The Political Message Report

2021 YEAR END REVIEW
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
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The State of Political 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
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.

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.
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.

<table>
<thead>
<tr>
<th>SHORT CODE</th>
<th>REGISTERED TO*</th>
<th>TOTAL TEXTS IN 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>55404</td>
<td>NRSC ALERTS</td>
<td>151,470,045</td>
</tr>
<tr>
<td>88022</td>
<td>TRUMP ALERTS PROGRAM</td>
<td>136,752,864</td>
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<tr>
<td>80810</td>
<td>RNC ALERTS</td>
<td>66,705,542</td>
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<tr>
<td>43700</td>
<td>DCCC ALERTS</td>
<td>16,492,821</td>
</tr>
<tr>
<td>30330</td>
<td>BIDEN INFO ALERTS</td>
<td>10,512,704</td>
</tr>
</tbody>
</table>

*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.
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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.

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.
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.
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.