

OK Rural Library Hotspot Lending Program

Phase III Patron Survey Results As of 3-31-20 (9 months)



For more info contact Dr. Brian Whitacre
brian.whitacre@okstate.edu

Program Overview



- 4 hotspots in each library
 - 1 week checkouts
- Program began June 2019
 - Update as of March 2020
- Participating libraries:
 - Blackwell Public Library
 - Hulbert Public Library
 - Inola Public Library
 - Nora Sparks Warren Library (Pauls Valley)

Check Out the Internet Here!

Mobile hotspots are now available for Blackwell Public Library cardholders!

- Works anywhere a Sprint signal is available (home, around town, on the road)
- Connect up to 10 devices at once (phones, tablets, laptops)
- Connect to 4G LTE (high-speed) service, unlimited data
- 1-week checkout period

Sponsored by:



Community Statistics

Site	Population (2017)	# Devices Provided	% Poverty (2013-17)	Median HH Income (2013-17)	% Without Internet Subscription
Blackwell	6,845	7	19.9%	\$43,613	36.6%
Hulbert	605	4	22.9%	\$24,196	43.0%
Inola	1,910	4	17.1%	\$47,333	27.8%
Pauls Valley	6,116	7	21.8%	\$48,000	33.2%

**State Avg:
17.8%**

Source: 2013-17 American Community Survey

Hotspot Statistics

Hotspot Devices Loaned	
Library	TOTAL
Blackwell	142
Hulbert	109
Inola	85
Pauls Valley	191

Length of Waiting List (# people)	
Library	AVERAGE
Blackwell	0.3
Hulbert	3.8
Inola	6.7
Pauls Valley	22.2

527 Loans
8.1 Avg. Wait List

Projects to
over 700 loans
annually

1-page Survey (completed upon return)

Library Hotspot User Survey



318 Responses as of
3-31-20

1) On a scale from 1-10, with 1 being low and 10 being high, how would you rate the following?

Overall, how satisfied with the library hotspot program are you?	How likely are you to recommend the library hotspot service to a friend?
<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10	<input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> 6 <input type="radio"/> 7 <input type="radio"/> 8 <input type="radio"/> 9 <input type="radio"/> 10

2) Demographic Information:

- | | | | |
|---|--|---|--|
| <i>What is your ethnicity?</i> | <i>What is the employment status of the head of your household?</i> | <i>What is your annual household income?</i> | <i>What is the highest level of education of any adult in your household?</i> |
| <input type="radio"/> African American
<input type="radio"/> Caucasian/White
<input type="radio"/> Hispanic/Latino
<input type="radio"/> American Indian
<input type="radio"/> Asian
<input type="radio"/> Other | <input type="radio"/> Employed, Full-time
<input type="radio"/> Employed, Part-time
<input type="radio"/> Not Employed
<input type="radio"/> Student
<input type="radio"/> Retired
<input type="radio"/> Disabled | <input type="radio"/> Under \$25,000
<input type="radio"/> \$25,000 - \$49,999
<input type="radio"/> \$50,000 - \$74,999
<input type="radio"/> \$75,000 - \$124,999
<input type="radio"/> \$125,000 or more
<input type="radio"/> Prefer Not to Answer | <input type="radio"/> Did not graduate high school
<input type="radio"/> High school, GED, or Equivalent
<input type="radio"/> Some College / Associates Degree
<input type="radio"/> College Degree
<input type="radio"/> Post College Degree |

What year were you born? _____ How far do you drive to get to the library? _____

How many adults live in your household? _____ How many children K-12 live with you? _____

3) Internet Use Information

- Which of the following devices did you connect to the hotspot? Select all that apply.*
- Desktop computer
 - Laptop
 - Smartphone
 - Tablet (e.g. iPad)
 - E-Reader (e.g. Kindle)
 - Other _____
- Please mark your TOP 3 uses of the device.*
- Entertainment
 - Learning job-related skills
 - Helping my child with schoolwork
 - Connecting with family and friends
 - Research
 - Keeping informed of current events
 - Other _____

Please list the two websites you visited most often while checking out the device. _____

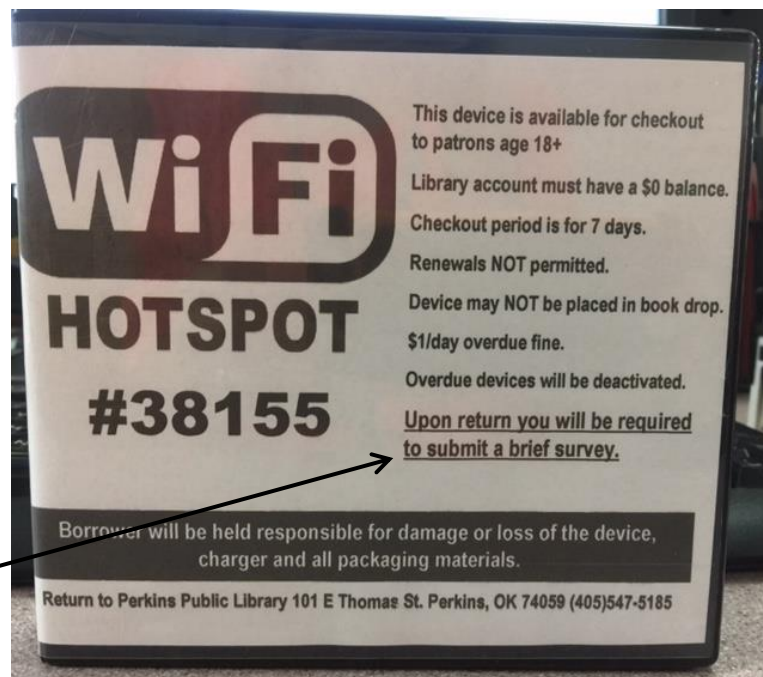
On a scale from 1-10, with 10 being very proficient, how would you rate your internet skills:

- 1) _____ Before checking out the device? _____
- 2) _____ After checking out the device? _____

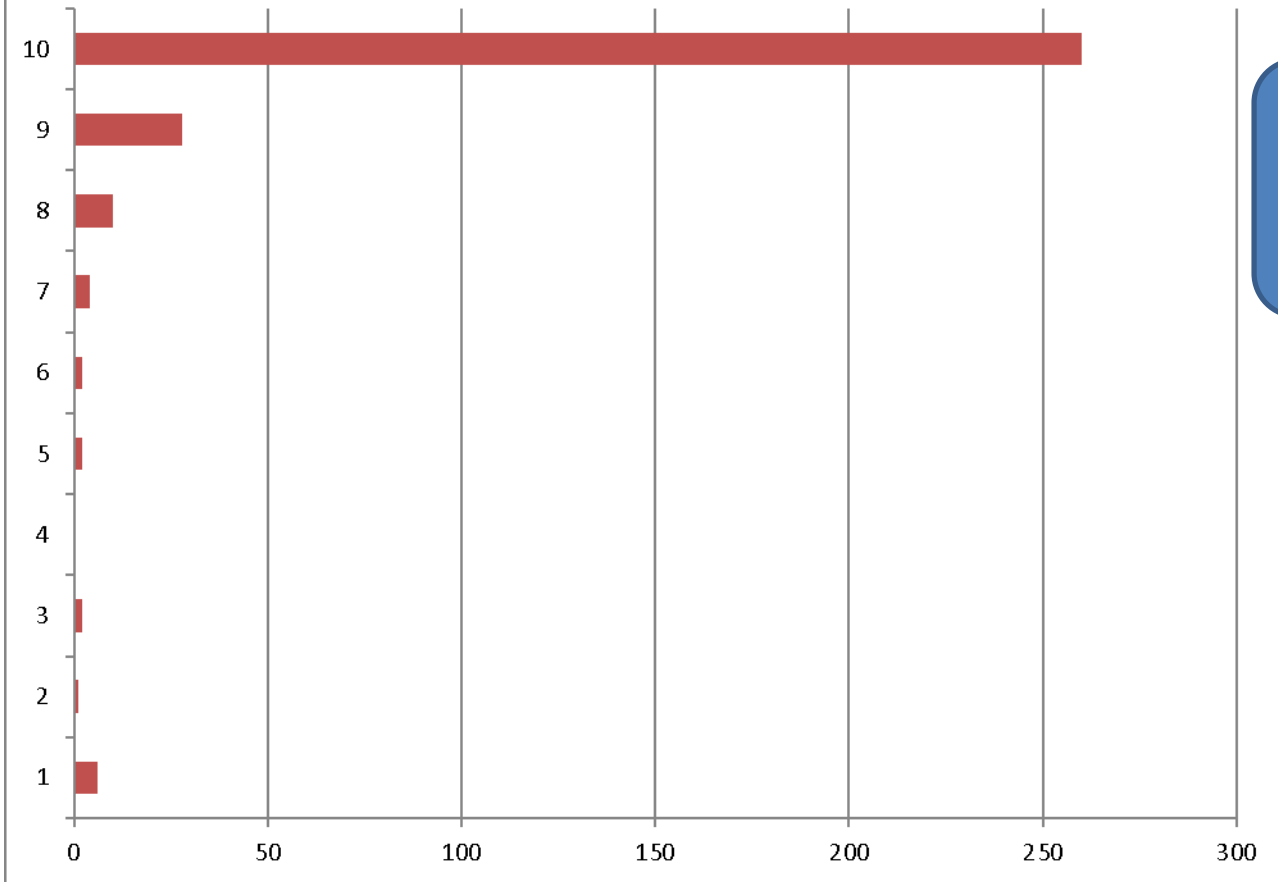
For each of the price points below, how likely is it that you would purchase broadband Internet service for your household in the next six months?

	Very unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Very likely
\$10 / month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$30 / month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$50 / month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Additional Comments on Library Hotspot Program: _____

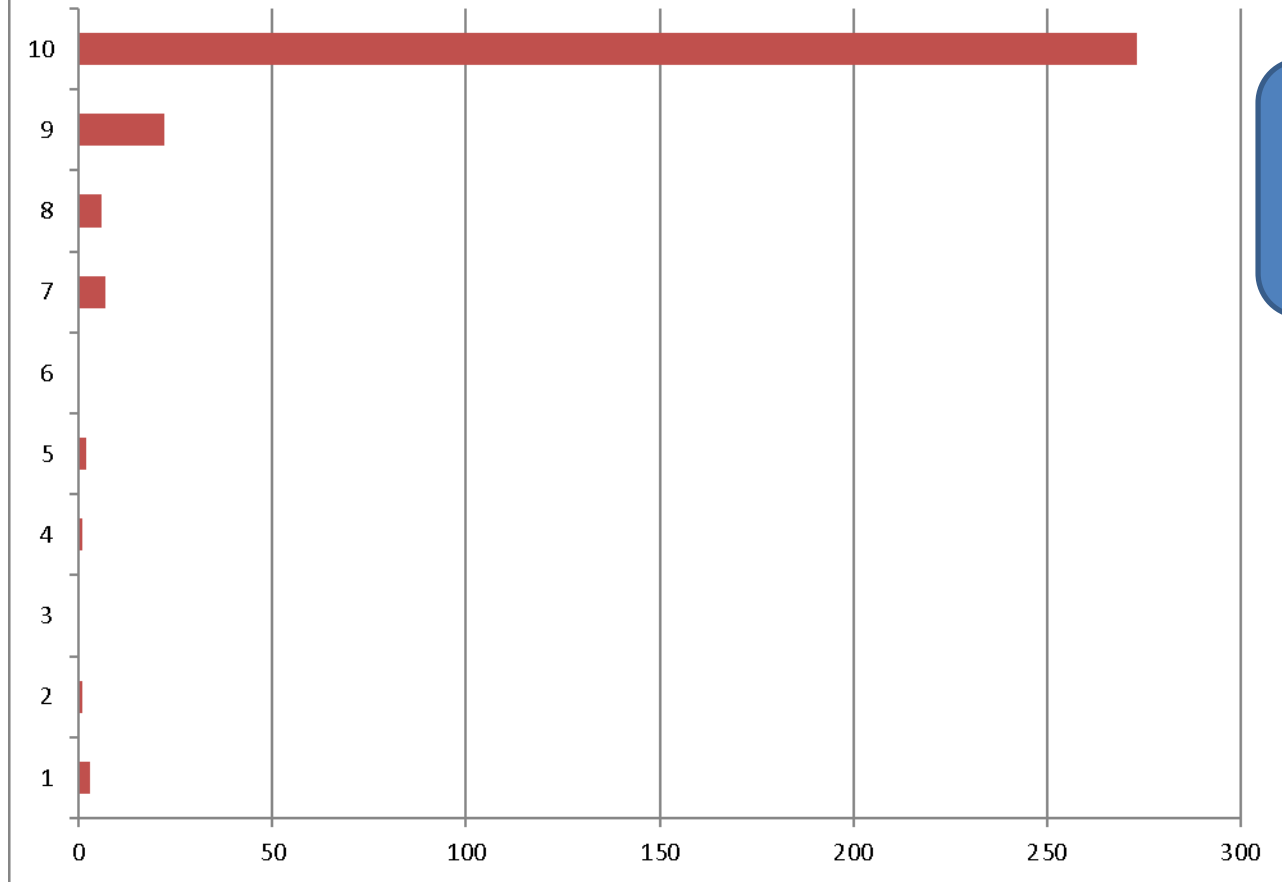


Q1a. On a scale from 1-10, with 10 being high, how would you rate your satisfaction with the library hotspot program?



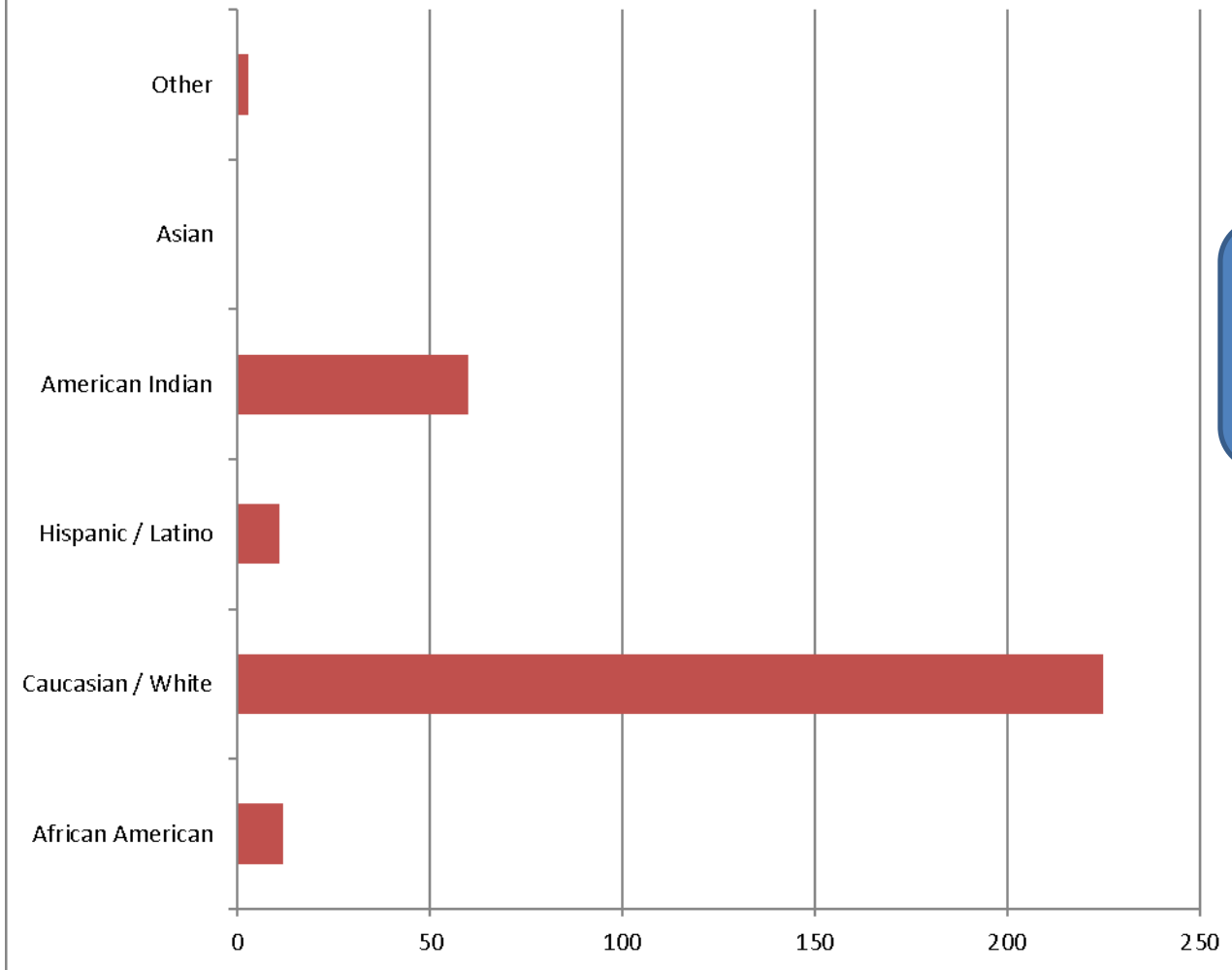
9.5 / 10
average
ranking

Q1b. On a scale from 1-10, with 10 being high, how likely are you to recommend the library hotspot program to a friend?



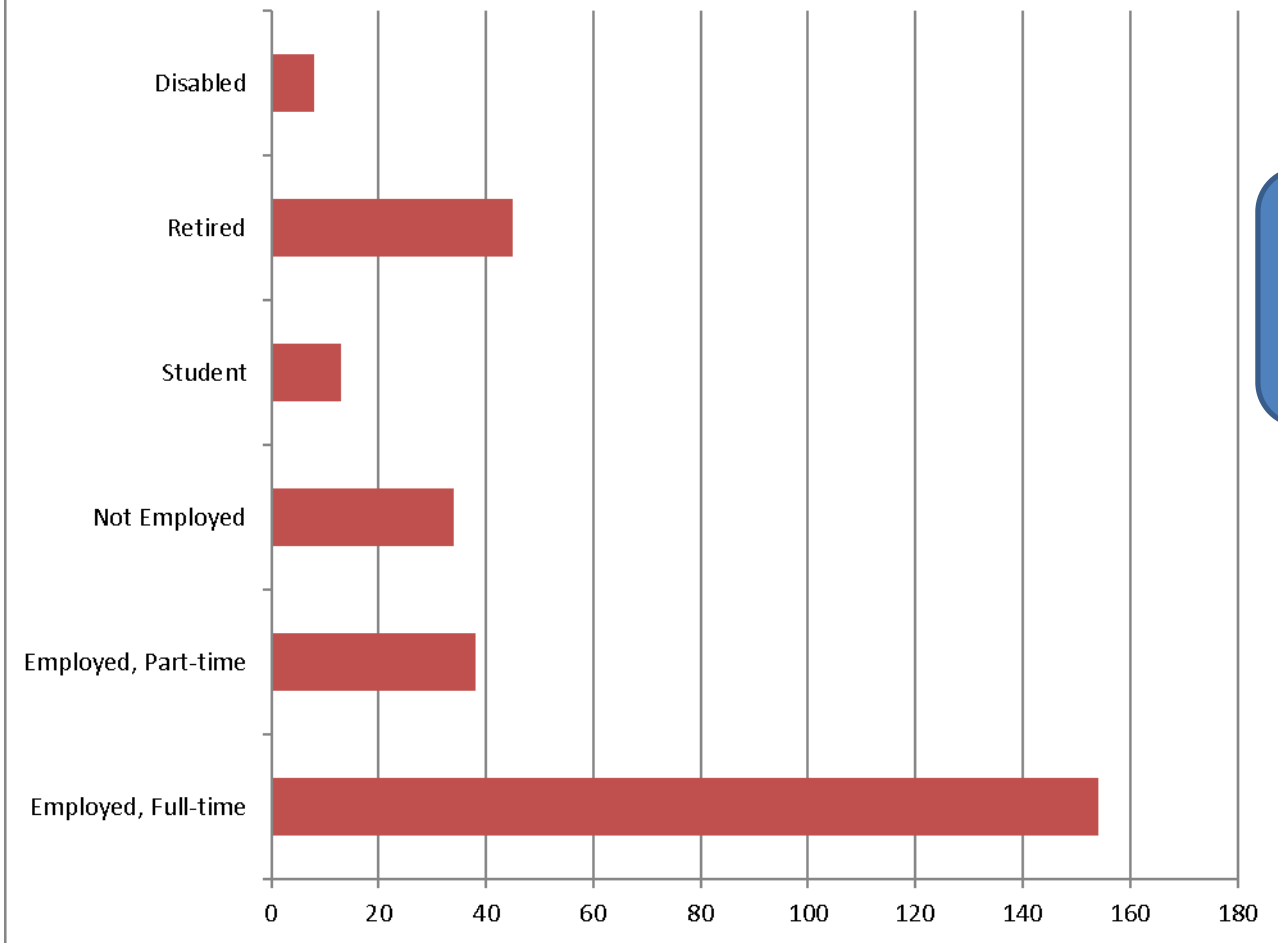
9.7 / 10
average
ranking

Q2a. What is your ethnicity?



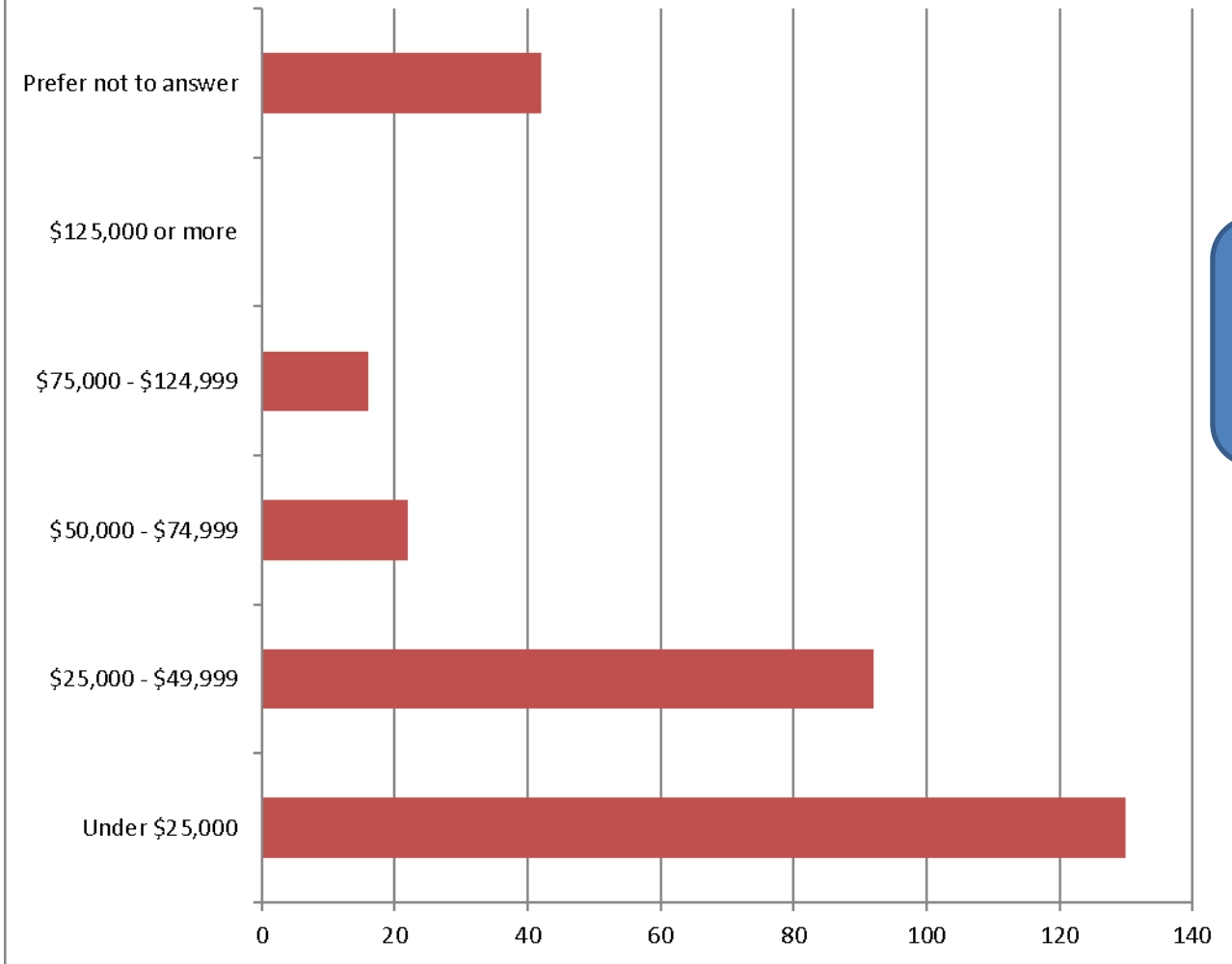
24% are
non-
Caucasian

Q2b. What is the employment status of the head of your household?



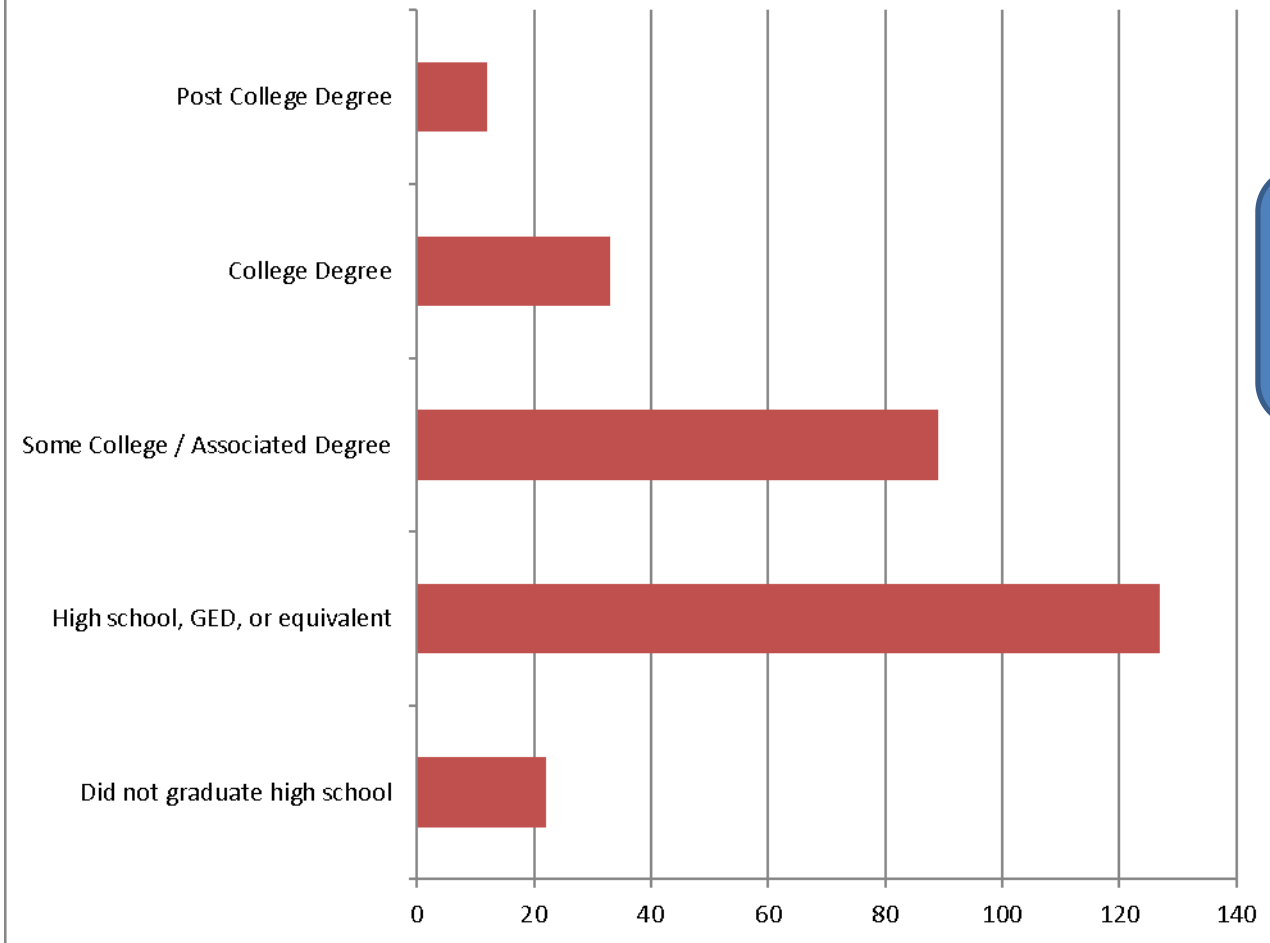
12% are not currently employed

Q2c. What is your annual household income?



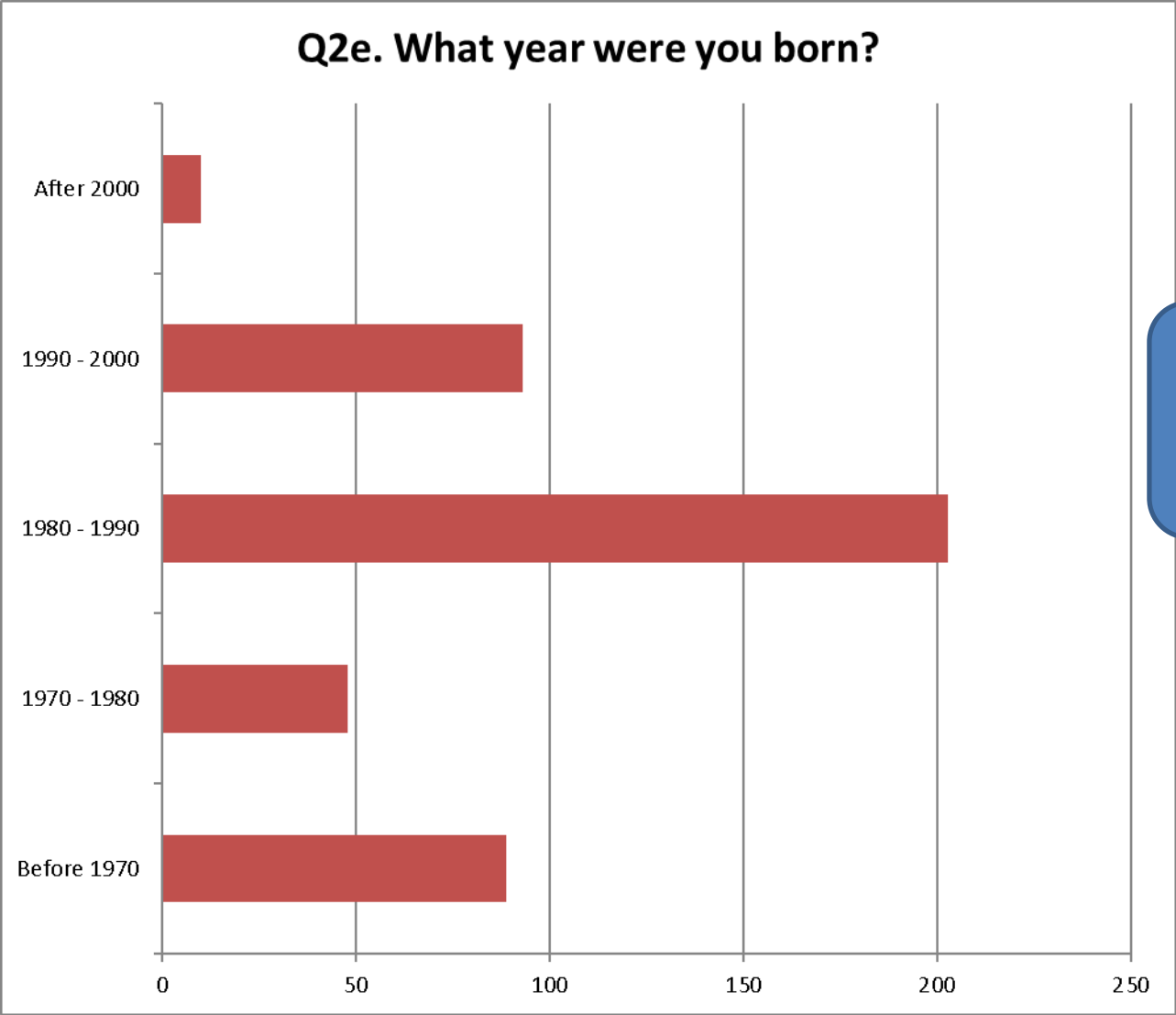
50% make < \$25,000

Q2d. What is the highest level of education of any adult in your household?



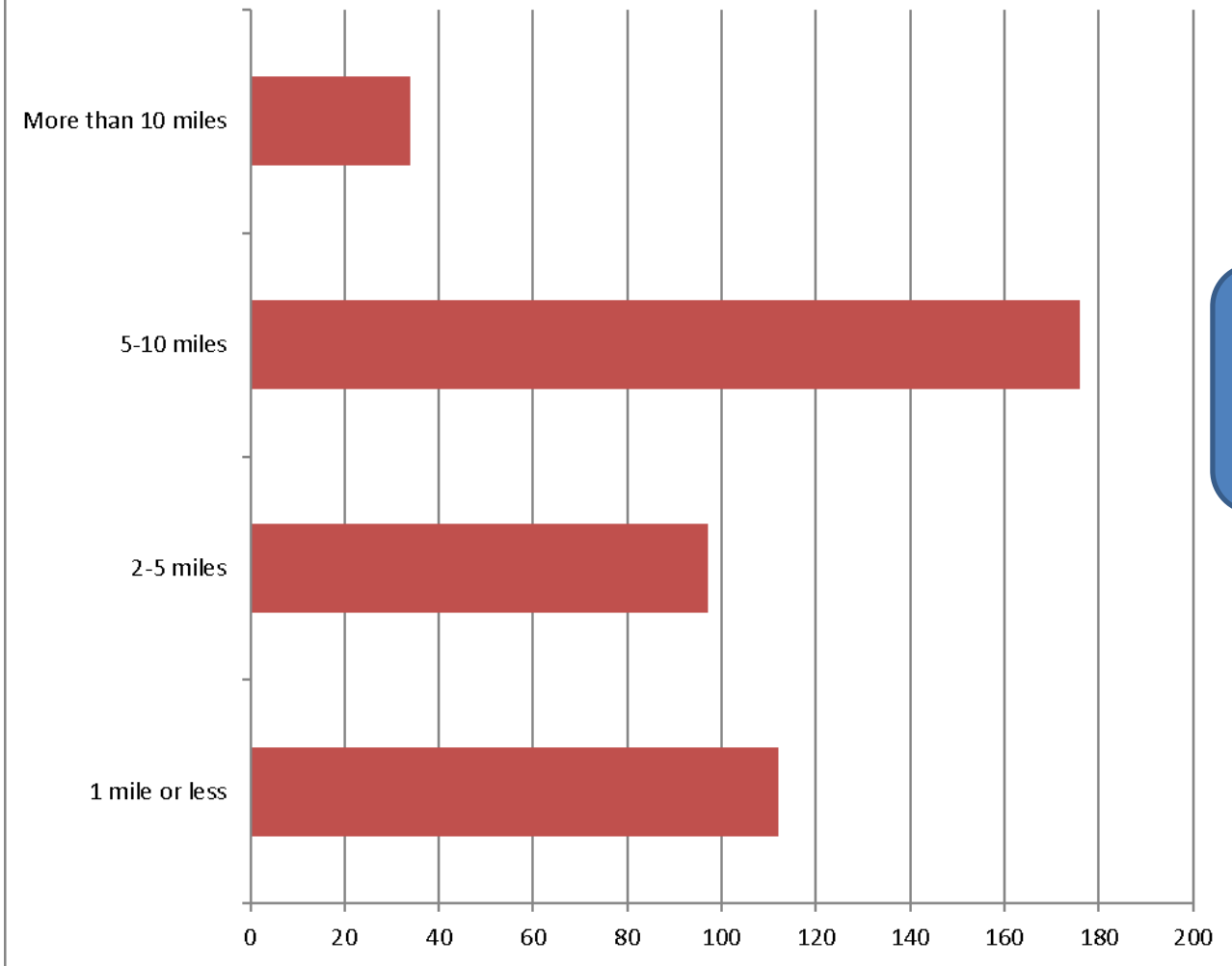
53% have HS degree or less

Q2e. What year were you born?



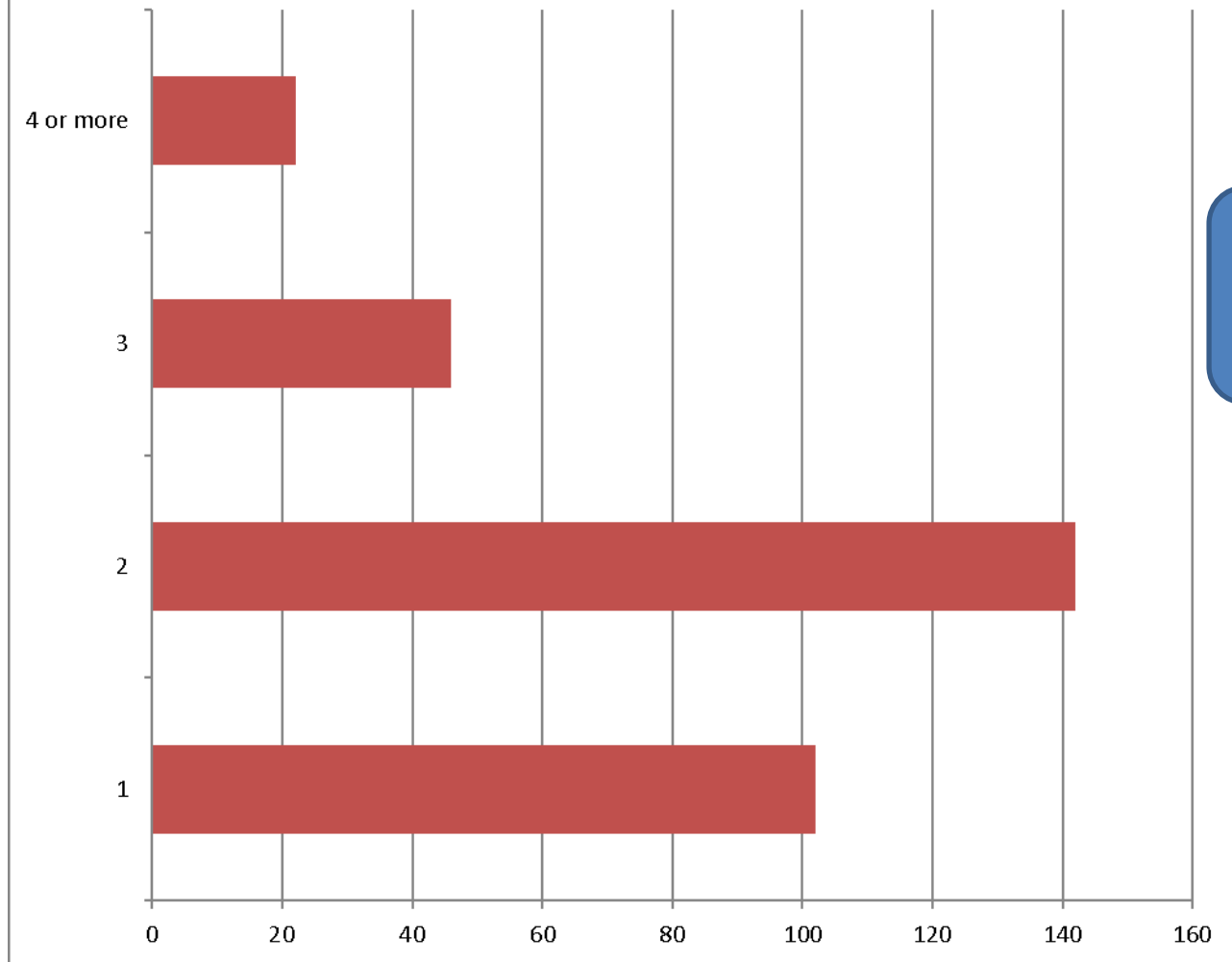
20% are over the age of 45

Q2f. How far do you drive to get to the library?



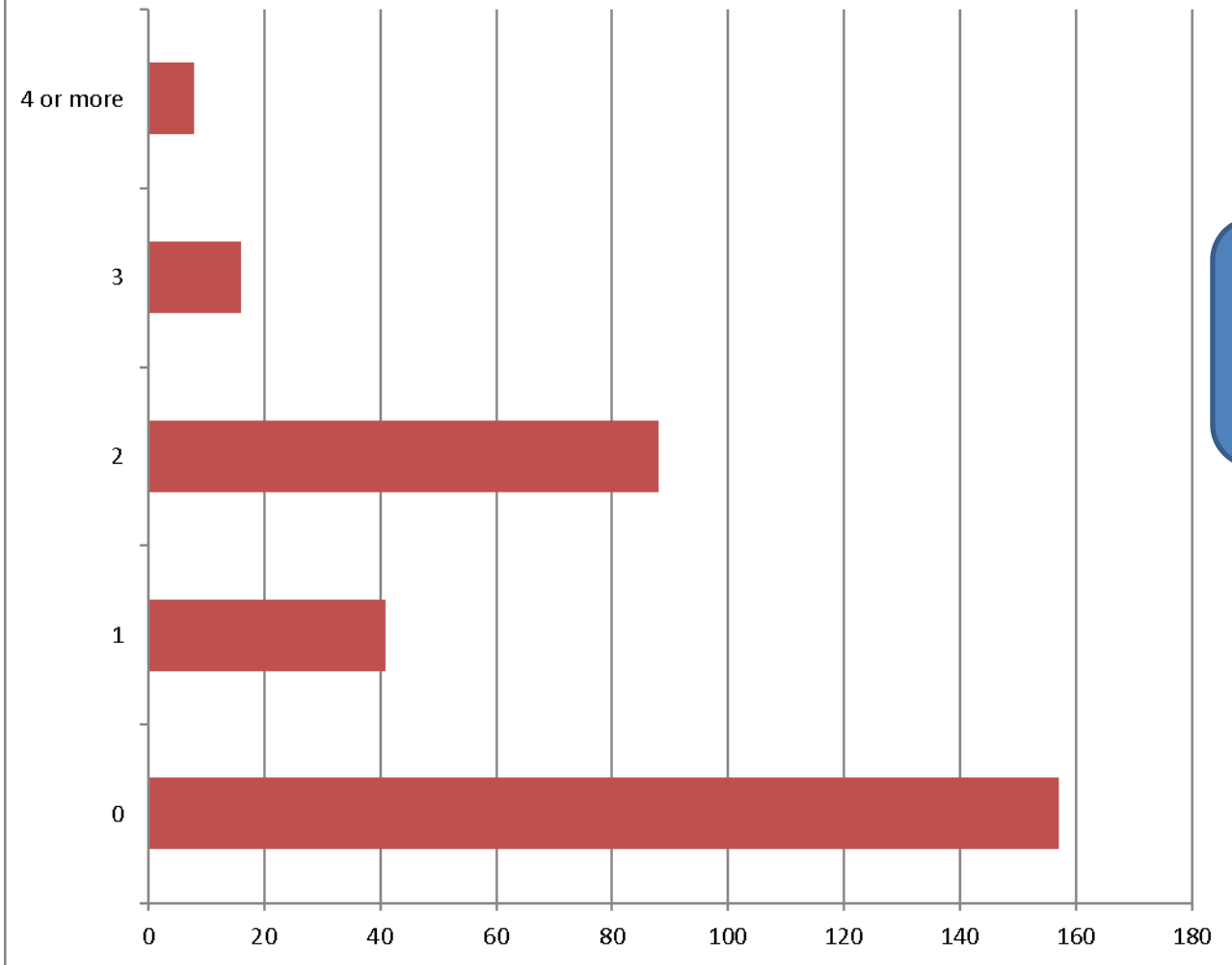
50%
traveled
more than 5
miles

Q2g. How many adults live in your household?



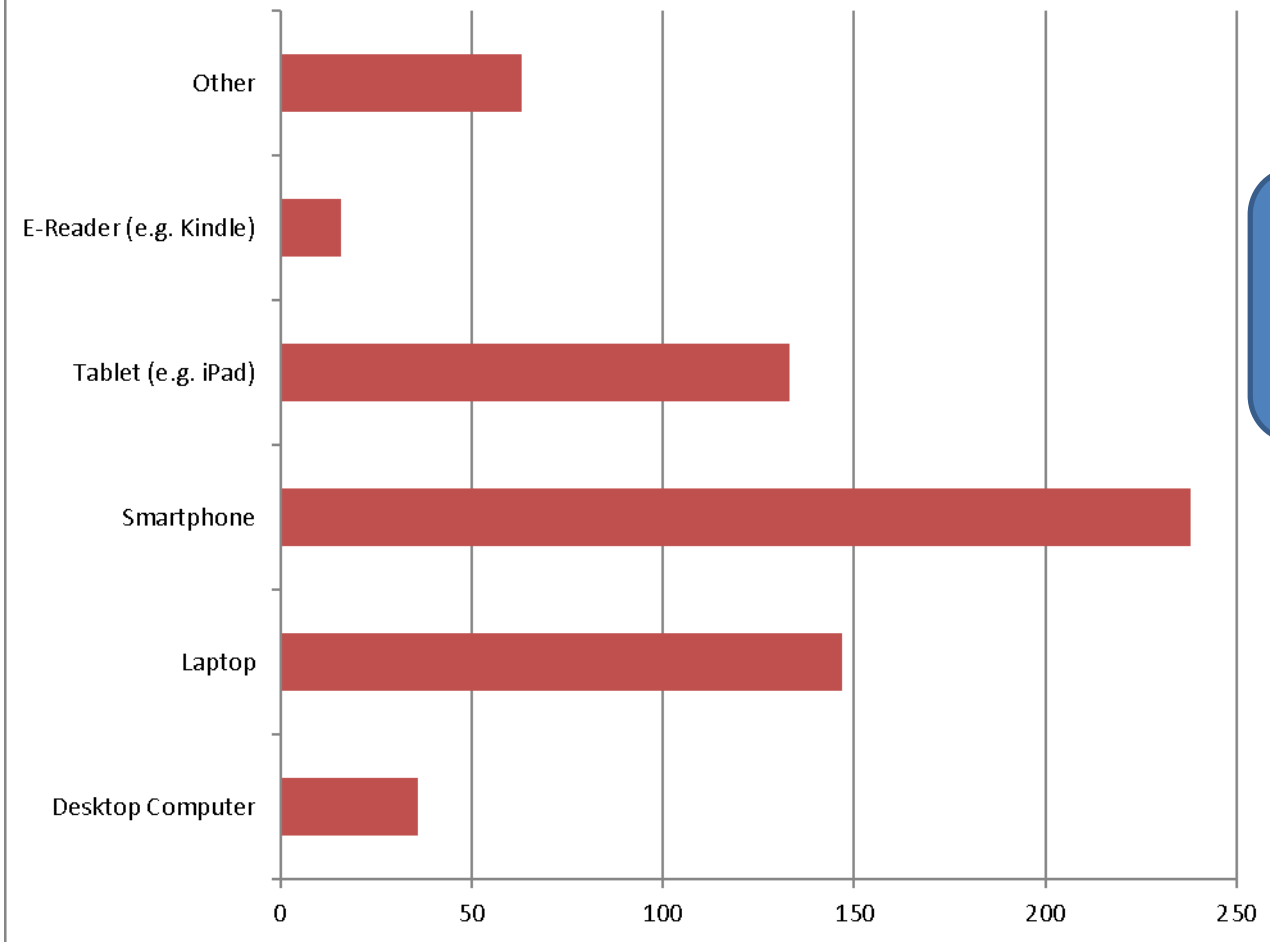
Mostly 2-
adult
households

Q2h. How many children K-12 live with you?



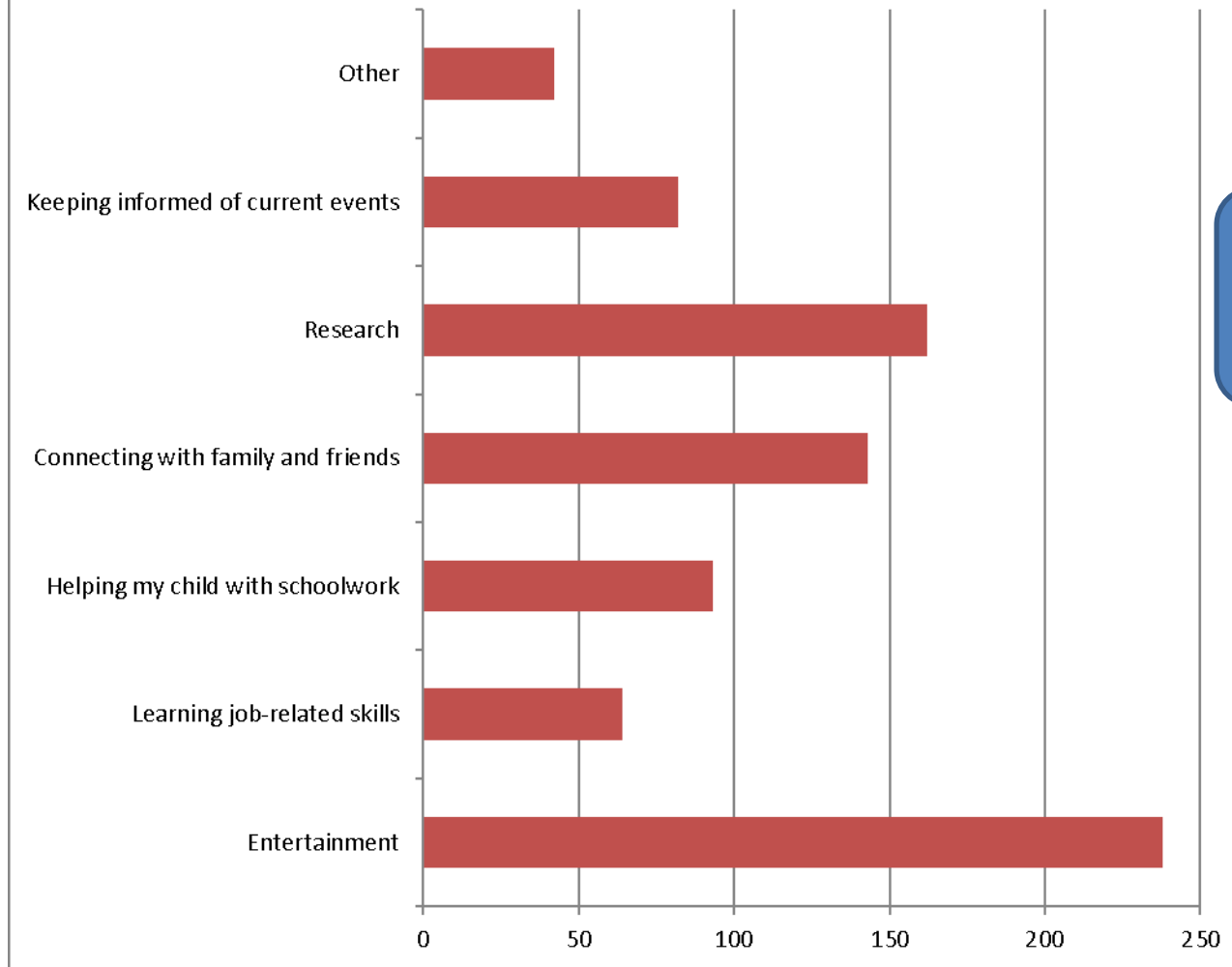
49% have at least 1 child in the house

Q3a. Which of the following devices did you connect to the hotspot (choose all that apply)?



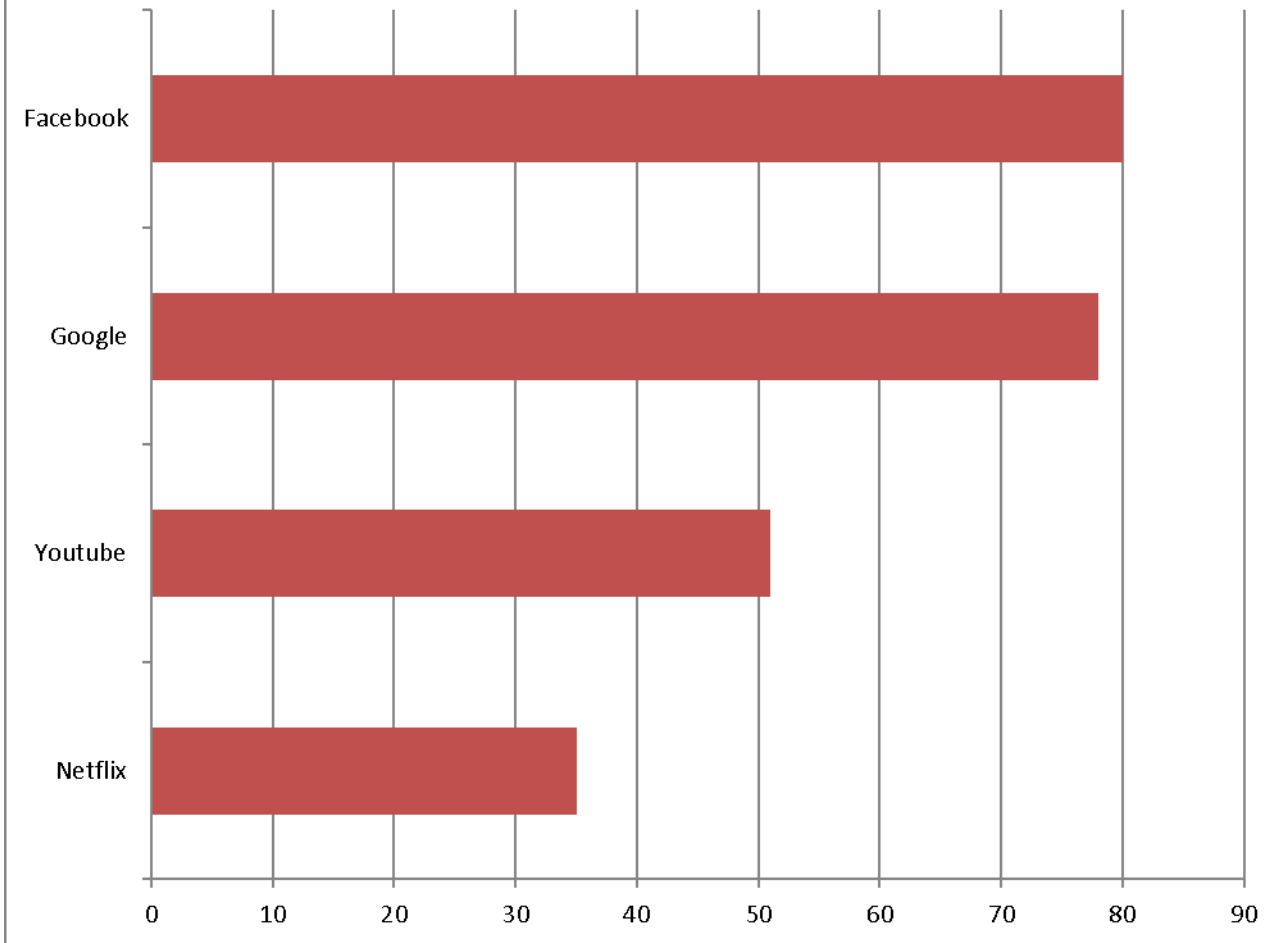
79% connect with more than 1 device

Q3b. Please mark your TOP 3 uses of the device

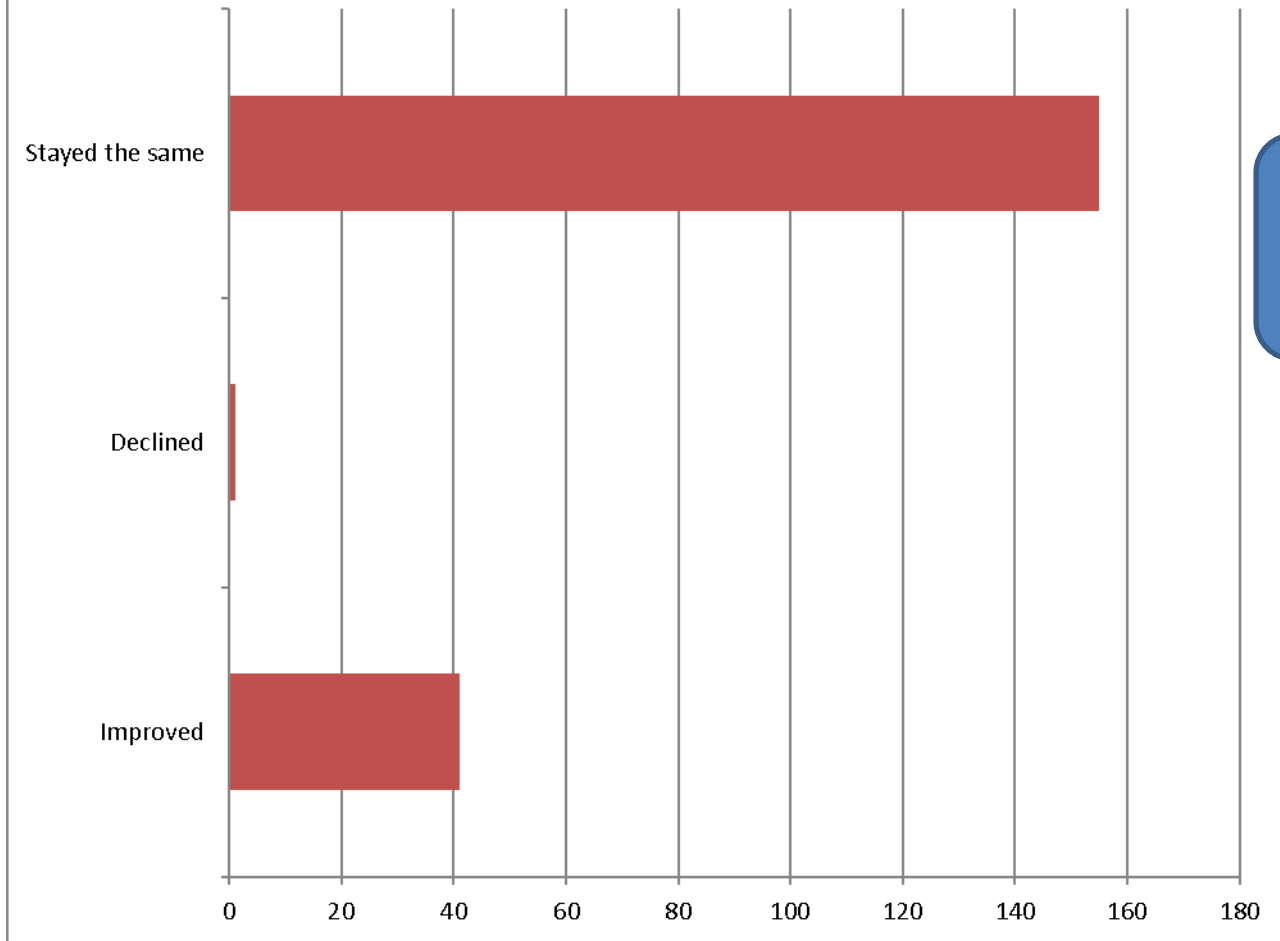


97% use for multiple purposes

Q3c. Please list the two websites you visited most often while checking out the device

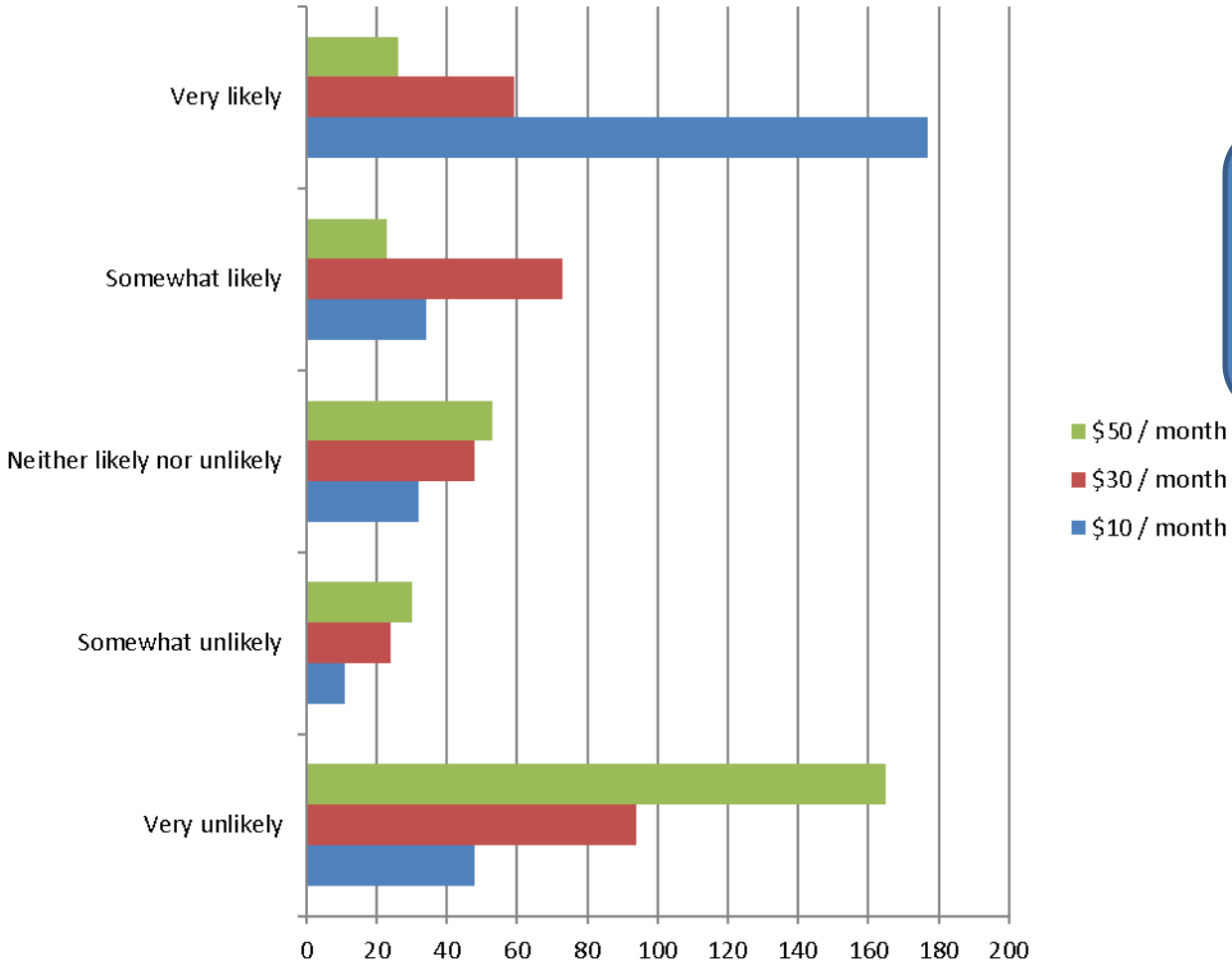


Q3d. Please rate your Internet skills before and after using the device



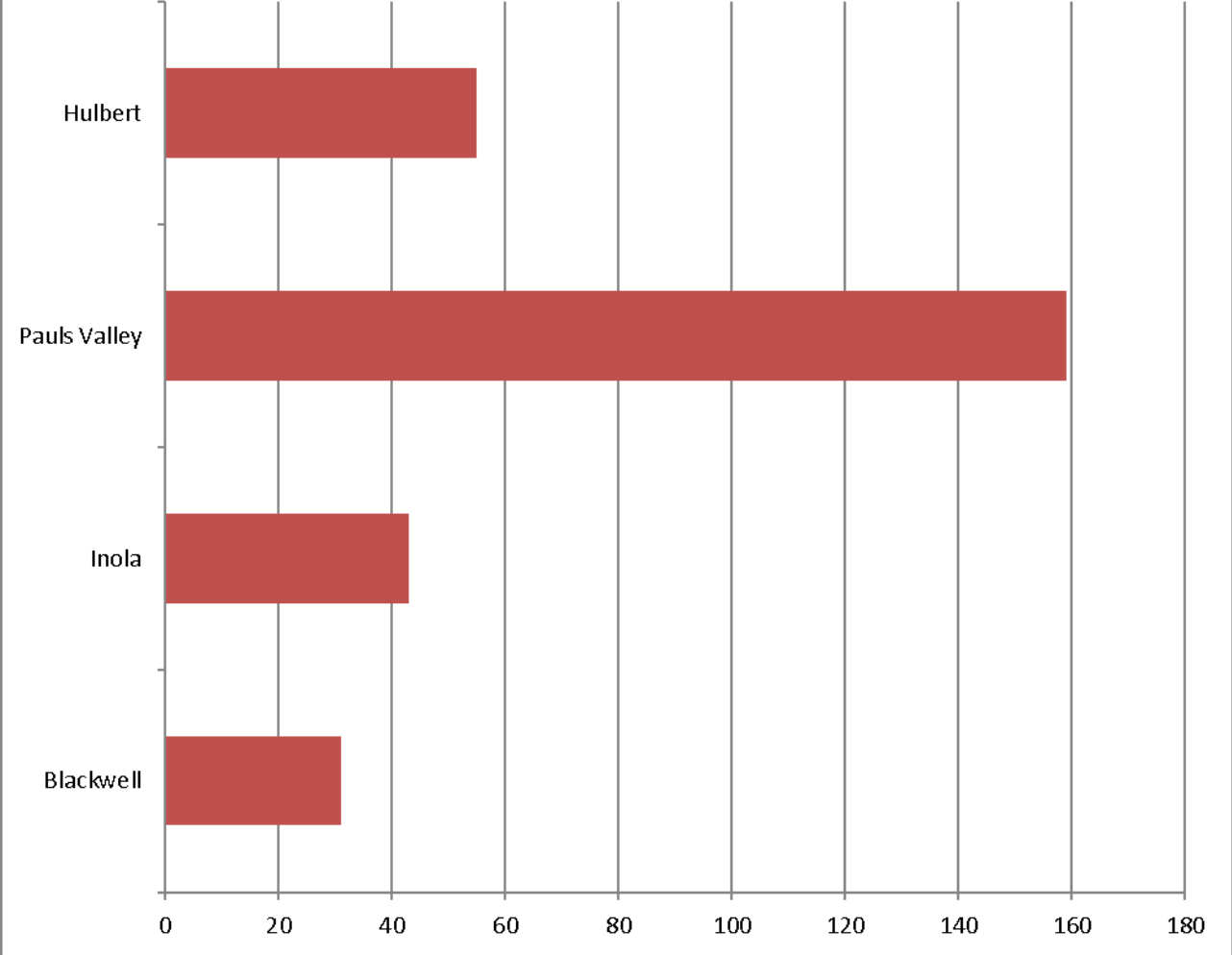
21% saw their internet skills improve

Q3e. How likely is it that you would purchase broadband Internet service for your household in the next six months?



70% would purchase a \$10/ month broadband connection

Q4. Number of Surveys completed by Library Site



Sample Patron Comments

- “Wonderful!”
- “Enjoyed the access to the Internet”
- “Love this program / service”
- “THANK YOU!”
- “Library staff was very proficient and helpful with the device. Thanks!”
- “It think it is a great idea, especially for a low-income family.”
- “Great program!”
- “Used for school”
- “Helpful for job applications”
- “Used for work”
- “I like the program – it helps out a lot for me and my son”
- “This is the greatest thing to help people who can’t afford their own connection.”
- “Convenient and amazing!”
- “Thank ya’ll it’s awesome!”