Talking On The Phone Is A Good Call:
Full Report Findings
April 22, 2020
Survey Methodology

weBoost fielded a 15-minute online survey to a nationally representative sample of n=1,000 adults aged 18+ years old living in the United States.

<table>
<thead>
<tr>
<th>Audience</th>
<th>Sample Size</th>
<th>Margin of Error</th>
<th>Method</th>
<th>Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. General Population (ages 18+)</td>
<td>n=1,000</td>
<td>±3.1%</td>
<td>15-minute online survey</td>
<td>Survey fielded from March 27 - April 1, 2020</td>
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</table>
Phone calls are still an essential part of everyday life for Americans

• Don’t believe the myth that the traditional phone call is dead – it’s alive and well – and plays a critical role in keeping Americans connected today. In fact, the majority of Americans (55%) communicate with friends and family using phone calls on a daily basis and 85% use phone calls on a weekly basis.

• Phone calls are so ingrained in day-to-day activities, that we can’t even stop talking in some of our most private moments. 7 in 10 admit to having held a phone conversation while on the toilet and 3 in 10 have answered the phone during a romantic situation.

• However, many Americans also continue to struggle with poor connectivity and dropped calls. Nearly half of Americans (49%) say they have walked to an inconvenient place or impractical place in their house or yard just to get better cell service. Over half of Americans (51%) also say they have had a call dropped at a critical moment. And one third (35%) have cited bad reception as a reason to avoid making phone calls.

Preferences are starting to shift, and younger generations are not fully realizing the benefits of phone calls

• Even though they are still making calls, Gen Z prefers sending messages. Younger generations are starting to move away from using traditional phone calls in favor of the many messaging platforms available to them. While 52% of Gen Z still use phone calls daily, 85% are texting every day and 85% are using social media messaging every day.

• Gen Z’s phone call usage might be declining because they are not as confident on phone calls as older generations. In fact, many are downright nervous about making phone calls. Nearly half (47%) of Gen Z say they feel anxious when they see that someone is calling them and 40% of Gen Z say they feel awkward when talking on the phone.
Key Findings

Phone calls offer significant benefits - boosting people’s happiness, strengthening personal connections and relationships, and creating efficient communication streams

- Talking on the phone is a source of happiness for many Americans, with 62% saying they feel happier after getting off a personal call.
- Americans are also aware of the role phone calls play in reducing anxiety (63%) and stress (63%).
- Americans believe that calling is important because it strengthens personal connections (85%) and builds trust (83%).
- When it comes to dating, 72% of Americans agree that talking on the phone strengthens romantic connections in the early stages. 67% of single Americans say that if they are interested in someone, they would prefer to talk on the phone to get to know them better versus chatting in a dating app.
- Aside from the benefits associated with personal relationships, communicating by way of phone has other obvious benefits. 87% of Americans find phone calls to be an important communication method to avoid miscommunications and 85% also point out that simply calling someone provides an immediate response time.
- In the workplace, 67% of employed Americans agree that communicating via phone calls positively affects the credibility and likeability of the person communicating with them versus email.
Phone calls are thriving in the U.S. as an essential part of everyday life across the country

Phone calls matter, especially to maintain connections with friends and family

How often do you use voice calls?

55% of Americans communicate using phone calls on a daily basis

85% of Americans communicate using phone calls at least once a week

Q7: How often do you use the following methods of communication? If there is a method you use that is not listed below, feel free to write it in where it says "other", if not you can leave this blank. Base // Total = 1,000
Phone calls are so ingrained in American daily lives that people will go the extra mile to make calls at any place and any time

3 in 4 (75%) of Americans have asked maybe the most famous phrase associated with phone calls: “Can you hear me now?”

7 in 10 (68%) Americans admit to having talked on the phone while on the toilet

Cursing on the phone is so normal that 7 in 10 (67%) of Americans report having done it

Nearly half of Americans (49%) say they have walked to an inconvenient place or impractical place in their house or yard just to get better cell service

Over half of Americans (51%) say they have had a call dropped at a critical moment

4 in 10 (37%) Americans report having fallen asleep while on the phone

3 in 10 (29%) Americans report having answered the phone during a romantic situation

Q17: Which of the following best describes your experience with each of the situations below? [% I have done this] Base // Total = 1,000
Gen Z isn’t calling as much because they use messaging platforms more frequently

1. 87% prefer text messaging
   85% of Gen Z use texting daily

2. 78% prefer social media messaging
   85% of Gen Z use social media messaging daily

3. 49% prefer voice calling
   52% of Gen Z make a voice call daily

Q7: How often do you use the following methods of communication? If there is a method you use that is not listed below, feel free to write it in where it says “other”, if not you can leave this blank. Q8: For personal use, which of the following are your top 3 preferred communication methods? [% in top 3] Base // Gen Z = 124
Gen Z feels more awkward and anxious when picking up the phone compared to any other generation

- 47% of Gen Z say they feel anxious when they see someone is calling them, compared to 32% of the Gen Pop.
- 40% of Gen Z say they feel awkward when talking on the phone, compared to 23% of the Gen Pop.
- 31% of Gen Z would rather do household chores than answer a personal call, compared to 17% of the Gen Pop.
- 27% of Gen Z feel stressed when they think about personal calls from family and friends, compared to 16% of the Gen Pop.

Q12: Thinking about personal calls from your family and friends specifically, which of the following best describes your reaction to them? [% in top 3] You can choose up to 3 options.

Q16: How much do you agree or disagree with each of the following statements? [T2B]

Q18: Which of the following would you rather do to avoid answering a personal call? I would rather _____________ than answer a personal call.” Base // Total = 1,000, Gen Z = 124
Not all of Gen Z buy into the perceived benefits of talking on the phone, especially when it comes to building romantic relationships.

Compared to other generations, Gen Z is more skeptical about the value talking on the phone has on relationships.

- 62% of Gen Z agree that talking on the phone helps build relationships in early stages
- 59% of Gen Z agree that talking on the phone strengthens romantic connections in early stages
- 48% of Gen Z say if they are interested in someone, they would prefer to talk on the phone to get to know them better versus chatting in a dating app

Compared to 77% of Gen Pop

Compared to 72% of Gen Pop

Compared to 67% of Gen Pop

Q25: Now thinking about your relationships, please indicate how much you agree or disagree with the following statements. [T2B] Base // Total

= 1,000, Gen Z = 124
Growing up in the age of messaging, Gen Z do not take advantage of some of the perks of phone calls, and may not even know the basics.

Compared to older generations, Gen Z is not as well versed in phone call protocol, including phone etiquette and listening to voicemails.

- **56%** of Gen Z have been taught about phone etiquette (compared to 67% of those who are 25+ years old).
- **5 in 10** Gen Z (54%) do not set up a new voicemail inbox when they get a new phone number (compared to 41% of those who are 25+ years old).
- **4 in 10** Gen Z (36%) do not currently listen to their voicemail (compared to 13% of those who are 25+ years old).
- **2 in 10** Gen Z (17%) have never called customer service on the phone (compared to 6% of those who are 25+ years old).

Q11: Thinking about the following things you can do on your phone, which of the following best describes you [Do not currently = I have done this in the past, but I don't anymore + I have never done this]? Q16: How much do you agree or disagree with each of the following statements [T2B]? Base // Gen Z = 124, 25+ = 876
Phone calls continue to play an integral role in Americans’ everyday lives because they make people feel happy.

63% of Americans agree that they feel happy when they see that someone is calling them.

62% of Americans agree that they feel happier after getting off of a personal phone call.

Q16: How much do you agree or disagree with each of the following statements? [T2B] Base // Total = 1,000
Talking on the phone makes people happy because phone calls are reserved for those closest to them: their family and friends. Most say they have a positive emotional reaction to personal phone calls – specifically a sense of love or joy.

Who do people typically voice call?
- **77%** Immediate family
- **65%** Friends
- **53%** Extended family
- **43%** Services
- **32%** Co-workers

Thinking about personal calls from your friends and family, which describes your reaction to them? (Can choose up to 3)
- Love: 82%
- Joy: 77%
- Surprise: 51%
- Hope: 44%
- Stress: 16%
- Annoyance: 14%
- Dread: 7%
- Fear: 5%
- Hate: 1%

Q10: Who do you typically contact with each of the following communication methods? [% communicated through voice calls] Q12: Thinking about personal calls from your family and friends specifically, which of the following best describes your reaction to them? You can choose up to 3 options. [% in top 3] Base // Total = 1,000
Americans also enjoy talking on the phone because it reduces stress and anxiety.

63% are aware that calls can reduce stress.

63% are aware that calls can reduce anxiety.

73% are aware that calling someone reduces home sickness.

Q27: Looking at each of the benefits of calls listed below, how aware are you of each of the following [T2B]? Base // Total = 1,000
Additionally, some of the greatest benefits of phone calls include their ability to help strengthen personal relationships.

Creating or enhancing a personal connection, building trust, and keeping up with those far away are some of Americans’ most important benefits of making phone calls.

<table>
<thead>
<tr>
<th>% who find each of the following important (T2B)</th>
<th>% who agree (T2B)</th>
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<tbody>
<tr>
<td>9 in 10 (85%) find that calling is important because it strengthens personal connections</td>
<td>8 in 10 (78%) agree that talking on the phone is the best way to keep up with long distance relationships</td>
</tr>
<tr>
<td>8 in 10 (83%) find that calling someone is important because it enhances emotional bonds</td>
<td>7 in 10 (72%) agree that talking on the phone strengthens romantic connections in the early stages of dating</td>
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<tr>
<td>8 in 10 (83%) find that calling is important because it builds trust</td>
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Q25: Now thinking about your relationships, please indicate how much you agree or disagree with the following statements. [T2B] Q28: Now, thinking about the benefits you just read, how important do you find each of the following [T2B]? Base // Total = 1,000
Being able to communicate efficiently and in real time are equally as important to Americans as the emotional benefits of phone calls.

Q28: Now, thinking about the benefits you just read, how important do you find each of the following? [T2B]

- 87% Calling someone helps to prevent miscommunication
- 85% Calling someone provides immediate response time
- 53% Calling someone reduces screen time

Q26: What benefits, if any, do you believe come from making video/voice calls? Base // Total = 1,000

43% of Americans listed visual and sound benefits - being able to see or hear the person and being able to react to expressions, physical cues as benefits of calls.
Women, in particular, feel phone calls are more appropriate for important and meaningful conversations than text messages. Across the board, women are more likely to use voice calls to communicate rather than other forms of communication.

When would you call someone on the phone rather than use other forms of communication?

- **I have something important to talk about**
  - Women: 70%
  - Men: 59%

- **I miss someone and want to hear their voice**
  - Women: 63%
  - Men: 45%

- **It would take longer to type out than to say it**
  - Women: 59%
  - Men: 45%

- **It will be difficult to communicate what I am saying via text**
  - Women: 58%
  - Men: 43%

- **I want to communicate something emotional or meaningful**
  - Women: 54%
  - Men: 41%

- **I am upset and need to talk to someone**
  - Women: 44%
  - Men: 26%

Q14: Which of the following best describe reasons that you would call someone on the phone rather than use other communication methods?

Q28: Now, thinking about the benefits you just read, how important do you find each of the following? [T2B] Base // Women = 508, Men = 488
When it comes to dating, singles agree that phone calls play a key role in getting to know someone

Singles don’t shy away from calling each other on the phone. Especially if they are really interested in the other person, most would rather call someone to get to know them instead of chatting on a dating app.

67% of single Americans agree that if they are interested in someone, they would prefer to talk on the phone to get to know them better versus chatting in a dating app.

Only 1 in 10 of single Americans agree that they find it weird if someone that they are dating calls them just to chat (12%) or if someone that they are dating calls them (10%).

Q25: Now thinking about your relationships, please indicate how much you agree or disagree with the following statements. [T2B] Base // Single = 376
When looking at those in a relationship, most couples would rather call than text, especially if it’s going to be a difficult conversation.

Phone calls assist with clarity and are vital when something simply can’t wait. However, women are more likely to text their significant other than men.

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Women (%)</th>
<th>Men (%)</th>
<th>Difference</th>
</tr>
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<tbody>
<tr>
<td>I need to talk to them right now</td>
<td>58%</td>
<td>45%</td>
<td>13%</td>
</tr>
<tr>
<td>I want to make sure I’m communicating clearly</td>
<td>49%</td>
<td>40%</td>
<td>9%</td>
</tr>
<tr>
<td>I am going to break up with them</td>
<td>46%</td>
<td>38%</td>
<td>8%</td>
</tr>
<tr>
<td>I want to discuss existing plans</td>
<td>57%</td>
<td>43%</td>
<td>14%</td>
</tr>
<tr>
<td>I need to ask them a favor</td>
<td>57%</td>
<td>43%</td>
<td>14%</td>
</tr>
<tr>
<td>I want to make plans</td>
<td>57%</td>
<td>43%</td>
<td>14%</td>
</tr>
<tr>
<td>I want to see how they are</td>
<td>55%</td>
<td>45%</td>
<td>10%</td>
</tr>
<tr>
<td>I want to tell them I miss them</td>
<td>48%</td>
<td>52%</td>
<td>-4%</td>
</tr>
<tr>
<td>I want to remind them of something</td>
<td>30%</td>
<td>70%</td>
<td>-40%</td>
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Q24. For each of the following scenarios, choose if you would rather communicate via text or by call with your significant other/spouse. Base // Total Americans = 1,000, Women = 508, Men = 488.
The benefits of phone calls transcend personal relationships and are also seen in the workplace.

Phone calls are much more likely to increase likeability and credibility in the workplace compared to emails.

- **75%** of employed Americans agree that communicating via phone calls make positive news or feedback more sincere versus email.
- **67%** of employed Americans agree that communicating via phone calls positively affects the credibility of the person communicating with them versus email.
- **67%** of employed Americans agree that communicating via phone calls positively affects the likeability of the person communicating with them versus email.

Q9: Please rate how much you agree or disagree with each of the following statements regarding communications at work. [T2B] Base // Employed Americans = 534