Landline Landscape

2023 | Annual Review

presented by imp™ insights

Landline Landscape Annual Review

U.S. INSIGHTS

87M[1]
U.S. Population using a Landline

10B[2]
Calls made to landlines in August 2023

50%[1]
Population of Americans 65 Years and Older with a Landline

90%[2]
of all Landline Calls are Unwanted

10%[2]
of all Landline Calls are Wanted

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KEY FINDINGS [2]

8 Average Number of **Wanted Calls** per week.

60% Year over Year Increase in the Number of **Unwanted Calls Per Month.**

1M imp screened **1 million (and counting) unwanted calls** over the last year.

Unwanted Callers are Relentless

(and increasing)

CALLS PER WEEK

Unwanted Calls

Bad Guys Take Holidays too

60% Increase in Unwanted Calls in One Year

Wanted Calls

Only 10% of Calls are Wanted

July Aug Sep Oct Nov Dec Jan Feb Mar Apr May June July Aug

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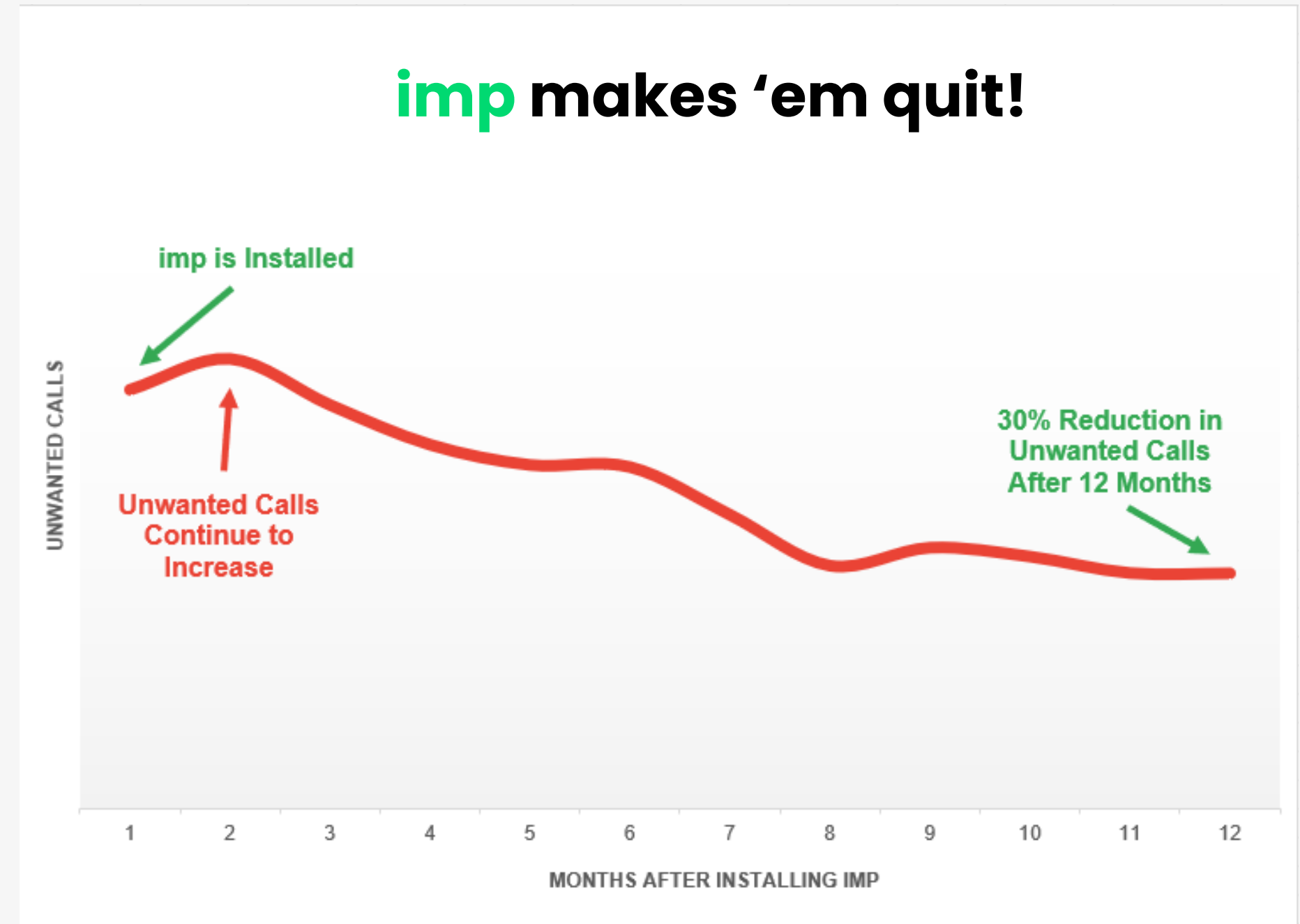
imp works TWICE! [2]

1 At installation, imp stops 100% of unwanted calls from ringing.

2 From there, imp discourages the bad guys from even trying. Over time, the bad guys learn they are never going to get through. They just give up trying. So **imp users saw a 30% DECREASE** in unwanted calls in one year. In contrast, *non-imp users saw a 60% INCREASE in unwanted calls.*

imp makes 'em quit!

imp is Installed

Unwanted Calls Continue to Increase

30% Reduction in Unwanted Calls After 12 Months

UNWANTED CALLS

MONTHS AFTER INSTALLING IMP

1 2 3 4 5 6 7 8 9 10 11 12

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770 Most Landline Calls Received in **ONE WEEK** on One Landline

203 Most **Unknown Calls** Received in **ONE DAY** on One Landline

45 Most **Wanted Calls** Received in **ONE DAY** on One Landline (Must have been their birthday)

Report Methodology

[1] The Center for Disease Control surveyed 13,385 people for the period July to December, 2022. The CDC gathers data on landline and cellphone penetration. Their data, when applied to the US Census Estimates of 140.6 million total households in 2022, equates to a total of 33.5 million households and 87.2 million people having a landline.

[2] imp™ insights are based on in depth analysis of imp users between April 1, 2022 and August 1, 2023. Extrapolating these findings to a potential market of 33.5 million households with landlines, this data has a 90% confidence level with a margin of error of less than 10%

For more information please contact press@joinimp.com

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