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)

Program made possible with funding from AARP Oklahoma
## Community Statistics

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

Source: 2013-17 American Community Survey

## Hotspot Statistics

**Hotspot Devices Loaned**

<table>
<thead>
<tr>
<th>Library</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blackwell</td>
<td>142</td>
</tr>
<tr>
<td>Hulbert</td>
<td>109</td>
</tr>
<tr>
<td>Inola</td>
<td>85</td>
</tr>
<tr>
<td>Pauls Valley</td>
<td>191</td>
</tr>
</tbody>
</table>

**Length of Waiting List (# people)**

<table>
<thead>
<tr>
<th>Library</th>
<th>AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blackwell</td>
<td>0.3</td>
</tr>
<tr>
<td>Hulbert</td>
<td>3.8</td>
</tr>
<tr>
<td>Inola</td>
<td>6.7</td>
</tr>
<tr>
<td>Pauls Valley</td>
<td>22.2</td>
</tr>
</tbody>
</table>

527 Loans 8.1 Avg. Wait List

Projects to over 700 loans annually

State Avg: 17.8%
1-page Survey (completed upon return)

Library Hotspot User Survey

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

<table>
<thead>
<tr>
<th>Overall, how satisfied with the library hotspot program are you?</th>
<th>How likely are you to recommend the library hotspot service to a friend?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

2) Demographic Information:

<table>
<thead>
<tr>
<th>What is your ethnicity?</th>
<th>What is the employment status of the head of your household?</th>
<th>What is your annual household income?</th>
<th>What is the highest level of education of any adult in your household?</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American</td>
<td>Employed, Full-time</td>
<td>Under $25,000</td>
<td>Did not graduate high school</td>
</tr>
<tr>
<td>Caucasian/White</td>
<td>Employed, Part-time</td>
<td>$25,000 - $40,999</td>
<td>High school, GED, or Equivalent</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>Not Employed</td>
<td>$50,000 - $74,999</td>
<td>Some College / Associates Degree</td>
</tr>
<tr>
<td>American Indian</td>
<td>Student</td>
<td>$75,000 - $124,999</td>
<td>College Degree</td>
</tr>
<tr>
<td>Asian</td>
<td>Retired</td>
<td>$125,000 or more</td>
<td>Post College Degree</td>
</tr>
<tr>
<td>Other</td>
<td>Disabled</td>
<td>Prefer Not to Answer</td>
<td>Other</td>
</tr>
</tbody>
</table>

What year were you born? _____
How many adults live in your household? _____

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 list the two websites you visited most often while checking out the device.
1) __________________________
2) __________________________

Which of the following devices did you use while checking out the device? Select all that apply.
- Entertainment
- Learning job-related skills
- Helping my child with schoolwork
- Connecting with family and friends
- Research
- Keeping informed of current events
- Other: _______

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?

<table>
<thead>
<tr>
<th>Price Point</th>
<th>Very unlikely</th>
<th>Sem unlikely</th>
<th>Neither likely nor unlikely</th>
<th>Sem likely</th>
<th>Very likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10/month</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>$20/month</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>$50/month</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

Additional Comments on Library Hotspot Program: __________________________

All information collected here is part of an OSU research project and is completely voluntary. If you have questions about this survey, please contact either Brian Whalen at (405) 744-9625 or the OSU/BB staff at (405) 744-9377.
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?

- Caucasian/White: 220
- American Indian: 50
- African American: 10
- Hispanic/Latino: 5
- Asian: 1
- Other: 1

24% are non-Caucasian
Q2b. What is the employment status of the head of your household?

- Disabled
- Retired
- Student
- Not Employed
- Employed, Part-time
- Employed, Full-time

12% are not currently employed.
Q2c. What is your annual household income?

- Prefer not to answer
- $125,000 or more
- $75,000 - $124,999
- $50,000 - $74,999
- $25,000 - $49,999
- Under $25,000

50% make < $25,000
Q2d. What is the highest level of education of any adult in your household?

- Post College Degree
- College Degree
- Some College / Associated Degree
- High school, GED, or equivalent
- Did not graduate high school

53% have HS degree or less
20% are over the age of 45
Q2f. How far do you drive to get to the library?

- More than 10 miles
- 5-10 miles
- 2-5 miles
- 1 mile or less

50% traveled more than 5 miles
Q2g. How many adults live in your household?

- 1
- 2
- 3
- 4 or more

Mostly 2-adult households
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)?

- Other
- E-Reader (e.g. Kindle)
- Tablet (e.g. iPad)
- Smartphone
- Laptop
- Desktop Computer

79% connect with more than 1 device
Q3b. Please mark your TOP 3 uses of the device

- Keeping informed of current events
- Research
- Connecting with family and friends
- Helping my child with schoolwork
- Learning job-related skills
- Entertainment

97% use for multiple purposes
Q3c. Please list the two websites you visited most often while checking out the device

- Facebook
- Google
- Youtube
- Netflix
Q3d. Please rate your Internet skills before and after using the device

- Stayed the same: 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?

- **Very likely**
  - $50/month: 20
  - $30/month: 60
  - $10/month: 160

- **Somewhat likely**
  - $50/month: 10
  - $30/month: 60
  - $10/month: 40

- **Neither likely nor unlikely**
  - $50/month: 40
  - $30/month: 60
  - $10/month: 40

- **Somewhat unlikely**
  - $50/month: 40
  - $30/month: 60
  - $10/month: 20

- **Very unlikely**
  - $50/month: 60
  - $30/month: 60
  - $10/month: 40

70% would purchase a $10/month broadband connection.
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!”