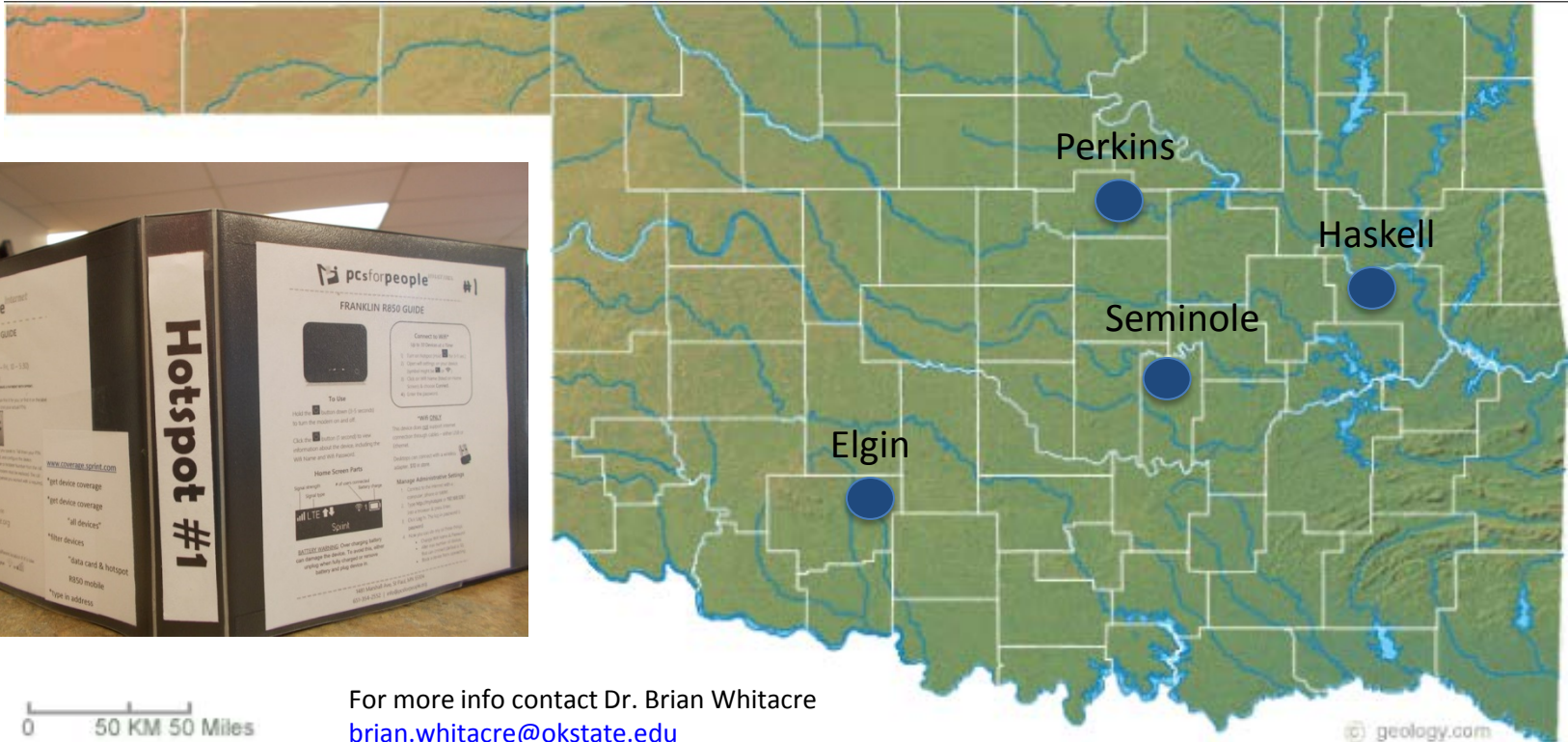


OK Rural Library Hotspot Lending Program



Dept. of Ag Econ
Report AE-17004

Preliminary Patron Survey Results As of 10-5-17



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

Hotspot Devices Loaned						
Library	City Pop. (2015)	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Perkins	2,860	8	13	12	18	11
Haskell	1,904		18	12	16	9
Seminole	7,508		12	12	9	9
Elgin	2,700	6	11	8	9	10

Length of Waiting List (# people)						
Library	City Pop. (2015)	May-17	Jun-17	Jul-17	Aug-17	Sep-17
Perkins	2,860		8	7	5	5
Haskell	1,904		14	20	16	20
Seminole	7,508		10	10	10	10
Elgin	2,700		5	6	9	8

1-page Survey (completed upon return)

Library Hotspot User Survey



96 Responses as of
10-5-17

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 _____

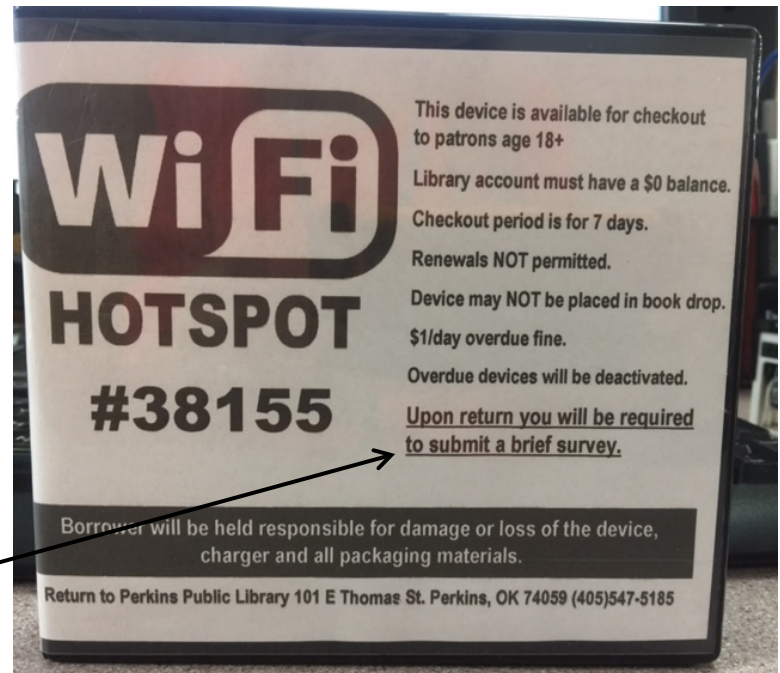
Please list the two websites you visited most often while checking out the device. _____
On a scale from 1-10, with 10 being very proficient, how would you rate your internet skills:

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

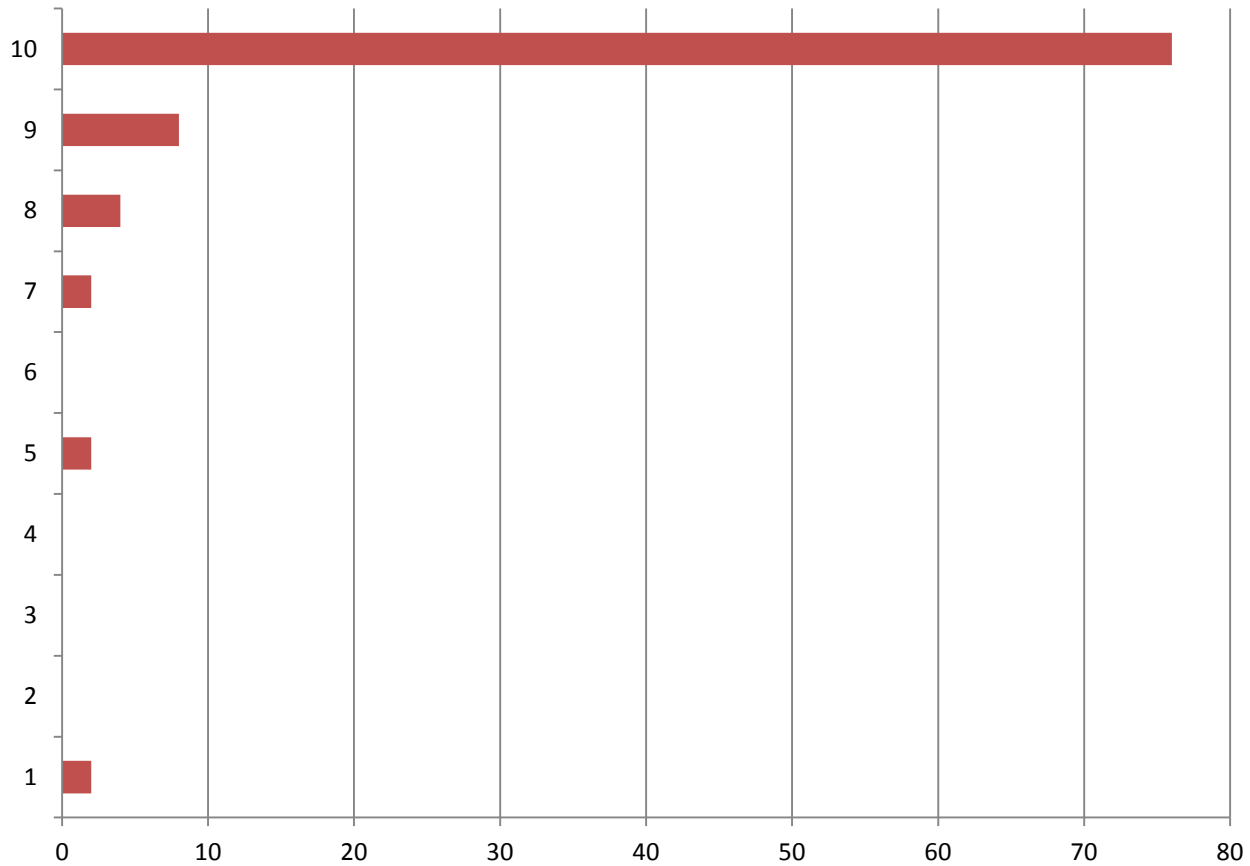
For each of the price points below, how likely is it that you would purchase broadband Internet service for your household in the next six months?

	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"/>

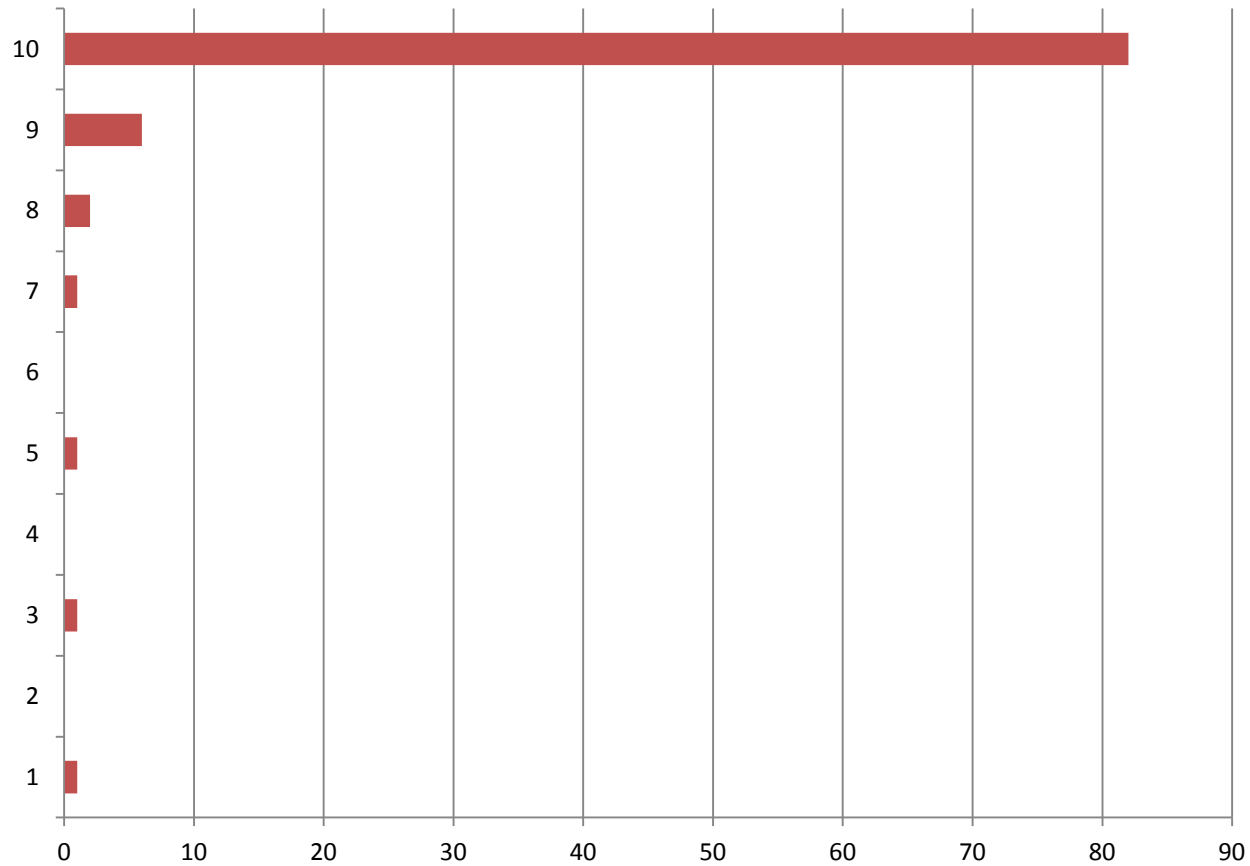
Additional Comments on Library Hotspot Program: _____



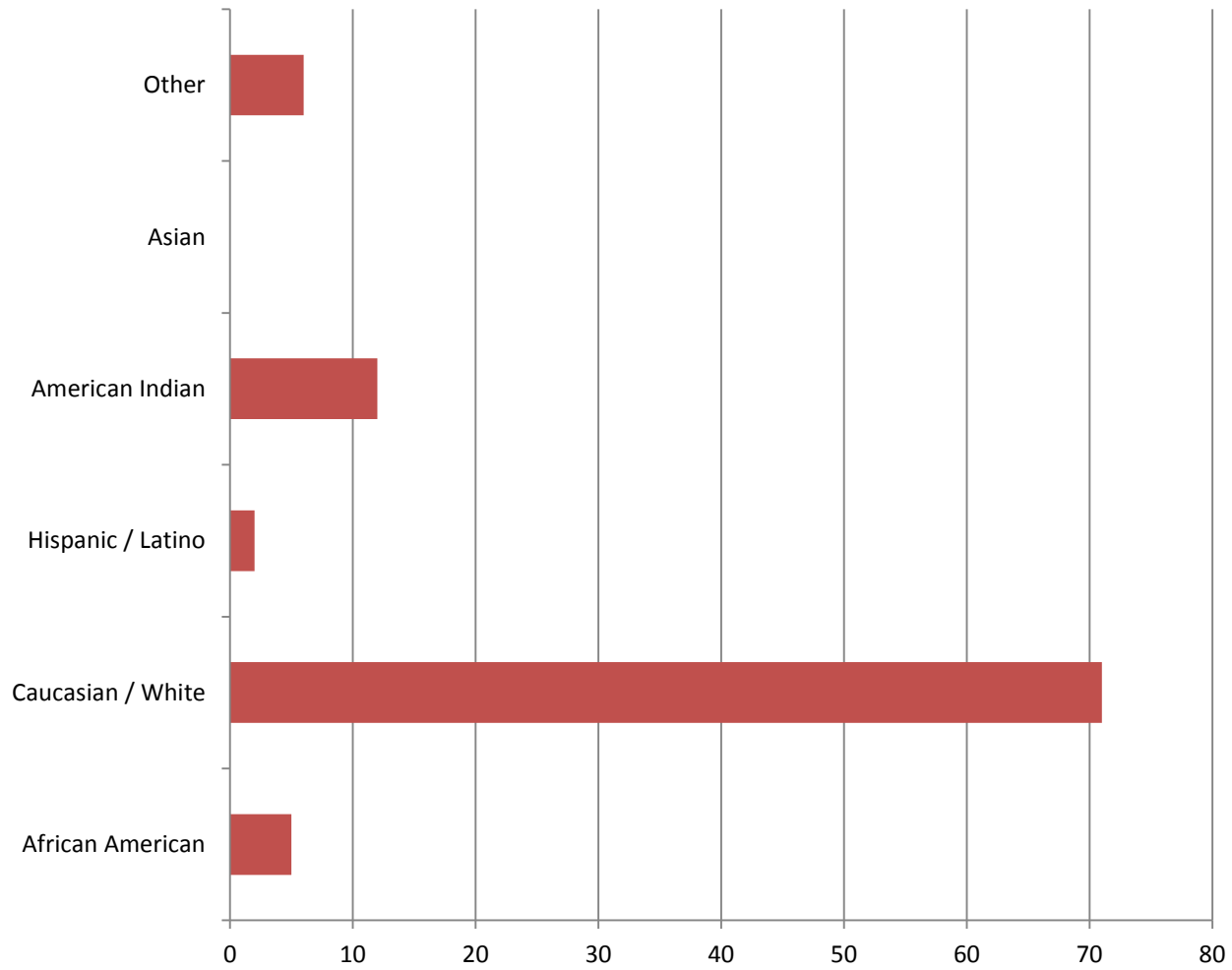
Q1a. On a scale from 1-10, with 10 being high, how would you rate your satisfaction with the library hotspot program?



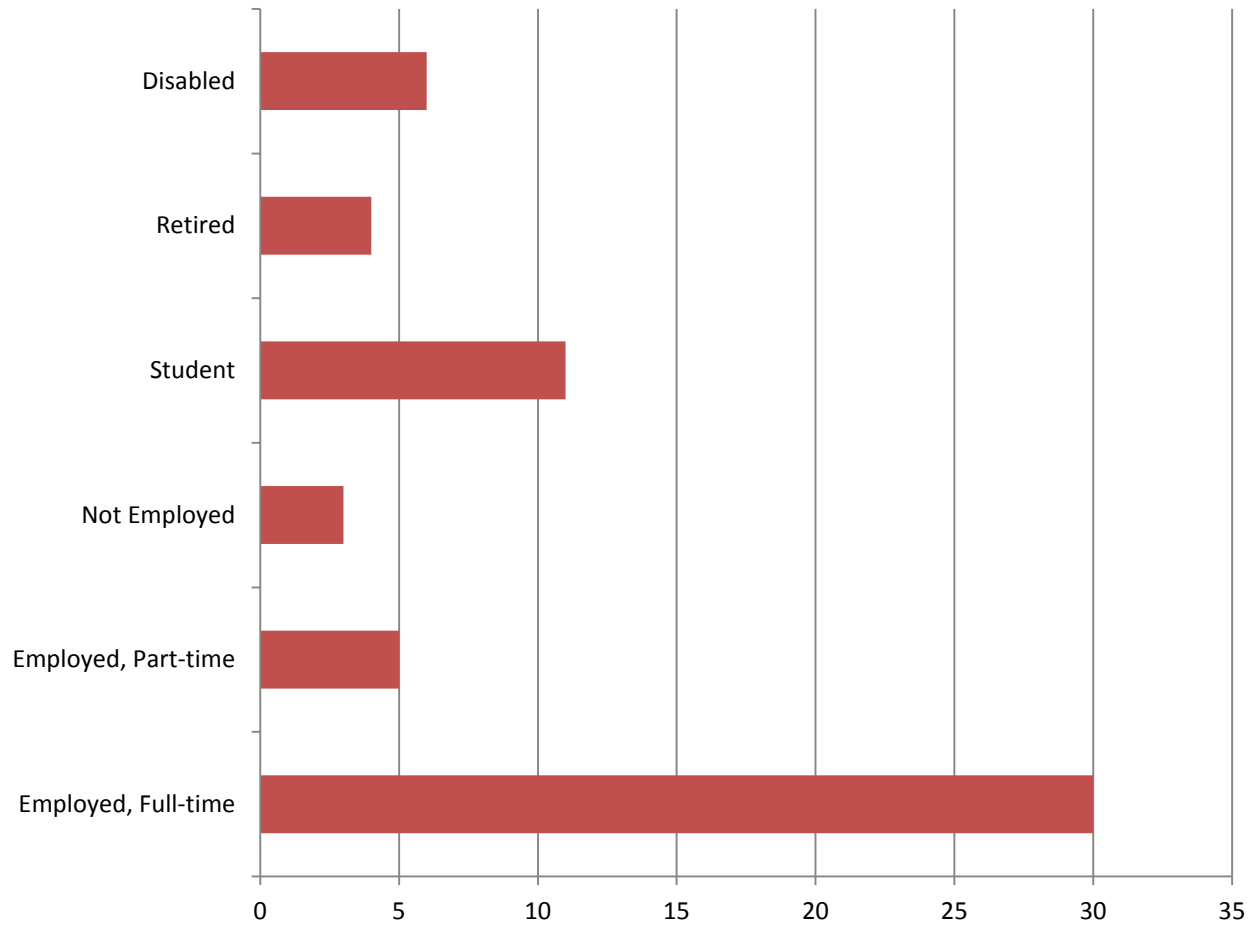
Q1b. On a scale from 1-10, with 10 being high, how likely are you to recommend the library hotspot program to a friend?



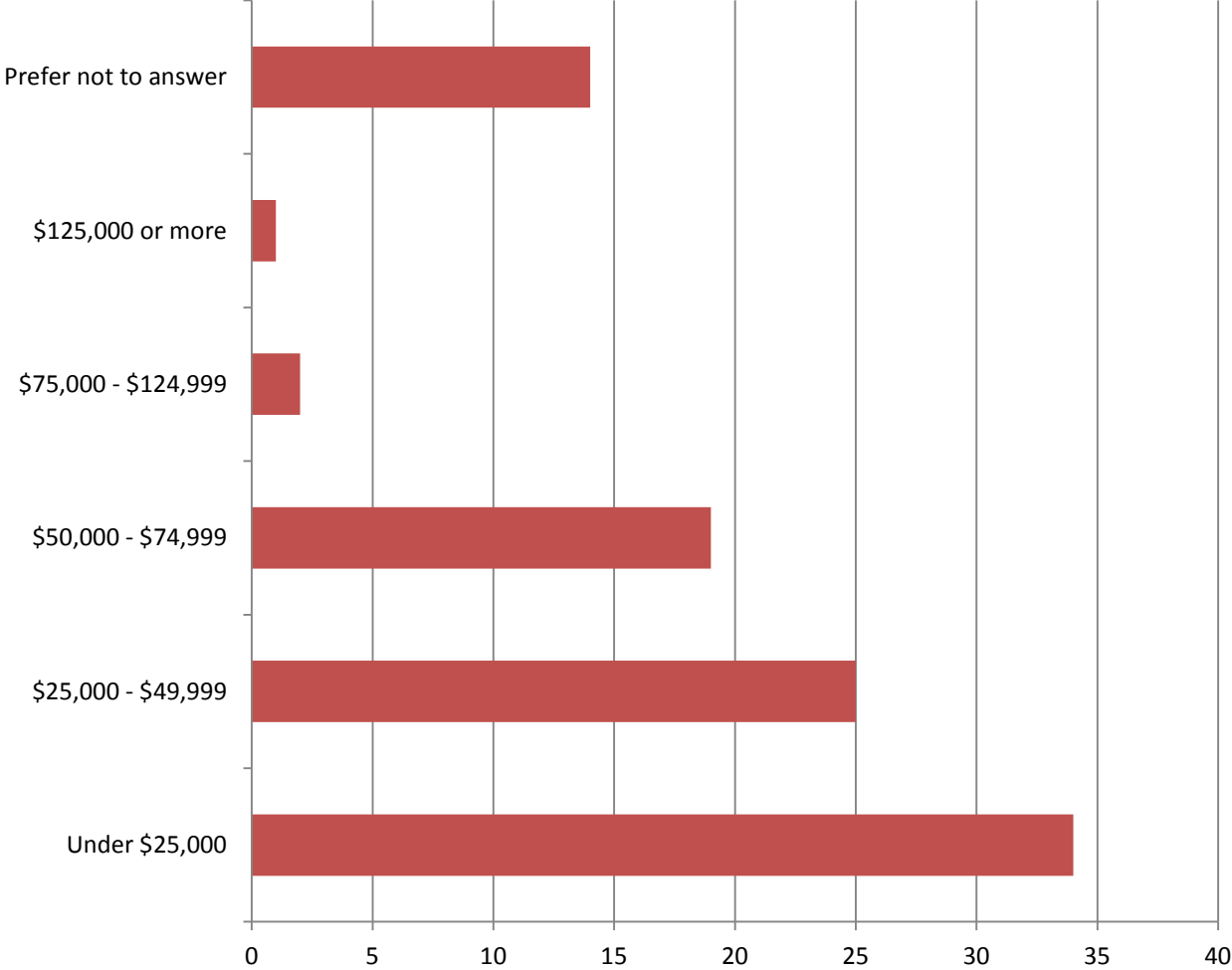
Q2a. What is your ethnicity?



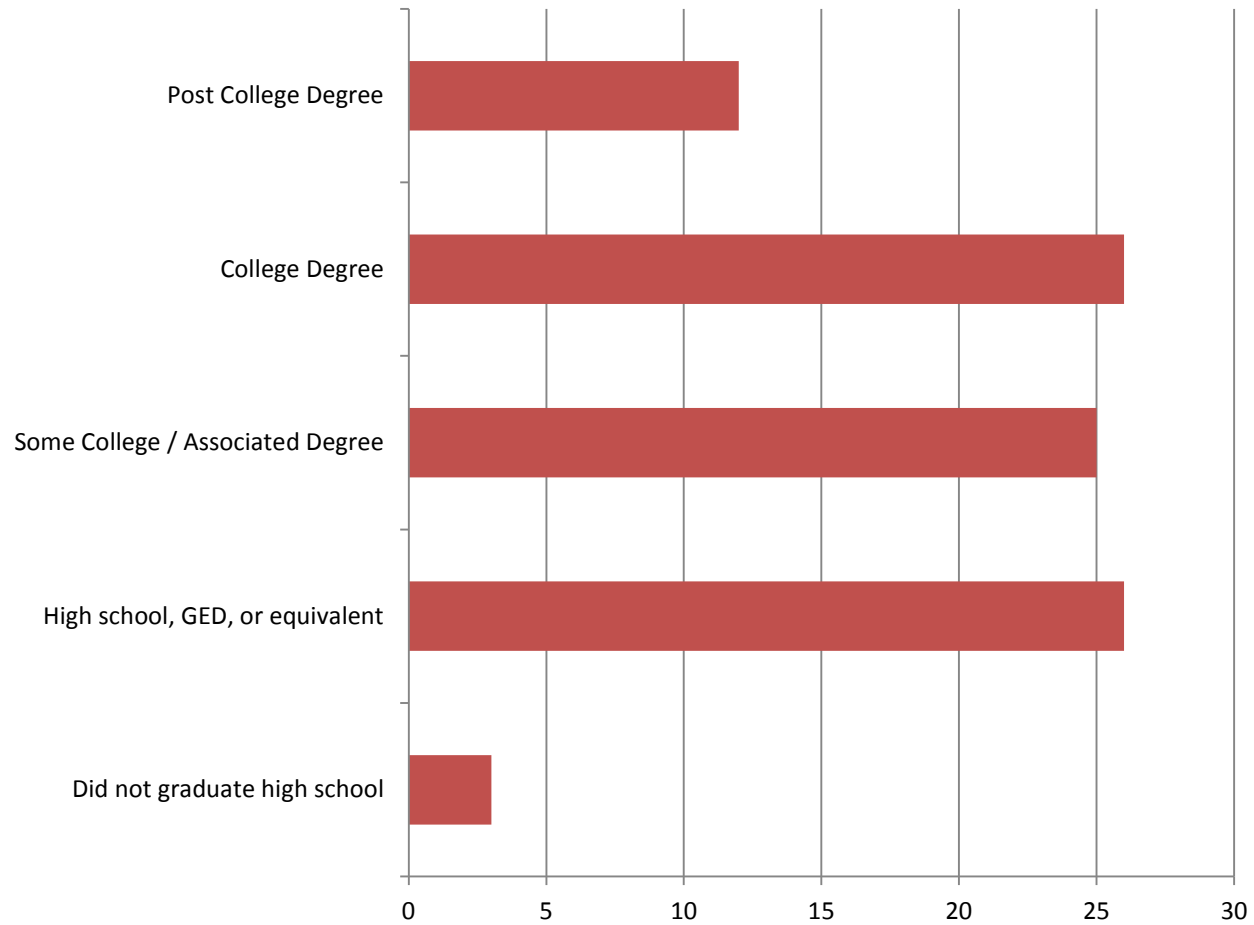
Q2b. What is the employment status of the head of your household?



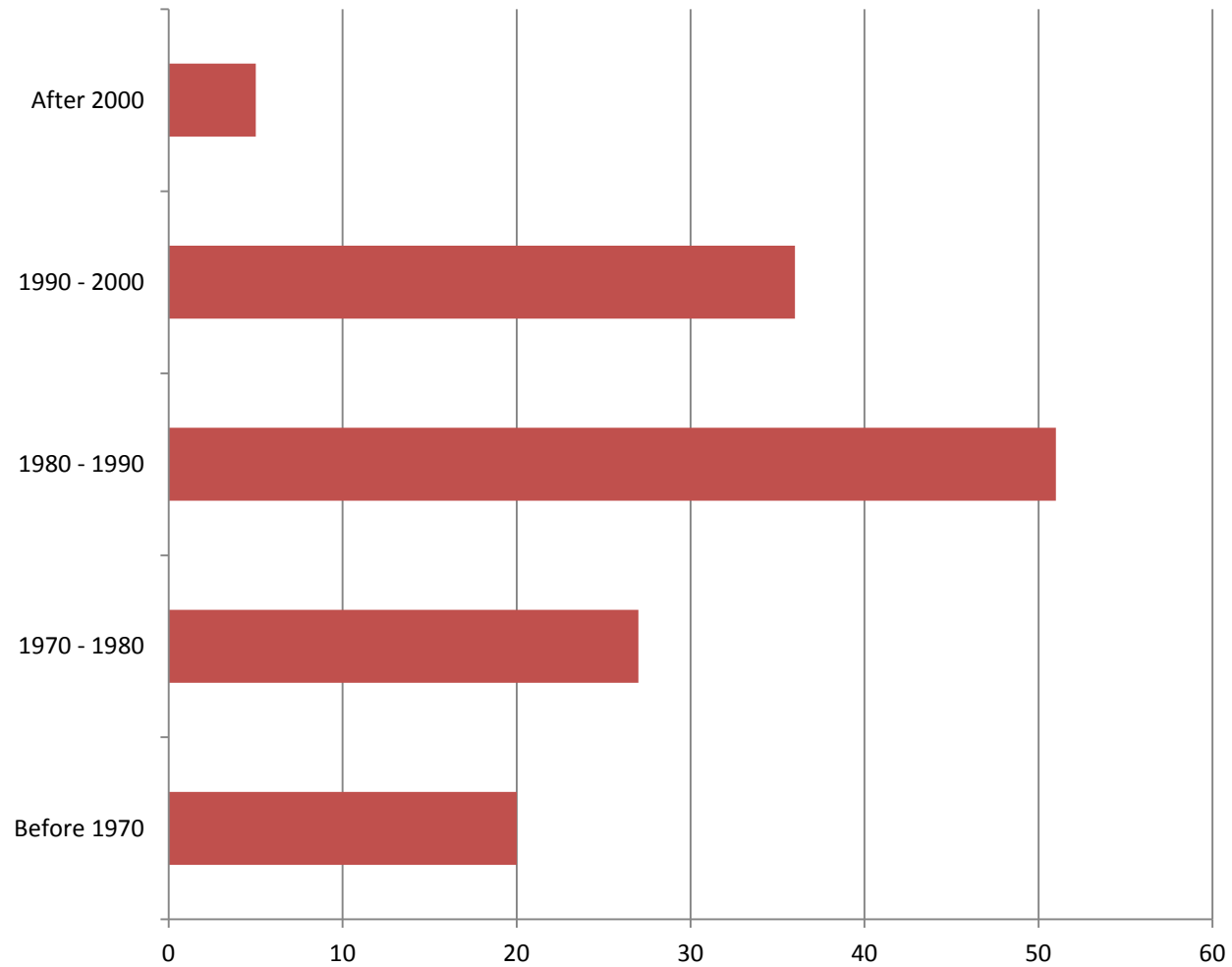
Q2c. What is your annual household income?



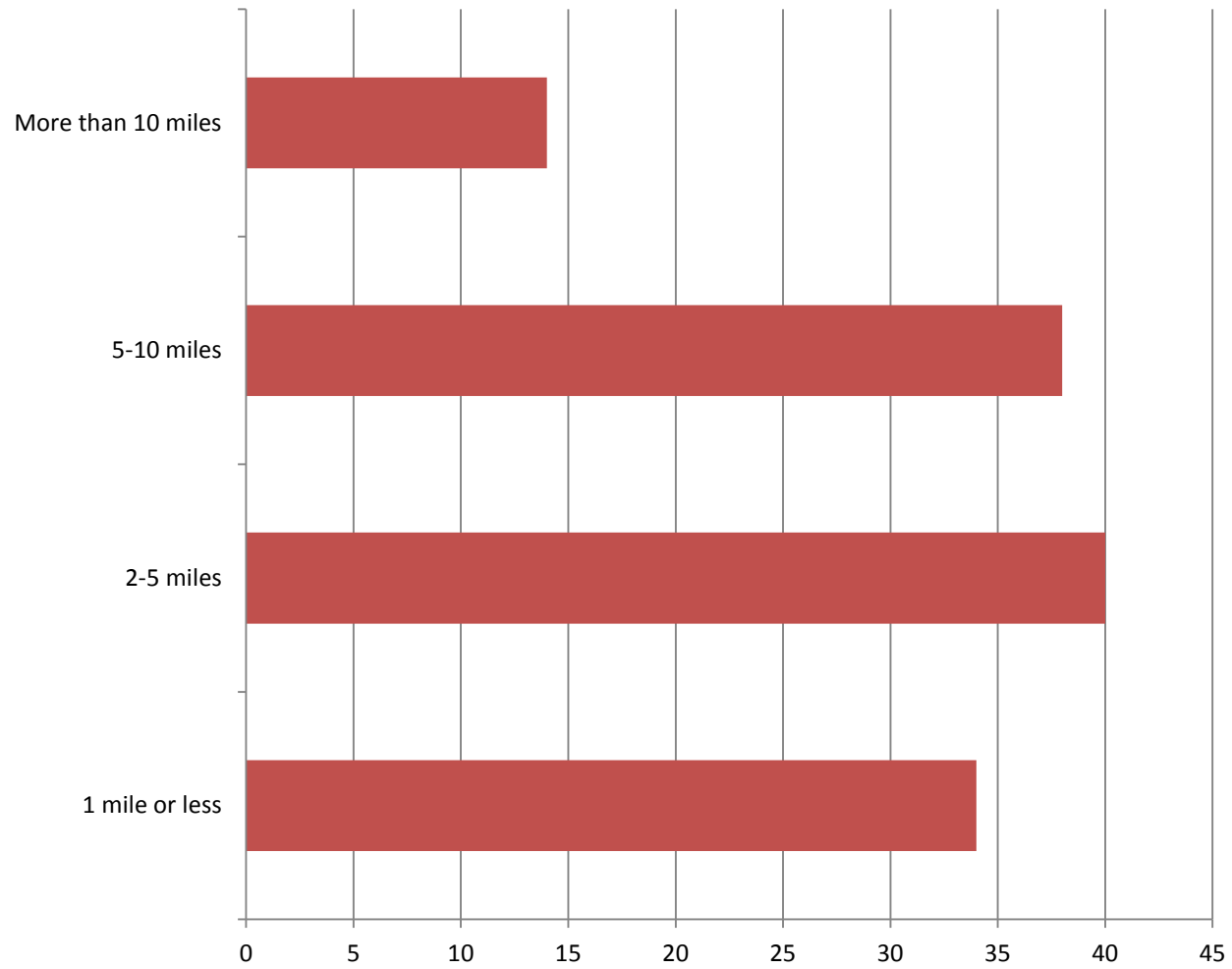
Q2d. What is the highest level of education of any adult in your household?



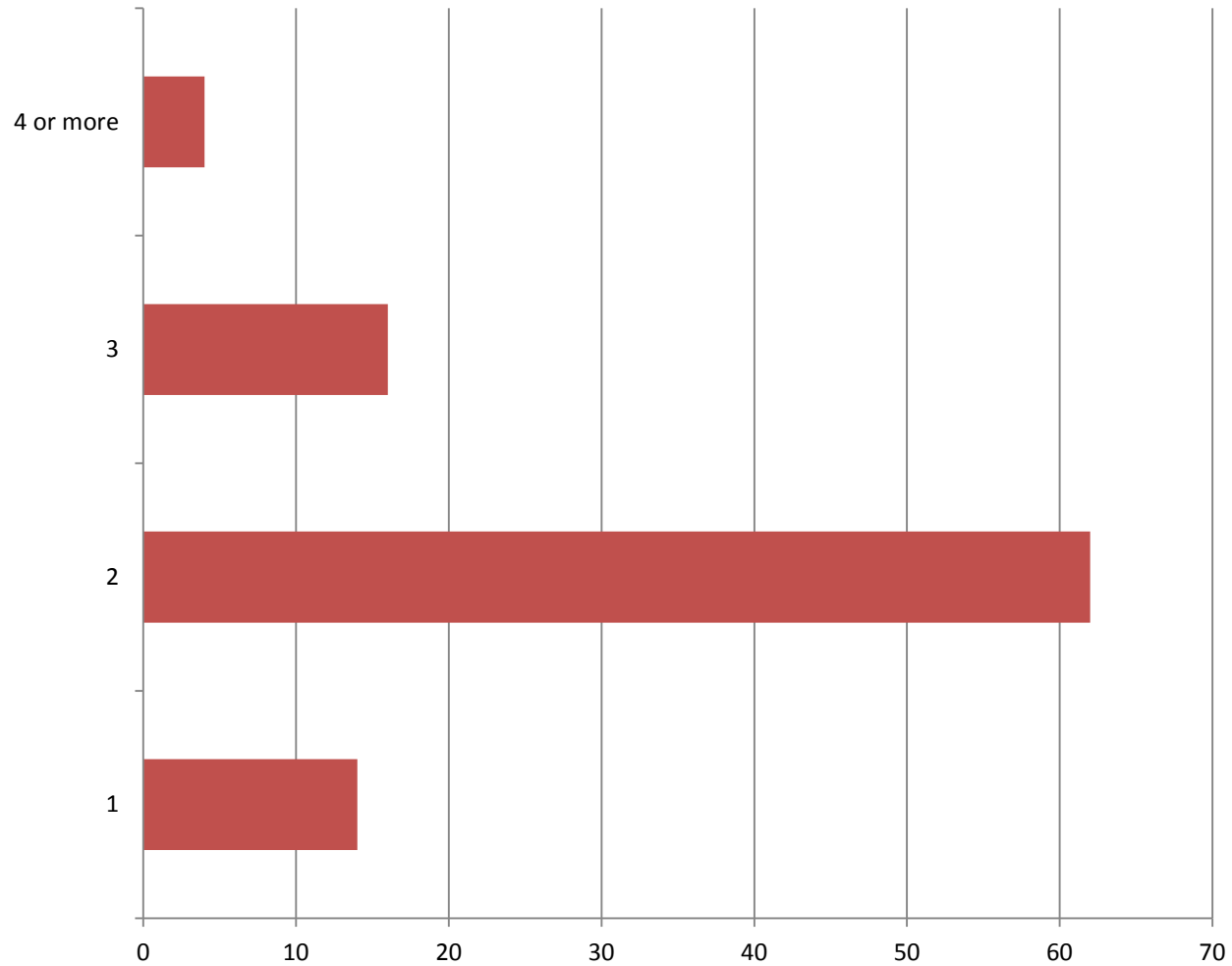
Q2e. What year were you born?



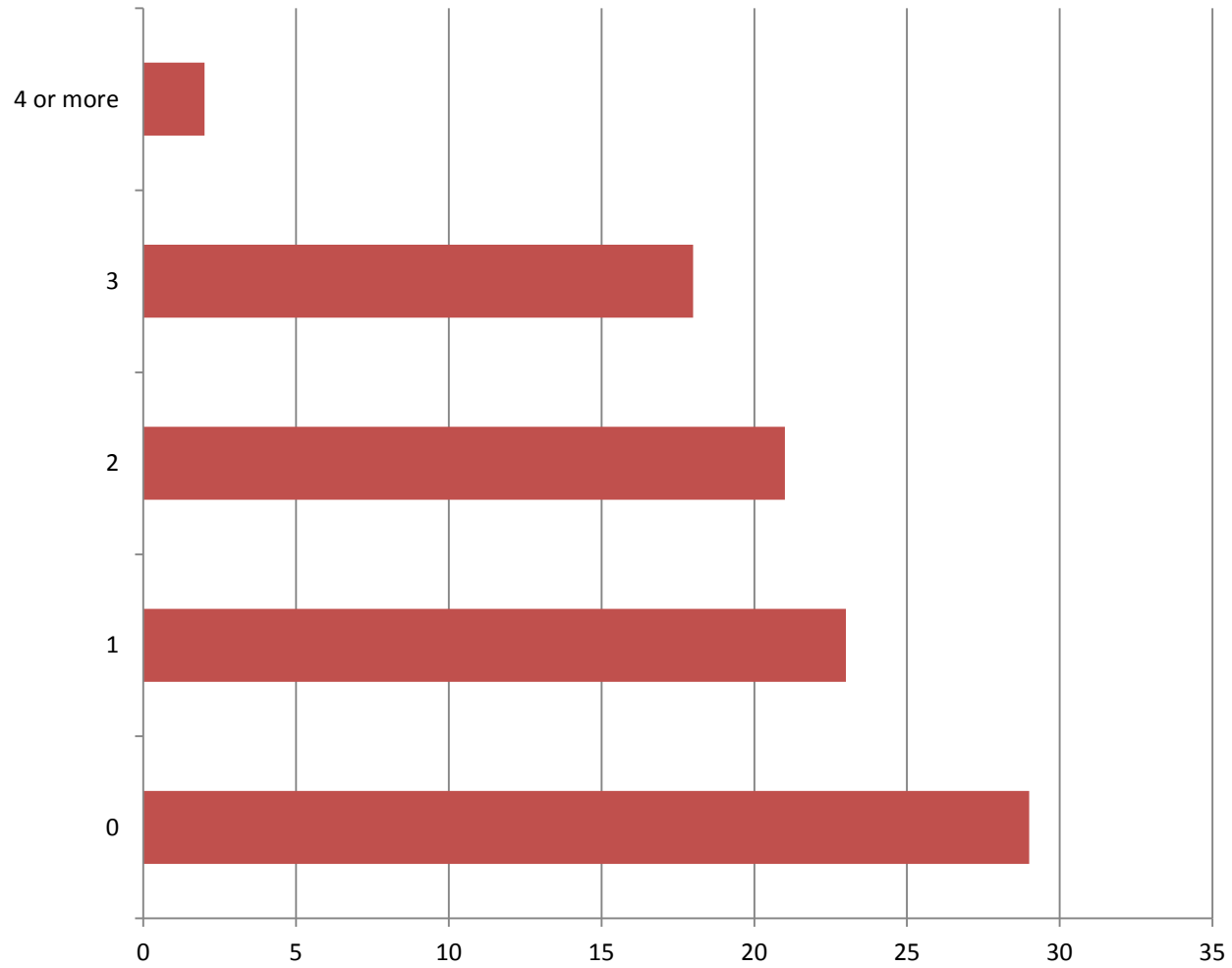
Q2f. How far do you drive to get to the library?



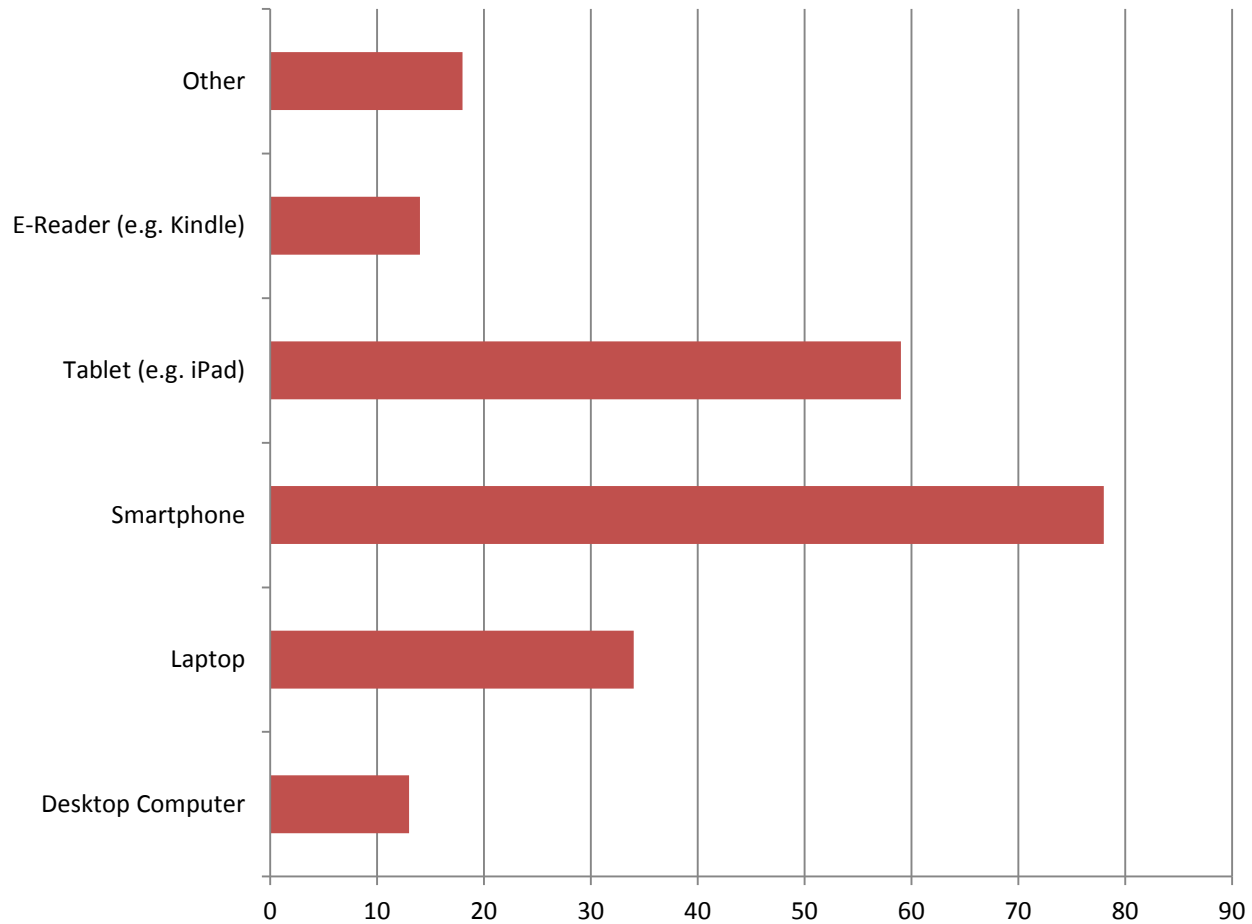
Q2g. How many adults live in your household?



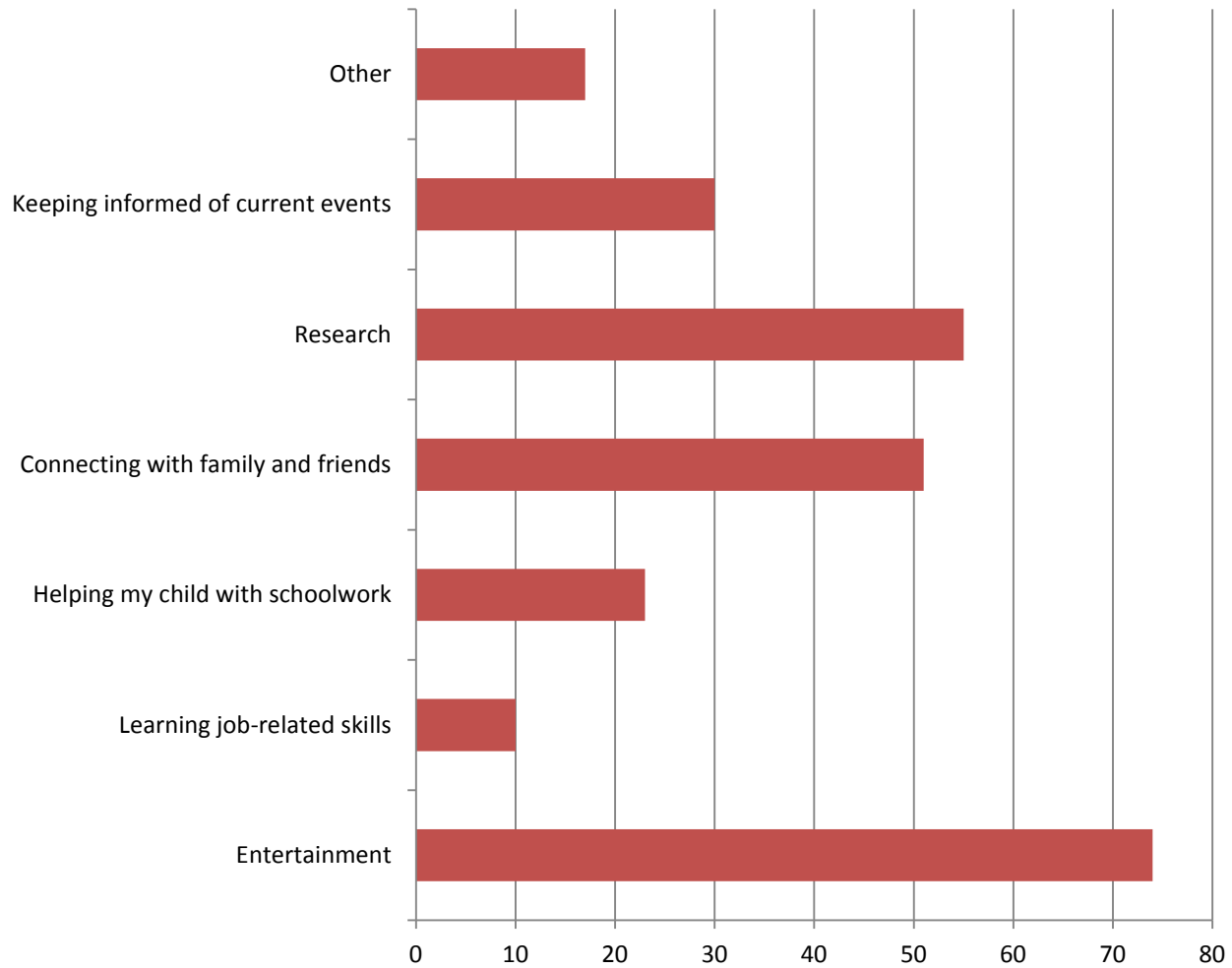
Q2h. How many children K-12 live with you?



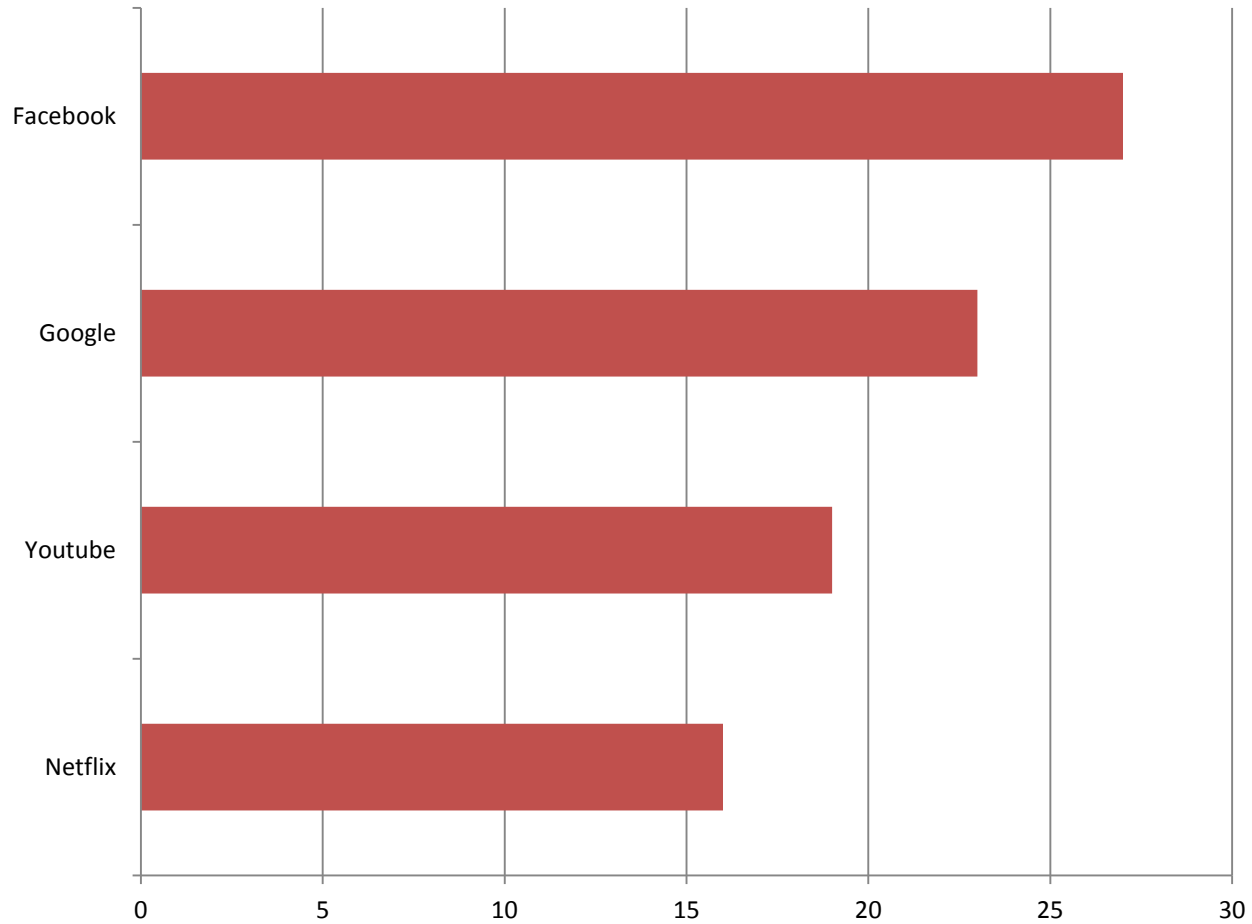
Q3a. Which of the following devices did you connect to the hotspot (choose all that apply)?



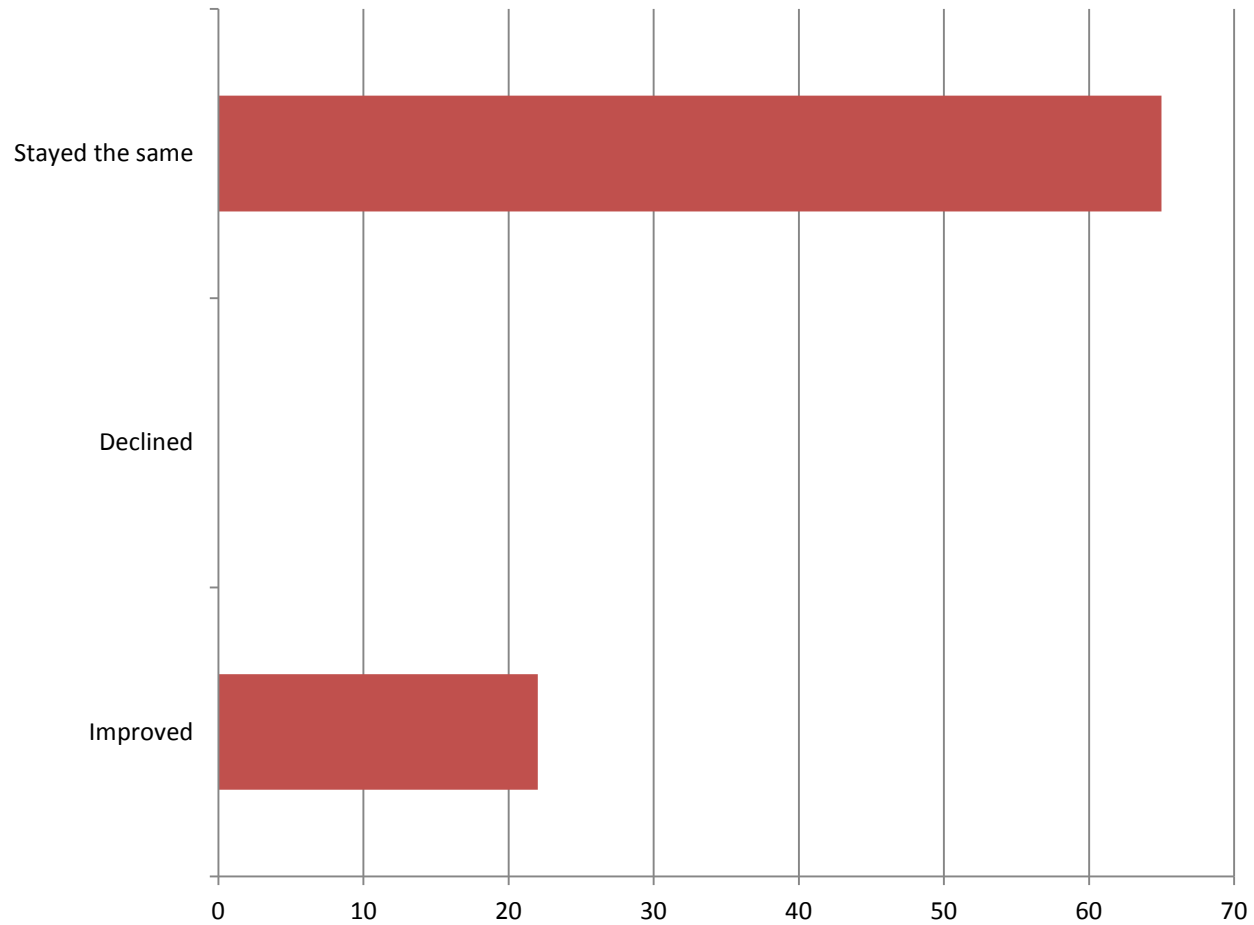
Q3b. Please mark your TOP 3 uses of the device



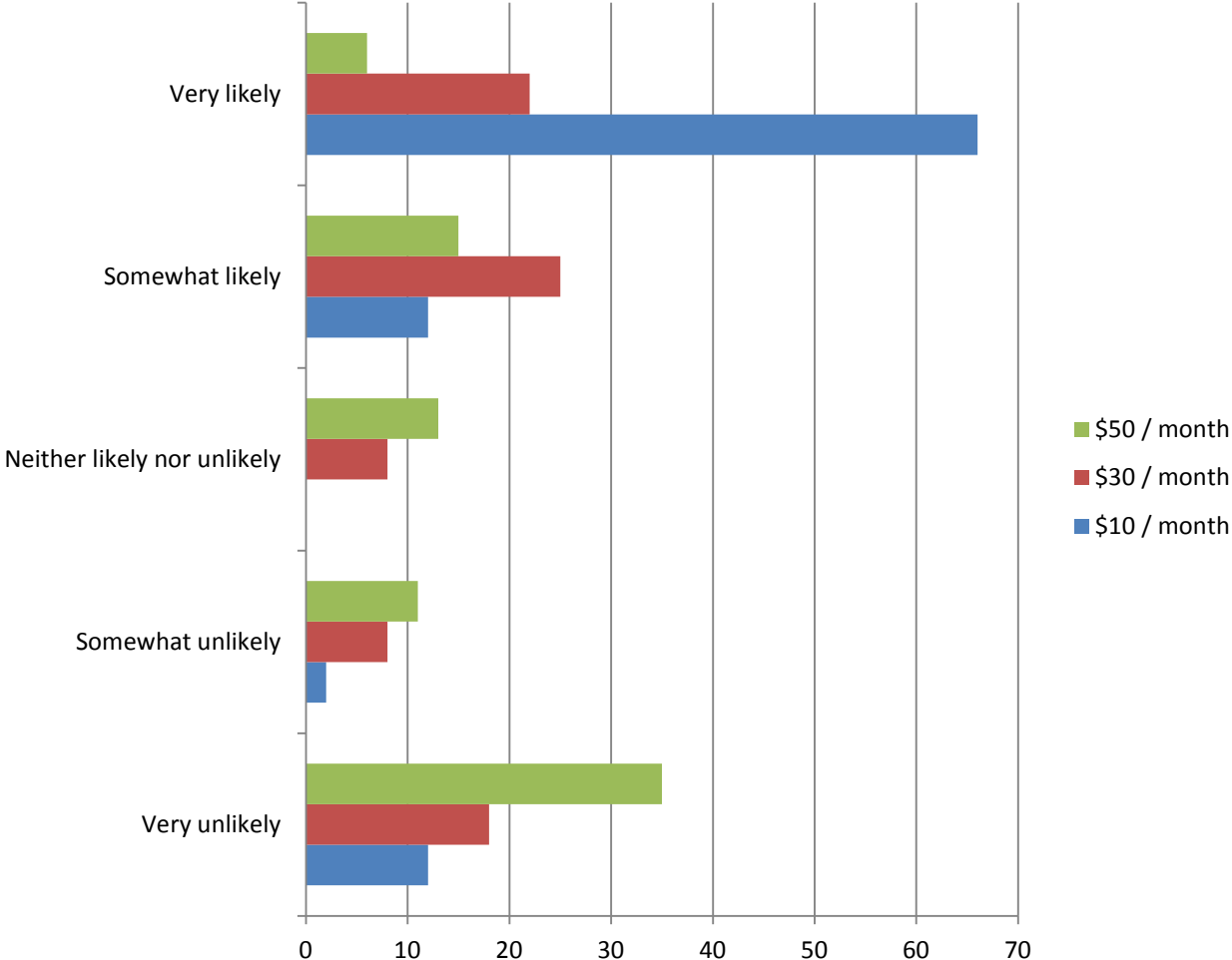
Q3c. Please list the two websites you visited most often while checking out the device



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

