

# How Americans Really Use Phones

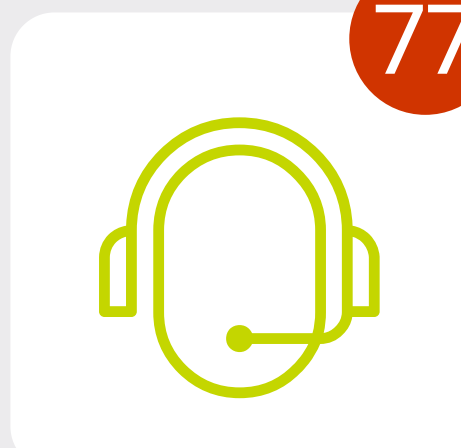
## Americans ignore 337 calls a year

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

61% regularly duck calls

<1% say they never ignore a phone call

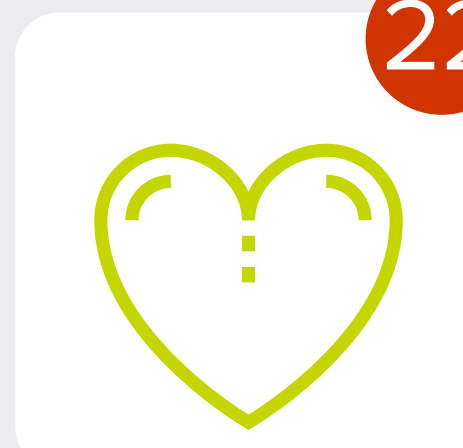
73% say it is increasingly more difficult to reach them



77

77%

deliberately don't pick up a sales call



22

22%

have purposely ignored their partners' calls



20

20%

deliberately ignore their mom's calls at time



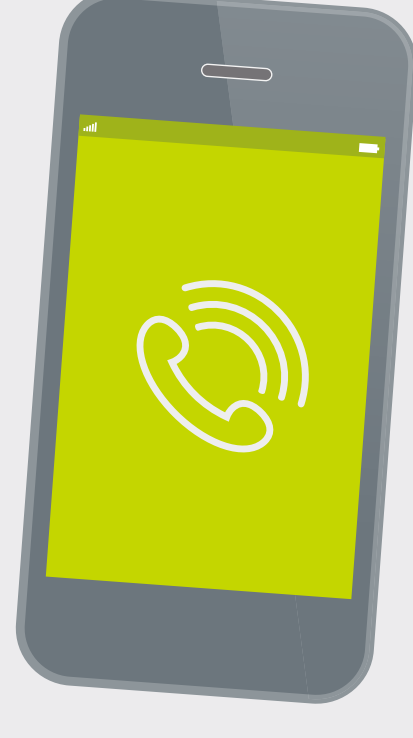
25%

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

nearly a quarter

mostly use web based applications to communicate at work

11% reports typically using VoIP applications, Facetime, or a social media platform to make work related calls



54%

no longer use an office landline phone to make calls at work

60%

usually use a mobile phone to make their phone calls at work



## The Cloud

the importance of cloud based applications and their growing popularity



44%

report an increase in the use of cloud based applications including video, social media, and other web based applications

32%

use cloud based software to communicate with clients and others at work

40%

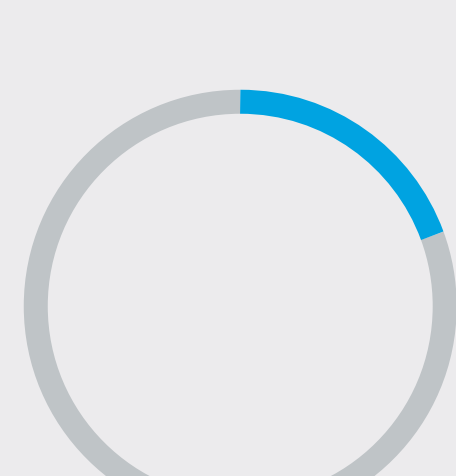
say it's important to have video conferencing technology at work

31%

feel forced to use outdated technology at work that reduces their ability to perform well

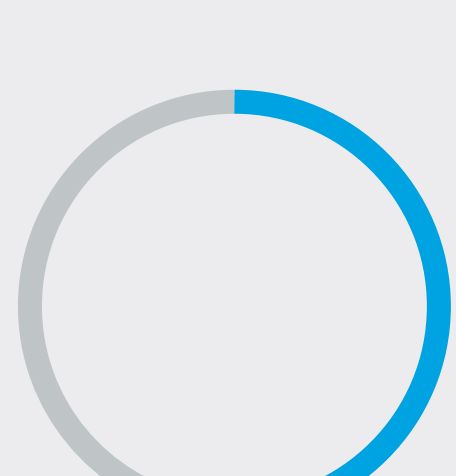
## Number Memory

the average person can now recall just five numbers by heart



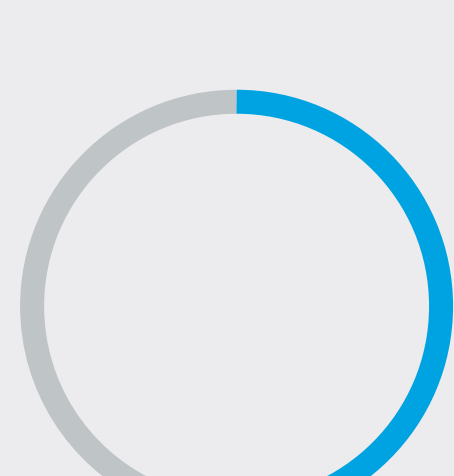
20%

know less than two phone numbers by memory



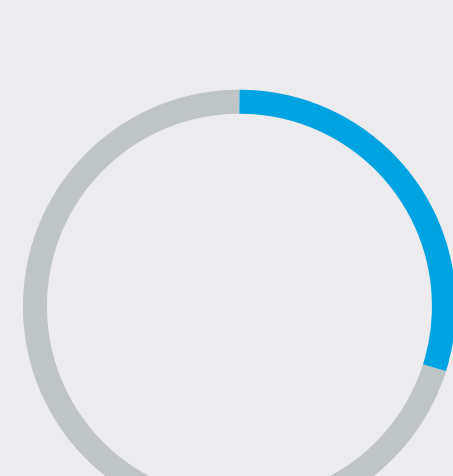
53%

don't know their partner's number



57%

would be unable to call their parents without some help



30%

know their best friend's number by heart

## Remember landlines?

55%

still has one

52%

has 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