



STATE OF THE PHONE CALL

How we use our mobile phones
in the era of robocalls

hiya

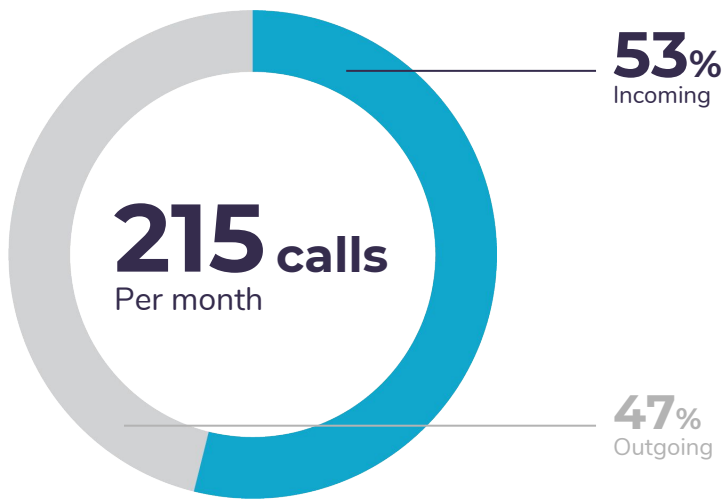
SUMMARY

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 first State of the Call report, 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 52 percent of calls Americans receive on their phones are picked up, which also means that almost half of calls are unanswered.

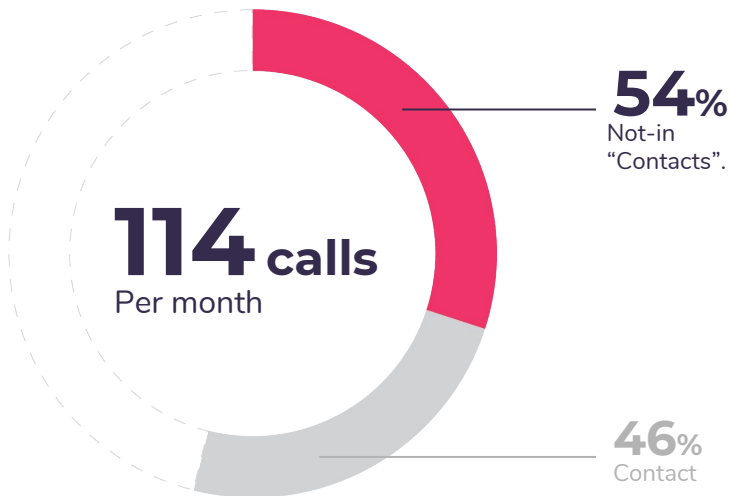
Key findings from the analysis, include phone call behavior, call pick-up rates, call duration, and top business industries calling mobile phones.

PHONE CALL BEHAVIOR



On average, a person receives 114 and makes 101 calls per month

CALL DIRECTION



On average, a person receives 62 calls per month from numbers not "saved in contacts"

INCOMING CALL BREAKDOWN

CALL ENGAGEMENT: AVERAGE PICK-UP RATE

Average pick-up rate for incoming calls



CALLS "SAVED TO CONTACTS"

70%

Average pick-up rate of calls that are "saved in contacts"

53%

Average pick-up rate of calls identified as a business

38%

Average pick-up rate of calls that are "not saved to contacts"

24%

Average pick-up rate of calls that are not identified

9%

Average pick-up rate of calls identified as spam



CALLS NOT "SAVED TO CONTACTS"

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:

11 Sec

Unidentified calls:

35 Sec

Calls identified as a business:

54 Sec

Calls from numbers "saved to contacts":

1 Min **39** Sec

TOP CALLING INDUSTRIES

Industries creating the most calls in the mobile network.

Health Care Doctor's offices, Hospitals, Pharmacies

Government Public schools, Government Agencies

Insurance Home, Life, Health, Auto

Financial Services Banks, Credit Unions, Debt Collectors

Automotive Car dealerships, Car repair

hiya

A better phone experience.

