Survey Explores Implications of Election Season Robocalls and Robotexts

The TNS US Election Robocall and Robotext Survey* confirms the risks posed by bad actors launching mis- and disinformation campaigns to sow confusion around elections. Here's a look at the key takeaways from the survey:

Voters know they are being hit with disinformation

54% of Americans believe robocalls and robotexts were used to undermine confidence in the 2020 November US election

43% received a robocall or robotext they believe contained false or misleading information about the election

## The "Stay Home, Stay Safe" election robocall campaign is concerning

36% of Americans received misinformation via a robocall or robotext about when and how to vote on Election Day

Most voters aren't engaging with suspicious robocalls/robotexts

While **51%** of Americans found it hard to tell the difference between legitimate 2020 election robocalls and robotexts and those containing mis-/disinformation,

only **24%** of those who received an Election Day robocall/robotext engaged with it
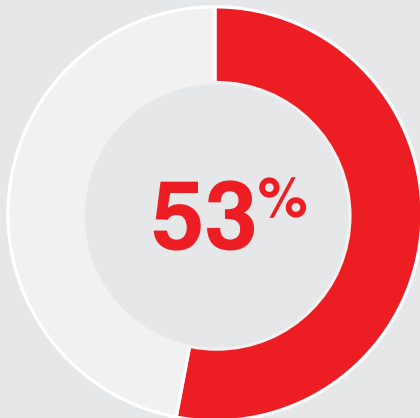
51%

24%
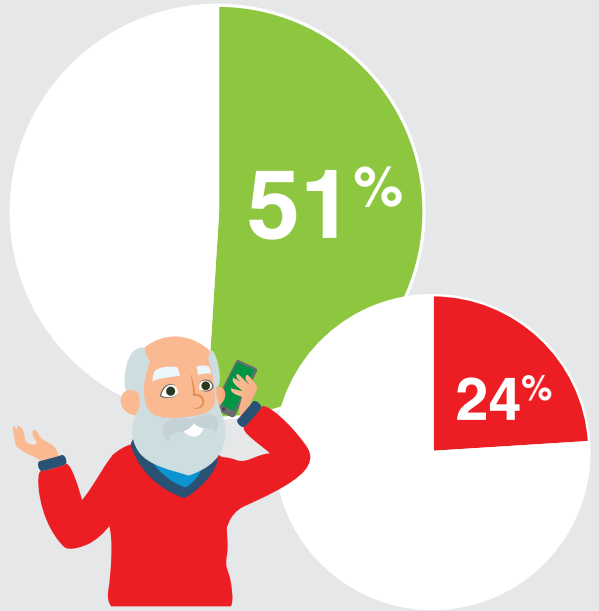
25 to 34 year olds emerge as the favorite target

"I received a robocall/robotext that I believe contained false or misleading information about the election"

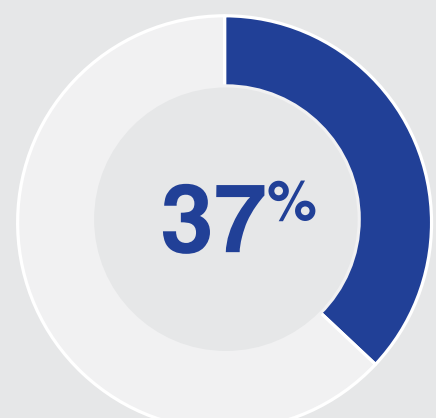"I received at least one political robocall/robotext on Election Day"

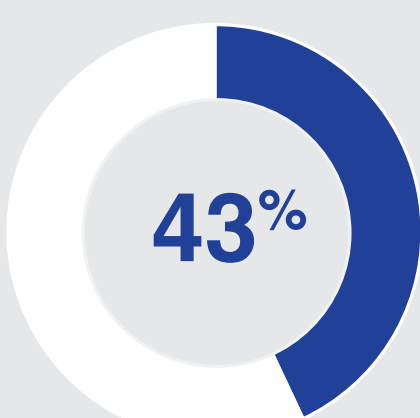"I engaged in a conversation with at least one election robocall"
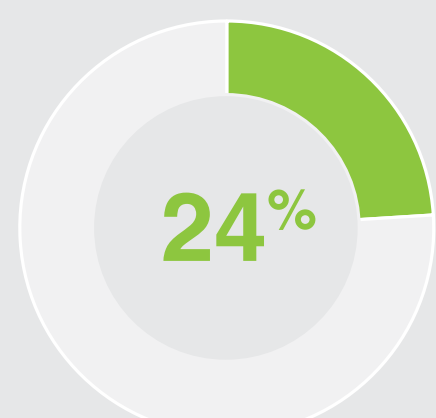
53%
25 – 34 year olds

62%
25 – 34 year olds

37%
25 – 34 year olds

43%
National Average

51%
National Average
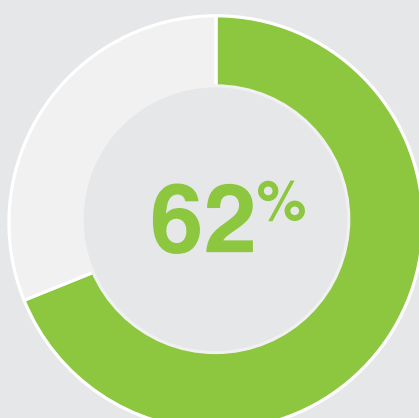
24%
National Average

Branded calling could reduce misinformation risks

Senator Paul M
800 555 1234
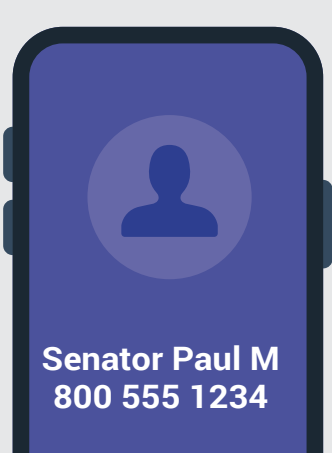
43% of respondents say they would be more likely to answer a political robocall if their Caller ID displayed the name of the party, candidate or organization calling

TNS Transaction Network Services