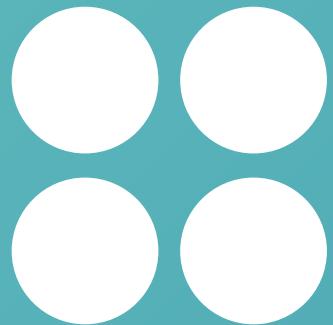


Morning Consult Survey: Branded Calling Research

November 2025

Branded
Calling





New Market Research

Verification Indicators Make a Difference – November 2025

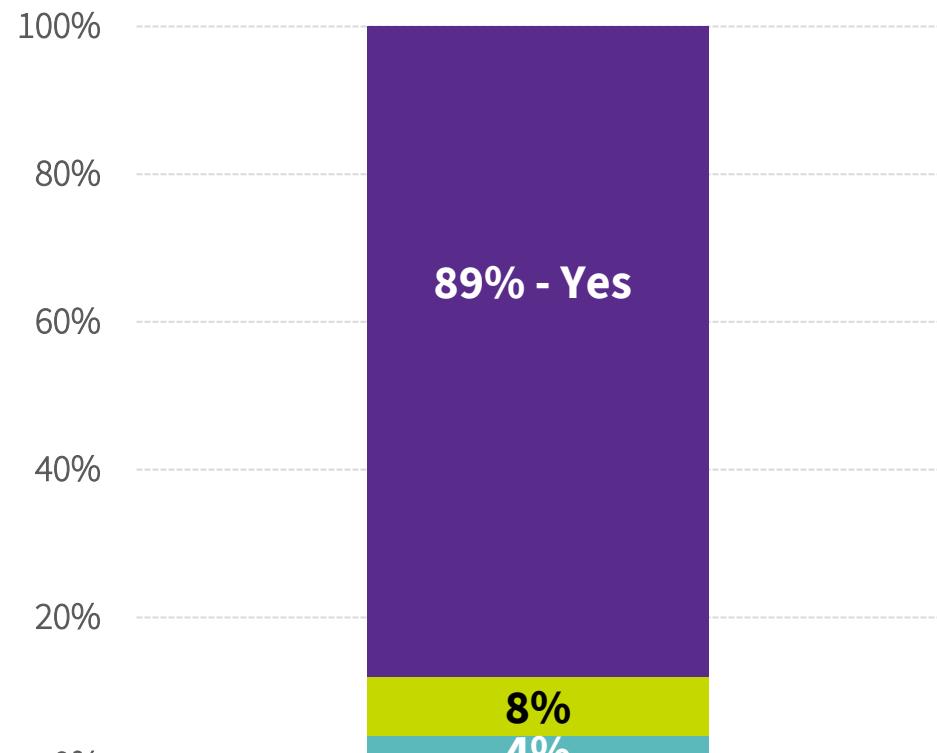
Factors that increase likelihood of answering a verified call :

- Reason for call
- Company name
- Verification indicator
- Company brand / logo

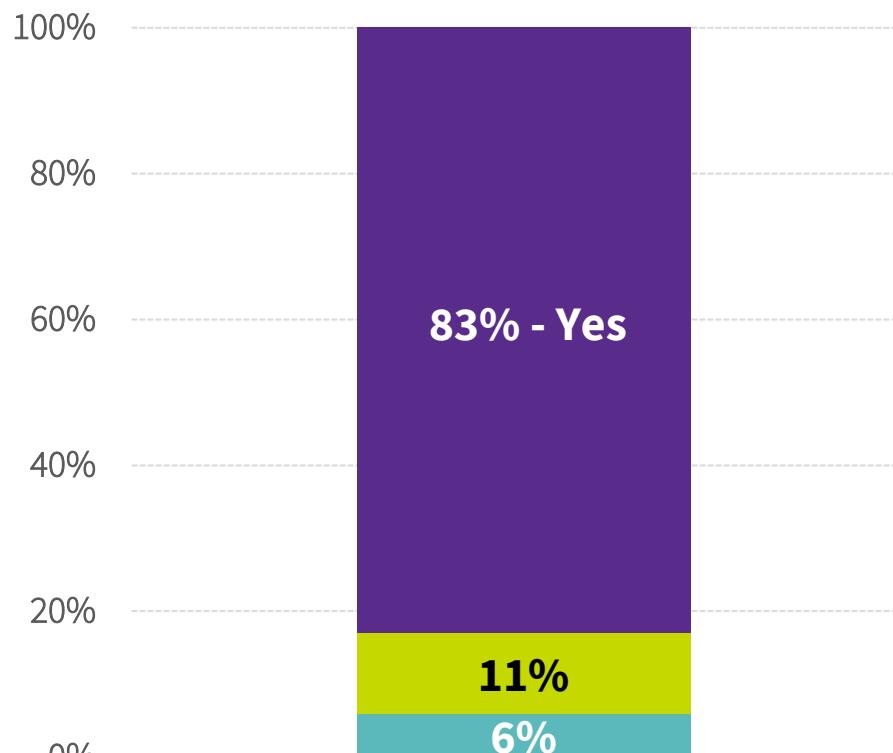
November 2025

A strong majority take into account pre-acceptance call warnings and information in deciding whether to answer an incoming call.

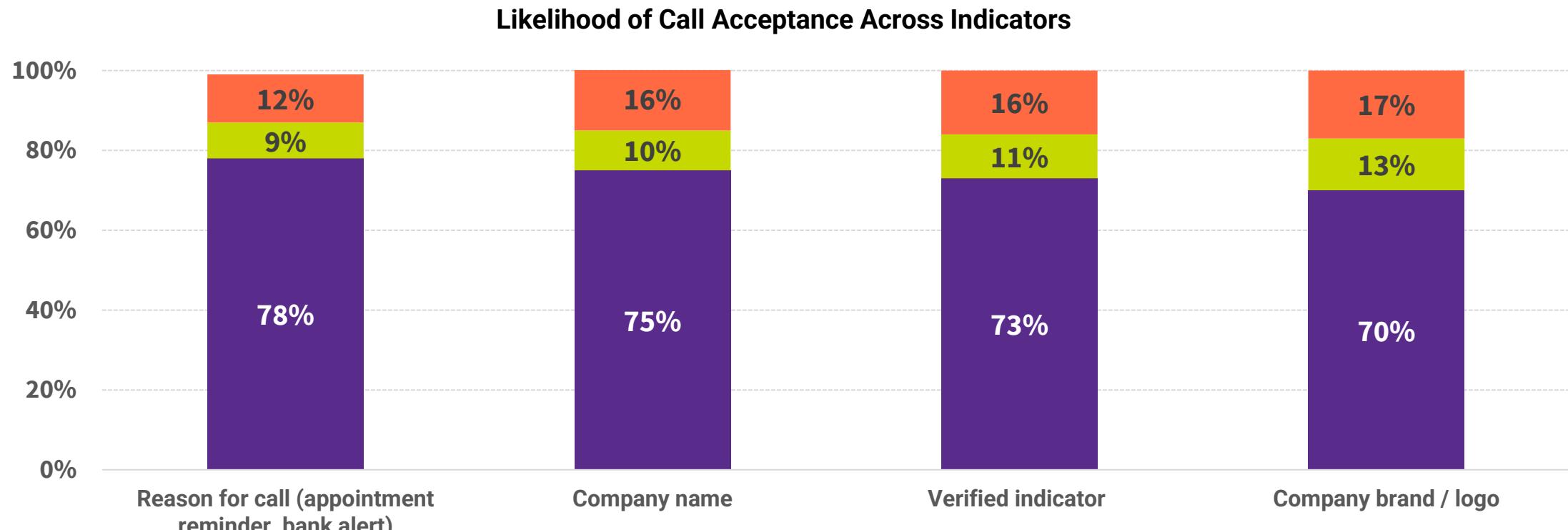
Do warnings / info received prior to answering a call impact your decision to answer?



Would indicators verifying call legitimacy impact their decision to answer a call?



7 in 10 adults say they are likely to answer the phone if a telephone call is verified as legitimate by and displays one of the following indicators

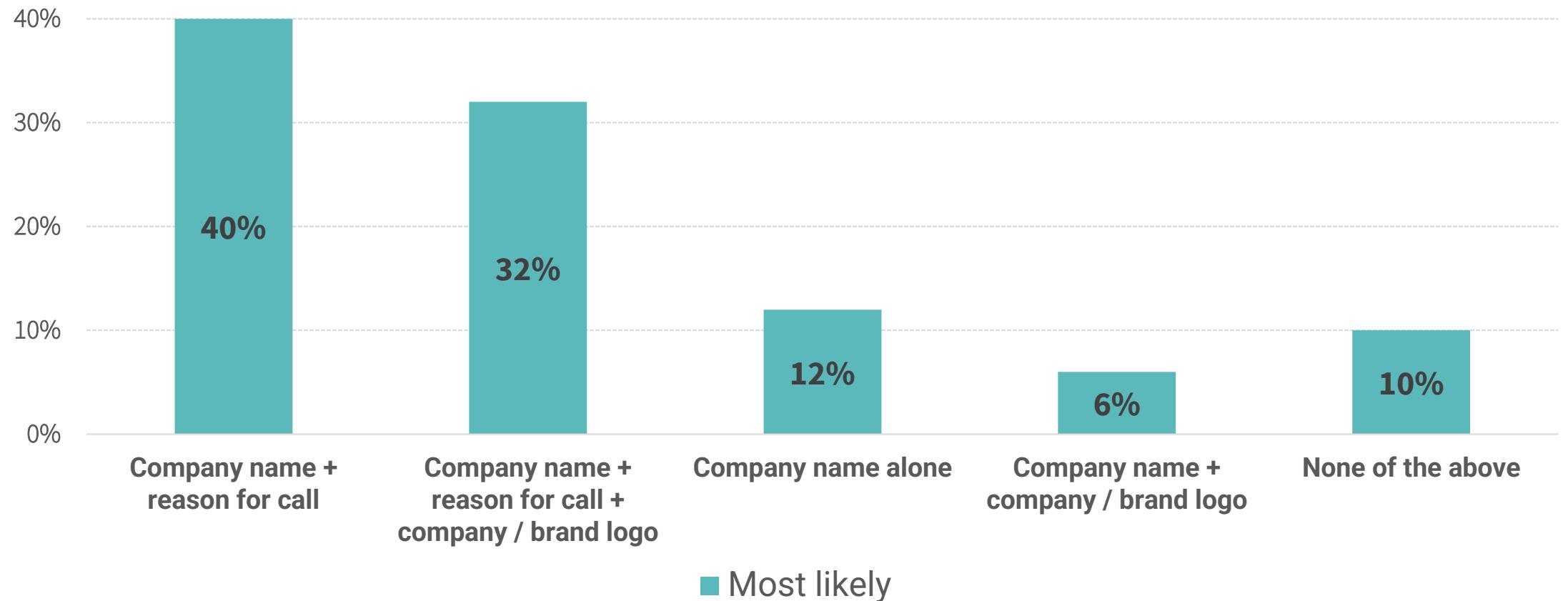


■ Much more likely / Somewhat more likely ■ Don't know / no opinion ■ Much less likely / Somewhat less likely

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

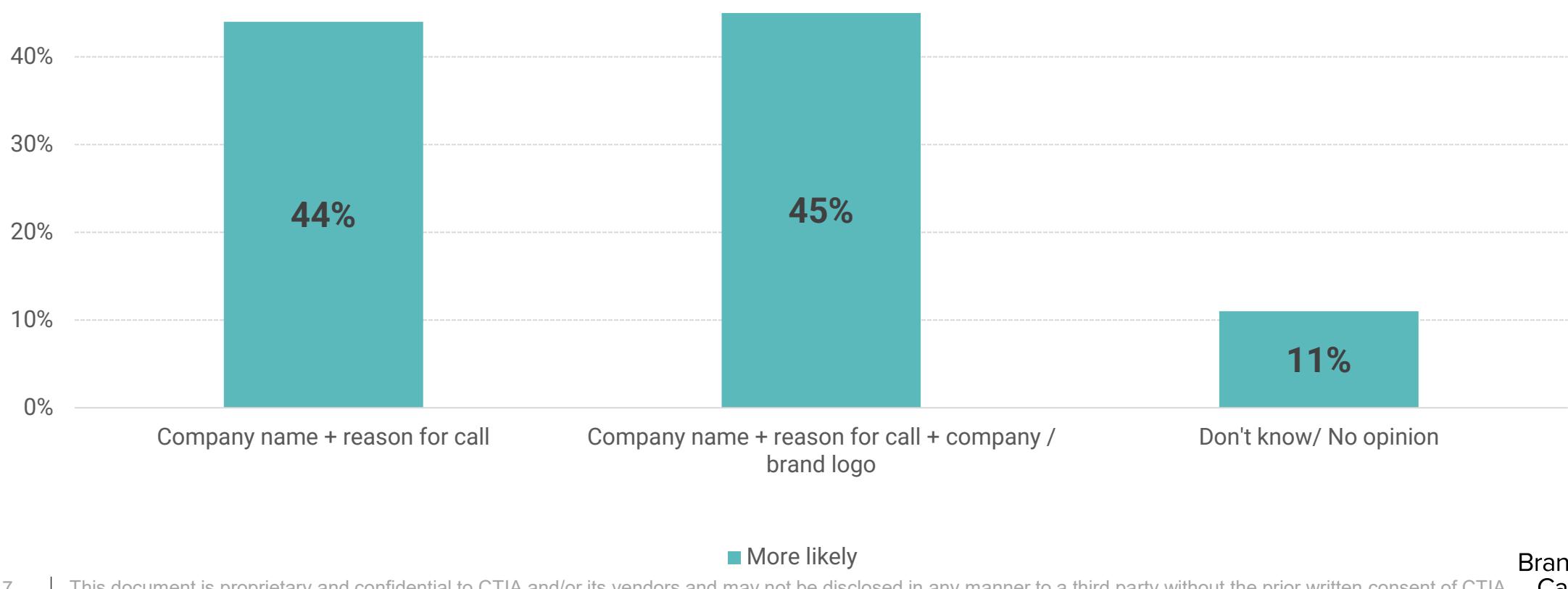
Company name + reason for call is strongest single combination to increase likelihood of answering a call

If a telephone call from a business was verified as legitimate and displayed one of the following combinations, which one would make you most likely to answer that call?



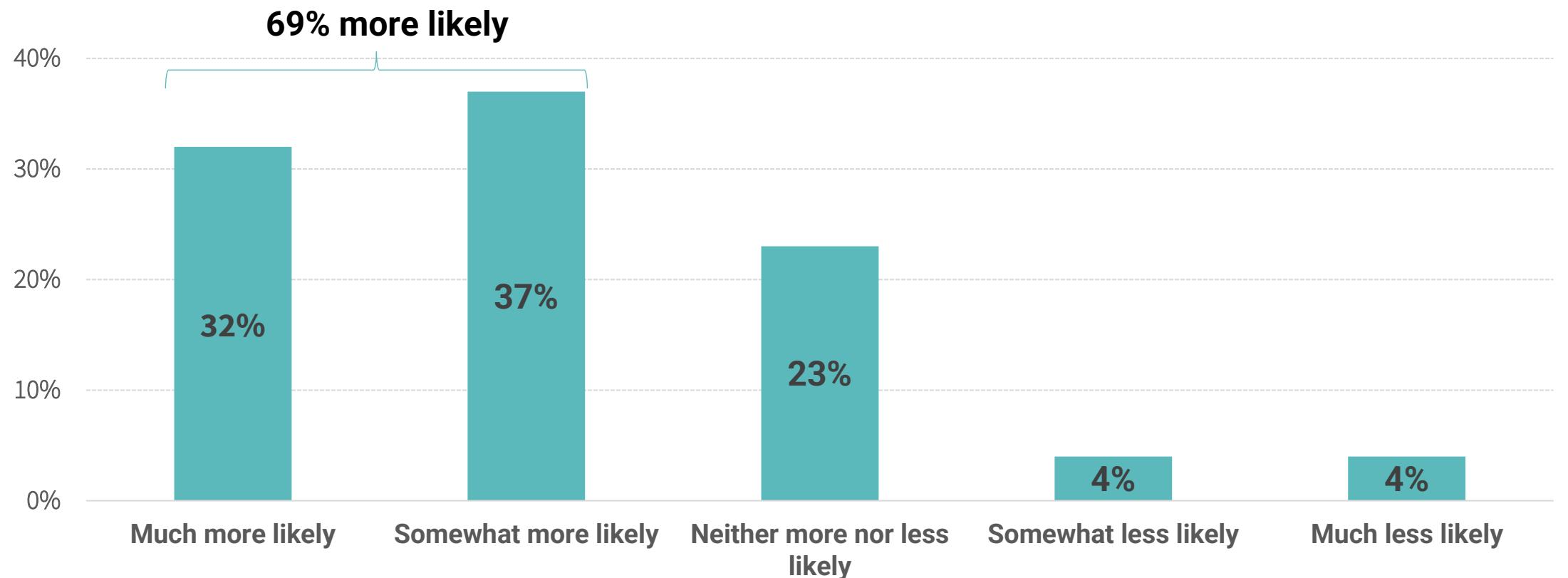
Company name + reason for call ties with Company name + reason + company brand / logo in terms of likelihood of answering a call

If a telephone call from a business was verified as legitimate and displayed one of the two following combinations, which would you be more likely to answer?



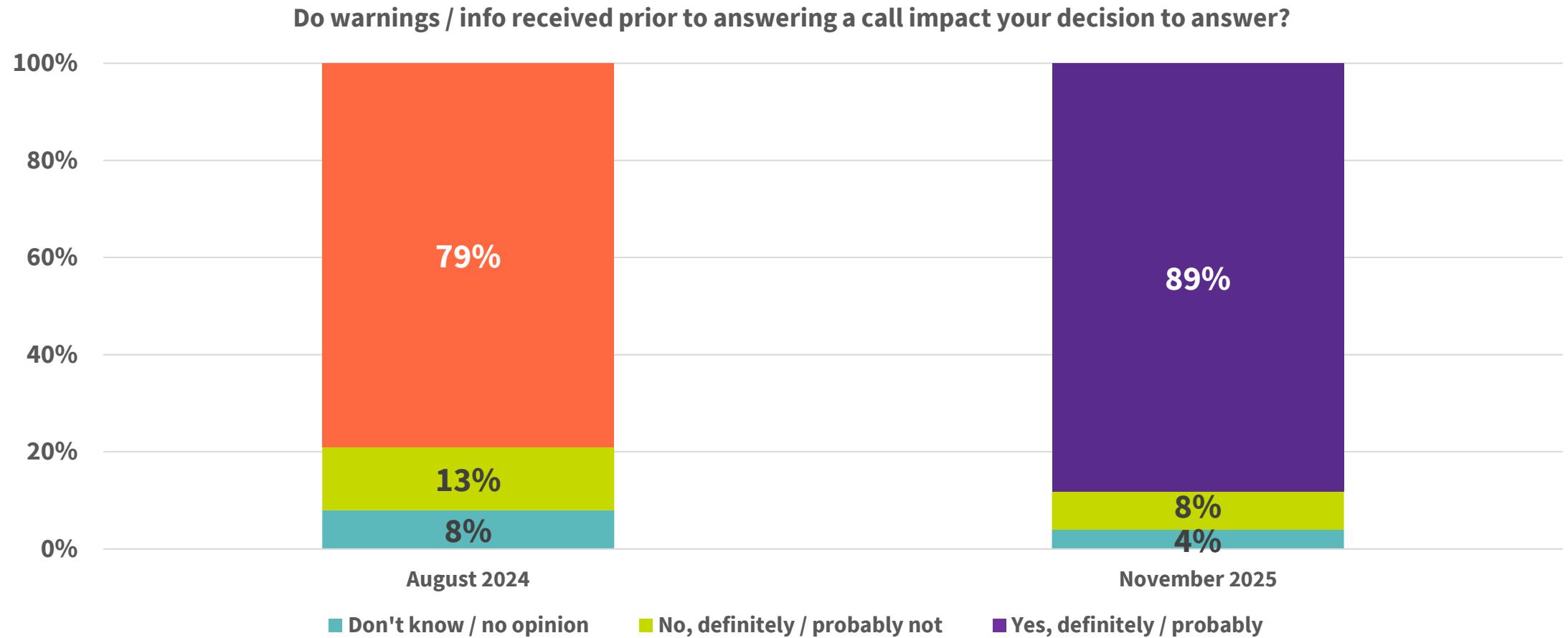
Including a verification indicator as well as company name + logo + call reason makes it 69% more likely called parties will answer

If a telephone call from a business displayed a 'network verified' indicator, in addition to name, logo and call reason, would it make you more or less likely to answer that call?



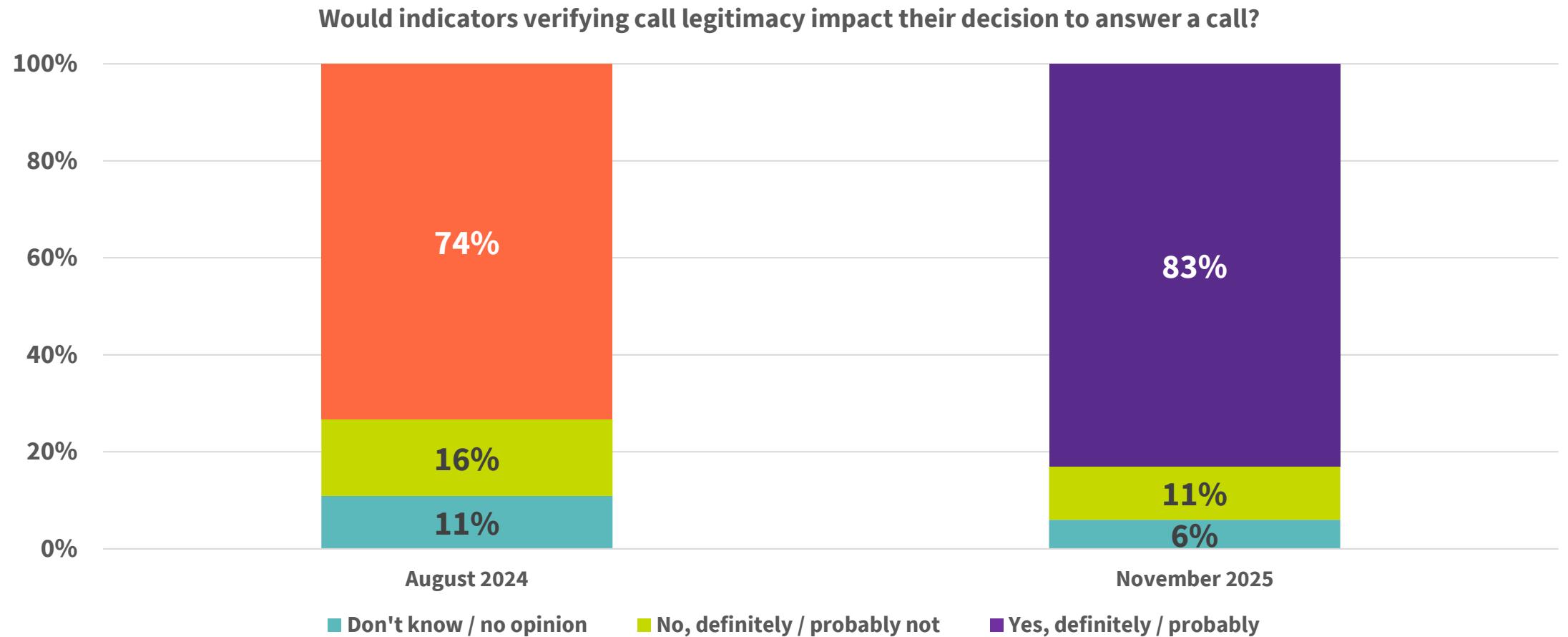
Time-Series on Call Warnings – 2024 vs 2025

A strong majority take into account pre-acceptance call warnings in deciding whether to answer an incoming call.



Time-Series on Indicators – 2024 vs 2025

A strong majority take into account verification information in deciding whether to answer an incoming call.



Branded
Calling

