



STATE OF THE PHONE CALL

Half-Yearly Report 2019

hiya

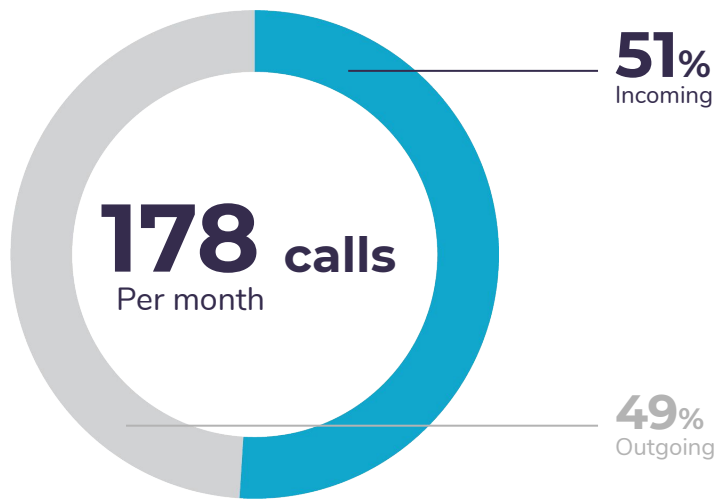
SUMMARY

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 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.

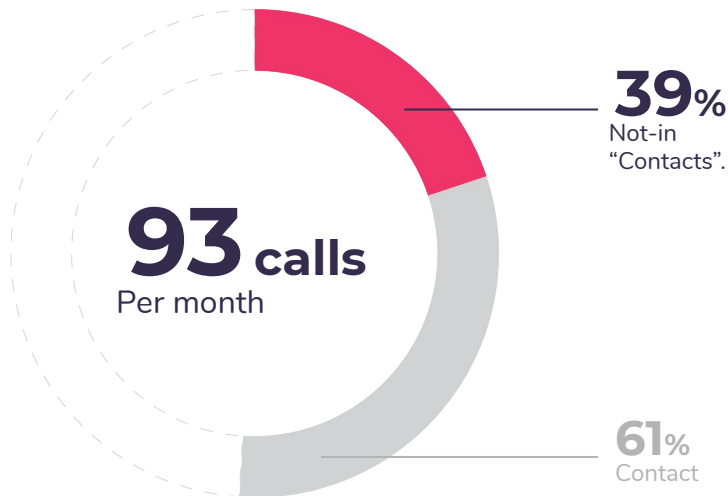
Key findings from the analysis, include phone call behavior, call pick-up rates, call duration, and top business industries calling mobile phones.

PHONE CALL BEHAVIOR



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

CALL DIRECTION



On average, a person receives 46 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"

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



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:

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

Health Care Doctor's offices, Hospitals, Pharmacies

Financial Services Banks, Credit Unions, Debt Collectors

Insurance Home, Life, Health, Auto

Government Public schools, Government Agencies

Automotive Car dealerships, Car repair



TRENDS IN UNWANTED CALLS

HALF-YEARLY 2019 REPORT

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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 HALF-YEARLY 2019

25.3 billion*
Robocalls

Total # placed
in the U.S.

128%

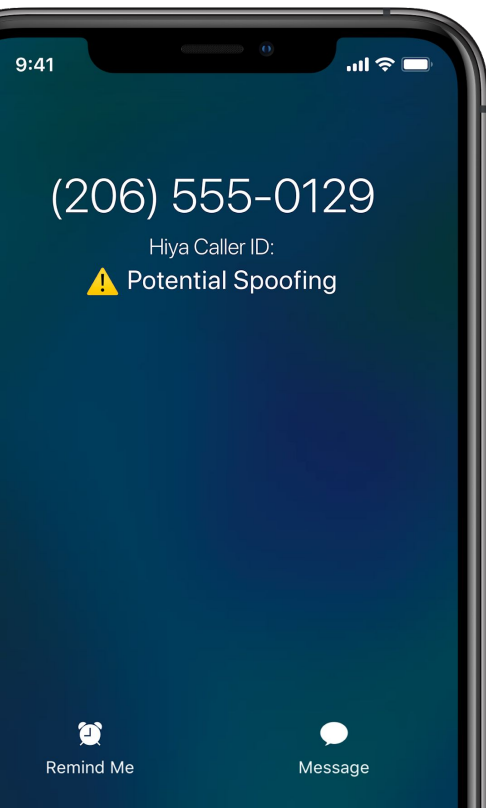
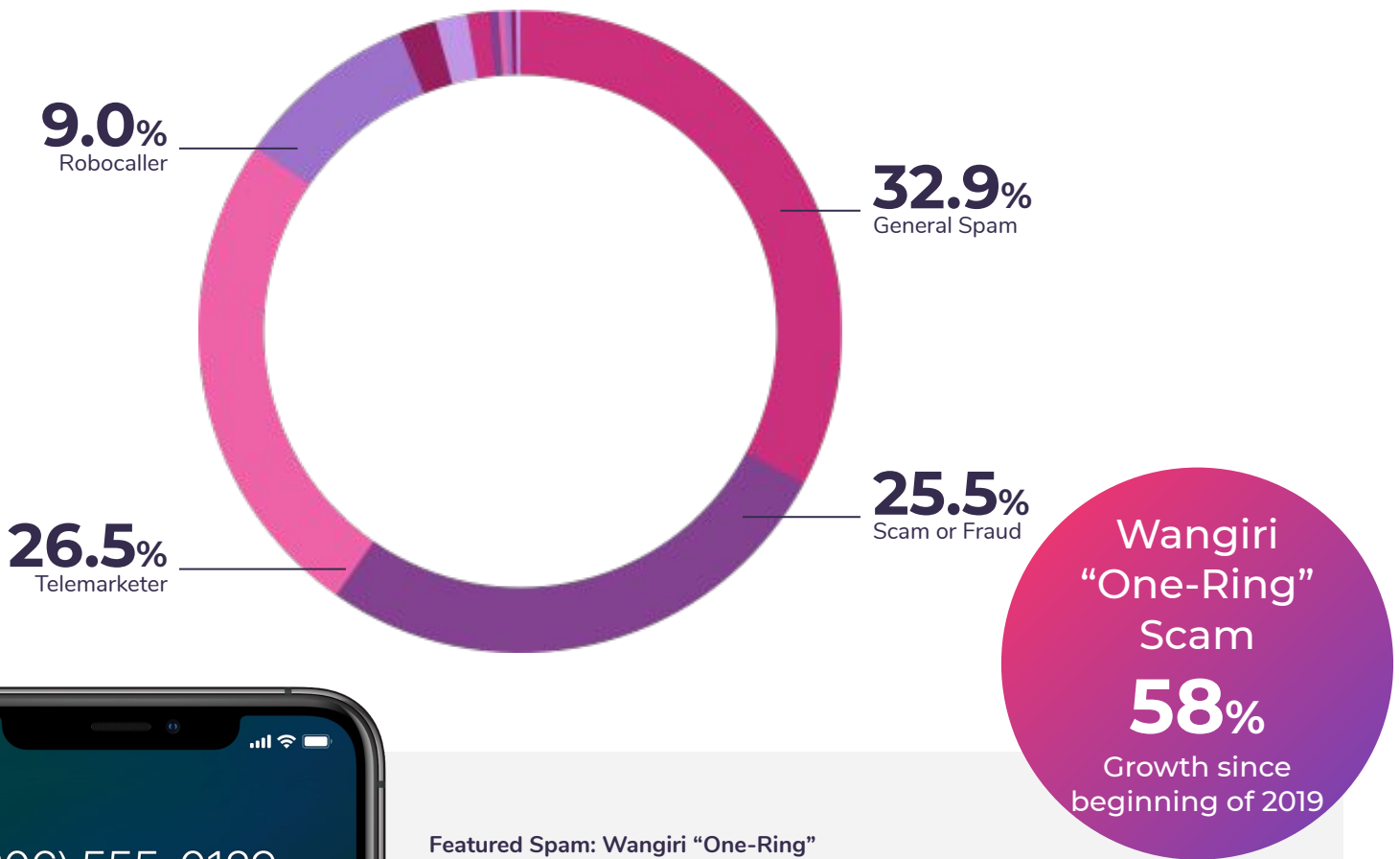
Growth in robocalls from
First Half of 2018 to First
Half of 2019

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.

TOP UNWANTED CALL CATEGORIES IN THE US *



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?

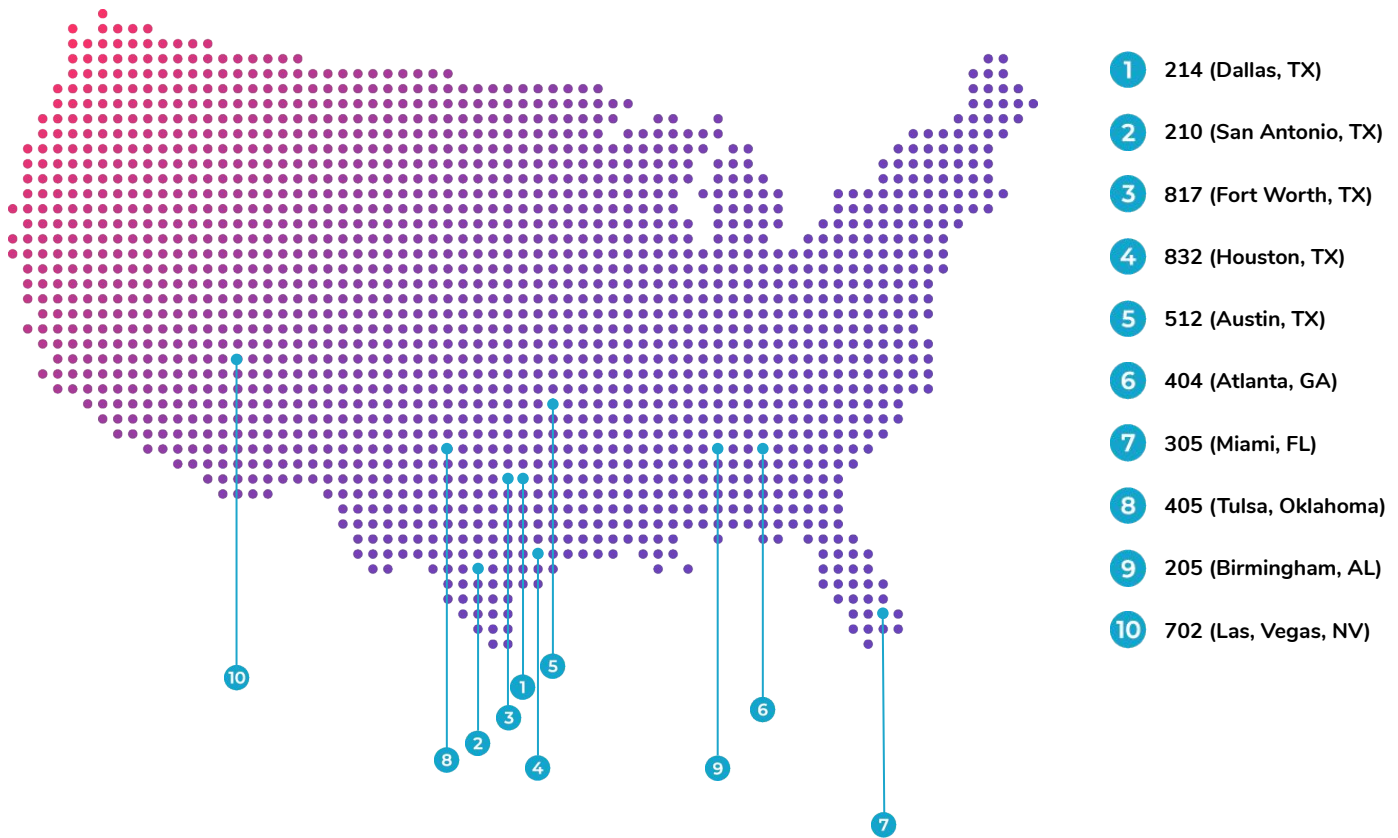
Originating from the West African Atlantic Coast, seconds before a victim can pick up the call, the culprit hangs up. In some instances, scammers will leave a message urging the victim to call a number to either receive a so-called

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.

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A better phone experience.

