

## **Data Analysis from the Broadband Summit Activity: Ranking my Library and Community**

In establishing a profile of New York with regard to broadband penetration, factors beyond availability are significant barometers of the community's adoption of broadband as a new utility, both for economic development and information access. 105 Broadband Summit respondents provided an informal analysis of their communities' digital well-being/stature. The results of this informal assessment are provided below.

In the following summary, community/library ratings will be disaggregated and analyzed by population size. Many of the eligible libraries attending the Summit for the Opportunity Online Broadband Program in New York are based in these smaller communities. 103 eligible libraries in this initiative fall into the population category <25,000. [see Appendix] The respondent sample for this size community was 77 out of 105 total responses.

### **Communities with a population less than 25,000 (n=77)**

#### **Assessment of Broadband Access**

Only 1 % of the respondents indicated that broadband is widely available to homes, business and public places, including public transportation venues. An additional 5% indicated that penetration was high except in public places and transportation venues. The highest response, 30 %, fell into the category indicating reasonable availability, but with limited connectivity at home or work. The remaining 41% reported that only a few or no access points were available.

#### **Assessment of Knowledge Workforce**

In this category, 72% of the respondents indicated a workforce that is largely low-skilled or with a working population that is low-skilled or a community that has pockets of skilled labor. <sup>1</sup> Only 1 % of the respondents indicated their community reported having a highly skilled workforce, 4% reported their communities were making a transition to a higher skilled workforce. An additional 18% reported a generally skilled workforce with remaining sectors of low educational achievement.

#### **Assessment of Digital Inclusion**

38 % of respondents indicated major sections of the population lack digital skills or access to digital technologies. (Answer 1 on scale of 1-5) but 17 % (Answer 2) indicated planning programs to provide digital access and skills to excluded populations, 34 % (Answer 3) reported introducing such programs to excluded populations. Only 4 % indicated an expansion of training or digital inclusion training. 3% indicated providing digital technology training. 3% did not respond to this item.

#### **Assessment of Innovation**

For this type of community (<25,000), respondents responded that 36 % of business, government and institutions needed to become more attuned to digital communication for their customers. An additional 55% indicate that pockets of innovation exist but that progress is slow. Combined – these two lower rankings indicate that 91% of respondents indicated a low take-up on innovation to spur the use of broadband in the community. No respondents indicated their community

businesses and their community's success was linked to an effective coordination of broadband innovation. Only 8% indicated that programs to spur the use of broadband were supported in the community. 1% did not respond to this item.

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1. Such communities across the state in this population range may benefit from the creation of workforce development and digital literacy training.

#### Assessment of **Marketing and Advocacy**

Respondents gravitated to the two lowest rankings (1 and 2) in relation to marketing and advocacy. 36% of the respondents indicated doing a poor job of telling a positive story in and outside their community. An additional 35% felt their community has created a new vision and a strategy to carry it out. Of the remaining respondents, 21 % are actively promoting a vision insides and outside their community while an additional 4% indicated that this advocacy is changing how people outside the community think about the community. <sup>2</sup>1% did no respond to this item.

#### Assessment of **Broadband Culture and Use**

The preponderant ranking (3) in this category indicated that some 37 % of the respondent felt that people under 30 are active broadband users and older people are getting interested. However, the lowest 2 rankings (1 and 2) "broadband is not part of most people's daily lives" or "young people use Broadband but not their parents and elders" still showed a slow uptake, with a combined ranking equal to 43% of the respondents. 16 % agreed that "broadband is important to daily life." Only 5% ranked broadband as an essential part of daily life for citizens, business and institutions in this type of community. 1% did not respond to this item.

#### Assessment of **Online Outreach**

The majority of respondents indicated having outreach through a website or catalog ( 42%) – a relatively standard expectation for libraries. 38 % indicated that moreover, patron requests were conducted through an online interface. Together, some 80% of respondents were grouped between these two somewhat basic service options. However, although 12 % also had chat or reference assistance available, relatively few respondents (3 %) indicated having other interactive components to their site.

## II. Analysis of Summit Participants from Communities with **Populations of 25-50,000** (n=6)

A much smaller percentage of the total group in attendance at the Online Opportunity Broadband Summit represented this size community. A total of 6 respondents, approximately 5% fell into this category.

#### Assessment of **Broadband Access**

For this sector, respondents indicated that broadband was widely available – with 66% rating their community as having wide access through homes, businesses, and work. This represents significant difference in penetration from the smallest communities where only 1 % reported wide penetration. An additional 34 % reported access at low or reasonable levels. No respondents

indicated availability at the highest point, which would have included transportation stations or venues.

### Assessment of **Knowledge Workforce**

In this category, respondents also indicated their communities as stronger than their respondents from smaller municipalities, with 50 percent reporting a generally skilled workforce with only a few sectors suffering from low educational achievement, as opposed to a rating of 18 % for smaller communities. Whereas the smaller communities responded that 72% of their workforce was low skilled, with low levels of educational achievement, only 33 % respondents in the next population category indicated that their community had a majority of low-skilled workers. This population sector characterized 17% of its population as highly skilled with strong educational attainment as opposed to 1 % in the smaller community profiled.

### Assessment of **Digital Inclusion**

The variation of responses in this category is notable. 49 % of respondents noted their community has reached out to “excluded” populations while another 17% indicating an expansion of digital inclusion programs. However, 17% of the respondents indicated both lack of access and skills persists – rating their community at the lowest level in digital inclusion. An equal percentage (17%) did not respond to this item.

### Assessment of **Innovation**

83% of the respondents indicated slow progress in this area. The remaining respondents, 17 %, indicated that programs to spur broadband throughout business, government and other institutions are supported in the community. These responses fall in line with those of communities with lower populations and do not reflect innovation growth as a result of increased population.

### Assessment of **Marketing and Advocacy**

Efforts in this category were rated at a low level for communities in this population sector. 50% of the respondents in this category reported their community and library did a “poor job” telling a positive story of change inside and outside the community. Another equal no, (50%) reported their communities had created and were actively promoting a positive vision for their locale.

### Assessment of **Broadband Culture**

66% of respondents felt their community’s broadband use was higher for users under the age of 30 with increasing participation by older adults. In the smallest community sampled, (<25,000) this percentage was far smaller at 37%. The remaining respondents (34%) raised the importance of the broadband, indicating that broadband is “important’ or “essential” for citizens, businesses and institutions in daily life. It appears that broadband culture and population size may have a positive correlation.

### Assessment of **Online Outreach**

55% of the respondents indicated the use of online resources to interact with the library or staff, while another 45 % could access information through a website or catalog. The impact of online library resources can be further explored through the explosion of downloads and many other online service requests.

### III. Analysis of Summit Participants from Communities with **Populations of 50,000-99,000** Residents. (n=2)

Only two participants responded as representatives of communities of this size.

Assessment of **Broadband Access**: The respondents were split 50-50 in this category, rating broadband in their community as reasonably or widely available. (ratings 3&4 on 5 point scale)

#### Assessment of **Knowledge Workforce**

In this category, respondents also indicated their communities fell into these higher categories, with a 50-50 split between ratings 3& 4 on a 5 point scale and felt their communities were making a transition to a higher-skilled, higher paying workforce or were generally skilled with fewer pockets of low educational achievement

#### Assessment of **Digital Inclusion**

With only two respondents for this population sector, there was a wide disparity in respondents' perception of digital inclusion. One respondent felt that major sections of the population lacked digital access or skills (lowest rating of 1 on 5 point scale) while the other response felt that digital inclusion programs were expanding. (rating 4 on 5 point scale.)

#### Assessment of **Innovation**

Again, respondents were split in their appraisal of innovation in their communities between responses 2 and 4 on the five point scale.

#### Assessment of **Marketing and Advocacy**

Respondents were split, with one providing the lowest rating (1) and the other providing a fairly positive appraisal of how the vision and strategy for changing community perception, rating 4 on a 5 point scale.

#### Assessment of **Broadband Culture**

Respondents rated their communities at points 3 and 4 on a five point scale, giving credence to the importance of broadband in daily life.

#### Assessment of **Online Outreach**

A wide variation in responses on the use of a library web platform surfaced. While one library satisfied criteria 3 on the 5 point scale, the other respondent reported using other interactive portal opportunities afforded through Broadband. Both respondents situated their responses at the mid point or the highest point on the five point scale.

#### **IV Analysis of Summit Participants from Communities in the 100,000 -500,000 range (n=3) and 500,000 and up (n=9)**

100,000-500,000 Assessment of **Broadband Access**: 56% Respondents indicated that broadband is widely available (rating 4) while another 44% indicated that broadband is generally available.(rating 3)

500,000 and up. Assessment of **Broadband Access**: 33% of respondents indicated that broadband is widely available (rating 4) However, 67% indicated that broadband is well positioned – even in public areas and transportation venues(rating 5 on scale of 1-5) Community size and additional public access points are significantly greater in this community sector. The two highest ratings earned 100% of this sector’s response.

#### **Assessment of Knowledge Workforce**

**100,000-500,000** In this category, 67% of respondents indicated their community workforce was skilled with sectors still suffering from low educational achievement. (rating 4) while 11% responded that their communities were highly skilled (rating 5) as with the earlier assessment of Broadband Access – community size and educational attainment were positively correlated.

**500,000 and up.** Responses in the highest rating (rating 5) totaled 67 %, with 33 % choosing a more modest assessment in the lower category (rating 4)

#### **Assessment of Digital Inclusion**

**100,000-500,000 population.** Responses were well – distributed distribution across the range of allowed ratings with a majority 56% of respondents indicating the availability of programs for those who would otherwise be excluded.(rating four on scale of 1-5) 22% of respondents indicated programs were planned (rating 2) and some 11 % indicated that access to digital skills and technologies was low in major sections of the community (rating 1)

**500,000 and up** A wide gap in responses was shown in this category. While 67% reported access to digital skills training and use of resources, rating 5 on a scale of 1-5, 33% felt that their community had yet to implement a program for digital inclusion. (rating 2) – No response was chosen in this category by made by eleven respondents.

#### **Assessment of Innovation**

**100,000-500,000 population.** 67 % of the respondents indicated that innovation progress was strong across business, government and institutional sectors.(rating 5) An additional 33 % indicated that programs to spur broadband were well – supported (rating 3)

**500,000 and up** In this population category 67% of the respondents felt that innovation progress was strong (rating 5), but in contrast to the next smaller community 33% reported that pockets of digital innovation was slow (rating 2).

#### **Assessment of Marketing and Innovation**

**100,000-500,000 population.** 56 % of the respondents in this category indicated a rating of 1- the lowest possible rating in telling a positive story. 22 % rated their community as weak in execution but with a vision (rating 2) and only 11% indicated that their community was actively promoting a strategy to tell a positive story about their community.

**500,000 and up** The distribution across the top 3 rankings was virtually equal at 33 and 34 % and 33 %, indicating that a strategy and a plan to newly vision a community was in place.

Assessment of **Broadband Culture and Use**

**100,000-500,000 population.** This assessment factor revealed a wide variety of responses. – Although 78% of respondents felt that there was general recognition that broadband is important to daily life, with the caveat that the under 30 group is more active (ratings 3-4), 11 % indicated broadband is not apart of people’s lives and another 11% indicated that young people are the consumers. No respondent felt that broadband was essential in daily life.

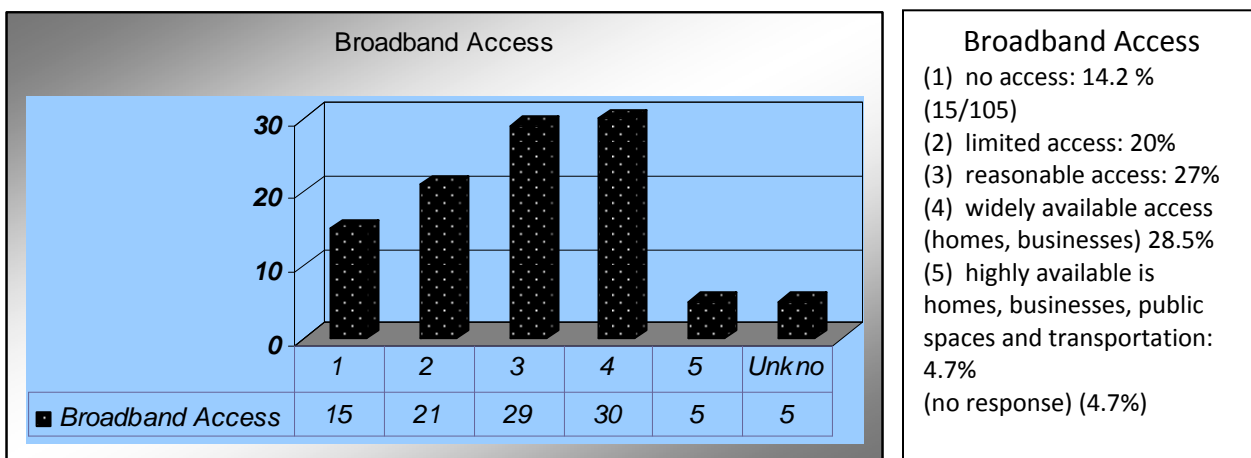
**500,000 and up** 67% of the respondents situated their community at the top –indicating broadband is an essential part of daily life, with only 33% choosing category rating 3, which estimated those under 30 as major users A consideration of age **persists in use patterns even in large communities.**

Assessment of **Online Outreach**

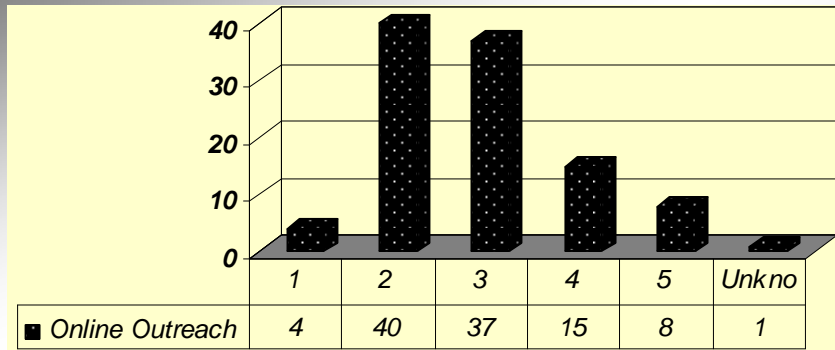
**100,000-500,000 population.** No respondent situated their community in the highest tier, with interactive applications in their online presence, although the distribution through the ranges below the top score reflect efforts to use the availability of broadband for communication and work processes. 44 % reported using an online form of chat or reference as a help....(rating 4) and another 56 % indicated the availability of web resources and (ratings 2 and 3).

**500,000 and up** 67 % situated their community in the highest tier (interactive portal, rating 5) with an disappointing 33 % reporting in category 2 (online website with access to catalog)

When aggregated , the results for all respondents (n=105) are charted below:



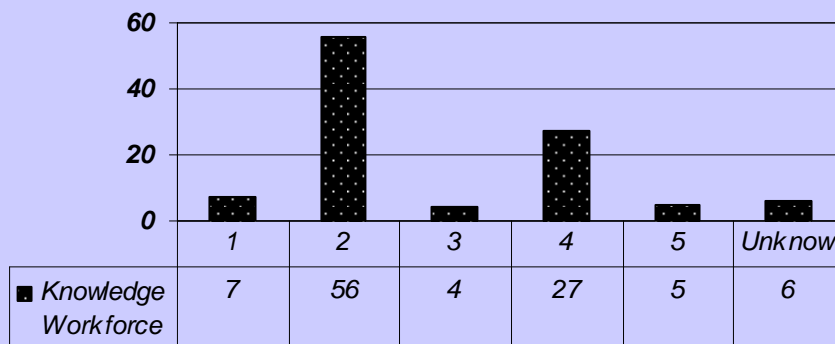
### Online Outreach



### Online Outreach

- (1) No Online presence: 4/104 3.8%
- (2) Website and catalog: 38.5%
- (3) Website, catalog, ILL reservations and patron requests 35.5%
- (4) Website, catalog, ILL, and online reference or chat: 14.4%
- (5) Interactive portal: 7.6 %

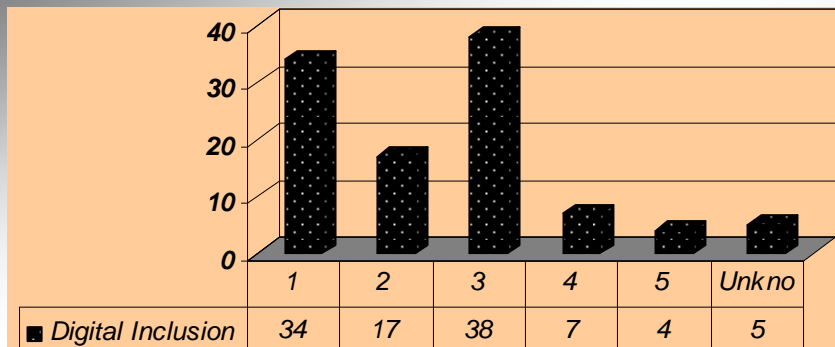
### Knowledge Workforce



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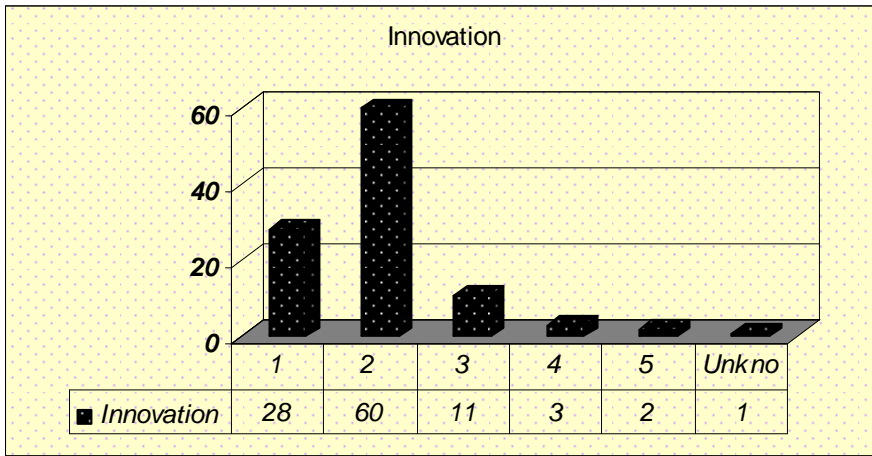
- (1) largely low-skilled workforce, low ed. Achievement (7/105): 6.6%
- (2) Majority of workforce with pockets of skilled labor: 53%
- (3) Successful transition skilled workforce: 3.8%
- (4) Generally skilled workforce: 25.7%
- (5) Highly skilled workforce  
No response: 6/105: 5.7%

### Digital Inclusion



### Digital Inclusion

- (1) Major sections of pop. lack access to digital tech or skills: (34/105) 32.3%
- (2) Programs for excluded are planned: 16.1%
- (3) Training Programs and access are in place: 36.1%
- (4) Expanding on successful digital inclusion programs: 6/6%
- (5) Digital skills training and public access and use of technologies available. 3.8%
- No response: 5/105, 4.7 %



### Innovation

(1) Gov., business & institutions need to become attuned to digital communication tech.. 28/105: 26.6%

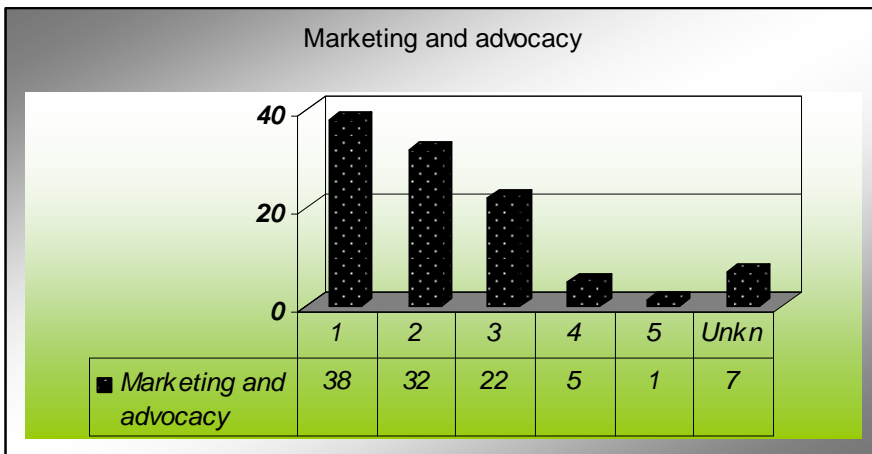
(2) Progress is slow: 57 %

(3) Programs are well-supported 10.4%

(4) Collaborations in business, government and institutions are accelerating innovation: 2.8%

(5) Community Success based on innovation 1.9%

No response: 1/105, <1%



### Marketing and Advocacy

(1) A Poor job of telling the story for change (38/105) - 36.1% .

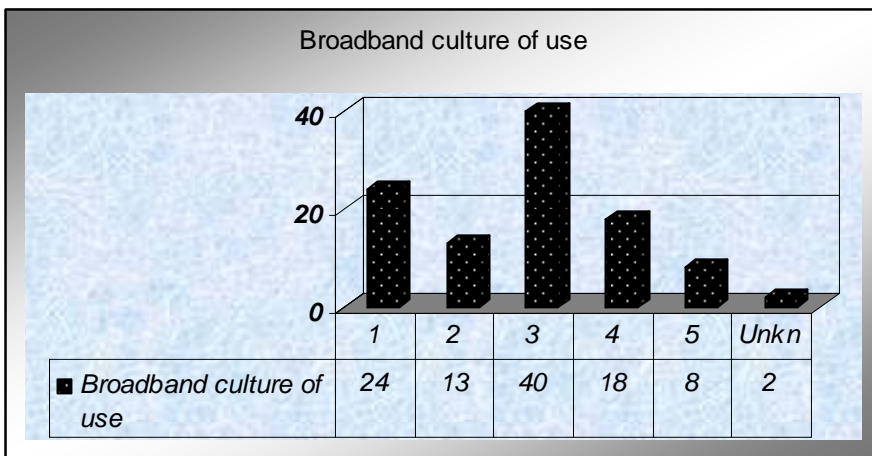
(2) A vision of change and a strategy are identified. 29 %

(3) Vision of change and strategy are being promoted inside and outside the community: 20.9%

(4) Change is occurring as a result of marketing and advocacy in and outside the community. 4.9%

(5) Well-known outside and inside the community for economic vitality, innovation and high quality of life 1/105. <1%

No response: 7/105 6,6%



### Broadband Culture of Use

(1) Broadband not part of most people's lives ( 24/105) 22.8%

(2) Young people use Broadband but elders and parents are not (13/105) 12.4%

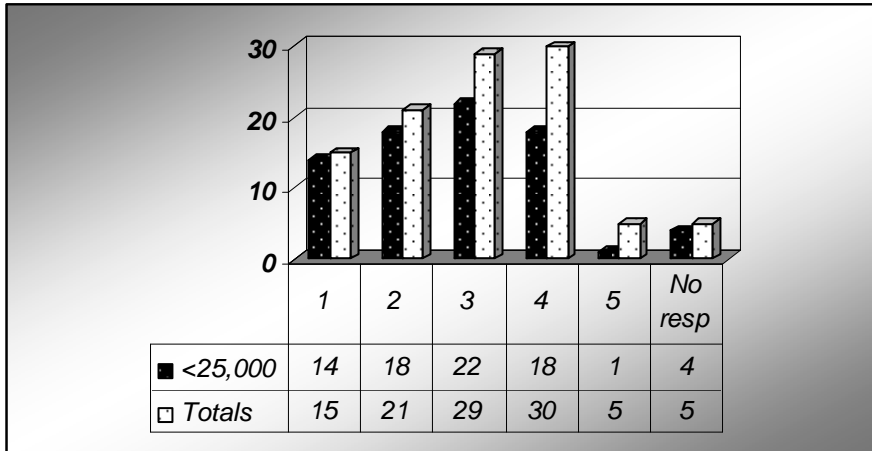
(3) Under 30 population is active and older people are getting interested. 38%

(4) General Recognition that Broadband is important 17.1%

(5) Broadband is essential to daily life: 7.6%

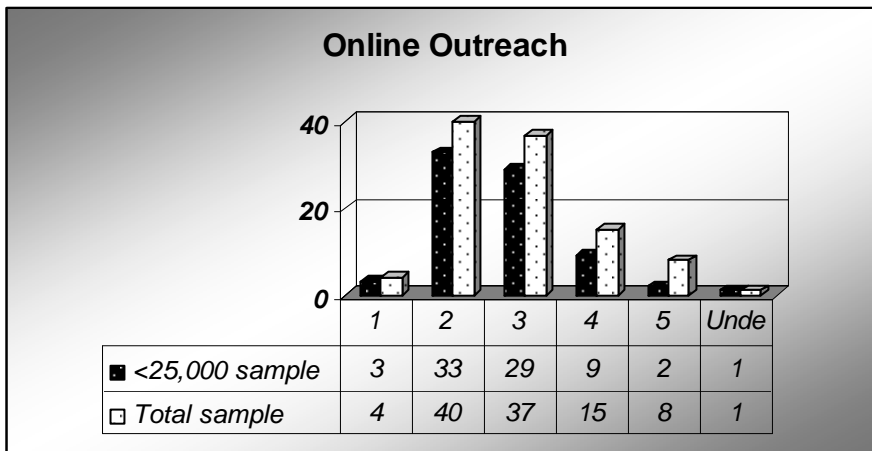
A brief comparison of the findings for the 77 library communities sampled against the data for the total sample show many consistencies.

Category: **Broadband Access: Graph 1**



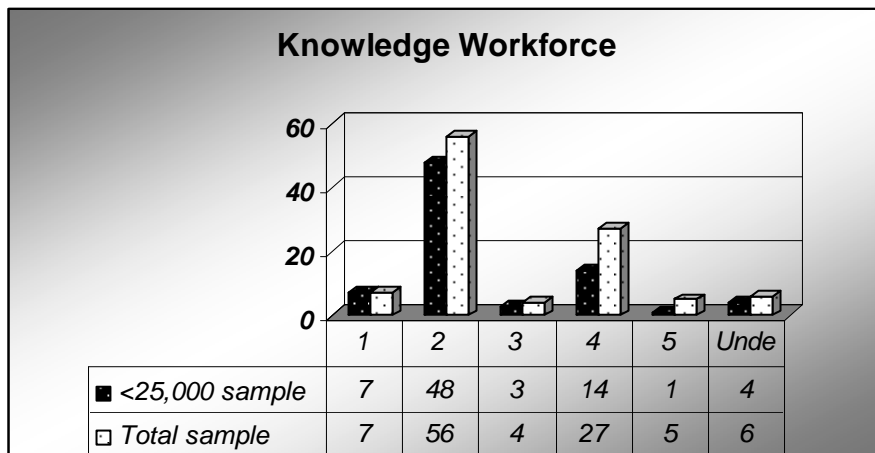
In communities of less than 25,000 respondents, the largest disparities in perceptions of community on broadband access are visible in higher rankings, 4 and 5. Charting shows the expansion of broadband access proportional to community size, with weaker rankings in the <25,000 respondent group.

Category: **Online Outreach: Graph 2**



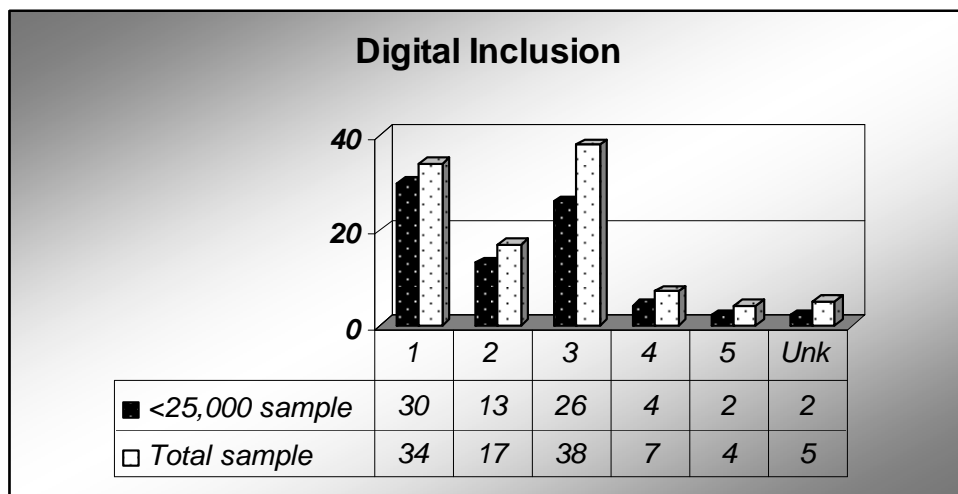
Regardless of population size, respondents situated their libraries online presence in the two lower rankings, 2 and 3. Many service provisions in innovative and more interactive portals have not yet been implemented in the library communities polled. In large measure, access to higher bandwidth is a factor in presenting more interactive services.

Category: Knowledge Workforce: Graph 3



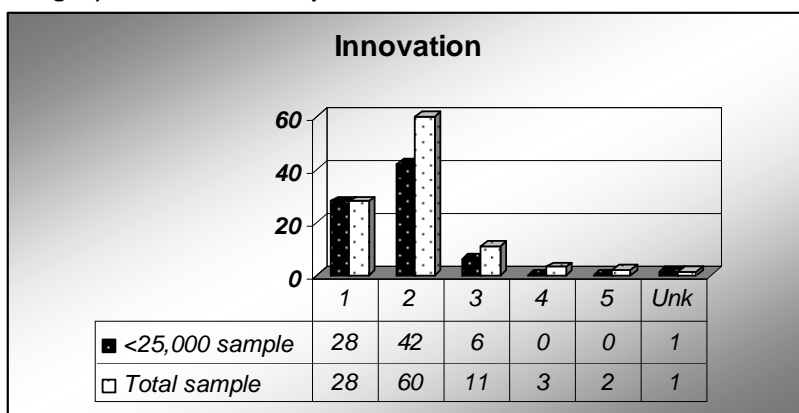
The patterns here suggest congruence on **ranking two**, which represented areas with some skilled labor but with a characterized the majority of the workforce as low skilled.

Category: Digital Inclusion: Graph 4



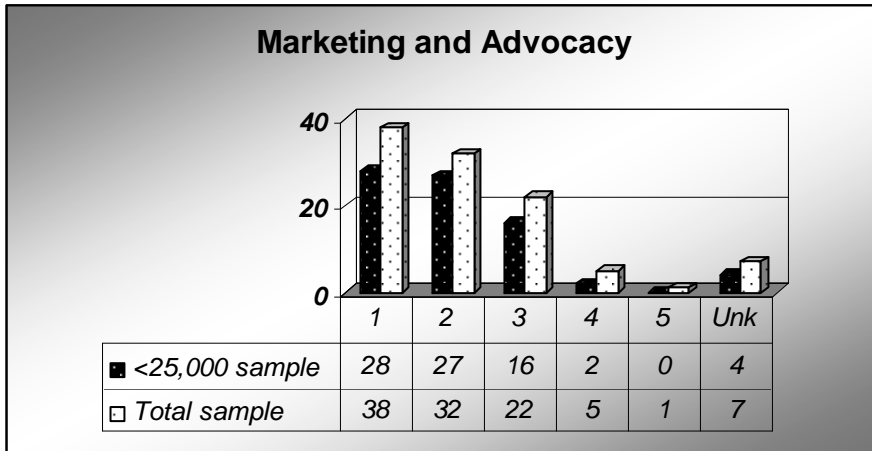
The comparison of data for the lowest ranking in both the smallest population category and the total sample indicate close agreement on the lack of access to digital skills and technologies in all communities. Some greater progress begins to surface in the aggregated sample, in ranking 3, which indicates that access and skills may become more available in larger communities.

Category: Innovation: Graph 5



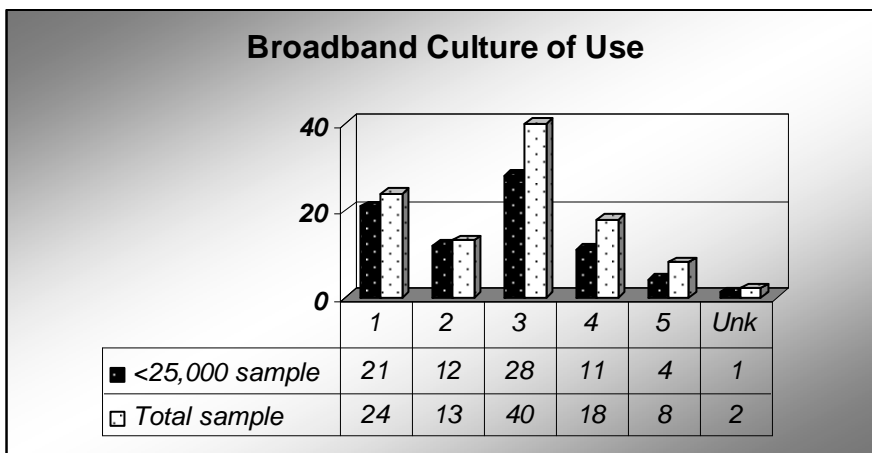
Slow Progress, ranking 2, in digital innovation throughout the sample was evident in this category.

Category: **Marketing and Advocacy**: Graph 6



Respondents confirmed the impression that communities have done a poor job of telling a positive story of change inside and outside their community

Category: **Broadband Culture of Use**: Graph 7



Respondents in all communities indicated age (under 30) may influence broadband culture, but this ranking included the developing interest of older adults.

<p><b>Appendix: Broadband Eligible Libraries Population &lt;25,000 in (2007 census)</b></p>
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Addison Public Library	NY	14801	2525
Ahira Hall Memorial Library	NY	14716	1447
Akwesasne Cultural Center	NY	13655	2558
Alexander Findley Comm. Library	NY	14736	289
Alfred Box Of Books Library	NY	14802	6031
Andover Free Library	NY	14806	1871
Angelica Free Library	NY	14709	1380
Avoca Free Library	NY	14809	2229
Baldwinsville Public Library	NY	13027	7156
Belfast Public Library	NY	14711	1688
Bethpage Public Library	NY	11714	16543
Bolivar Free Library	NY	14715	2120
Cairo Public Library	NY	12413	6559
Catskill Public Library	NY	12414	11822
Clifton Community Library	NY	12927	258
Clinton Community Library	NY	12572	8237
Cohocton Public Library	NY	14826	2547
Colonial Library (Richburg)	NY	14774	429
Cuba Circulating Library Association	NY	14727	3320
David A. Howe Public Library (Wellsville)	NY	14895	10311
Dormann Library	NY	14810	11819
Dundee Library	NY	14837	1592
E.J. Cotrell Memorial Library (Atlanta)	NY	14808	595
Essential Club Free Library (Canaseraga)	NY	14822	561
Florida Public Library	NY	10921	2752
Gardiner Library	NY	12525	5733
Gowanda Free Library	NY	14070	2630
Great Neck Library	NY	11023	9584
Greenville Public Library	NY	12083	3511
Haines Falls Free Library	NY	12436	2709
Hallock Free Library	NY	12547	17020
Hammond Free Library	NY	13646	1194
Hepburn Library Of Edwards	NY	13635	1126
Hill View Free Library	NY	12824	735
Hornell Public Library	NY	14843	8553
Howard Public Library	NY	14843	8553
Hudson Area Assoc. Library	NY	12534	6864
Jasper Free Library	NY	14855	1327
Jordanville Public Library	NY	13361	724

Keene Public Library	NY	12942	1037
Keene Valley Library	NY	12943	391
Kent Public Library	NY	10512	23924
Kingston Public Library	NY		23,456
Lakeview Public Library	NY	11570	23628
Louise Adelia Read			
Memorial Library	NY	13783	3290
Marcellus Free Library	NY	13108	6243
Marlboro Free Library	NY	12542	2339
Mayville Library	NY	14757	1689
Mcdonough Branch	NY	13830	3955
Memorial Library Of Little Valley	NY	14755	1670
Minoa Library	NY	13116	3302
Montour Falls Memorial Library	NY	14865	2699
N Chatham Free Library	NY	12132	4097
New Lebanon Library	NY	12125	2397
Nopl@North Syracuse	NY	13212	6627
Olive Free Library Association	NY	12494	714
Osceola Public Library	NY	13316	266
Paine Memorial Library, Willsboro	NY	12996	1846
Patterson Library	NY	14787	5076
Patterson Library	NY	12563	11877
Phoenicia Library	NY	12464	381
Phoenix Public Library	NY	13135	2149
Piermont Library District	NY	10968	2574
Pleasant Valley Free Library	NY	12569	9721
Ripley Free Library	NY	14775	2649
Rushford Free Library	NY	14777	1233
Salamanca Public Library	NY	14779	515
Salina Free Library	NY	13211	6367
Savona Free Library	NY	14879	778
Seneca Nation Library-Cattaraugus Branch	NY	14081	3418
Seneca Nation Library-Salamanca	NY	14779	515
Sinclairville Free Library	NY	14782	621
Staatsburg Library District	NY	12580	911
Stewart Manor Library	NY	11530	1846
Stone Ridge Public Library	NY	12484	1173
Tomkins Cove Public Library	NY	10986	1739

Town of Esopus Port Ewen Library	NY	12466	3650
Town Of Mamakating Library District	NY	12721	330
Town of Ulster Public Library	NY	12401	22620
Twentieth Century Book Club	NY	14804	1554
Valatie Free Library	NY	12184	1898
Van Etten Library	NY	14889	1455
Wayland Free Library	NY	14572	4164
West Hurley Public Library	NY	12491	2105
Whitesville Public Library	NY	14897	890
Wide Awake Club Library (Fillmore)	NY	14735	2643
Williamstown Library	NY	13493	1311
Wimodaughian Free Library (Canisteo)	NY	14823	3453