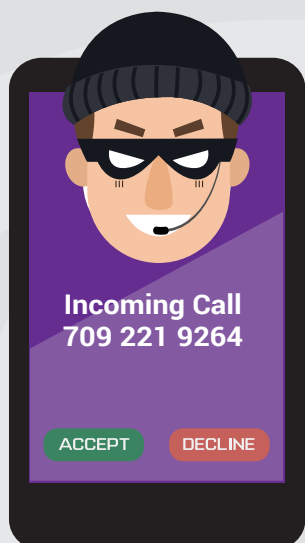


How Did Robocalling Fare in 2020?

2020 was an interesting year in the world of robocalling. From bad actors pivoting their tactics because of COVID-19 and Americans being inundated with election robocalls, there's a lot to unpack.

COVID-19's Impact on Robocalling

15%

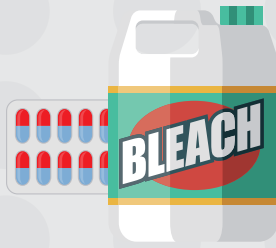


Due to the widespread shutdown of global call centers, unwanted robocalls dropped by 15% in the first half of 2020 compared to the same period in 2019

Bad actors did, however, pivot their tactics to include:



Stimulus check scams



Fake cures and test kits



Health insurance offers

There have been **257,809** reports of COVID-19 scams to the FTC, resulting in over

\$190,000,000
in total fraud loss

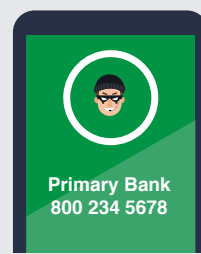
Senior Citizens are Hit Hard by Robocalls*



53% of US senior citizens believed robocallers tried to scam them out of personal information



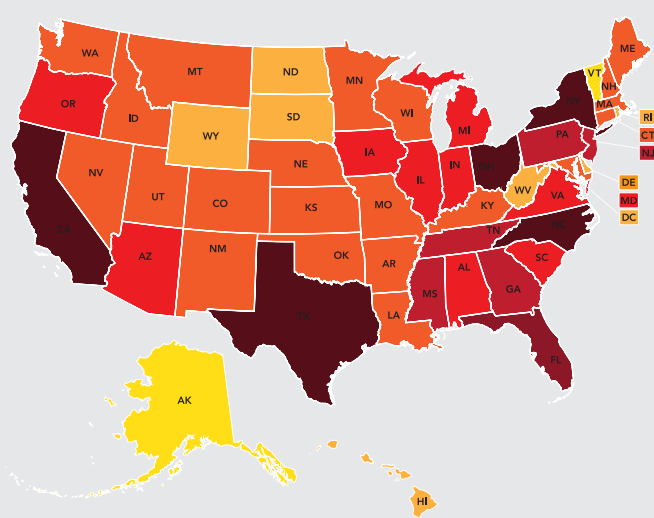
47% reported that they were targets of financial scams



89% said they receive at least one robocall per week, while

56% said they receive at least seven per week

Robocallers Capitalized on the 2020 General Election



During primary elections, states saw a rise in robocalls

150% and **600%**
the week leading up to their primary voting date

During election week, each

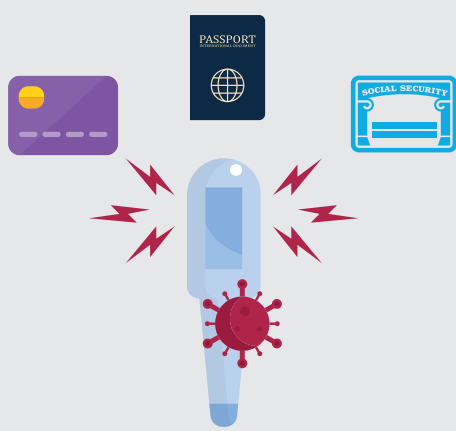
state averaged **384,000**
political robocalls compared to

247,000
just the week before

Robotexts are on the Rise



Because consumers are wary to pick up their phones due to robocalls, bad actors are pivoting to sending out fraudulent texts



Some of the text message scams we've seen in 2020 are based on common phone or email scams



Fraudulent texts usually regard a topical current event like an election or COVID-19 and ask recipients to click a link to provide personal information or payment

*TNS commissioned an independent survey by KANTAR