

Landline Landscape

2022 | Q3 Report

presented by **imp**[™] insights



2022 Landline Landscape Report – Q3

U.S. INSIGHTS

39M¹

U.S. Households with
landline phones

83%³

Landline phone
owners actively
bothered by
unwanted calls

5%²

Landline calls actually
stopped by traditional
call blockers

1.5B²

Calls made to
landline phones each
week

87%²

Percent of calls that are
unwanted

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HOUSEHOLD INSIGHTS

KEY FINDINGS²

46

On average, households receive 46 landline calls every week

40

Of these 46 weekly calls, 40 are unwanted

2

Only 2 of the 40 unwanted calls would actually be stopped by a traditional call blocker

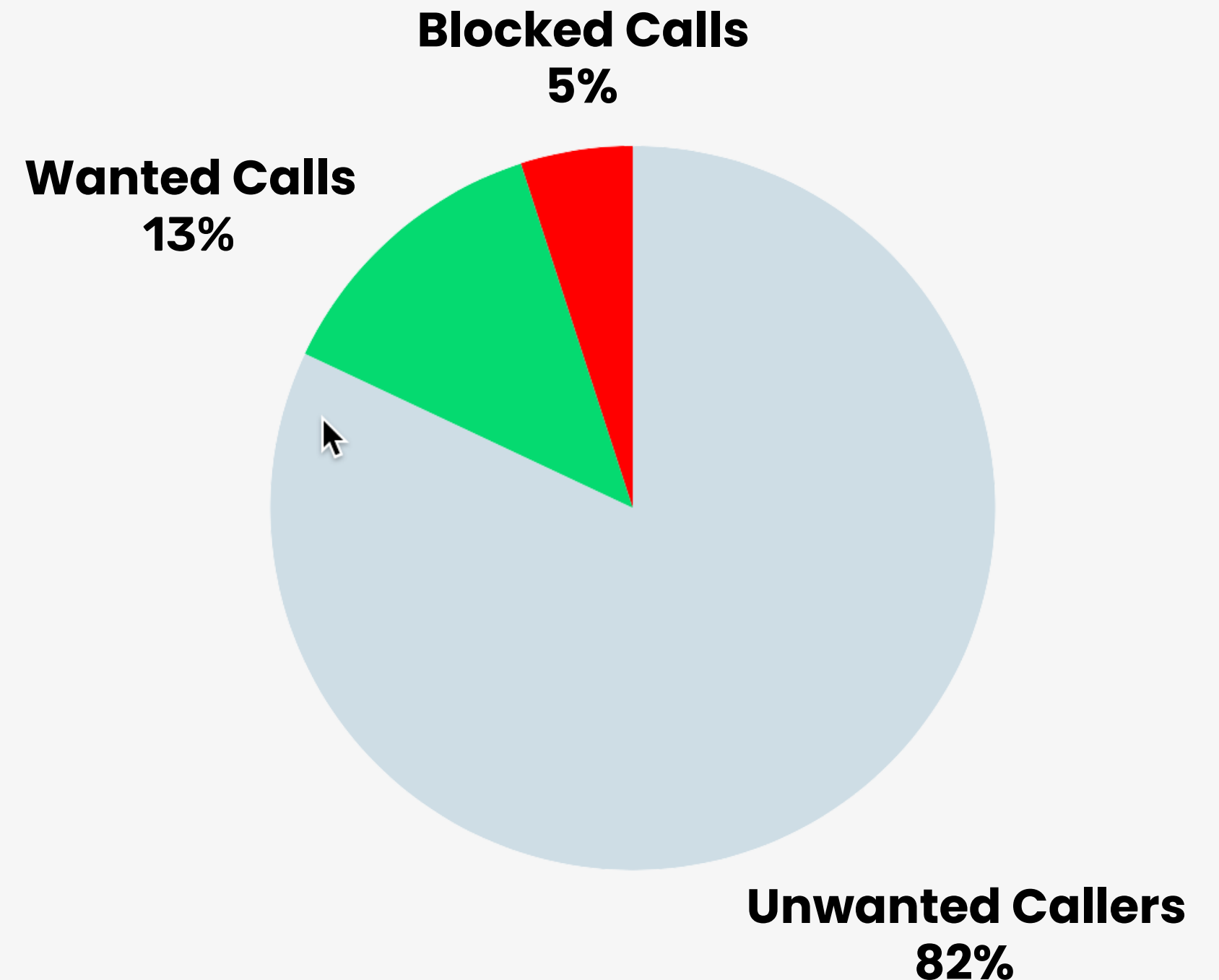
150

Highest single-day record for number of calls received on a home phone

10%

Monthly increase in landline call volume

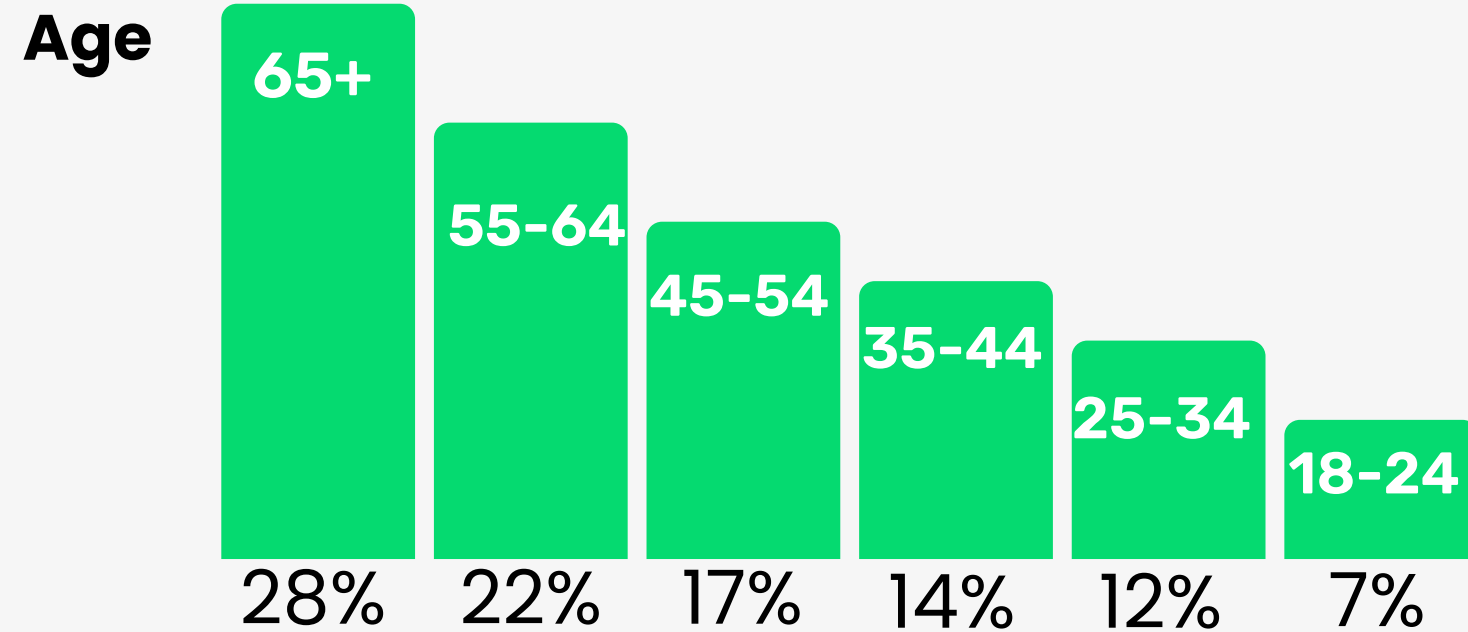
BREAKDOWN OF LANDLINE CALLS



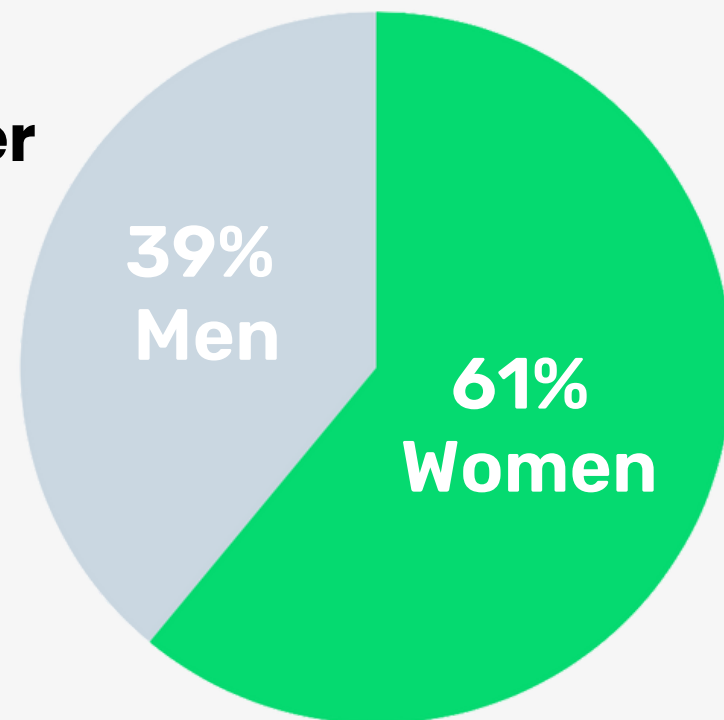
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DEMOGRAPHIC INSIGHTS

Who is looking for a solution?⁴



Gender



Top 10 Cities Impacted by Unwanted Landline Calls⁴

1. New York City
2. Chicago
3. Los Angeles
4. Atlanta
5. Dallas
6. Philadelphia
7. Houston
8. Charlotte
9. Boston
10. Columbus

Report Methodology

- ¹ The Center for Disease Control surveyed 14,629 households for the period June to December of 2021. 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 39.5 million households having a landline, and 39.1 million households having a landline and a cell phone.
- ² imp™ insights are based on in depth analysis of 100 users and data through 9.30.22. Extrapolating these findings to a potential market of 39.5 million households with landlines, this data has a 90% confidence level with a margin of error of less than 10%
- ³ Landline phone survey - October 10, 2019, among 502 U.S. adults
- ⁴ Data based on analysis of 20,900 U.S. adults from January 1, 2022 - September 30, 2022

For more information please contact press@joinimp.com



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