

# Technical Report – Ofcom Suspicious calls, texts and app messages Survey 2025

## 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 through texts, apps, and other services 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 texts and calls are also covered in the research.

The research 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 UK population using age, gender, ethnicity, region, social grade, working status and housing tenure. Targets for quotas and weights are taken from Census 2021/22 data.

### Fieldwork

The survey was conducted using Yonder's online panel, reaching a representative sample of 2,216 respondents aged 16+. Boosts in Northern Ireland and Wales were conducted and we achieved a total of 166 interviews in Northern Ireland and 128 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 RIM 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.

### Guide to Statistical Reliability

The variation between the sample results and the "true" values (the findings that would be expected if total population were interviewed) can be predicted from the sample sizes on which the results are based, and on the number of times that a particular answer is given. The confidence with which we can make this prediction is usually chosen to be 95%, that is, the chances are 95 in 100 that the "true" values will fall within a specified range. However, as the sample is weighted, we need to use the effective sample size (ESS) rather than actual sample size to judge the accuracy of results. Effective Sample Size is shown for cross-breaks on the tables, and significant differences at the 95% confidence level are marked.