

Cold calls soar in 2022

Cloud system provider Ringover investigates cold calling across the UK

45% UK adults have noticed an increase in unsolicited calling this year

61% are likely to complain about cold calls than they were pre-pandemic

76% of people believe the government isn't doing enough to stop nuisance calls

Scotland

Edinburgh just trumps Glasgow, with 37% of the population having received an **unsolicited call in just the last week**



North East

Over a third of people in Newcastle have made a formal complaint about an unsolicited call



Northern Ireland

Northern Irish population has experienced the **greatest increase in cold callers** so far in 2022 with two thirds of the population noticing a rise in the number of unsolicited calls they've received



Manchester

Almost two thirds of the North West has reported either no change or a decrease in the number of cold calls received since the start of 2022



West Midlands

A third of people in Birmingham agree that they're **more likely to formally complain** about an unsolicited call now than before the pandemic



East Midlands

Nottingham is the least targeted city for cold calls, with one in ten of the city's dwellers having never received a cold call



Yorkshire

Sheffield believes that cold call operatives' **telephone manner leaves a lot to be desired** - with 44% of respondents agreeing that cold callers are rude



Wales

Wales is the least irritable nation in the United Kingdom when it comes to making complaints!

15% of the Welsh population has **ever formally complained** about an unsolicited cold call



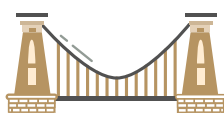
East Anglia

Norwich is the most cold-called city in the UK. Almost half of the population have received an unsolicited call in the last week



South West

37% of Bristolians consider themselves **less likely to formally complain** now than pre pandemic



South East

London is the most likely city to formally complain, with 42% admitting having already done so in the past. Seven in ten people agree their tolerance of cold callers has decreased since the start of the pandemic

