

# **Morning Consult Survey:** **Branded Calling Research**

August 2024

Branded  
Calling



# Citation

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

# Methodology

## Morning Consult Branded Calling Survey

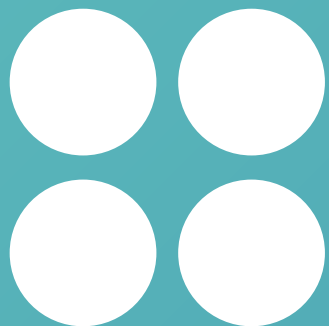
Online survey of 2,201 registered U.S. voters (August 7-11, 2024). Total survey Margin of Error of +/- 2%.

### 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.*

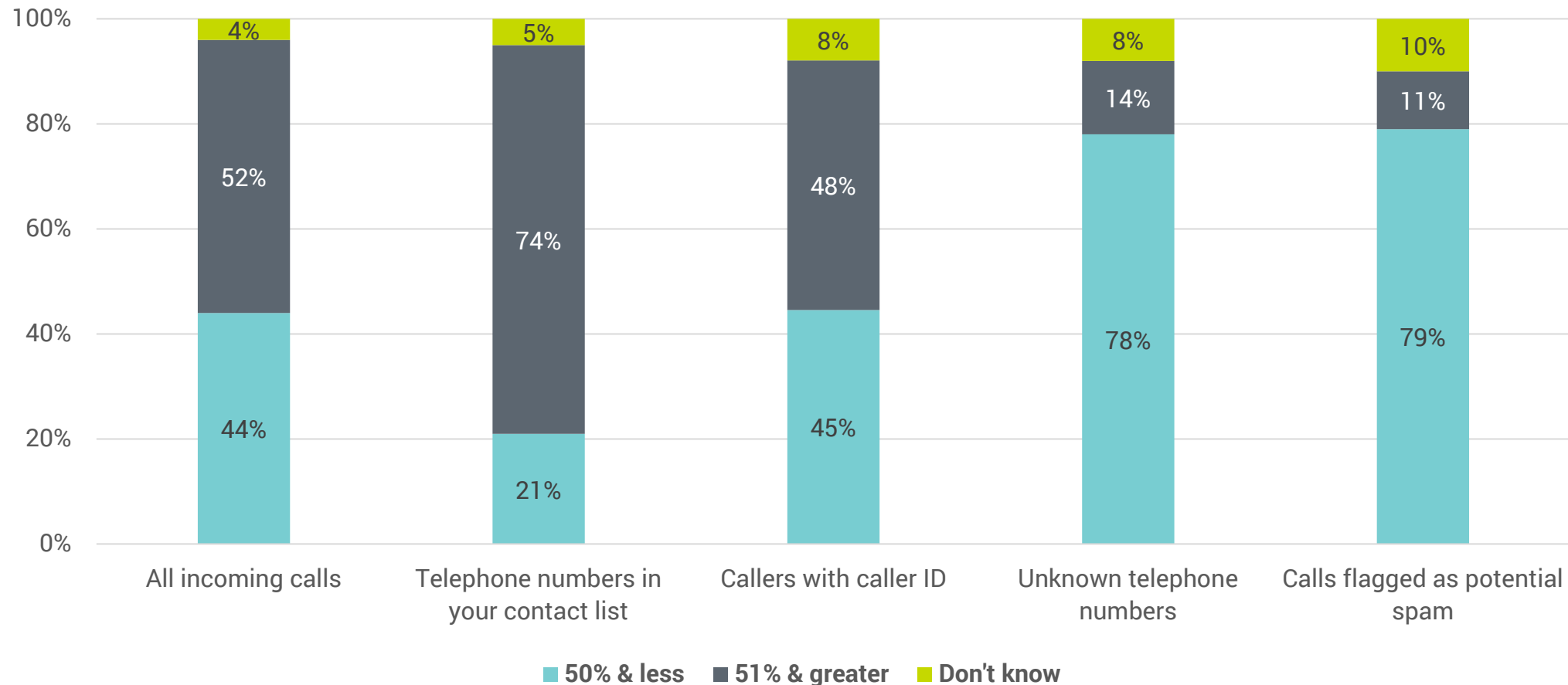


## **2024 Findings**

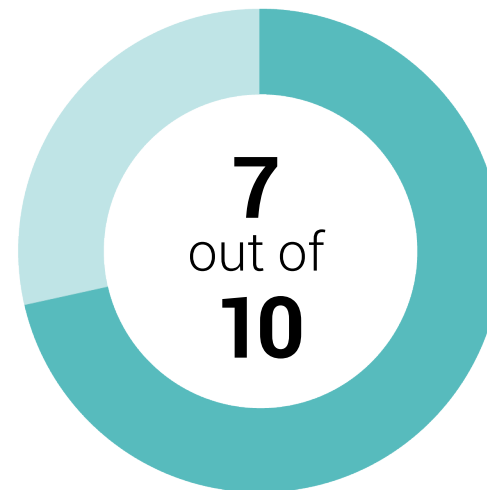
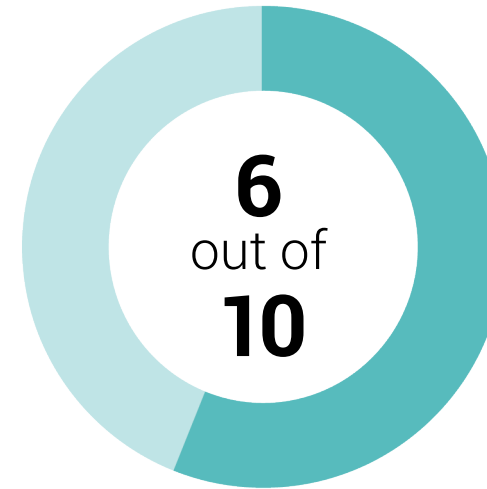
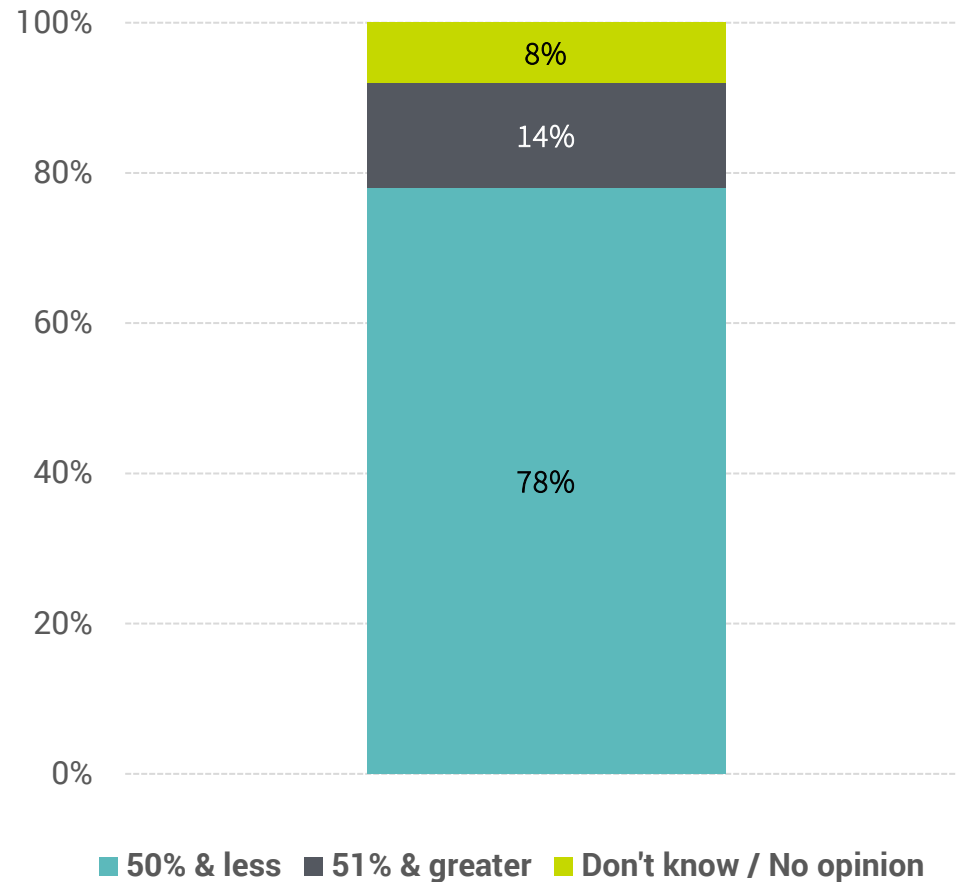
Call answering patterns and sentiment surrounding indicators

# 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 calls from unknown telephone numbers to your mobile phone do you answer?



# How often have you missed a call because you did not recognize the calling number?

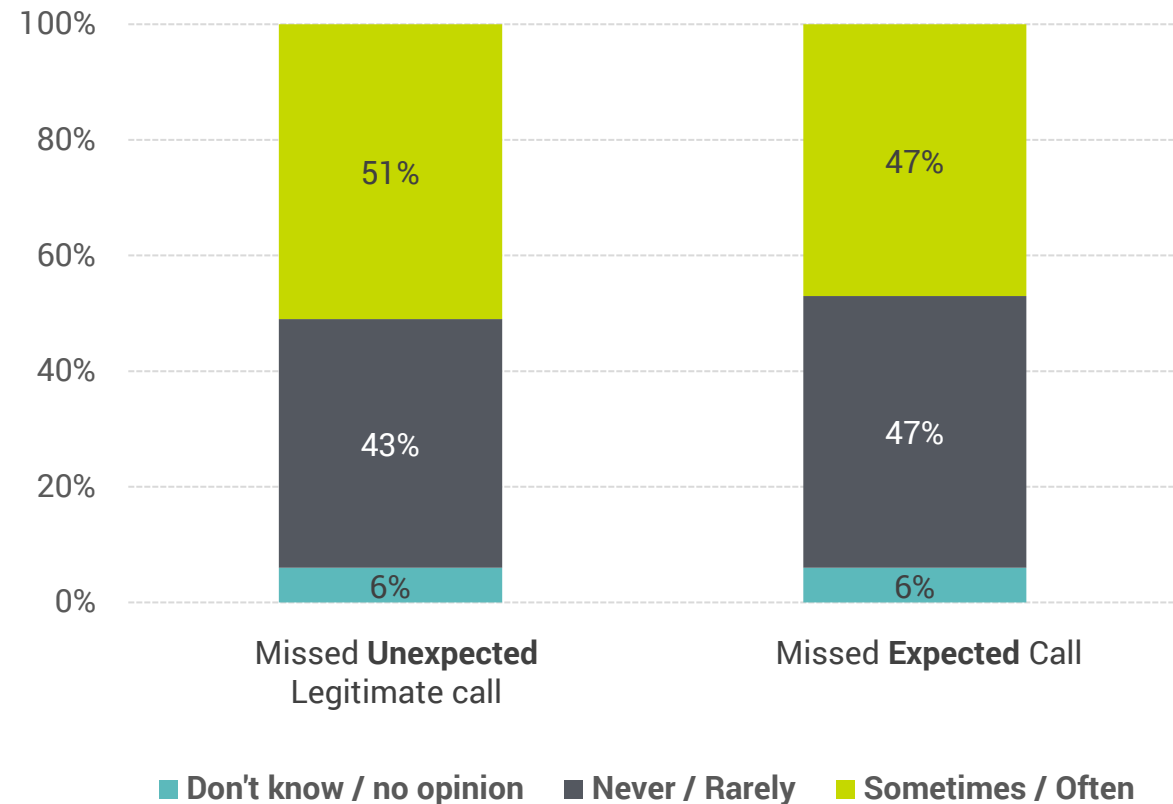
~ Half of respondents missed legitimate unexpected and expected calls

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.



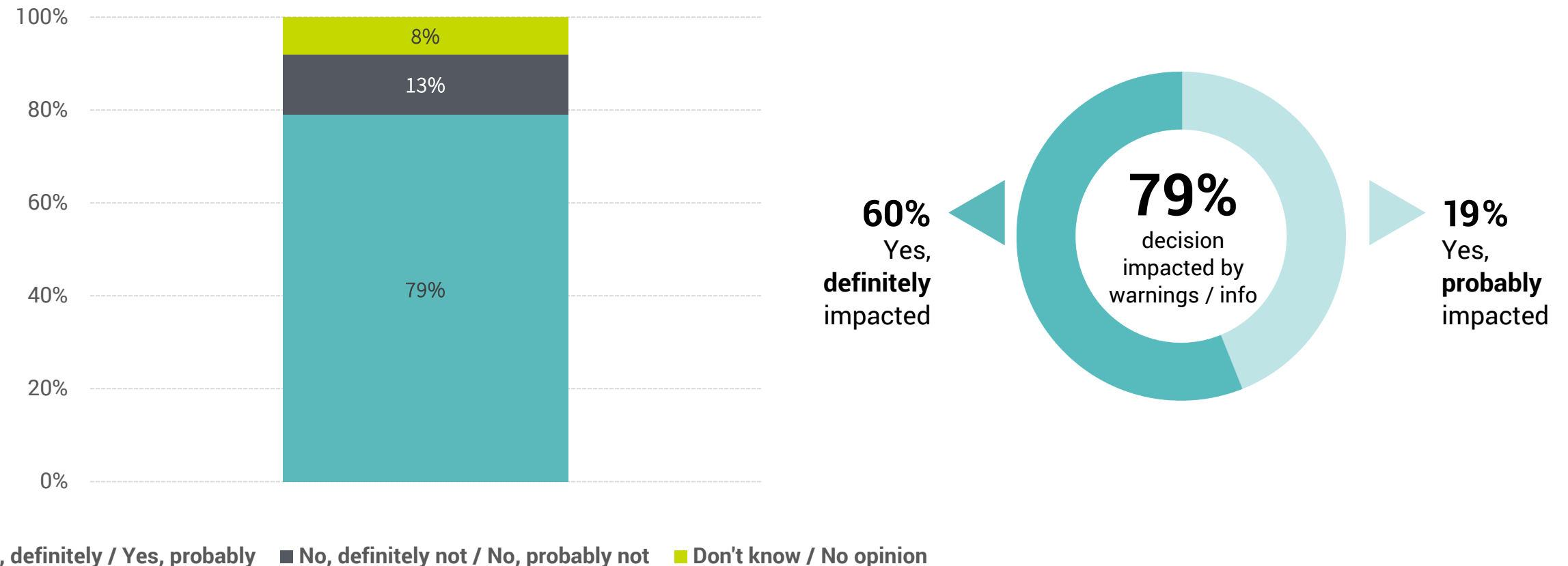
**51%** Missed **unexpected** legitimate call  
(11% often, 40% sometimes)

**47%** Missed **expected** call  
(11% often, 36% sometimes)



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

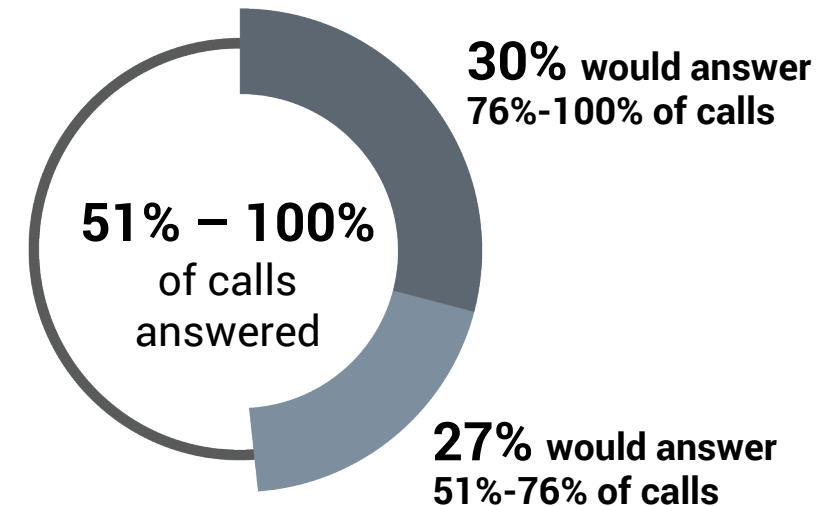
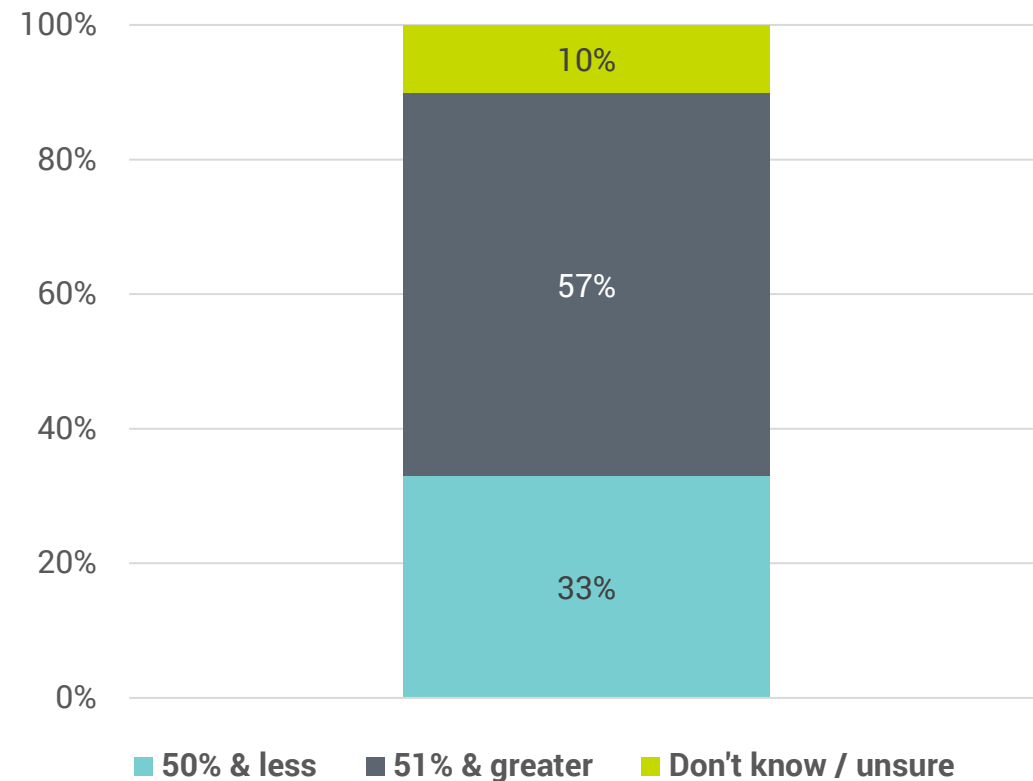
A strong majority, ~ 8-in-10, takes into account pre-acceptance call warnings and information in deciding whether to answer an incoming call.





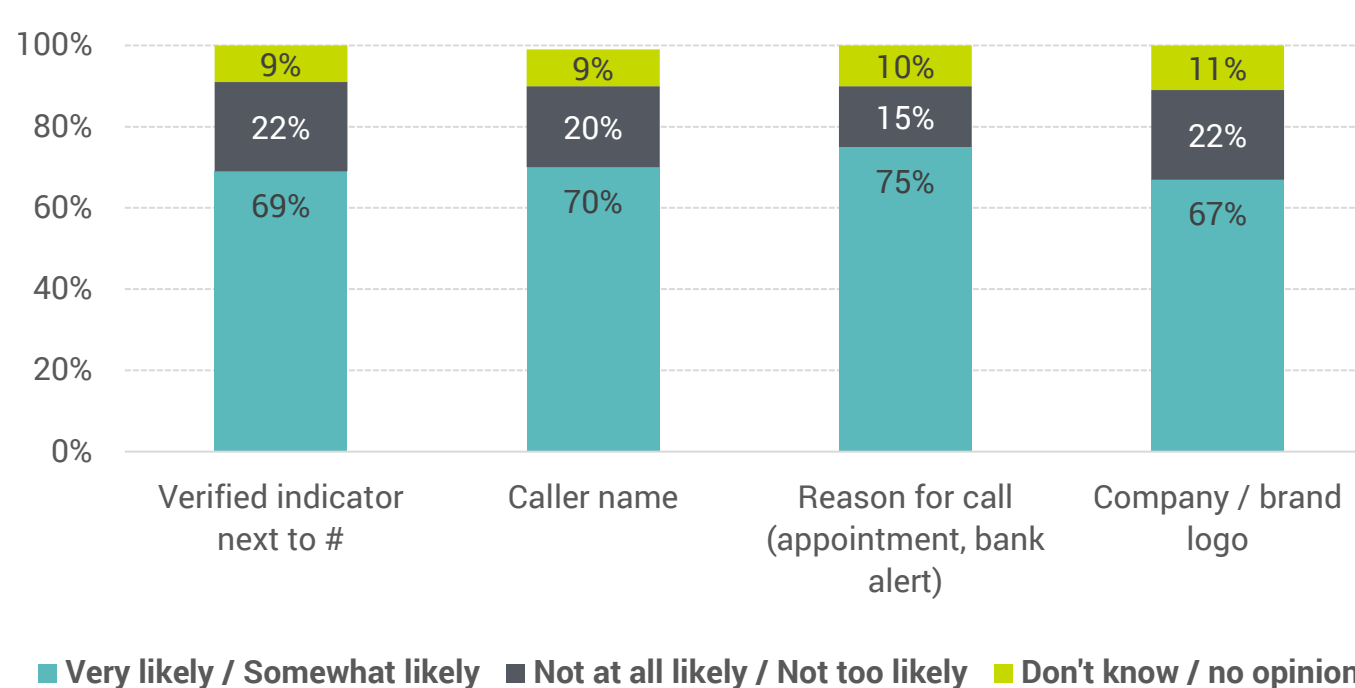
# If you received calls with the caller name, reason for call, and a company / brand logo displayed, what percentage of incoming calls to your mobile phone would you answer?

57% of respondents said they would answer



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

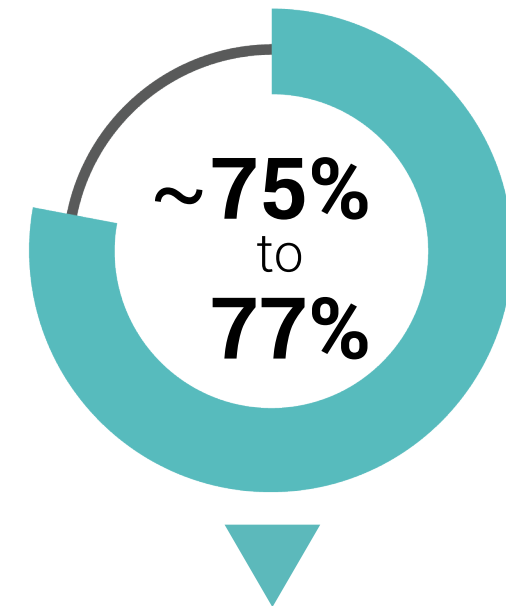
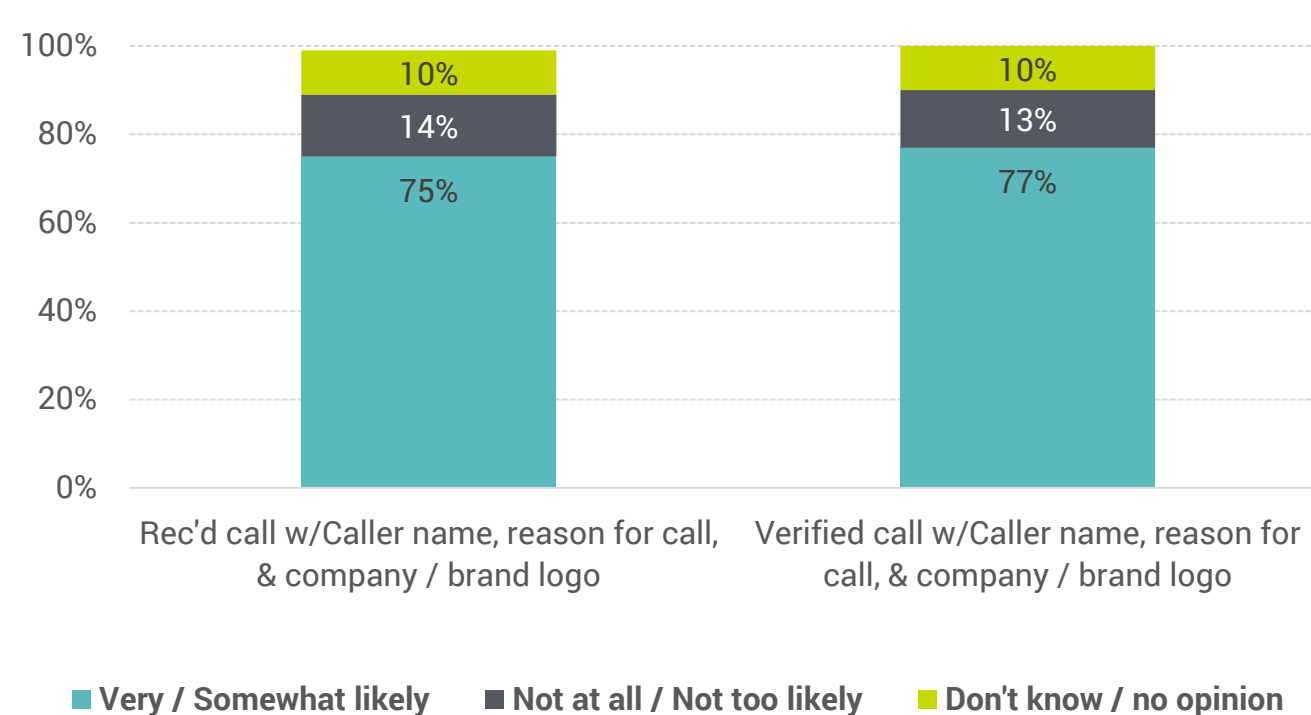
Reason for call and caller name lend strongest support in increasing likelihood of answering calls. Caller verification and company / brand logo also command majority support.



**Likely** to answer a call if verified by displaying one of the indicators, 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

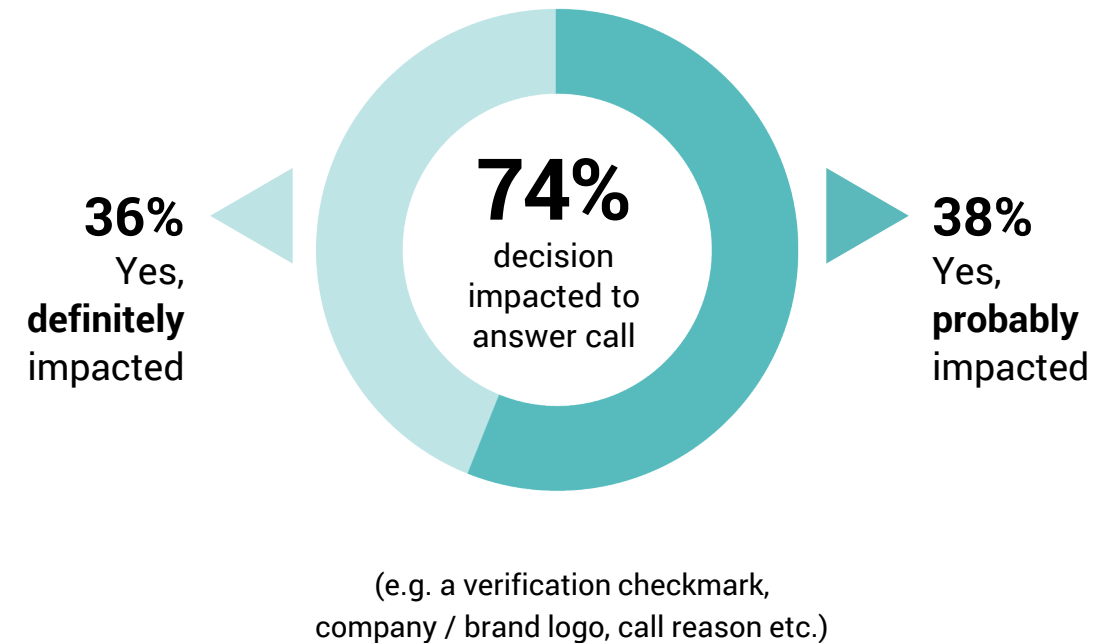
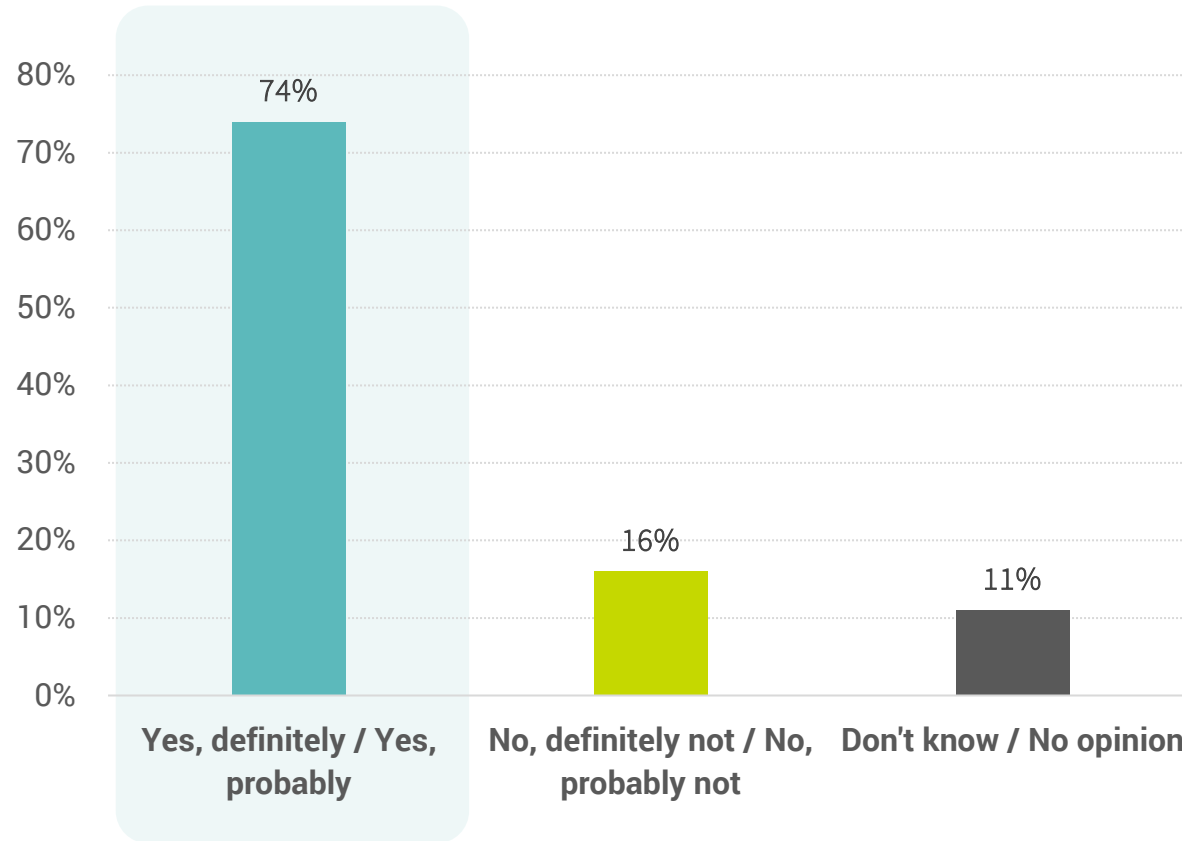
Including caller name, reason for call, and company / brand logo commands 75% likelihood. Including in the question description of call as verified, with the same indicators, drew 77% likelihood, within the 2% margin of error.



**Very to somewhat likely**  
to answer a call if verified  
by displaying one of the  
indicators, even if they did  
not recognize the number

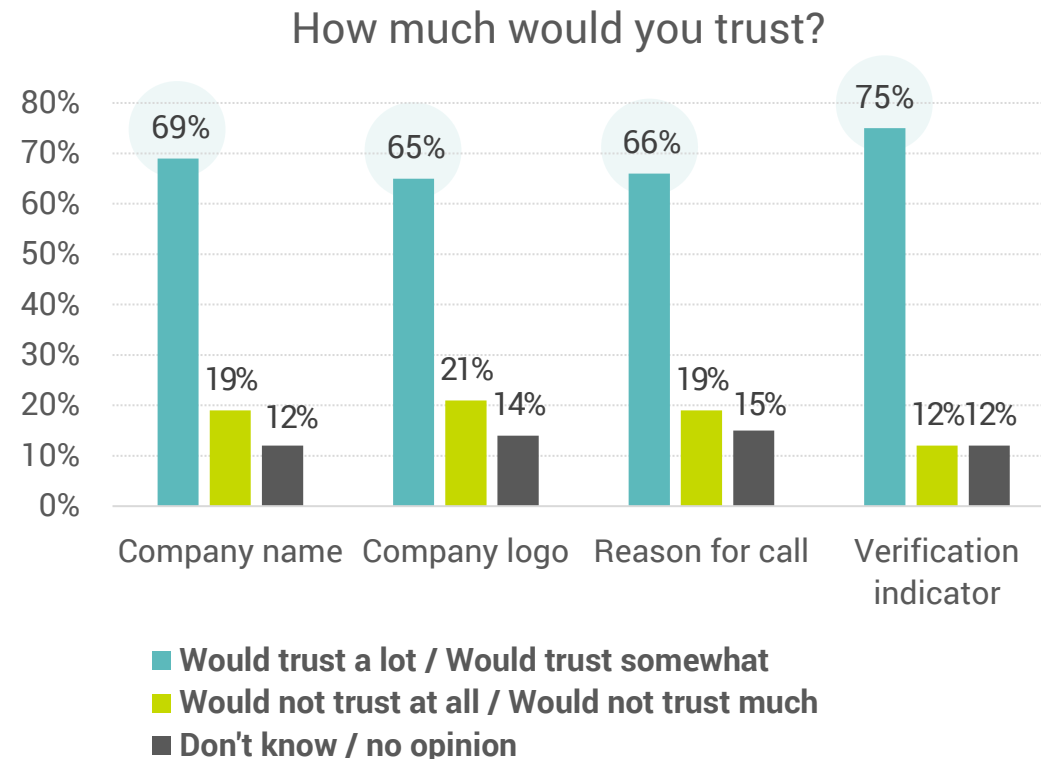
# Impact their decision to answer the call

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



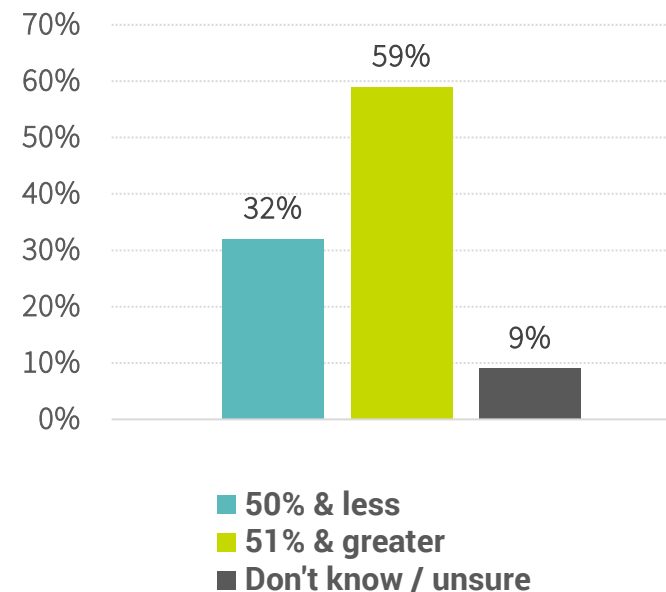
# Indicator trust and answered calls

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?



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?

What percentage would you answer?

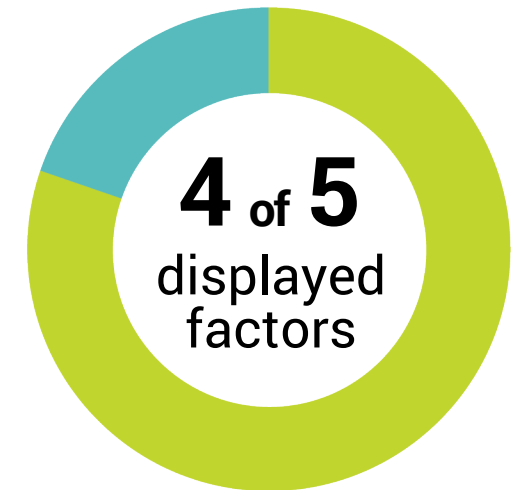
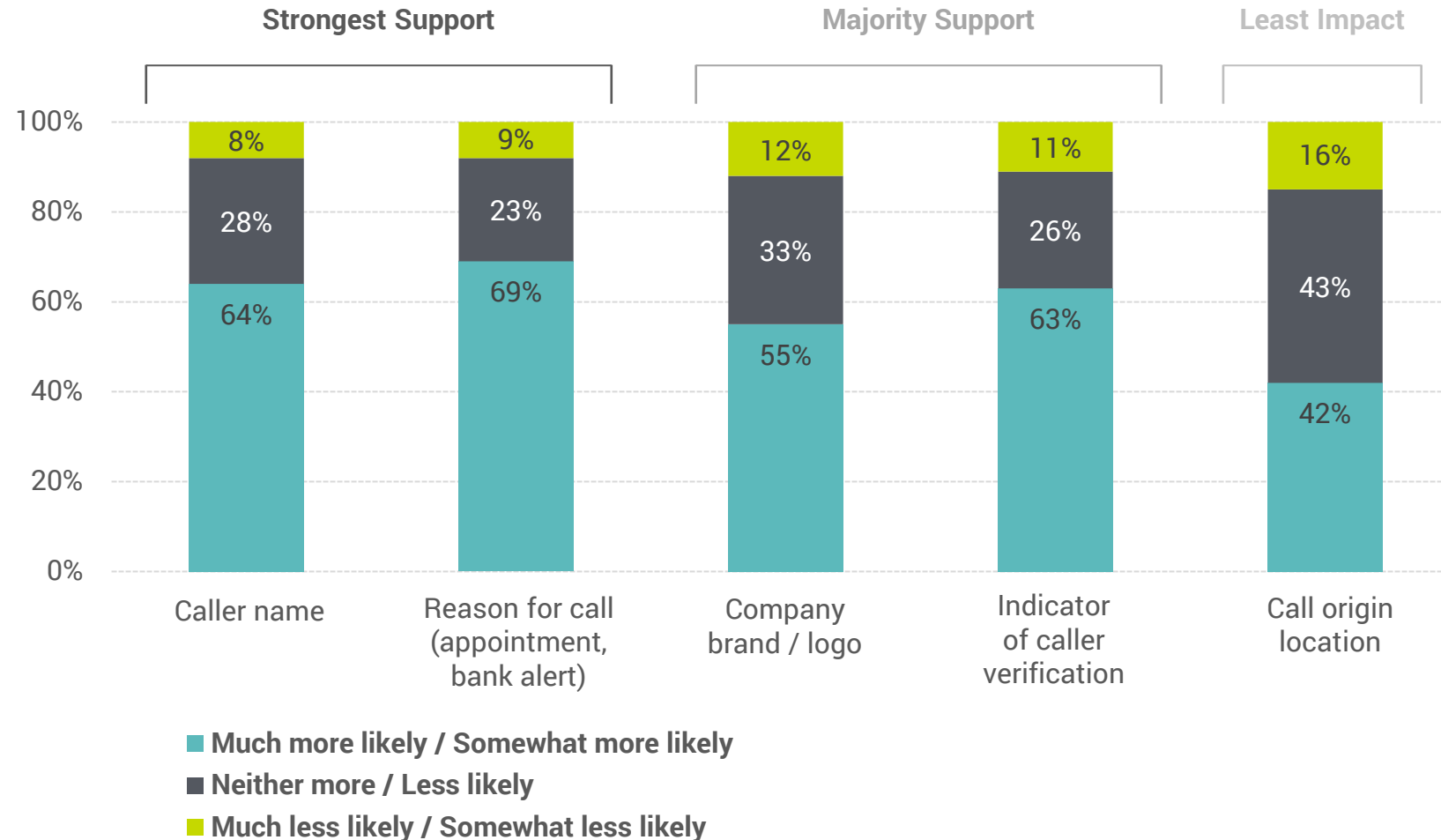


**34% would answer**  
76%-100% of calls



**25% would answer**  
51%-76% of calls

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

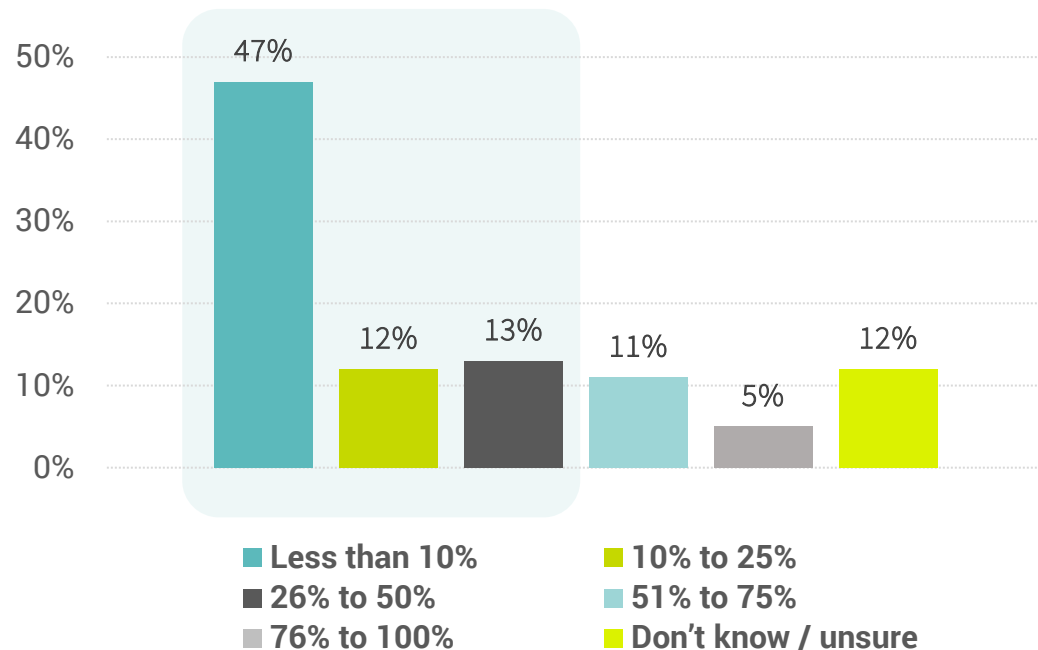


Somewhat to much more likely to answer a call

# Answering unknown caller calls

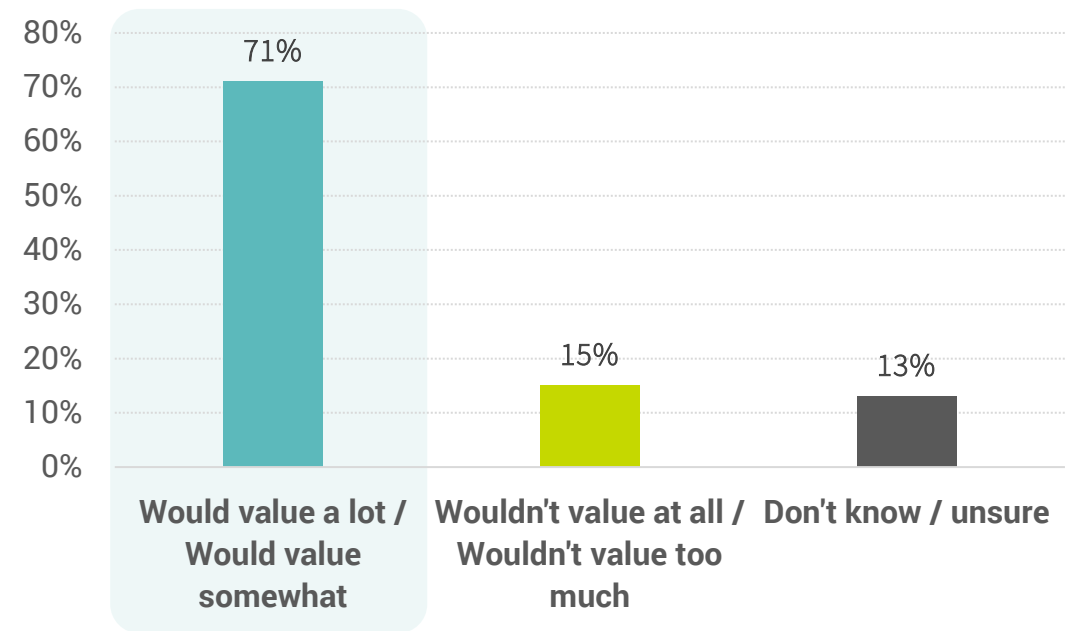
72% of respondents said they answer less than 50% of unknown calls from 1(800) numbers that have no caller information associated with the call.

What percentage of calls without caller information do you answer?



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?

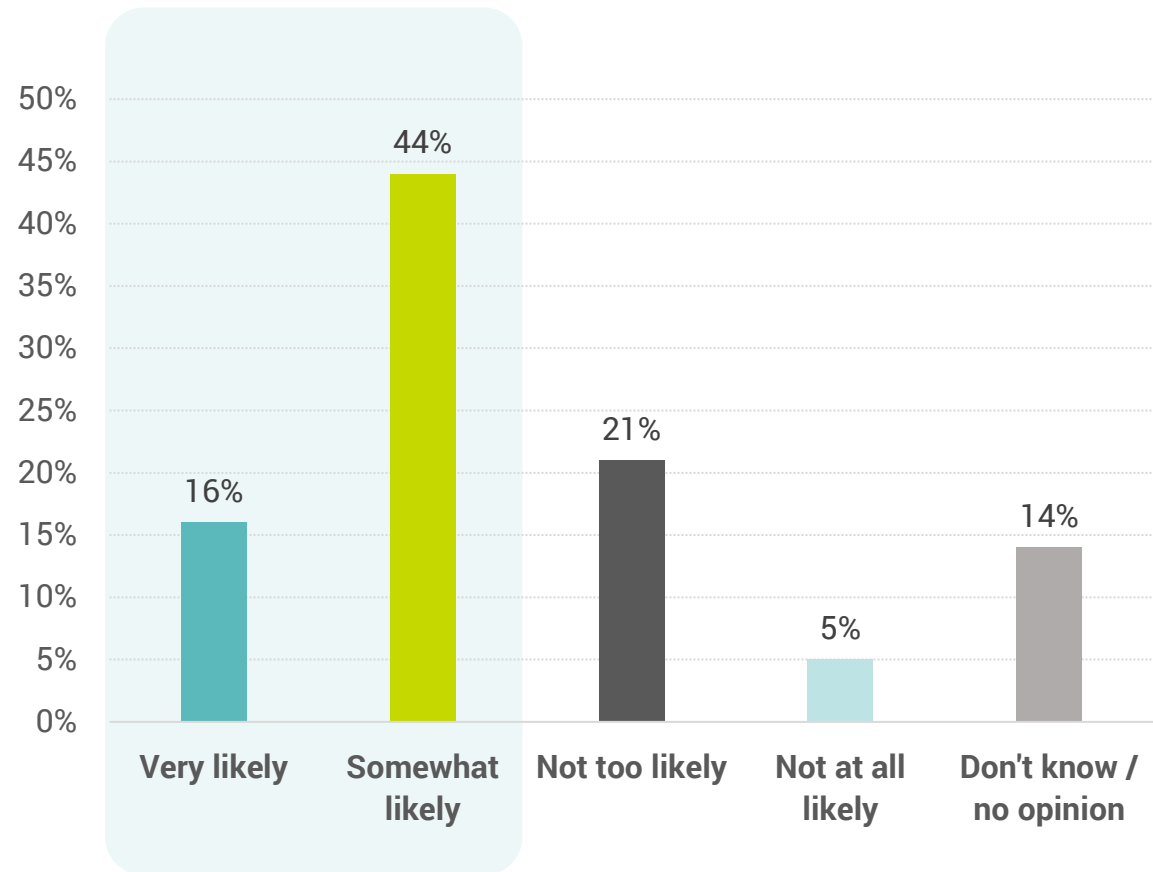


# How likely to answer follow-up calls?

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.

## Views 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?





# 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]

