



National Lifeline  
Association

# Annual Consumer Survey

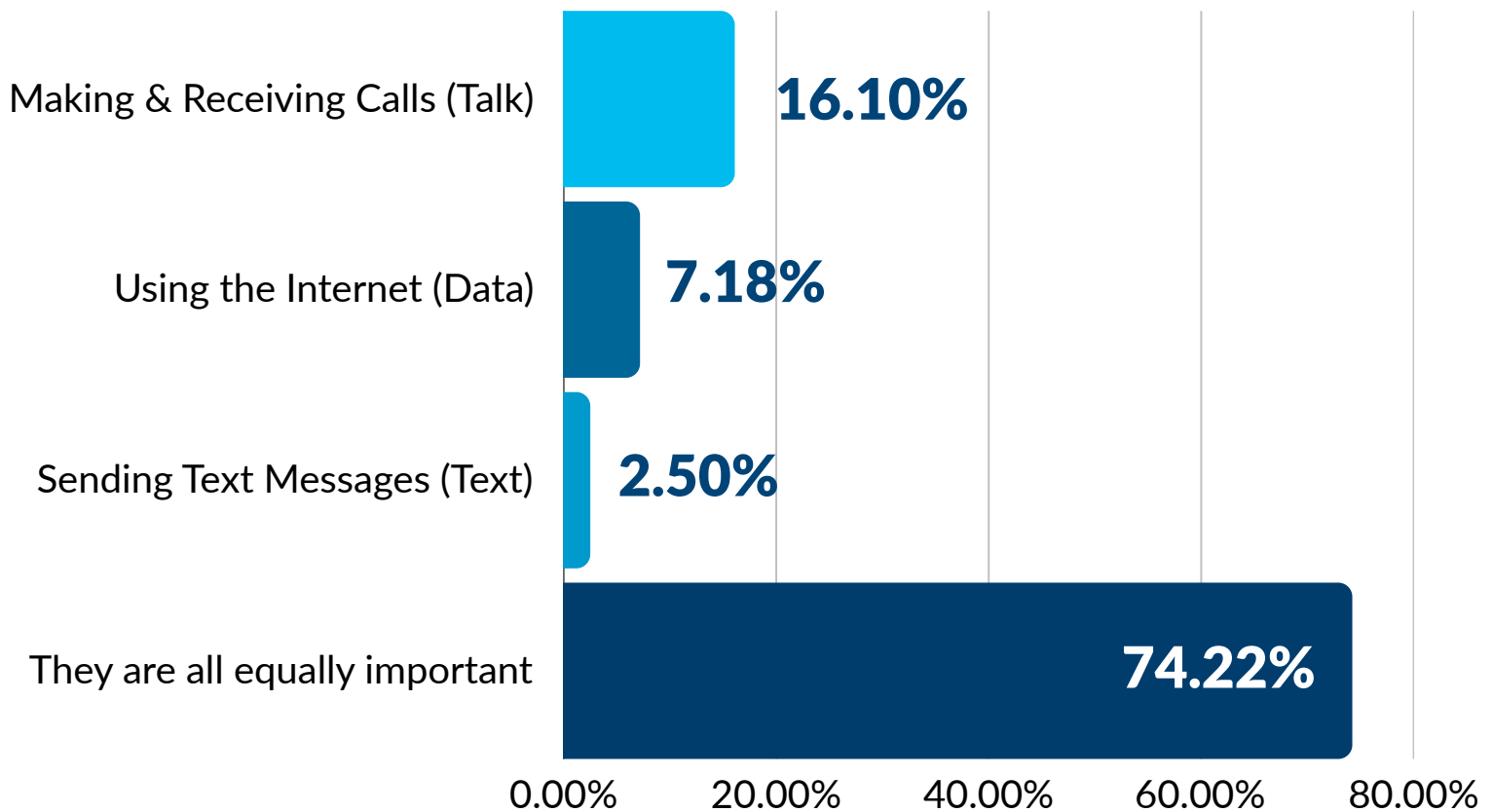


**68,000+ Respondents**

**11,000+ ZIP codes**

**30,000+ Testimonials**

# What is the single most important part of the Lifeline service you receive and/or the Affordable Connectivity Program (ACP) service you received?

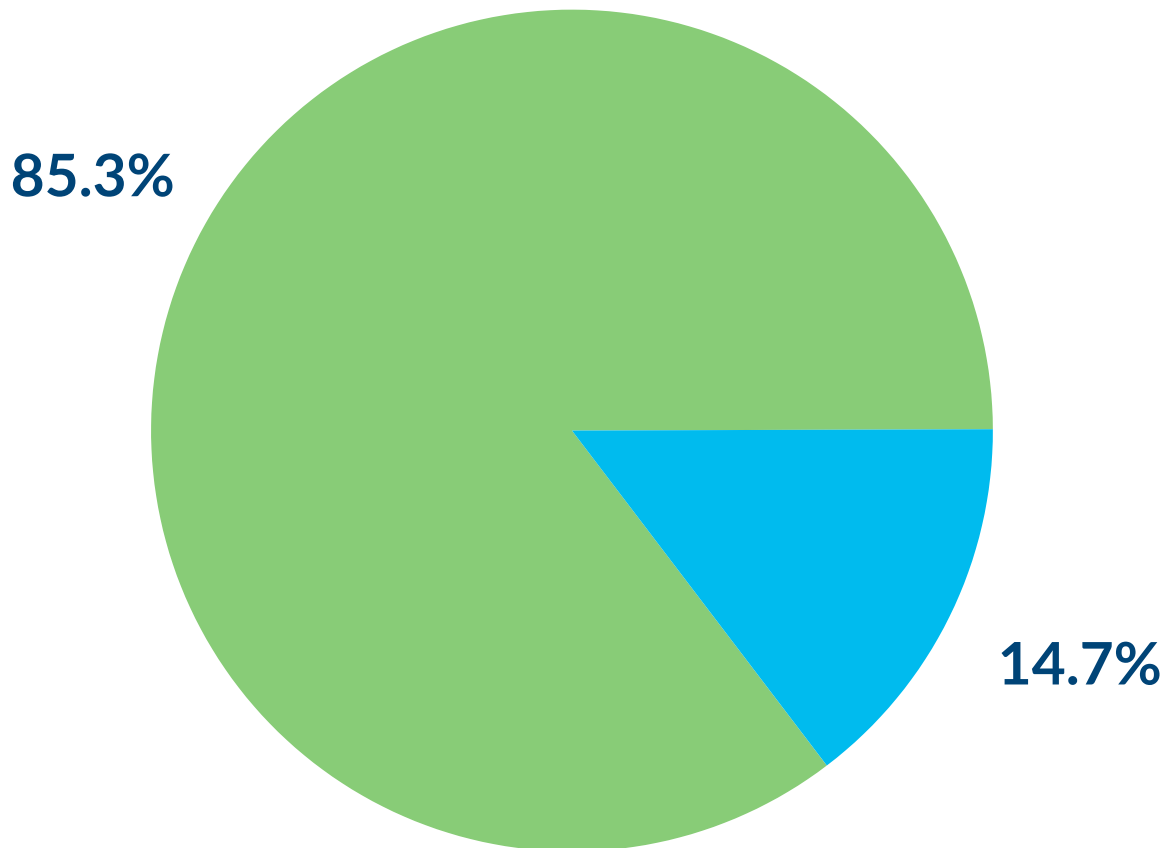


“When you live on disability it is just hard to pay for phone service and internet. Everything is so expensive now you have to budget or give up something hard to have phone service or Internet.”

“I simply can’t afford to have a phone and internet while I’m fighting cancer and can’t work at the moment. I chose to have the phone because I need to be able to speak to my doctors.”

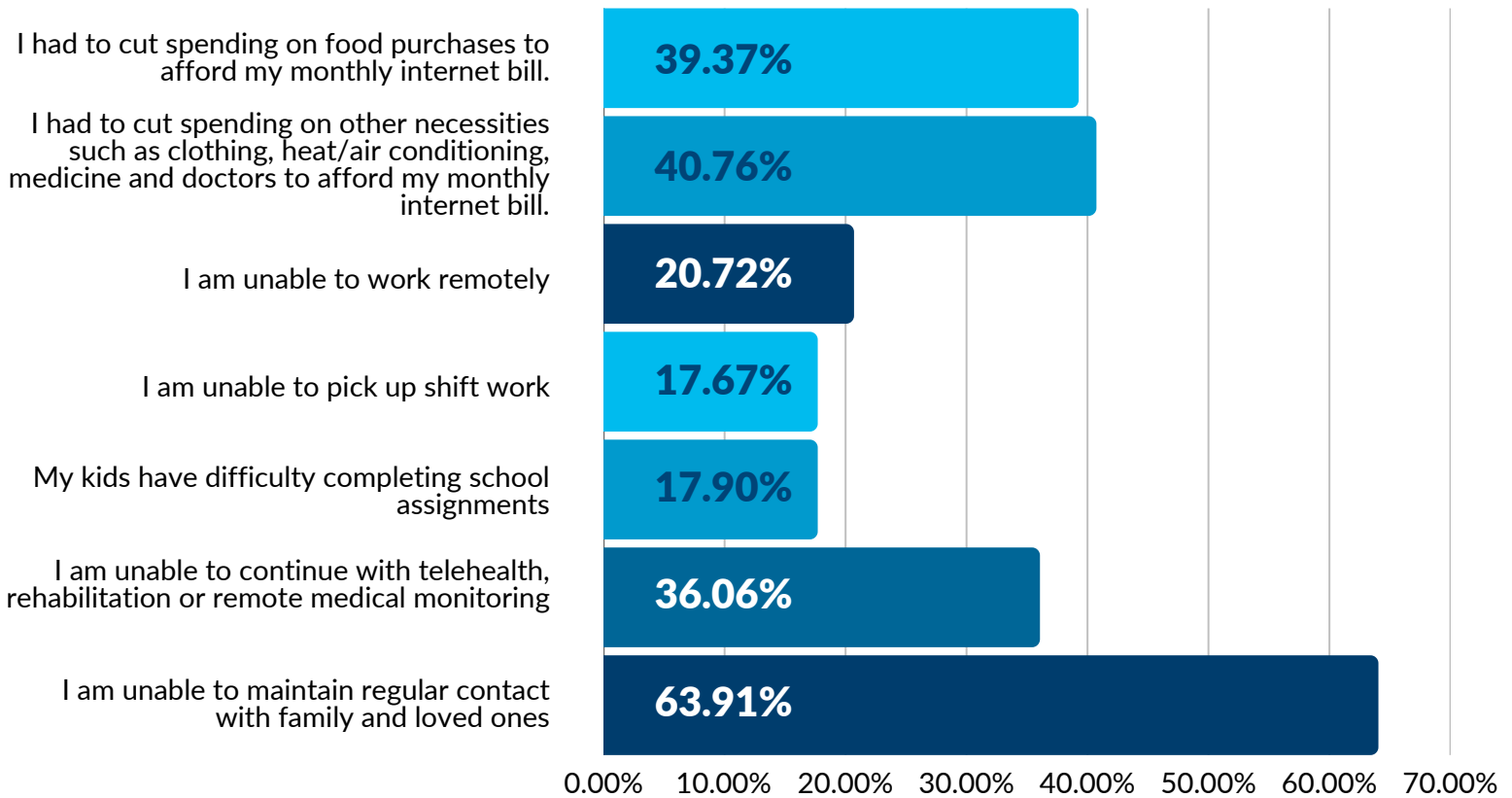
## Which service best meets the broadband/internet access/data needs of your household?

- Mobile wireless service, including hotspot capability
- Fixed service, including cable, fiber, and DSL



“Being homeless is hard enough without the challenges of not being able to communicate with the rest of the world. The discontinuation of the ACP has been nearly devastating to me, just the simple task of communicating with government entities, potential employers and family has taken up so much time now because of not having internet access. I'm barely able to maintain my life as is let alone get ahead.”

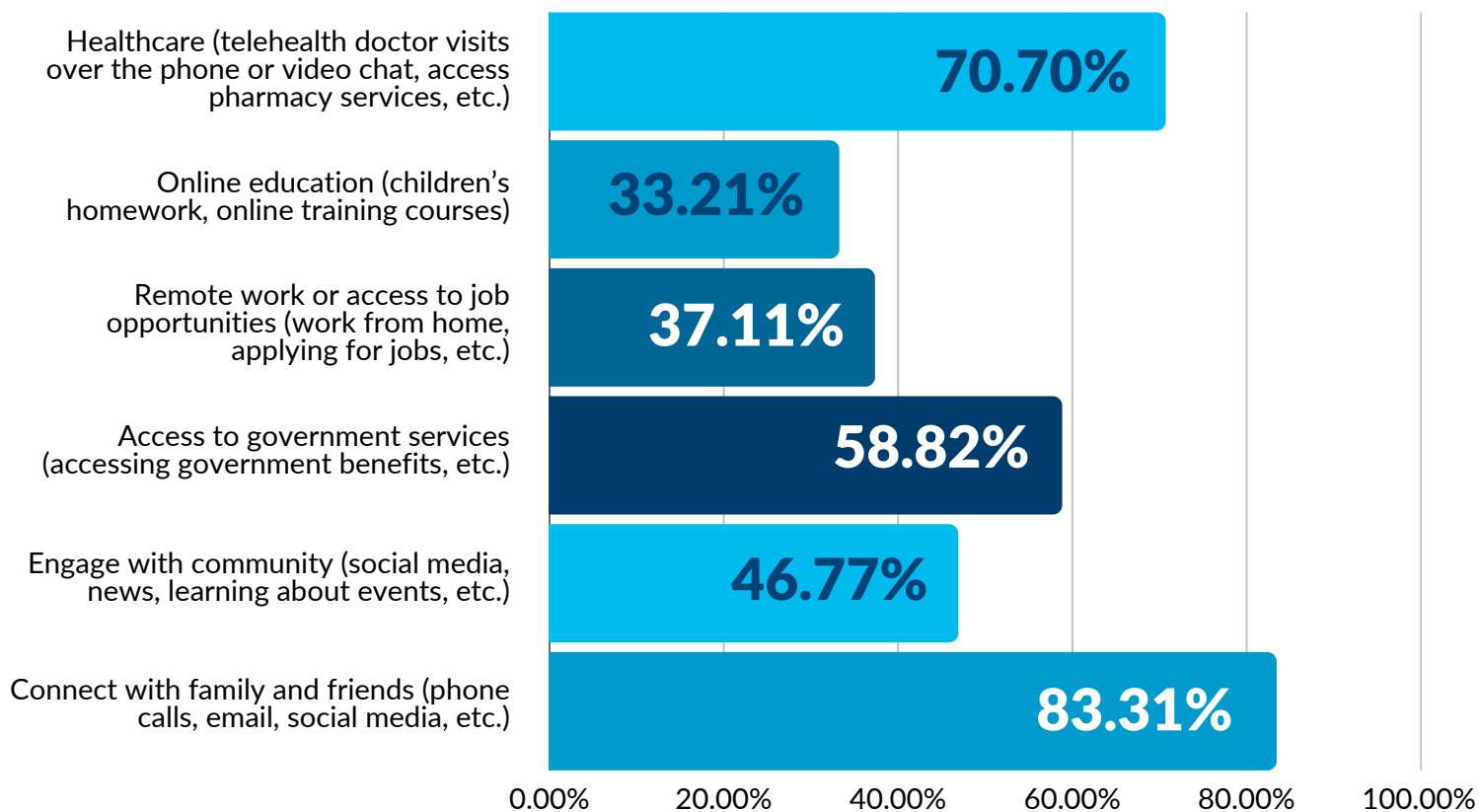
# If you were previously enrolled in ACP, please select all that apply. Without ACP...



“I’m struggling to pay for internet every month. I have to choose between my internet and my medicine and I have an 11-year-old who needs the internet to complete homework. I desperately need the ACP program.”

“My daughter has been sick for a long while now from a noncontagious recurring high fever. I lost my last job because of it and haven't been able to work since. I was going to do remote work but without the ACP program, I'm not able to do so! So I'm still unemployed. It would really be great if they would bring the program back and appreciated!”

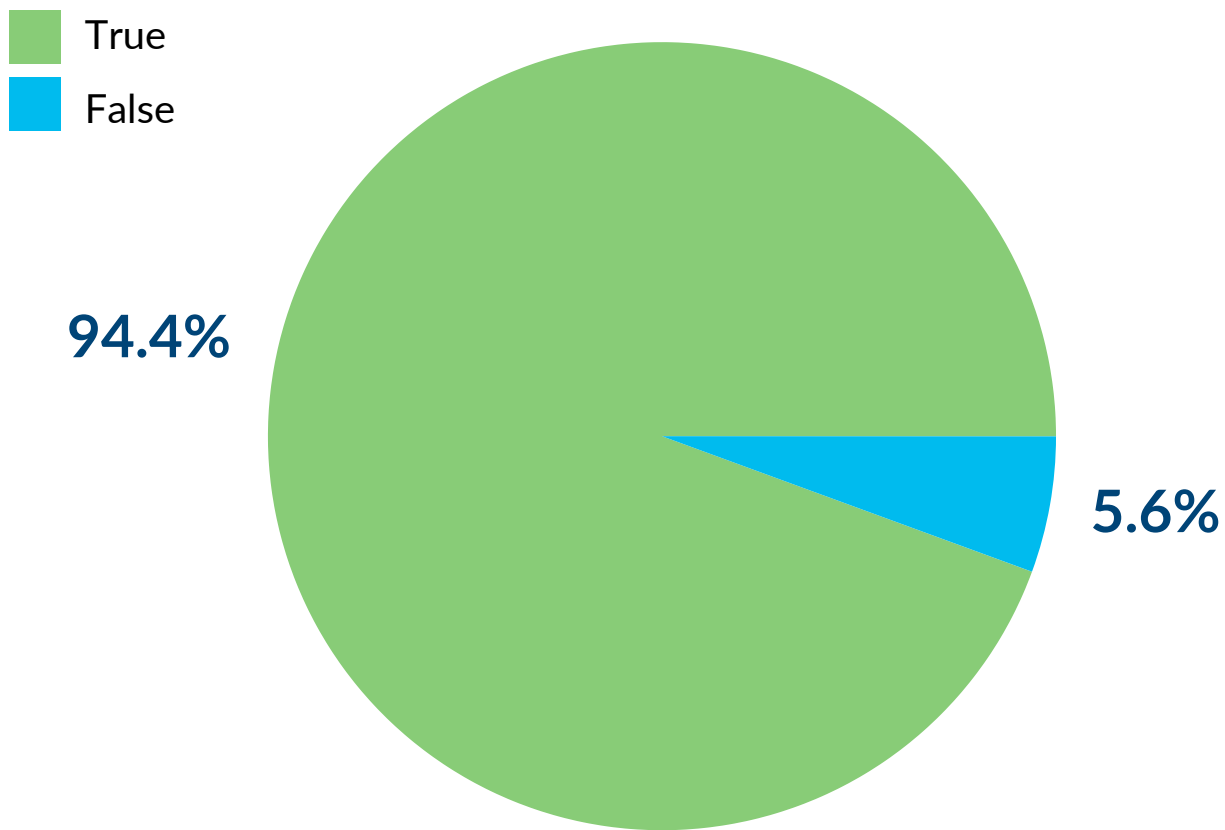
# For what purposes have you and your family used your low-income communications support services (Lifeline and ACP)?



“ACP and Lifeline services are essential to those of us who are disabled, homeless and without or a limited income. Lowering the price of internet data and phone time was extremely helpful but once they ended the ACP I don't get half as much done on the internet anymore because I'm capped to a certain amount of data.”

“ACP is very helpful to people in need. I was homeless and didn't have a job while taking care of my newborn baby. Without ACP, I wouldn't have been able to find shelters, apply for benefits, apply for jobs, find housing, contact doctors, etc.”

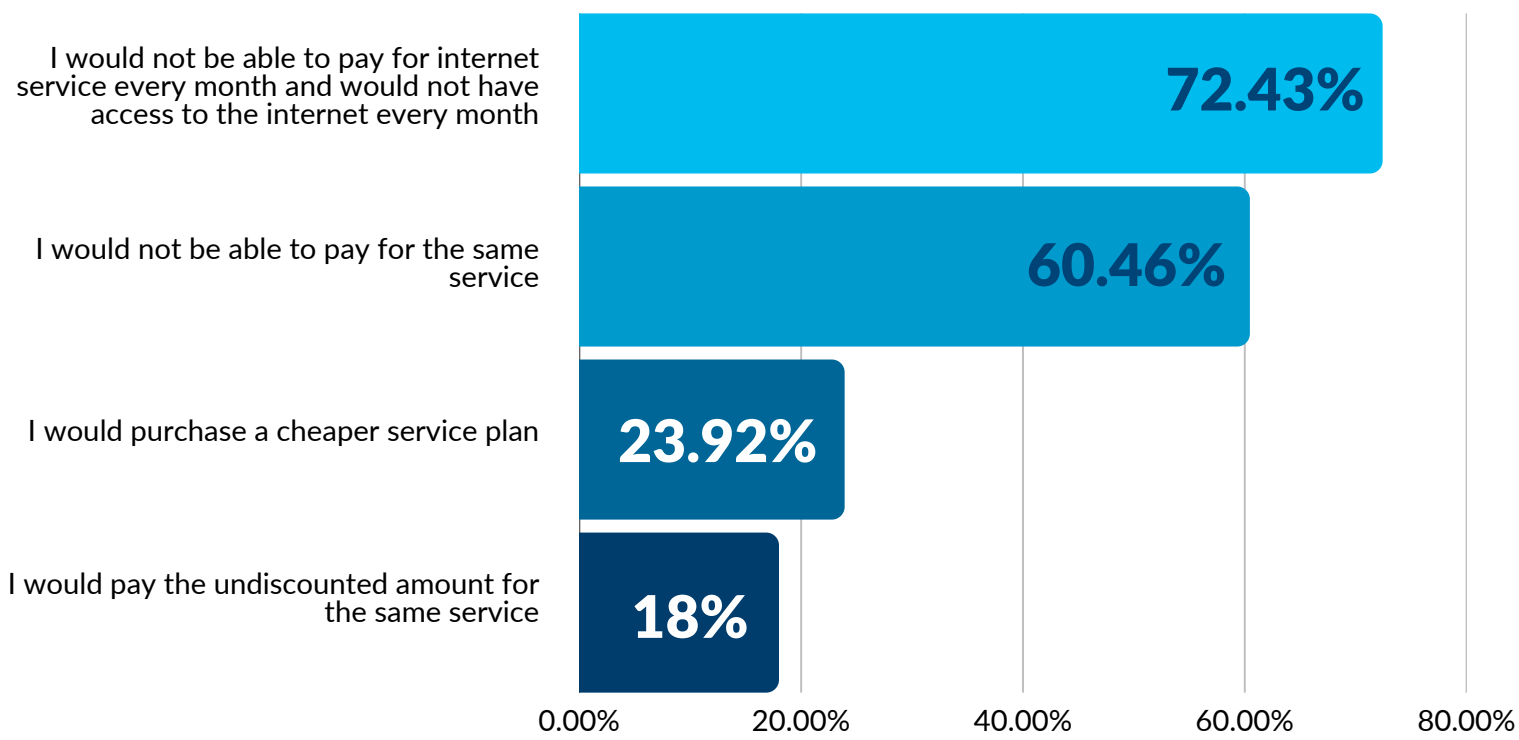
## I am not able to afford any additional monthly payments toward my Lifeline and/or ACP service.



“My phone got turned off due to not being able to pay. I am disabled and have heart problems and my phone saved me when I last had a heart attack. Thank you for your service. I would not be here had I not had my phone.”

“I am unemployed and unable to work at this time. I am totally dependent on my Lifeline benefit for my health appointments and have to totally rely on my daughter for any Internet or telephone services beyond Lifeline at this time.”

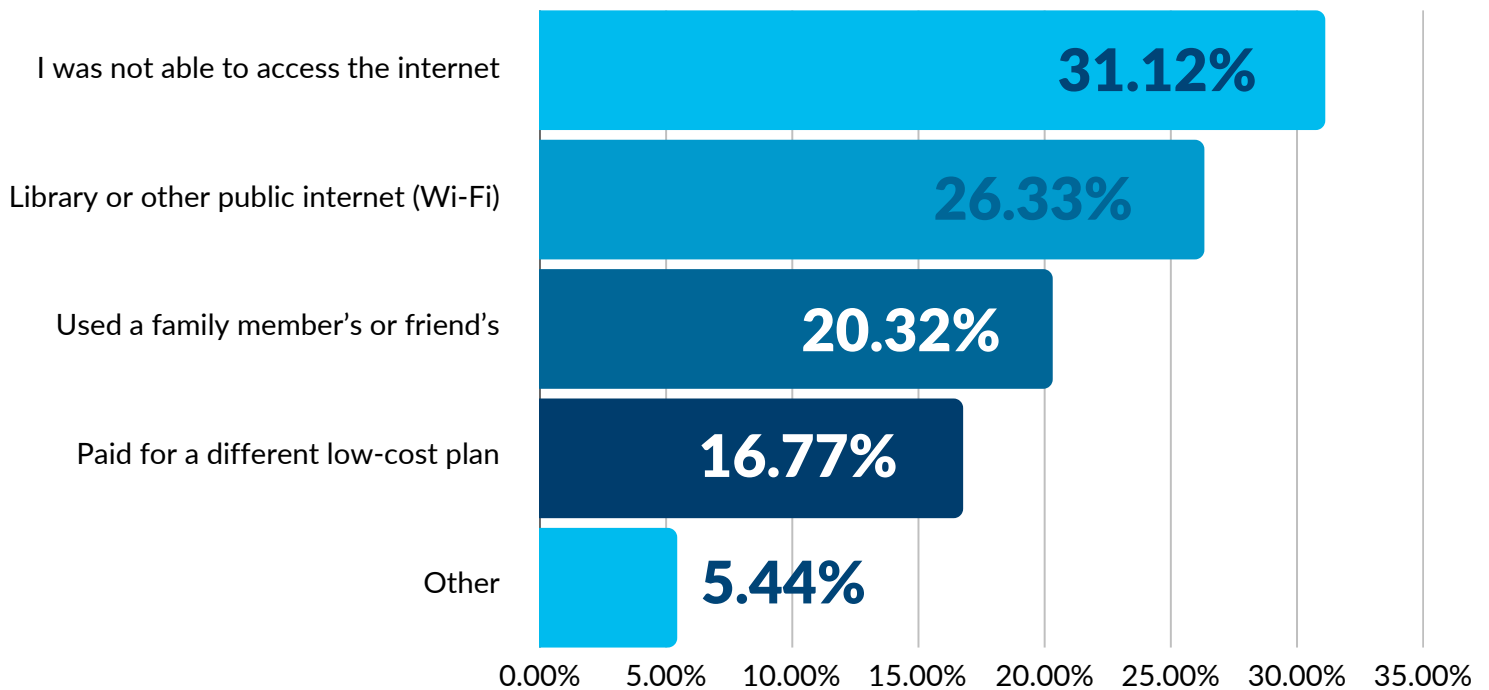
# Without any low-income communications support services (Lifeline and ACP), what would happen?



“I am currently fighting cancer and now since the ACP ended, I can't afford Wi-Fi. So it's close to impossible to keep up with my medical needs and be in touch with family!”

“At first, I didn't think much about losing ACP. But now I am constantly running out of data and finding myself unable to complete tasks when I don't have Internet access. Data has become a very important part of living. It helps me with medical and administrative needs. Not having it available has added stress to my living situation.”

## Prior to using Lifeline and/or ACP service discounts, how did you access the internet? Choose one.

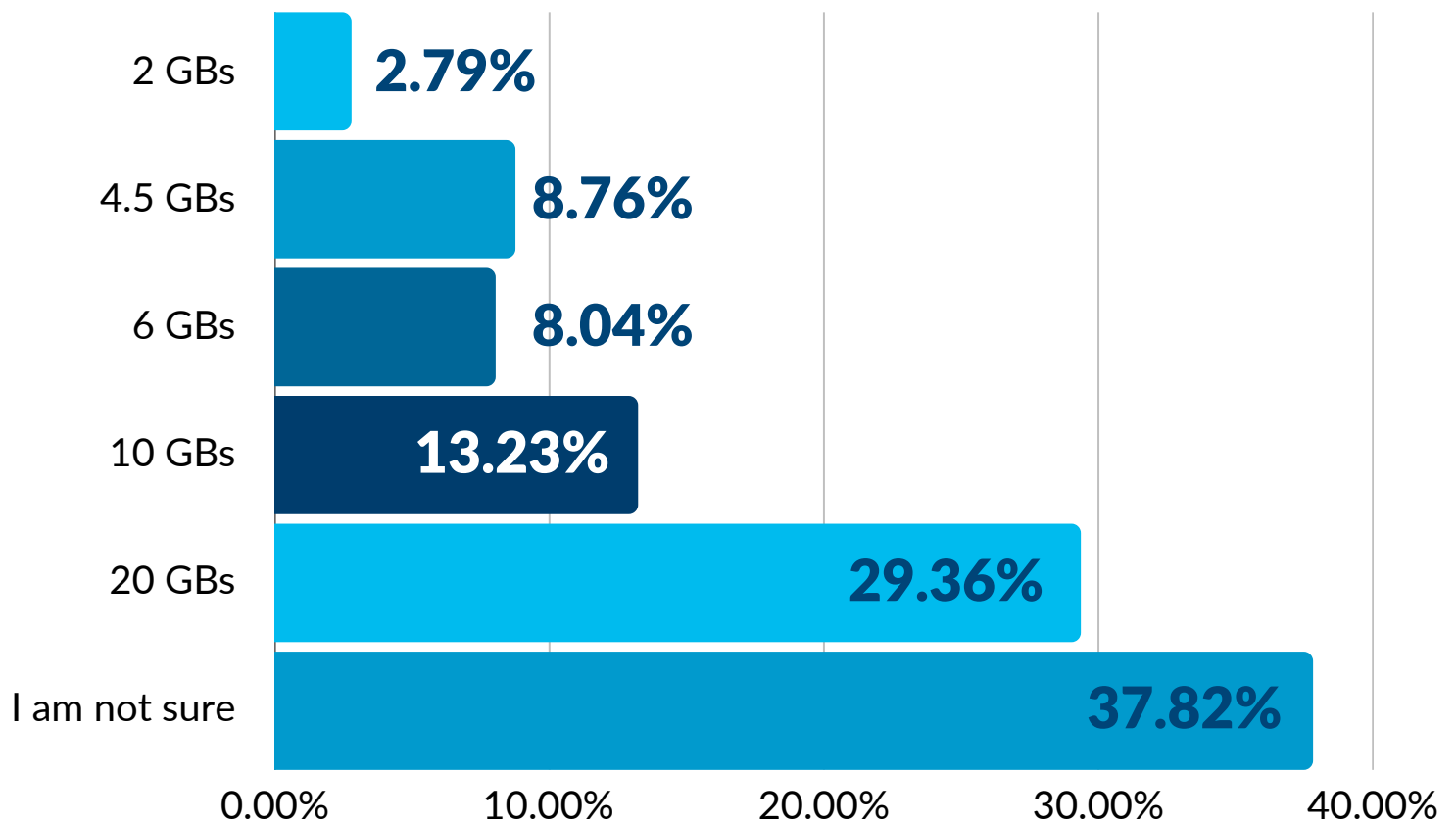


“I use the internet to use my work apps and connect with my children. Before the ACP I was without a phone or internet for about 5 months because I didn't have enough money to pay for a plan so I'm thankful for the help.”

“The Lifeline program is exactly what it says it is: a Lifeline for my family and me. It gives me great peace of mind knowing that I can stay in communication with our doctors and apartments and we can stay in contact with our other family members.”



# How much data/internet service is enough each month to ensure you and your family can access online services as needed? Choose one.

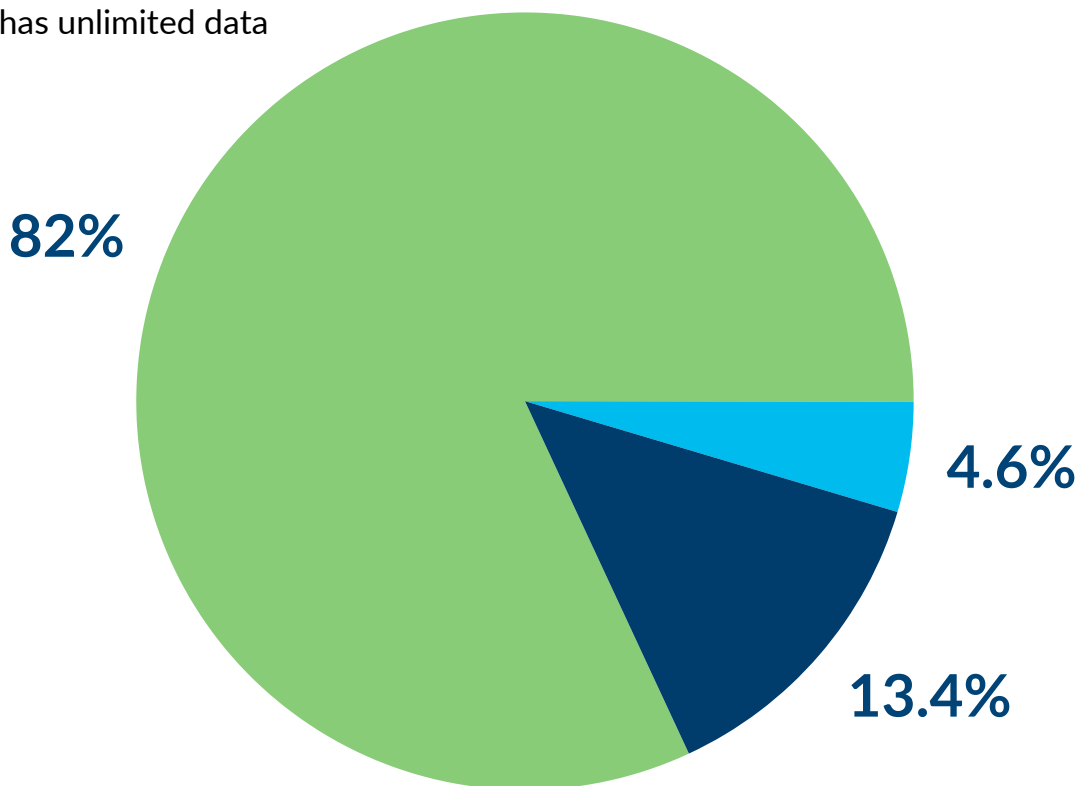


“4.5 GB of data is only enough for about a week. My data runs out so fast and I'm unable to complete telehealth appointments and schedule rides for medical transport.”

“Not having ACP is extremely challenging and difficult. Under ACP I had unlimited everything. However currently under the Lifeline Program, I have 4.5 G of Internet, 1000 minutes of Talk & Unlimited Text. I have to minimize the amount of time I interact and communicate with others as a result. In addition, I've had to completely cut out any virtual classes online training, or appointments. It has made life more challenging and difficult.”

# I try not to use all of, or nearly all of, my allotted data because my data is capped and I want to make sure I have access to data toward the end of the month if I need it and I can't afford to purchase more

- Agree
- Disagree
- My plan has unlimited data



“I can no longer surf the internet looking for jobs and resources like I used to because it has been capped. I run out of internet within 2-4 days after receiving it, and where I live, I don't have Wi-Fi, and right now, I just can't afford internet.”

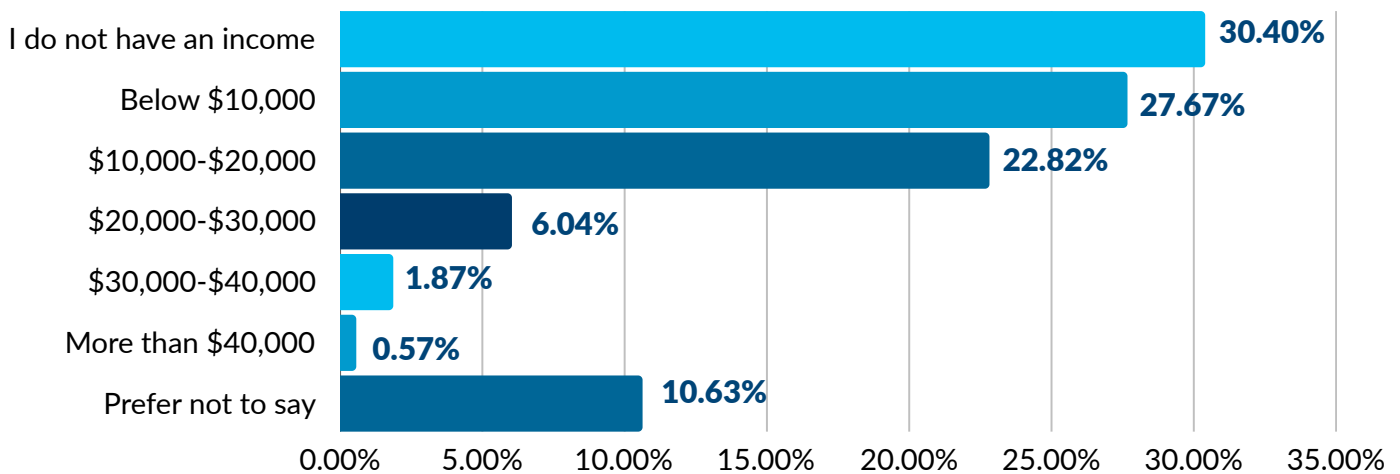
“Without ACP, I was able to get Lifeline phone service but it has a limit of 4 GB which isn't enough for me to be able to stream or access the Internet as needed. I am constantly in fear of needing medical help and not being able to get a connection to call for it. I have no one near me to help.”

# Lifeline/ACP Participant Demographics

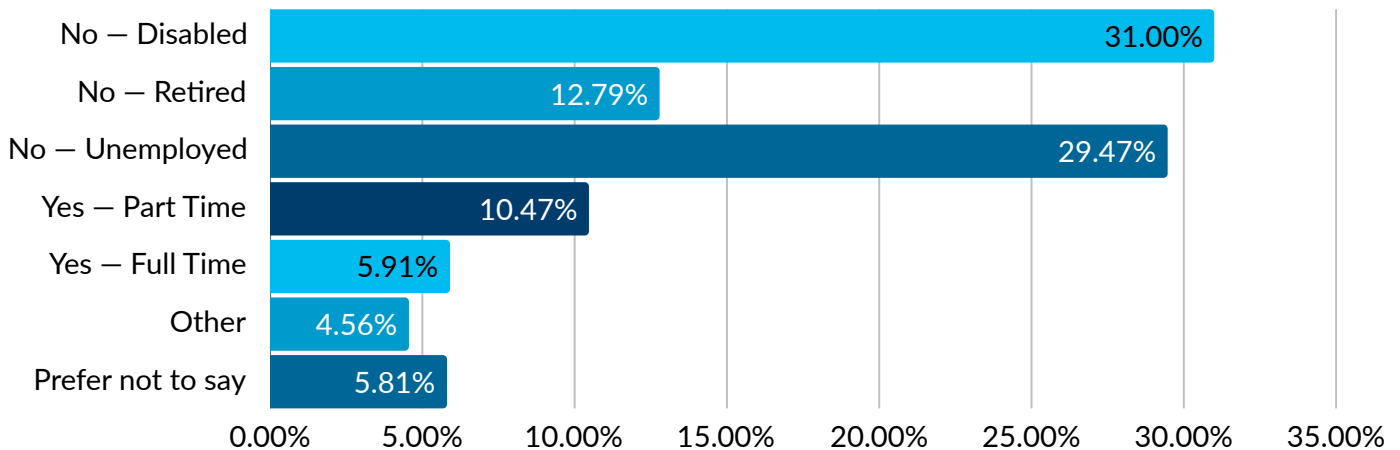


"I am unable to access the internet being homeless most of the time. [ACP] would help me look for jobs and move forward with finding housing. I am unable to look up bus schedules and things like that without data."

## What is your annual household income?



## Are you currently employed

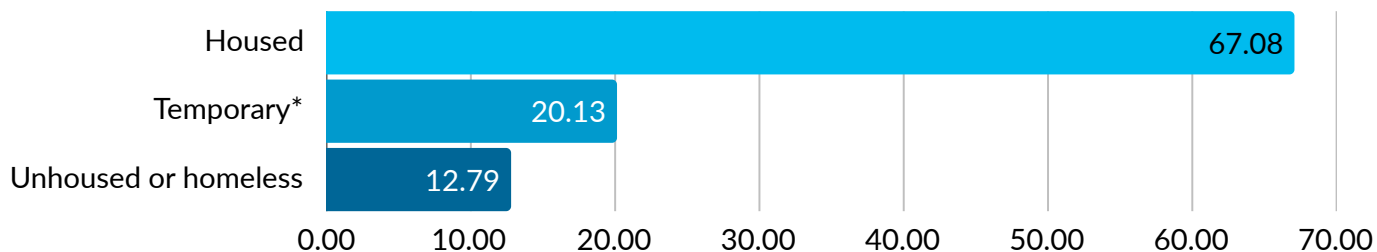


## Do you currently have a checking or savings account?



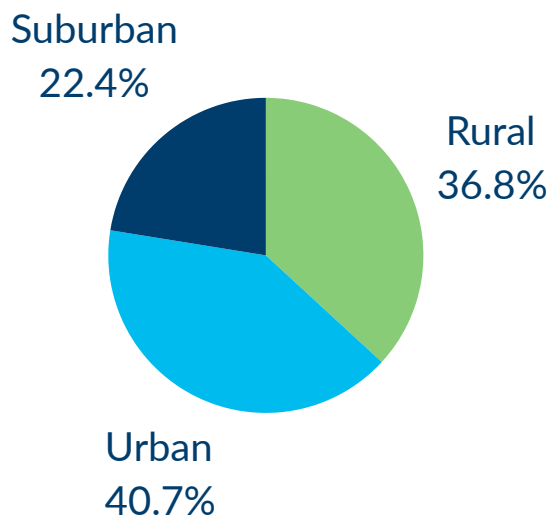
# Lifeline/ACP Participant Demographics (continued)

## How would you describe your household's housing status?

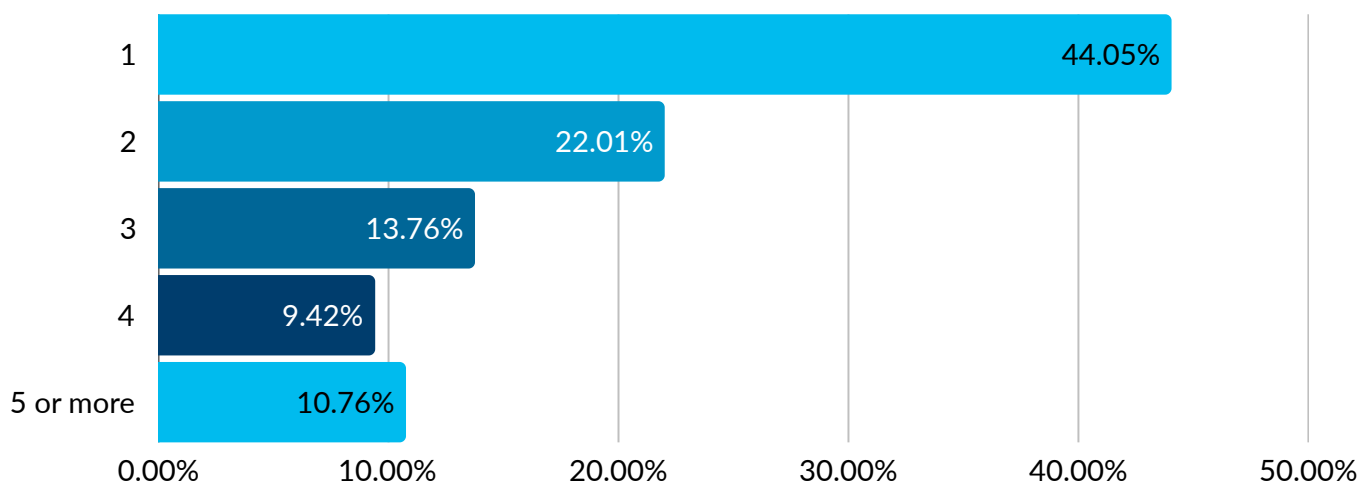


\*including moving among temporary living quarters such as shelters, hotels, relatives' houses

## How would you describe the area in which you currently live?

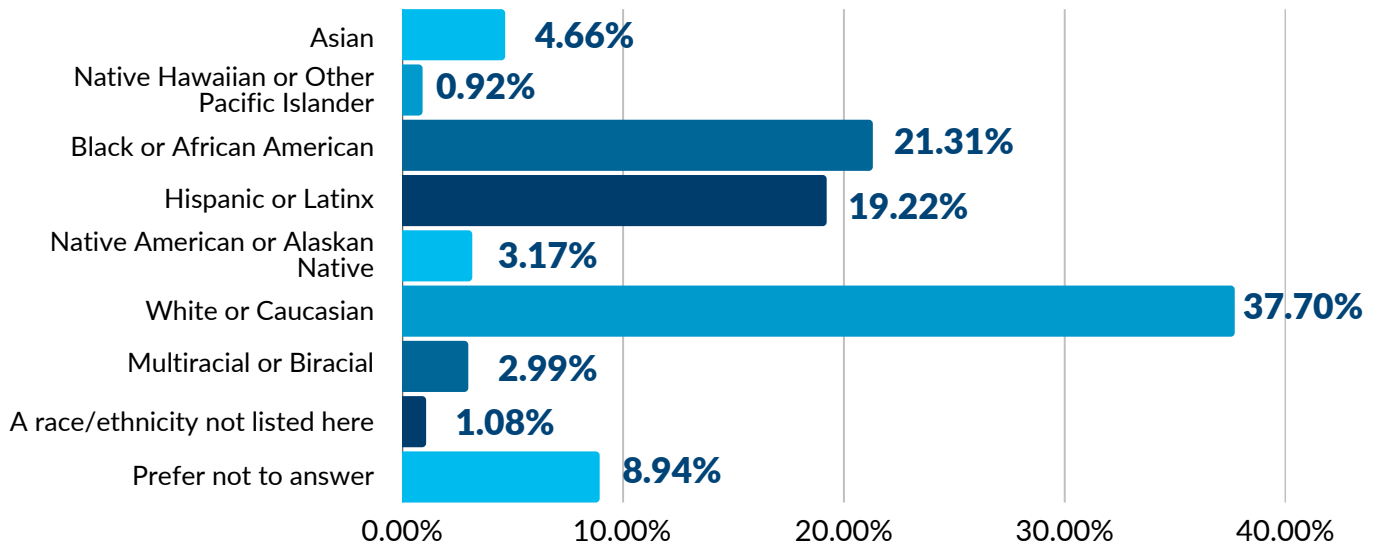


## How many people reside in your household?

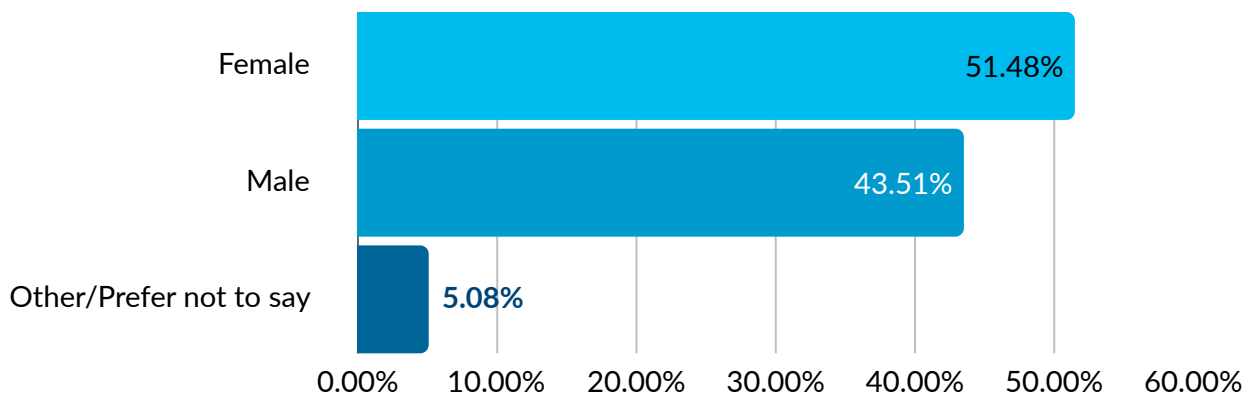


# Lifeline/ACP Participant Demographics (continued)

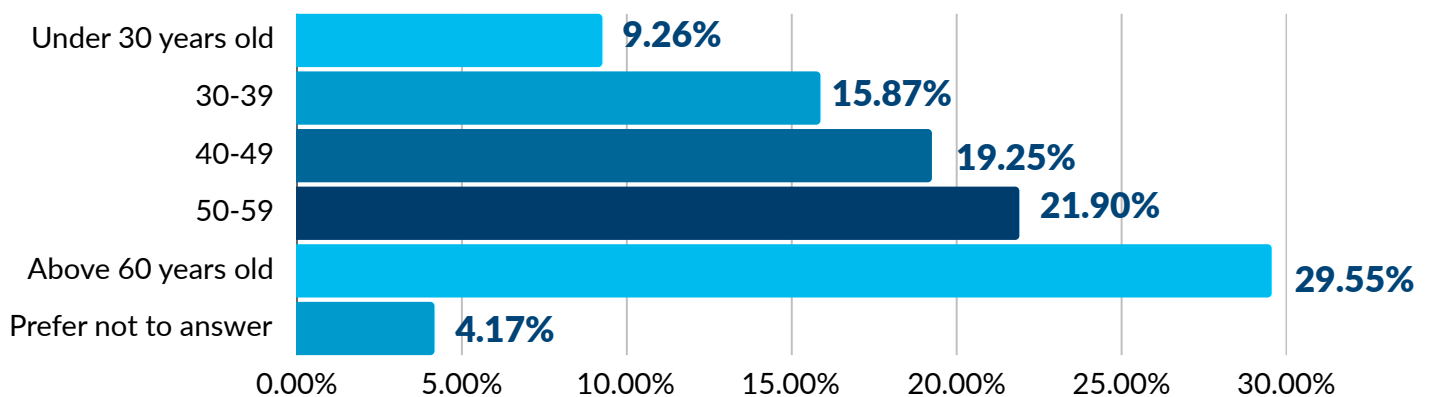
## Which of the following best describes your race/ethnicity?



## With which gender identity do you most identify?



## Which age range do you belong to?



# About the National Lifeline Association (NaLA)

The National Lifeline Association (NaLA) is the only industry trade group specifically focused on the Lifeline and Affordable Connectivity Program (ACP) segment of the telecommunications marketplace. NaLA supports a community of stakeholders, Lifeline and ACP service providers, distributors, vendors, and enrollment representatives – all of which have the common goal of facilitating low-income households' access to affordable communications services.

The quotes featured throughout come from an optional portion of NaLA's Consumer Survey asking respondents who use Lifeline and/or were previously enrolled in ACP to share feedback on the two programs. Thousands of current subscribers responded with personal stories of them utilizing their broadband subsidy programs and their impact having lost the ACP. The survey was conducted between November 1 and 20, 2024.

For more information on NaLA and the survey, visit <https://www.nalalifeline.org>

"I now pay \$50 more per month for internet service at home. I only use my cell phone data when away from home such as routing instructions to doctors, etc. I use my home Internet service to pay bills, research financial help, find the cheapest place to buy groceries, etc. **I'm disabled so the Internet is how I stay in touch with family, friends, and doctors.** Also ordering services for delivery & tracking deliveries."

"**Without ACP, going to college has been all but impossible.** It has crippled my studies by at least 95%."

"**I have cancer and without internet, I cannot stay in touch with my doctors or access my charts.** I also cannot pay utilities. Online is the only way I can pay utilities, I don't have transportation."

"Affordable Internet access was a game changer for me, it allowed me to complete trainings while unemployed, then **allowed me to obtain employment and an income.**"

"Having **ACP helps tremendously with making doctor appointments or having to do video conferences with doctors and/or school.** It helps my child do schoolwork. Without it, I have to try to find rides to free WiFi for my child to do schoolwork."

"I can't afford internet service and I can't afford cellular service. **ACP was very helpful to me. I had access to my family and emergency services. I can't travel so now I'm unable to purchase groceries online or have my therapy.** This has been a horrible inconvenience. I live on a fixed income and the service was so important to me. I really think the service should be available again. I am disabled and now I am cut off from my health services and maintenance. I suffer from anxiety and I am bipolar. I can't use public transportation due to the severity of my condition so the Internet allowed me to have telehealth services. **It would be wonderful to have the internet and cellular service again.**"