

Experiences of suspicious calls, texts and app messages

Fieldwork: 31st January to 1st February 2024

Background and objectives

In 2021 and 2022 Ofcom conducted research which looked at measures that could be taken by industry to prevent suspicious calls and messages reaching consumers.

In 2024, research was conducted to update the previous research by exploring experiences of suspicious calls, texts and app messages (e.g. WhatsApp). The research focused on understanding the prevalence of these types of calls/messages, the measures individuals take to identify and screen them out as well as whether/how they report such contact.

Specifically, this research aimed to understand:

- Consumer behaviour when receiving calls (landlines and mobiles), texts and app messages
- Use of caller display and screening services when deciding whether to answer a landline or mobile call
- Likelihood of picking up calls from unfamiliar numbers
- 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

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Methodology

Sample

- Nationally representative samples of 2124 (September 2021), 2110 (Aug 2022) and 2128 (Jan/Feb 2024) adults aged 16+ in the UK
- Quotas set on region, gender, age and working status

Data collection

- Online panel
- Conducted by Yonder
- Fieldwork from 17th – 19th September 2021, 5th – 7th August 2022 and 31st January to 1st February 2024

Data reporting

- Weighted to be nationally representative of UK adults (16+)
- Data available in pdf and Excel tables (aggregated) and CSV (respondent level)
- Significance testing applied at the 95% confidence level

Summary of key findings (1)

The majority of landline users and mobile users answer incoming calls at least some of the time. Three quarters of landline users have caller display and almost all of these, and almost all mobile users, look at the incoming number before deciding whether to answer a call. Over half of mobile users who look at the incoming number say they at least sometimes answer their phone when they do not recognise the caller's number.

Most people claim they are unlikely to pick up calls from numbers they **do not** recognise – particularly international numbers.

A quarter of landline users and a quarter of mobile users say they use a screening service on their landline/mobile. Around half of each group say they do not have a screening service.

There has been a steady decrease since 2022 in the proportion of mobile users receiving text messages that they consider to be suspicious.

The most common responses to receiving a suspicious call/message are to delete the content and to block the sender's number.

The main indicators for mobile and landline users to determine whether a text or call is genuine are whether they are expecting the message; the spelling, grammar and tone of the message, and whether it asks them to do something.

Summary of key findings (2)

A quarter of mobile users who had experienced a suspicious text message had reported it, with reporting rates lower for app-based messages (21% of those who had received one), live calls on a mobile (21% of those who had received one) and live calls on a landline (12% of those who had received one).

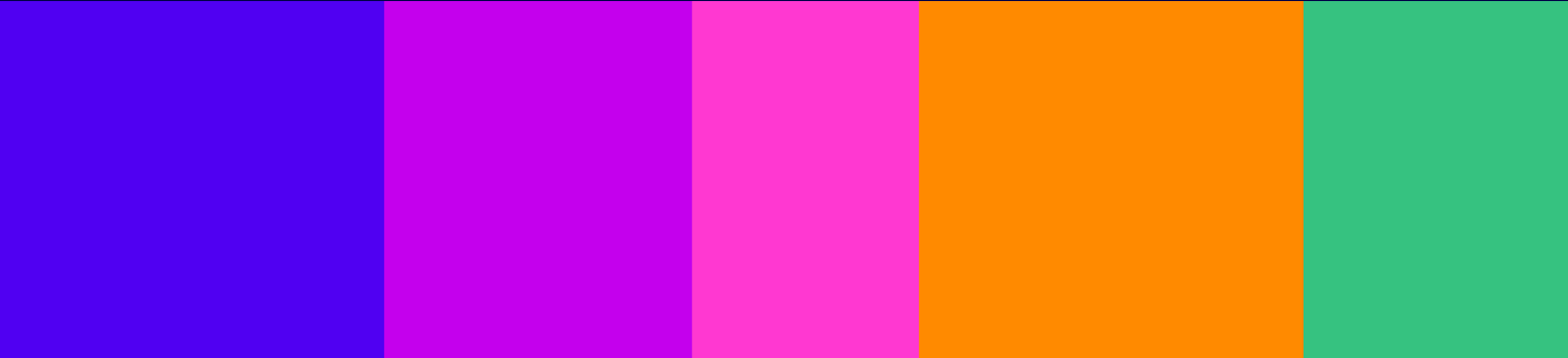
The majority of those who had reported at least one suspicious message/call had done so using the report function on their mobile, a third of those reporting a suspicious text had used a special number to do so.

Previous experiences, information from providers and online searchers are the most common sources of information about how to report suspicious messages/calls. Very few had looked to Ofcom for information about how to report.

The majority of those who report suspicious messages do so to stop them coming through, to help tackle scams and to stop others being scammed. The most common reasons for **not** reporting suspicious messages are not knowing who to/how to report and not believing any action will be taken.

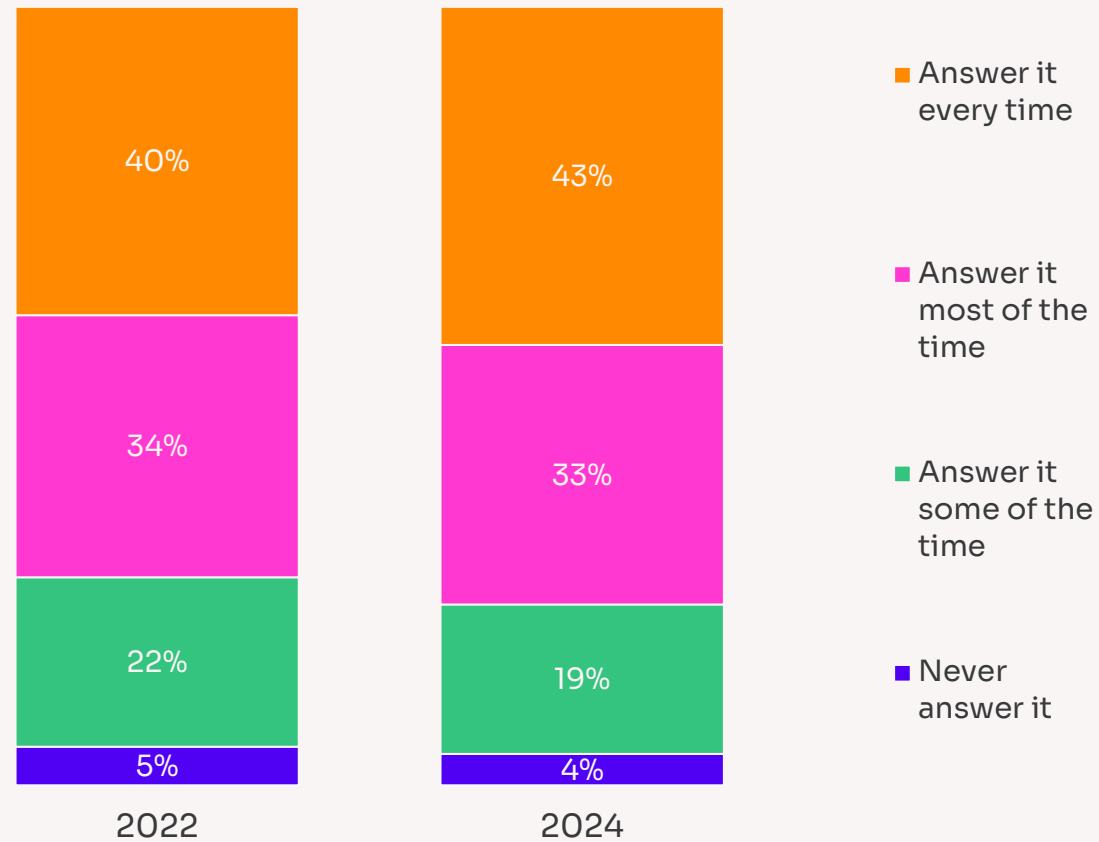
Just 15% were aware of the 7726 reporting number; 6% had used it to report a suspicious text, and 4% to report a suspicious call.

Call answering behaviour



Almost all UK landline users answer their landline phone at least some of the time

If your landline rings and you could easily answer it, what do you generally do?



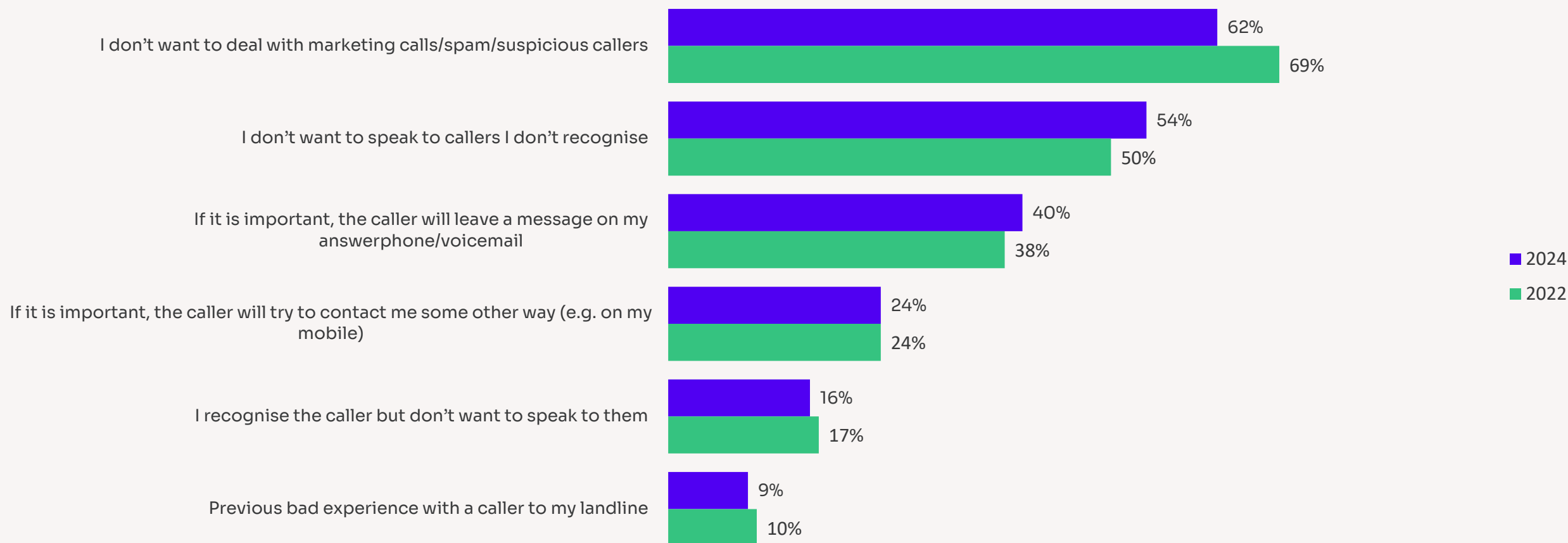
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q2/Q5) If your landline telephone rings and you could easily answer it and are not otherwise busy, what do you generally do?

Base: All respondents who use a landline 2022 (n=996), 2024 (n=953)

The main reasons given for not answering all incoming landline calls are not wanting to deal with marketing/ suspicious calls and not wanting to speak to callers they don't recognise

What are the main reasons you don't answer your landline?



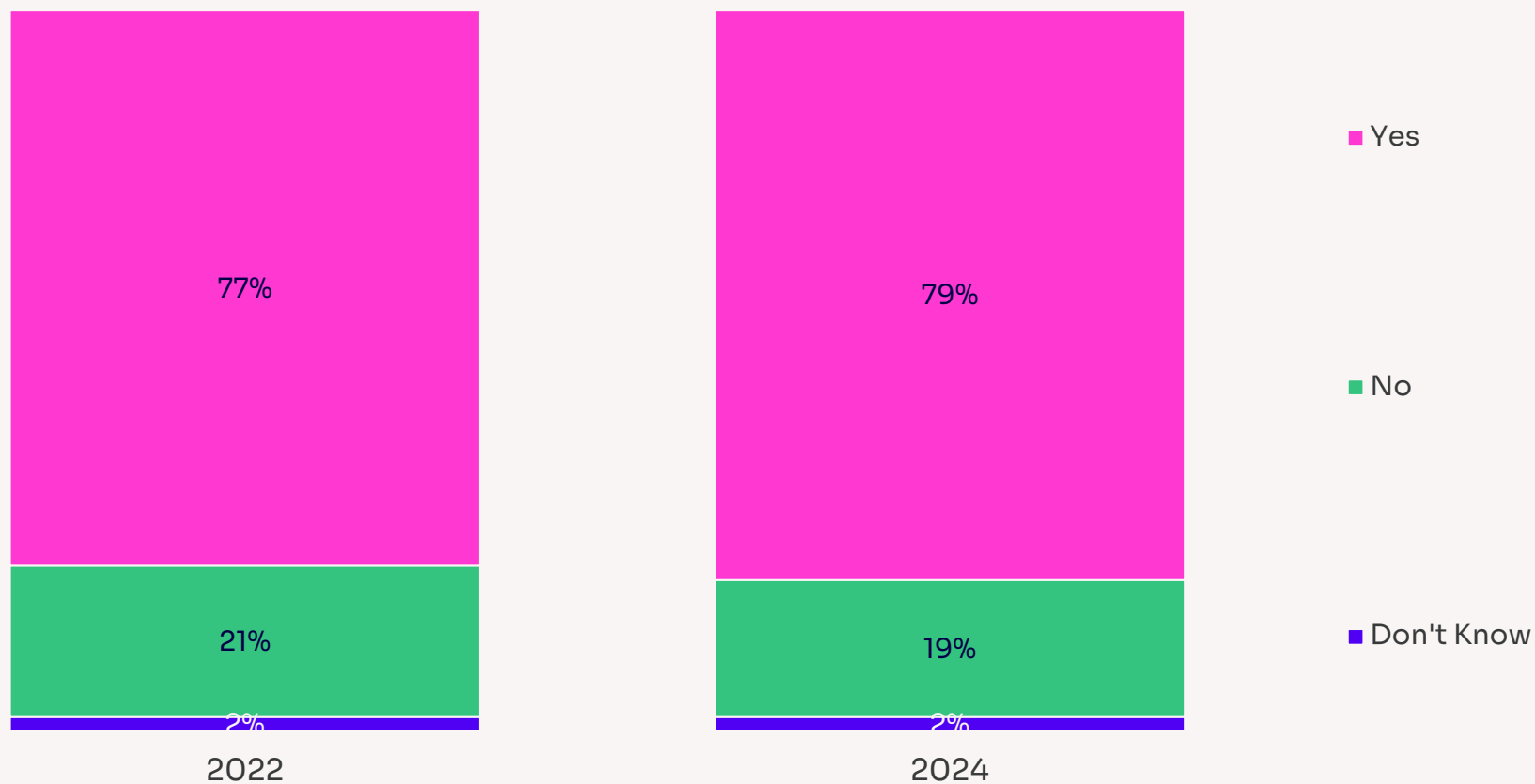
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q3/Q6) Given that you aren't busy and could easily answer it, what are the main reasons why you don't answer [some/any] landline calls?

Base: All those who answered some/most of the time/never answer landline calls 2022 (n=609), 2024 (n=525)

Over three quarters of landline handsets have caller display

Does your landline show you the number of the person calling?



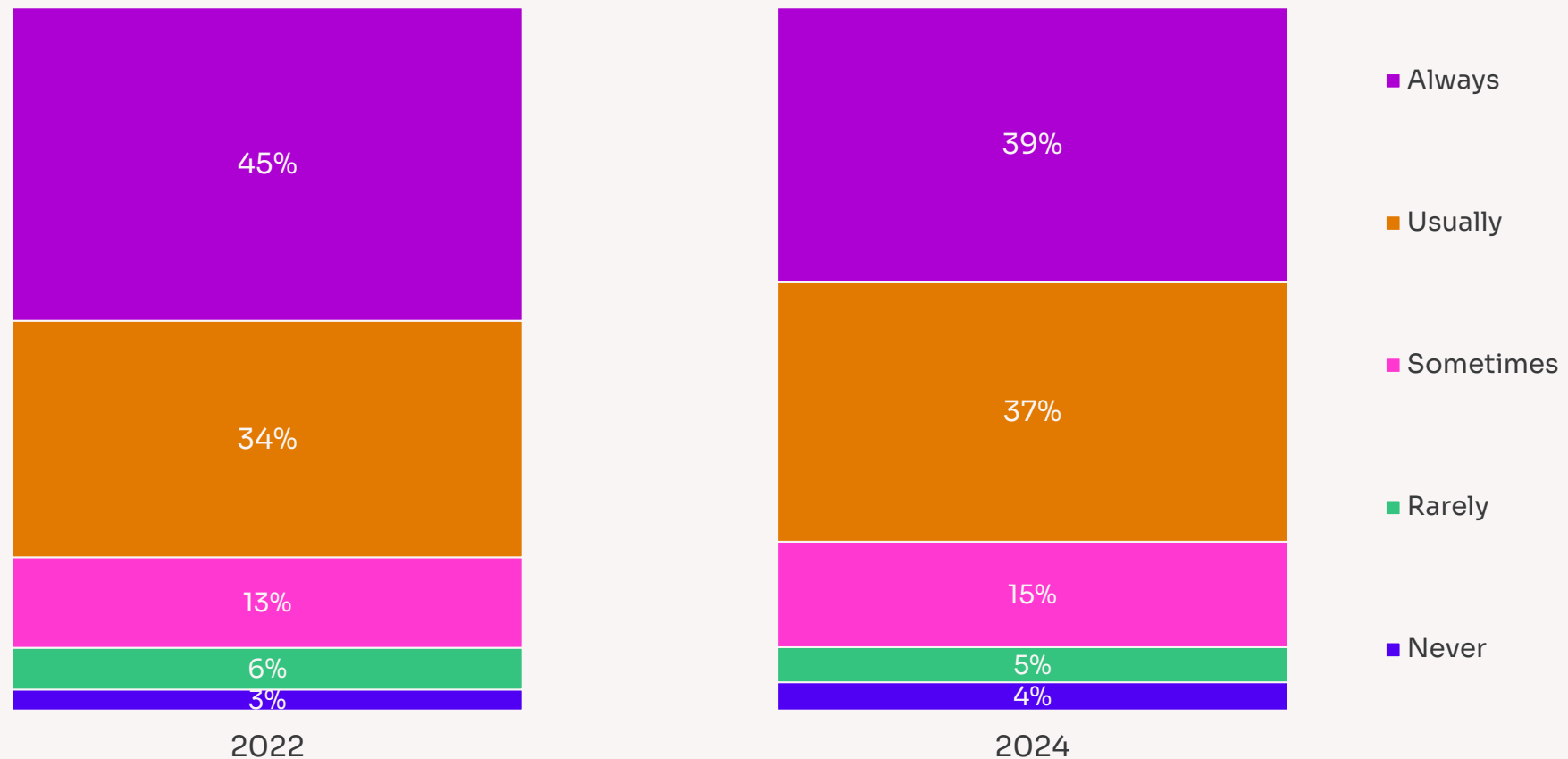
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q4/Q7) Does the landline handset that you usually use show you the number of the person calling you?

Base: All landline users 2022 (n=996), 2024 (n=953)

Just over 90% of landline users who answer calls at least some of the time and have caller display, use this function to decide whether to answer at least some of the time

How often do you decide if you want to answer your landline by looking at the number displayed on the handset?



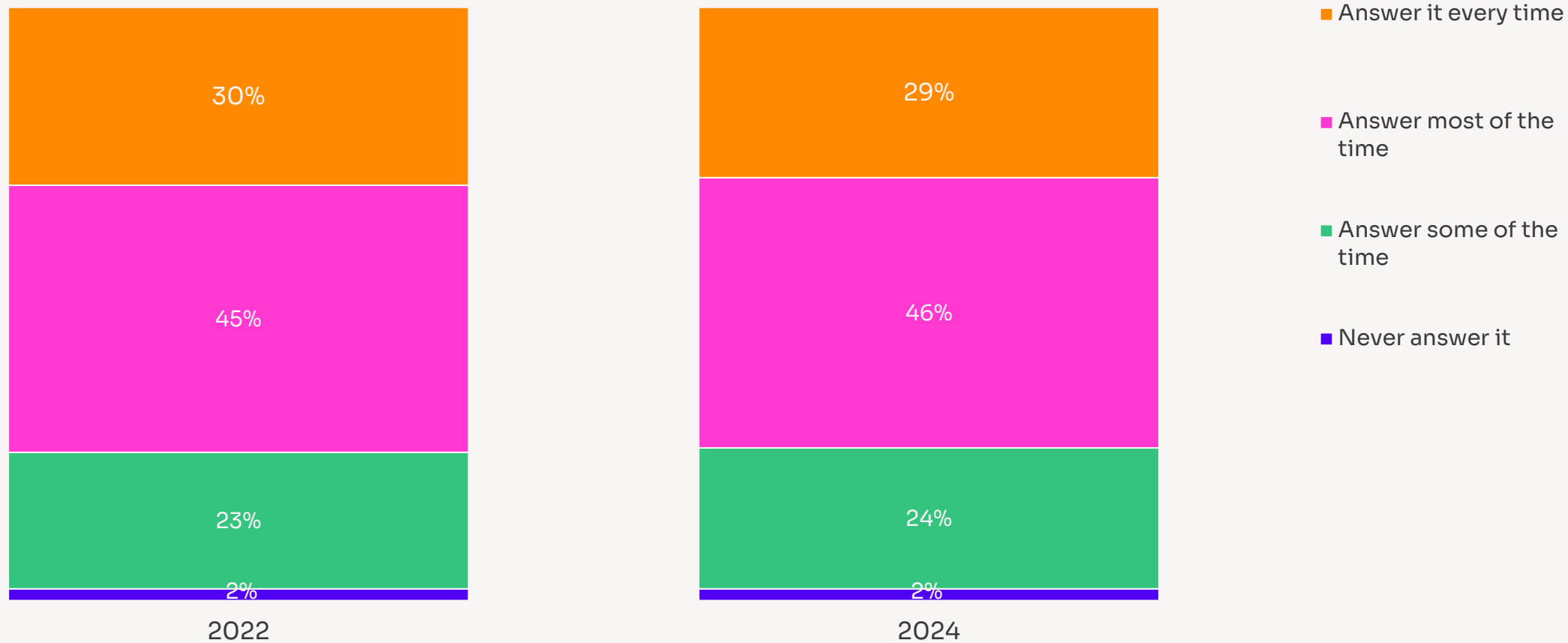
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q5/Q8) When your landline rings, how often do you decide whether to answer by looking at the number displayed on the handset?

Base: All who have caller display and answer phone at least some of the time 2022 (n=749), 2024 (n=720)

Almost all mobile users answer their phone at least some of the time

If your mobile rings and you could easily answer it, what do you generally do?



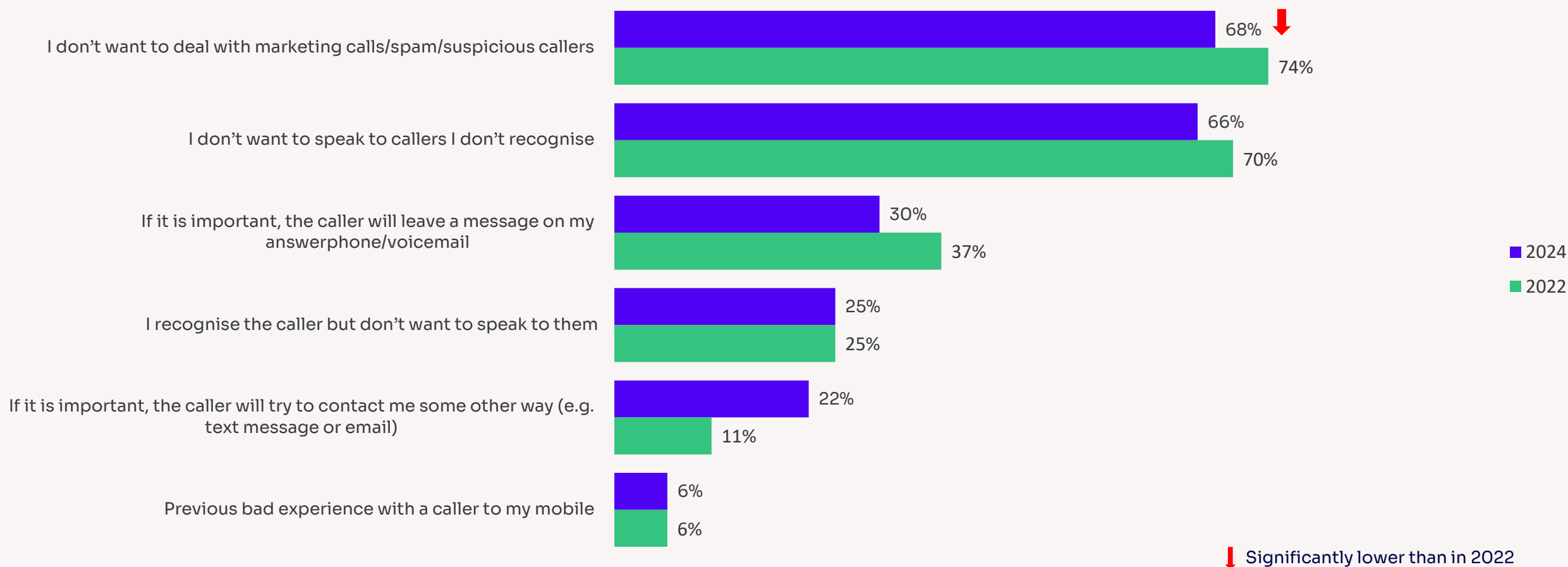
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q10/Q9) If your mobile phone rings and you could easily answer it and are not otherwise busy, what do you generally do?

Base: All mobile users 2022 (n=1914), 2024 (n=2052)

The main reasons given for not answering all incoming mobile calls are not wanting to deal with marketing/ suspicious calls or not wanting to speak to callers they don't recognise

What are the main reasons why you don't answer your mobile?



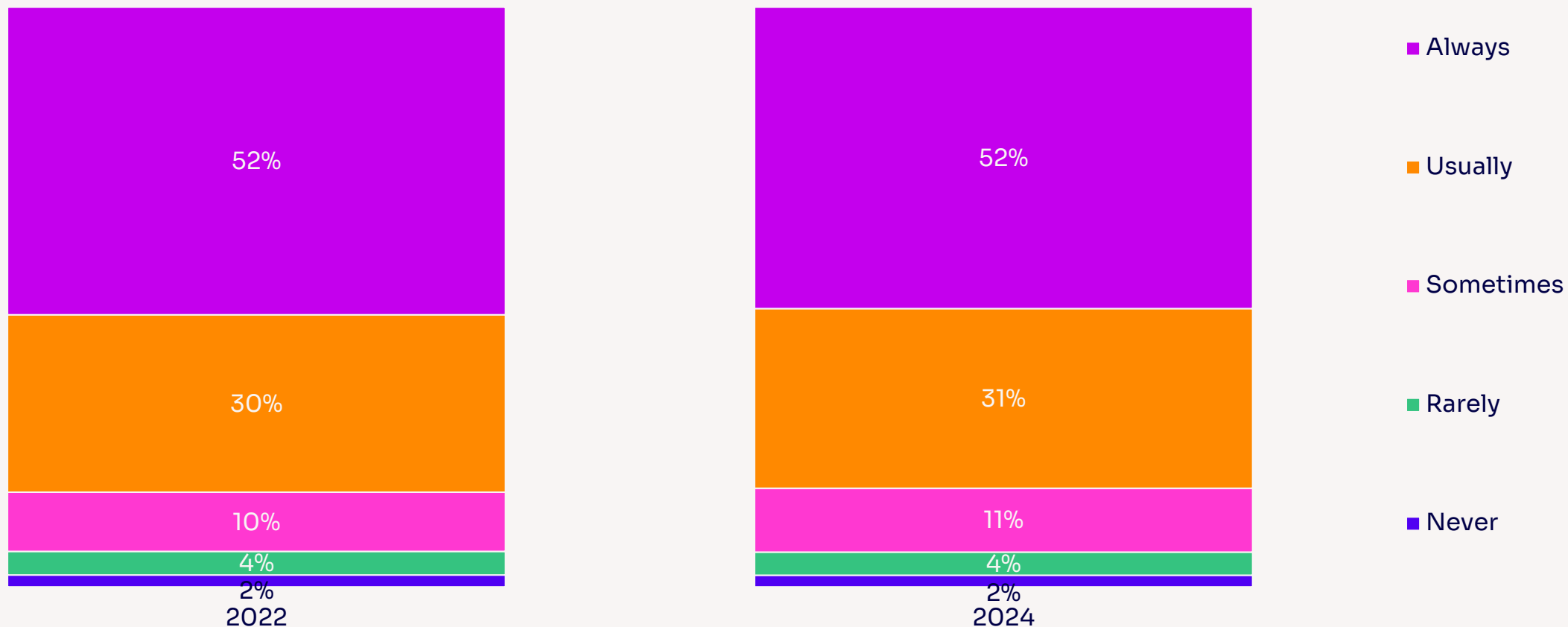
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q11/Q10) Given that you aren't busy and could easily answer it, what are the main reasons why you don't answer [some/any] mobile calls? Please select up to 3 reasons.

Base: All who answered some/most of the time/ never answer mobile calls 2022 (n=1355), 2024 (n=1461)

Over 90% of mobile users decide whether to answer a call based on the number displayed on the handset at least some of the time

When your mobile rings, how often do you decide to answer by looking at the number displayed on the handset



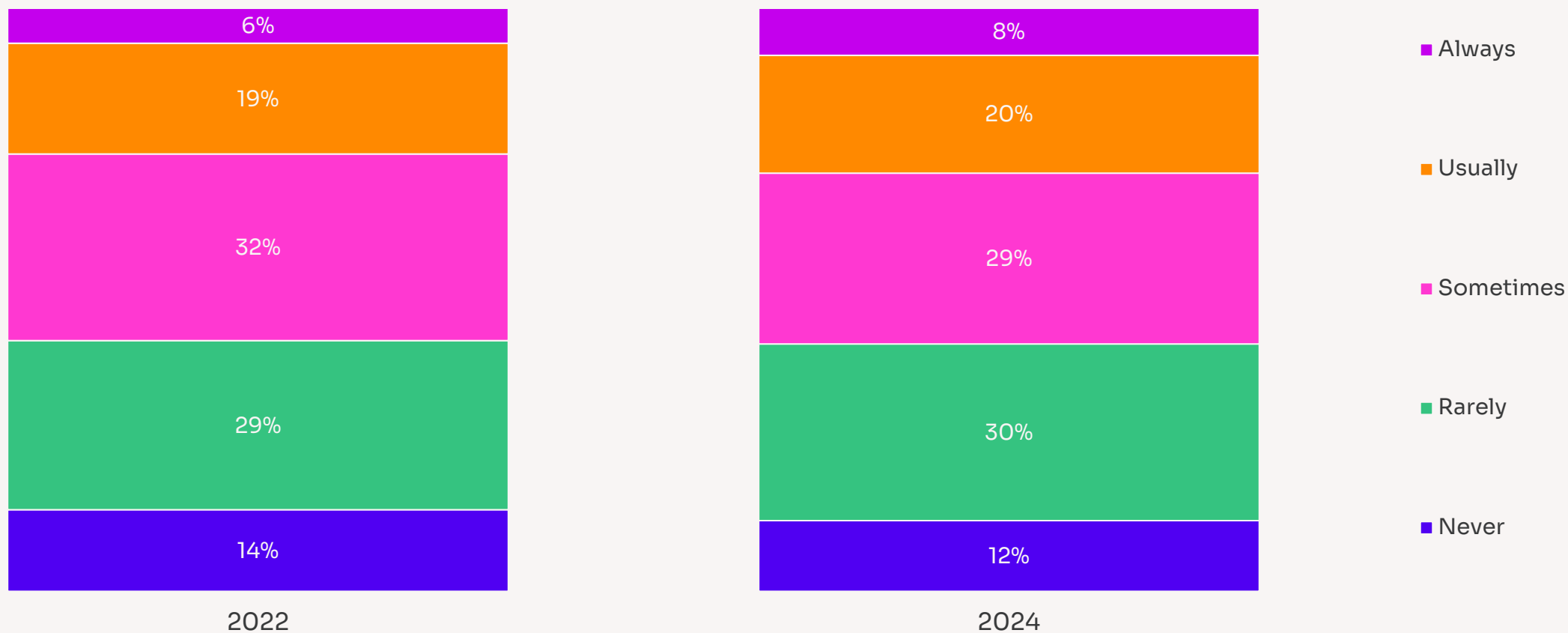
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q12/Q11) When your mobile rings, how often do you decide whether to answer by looking at the number displayed on the handset?

Base: All mobile users who answer their phone 2022 (n=1877), 2024 (n=2009)

Over half of mobile users who look at the incoming number say they at least sometimes answer their phone when they do not recognise the caller's number

When you do not recognise the caller's number, how often do you answer your mobile?



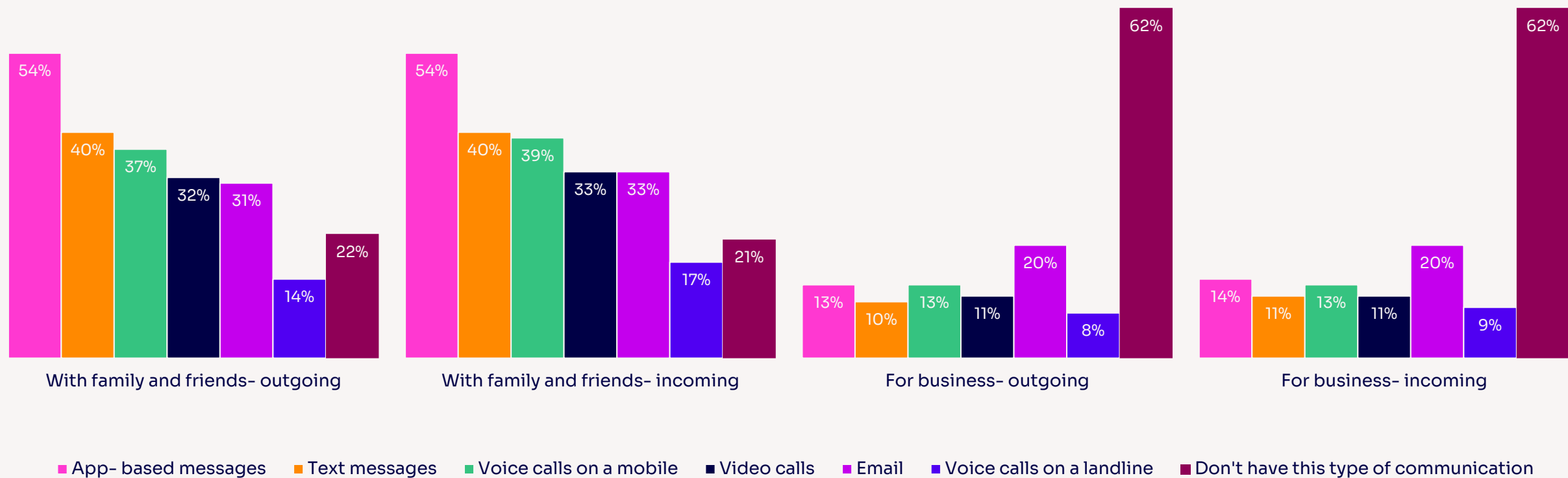
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q14/Q12) Thinking about those times when you do not recognise the caller's number, how often do you answer your mobile?

Base: All mobile users who always/usually/sometimes decide whether to answer by looking at the number 2022 (n=1726), 2024 (n=2009)

When contacting family and friends outside the UK, mobile/landline users are most likely to use app-based messages, whereas email is favoured for contact with business outside the UK

How do you communicate with people outside of the UK?



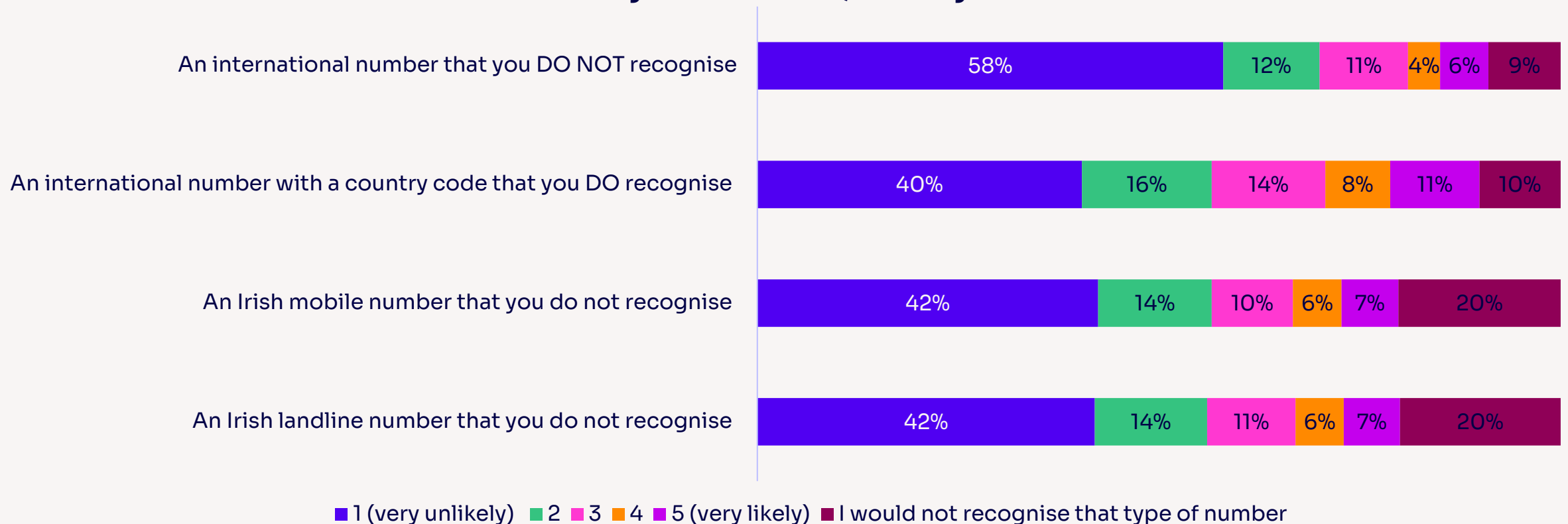
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q13) Which of the following do you use to communicate with people outside the UK?

Base: All mobile and/or landline users n=2128

Almost 6 in 10 mobile and landline users say they would be very unlikely to answer calls from an international number they do not recognise

How likely is it that you would pick up a call from the following types of numbers? This could be on your landline, or on your mobile.



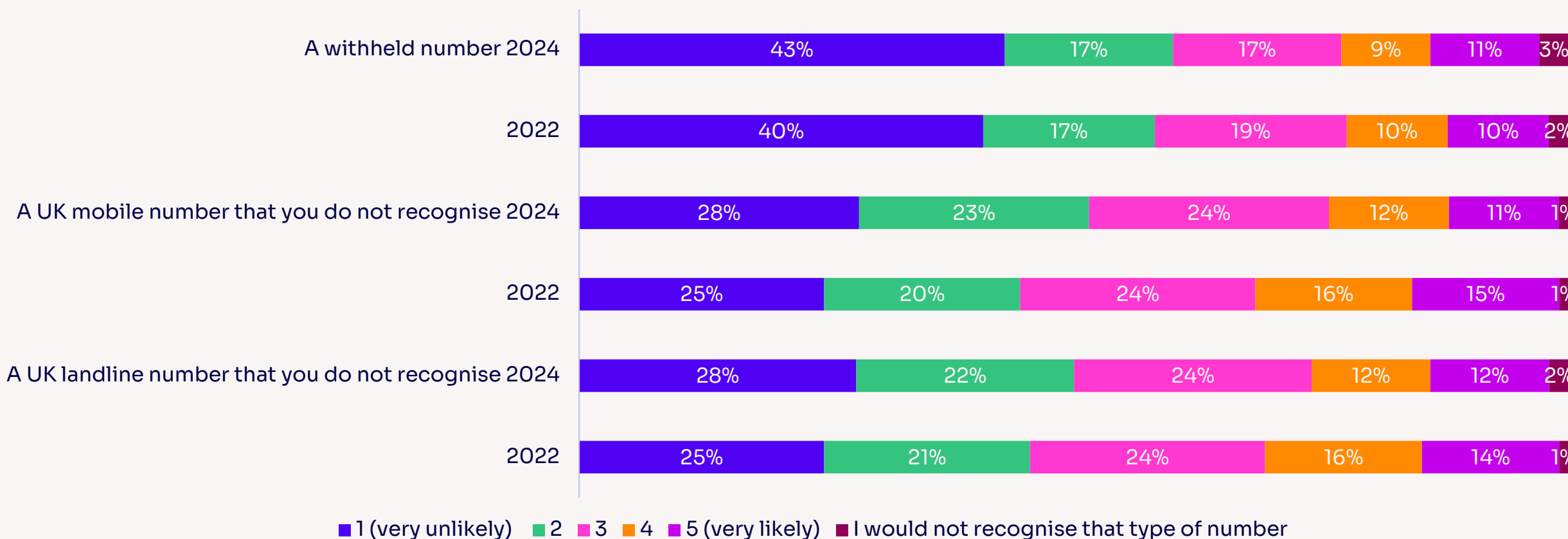
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q14) How likely is it that you would pick up a call from the following types of numbers? This could be on your landline, or on your mobile. Please use a five-point scale where 1 indicates “**very unlikely to pick up**” and 5 indicates “**very likely to pick up**”

Base: All mobile and/or landline users n=2128

4 in 10 mobile and landline users say they would be very unlikely to answer a call from a withheld number

How likely is it that you would pick up a call from the following types of numbers? This could be on your landline, or on your mobile.



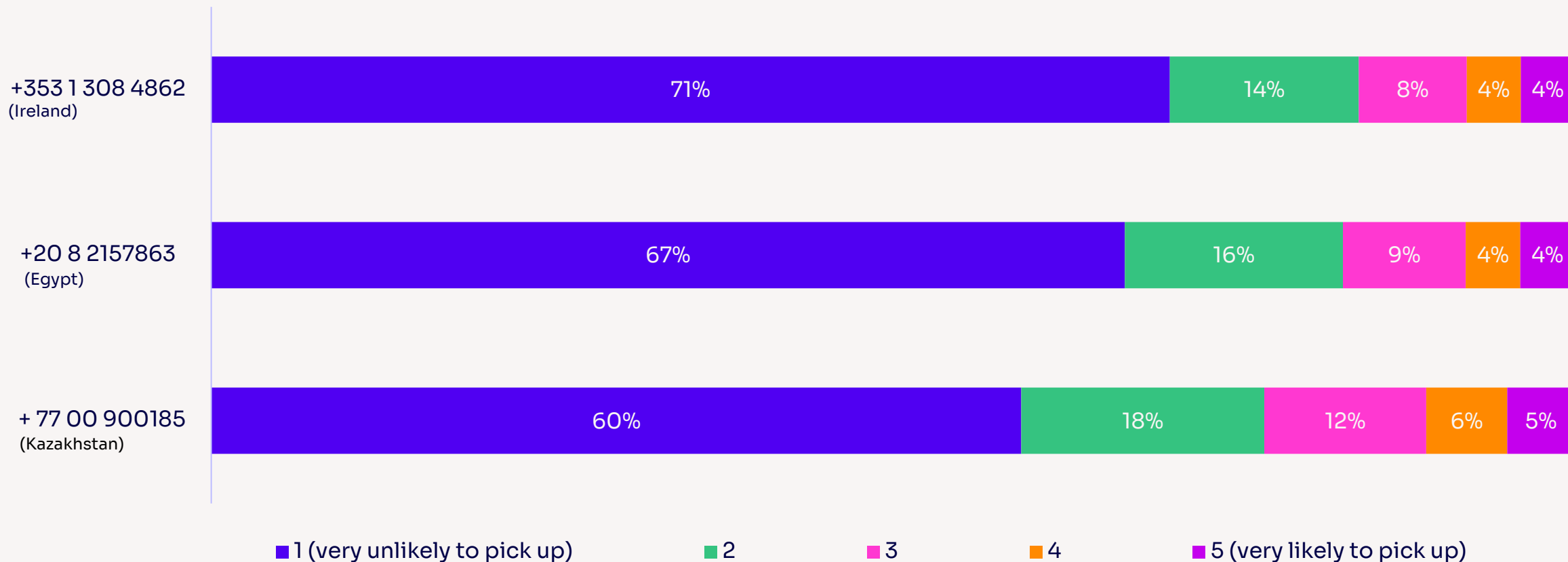
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q17/Q14) How likely is it that you would pick up a call from the following types of numbers? This could be on your landline, or on your mobile. Please use a five-point scale where 1 indicates “**very unlikely to pick up**” and 5 indicates “**very likely to pick up**”

Base: All mobile and/or landline users who always/usually/sometimes decide whether to answer their landline and/or mobile by looking at the number on the handset 2022 (n=1837), 2024 (n= 1978)

Most mobile and landline users are very unlikely to answer calls from these numbers

How likely is it that you would pick up a call from each of the following numbers? Please use a five-point scale where 1 indicates “very unlikely to pick up” and 5 indicates “very likely to pick up”.



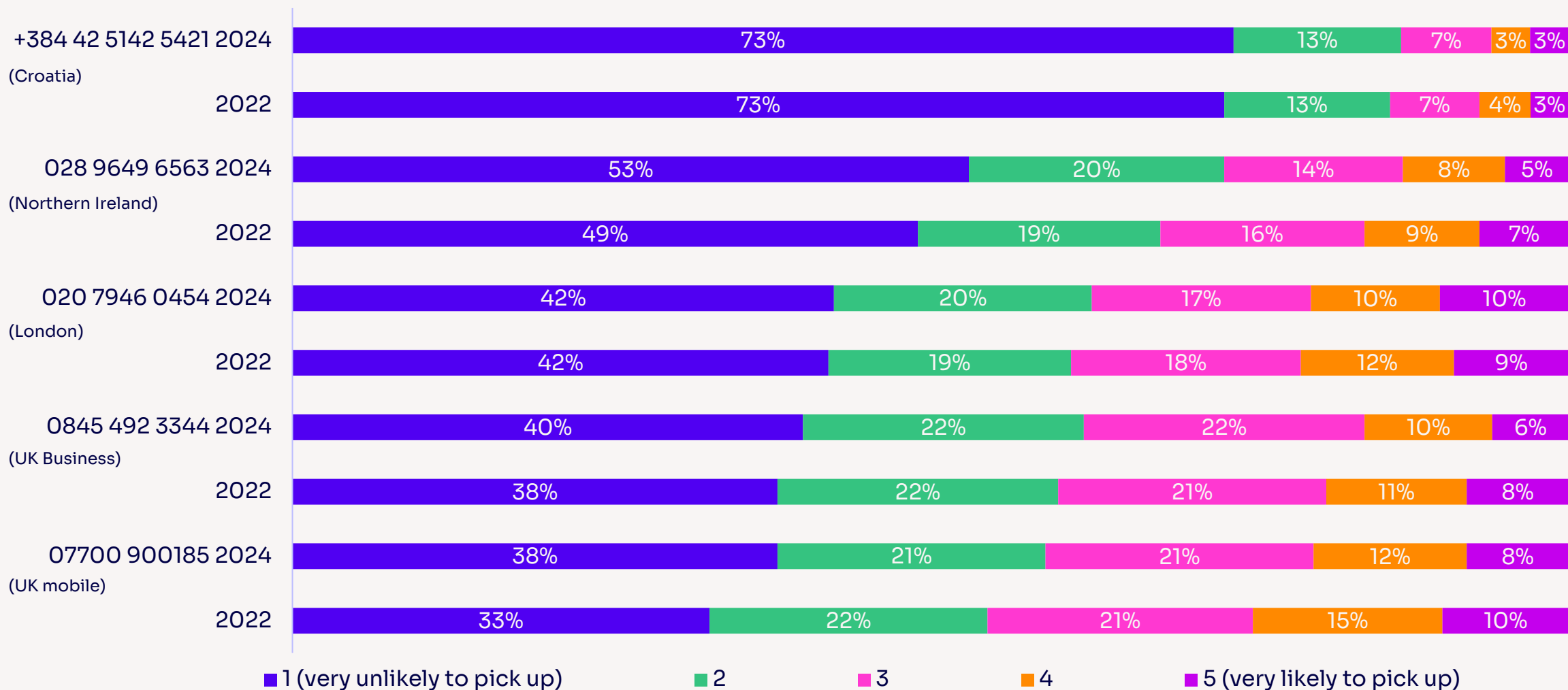
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q15) How likely is it that you would pick up a call from each of the following numbers? Please use a five-point scale where 1 indicates “very unlikely to pick up” and 5 indicates “very likely to pick up”

Base: All mobile and/or landline users who always/usually/sometimes decide whether to answer their landline and/or mobile by looking at the number on the handset 2024 (n= 1978)

Most mobile and landline users are very unlikely to answer calls from these numbers

How likely is it that you would pick up a call from each of the following numbers? Please use a five-point scale where 1 indicates “very unlikely to pick up” and 5 indicates “very likely to pick up”.

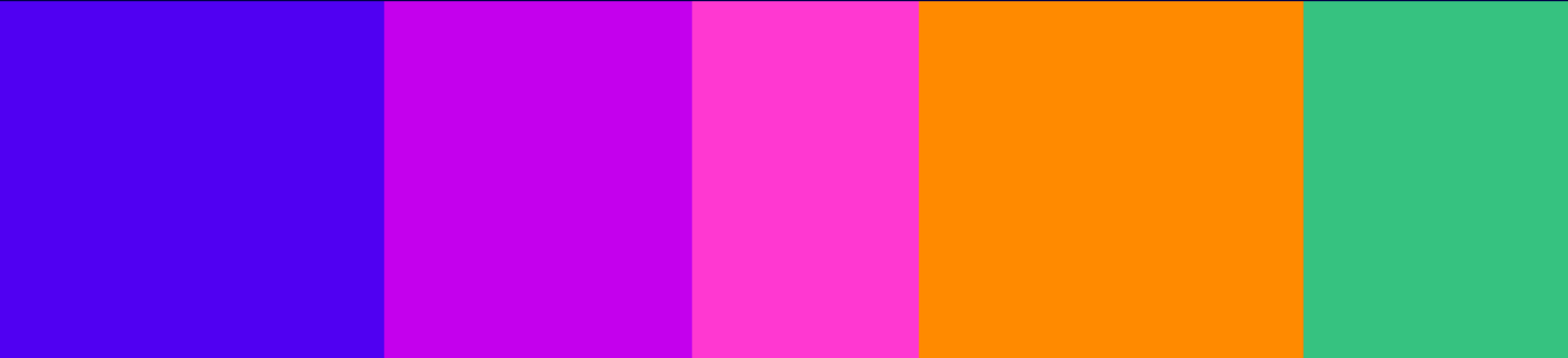


Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q18/Q15) How likely is it that you would pick up a call from each of the following numbers? Please use a five-point scale where 1 indicates “very unlikely to pick up” and 5 indicates “very likely to pick up”

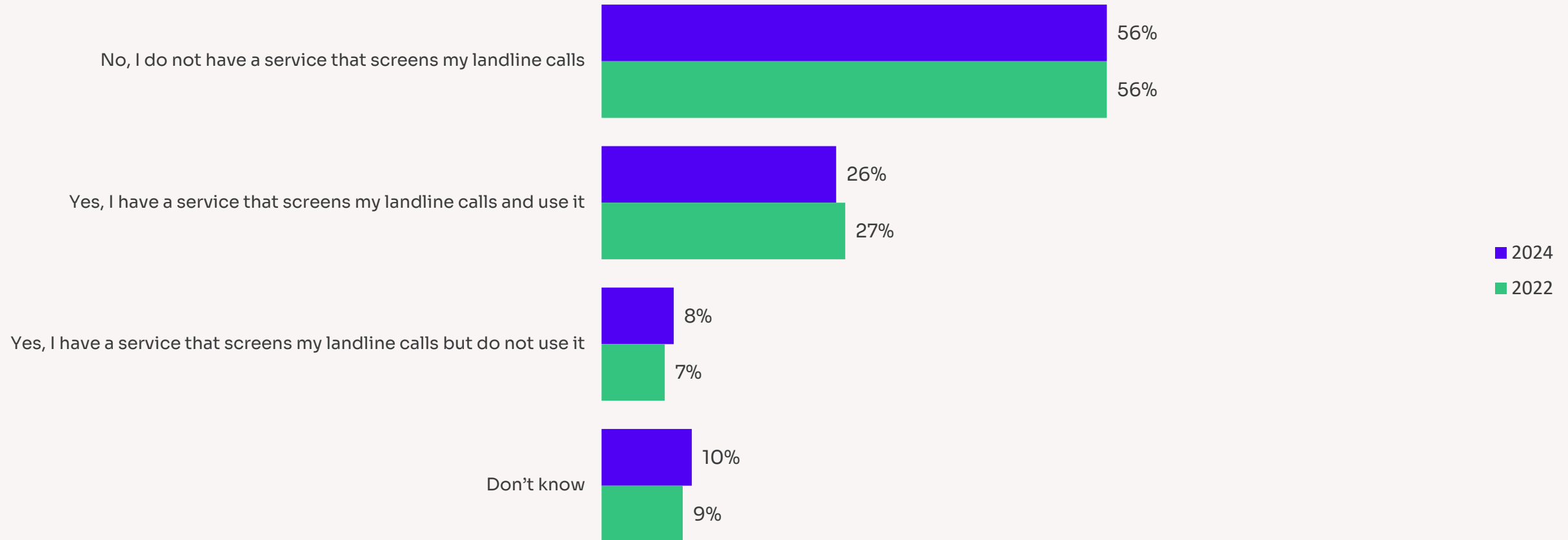
Base: All mobile and/or landline users who always/usually/sometimes decide whether to answer their landline and/or mobile by looking at the number on the handset 2022 (n=1837), 2024 (n=1978)

Call/text screening services and ways of identifying suspicious content



Over half of landline users do not have a screening/blocking service

Do you have any services for screening/blocking calls on your landline?



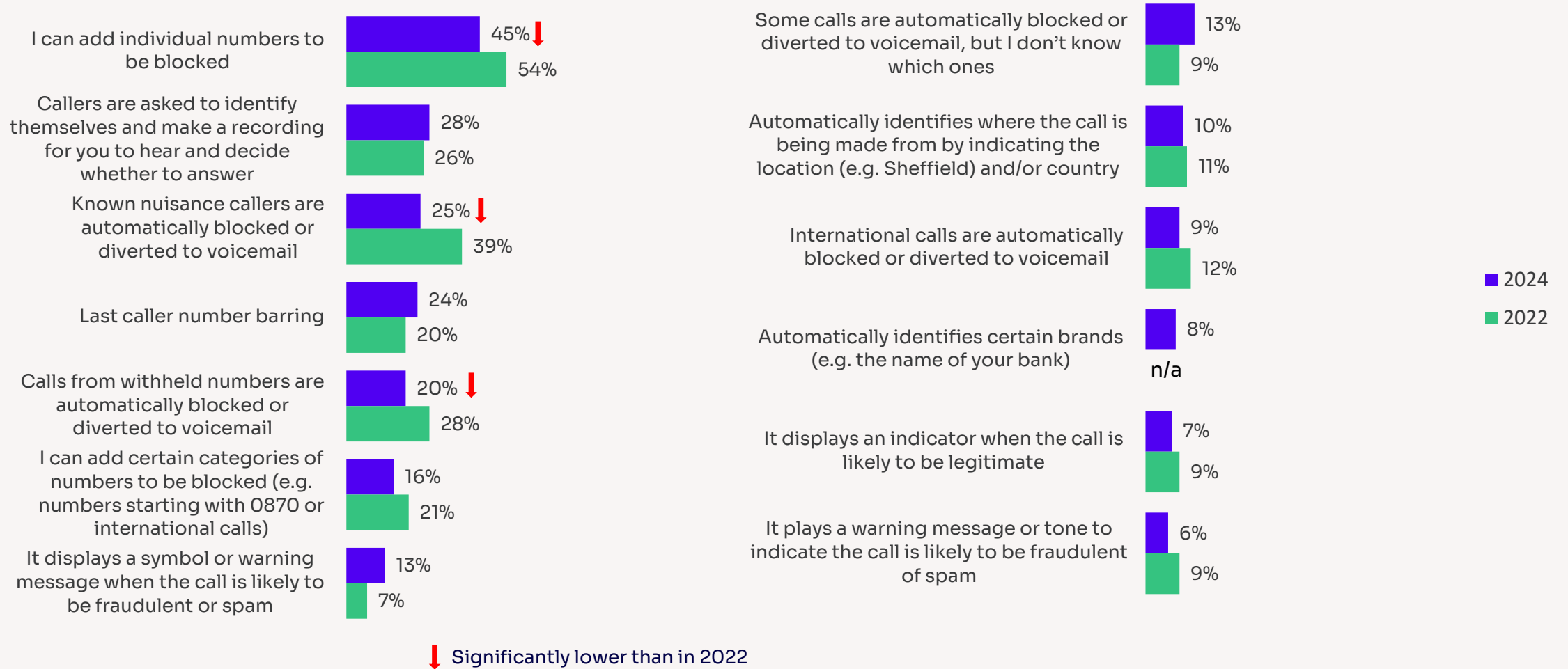
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q19/Q16) There are ways of screening/blocking calls on landline phones. These can be supplied by your landline provider such as BT (BT Call Protect), Sky (Sky Talk Shield) or TalkTalk (Call Safe). They can also be supplied by other providers (separate to your landline provider) such as True Call, as part of your landline device or as a device plugged into your landline. Do you have any of the above services for screening/blocking calls on your **landline**?

Base: All landline users 2022 (n=996), 2024 (n=953)

Landline call screening /blocking services have a variety of features

What features does your landline screening/blocking service have?



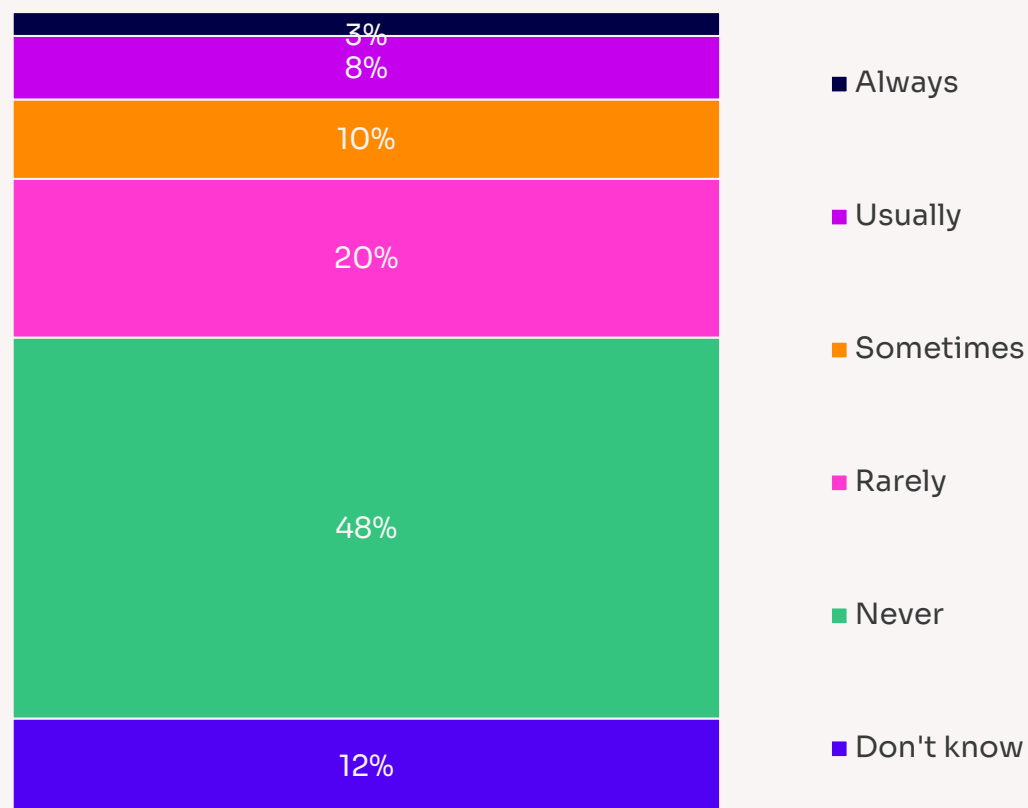
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q20/Q17) What features does your landline screening/blocking service have?

Base: All landline users who have a service for screening/blocking calls 2022 (n=273), 2024 (n=326)

A fifth of landline users say they would answer a call indicated as suspicious by an audible warning at least sometimes

If you receive a call with a warning how often would you answer it anyway?



Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q18) Some landline services play a message or sound to warn you that the incoming call may be from a number known to make suspicious calls. If you received a call that had a warning that it may be from such a number, how often do you think you would answer it anyway?

Base: All landline users n=953

The most common reason some landline users would answer calls indicated as suspicious is because they worry that they may miss an important call



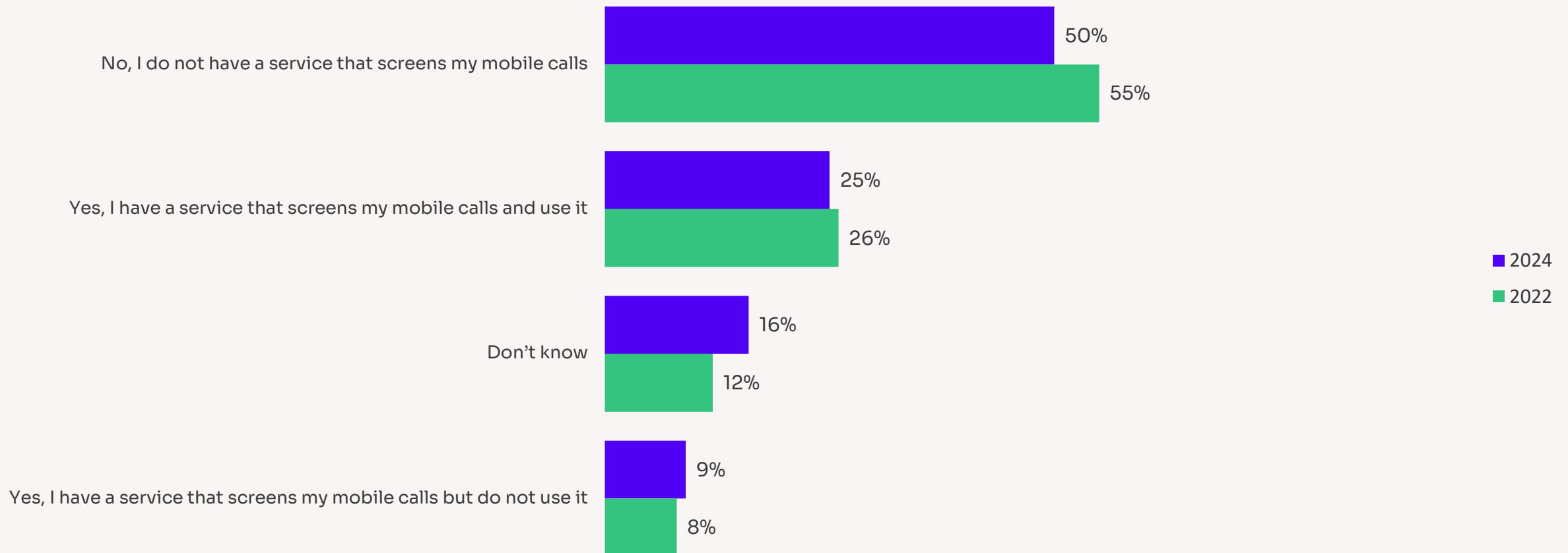
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q19) Why would you Always/Usually/ Sometimes answer a call indicated to be potential fraud or potential spam?

Base: All landline users who would at least sometimes answer a call indicated to be potential fraud or spam n=180

Half of smartphone users say they do not have an app or function to screen/block phone calls

Do you have an app or function on your mobile to screen/block calls?



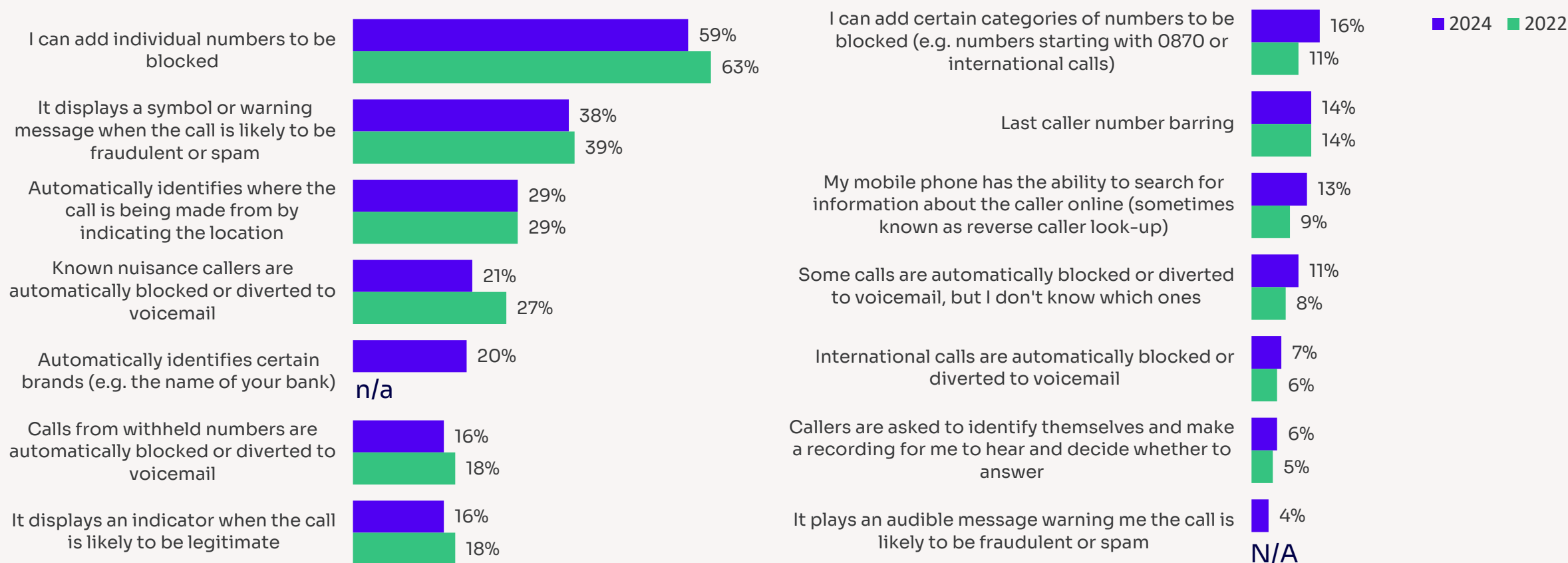
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q23/Q20) There are ways to screen/block calls on mobile phones. These may be built into the phone itself (e.g. the phone blocks callers who aren't on your contact list) or as an app that needs to be downloaded (e.g. TrueCaller, Hiya, Should I answer, Calls Blacklist, Call Control, Callapp, Norton Mobile Security, RoboKiller etc). Do you have an app or function on your mobile phone to screen/block calls?

Base: All smartphone users 2022 (n=1835), 2024 (n=1980)

The most common feature of mobile screening functions is the ability to block individual numbers

What features does your screening app/ function have?



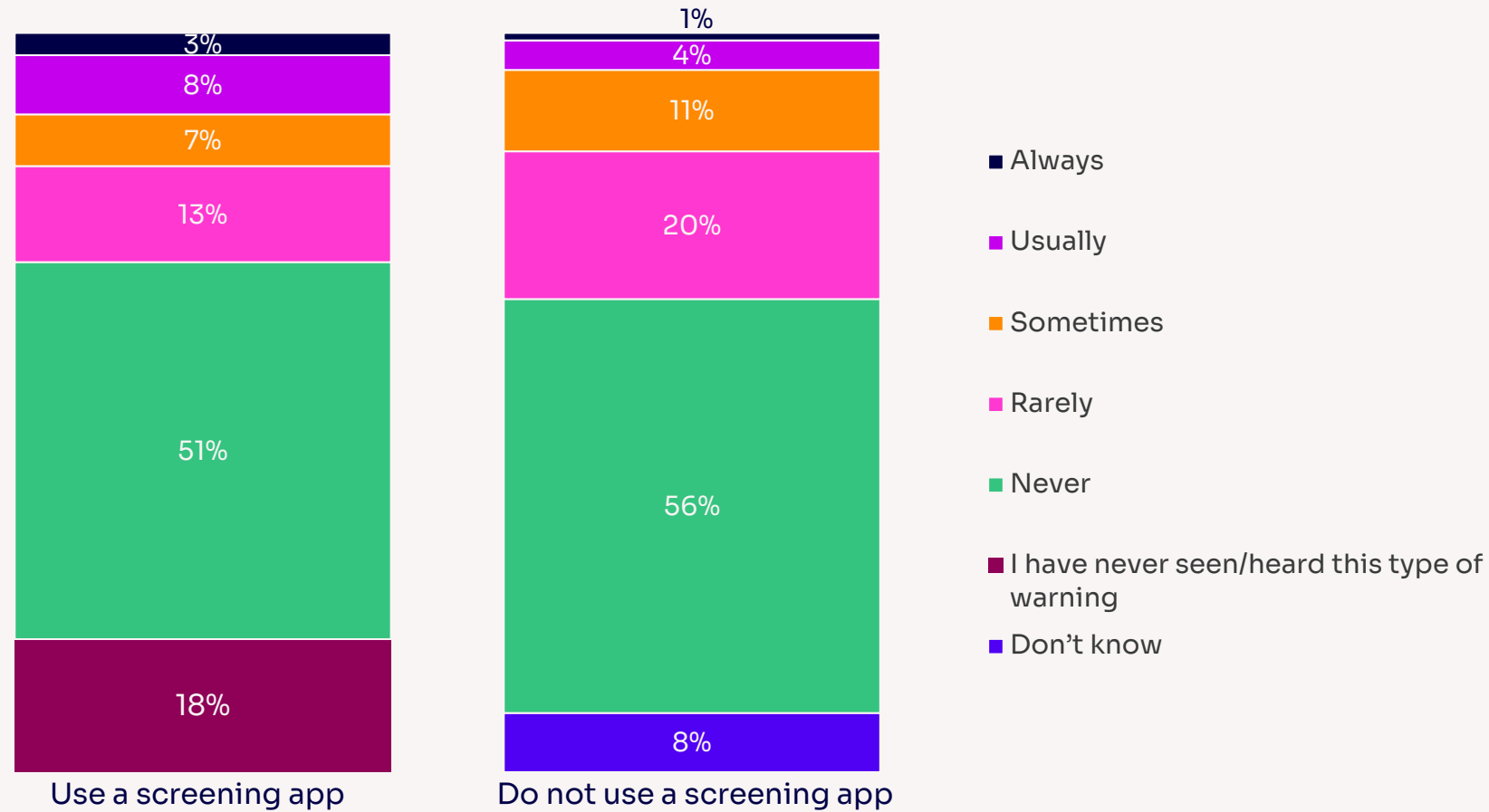
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q24/Q21) What features does your mobile phone call screening app/function have?

Base: All smartphone users who have an app/function to screen mobile calls 2022 (n=475), 2024 (n=696)

Most mobile users (would) rarely or never answer calls indicated as potential fraud or spam

How often do /would you answer a call on your mobile marked or indicated by an audible message to be 'potential fraud' or 'potential spam'?



Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q22) When your mobile phone rings and the call is marked as or indicated by an audible message/tone to be 'potential fraud' or 'potential spam', how often do you answer the call anyway? Base: All mobile users who use an app/function to screen mobile calls n=514

(Q23) Even if you don't have a function on your mobile to screen for unwanted calls, you may sometimes see a warning message on your mobile's screen or hear an audible warning message/tone when your phone rings. If your mobile phone rang and the call was marked as or indicated by an audible message/tone to be 'potential fraud' or 'potential spam', how often do you think you would answer the call anyway? Base: All mobile users who do not use an app/function to screen mobile calls n=1538

The main reasons some mobile users (would) still answer calls indicated to be potential scam are: worrying that they may miss an important call, curiosity and being confident they could spot fraudulent calls

Why do/would you answer calls indicated as fraud or spam?



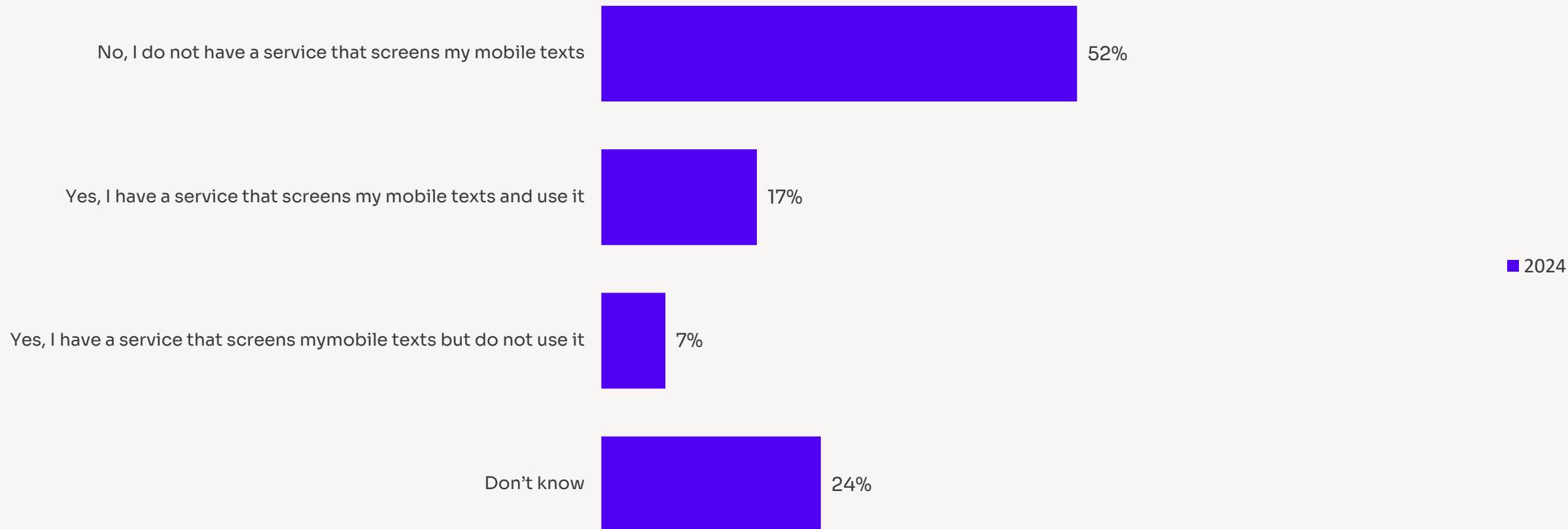
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q24) Why would/do you always/usually/sometimes answer calls indicated to be potential fraud or potential spam?

Base: : All mobile users who do/would at least sometimes answer a call indicated to be potential fraud or spam n=318

Over half of smartphone users say they do not have a text message-screening/blocking service and a quarter do not know whether they have one

Do you have any services for screening/blocking calls on your smartphone?



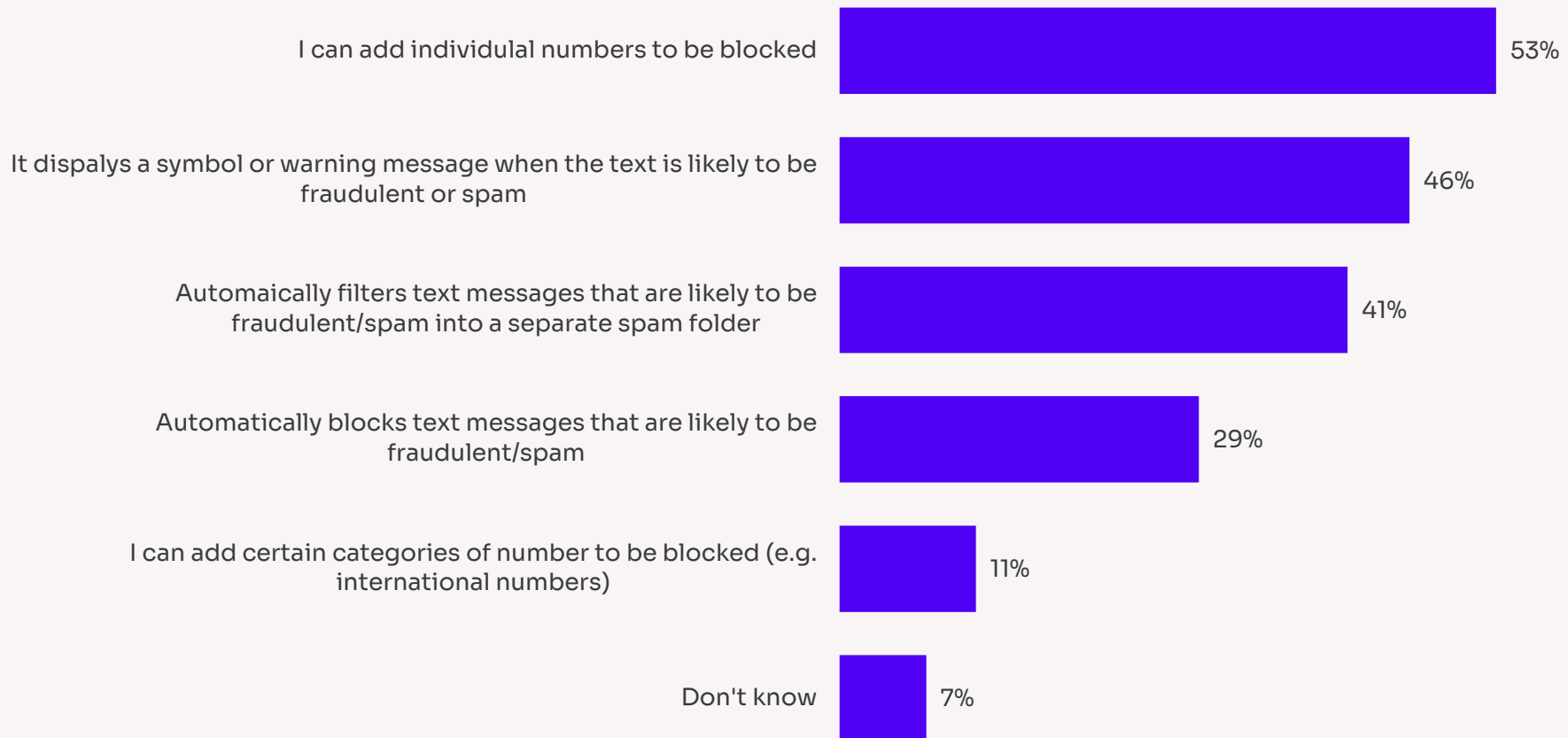
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q25) There are also ways to screen/block traditional text messages (e.g. SMS, iMessage, RCS Chat) on smartphones. These may be built into the phone itself (e.g. the phone displays a warning message over text messages that may be suspected to be spam or filters these messages into a separate folder) or as an app that is either preinstalled or needs to be downloaded (e.g. TextKiller, TrueCaller, Google Messages, Key Messages, Calls Blacklist etc.) Do you have an app or function on your mobile phone to screen/block texts?

Base: All smartphone users 2024 n=1980

The most common feature of text message screening apps/functions is the ability to block individual numbers

What features does your mobile phone text screening app/function have?



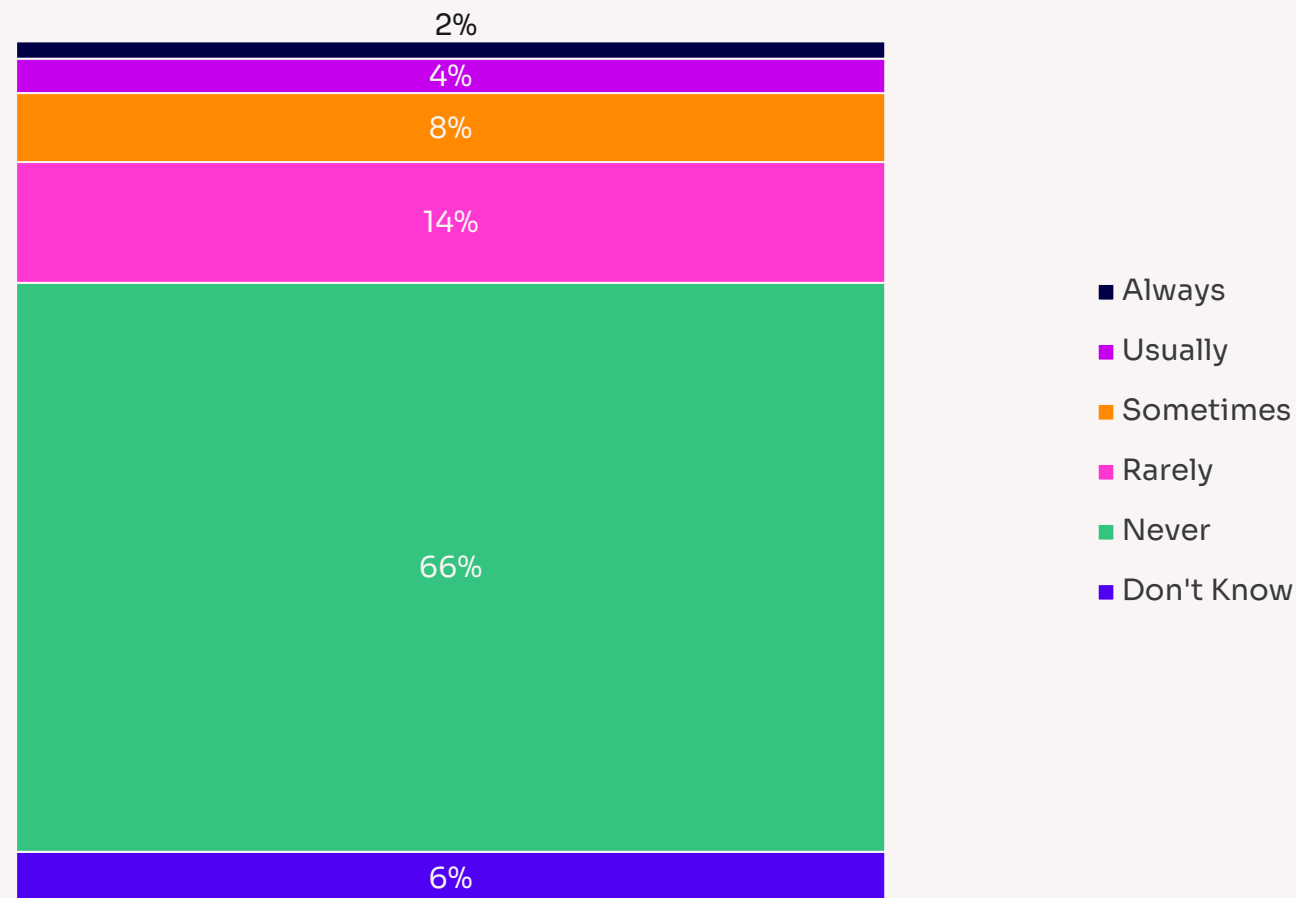
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question (Q26) What features does your mobile phone text screening app/function have?

Base: All smartphone users who have a text screening app/function n=486

A few (14%) mobile users would engage with a text message marked as a potential fraud or potential scam at least sometimes

How often would you engage with a text marked with a warning?



Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q27) Even if you don't have a function on your mobile to screen for unwanted text messages, some messages may display a warning on your screen. If you received a text that was marked 'potential fraud' or 'potential spam', how often do you think you would engage with the text anyway (e.g. reply/click the link/call back the number)?

Base: All mobile users n=2052

Around 4 in 10 mobile users who would at least sometimes engage with a text marked as fraudulent are confident they are able to spot when a text message is actually fraudulent

Why would you engage with texts indicated to be potential scam or fraud?



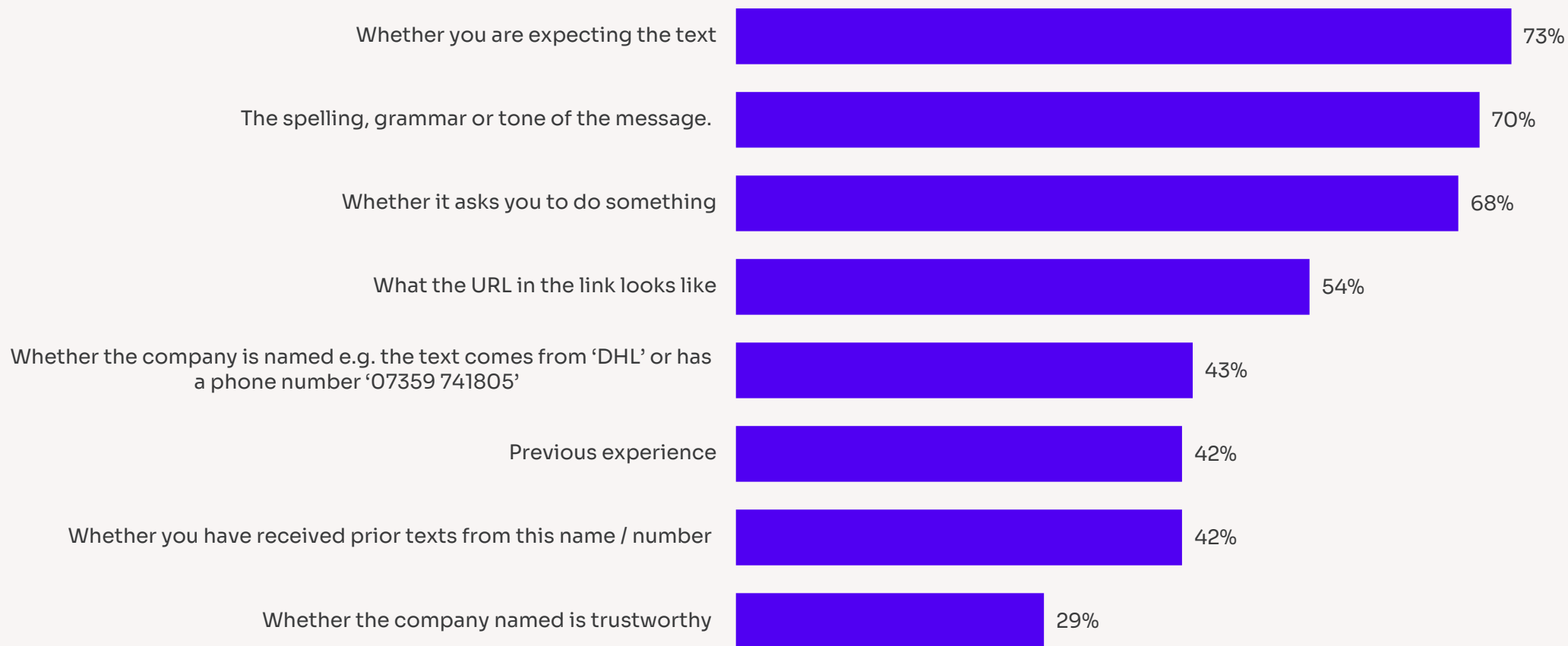
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q28) Why would you Always/usually/sometimes engage with texts indicated to be potential fraud or potential spam?

Base: All mobile users who would at least sometimes engage with texts indicated to be potentially fraud or spam n=251

The main indicators for mobile and landline users to determine whether a text or other type of message is genuine are whether they are expecting the message; the spelling, grammar and tone of the message, and whether it asks them to do something

What factors do you consider when deciding whether a text or other type of message is genuine or not?



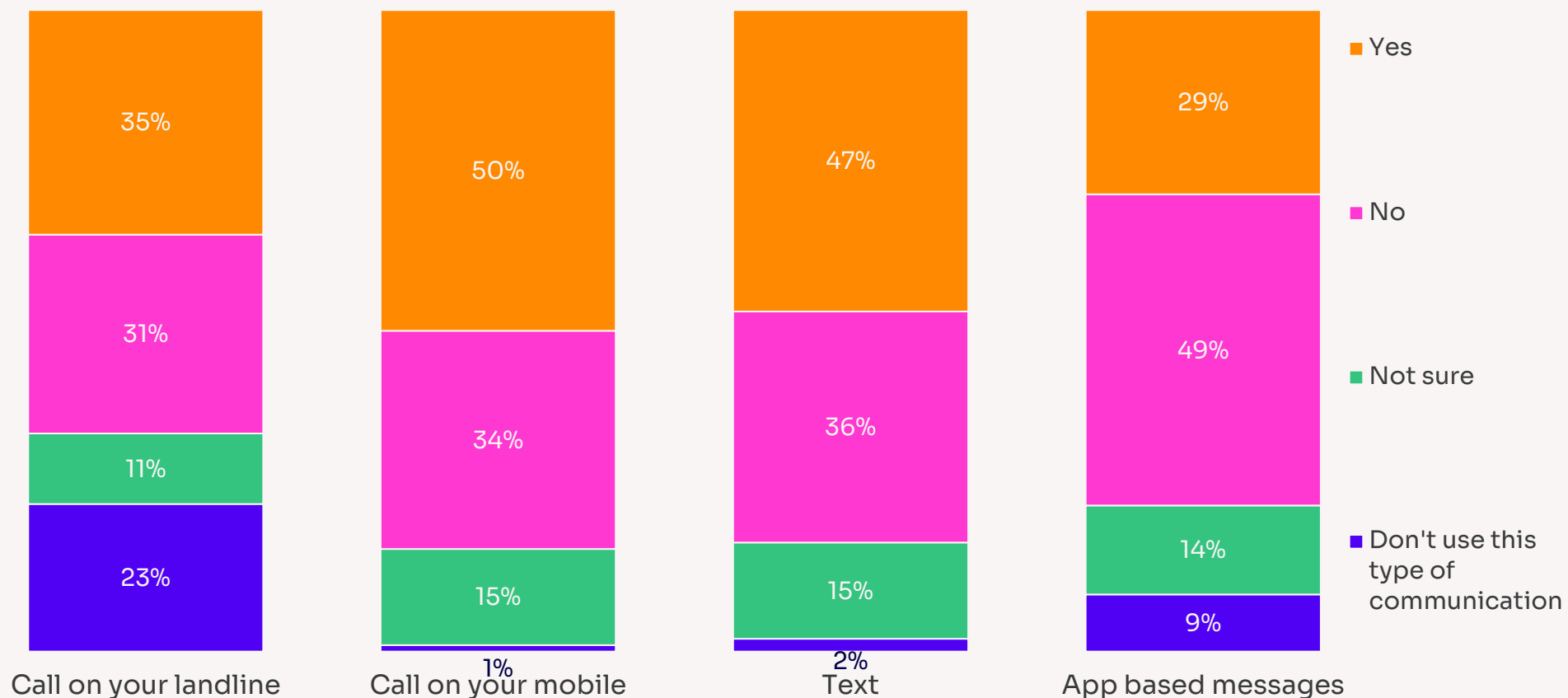
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q32) Which of the following factors do you consider when deciding whether a text or other type of message is genuine or not?

Base: all mobile and/or landline users n=2128

Genuine-looking communication that turns out to be suspicious is more likely to be received via a mobile call or text message than a landline call or a messaging app

Have you ever answered a call or seen a text / app message that looks like it is genuine and then become suspicious that it is not genuine?



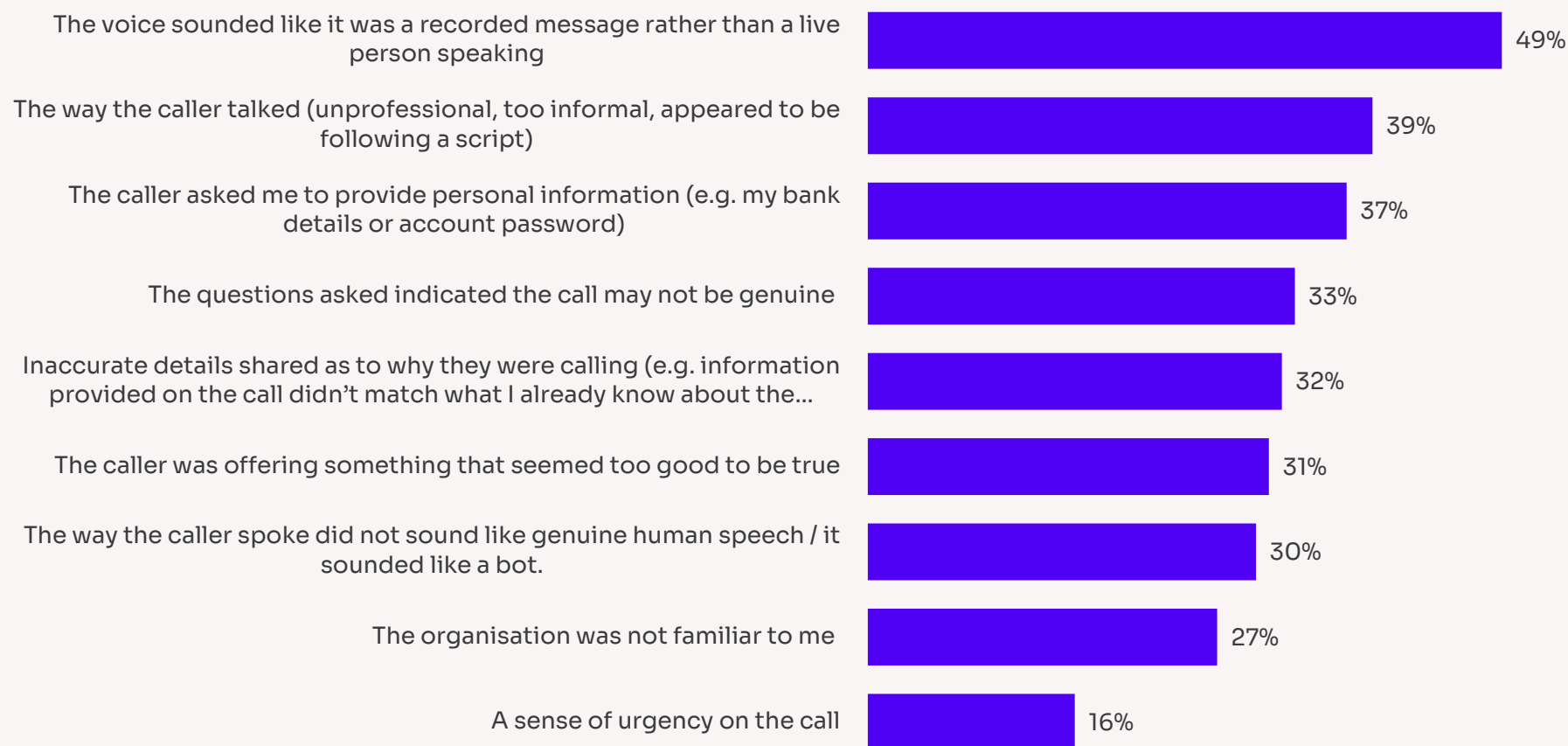
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q34) Have you ever answered a call or seen a text / message that looks like it is from a genuine source and then become suspicious that it is not genuine?

Base: all mobile and/or landline users n=2128

Nearly half of those who have picked up a call that looked genuine but turned out to be suspicious said the main indicator was that the voice in the message sounded recorded

What made you think a call was suspicious?



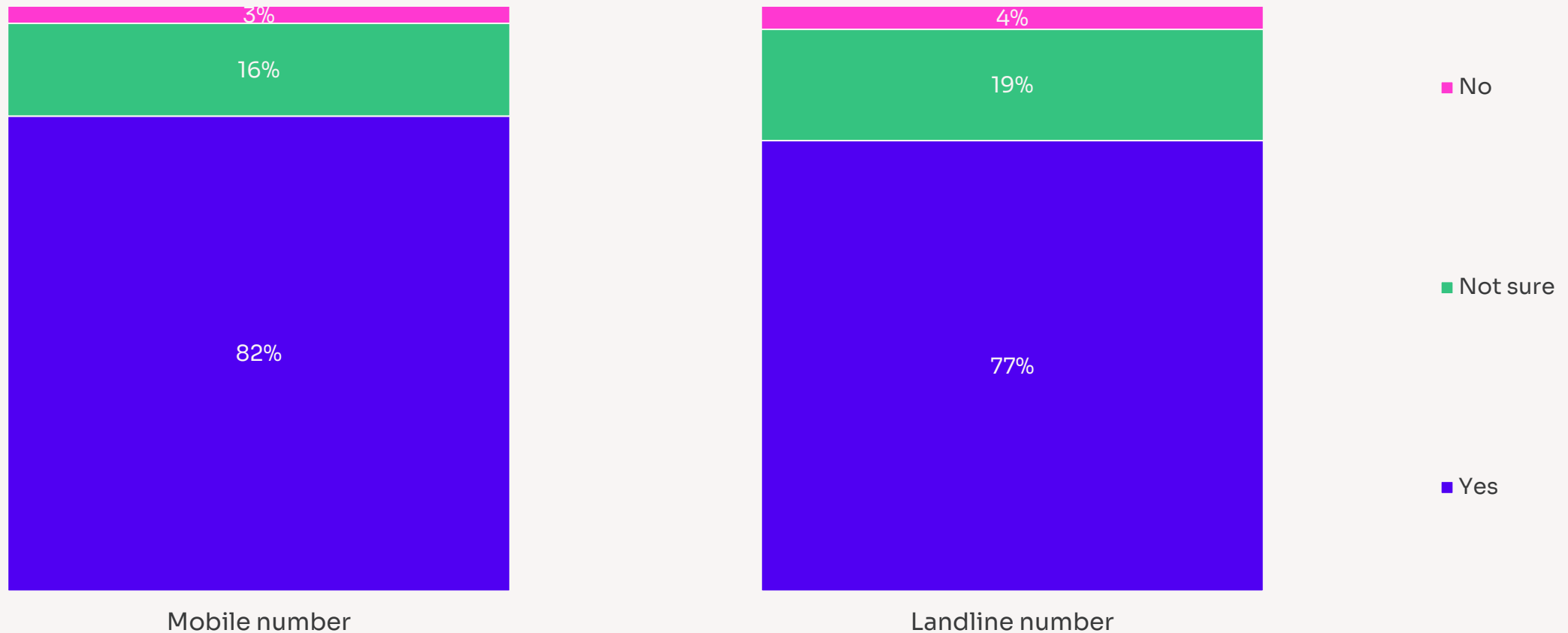
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q35) You said you had picked up a call on your landline and/or mobile that looked genuine but then turned out to be suspicious. What made you think that the call was suspicious?

Base: All who have ever picked up a call on a landline/mobile that looked genuine but then turned out to be suspicious n=1220

The majority of mobile and/or landline users think it is possible to fake both incoming mobile and incoming landline numbers

Do you think that it is possible for scammers to fake the type of incoming number that appears on mobile and landline caller displays?

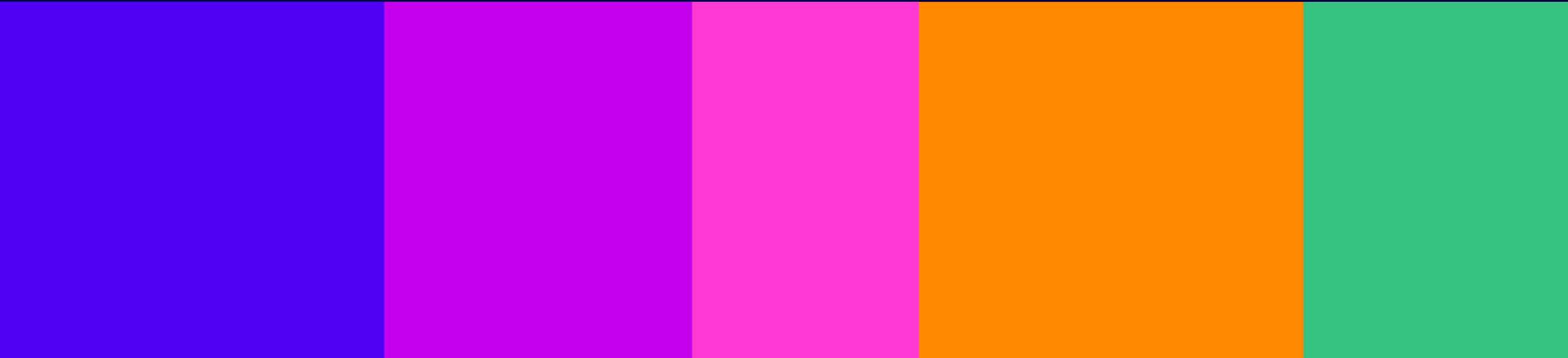


Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q33a/b.) Do you think that it is possible for scammers to fake the type of incoming number that appears on mobile and landline caller displays? Landline numbers, Mobile numbers

Base: All mobile and/or landline users n=2128

Prevalence of suspicious calls, texts and app messages



Suspicious text messages are the most common form of suspicious content that mobile users had received in the three months prior to being interviewed (November 23 – January 24)

	Text (e.g. SMS, iMessage, RCS chat) on your mobile	App Based message (e.g. WhatsApp) on your mobile	Calls on your mobile	Calls on your landline
Base	2052	2052	2052	953
Message, (e.g. from a courier company/Royal Mail which asks me to click on a link)	51%	19%	-	-
Recorded message, (e.g. a message telling you that money has been taken from your Amazon account)	-	-	27%	37%
Live voice call, (e.g. telling you there is a problem with your internet service)	-	-	19%	25%
Message from an organisation which asks me to call a number	14%	10%	-	-
I am not aware that I have received any type of suspicious message or call in the last three months	44%	70%	61%	52%

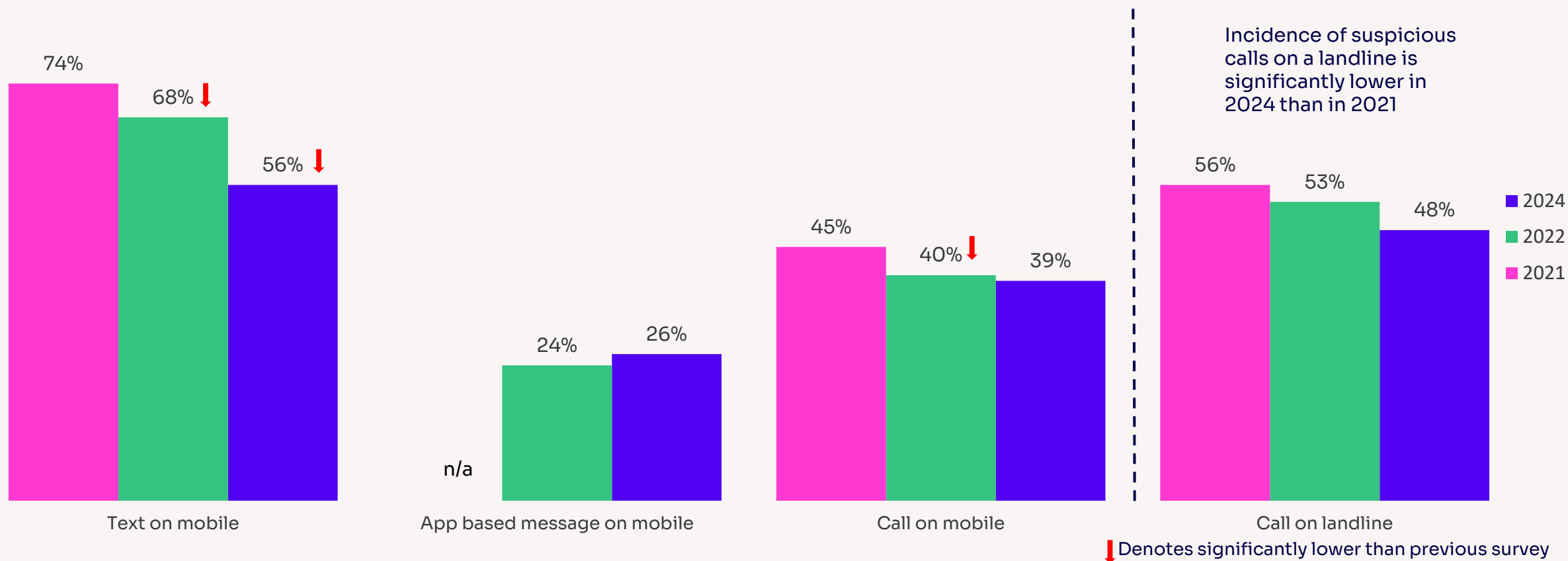
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q36) Thinking about the last three months, have you received any of the following types of suspicious texts or calls on your mobile or landline phone?

Base: All mobile users (n=2052) All landline users (n=953)

There has been a steady decrease since 2022 in the proportion of mobile users receiving text messages that they consider to be suspicious

Experience of suspicious calls/texts/messages



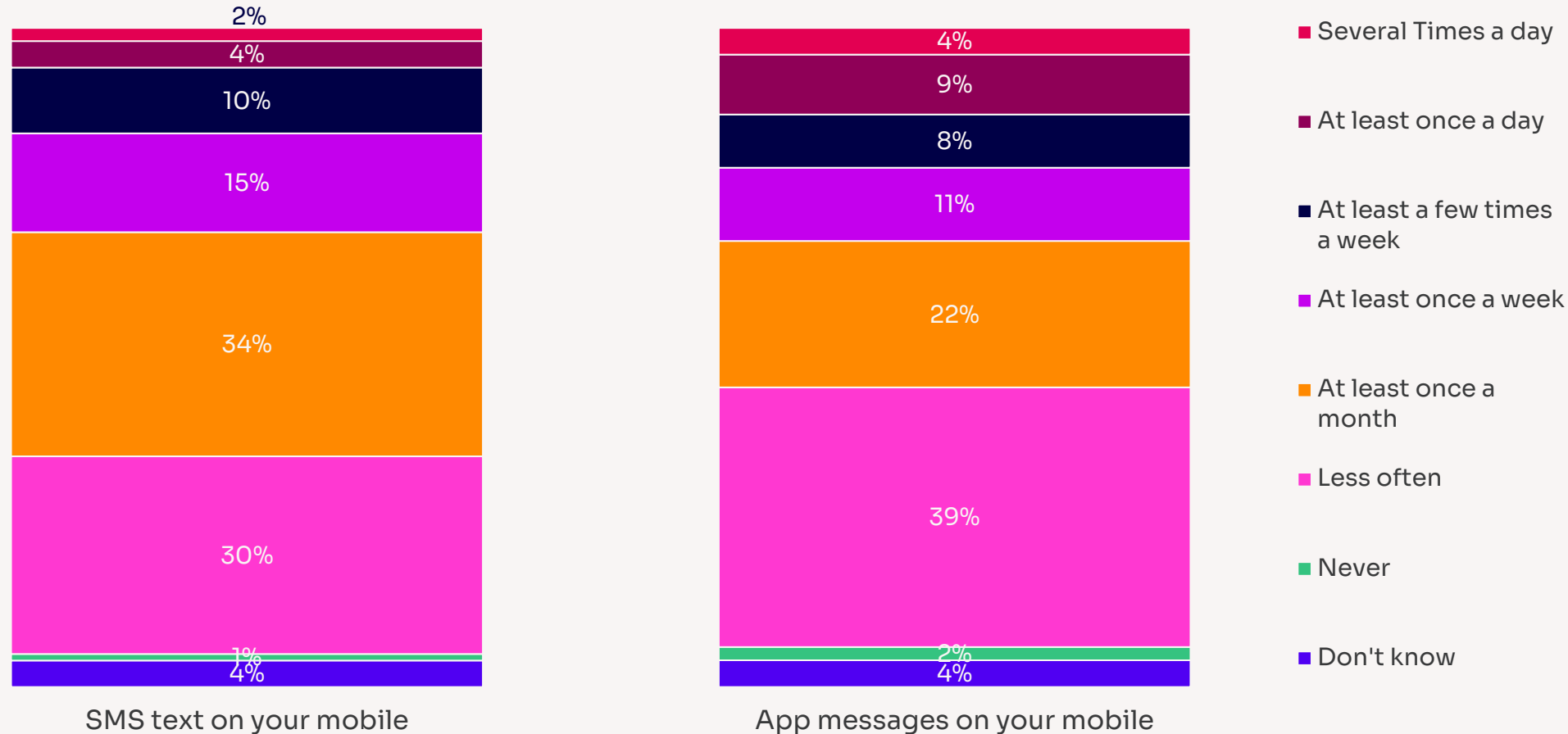
Source: Experiences of suspicious calls, texts and app messages Yonder 2021, 2022 and 2024

Question: (Q1/Q28/Q36) Thinking about the last three months, have you received any of the following types of suspicious texts or calls on your mobile or landline phone?

Base: All mobile users 2021 (2036), 2022 (n=1914), 2024 (n= 2052), All landline users 2021 (1492,) 2022 (n=996), 2024 (n= 953)

Frequency of receiving suspicious texts and suspicious app messages is similar among those receiving each type of message

How often have you received suspicious messages via...?

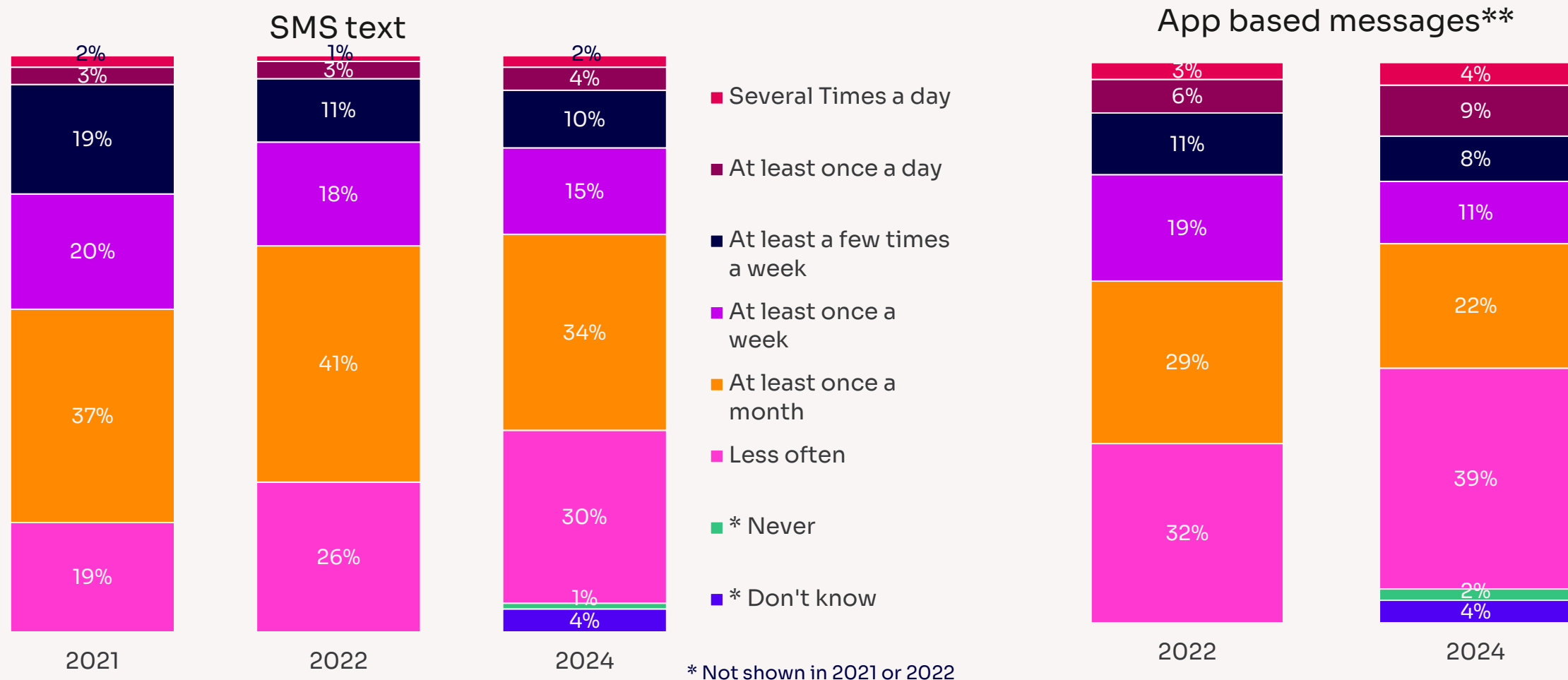


Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q37) Thinking about suspicious texts (e.g. SMS, RCS chat, iMessage) or app-based messages (e.g. WhatsApp), how often have you received each of these types of messages in the last three months?

Base: All who have received suspicious SMS (n=1038) or app messages (n=378)

Frequency of receiving suspicious texts and app-based messages once a week or more often are unchanged since 2022, however frequency of receiving them at least once a month has decreased and less often has increased

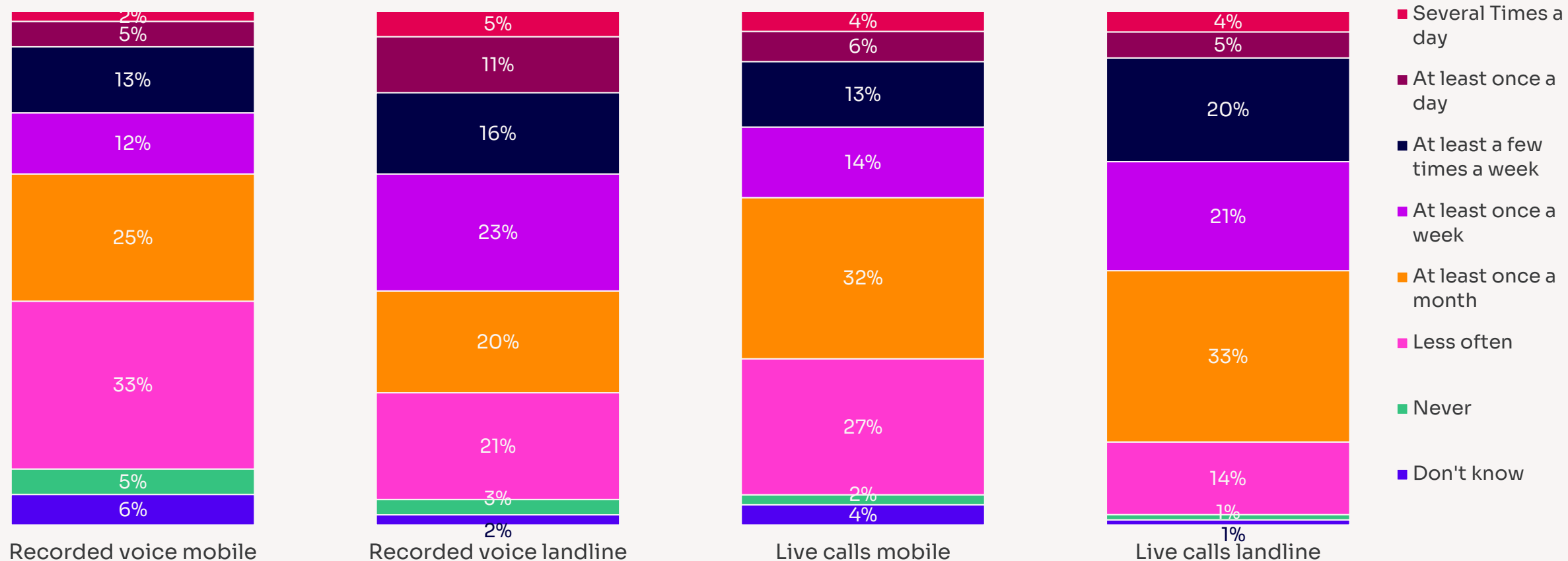


Source: Experiences of suspicious calls, texts and app messages Yonder 2021, 2022 and 2024

Question: (Q2a/Q29/Q37) Thinking about suspicious texts (e.g. SMS, RCS chat, iMessage) or app-based messages (e.g. WhatsApp), how often have you received each of these types of messages in the last three months?

Base: All who have received suspicious SMS 2021 (n=1519), 2022 (n=1266), 2024 (n=1038) and all who have received suspicious App messages 2022 (n=456), 2024 (n=378)

Suspicious live and recorded calls on a landline are experienced more frequently than on mobile phones

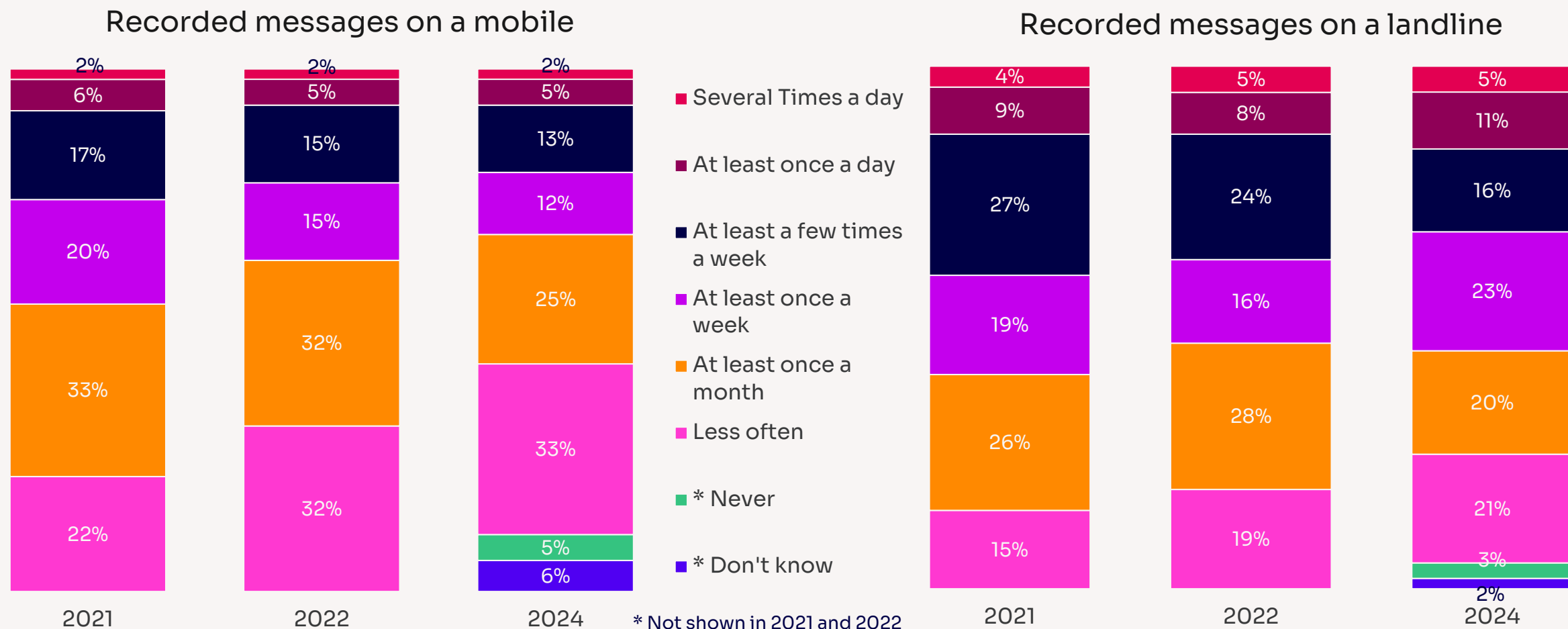


Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q38) Thinking about suspicious recorded voice messages, how often have you received these types of messages in the last three months? (Q39) Thinking about suspicious live voice calls, how often have you received these types of call in the last three months?

Base: All who have received suspicious recorded messages on mobile (n=537) and landline (n=334) and all those who have received suspicious live voice calls on mobile (n=386) and landline (n=236)

Frequency of receiving suspicious recorded messages on a mobile and on a landline in 2024 is similar to 2022

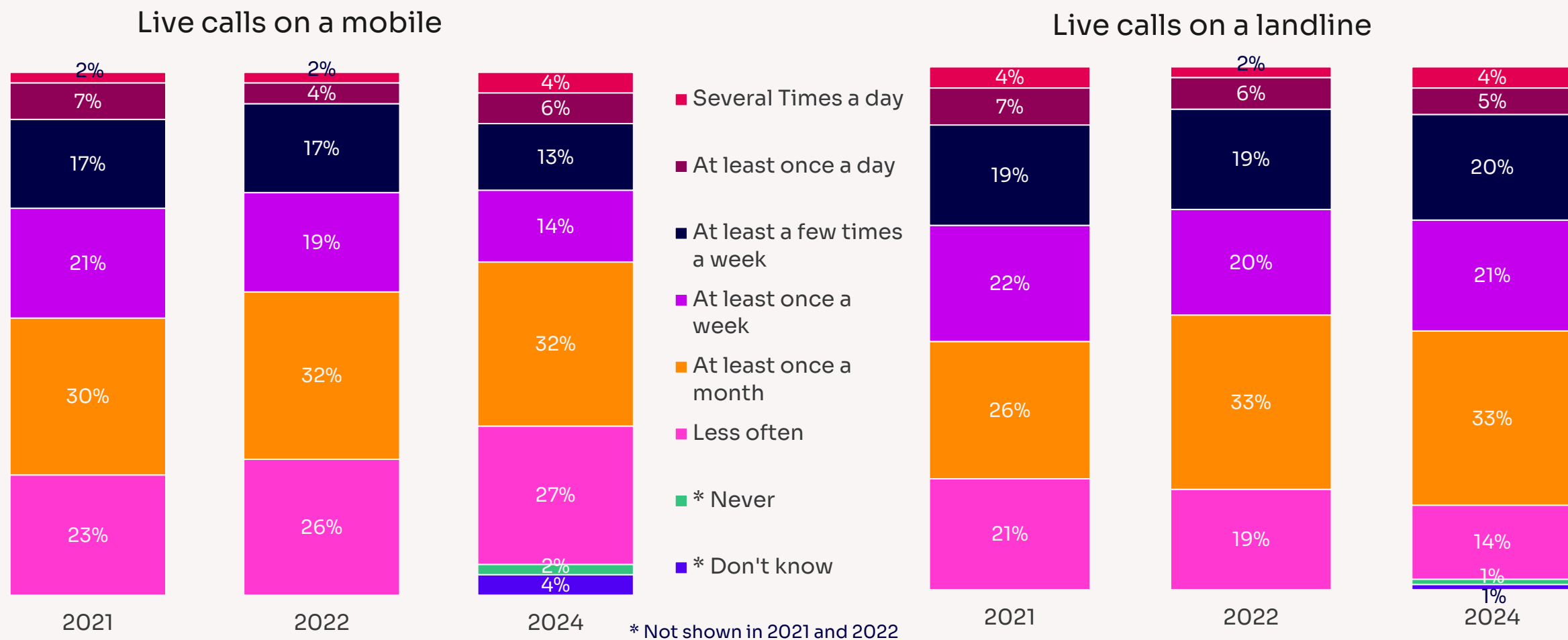


Source: Experiences of suspicious calls, texts and app messages Yonder 2021, 2022 and 2024

Question: (Q2b/Q30/Q38) Thinking about suspicious recorded voice messages, how often have you received these types of messages in the last three months?

Base: Those who have received suspicious recorded messages on a mobile 2021 (n=633), 2022 (n=516), 2024 (n=537) and on a landline 2021 (n=526), 2022 (n=351), 2024 (n=334)

Frequency of receiving suspicious live messages on a mobile and on a landline remains stable.

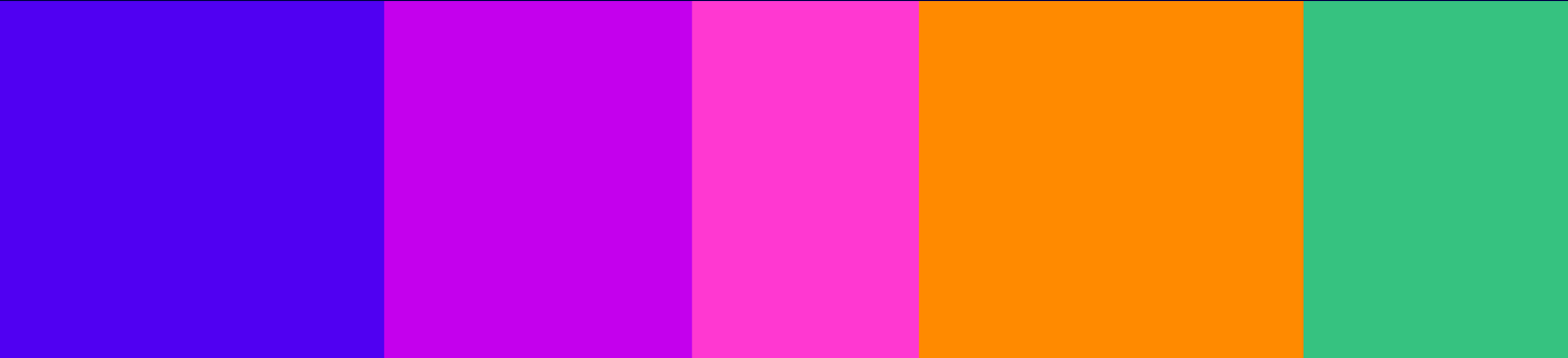


Source: Experiences of suspicious calls, texts and app messages Yonder 2021, 2022 and 2024

Question: (Q2c/Q31/Q39) Thinking about suspicious live voice calls, how often have you received these types of call in the last three months?

Base: Those who have received suspicious live voice messages on a mobile 2021 (n=496), 2022 (n=401), 2024 (n=386) and on a landline 2021 (n=563), 2022 (n=356), 2024 (n=236)

Responses to receiving suspicious calls, texts and app messages



The most common reaction to a suspicious voice call is to hang up as soon as the recipient realises it is suspicious

Which of the following do you ever do when you receive a suspicious live voice call?



Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q41) Which of the following do you ever do when you receive a suspicious live voice call ? By live voice calls, we mean when you answer your mobile or landline phone and there is a live person on the end of the line who you can have a conversation with.

Base: All who have received a suspicious live voice call on their mobile and/or landline n=536

Blocking the number and ignoring the call/message/text are the most common actions taken after receiving a suspicious call/message

	Text (e.g. SMS, iMessage, RCS chat) on your mobile	App Based message (e.g. WhatsApp) on your mobile	Live calls on your mobile	Live calls on your landline
Base	1136	537	386	236
Blocked the number	63%	54%	66%	35%
Deleted it	54%	40%	-	-
Checked to see if the number is real/ legitimate (e.g., Google search / elsewhere)	30%	17%	36%	30%
Just ignored it	28%	26%	34%	40%
Reported it	25%	21%	21%	12%
Told friends or family about it	22%	19%	24%	28%
Clicked on the link but then didn't do as instructed	6%	6%	-	-
Talked to the caller	-	-	22%	29%
Replied to the message sender	3%	4%	-	-
Called the message sender/called the original caller back	3%	4%	4%	2%
Clicked on the link and then did as instructed by the message/person (e.g., entered personal details on the website/ downloaded software)	2%	4%	-	-

Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q42) Which, if any, actions have you taken as a result of receiving these suspicious texts/calls?

Base: All who have experienced a suspicious text (n=1136), app message (n=537), live call on mobile (n=386) and on landline (n=236)

Among those who had reported suspicious activity on their mobile, the reporting function on their handset was the most-used channel, followed by reporting to a special number

	Text (e.g. SMS, iMessage, RCS chat) on your mobile	App Based message (e.g. WhatsApp) on your mobile	Live calls on your mobile*
Base	296	118	86
Reported it using the report function on my mobile phone	41%	50%	48%
Reported it to a special number for reporting suspicious messages/call	33%	20%	19%
Reported it to Action Fraud	21%	17%	25%
Reported it to my landline or mobile provider	16%	17%	20%
Reported to another organisation	9%	5%	11%
Reported it to Ofcom	6%	9%	8%
Don't know/ can't remember	5%	8%	9%
Reported it to the police	4%	8%	7%
Did something else	2%	3%	-
Reported it to Citizens Advice	1%	7%	4%

Findings for landline not shown here due to small base size

Source: Experiences of suspicious calls, texts and app messages Yonder 2024

* Caution small base

Question: (Q43) How did you report the suspicious message/call?

Base: All who have reported a suspicious text (n=296) app message (n=118) live call on a mobile (n=86)

Previous experiences, information from providers and online searchers are the most common sources of information about how to report suspicious messages/calls

	Text (e.g. SMS, iMessage, RCS chat) on your mobile	App Based message (e.g. WhatsApp) on your mobile	Live calls on your mobile*
Base	296	118	86
Previous experience of scam attempts	32%	32%	38%
Searched for where to report it (e.g. Google search)	29%	22%	25%
Information from my landline or mobile provider	28%	19%	24%
From friends/family	13%	23%	20%
Don't know/ can't remember	11%	11%	16%
From social media	9%	16%	7%
From the media (e.g. TV/radio/ magazine/newspaper)	9%	11%	9%
Information from Ofcom	6%	11%	7%
From somewhere else	5%	9%	4%
Information from another organisation	4%	6%	6%

Findings for landline not shown here due to small base size

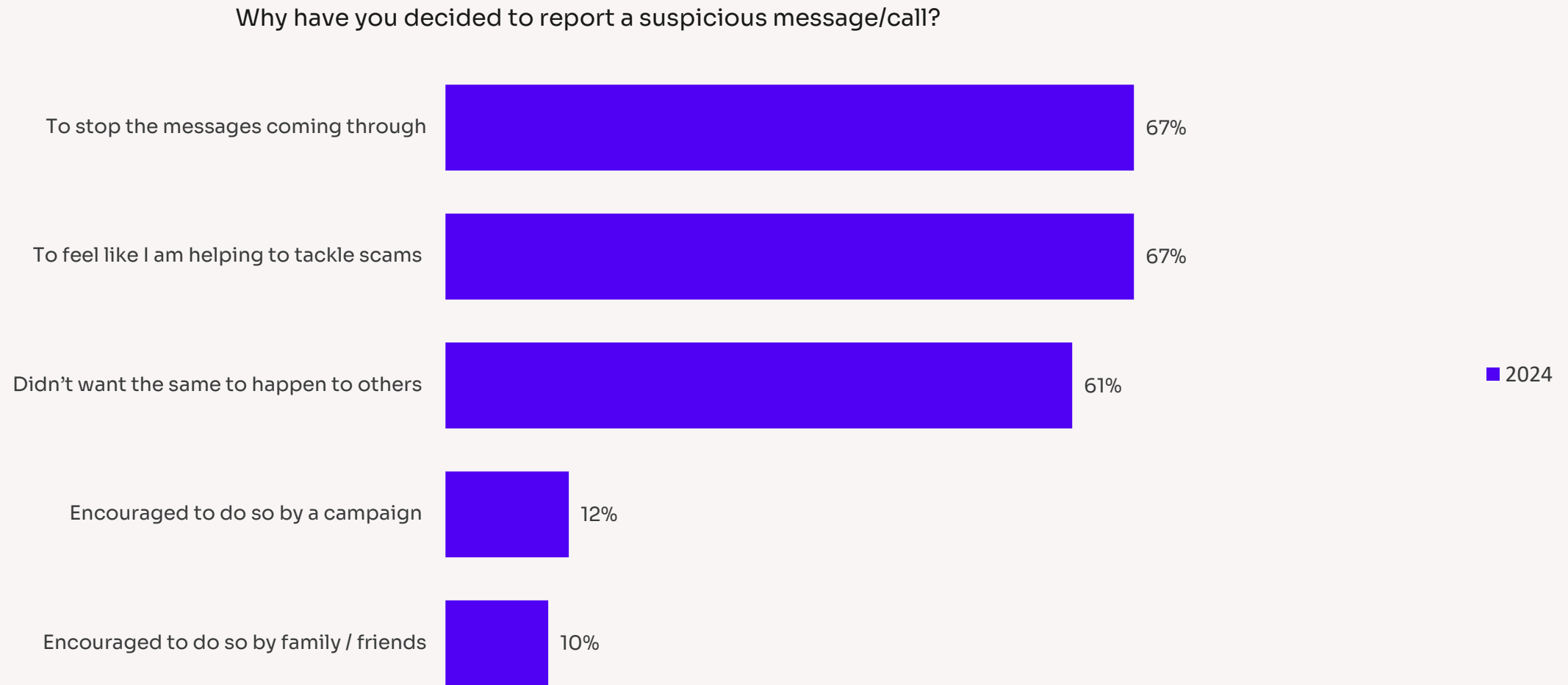
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

* Caution small base

Question: (Q44) How did you know where to report the suspicious message/call?

Base: All who have reported a suspicious SMS (n=296), App message (n=118), Live call on your mobile (n=86)

The majority of those who report suspicious messages do so to stop them coming through, to help tackle scams and to stop others being scammed



Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q45) Why did you decide to report the suspicious message/call?

Base: All who reported one or more suspicious message/call n=382

The most common reasons for **not** reporting suspicious messages are not knowing who to/how to report and not believing any action will be taken

Why did you decide not to report a suspicious message/call?



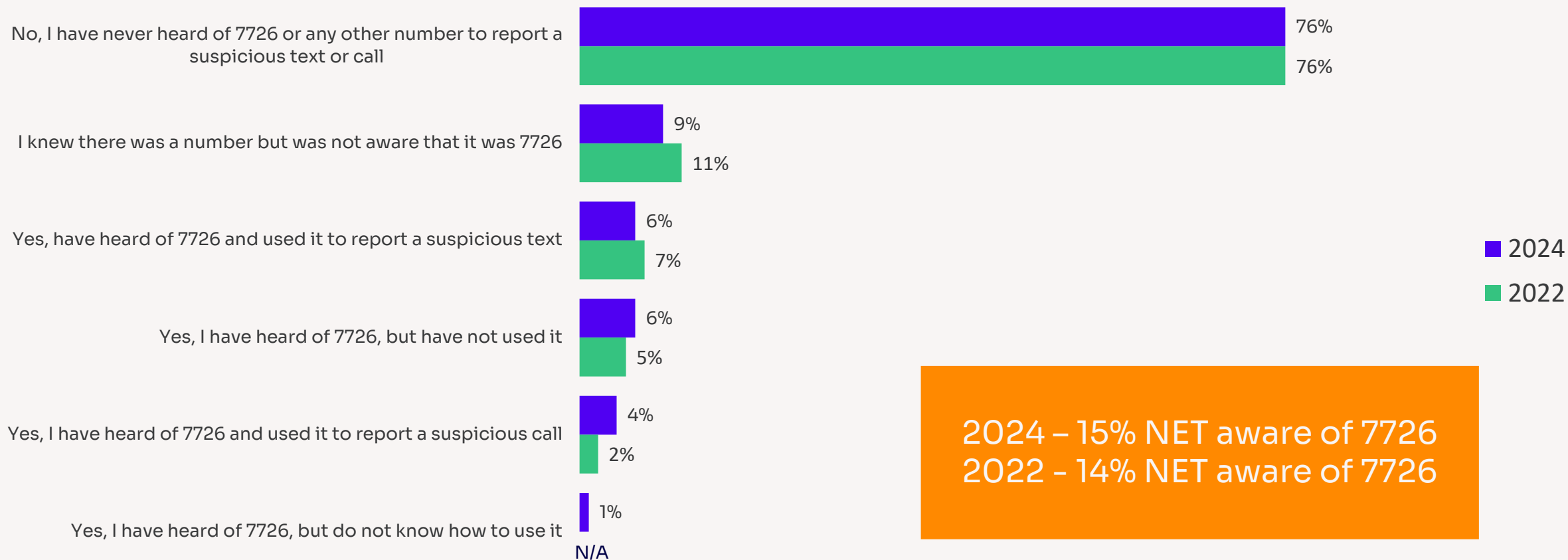
Source: Experiences of suspicious calls, texts and app messages Yonder 2024

Question: (Q46) Why did you decide not to report the suspicious message/call?

Base: All who did not report one or more suspicious message/call n=1075

Three quarters of mobile users have never heard of 7726, unchanged since 2022

Have you heard of the special text number?



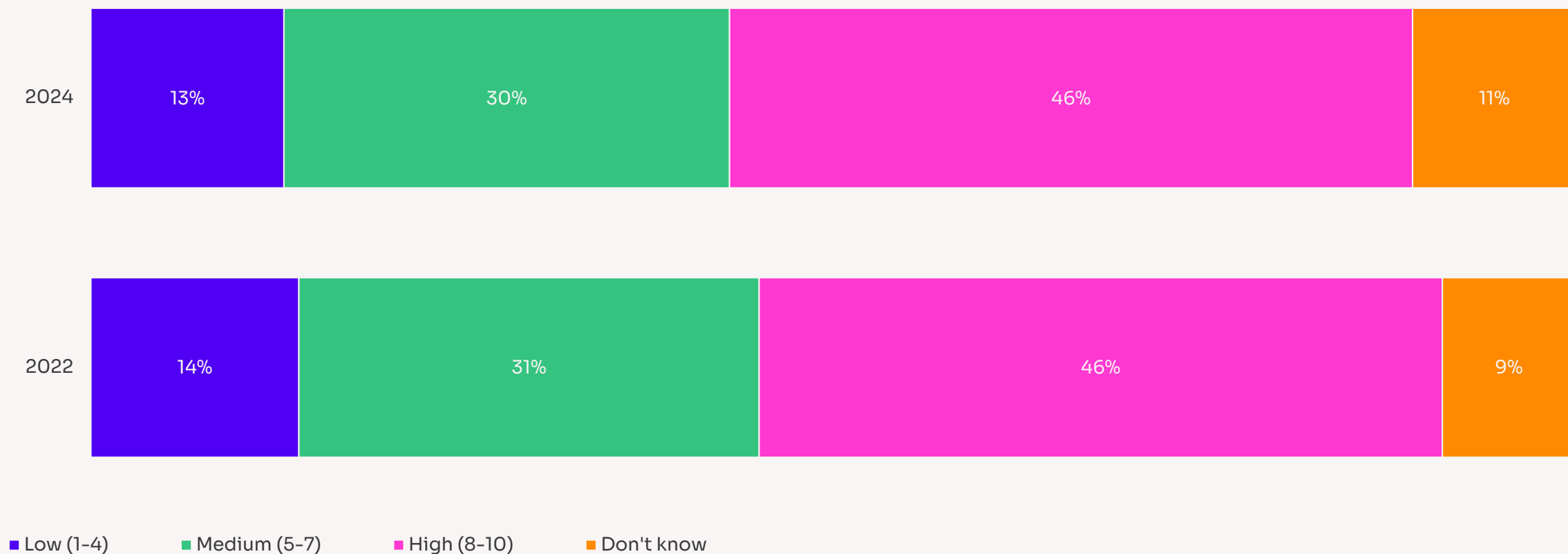
Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q37/Q47) Have you heard of or used the special text number, 7726 that you can use to report a suspected suspicious text or call?

Base: All mobile users 2022 (n=1914), 2024 (n=2052)

After learning about the reporting number, nearly half of mobile users claimed to be highly likely to use it next time they receive a suspicious text or call

How likely are you to use the reporting number next time you receive a suspicious text or call?



Source: Experiences of suspicious calls, texts and app messages Yonder 2022 and 2024

Question: (Q38/Q48) Now that you know about the reporting number, how likely do you think you will be to use it the next time you receive a suspicious text or call?

Base: All who were previously unaware of 7726 2022 (n=1654), 2024 (n=1733)