

TNS 2021 Robocall Report: Americans Deluged with 80 Billion Unwanted Calls Over Past Year



TNS' bi-annual report finds that Tier-1 US carriers account for less than 5% of high-risk calls, affirming a continued shift in robocall activity to smaller VoIP providers.

Scammers Become More Sophisticated; Change Robocall Methods and Tactics

Scammers Shift to VoIP Networks



With Tier-1 high-risk call volume down, robocallers are turning to VoIP networks, which account for the largest share of unwanted calls.



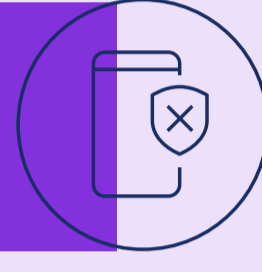
66% of all high-risk calls and **61%** of all nuisance calls originate from VoIP telephone numbers – two of highest sources of spam.



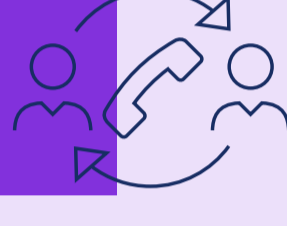
The percentage of unwanted calls on VoIP networks increased to **38%** in the first half of 2021, rising from **23%** in the first half of 2020.

Robocallers Double Down on Home Wireline Phones

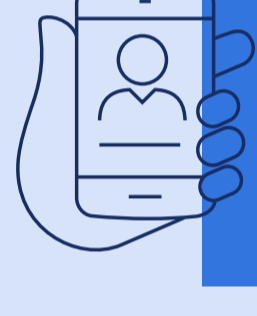
While much of the robocall attention centers around mobile phones, 41% of calls placed to wireline numbers in the first half of 2021 were unwanted compared to 21% of calls to wireless numbers.



Because wireline numbers are now twice as likely to receive unwanted calls as wireless numbers is a reminder that robocalls aren't just a mobile phone problem.



Neighbor Spoofing and New Scams Plague Americans



Neighbor Spoofing - Robocalls made with the same area code as the recipient - increased 127%; while the use of the same area code and prefix increased 52% using the low-volume spamming technique (bad actors leveraging a low volume of calls across a very large set of telephone numbers to better avoid detection).



Imposter scams topped the list of consumer complaints in 2020 to the FTC's nationwide Consumer Sentinel followed by debt reduction scams and medical/prescription scams. These top three scams account for 27% of the complaints to the FTC.

Tired of Robocalls, Carriers and Consumers Spring into Action

STIR/SHAKEN Drives Down Robocalls for Tier-1 Carriers



Tier-1 carriers that have deployed STIR/SHAKEN found more than 50% of their total calls in June were signed, up from 35% at the beginning of 2021.

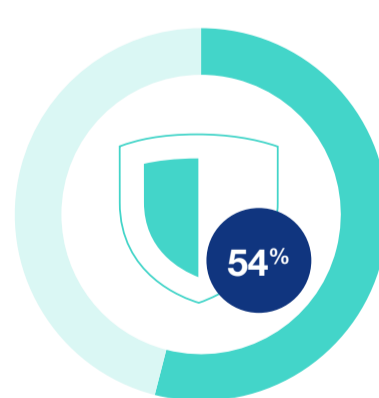


While the top six US carriers account for three-quarters of all inter-carrier traffic, 95% of high-risk calls originate from *non-Tier-1* service providers (i.e., smaller and regional carriers, VoIP providers).

Consumers Eager for Branded Calling



In a 2021 TNS survey, **77%** of consumers say they never answer phone calls from numbers they do not recognize. But **63%** of respondents said they would answer a call if caller ID displayed the logo of a brand they recognized.



While Caller ID or Call Protection services are already used by **54%** of consumers, the survey indicated richer incoming call context via branded calling solutions can improve call answer rates while protecting call originator brands.

Consumers Fed Up with Robocalls... Now Taking Action

The Federal Trade Commission saw a 36% increase in complaints received from January-March of 2021 compared to the same period in 2020, while the Federal Communications Commission saw a similar increase in complaints to the Do-Not-Call List, up 55% when contrasting 1H/2021 to the same period in 2020.



Interested in learning more about our robocall findings? Visit the TNS website to request a copy of *TNS' 2021 1H Robocall Investigation Report, Seventh Edition*.

Find out more at tnsi.com

