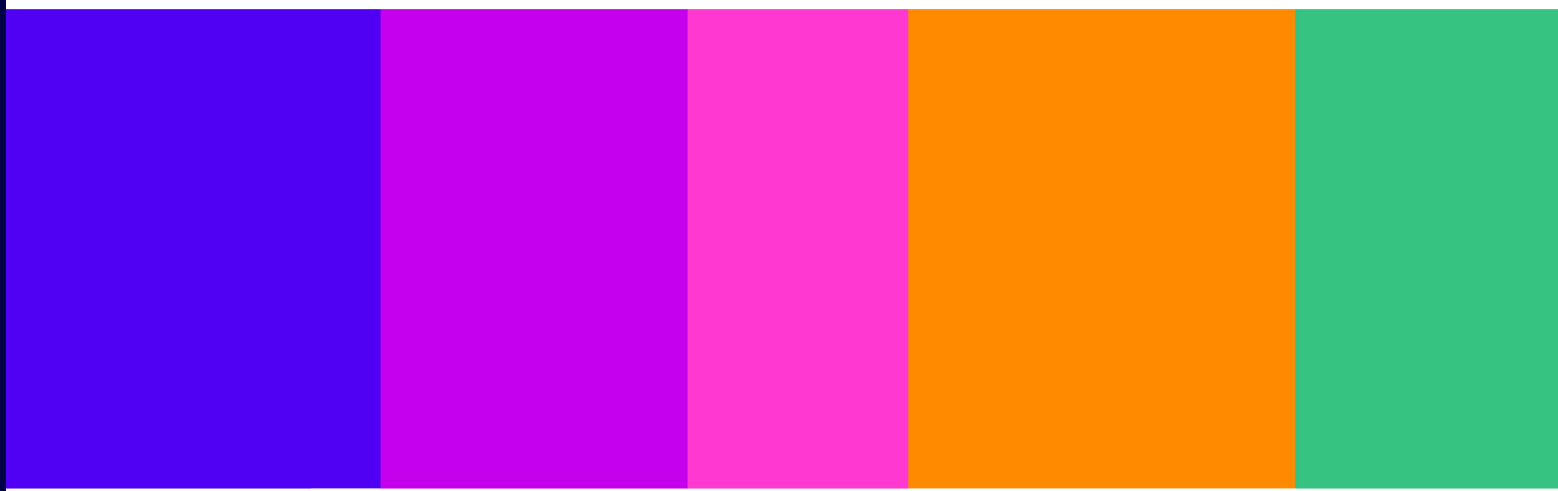


Joint online, calls and texts fraud research survey

Technical report

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Introduction

Preface

The Scams and Fraud over Online, Calls and Texts survey was undertaken by YouGov on behalf of Ofcom. The core objective of this study was to better understand people's experience of fraud and scams encountered online as well as through calls and texts.

Specifically, the key aims and objectives are to:

- understand the prevalence of fraud or scams experienced online and via calls and texts, including the different types of fraud and scams;
- explore how individuals respond to encountering suspicious content;
- understand how suspicious content is identified by individuals and how this might differ across channels; and
- investigate reporting behaviour, including how individuals report suspicious content and their reasons for doing so.

Summary of approach

YouGov is a professional research and consulting organisation, focused on collecting high quality, in-depth data for market research.

This research was conducted with a nationally representative sample (aged 16+) of adults in the UK.

All research was carried out online, with respondents recruited from YouGov's online panel, containing around 2,668,204 panellists from all over the UK.

Significance testing and data redaction

Data tables were run using Quantipy. Significance testing (using t-tests) has been applied at 95% for the purposes of analysis.

In the standard tables, low base sizes (between 10-49) are italicised. In the summary tables, lower base sizes (below 100) are indicated by a single asterisk. Data with a base size of below 10 has been redacted from all data tables.

Sampling

Sample design

The sample was drawn from the YouGov online panel comprising around 2.7M adults across the UK. YouGov maintains engagement with communities of panellists who have specifically opted in to participate in online research activities and provide demographic details. As a result, the panel provides access to a responsive audience, who have already provided information on important demographic, attitudinal, and lifestyle attributes. Members of the panel consent to completing surveys for YouGov in return for a modest financial incentive.

The sample was designed to be representative of all UK adults aged 16+, recruiting online panellists only. Most demographic information (e.g. age, gender, social grade/socio-economic group (SEG), working status, region) was information declared and collected by YouGov from its panellists as part of the initial signing up process. This information is updated regularly by panellists, where applicable.

YouGov carried out the following standard checks during and post-fieldwork:

- Soft launch checks
- Quality trap questions
- Identifier checks
- Attention checks
- Inattentiveness checks
- Hyper activeness scanning
- Speed monitoring
- Open-ended responses are reviewed for clarity and accuracy by project managers

Quotas

Interview quotas were applied so that the final sample was nationally representative of all UK adults aged 16+ by age, gender and education level (interlocked), region, and social grade/socio-economic group (SEG), using an online sample.

Targets for quotas were derived from YouGov based on data from the Office of National Statistics (ONS).

Quotas were set using the following variables:

- Age (16-24, 25-39, 40-49, 50-65, Over 65)
- Gender
- Region
- Social grade/Socio-economic group (SEG)
- Education level

Fieldwork and weighting

All interviews were conducted online between 9 – 11 January 2024 using the YouGov bespoke online survey platform and panel.

YouGov interviewed a sample of 2,096 internet users aged 16+ in the UK.

The data was weighted to be nationally representative of the UK 16+ population on age, gender and education level (interlocked), and overall, to the region and SEG profiles, using an online sample.

The screener question below was included to exclude those who do not make or receive voice calls on landline or mobile, or access the internet via mobile, laptop, desktop or tablet. Those who selected “None of these” or “Prefer not to say” were exited from the survey, however an online methodology means very few people were screened out.

[Q1] Which, if any, of the following types of communication do you use? (Please select all that apply)

<1> Making and/or receiving voice calls on a landline

<2> Making and/or receiving voice calls on a mobile phone

*<3> Accessing the internet on a mobile phone**

*<4> Accessing the internet on a laptop, desktop or tablet**

<5> None of these

<6> Prefer not to say

**People access the internet for a variety of reasons, such as using social media and messaging, watching films, TV programmes and videos online, playing games online, video calls, checking emails, searching for information online and doing schoolwork or working from home.*

The following table shows both the initial unweighted sample and the final weighted sample profiles:

Demographic group	Unweighted counts	Unweighted %	Weighted counts	Weighted %
Male	1006	48	1017	49
Female	1090	52	1079	52
16-24	242	12	283	14
25-34	281	13	292	14
35-44	370	18	375	18
45-54	372	18	377	18
55-64	284	14	300	14
65+	547	26	470	22
55+ (NET)	831	40	769	37
North East	84	4	87	4

Demographic group	Unweighted counts	Unweighted %	Weighted counts	Weighted %
North West	215	10	216	10
Yorkshire and the Humber	178	8	185	9
East Midlands	175	8	175	8
West Midlands	160	8	163	8
East of England	218	10	215	10
London	279	13	275	13
South East	275	13	270	13
South West	183	9	178	8
England (NET)	1767	84	1763	84
Wales	109	5	101	5
Scotland	179	9	176	8
Northern Ireland	41	2	57	3
AB	594	28	601	28
C1	629	30	627	29
ABC1 (NET)	1223	57	1195	57
C2	394	19	453	21
DE	479	23	471	22
C2DE (NET)	873	42	901	43

NET definitions featured in published data tables

Certain subgroups within the sample were grouped together to aid analysis and are featured alongside this report in the published data tables. The definitions of these so-called NETs are in the table below.

Question	Nets	Definition
ROC_Q5	Net: Ever	1. Every day
		2. At least once a week
		3. At least once a month
		4. About once every 3 months
		5. About once every 6 months
		6. Less than once every 6 months
ROC_Q6	Net: More	1. A lot more
		2. A little more
	Net: Less	4. A little less
		5. A lot less