



# If you're not using a local number, you're losing. Big time.

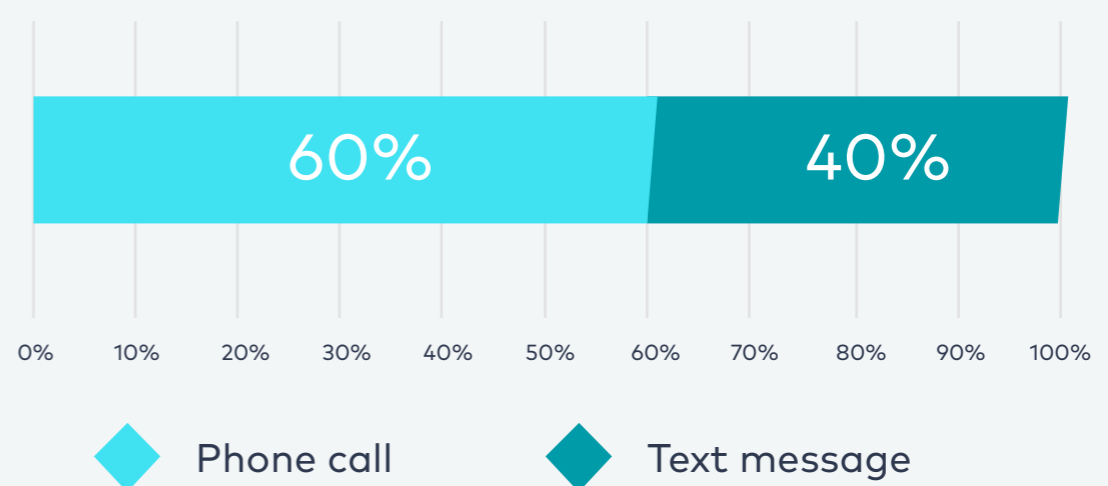
Our new survey data reveals customer contact preferences.



## Best way to communicate with customers

→ Millennials & Generation Z prefer to be contacted by phone **4x** more than Generation X.

→ The United States' West Coast prefers Text Messaging **84%** more than the rest of the country.



## Quick facts

3x

The likelihood of consumers answering a local call compared to an international one

23

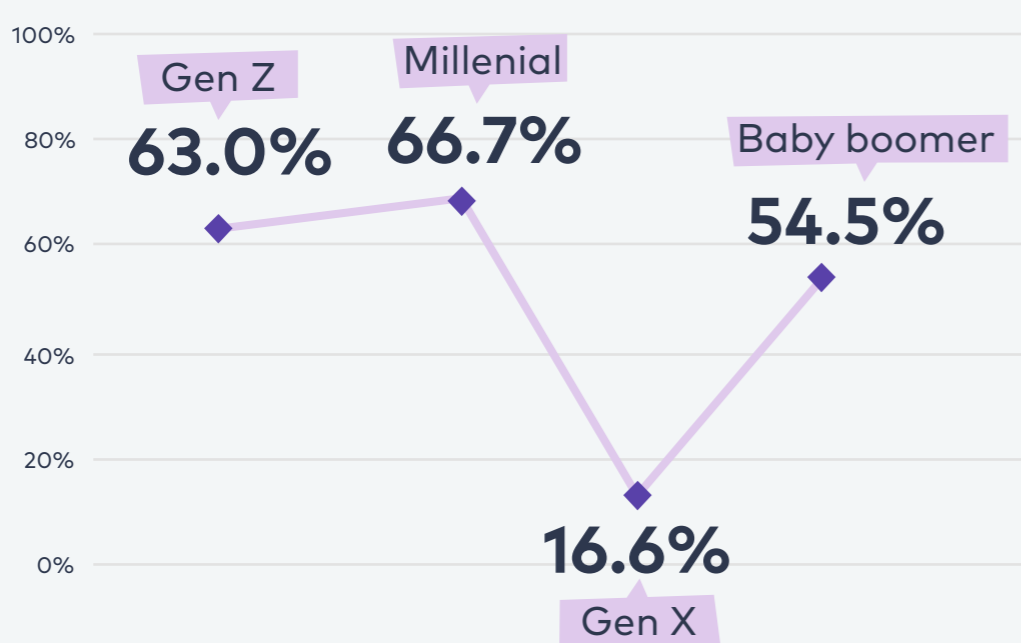
Calls the average consumer receives from unknown numbers per week

30%

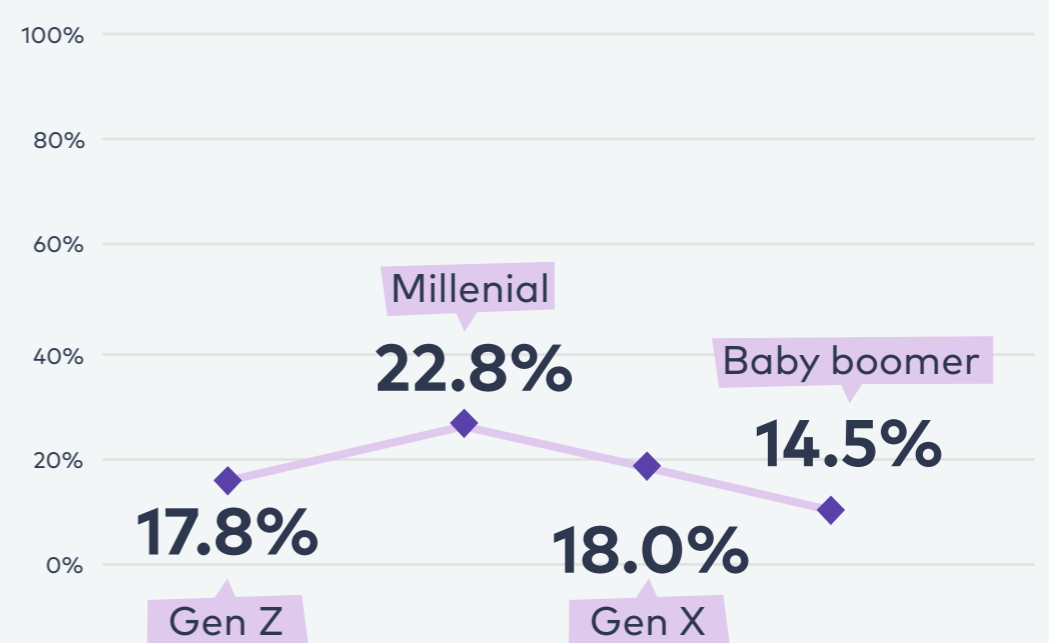
Greater chance of consumers trusting a sales call dialed from a local area code

## Preference for phone communications

### Phone calls



### Text Messages



## Top data trends

65%

65% Generation Z and Millennials prefer **phone calls** over **text messaging** and are 39% more likely to answer calls than any other generation.

75%

Three quarters of consumers in the West South Central region prefer **voice** over **text** when speaking to businesses.

83%

But in the Pacific region, there is a strong preference for **SMS**, highlighting the importance of knowing your customer base!

Visit [voxbone.com](http://voxbone.com) and learn how to build your best business communications.

