Focus Group Interviews of Low-Income Residents
Overview of Geographic Source of Interviews

Interviews by Region

- Pacific Coast: 22.0%
- LA DEAL Los Angeles: 24.2%
- Inland Empire: 26.4%
- SBBC Imperial County: 27.5%

Total Interviews: 91
Demographics of Interviewees

Gender
- Female: 33.0%
- Male: 67.0%

Children in School
- No Children in School: 45.5%
- Children in School: 54.5%

Employment Status
- Not Working: 34.1%
- Employed: 65.9%

Ethnicity
- Other: 5.5%
- White: 13.2%
- Native American: 13.3%
- African-American: 17.6%
- Asian Pacific Islander: 7.7%
- LatinX: 53.8%

Age
- Older than 65: 6.6%
- 50 - 65: 22.0%
- 35 - 50: 29.7%
- 21 - 35: 41.8%

Essential Employee Status
- Non-Essential: 54.9%
- Essential: 45.1%
# Connectivity and Awareness of Affordable Offers

## Connectivity
- Connected to Internet At Home: 93.4%
- Connected by and/or Have a Computing Device: 81.3%
- Pays More than $25 Monthly: 74.7%
- Connected by Smartphone Only: 15.4%

## Awareness of Affordable Offers
- Subscribes to an Affordable Offer: 20.9%
- Heard of EBB-ACP: 19.8%
- Heard of ISP Offers: 15.4%
- Heard of LifeLine: 15.4%
Reasons for Not Subscribing to an Affordable Service

- Was Unclear How to Sign Up: 12.1%
- Was Upsold by ISP: 7.7%
- Don’t Trust ISP: 7.7%
- Need Help in Signing Up: 4.4%
- Didn’t Get Help from ISP: 3.3%
- Was Too Costly: 1.1%
Kinds of Assistance That Would Make it Easier to Connect to the Internet
(Rated 1-5, with 5 Being Most Helpful)

- Affordable Home Internet Service: 3.38
- Better Home Access (Internet Infrastructure): 3.35
- Affordable Computer: 1.67
- Hotspot: 1.48
- Training for Family: 1.25
- Training for Me: 0.99
Kinds of Vehicle Trips That Can Be Reduced

- Pay Bills: 64 (70.3%)
- Banking: 63 (69.2%)
- Other Shopping: 43 (47.3%)
- School or Education: 42 (46.2%)
- Health Care (Doctor Visit): 42 (46.2%)
- Grocery Shopping: 36 (39.6%)
- Apply for a Job: 31 (34.1%)
- Post Office: 29 (31.9%)
- Pharmacy: 27 (29.7%)
- Go to DMV: 27 (29.7%)
- Work: 26 (28.6%)
- Library: 23 (25.3%)
- Getting Public Benefits: 19 (20.9%)
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