



## Imagine life without mobile wireless access to the internet in 2022.

It's nearly impossible to conceive of how a family could function, but without programs like Lifeline and the Affordable Connectivity Program, many Americans would not have a phone number or an internet connection and would be cut off from society.

The Lifeline program and the ACP serve a vital role in providing low-income Americans with affordable access to essential communication services. The National Lifeline Association (NaLA) surveyed more than **60,000 customers** who use the Lifeline and/or ACP program about who they are and how they use the programs.

Survey results indicate that low-income consumers use Lifeline and/or ACP service to connect to family and to access other government programs, healthcare, jobs and online education.

**Consumers rely on subsidized mobile broadband access to participate equally in all facets of daily life.**



**Lifeline/ACP are helping those who really need it: at least 60% of subscribers live below the poverty line.**

Lifeline/ACP eligibility is based on income (135% or less/200% or less than the Federal Poverty Guidelines respectively) or participation in programs like Supplemental Nutrition Assistance Program (SNAP), Medicaid or Federal Public Housing Assistance (FPHA).

# Key Takeaways



## Consumers want and need mobile wireless

Only 2.5% of those surveyed say fixed broadband alone would suffice. More than half said they would choose to have mobile and fixed broadband service if they could afford both, but 43% said mobile wireless services alone best meet their household needs.



## Voice, text and data are all essential

While nearly 80% of consumers surveyed value access to voice, text and data equally, consumers indicated making and receiving calls as the most important form of communication.



## Consumers want choice and control of their benefits.

More than 90% of low-income consumers prefer having the ability to combine Lifeline and ACP support in order to get more robust benefits. This practice is currently prohibited in the state of California, but it's clear consumers prefer to have the ability to combine benefits.



## Low-income consumers need affordable access to more mobile broadband than they currently have on limited plans and budgets.

More than 90% of consumers throttle their data usage over the course of the month because they cannot afford to purchase more on top of their capped plans. The amount of data allotted by these programs doesn't meet the robust connectivity needs of subscribers.



## Most Lifeline/ACP subscribers lack access to credit and are unbanked.

More than half of Lifeline/ACP subscribers surveyed do not have a debit or credit card or a bank account.



## No co-pay plans are essential to keeping low-income Americans connected.

Nearly 95% of Lifeline and ACP subscribers say they cannot afford any additional payments toward their monthly service. Lifeline and ACP are essential to keep low-income Americans connected.

## About the National Lifeline Association

NaLA works toward the preservation and advancement of Lifeline and the ACP through stakeholder engagement, education, collaboration and advocacy. With an ecosystem-wide membership that includes service providers, distributors, network access aggregators, compliance and software solutions vendors, device manufacturers, program supporters and beneficiaries, NaLA provides a platform to enable the realization of the goal of getting and keeping every low-income American connected to essential communications services.