How Americans Really Use Phones

Americans ignore 337 calls a year

Including those from partners, coworkers, and even their dear old Mom

77% deliberately don’t pick up a sales call
22% have purposely ignored their partners’ calls
20% deliberately ignore their mom’s calls at time

7% say they never ignore a phone call
1% say it is increasingly more difficult to reach them

25% of the calls Millennials make at home is through online means rather than traditional calls

nearly a quarter

The Cloud

of the calls Millennials make at home is through online means rather than traditional calls

44% say they never ignore a phone call
32% regularly duck calls
54% no longer use an office landline phone to make calls at work
11% report using cloud-based applications including video, social media, and other web-based applications to communicate at work
40% use cloud-based software to communicate with clients and others at work
31% feel forced to use outdated technology at work that reduces their ability to perform well

How many phone numbers do you typically use to make work related calls?

20% know more than two phone numbers by memory
53% can recall their partner’s number
57% would hesitate to call their partner without some help
30% know their best friend’s number by heart

Number Memory

The average person can now recall just five numbers by heart

Remember landlines?

55% still have one
52% know how to use one in case of emergency
29% simply have it because they always have
34% say it’s more difficult to reach them on it than any other form of communication

one in ten

Americans who own a landline say they don’t even know their landline number by heart

Survey conducted by OnePoll for Jive, with a sample of 2,000 US adults in August 2017