

# YouGov Survey Results

Sample Size: 2291 Adults in GB  
Fieldwork: 22nd - 23rd July 2025

	Gender		Generation				Age				Social Grade		Country			Region in England					
	Total	Male	Female	18-28 (Gen Z)	29-44 (Millennials)	45-60 (Gen X)	61-79 (Boomers)	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2291</b>	1109	1182	353	649	578	659	241	946	566	538	1306	985	1982	110	199	543	376	277	786	
<b>Unweighted Sample</b>	<b>2291</b>	1020	1271	244	561	591	826	147	817	629	698	1445	846	1933	130	228	543	386	222	782	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you had to make a hand gesture to signify a phone call, which of the following would you use?

A closed fist with the thumb outstretched and held close to your ear, and the little finger outstretched and held close	<b>82</b>	82	83	86	90	84	73	84	89	82	70	85	79	83	80	80	82	84	82	83
Holding your hand open and flat near to your ear	<b>6</b>	7	6	5	4	7	10	6	4	8	10	6	7	6	5	7	7	7	8	5
Something else	<b>2</b>	1	2	1	0	1	3	1	0	2	4	2	1	2	3	1	2	1	1	2
Don't know	<b>10</b>	10	10	8	6	8	14	9	7	9	17	7	13	9	12	12	9	8	9	10

When you receive a phone call from each of the following, which most commonly describes what you do?

**From a close friend or family member**

Answer the call with "hello" or some other spoken greeting	<b>95</b>	94	97	92	96	95	96	91	96	96	96	97	94	96	91	95	95	94	97	96
Answer the call but remain silent until the caller has started talking	<b>2</b>	2	1	3	1	1	2	3	1	1	2	1	2	1	3	1	2	2	1	1
Something else	<b>2</b>	2	2	3	1	2	2	3	2	2	2	1	2	2	1	3	2	3	1	1
Don't know	<b>1</b>	2	1	3	2	2	0	2	2	1	0	1	2	1	4	1	1	1	1	1

**From someone you know who know who is not a close friend or family member**

Answer the call with "hello" or some other spoken greeting	<b>87</b>	85	88	80	91	90	84	75	91	88	83	88	85	87	83	88	90	80	87	88
Answer the call but remain silent until the caller has started talking	<b>8</b>	9	8	12	4	5	12	15	5	6	14	8	8	8	8	8	7	14	7	7
Something else	<b>3</b>	3	2	4	3	3	3	5	2	3	3	2	4	3	4	3	2	4	4	3
Don't know	<b>2</b>	3	2	5	2	2	1	5	2	2	1	2	3	2	5	2	2	2	2	3

**From an unknown number**

Answer the call with "hello" or some other spoken greeting	<b>38</b>	40	36	32	45	38	33	30	43	37	34	40	35	37	39	42	39	33	33	40
Answer the call but remain silent until the caller has started talking	<b>42</b>	40	44	42	36	39	50	41	37	43	50	40	45	42	43	38	45	47	44	38
Something else	<b>18</b>	17	18	20	16	21	15	22	17	19	15	18	16	18	12	17	14	19	20	20
Don't know	<b>3</b>	3	2	5	3	2	1	6	3	2	2	2	3	3	6	2	3	2	3	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## How comfortable or uncomfortable would you feel about each of the following?

### Having to make a phone call to a stranger

Very comfortable	16	19	13	6	12	20	20	4	13	20	21	16	16	16	19	14	19	16	11	16
Fairly comfortable	38	39	38	27	37	36	47	26	35	42	46	41	35	39	30	37	39	38	41	39
<b>TOTAL COMFORTABLE</b>	<b>54</b>	<b>58</b>	<b>51</b>	<b>33</b>	<b>49</b>	<b>56</b>	<b>67</b>	<b>30</b>	<b>48</b>	<b>62</b>	<b>67</b>	<b>57</b>	<b>51</b>	<b>55</b>	<b>49</b>	<b>51</b>	<b>58</b>	<b>54</b>	<b>52</b>	<b>55</b>
Fairly uncomfortable	28	27	29	36	32	26	22	40	31	24	23	29	27	28	29	28	26	29	29	29
Very uncomfortable	15	13	18	29	15	16	9	28	18	12	8	13	18	15	16	18	14	14	16	15
<b>TOTAL UNCOMFORTABLE</b>	<b>43</b>	<b>40</b>	<b>47</b>	<b>65</b>	<b>47</b>	<b>42</b>	<b>31</b>	<b>68</b>	<b>49</b>	<b>36</b>	<b>31</b>	<b>42</b>	<b>45</b>	<b>43</b>	<b>45</b>	<b>46</b>	<b>40</b>	<b>43</b>	<b>45</b>	<b>44</b>
Don't know	2	3	2	3	3	2	2	3	3	2	2	1	3	2	6	3	2	2	2	1

### Having to make a phone call to a friend or family member

Very comfortable	63	62	64	48	55	65	77	45	56	69	78	63	63	64	59	63	67	64	57	63
Fairly comfortable	27	28	27	34	33	27	18	37	31	25	18	28	27	28	22	24	26	28	34	26
<b>TOTAL COMFORTABLE</b>	<b>90</b>	<b>90</b>	<b>91</b>	<b>82</b>	<b>88</b>	<b>92</b>	<b>95</b>	<b>82</b>	<b>87</b>	<b>94</b>	<b>96</b>	<b>91</b>	<b>90</b>	<b>92</b>	<b>81</b>	<b>87</b>	<b>93</b>	<b>92</b>	<b>91</b>	<b>89</b>
Fairly uncomfortable	7	7	8	12	10	6	4	14	10	5	3	8	7	7	13	10	5	5	7	8
Very uncomfortable	1	1	1	3	1	1	1	1	1	1	1	1	2	1	2	1	1	2	1	1
<b>TOTAL UNCOMFORTABLE</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>15</b>	<b>11</b>	<b>7</b>	<b>5</b>	<b>15</b>	<b>11</b>	<b>6</b>	<b>4</b>	<b>9</b>	<b>9</b>	<b>8</b>	<b>15</b>	<b>11</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
Don't know	1	1	0	3	1	1	0	3	1	0	0	1	1	1	4	1	1	0	2	1

### Having to make a video call to a stranger

Very comfortable	5	7	2	3	4	5	6	2	4	6	5	5	4	5	7	4	6	4	6	4
Fairly comfortable	16	20	12	4	15	20	20	4	14	22	17	16	15	16	15	13	16	19	14	16
<b>TOTAL COMFORTABLE</b>	<b>21</b>	<b>27</b>	<b>14</b>	<b>7</b>	<b>19</b>	<b>25</b>	<b>26</b>	<b>6</b>	<b>18</b>	<b>28</b>	<b>22</b>	<b>21</b>	<b>19</b>	<b>21</b>	<b>22</b>	<b>17</b>	<b>22</b>	<b>23</b>	<b>20</b>	<b>20</b>
Fairly uncomfortable	28	28	29	25	31	27	28	25	30	27	29	30	26	29	22	30	27	29	31	29
Very uncomfortable	47	39	55	65	48	44	41	67	49	41	41	45	51	47	47	49	48	43	47	48
<b>TOTAL UNCOMFORTABLE</b>	<b>75</b>	<b>67</b>	<b>84</b>	<b>90</b>	<b>79</b>	<b>71</b>	<b>69</b>	<b>92</b>	<b>79</b>	<b>68</b>	<b>70</b>	<b>75</b>	<b>77</b>	<b>76</b>	<b>69</b>	<b>79</b>	<b>75</b>	<b>72</b>	<b>78</b>	<b>77</b>
Don't know	4	6	2	3	2	3	6	3	2	3	8	3	5	4	9	5	3	4	3	3

### Having to make a video call to a friend or family member

Very comfortable	39	41	38	32	37	41	43	28	38	43	42	41	37	40	34	35	38	44	38	40
Fairly comfortable	34	32	37	37	38	32	32	37	36	32	33	34	34	34	31	36	35	34	39	32
<b>TOTAL COMFORTABLE</b>	<b>73</b>	<b>73</b>	<b>75</b>	<b>69</b>	<b>75</b>	<b>73</b>	<b>75</b>	<b>65</b>	<b>74</b>	<b>75</b>	<b>75</b>	<b>75</b>	<b>71</b>	<b>74</b>	<b>65</b>	<b>71</b>	<b>73</b>	<b>78</b>	<b>77</b>	<b>72</b>
Fairly uncomfortable	18	18	18	24	18	19	15	27	18	17	14	17	19	18	20	18	18	14	17	19
Very uncomfortable	6	6	6	5	6	6	6	4	6	6	6	5	7	6	9	7	6	6	3	6
<b>TOTAL UNCOMFORTABLE</b>	<b>24</b>	<b>24</b>	<b>24</b>	<b>29</b>	<b>24</b>	<b>25</b>	<b>21</b>	<b>31</b>	<b>24</b>	<b>23</b>	<b>20</b>	<b>22</b>	<b>26</b>	<b>24</b>	<b>29</b>	<b>25</b>	<b>24</b>	<b>20</b>	<b>20</b>	<b>25</b>
Don't know	3	4	2	3	2	2	4	3	2	2	5	2	4	2	6	4	2	2	2	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Having to send a text / email to a stranger

Very comfortable	<b>30</b>	34	26	21	30	33	31	17	29	35	31	32	27	31	29	22	35	27	29	30
Fairly comfortable	<b>44</b>	45	43	43	47	42	44	45	45	43	42	45	43	44	43	44	40	48	42	45
<b>TOTAL COMFORTABLE</b>	<b>74</b>	<b>79</b>	<b>69</b>	<b>64</b>	<b>77</b>	<b>75</b>	<b>75</b>	<b>62</b>	<b>74</b>	<b>78</b>	<b>73</b>	<b>77</b>	<b>70</b>	<b>75</b>	<b>72</b>	<b>66</b>	<b>75</b>	<b>75</b>	<b>71</b>	<b>75</b>
Fairly uncomfortable	<b>17</b>	13	20	24	15	17	14	26	16	16	15	17	17	16	17	23	16	16	17	17
Very uncomfortable	<b>7</b>	6	8	8	6	7	9	9	7	6	10	5	10	7	5	8	8	7	9	7
<b>TOTAL UNCOMFORTABLE</b>	<b>24</b>	<b>19</b>	<b>28</b>	<b>32</b>	<b>21</b>	<b>24</b>	<b>23</b>	<b>35</b>	<b>23</b>	<b>22</b>	<b>25</b>	<b>22</b>	<b>27</b>	<b>23</b>	<b>22</b>	<b>31</b>	<b>24</b>	<b>23</b>	<b>26</b>	<b>24</b>
Don't know	<b>2</b>	2	2	3	2	2	2	3	2	2	2	2	3	2	6	3	1	3	3	2

## Having to send a text / email to a friend or family member

Very comfortable	<b>80</b>	77	82	70	79	82	83	68	78	85	82	81	77	81	76	72	84	81	74	80
Fairly comfortable	<b>17</b>	19	16	24	18	16	15	26	18	14	15	17	18	17	20	23	13	15	22	17
<b>TOTAL COMFORTABLE</b>	<b>97</b>	<b>96</b>	<b>98</b>	<b>94</b>	<b>97</b>	<b>98</b>	<b>98</b>	<b>94</b>	<b>96</b>	<b>99</b>	<b>97</b>	<b>98</b>	<b>95</b>	<b>98</b>	<b>96</b>	<b>95</b>	<b>97</b>	<b>96</b>	<b>96</b>	<b>97</b>
Fairly uncomfortable	<b>1</b>	1	2	3	1	1	1	2	2	1	1	1	2	1	0	3	1	3	2	1
Very uncomfortable	<b>1</b>	1	0	0	0	1	2	0	0	1	2	0	1	1	1	1	1	0	0	1
<b>TOTAL UNCOMFORTABLE</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>
Don't know	<b>1</b>	2	1	3	1	1	0	3	1	0	0	1	2	1	4	2	1	0	2	1

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*