OK Rural Library
Hotspot Lending Program

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

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

Source: 2013-17 American Community Survey

## Hotspot Statistics

- **331 Loans**
- **13.8 Avg. Wait List**

**Hotspot Devices Loaned**

<table>
<thead>
<tr>
<th>Site</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library</td>
<td>107</td>
</tr>
<tr>
<td>Atoka</td>
<td></td>
</tr>
<tr>
<td>Davis</td>
<td>99</td>
</tr>
<tr>
<td>Marietta</td>
<td>125</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Site</th>
<th>AVERAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library</td>
<td></td>
</tr>
<tr>
<td>Atoka</td>
<td>14.1</td>
</tr>
<tr>
<td>Davis</td>
<td>9.3</td>
</tr>
<tr>
<td>Marietta</td>
<td>10.0</td>
</tr>
</tbody>
</table>
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:

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

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 is your annual household income?
- Under $25,000
- $25,000 - $40,999
- $50,000 - $74,999
- $75,000 - $124,999
- $125,000 or more

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

What year were you born? _____
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 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?

<table>
<thead>
<tr>
<th>Price Point</th>
<th>Unlikely</th>
<th>Somewhat Unlikely</th>
<th>Neither Likely nor Unlikely</th>
<th>Somewhat 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>$25/month</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Additional Comments on Library Hotspot Program: __________

269 Responses as of 6-30-19

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 Balch at (405) 744-9625 or the OSU-RE 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: 160
- African American: 20
- Hispanic / Latino: 20
- American Indian: 30
- Asian: 5
- Other: 5

33% are non-Caucasian
Q2b. What is the employment status of the head of your household?

- Employed, Full-time: 80
- Employed, Part-time: 30
- Student: 10
- Retired: 20
- Not Employed: 20

20% 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

59% make < $25,000
Q2d. 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 / Associated Degree
- College Degree
- Post College Degree

60% have HS degree or less
Q2e. What year were you born?

- Before 1970
- 1970 - 1980
- 1980 - 1990
- 1990 - 2000
- After 2000

26% 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

45% traveled more than 5 miles
Q2g. How many adults live in your household?

Mostly 2-adult households
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)?

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

70% connect with more than 1 device
Q3b. Please mark your TOP 3 uses of the device

- Entertainment: [Bar Graph]
- Research: [Bar Graph]
- Connecting with family and friends: [Bar Graph]
- Helping my child with schoolwork: [Bar Graph]
- Learning job-related skills: [Bar Graph]
- Keeping informed of current events: [Bar Graph]
- Other: [Bar Graph]

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
- Declined
- Improved

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.
Q4. Number of Surveys completed by Library Site

- Marietta: 70
- Atoka: 100
- Davis: 90
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!”