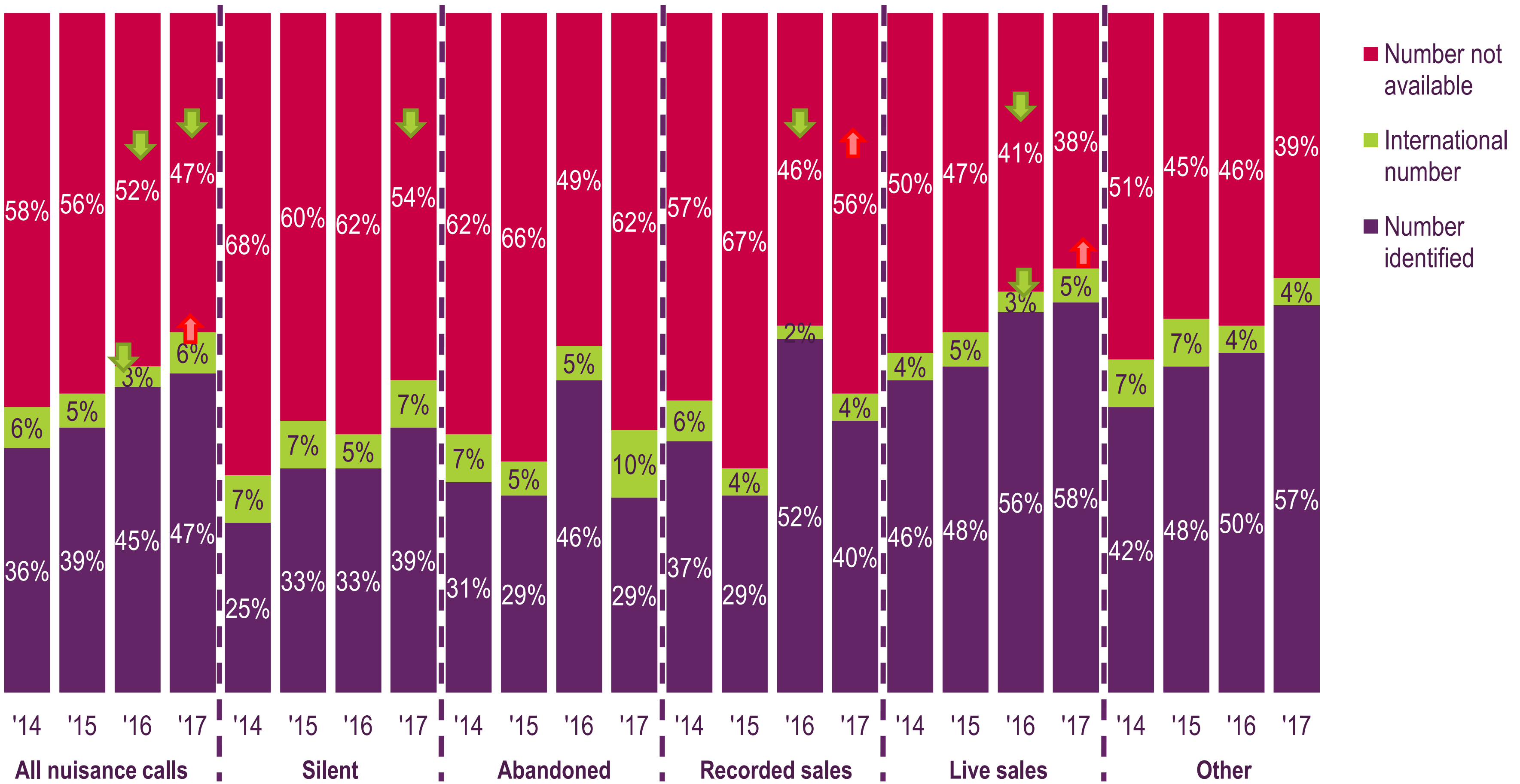
Q3. Type of call/ Q6. Phone number of caller

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

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

A higher proportion of calls were identified as international compared to in 2016; driven by a rise in live sales calls.

Accessibility of caller's phone number by call type, year-on-year



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

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

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

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

In 2017, computer support, market research, PPI and scam calls were most likely to be identified as from undisclosed international numbers

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

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

** Base size between 50 and 100 ** Base size below 50 so data not shown*
NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call. Product categories with bases below 50 not shown in chart

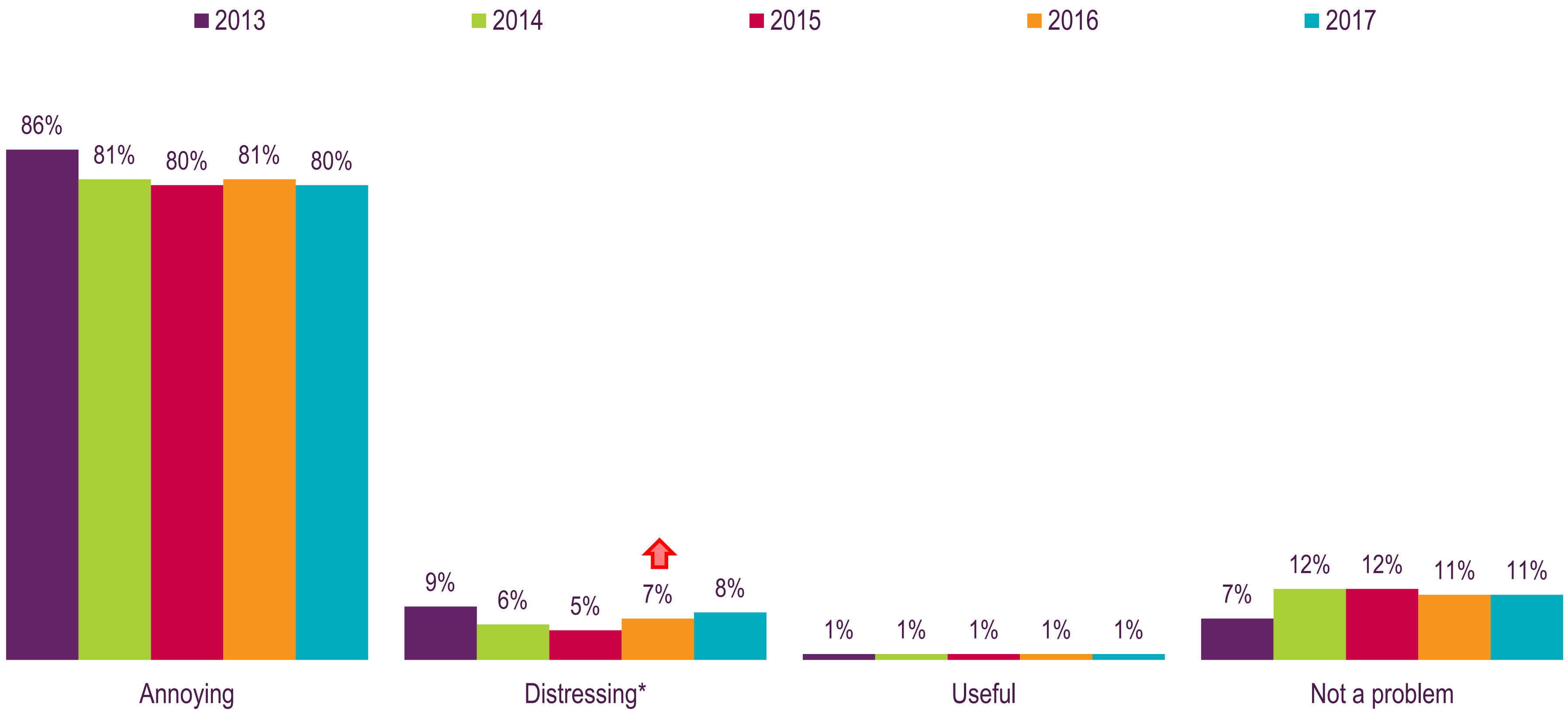
Q5. Name of company calling/ Q6. Phone number of caller

Base: All nuisance landline calls where participant was aware of product or service being promoted Jan-Feb 2014/2015/2016/2017 (2017 bases n=132, 109, 336, 86*, 488, 164, 138, 77, 192, 153, 67*)

Section 4
Attitudes to receiving nuisance calls

No change in attitudes to nuisance calls, with four in five calls regarded as annoying

Feelings about nuisance calls overall, year-on-year



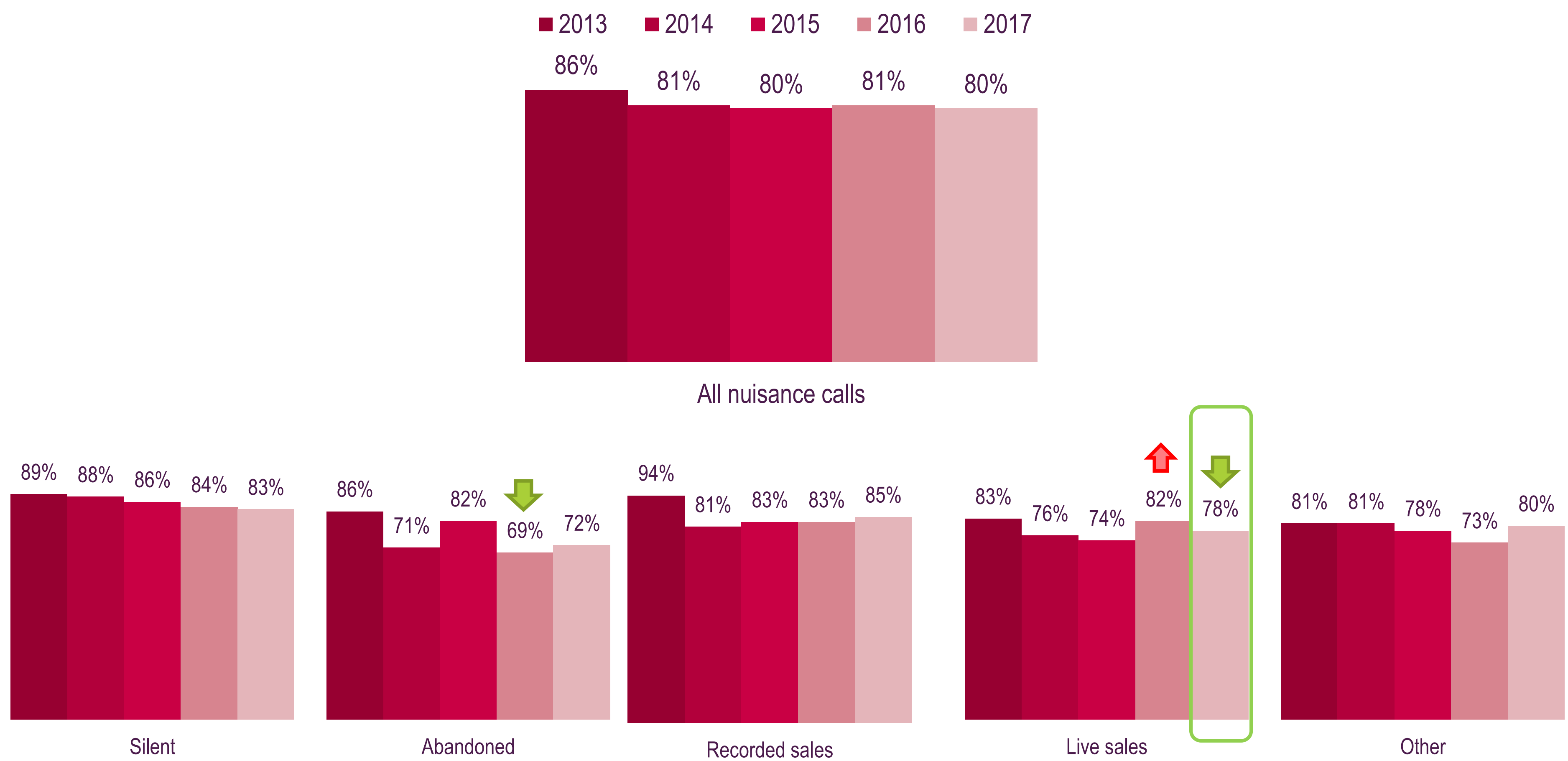
Q7. Feeling about call *NB: Data for 'worrying' and 'distressing' was netted for 2013*

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

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

While four in five nuisance calls continued to be regarded as annoying compared to 2016 there has been a reduction in the proportion of live sales calls that were viewed this way

Proportion of respondents annoyed by nuisance calls, by type of call, year-on-year



Q7. Feeling about call: Annoying

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

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

Accident claims and market research calls remained the most annoying type of nuisance call to receive, but the percentage of those annoyed by telecoms calls is lower than in 2016

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

	Annoying calls				
	2013	2014	2015	2016	2017
PPI	97%	86%	86%	84%	88%
Accident claims	86%	88%	88%	86%	88%
Market research	85%	85%	84%	84%	87%
Home improvement e.g. boilers/ windows	84%	72%	70%	80%	83%
Computer maintenance	84%	86%	78%	92%	83%
Scam calls e.g. banking, computer, passwords etc.	-	-	**	90%	83%
Financial services	**	80%	81%	90%	81%
Insurance	79%	72%	64%	72%	79%
Government schemes	**	**	76%	78%	75%
Energy company	93%	66%	76%	78%	67%
Phone/ Broadband	75%	66%	60%	78%	57% ↓

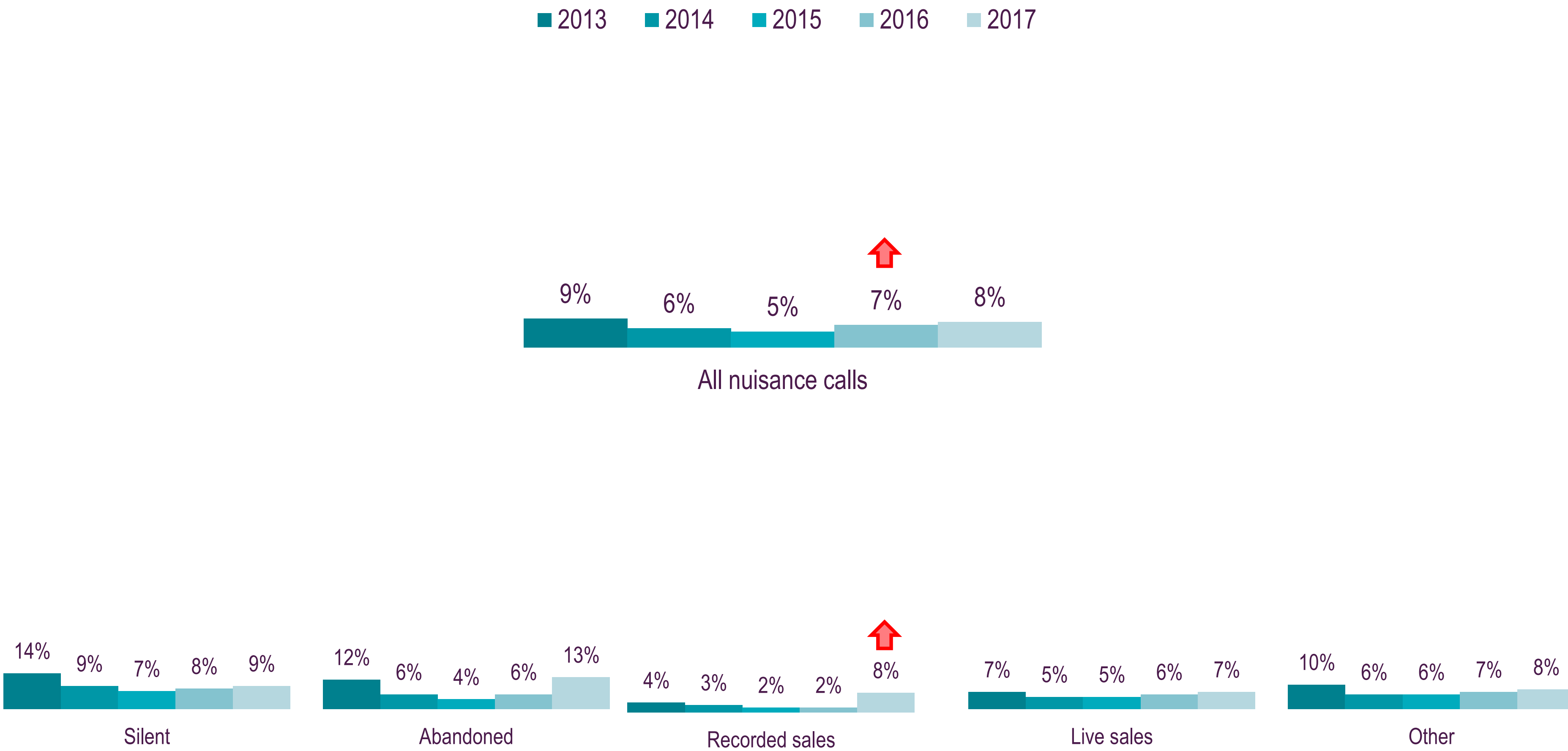
** Base size between 50 and 100 ** Base size below 50 - data not shown*
NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call.

Q7. Feeling about call: Annoying
Base: All nuisance calls received by UK panel participants with landlines where product/service identified, Jan-Feb 2013/2014/2015/2016/2017 (2017 bases n=336, 138, 109, 488, 132, 86*, 67*, 192, 77*, 153, 164)

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

No change in the proportion of all nuisance calls found distressing since 2016, but the proportion of recorded sales calls that were found distressing increased in this period

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



Q7. Feeling about call: Distressing

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

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

Scam calls remained the most distressing call type in 2017; and, the proportion of home improvement calls found distressing increased between 2016 and 2017

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

	Distressing calls				
	2013	2014	2015	2016	2017
Scam calls e.g. banking, computer, passwords etc.	-	-	**	23%	24%
Financial services	**	3%	2%	2%	16%
Computer maintenance	36%	14%	9%	14%	11%
Accident claims	19%	8%	8%	7%	10%
PPI	5%	6%	3%	5%	8%
Home improvement e.g. boilers/ windows	1%	0%	1%	1%	7% ⇧
Market research	4%	4%	4%	5%	4%
Insurance	3%	1%	4%	6%	4%
Phone/ Broadband	6%	2%	4%	6%	4%
Energy company	3%	3%	1%	6%	2%
Government schemes	**	**	2%	3%	0%

** Base size between 50 and 100 ** Base size below 50 - data not shown*
NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call. Data for 'worrying' and 'distressing' netted for 2013

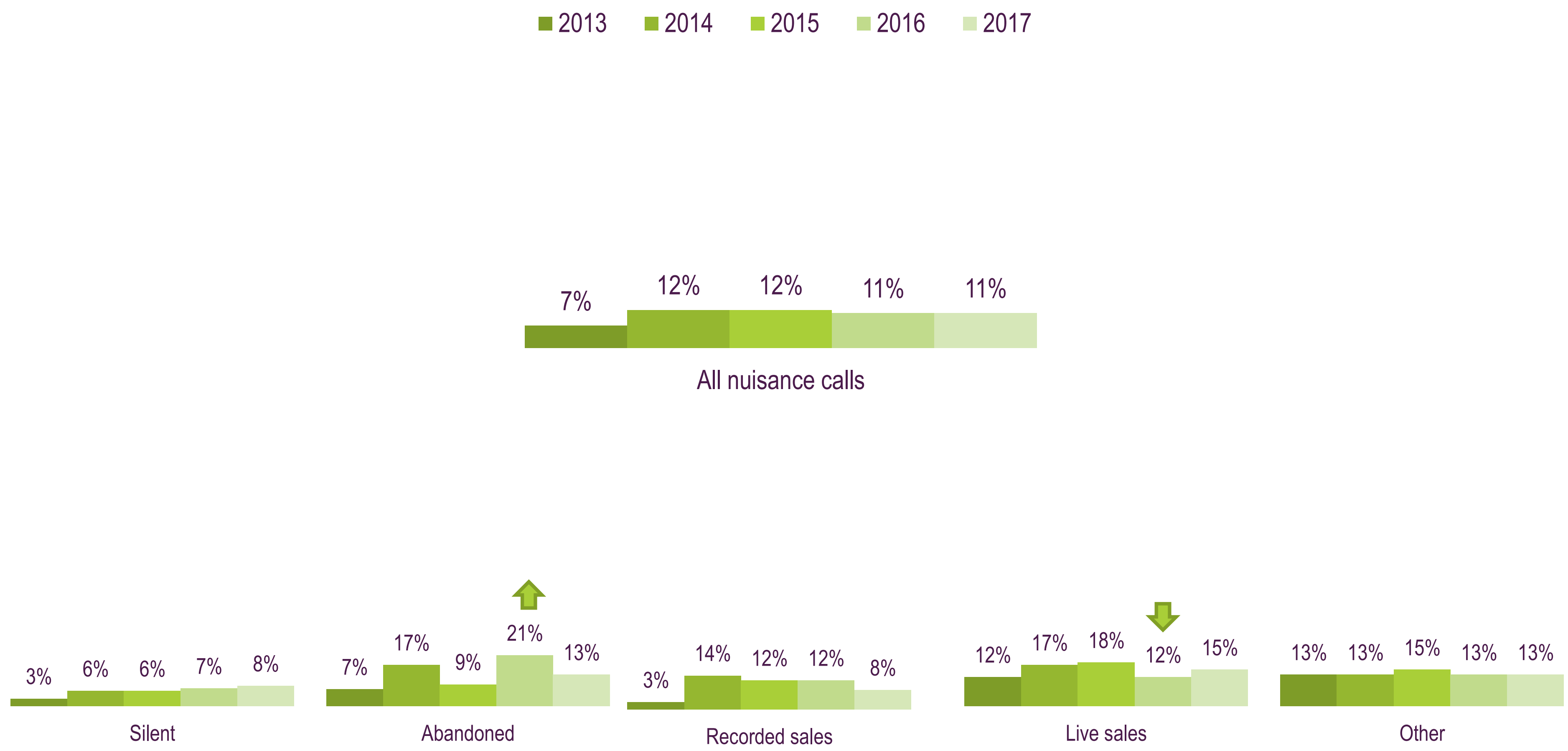
Q7. Feeling about call: Distressing

Base: All nuisance calls received by UK panel participants with landlines where product/service identified, Jan-Feb 2013/2014/2015/2016/2017 (2017 bases n=86*, 67*, 132, 138, 336, 488, 109, 192, 164, 153, 77*)

⇩ / ⇧ indicates significant change since previous wave at the 99% level

No change since the last wave in the proportion of calls that were considered 'not a problem'

Extent of nuisance calls not being a problem by type of call year-on-year



Q7. Feeling about call: Not a problem

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

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

Calls promoting phone or broadband were most likely to be considered 'not a problem', up from 15% in 2016 to 34% in 2017

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

	Calls are Not a problem				
	2013	2014	2015	2016	2017
Phone/ Broadband	20%	24%	26%	15%	34% ↑
Energy company	7%	25%	19%	14%	26%
Government schemes	-	-	23%	15%	18%
Insurance	16%	19%	25%	19%	17%
Home improvement e.g. boilers/ windows	17%	23%	25%	18%	13%
Market research	14%	11%	12%	10%	9%
Accident claims	5%	7%	6%	6%	8%
Financial services	**	17%	13%	8%	7%
Computer maintenance	1%	5%	10%	4%	7%
PPI	3%	10%	9%	11%	7%
Scam calls	-	-	**	6%	6%

** Base size between 50 and 100 ** Base size less than 50; data not shown*
NB: This was the participant's understanding of the product or service being promoted and may not reflect the actual reason for the call.

Q7. Feeling about call: Not a problem

Base: All nuisance calls received by UK panel participants with landlines where product/service identified, Jan-Feb 2013/2014/2015/2016/2017 (2017 bases n=164, 153, 77*, 192, 488, 109, 138, 67*, 132, 336, 86*)

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

Inconvenience, repeated calls and no response continued to be the main reasons participants gave for feeling annoyed or distressed by nuisance calls

Reasons for feeling about call (2017)

	All who received calls	Reasons for feeling about call			
		Annoying	Distressing	Useful	No problem
They keep phoning/have had many of these calls	12%	14%	20%	0%	2%
Silent calls / no reply	12%	13%	13%	0%	5%
Disturbed unnecessarily / had to stop what I was doing	11%	13%	7%	0%	2%
Time wasting	7%	9%	5%	0%	1%
Subject/product not relevant/of interest to me	6%	6%	4%	2%	7%
Caller hung up /answered phone and you hear a click	6%	7%	7%	0%	4%
I didn't ask them to call	6%	7%	4%	1%	1%
Scam call	5%	6%	11%	4%	1%
No problem with the call	5%	1%	1%	52%	30%
They do not listen to you when you say I'm not interested	4%	4%	4%	1%	1%
They try to sell you something/ sales calls	4%	4%	3%	10%	4%
Unknown caller	3%	3%	5%	0%	2%
Not at suitable time (e.g. Sunday, late night, early morning)	2%	3%	5%	0%	0%
I had to hang up/ I hung up	2%	2%	2%	0%	4%
Where did they get my number from?	2%	2%	4%	0%	0%
They weren't pushy/ no hard sell/ accepted no	1%	0%	0%	1%	6%
Caller was polite/ courteous/ pleasant	1%	0%	0%	0%	8%

** All comments above 2% shown, or where higher than 3% by call type*

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

Base: All nuisance calls received by UK panellists Jan-Feb 2017 (n=5758/ 4345/ 184/ 403/ 599)