OK Rural Library Hotspot Lending Program

Phase IIA Patron Survey Results
As of 6-30-19 (9 months)

Davis

Atoka

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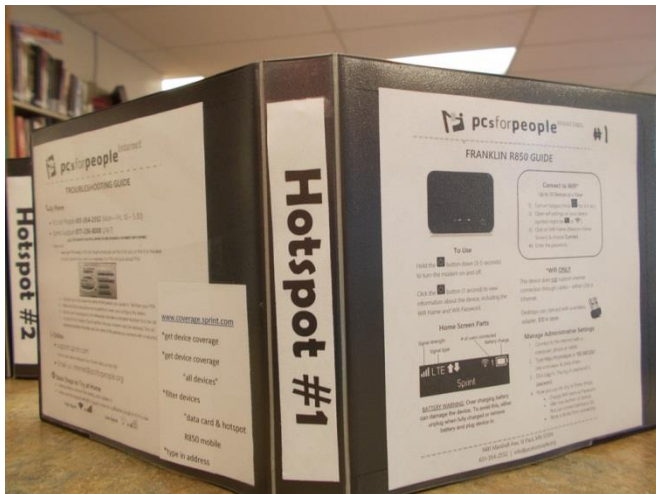
For more info contact Dr. Brian Whitacre
brian.whitacre@okstate.edu

0   50 KM 50 Miles

(c) geology.com

Program Overview

- 4 hotspots in each library
  - 1 week checkouts

- Program began October 2018
  - Update as of June 2019

- Participating libraries:
  - Atoka County Library
  - Davis Public Library
  - Love County Library

Check Out the Internet Here!

Mobile hotspots are available for Davis 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:

OKLAHOMA STATE UNIVERSITY

EXTENSION

Community Statistics

Site	Population (2017)	% Poverty (2013-17)	Median HH Income (2013-17)	% Without Internet Subscription
Atoka	3,077	30.0%	$30,042	25.2%
Davis	2,774	15.7%	$48,295	32.9%
Marietta	2,699	21.8%	$43,065	40.5%

Source: 2013-17 American Community Survey

Hotspot Statistics

331 Loans
13.8 Avg. Wait List

Hotspot Devices Loaned

Library	TOTAL
Atoka	107
Davis	99
Marietta	125

Length of Waiting List (# people)

Library	AVERAGE
Atoka	14.1
Davis	9.3
Marietta	10.0

1-page Survey (completed upon return)

269 Responses as of 6-30-19

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?

Overall, how satisfied with the library hotspot program are you?	How likely are you to recommend the library hotspot service to a friend?
1 2 3 4 5 6 7 8 9 10	1 2 3 4 5 6 7 8 9 10

2) Demographic Information:

What is your ethnicity?
- African American
- Caucasian/White
- Hispanic/Latino
- American Indian
- Asian
- Other

What is the employment status of the head of your household?
- Employed, Full-time
- Employed, Part-time
- Not Employed
- Student
- Retired
- Disabled

What is your annual household income?
- Under $25,000
- $25,000 - $49,999
- $50,000 - $74,999
- $75,000 – $124,999
- $125,000 or more
- Prefer Not to Answer

What is the highest level of education of any adult in your household?
- Did not graduate high school
- High school, GED, or Equivalent
- Some College / Associates Degree
- College Degree
- 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.

1) _____

2) _____

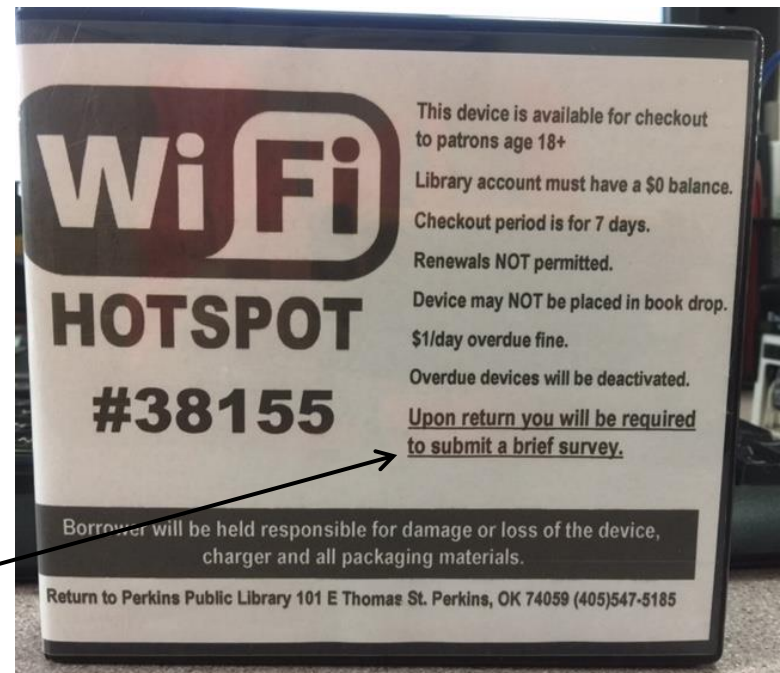*On a scale from 1-10, with 10 being very proficient, how would you rate your internet skills:*
- Before checking out the device? _____
- After checking out the device? _____

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	O	O	O	O	O
$30 / month	O	O	O	O	O
$50 / month	O	O	O	O	O

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.

Wi-Fi HOTSPOT #38155

This device is available for checkout to patrons age 18+

Library account must have a $0 balance.

Checkout period is for 7 days.

Renewals NOT permitted.

Device may NOT be placed in book drop.

$1/day overdue fine.

Overdue devices will be deactivated.

Upon return you will be required to submit a brief survey.

Borrower will be held responsible for damage or loss of the device, charger and all packaging materials.

Return to Perkins Public Library 101 E Thomas St. Perkins, OK 74059 (405)547-5185
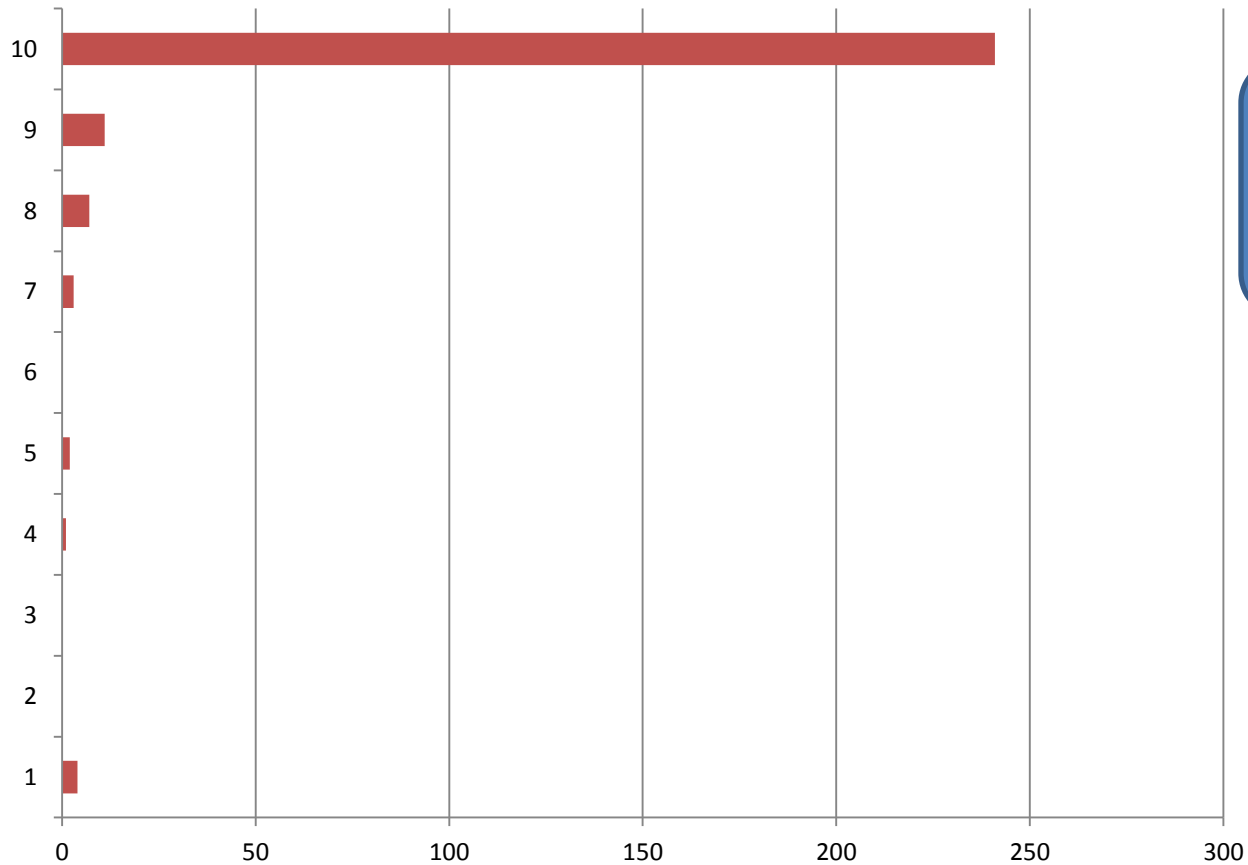
Q1a. On a scale from 1-10, with 10 being high, how would you rate your satisfaction with the library hotspot program?
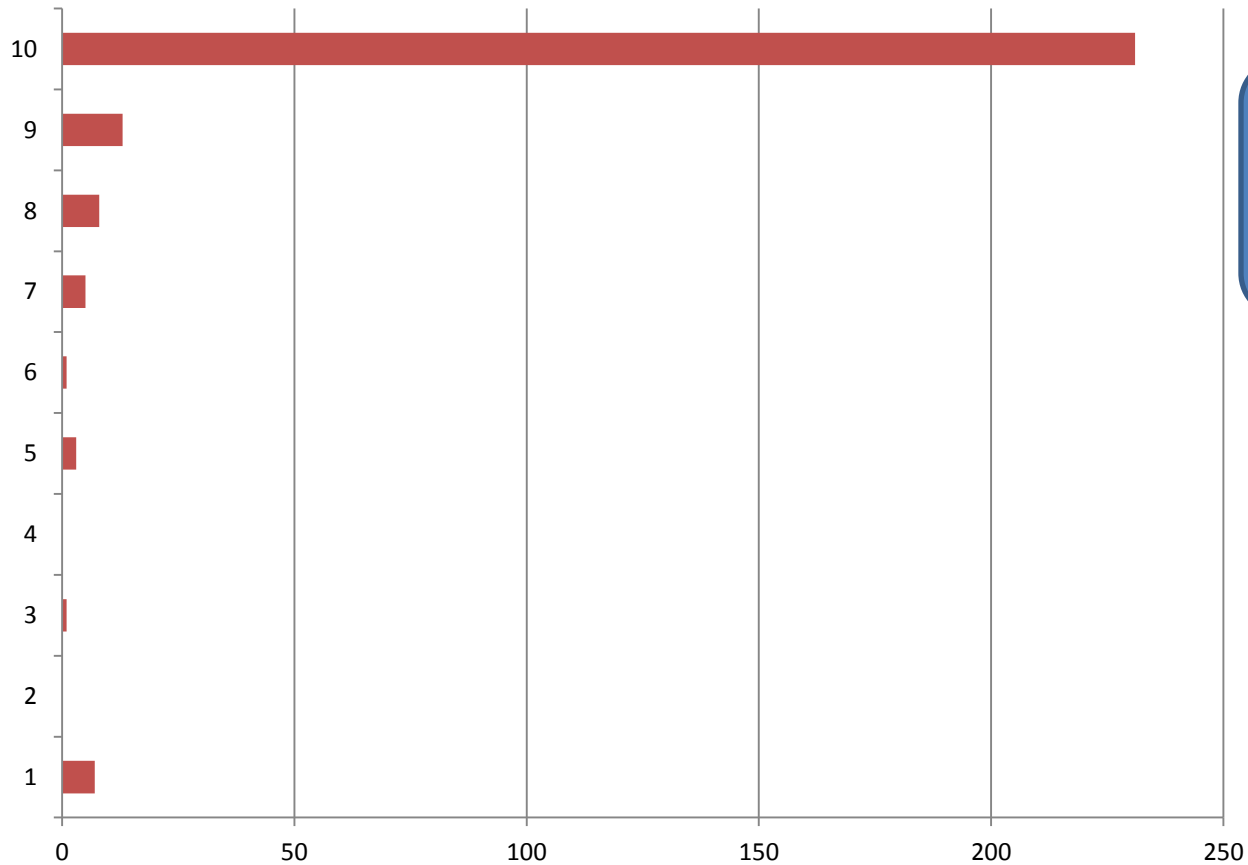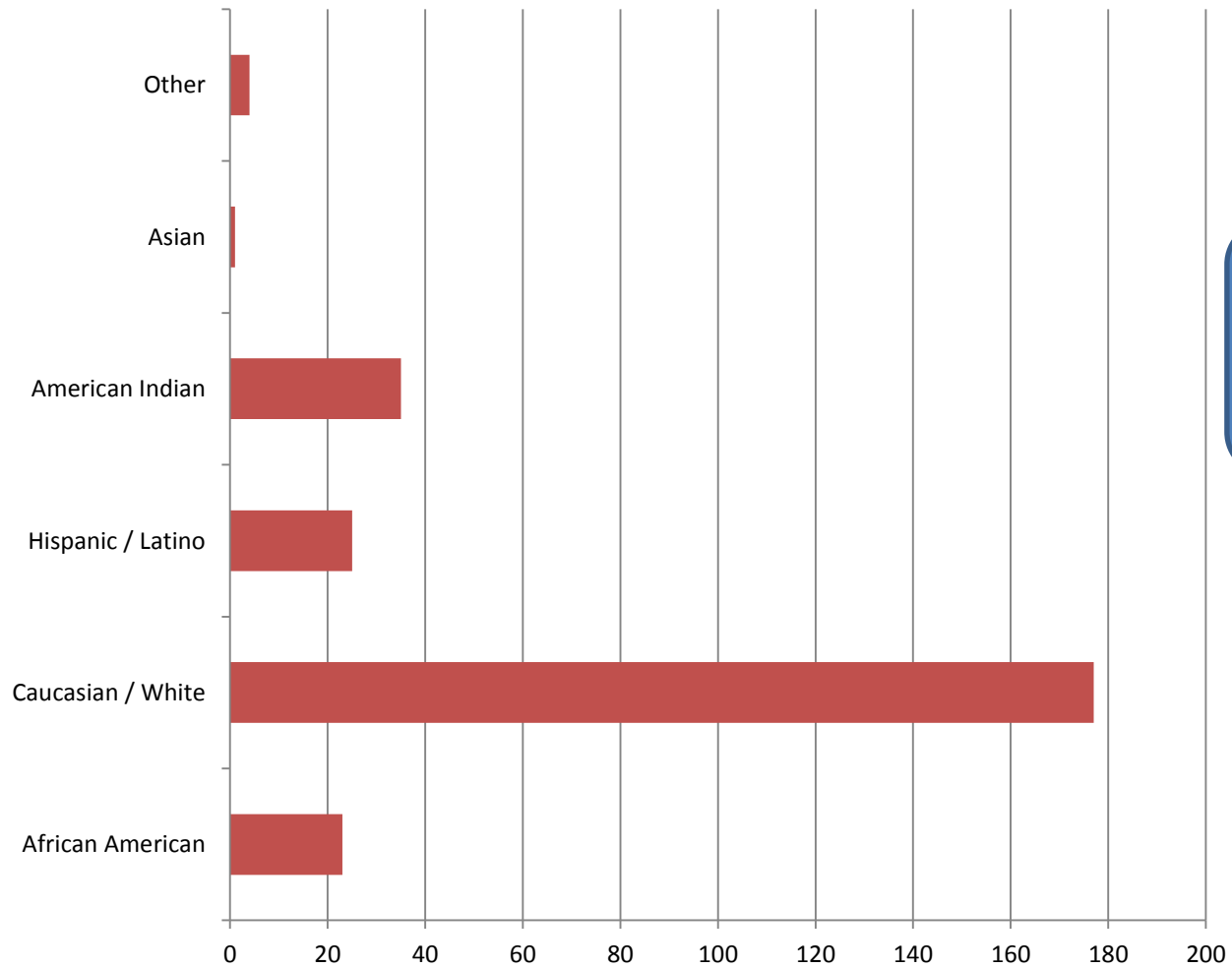

9.5 / 10 average ranking

Q1b. On a scale from 1-10, with 10 being high, how likely are you to recommend the library hotspot program to a friend?
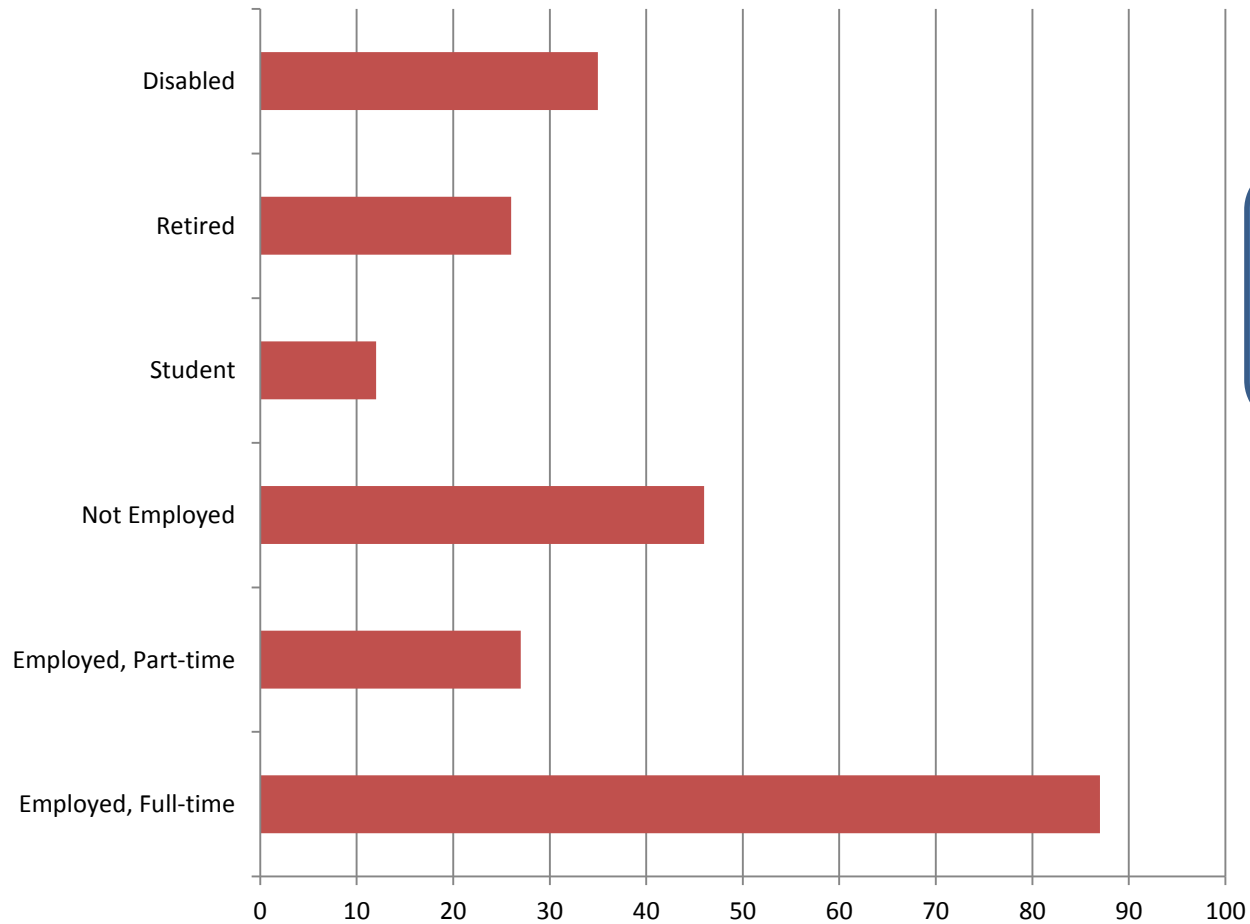
9.7 / 10 average ranking
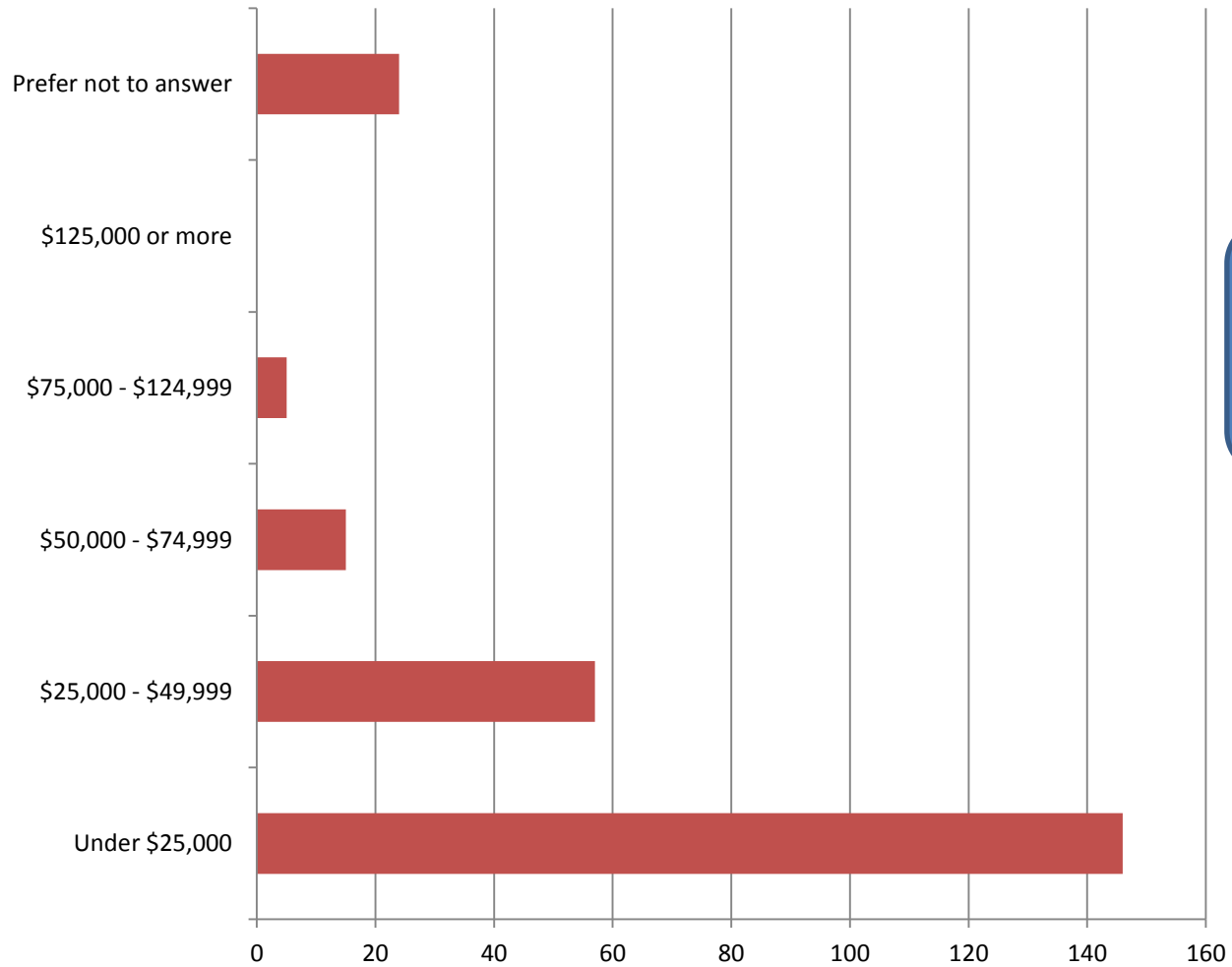
Q2a. What is your ethnicity?

33% are non-Caucasian

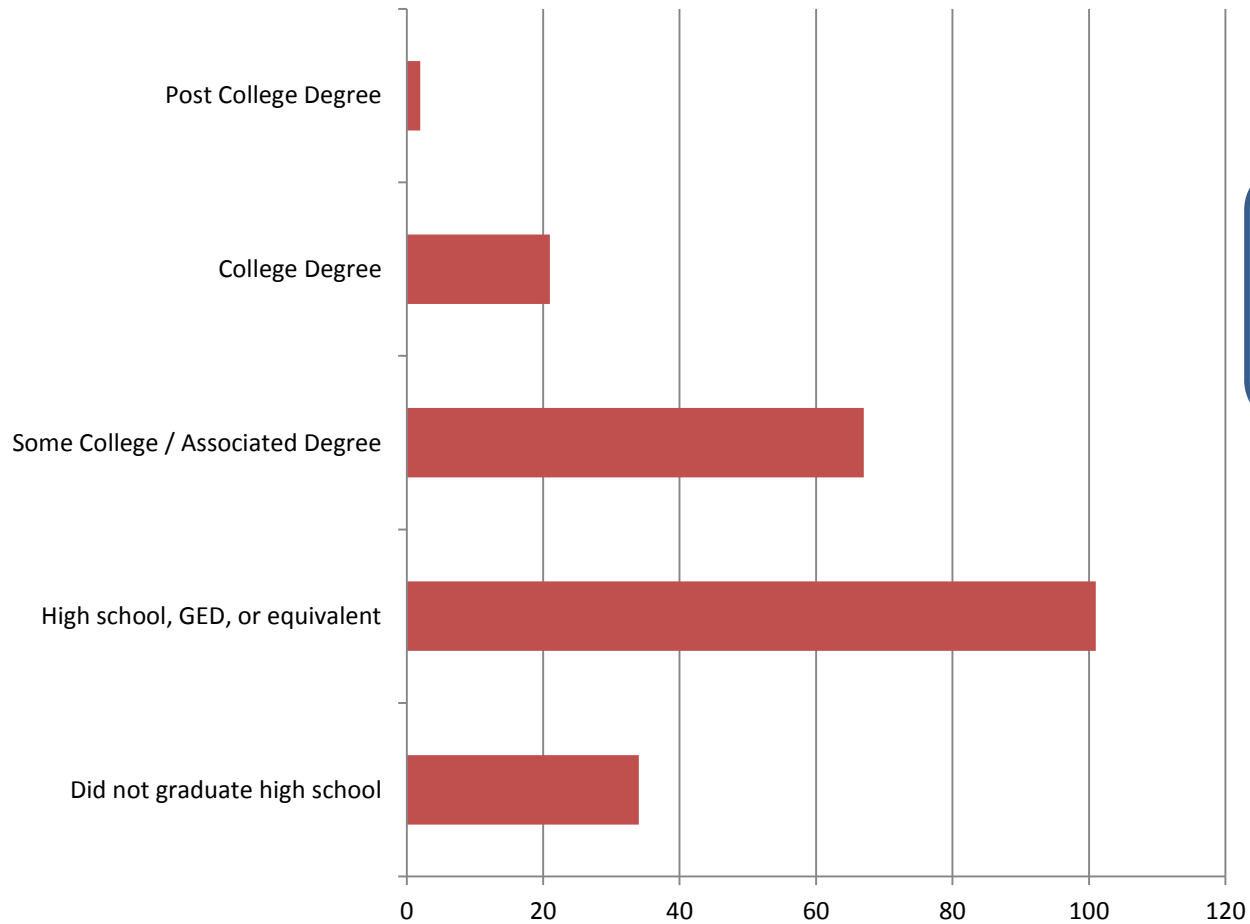# Q2b. What is the employment status of the head of your household?
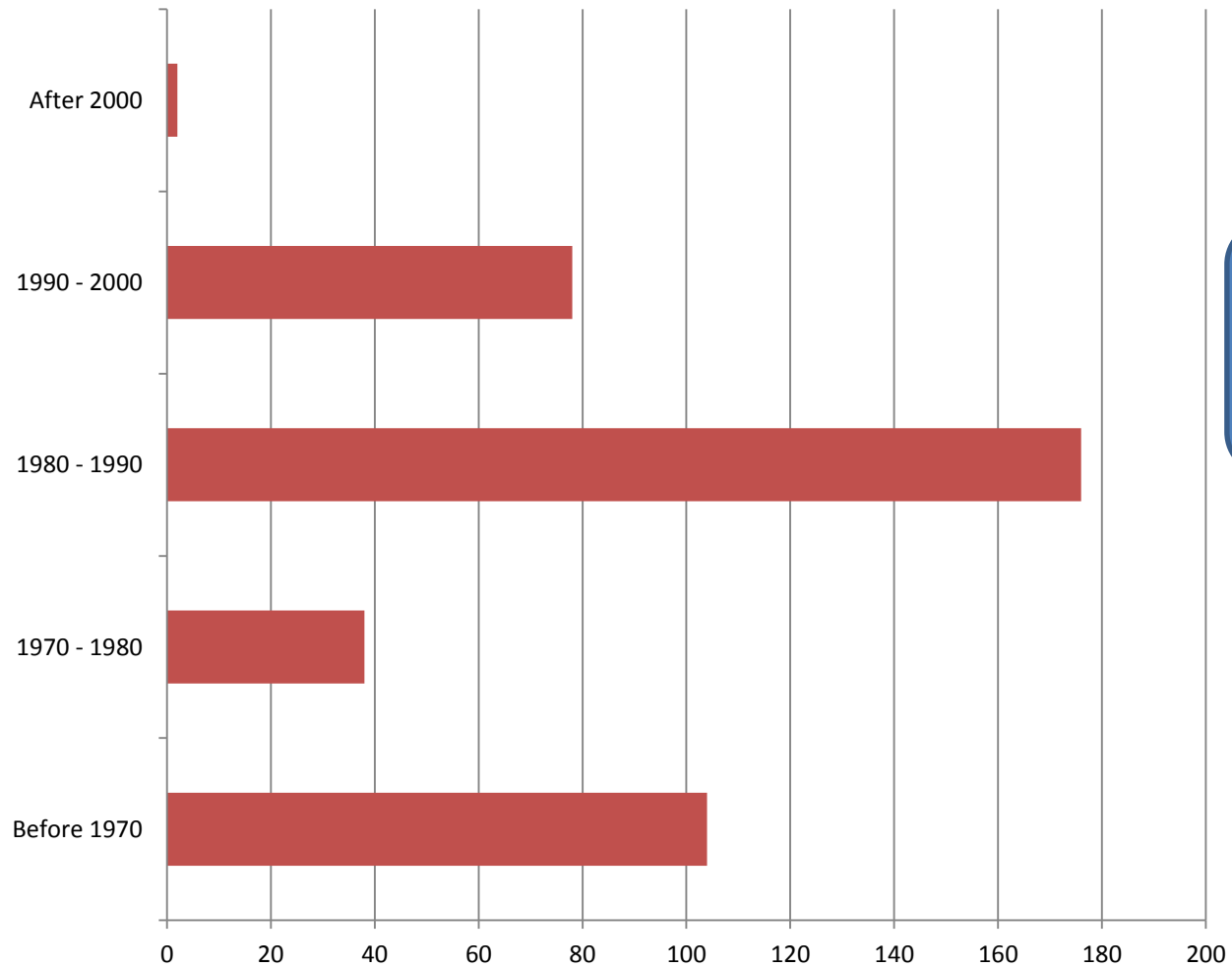

20% are not currently employed

Q2c. What is your annual household income?

59% make < $25,000

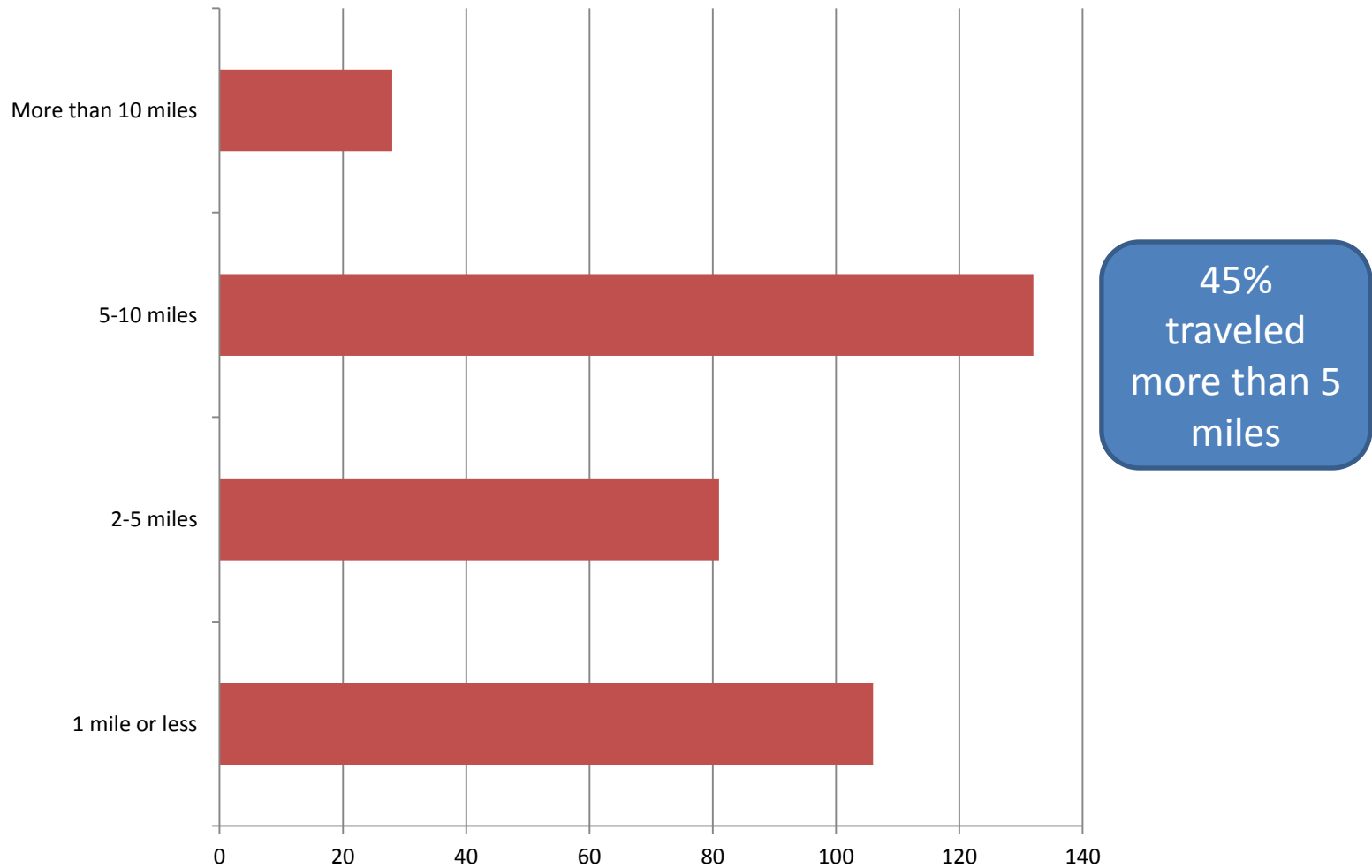# Q2d. What is the highest level of education of any adult in your household?

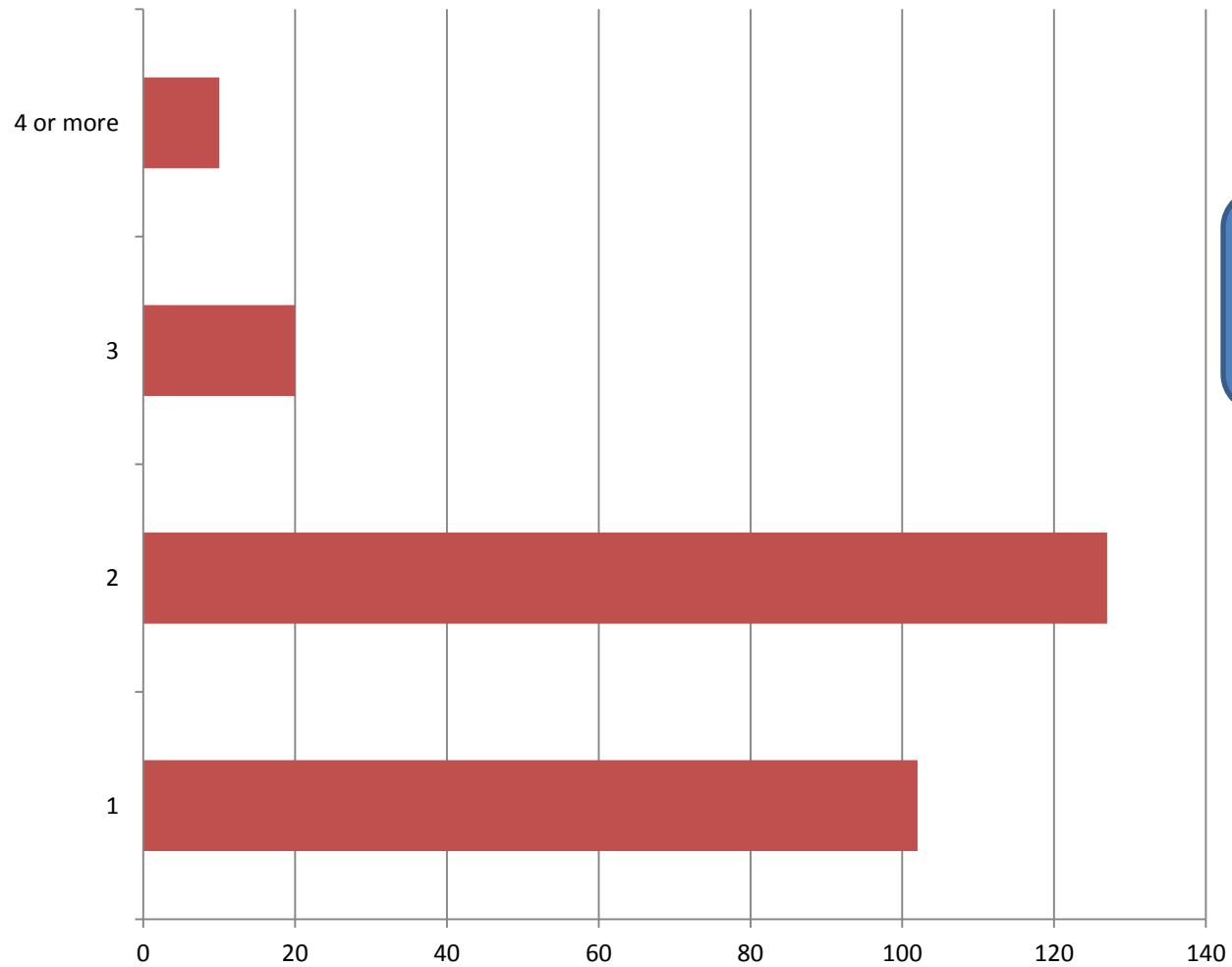60% have HS degree or less

Q2e. What year were you born?

26% are over the age of 45

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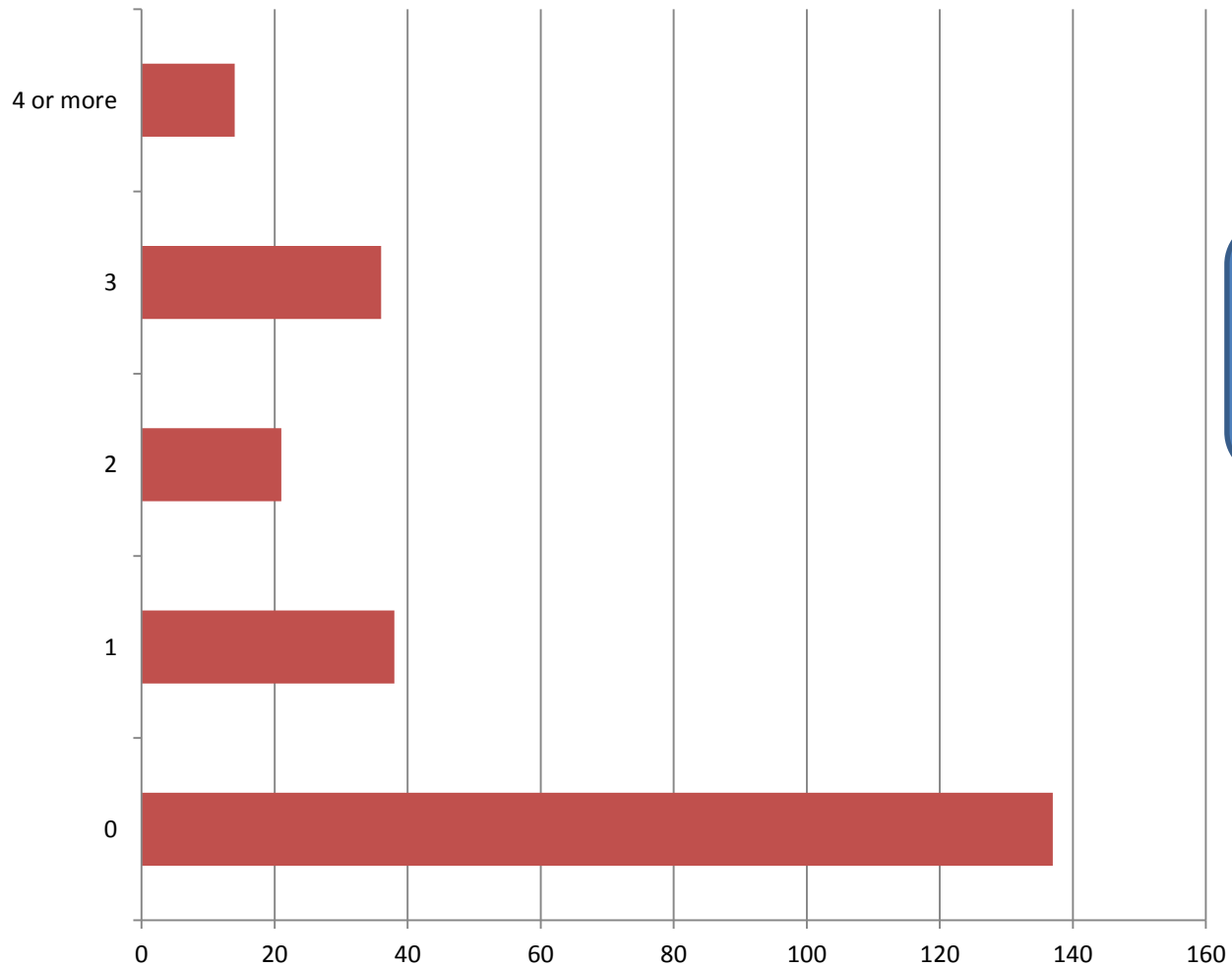

45% traveled more than 5 miles

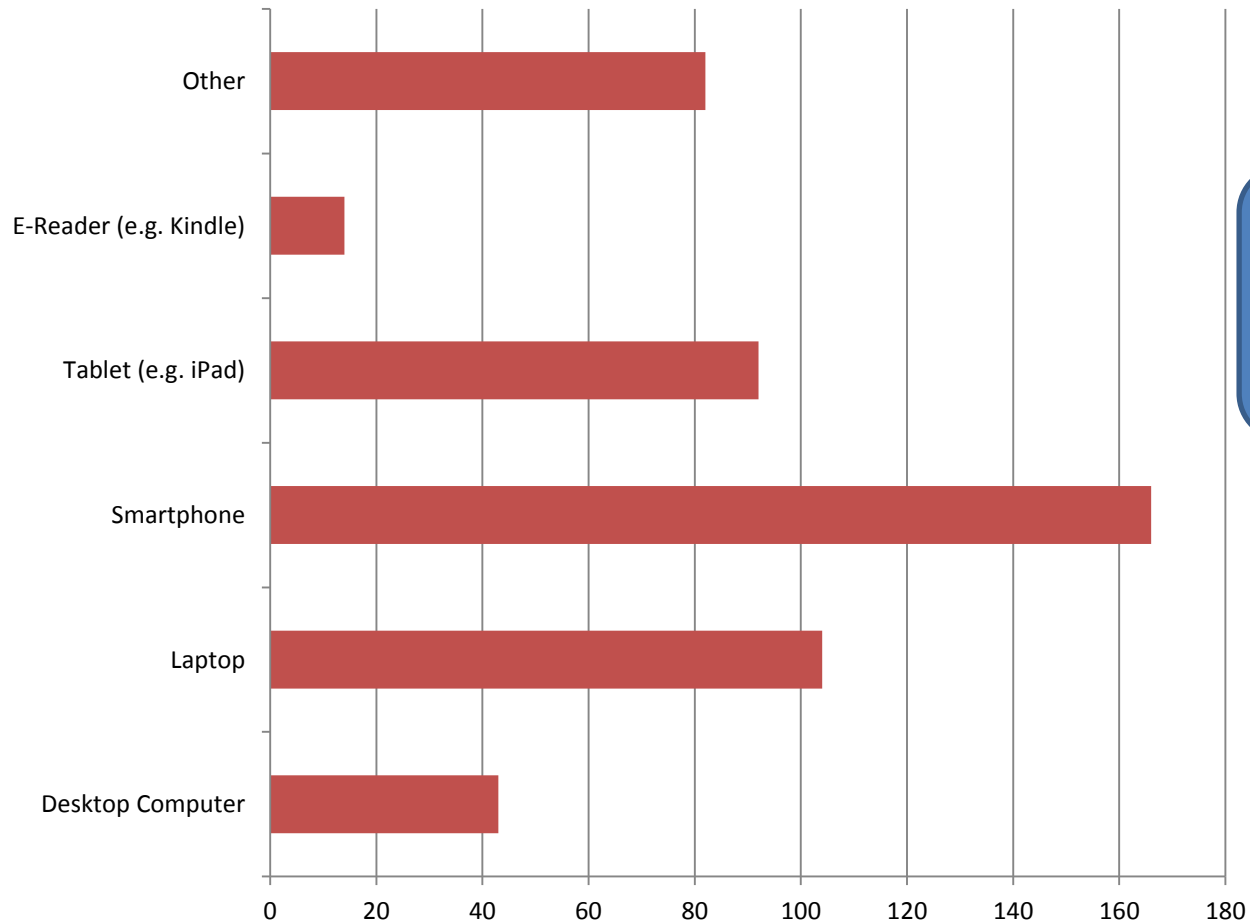# Q2g. How many adults live in your household?

Mostly 2-adult households

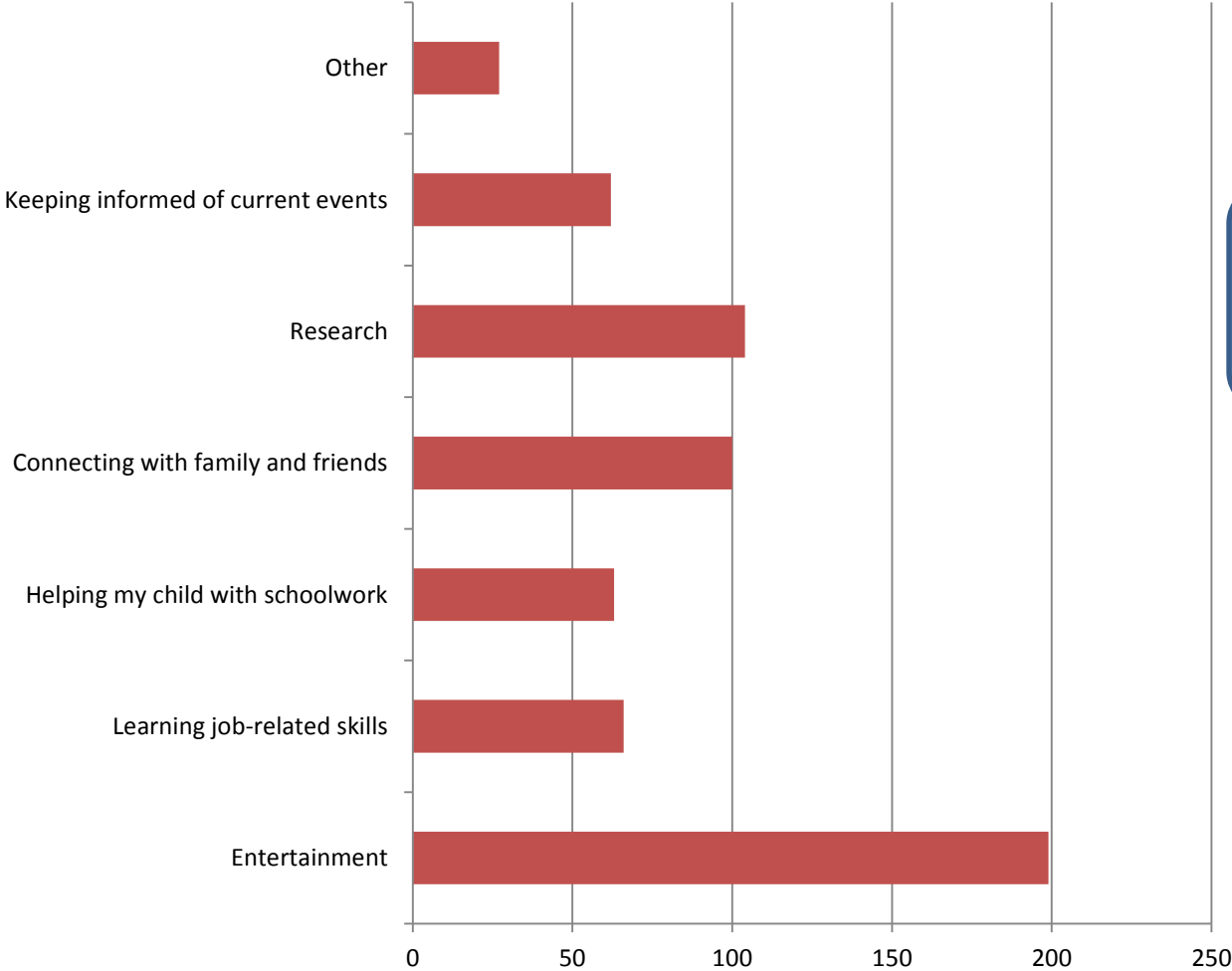# Q2h. How many children K-12 live with you?

44% have at least 1 child in the house

Q3a. Which of the following devices did you connect to the hotspot (choose all that apply)?
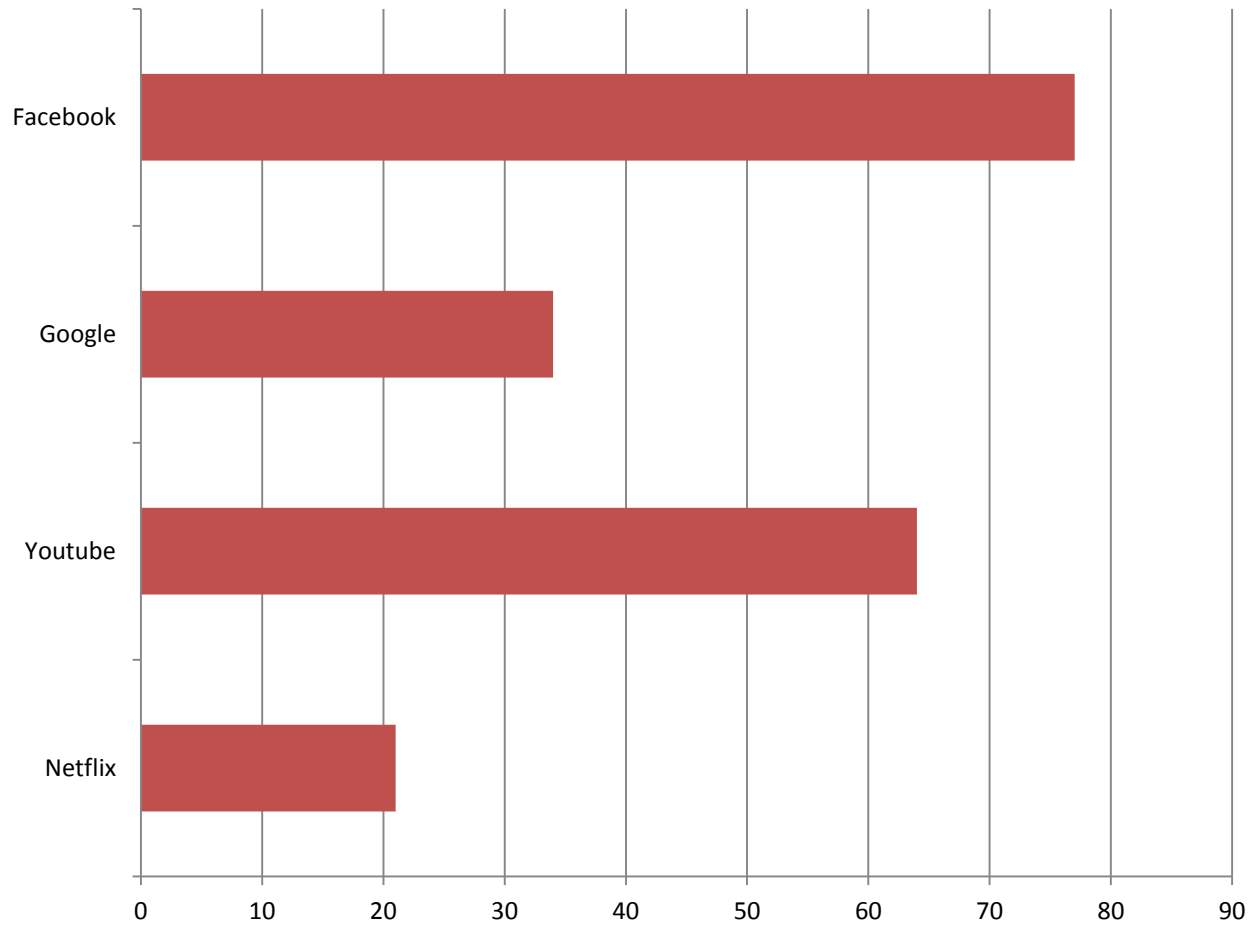
70% connect with more than 1 device

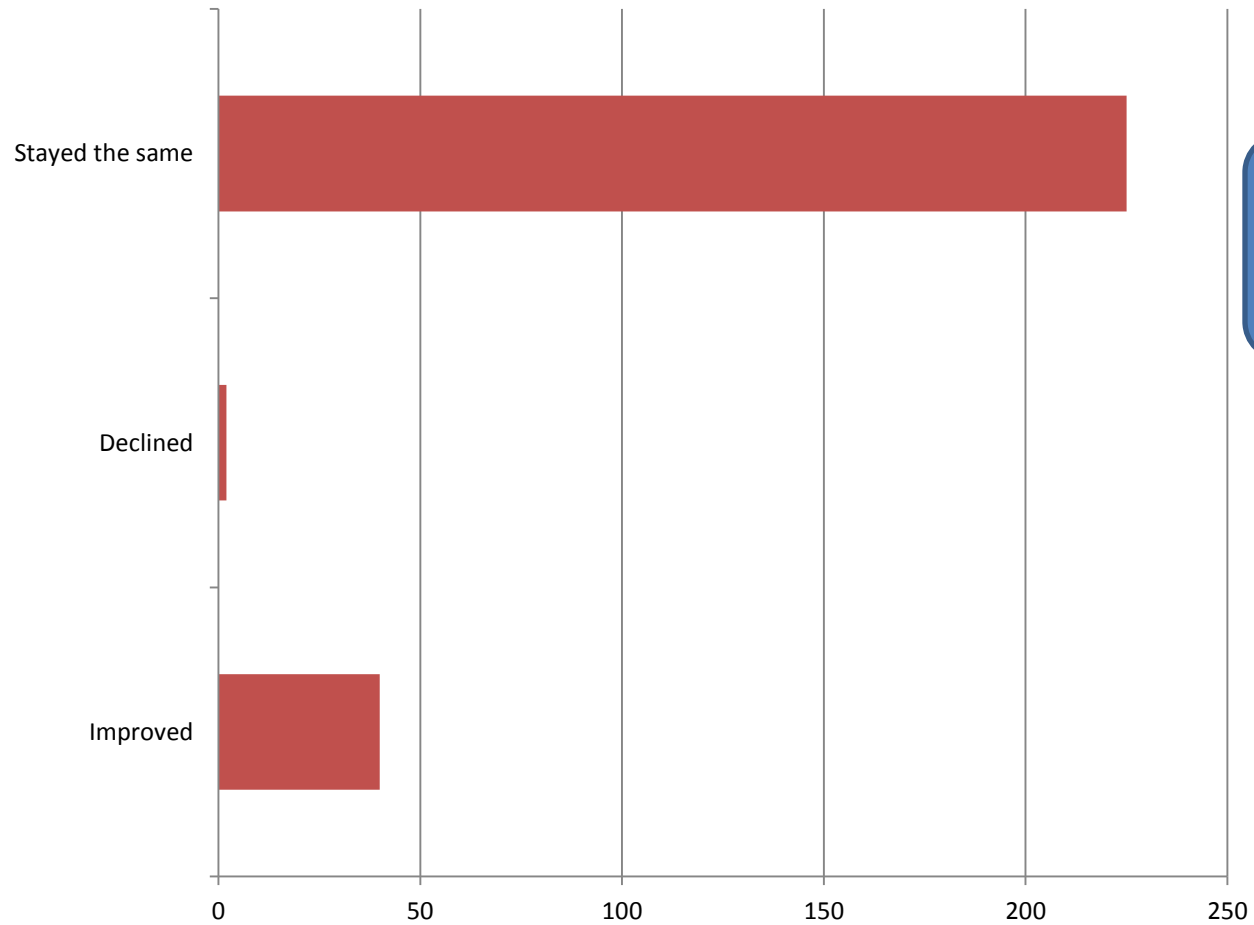# Q3b. Please mark your TOP 3 uses of the device

97% use for multiple purposes

Q3c. Please list the two websites you visited most often while checking out the device
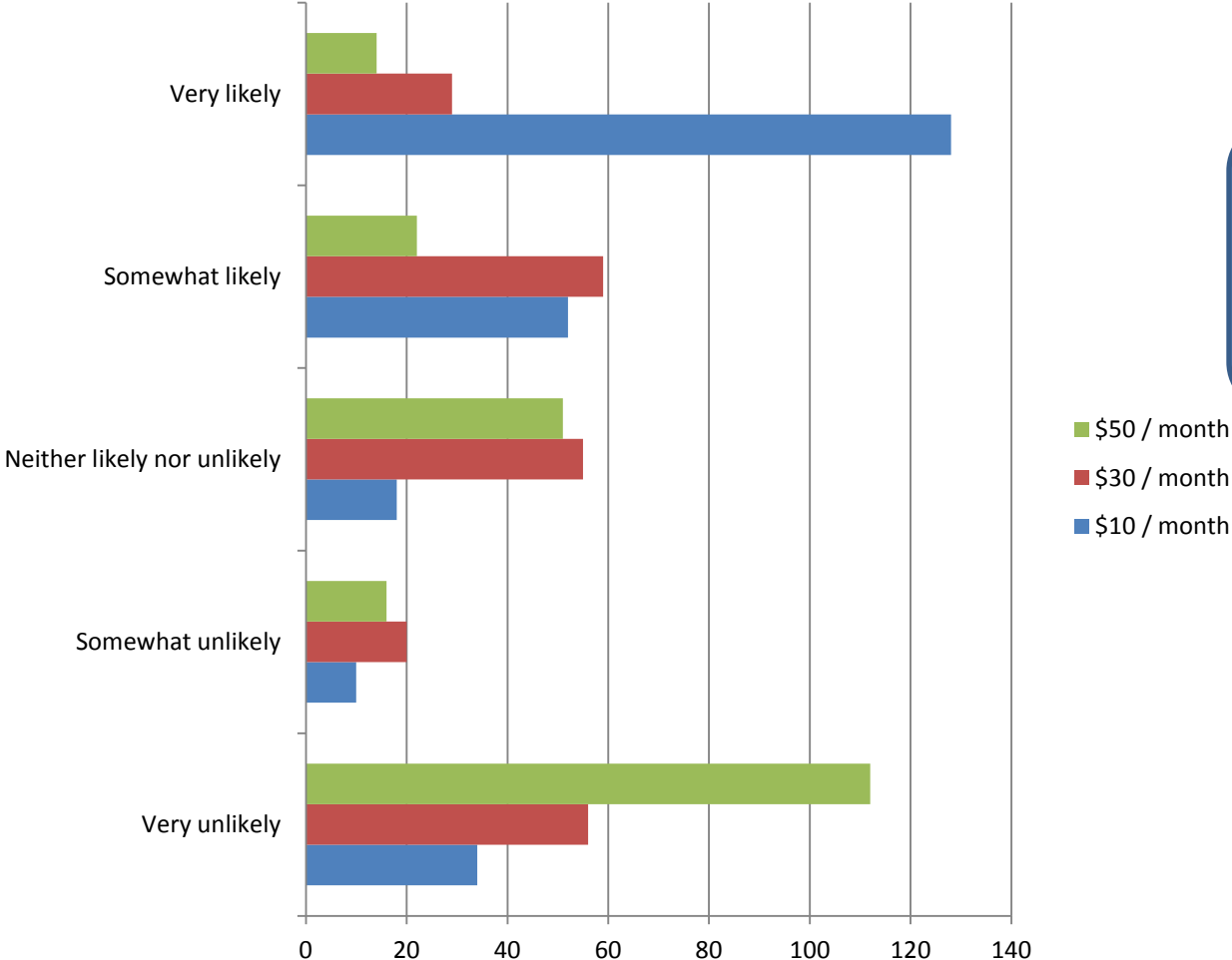
Q3d. Please rate your Internet skills before and after using the device
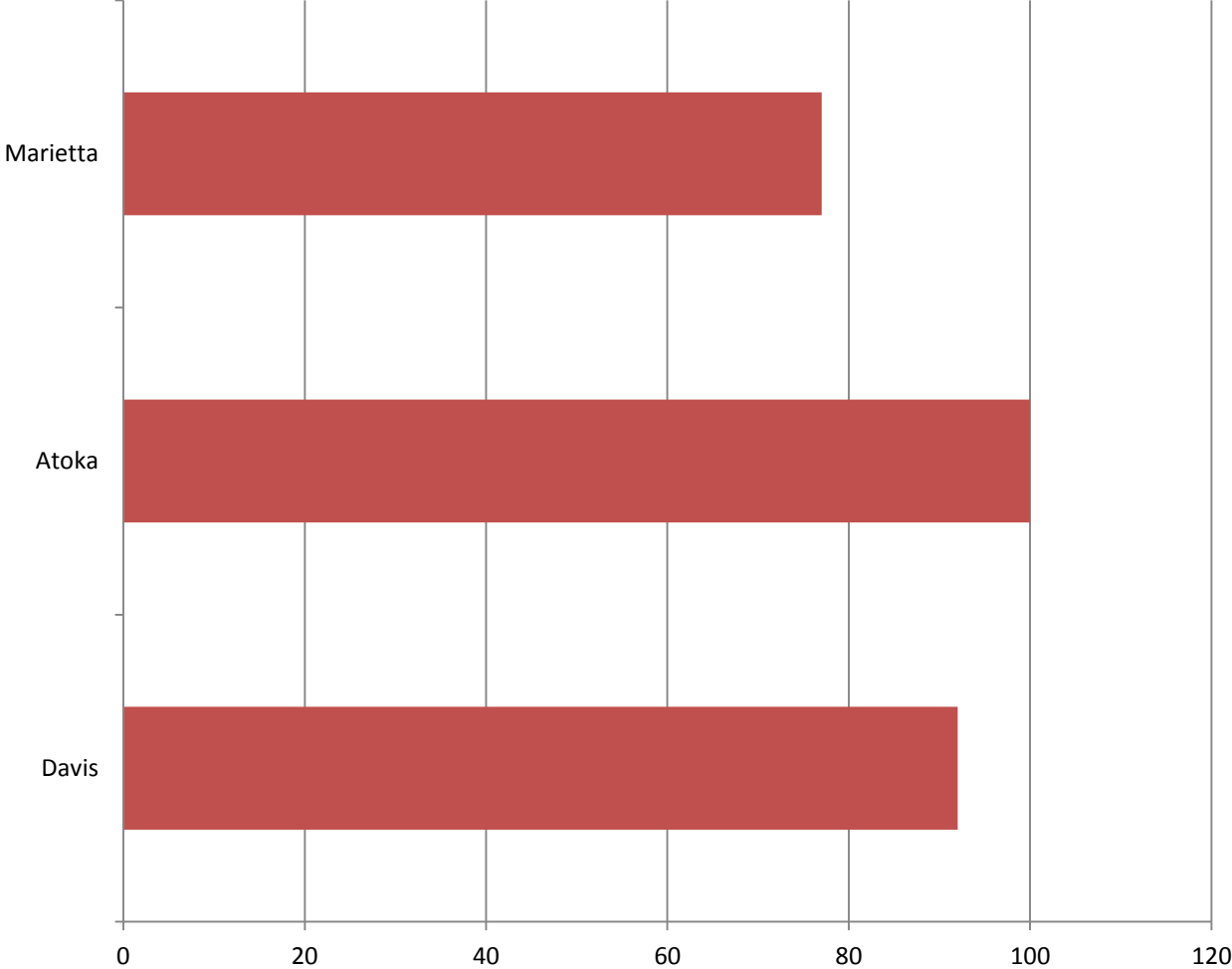

15% saw their internet skills improve

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

74% would purchase a $10/ month broadband connection

Legend:
- $50 / month
- $30 / month
- $10 / month

Q4. Number of Surveys completed by Library Site

Sample Patron Comments

- "It is an awesome device!"
- "Used for college courses"
- "I really enjoy the hotspot program – thank you!"
- "It is a wonderful thing, especially for those who can't afford internet."
- "So happy the library system is trying this – is a great help"
- "I was very satisfied with the hotspot and will recommend it to people everywhere"
- "Great addition to the services of the library"
- "Used for job search"
- "I think the program is a good way to help the community out with the way school is now"
- "I think it's great to have at our library!"
- "The hotspot is a great idea and more people should try"
- "This is the greatest thing to help people who can't afford their own connection."
- "My whole family very much enjoyed using the hotspot. Awesome program!"