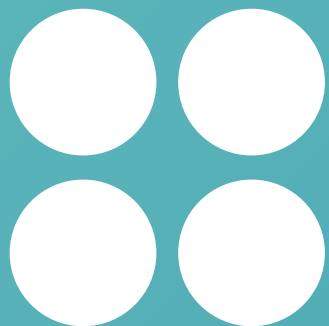


Morning Consult Survey: **Branded Calling Research**

November 2025





New Market Research

Verification Indicators Make a Difference – November 2025

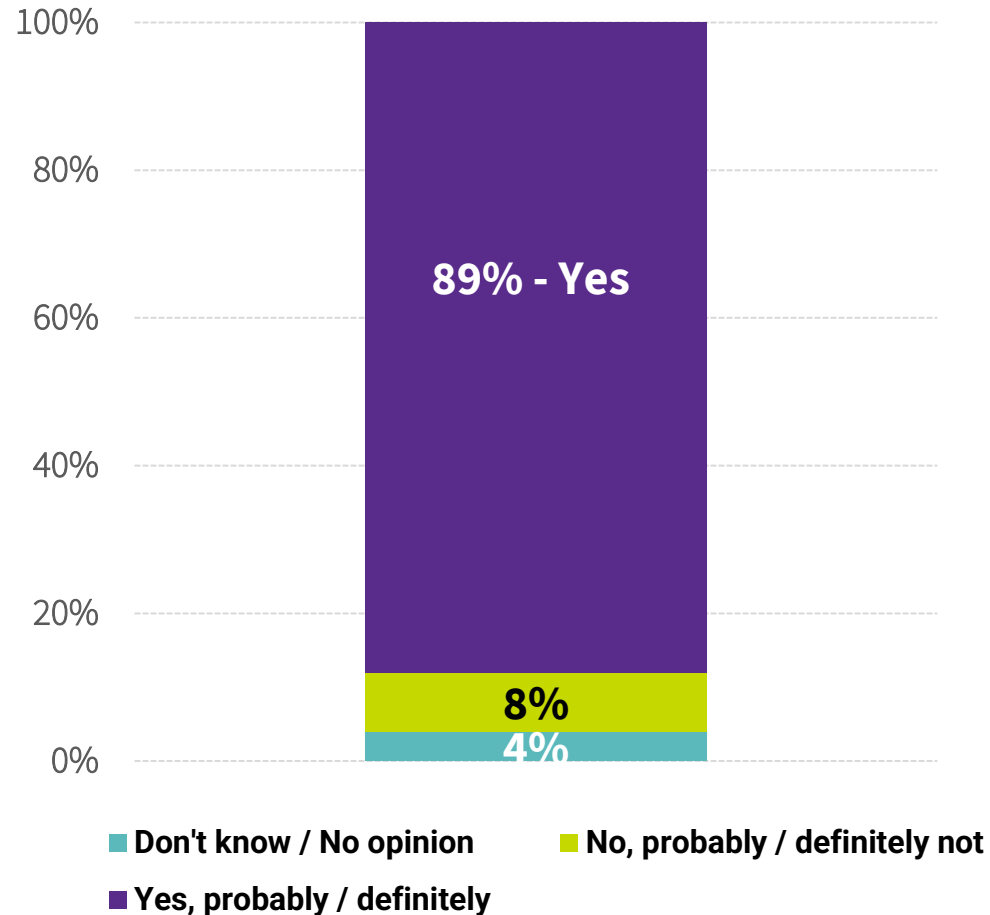
Factors that increase likelihood of answering a verified call :

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

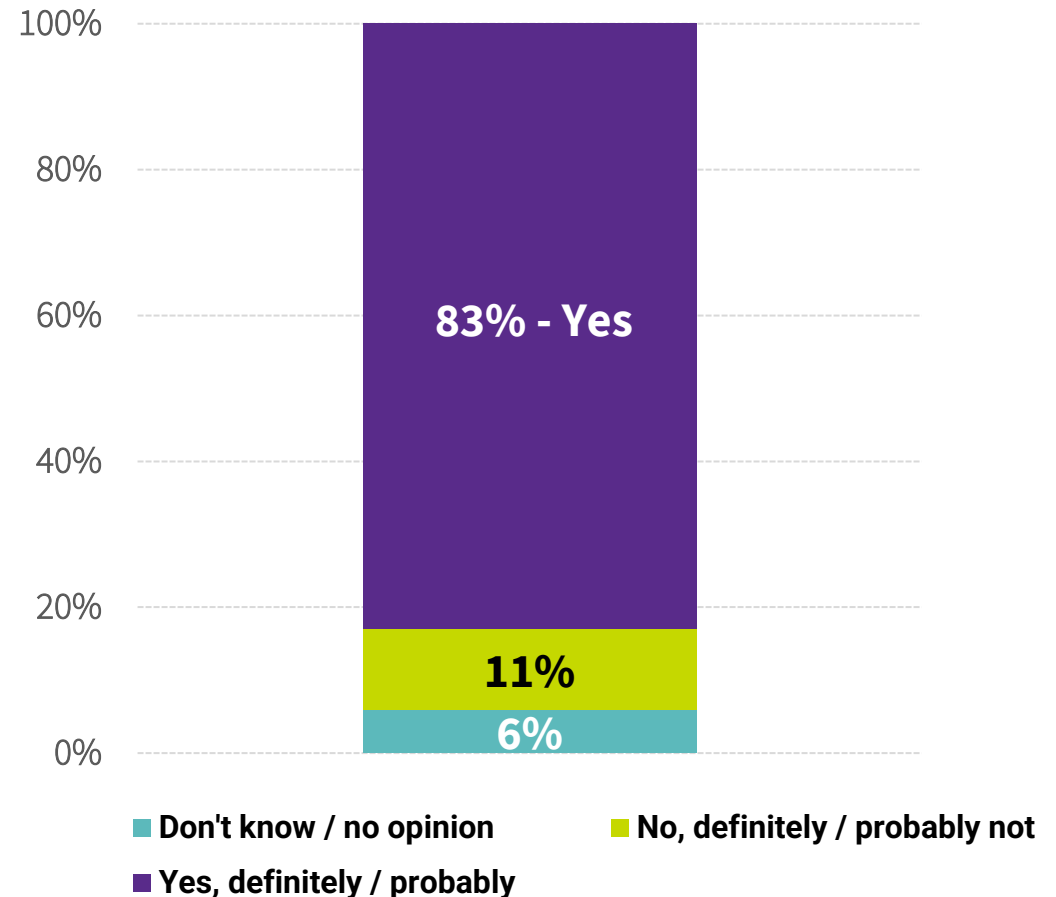
November 2025

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

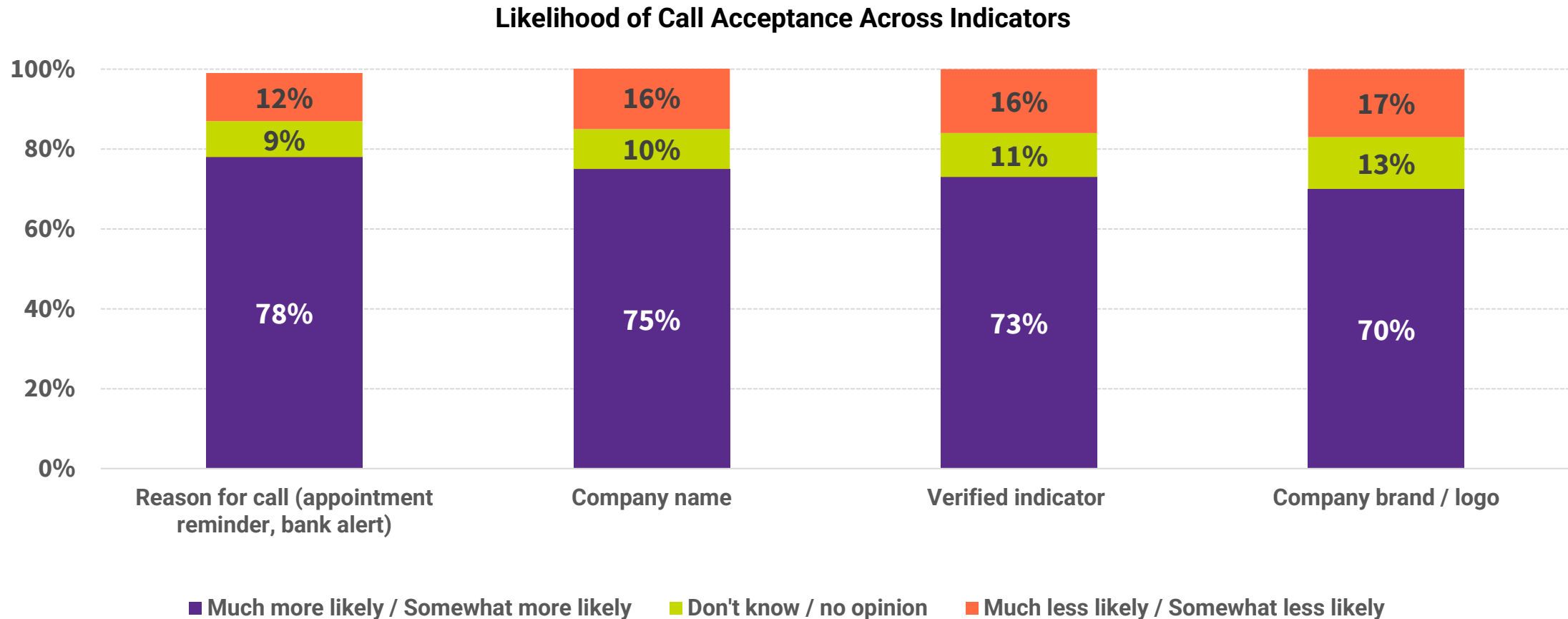
Do warnings / info received prior to answering a call impact your decision to answer?



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



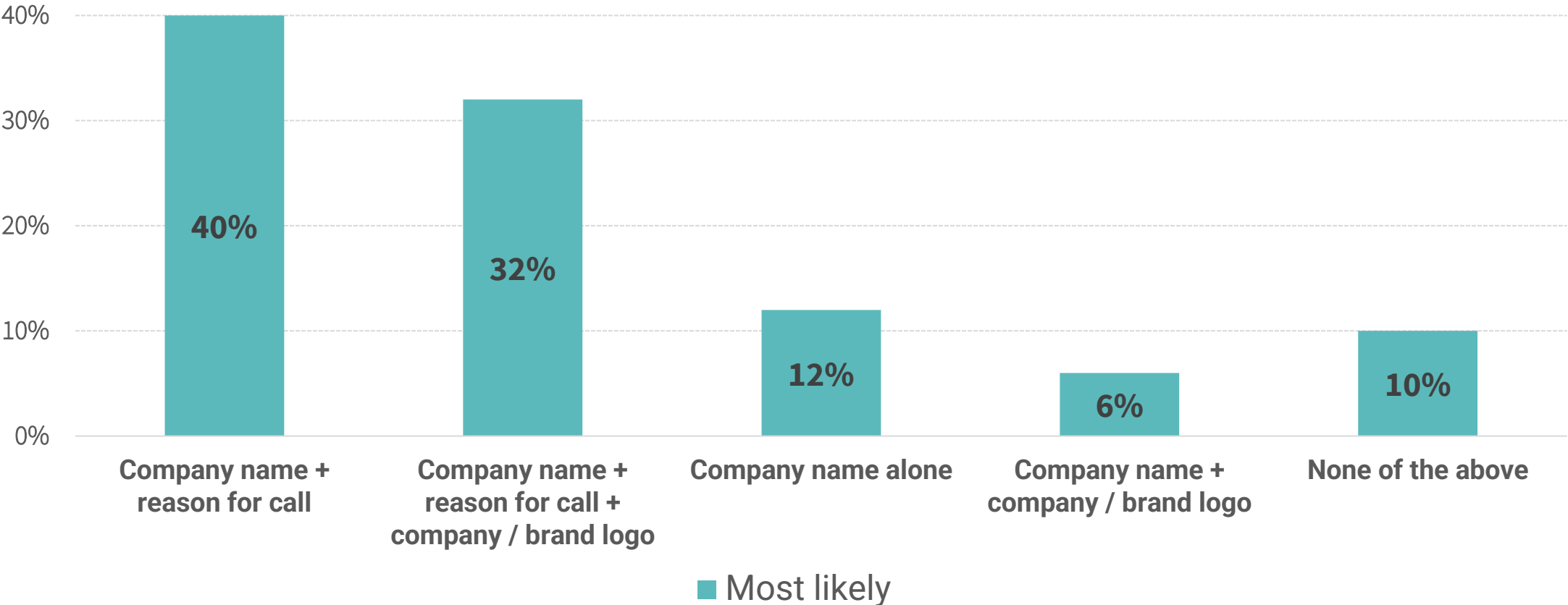
7 in 10 adults say they are likely to answer the phone if a telephone call is verified as legitimate by and displays one of the following indicators



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.

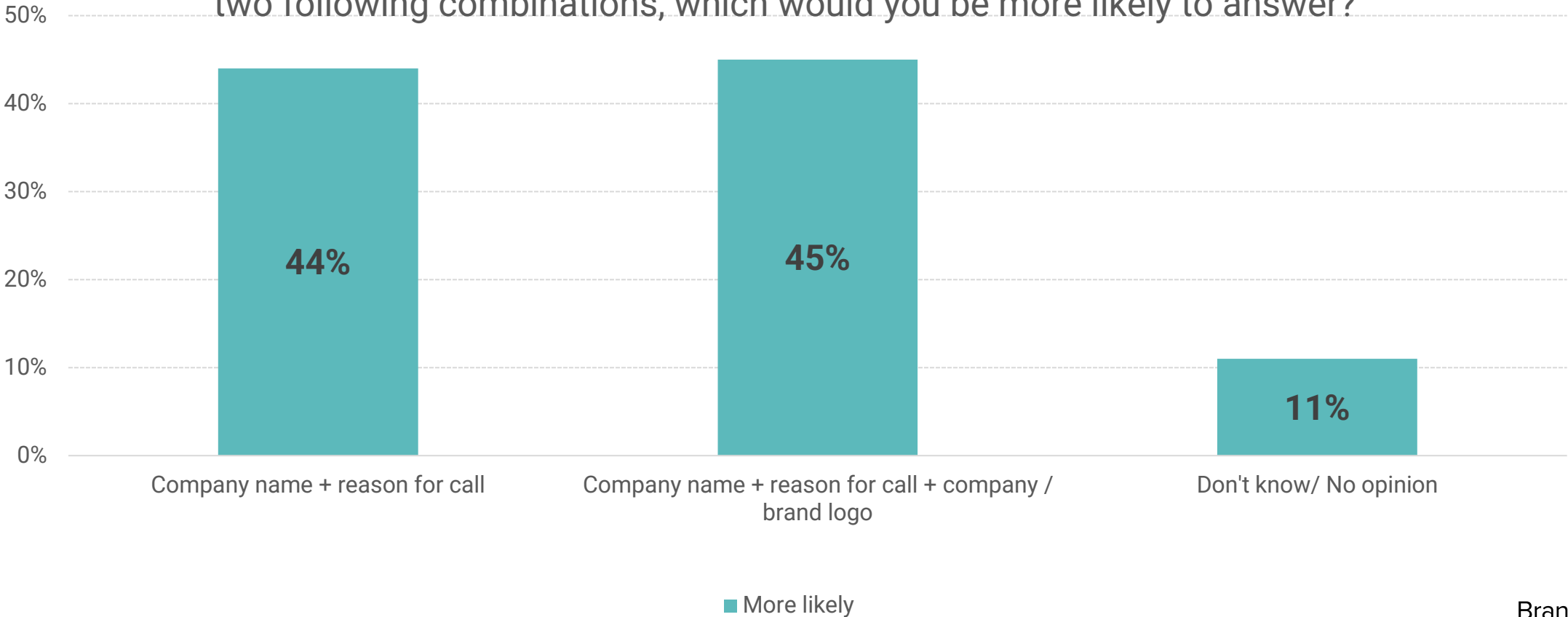
Company name + reason for call is strongest single combination to increase likelihood of answering a call

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?



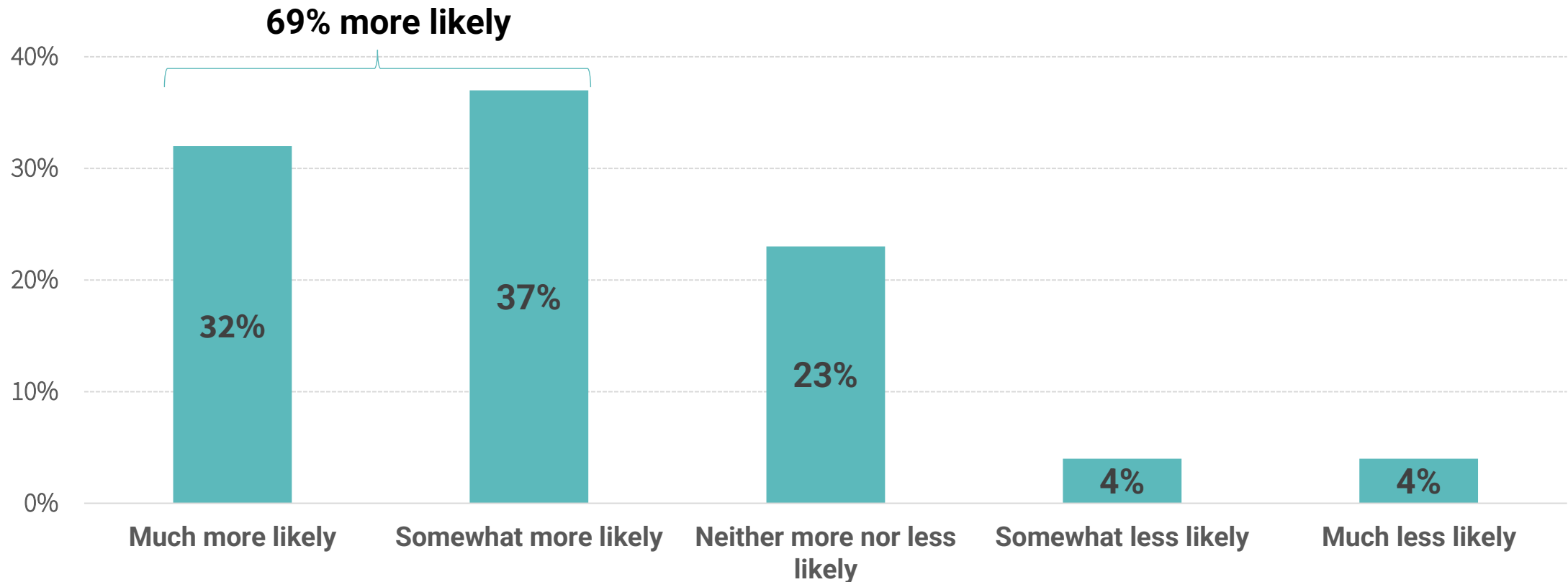
Company name + reason for call ties with Company name + reason + company brand / logo in terms of likelihood of answering a call

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?



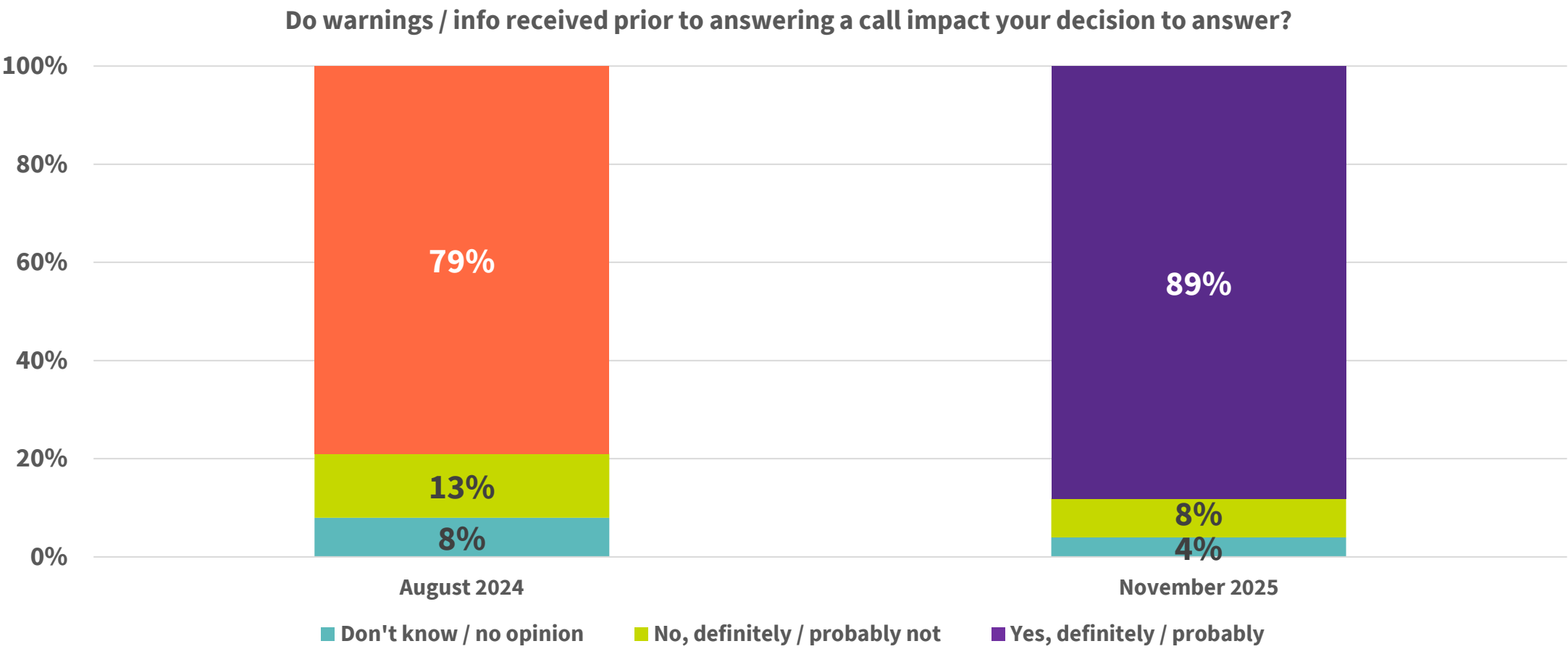
Including a verification indicator as well as company name + logo + call reason makes it 69% more likely called parties will answer

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?



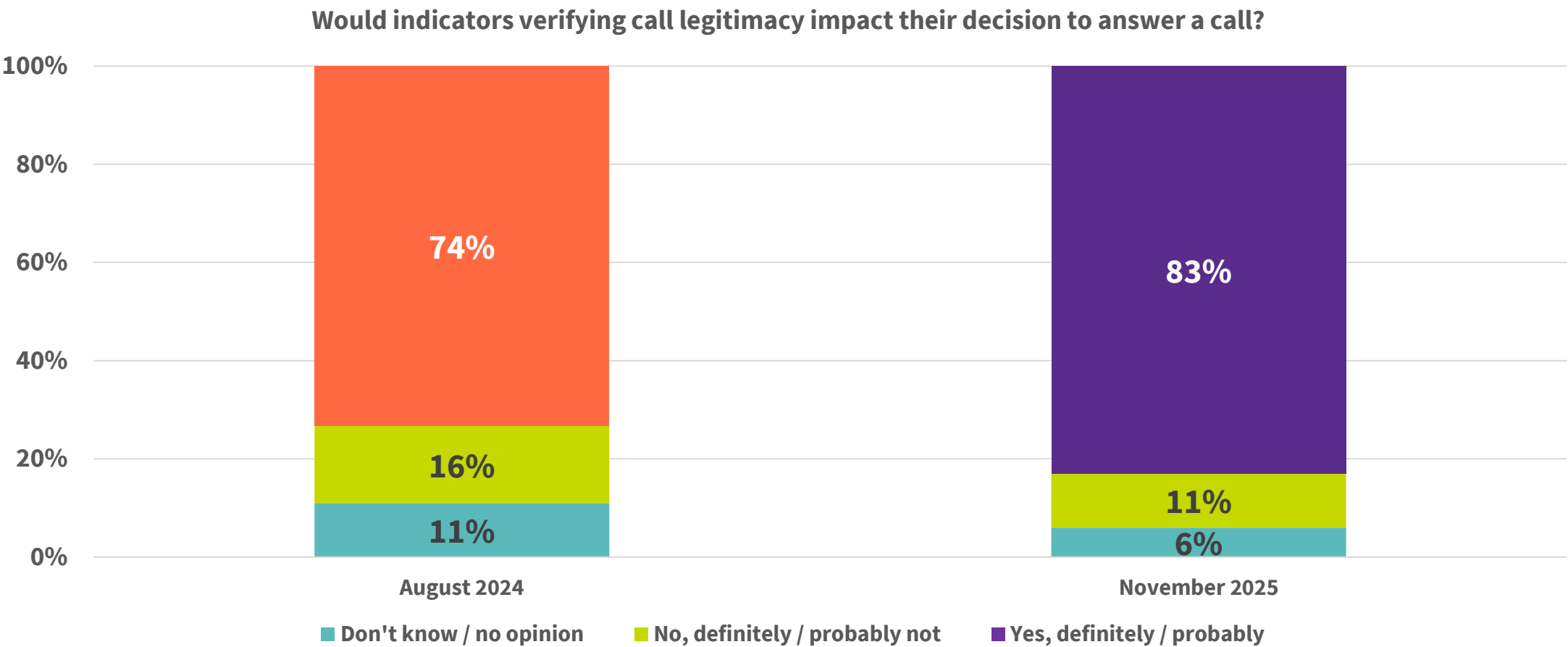
Time-Series on Call Warnings – 2024 vs 2025

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

