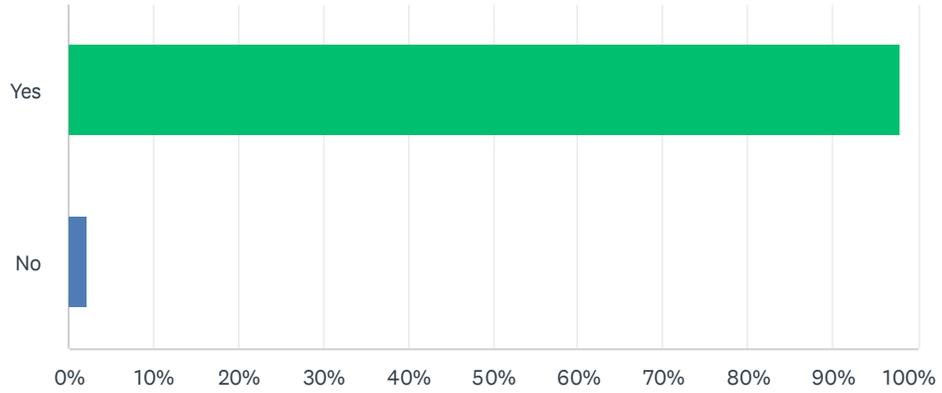


Q1 Have you ever called a business for customer service, support, appointments, billing, or general inquiries?

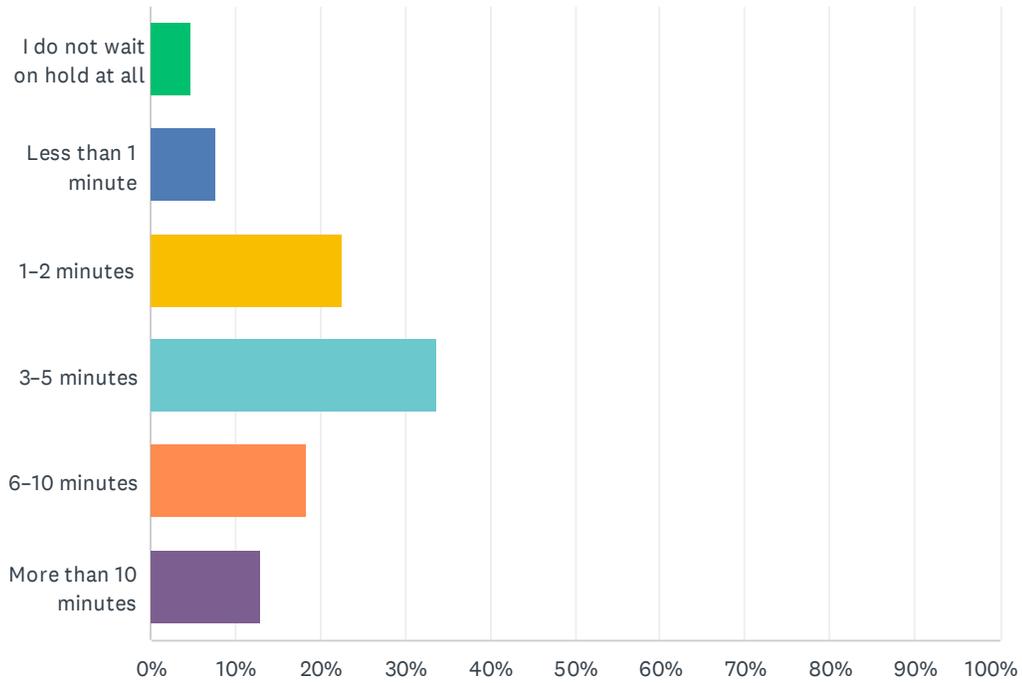
Answered: 519 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	97.88%	508
No	2.12%	11
TOTAL		519

Q2 When calling a business, how long are you willing to wait on hold before hanging up?

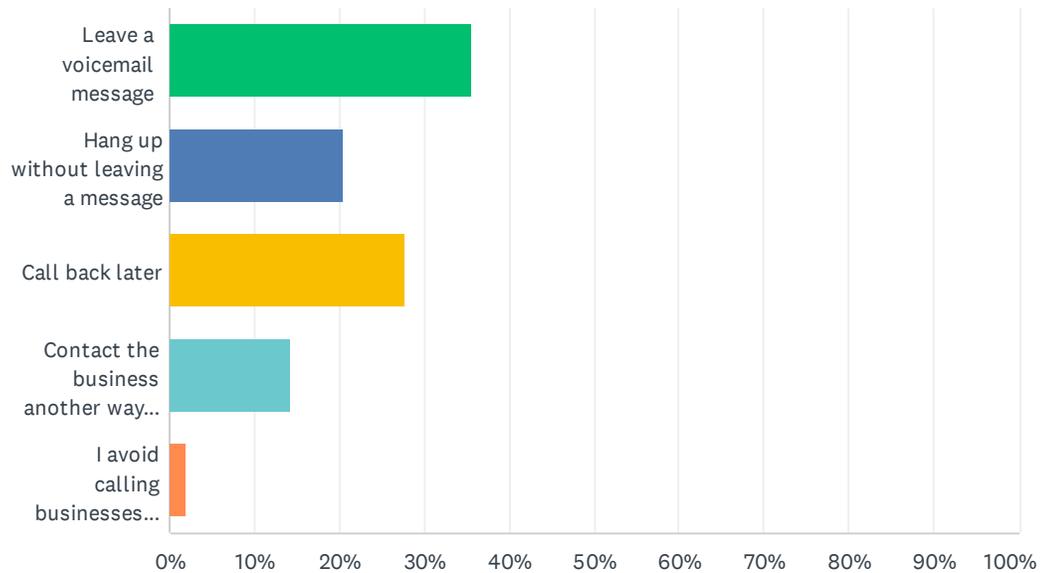
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ANSWER CHOICES	RESPONSES	
I do not wait on hold at all	4.62%	24
Less than 1 minute	7.71%	40
1-2 minutes	22.54%	117
3-5 minutes	33.72%	175
6-10 minutes	18.30%	95
More than 10 minutes	13.10%	68
TOTAL		519

Q3 If a business call goes to voicemail, what are you most likely to do?

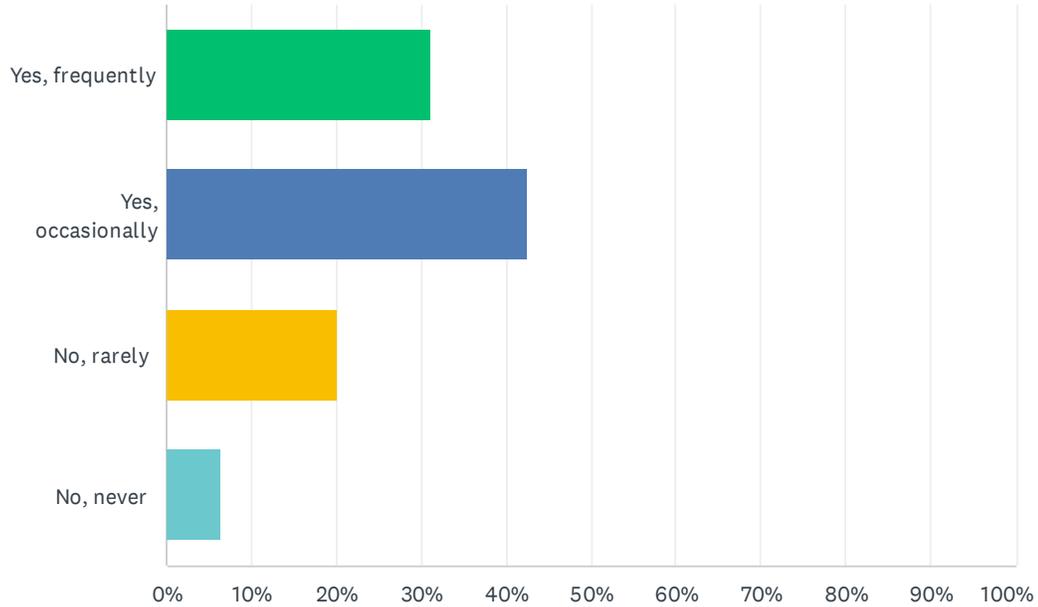
Answered: 519 Skipped: 0



ANSWER CHOICES	RESPONSES	
Leave a voicemail message	35.65%	185
Hang up without leaving a message	20.42%	106
Call back later	27.75%	144
Contact the business another way (website, chat, email, etc.)	14.26%	74
I avoid calling businesses altogether	1.93%	10
TOTAL		519

Q4 Have you ever called a business outside of normal business hours (evenings, weekends, or holidays)

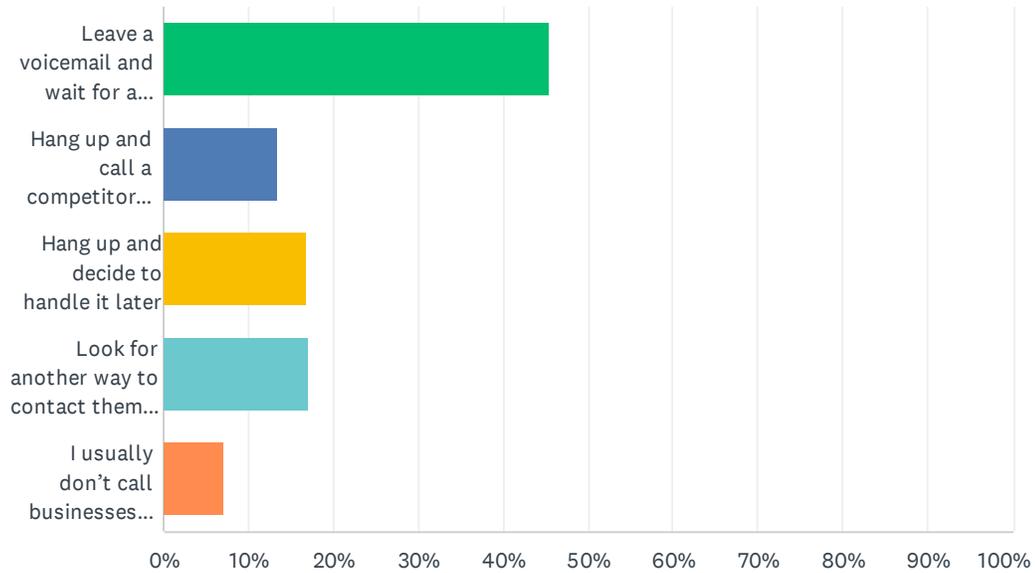
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ANSWER CHOICES	RESPONSES	
Yes, frequently	31.21%	162
Yes, occasionally	42.39%	220
No, rarely	20.04%	104
No, never	6.36%	33
TOTAL		519

Q5 If you call a business outside of normal hours and reach voicemail, what are you most likely to do

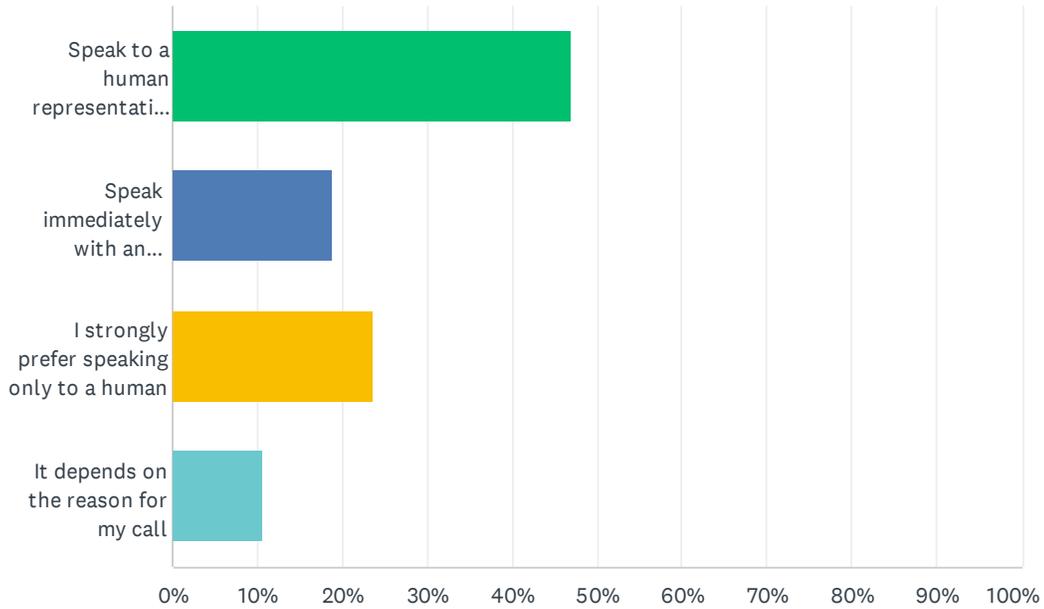
Answered: 519 Skipped: 0



ANSWER CHOICES	RESPONSES	
Leave a voicemail and wait for a callback	45.47%	236
Hang up and call a competitor instead	13.49%	70
Hang up and decide to handle it later	16.76%	87
Look for another way to contact them (website, chat, email)	17.15%	89
I usually don't call businesses after hours	7.13%	37
TOTAL		519

Q6 If given the choice, which would you prefer when calling a business

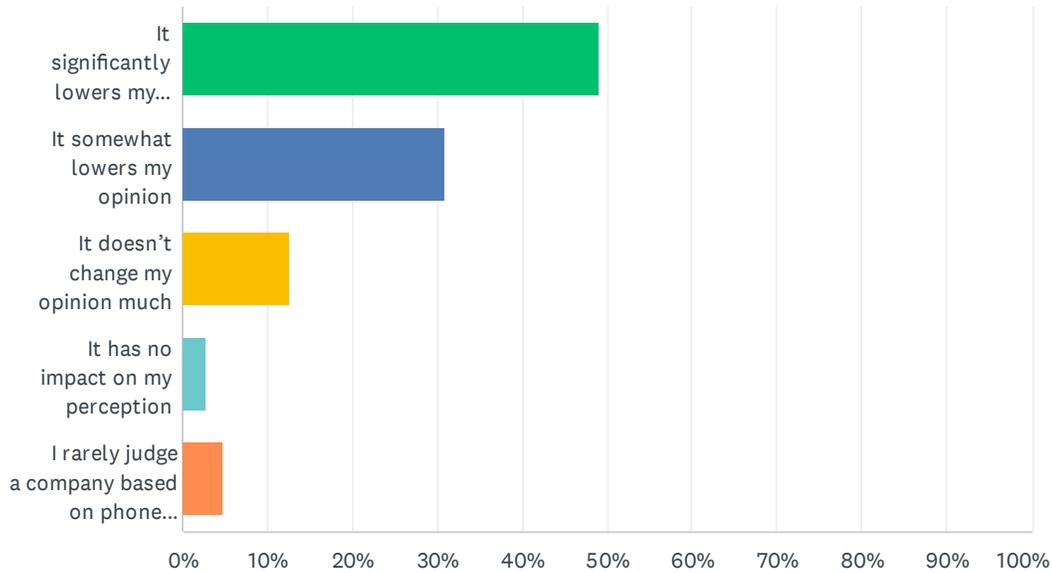
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ANSWER CHOICES	RESPONSES	
Speak to a human representative after waiting several minutes on hold	47.01%	244
Speak immediately with an automated voice system that can help right away	18.69%	97
I strongly prefer speaking only to a human	23.70%	123
It depends on the reason for my call	10.60%	55
TOTAL		519

Q7 If you experience long hold times or poor phone support, how does it affect your perception of that business?

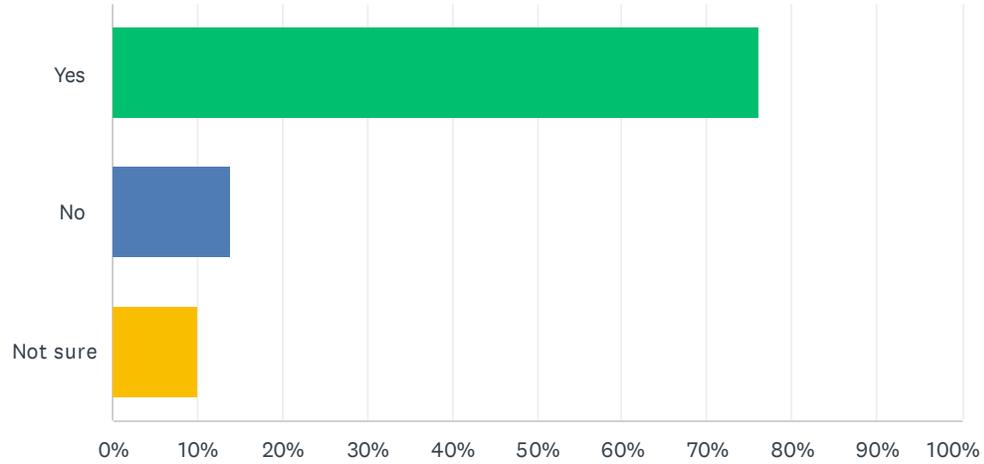
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ANSWER CHOICES	RESPONSES	
It significantly lowers my opinion of the company	49.13%	255
It somewhat lowers my opinion	31.02%	161
It doesn't change my opinion much	12.52%	65
It has no impact on my perception	2.70%	14
I rarely judge a company based on phone experience	4.62%	24
TOTAL		519

Q8 Have you ever chosen not to do business with a company again due to a frustrating phone experience (e.g., long hold times, voicemail, transfers, poor service)?

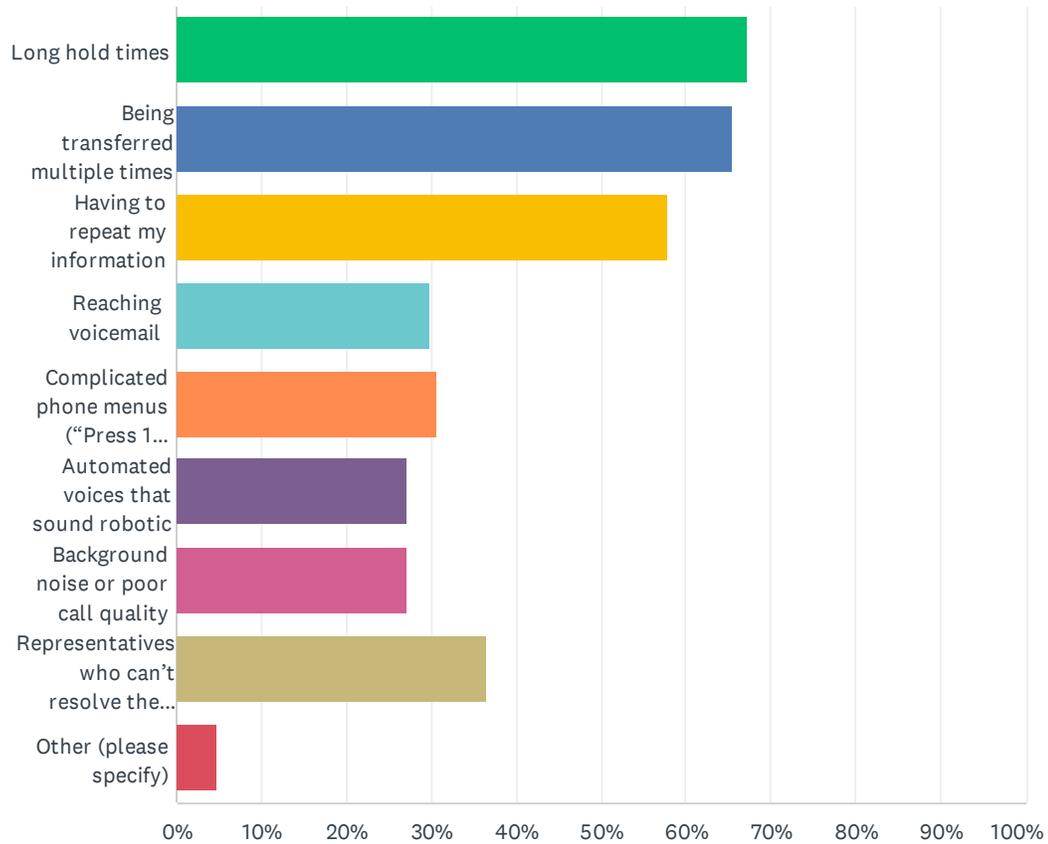
Answered: 519 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	76.11%	395
No	13.87%	72
Not sure	10.02%	52
TOTAL		519

Q9 What frustrates you most when calling a business? (Select all that apply)

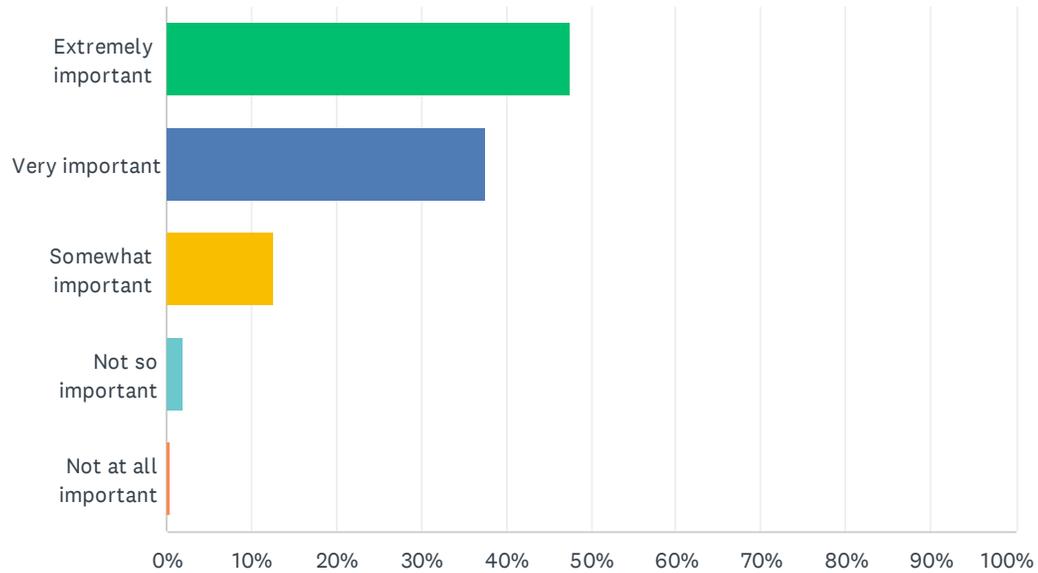
Answered: 519 Skipped: 0



ANSWER CHOICES	RESPONSES	
Long hold times	67.24%	349
Being transferred multiple times	65.51%	340
Having to repeat my information	57.80%	300
Reaching voicemail	29.87%	155
Complicated phone menus ("Press 1 for...")	30.64%	159
Automated voices that sound robotic	27.17%	141
Background noise or poor call quality	26.97%	140
Representatives who can't resolve the issue	36.42%	189
Other (please specify)	4.62%	24
Total Respondents: 519		

Q10 How important is it for a business to provide immediate assistance when you call?

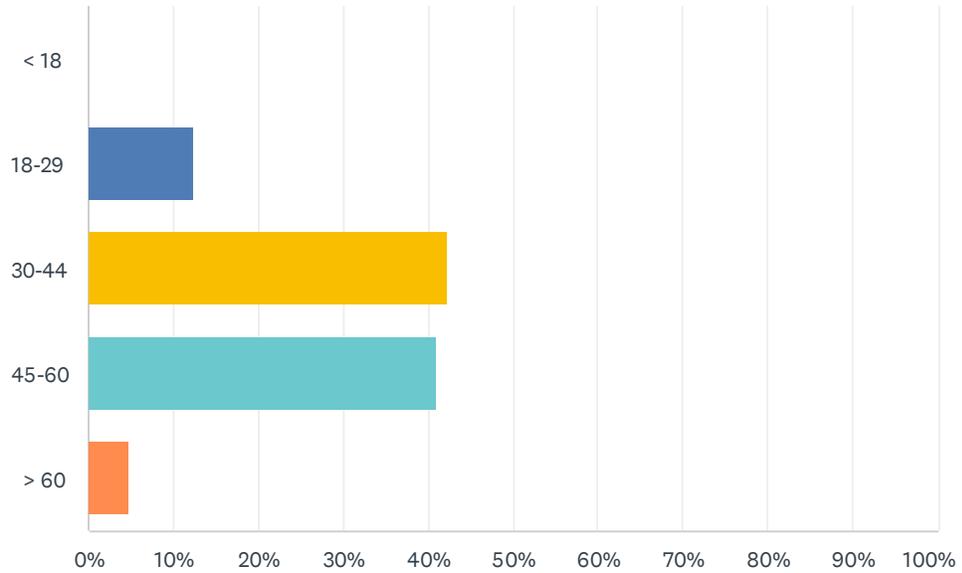
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ANSWER CHOICES	RESPONSES	
Extremely important	47.59%	247
Very important	37.57%	195
Somewhat important	12.52%	65
Not so important	1.93%	10
Not at all important	0.39%	2
TOTAL		519

Q1 Age

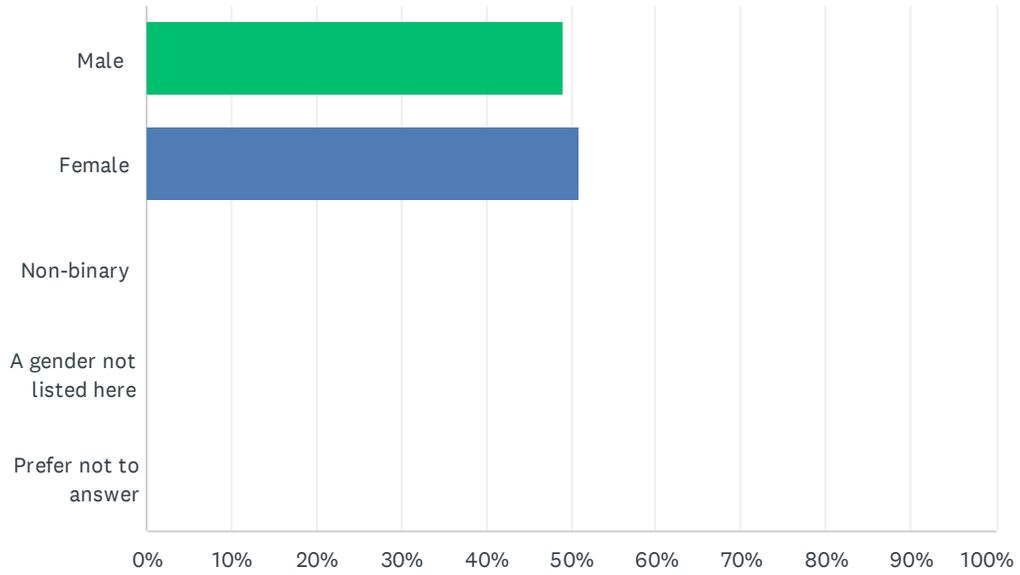
Answered: 519 Skipped: 0



ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	12.33%	64
30-44	42.20%	219
45-60	40.85%	212
> 60	4.62%	24
TOTAL		519

Q2 Gender

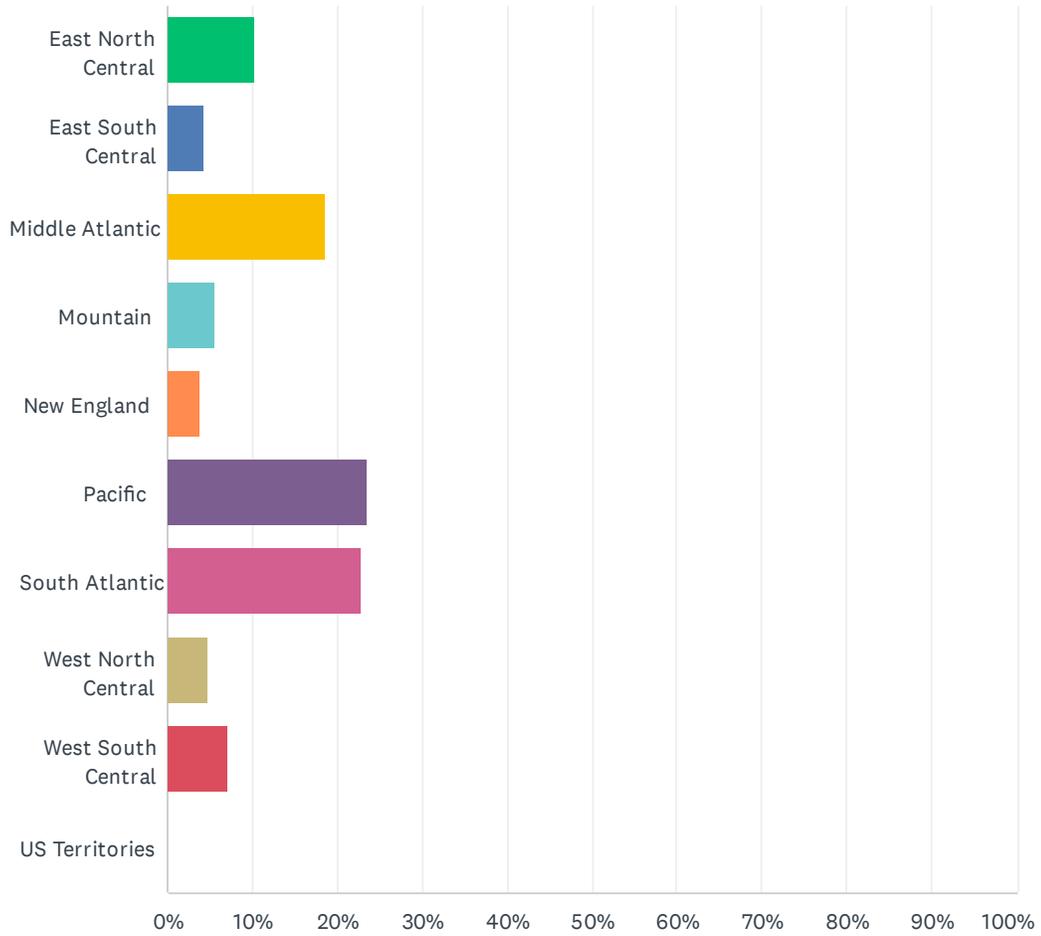
Answered: 519 Skipped: 0



ANSWER CHOICES	RESPONSES	
Male	49.13%	255
Female	50.87%	264
Non-binary	0.00%	0
A gender not listed here	0.00%	0
Prefer not to answer	0.00%	0
TOTAL		519

Q3 Major US Region

Answered: 501 Skipped: 18

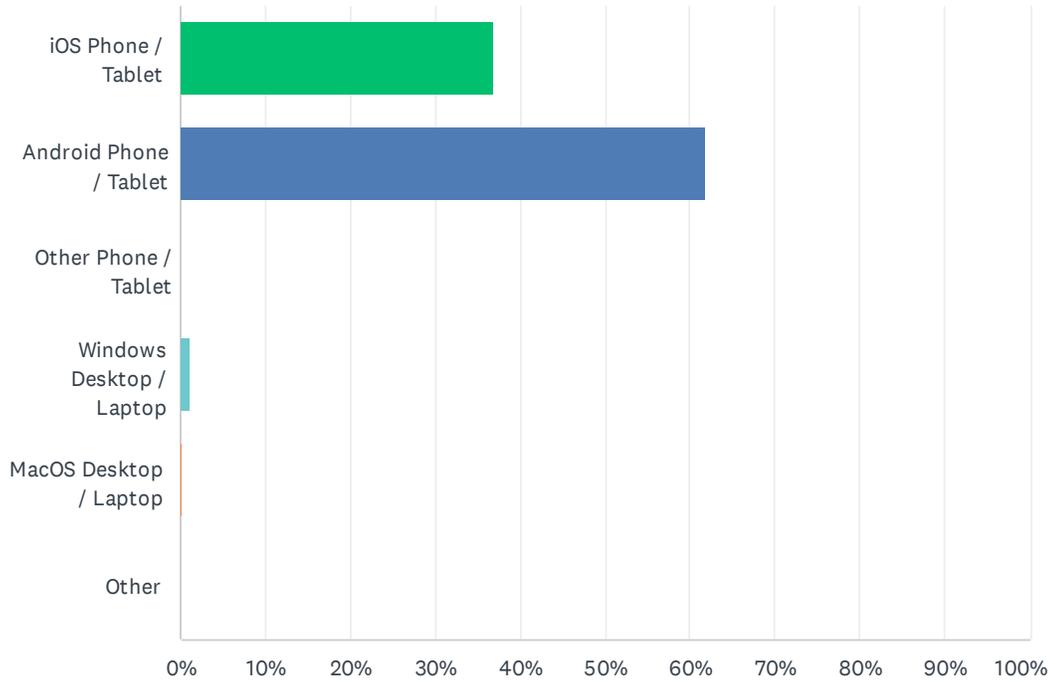


The 2026 Customer Phone Experience Report

ANSWER CHOICES	RESPONSES	
East North Central	10.18%	51
East South Central	4.19%	21
Middle Atlantic	18.56%	93
Mountain	5.59%	28
New England	3.79%	19
Pacific	23.35%	117
South Atlantic	22.75%	114
West North Central	4.59%	23
West South Central	6.99%	35
US Territories	0.00%	0
TOTAL		501

Q4 Device Type

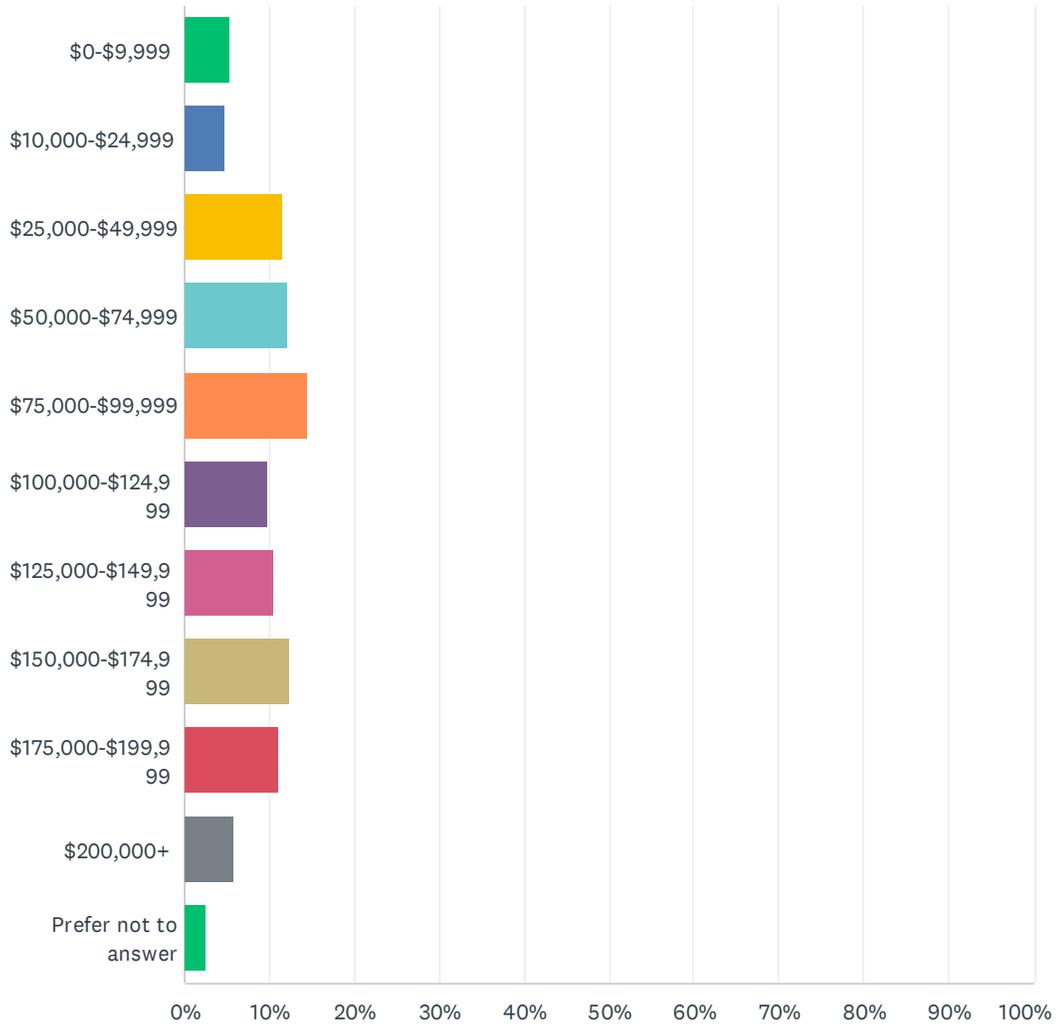
Answered: 519 Skipped: 0



ANSWER CHOICES	RESPONSES	
iOS Phone / Tablet	36.80%	191
Android Phone / Tablet	61.85%	321
Other Phone / Tablet	0.00%	0
Windows Desktop / Laptop	1.16%	6
MacOS Desktop / Laptop	0.19%	1
Other	0.00%	0
TOTAL		519

Q5 Household Income

Answered: 519 Skipped: 0



The 2026 Customer Phone Experience Report

ANSWER CHOICES	RESPONSES	
\$0-\$9,999	5.39%	28
\$10,000-\$24,999	4.62%	24
\$25,000-\$49,999	11.56%	60
\$50,000-\$74,999	12.14%	63
\$75,000-\$99,999	14.45%	75
\$100,000-\$124,999	9.83%	51
\$125,000-\$149,999	10.40%	54
\$150,000-\$174,999	12.33%	64
\$175,000-\$199,999	10.98%	57
\$200,000+	5.78%	30
Prefer not to answer	2.50%	13
TOTAL		519