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

Breakdown by Region

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

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**
- LatinX: 53.8%
- Native American: 2.2%
- Asian Pacific Islander: 7.7%
- African-American: 17.6%
- White: 13.2%
- Other: 8.5%

**Age**
- Older than 65: 6.6%
- 50 - 65: 22.8%
- 35 - 50: 29.7%
- 21 - 35: 41.8%

**Essential Employee Status**
- Essential: 68.3%
- Non-Essential: 31.7%
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

- Pays More than $25 Monthly: 74.7%
- 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
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<thead>
<tr>
<th>Kind of Trip</th>
<th>Count</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Pay Bills</td>
<td>64</td>
<td>70.3%</td>
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<tr>
<td>Banking</td>
<td>63</td>
<td>69.2%</td>
</tr>
<tr>
<td>Other Shopping</td>
<td>43</td>
<td>47.3%</td>
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<td>School or Education</td>
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<td>Health Care (Doctor Visit)</td>
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<td>Grocery Shopping</td>
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<td>Post Office</td>
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<tr>
<td>Library</td>
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<tr>
<td>Getting Public Benefits</td>
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<td>20.9%</td>
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