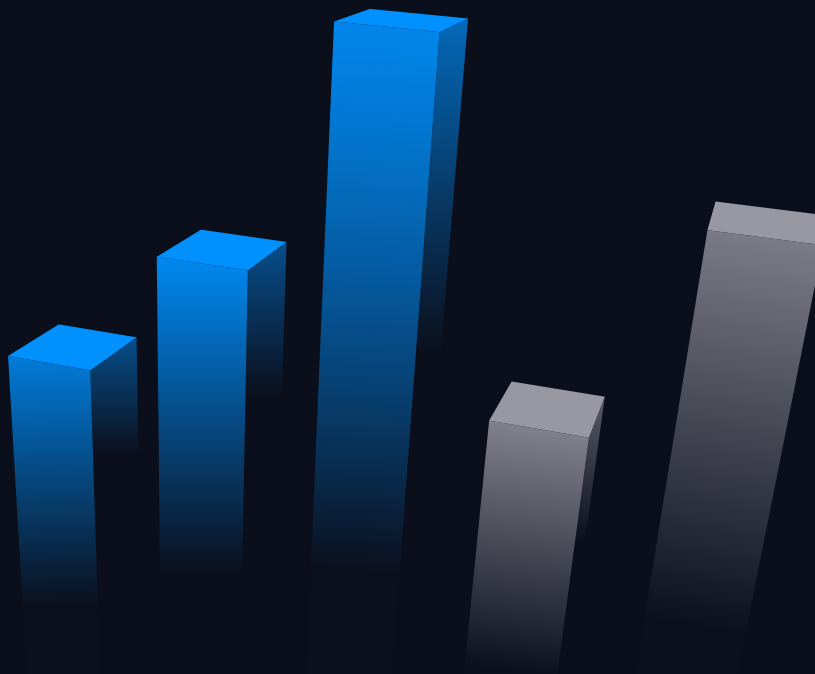RoboKiller

Spam call and text protection service

The Political Message Report
**2021** YEAR END REVIEW

RoboKiller

# POLITICAL MESSAGES IN 2021: KEY TAKEAWAYS

**RoboKiller** analyzes political robocalls and texts to identify the ways political parties use these communication methods to gain voter support. Here's what we observed in 2021, and what it means for Americans from coast to coast.
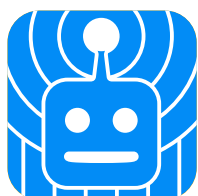
## Political Messages Are Here To Stay

- Americans received an estimated 6.7 billion political messages in 2021
- Inside: What's in store for the 2022 election season?

## SMS Shortcodes Offer Unique Insights

- Political parties ramped up their efforts in an off-election year ahead of the 2022 midterm elections
- Inside: Which shortcodes hit American phones the hardest in 2021?

## How to Unsubscribe From Political Messages

- 2022 is shaping up to be another busy year for political operatives
- Inside: How to unsubscribe from unwanted political messages

# THE STATE OF POLITICAL TEXTS AND CALLS

**TEXTS AND CALLS**

## 5,800,307,612

Political Texts in 2021

## 895,966,280

Political Robocalls in 2021

## 87%

Estimated Messages With
Republican Keywords
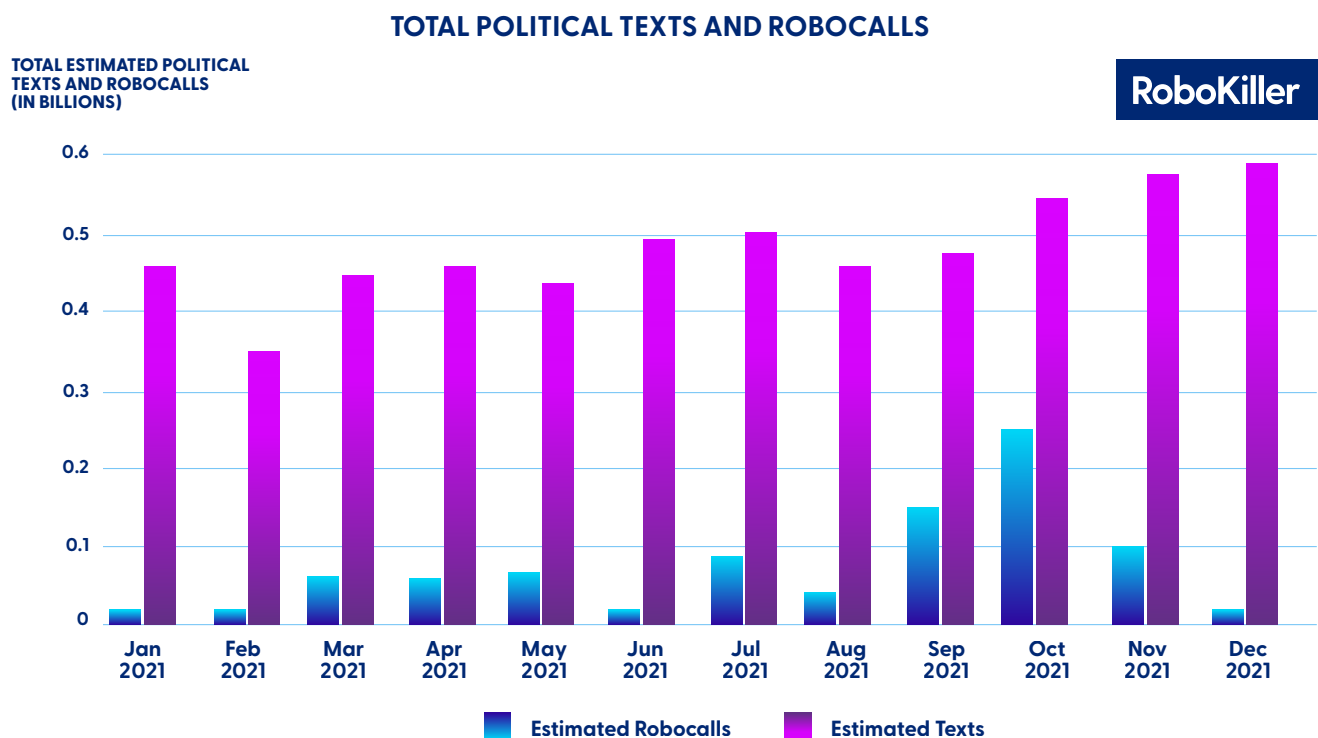
## 31%

Estimated Messages With
Democratic Keywords

**KEYWORDS**

# POLITICAL TEXTS ARE HERE TO STAY

Although 2021 was an off-election year, political text messages and phone calls remained rampant. Political figures persistently campaigned and sought voter support through rallies, fundraisers, and other mediums via phone call and text message. The most common messages Americans received were related to donation requests and voter surveys.

This follows 2020, a year in which Americans received billions of political text messages and phone calls, particularly in the months before and after the presidential election. And while many thought election-related phone calls and texts would disappear soon after, they were sadly mistaken.

## TOTAL POLITICAL TEXTS AND ROBOCALLS

TOTAL ESTIMATED POLITICAL
TEXTS AND ROBOCALLS
(IN BILLIONS)

RoboKiller



Estimated Robocalls     Estimated Texts

In 2021, Americans received an estimated **5.8 billion political text messages** and **895 million political robocalls.** While these figures are lower than that of 2020, the fact so many political text messages and calls still hit American phones indicates political parties will continue to rely on these mediums to reach voters. Whether these messages or calls are an effort to gain support, request donations, inform voters of political rallies, or otherwise, Americans can anticipate they're here to stay.

# THE POLITICAL MESSAGE REPORT
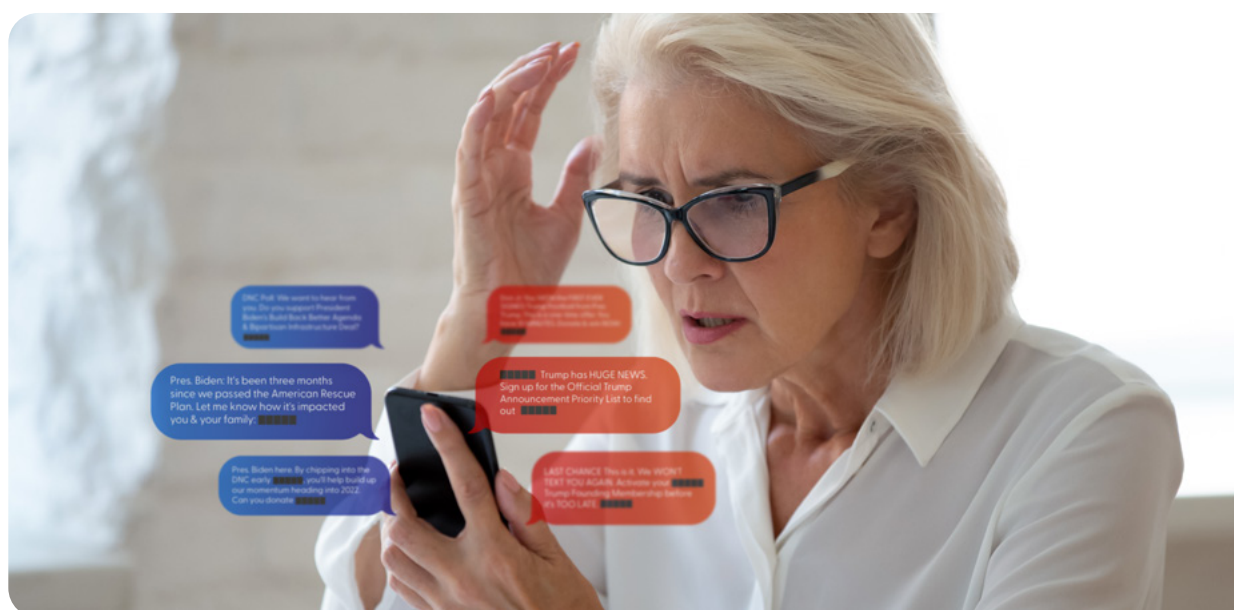# SMS SHORTCODES SHINE LIGHT ON WHO'S TEXTING

SMS shortcodes are five- or six-digit phone numbers political parties lease to communicate with supporters and prospective voters by text. This method of outreach accounted for nearly 5.7 billion of the 5.8 billion total political messages sent in 2021. These messages are worth monitoring not only for their volume, but also because they shine light on *who* is sending political messages at scale.

| SHORT CODE | REGISTERED TO* | TOTAL TEXTS IN 2021 |
|---|---|---|
| 55404 | NRSC ALERTS | 151,470,045 |
| 88022 | TRUMP ALERTS PROGRAM | 136,752,864 |
| 80810 | RNC ALERTS | 66,705,542 |
| 43700 | DCCC ALERTS | 16,492,821 |
| 30330 | BIDEN INFO ALERTS | 10,512,704 |

*Political shortcode registrants were confirmed using the U.S. Shortcode Directory.*

As you can see in the chart above, the National Republican Senatorial Committee (NRSC) relied most heavily on SMS shortcodes in 2021. The NRSC sent over 150 million political shortcode messages, followed closely the Trump Alerts Program at over 135 million.

The trend to political shortcodes is natural, given that peer-to-peer (P2P) texting is often fueled by campaign volunteers during election seasons. Look for SMS shortcode texts to remain abundant in the run-up to the 2022 midterms.
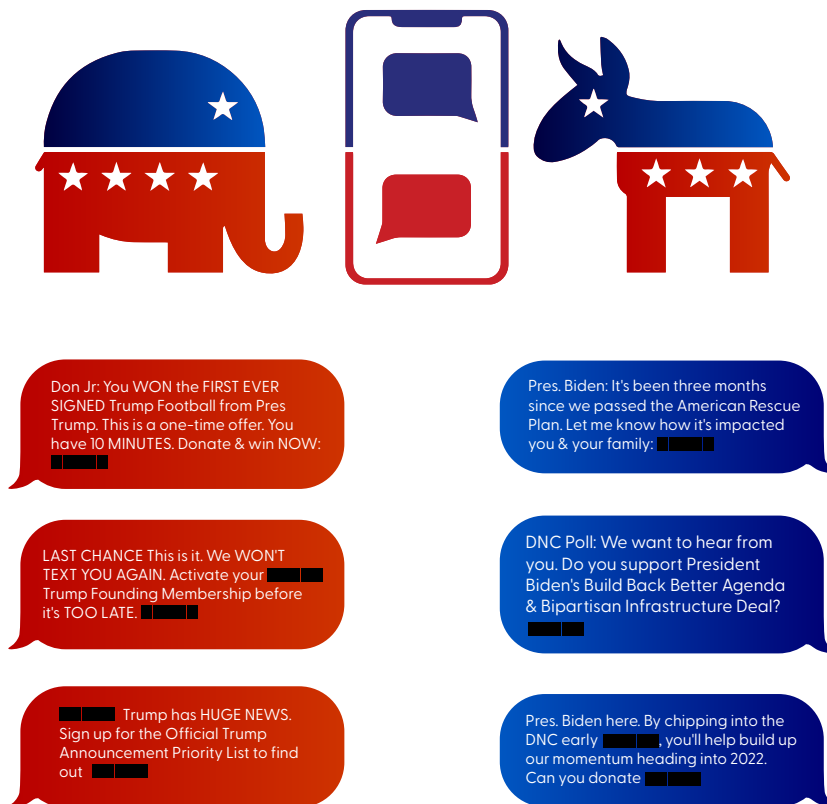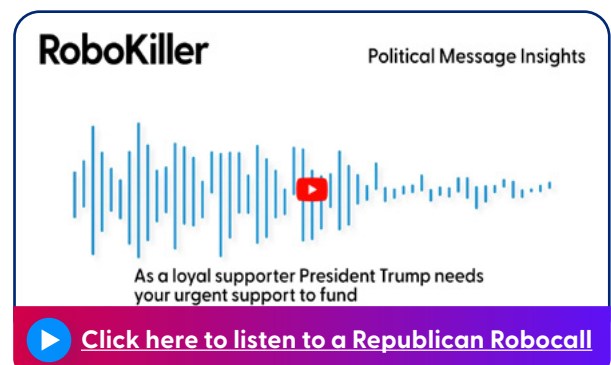
# POLITICAL PHONE CALL TRENDS

## TOP POLITICAL MESSAGE TRENDS

As the midterm elections near, Americans can expect political-related messages and calls to increase. RoboKiller began to see a spike in these types of messages in May and June as the 2020 presidential election neared. We expect to see a similar increase as the 2022 midterms approach.

Don Jr: You WON the FIRST EVER SIGNED Trump Football from Pres Trump. This is a one-time offer. You have 10 MINUTES. Donate & win NOW:

LAST CHANCE This is it. We WON'T TEXT YOU AGAIN. Activate your ███████ Trump Founding Membership before it's TOO LATE. ███████

███████ Trump has HUGE NEWS. Sign up for the Official Trump Announcement Priority List to find out ███████

Pres. Biden: It's been three months since we passed the American Rescue Plan. Let me know how it's impacted you & your family: ███████

DNC Poll: We want to hear from you. Do you support President Biden's Build Back Better Agenda & Bipartisan Infrastructure Deal? ███████

Pres. Biden here. By chipping into the DNC early ███████, you'll help build up our momentum heading into 2022. Can you donate ███████

## TOP POLITICAL PHONE CALL TRENDS

Like political texts, political phone calls remained prominent in 2021. In fact, they reached 895 million—a 5% increase from 2020. Although not a sizable increase, it's nonetheless noteworthy given that 2021 lacked a presidential or midterm election season.
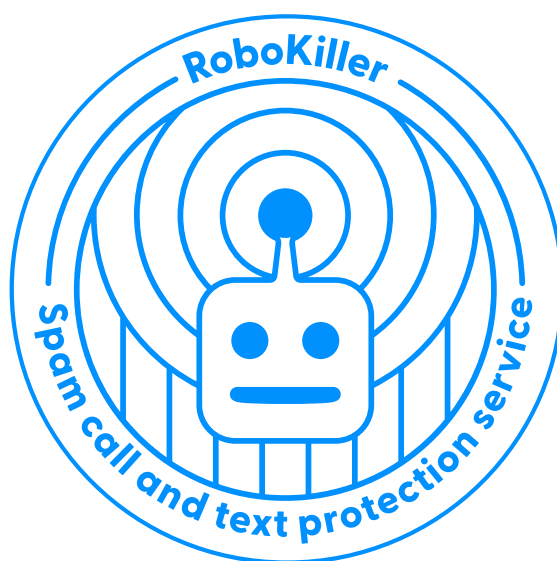
**RoboKiller** — Political Message Insights

That's why Biden and Harris are calling on you now to make a donation to the campaign. Even if you contributed before please

▶ **Click here to listen to a Democratic Robocall**

**RoboKiller** — Political Message Insights

As a loyal supporter President Trump needs your urgent support to fund

▶ **Click here to listen to a Republican Robocall**

# HOW TO UNSUBSCRIBE FROM POLITICAL MESSAGES

Americans enjoyed fewer total political messages in 2021 than they did in 2020, but that doesn't mean political robocalls and texts are a thing of the past—nor are they welcomed by voters. Political messages are not illegal, but they are undoubtedly a nuisance. RoboKiller anticipates 2022 has the potential to be similar to 2020's election year, with month-over-month increases as election season nears. These levels of political messaging may leave Americans feeling helpless in their quest to control who can contact them.

To unsubscribe from unwanted political messages, we suggest taking the following steps:

- Reply "STOP" or ask to be removed from the campaign's list.

- Contact the campaign organizer directly and ask to be removed. You can do this by calling or emailing the campaign.

- Download a spam text and spam call blocker like RoboKiller or TextKiller to stop a large percentage of political messages, rather than block phone numbers manually.
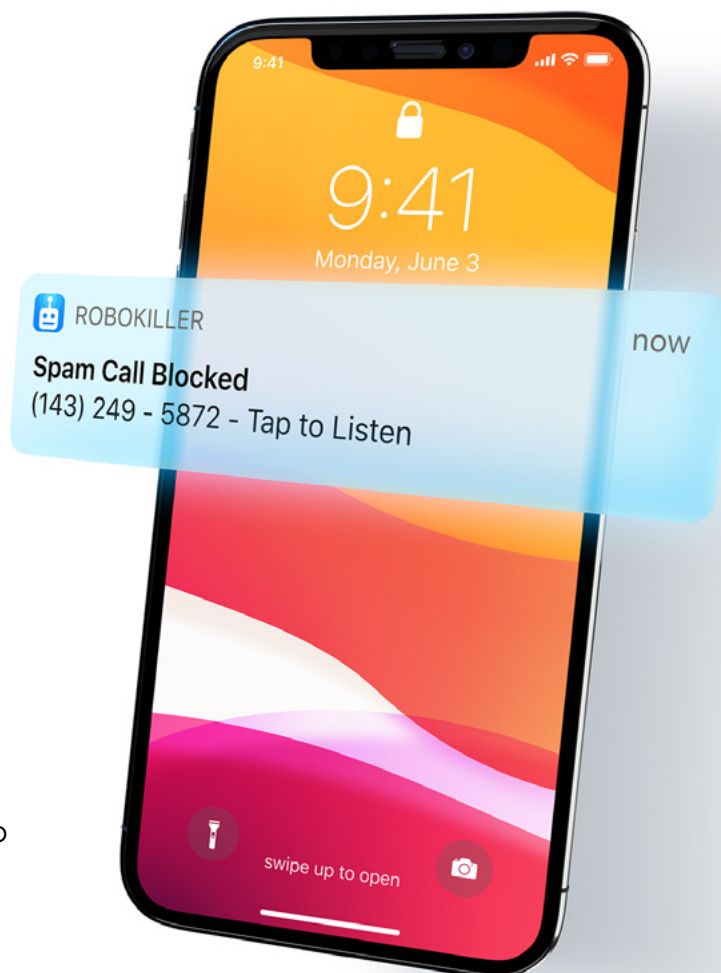
# MEET ROBOKILLER

## Take Back Control Over Your Phone With RoboKiller

Political messages and calls can be annoying, and at times unwanted. The desire to support your political party can be difficult to balance alongside your desire to not be interrupted.

RoboKiller's award-winning, AI-powered technology stops **99%** of unwanted spam calls and texts, so everyone can live life spam-free™.

RoboKiller does not block legitimate and safe political messages and calls outright, but instead allows you to customize your call and text blocking to meet your needs.

**Take back control over your phone** with RoboKiller. Download the app for iPhone or Android and start your **FREE** 7-day trial today.

For additional spam text protection, download TextKiller for iPhone.

Download on the App Store

GET IT ON Google Play

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