



# Quarterly Analysis of Public Library WiFi Usage

## Q3 2023

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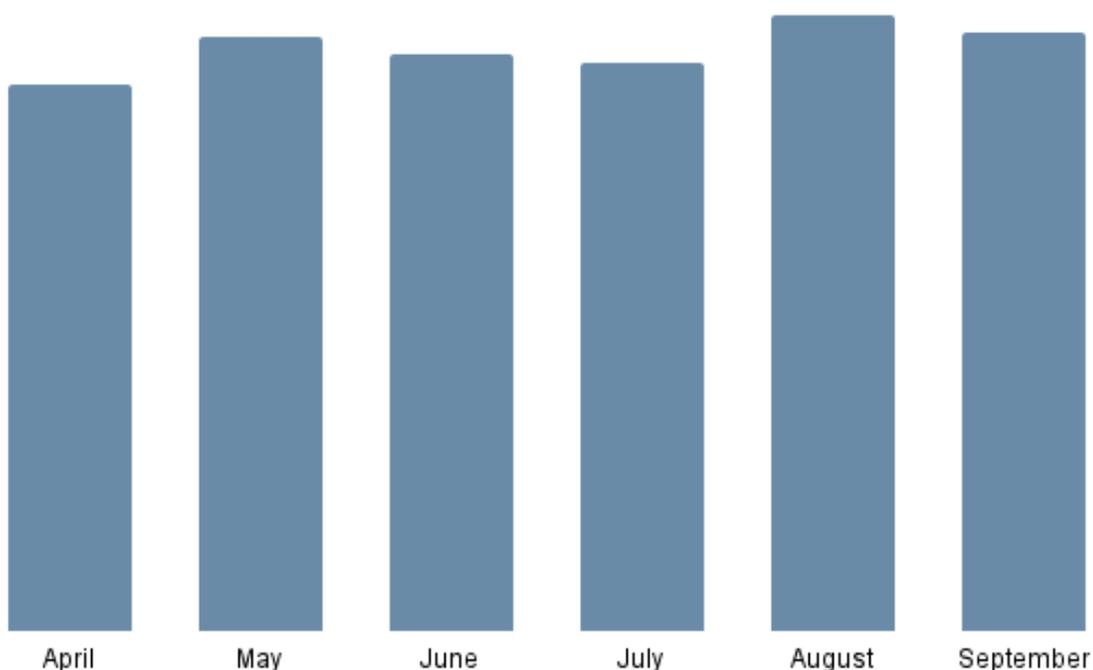
# Sustainable Public Library WiFi Usage for Q3 2023

The third quarter of 2023 reaffirmed the critical role public libraries play in providing equitable internet access within the communities they serve. Against the backdrop of increased Summer travel, libraries experienced noteworthy stability in WiFi usage. Despite increased travel among patrons, sustained usage patterns revealed the enduring importance of the essential services libraries provide, catering to the needs of the community.

## Third Quarter 2023 Monthly WiFi Usage Trends

A month over month view of Library WiFi usage through the summer shows high usage through all of the summer months with May and August having the highest visitor counts. While the third quarter showed fluctuations in monthly and weekly patterns, as a whole, it showed continued growth, surpassing the previous year's figures. This achievement is particularly commendable as it aligns with the end of Summer Reading programs and sets the stage for a promising Fall season. Congratulations to libraries for their dedication to fostering community engagement and digital access as we transition into this new chapter.

### Monthly National WiFi Usage 2023



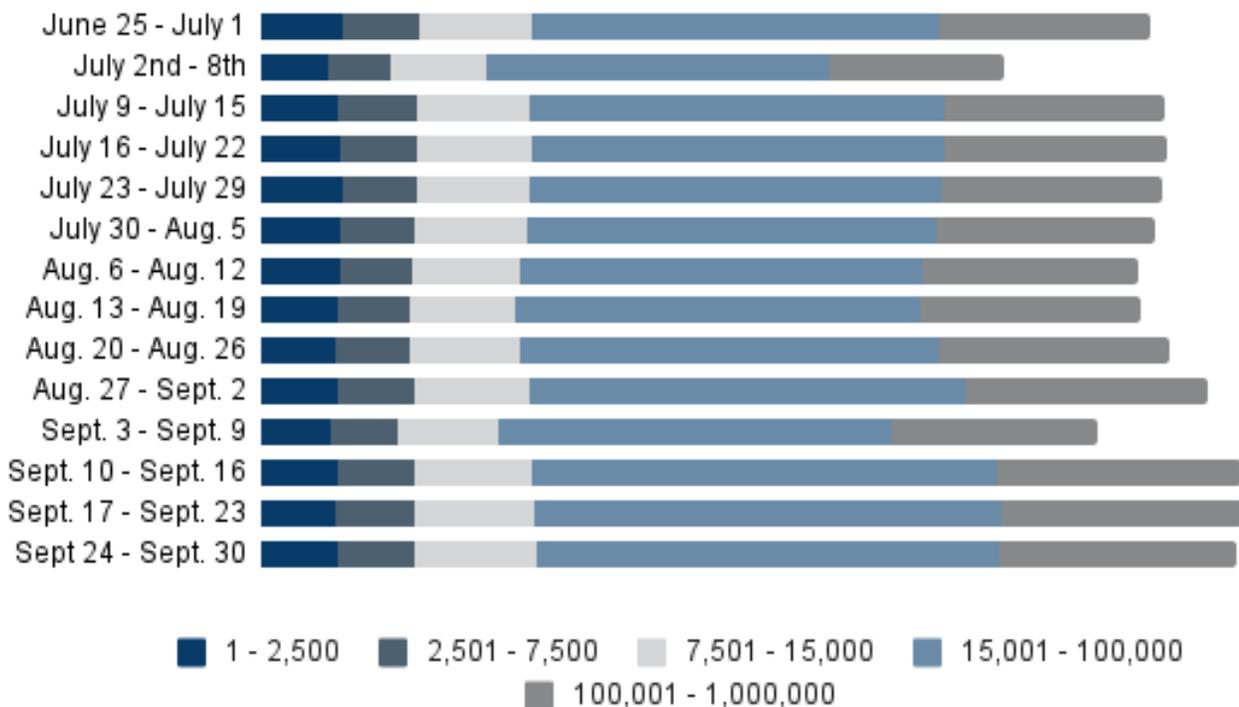
Throughout the third quarter of 2023, libraries experienced consistent growth in monthly WiFi usage, surpassing the usage recorded in 2022. From May into July, there was a gradual decline in WiFi usage, reflecting the typical decrease in demand during the early summer months. However, as the summer progressed, there was a notable resurgence in August, indicating increased community engagement and demand for digital resources.

This uptick was a testament to the success of summer programs and the libraries' ability to captivate patrons. However, with the return to school activities in September, there was a minor decrease in usage, aligning with the usual adjustments in community needs.

## Summer Holiday Travel Trends

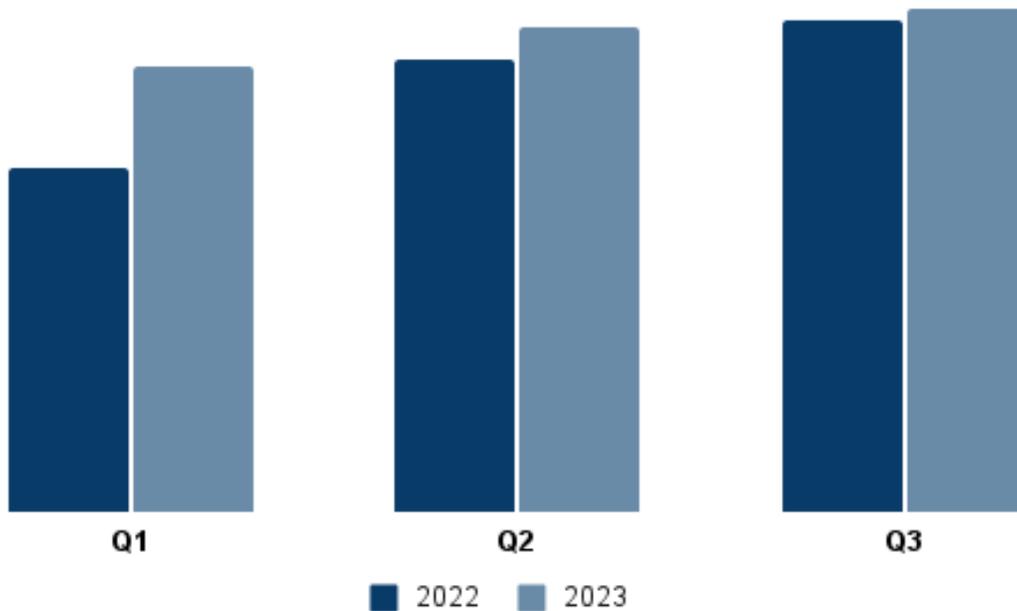
As anticipated, the third quarter saw a decline in WiFi usage during the week of the Fourth of July and Labor Day, in line with the typical dip observed during traditional holiday periods. These brief intervals of reduced activity were counterbalanced by sustained engagement during the remaining weeks, emphasizing the libraries' remarkable resilience and adaptability. Libraries effectively met community demands, navigating fluctuating usage patterns and ensuring consistent support for patrons, despite expected lulls.

### Q3 Weekly WiFi Usage by Population Size



When analyzing quarterly usage between 2022 and 2023, a discernible positive trend emerged. Despite minor fluctuations, the overall usage for the quarter exceeded that of the previous year, highlighting the enduring significance of public libraries as vital hubs for digital resources and connectivity. This sustained growth reaffirms libraries' pivotal role in fostering digital equity, bridging the digital divide, and ensuring equitable access to information and technology for all members of the community.

### Quarterly National WiFi Usage Comparison 2022-2023



### Positive Outlook and Community Impact

As libraries forge partnerships with states to leverage BEAD funding for broadband deployment, they stand at the forefront, ready to expand connectivity and act as central information hubs for those lacking adequate access. Through a harmonious blend of engaging programs and WiFi availability, libraries have solidified their status as indispensable community resources, ensuring equal access to digital resources.

Moving forward, the numbers are clear that public libraries remain steadfast in their mission to provide equitable access to digital resources. The positive trends observed in the third quarter of 2023 reaffirm the crucial role of libraries in our communities. With the support of initiatives like the BEAD Program and the dedication of library professionals, the future holds even greater promise for enhancing digital equity and ensuring universal access to information.

## Libraries and Digital Equity Trends

The incremental growth witnessed during the third quarter of 2023 stands as a testament to the enduring dedication of libraries to address the evolving needs of their communities. Libraries persist in their pivotal role as champions of digital equity, actively bridging the digital divide, and acting as essential information access points for patrons from diverse backgrounds. This steadfast commitment underscores libraries' resolve to create an inclusive and digitally empowered society, ensuring equitable opportunities for all.



When you are ready to assess your data-related challenges and storytelling goals we will be here to assist: [WhoFi.com](https://www.who.fi.com)