

Washington Advisory Group Meeting Notes 10.19.2022

- RealityMine data, 94% of people belonging in the lowest income bracket (household income less than \$25,000) have a smartphone.
 - this percentage is the same within the highest income bracket (\$100,000 or greater)
 - Low earning Millennials are particularly dependent on smartphones
 - low income individuals were found to generally use downloaded apps much more than those within higher income brackets.
 - Media, video, music and audio categories were also heavily dominated by those with a lower income (less than \$50,000)
- In almost every instance, Hispanics over-index when it comes to ownership of tech devices.
- According to a recent Nielson survey, 98% of Hispanics in the U.S. own a smartphone, compared with 93% among the general population. Latinos spend an average of over 30 hours per week on smartphones, more than any other device, including TV. When compared to the total population, Hispanics spent almost two more hours per week watching videos, streaming audio and social networking on their smartphones during COVID-19, as a way to bridge the social distancing gap.
- Research by H Code found that 42% of the Hispanics they surveyed spent at least 6 hours a week listening to music online. And, Hispanic adults are 21% more likely to listen to internet radio than the general online population.

Display Ad Targeting:

- Low-Income Households (<\$60,000)
- Zip Codes – and, natural gas customers and even Cascade customers

Website visits

- October 1 – 17, 2022 we're at 5,423 unique visits to our assistance page. Same time last year we had 694 unique visits.
- Average time on page is 3:13.
- Website is translatable to 14 different languages