



**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.



**Audience**

U.S. General Population  
(ages 18+)



**Sample Size**

n=1,000



**Margin of Error**

±3.1%



**Method**

15-minute  
online survey



**Timing**

Survey fielded from March  
27 - April 1, 2020

# Key Findings

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## 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

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## 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**

# 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?”**



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



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



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



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



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



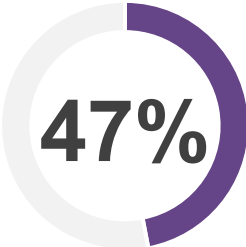
Nearly half of Americans (49%) say they have walked to an **inconvenient place or impractical place in their house or yard just to get better cell service**

# Gen Z isn't calling as much because they use messaging platforms more frequently

Gen Z  
**Top 3**  
preferred methods of  
communication for  
personal use

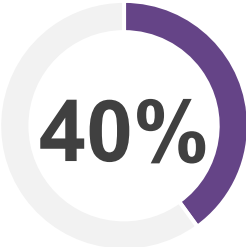
- 1. 87% prefer text messaging**  
85% of Gen Z use texting daily
- 2. 78% prefer social media messaging**  
85% of Gen Z use social media messaging daily
- 3. 49% prefer voice calling**  
52% of Gen Z make a voice call daily

# Gen Z feels more awkward and anxious when picking up the phone compared to any other generation



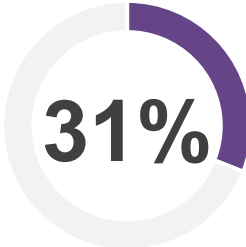
of Gen Z say they **feel anxious** when they see someone is calling them

Compared to 32% of Gen Pop



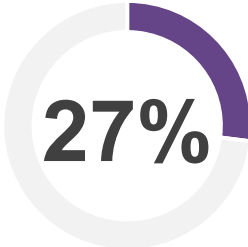
of Gen Z say they **feel awkward** when talking on the phone

Compared to 23% of Gen Pop



of Gen Z **would rather do household chores** than answer a personal call

Compared to 17% of Gen Pop



of Gen Z **feel stressed** when they think about personal calls from family and friends

Compared to 16% of Gen Pop



# 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

Compared to 77% of Gen Pop

59%

of Gen Z agree that talking on the phone **strengthens romantic connections** in early stages

Compared to 72% of Gen Pop

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 67% of Gen Pop

# 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)

# 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**

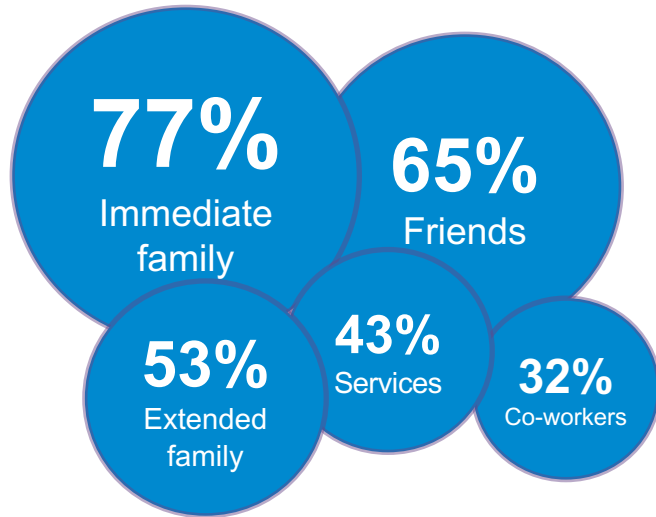
**62%**

of Americans agree that they **feel happier after getting off of a personal phone call**

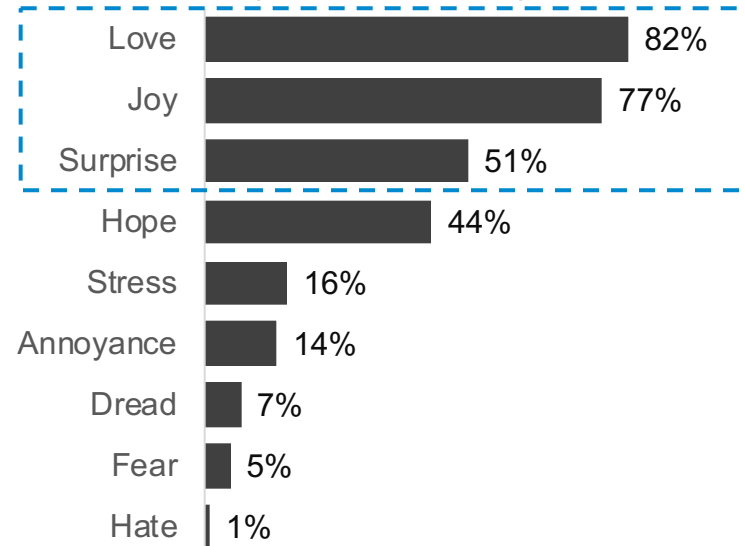
# Talking on the phone makes people happy because phone calls are reserved for those closest to them: their family and friends

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?



Thinking about personal calls from your friends and family, which describes your reaction to them?  
(Can choose up to 3)



# Americans also enjoy talking on the phone because it reduces stress and anxiety

% who are aware of each statement  
(T2B)



# 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

% who find each of the following important (T2B)

**9 in 10**

(85%) find that calling is important because it **strengthens personal connections**

**8 in 10**

(83%) find that calling someone is important because it **enhances emotional bonds**

**8 in 10**

(83%) find that calling is important because it **builds trust**

% who agree (T2B)

**8 in 10**

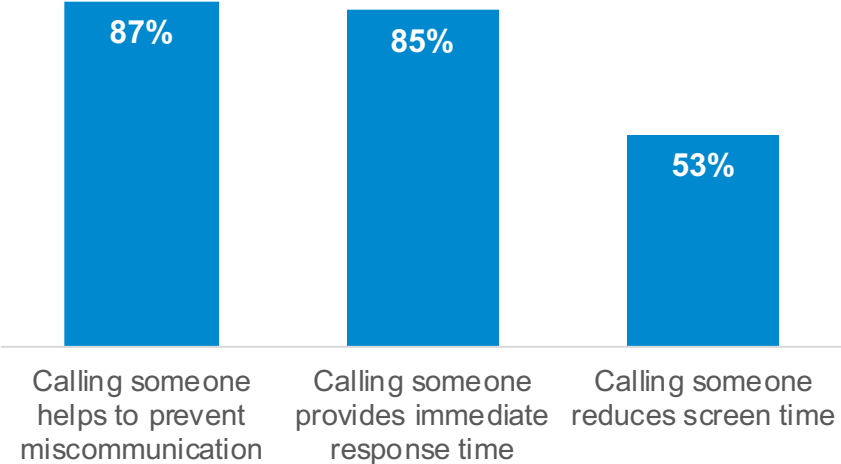
(78%) agree that talking on the phone is the **best way to keep up with long distance relationships**

**7 in 10**

(72%) agree that talking on the phone **strengthens romantic connections** in the early stages of dating

# Being able to communicate efficiently and in real time are equally as important to Americans as the emotional benefits of phone calls

How important are each of the following benefits?  
(T2B)

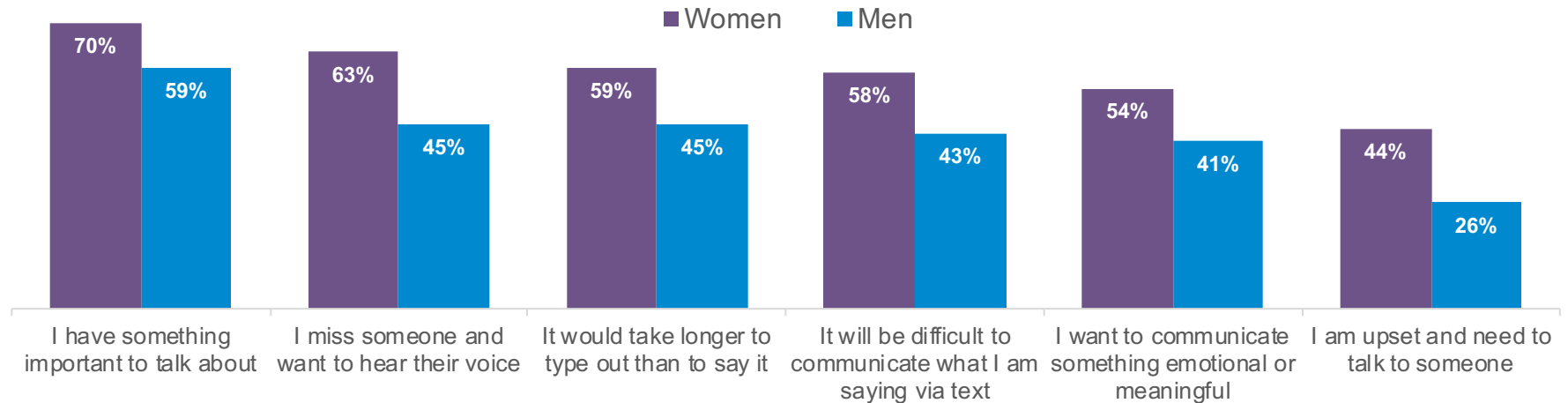


**43%**  
of Americans listed visual and sound benefits - being able **to see or hear** the person and **being able to react to expressions, physical cues** as benefits of calls

# 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?





# 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

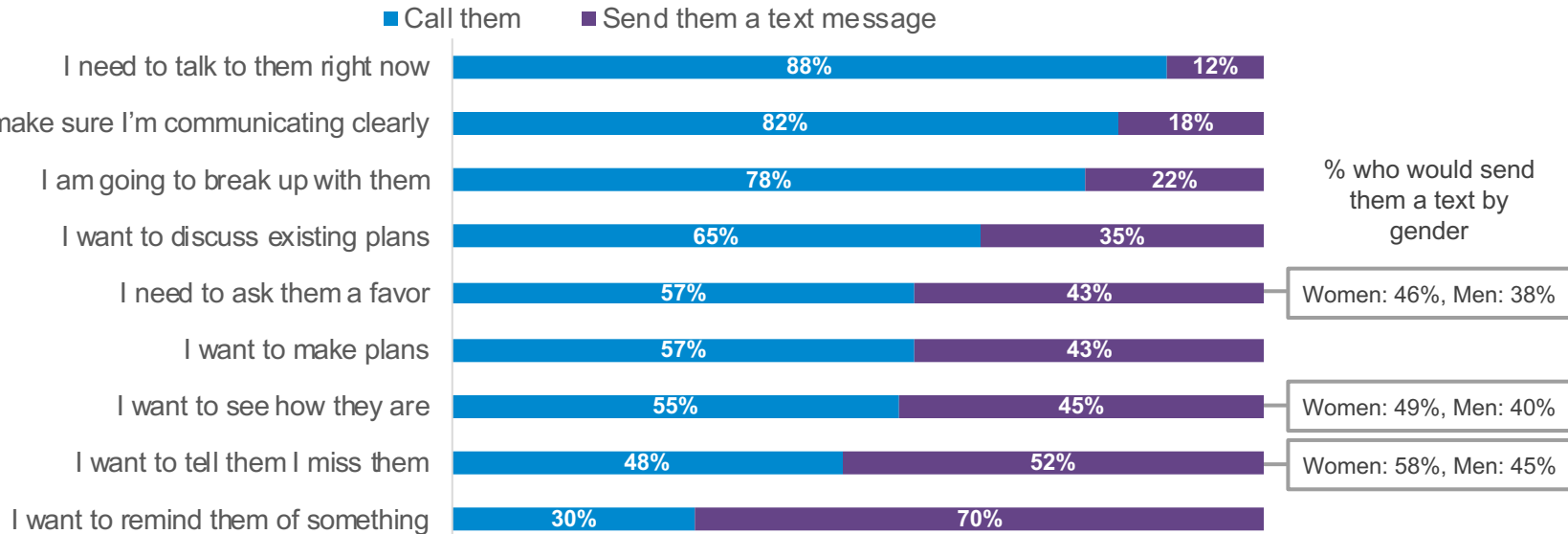
they **find it weird if someone that they are dating calls** them just to chat (12%)

they **find it annoying if someone that they are dating calls** them (10%)

# 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

Would you rather communicate via text or call with your significant other?  
(among all Americans)



## 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