



STATE OF THE PHONE CALL

END OF THE YEAR REPORT
2019

hiya

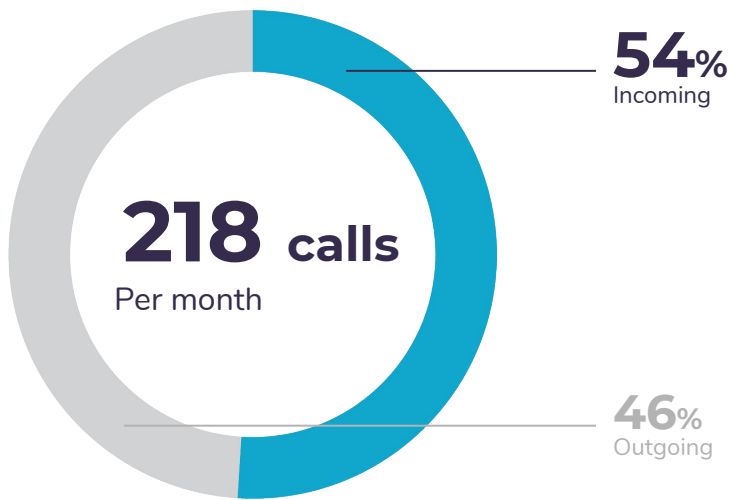
SUMMARY

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 End of the Year 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 47 percent of calls Americans receive on their phones are picked up, which means that more than half of all calls are unanswered.

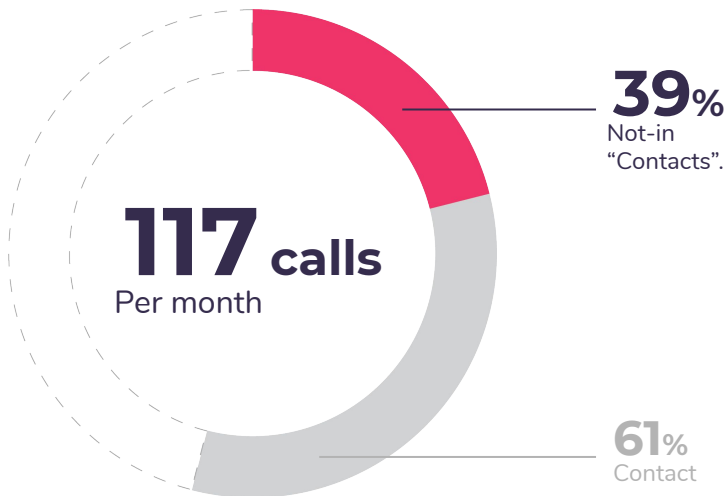
Key findings from the analysis include phone call behavior, call pick-up rates, call duration, and top business industries calling mobile phones.

PHONE CALL BEHAVIOR



On average, a person receives 117 and makes 101 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"

65%

Average pick-up rate of calls identified as a business

41%

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

18%

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 identification can impact the phone call.

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

Spam calls:

11 Sec

Unidentified calls:

30 Sec

Calls identified as a business:

2 Min 58 Sec

Calls from numbers "saved to contacts":

5 Min 28 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

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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 End of the Year report, we look at some of the data and trends from 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 END OF THE YEAR 2019

54.6 billion*
Robocalls

Total # placed
in the U.S.

108%

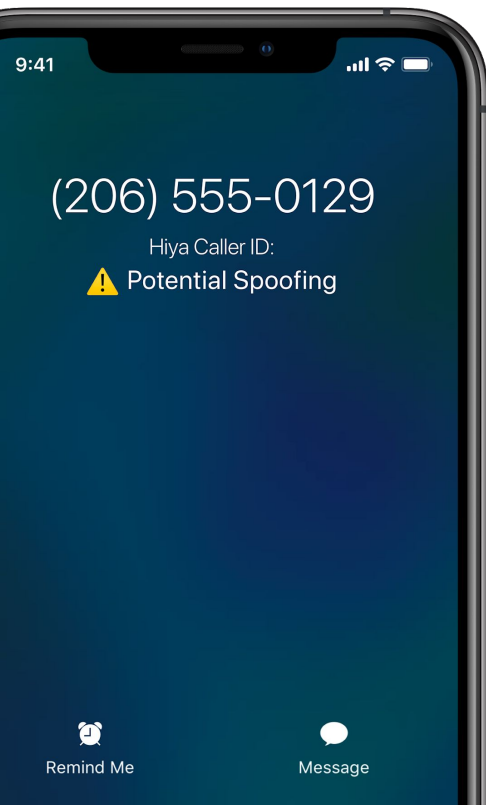
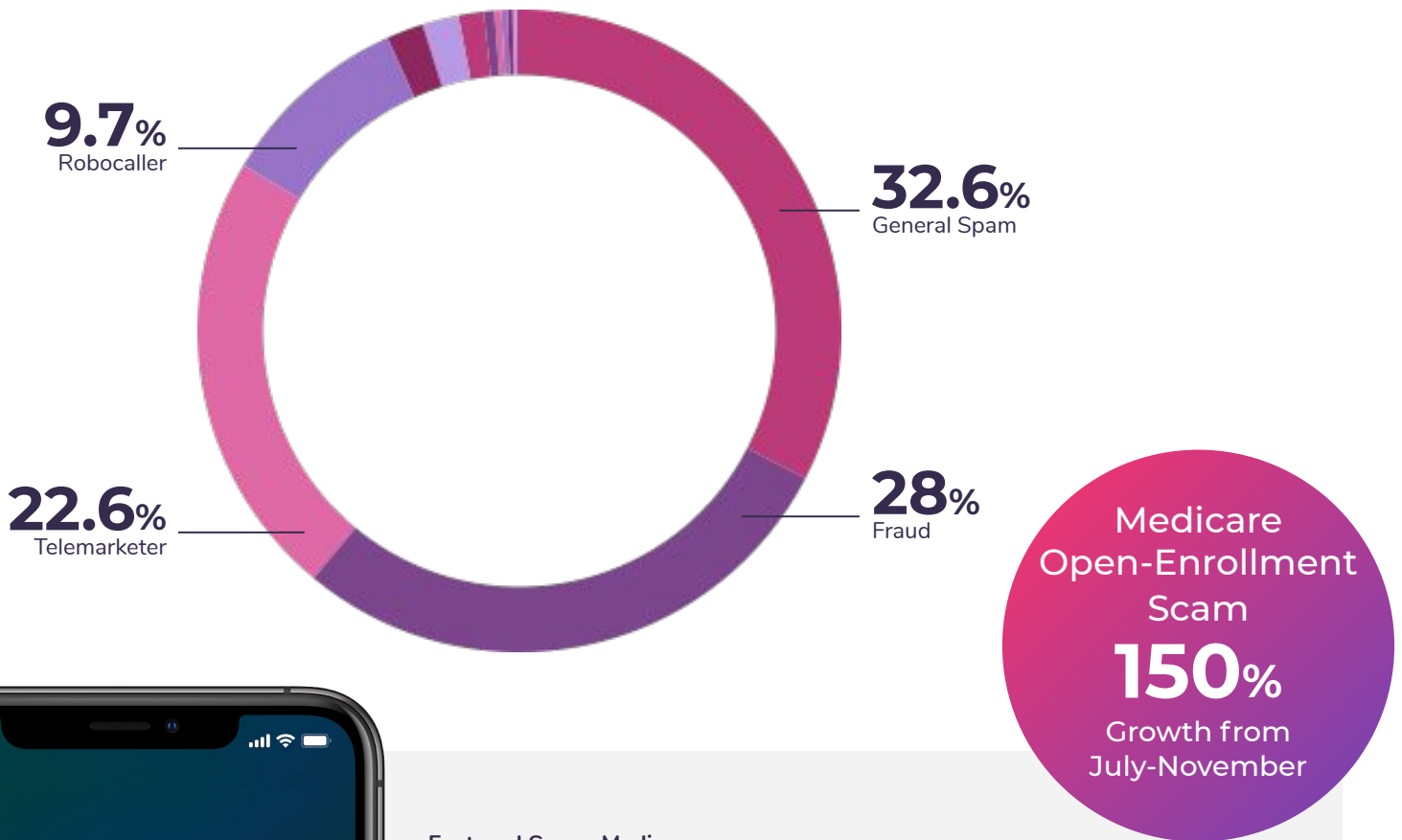
Growth in robocalls from
2018 to 2019

14

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: Medicare Open-Enrollment Scam

Posing as 'private companies,' scammers are targeting eligible seniors and offering illegitimate Medicare plans to gain access to financial and personal information. Unfortunately, in return, the victim receives none of the promised Medicare benefits and instead is scammed out of money.

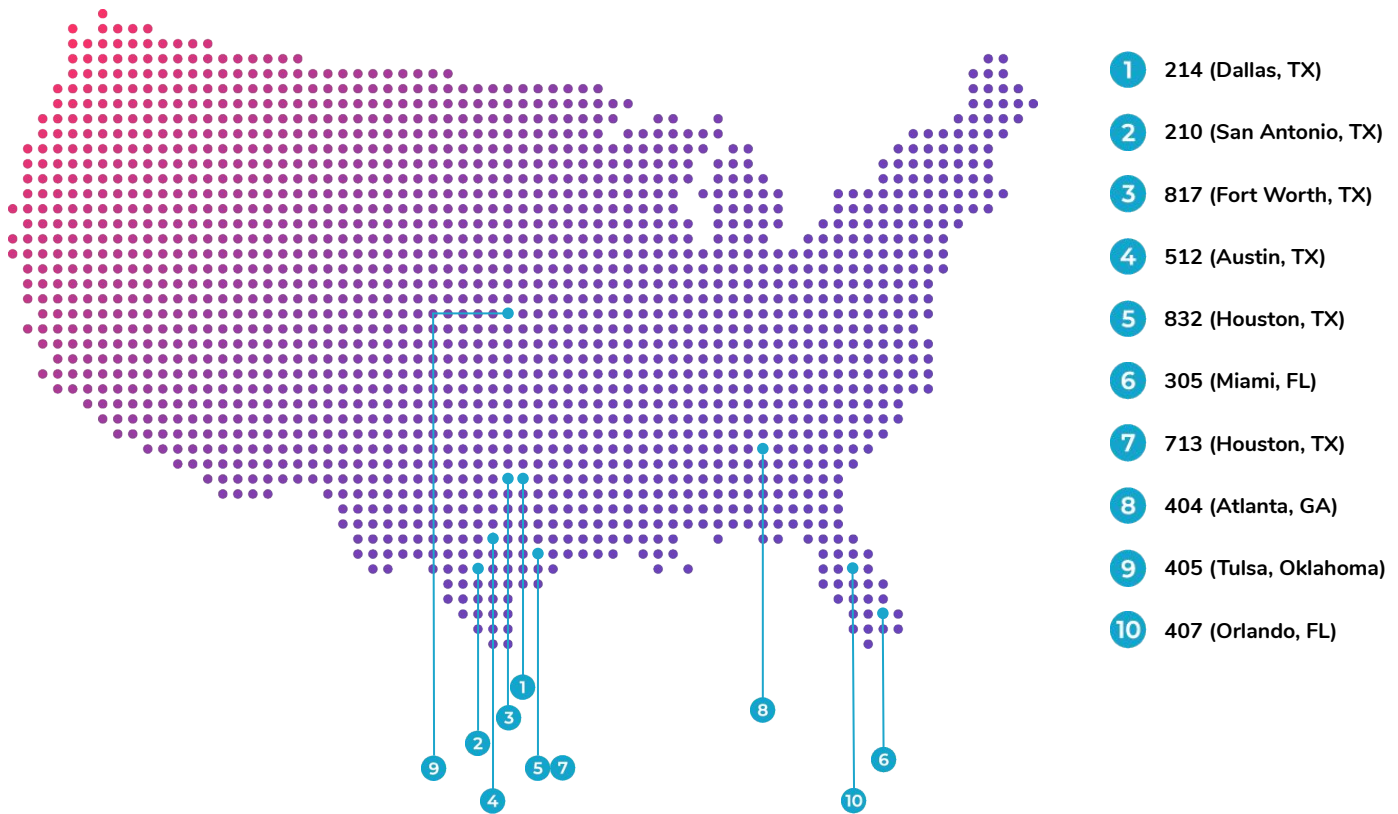
Why and How?

This was the most prevalent during Medicare's open-enrollment period that ran from October 15 through December 7. Since July, Hiya has seen a 150% growth in this scam.

Tips on Mitigating the Medicare Open-Enrollment Scam

- There are no Medicare sales representatives. Anyone who tries to sell you Medicare insurance while claiming to be an "official Medicare agent" is a scammer.
- Ignore anyone who says you must join a prescription drug plan to keep your Medicare coverage. The Medicare prescription drug plan (also known as Part D) is voluntary and has nothing to do with the rest of your Medicare coverage.
- Hang up on anyone who asks for a quick payment, threatens you, or offers you free equipment or services in exchange for your information.

TOP AREA CODES TARGETED BY SPAMMERS



Area Code of the Year: 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.

