

# **Branded Calling ID™** Business Executive Survey

January 2026



# Survey Overview

Morning Consult Survey | January 20-28, 2026

# 422

Business Industry Executives  
Inquired From These Sectors



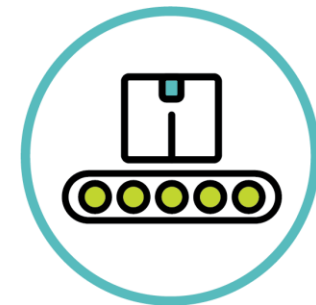
**Retail**



**Financial Services**



**Health Care**

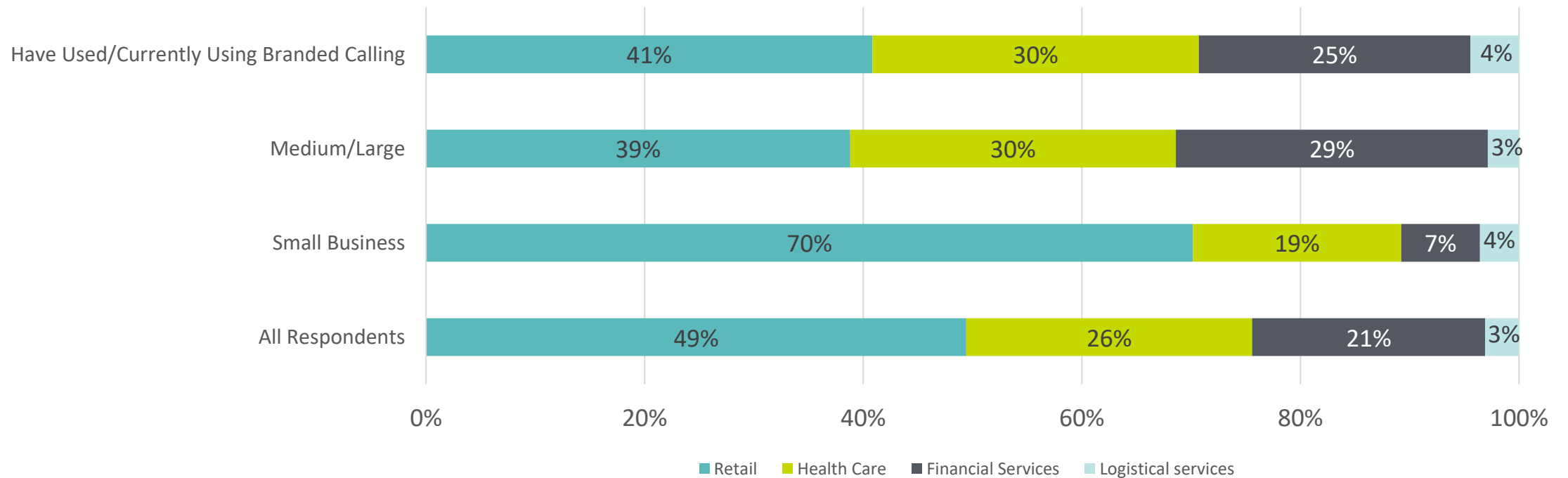


**Logistical Services**

Margin of error +/-5% overall, with other MoEs noted for individual questions and groups

## Retail forms the largest share of industries participating in the Branded Calling survey, across all participants, followed by health care and financial services

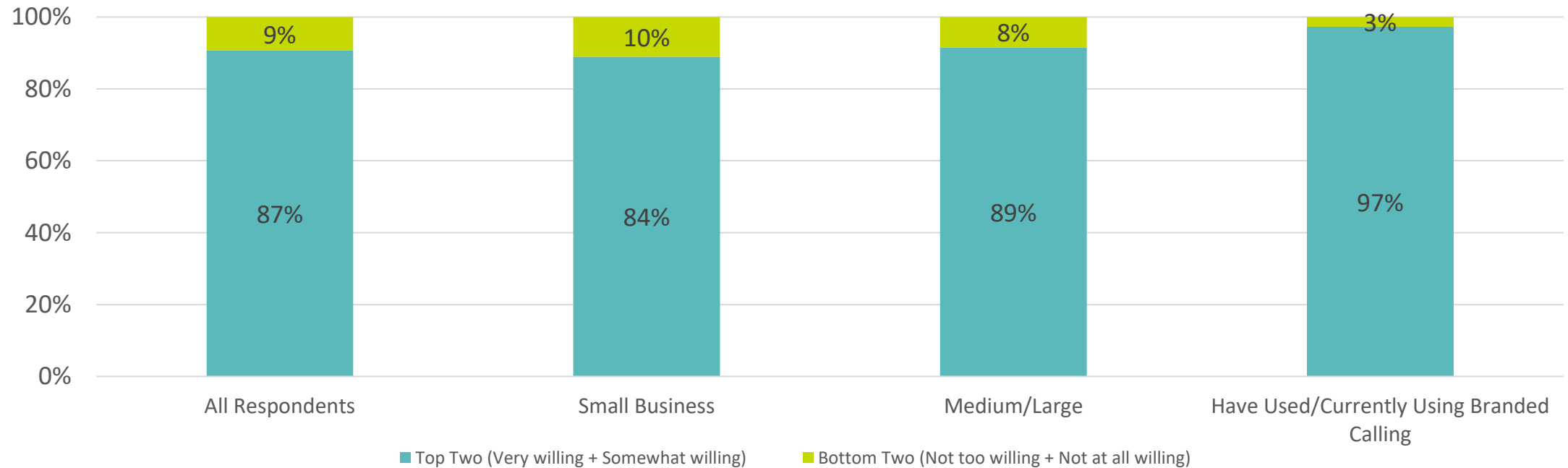
*How would you describe the industry in which you work?*



The MoEs for the above are 5%, 8%, 6%, and 8%, respectively

**~87% of responding business decision makers are willing to use Branded Calling in the future, 48% very willing. This is true across businesses of different sizes**

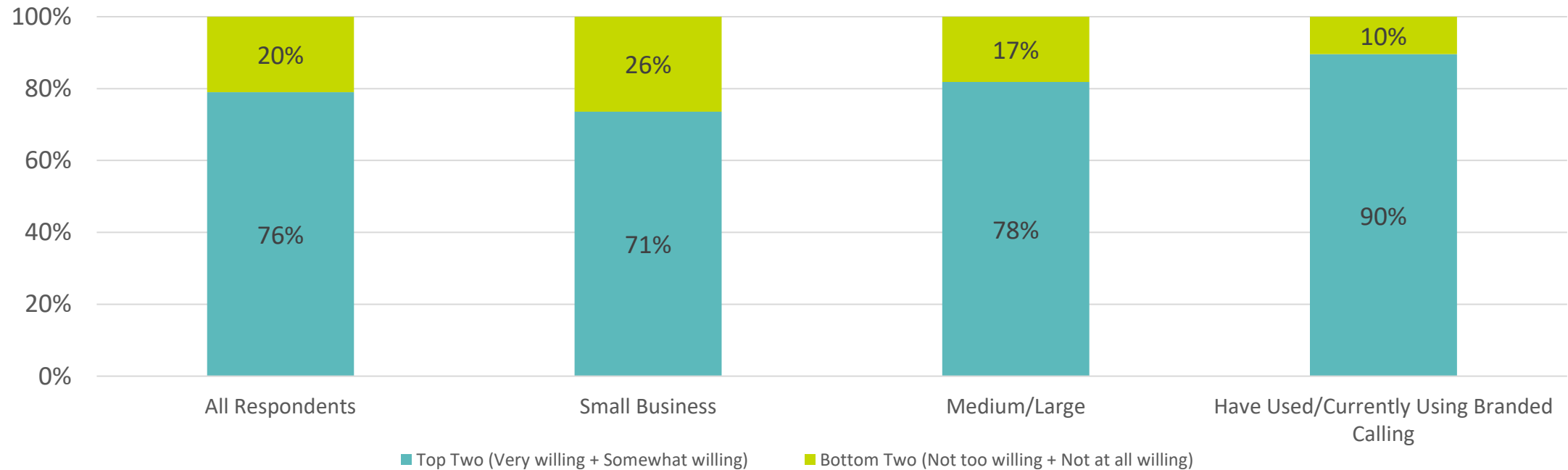
*How willing are you, if at all, to use Branded Calling in the future?*



The MoEs for the above are 5%, 8%, 6%, and 8%, respectively

**~76% of all responding business decision makers are willing to pay to use Branded Calling in the future.** Similar overall willingness exists across businesses of different sizes. *90% of current users are willing to pay*

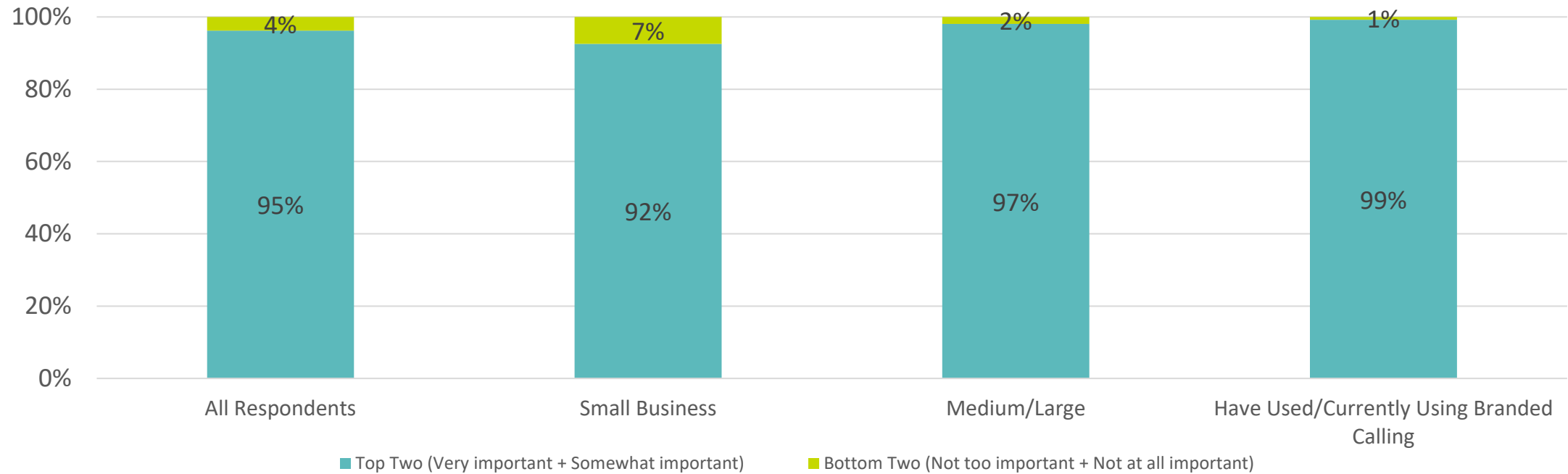
*How willing are you, if at all, to pay to use Branded Calling in the future?*



The MoEs for the above are 5%, 8%, 6%, and 8%, respectively

**>90% respondents said consistency of call display across their telecom providers is important, ~60% or more saying such consistency is *very important***

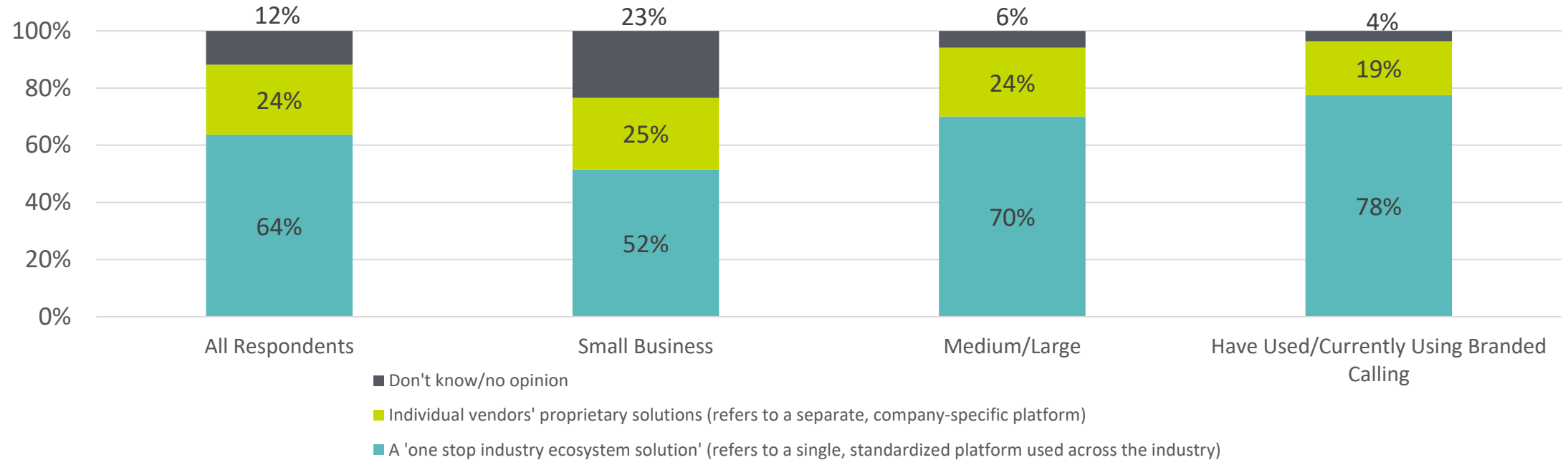
*How important, if at all, is consistency in the call display across your telecommunications service providers?*



The MoEs for the above are 5%, 8%, 6%, and 8%, respectively

**Two-thirds of all responding businesses prefer a “one stop industry ecosystem solution” for their Branded Calling, with the strongest support (78%) among past and current users of Branded Calling. 52% of small business respondents say they prefer a “one stop shop” solution vs. 70% of medium/large cos.**

*Which form of Branded Calling would you prefer?*

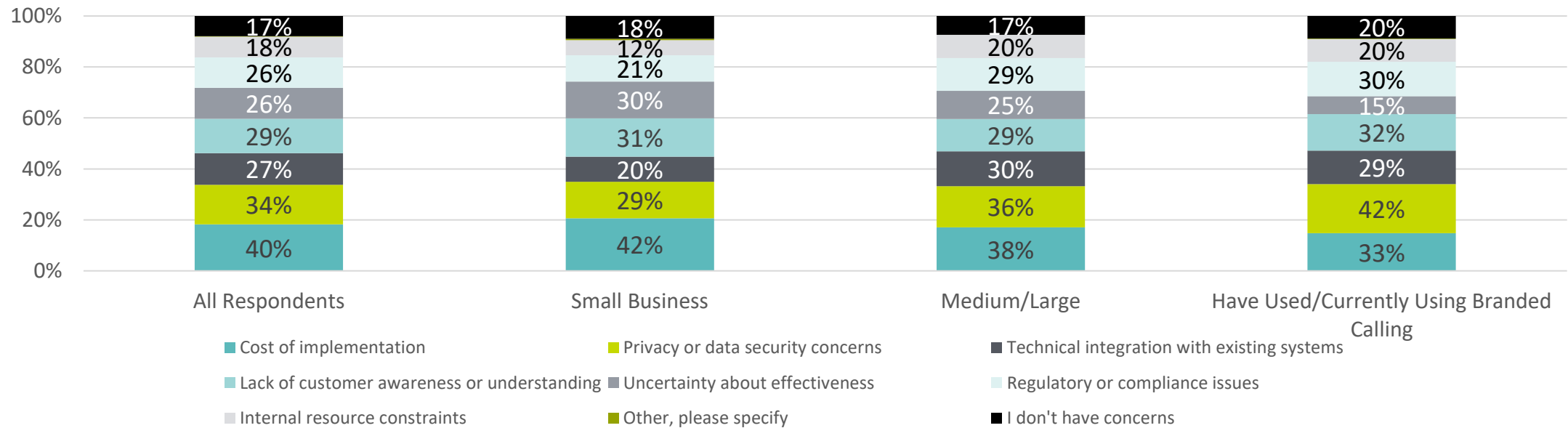


The MoEs for the above are 5%, 8%, 6%, and 8%, respectively



**Cost of implementation and privacy or data security concerns lead with respect to concerns about Branded Calling**, although the difference between most concerns is generally within the MoE, with the exception of **small businesses, where cost is the leading concern**. Privacy or data security issues are the greatest concern of past / current users of Branded Calling, just outside the MoE

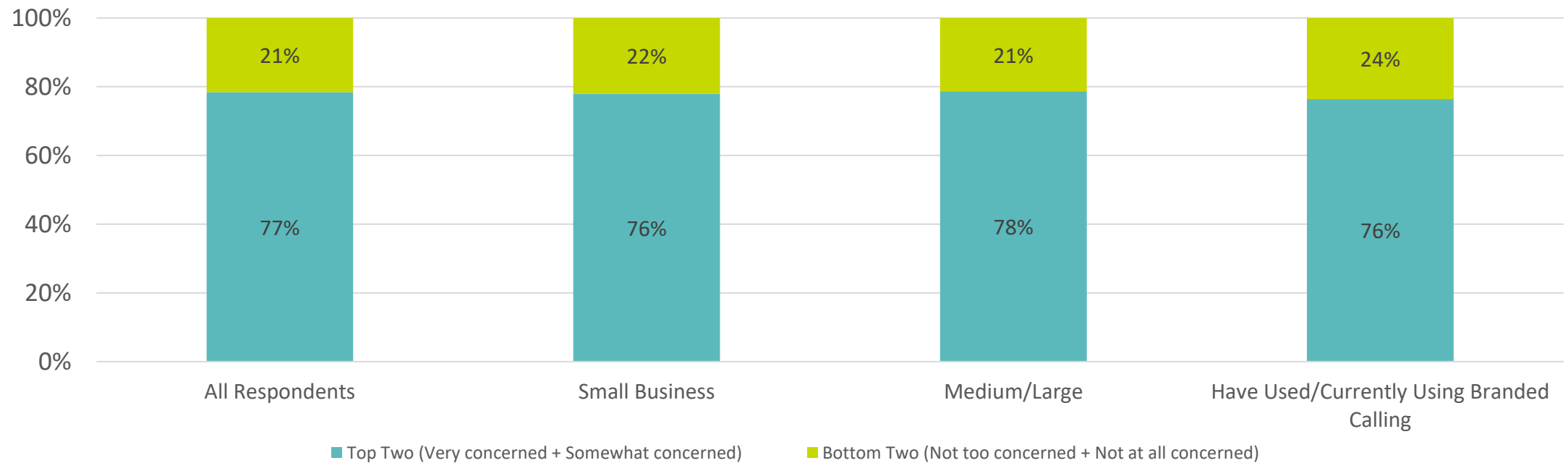
*What concerns, if any, does your organization have about Branded Calling?  
Please select all that apply.*



The MoEs for the above are 5%, 8%, 6%, and 8%, respectively

## Three-quarters of respondents across all responding companies of all sizes and with past experience of Branded Calling are somewhat to very concerned about brand spoofing

*How concerned are you, if at all, with brand spoofing (i.e., a form of impersonation where a bad actor falsely presents themselves as a trusted company or brand to deceive consumers)?*

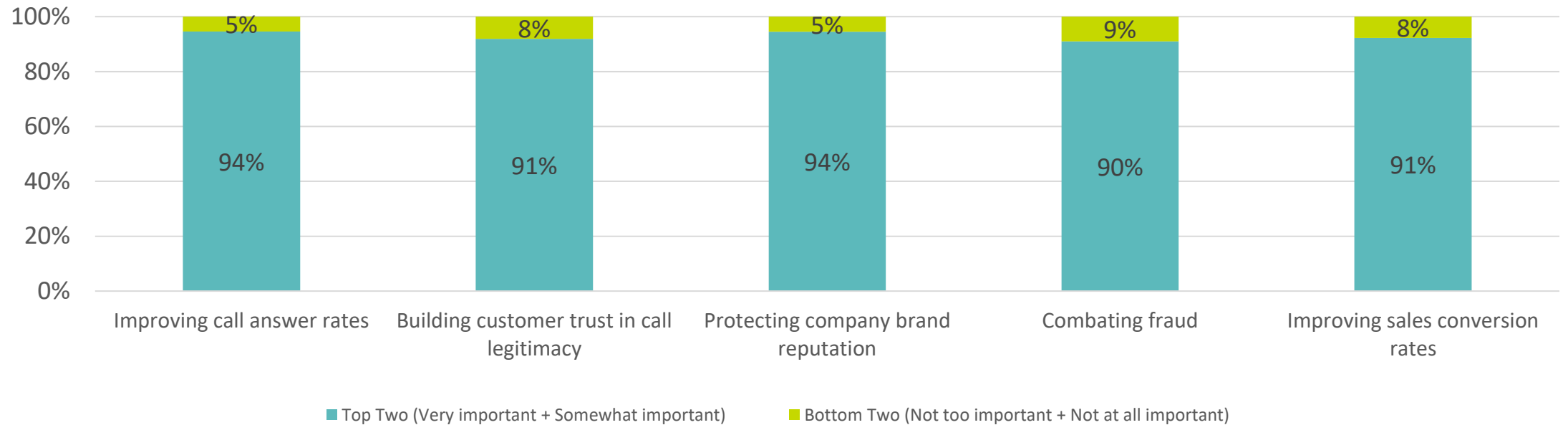


The MoEs for the above are 5%, 8%, 6%, and 8%, respectively

**>90% of all respondents say protecting company / brand reputation, improving call answer rates, and building customer trust are important reasons for using Branded Calling.**

**Combating fraud and improving conversion rates** effectively tie with the other reasons

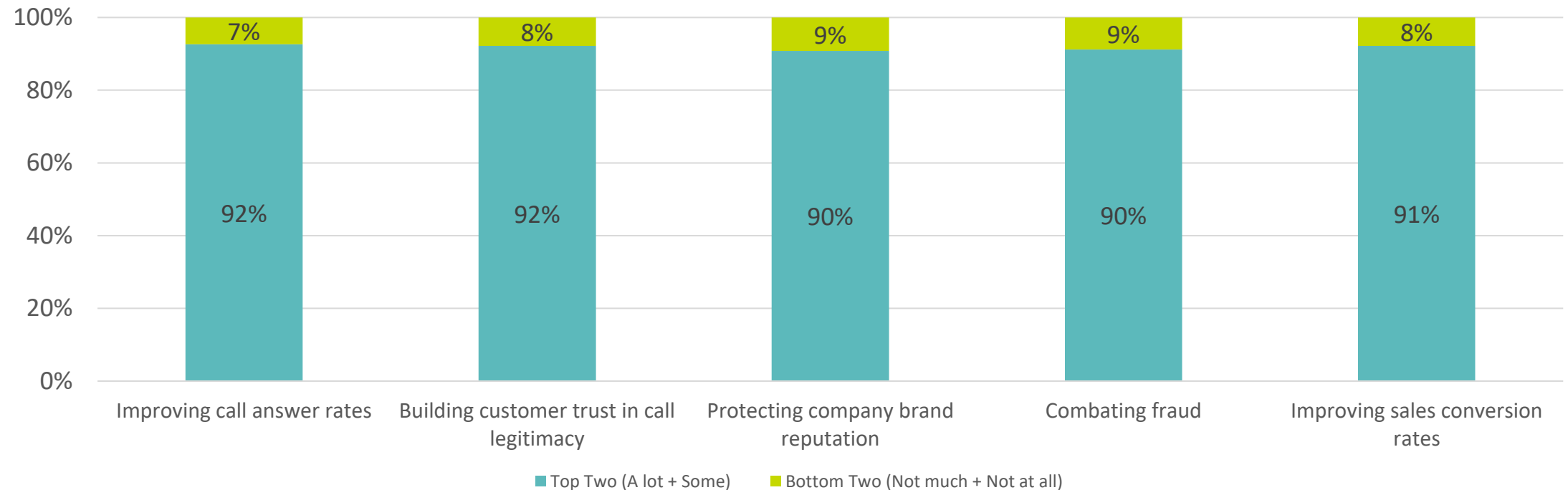
*How important, if at all, are the following objectives when your organization uses Branded Calling?*



The MoE for the above is 5%

**>90% of all respondents who have used Branded Calling say using Branded Calling positively impacted customer trust in call legitimacy, improving call answer and sales conversion, but all outcomes are named by 90% or more of respondents**

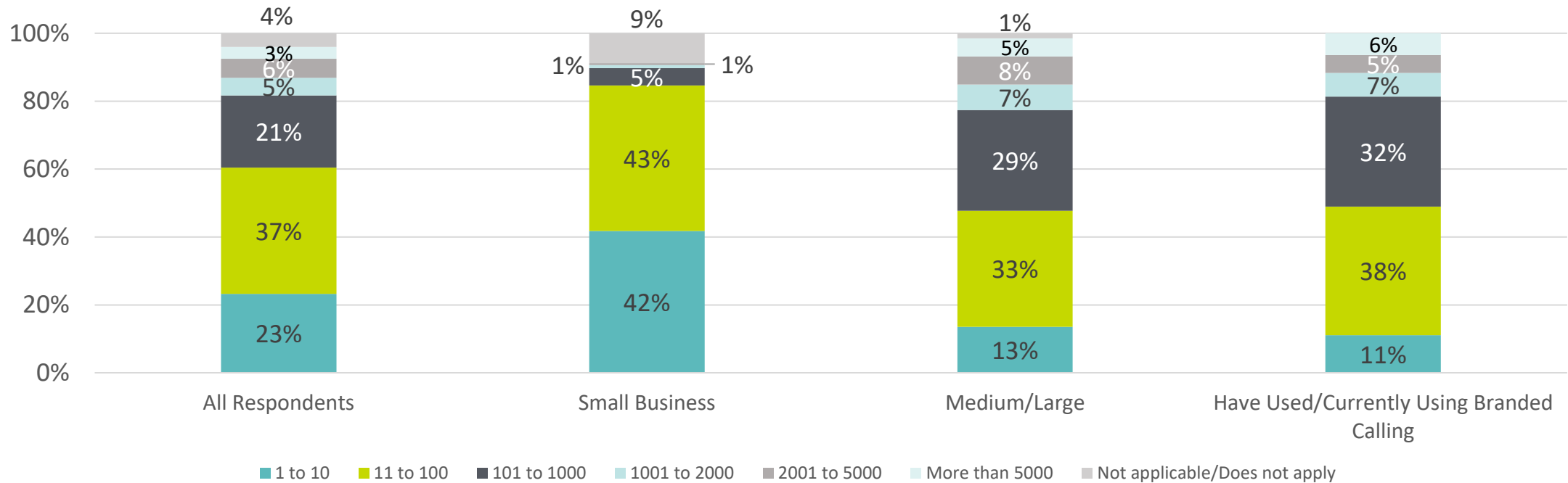
*How much has using Branded Calling impacted the following for your organization?*



The MoE for the above is 8%

**60% of all respondents** make between **one and 100 outbound calls** per day;  
**85% of responding small businesses** make between **one and 100 outbound calls** daily.

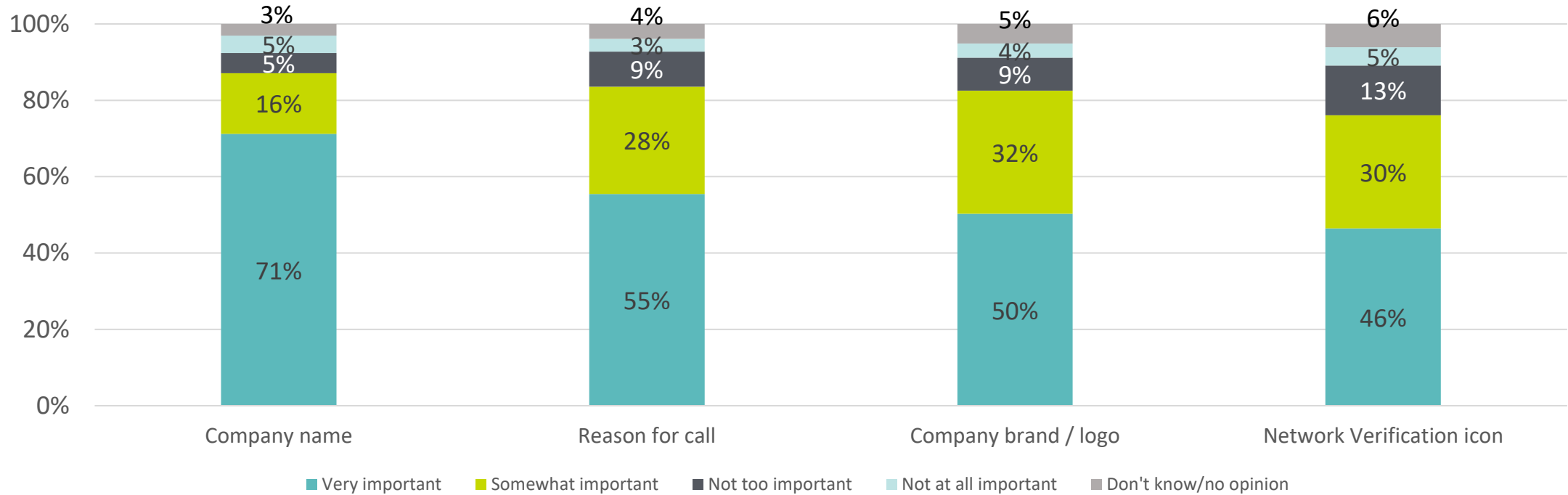
*On average, how many outbound calls do you make per day?*



The MoEs for the above are 5%, 8%, 6%, and 8%, respectively

Among **small business respondents**, **company name** led as a *very important* indicator by 16 to 25 points over other indicators, well outside the 5% MoE, with **call reason** also named by a majority (55%) of small business respondents

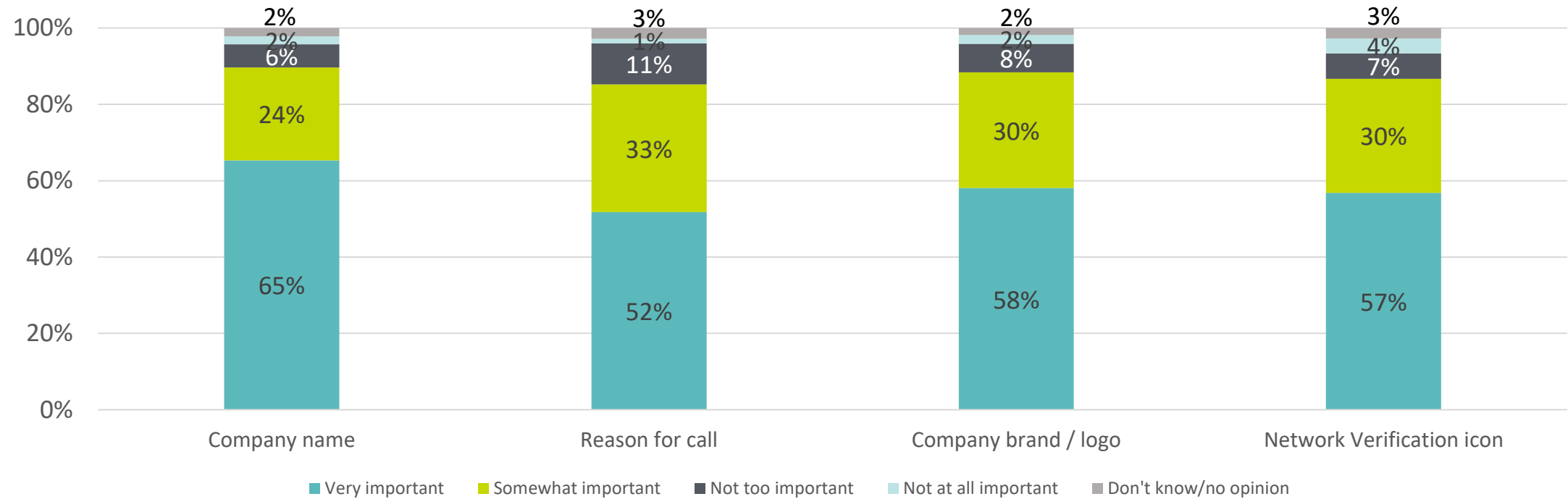
*How important is it, if at all, for the following Branded Calling indicators to be displayed to called parties?*



The MoE for the above is 8%

**Two-thirds of medium / large business respondents said company name was a very important indicator, outstripping company brand / logo and network verification icon by ~8 points, just outside the 6% MoE**

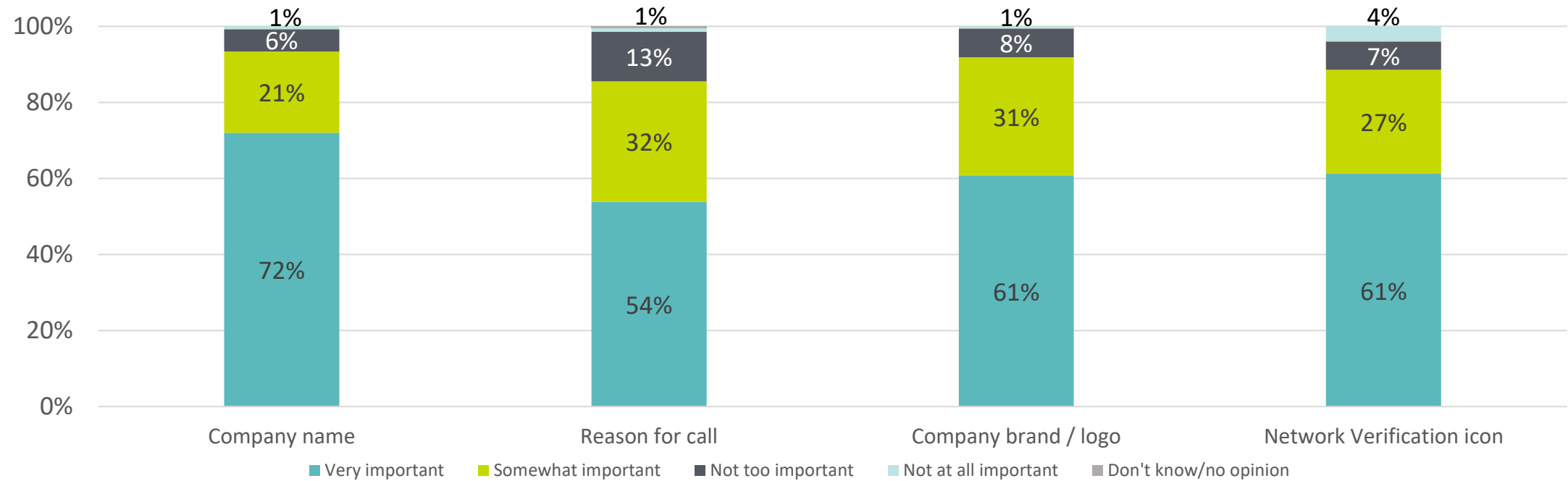
*How important is it, if at all, for the following Branded Calling indicators to be displayed to called parties?*



The MoE for the above is 6%

Among respondents with experience using Branded Calling, **company name led as a very important indicator, at 72%** outstripping other indicators by 11 to 18 points, outside the 8% MoE, though all indicators commanded majority support as very important

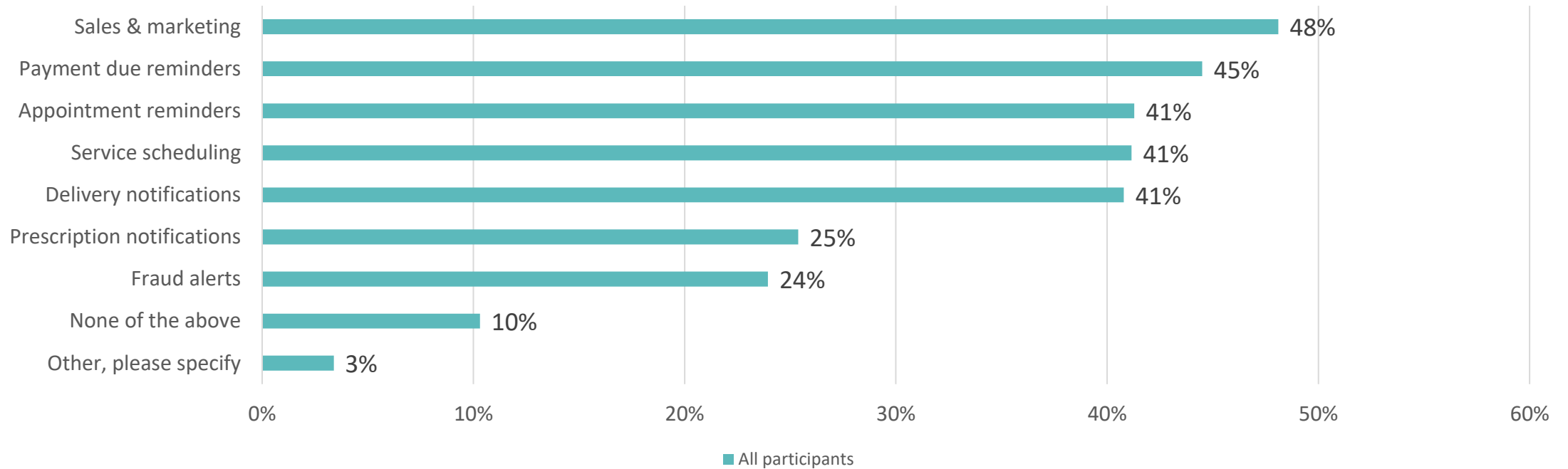
*How important is it, if at all, for the following Branded Calling indicators to be displayed to called parties?*



The MoE for the above is 8%

## Sales and Marketing and Payment Due reminders are the two most common call reasons for all participants

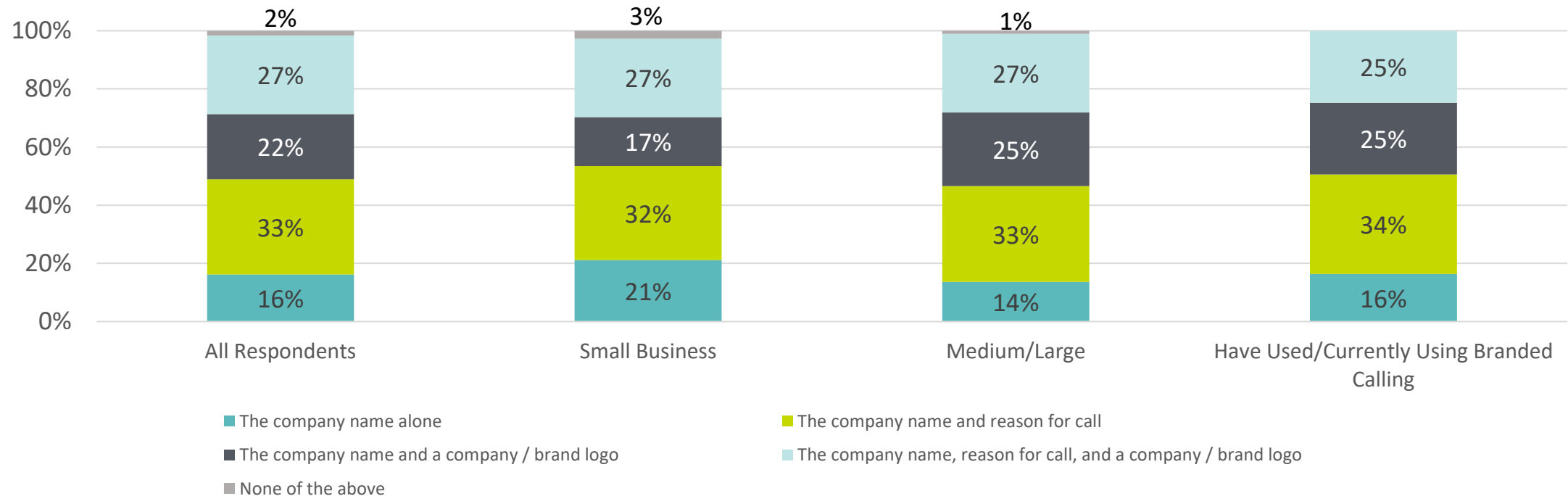
*For which of the following purposes does your organization make calls to customers? Please select all that apply*



The MoE for the above is 5%

A third of respondents named the **company name and reason for the call as their preferred combination of indicators** to be displayed, although company name, reason for call, and company / brand logo was within or at the MoE for the different groups

*Which of the following combinations of indicators would you prefer to display to your called parties?*



The MoEs for the above are 5%, 8%, 6%, and 8%, respectively

Branded  
Calling

