STATE OF THE PHONE CALL
Half-Yearly Report 2019
As our phones continue to be inundated by robocalls, many people no longer want to pick up the phone at all. Unfortunately, this has led to important calls being missed, such as those from your doctor, your child’s school, the bank, and others.

In Hiya’s Half-Yearly State of the Call report for 2019, we provide insight into how Americans use their mobile phones on a monthly basis given the rise in robocalls. For example, we discovered that only 48 percent of calls Americans receive on their phones are picked up, which means that more than half of all calls are unanswered.

Key findings from the analysis, include phone call behavior, call pick-up rates, call duration, and top business industries calling mobile phones.
PHONE CALL BEHAVIOR

CALL DIRECTION

On average, a person receives 93 and makes 85 calls per month.

INCOMING CALL BREAKDOWN

On average, a person receives 46 calls per month from numbers not “saved in contacts”.

178 calls
Per month

51% Incoming

49% Outgoing

93 calls
Per month

39% Not-in “Contacts”.

61% Contact
CALL ENGAGEMENT: AVERAGE PICK-UP RATE

Average pick-up rate for incoming calls

48% Pick-up rate of all incoming calls

71% Average pick-up rate of calls that are “saved in contacts”

69% Average pick-up rate of calls identified as a business

46% Average pick-up rate of calls that are “not saved to contacts”

26% Average pick-up rate of calls that are not identified

11% Average pick-up rate of calls identified as spam
CALL DURATION

Here, we’ve analyzed the typical amount of time people spend on the phone.

We found that people not only spend more time on the phone with calls from numbers saved to their contacts, but also have a tendency to stay on the line when a call is identified as a business, confirming how call identification can impact the phone call.

Where in contrast, calls which are identified as spam calls tend to have a much shorter duration.

Spam calls: 
12 Sec

Unidentified calls: 
31 Sec

Calls identified as a business: 
2 Min 53 Sec

Calls from numbers “saved to contacts”: 
5 Min 9 Sec
## TOP CALLING INDUSTRIES

Industries creating the most calls in the mobile network ranked in order of total call volume

<table>
<thead>
<tr>
<th>Industry</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care</td>
<td>Doctor’s offices, Hospitals, Pharmacies</td>
</tr>
<tr>
<td>Financial Services</td>
<td>Banks, Credit Unions, Debt Collectors</td>
</tr>
<tr>
<td>Insurance</td>
<td>Home, Life, Health, Auto</td>
</tr>
<tr>
<td>Government</td>
<td>Public schools, Government Agencies</td>
</tr>
<tr>
<td>Automotive</td>
<td>Car dealerships, Car repair</td>
</tr>
</tbody>
</table>
TRENDS IN UNWANTED CALLS
HALF-YEARLY 2019 REPORT
SUMMARY

Unsolicited robocalls are the #1 source of consumer complaints to the Federal Communications Commission and Federal Trade Commission. This incessant problem is only getting worse due to a lucrative profit motive for scammers.

Hiya provides reputation information based on real-time analysis that identifies spammers in minutes. Hiya analyzes more than 13 billion monthly calls globally to identify incoming and outgoing calls. With this information, users can elect to block unwanted robocalls from ringing through to their mobile device.

In our Half-Yearly report, we look at some of the data and trends from the first half of 2019, including: the number of spam calls identified, the top phone scams in the United States and the "scam of the month".

While robocalls constitute a large share of all unwanted calls, in this report, the term “robocall” should be interpreted as a nuisance or scam call.
SPAM BY THE NUMBERS HALFW-YEARLY 2019

25.3 billion*  
Robocalls  
Total # placed in the U.S.

128%  
Growth in robocalls from First Half of 2018 to First Half of 2019

16  
Average # of Monthly Spam Calls Received per Person

* This number is calculated by extrapolating the total number of unwanted robocalls detected among Hiya’s user base as compared to the entire US mobile subscriber base.
Featured Spam: Wangiri “One-Ring” Scam

The Wangiri or “one-ring” scam originally appeared in the U.S. in 2013. In years to follow, the scam hit a lull in the U.S. and expanded internationally to countries like Ireland, Scotland, and Germany. In just the first few months of the year, it’s made a comeback in the U.S. with a vengeance.

Why and How?

Originating from the West African Atlantic Coast, seconds before a victim can pick up the call, the culprit hangs up. In some instances, scammers will leave a message urging the victim to call a number to either receive a so-called raffle prize, or find out about a sick relative. If the victim calls back, they will be connected to an international hotline charging a connection fee, along with high per-minute prices.

Tips on Mitigating the Wangiri “One-Ring Scam”

- Do not answer or return calls if you do not recognize the number.
- Before calling back an unknown number, check if the area code is international.
- Request that your carrier block outgoing international calls.
TOP AREA CODES TARGETED BY SPAMMERS

Area Code of the Quarter: 214 (Dallas, TX)

Similar to the vacation or “free cruise” scam, scammers are disguising themselves as Southwest Airlines (headquartered in Dallas) to lure victims into believing they’ve won a trip, vacation or mileage vouchers.