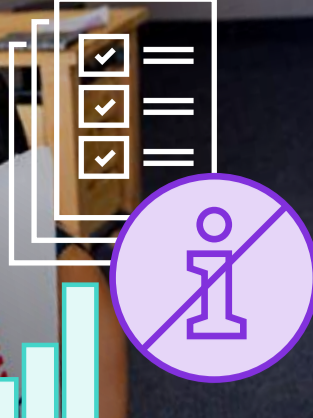
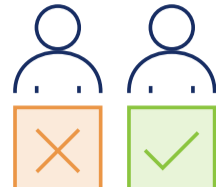


# New TNS 2022 Survey: Political Misinformation Now More Difficult to Detect



A TNS survey following the 2022 US Midterm Election finds that despite the growing challenge of being able to tell the difference between legitimate election robocalls and those containing false information, over half of US adults would answer a political robocall if the Caller ID was displayed. This shows the power branded calling could have in helping to restore trust to voice calling during campaign season.

## The Muddied Waters of Political Robocalls and Robotexts



Just over half (51%) of respondents in a previous TNS survey in 2020 said it was hard to tell the difference between a legitimate US Presidential Election robocall/robotext and one with misinformation.



With 36% citing that they received a robocall or robotext that they believed contained misinformation about when and how to vote in the 2020 election.



### This is compared to the latest data

which shows a huge 73% of US adults said that the difference between legitimate 2022 US Midterm Election robocalls and robotexts and those containing false information is sometimes unclear.

## Misinformation and Undermining Confidence During Elections



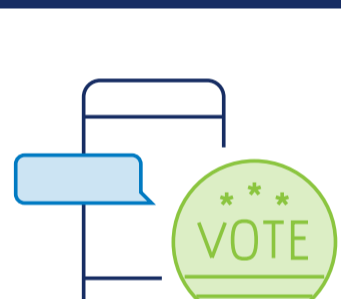
Fifty-four percent believe they received a political robotext with misinformation and 53% a political robocall with misinformation in the past 12 months.



In the 2020 US Presidential Election, 54% said they believe robocalls/robotexts were used to try and undermine confidence.

This slightly increased to 59% of US adults in the 2022 midterms who said they believe robocalls and robotexts were used to undermine confidence.

## Do Political Robocalls and Robotexts Engage US Adults?



Only 31% made a campaign donation for the 2022 US midterm election based on a political robocall or robotext.



This lack of engagement is further evidenced in the 77% of US adults who said they believe all political robocalls and robotexts should be banned until there is a better way to filter legitimate communications from nuisance/scam.

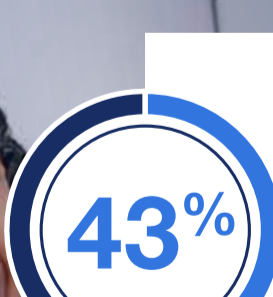


However, 39% agreed that they do not mind receiving robocalls from legitimate political campaigns and causes.



Digging deeper into this, the difference was stark with age with 52% of 25 to 34-year-olds agreeing versus only 18% of 55 to 64-year-olds.

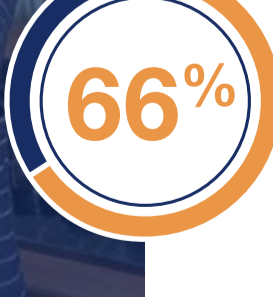
## Restoring Trust to Voice During Campaign Season



In 2020, 43% said they would be more likely to answer a political robocall if the Caller ID showed the name of a political party/candidate/organization instead of just an unknown phone number.



This increased to 53% in 2022 showing a growing demand for branded calling.



In fact, in the 25 to 34 age bracket this increased further to 66% who said they would be more likely to answer a political robocall if the Caller ID displayed the name of the party/candidate/organization calling instead of just the phone number.

To find out more about how TNS is helping to restore trust to voice calling, visit

[tnsi.com/solutions/communications/restoring-trust-voice/](https://tnsi.com/solutions/communications/restoring-trust-voice/)

