

# Landline Landscape

## 2022 | Q4 Report

presented by **imp**<sup>™</sup> insights



# 2022 Landline Landscape Report – Q4

## U.S. INSIGHTS

**95M<sup>1</sup>**

U.S. Population using  
a Landline

**54%<sup>1</sup>**

Population of  
Americans 65 Years  
and Older with a  
Landline

**15%<sup>2</sup>**

of all Landline Calls  
are Wanted

**7.2B<sup>2</sup>**

Calls made to  
landlines in  
December 2022

**85%<sup>2</sup>**

of all Landline Calls  
are Unwanted

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## HOUSEHOLD INSIGHTS

### KEY FINDINGS<sup>2</sup>

6

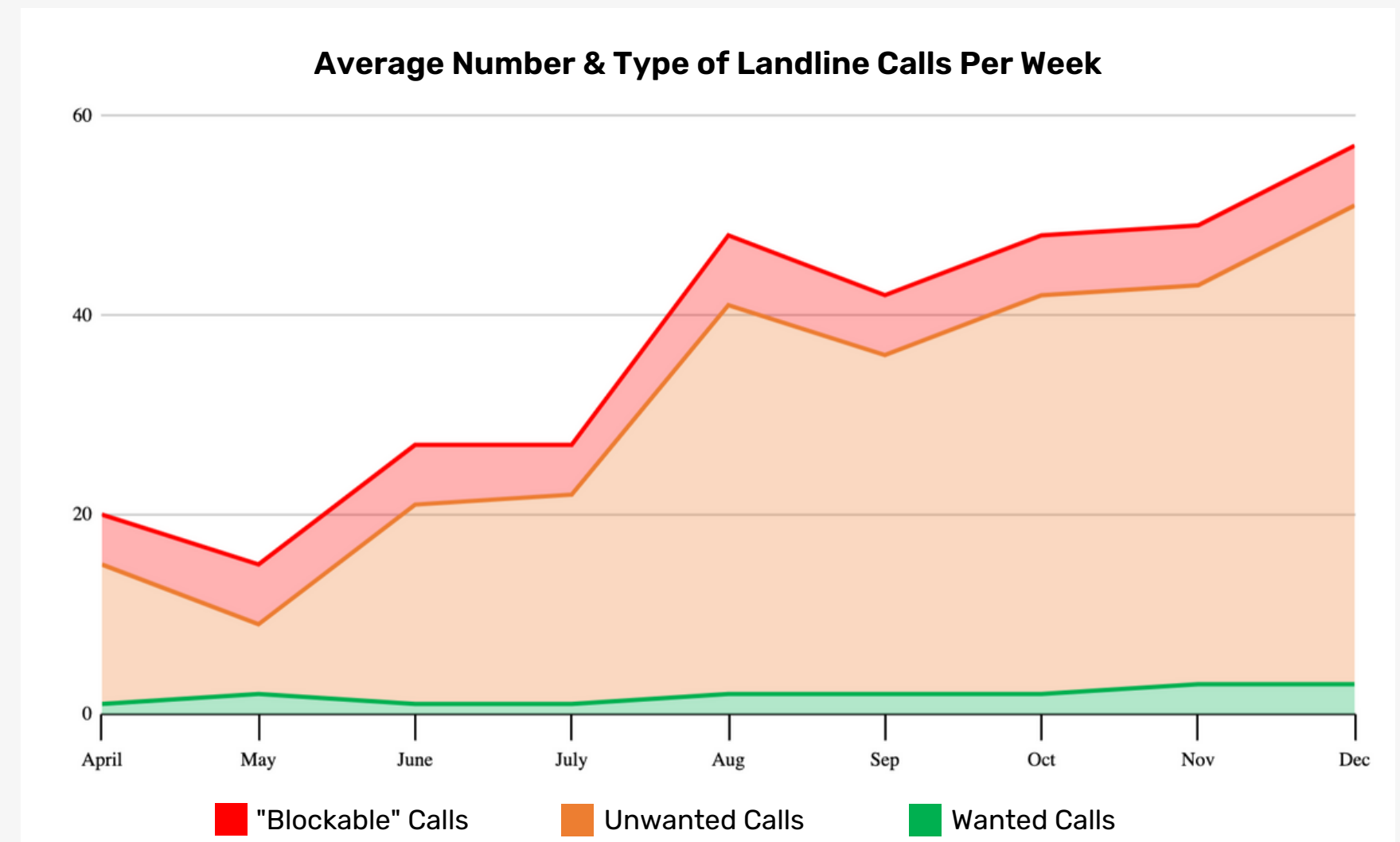
Number of **Wanted Calls** per week. This number is steady over the year.

48

Number of **Unwanted Calls Per Week** in December. Up from 7 in April.

5%

Percent of calls that are "**Blockable.**" These calls come from known "Bad Guys" using the same number. This percentage is steady over the year.



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## HOUSEHOLD INSIGHTS (CONT.)<sup>2</sup>

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690

Highest Number of Landline Calls Received in ONE Week on ONE Landline

150

Highest Number of Landline Calls Received in ONE Day on ONE Landline

136

Highest Number of **Unknown Calls** Received in ONE Day on ONE Landline

28

Highest Recorded Number of **Wanted Calls** Received in ONE Day on ONE Landline (Must have been their birthday)

## Report Methodology

<sup>1</sup> The Center for Disease Control surveyed 13,002 households for the period January to June of 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 37.4 million households having a landline.

<sup>2</sup> imp™ insights are based on in depth analysis of 100 users between April 1, 2022 and December 31, 2022. Extrapolating these findings to a potential market of 37.4 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](mailto:press@joinimp.com)**



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