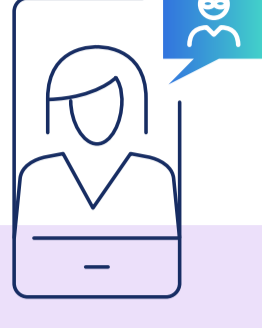


New TNS Survey: While Everyone is Fed Up with Robocalls, Women Really Don't Like Them

TNS survey finds a massive gender disparity in attitudes towards robocalls and robotexts.

Consumers - Especially Female Consumers - Don't Trust Robocalls or Robotexts



The survey results suggest that women are less inclined to answer the phone when it comes to robocalls and robotexts.

21%

Only 21% of females surveyed do not mind receiving robotexts from legitimate political campaigns and causes, compared to 40% of men who don't mind receiving them.

19%

19% of females do not mind receiving robocalls from legitimate political campaigns and causes, compared to 42% of men who don't mind receiving them.

19%

Only 19% of women (compared to 38% of men) trust the content of robotexts more than they trust content and source of robocalls.

Women Have a Harder Time Opting Out and Staying Out



Even with the availability of call unsubscribe and do not call lists, women experience more trouble opting out from receiving unwanted robocalls and robotexts.

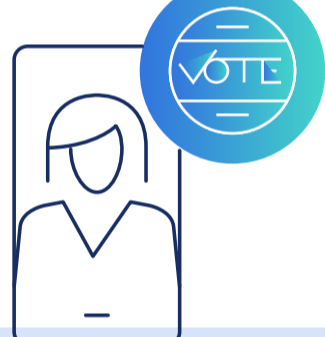
29%

Only 29% of females agreed it is easy to opt out of political robotexts, compared to 46% of men who are opting out of texts.

Only 29% of females agreed it is easy to opt out of political robocalls, compared to 47% of men who are opting out of calls.

Only 29% of women (compared to 46% of men) indicate they stopped receiving robocalls or robotexts after opting out.

Men and Women are Fed Up with Political Robocalls and Robotexts



While political campaigns and causes rely on robocalls and robotexts to get out the voter and fundraise, Americans have little appetite to receive them ahead of the 2022 midterm elections.

19%

While 42% of men don't mind receiving legitimate political robocalls, it has been reported that only 19% of the women surveyed don't mind receiving legitimate political robocalls.

84%

79% of males and 84% of females believe all political robotexts should be banned until there is a better way to filter those that are legitimate from those that are nuisance/scam calls.

54%

Men and women are being bombarded with political robocalls they believe have ulterior motives - 59% of males and 54% of females believe they received a political robocall with misinformation in the past 12 months.

Men and Women Want Branded Calling



67%

55% of men surveyed disagree with the notion that they received fewer robocalls during the pandemic than before the pandemic. Likewise, 67% of the women surveyed also disagreed with that notion.

55%

The majority of males (64%) and females (55%) indicate they would answer a call if the caller ID displayed the logo of a brand that they recognized.

83%

Both men (81%) and women (83%) indicate they would overwhelmingly support branded calling (having their carrier provide more caller information) so they can make their own decision on whether to answer a call or not.

If you are interested in learning more about TNS' latest survey, you can read our recent announcement on the survey findings. To learn more about how TNS is meeting consumers' demands for increased branded calling, visit our [Enterprise Branded Calling page](#).

Find out more at tnsi.com

