Morning Consult Survey: Branded Calling Research

August 2024

Branded Calling ID™

Citation

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Morning Consult, Branded Calling Survey, online survey August 7-11, 2024 (2,201 U.S. registered voters, MoE +/-2%).

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Methodology

MORNING CONSULT BRANDED CALLING SURVEY

Online survey of 2,201 registered U.S. voters (August 7-11, 2024). Total survey Margin of Error of +/- 2%.

Demographic breakouts available by:

- Gender
- Generation
- Ethnicity
- Income
- Education
- Political party

- **(Demographic breakout: Margin of Error of +/- 3-4%)**

The interviews were conducted online, and the data were weighted to approximate a target sample of adults based on gender, age, race, educational attainment, and region.
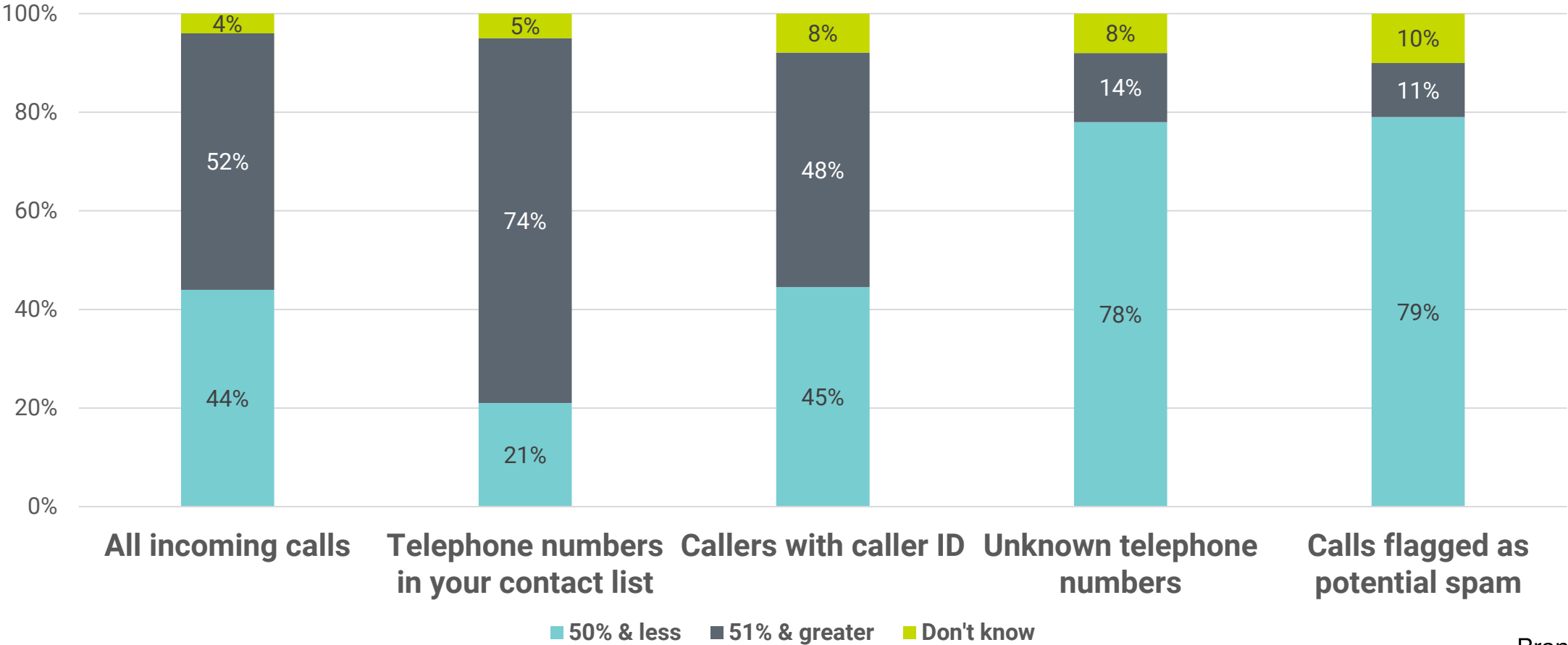
Branded Calling **ID**
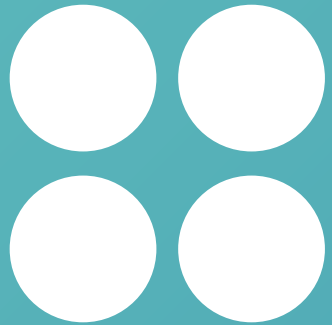
2024 Findings

Call answering patterns and sentiment surrounding indicators

What percentage of incoming calls to your mobile phone do you answer from the following? In 2024, around 2/3rds answered fewer than 10% of unknown or potential spam calls.

What percentage of incoming calls to your mobile phone do you answer from the following?
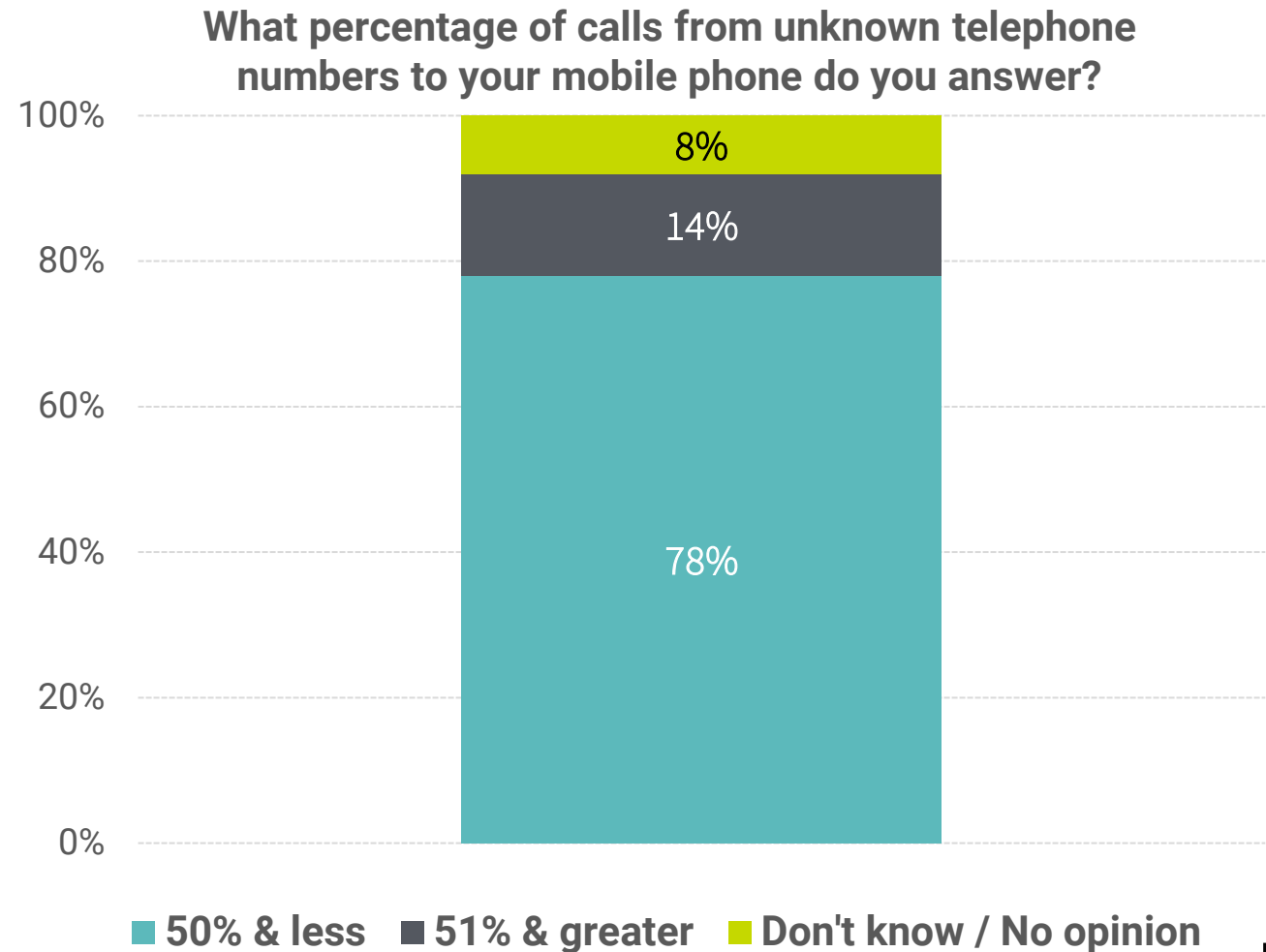

■ 50% & less ■ 51% & greater ■ Don't know

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Six-in-ten say they answer fewer than 10% of incoming calls from unknown numbers – seven-in-ten say fewer than 25% of incoming calls from unknown numbers.

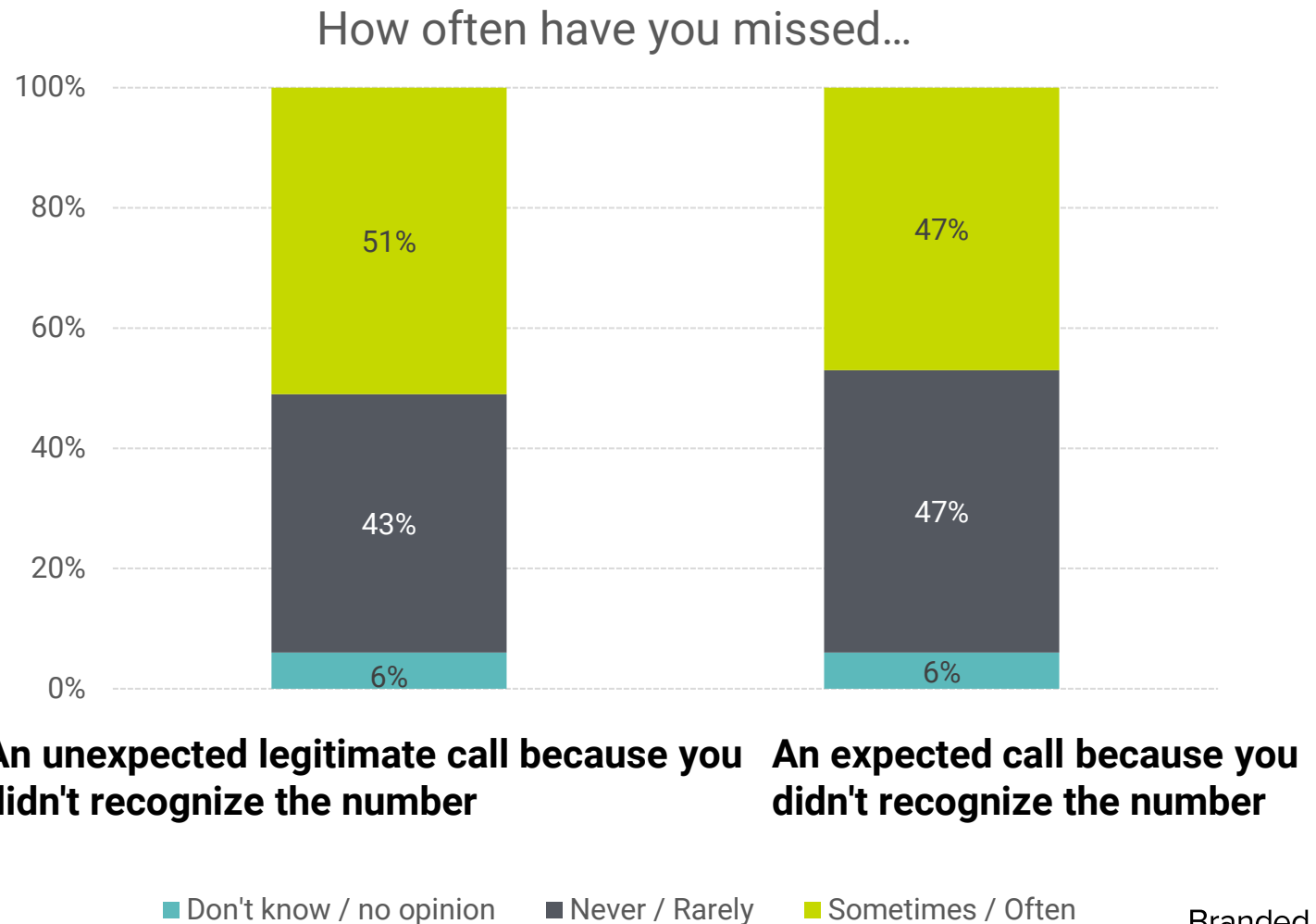- 58% of respondents answered less than 10% of incoming calls from unknown telephone numbers.

- 69% of respondents answered 25% or less of incoming calls from unknown telephone numbers.

What percentage of calls from unknown telephone numbers to your mobile phone do you answer?

- 100%
  - 8%
  - 14%
- 80%
- 60%
  - 78%
- 40%
- 20%
- 0%

■ 50% & less   ■ 51% & greater   ■ Don't know / No opinion

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Not recognizing calling numbers leads to ~half of respondents missing legitimate <u>un</u>expected and <u>ex</u>pected calls.
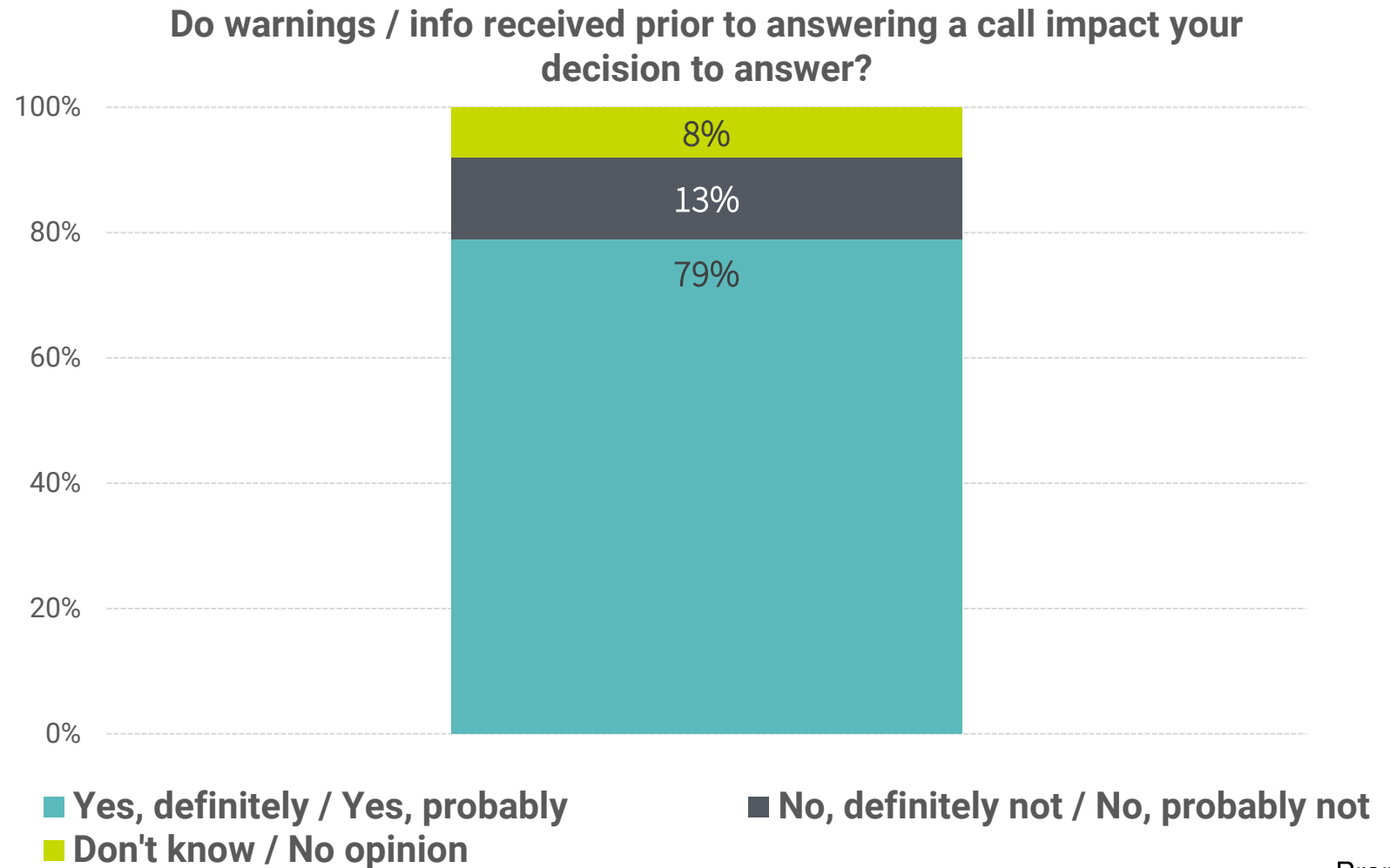
Around half of respondents have missed a legitimate call from a business or organization because they didn't recognize the number of the incoming call.

o 51% of respondents missed an <u>un</u>expected legitimate call from a business or organization because they didn't recognize the number of the incoming call. (11% often, 40% sometimes)

o 47%of respondents missed an expected call from a business or organization because they didn't recognize the number of the incoming call. (11% often, 36% sometimes)

How often have you missed…

	An unexpected legitimate call because you didn't recognize the number	An expected call because you didn't recognize the number
Sometimes / Often	51%	47%
Never / Rarely	43%	47%
Don't know / no opinion	6%	6%

■ Don't know / no opinion ■ Never / Rarely ■ Sometimes / Often

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A strong majority, ~ 8-in-10, takes into account pre-acceptance call warnings and information in deciding whether to answer an incoming call.

- 79% of respondents said their decision to answer a call was impacted by a warning or other information delivered prior to answering.

  - **60% said yes, definitely impacted**

  - **19% said yes, probably impacted**

Do warnings / info received prior to answering a call impact your decision to answer?

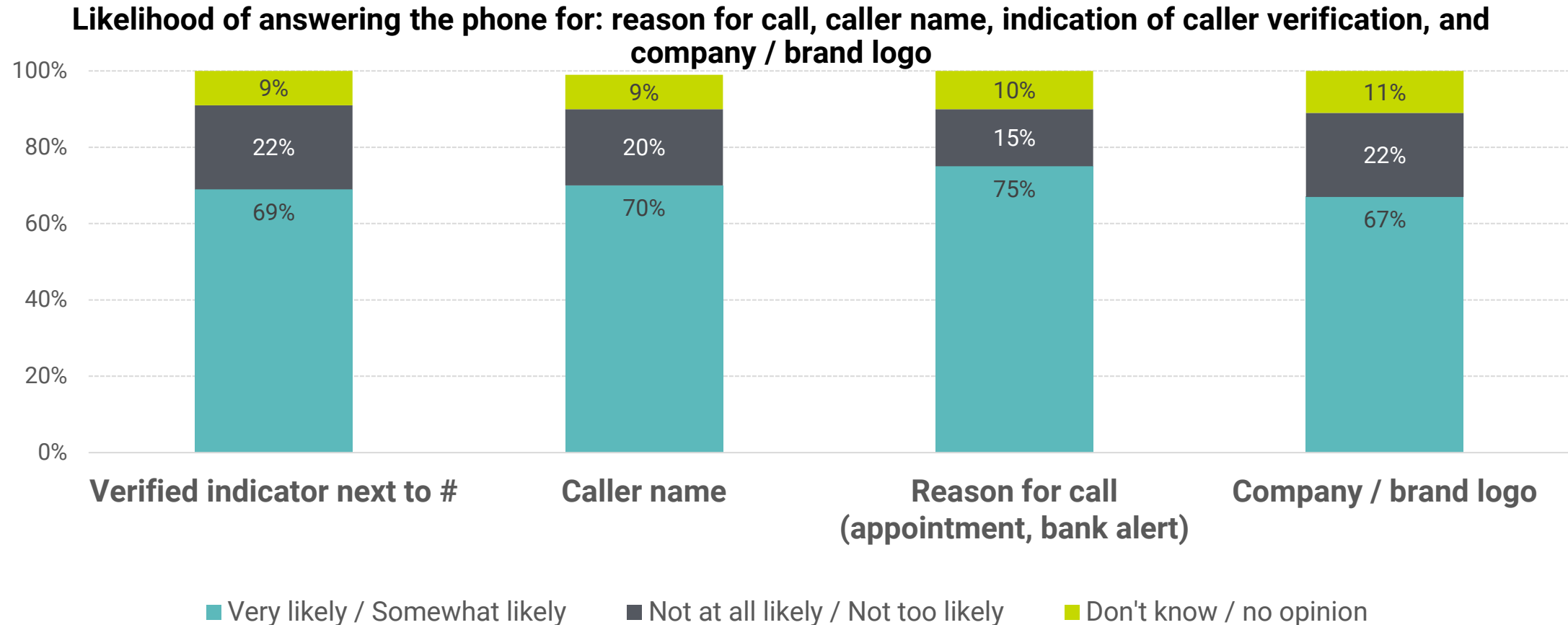|	
■ Yes, definitely / Yes, probably	■ No, definitely not / No, probably not
■ Don't know / No opinion	

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57% of respondents said they would answer 51% to 100% of calls (30% would answer 76%-100% of calls, 27% would answer 51%-76% of calls) if they received calls with the caller name, reason for call, and a company / brand logo displayed.

If you received calls with the caller name, reason for call, and a company / brand logo displayed, what percentage of incoming calls to your mobile phone would you answer?

■ 50% & less ■ 51% & greater ■ Don't know / unsure

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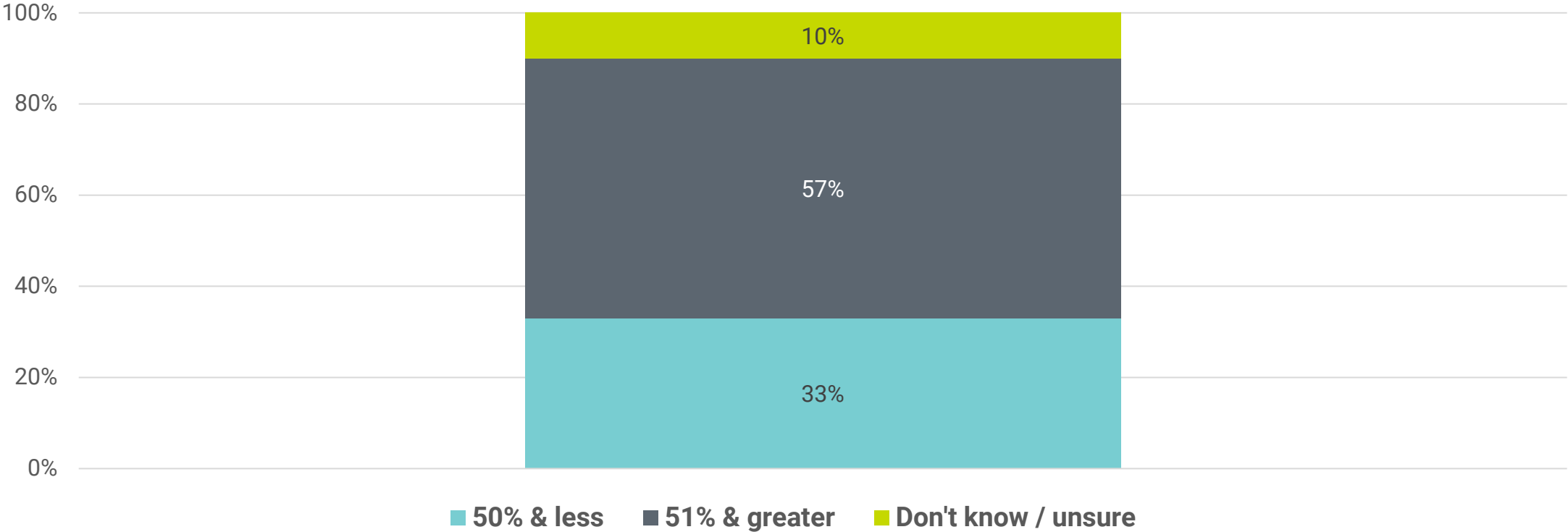
Around 7-in-10 said they were likely to answer the phone if a telephone call was *verified* as legitimate by displaying one of the items below, even if they did not recognize the number.

Likelihood of answering the phone for: reason for call, caller name, indication of caller verification, and company / brand logo

Legend:
- Very likely / Somewhat likely
- Not at all likely / Not too likely
- Don't know / no opinion

X-axis categories:
- Verified indicator next to #: 69% / 22% / 9%
- Caller name: 70% / 20% / 9%
- Reason for call (appointment, bank alert): 75% / 15% / 10%
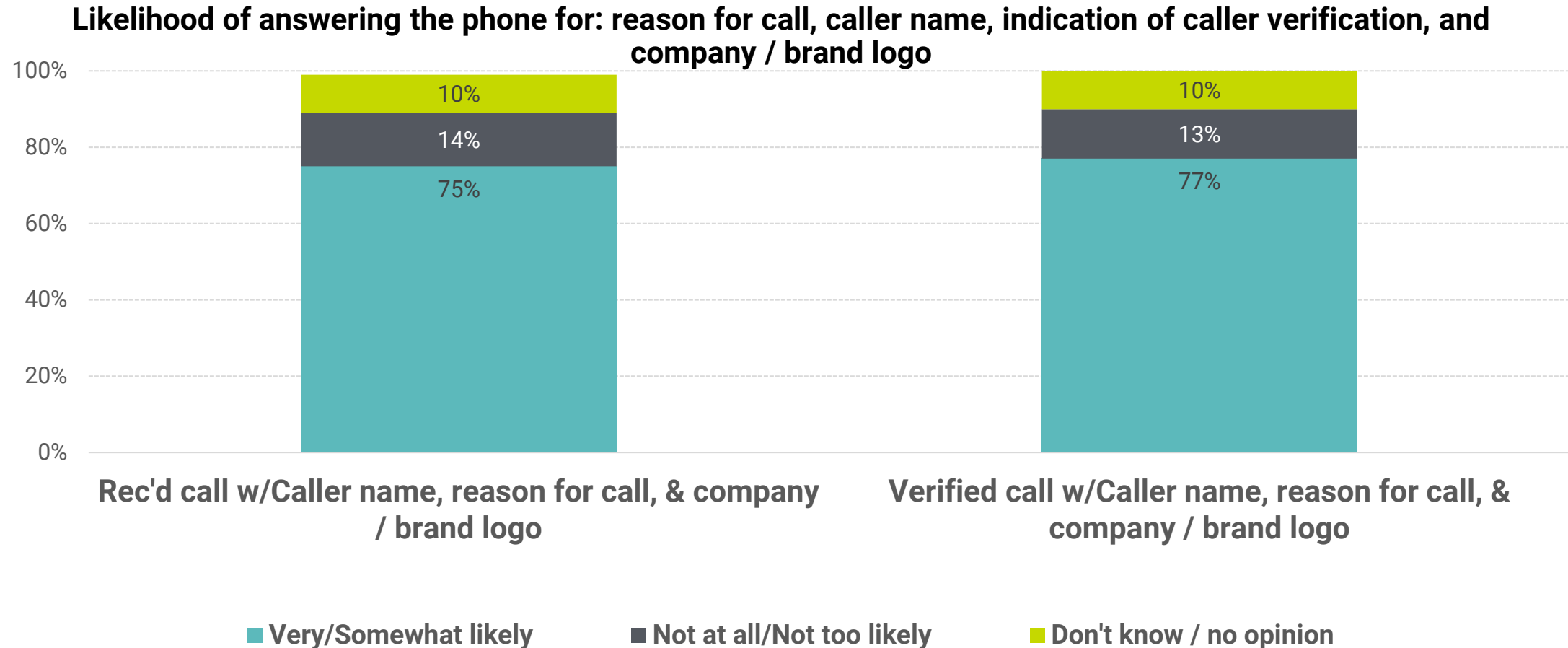- Company / brand logo: 67% / 22% / 11%

Reason for call and caller name lend strongest support in increasing likelihood of answering calls. Caller verification and company / brand logo also command majority support.

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~75% to 77% said that they were very to somewhat likely to answer the phone if a telephone call was verified as legitimate by displaying one of the items below, even if they did not recognize the number.

Likelihood of answering the phone for: reason for call, caller name, indication of caller verification, and company / brand logo

Rec'd call w/Caller name, reason for call, & company / brand logo
- 10%
- 14%
- 75%

Verified call w/Caller name, reason for call, & company / brand logo
- 10%
- 13%
- 77%

■ Very/Somewhat likely ■ Not at all/Not too likely ■ Don't know / no opinion

Including caller name, reason for call, and company / brand logo commands 75% likelihood. Including in the question description of call as verified, with the same indicators, drew 77% likelihood, within the 2% margin of error.

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74% say indicators would impact their decision to answer a call.

36% said indicators that a call was verified and legitimate (e.g. a verification checkmark, company / brand logo, call reason etc.) delivered prior to answering would 'yes, definitely' impact their decision to answer the call.
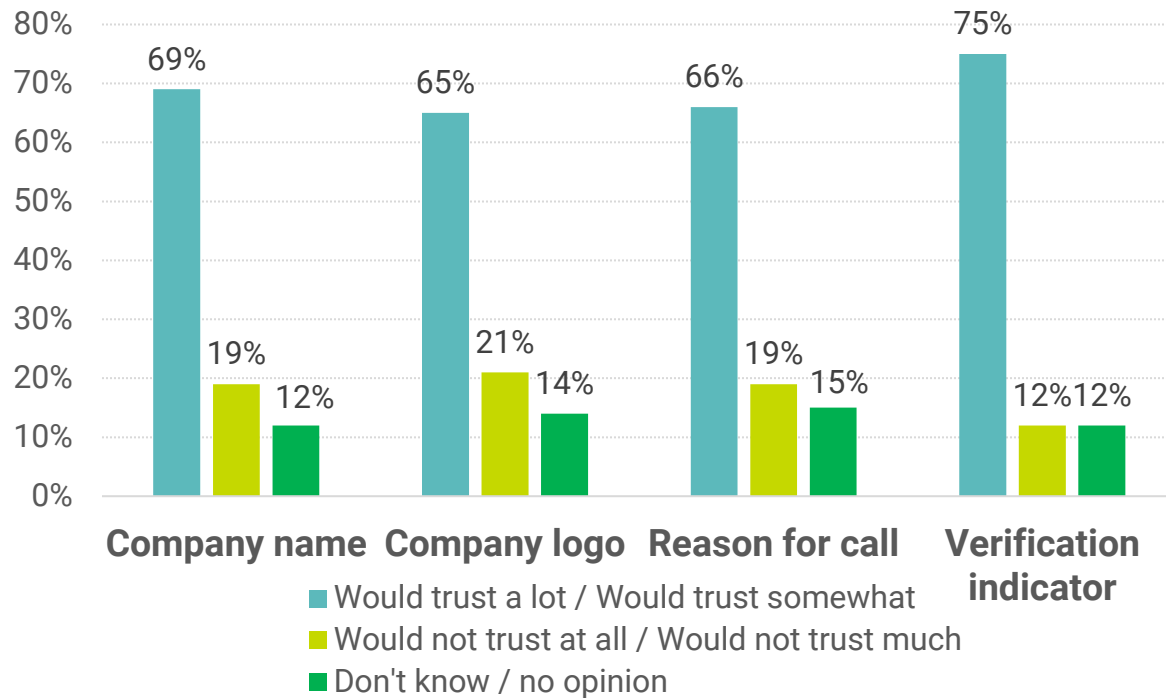
Impact their decision to answer the call

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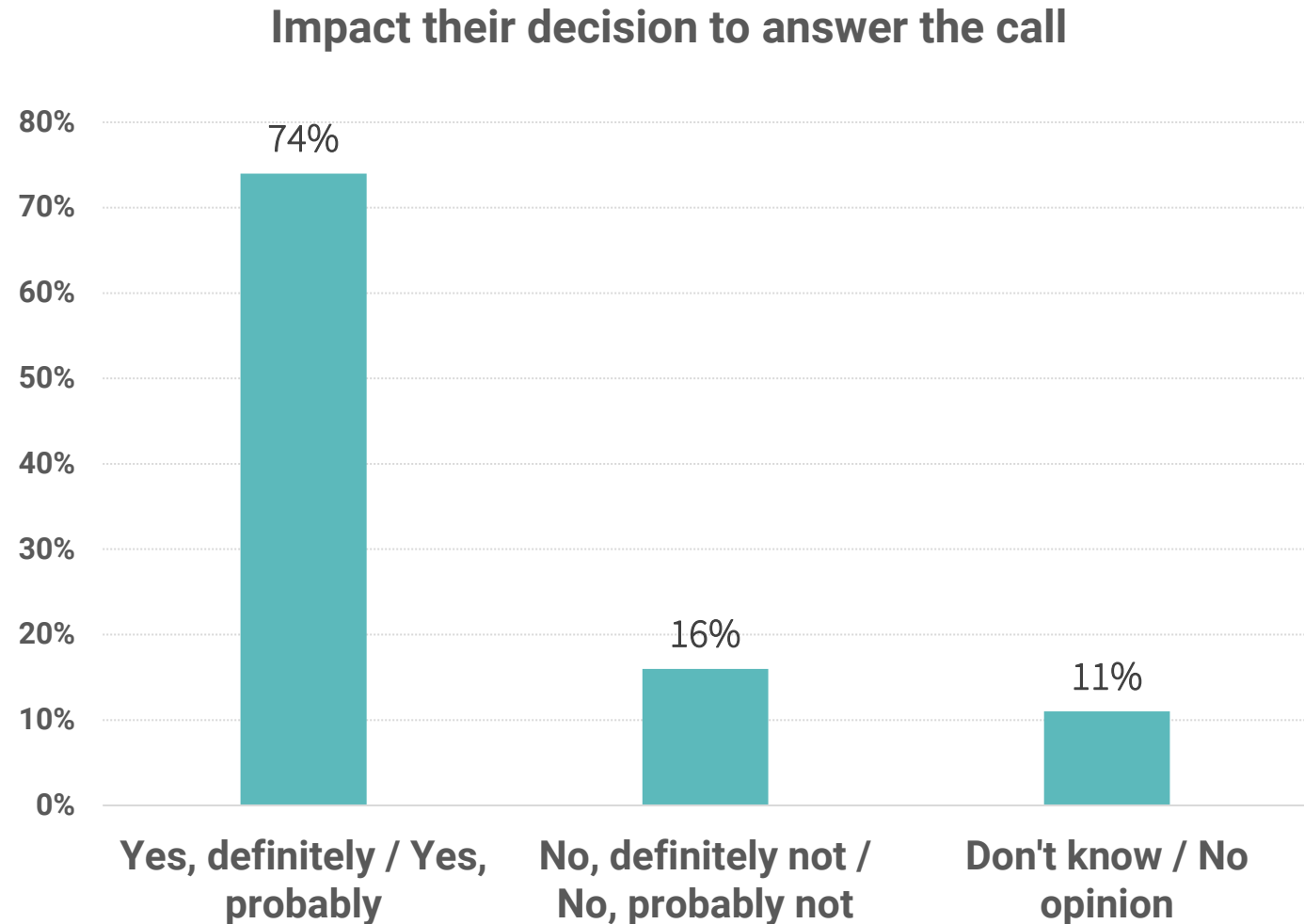
Indicator trust and answered calls

How much, if at all, would each of the following pieces of information received with an unexpected incoming call help you to determine how much you would trust that incoming call to be from a legitimate and verified caller?

Trust somewhat to a lot... indicator = 75%, Company name = 69%, Reason for call = 66%, Company logo = 65%

How much would you trust?

Legend:
- Would trust a lot / Would trust somewhat
- Would not trust at all / Would not trust much
- Don't know / no opinion

If a telephone call from a business was verified as legitimate, and the caller name, reason for call, and a company / brand logo displayed, what percentage of incoming calls to your mobile phone with this information would you answer?
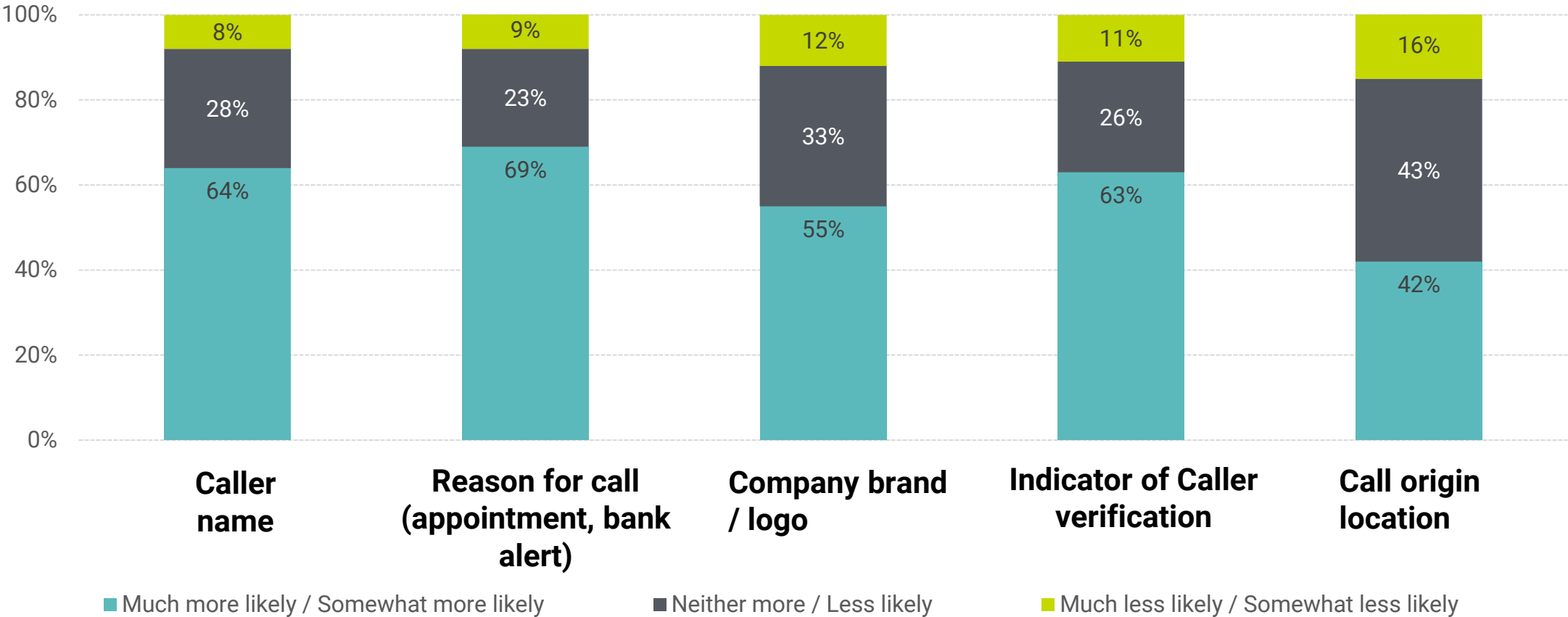
34% said they would answer 76% to-100% of calls, 25% said 51% to 75%, or 59% would answer over half of incoming calls with that information

What percentage would you answer?

Legend:
- **50% & less**
- **51% & greater**
- **Don't know / unsure**

Branded Calling ID
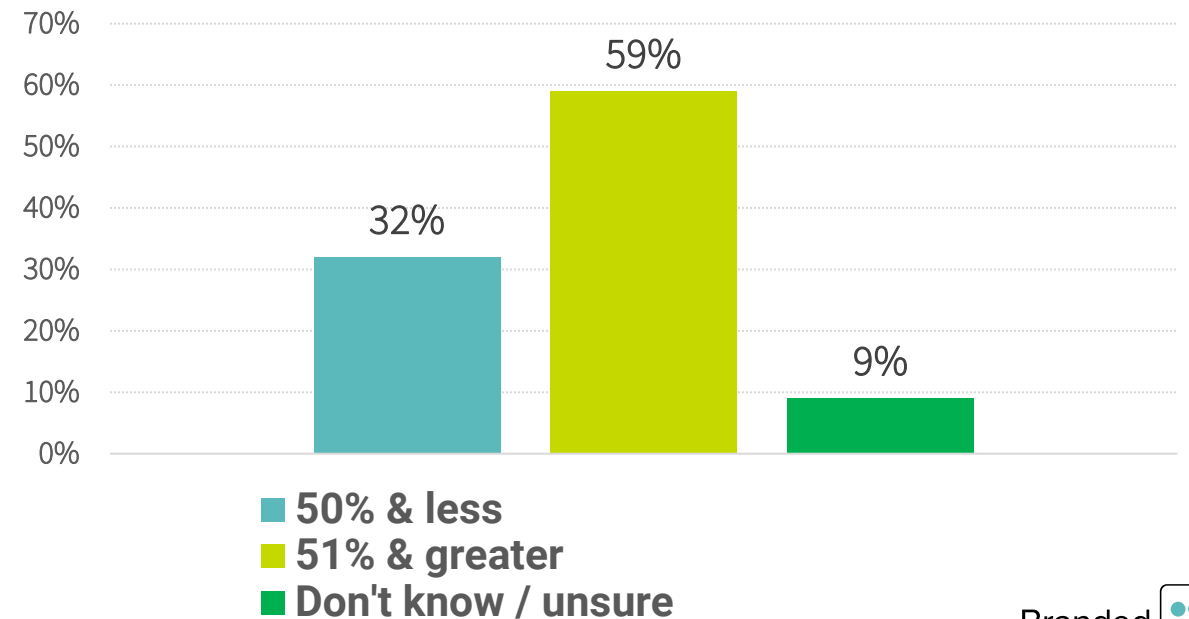
4 of 5 factors make call answering somewhat to much more likely if displayed.

Likelihood of call acceptance is above a majority for: reason for call, caller name, indicator of caller verification, and company / brand logo

Legend:
- ■ Much more likely / Somewhat more likely
- ■ Neither more / Less likely
- ■ Much less likely / Somewhat less likely

Chart data:

Category	Much more likely / Somewhat more likely	Neither more / Less likely	Much less likely / Somewhat less likely
Caller name	64%	28%	8%
Reason for call (appointment, bank alert)	69%	23%	9%
Company brand / logo	55%	33%	12%
Indicator of Caller verification	63%	26%	11%
Call origin location	42%	43%	16%

Reason for call and caller name lend strongest support in increasing likelihood of answering calls. Caller verification and company / brand / logo also command majority support. Call origin location has the least impact in influencing call acceptance.
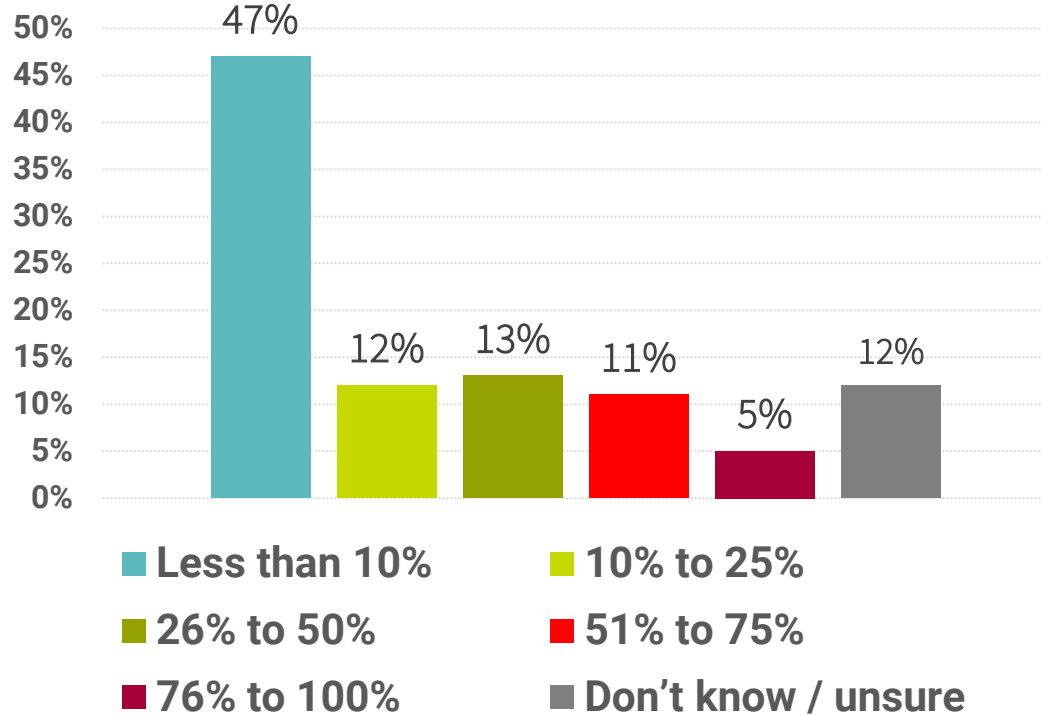
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Answering unknown caller calls

72% of respondents said they answer less than 50% of unknown calls from 1(800) numbers that have no caller information associated with the call.

What percentage of calls without caller information do you answer?

- ■ Less than 10%
- ■ 10% to 25%
- ■ 26% to 50%
- ■ 51% to 75%
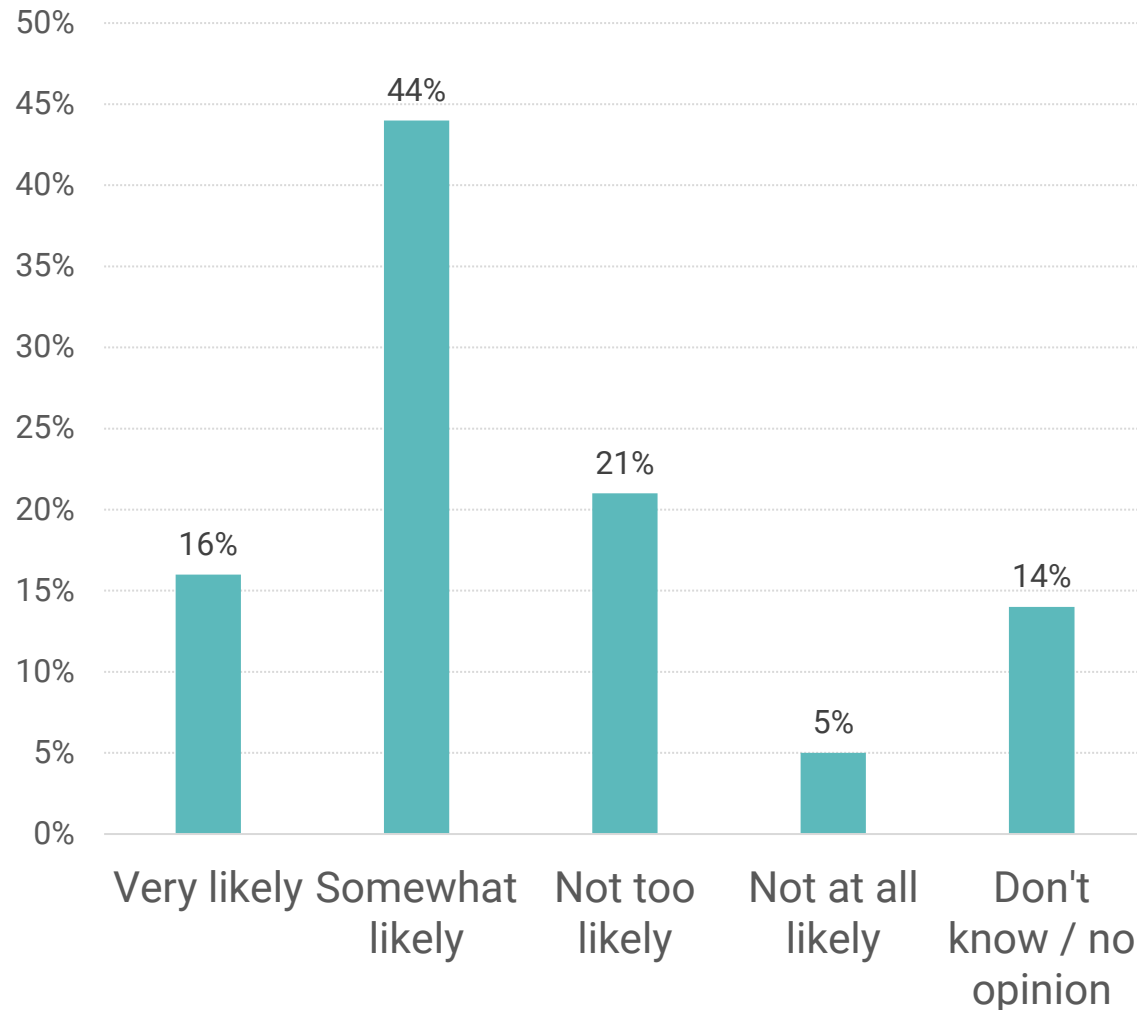- ■ 76% to 100%
- ■ Don't know / unsure

71% of respondents said they could value somewhat to a lot knowing which business was calling them through a call display which included the caller name, reason for the call, and a company/brand logo.

How much would you value knowing which business was calling?

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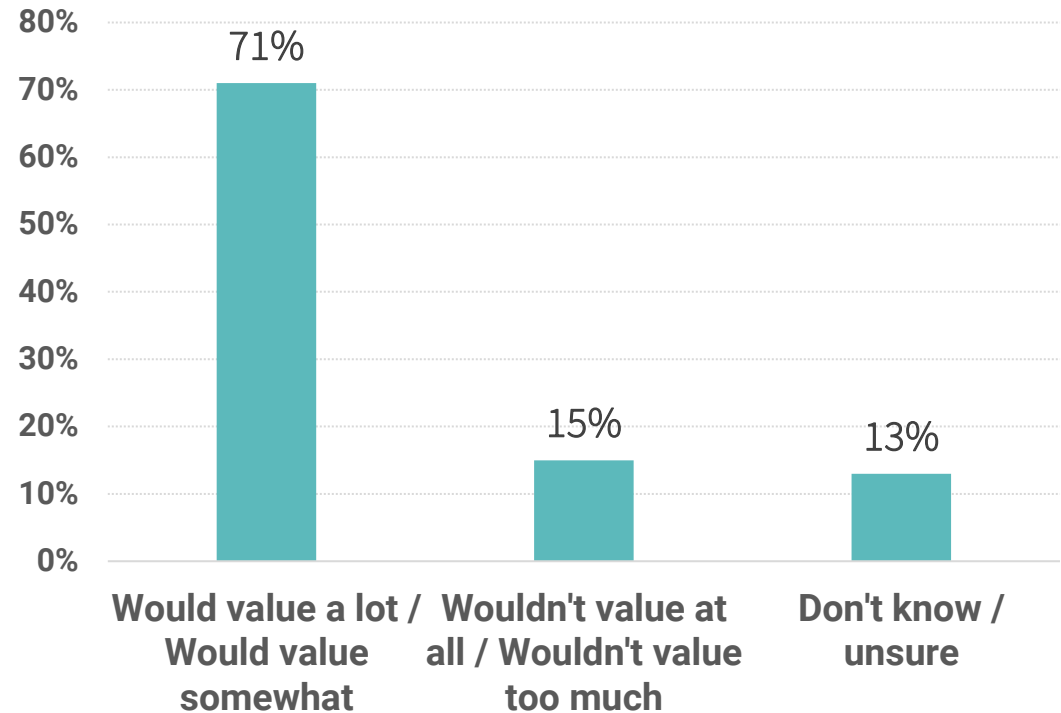
Views follow-up calls

How likely to answer follow up calls?

Once you're done interacting with a business, say after a service has been completed or a product delivered to you, how likely would you be, if at all, to answer future follow up calls from that business with their caller name, reason for call, and a company / brand logo displayed?

60% say somewhat to very likely to answer future follow up calls from that business with their caller name, reason for call, and a company / brand logo displayed.

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Key Findings from 2024

- **78% of respondents say they answer less than 50% of calls with unknown telephone numbers [CT2.2]**

- Almost half report often/sometimes missing unexpected legitimate calls (51%) or expected business calls (47%) because they didn't recognize the calling number [CT3 & CT4]

- 79% say warnings delivered prior to answering a call impact the decision whether to answer [CT5]

- **74% say indicators that a call was verified and legitimate (e.g. a verification checkmark, company / brand logo, call reason etc.) delivered prior to answering impact the decision to answer [CT100]**

- Asked how much different pieces of information would help determine how much to trust unexpected incoming calls, [CT102] the following share of respondents reported they would trust somewhat to a lot:
  - Call verification indicator = 75%; Company name = 69%; Reason for call = 66%; & Company logo = 65%

- **75% said they would be somewhat (43%) to very likely (32%) to answer a call with the caller name, reason for call, and a company / brand logo displayed [CT12]**

- 60% said they would be somewhat to very likely to answer future follow up calls from a business, after a service has been completed or a product delivered, if they came with caller name, reason for call, and a company / brand logo displayed [CT106]

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