

**2022**

# Landline Landscape

## Report

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



# 2022 Landline Landscape Report

## U.S. INSIGHTS

**40M**<sup>1</sup>

U.S. Households with  
landline phones

**83%**<sup>3</sup>

Landline phone  
owners actively  
bothered by  
unwanted calls

**5%**<sup>2</sup>

Landline calls actually  
stopped by traditional  
call blockers

**940M**<sup>2</sup>

Calls made to  
landline phones each  
week

**79%**<sup>2</sup>

Percent of calls that are  
unwanted

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## HOUSEHOLD INSIGHTS

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

24

On average, households receive 24 landline calls every week

19

Of these 24 weekly calls, 19 are unwanted

1

Only 1 of the 19 unwanted calls would actually be stopped by a traditional call blocker

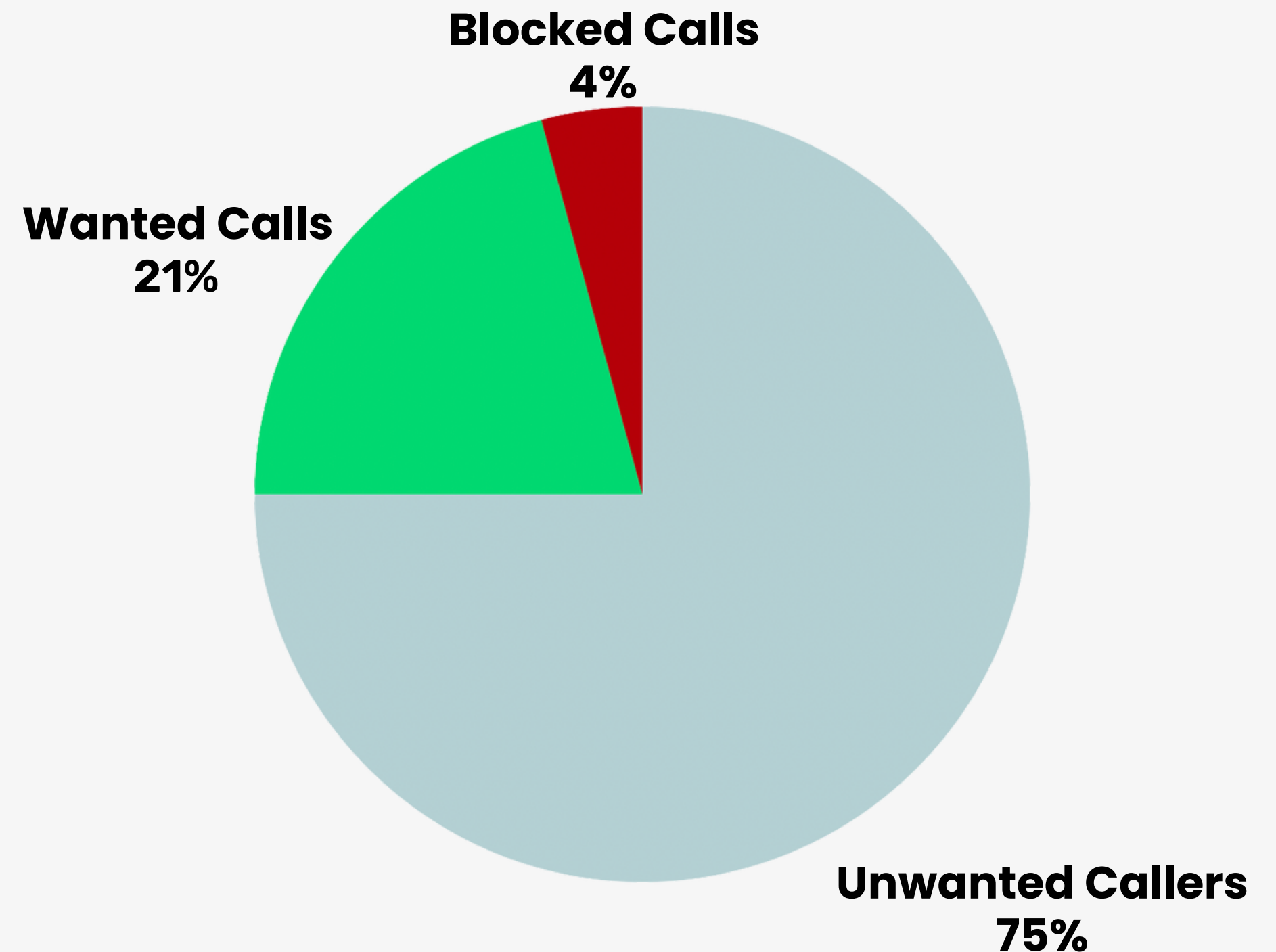
103

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

7%

Monthly increase in landline call volume

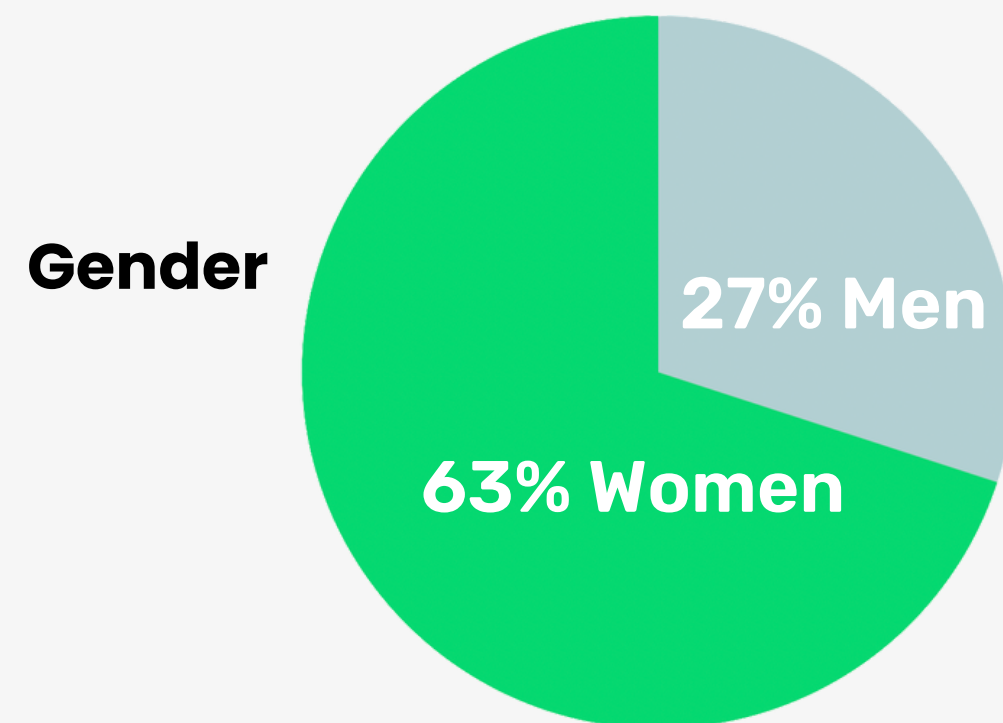
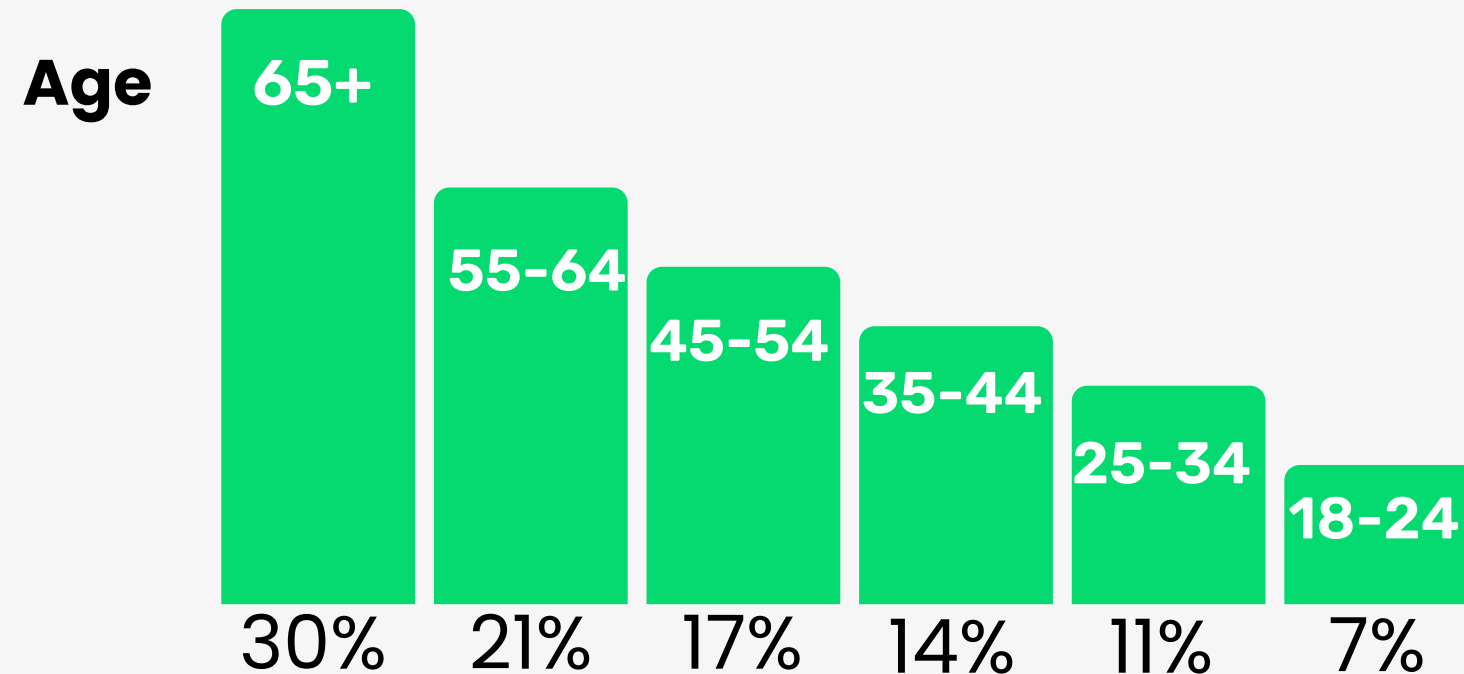
### BREAKDOWN OF LANDLINE CALLS



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## DEMOGRAPHIC INSIGHTS

Who is looking  
for a solution?<sup>4</sup>



Top 10 Cities Impacted by  
Unwanted Landline Calls<sup>4</sup>

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

## Report Methodology

- <sup>1</sup> 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.
- <sup>2</sup> imp™ insights are based on in depth analysis of 100 users. 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%
- <sup>3</sup> Landline phone survey - October 10, 2019, among 502 U.S. adults
- <sup>4</sup> Data based on analysis of 14,500 U.S. adults from January 1, 2022 - June 30, 2022

**For more information please contact [press@joinimp.com](mailto:press@joinimp.com)**



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