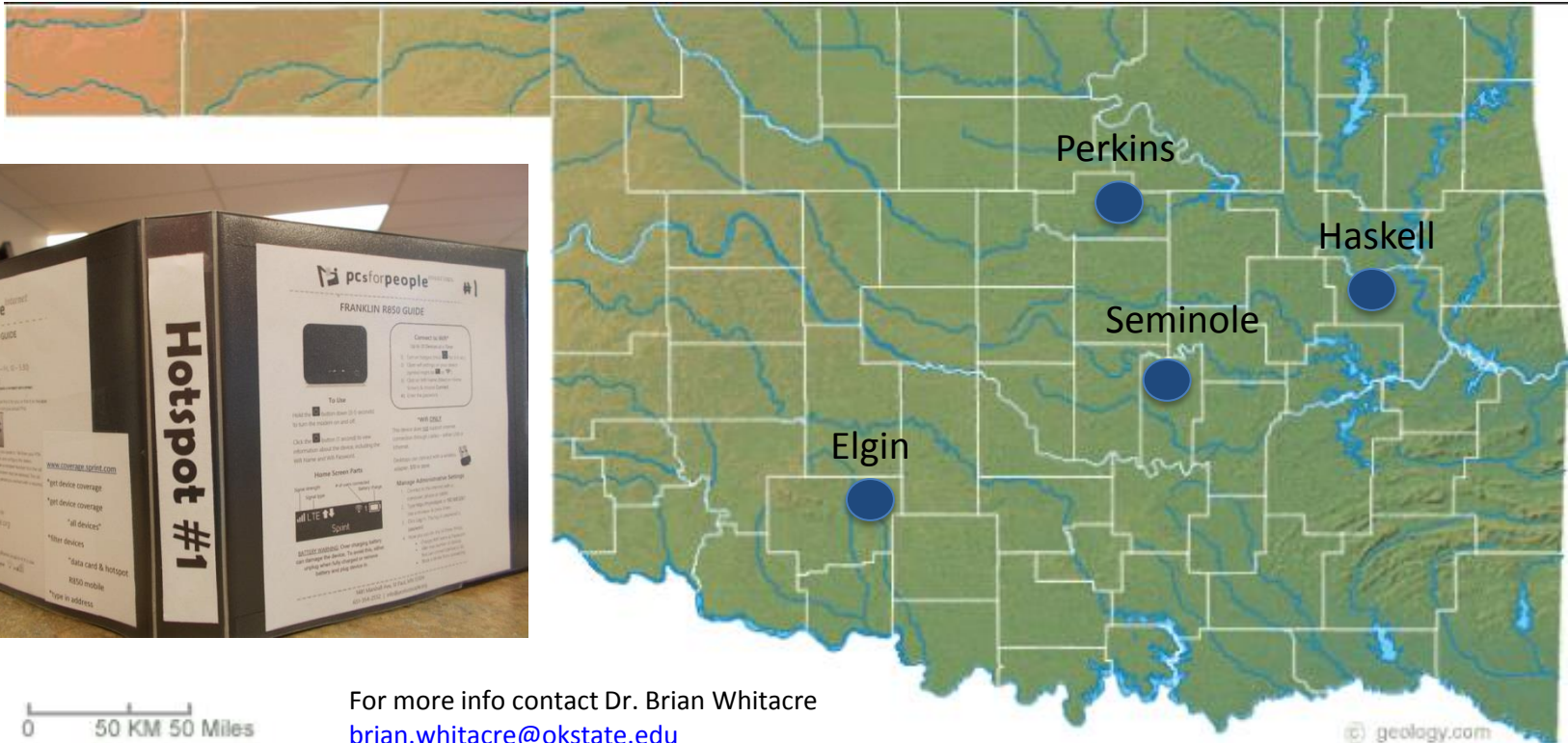


OK Rural Library Hotspot Lending Program



Dept. of Ag Econ
Report AE-18002

Patron Survey Results As of 5-1-18 (1-year)



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

Program Overview

- 4 hotspots in each library
 - 1 week checkouts (2 weeks in Elgin)
- Program began late May / June 2017
- Participating libraries:
 - Thomas-Wilhite Memorial (Perkins)
 - Rieger Memorial (Haskell)
 - Elgin Community Library
 - Seminole Public Library



Check Out the Internet Here!

Mobile hotspots are available for Seminole 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 (2015) | % Poverty (2011-15) | MHI (2011-15) | Household BB (200k) Adoption | Household BB (10 MB) Adoption |
|----------|-------------------|---------------------|---------------|------------------------------|-------------------------------|
| Elgin | 2,700 | 7.9% | \$65,625 | 60-80% | 20-40% |
| Perkins | 2,800 | 21.6% | \$40,861 | 60-80% | 20-40% |
| Seminole | 7,500 | 24.6% | \$32,594 | 20-40% | 0-20% |
| Haskell | 1,900 | 28.3% | \$32,244 | 60-80% | 0-20% |

Source: 2011-15 ACS (Census); FCC Broadband adoption data

Hotspot Statistics

524 Loans
11.8 Avg. Wait List

| Hotspot Devices Loaned | | | | | | | | | | | | | | |
|-----------------------------------|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Library | City Pop. (2015) | May-17 | Jun-17 | Jul-17 | Aug-17 | Sep-17 | Oct-17 | Nov-17 | Dec-17 | Jan-18 | Feb-18 | Mar-18 | Apr-18 | TOTAL |
| Perkins | 2,860 | 8 | 13 | 12 | 18 | 11 | 14 | 7 | 8 | 11 | 17 | 18 | 18 | 155 |
| Haskell | 1,904 | | 18 | 12 | 16 | 9 | 7 | 18 | 16 | 16 | 26 | 10 | 21 | 169 |
| Seminole | 7,508 | | 12 | 12 | 9 | 9 | 3 | 10 | 11 | 9 | 5 | 8 | 6 | 94 |
| Elgin | 2,700 | 6 | 11 | 8 | 9 | 10 | 9 | 11 | 8 | 9 | 8 | 9 | 8 | 106 |
| Length of Waiting List (# people) | | | | | | | | | | | | | | |
| Library | City Pop. (2015) | May-17 | Jun-17 | Jul-17 | Aug-17 | Sep-17 | Oct-17 | Nov-17 | Dec-17 | Jan-18 | Feb-18 | Mar-18 | Apr-18 | AVERAGE |
| Perkins | 2,860 | | 8 | 7 | 5 | 5 | 5 | 5 | 7 | 7 | 3 | 7 | 7 | 6 |
| Haskell | 1,904 | | 14 | 20 | 16 | 20 | 21 | 21 | 22 | 13 | 18 | 29 | 26 | 20 |
| Seminole | 7,508 | | 10 | 10 | 10 | 10 | 7 | 8 | 9 | 12 | 11 | 10 | 9 | 10 |
| Elgin | 2,700 | | 5 | 6 | 9 | 8 | 7 | 5 | 7 | 7 | 9 | 5 | 5 | 7 |

1-page Survey (completed upon return)

Library Hotspot User Survey



297 Responses as of
5-1-18

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:

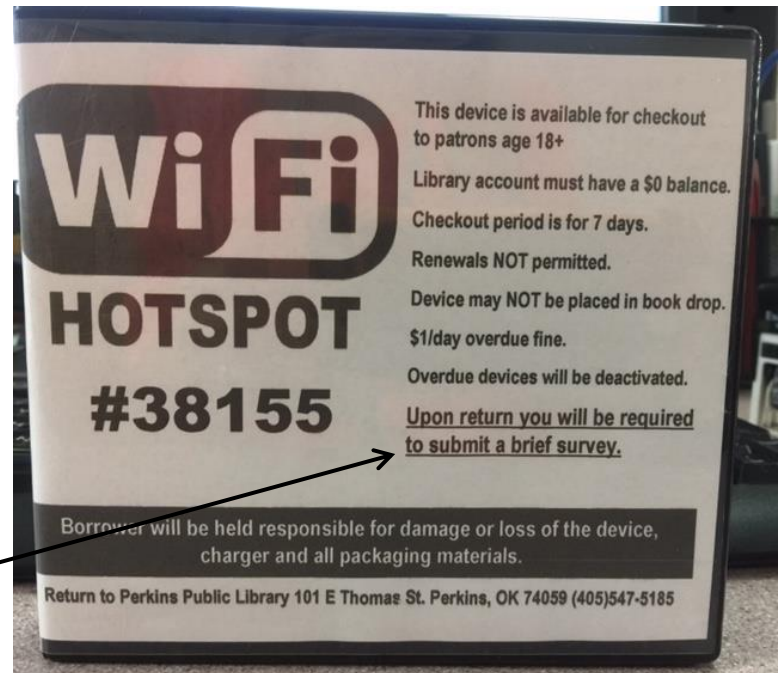
1) _____ Before checking out the device? _____

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?

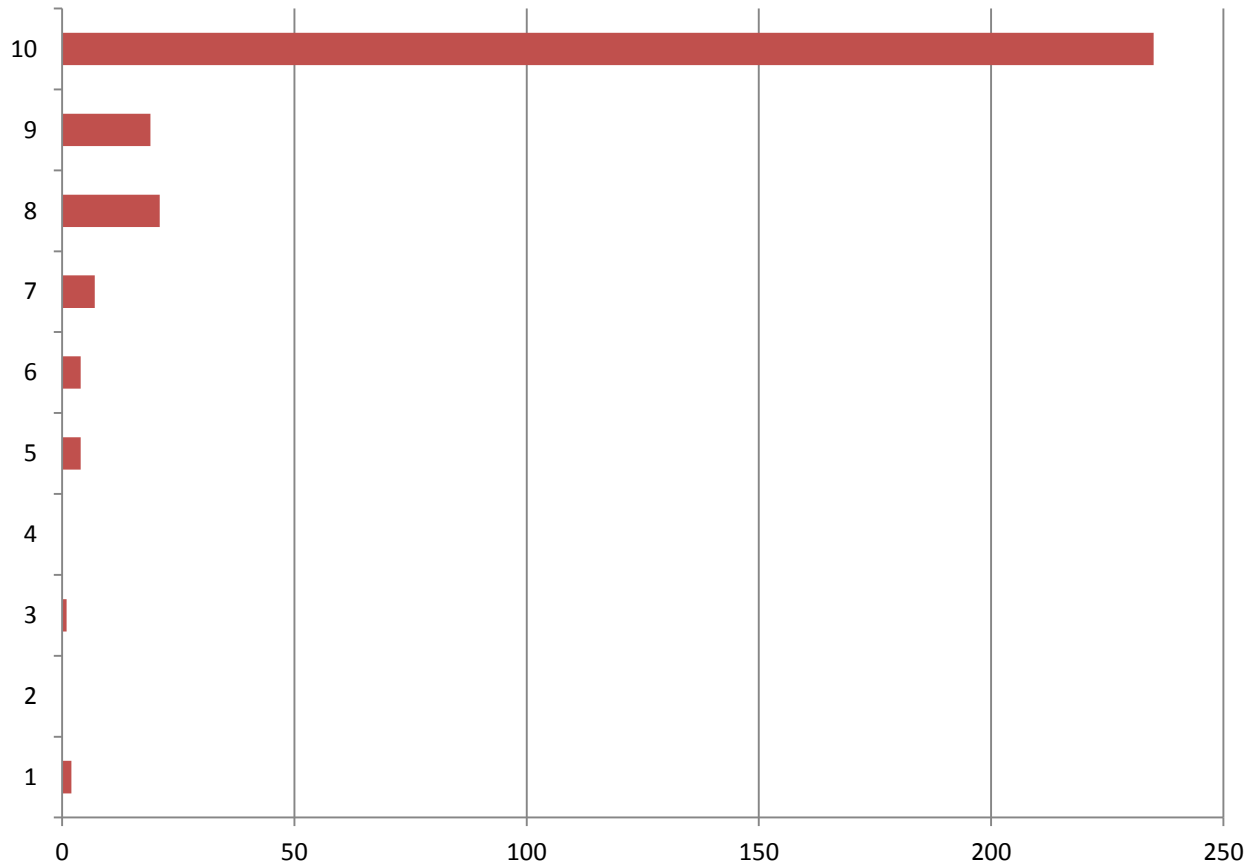
| | | | | | |
|--------------|-----------------------|-----------------------|-----------------------------|-----------------------|-----------------------|
| | Very unlikely | Somewhat unlikely | Neither likely nor unlikely | Somewhat likely | Very likely |
| \$10 / month | <input type="radio"/> | <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: _____

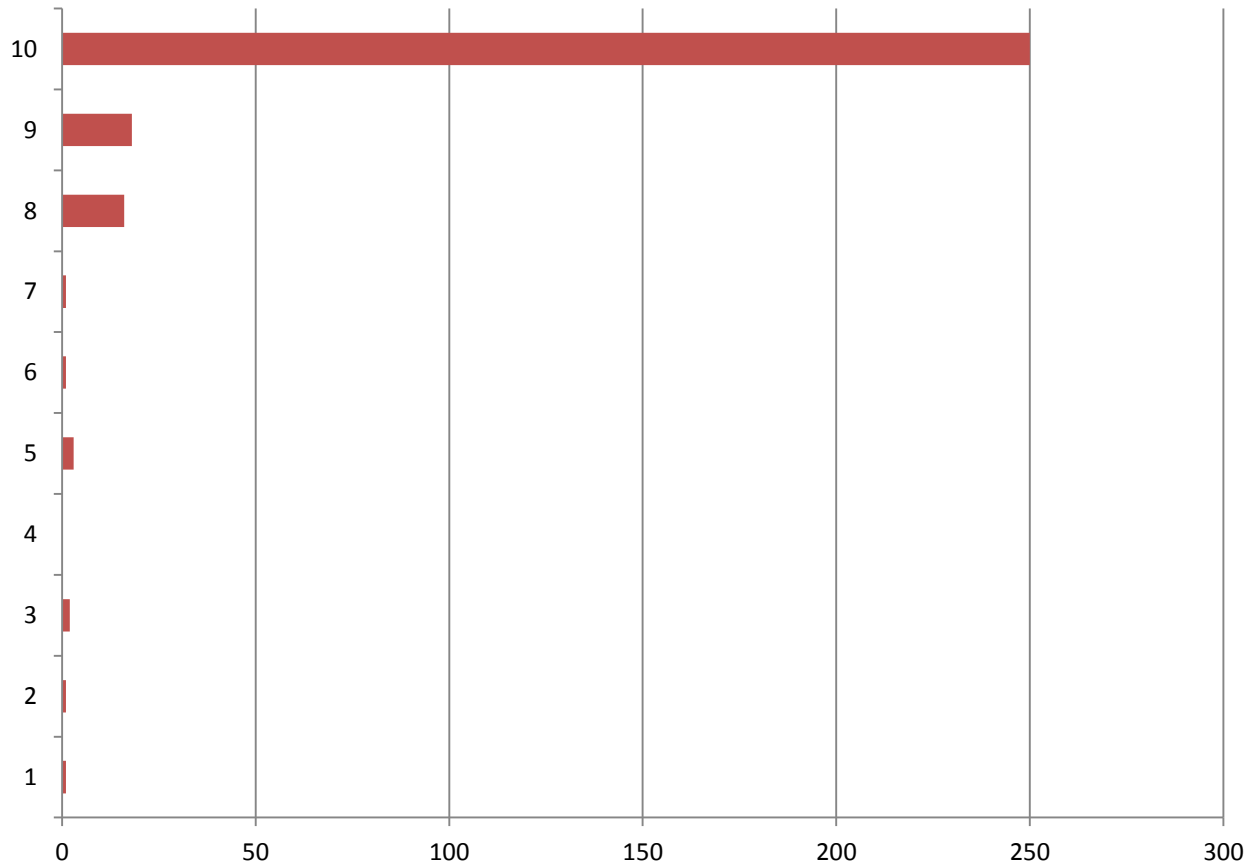


All information collected here is part of an OSU research project and is completely voluntary. If you have questions about this survey, please contact either Brian Whitacre at (405) 744-9825 or the OSU IRB staff at (405) 744-3377.

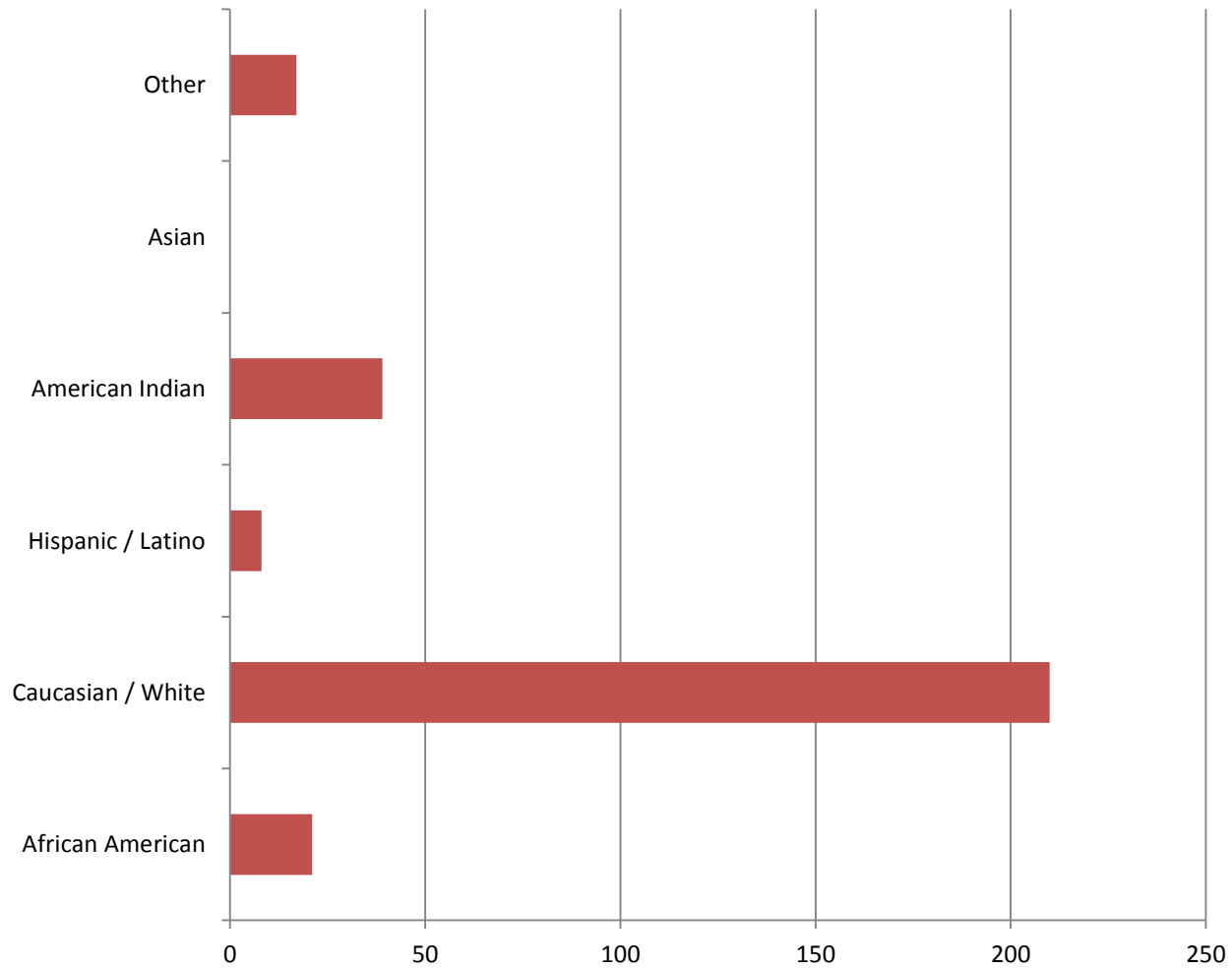
Q1a. On a scale from 1-10, with 10 being high, how would you rate your satisfaction with the library hotspot program?



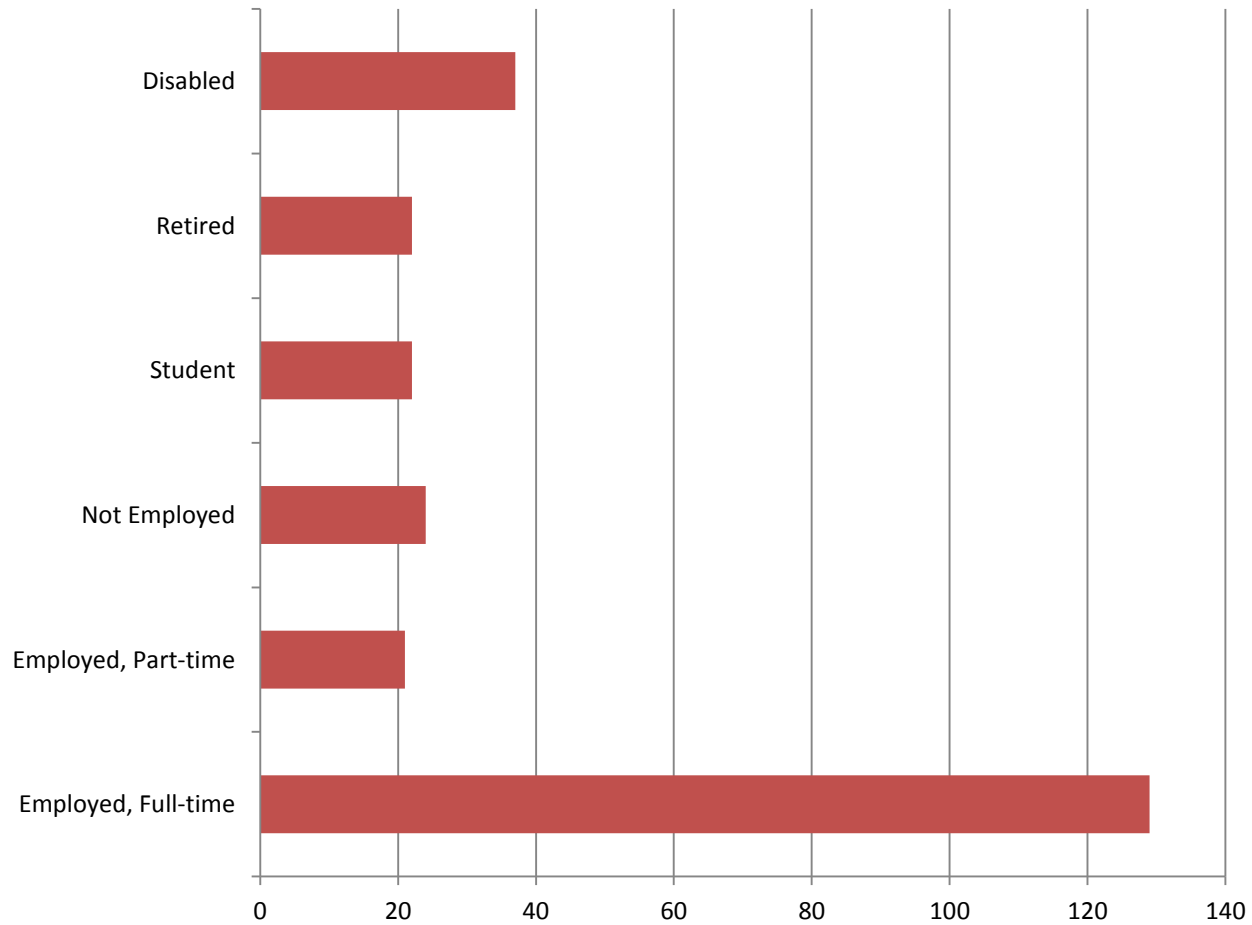
Q1b. On a scale from 1-10, with 10 being high, how likely are you to recommend the library hotspot program to a friend?



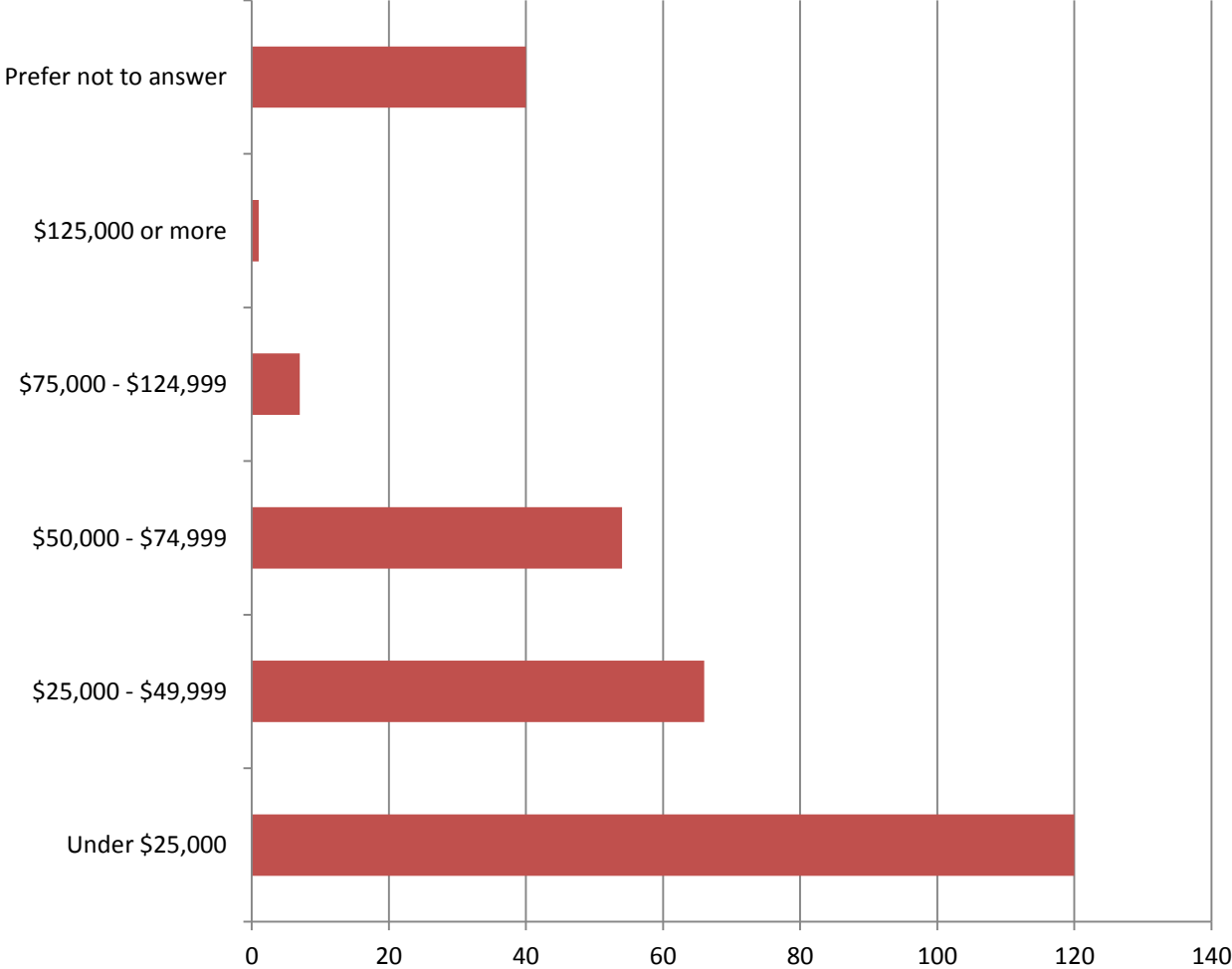
Q2a. What is your ethnicity?



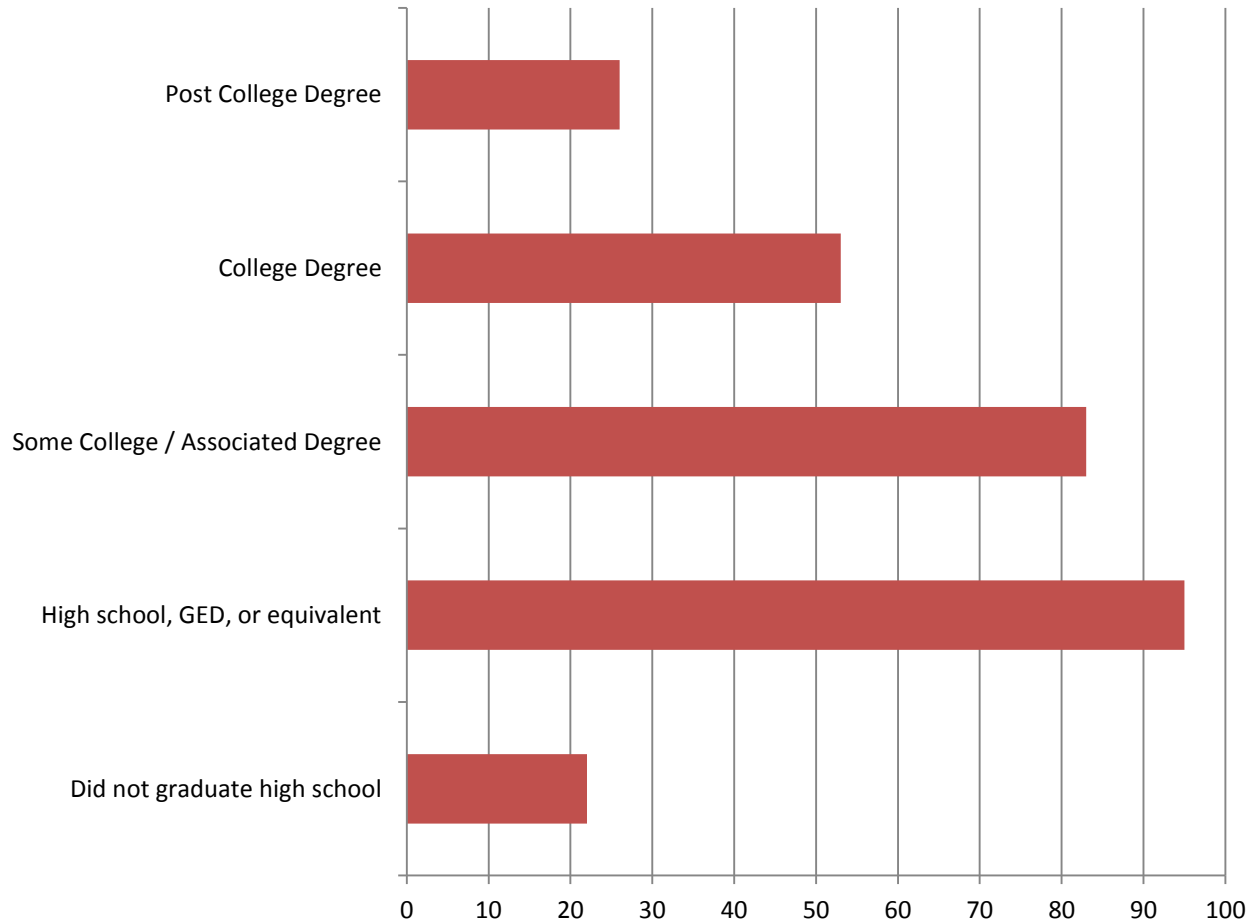
Q2b. What is the employment status of the head of your household?



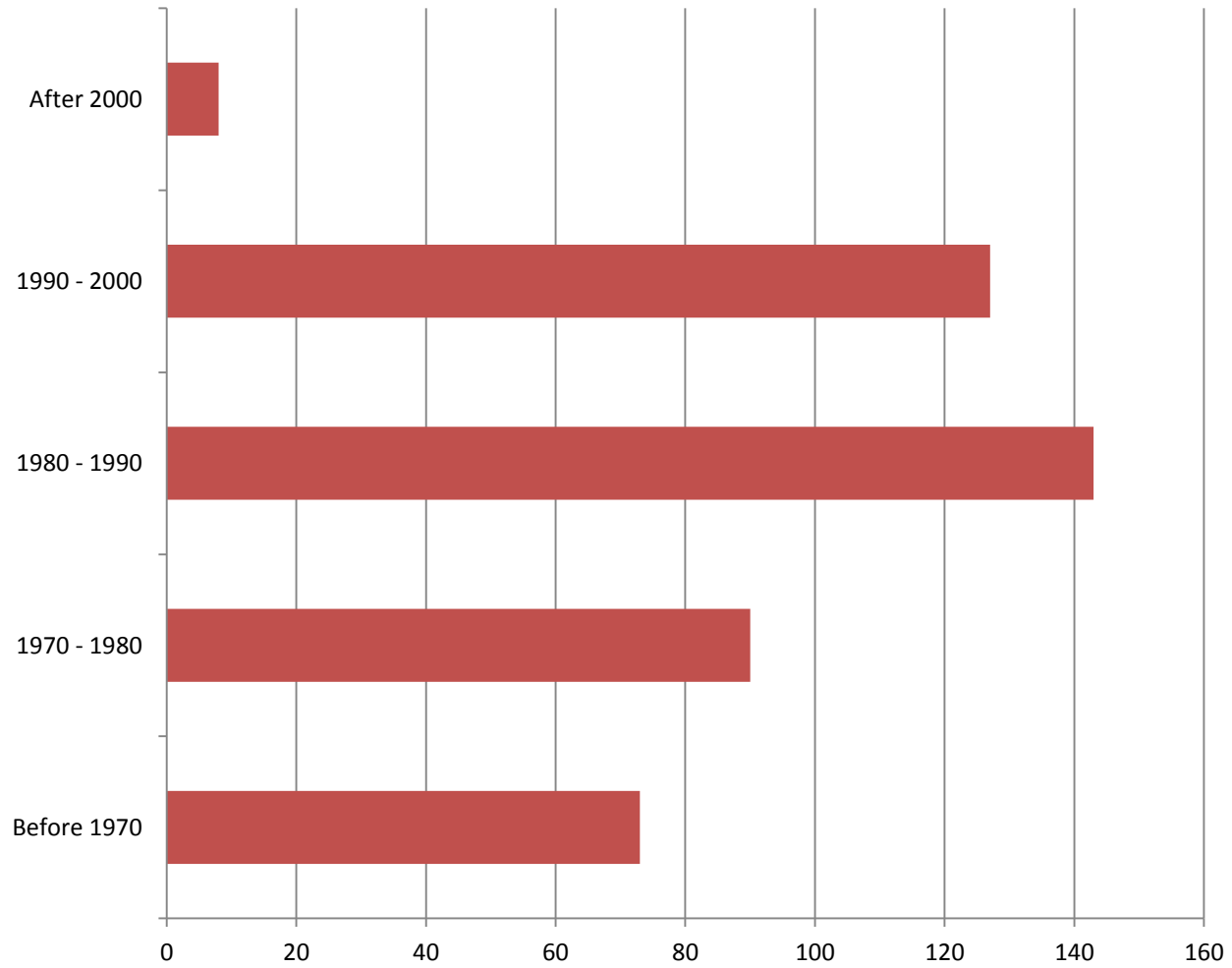
Q2c. What is your annual household income?



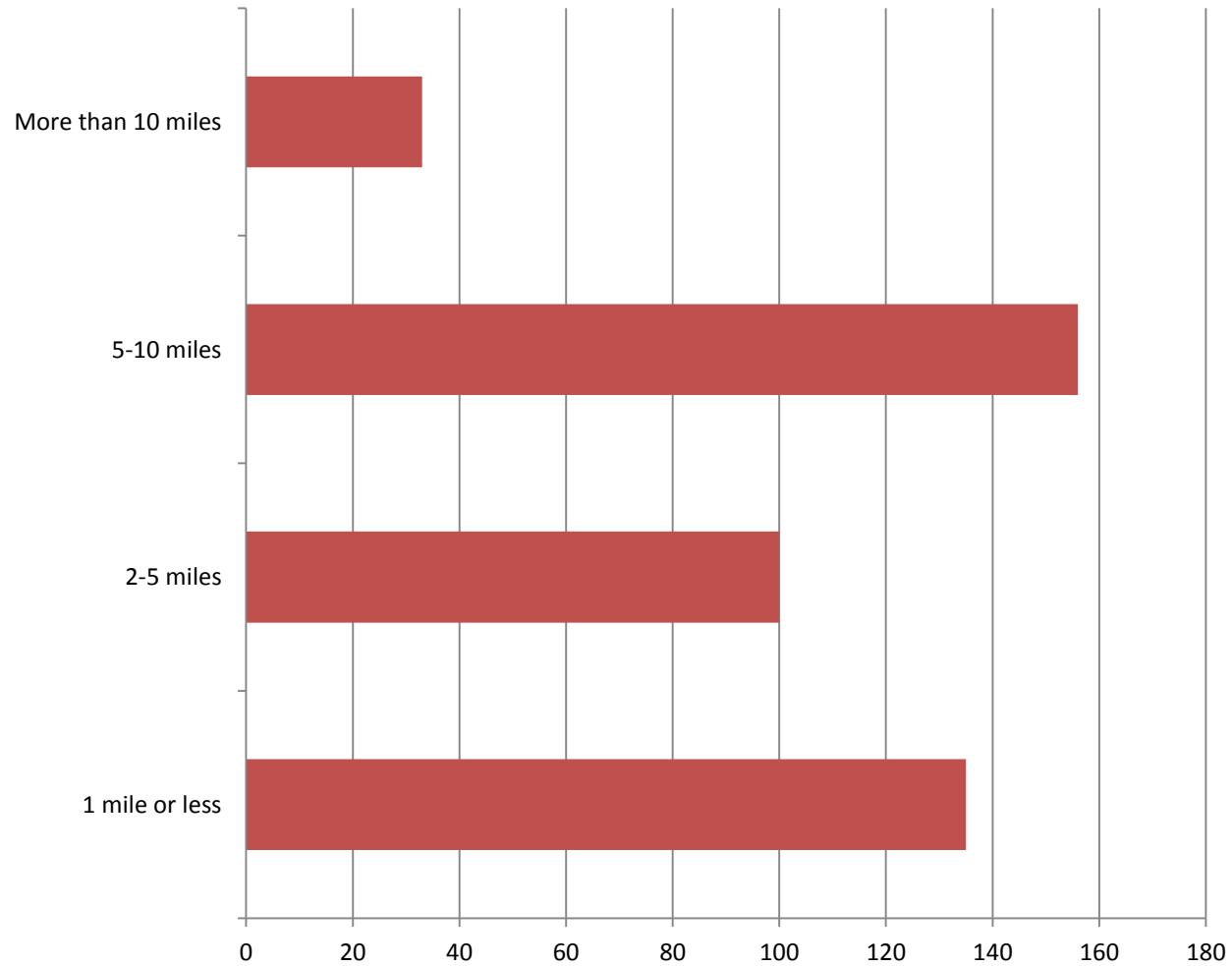
Q2d. What is the highest level of education of any adult in your household?



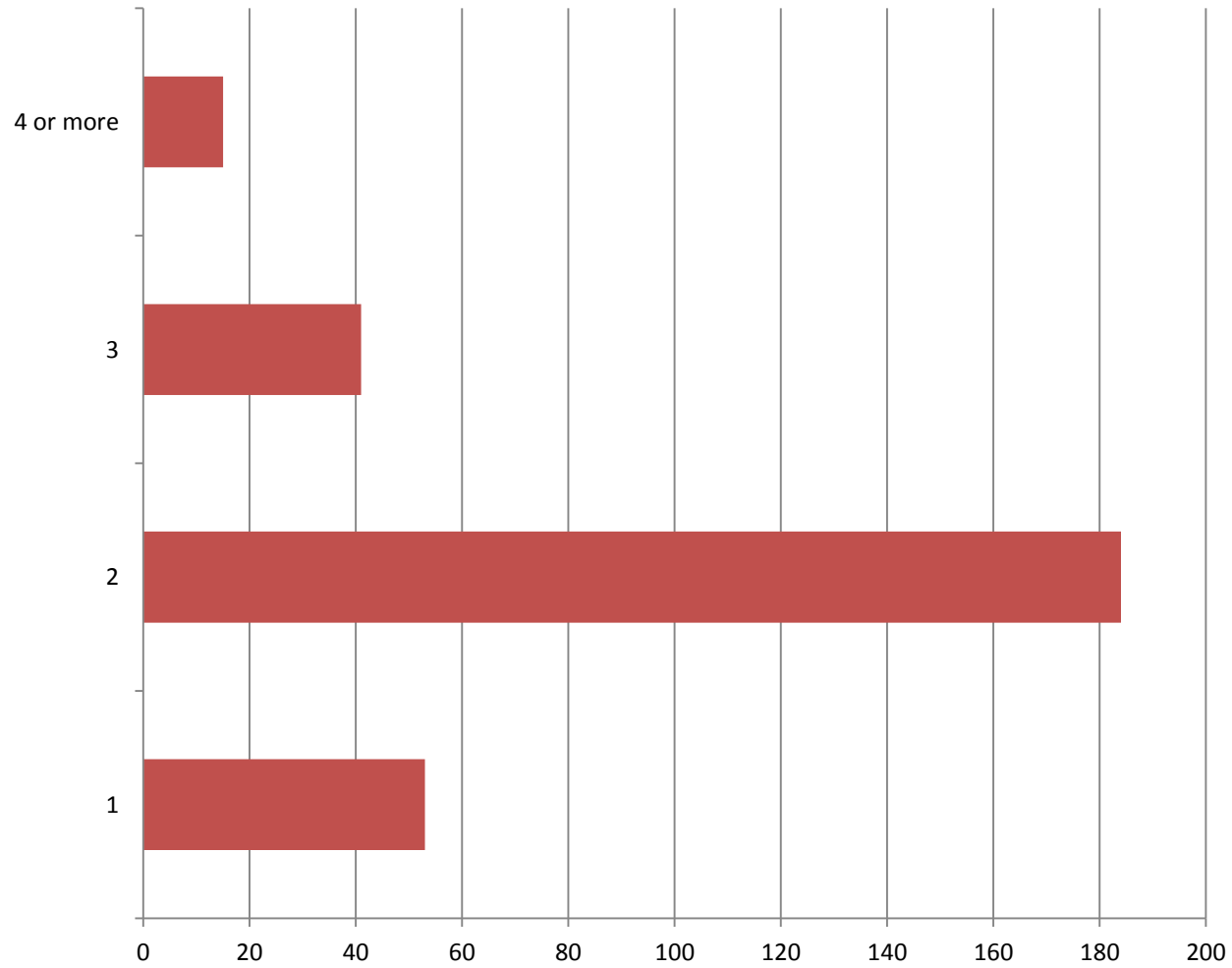
Q2e. What year were you born?



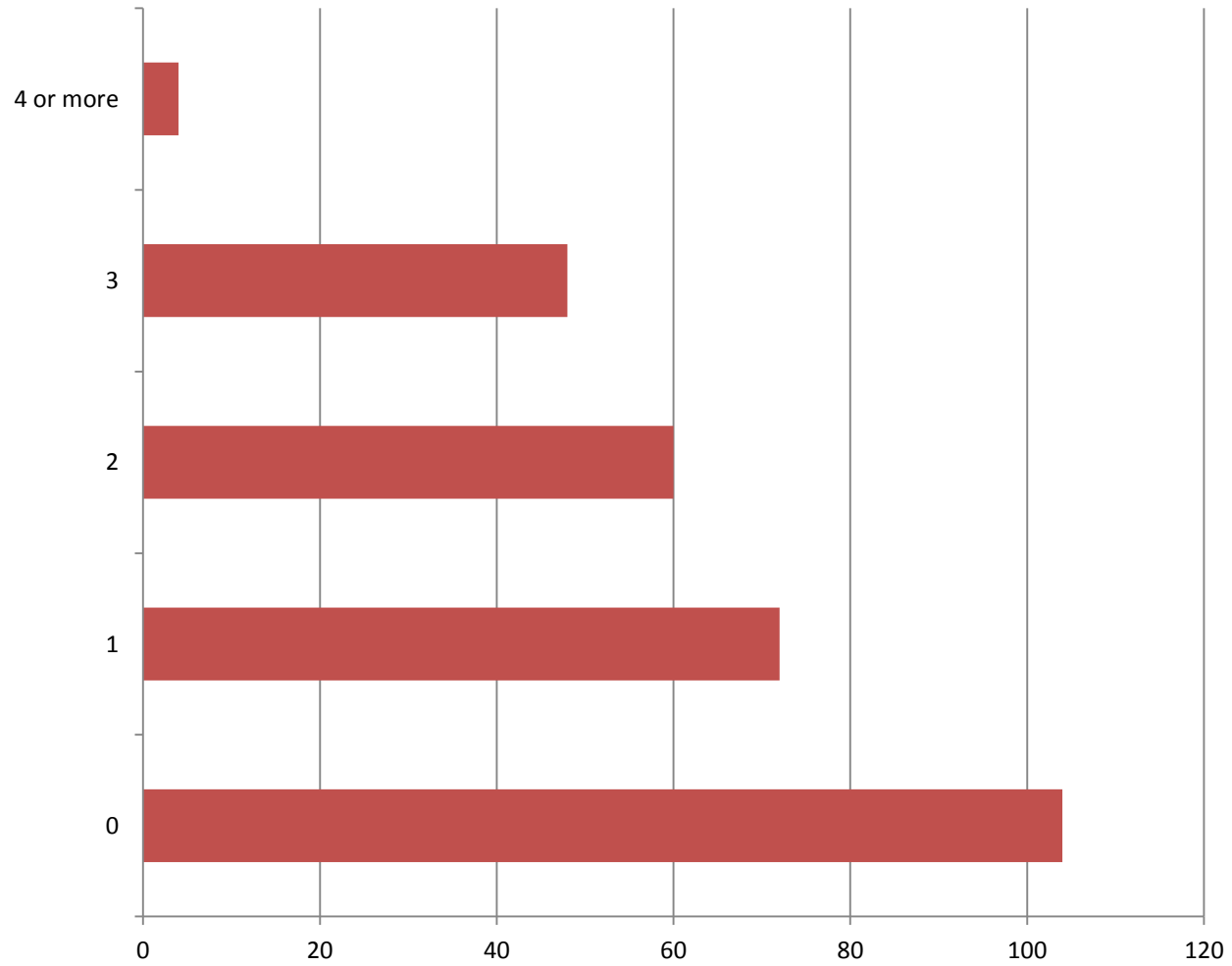
Q2f. How far do you drive to get to the library?



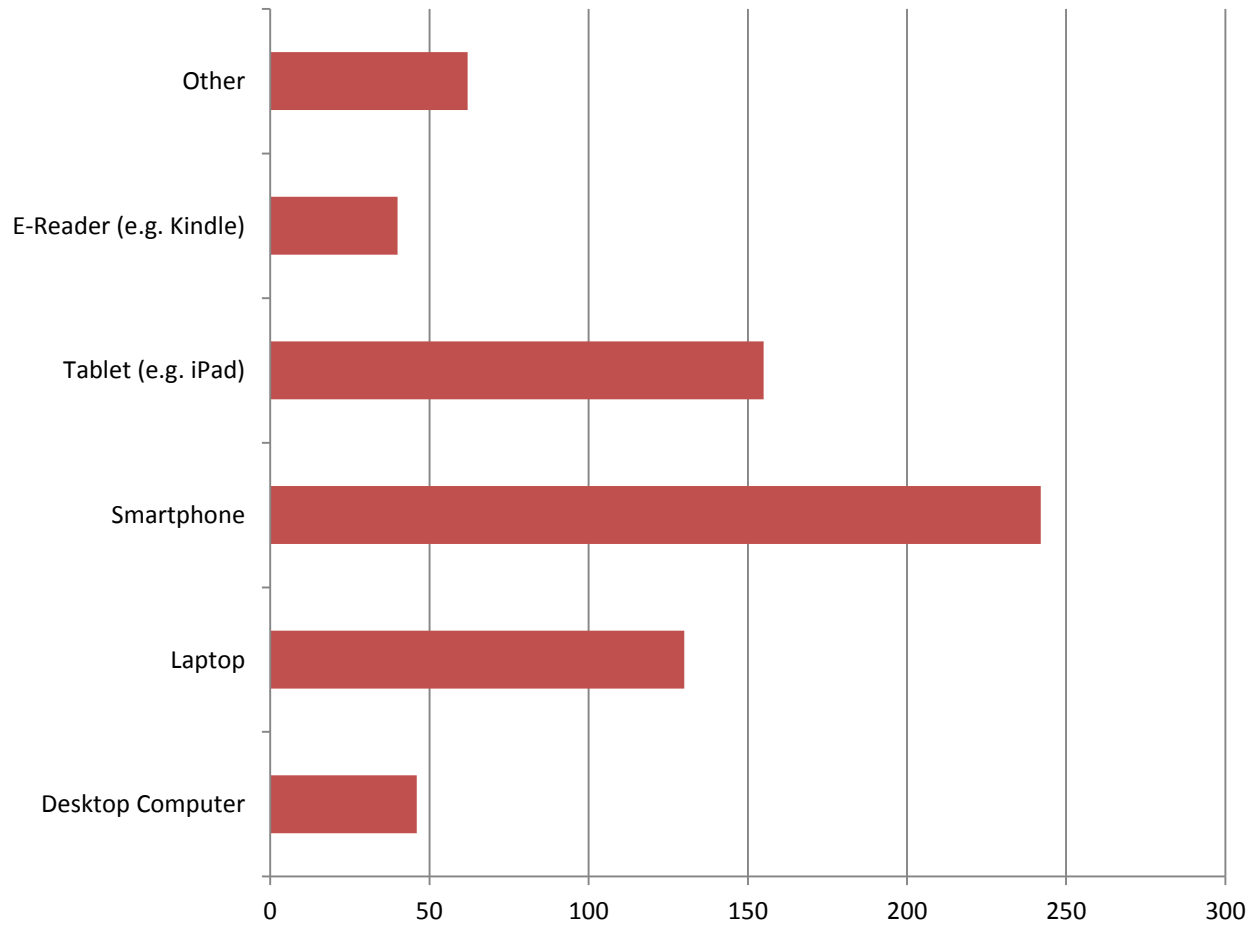
Q2g. How many adults live in your household?



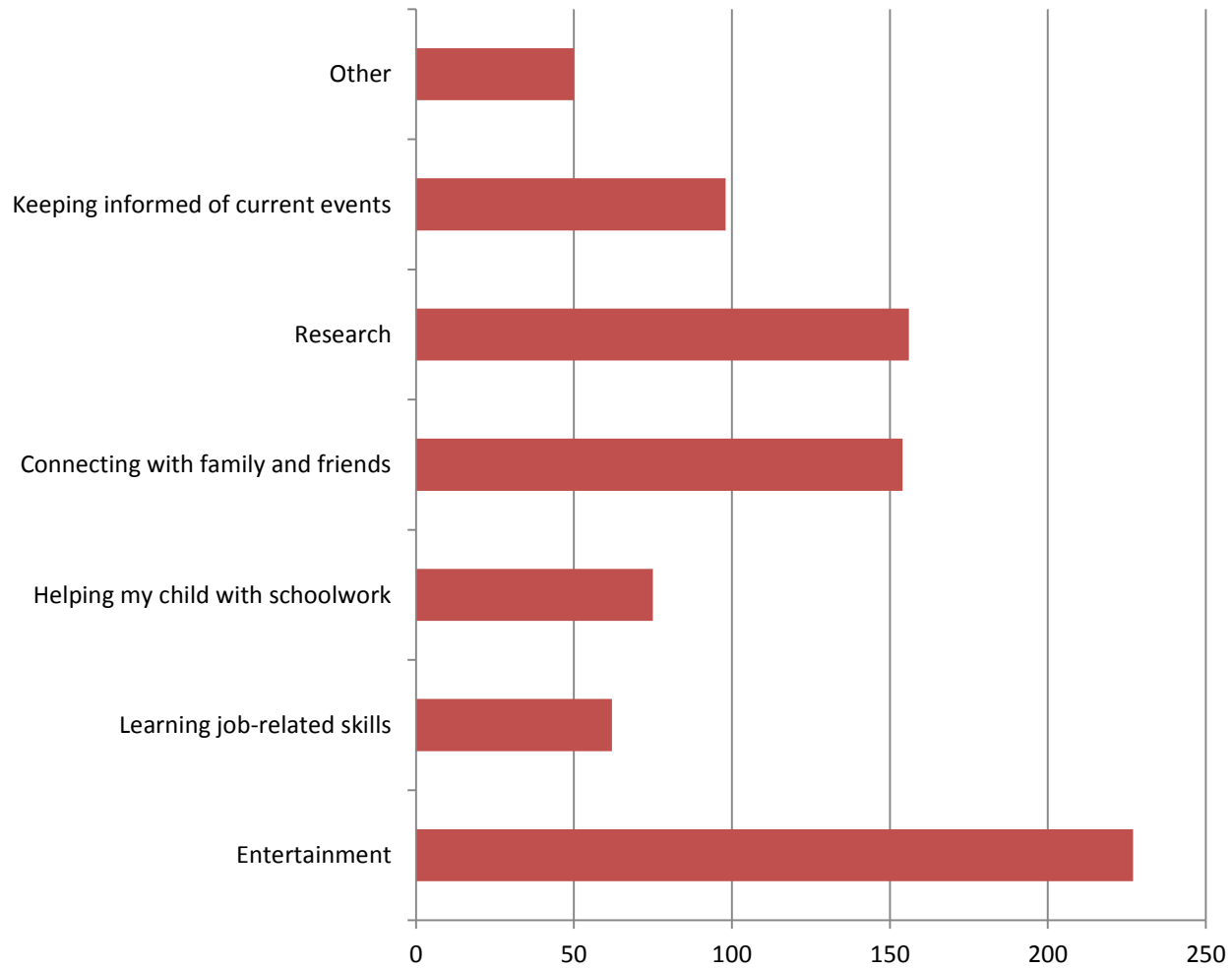
Q2h. How many children K-12 live with you?



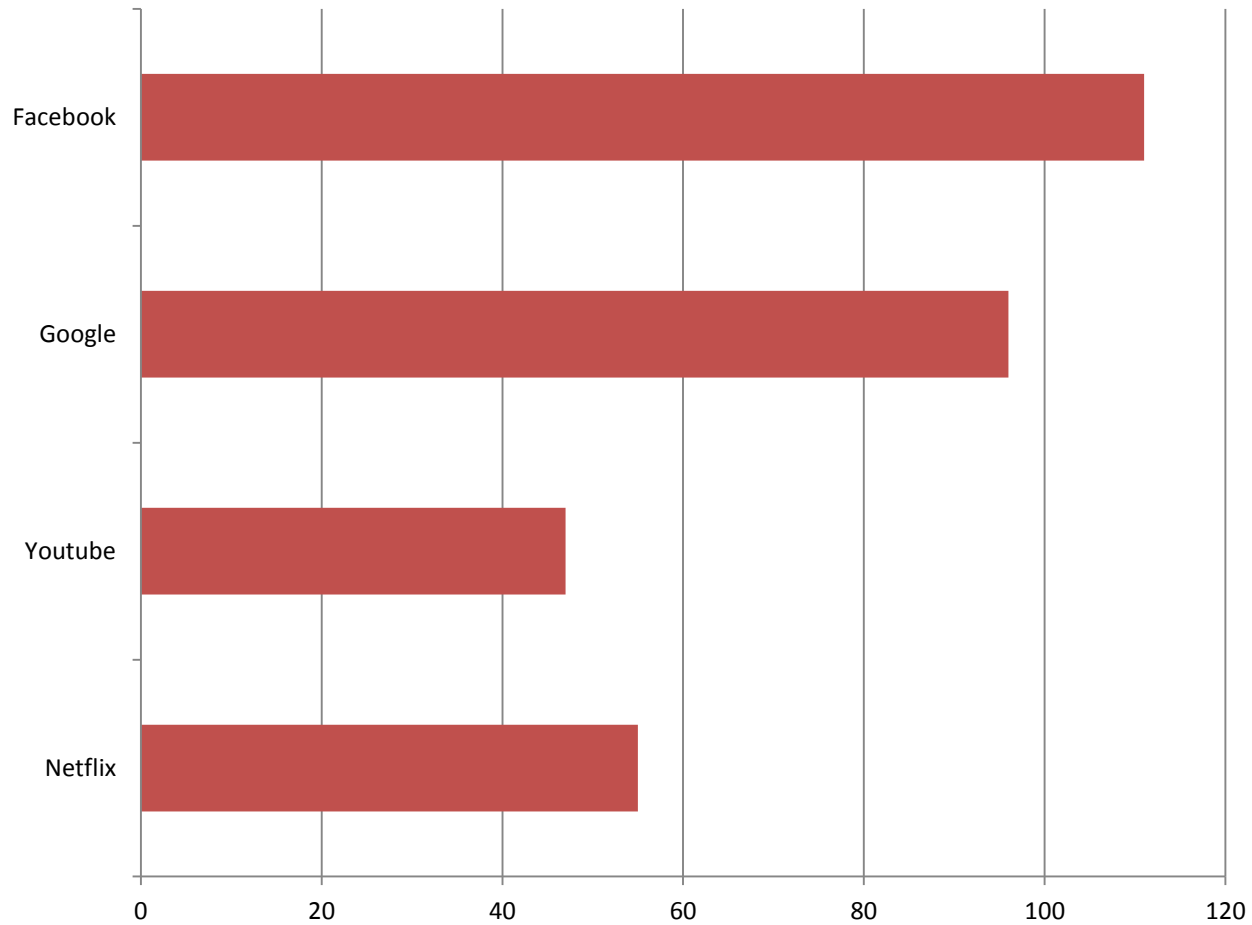
Q3a. Which of the following devices did you connect to the hotspot (choose all that apply)?



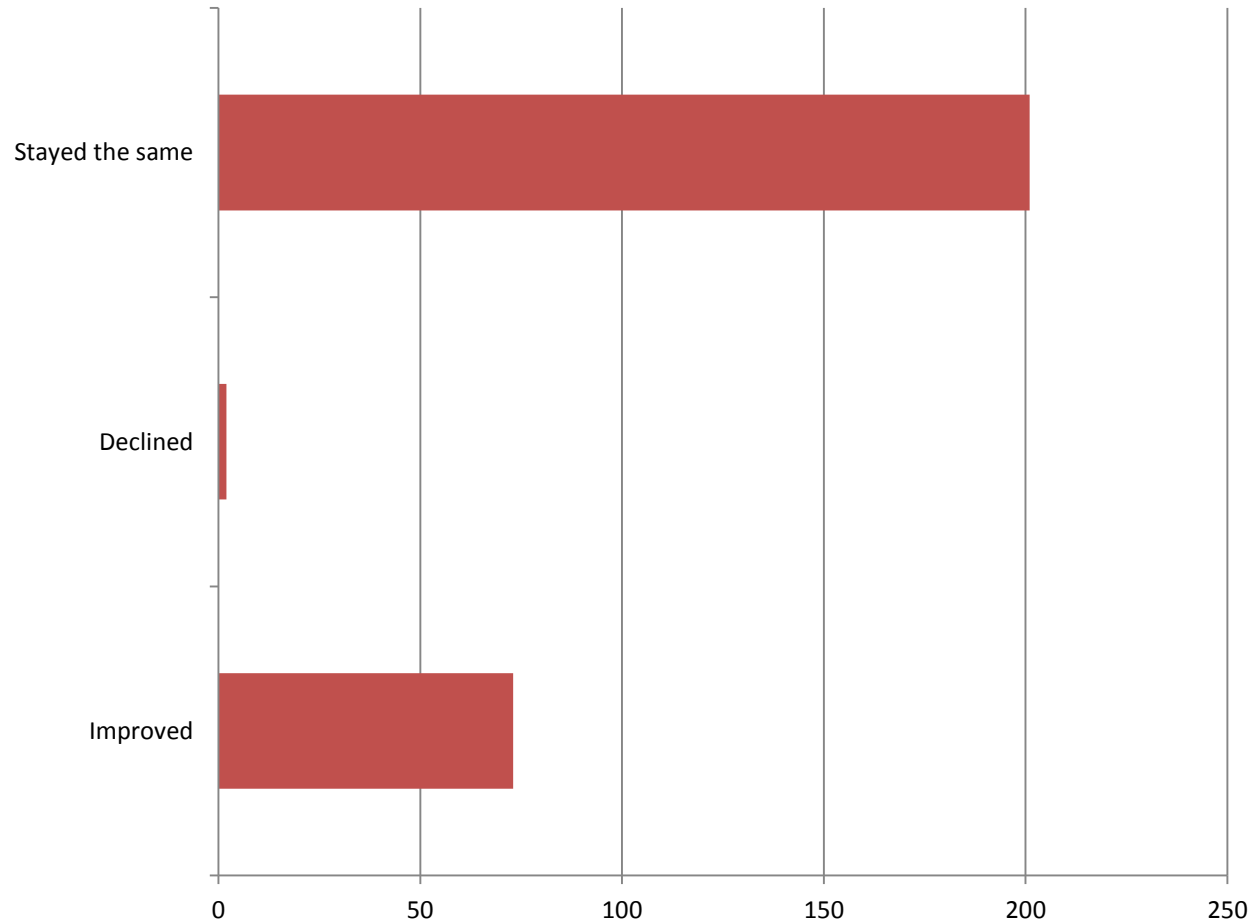
Q3b. Please mark your TOP 3 uses of the device



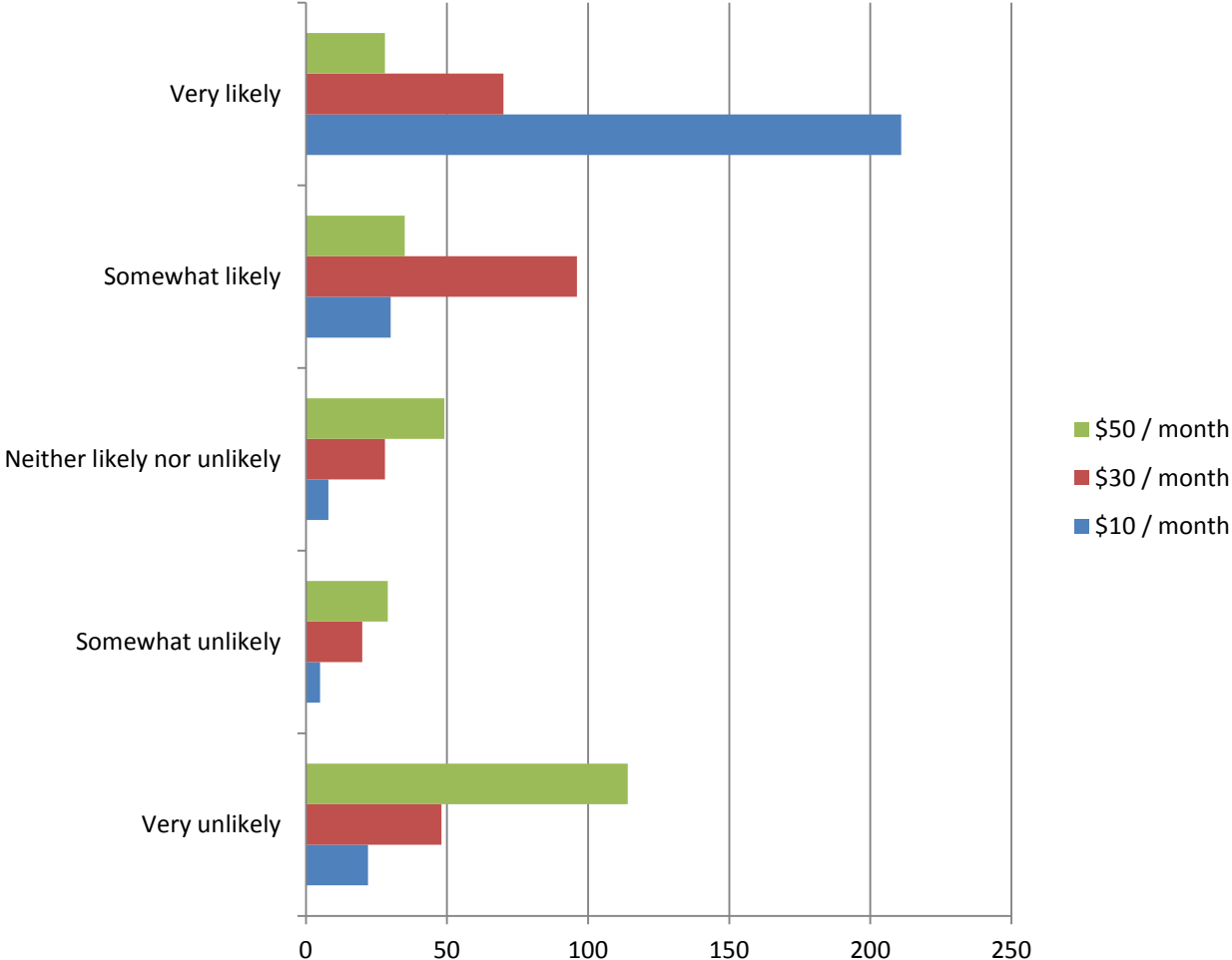
Q3c. Please list the two websites you visited most often while checking out the device



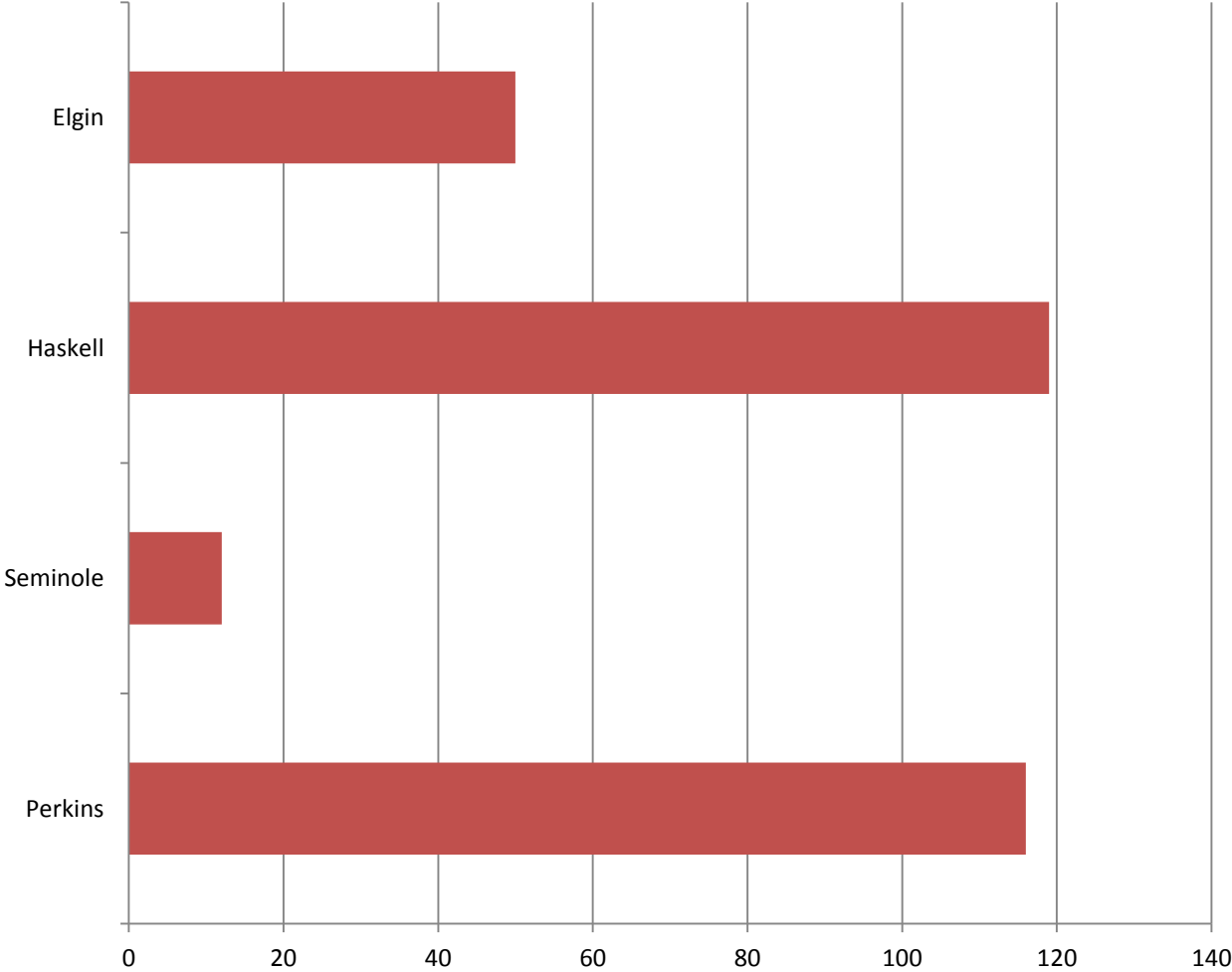
Q3d. Please rate your Internet skills before and after using the device



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



Q4. Number of Surveys completed by Library Site



Sample Patron Comments

- “I love it!”
- “Great for research and helping my son and daughter do their homework”
- “It’s a total blessing”
- “Awesome program – thanks!”
- “Used for Planning Community Event”
- “I greatly appreciate as I am a full-time student without Internet at home”
- “Thank you, thank you, thank you. It’s great!”
- “Wonderful program – just need more available to check out”
- “Good program, used for banking / paying bills”
- “So happy that we have an outstanding library that broadens our community’s opportunities – I love you library!”
- “Can’t thank you enough – hope to purchase my own unit soon”
- “This is a wonderful thing for the library to do.”
- “Wish it was longer than a week.”
- “This is a wonderful program that is extremely beneficial to my children.”
- “Love it! Simple to use. No hassle and very convenient to take wherever you go.”
- “Please keep doing it! Thank you!”