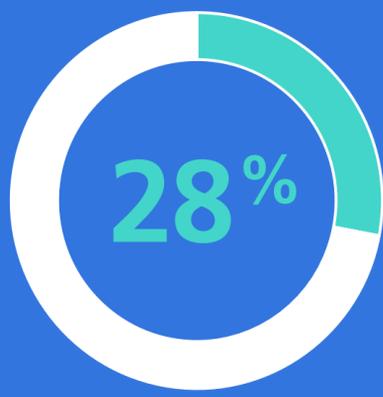


# Tracking Subscriber Robocall Perceptions

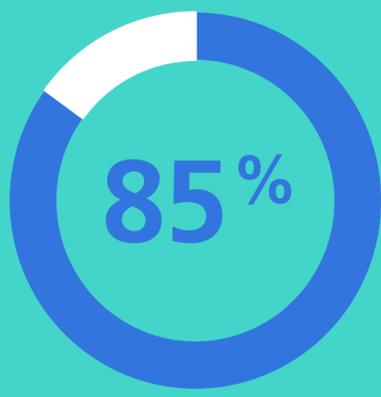


Ongoing efforts by carriers and guidance like the TRACED Act means subscribers are better protected from robocallers and scammers today than ever before, however, bad actors continue to evolve their tactics in order to prey on the vulnerable. Transaction Network Services commissioned a survey\* of US adults to understand the latest subscriber attitudes to and perceptions of robocall related activity.

## Robocalls – A Recognized Crime

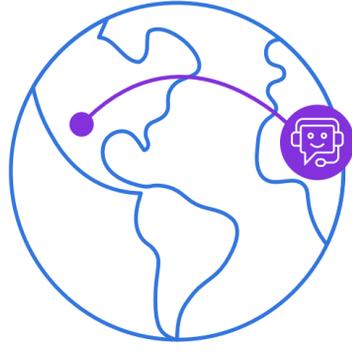


have submitted a robocall complaint to their state Attorney General, FTC or the Do Not Call Registry over the past 12 months.



believe that robocallers who try and scam consumers out of money and personal information should receive jail time

## But

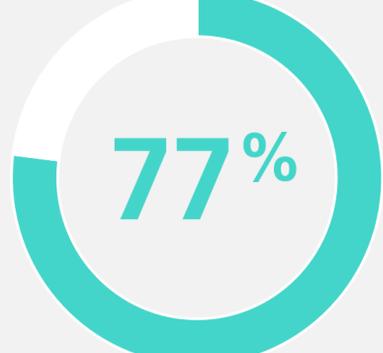


**64%**

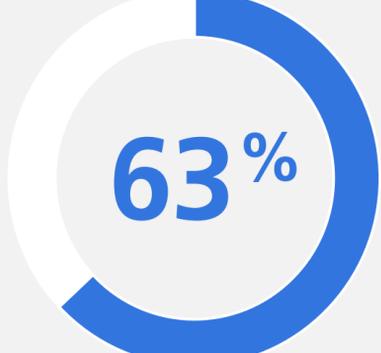
believe most robocalls originate overseas rather than domestically

...so bringing those bad actors to justice could prove difficult for US law enforcement

## Subscribers Screen Calls

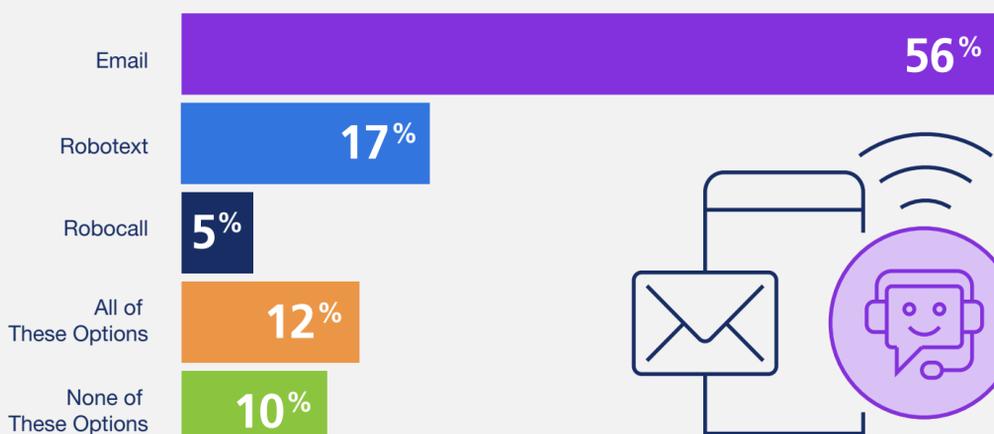


said they never answer phone calls from numbers they do not recognize



would answer a call if the caller ID displayed the logo of a brand they recognized

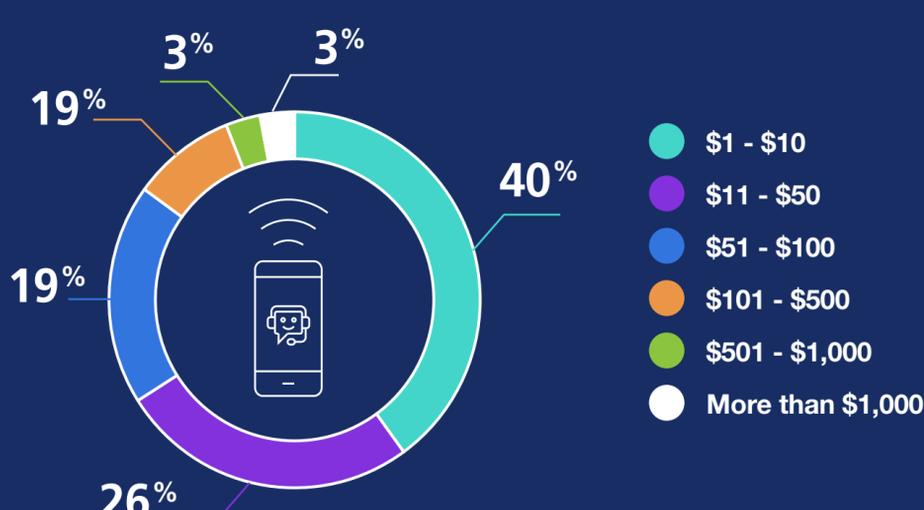
The preferred method for receiving legitimate business/government service confirmations, like a doctor or plumber appointment, was email:



## The Price of Freedom?

Our survey asked subscribers how much they would pay their telecom provider annually to stop all unwanted robocalls.

Of those that said they would pay, the majority wanted to pay less than \$10 a year.



TNS analyses more than 1.3 billion daily call events across hundreds of carriers. To browse the latest robocall trends, data analytics and discussions please visit the TNS Robocall Scam of the Month website.

[tnsi.com](https://tnsi.com)



©Copyright 2021, Transaction Network Services. All Rights Reserved. \*TNS commissioned an online survey by KANTAR in May 2021 which covered 1,062 US adults.