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GENERATION MUTE SURVEY

WHY MILLENNIALS HATE TALKING ON THE PHONE

The 'generation mute' trend is all too apparent, people growing up in the digital age have adopted alternate forms of communication causing a decline in voice calls. With daily smartphone usage continually on the rise, why are the volume of calls from these supposed 'phone addicts' ironically deteriorating? No caller ID and unknown numbers were excluded from this survey so the results were not diluted with obvious responses.

Which of the following situations make you avoid an incoming phone call?

- Time-consuming calls: **75%**
- A Whiny/needy person: **64%**
- Turning up to an event: **55%**
- Someone wants a favor: **49%**
- Verbal confrontation: **46%**
- People hearing my call: **41%**
- Work responsibilities: **37%**

What's the most common excuse you use for avoiding a call?

- Didn't notice it ring/vibrate: **63%**
- I had poor signal: **12%**
- Was in a meeting: **9%**
- I was driving: **6%**
- Couldn't find my phone: **5%**
- My phone's broken: **4%**
- Didn't recognize the number: **1%**

Who are you most likely to dodge calls from?

- Friends: **29%**
- Parents/Family: **25%**
- Work/Colleagues: **21%**
- Boss: **14%**
- Partner: **11%**

Do you sometimes feel you have to summon up the courage to make a phone call?

- Yes: **81%**
- No: **19%**

Would you rather have an unlimited data phone plan than unlimited calls and SMS?

- Yes: **88%**
- No: **12%**

What educated conjectures can we make based on the response data?

Calls can be time-consuming: You have no way to tell if the call will take minutes or hours, millennials want to communicate faster and getting straightforward answers.

Calls are disruptive: In most cases, your phone will vibrate with a call at a random time of the day, potentially derailing whatever activity you're doing if you answer.

Calls come off presumptuous: On the whole, when someone calls you their needs are greater and there is an assumption that you have the time to be interrupted.

Calls are commonly inefficient: When you're using messaging services you can dip in and out when you want. Furthermore, sending an email or message via an app you're getting straight to the point without any 'weather today' small talk.

Calls can be annoying: Getting a presumptuous call from someone creates a negative reaction. People often sigh or roll their eyes when their needy or boring friend calls at an inconvenient time.

Calls are stressful: Everyone is so productivity-driven that, in many situations like work, calls can be stressful. You could be working on a deadline or rushing to get out the door and this buzzing distraction interrupts you at the wrong time.

People like to avoid conflict: Calls leave you little time to compose yourself. You can feel vulnerable in terms of how you come across and what you're going to say.

Calls are rarely private: You can message until your heart is content in a room and no one will know what you're saying. If you want a degree of privacy on the phone you'll have to relocate yourself to stop people eavesdropping.

BankMyCell surveyed 1,200 millennials born between 1981-1996 (22-37 years old), to identify the key drivers in this phenomenon. The survey ran between 10/01/2018 to 10/31/2018

To learn more, see the full report & download the resources here

<https://www.bankmycell.com/blog/why-millennials-ignore-calls>

Who Are BankMyCell?

BankMyCell is the trusted name for cell phone trade-ins in the US - We have extensive experience in the electronics recycling market. In fact, our CEO previously owned CompareMyMobile.com, a gadget trade-in power house in the UK and supplier of data to Sky, cellular networks, Mobile News Magazine, cell phone distributors and much more. Since 2009 our team have been responsible for directing over \$150m worth of gadget trade-ins to online stores globally. We pride ourselves on giving consumers accurate, up-to-date, and independent advice on the price comparison options available.

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