Global Call Threat Report

Insights into today’s worldwide spam problem

Q2 2023
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Section One

Phone spam is a global problem
No country is immune from phone spam

Introduction

In the second quarter of 2023, Hiya observed 6.5 billion suspected spam calls worldwide. That’s more than 70 million calls every day.

Hiya’s data shows that 1 out of every 4 calls from non-contacts in the United States is a suspected spam (unwanted) call, and in some European countries more than 40% of calls received from non-contacts are suspected spam. In other parts of the world the problem is even worse. In the Asia/Pacific region, spam rates in Indonesia and Hong Kong top 50%. In the Americas, Argentina has a spam rate of 56.0% and Chile leads the world with a spam rate of 56.9%.

This report compares spam and fraud call volumes in various countries throughout the world, and highlights the most common scams in select countries. Some of these scams take a shotgun approach, blasting out thousands of robocalls in hopes of scamming an unsuspecting Amazon user, while others are narrowly targeted to immigrants or the elderly. News reports in multiple countries tell of loved ones scams where fraudsters use artificial intelligence (AI) to clone a voice and then call a relative with an urgent plea for money. Could these be the scams of the future?

The good news is that AI is also being used to stop fraud calls, and to label nuisance calls so recipients can decide if they want to pick up. See the Solution section of this report to learn how Hiya is using Adaptive AI to fight back against unwanted calls.

Methodology

The data in this report is based on a representative sample of calls observed during Q2 of 2023 on the Hiya Voice Security Network, which includes Samsung Smart Call enabled devices and the Hiya mobile app. For the Top 10 US States section, results are derived from the Hiya mobile app only, using data from users who have provided their US area code.

Spam is defined as unwanted calls, and includes both fraud calls and nuisance calls. The spam flag rate in this report represents calls that Hiya has identified and flagged as either fraud or nuisance. Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.
This is Hiya’s third edition of the Global Call Threat Report, following the release of the Q4 2022 report and Q1 2023 report, which allows for comparisons.

Globally, overall spam volumes were down slightly in Q2 compared to Q1, falling from 6.7 billion in the first quarter to 6.5 billion in the second quarter. The data does, however, show an alarming trend: an increase in the percentage of fraud calls in many countries. These are not just nuisance telemarketing calls; these are illegal calls intended to steal money or personal information. Of the 39 countries examined in this report, 30 had an increase in fraud calls.

Over the course of Q2, spam call volumes hovered around 500 million calls each week, hitting a peak of 550 million calls during the week of April 10, 2023.

### Key Findings

**Overall spam rates remain steady, but several countries experienced an increase in fraud calls**

Spam call volumes hovered around 500 million calls each week during Q2 2023, hitting a peak of 550 million during the week of April 10, 2023.

- **6.5B** (Billion) Global spam calls flagged in Q2 2023
- **550M** (Million) Spam call volumes in Q2 peaked during the week of April 10, 2023

![Graph showing Hiya’s incoming unwanted call volume](image-url)

Spam call volumes hovered around 500 million calls each week during Q2 2023, hitting a peak of 550 million during the week of April 10, 2023.
Phone spam is a problem around the world

Several of our featured countries experienced an increase in scams where fraudsters impersonate family members. While Hiya users have not reported AI-generated family member scams, we’re seeing news reports of these in the US, Canada, and the UK.

1 out of every 4 calls is unwanted

In the US, one out of every four calls from a non-contact was flagged as spam. Popular scams in Q2 included Venmo scams, impersonation of family members, and a resurgence of auto warranty scams — which took a sharp dive in mid-2022.

Higher percentage of fraud calls

Canadians get fewer spam calls than Americans do, but they experience a higher percentage of fraud: 6.3% compared to the US’s 1.3%. Impersonation scams are popular, with fraudsters pretending to be loved ones, government officials and Amazon.

Highest fraud call rate in Europe

In the UK, 28% of calls from non-contacts are spam. Of those, more than half – 15% – are fraud calls. That’s the highest proportion of fraud in Europe. Common scams include Amazon, Her Majesty’s Revenue and Customs, and family member impersonators.

Highest spam rates in Europe

Spain and France have the highest rates of unwanted calls in Europe. Spain’s spam rate is 44.9% and France’s rate is 42.5%. What’s more, Spain has the second-highest rate of fraud in Europe. Bank scams are popular in both Spain and France.

Germans experience average spam

Germany is near the middle of the pack of European countries, with a spam rate of 21.6% from non-contact calls. That’s up 3% from the previous quarter. Common scams in Germany include fraudsters impersonating family members and the police.
United States

**POPULATION**

324 million

**REGULATOR**

FCC

- **Spam flag rate**: 25.30%
- **Nuisance calls**: 24.00%
- **Fraud calls**: 1.30%
- **Wanted calls**: 74.70%

**12 Calls/Month**
Average spam calls per person

**Q2 brings a new mix of scam calls to the US**

In the second quarter of 2023, the spam flag rate in the United States dipped just slightly from 25.7% in Q1 to 25.3% in Q2, a 2% drop.

Of the seven countries observed in North and South America, the US has the third-lowest spam rate. But even more interesting is the US’s fraud rate. The United States has the lowest rate of fraud among 7 countries in the Americas: a rate of just 1.3%. That’s significantly lower than Argentina’s fraud rate of 31%, Mexico’s 17% and Canada’s 6.3%.

Last quarter, in Q1, the top scams in the US related to Medicare, insurance, and mortgage products, but Q2 brought a new mix of scams, including Venmo, vehicle service center, and scammers pretending to be family members.

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.
United States

Top scam calls in the US

Family – Family member scams were common in the US and other countries in Q2 2023. This scam involves fraudsters calling pretending to be a son, daughter, grandchild, etc. The distraught child insists that they are in trouble and begs the parent or grandparent to wire money immediately.

Vehicle – The “vehicle service center” scam appears to be a resurgence of the long-running auto warranty scam that was the #1 scam in 2021 and half of 2022, but took a sharp dive after enforcement actions by the FCC.

Venmo – There are a variety of scams that attempt to obtain someone’s Venmo information, but commonly it will start with a call or text message explaining that there has been an unauthorized charge, or someone is trying to open an account using your phone number. The next step is to get the recipient to connect with a phony customer service rep who will ask you to verify your Venmo information.
UK has highest fraud call rate in Europe

In the UK, 27.3% of incoming calls from non-contacts are unwanted calls. But unlike other countries where most of the unwanted calls are simply nuisance calls, in the UK one-third of those unwanted calls are actually fraud. The UK’s fraud rate is 9.3%, giving it the highest fraud rate in Europe for the past three quarters.

Amazon scams are popular in the UK, as they are in many other countries. Unique to the UK are HMRC scams, which impersonate officials from the UK’s tax service Her Majesty’s Revenue and Customs. The UK is also seeing a rise in scams impersonating family members. There have even been news reports of family member scams using AI-generated voice clones to convince parents their child has been kidnapped and they need to pay a ransom for the child’s return.
United Kingdom

Top scam calls in the UK

- **HMRC** – HMRC scams impersonate agents from the UK’s tax agency, Her Majesty’s Revenue and Customs. Often a robo-call will inform the recipient that they are being investigated for tax evasion or tax fraud by HMRC. Recently there has been an uptick in scams related to a **new tax credit** for low-income households to help with the cost of living.

- **Amazon** – Since Amazon is an international retailer, it’s not hard for a scammer to happen upon a victim who has an Amazon account. As in other countries, Amazon impersonators may say that they suspect an unauthorized purchase, or that the credit card linked to the account needs to be updated. Amazon has even issued a **warning to UK customers** to be on the lookout for imposter scams.

- **Family** – Family member scams are on the rise in the UK and other countries. Reports from Hiya users in the UK show that a common tactic is for the fraudster to pretend to be a daughter who just lost her phone (that’s why she’s calling/texting from a different number) and needs to have money sent to her immediately.
In Canada, spam calls are down overall but fraud calls increased

In Canada, the overall spam rate increased to 21.3% in Q2. That was a 16% increase compared to Q1, but is still low compared to other countries. Canada does, however, have a relatively high fraud rate, 6.3%, which is five times higher than the US.

Impersonation scams have long been popular in Canada: impersonating government officials, Amazon, and even the Chinese Embassy.

As we’ve seen in other countries, Q2 brought an increase in scams impersonating family members. Grandparent scams are especially popular in Canada.
Canada

Amazon – Amazon scams are a perennial favorite in Canada, and Hiya observed a sharp increase in these scams in June. Amazon has dedicated websites in 13 countries, so it's no wonder that these scams are so common worldwide. Last year Amazon scams were the #1 scam in Canada and the UK, and #2 in the US.

Impersonation – Canadians reported a wide variety of impersonation scams in Q2 – pretending to be banks, business and government. Government impersonation scams are huge in Canada, with imposters impersonating Canada Border Services Agency, Department of Service Canada, and the Chinese Embassy.
Spain

Spain has highest spam rate, second-highest fraud rate in Europe

In Spain, nearly half the calls received from non-contacts (44.9%) are spam calls. That’s the highest spam rate in Europe. Spain also has the second highest fraud rate in Europe, at 5.9%. It’s the worst of both worlds. The two most common scams in the second quarter were bank scams and scams where the imposter pretends to be a son or daughter.

Interestingly, on the final day of Q2, June 29, the General Telecommunications Law 11/2022 went into effect in Spain, which prohibits unsolicited calls without prior consent. We will see if that makes any impact on spam and fraud rates in Spain in the coming quarter.
1. **Banco (Bank)** – Q2 saw a rise in banking scams: impersonating bank representatives in order to gain access to victims’ bank accounts. Banco Sabadell was the most commonly mentioned bank in Hiya user reports.

2. **Familia (Family)** – Spaniards continue to be bothered by “familia” scams, where imposters pose as a family member — usually a son or daughter — calling to ask the mother or father for immediate financial help. Hiya users report that a common ploy is a text message from the impersonated daughter saying her phone is broken and to text her back using WhatsApp.
France has second-highest spam rate in Europe, but less fraud

In Europe, Spain may have the highest spam rate (44.9%), but France is close second at 42.5%. One consolation is that the rate of fraud calls in France is comparatively low, with just 3.5% of all calls being fraud. Compare that with a 5.9% fraud rate in Spain and 9.3% fraud rate in the UK.

France has a new law that puts restrictions on telemarketers. Decree No. 2022-1313 allows telemarketing calls only between the hours of 10 a.m. to 1 p.m. and 2 p.m. to 8 p.m. Monday through Friday – unless the company has prior consent. The law also prohibits soliciting the same consumer more than four times a month. Fines for violations are 75,000 Euros for individuals and 375,000 Euros for corporations.
Livraison de colis (Package delivery) – With this scam, fraudsters call or send an SMS message saying that a package is awaiting delivery and the recipient needs to pay the delivery fee. Hiya users have reported fraudsters posing as DHL, Amazon, and even the local post office.

Energie (Energy) – Consumers in France can choose their energy supplier, so it’s not unusual for residents to receive legitimate telemarketing calls from energy companies. Along with telemarketing calls, Hiya users in France have been reporting scams from callers pretending to be various energy companies. They’re also reporting scams offering an energy rebate check, in which the caller asks for the person’s bank account number in order to directly deposit the rebate check.

Banque (Bank) – Bank scams are common in France, as they are in other countries. Hiya users in France have been reporting calls from fraudsters pretending to be representatives of Banque de France, Banque Postale, and many other banks. Often the fraudster will say there has been an unauthorized charge and they need the customer’s bank account details to clear up the matter.
Germany experiences average spam

Of the 20 countries tracked in Europe, Germany is #8 for its spam rate, a little higher than the average with spam making up 21% of non-contact calls. That was a 3% increase in spam calls compared to last quarter.

At the beginning of this year, sweepstakes scams and tech support scams were popular, but in Q2 the most commonly reported scams related to fake police officers and imposters pretending to be a child in need of assistance.

*Hiya uses a single ‘spam’ warning for both nuisance and fraud calls.
Kinder (Children) – As we’ve seen in several other countries, Germany is also experiencing an uptick in scams where the caller pretends to be a child in need of immediate financial help.

Polizei (Police) – Last summer Germany experienced a surge in Europol scams, where fraudsters pretended to be from the European Union’s law enforcement agency. Those have faded, but Hiya users in Germany continue to report being contacted by fake police officers. Sometimes the incoming call will show the caller ID number 110, Germany’s emergency line, in an effort to trick victims.
Chile tops the world with a 56.9% spam rate, while Argentina sees high rates of both spam and fraud.
Indonesia receives the most spam calls in the Asia/Pacific region: 56.4%
Europe

Spain leads Europe with highest spam rate, while the UK is experiencing more fraud than any other European country.

**Spam call rate in Europe (Q2 2023)**

- Spain: 44.90%
- France: 40.00%
- Italy: 38.40%
- Poland: 27.40%
- Finland: 27.00%
- Sweden: 27.40%
- Germany: 27.30%
- Portugal: 21.62%
- Belgium: 21.00%
- Switzerland: 19.20%
- Denmark: 19.00%
- Norway: 15.30%
- Netherlands: 13.30%
- Czech Republic: 12.83%
- Greece: 12.30%
- Slovakia: 10.37%
- Austria: 9.00%
- Hungary: 8.40%
- Ireland: 4.35%

**Fraud call rate in Europe (Q2 2023)**

- United Kingdom: 9.30%
- Spain: 5.90%
- Sweden: 5.80%
- Poland: 5.40%
- Finland: 3.50%
- France: 3.50%
- Hungary: 2.50%
- Netherlands: 2.30%
- Norway: 2.30%
- Denmark: 1.70%
- Austria: 1.40%
- Greece: 1.30%
- Belgium: 1.20%
- Portugal: 1.00%
- Switzerland: 1.00%
- Slovakia: 0.97%
- Ireland: 0.95%
- Czech Republic: 0.83%

*Hiya uses a single 'spam' warning for both nuisance and fraud calls in Germany and Italy.
**SOLUTION**

How carriers can fight back against spam

*Hiya Protect* is a complete call protection solution that enables mobile carriers to protect their subscribers by blocking fraud calls and labeling nuisance calls. It is used by carriers, device manufacturers, and network providers who are looking to create a differentiated voice offering and increase customer satisfaction.

Hiya Protect is powered by the industry’s largest and most comprehensive real-time data set, with call event data from more than 250 million users across more than 60 countries.

Hiya Protect uses *Adaptive AI*, the industry’s only self-learning spam protection system that adjusts to the latest fraud and nuisance calls. Unlike other solutions, it uses a multi-layer approach to analyze every aspect of a phone call, from the phone number to the call recipient, the enterprise making the call, and the characteristics of the call itself. For more information about Hiya Protect, visit our website, or send us a message.

Individuals who don’t have network-based protection through their mobile carrier or device manufacturer can download the Hiya mobile app to their smartphone.
Section Two

top 10 US states
For the first time ever, Hiya is including US state data in our Global Call Threat Report. Below we list the top 10 states with the highest spam rates. Spam rates are per capita: based on the number of residents in each state. Data comes from the Hiya mobile app, from users who have provided their US area code. States with fewer than 1,000 active users were not included.

**TOP 10 US STATES**

**Spam call rates in Q2**

1. Oklahoma 24.75%
2. Texas 23.91%
3. Ohio 23.90%
4. Indiana 23.69%
5. Missouri 22.98%
6. Kansas 22.91%
7. North Carolina 22.75%
8. Kentucky 22.26%
9. Mississippi 22.04%
10. Michigan 21.92%
**Spam call rates in Q2**

**Nuisance call rate for the top 10 US states Q2 2023**

Spam (unwanted calls) can be broken down into two categories: nuisance and fraud calls. Nuisance calls are unwanted calls, but they’re not illegal. Fraud calls are illegal calls, unusually with the intent of stealing money or personal information. Data below represents the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

*Top 10 nuisance call rate in US States (Q2 2023)*

- Oklahoma: 24.10%
- Texas: 23.06%
- Indiana: 22.88%
- Ohio: 22.88%
- Kansas: 22.33%
- Missouri: 22.33%
- North Carolina: 21.78%
- Kentucky: 21.63%
- Mississippi: 21.24%
- Michigan: 21.11%

**Fraud call rate for the top 10 US states Q2 2023**

While Oklahoma tops the list for nuisance calls, the state that gets the highest percentage of fraud calls is Connecticut. That’s followed by California and Ohio. In each of those three states, more than 1% of unwanted calls are fraud — which is still a relatively low rate of fraud compared with that seen in other countries in this report.

*Top 10 fraud call rate in US States (Q2 2023)*

- Connecticut: 1.40%
- California: 1.26%
- Ohio: 1.02%
- North Carolina: 0.97%
- Illinois: 0.94%
- Pennsylvania: 0.93%
- Massachusetts: 0.93%
- Washington: 0.92%
- Colorado: 0.90%
- Arizona: 0.90%
Although Oklahoma is the 28th most populous state, it has the dubious distinction of having the highest spam rate in the United States — just under 25%. Residents of Oklahoma receive an average of 12 spam calls per month. The only good news is that most of those unwanted calls are nuisance calls rather than fraud calls.
Section Three
Spam calls by country
Argentina

Q2
Apr 2023 - Jun 2023

56% Spam flag rate
25% Nuisance calls
31% Fraud calls
44% Wanted calls

7 Calls/Month
Average spam calls per person

55% of all spam calls in Q2 were labeled as fraud

44.69% Nuisance calls
34.5 Million

55.31% Fraud calls
42.7 Million

Total number of spam calls in Q2

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Argentina
Brazil

PERIOD
Q2
Apr 2023 - Jun 2023

46.4%
Spam flag rate

37%
Nuisance calls

9.4%
Fraud calls

53.60%
Wanted calls

25 Calls/Month
Average spam calls per person

20% of all spam calls in Q2 were labeled as fraud

233 Million
Total number of spam calls in Q2

79.98%
Nuisance calls

931 Million

20.02%
Fraud calls

Source:
Samsung Smart Call users in Brazil
AMERICAS

Canada

PERIOD
Q2
Apr 2023 - Jun 2023

21.3%
Spam flag rate

15%
Nuisance calls

6.3%
Fraud calls

78.7%
Wanted calls

3 Calls/Month
Average spam calls per person

32% of all spam calls in Q2 were labeled as fraud

81.4 Million
Total number of spam calls in Q2

32.12%
Fraud calls

67.88%
Nuisance calls

172 Million

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users in Canada
Chile

PERIOD

Q2
Apr 2023 - Jun 2023

56.9%
Spam flag rate

48%
Nuisance calls

8.9%
Fraud calls

43.1%
Wanted calls

18 Calls/Month
Average spam calls per person

16% of all spam calls in Q2 were labeled as fraud

15.6 Million
Total number of spam calls in Q2

15.51%
Fraud calls

84.49%
Nuisance calls

85 Million

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Chile
AMERICAS

Mexico

PERIOD
Q2
Apr 2023 - Jun 2023

43% Spam flag rate
26% Nuisance calls
17% Fraud calls
57% Wanted calls

16 Calls/Month
Average spam calls per person

40% of all spam calls in Q2 were labeled as fraud

Total number of spam calls in Q2
97.2 Million

39.97% Fraud calls
60.03% Nuisance calls
146 Million

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Mexico
AMERICAS

Peru

PERIOD
Q2
Apr 2023 - Jun 2023

16.6%
Spam flag rate

16%
Nuisance calls

0.6%
Fraud calls

83.4%
Wanted calls

6 Calls/Month
Average spam calls per person

0.1% of all spam calls in Q2 were labeled as fraud

0.06%
Fraud calls

0.13 Million

99.94%
Nuisance calls

239 Million

Total number of spam calls in Q2

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Peru
Puerto Rico

14% of all spam calls in Q2 were labeled as fraud

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Puerto Rico
AMERICAS

United States

PERIOD
Q2
Apr 2023 - Jun 2023

25.3%
Spam flag rate

24%
Nuisance calls

1.3%
Fraud calls

74.7%
Wanted calls

12 Calls/Month
Average spam calls per person

5% of all spam calls in Q2 were labeled as fraud

4.84%
Fraud calls

11.2 Million
Total number of spam calls in Q2

95.16%
Nuisance calls

220 Million
Total number of spam calls in Q2

Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in United States
ASIA/PACIFIC

Australia

PERIOD
Q2
Apr 2023 - Jun 2023

28.3%
Spam flag rate

21%
Nuisance calls

7.3%
Fraud calls

71.7%
Wanted calls

5 Calls/Month
Average spam calls per person

26% of all spam calls in Q2 were labeled as fraud

32.7 Million
Total number of spam calls in Q2

11.4 Million
Total number of spam calls in Q2

25.85%
Fraud calls

74.15%
Nuisance calls

Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Australia
**PERIOD**

**Q2**  
Apr 2023 - Jun 2023

- **54%** Spam flag rate
- **42%** Nuisance calls
- **12%** Fraud calls
- **46%** Wanted calls

**20 Calls/Month**  
Average spam calls per person

23% of all spam calls in Q2 were labeled as fraud

- **77.43%** Nuisance calls
- **22.57%** Fraud calls
- **10.2 Million** Total number of spam calls in Q2
- **35 Million**

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Hong Kong
**India**

**PERIOD**

**Q2**

**Apr 2023 - Jun 2023**

- **12.5%** Spam flag rate
- **6.7%** Nuisance calls
- **5.8%** Fraud calls
- **87.5%** Wanted calls

**10 Calls/Month**

Average spam calls per person

**46% of all spam calls in Q2 were labeled as fraud**

- **296 Million** Total number of spam calls in Q2
- **46.18%** Fraud calls
- **53.82%** Nuisance calls
- **345 Million** Source: Samsung Smart Call users in India

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

*Source: Samsung Smart Call users in India*
ASIA/PACIFIC

Indonesia

PERIOD
Q2
Apr 2023 - Jun 2023

56.4%
Spam flag rate

55%
Nuisance calls

1.4%
Fraud calls

43.6%
Wanted calls

7 Calls/Month
Average spam calls per person

2% of all spam calls in Q2 were labeled as fraud

2.26 Million
Total number of spam calls in Q2

97.6%
Nuisance calls

91.9 Million
Total number of spam calls in Q2

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Indonesia
Israel

PERIOD
Q2
Apr 2023 - Jun 2023

9.3%
Spam flag rate

8.1%
Nuisance calls

1.2%
Fraud calls

90.7%
Wanted calls

4 Calls/Month
Average spam calls per person

13% of all spam calls in Q2 were labeled as fraud

13.18%
Fraud calls

86.82%
Nuisance calls

11.2 Million
Total number of spam calls in Q2

1.7 Million

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users in Israel
ASIA/PACIFIC

Malaysia

PERIOD
Q2
Apr 2023 - Jun 2023

16.9%
Spam flag rate

12%
Nuisance calls

4.9%
Fraud calls

83.1%
Wanted calls

3 Calls/Month
Average spam calls per person

29% of all spam calls in Q2 were labeled as fraud

71.14%
Nuisance calls

28.86%
Fraud calls

5.99 Million
Total number of spam calls in Q2

2.43 Million

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users in Malaysia
New Zealand

PERIOD
Q2
Apr 2023 - Jun 2023

7.9%
Spam flag rate

6.8%
Nuisance calls

1.1%
Fraud calls

92.1%
Wanted calls

1 Calls/Month
Average spam calls per person

14% of all spam calls in Q2 were labeled as fraud

Total number of spam calls in Q2

1.25 Million

85.91%
Nuisance calls

0.21 Million

14.09%
Fraud calls

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in New Zealand
ASIA/PACIFIC

Philippines

PERIOD
Q2
Apr 2023 - Jun 2023

29.4% Spam flag rate

21% Nuisance calls

8.4% Fraud calls

70.6% Wanted calls

7 Calls/Month
Average spam calls per person

29% of all spam calls in Q2 were labeled as fraud

5.92 Million
28.57% Fraud calls
71.43% Nuisance calls

14.8 Million
Total number of spam calls in Q2

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Philippines
**ASIA/PACIFIC**

**Singapore**

**PERIOD**

**Q2**

Apr 2023 - Jun 2023

- **20.2%** Spam flag rate
- **12%** Nuisance calls
- **8.2%** Fraud calls
- **79.8%** Wanted calls

**2 Calls/Month**

Average spam calls per person

41% of all spam calls in Q2 were labeled as fraud

- **58.72%** Nuisance calls
- **2.56 Million**
- **41.28%** Fraud calls
- **1.8 Million**

Total number of spam calls in Q2

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Singapore
ASIA/PACIFIC

Thailand

PERIOD
Q2
Apr 2023 - Jun 2023

10.3%
Spam flag rate

8.8%
Nuisance calls

1.5%
Fraud calls

89.7%
Wanted calls

2 Calls/Month
Average spam calls per person

15% of all spam calls in Q2 were labeled as fraud

Total number of spam calls in Q2

84.73%
Nuisance calls

15.27%
Fraud calls

12.6 Million

2.27 Million

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Thailand
Turkey

PERIOD
Q2
Apr 2023 - Jun 2023

15.3%
Spam flag rate

6.9%
Nuisance calls

8.4%
Fraud calls

84.7%
Wanted calls

4 Calls/Month
Average spam calls per person

55% of all spam calls in Q2 were labeled as fraud

Total number of spam calls in Q2

Fraud calls
54.69%

23.9 Million

Nuisance calls
45.31%

19.8 Million

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Turkey
Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Austria

EUROPE

Austria

PERIOD
Q2
Apr 2023 - Jun 2023

9%
Spam flag rate

7.6%
Nuisance calls

1.4%
Fraud calls

91%
Wanted calls

2 Calls/Month
Average spam calls per person

0.2% of all spam calls in Q2 were labeled as fraud

99.81%
Nuisance calls

0.19%
Fraud calls

0.39 Million
Total number of spam calls in Q2

209 Million

Source: Samsung Smart Call users in Austria
**EUROPE**

**Belgium**

**PERIOD**
Q2  
Apr 2023 - Jun 2023

- **19.2%** Spam flag rate
- **18%** Nuisance calls
- **1.2%** Fraud calls
- **80.8%** Wanted calls

**2 Calls/Month**
Average spam calls per person

6% of all spam calls in Q2 were labeled as fraud

- **6.27%** Fraud calls
- **93.73%** Nuisance calls
- **7.41 Million** Total number of spam calls in Q2

Source: Samsung Smart Call users in Belgium

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Belgium
Czech Republic

**PERIOD**

**Q2**

**Apr 2023 - Jun 2023**

**12.83%**

Spam flag rate

**12%**

Nuisance calls

**0.83%**

Fraud calls

**87.17%**

Wanted calls

**2 Calls/Month**

Average spam calls per person

**6% of all spam calls in Q2 were labeled as fraud**

**3.68 Million**

Total number of spam calls in Q2

**0.26 Million**

Fraud calls

**93.52%**

Nuisance calls

Spam ratios represent the number of unwanted calls from "non-contacts," which are calls placed from numbers that are not in an individual's local address book.

Source: Samsung Smart Call users in Czech Republic
Denmark

PERIOD
Q2
Apr 2023 - Jun 2023

15.7%
Spam flag rate

14%
Nuisance calls

1.7%
Fraud calls

84.3%
Wanted calls

2 Calls/Month
Average spam calls per person

10% of all spam calls in Q2 were labeled as fraud

2.47 Million
Total number of spam calls in Q2

0.29 Million
Fraud calls

89.62%
Nuisance calls

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users in Denmark
**EUROPE**

**Finland**

**PERIOD**

**Q2**

**Apr 2023 - Jun 2023**

- **27.4%** Spam flag rate
- **23%** Nuisance calls
- **4.4%** Fraud calls
- **72.6%** Wanted calls

**4 Calls/Month**

Average spam calls per person

16% of all spam calls in Q2 were labeled as fraud

- **83.61%** Nuisance calls
- **16.39%** Fraud calls
- **5.51 Million**
- **1.08 Million**

Total number of spam calls in Q2

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Finland
EUROPE

France

PERIOD
Q2
Apr 2023 - Jun 2023

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in France

Total number of spam calls in Q2

8% of all spam calls in Q2 were labeled as fraud

91.83% Nuisance calls

42.5% Spam flag rate

39% Nuisance calls

3.5% Fraud calls

57.5% Wanted calls

154 Million

13.7 Million

9 Calls/Month
Average spam calls per person

8.17% Fraud calls

Spam ratio representations:
- Green: Nuisance calls
- Red: Wanted calls
- Pink: Fraud calls

Fraud calls:
- 9 Calls/Month
- 42.5% Spam flag rate
- 39% Nuisance calls
- 3.5% Fraud calls
- 57.5% Wanted calls

Nuisance calls:
- 91.83%

Wanted calls:
- 8% of all spam calls in Q2 were labeled as fraud
Germany

**PERIOD**
Q2
Apr 2023 - Jun 2023

- **21.62%** Spam flag rate
- **21.62%** Nuisance calls
- **78.38%** Wanted calls

**2 Calls/Month**
Average spam calls per person

**All unwanted calls flagged as spam**
Hiya uses a single ‘spam’ warning for both nuisance and fraud calls.

**100%** Nuisance calls

**37.66 Million**
Total number of spam calls in Q2

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users in Germany
EUROPE

Greece

PERIOD
Q2
Apr 2023 - Jun 2023

12.3%
Spam flag rate

11%
Nuisance calls

1.3%
Fraud calls

87.7%
Wanted calls

3 Calls/Month
Average spam calls per person

10% of all spam calls in Q2 were labeled as fraud

0.93 Million
Total number of spam calls in Q2

0.11 Million
Fraud calls

89.74%
Nuisance calls

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users in Greece
Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Hungary
Ireland

PERIOD
Q2
Apr 2023 - Jun 2023

- 4.35% Spam flag rate
- 3.4% Nuisance calls
- 0.95% Fraud calls
- 95.65% Wanted calls

Less than 1 Calls/Month
Average spam calls per person

22% of all spam calls in Q2 were labeled as fraud

- 78.35% Nuisance calls
- 4.35% Fraud calls
- 0.95% Spam calls
- 95.65% Wanted calls

Total number of spam calls in Q2
0.41 Million

21.65% Fraud calls
0.11 Million

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Ireland
**EUROPE**

**Italy**

**PERIOD**

**Q2**

Apr 2023 - Jun 2023

- **40%** Spam flag rate
- **40%** Nuisance calls
- **60%** Wanted calls

**10 Calls/Month**

Average spam calls per person

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**All unwanted calls flagged as spam**

Hiya uses a single ‘spam’ warning for both nuisance and fraud calls.

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**Total number of spam calls in Q2**

138 Million

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Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Italy
EUROPE

Netherlands

PERIOD
Q2
Apr 2023 - Jun 2023

13.3%
Spam flag rate

11%
Nuisance calls

2.3%
Fraud calls

86.7%
Wanted calls

1 Calls/Month
Average spam calls per person

16% of all spam calls in Q2 were labeled as fraud

83.69%
Nuisance calls

16.31%
Fraud calls

5.90 Million
Total number of spam calls in Q2

1.15 Million

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Netherlands
PERIOD
Q2
Apr 2023 - Jun 2023

15.3% Spam flag rate
13% Nuisance calls
2.3% Fraud calls
84.7% Wanted calls

2 Calls/Month
Average spam calls per person

14% of all spam calls in Q2 were labeled as fraud

85.68% Nuisance calls
3.93 Million

14.32% Fraud calls
0.66 Million

Total number of spam calls in Q2

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Norway
**Poland**

**PERIOD**

**Q2**

*Apr 2023 - Jun 2023*

- **27.4%** Spam flag rate
- **22%** Nuisance calls
- **5.4%** Fraud calls
- **72.6%** Wanted calls

**6 Calls/Month**

Average spam calls per person

**20% of all spam calls in Q2 were labeled as fraud**

- **19.78%** Fraud calls
- **80.22%** Nuisance calls
- **44.2 Million**
- **10.9 Million**

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Poland
PORTUGAL

PERIOD
Q2
Apr 2023 - Jun 2023

21% Spam flag rate
20% Nuisance calls
1% Fraud calls
79% Wanted calls

4 Calls/Month
Average spam calls per person

5% of all spam calls in Q2 were labeled as fraud

4.87% Fraud calls
0.53 Million

95.13% Nuisance calls
10.3 Million

Total number of spam calls in Q2

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Portugal
Slovakia

PERIOD
Q2
Apr 2023 - Jun 2023

10.37%
Spam flag rate

9.40%
Nuisance calls

0.97%
Fraud calls

89.63%
Wanted calls

2 Calls/Month
Average spam calls per person

9% of all spam calls in Q2 were labeled as fraud

90.64%
Nuisance calls

9.36%
Fraud calls

0.19 Million
Total number of spam calls in Q2

1.81 Million

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source: Samsung Smart Call users in Slovakia
Spain

PERIOD
Q2
Apr 2023 - Jun 2023

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

12% of all spam calls in Q2 were labeled as fraud

Total number of spam calls in Q2

117 Million

88.50%
Nuisance calls

15.2 Million

11.50%
Fraud calls

55.1%
Wanted calls

5.9%
Fraud calls

39%
Nuisance calls

44.9%
Spam flag rate

10 Calls/Month
Average spam calls per person

Source:
Samsung Smart Call users in Spain
Sweden

PERIOD
Q2
Apr 2023 - Jun 2023

26.8%
Spam flag rate

21%
Nuisance calls

5.8%
Fraud calls

73.2%
Wanted calls

4 Calls/Month
Average spam calls per person

22% of all spam calls in Q2 were labeled as fraud

Total number of spam calls in Q2

77.92%
Nuisance calls

22.08%
Fraud calls

10.8 Million

3.06 Million

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users in Sweden
Switzerland

PERIOD
Q2
Apr 2023 - Jun 2023

19%  
Spam flag rate

18%  
Nuisance calls

1%  
Fraud calls

81%  
Wanted calls

2 Calls/Month
Average spam calls per person

5% of all spam calls in Q2 were labeled as fraud

3.92 Million
Total number of spam calls in Q2

94.59%  
Nuisance calls

0.22 Million
Fraud calls

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users in Switzerland
United Kingdom

PERIOD
Q2
Apr 2023 - Jun 2023

- 27.3% Spam flag rate
- 18% Nuisance calls
- 9.3% Fraud calls
- 72.7% Wanted calls

4 Calls/Month
Average spam calls per person

34% of all spam calls in Q2 were labeled as fraud

Total number of spam calls in Q2

- 33.67% Fraud calls
- 66.33% Nuisance calls
- 52.6 Million
- 26.7 Million

Spam ratios represent the number of unwanted calls from “non-contacts,” which are calls placed from numbers that are not in an individual’s local address book.

Source:
Samsung Smart Call users in United Kingdom
ABOUT HIYA

Hiya is trusted by global businesses, carriers and consumers to provide secure, engaging connections and stop unwanted calls. Built on the world’s leading Voice Security Platform, Hiya connects businesses with their customers, helps carriers secure their networks, and protects people from spam and fraud calls.

Hiya’s leading SaaS applications, Hiya Connect and Hiya Protect, improve the voice experience with trust, identity and intelligence. Powering call protection and identity services for AT&T, EE, Samsung, Ericsson and more, Hiya Protect outsmarts sophisticated scammers with machine-trained trust models and makes voice more intelligent via real-time, global analytics. With a reach of hundreds of millions of users worldwide, Hiya Connect enables enterprises to deliver an unsurpassed, differentiated customer experience through secure and branded calls, and optimizes business results with call performance intelligence.