

Exploring Consumer Robocall Attitudes and Perceptions

A Review of New
Independent Research
Among US Adults

An ebook from **TNS**

Book 1,
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Introduction

Over the last few years, it has been pleasing to see the industry increasingly come together to tackle the robocall menace, but this challenge is one that is always evolving.

TNS' talented team of data scientists rigorously track volumes and scams, leveraging our enviable position in the telecommunications industry and the 1.3 billion call events we handle every day to monitor, identify and share the latest tactics and strategies in play by bad actors. This gives us a wealth of information and analysis which we provide for carriers in our bi-annual Robocall Investigation Report, but this is only part of the story. Gaining insights direct from subscribers is a critical component of understanding the landscape and the driver for TNS to commission independent market research from reputable firm KANTAR.

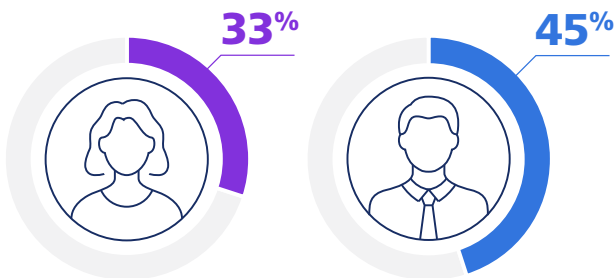
This ebook shares the key results of this research to inform you of the bigger picture and lift the veil on the latest subscriber attitudes to and perceptions of the robocall problem.



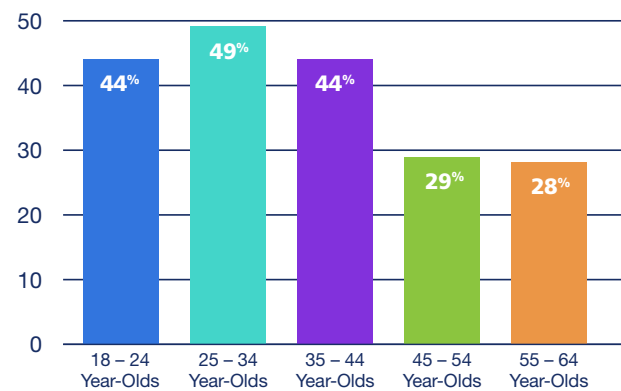
Do Subscribers Acknowledge that Robocall Volumes are Declining?

In our research only 38% of US adults confirmed they had received fewer robocalls during the pandemic than before it, even though our data shows a small increase from 78 billion in 2020 to 79 billion in 2021. The responses varied significantly by age and gender.

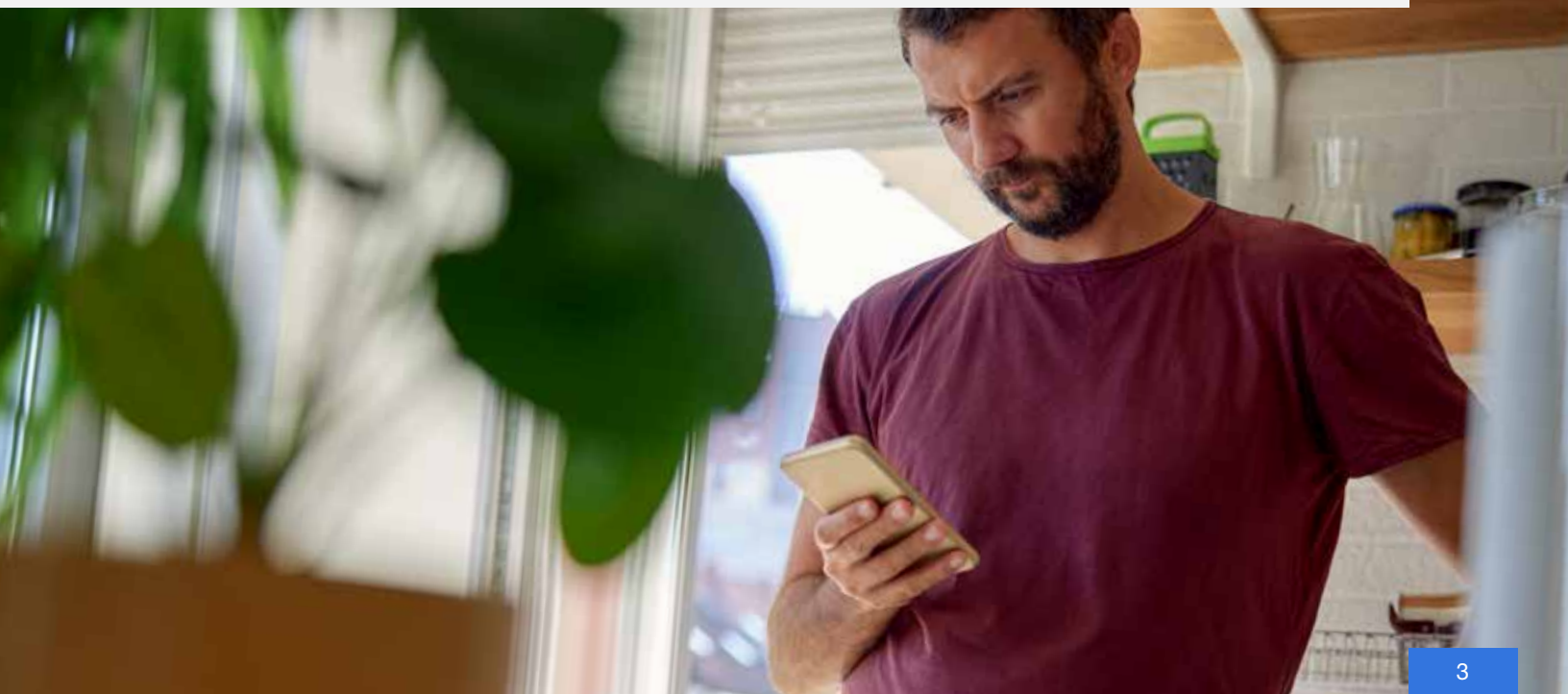
More men than women have noticed a reduction in robocalls.



Fewer respondents in the older age groups reported receiving less robocalls during the pandemic.



Disappointingly 45% of respondents said they still receive more than five robocalls a day, which does not stack up with the extensive call data insights TNS has. This disparity between perception and what TNS sees as reality has most likely been caused by years of frustration that have embedded a strong feeling of victimization.



Are Subscribers Answering Calls from Unknown Numbers?

With 43% of our respondents confirming they answer calls from unknown numbers for fear of missing an important call it highlights the frustration subscribers feel when an unknown number presents, particularly in the younger age groups.

Subscribers aged 18 to 34 are most likely to risk answering an unknown number with 56% of respondents in this range confirming they would.

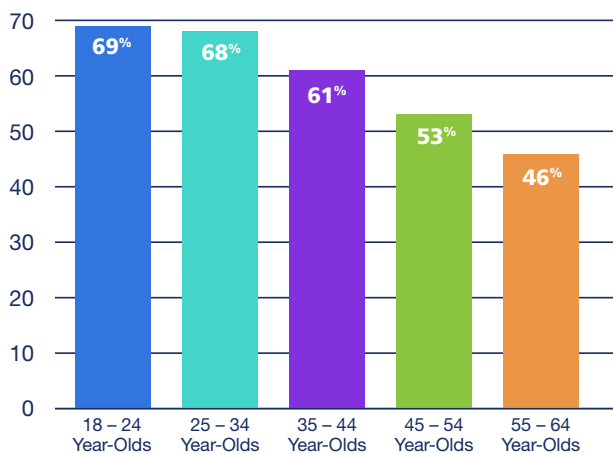


What Would Give You the Confidence to Answer a Call?

A staggering 82% would like their carrier to provide more caller information so that they can decide whether to answer a call.

Fifty-nine percent confirmed they would answer a call if the caller ID displayed the logo of a brand they recognized, but for those in the older age groups a logo may not be enough. It may require name, purpose for calling and other critical information to be displayed to enable more older subscribers to feel comfortable accepting the call.

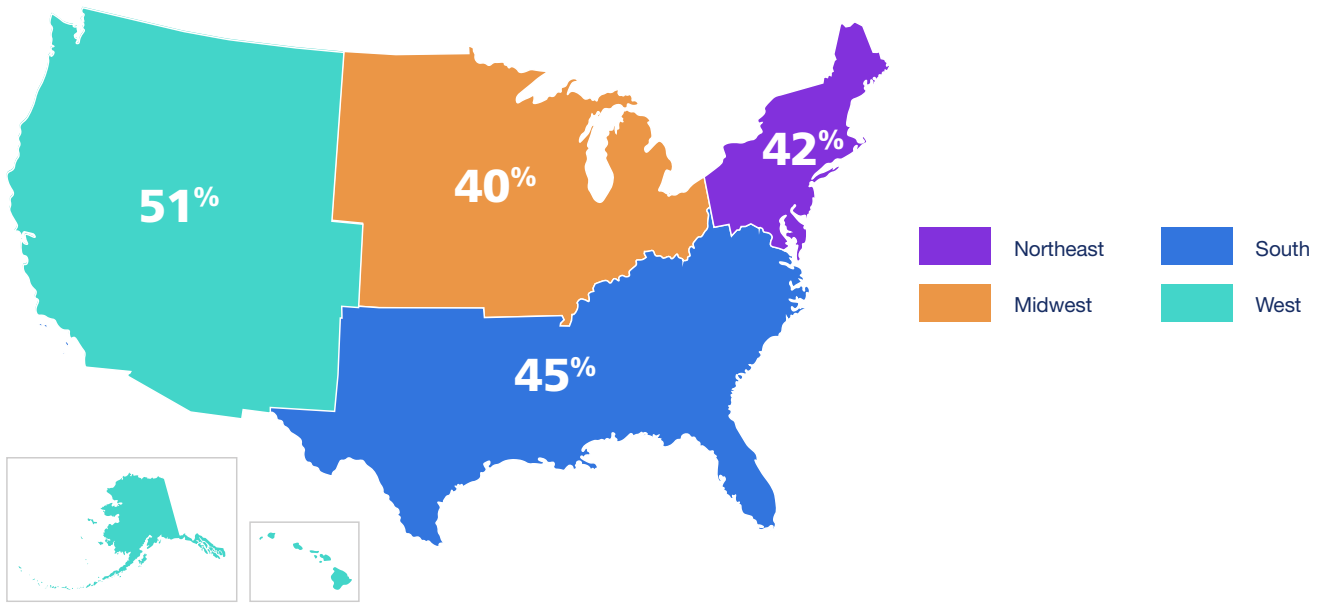
Only 46% of those aged 55 to 64 would answer a call if the caller ID displayed the logo of a brand they recognized.



Bad Actors Don't Take a Vacation

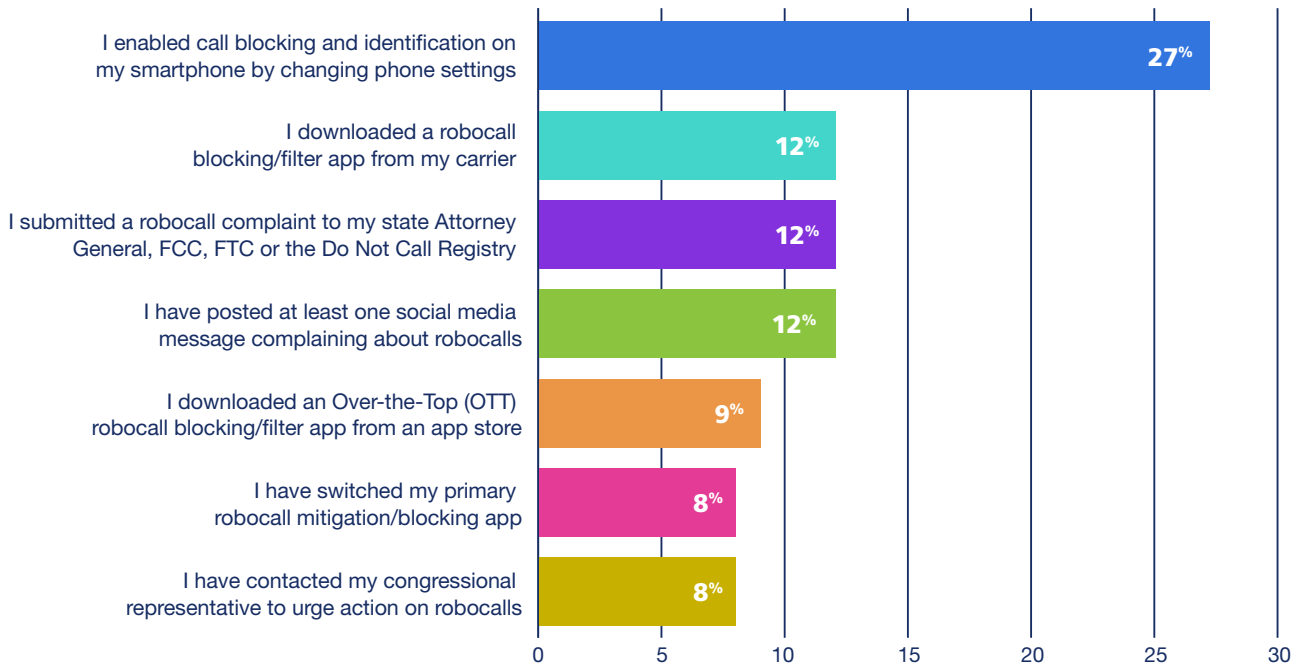
While Thanksgiving and Christmas dinner with family or friends may be precious events for subscribers, 48% reported they have received a robocall or robotext during a holiday meal. The same amount confirmed they were interrupted by at least one robocall or robotext on Thanksgiving Day itself in 2021.

The Amazon online holiday purchase scam continues to present with 45% of respondents confirming they had been targeted by it at least once in the past. Our survey identified that more subscribers living in the West have reported being targeted by it.



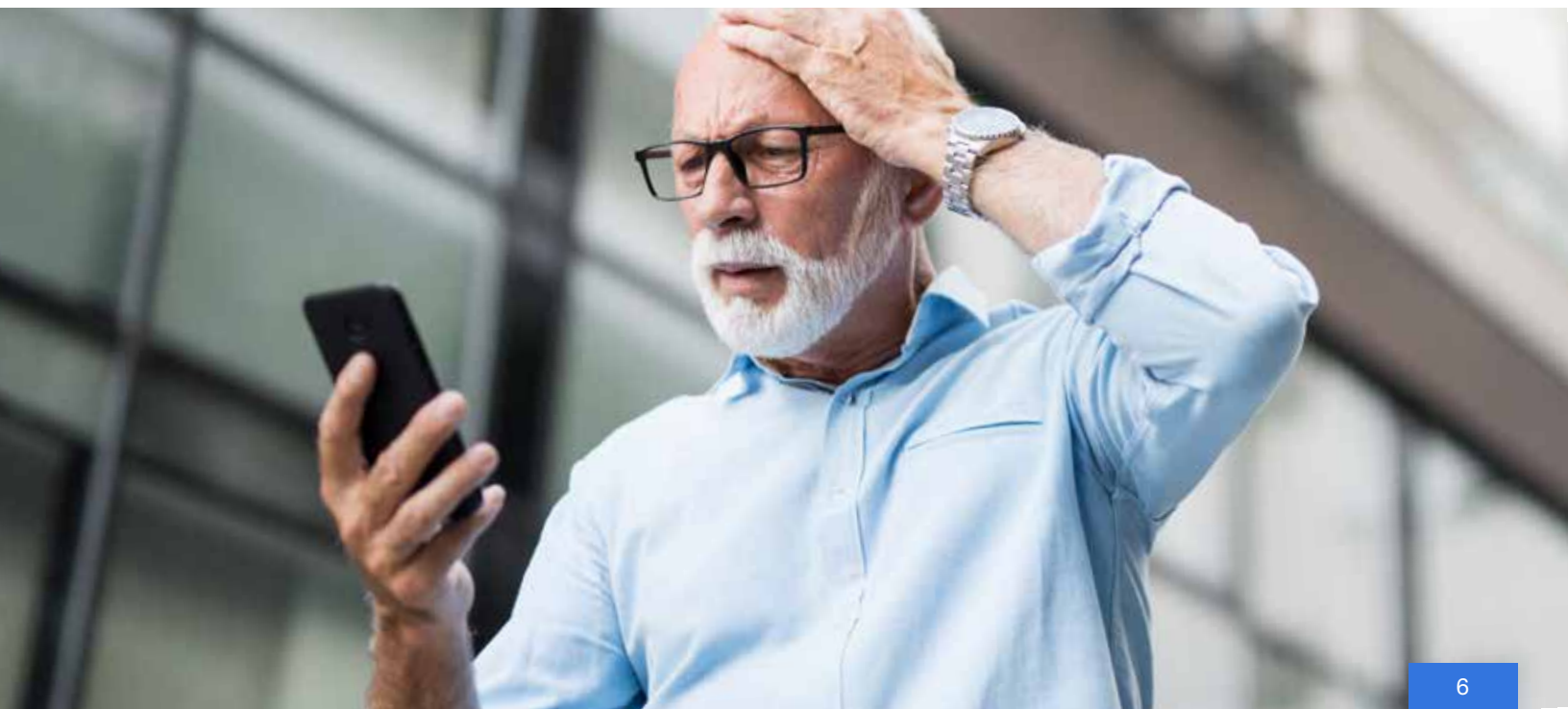
Subscriber Action and Fighting Back

What actions have subscribers taken in 2021 to address robocalls?



Does the Punishment Fit the Crime?

Should robocallers that try and scam consumers out of money and personal information receive jail time? **Eighty-three percent** of our respondents agreed they should, including **90%** of those in the **55-64-year-old** category.

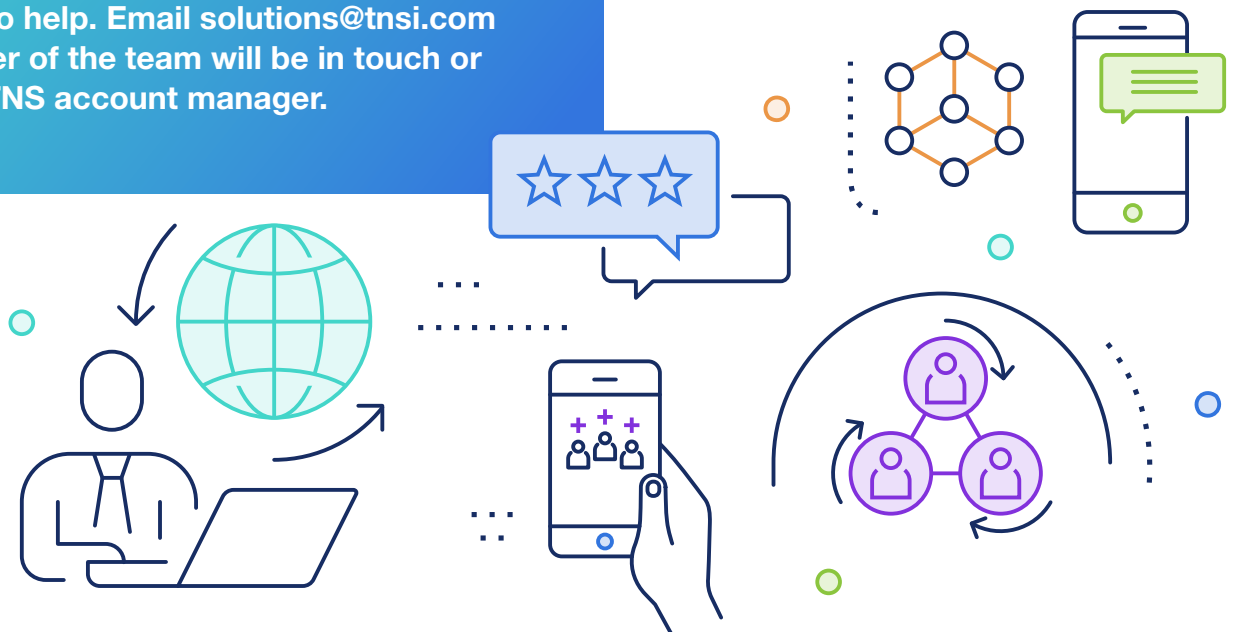


Research Methodology

TNS commissioned KANTAR to undertake an Internet Omnibus Survey which covered 1,049 adults. It was conducted by online self-completion interview between December 2 – 6, 2021. These online surveys are designed to be nationally representative of adults interviewed and use a quota sample (age interlocked within gender, and a regional quota). Post fieldwork correctional weighting within age, gender and region, has been used to ensure the representativeness of the survey.

Need support tackling robocalls?

TNS is here to help. Email solutions@tnsi.com and a member of the team will be in touch or talk to your TNS account manager.





For more information, please contact:

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