



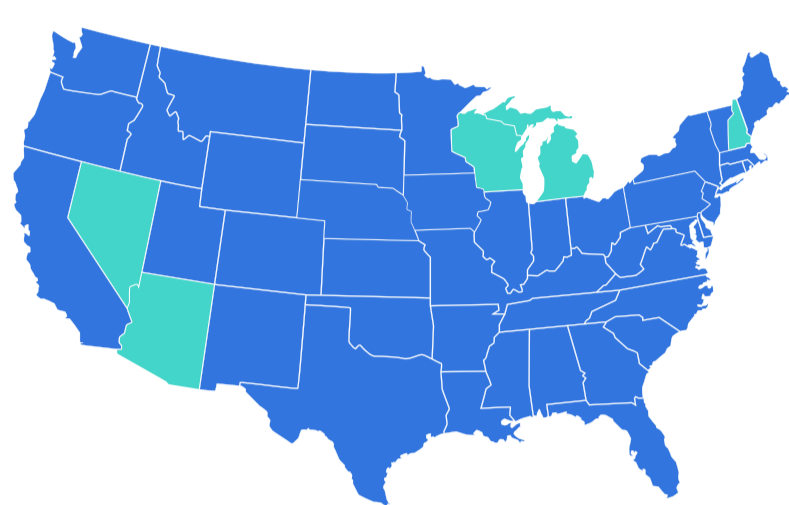
TNS Q3 2024 Robocall Investigation Report Out Now

TNS Q3 2024 Robocall Investigation Report focuses on political robocalls and the surge in potential disinformation across battleground states in the run-up to the 2024 US presidential election, the most common scams targeting voters and a look at TNS robocall data backed by voter sentiment.

[Download](#) the report to learn more.

Political Robocalls Surge in Battleground States

Political robocalls have risen across the country in the run-up to the 2024 US presidential election, with bad actors leveraging dramatic political events as an opportunity to try new tactics for their political robocall scams.



The following states saw a rise in political robocall activity in the second half of September

- Arizona
- Michigan
- New Hampshire
- Nevada
- Wisconsin

60%

Download the **Q3 2024 Robocall Investigation Report** to discover which states TNS robocall data predicts will represent over **60% of nationwide political spam** in the final weeks of the election campaign.

Types of Political Scams

TNS' Robocall Protection team has tracked an increase in unwanted political calls this year. Frustratingly, many of the calls and texts coming from campaigns, partners and pollsters are legal.

The TNS Q3 Robocall Investigation Report provides information on how to keep your subscribers safe and protected by identifying the following:

- ✓ What is a legal robocall
- ✓ How to ID political scams
- ✓ What is AI voice cloning
- ✓ How to stay vigilant to potential voter fraud scams
- ✓ Real-time insights into voters' opinions on political robocalls



64%

of Americans believe deepfake robocalls can be convincing enough to impact the outcome of the presidential election.¹

Upcoming 2025 Report and Predictions

The deepfake strategies the TNS analytics team is seeing in robocalls scams during 2024 are likely to have an a historic impact on the voice channel for years to come. In addition, the Q3 2024 Robocall Investigation Report deep dives into this and the following areas:

Voice cloning scam tactics

How STIR/SHAKEN adoption is impacting voice channel parity

What to expect from the TNS Full Year 2025 Robocall Investigation Report

About TNS Robocall Investigation Report Data

1.5 Billion Call Events

With 30 years of call identification experience, TNS handles over 1.5 billion daily call events from over 500 operators.

150 Service Providers

TNS directly supports more than 150 service providers in North America and serves four of the top seven US carriers and two of the top four wireless carriers.

300 Million Subscribers

With nearly 300 million active subscribers, TNS has superior access to the most cross-carrier call events.

TNS Q3 2024 Robocall Investigation Report is available to [download](#) now.

tnsi.com/resource/com/tns-robocall-investigation-report



1. Kantar Survey, August 2024

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