

SAN FRANCISCO PUBLIC LIBRARY
OPEN HOURS STUDY 2012
Summary Report

prepared for

SAN FRANCISCO PUBLIC LIBRARY

prepared by

COREY, CANAPARY & GALANIS RESEARCH

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I. Introduction

The Library Preservation Fund, renewed by Proposition D (November 2007), requires that the Library Commission assess and modify as appropriate the hours of operation (“open hours”) of the Main and branch libraries at least once every five years. The library is required by San Francisco City Charter Section 16.109(f) to conduct a comprehensive assessment of needs regarding service hours; including conducting mandated public hearings in each supervisorial district.

Corey, Canapary & Galanis (CC&G) was contracted to provide some of the information for this assessment. In order to accomplish this CC&G conducted three individual survey efforts:

- An intercept survey of 2,486 library patrons. Patrons were randomly approached at San Francisco Main and Branch libraries and interviewed. Shifts were designed to achieve statistical reliability at the Supervisorial District level. Surveys were completed in English, Spanish, Chinese, Tagalog, Russian, and Vietnamese.
- A telephone survey of 302 self-identified non-users of San Francisco Public Library. San Francisco residents were called using a combination of random digital dial and listed numbers and asked if they had used the San Francisco Public Library in the past two years. In order to assure proportional representation of the City of San Francisco, completed surveys were assigned zones based on the respondent’s ZIP code. A map of these zones is included in the Appendix. Interviews were conducted in English, Spanish and Chinese.
- Two online surveys:
 - An online survey of 508 San Francisco Public Library Staff; and
 - An online survey of 599 library users. Unlike the intercept survey, where a cross section of average users was interviewed, the web survey was a self selecting methodology where active library users were more likely to participate.

The web surveys were designed to focus more on the community/neighborhood needs than an individual patron’s needs and the results are more qualitative than quantitative.

The data from each survey was kept separate and results were reviewed individually.

This summary report is designed as a “tool” to be used by staff and others making important decisions about open hours at the San Francisco Public Libraries. The findings from these surveys generally follow the format of showing high level (systemwide) findings first, followed by more detailed information at the supervisorial level and the branch level. In addition to this summary report, a full set of cross-tabulated tables has been provided under separate cover. These cross-tabulated tables are more detailed than this summary report, showing the data from each question in the total and by numerous subgroups.

This report is divided into eight sections:

I. Introduction

II. Executive Summary

This section highlights key findings from the Patron Intercept Study and the Non-User Telephone Survey.

III. Overview of the San Francisco Public Library System

This section presents graphs depicting top line results from the Patron Intercept Study across the entire San Francisco Public Library System.

IV. Library Users

This section provides detailed results from key library hours related questions. It is focused of the Patron Intercept Study, but provides comparison between the online surveys and among the Patron Intercept Survey subgroups.

V. Library Non-Users

This section presents detailed results from the Non-User Telephone Study. Results are segmented to provide comparison between various subgroups.

VI. Comparison by Supervisorial District and Branch

This section presents results from key questions on the Patron Intercept Study at the District and Branch levels. Note that this section is presented for illustration. Results are statistically sound at the Supervisorial level; statistical significance varies at the Branch level.

VII. Supervisorial District Snapshots

This section presents results to several questions from the Patron Intercept Study at the Supervisorial District Level.

VIII. Selected Verbatims

This section presents a sampling of verbatim answers to the open ended questions on the surveys to allow the reader to get the flavor of the uncoded responses to these questions.

Fractions of percentages less than 0.5% were rounded down to the nearest whole number (23.4% would become 23%). Fractions of percentages greater than 0.5% were rounded up to the nearest whole number (23.7% would become 24%). Due to this, total percentages may equal slightly more or less than 100%.

II. Executive Summary

This section highlights key findings from the Patron Intercept Study and the Non-User Telephone Survey.

Current Usage

- Over half (57%) of respondents stated that they use their library branch between two and ten times a month. On average, respondents use the library about nine times a month.
 - With the exception of patrons between 13 and 17 years old (who use the library the most in a month), older respondents use the library more often in a month than do younger respondents.
- Most visits (67%) last less than an hour.
- Over four in ten respondents (41%) have been using their branch for five or more years.
- Over six in ten respondents (61%) said that they have visited other San Francisco Public Library branches in the past month.
 - Respondents in District 4 (which contains the Ortega, Parkside, and Sunset branches) were most likely (72%) to say that they had visited other library branches in the past month, those in District 10 (which contains the Bay View, Potrero Hill and Visitacion Valley branches) were the least likely (45%).
 - Overall, a third of respondents (34%) cited the Main Library as the other San Francisco Public Library (besides their branch library) they had visited most often.
- Nearly three quarters (73%) felt that the current hours met their needs well or very well.
 - Patrons in District 11 (with the Excelsior and Ocean View branches) were the most satisfied with the current hours. Patrons in District 8 (with the Eureka Valley, Glen Park, and Noe Valley branches) were the least satisfied. No district had less than 55% of respondents who felt that the current hours met their needs well or very well.

Expanded Hours

- Nearly two thirds of patrons (64%) would be more likely to use the library if it were open more.
 - Residents of District 10 (which contains the Bay View, Potrero Hill and Visitacion Valley branches) would be most likely to use the library if it were open more hours.
- There were mixed opinions about when the library should be open more. Nearly half (43%) of respondents said they would use it more if it were open evenings (or later than it is now). Over a third (39%) would use it more if it were open mornings (or earlier than it is now), and a third (34%) would use it more if it were open on weekends.

Fewer Hours

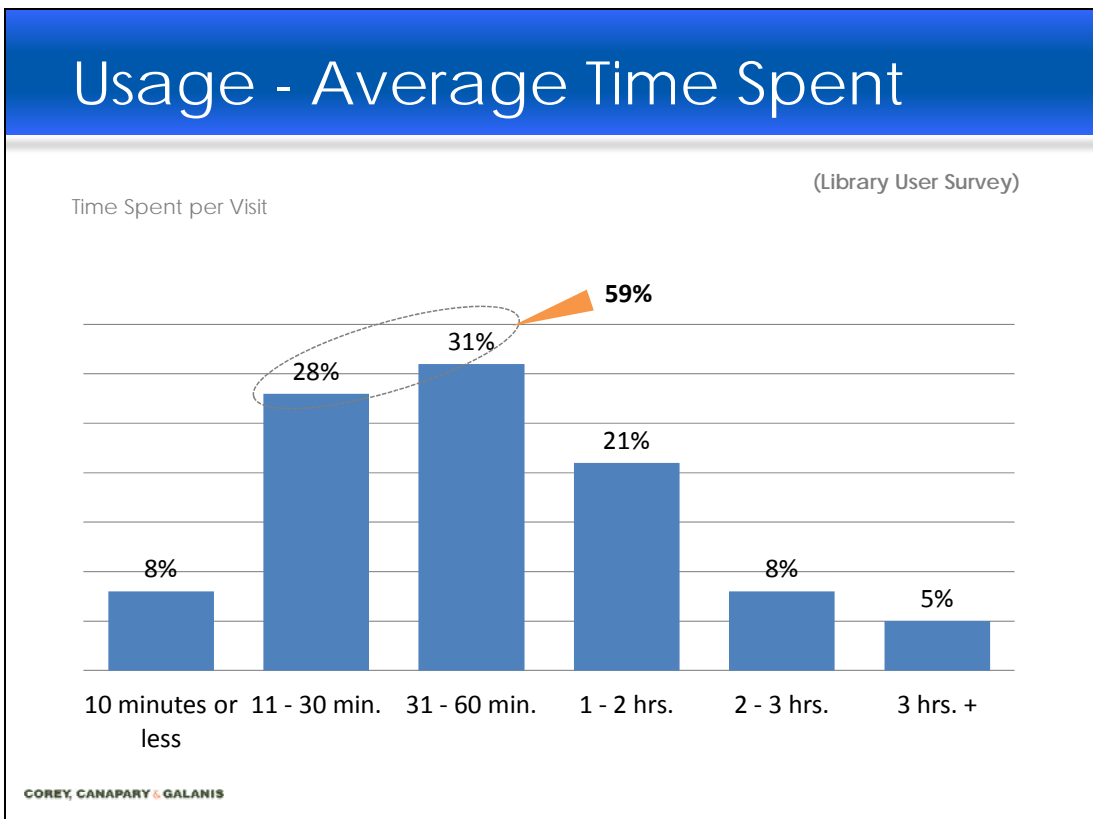
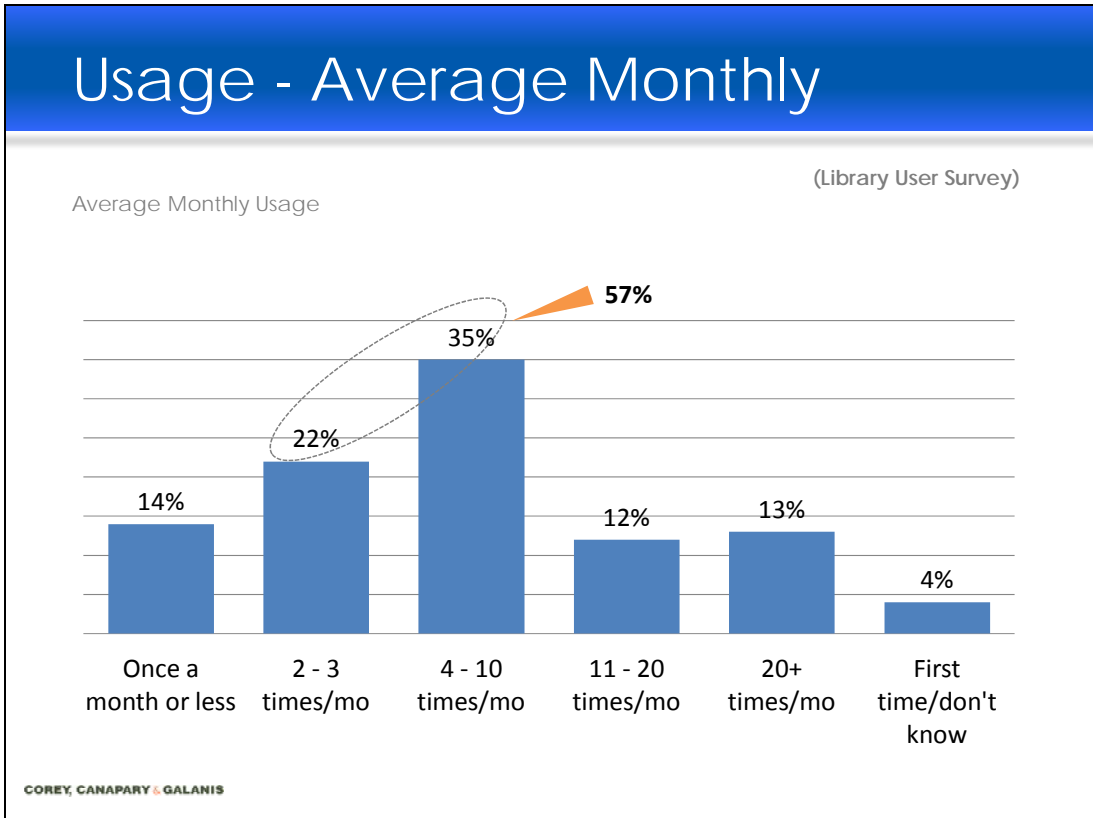
- Being open fewer hours would impact nearly two thirds (64%) of patrons.
 - Every District had a high percentage (at least 58%) of respondents who said they would be impacted by being open fewer hours.
- Respondents felt that the greatest impact of reduced hours would be that people would be less likely or able to come (15%). This was followed by the need/want for specific hours or days (12%), the need to study, research, or work (10%), and having less time for knowledge, enrichment, or productivity (10%).

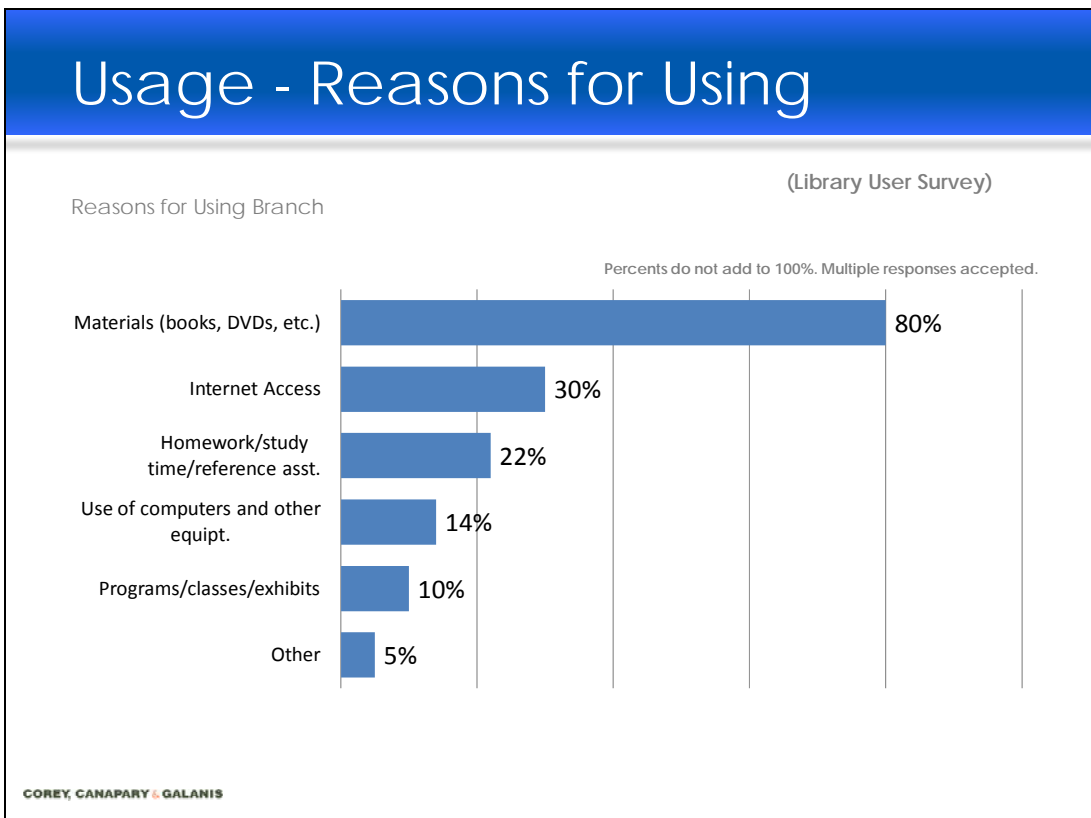
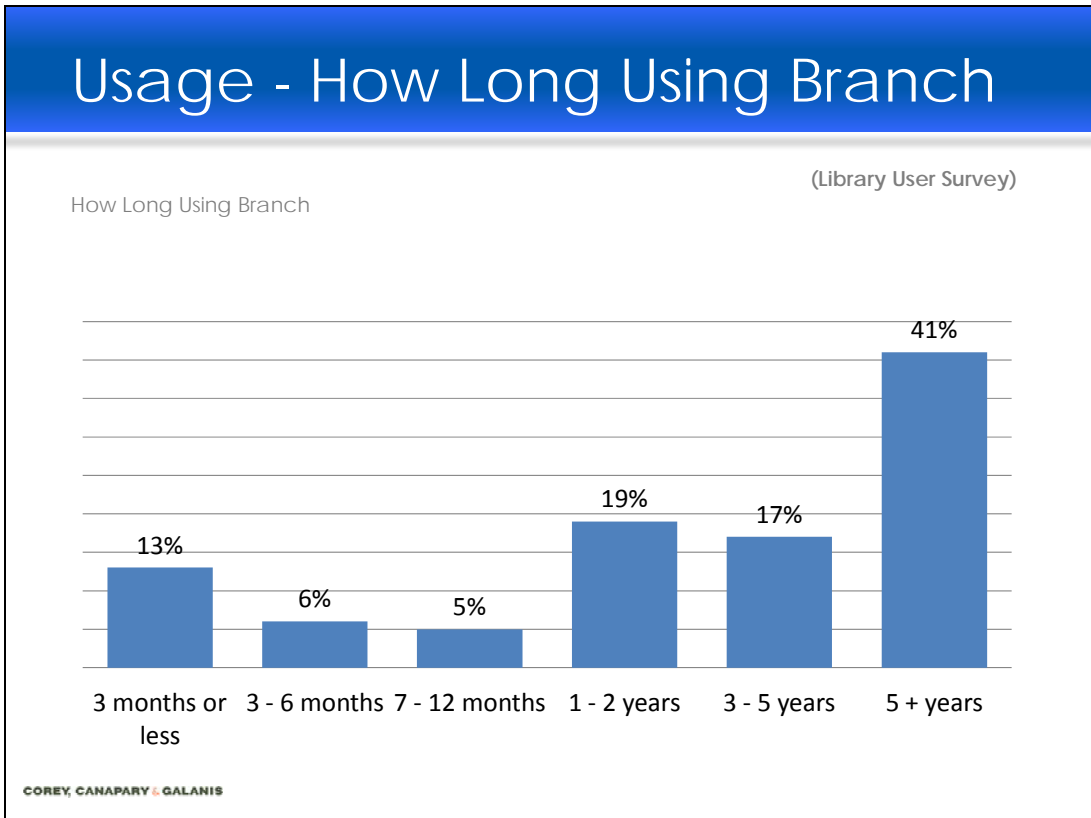
Non-Users

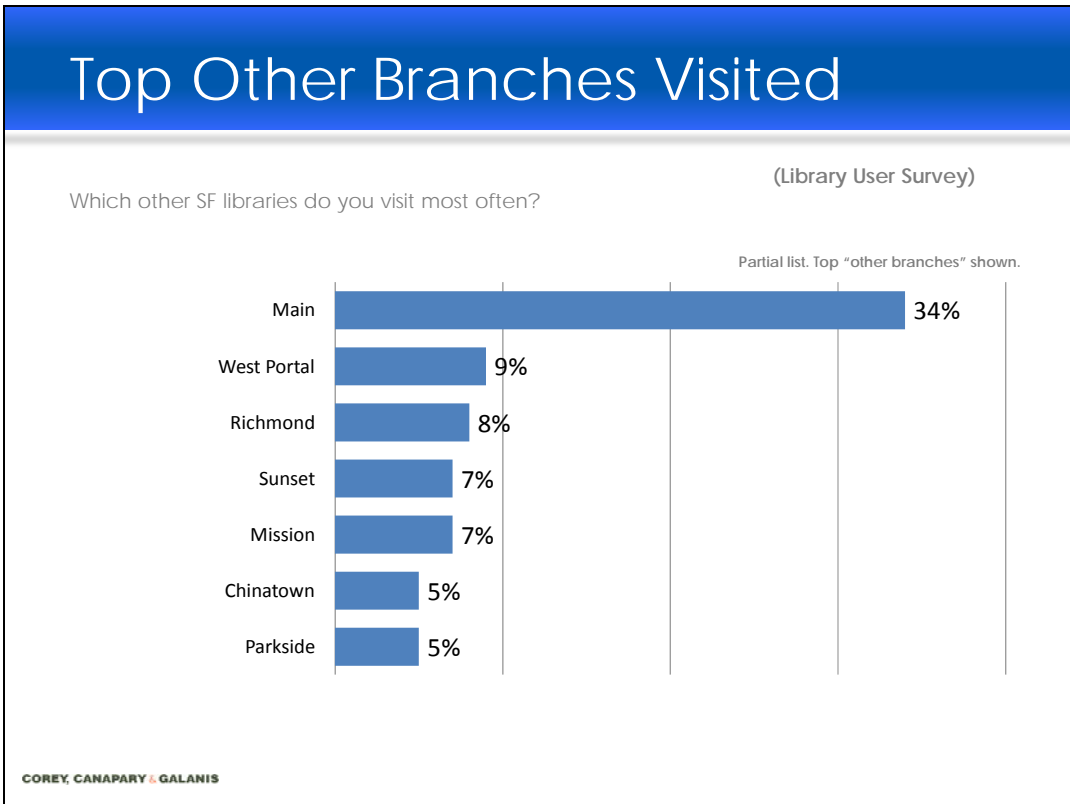
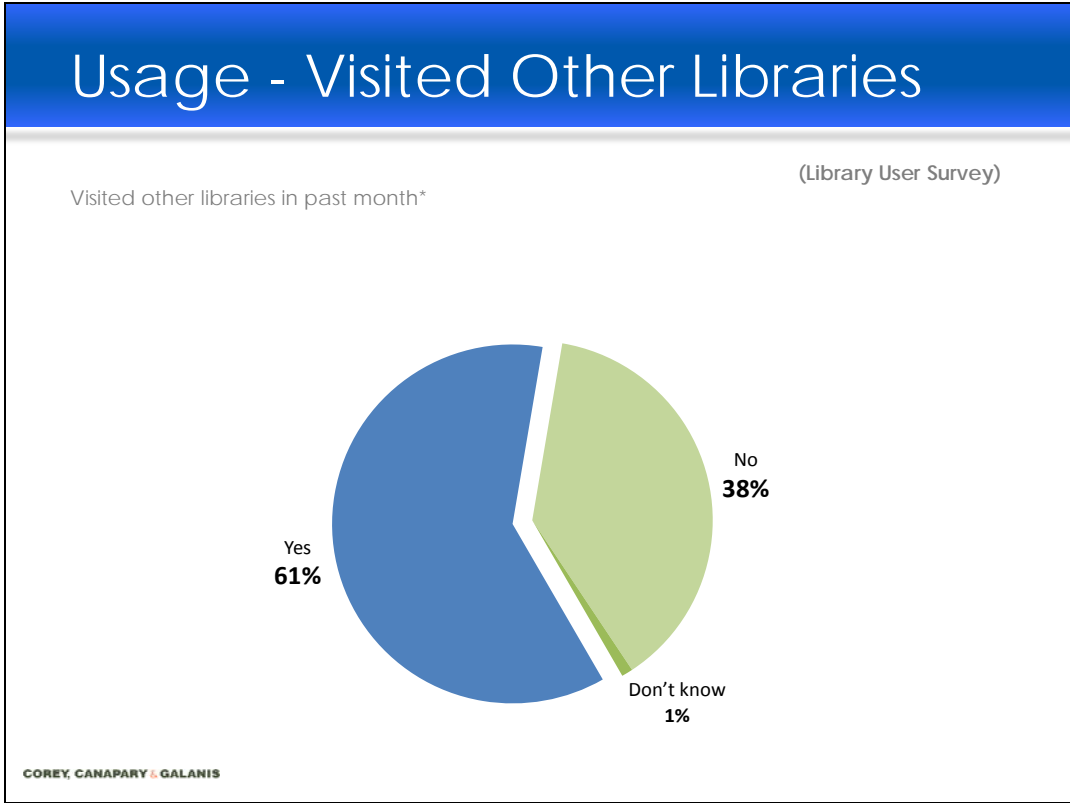
- The most cited reasons for not using the library was the respondent's feelings that they just didn't need to use the library (24%), that they were too busy (23%), or that they had access to their own computer or Internet (23%).
 - Upon probing, many respondents volunteered that they were "not an avid reader." Respondents that did identify themselves as readers felt that "anything that I need can be either bought or accessed on the Internet" or that they had "replaced library use with Kindle" or "if I read books at the library the money used to purchase them would not go to local booksellers." Finally, many of these non-users see the library primarily as a place to do research and they "do not have young children any more" or "I can do research from home on the computer." Notably, only 5% overall said that the library either doesn't have the materials they need or doesn't have it in the language they prefer.
- Non-users were most interested that there was website access that allows materials to be reserved online, nearly half (47%) were unaware the library offered this. While only 18% were aware that the library offered business counseling and computer classes, over a third (37%) stated they were extremely or somewhat interested in this.
- Nearly three in ten non-users (27%) said they would be encouraged to use the library by specific types of events or classes, 22% of non-users would use the library if they or their family needed to get materials, research something or use the Internet, and 19% stated that nothing would encourage them to use the library.
- Overall, respondents were nearly evenly split between potential weekday (46%) and weekend (45%) use as the time they would most likely use San Francisco Public Libraries.

III. Overview of the San Francisco Public Library System

This section presents graphs depicting top line results from the Patron Intercept Study across the entire San Francisco Public Library System





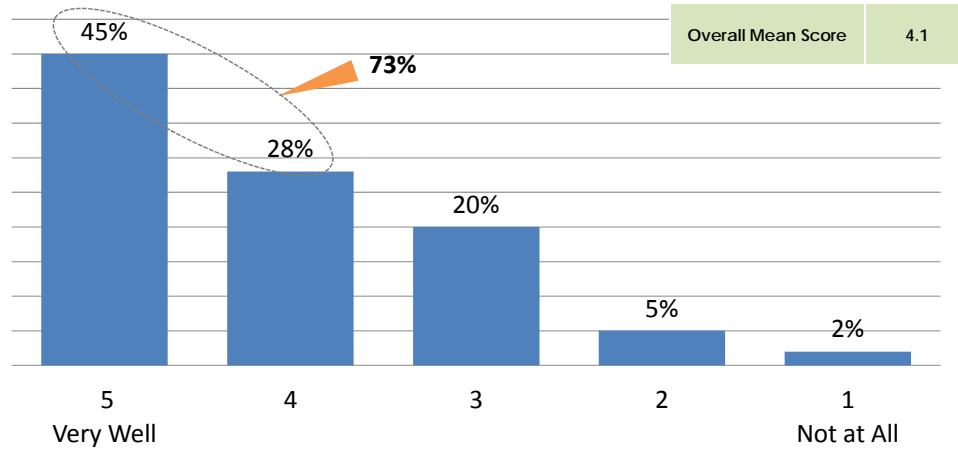


* This question was worded, "Have you visited any San Francisco libraries in the past month?" Overall, 3% of respondents answered the follow-up question, "Which other SF libraries do you visit the most often?" with a library that was not part of the SFPL system (such as San Bruno, UCSF, etc.).

Hours – Meeting Current Needs

(Library User Survey)

How well do Branch hours meet your needs now?

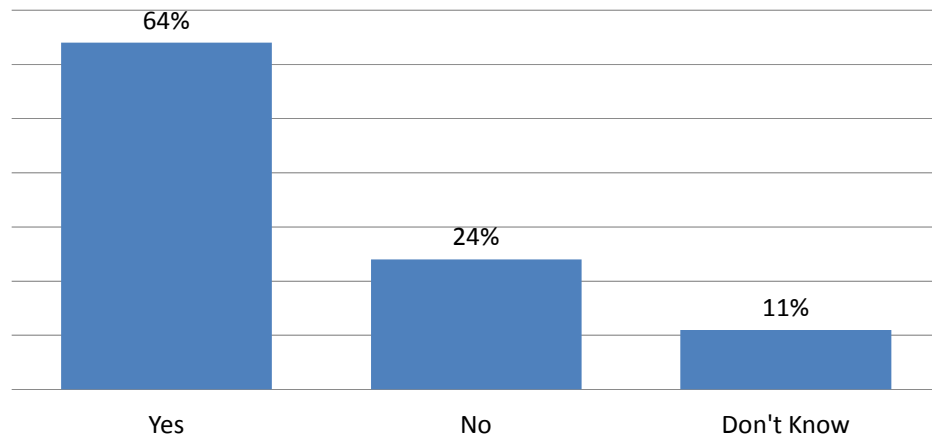


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Hours – Use Branch More

(Library User Survey)

If this branch were open more hours, would you use it more?



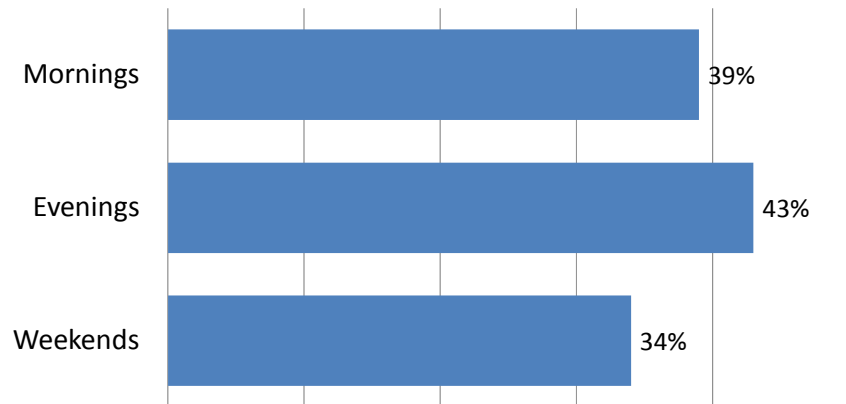
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Hours – When Use More

(Library User Survey)

When would you use it more?

Percents do not add to 100%. Multiple responses accepted.



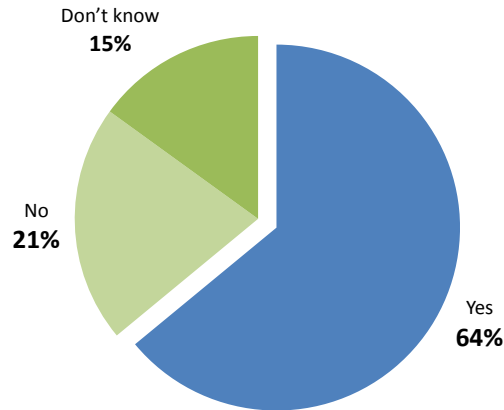
Note: This question asked of those who said "would use more".

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Hours – Impact if Fewer Hours

(Library User Survey)

If this branch were open fewer hours, would this have an impact on you?



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Hours – Key Impacts if Fewer Hours

(Library User Survey)

What impact would it have on you?

- Less able to visit library / Would use less
- Only specific hours (or days) work for me
- Need library to study / work
- Less time for enrichment / productivity
- Less access to materials / programs
- May conflict with work / school
- Need internet / computer access
- Would be hard to coordinate with my schedule
- Would have to go to another branch
- Less access / activities for children

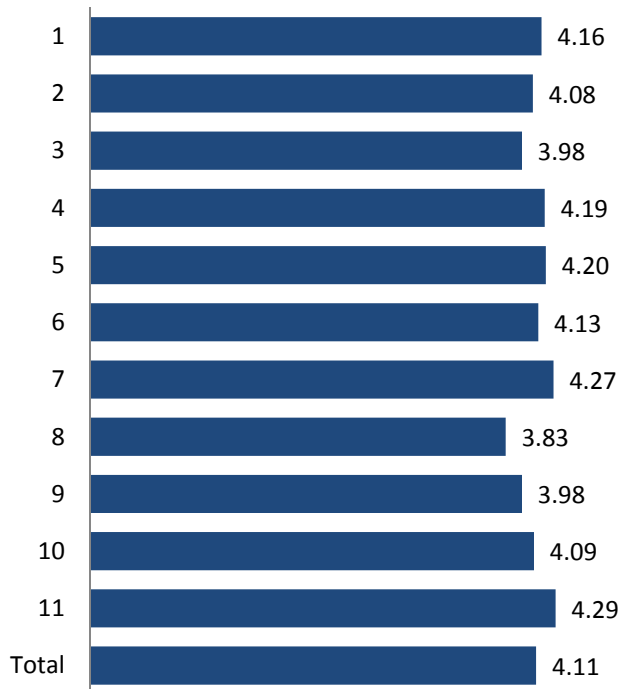
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IV. Library Users

This section provides detailed results from key library hours related questions. It is focused of the Patron Intercept Survey, but provides comparison between the online surveys and among the Patron Intercept Survey subgroups.

Current Hours

**How Well Do The Current Hours Meet Your Needs?
(Mean Score Out of 5.00)
By Supervisorial District**



Patrons in District 11 were the most satisfied with the current hours. Patrons in District 8 were the least satisfied. No district rated the current hours lower than 3.83 (out of five).

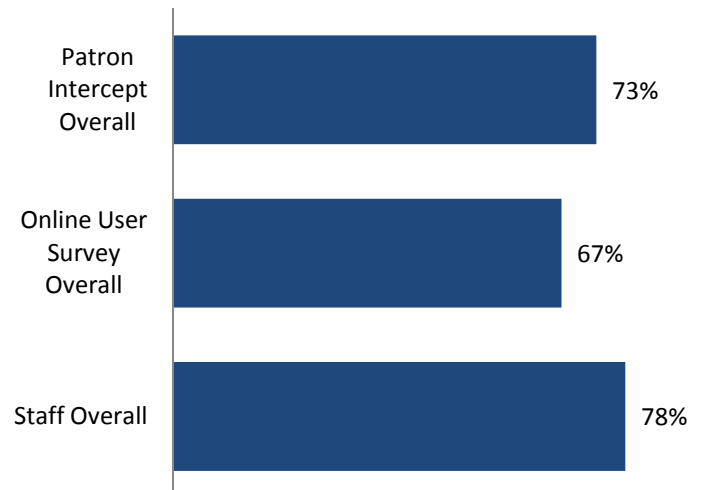
Online library survey respondents are the least satisfied with the current hours in the system. Staff is the most satisfied with the current hours in the system.

Nearly three quarters (73%) felt that the current hours met their needs well or very well.

Patrons who have been using the branch less than a year, who spend more than an hour at the branch, or who use the library after 6 PM were the least likely to feel the current hours met their needs.

Satisfaction also was affected by the patrons' reasons for visiting. Those patrons utilizing the library materials were more likely to be satisfied than those who were at the library to access the Internet, use the equipment, or attend meetings.

**How Well Do The Current Hours Meet Your Needs?
(Percent Saying Well or Very Well)**



PATRON INTERCEPT SURVEY

Q4. How well do these hours [the current hours] meet your needs?

Base (All Respondents)	Total	Minutes Spent per Visit		
		1-10	11-60	61+
Percent who say...	%	%	%	%
Very well (5)	45	44	46	44
..... (4)	28	30	29	27
..... (3)	20	19	20	19
..... (2)	5	3	5	7
Not at all (1)	2	1	1	2
Don't know/Not Sure/Blank	1	1	1	1
	100	100	100	100

MEAN (Out of 5) 4.11 4.14 4.14 4.04

Base (All Respondents)	Total	Years Using Branch		
		<1	1-5	5+
Percent who say...	%	%	%	%
Very well (5)	45	42	44	48
..... (4)	28	26	30	28
..... (3)	20	22	20	17
..... (2)	5	6	5	5
Not at all (1)	2	2	1	1
Don't know/Not Sure/Blank	1	2	1	1
	100	100	100	100

MEAN (Out of 5) 4.11 4.00 4.10 4.17

Base (All Respondents)	Total	Time of Day Using Library			
		9-12	12-3	3-6	After 6
Percent who say...	%	%	%	%	%
Very well (5)	45	46	45	44	34
..... (4)	28	25	27	30	29
..... (3)	20	20	20	20	28
..... (2)	5	6	5	5	7
Not at all (1)	2	2	2	1	1
Don't know/Not Sure/Blank	1	1	1	1	1
	100	100	100	100	100

MEAN (Out of 5) 4.11 4.09 4.09 4.12 3.88

COMBINED

How well do these hours [the current hours] meet your needs?

How well, in your opinion, do these hours [the current hours] meet the patron’s needs?

	Patron	Online User	Staff
Base (All Respondents) (Totals)	2486	599	508
Percent who say...	%	%	%
Very well (5)	45	36	45
..... (4)	28	31	33
..... (3)	20	23	14
..... (2)	5	7	2
Not at all (1)	2	<1	1
Don't know/Not Sure/Blank	1	3	6
	100	100	100

MEAN (Out of 5)

4.11 3.98 4.26

RECAP

	Patron	Online User	Staff
Base (All Respondents) (Totals)	2486	599	508
Percent who say...	%	%	%
Well (Rated current hours a 4 or 5)	73	67	78
Neutral (Rated current hours it a 3)	20	23	14
Not Well (Rated current hours a 1 or 2)	7	7	3
Don't know/Not Sure/Blank	1	3	6
	100	100	100

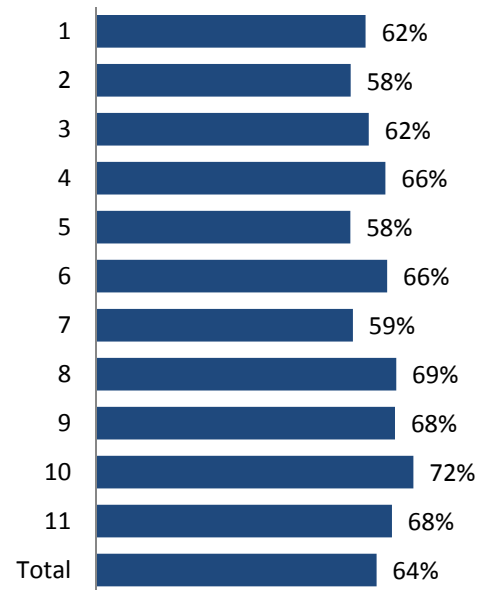
Expanded Hours

Nearly two thirds of patrons would be more likely to use the library if it were open more.

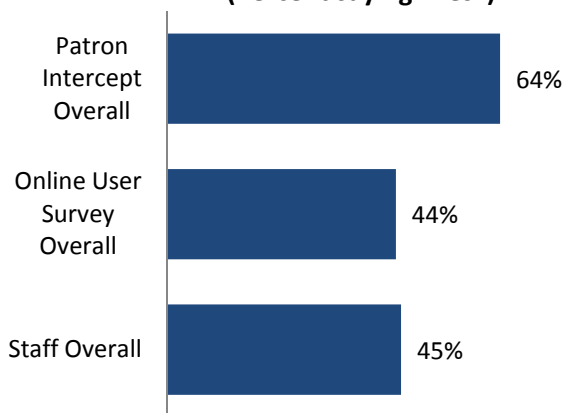
The patrons most likely to use the library more mirror those who felt the current hours do not meet their needs. Specifically, these are patrons who spend more than an hour at the branch, or who use the library after 6 PM. Between the tenure subgroups, those who have been using the library between one and five years were the most likely to say they would use the library more.

Residents of District 10 would be most likely to use the library if it were open more hours. While more than half of residents in Districts 2 & 5 responded they would use their branches more, they had the lowest percentages answering this way.

**If this branch were open more hours, would you use it more?
(Percent saying "Yes")
By Supervisorial District**



**If this branch were open more hours, would you use it more?
(Percent saying "Yes")**



Patrons were much more likely than online library survey respondents to say that they would be more likely to use the library if it were open more hours. They were also much more likely to say they would use the library more than the staff felt they would be.

PATRON INTERCEPT SURVEY

Q5. If this branch were open more hours, would you use it more?

Base (All Respondents)	Total	Minutes Spent per Visit		
		1-10	11-60	61+
Base (All Respondents)	2486	208	1452	819
Percent who say...	%	%	%	%
Yes	64	46	60	76
No	24	39	27	17
Don't Know	11	14	13	7
No Answer	<1	1	<1	<1
	100	100	100	100

Base (All Respondents)	Total	Years Using Branch		
		<1	1-5	5+
Base (All Respondents)	2486	586	876	1011
Percent who say...	%	%	%	%
Yes	64	62	66	64
No	24	24	23	26
Don't Know	11	14	11	10
No Answer	<1	-	<1	<1
	100	100	100	100

Base (All Respondents)	Total	Time of Day Using Library			
		9-12	12-3	3-6	After 6
Base (All Respondents)	2486	578	1106	1030	321
Percent who say...	%	%	%	%	%
Yes	64	68	63	65	78
No	24	22	26	23	16
Don't Know	11	10	11	12	6
No Answer	<1	<1	<1	<1	-
	100	100	100	100	100

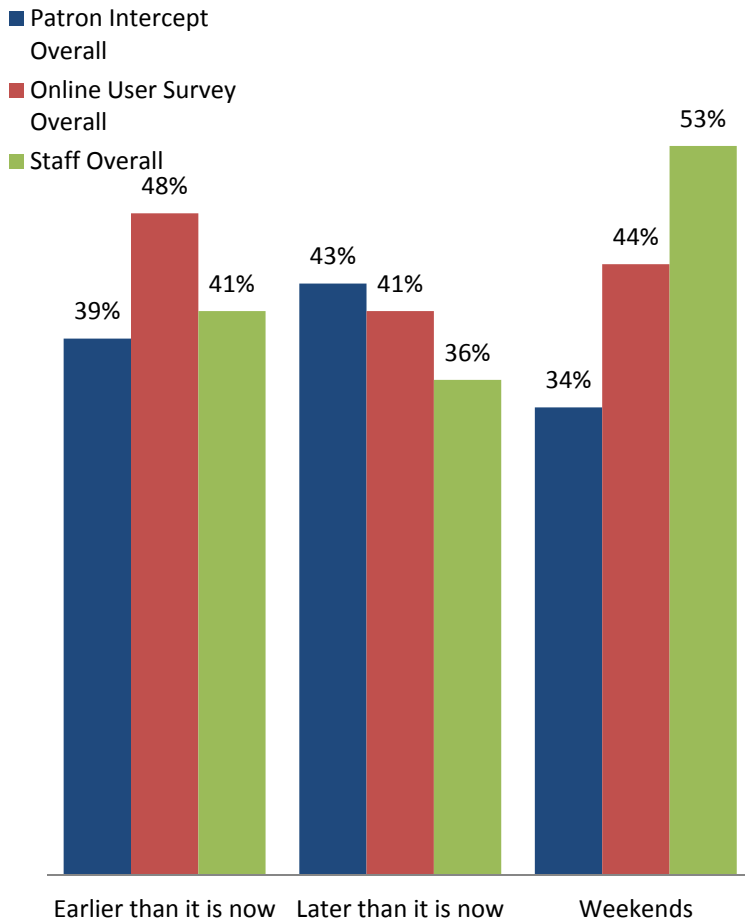
COMBINED

If this branch were open more hours, would you use it more?

If this branch were open more hours, do you feel a significant number of patrons would use it more?

	Patron	Online User	Staff
Base (All Respondents) (Totals)	2486	599	508
Percent who say...	%	%	%
Yes	64	44	45
No	24	30	28
Don't know	11	26	27
No Answer.....	<1	-	-
	100	100	100

When would you use it more?



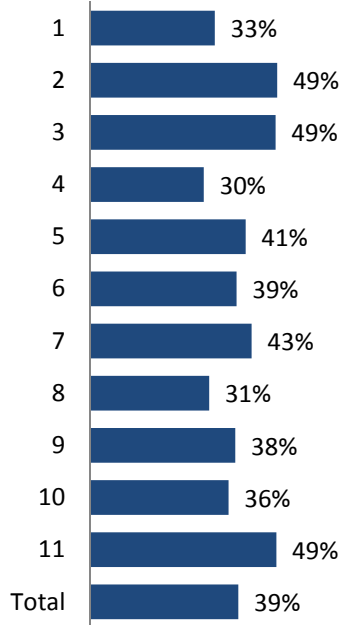
Overall, patrons were most likely to say that they would use the library more if it was open evenings or later than it is now.

However, the older the patron was, the more likely they would use it more in the morning. The patrons most likely to use it more in the evenings were those between 25 and 34 years of age. Those patrons 13-17 years of age were most likely to state that they would use it more on the weekend.

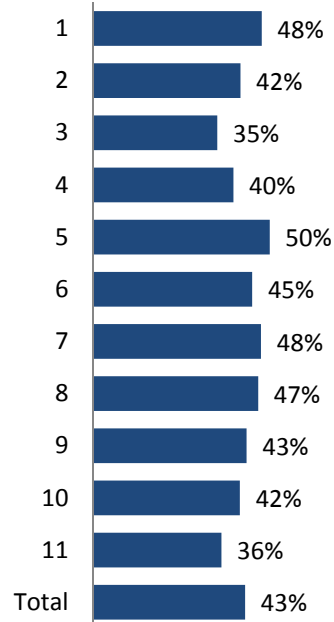
Among Supervisorial Districts, those in Districts 2, 3, & 11 were the most likely to say they would use the library more if it was open more earlier than it is now. Those in District 5 were the most likely to say they would use it more if it was open later than it is now. Finally, those in District 8 would be the most likely to use the library more if it was open more on weekends.

While patrons were most likely to say they would use the library more if it was open later than it is now, online library survey respondents were more likely to say they would use it more if it was open earlier than it is now. While staff felt that patrons would be most likely to use the library more if it was open on weekends more, it should be noted that half (50%) of staff respondents stated that they work mainly out of the Main Library.

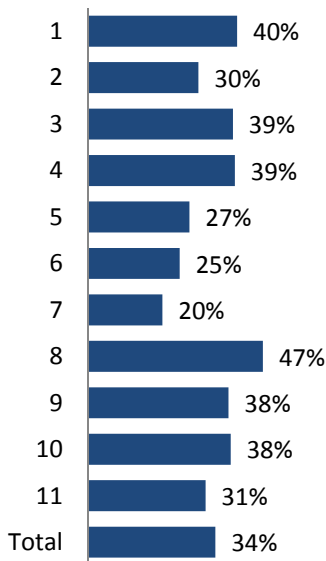
**By Supervisorial District
(Percent saying "Earlier than it is now")**



**By Supervisorial District
(Percent saying "Later than it is now")**



**By Supervisorial District
(Percent saying "Weekends")**



PATRON INTERCEPT SURVEY

Q6. When would you use it more?

	Total	Minutes Spent per Visit		
		1-10	11-60	61+
Base (Answered "Yes" in Q5)	1596	96	873	622
Percent who say... (MULTIPLE RESPONSES ACCEPTED)	%	%	%	%
Mornings (or earlier than now)	39	37	39	40
Evenings (or later than now).....	43	47	41	46
Weekends	34	28	35	33
Don't Know	<1	-	<1	-
No Answer.....	5	4	6	4

	Total	Years Using Branch		
		<1	1-5	5+
Base (Answered "Yes" in Q5)	1596	363	580	646
Percent who say... (MULTIPLE RESPONSES ACCEPTED)	%	%	%	%
Mornings (or earlier than now)	39	38	40	40
Evenings (or later than now).....	43	46	40	44
Weekends	34	30	32	37
Don't Know	<1	-	-	<1
No Answer.....	5	5	5	4

	Total	Time of Day Using Library			
		9-12	12-3	3-6	After 6
Base (Answered "Yes" in Q5)	1596	390	698	669	251
Percent who say... (MULTIPLE RESPONSES ACCEPTED)	%	%	%	%	%
Mornings (or earlier than now)	39	64	45	29	25
Evenings (or later than now).....	43	27	36	53	66
Weekends	34	25	35	42	42
Don't Know	<1	-	<1	-	-
No Answer.....	5	7	6	4	3

COMBINED

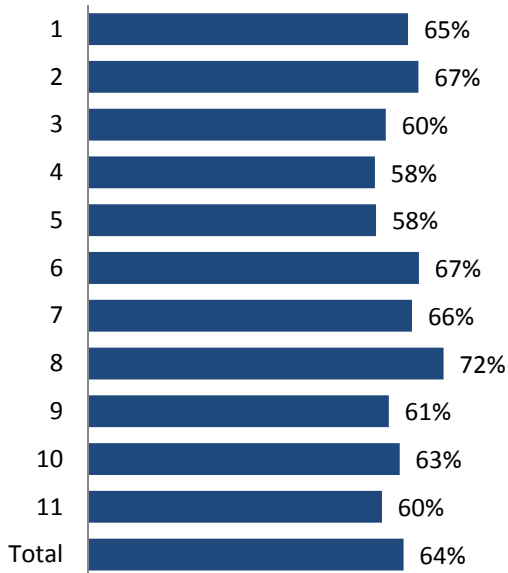
When would you use it more?

During which times would patrons be most likely to would use it more?

	Patron	Online User	Staff
Base (Answered "Yes" in previous question)	1596	205	508
Percent who say... (MULTIPLE RESPONSES ACCEPTED)	%	%	%
Mornings (or earlier than now)	39	48	41
Evenings (or later than now).....	43	41	36
Weekends	34	44	53
Other	-	1	-
Don't know	<1	-	-
No Answer.....	5	-	-

Fewer Hours

**If this branch were open fewer hours, would it have an impact?
(Percent saying "Yes")
By Supervisorial District**



Being open fewer hours would impact nearly two thirds of patrons.

Among patron subgroups, generally the older the respondent, the more the reduced hours would impact them. However, this peaks out at 69% for those patrons 45-44 years of age. Only 68% of patrons 55-64 years old and 60% of those patrons of 65 years and older said it would affect them.

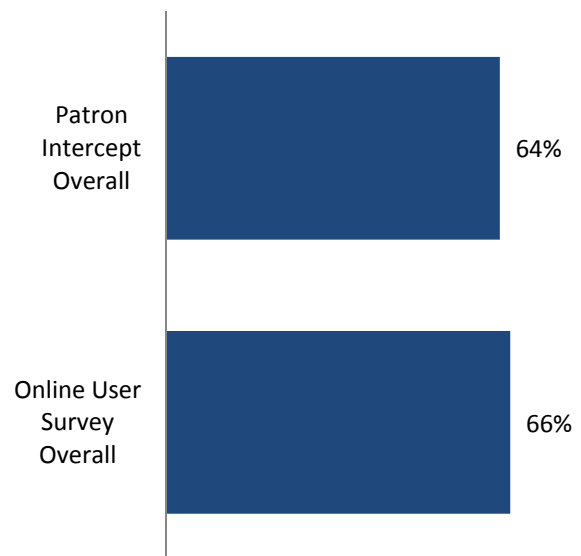
Those who said there would be an impact range from 68% to 69% for most ethnicities. The exception is those respondents of Asian ethnicity, where only 55% of Asian respondents said that fewer hours would impact them. However, Asian respondents were also 4% to 9 percent more likely than other ethnicities to say that they have used other San Francisco Library branches in the previous month.

Among Supervisorial Districts, respondents in District 8 were most likely to say that reduced hours would have an impact. Residents of Districts 4 and 5 were the least likely. Residents in District 4 were also the most likely to say that they had visited other San Francisco Library branches in the past month, while those in District 10 were the least likely.

Respondents in the Online User survey were slightly more likely to say that fewer hours would have an impact.

For patrons, the biggest impact of being open fewer hours would be that they would be less able to come, so they would use it less (15%). Related to that was the 12% who said they needed to have the library open specific hours or days and the 10% who said they need to have the library to study, research, or work.

**If this branch were open fewer hours would it have an impact on you?
(Percent answering "Yes")**



PATRON INTERCEPT SURVEY

Q7. If this branch were open fewer hours would it have an impact on you?

Base (All Respondents)	Total	Minutes Spent per Visit		
		1-10	11-60	61+
Base (All Respondents)	2486	208	1452	819
Percent who say...	%	%	%	%
Yes	64	56	62	70
No	21	30	22	16
Don't Know	15	12	16	13
No Answer	1	2	1	1
	100	100	100	100

Base (All Respondents)	Total	Years Using Branch		
		<1	1-5	5+
Base (All Respondents)	2486	586	876	1011
Percent who say...	%	%	%	%
Yes	64	58	61	69
No	21	23	22	19
Don't Know	15	18	17	11
No Answer	1	2	1	1
	100	100	100	100

Base (All Respondents)	Total	Time of Day Using Library			
		9-12	12-3	3-6	After 6
Base (All Respondents)	2486	578	1106	1030	321
Percent who say...	%	%	%	%	%
Yes	64	66	63	67	75
No	21	22	22	18	14
Don't Know	15	12	15	14	10
No Answer	1	1	1	1	<1
	100	100	100	100	100

COMBINED

If this branch were open fewer hours would it have an impact on you?

Base (All Respondents) (Totals)	Patron	Online Survey
Base (All Respondents) (Totals)	2486	599
Percent who say...	%	%
Yes	64	66
No	21	11
Don't know	15	23
No Answer	1	-
	100	100

PATRON INTERCEPT SURVEY

Q8. What impact would it have on you? ^

	Total	Minutes Spent per Visit		
		1-10	11-60	61+
Base (Said fewer hours would have an impact)	1584	116	893	571
Percent who say... (MULTIPLE RESPONSES ACCEPTED)	%	%	%	%
Less able to come, would use less	15	16	17	10
Need/want specific hours/days	12	21	11	11
Need to study/research/work	10	3	6	19
Less time to read/use- less knowledge/enrichment/ productivity	10	10	9	12
Less access to materials/services/programs	10	10	9	12
Conflicts with work/school	9	13	9	8
Need internet/Wi-Fi/computers/equipment	9	2	5	15
Less flexibility/hard to plan/coordinate schedule	8	12	9	6

	Total	Years Using Branch		
		<1	1-5	5+
Base (Said fewer hours would have an impact)	1584	338	538	698
Percent who say... (MULTIPLE RESPONSES ACCEPTED)	%	%	%	%
Less able to come, would use less	15	9	15	18
Need/want specific hours/days	12	15	13	9
Need to study/research/work	10	17	11	6
Less time to read/use- less knowledge/enrichment/ productivity	10	9	8	13
Less access to materials/services/programs	10	10	11	9
Conflicts with work/school	9	9	9	10
Need internet/Wi-Fi/computers/equipment	9	10	7	9
Less flexibility/hard to plan/coordinate schedule	8	6	8	10

	Total	Time of Day Using Library			
		9-12	12-3	3-6	After 6
Base (Said fewer hours would have an impact)	1584	380	697	691	242
Percent who say... (MULTIPLE RESPONSES ACCEPTED)	%	%	%	%	%
Less able to come, would use less	15	12	16	14	15
Need/want specific hours/days	12	7	10	10	16
Need to study/research/work	10	7	9	13	10
Less time to read/use- less knowledge/enrichment/ productivity	10	12	12	9	12
Less access to materials/services/programs	10	8	11	11	10
Conflicts with work/school	9	4	6	10	17
Need internet/Wi-Fi/computers/equipment	9	11	9	9	10
Less flexibility/hard to plan/coordinate schedule	8	8	9	8	5

^Only responses stated by 8% of responses overall are shown. See cross tabulated tables for all responses.

ONLINE USER SURVEY

Q11. What impact would it have on you? ^

	Total
Base (Said fewer hours would have an impact)	396
Percent who say... (MULTIPLE RESPONSES ACCEPTED)	%
Less able/likely to come, would use less	35
Less flexibility/hard to plan/coordinate schedule	19
Difficult to pick up/return materials	15
Need/want specific hours/days	14
Less access/Activities for children	11
Conflicts with work/school	9
Have to go to other branch.....	9

STAFF SURVEY

Q6. If this branch were open fewer hours, what would be the primary impact it would have on patrons? ^

	Total
Base (Said fewer hours would have an impact)	396
Percent who say... (MULTIPLE RESPONSES ACCEPTED)	%
Less access to computers/internet.....	22
Patrons would be angered/more complaints.....	12
Less access to SFPL resources.....	11
Less time to use the library.....	11
Less access for the homeless to materials/resources/ shelter/bathrooms.....	10
Less time for research/studying	9
Inconvenience/Patrons need specific times.....	9
Don't know.....	8
Less service to patrons.....	8

^Only responses stated by 8% of responses overall are shown. See cross tabulated tables for all responses.

V. Library Non-Users

This section provides detailed results from the Non-User Telephone Study. Results are segmented to provide comparison between various subgroups. Results are segmented by respondent age and residence ZIP code. To allow for statistically valid comparisons, residence zip codes were grouped into five separate zones. These zones were:

Zone 1 (Northeast – Chinatown, Civic Center/Downtown, North Embarcadero, Potrero Hill, South of Market)

Zone 2 (Northwest – Laurel Heights/Anza Vista, Marina/Pacific Heights, Richmond, Sea Cliff/Presidio Heights, Western Addition)

Zone 3 (Southwest – Inner Sunset, Sunset, Lake Merced)

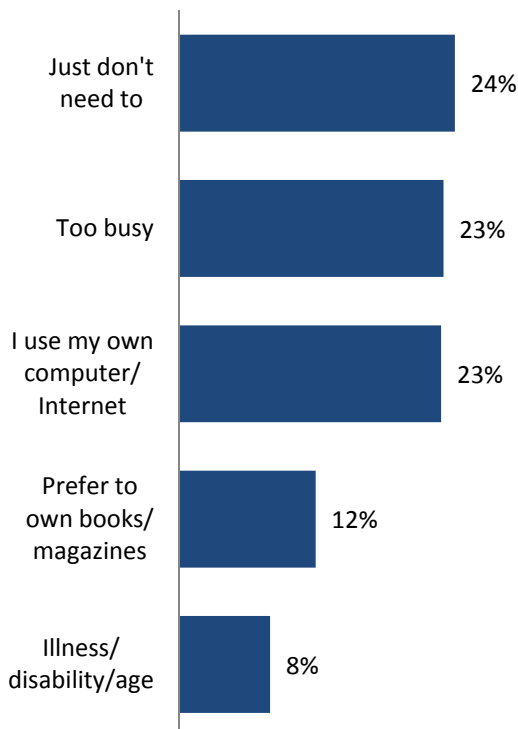
Zone 4 (Central/South – Diamond Heights, Excelsior (Outer Mission), Haight-Ashbury, Ingleside, Noe Valley, Upper Market/Eureka Valley, West of Twin Peaks)

Zone 5 (Southeast – Bayview/Hunters Point, Mission, North Bernal Heights, Portola, South Bernal Heights, Visitacion Valley)

A map is included in the Appendix.

Primary Reason for Non-Use

What is the primary reason you have not used SFPL? (Top Five Answers)



Non-users were first asked a question about their primary (top of mind) reason they have not used SFPL. The most likely reasons were that they didn't feel the need to or that they were too busy. Upon probing, many respondents volunteered that they were "not an avid reader." Respondents that did identify themselves as readers felt that "anything that I need can be either bought or accessed on the Internet" or that they had "replaced library use with Kindle" or "if I read books at the library the money used to purchase them would not go to local booksellers." Finally, many of these non-users see the library primarily as a place to do research and they "do not have young kids any more" or "I can do research from home on the computer." Notably only 5% overall said that the library either doesn't have the materials they need or doesn't have it in the language they prefer.

Among age subgroups, the older the respondent was, the more likely it was that they were to be aware of what the

library offered. Additionally, the older they respondent was, the more they felt that the library either did not have materials they needed or did not have materials (or enough materials) in a language they preferred. Conversely, the younger the respondent was, the more likely it was that they used libraries other than SFPL and the less likely it was that transportation issues or parking at the library was an issue that kept them from using it.

While among zone subgroups the percentages are fairly flat, respondents in Zone 5 (Southeast San Francisco) were much more likely to say the reason they didn't use the SFPL system was that they had a home computer/Internet than other Zones. Also, respondents in Zone 4 (Central/ South San Francisco) were most likely to state that they were unaware of what the SFPL system offered or that there wasn't a branch close to them.

Q2. What is the primary reason you have not used San Francisco libraries? ^

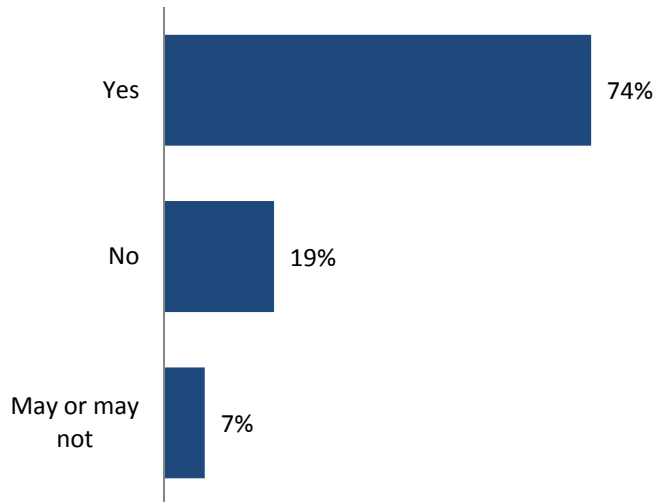
Base (All Respondents)	Total	Age		
		<35	35-54	55+
	302	74	121	105
Percent who say... (MULTIPLE RESPONSES ACCEPTED)	%	%	%	%
Just don't need to	24	20	23	29
Too busy	23	23	30	16
I use my own computer/Internet	23	26	28	14
Prefer to own books/magazines	12	8	12	13
Illness/Disability/Age	8	-	1	22
Unfamiliar/Unaware of what library has to offer	8	14	8	4
Use libraries other than SFPL	7	15	4	4
Doesn't have materials I need	3	-	3	5
Accessibility – not one close enough to me	2	3	2	3
Perceive library/branch as dangerous/dirty/homeless problem	2	1	3	2
Not open enough	2	1	1	3
Transportation/Parking issues	2	-	2	3
Doesn't have materials/enough materials in my preferred language	2	-	1	4

Awareness of Locations

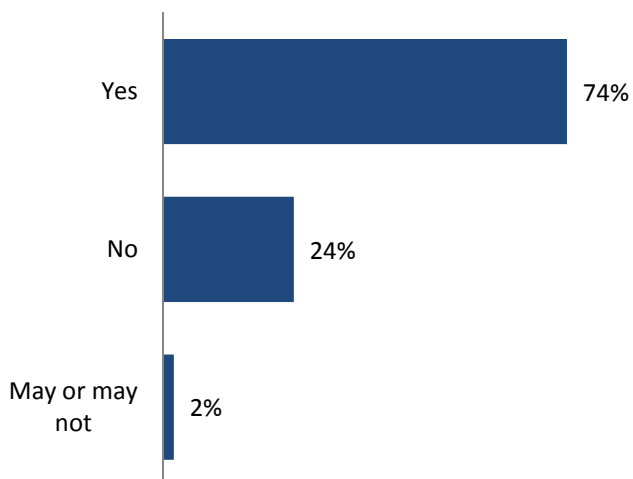
Two thirds (74%) of respondents were aware of the location of their local branch library.

Among subgroups, respondents less than 35 years old were much less likely to know the location of their branch library. Respondents in Zones 2 and 3 were much more likely to know the location of their branch library.

Do you know the location of your neighborhood branch library?



Do you know the location of the Main Library in San Francisco?



Two thirds of respondents (74%) said they were aware of the location of the Main Library.

As with the previous question, respondents less than 35 years old were much less likely to know the location of the Main. Among Zone subgroups, the percentage of respondents who know the location of the Main is generally flat.

Q3. Do you know the location of your neighborhood branch library?

		<u>Age</u>		
	Total	<35	35-54	55+
Base (All Respondents)	302	74	121	105
Percent who say...	%	%	%	%
Yes	74	57	80	77
No	19	28	15	18
May or may not.....	7	15	5	5
	100	100	100	100

		<u>Zone</u>				
	Total	1	2	3	4	5
Base (All Respondents)	302	58	46	69	64	54
Percent who say...	%	%	%	%	%	%
Yes	74	62	83	90	67	72
No	19	29	7	6	23	24
May or may not.....	7	9	11	4	9	4
	100	100	100	100	100	100

Q4 Do you know the location of the Main Library in San Francisco?

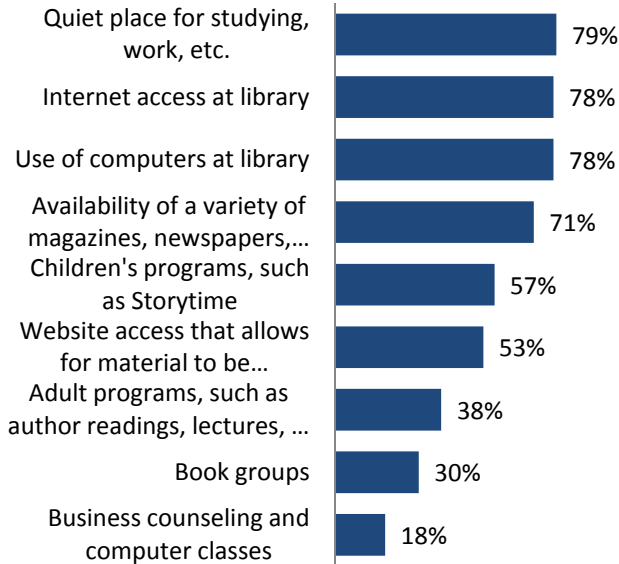
		<u>Age</u>		
	Total	<35	35-54	55+
Base (All Respondents)	302	74	121	105
Percent who say...	%	%	%	%
Yes	74	64	79	76
No	24	34	20	21
May or may not.....	2	3	2	3
	100	100	100	100

		<u>Zone</u>				
	Total	1	2	3	4	5
Base (All Respondents)	302	58	46	69	64	54
Percent who say...	%	%	%	%	%	%
Yes	74	71	76	80	83	65
No	24	26	20	19	17	32
May or may not.....	2	3	4	1	-	4
	100	100	100	100	100	100

Awareness of Services and Interest Levels

Were you aware that libraries in San Francisco offer...

(Percent answering "Yes")

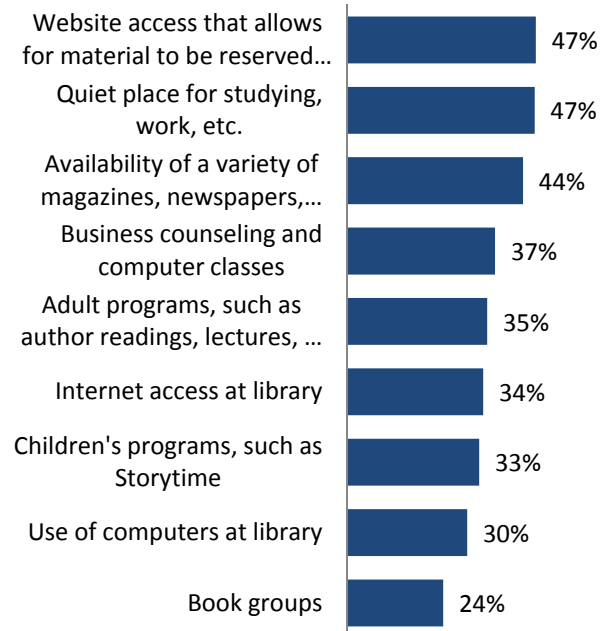


Business counseling and computer classes were the offerings that non-users were the least likely to be aware of, and were of interest to over a third of non-users. Of most interest to non-users was website access that allows materials to be reserved online, yet only about half of non-users were aware that the library offers this service. Only 30% of non-users were aware of book group discussions

While awareness and interest level were relatively flat across the subgroups, those non-users 35-54 were most likely to be aware that the library offers computers and Internet access. These non-users were also much more likely to be interested in adult programs. Non-users in Zone 3 were more likely than non-users in other zones to be aware of the library's children's programs.

What would you rate your level of interest for each of the offerings I just read...

(Percent rated it a 4 or a 5 (Interested))



Q6. What would you rate your level of interest for each of the offerings I just read...

	Extremely Interested			Not at all Interested		Not Applicable	MEAN SCORE (5 Pt. Scale)
	5	4	3	2	1	[]	
Total (N=302)	----- READ % ACROSS -----						
	%	%	%	%	%	%	#
Website access that allows for books, DVDs, and other material to be reserved online	33	14	19	8	24	3	3.26
Quiet place for studying/work	32	15	19	8	26	1	3.19
Availability of a variety of magazines, newspapers, audio books, Ebooks, CDs and DVDs.....	29	15	24	9	22	1	3.19
Adult programs, such as author readings, lectures, panel, discussions, and film screenings	17	18	26	14	23	2	2.93
Business counseling and computer classes	24	14	17	13	31	2	2.86
Internet access at the library	22	12	13	10	41	2	2.62
Children’s programs, such as Storytime ..	24	9	11	7	45	4	2.58
Use of computers at the library	20	10	13	11	44	2	2.50
Book groups	10	13	20	14	41	3	2.37

Q6. What would you rate your level of interest for each of the offerings I just read...

Base (All Respondents)	Total	Age		
		<35	35-54	55+
	302	74	121	105
Percent who say "Interested" (Rated it a 4 or 5)	%	%	%	%
Website access that allows for books, DVDs, and other material to be reserved online.....	47	61	52	32
Quiet place for studying, work etc.....	47	59	45	40
Availability of a variety of magazines, newspapers, audio Books, Ebooks, CDs, and DVDs	44	46	46	40
Adult programs, such as author readings, lectures, panel discussions, and film screenings	35	27	41	34
Business counseling and computer classes^	37	34	44	33
Internet access at the library	34	38	39	24
Children's programs, such as Storytime	33	22	44	28
Use of computers at the library	30	39	31	23
Book groups	24	14	26	28

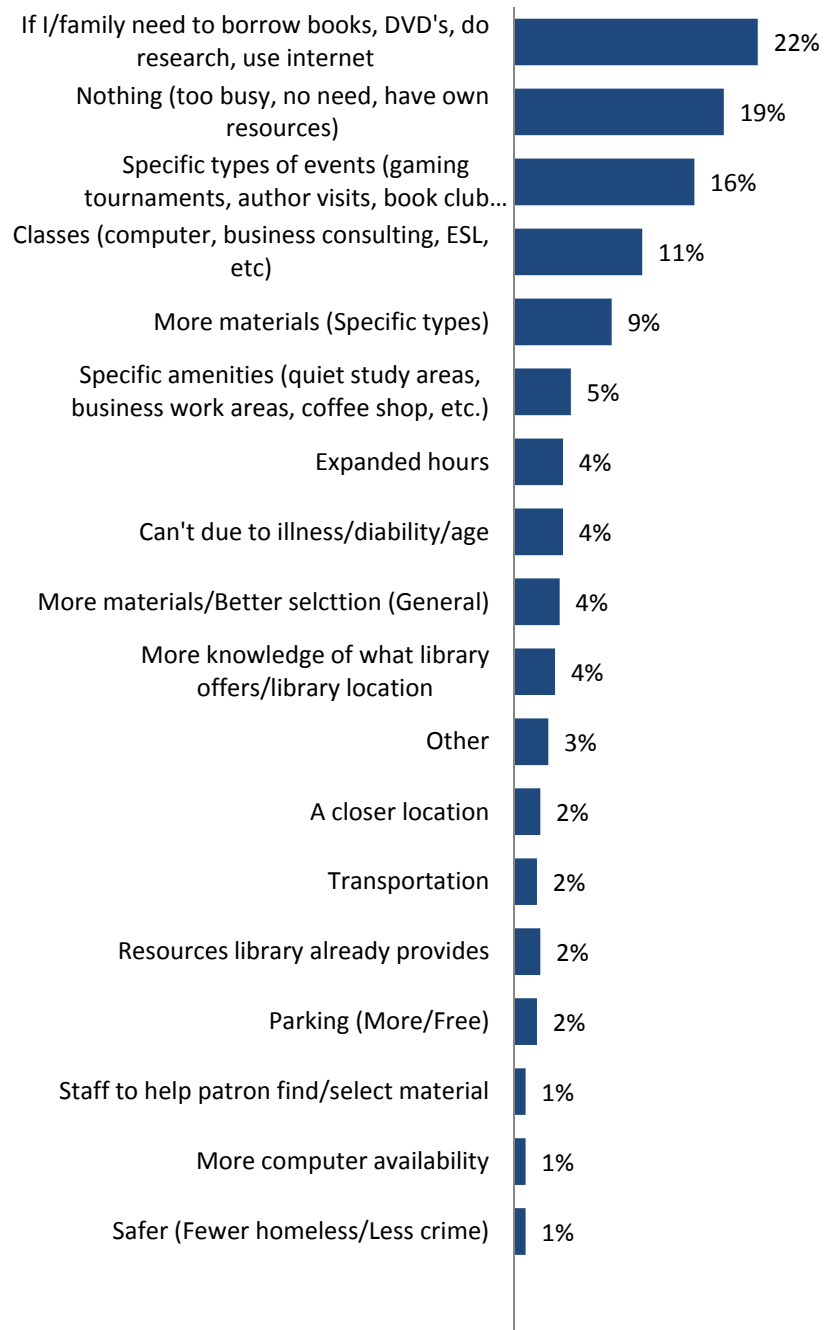
Base (All Respondents)	Total	Zone				
		1	2	3	4	5
	302	58	46	69	64	54
Percent who say "Interested" (Rated it a 4 or 5)	%	%	%	%	%	%
Website access that allows for books, DVDs, and other material be reserved online	47	45	57	43	47	46
Quiet place for studying, work, etc.....	47	50	50	45	41	52
Availability of a variety of magazines, newspapers, audio Books, Ebooks, CDs, and DVDs	44	38	44	35	49	54
Adult programs, such as author readings, lectures, panel discussions, and film screenings	35	31	37	33	34	41
Business counseling and computer classes^	37	33	41	38	36	43
Internet access at the library	34	35	26	29	33	43
Children's programs, such as Storytime	33	29	35	28	34	44
Use of computers at the library	30	36	33	28	22	33
Book groups	24	22	28	16	20	35

Motivators

What is one key thing that would encourage you to visit a San Francisco Public Library?

Two out of ten non-users (19%) stated that nothing would encourage them to use the library. However slightly more (22%) non-users would use the library if they or their family needed to get materials, research something or use the internet. For these respondents, a library, while not something they use now, would be used if a need for what the library offers arose.

Among subgroups, as might be expected, respondents 55 years of age and older were much more likely to state that they were limited by illness, age, or disability. Respondents 35 and younger were more likely to say that a specific amenity would encourage them to visit the library.

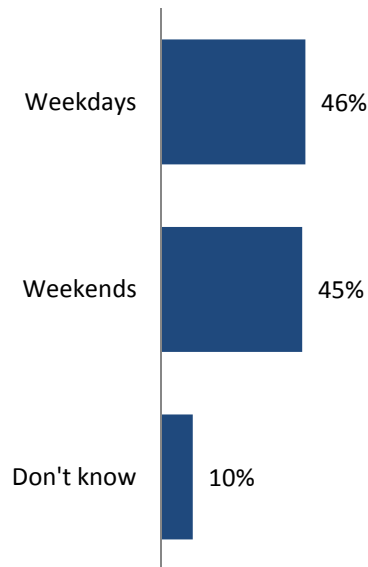


Q7. What is one key thing that would encourage you to visit a San Francisco Public Library? ^

	Total	Age		
Base (All Respondents)	302	<35	35-54	55+
	74	121	105	
Percent who say... (MULTIPLE RESPONSES ACCEPTED)	%	%	%	%
If I/family need to borrow books/DVDs, do research, use internet.....	22	28	23	14
Nothing (Too busy/Don't see a need/Have own resources)	19	16	16	23
Specific types of events (gaming tournaments, author visits, book club discussions, children's programs/activities).....	16	15	21	11
Classes (computer, business consulting, language, ESL, Job skill training)	11	7	12	13
More materials (Specific types)	9	8	7	11
Specific Amenities (Quiet study rooms, business work areas, coffee shop).....	5	14	2	2
Expanded hours	4	4	7	2
Can't due to illness/disability/age	4	-	1	11
More materials/better selection (general).....	4	4	6	2
More knowledge of what the library offers/library location	4	3	4	4

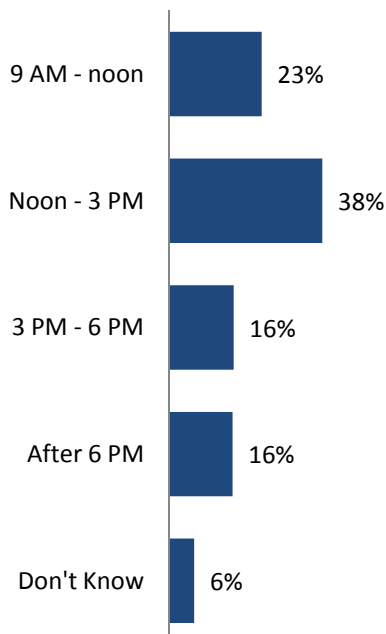
Potential Use

If you were to begin using San Francisco libraries, would you most likely use them on...



Overall, respondents were nearly evenly split between potential weekday (46%) and weekend (45%) use. Among age subgroups, the older the respondent, the more likely they said that they would potentially use San Francisco libraries on weekdays. Among zone subgroups, respondents in Zone 5 were most likely to say they would potentially use San Francisco libraries on weekdays and those in Zone 4 to say weekends.

What are the primary times you would most likely use San Francisco libraries?



Overall, between noon and 3 PM was cited by the most respondents (38%) as the time that they would be most likely to use San Francisco libraries. They cited 9 AM to Noon as the next most likely (23%), and were evenly split on the 3 PM to 6 PM (16%) and After 6 PM periods (16%).

Q8. If you were to begin using San Francisco libraries, would you most likely use them on a weekday or a weekend?

Base (All Respondents)	Total	Age		
		<35	35-54	55+
Percent who say ...	%	%	%	%
Weekday.....	46	37	41	58
Weekend.....	45	58	55	24
Don't know.....	10	5	5	18
	100	100	100	100

Base (All Respondents)	Total	Zone				
		1	2	3	4	5
Percent who say ...	%	%	%	%	%	%
Weekday.....	46	50	48	42	41	52
Weekend.....	45	40	48	46	50	41
Don't know.....	10	10	4	12	9	7
	100	100	100	100	100	100

Q9. What are the primary times you would likely use San Francisco libraries?

Base (All Respondents)	Total	Age		
		<35	35-54	55+
Percent who say "Yes"	%	%	%	%
9 AM to noon.....	23	16	23	28
Noon - 3 PM.....	38	38	34	44
3 PM – 6 PM.....	16	20	17	12
After 6 PM.....	16	22	19	9
Don't know.....	6	4	7	8
	100	100	100	100

Base (All Respondents)	Total	Zone				
		1	2	3	4	5
Percent who say "Yes"	%	%	%	%	%	%
9 AM - Noon.....	23	19	39	20	27	17
Noon – 3 PM.....	38	33	28	45	42	44
3 PM – 6 PM.....	16	21	17	9	16	13
After 6 PM.....	16	19	13	22	11	15
Don't know.....	6	9	2	4	5	11
	100	100	100	100	100	100

VI. Comparison by Supervisorial District and Branch

This section presents results from key questions on the Patron Intercept Study at the District and Branch levels. Note that this section is presented for illustration. Results are statistically sound at the Supervisorial level; statistical significance varies at the Branch level.

KEY QUESTIONS (By Supervisorial District)

Supervisorial District	How well do current hours meet your needs?	If this branch was open more hours would you use it more	When would you use it more?			If this branch was open fewer hours would it have an impact on you?
	% Very well/Well	% Yes	% Morning	% Evening	% Weekend	% Yes
1	74%	62%	33%	48%	40%	65%
2	75%	58%	49%	42%	30%	67%
3	70%	62%	49%	35%	39%	60%
4	76%	66%	30%	40%	39%	58%
5	79%	58%	41%	50%	27%	58%
6	73%	66%	39%	45%	25%	67%
7	79%	59%	43%	48%	20%	66%
8	61%	69%	31%	47%	47%	72%
9	67%	68%	38%	43%	38%	61%
10	74%	72%	36%	42%	38%	63%
11	76%	68%	49%	36%	31%	60%
Total	73%	64%	39%	43%	34%	64%

KEY QUESTIONS (By Branch)

Use
 H Over 1001 daily visitors
 MH 701-1000 daily visitors
 ML 401-700 daily visitors
 L 0 – 400 Daily visitors

Days Open
 ● Seven days a week
 ■ Six days a week

Branch	Days Open	Use*	Sup. District
Richmond	●	H	1
Anza	■	L	1
GG Valley	■	L	2
Marina	●	ML	2
Presidio	■	L	2
Chinatown	●	H	3
North Beach	■	ML	3
Ortega	●	MH	4
Parkside	■	ML	4
Sunset	●	MH	4
Park	■	L	5
W. Addition	●	ML	5
Main	●	H	6
Mission Bay	■	L	6
Merced	●	L	7
Ingleside	●	ML	7
W.Portal	●	ML	7
Eureka Vly	■	ML	8
Glen Park	■	ML	8
Noe Valley	■	L	8
Bernal Hts	■	ML	9
Mission	●	MH	9
Portola	■	ML	9
Bayview	■	L	10
Potrero	■	L	10
Vis Valley	■	ML	10
Excelsior	●	MH	11
Oceanview	■	L	11
Total			

How well do current hours meet your needs?
% Very well/Well
80%
68%
66%
79%
77%
71%
69%
79%
75%
72%
76%
81%
75%
69%
80%
71%
83%
55%
65%
79%
63%
80%
59%
85%
66%
76%
80%
67%
73%

If this branch was open more hours would you use it more
% Yes
65%
57%
66%
57%
54%
62%
63%
60%
66%
77%
59%
57%
66%
68%
56%
72%
55%
70%
75%
52%
75%
54%
75%
80%
74%
66%
69%
65%
64%

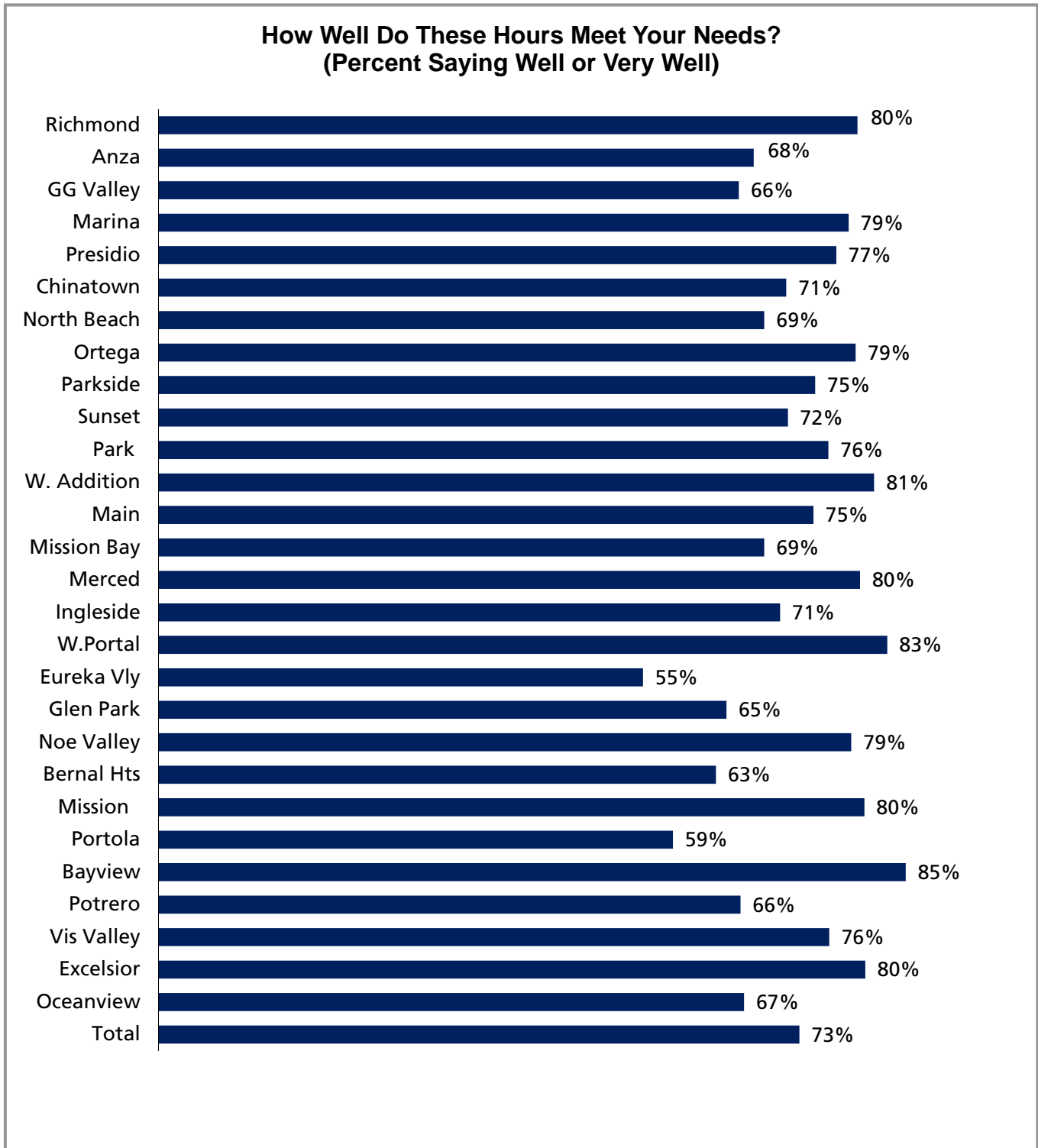
When would you use it more?		
% Morning	% Evening	% Weekend
29%	45%	33%
38%	51%	49%
46%	38%	46%
50%	50%	24%
51%	36%	22%
50%	30%	38%
48%	43%	40%
31%	35%	35%
26%	45%	47%
39%	34%	27%
51%	46%	31%
29%	55%	23%
31%	55%	27%
60%	14%	16%
36%	60%	19%
36%	43%	24%
55%	36%	19%
27%	43%	58%
25%	61%	33%
71%	35%	12%
36%	38%	40%
26%	58%	24%
46%	39%	43%
31%	28%	44%
44%	52%	38%
31%	39%	33%
57%	30%	22%
34%	49%	49%
39%	43%	34%

If this branch was open fewer hours would it have an impact on you?
% Yes
71%
58%
61%
74%
64%
62%
58%
44%
59%
79%
70%
46%
70%
60%
67%
57%
68%
72%
75%
70%
78%
70%
42%
55%
75%
68%
57%
44%
64%

NOTE: This study was primarily designed to measure results by the Supervisorial District. Statistical significance and reliability vary at the branch level.

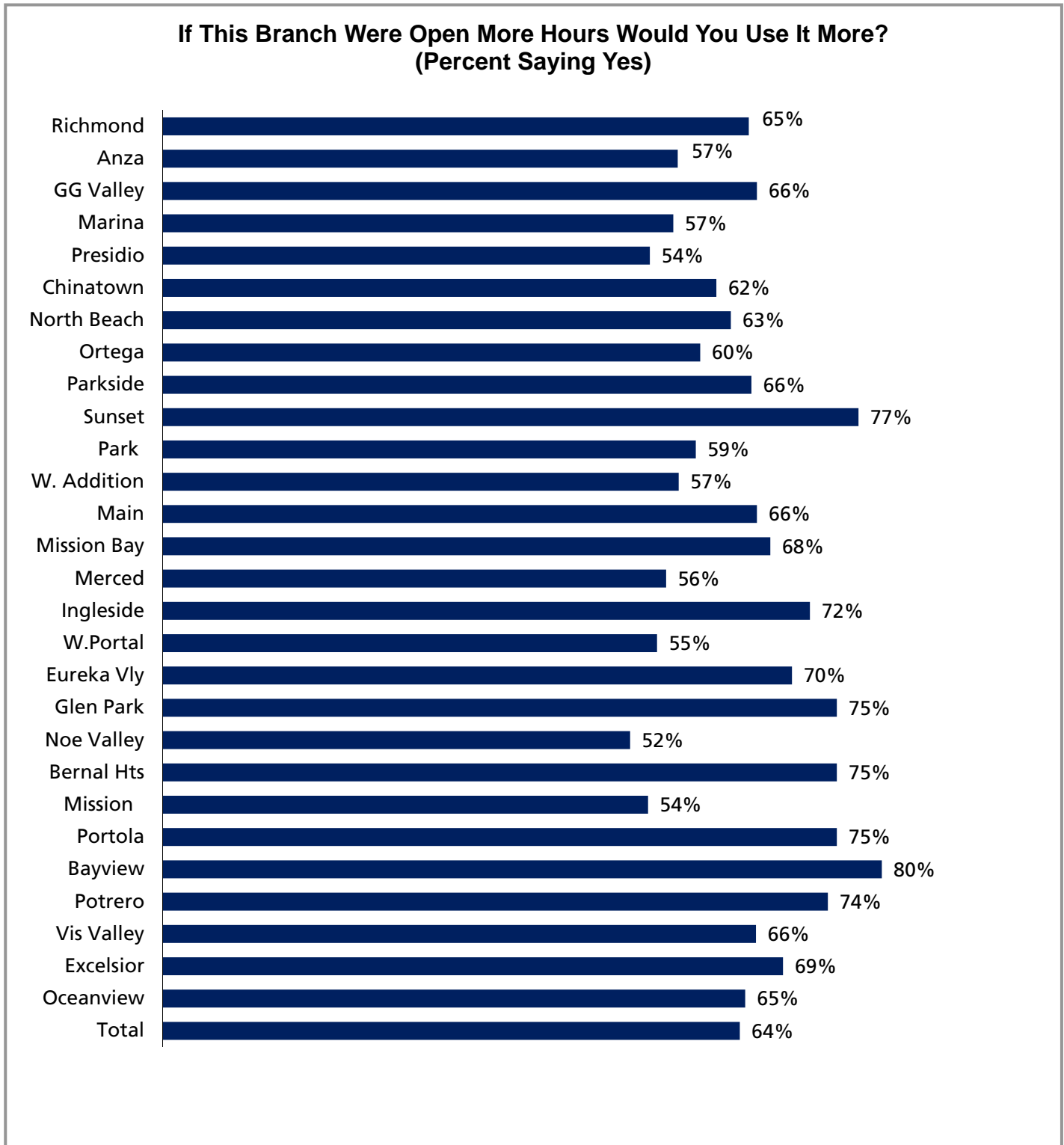
* Use based on figures in Controllers Office Memo to Corey, Canapary & Galanis dated August 6, 2012

CURRENT HOURS



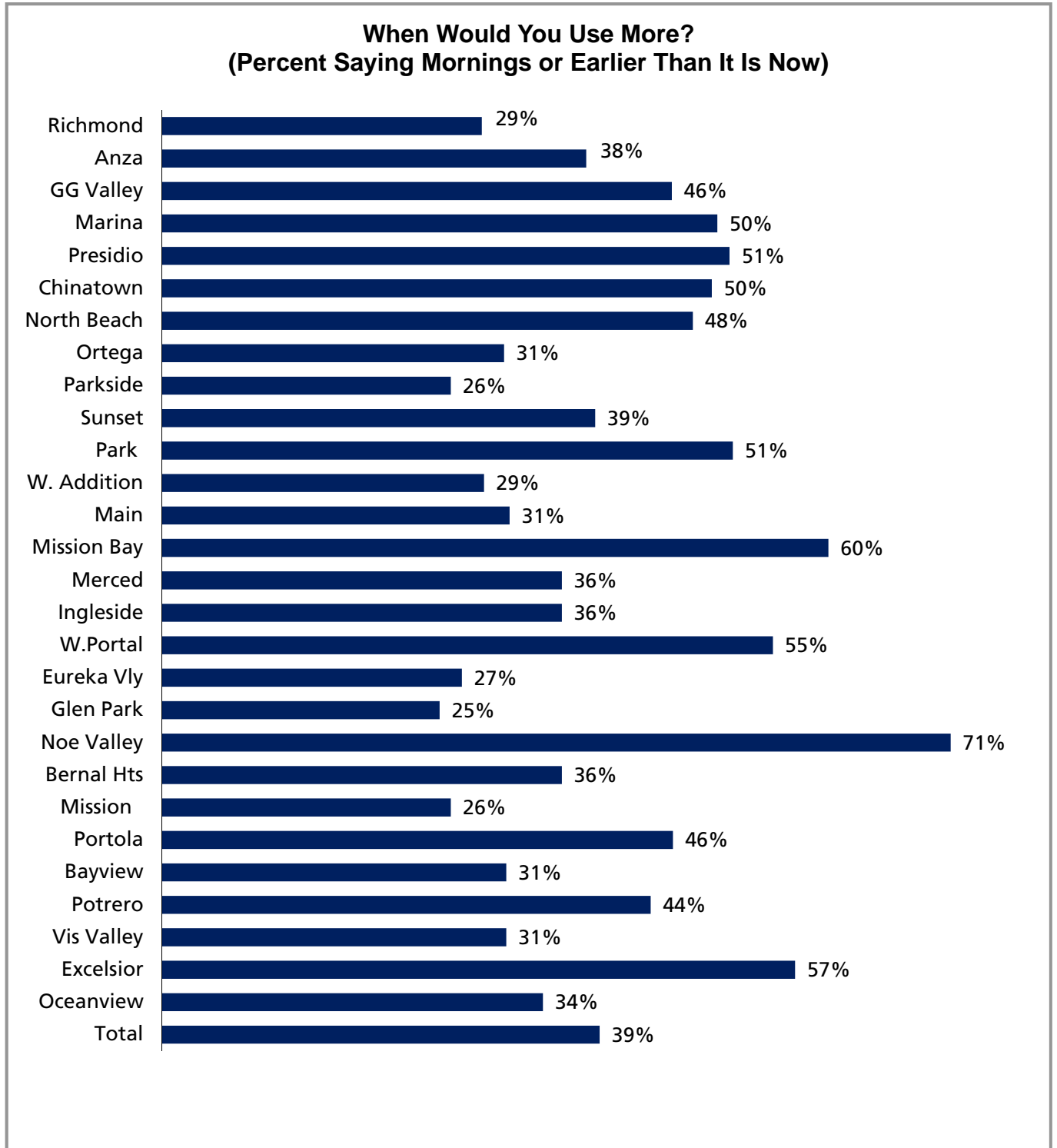
NOTE: This study was primarily designed to measure results by the Supervisorial District, not by individual branch. Statistical significance and reliability vary at the branch level.

EXPANDED HOURS



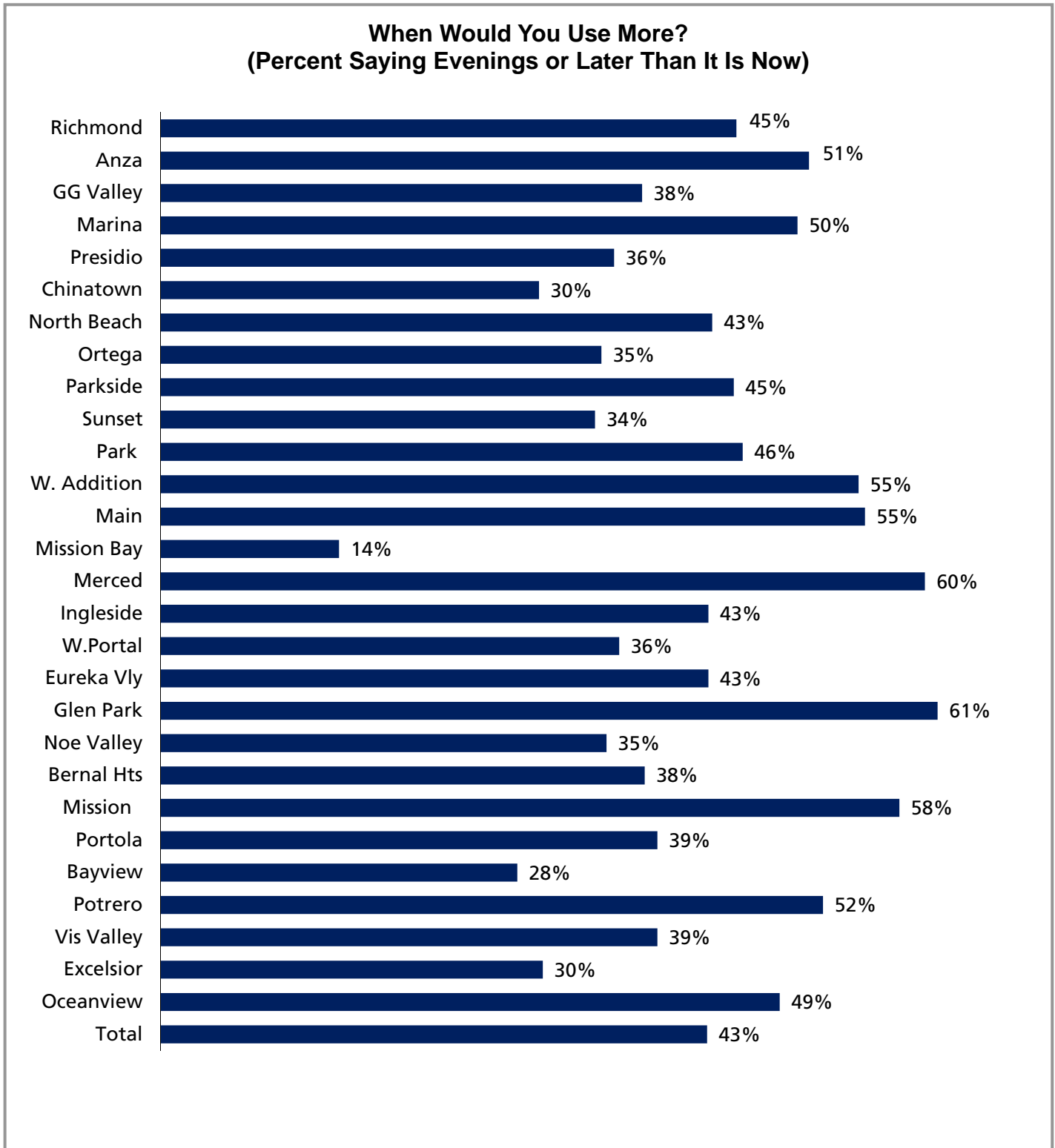
NOTE: This study was primarily designed to measure results by the Supervisorial District, not by individual branch. Statistical significance and reliability vary at the branch level.

EARLIER HOURS



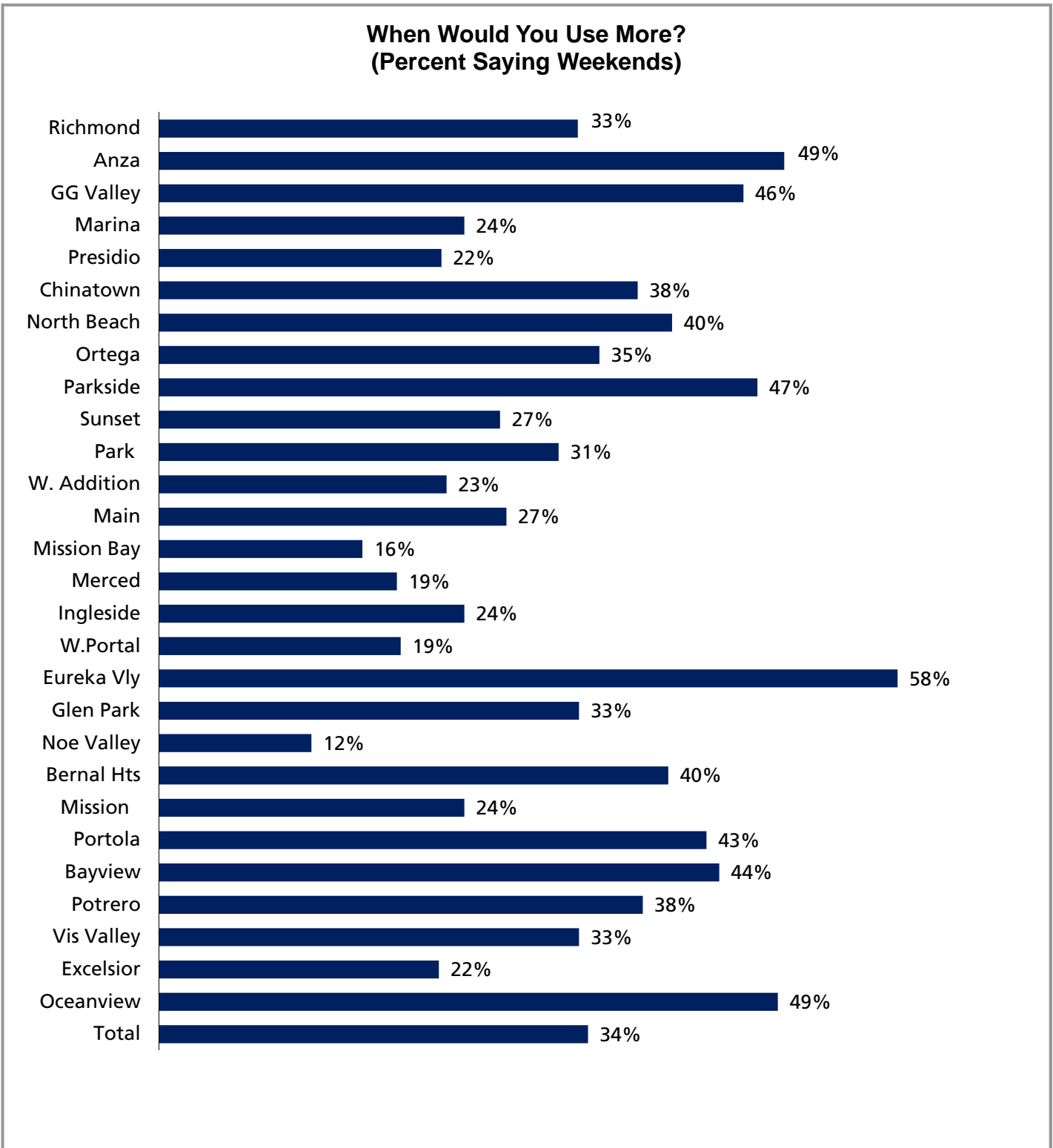
NOTE: This study was primarily designed to measure results by the Supervisorial District, not by individual branch. Statistical significance and reliability vary at the branch level.

LATER HOURS



NOTE: This study was primarily designed to measure results by the Supervisorial District, not by individual branch. Statistical significance and reliability vary at the branch level.

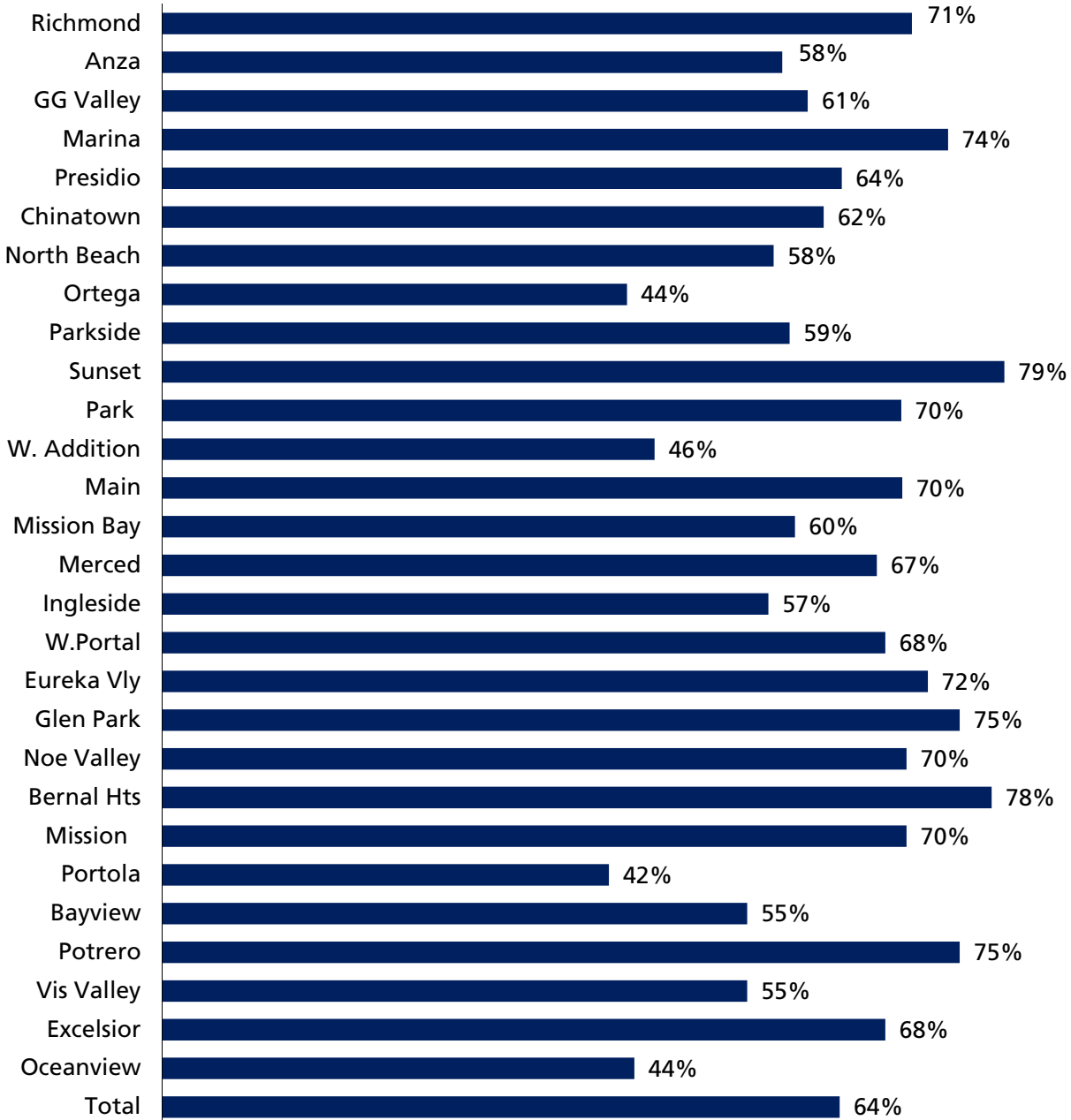
WEEKENDS



NOTE: This study was primarily designed to measure results by the Supervisorial District, not by individual branch. Statistical significance and reliability vary at the branch level

FEWER HOURS

**If This Branch Was Open Fewer Hours Would It Have An Impact On You?
(Percent Saying Yes)**



NOTE: This study was primarily designed to measure results by the Supervisorial District, not by individual branch. Statistical significance and reliability vary at the branch level.

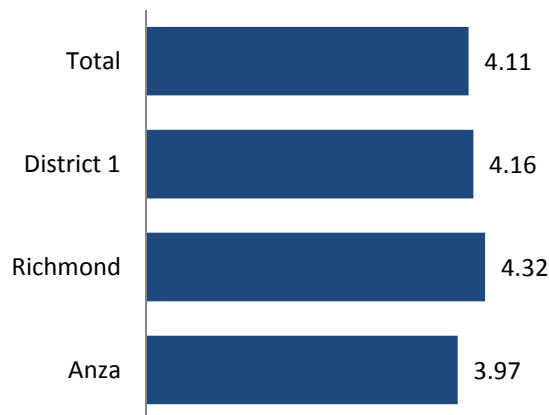
VII. Supervisorial District Snapshots

This section presents results to several questions from the Patron Intercept Study at the Supervisorial District Level.

District One

In an average month, how often do you use this library?	Total	Dist 1	Branches^	
			Richmond	Anza
Base (All Respondents)	2486	208	112	96
	%	%	%	%
Once a month or less.....	14	18	16	21
2-3 times a month.....	22	26	30	23
4-10 times a month.....	35	33	33	33
11-20 times a month.....	12	11	10	12
20+ times a month.....	13	9	9	8
First time using/Don't know.....	4	3	3	3
No answer.....	<1	-	-	-
	100	100	100	100

**How Well Do The Current Hours Meet Your Needs?
(Mean Score Out of 5.00)**



**If this branch were open more hours, would you use it more?
(Percent saying "Yes")**



**If this branch were open fewer hours, would this have an impact on you?
(Percent saying "Yes")**



^Branch data is shown for illustration purposes only, the study was primarily designed to measure results at the District level and statistical significance and reliability vary at the branch level.

Impact of Reduced Hours	Total	District 1	Richmond	Anza
(Top Five By District)	%	%	%	%
Less able/likely to come/Would use less	15	19	13	27
Need/Want specific hours/specific days	12	17	25	5
Conflicts with work/school	9	11	18	2
Less flexibility/hard to plan/coordinate schedule	8	9	10	7
Less activities/access for children	6	9	10	7

Reason for Using This Branch	Total	District 1	Richmond	Anza
(Top Five By District)	%	%	%	%
Materials (Books, DVDs, Etc.)	80	84	87	80
Internet Access	30	26	25	26
Homework/Study time/Reference assistance	22	23	20	26
Use of computers & other equipment	14	12	8	16
Programs/Classes/Exhibits	10	9	11	7

Other Libraries Visited in the Past Month (Outside of the District)	Total	District 1	Richmond	Anza
(Top Five By District)	%	%	%	%
Main	34	34	46	22
Sunset	7	16	20	12
Ortega	5	8	10	7
Western Addition	4	8	7	9
Presidio	2	8	12	3

Demographics of the Respondents in District One

Age

17 Years and under.....	11%
18 to 24 Years	6%
25 to 34 Years	9%
35 to 44 Years	22%
45 to 54 Years	18%
55 to 64 Years	22%
65 Years and Over	14%

Zip Codes of Branch Users (Top Five)

94121.....	48%
94118.....	33%
94122.....	4%
94112	3%
94116.....	2%

Race/Ethnicity

Asian/Pacific Islander	49%
White	41%
Hispanic/Latino.....	7%
Black/African American	1%
American Indian/Alaska Native	1%
Other.....	3%

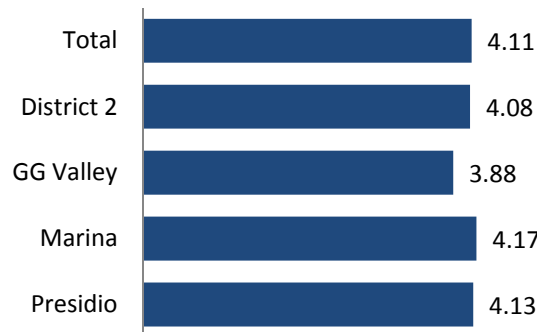
Occupation

In workforce	52%
Retired	17%
Student	17%
Teacher/Educator.....	9%
Unemployed	6%
Other.....	3%

District Two

In an average month, how often do you use this library? Base (All Respondents)	Total 2486	Dist 2 224	Branches^		
			GG Vly 56	Marina 88	Presidio 83
	%	%	%	%	%
Once a month or less.....	14	17	7	14	28
2-3 times a month.....	22	21	16	24	21
4-10 times a month.....	35	37	55	39	24
11-20 times a month.....	12	8	5	8	10
20+ times a month.....	13	10	11	9	10
First time using/Don't know	4	7	5	7	8
No answer	<1	-	-	-	-
	100	100	100	100	100

**How Well Do The Current Hours Meet Your Needs?
(Mean Score Out of 5.00)**



**If this branch were open more hours,
would you use it more?
(Percent saying "Yes")**



**If this branch were open fewer hours,
would this have an impact on you?
(Percent saying "Yes")**



^Branch data is shown for illustration purposes only, the study was primarily designed to measure results at the District level and statistical significance and reliability vary at the branch level.

Impact of Reduced Hours	Total	District 2	GG Valley	Marina	Presidio
(Top Five By District)	%	%	%	%	%
Need/Want specific hours/specific days	12	21	32	23	11
Less able/likely to come/Would use less	15	15	12	19	13
Less flexibility/hard to plan/coordinate schedule	8	11	21	5	11
Need to study/research/work	10	10	9	11	9
Would have to go to other branch	7	9	9	8	11

Reason for Using This Branch	Total	District 2	GG Valley	Marina	Presidio
(Top Five By District)	%	%	%	%	%
Materials (Books, DVDs, Etc.)	80	79	91	71	81
Internet Access	30	27	13	39	24
Homework/Study time/Reference assistance	22	19	21	22	13
Use of computers & other equipment	14	9	2	9	13
Programs/Classes/Exhibits	10	7	11	5	7

Other Libraries Visited in the Past Month (Outside of the District)	Total	District 2	GG Valley	Marina	Presidio
(Top Five By District)	%	%	%	%	%
Main	34	36	31	42	33
Richmond	8	15	3	11	26
Western Addition	4	14	6	2	31
Chinatown	5	7	9	11	2
North Beach	3	6	9	9	2

Demographics of the Respondents in District Two

Age

17 years and Under	2%
18 to 24 Years	4%
25 to 34 Years	12%
35 to 44 Years	19%
45 to 54 Years	17%
55 to 64 Years	21%
65 Years and Over	25%

Zip Codes of Branch Users (Top Five)

94123	27%
94109	19%
94115	19%
94118	9%
94112	3%

Race/Ethnicity

White	71%
Asian/Pacific Islander	19%
Hispanic/Latino	7%
Black/African American	2%
American Indian/Alaska Native	1%
Other	2%

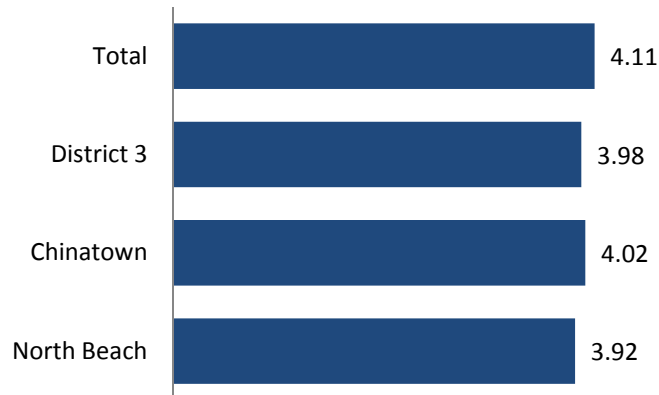
Occupation

In workforce	53%
Retired	26%
Teacher/Educator	10%
Student	8%
Unemployed	7%
Other	3%

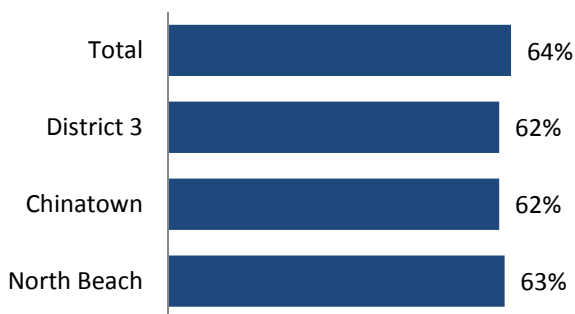
District Three

In an average month, how often do you use this library? Base (All Respondents)	Branches [^]			
	Total 2486	Dist 3 270	Chinatown 164	N. Beach 106
	%	%	%	%
Once a month or less.	14	12	13	10
2-3 times a month.....	22	20	24	13
4-10 times a month.....	35	32	31	32
11-20 times a month.....	12	14	12	18
20+ times a month.....	13	19	19	19
First time using/Don't know	4	3	1	7
No answer	<1	<1	-	1
	100	100	100	100

**How Well Do The Current Hours Meet Your Needs?
(Mean Score Out of 5.00)**



**If this branch were open more hours,
would you use it more?
(Percent saying "Yes")**



**If this branch were open fewer hours,
would this have an impact on you?
(Percent saying "Yes")**



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Impact of Reduced Hours	Total	District 3	Chinatown	North Beach
(Top Five By District)	%	%	%	%
Less able/likely to come/Would use less	15	22	19	26
Less time to read/use/Less knowledge/ enrichment/productivity	10	13	14	12
Less access to materials/services/prgms	10	10	11	8
Inconvenience (Unspecified)	3	10	11	8
Need/Want specific hours/specific days	12	6	5	7

Reason for Using This Branch	Total	District 3	Chinatown	North Beach
(Top Five By District)	%	%	%	%
Materials (Books, DVDs, Etc.)	80	83	84	82
Internet Access	30	37	37	37
Use of computers & other equipment	14	25	26	24
Homework/Study time/Reference assistance	22	21	20	23
Programs/Classes/Exhibits	10	7	7	7

Other Libraries Visited in the Past Month (Outside of the District)	Total	District 3	Chinatown	North Beach
(Top Five By District)	%	%	%	%
Main	34	41	44	37
Marina	4	9	6	15
Parkside	5	5	7	2
Golden Gate Valley	2	5	3	8
Ingleside	4	4	6	-

Demographics of the Respondents in District Three

Age

17 Years and Under.....	9%
18 to 24 Years	6%
25 to 34 Years	10%
35 to 44 Years	9%
45 to 54 Years	18%
55 to 64 Years	18%
65 Years and Over	29%

Zip Codes of Branch Users (Top Five)

94133	49%
94109	8%
94112	6%
94108	5%
Outside San Francisco	3%

Race/Ethnicity

Asian/Pacific Islander	67%
White	28%
Hispanic/Latino	3%
Black/African American.....	2%
American Indian/Alaska Native....	<1%
Other	1%

Occupation

In workforce	39%
Retired.....	33%
Student	18%
Unemployed.....	8%
Teacher/Educator	2%
Other	3%

District Four

In an average month, how often do you use this library? Base (All Respondents)	Total 2486	Dist 4 294	Branches [^]		
			Ortega 87	Parkside 154	Sunset 53
	%	%	%	%	%
Once a month or less.....	14	11	3	14	15
2-3 times a month.....	22	21	21	19	26
4-10 times a month.....	35	36	33	40	30
11-20 times a month.....	12	15	22	13	11
20+ times a month.....	13	12	15	9	13
First time using/Don't know	4	5	5	6	4
No answer	<1	<1	1	-	-
	100	100	100	100	100

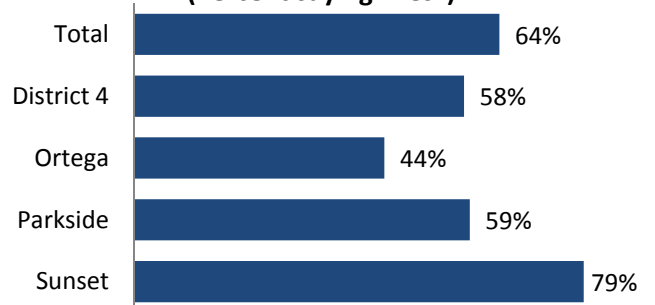
How Well Do The Current Hours Meet Your Needs?



**If this branch were open more hours, would you use it more?
(Percent saying "Yes")**



**If this branch were open fewer hours, would it have an impact on you?
(Percent saying "Yes")**



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Impact of Reduced Hours	Total	District 4	Ortega	Parkside	Sunset
(Top Five By District)	%	%	%	%	%
Less able/likely to come/Would use less Need to study/research/work	15	18	21	24	2
Less time to read/use/Less knowledge/ enrichment/productivity	10	17	18	10	31
Less access to materials/services/prgms	10	14	11	18	10
Need internet/Wi-Fi/Computers/ equipment	9	9	16	4	12
		8	8	3	19

Reason for Using This Branch	Total	District 4	Ortega	Parkside	Sunset
(Top Five By District)	%	%	%	%	%
Materials (Books, DVDs, Etc.)	80	78	76	81	70
Homework/Study time/Reference assistance	22	27	31	29	13
Internet Access	30	26	23	28	23
Use of computers & other equipment	14	14	10	19	8
Programs/Classes/Exhibits	10	8	6	12	-

Other Libraries Visited in the Past Month (Outside of the District)	Total	District 4	Ortega	Parkside	Sunset
(Top Five By District)	%	%	%	%	%
Main	34	28	29	27	29
West Portal	9	22	12	34	3
Richmond	8	9	8	8	11
Merced	5	8	11	7	6
Anza	2	5	9	4	-

Demographics of the Respondents in District Four

Age

17 years and Under	16%
18 to 24 Years	10%
25 to 34 Years	14%
35 to 44 Years	16%
45 to 54 Years	14%
55 to 64 Years	14%
65 Years and Over	16%

Zip Codes of Branch Users (Top Five)

94116	40%
94122	38%
94132	3%
94124	2%
94112	2%

Race/Ethnicity

Asian/Pacific Islander	57%
White	37%
Hispanic/Latino	5%
Black/African American	1%
American Indian/Alaska Native ..	<1%
Other	2%

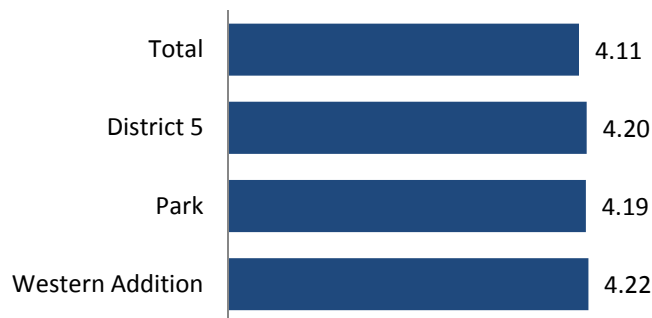
Occupation

In workforce	34%
Student	31%
Retired	24%
Teacher/Educator	7%
Unemployed	6%
Other	3%

District Five

In an average month, how often do you use this library? Base (All Respondents)	Total 2486	Dist 5 113	Branches [^]	
			Park 59	W.Add 54
	%	%	%	%
Once a month or less.....	14	11	12	9
2-3 times a month.....	22	26	20	32
4-10 times a month.....	35	43	48	37
11-20 times a month.....	12	11	12	9
20+ times a month.....	13	9	7	11
First time using/Don't know	4	2	2	2
No answer	<1	-	-	-
	100	100	100	100

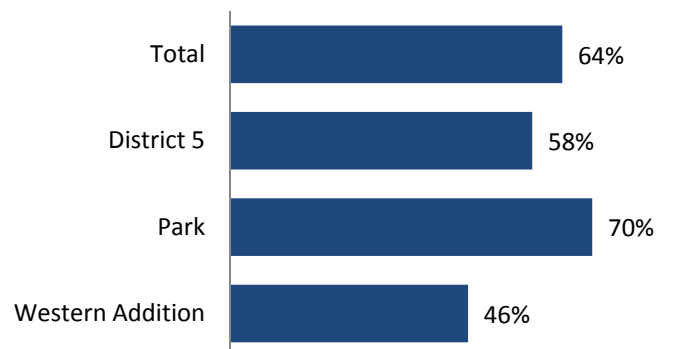
**How Well Do The Current Hours Meet Your Needs?
(Mean Score Out of 5.00)**



**If this branch were open more hours, would you use it more?
(Percent saying "Yes")**



**If this branch were open fewer hours, would this have an impact on you?
(Percent saying "Yes")**



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Impact of Reduced Hours	Total	District 5	Park	West Add
(Top Five By District)	%	%	%	%
Less time to read/use/Less knowledge/ enrichment/productivity	10	15	20	8
Need internet/Wi-Fi/Computers/ equipment	9	12	15	8
Less flexibility/hard to plan/coordinate schedule	8	11	12	8
Less able/likely to come/Would use less	15	8	2	16
Less access/.activities for children	6	8	10	4

Reason for Using This Branch	Total	District 5	Park	West Add
(Top Five By District)	%	%	%	%
Materials (Books, DVDs, Etc.)	80	63	54	72
Internet Access	30	33	27	39
Programs/Classes/Exhibits	10	25	42	6
Use of computers & other equipment	14	13	12	15
Homework/Study time/Reference assistance	22	12	5	20

Other Libraries Visited in the Past Month (Outside of the District)	Total	District 5	Park	West Add
(Top Five By District)	%	%	%	%
Main	34	50	45	54
Richmond	8	11	10	12
Eureka Valley	4	10	7	12
Mission	7	7	7	7
Sunset	7	6	7	5

Demographics of the Respondents in District Five

Age

17 years and Under	6%
18 to 24 Years	13%
25 to 34 Years	18%
35 to 44 Years	17%
45 to 54 Years	15%
55 to 64 Years	17%
65 Years and Over	9%

Zip Codes of Branch Users (Top Five)

94117	25%
94115	12%
Outside San Francisco	12%
94110	4%
94121	4%

Race/Ethnicity

White	44%
Asian/Pacific Islander	27%
Hispanic/Latino	15%
Black/African American	9%
American Indian/Alaska Native	5%
Other	2%

Occupation

In workforce	42%
Retired	18%
Student	17%
Unemployed	7%
Teacher/Educator	7%
Other	9%

District Six

In an average month, how often do you use this library? Base (All Respondents)	Total 2486	Dist 6 301	Branches [^]	
			Main 227	Mission Bay 74
	%	%	%	%
Once a month or less.....	14	17	19	12
2-3 times a month.....	22	14	12	20
4-10 times a month.....	35	33	30	42
11-20 times a month.....	12	15	17	7
20+ times a month.....	13	18	21	10
First time using/Don't know.....	4	4	2	10
No answer.....	<1	-	-	-
	100	100	100	100

**How Well Do The Current Hours Meet Your Needs?
(Mean Score Out of 5.00)**



**If this branch were open more hours,
would you use it more?
(Percent saying "Yes")**



**If this branch were open fewer hours,
would this have an impact on you?
(Percent saying "Yes")**



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Impact of Reduced Hours	Total	District 6	Main	Mission Bay
(Top Five By District)	%	%	%	%
Less time to read/use/Less knowledge/enrichment/productivity	10	14	17	7
Conflicts with work/school	9	13	17	-
Need/Want specific hours/specific days	12	12	15	2
Less able/likely to come/Would use less	15	11	12	9
Need to study/research/work	10	10	11	7

Reason for Using This Branch	Total	District 6	Main	Mission Bay
(Top Five By District)	%	%	%	%
Materials (Books, DVDs, Etc.)	80	72	76	61
Internet Access	30	27	28	24
Homework/Study time/Reference assistance	22	24	30	7
Programs/Classes/Exhibits	10	12	8	27
Use of computers & other equipment	14	10	10	10

Other Libraries Visited in the Past Month (Outside of the District)	Total	District 6	Main	Mission Bay
(Top Five By District)	%	%	%	%
Mission	7	11	12	10
Eureka Valley	4	10	14	-
Excelsior	5	8	10	-
Sunset	7	6	7	5
Richmond	8	7	8	5

Demographics of the Respondents in District Six

Age

17 Years and Under.....	5%
18 to 24 Years	7%
25 to 34 Years	18%
35 to 44 Years	20%
45 to 54 Years	20%
55 to 64 Years	20%
65 Years and Over	9%

Zip Codes of Branch Users (Top Five)

94102	14%
94103	10%
Outside San Francisco	10%
94109	8%
94110	6%

Race/Ethnicity

White.....	50%
Asian/Pacific Islander	20%
Black/African American	15%
Hispanic/Latino	14%
American Indian/Alaska Native ..	4%
Other	2%

Occupation

In workforce.....	44%
Student	23%
Retired.....	18%
Unemployed.....	9%
Teacher/Educator	6%
Other	7%

District Seven

In an average month, how often do you use this library? Base (All Respondents)	Total 2486	Dist 7 309	Branches [^]		
			Merced 134	Inglside 58	W. Prtl 117
	%	%	%	%	%
Once a month or less.....	14	17	22	9	14
2-3 times a month.....	22	26	26	17	29
4-10 times a month.....	35	35	35	35	36
11-20 times a month.....	12	9	5	19	9
20+ times a month.....	13	10	5	19	10
First time using/Don't know.....	4	4	6	2	2
No answer.....	<1	-	-	-	-
	100	100	100	100	100

**How Well Do The Current Hours Meet Your Needs?
(Mean Score Out of 5.00)**



**If this branch were open more hours,
would you use it more?
(Percent saying "Yes")**



**If this branch were open fewer hours,
would this have an impact on you?
(Percent saying "Yes")**



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Impact of Reduced Hours	Total	District 7	Merced	Ingleside	W. Portal
(Top Five By District)	%	%	%	%	%
Less able/likely to come/Would use less	15	17	19	9	19
Less flexibility/hard to plan/coordinate schedule	8	14	20	3	13
Less time to read/use/Less knowledge/enrichment/productivity	10	11	10	15	11
Conflicts with work/school	9	10	13	-	11
Need/Want specific hours/specific days	12	10	10	3	14

Reason for Using This Branch	Total	District 7	Merced	Ingleside	W. Portal
(Top Five By District)	%	%	%	%	%
Materials (Books, DVDs, Etc.)	80	84	88	71	86
Internet Access	30	20	13	36	20
Homework/Study time/Reference assistance	22	18	16	31	14
Programs/Classes/Exhibits	10	10	10	16	8
Use of computers & other equipment	14	10	2	31	9

Other Libraries Visited in the Past Month (Outside of the District)	Total	District 7	Merced	Ingleside	W. Portal
(Top Five By District)	%	%	%	%	%
Main	34	25	22	34	23
Parkside	5	13	6	3	26
Ortega	5	8	11	3	7
Glen Park	5	8	6	6	11
Sunset	7	7	7	6	7

Demographics of the Respondents in District Seven

Age

17 Years and Under.....	5%
18 to 24 Years	9%
25 to 34 Years	16%
35 to 44 Years	17%
45 to 54 Years	19%
55 to 64 Years	15%
65 Years and Over	20%

Zip Codes of Branch Users (Top Five)

94127	22%
94112	19%
94132	18%
94116	15%
Outside San Francisco	8%

Race/Ethnicity

White.....	41%
Asian/Pacific Islander	47%
Hispanic/Latino	7%
Black/African American	6%
American Indian/Alaska Native	1%
Other	1%

Occupation

In workforce.....	41%
Retired.....	25%
Student	20%
Teacher/Educator	8%
Unemployed.....	7%
Other	3%

District Eight

In an average month, how often do you use this library? Base (All Respondents)	Total 2486	Dist 8 219	Branches [^]		
			Eureka 138	Glen Pk 48	Noe Vly 33
	%	%	%	%	%
Once a month or less.....	14	18	18	13	24
2-3 times a month.....	22	22	24	25	12
4-10 times a month.....	35	37	35	35	52
11-20 times a month.....	12	12	15	4	12
20+ times a month.....	13	9	9	17	-
First time using/Don't know.....	4	1	-	6	-
No answer.....	<1	-	-	-	-
	100	100	100	100	100

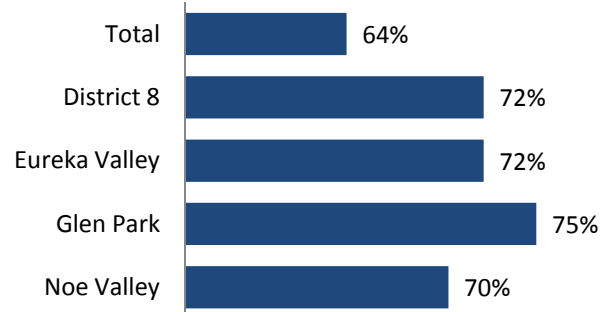
**How Well Do The Current Hours Meet Your Needs?
(Mean Score Out of 5.00)**



**If this branch were open more hours,
would you use it more?
(Percent saying "Yes")**



**If this branch were open fewer hours,
would this have an impact on you?
(Percent saying "Yes")**



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Impact of Reduced Hours	Total	District 8	Eureka Vly	Glen Park	Noe Vly
(Top Five By District)	%	%	%	%	%
Need/Want specific hours/specific days	12	24	25	25	17
Conflicts with work/school	9	13	12	25	-
Less able/likely to come/Would use less	15	13	10	11	26
Less access to materials/services/prgms	10	10	15	3	-
Would have to go to another branch	7	10	10	6	17

Reason for Using This Branch	Total	District 8	Eureka Vly	Glen Park	Noe Vly
(Top Five By District)	%	%	%	%	%
Materials (Books, DVDs, Etc.)	80	90	93	85	82
Internet Access	30	28	31	21	24
Homework/Study time/Reference assistance	22	24	26	21	21
Use of computers & other equipment	14	15	20	4	9
Programs/Classes/Exhibits	10	14	15	8	15

Other Libraries Visited in the Past Month (Outside of the District)	Total	District 8	Eureka Vly	Glen Park	Noe Vly
(Top Five By District)	%	%	%	%	%
Main	34	55	66	32	44
Mission	7	17	16	7	35
West Portal	9	11	10	13	13
Bernal Heights	3	8	6	16	4
Excelsior	5	8	2	29	-

Demographics of the Respondents in District Eight

Age

17 years and Under	2%
18 to 24 Years	4%
25 to 34 Years	15%
35 to 44 Years	23%
45 to 54 Years	23%
55 to 64 Years	16%
65 Years and Over	18%

Zip Codes of Branch Users (Top Five)

94114	37%
94131	16%
94110	8%
94112	8%
94117	8%

Race/Ethnicity

White	64%
Asian/Pacific Islander	17%
Hispanic/Latino	12%
Black/African American	3%
American Indian/Alaska Native	3%
Other	4%

Occupation

In workforce	53%
Retired	18%
Student	11%
Teacher/Educator	10%
Unemployed	7%
Other	2%

District Nine

In an average month, how often do you use this library? Base (All Respondents)	Total 2486	Dist 9 223	Branches [^]		
			Bernal 63	Mission 71	Portola 89
	%	%	%	%	%
Once a month or less.....	14	14	19	13	10
2-3 times a month.....	22	24	18	28	25
4-10 times a month.....	35	37	43	34	35
11-20 times a month.....	12	12	5	17	12
20+ times a month.....	13	12	14	9	14
First time using/Don't know	4	2	2	-	5
No answer	<1	-	-	-	-
	100	100	100	100	100

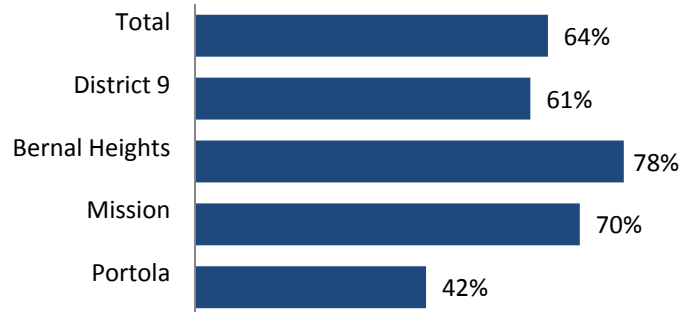
**How Well Do The Current Hours Meet Your Needs?
(Mean Score Out of 5.00)**



**If this branch were open more hours,
would you use it more?
(Percent saying "Yes")**



**If this branch were open fewer hours,
would this have an impact on you?
(Percent saying "Yes")**



[^]Branch data is shown for illustration purposes only, the study was primarily designed to measure results at the District level and statistical significance and reliability vary at the branch level.

Impact of Reduced Hours (Top Five By District)	Total	District 9	Bernal Hts	Mission	Portola
	%	%	%	%	%
Less access to materials/services/prgms	10	17	10	30	8
Need/Want specific hours/specific days	12	12	10	18	5
Need internet/Wi-Fi/Computers/ equipment	9	11	18	4	11
Need to study/research/work	10	10	12	6	14
Conflicts with work/school	9	10	6	10	14

Reason for Using This Branch (Top Five By District)	Total	District 9	Bernal Hts	Mission	Portola
	%	%	%	%	%
Materials (Books, DVDs, Etc.)	80	84	92	82	81
Internet Access	30	33	29	28	39
Homework/Study time/Reference assistance	22	22	13	20	32
Use of computers & other equipment	14	16	11	13	23
Programs/Classes/Exhibits	10	8	6	13	6

Other Libraries Visited in the Past Month (Outside of the District) (Top Five By District)	Total	District 9	Bernal Hts	Mission	Portola
	%	%	%	%	%
Main	34	41	41	61	23
Excelsior	5	17	10	22	17
Glen Park	5	13	23	10	6
Noe Valley	2	8	18	7	-
Eureka Valley	4	6	3	15	-

Demographics of the Respondents in District Nine

Age

17 years and Under	10%
18 to 24 Years	5%
25 to 34 Years	18%
35 to 44 Years	25%
45 to 54 Years	18%
55 to 64 Years	9%
65 Years and Over	14%

Zip Codes of Branch Users (Top Five)

94110	43%
94134	24%
94124	13%
94112	5%
94122	2%

Race/Ethnicity

White	41%
Asian/Pacific Islander	33%
Hispanic/Latino	24%
Black/African American	5%
American Indian/Alaska Native	1%
Other	1%

Occupation

In workforce	47%
Retired	16%
Student	27%
Teacher/Educator	5%
Unemployed	5%
Other	2%

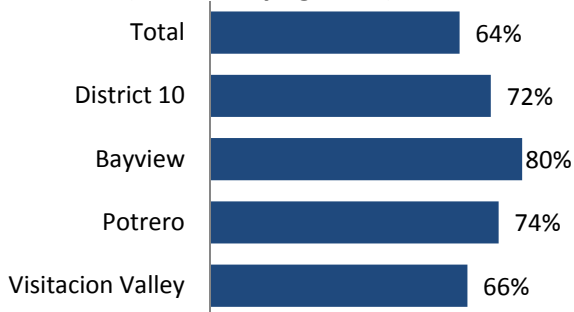
District Ten

In an average month, how often do you use this library? Base (All Respondents)	Branches [^]				
	Total Dist 10	Bayview	Potrero	Vis Vly	
	2486	163	40	68	55
	%	%	%	%	%
Once a month or less.....	14	10	13	12	7
2-3 times a month.....	22	25	15	37	16
4-10 times a month.....	35	35	30	34	40
11-20 times a month.....	12	12	10	10	16
20+ times a month.....	13	16	33	3	20
First time using/Don't know.....	4	2	-	4	-
No answer.....	<1	-	-	-	-
	100	100	100	100	100

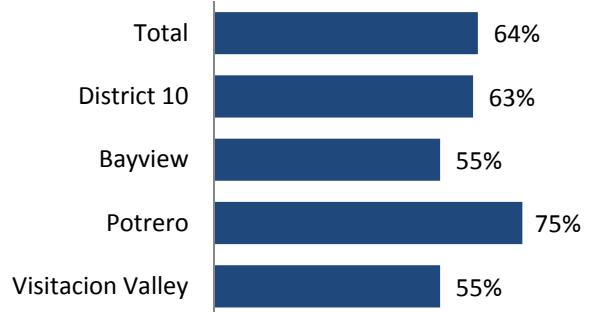
**How Well Do The Current Hours Meet Your Needs?
(Mean Score Out of 5.00)**



**If this branch were open more hours, would you use it more?
(Percent saying "Yes")**



**If this branch were open fewer hours, would this have an impact on you?
(Percent saying "Yes")**



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Impact of Reduced Hours (Top Five By District)	Total	District 10	Bayview	Potrero	Vis Vly
	%	%	%	%	%
Less able/likely to come/Would use less	15	16	-	28	7
Need internet/Wi-Fi/Computers/ equipment	9	16	27	12	13
Less access to materials/services/prgms	10	15	14	14	17
Need to study/research/work	10	14	23	6	20
Conflicts with work/school	9	14	5	20	10

Reason for Using This Branch (Top Five By District)	Total	District 10	Bayview	Potrero	Vis Vly
	%	%	%	%	%
Materials (Books, DVDs, Etc.)	80	78	60	94	71
Internet Access	30	41	60	19	55
Use of computers & other equipment	14	19	35	12	16
Homework/Study time/Reference assistance	22	19	30	3	31
Programs/Classes/Exhibits	10	12	18	16	4

Other Libraries Visited in the Past Month (Outside of the District) (Top Five By District)	Total	District 10	Bayview	Potrero	Vis Vly
	%	%	%	%	%
Main	34	38	57	27	35
Portola	2	15	19	3	26
Mission	7	11	10	17	4
Excelsior	5	5	5	3	9
Bernal Heights	3	5	10	3	4

Demographics of the Respondents in District Ten

Age

17 years and Under	9%
18 to 24 Years	9%
25 to 34 Years	15%
35 to 44 Years	26%
45 to 54 Years	15%
55 to 64 Years	14%
65 Years and Over	12%

Zip Codes of Branch Users (Top Five)

94107	29%
94134	28%
94124	22%
Outside San Francisco	5%
94110	4%

Race/Ethnicity

White	36%
Asian/Pacific Islander	31%
Black/African American	22%
Hispanic/Latino	12%
American Indian/Alaska Native	2%
Other	2%

Occupation

In workforce	42%
Student	26%
Retired	14%
Unemployed	6%
Teacher/Educator	6%
Other	6%

District Eleven

In an average month, how often do you use this library? Base (All Respondents)	Total Dist 11		Branches [^]	
	2486	151	Excelsr 97	Oceanvw 54
	%	%	%	%
Once a month or less.....	14	9	9	9
2-3 times a month.....	22	21	20	22
4-10 times a month.....	35	34	32	37
11-20 times a month.....	12	15	19	9
20+ times a month.....	13	18	19	17
First time using/Don't know.....	4	3	2	6
No answer.....	<1	-	-	-
	100	100	100	100

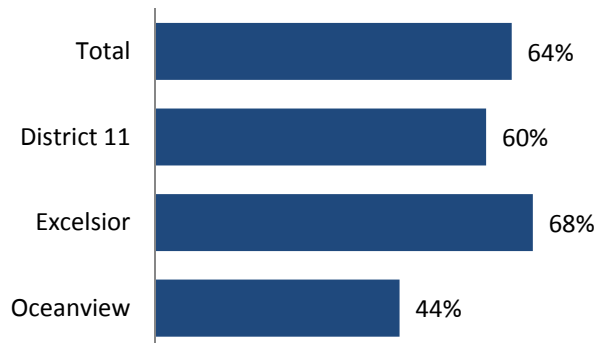
**How Well Do The Current Hours Meet Your Needs?
(Mean Score Out of 5.00)**



**If this branch were open more hours,
would you use it more?
(Percent saying "Yes")**



**If this branch were open fewer hours,
would this have an impact on you?
(Percent saying "Yes")**



[^]Branch data is shown for illustration purposes only, the study was primarily designed to measure results at the District level and statistical significance and reliability vary at the branch level.

Impact of Reduced Hours	Total	District 11	Excelsior	Oceanview
(Top Five By District)	%	%	%	%
Need internet/Wi-Fi/Computers/ equipment	9	21	24	13
Need to study/research/work	10	19	23	8
Less time to read/use/Less knowledge/ enrichment/productivity	10	14	17	8
Less access to materials/services/prgms	10	11	12	8
Need /want specific days/times	12	8	11	-

Reason for Using This Branch	Total	District 11	Excelsior	Oceanview
(Top Five By District)	%	%	%	%
Materials (Books, DVDs, Etc.)	80	70	67	76
Internet Access	30	48	55	37
Homework/Study time/Reference assistance	22	27	26	30
Use of computers & other equipment	14	13	13	11
Programs/Classes/Exhibits	10	10	12	6

Other Libraries Visited in the Past Month (Outside of the District)	Total	District 11	Excelsior	Oceanview
(Top Five By District)	%	%	%	%
Main	34	28	38	16
Merced	5	15	4	30
Glen Park	5	14	23	3
Mission	7	13	19	5
Ingleside	4	11	8	14

Demographics of the Respondents in District Eleven

Age

17 years and Under	3%
18 to 24 Years	15%
25 to 34 Years	15%
35 to 44 Years	20%
45 to 54 Years	14%
55 to 64 Years	19%
65 Years and Over	13%

Zip Codes of Branch Users (Top Five)

94112	52%
94132	20%
Outside San Francisco	5%
94134	4%
94110	4%

Race/Ethnicity

Asian/Pacific Islander	48%
Hispanic/Latino	25%
White.....	15%
Black/African American	11%
American Indian/Alaska Native	1%
Other	1%

Occupation

In workforce	39%
Retired.....	21%
Student	22%
Unemployed.....	11%
Teacher/Educator	4%
Other	4%

VIII. Selected Verbatims

This section presents a sampling of verbatim answers to the open ended questions on the surveys to allow the reader to get the flavor of the uncoded responses to these questions.

Selected Verbatims

User and Staff Surveys

What impact would it (the branch being open fewer hours) have on you/on patrons? . 76

Non-User Survey

What is the primary reason you have not used San Francisco libraries?..... 84

What is the one key reason or resource that would encourage you to visit a San Francisco public library? 89

User and Staff Surveys

What impact would it (the branch being open fewer hours) have on you/patrons?

What impact would it (the branch being open fewer hours) have on you/patrons?

(Patron Intercept Survey)

I WOULDN'T BE ABLE TO UTILIZE MATERIALS & THIS WOULD CONFLICT WITH MY CURRICULUM
THIS IS AN IMPORTANT RESOURCE FOR ME.

I'VE INTERNET NO WHERE ELSE. IT'S VERY GOOD AT THIS LIBRARY.

I'D HAVE TO GO FURTHER TO ACCESS BOOKS.

I WANT 8 AM TO 11 PM HOURS. I DON'T HAVE A CAR. I'M DISABLED. I LIVE NEAR EUREKA
BRANCH. I'D LIKE TO STAY LOCAL. I NEED WEEKENDS AND EVENING HOURS.

I CAN'T GET REQUIRED ITEMS. LESS READING TIME

IT NEEDS TO BE OPEN AFTER SCHOOL, UNTIL 6 PM, SO WE CAN GET HERE.

MY NIECE USES THE PROGRAMS HERE. IT'S CONVENIENT BECAUSE IT'S CLOSE TO MY
DAUGHTER'S SCHOOL. I JUST HAVE TO PICK HER UP HERE.

I WON'T BE ABLE TO VISIT IF THE HOURS FROM 1-3PM ARE CUT. ALSO, SINCE GOLDEN GATE
VALLEY IS CLOSED ON SUNDAY, MARINA NEEDS TO BE AVAILABLE.

MORNINGS ARE MOST IMPORTANT TO ME BEING THAT THIS IS A BEAUTIFUL BRANCH IN A
LOCATION NEAR MY HUSBAND'S WORK

LESS AVAILABLE TIME TO DO WORK.

I WOULD HAVE TO COME DIFFERENT TIMES, WHICH I CAN'T ALWAYS DO.

ONE MORE LATE EVENING WOULD BE GOOD. IF THE LATE HOURS ARE DECREASED, IT WILL CUT
MY USE BY FIFTY PERCENT.

I WOULD HAVE TO GO TO A DIFFERENT BRANCH FURTHER AWAY AND NOT AS NICE. I USE
INTERNET HERE. THERE'S NATURAL LIGHTING AND WINDOWS THAT OPEN. I HAVE NO
INTERNET AT HOME.

IT WOULD BE MORE CROWDED, MORE LINES AND THERE WOULD BE MORE FIGHTING FOR
COMPUTERS.

I'M TRYING TO USE THE LIBRARY TO FIND EMPLOYMENT AND COULDN'T USE THE COMPUTER
IF IT'S CLOSED.

I WOULDN'T COME AT ALL IF IT WERE OPEN LESS. I USE IT FOR THE WI-FI AND IT TAKES A LONG
TIME.

I WOULD HAVE TO COME DURING THE TIMES IT'S OPEN, SO IT WOULD BE LESS CONVENIENT.

I HAVE TWO JOBS, SO I'M REALLY LIMITED AS TO HOW MUCH TIME I CAN SPEND AT THE
LIBRARY

What impact would it (the branch being open fewer hours) have on you/patrons?

IT DEPENDS ON HOW MANY FEWER HOURS. IF THERE IS NOT A CONSISTENT SCHEDULE, I WOULD PROBABLY NOT COME BECAUSE I WOULDN'T KNOW IF IT WAS OPEN.

IT WOULD NOT BE AS CONVENIENT. IT MAY NOT BE AVAILABLE ON EVERY DAY I CAN COME IN.

I USUALLY COME HERE TO STUDY. I HAVE TOO MANY DISTRACTIONS AT HOME.

THERE ARE NOT ENOUGH HOURS NOW. I WOULD LIKE IT TO BE OPEN MONDAY MORNING AND SUNDAY. IT'S ONLY OPEN FOUR HOURS.

I STUDY AND DO MY HOMEWORK AT THE LIBRARY.

I'M A PARALEGAL & COME HERE TO CHECK COMPUTER FOR WORK ASSIGNMENTS SO I WOULD LOSE THAT OPTION

WELL, IF MORNINGS STARTED LATER, I WOULD HAVE TO GO TO STARBUCKS FOR INTERNET ACCESS, OTHERWISE IT WOULDN'T IMPACT ME

I WOULD TRY OTHER BRANCHES BUT I SHOULD BE ABLE TO USE IT ANY TIME & ANY DAY LIKE WHEN I WAS YOUNG. IT IS TOO HARD TO KNOW WHEN THE BRANCHES ARE OPEN & AT LEAST ONE OF THEM SHOULD BE OPEN AT ALL TIMES.

ONCE AGAIN, THE HAVE NOTS (THOSE WITHOUT INTERNET ACCESS) WILL BE THROWN UNDER THE BUS TO KEEP THE HAVES FROM BEING INCONVENIENCED. HIGH PARKING FEES FOR YOUR GAS GUZZLING SUBURBAN DEATH MACHINE? THAT'S REALLY YOUR BIGGEST PROBLEM? THE DIGITAL DIVIDE WILL GROW, THE POOR AND INDIGENT WILL BE FORCED OUT AND THIS GREAT CITY WILL BECOME THE SAME HOMOGENOUS VANILLA CHAIN STORE SHOPPING MALL AS THE REST OF THIS COUNTRY.

IT WOULD MAKE IT LESS LIKELY THAT THE CLASSES & PROGRAMS I'M INTERESTED IN WOULD BE HELD HERE

I LIKE TO BE ABLE TO BRING MY KIDS HERE ON WEEKENDS & APPRECIATE THAT IT'S OPEN BOTH DAYS. ALSO LIKE TO BE ABLE TO COME BETWEEN 5-6PM ON DAYS WHEN I WORK.

IT WOULD NEGATIVELY IMPACT KIDS AND WORKING PEOPLE

I'D HAVE TO GO ANOTHER BRANCH, BUT THIS ONE IS MY FAVORITE. THE MAIN DOESN'T FEEL SAFE. IT'S HARD TO REMEMBER THE HOURS THE DIFFERENT LIBRARIES ARE OPEN.

TRYING TO GET THINGS DONE AROUND CLASS SCHEDULES WOULD BECOME HARDER.

I'D LIKE 9AM-7PM EVERY DAY. IT'S A BETTER WAY TO SPEND TAX MONEY, ON THE TAX PAYER, THAN BLOWING UP BOMBS IN OTHER COUNTRIES. KEEP THE RESOURCES IN THIS COUNTRY.

I USE THE LIBRARY TO READ & PASS THE TIME WHILE UNEMPLOYED & WAITING UNTIL BUSINESS PICKS UP.

I ORDER A LOT OF BOOKS AND WOULDN'T BE ABLE TO ACCESS THEM.

I HAVE NO COMPUTER, SO I NEED THE RESOURCES HERE TO GET MY EMAIL.

What impact would it (the branch being open fewer hours) have on you/patrons?

WELL, IT OPENS LATE SOME DAYS ALREADY AND THAT ALONE MAKES IT HARD TO USE THEM. IF HOURS WERE CUT, IT'D BE MORE OF A HASSLE.

I HAVE LIMITED TIME TO COME UP AT LUNCH HOUR BECAUSE I WORK NEARBY.

I'M A BOOK JUNKIE AND LIBRARIAN AT AN ACADEMIC LIBRARY THAT DOESN'T MEET MY READING NEEDS. I NEED HOURS THAT ARE CONVENIENT WITH MY COMMUTE.

I LIKE BEING ABLE TO COME HERE IN THE EVENINGS WHEN IT'S MORE PERSONABLE & NOT AS CROWDED AS DOWNTOWN.

CAN'T COME TO READ NEWSPAPERS

IT WOULD PUT MY JOB IN JEOPARDY.

ONE LESS PLACE I COULD GO.

I WOULDN'T BE ABLE TO SPEND ENOUGH TIME HERE.

LESS ENRICHMENT IN LIFE.

YES, BECAUSE EVERY MORNING THAT IT IS OPEN I COME WITH MY CHILDREN. AND IF THEY CLOSE IT THAT WOULDN'T BE GOOD.

IF THEY REDUCE THE MORNING SCHEDULE IT WOULD AFFECT ME BRINGING MY DAUGHTER TO CLASS.

WELL, I WOULDN'T LIKE IT BECAUSE THIS IS A PLACE WHERE ONE FEELS GOOD

NO COMPUTER AT HOME. I USE LIBRARY FOR RESEARCH. I WOULD HAVE TO GO DOWNTOWN.

AS A WORKING PERSON, LIMITED OPPORTUNITY TO USE SERVICES.

WOULDN'T BE ABLE TO USE WI-FI, NOT TOO MANY OTHER PLACES GIVE YOU FREE WI-FI. HARD TO SCHEDULE AROUND SCHOOL

I WOULD BE HERE LESS FREQUENTLY. MY DAILY ROUTE TAKES IN THE LIBRARY; SO THE MORE IT'S OPEN, THE MORE LIKELY I WOULD BE TO POP IN.

ONLY IF IT WERE CUT IN THE EVENINGS BECAUSE I'M IN SCHOOL ALL DAY AND USE THE LIBRARY AFTER THAT

ONLY IF THEY WERE CLOSED DURING THE DAYTIME BECAUSE THAT'S THE ONLY TIME I CAN COME BY HERE

THERE ARE VERY FEW PLACES TO STUDY. BOTH CCSF AND SFSU HAVE LIMITED HOURS. FEWER HOURS HERE WOULD HURT MY STUDIES.

I WORK ALL DAY, SO CUTTING BACK HOURS WOULD SUCK

INSTEAD OF THREE TO FOUR TIMES A MONTH, I WOULD COME HERE ONCE OR TWICE A MONTH. NOON AND EVENINGS ARE THE BEST TIMES FOR ME TO COME.

What impact would it (the branch being open fewer hours) have on you/patrons?

(Online Library User Survey)

WE ARE A TWO PARENT FAMILY WHO BOTH WORK FULL TIME. WE NEED EVENING AND WEEKEND HOURS TO USE THE LIBRARY AND LOVE THE WEEKEND HOURS OF EXCELSIOR.

LESS OPPORTUNITY FOR ME AND MY SON TO ATTEND STORYTIME.

IF IT CLOSED EARLIER I WOULDN'T BE ABLE TO GET THERE AFTER WORK. IF IT WERE CLOSED ON SATURDAYS, I WOULD HAVE TO GO TO OTHER BRANCHES AND I DON'T KNOW IF I COULD ALWAYS MAKE IT.

WE WOULD HAVE LESS ACCESS TO THE LIBRARY'S WONDERFUL CHILDREN'S PROGRAMS AND BOOKS.

I WOULD HAVE TO GO FURTHER TO GO TO A LIBRARY

LESS TIME TO GO TO THE LIBRARY

IT WOULD AFFECT MY ABILITY TO GET HOMEWORK DONE

OUR FAMILY USES THE LIBRARY AS A REGULAR PLACE TO GO WITH OUR TWO SMALL CHILDREN AND WOULD GREATLY DISRUPT THEIR ROUTINE. MY ELDERLY PARENTS ALSO USE THE LIBRARY FOR COMPUTER ACCESS AND OTHER RESOURCES. FOR WORK, I BRING 10-15 FAMILIES TO THE LIBRARY BI-MONTHLY FOR STORY TIMES AND IMPORTANT EDUCATIVE WORKSHOPS. REDUCING HOURS WOULD HAVE A HUGE IMPACT ON THIS PROGRAM.

MY SON, DAUGHTER, HUSBAND AND I USE IT FOR SO MANY THINGS. WE WOULD NOT BE ABLE TO DO THE RESEARCH, FIND THE CHILDREN'S BOOKS WE NEED (WE ARE BOTH TEACHERS) AND WE GET A LOT OF HELP FROM THE LIBRARIANS THERE. KEEPING IT OPEN MORE AND ON ALL DAYS WOULD BE SO AWESOME, I THINK YOU WOULD SEE IT USED ALL THE TIME.

SINCE I DON'T PARTICULARLY PLAN WHEN I WILL USE THE LIBRARY IT'S NICE TO KNOW IT'S OPEN WHEN YOU NEED IT, NOT GET THERE AND FIND IT'S CLOSED. I USUALLY TRY AND STOP BY THE LIBRARY WHEN I GO DO MY SHOPPING ON CORTLAND ST.

ALREADY DIFFICULT TO PICK UP BOOKS ON HOLD GIVEN WORK SCHEDULE AND FAMILY OBLIGATIONS

ONE OF THE MAJOR REASONS WE MOVED TO POTRERO HILL WAS BECAUSE OF THE PROXIMITY TO THE WONDERFUL BRANCH LIBRARY. OUR LIBRARY IS A COMMUNITY MEETING PLACE, RESOURCE AND CENTER FOR KIDS' (OF ALL AGES) ACTIVITIES. IF HOURS ARE REDUCED, THEN WE WOULD BE FORCED TO GO TO ANOTHER, LESS CONVENIENT BRANCH. OUR NEIGHBORHOOD KIDS WOULDN'T HAVE THE BENEFIT OF LEARNING HOW TO USE THE LIBRARY AND, EQUALLY IMPORTANTLY, A PLACE TO GO TO DO HOMEWORK AND BE SAFE.

What impact would it (the branch being open fewer hours) have on you/patrons?

I WORK AT THE LOCAL ELEMENTARY SCHOOL AND MY STUDENTS GO THERE EVERY DAY AFTER SCHOOL. IF THE LIBRARY WAS OPEN LESS, SOME OF THEM WOULD NOT HAVE A PLACE TO BE AFTER SCHOOL. THEY WOULD BE MILLING AROUND THE SCHOOL OR WORSE, WANDERING THE CITY STREETS. I ALSO TRY TO PICK UP BOOKS IN THE MORNING THAT WE MIGHT NOT HAVE IN OUR COLLECTION AT SCHOOL.

IT'S ALREADY VERY DIFFICULT TO NAVIGATE THE DIFFERENT HOURS IN MY LOCAL BRANCH. THEY'RE ONLY OPEN EVENINGS TWO DAYS A WEEK, SOME TIMES I SHOW UP THERE FORGETTING WHICH DAY AND IT'S CLOSED WHICH IS A REAL PROBLEM. LIKEWISE, SOME DAYS THEY'RE OPEN EARLY SO IT'S REALLY TRICKY. IF THEY CUT HOURS EVEN FURTHER IT WOULD BE REALLY FRUSTRATING PERSONALLY AND HAVE A BIG IMPACT ON THE PEOPLE THAT ARE IN THERE THROUGHOUT THE DAY.

I WOULD HAVE FEWER OPPORTUNITIES TO PICK UP BOOKS AND BRING MY CHILDREN IN TO LOOK FOR BOOKS.

ANOTHER ASPECT OF THE SAN FRANCISCO WAR ON FAMILIES. UNLESS YOU'RE A SKINNY JEAN WEARING, LATTE SWILLING PROGRAMMER, THE CITY DOESN'T WANT ANYTHING TO DO WITH YOU.

I SCHEDULE MY VISITS AROUND MY CHILDREN'S NAPS. IF THERE WERE LESS HOURS IT WOULD BE TOUGHER TO VISIT THE LIBRARY.

I HAVE TWO GIRLS THAT I OFTEN TAKE TO THE LIBRARY TO READ, CHECK OUT BOOKS, ATTEND TODDLER TIME, SPECIAL SHOWS, ETC. WE CHECK OUT A FEW DOZEN BOOKS EACH WEEK, JUST AS I DID WITH MY MOM. IT IS A PART OF OUR LIFE.

I ORDER BOOKS ON I.L.L. ALL THE TIME TO PICK UP HERE - MORE HOURS MAKES IT MORE CONVENIENT TO PICK UP DURING THE DAY.

IF WEEKEND HOURS WERE CUT, IT WOULD IMPEDE MY ABILITY TO SPEND TIME IN THE LIBRARY AND WOULD ALSO PREVENT MY 7-YEAR OLD FROM USING THE LIBRARY TOO. WEEKEND HOURS ARE MORE IMPORTANT TO OUR FAMILY THAN WEEKDAY HOURS, SINCE WE WORK FULL-TIME. BOTH MY DAUGHTER AND I ARE VORACIOUS READERS, AND WE WOULD BE LOST WITHOUT OUR LIBRARY. IN ADDITION TO THE TERRIFIC SAVINGS WE GET FROM BEING ABLE TO BORROW, RATHER THAN BUY, BOOKS, WE SO APPRECIATE THE DEPTH AND VARIETY OF MATERIALS THAT ARE ACCESSIBLE TO US THROUGH THE LIBRARY, AND BROWSING THE STACKS IN PERSON HAS BEEN CRITICAL TO OUR DISCOVERY OF MANY WONDERFUL AUTHORS AND ILLUSTRATORS. JUST LAST WEEKEND, MY MOTHER EXPRESSED AMAZEMENT THAT WE HAVE WEEKEND HOURS IN SAN FRANCISCO - SHE SAID THAT SONOMA COUNTY LIBRARIES ARE CLOSED ON WEEKENDS. I SIMPLY CANNOT IMAGINE THE DEVASTATING IMPACT THAT WOULD HAVE ON WORKING FAMILIES IN SAN FRANCISCO. PLEASE, PLEASE, PLEASE MAINTAIN (OR DARE I HOPE, EVEN EXPAND) WEEKEND HOURS IN SAN FRANCISCO! THANK YOU!

WOULD LIKELY NOT USE THE LIBRARY AS OFTEN IF HOURS WERE CUT. THE WEEKEND HOURS ARE PRETTY SHORT, AS THERE ARE NO MORNING HOURS.

What impact would it (the branch being open fewer hours) have on you/patrons?

SINCE TYPICALLY CUTS ARE IN THE MORNING OR THE EVENING, MY TODDLER AND I WOULD BE IMPACTED IN THE MORNING, AND MY HUSBAND WOULD BE IMPACTED IN THE EVENING (AFTER WORK).

(Staff Survey)

LESS TIME FOR PATRONS TO USE OUR FACILITIES AND SERVICES (RESTROOMS, WI-FI, INTERNET TERMINALS)

EARLY MORNING AND LATE NIGHT USAGE IS MUCH LIGHTER THAN THROUGHOUT THE DAY. FEWER HOURS MAY RESULT IN MINIMAL IMPACT TO THE CURRENT PATRONS.

THERE IS SUCH A DIVERSE AUDIENCE AT THE MAIN IN TERMS OF WORKING/NON WORKING; STUDENTS, PARENTS, ALL AGE GROUPS THAT IF THE HOURS WERE CUT, IT WOULD REALLY CAUSE ACCESS PROBLEMS FOR PATRONS WHO HAVE LIMITED FREE TIME.

OCCASIONAL USERS OF THE MAIN LIBRARY WOULD HAVE FEWER OPTIONS WHEN PLANNING VISITS. DAILY AND FREQUENT USERS WOULD NEED TO FIND SOMEWHERE ELSE TO GO DURING THE HOURS THEY USED TO SPEND HERE.

THEY MAY GO TO THE LIBRARY LESS OFTEN BECAUSE THEY'RE NOT SURE WHICH HOURS IT IS OPEN AND THERE IS A GOOD CHANCE IT WILL BE CLOSED IF THEY SHOW UP (WITHOUT CHECKING).

MORE DIFFICULT FOR NEIGHBORHOOD FAMILIES TO FIND TIME TO COME TO THE LIBRARY. MANY LOCALS WOULD NOT HAVE A SAFE SPACE TO BE INDOORS DURING THOSE HOURS. IT COULD BE MORE DIFFICULT FOR WORKERS IN THE CIVIC CENTER AREA AND STUDENTS TO FIND A TIME WHEN THEY CAN USE THE LIBRARY.

SCHOOL CHILDREN WOULD BE AFFECTED AND WORKING PARENTS WOULD NOT HAVE ACCESS TO THE LIBRARY, EXCEPT ON SUNDAYS WHICH IS THE SHORTEST DAY OF OPEN HOURS.

I THINK LESS HOURS WOULD PRIMARILY AFFECT STUDENTS TRYING TO GET THEIR RESEARCH DONE AFTER WORK DAY HOURS.

PATRONS MIGHT NOT BE ABLE TO COME TO THE LIBRARY DURING TIMES THAT ARE CONVENIENT FOR THEM, SUCH AS AFTER SCHOOL OR WORK.

PATRONS WOULD SUFFER FROM THE LACK OF ACCESS TO LIBRARY COMPUTERS. PATRONS STRUGGLE NOT HAVING ACCESS TO A SAFE AND RESPECTFUL PLACE TO STUDY AND WORK. SOME PATRONS WOULD LOSE ACCESS TO CHECKING OUT MATERIALS BECAUSE THEY COULD NOT GET TO THE LIBRARY BEFORE OR AFTER THEIR PERSONAL WORK SCHEDULE.

FEWER HOURS ON INTERNET TERMINALS WHICH SEEM TO BE IN CONSTANT USE THROUGHOUT THE BUILDING.

I THINK IF WE WERE OPEN FEWER HOURS, PATRON VISITS WOULD BE CONDENSED INTO THOSE FEWER HOURS, POSSIBLY CREATING SEATING SHORTAGES AND INTERNET PC SHORTAGES.

What impact would it (the branch being open fewer hours) have on you/patrons?

LIMITED ACCESS TO A RELATIVELY SAFE PUBLIC SPACE TO BE DURING THE DAY; LIMITED OR NO ACCESS TO THE INTERNET; DEPENDING ON PEOPLE'S WORK SCHEDULES, DIFFICULTY COMING TO BROWSE OR CHECK OUT MATERIALS.

FEWER PATRONS WOULD BE REACHED BY BOOKMOBILES, AND THUS WOULD NOT HAVE THEIR INFORMATION NEEDS MET.

I THINK REDUCING HOURS WOULD ANGER PATRONS. THEY FEEL IT'S A COMMUNITY SERVICE THEY PAY FOR, WHETHER THEY ARE HERE OR NOT. I THINK MAIN LIBRARY HOURS ARE VERY GOOD, SO EXTENDING THEM IS UNNECESSARY. HOWEVER REDUCING IT WOULD BE HARMFUL. WE ARE ONLY OPEN UNTIL 8:00PM, WHICH IS REASONABLE. SUNDAY HOURS ARE OF COURSE, ESSENTIAL.

MORE OVERDUE FINES, LIBRARY MORE CROWDED WHEN OPEN

ANGER AT FINDING CLOSED DOORS; GREATER TRAFFIC WITHIN THE SHORTENED TIME ALLOTTED; MORE RUSHING AROUND, GREATER ANXIETY, MORE INTERPERSONAL FRICTIONS.

A LOT OF PEOPLE WOULD BE DISPLACED FROM A PLACE THAT'S PART OF THEIR ROUTINE.

MORE STRESS AND COMPETITION FOR MATERIALS

THE IMPACT ON THE MAIN, OUR PATRONS WOULD NOT GET THE MOST USE OF OUR SERVICES. HERE AT THE MAIN, OUR PATRONS LINE UP AT THE DOOR TO USE SERVICES SUCH AS COMPUTER USE AND INSTRUCTION.

Non-User Survey

What is the primary reason you have not used San Francisco libraries?

What is the primary reason you have not used San Francisco libraries?

I WATCH TELEVISION.

THE INTERNET. ANYTHING I NEED TO KNOW OR READ ABOUT IS ON THE INTERNET.

IT'S DIFFICULT TO GET MY CARD TO GET MY BOOKS AND IT WAS DIFFICULT TO GET A NEW CARD.

NO NEED TO THERE'S NOTHING I NEED TO LOOK UP OR CHECK OUT.

NO REASON. I USUALLY JUST BUY THE BOOKS I LIKE.

I USE THE COMPUTER AT HOME.

I CAN GET ON LINE ON MY HOME COMPUTER

I DON'T LIKE ALL THE HOMELESS PEOPLE THERE. IT'S SCARY.

I'M HANDICAPPED. I DON'T GET OUT TOO MUCH. I DO MOST THINGS ONLINE.

I'M A COLLEGE STUDENT, SO I MAINLY GET MY BOOKS AT COLLEGE AND USE THE RESOURCES THERE.

I LIKE TO BUY MY BOOKS. I MOSTLY WORK NIGHTS, SO I AM NOT UP DURING THE DAY.

I'M A BIG FAN OF LIBRARIES. MY MAIN REASON IS IGNORANCE ABOUT THE LIBRARY'S RULES. I DON'T KNOW WHAT'S ALLOWED. LAST TIME I WAS IN A PUBLIC LIBRARY (NOT IN SAN FRANCISCO); I WASN'T ALLOWED TO BRING IN MY OWN BOOKS OR A BEVERAGE.

I AM 72. TV HAS TAKEN OVER. I'M NOT INTO READING TOO MUCH SOMETIMES I READ THE NEWSPAPER. HEALTH PROBLEMS KEEP ME FROM GOING OUT TOO MUCH, ESPECIALLY IF IT INVOLVES TOO MUCH WALKING.

I DON'T READ. I PREFER TV. IT'S MORE REAL LIFE THAN SOME DRY BOOKS.

I'M TOO BUSY TO GO TO THE LIBRARY. I WORK EVERY DAY.

I READ QUITE A LOT, BUT I BUY BOOKS AND I HAVE SEVERAL MAGAZINE SUBSCRIPTIONS.

I HAVEN'T HAD THE NEED TO USE THE LIBRARY. I JUST MOVED INTO CITY IN JULY.

I READ BOOKS ON KINDLE, ONLINE OR I ORDER THEM ON AMAZON. I DON'T LIKE TO RETURN BOOKS. I WANT TO KEEP THEM AFTER I'VE READ THEM.

NO REASON TO REALLY GO. IF I NEED A BOOK, I'LL PURCHASE IT.

ANYTHING THAT I NEED CAN BE EITHER BOUGHT OR ACCESSED ON THE INTERNET. NO TIME BECAUSE OF WORK.

I DON'T GO TO THE LIBRARY, BECAUSE I'M BUSY. I LIKE TO READ CHINESE NEWSPAPERS, BUT THE CHINESE NEWSPAPERS DISAPPEAR BEFORE I CAN CONSULT THEM. SOMEONE CHECKS THEM OUT AND NEVER RETURNS THEM OR SOMETHING HAPPENS.

THERE'S NOTHING I NEED ACCESS TO AT THE LIBRARY, EVERYTHING I NEED IS ONLINE.

I GET ALL MY BOOKS ONLINE.

What is the primary reason you have not used San Francisco libraries?

INACCESSIBILITY. THERE IS NO BRANCH LIBRARY IN MY NEIGHBORHOOD.

I USE MY KINDLE RATHER THAN GO TO THE LIBRARY.

I HAVE A COMPUTER AT WORK AT GENERAL HOSPITAL. WHEN I NEED A LIBRARY, I USE THE LIBRARY THERE.

NO REASON TO DO SO. I'M NOT A PROLIFIC READER AND I CAN GET MOST OF THE INFORMATION I NEED ON THE INTERNET.

IT'S SO CHEAP AND SO SIMPLE TO BUY USED BOOKS ONLINE.

I USUALLY BUY BOOKS

I DON'T HAVE ANY NEED FOR BOOKS OR COMPUTERS.

NO NEED FOR THEM RIGHT NOW. I AM NOT A BOOK READER. I READ WHAT I NEED IN THE NEWSPAPER OR I GET WHAT I NEED ON THE INTERNET.

ALL THE BOOKS I WANT I GET ON MY KINDLE OR I DO SEARCHES ONLINE.

I RESPECT AND HONOR THE PUBLIC LIBRARY. HOWEVER I AM PHYSICALLY UNABLE TO GET TO THE ONE IN MY NEIGHBORHOOD, SO I BUY BOOKS. I CONTRIBUTE TO THE LIBRARY BECAUSE I FEEL IT IS IMPORTANT TO SOCIETY TO HAVE ACCESS TO BOOKS. WHEN I WAS YOUNGER, THE OLD MAIN LIBRARY WAS LIKE MY SECOND HOME. I WAS VERY DISAPPOINTED WHEN THEY MOVED THE MAIN LIBRARY AND IN THE PROCESS, TOOK THOUSANDS OF BOOKS TO THE DUMP.

YOU ALWAYS SEE NEWS STORIES ABOUT HOW DANGEROUS IT IS THERE.

I DO NOT USE IT BECAUSE I WATCH TV AND USE MY COMPUTER AT HOME.

NO NEED TO GO, I USE MY OWN COMPUTER TO DO MY RESEARCH.

I DO NOT NEED TO GO, BECAUSE I DO NOT HAVE YOUNG KIDS ANY MORE.

I DON'T HAVE THE ENERGY TO GO TO THE LIBRARY AND I THINK OF THE LIBRARIES AS BEING NOT WELL KEPT.

I PREFER TO BUY MY BOOKS. I LIKE GOING TO DIFFERENT BOOKSTORES.

I CAN GET ANYTHING I WANT FROM THE COMFORT OF MY HOME, ONLINE.

I AM WORKING, NOW. SO, I JUST DON'T HAVE THE TIME TO GO TO THE LIBRARY. WHEN MY DAUGHTER WAS IN PRE-SCHOOL, I WOULD TAKE HER TO THE LIBRARY FOR THE STORYTIME PROGRAM, ETC.

I'M PAST THE AGE WHERE I WOULD USE THE LIBRARY. I HAVE NO USE FOR IT. I'M JUST TRYING TO LIVE OUT MY LIFE.

TOO BUSY WITH WORK AND LIFE. EVERYTHING I NEED IS ACCESSIBLE ONLINE, FROM HOME.

I'M TOO BUSY WITH WORK.

ALMOST EVERYTHING I LOOK FOR IS AVAILABLE ONLINE.

What is the primary reason you have not used San Francisco libraries?

I TEACH IN PALO ALTO AND USE THE PALO ALTO LIBRARY.

I USE MY KINDLE FIRE INSTEAD OF GOING TO THE LIBRARY.

I HAVEN'T BEEN ABLE TO GO OUT ANYWHERE, BECAUSE OF MY HEALTH.

I LIVE IN THE BAYVIEW AND I'M JUST WAITING FOR THE LIBRARY THAT'S BEEN UNDER CONSTRUCTION HERE, TO OPEN.

I HAVEN'T HAD TIME TO READ BECAUSE OF JOB AND SCHOOL. I BUY BOOKS AND I DON'T GET CHARGED LATE FEES.

TOO MUCH WORK AS FAR AS TIME. NO TIME. MY OWN SCHEDULE DISALLOWS IT.

I DON'T HAVE ANY KIDS

I HAVE A COMPUTER. I HAVE THE INTERNET.

BECAUSE I NORMALLY GO TO SECOND-HAND BOOK STORES AND BUY THEM FOR CHEAP.

I DON'T HAVE TO RESEARCH ANYTHING ANYMORE, BECAUSE I AM OLD.

I HAVE ALL THE SERVICES OFFERED AT LIBRARY AT HOME

I USE THE INTERNET MORE. IT'S MORE CONVENIENT, BECAUSE IT'S RIGHT AT YOUR FINGER TIPS, IT'S MORE PRIVATE, YOU DON'T HAVE TO WORRY ABOUT CROWDS. IT'S QUICKER.

ALL OF THE DVDS I WANT ARE LISTED AS MISSING OR STOLEN.

I'M NOT CLOSE TO MAIN LIBRARY. I HAVE GONE TO MISSION LIBRARY. SINCE I'VE DISCOVERED GOOGLE, I HAVE NEGLECTED THE LIBRARY.

BECAUSE WE PASS BOOKS AROUND AMONG FRIENDS.

I AM NOT GOING TO SCHOOL. I AM A WORKING PERSON.

I HAVE NO RESEARCH. I DO NO RESEARCH. I AM NOT IN SCHOOL.

HAVE GONE TO OTHER LIBRARIES, NOT SURE WHERE THEY ARE.

TEND TO WORK ODD SCHEDULE AND LIBRARIES ARE NOT OPEN WHEN I GET OFF LATE. I SUPPORT THE LIBRARY, BUT DON'T GO BECAUSE IT'S BUSY ON WEEKENDS.

I CAN ALREADY SEE HOMELESS FROM MY WINDOW. WHY WOULD I WANT TO GO TO THE LIBRARY?

NO TIME. I GET A LOT OF MY INFORMATION ON LINE. LIBRARY IS NOT EASY DUE TO TRANSPORTATION ISSUES. FREE TIME IS LIMITED. WORK LONG HOURS

I'VE BEEN TOO BUSY WORKING.

WHEN I'VE GONE TO GET WHAT I WANTED IN THE PAST, IT WASN'T AVAILABLE AND I WOULD HAVE TO WAIT. I DO LOT OF TV WATCHING NOW, AND USE THE INTERNET. I DON'T REALLY READ BOOKS OR NOVELS THAT MUCH ANYMORE. I USED TO GO AND READ ALL THE TIME, WHEN I WAS YOUNG.

What is the primary reason you have not used San Francisco libraries?

THE BIGGEST THING IS THAT I'VE USED THE LIBRARY AT SCHOOL, AND THE INTERNET HAS REALLY REPLACED BOOKS. A LOT OF THE REASON I WOULD USE IT IS FOR RESEARCH MATERIALS. I CAN USE IT WITHOUT HAVING TO GET SOMETHING BACK OR ACCUMULATE LATE FEES. THAT'S THE BIG THING. THE REFERENCE VALUE OF THE INTERNET IS THAT YOU DON'T HAVE TO GO OUTSIDE YOUR HOME.

I'VE GOT TWO REASONS. ONCE I WENT TO THE LIBRARY WHEN I NEEDED SOME INFORMATION AND THE MAN DIDN'T GET UP OUT OF HIS CHAIR AND DIDN'T HELP ME FIND WHAT I NEEDED. THAT WAS FIVE YEARS AGO AT THE VISITACION BRANCH. FOR THE THINGS I LOOK FOR, I HAVE QUITE A FEW BOOKS AT MY HOUSE, AN ATLAS, AND DICTIONARIES.

Non-User Survey

What is the one key reason or resource that would encourage you to visit a San Francisco public library?

What is the one key reason or resource that would encourage you to visit a San Francisco public library?

RESEARCH, A LITTLE OF BUSINESS AND CLASSES.

I DON'T KNOW, BUT I DON'T EVEN GO THERE. I CAN'T GO THERE. I HAVE TO GO WITH SOMEONE ELSE. READ BOOKS.

WIDER SELECTION OF UP TO DATE BOOKS, LEISURE THINGS, AND POPULARITY.

I HAVE TO THINK ABOUT IT, UMM... WELL, YOU KNOW , EASIER ACCESS TO A COMPUTER POSSIBLY, BUT I DO NOT NEED IT OFF HAND.

LGBT SECTION AT THE LIBRARY.

THE MAIN REASON WOULD BE ACTIVITIES, CHILDREN READINGS, ANYTHING FOR CHILDREN.

LANGUAGE STUDIES

PRIVATE ROOMS FOR PHONE CALLS AND WI-FI FOR WORK REASONS.

JOB OR CAREER EVENTS.

MORE DIVERSITY IN BOOKS AT LIBRARY. LESS POLITICAL CONTROL OF BOOKS AVAILABLE. MORE MATERIALS AVAILABLE IN PDF.

IF THE LIBRARY WAS OPEN OVERNIGHT, WHEN I AM UP FOR WORK.

IF I COULD SHOW UP ON A SATURDAY MORNING WITH A CUP OF COFFEE AND BRING MY OWN BOOK, READ A NEWSPAPER AND SIT BY THE WINDOW, I WOULD COME.

I DON'T SEE ANYTHING THERE THAT I CAN'T ACCESS IN MY OWN HOME.

BOOKS AND INTERNET ACCESS

QUIET SPACE. I USED TO GO TO THE LIBRARY EVERY DAY AND TO USE IT AS A SANCTUARY. I FEEL THAT I AM IN NEED OF A SANCTUARY NOW.

NOT REALLY POSSIBLE, BECAUSE I USE A WALKER.

IF MOVIES OR BOOKS WERE AVAILABLE ONLINE FOR ME TO SEE. I'M ESPECIALLY INTERESTED IN RUSSIAN BOOKS.

NOTHING. I DON'T LIKE THE AREA AROUND CITY HALL, WHICH IS THE CLOSEST LIBRARY TO ME.

HAVING LATE HOURS TO ACCOMMODATE SCHEDULE.

IF THE LIBRARY WERE OPEN AT LATER TIMES - MORE TIME IN THE EVENINGS.

ENGLISH CLASSES.

AN AUTHOR APPEARANCE, PANEL DISCUSSION OR A LECTURE AT LIBRARY, IF THE TOPIC INTERESTED ME.

IF I REALLY NEEDED A BOOK THAT I CAN'T FIND ON LINE OR IN SFSU LIBRARY.

BETTER SELECTION OF BOOKS AT MY BRANCH LIBRARY, AS WELL AS MORE PLACES TO SIT WHERE I CAN WORK QUIETLY ON MY LAPTOP.

What is the one key reason or resource that would encourage you to visit a San Francisco public library?

ACCESS TO PUBLIC INFORMATION AND PUBLIC EVENTS.

IF THERE WAS A BRANCH WITHIN WALKING DISTANCE TO MY HOUSE NEAR CROCKER AMAZON.

UPGRADE THE LIBRARY WITH MORE NEW BOOKS. IT WOULD BE HELPFUL IF THE LIBRARY WERE QUIETER AND MORE ORGANIZED. IT IS SO CROWDED AND SO DISORGANIZED THAT IT IS HARD TO FIND THINGS.

BETTER PARKING.

GOING THERE WITH MY GRANDCHILDREN.

TO GET BOOKS THAT I MIGHT BE INTERESTED IN OR TO GO THERE TO DO HOMEWORK.

LECTURES ON A TOPIC THAT INTERESTED ME.

DIFFERENT HOURS BEING OPEN.

KNOW WHETHER THE LIBRARY HAS THE MOST RECENT BOOKS. WOULD BE HELPFUL TO GET EMAILS FROM LIBRARY EMAILS ABOUT EVENTS AND SUCH.

IF THE LIBRARY HAD ART AND PROVIDED LECTURES ABOUT ART.

MORE EXTENDED HOURS-- ON THE WEEKENDS AND AFTER SIX.

IF THE LIBRARY PROVIDED QUIET SPACE FOR ME TO DO MY SCHOOLWORK AT ONE OF THOSE TIMES WHEN MY HOUSE WASN'T QUIET ENOUGH.

A REALLY NICE COLLECTION OF MUSICAL SCORES.

I NEED TO IMPROVE MY ENGLISH. BOOKS AND CLASSES ON ENGLISH.

EASIER PARKING. IF THERE WERE FREE PARKING I WOULD VISIT THE MAIN LIBRARY A LOT MORE FREQUENTLY.

CHILDREN'S ACTIVITIES AND PROGRAMS.

DOING RESEARCH.

READ CHINESE MAGAZINES AND NEWSPAPER.

IF THERE WAS A BOOK I WANTED TO READ, BUT WAS UNABLE TO BUY. THEN I WOULD USE THE PUBLIC LIBRARY.

IF I KNEW THAT THE LIBRARIES, ESPECIALLY THE MAIN LIBRARY, WAS NOT JUST A HANGOUT FOR THE HOMELESS. I'VE HEARD FROM MY FELLOW RIDERS ON SAN FRANCISCO PARATRANSIT THAT THEY DON'T FEEL SAFE GOING INTO THE LIBRARIES, DUE TO THE NUMBERS OF HOMELESS PEOPLE THEY'VE SEEN THERE.

LECTURE PROGRAMS ON ART AND DESIGN.

BETTER ACCESS AS FAR AS PARKING.

What is the one key reason or resource that would encourage you to visit a San Francisco public library?

IF THEY OPENED A BRANCH CLOSER TO WHERE I LIVE. I BELIEVE THE CLOSEST SAN FRANCISCO BRANCH LIBRARY IS ON MADDUX, NEAR SOUTHGATE.

IF THERE WAS A CHANGING VARIETY OF ART AND HISTORICAL EXHIBITS.

IF THEY WERE TO HOLD COMMUNITY EVENTS, OR NEIGHBORHOOD EVENTS AT MY BRANCH LIBRARIES. I LIVE NEAR THE POTRERO AND MISSION BAY LIBRARIES.

GUEST APPEARANCES BY AUTHORS, EXPERTS AND PROFESSIONALS, IN DIFFERENT FIELDS OF INTEREST. I'M A VIDEO PRODUCER.

CLASSES WHERE I CAN LEARN HOW TO USE THE INTERNET.

MORE LIBRARY LOCATIONS WITH LONGER HOURS OF ACCESSIBILITY, PREFERABLY 8PM TO 9PM.

MORE CULTURAL EVENTS BEING OFFERED. I ATTENDED A CULTURAL EVENT A FEW YEARS AGO AT THE MAIN LIBRARY. IT WAS A CULTURAL CELEBRATION TYPE OF EVENT.

THE BOOK DISCUSSION GROUPS. ESPECIALLY, IF THEY ARE HELD AT A BRANCH LIBRARY NEAR MY HOUSE.

WELL, WHEN MY NEIGHBORHOOD BRANCH OPENS, I'LL BE USING THE QUIET SPACE AREA FOR WORKING. I'M IN HEALTH CARE.

PROGRAMS AND LECTURES ON DIFFERENT TOPICS THAT INTEREST ME, LIKE ASTRONOMY.

TO ACCESS THE LOCAL MAGAZINES AND NEWSPAPERS AVAILABLE AT THE LIBRARY, WITHOUT HAVING TO PAY FOR THEM.

UPDATING AND EXPANDING THE DVD SELECTIONS, ESPECIALLY THE TV SERIES SELECTION. ANOTHER KEY THING WOULD BE TO PROVIDE BETTER AVAILABILITY OF PARKING AT THE MARINA BRANCH. MORE PARKING SPACES WITH 15 AND 30 MINUTE EXPIRATION TIMES WOULD BE HELPFUL.

I AM ELDERLY AND I DON'T HAVE ACCESS TO A RIDE. I HAVE TO GET A RIDE AND THAT IS A CHORE.

MAYBE IF I KNEW WERE THEY WERE AND IT WAS CONVENIENT; AND IF I KNEW ABOUT THE OFFERINGS.

BUSINESS COUNSELING

IF THE TV'S ALL SUDDENLY DIED.

I LIKE TO READ; BUT FINDING BOOKS THAT I WANT TO READ, I DON'T WANT TO LOOK THROUGH THE BOOKS. SO, HELP LOOKING THEM MAYBE. IT WAS CONFUSING TO FIND A BOOK.

A NEIGHBORHOOD LIBRARY. THE PROXIMITY IS IMPORTANT. AS I GET OLDER, IT'S HARD, AND ALSO TIME.

What is the one key reason or resource that would encourage you to visit a San Francisco public library?

MORE ACTIVITIES, SOMETHING LIKE THAT. DIFFERENT CLASSES LIKE TECHNOLOGY OR BUSINESS. LECTURES: MORE VARIETY IN THEM

MAYBE GROUP STUDY WITH CLASSMATES

IF THEY HAD MORE COMPUTERS AVAILABLE. MY ROOMMATE TELLS ME THERE IS NEVER ENOUGH AVAILABLE.

I'D GO IF I HAD A CAR.

IF THERE WERE EXTENDED HOURS.

IF I COULD GET MY GRANDCHILDREN TO TAKE ME THERE.

IF COFFEE WAS SERVED.

DISCUSSIONS ON CURRENT EVENTS.

I REALLY HAVE NO IDEA. MAYBE, IF THERE WAS SOME TYPE OF LIBRARY SHUTTLE FOR SENIORS?

IF THERE WERE LATER WEEKEND HOURS.

HOW TO USE THE COMPUTER & INTERNET.

IT'S IMPORTANT FOR PARENTS AND KIDS TO HAVE SOMEONE TO TURN TO WHEN WE DON'T HAVE THE ANSWERS TO OUR CHILDREN'S HOMEWORK.

TO LEARN TO SPEAK ENGLISH.

IF THERE WERE LONGER HOURS ON THE WEEKEND, BECAUSE IF THE LIBRARY IS OPEN EARLIER ON WEEKENDS, THERE WOULD BE MORE ACCESS FOR PEOPLE.

I WOULD BE INTERESTED IN TAKING THE COMPUTER CLASSES. THE SAN FRANCISCO LIBRARY AT THE CIVIC CENTER IS NOT A CLEAN ENVIRONMENT. IT'S SMELLY AND DIRTY AND I DON'T FEEL COMFORTABLE THERE. THE ENVIRONMENT WOULD HAVE TO BE CLEANER AND SAFER, SO I FEEL MORE COMFORTABLE. THERE ARE TOO MANY HOMELESS PEOPLE THERE; AND AS A YOUNG GIRL WHO IS TRYING TO DO MY HOMEWORK AND STUDY, I DON'T NEED TO BE BOTHERED BY PEOPLE WHO ARE TRYING TO TAKE MY STUFF. THIS HAS HAPPENED TO ME.

LOCATION ACCESS AND CLEANLINESS. EASY TO GET TO BY PUBLIC TRANSPORTATION.

BIGGER SELECTION OF BOOKS IN SPANISH

IF LIBRARY WAS CLOSER TO MY HOUSE. MISSION LIBRARY IS NOT WHAT I LIKE. I ONLY SEE MOSTLY NOVELS OVER THERE AND A LOT OF SPANISH BOOKS.

E BOOKS. I DID NOT KNOW THEY HAVE THEM. I WOULD LIKE THE LIBRARY TO PUBLICIZE THAT MORE.

TO GO TO MICROFICHE FOR OLD NEWSPAPER CLIPPINGS TO RESEARCH RENT CONTROL IN SAN FRANCISCO. FOR BASIC RESEARCH, I WOULD GO TO THE LIBRARY.

What is the one key reason or resource that would encourage you to visit a San Francisco public library?

MORE INFORMATION AVAILABLE TO ME, SO THAT I CAN SEE WHAT THE LIBRARY HAS THAT SAN FRANCISCO STATE DOES NOT. WHAT KIND OF COMPUTER CLASSES? AT WHAT LEVEL?

HISTORICAL RESOURCES - SAN FRANCISCO HISTORY.

I DON'T HAVE A GOOD ANSWER. IT WOULD HELP IF I KNEW WHERE MY BRANCH WAS. THEY WERE REMODELING ONE IN MY DISTRICT. PERIODICALS WOULD INTEREST ME

ACCESS TO NEWSPAPERS AND PERIODICALS THAT I WOULD NOT NORMALLY RUN INTO

I WAS NOT AWARE OF ALL THESE THINGS THAT YOU MENTIONED. I'M SELF EMPLOYED AND SOME OF THE BUSINESS COUNSELING WOULD BE VERY HELPFUL FOR ME. GROUP DISCUSSIONS WOULD BE INTERESTING.

MORE EASE IN FINDING WHAT I AM LOOKING FOR. PEOPLE ARE NOT VERY HELPFUL THAT WORK THERE (AT GLEN PARK).

IF YOU WOULD PURCHASE THE SAME BOOKS AS THE LOCAL COLLEGES FOR CLASSES THAT COULD ACTUALLY BE TAKEN OUT OF THE PLACE, SO YOU COULD WORK WITH THEM AND DO YOUR HOMEWORK.

THE BOOKS. IF THEY HAVE THE BOOKS I WANT TO READ. I THINK I TEND TO READ BOOKS THAT HAVE JUST COME OUT, BEST SELLERS. I WOULD ASSUME THAT THEY WOULDN'T HAVE THEM YET OR WOULDN'T HAVE THEM AVAILABLE IN STOCK, SO I JUST BUY THEM ON AMAZON.

PROBABLY THEM HAVING SOME SORT OF PUBLIC EDUCATION OUTREACH THAT WOULD PIQUE MY INTEREST IN ADULT PROGRAMMING. IN GENERAL, BEING MORE VOCAL ABOUT WHAT IS AVAILABLE AT THE LIBRARY.

I LIKE TO READ, ESPECIALLY CHRISTIAN BOOKS. NOW, I USUALLY GO TO THE CHRISTIAN LIBRARY.

I'M INTERESTED IN ART. AN ART STUDIO AT THE LIBRARY.

IF THEY HAVE SPECIAL ART EXHIBITS, PAINTINGS. I'M INTERESTED IN ENTERTAINMENT PROGRAMS, LIKE CONCERTS.

THE MAGAZINES, DVDS AND QUIET SPACE TO WORK AT THE LIBRARY.

BUSINESS RESOURCES. THINGS THAT WOULD BE GOOD FOR MY BUSINESS. HOW TO OPEN A BUSINESS.

HAVING ALL THAT YOU HAVE THERE AND HAVING THE PROPER PERSONNEL WHO ARE WILLING TO SHOW YOU WHAT THEY KNOW AND HOW TO FIND WHAT YOU NEED.

QUIET SPACE--THAT ENVIRONMENT, SO I CAN USE IT IF I CAN'T GET IT SOMEWHERE ELSE.

TO CHECK OUT A BOOK, BUT I'M NOT TOO INTERESTED. MOSTLY I JUST BUY EBOOKS. BEING ABLE TO CHECK OUT AS EMEDIA RATHER THAN GOING INTO THE LIBRARY WOULD BE COOL.

I WOULD LOVE TO BE ABLE TO SEE IN ONE PLACE WHAT THE OFFERINGS ARE AT THE LIBRARY. IT WOULD BE VERY EASY IF THEY WOULD HAVE THAT ONLINE.

Appendix

San Francisco Library Usage Survey

The San Francisco Public Library is conducting this survey about usage and hours. Thank you for participating!

USAGE

1. In an average month, how often do you use this branch library?

- Once a month or less often
- 2 - 3 times a month
- 4 - 10 times a month
- 11 -20 times a month
- 20+ times a month
- First time using / Don't know

2. Do you use this branch...

- Weekdays
- Weekends
- Both weekdays and weekends

3. What are the primary times you use this branch?

- 9am – 12 noon
- 12 noon – 3pm
- 3pm – 6pm
- After 6pm

LIBRARY HOURS

4. Think about the hours that this branch is open now.

How well do these hours meet your needs?

- 5 Very Well
- 4
- 3
- 2
- 1 Not at All

5. If this branch were open more hours, would you use it more?

- Yes
- No
- Don't know

(If yes) 6. When would you use it more?

- Mornings (or earlier than it is open now)
- Evenings (or later than it is open now)
- Weekends

7. If this branch were open fewer hours, would this have an impact on you?

- Yes
- No
- Don't know

(If yes) 8. What impact would it have on you?

LIBRARY USE / AFFILIATION

9. On an average visit, about how much time do you spend in this branch?

- 10 minutes or less
- 11 – 30 minutes
- 31– 60 minutes
- 61 – 120 minutes
- 121 – 180 minutes
- More than 180 minutes

10. How long have you been using this branch?

- 3 months or less
- 3 – 6 months
- 7 – 12 months
- 1 – 2 years
- 3 – 5 years
- More than 5 years

11. For what reason(s) do you primarily use this branch?

- Internet access
- Use of computers and other equipment
- Homework / study time / reference assistance
- Materials (books, DVDs, research material, etc.)
- Meetings
- Programs / classes / exhibits
- Other (specify): _____

12. Have you visited any other San Francisco Public Libraries in the past month?

- Yes
- No

13. Which other SF libraries do you visit most often?

14. Do you have a San Francisco Library Card?

- Yes
- No

DEMOGRAPHICS

15. Age:
- Under 12 years old
 - 13 – 17
 - 18 – 24
 - 25 – 34
 - 35 – 44
 - 45 – 54
 - 55 – 64
 - 65 and older

16. Ethnicity:

- American Indian or Alaska Native
- Asian or Pacific Islander
- Black / African American
- Hispanic or Latino
- White
- Other (specify): _____

17. Occupation:

- Student
- Teacher / Educator
- In workforce (not an educator)
- Retired
- Other (specify): _____

18. Home ZIP Code: _____

Other Comments: _____

Please return completed survey to the surveyor. If the surveyor is no longer available, please leave it with the librarian at this branch. If you prefer, you may complete the survey online at www.orconsulting1.com/SFPL/login.html. One completed survey per patron, please. Use the survey code written below.

Encuesta Sobre Uso de la Biblioteca de San Francisco

La Biblioteca Pública de San Francisco está conduciendo esta encuesta sobre el uso y horario. ¡Gracias por su participación!

USO

1. Durante un mes promedio, ¿con que frecuencia utiliza esta sucursal de la biblioteca?

- Una vez al mes o menos
- 2 a 3 veces al mes
- 4 a 10 veces al mes
- 11 a 20 veces al mes
- 20 o más veces al mes
- Primera vez de uso / No se

2. Utiliza esta sucursal...

- ¿Durante la semana?
- ¿Fines de semana?
- ¿Ambos, durante y fines de semana?

3. ¿Cuáles son las horas principales que utiliza esta sucursal?

- 9 a.m. a 12 medio día
- 12 medio día a 3 p.m.
- 3 p.m. a 6 p.m.
- Después de las 6 p.m.

HORARIO DE BIBLIOTECA

4. Pensando en el horario actual de esta sucursal. ¿Qué tan bien llena su necesidad este horario?

- 5 Muy bien
- 4
- 3
- 2
- 1 Para nada

5. ¿Si esta sucursal estuviese abierta más horas, la utilizaría más?

- Sí
- No
- No se

(Si es sí) 6. ¿Cuándo la utilizaría más?

- Mañanas (o más temprano de lo que se abre actualmente)
- Tardes (o más tarde de lo que se abre actualmente)
- Fines de semana

7. ¿Si esta sucursal se abriera menos horas, le impactaría esto a usted?

- Sí
- No
- No se

(Si es sí) 8. ¿Qué impacto tendría esto en usted?

AFILIACIÓN / USO DE BIBLIOTECA

9. Durante una visita promedio, ¿cuánto tiempo pasa en esta sucursal?

- 10 minutos o menos
- 11 a 30 minutos
- 31 a 60 minutos
- 61 a 120 minutos
- 121 a 180 minutos
- Más de 180 minutos

10. ¿Qué tanto tiempo ha estado utilizando esta sucursal?

- 3 meses o menos
- 3 a 6 meses
- 7 a 12 meses
- 1 a 2 años
- 3 a 5 años
- Más de 5 años

11. ¿Por qué razón(es) utiliza usted esta sucursal principalmente?

- Acceso al Internet
- Uso de computadoras u otro equipo
- Tarea / tiempo para estudio /asistencia con referencia
- Materiales (libros, DVD, material de investigación, etc.)
- Sesiones
- Programas / clases / exhibiciones
- Otra (Especifique): _____

12. ¿Ha visitado usted otras sucursales del sistema bibliotecario de San Francisco en el último mes?

- Sí
- No

13. ¿Cual(es) otra sucursal(es) visita usted más seguido?

14. ¿Tiene usted una tarjeta de membresía de la Biblioteca de San Francisco?

- Sí
- No

DEMOGRÁFICA

15. Edad:

- Menor de 12 años
- 13 a 17
- 18 a 24
- 25 a 34
- 35 a 44
- 45 a 54
- 55 a 64
- 65 o mayor

16. Etnicidad:

- Indio Americano o Nativo de Alaska
- Asiático o Isleño del Pacífico
- Negro / Afro-Americano
- Hispano o Latino
- Blanco
- Otra (especifique): _____

17. Ocupación:

- Estudiante
- Maestro / Educador
- En la fuerza laboral (no educador)
- Jubilado
- Otra (especifique): _____

18. Código Postal de su Hogar: _____

Otros Comentarios: _____

Por favor devuelva la encuesta completada al encuestador. Si el encuestador ya no está disponible, por favor déjela con la bibliotecaria en esta sucursal. Si usted prefiere, puede completar la encuesta por Internet en www.orconsulting1.com/SFPL/login.html. Solo una encuesta por usuario por favor. Utilice el código de encuesta anotado abajo.

三藩市圖書館使用調查表

三藩市公立圖書館目前正進行有關使用和開放時間的調查。謝謝您的參與！

使用

1. 您平均每個月內使用此圖書館有多少次？

- 每月一次或以下
- 每月 2-3 次
- 每月 4-10 次
- 每月 11-20 次
- 每月 20 次以上
- 第一次使用／不知道

2. 您是在什麼日子使用此圖書館...

- 星期一至五
- 周末
- 星期一至五和周末

3. 您主要在什麼時間使用此圖書館？

- 上午九時至中午
- 中午至下午三時
- 下午三時至六時
- 六時之後

圖書館開放時間

4. 請考慮此圖書館目前的開放時間。這些時間配合您的需要有多少？

- 5 十分配合
- 4
- 3
- 2
- 1 完全不配合

5. 如此圖書館開放的時間更長，您是否會更多使用？

- 是
- 否
- 不知道

(如答是) 6. 您會在什麼時候更多使用？

- 早上 (或早於目前開放的時間)
- 晚上 (或晚於目前關閉的時間)
- 周末

7. 如減少此圖書館的開放時間，對您會不會有影響？

- 是
- 否
- 不知道

(如答是) 8. 對您將有什麼影響？

圖書館使用／附屬

9. 平均您每次在此圖書館逗留多少時間？

- 10 分鐘或以下
- 11 - 30 分鐘
- 31 - 60 分鐘
- 61 - 120 分鐘
- 121 - 180 分鐘
- 180 分鐘以上

10. 您使用此圖書館已有多久？

- 3 個月或以下
- 3 - 6 個月
- 7 - 12 個月
- 1 - 2 年
- 3 - 5 年
- 超過 5 年

11. 您主要使用此圖書館的目的是什麼？

- 上網
- 使用電腦和其他設備
- 做功課／溫習／參考協助
- 材料 (書、DVD、研究材料等)
- 會議
- 計劃／課程／展覽
- 其他 (請註明) : _____

12. 在過去一個月裏您有沒有往訪其他三藩市公立圖書館？

- 是
- 否

13. 其他您最常往的圖書館是哪些？

14. 您是否有三藩市的圖書館證？

- 是
- 否

人口資料

15. 年齡

- 12 歲以下
- 13 - 17
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 歲或以上

16. 族裔：

- 美洲印第安裔或阿拉斯加原住民
- 亞太裔
- 黑人／非裔
- 西班牙裔或拉丁裔
- 白人
- 其他 (請註明) : _____

17. 職業：

- 學生
- 教師／教育工作者
- 工作人士 (非教育工作者)
- 退休
- 其他 (請註明) : _____

18. 住家郵區號碼：_____

其他評論：_____

請將調查表交回給調查員。如調查員不在，請留交給此圖書館的圖書館員。如您想的話，您亦可以上網填答調查問卷 www.orconsulting1.com/SFPL/login.html。每人請只填答一份。請使用下面的調查代號。

Survey ng Paggamit ng Aklatan ng San Francisco

Ang San Francisco Public Library ay nagsasagawa ng survey na ito tungkol sa paggamit at mga oras. Salamat po sa paglahok ninyo!

PAGGAMIT

1. Sa pangkaraniwang buwan, gaano kadalas na ginagamit mo ang sangay na ito ng aklatan?

- Minsan sa isang buwan o mas madalang
- 2 - 3 beses sa isang buwan
- 4 - 10 beses sa isang buwan
- 11 -20 beses sa isang buwan
- 20+ beses sa isang buwan
- Unang paggamit / Hindi alam

2. Ginagamit mo ba ang sangay na ito sa...

- Mga ordinaryong araw
- Sabado at Linggo
- Ordinaryong araw at Sabado at Linggo

3. Ano ang mga pangunahing oras na ginagamit mo ang sangay na ito?

- 9am – 12 ng tanghali
- 12 ng tanghali – 3pm
- 3pm – 6pm
- Pagkaraan ng 6pm

MGA ORAS NG AKLATAN

4. Isipin ang tungkol sa mga oras na bukas ang sangay na ito ngayon. Gaano kahusay na natutugunan ng mga oras na ito ang iyong mga pangangailangan?

- 5 Napakahusay
- 4
- 3
- 2
- 1 Hindi Nakakatugon

5. Kung ang sangay na ito ay bukas sa mas maraming oras, mas gagamitin mo ba ito?

- Oo
- Hindi
- Hindi alam

(Kung Oo) 6. Kailan mo mas gagamitin ito?

- Umaga (o mas maaga kaysa bukas ito ngayon)
- Gabi (o mas huli kaysa bukas ito ngayon)
- Sabado at Linggo

7. Kung ang sangay na ito ay bukas ng mas kaunting oras, magkakaroon ba ito ng epekto sa iyo?

- Oo
- Hindi
- Hindi alam

(Kung Oo) 8. Ano ang magiging epekto nito sa iyo?

PAGGAMIT NG AKLATAN/KINASASAPIAN

9. Sa karaniwang pagbisita, mga ilang oras ang ginugugl mo sa sangay na ito?

- 10 minuto o mas kaunti
- 11 – 30 minuto
- 31 – 60 minuto
- 61 – 120 minuto
- 121 – 180 minuto
- Higit sa 180 minuto

10. Gaano katagal mo nang ginagamit ang sangay na ito?

- 3 buwan o mas mababa
- 3 – 6 buwan
- 7 – 12 buwan
- 1 – 2 taon
- 3 – 5 taon
- Higit sa 5 taon

11. Sa anong (mga) dahilan pangunahing ginagamit mo ang sangay na ito?

- Makagamit ng Internet
- Paggamit ng mga computer at ibang kagamitan
- Araling-bahay / oras na pag-aaral / tulong sa reference
- Mga materyal (mga libro, DVD, materyal sa pananaliksik, atbp.)
- Mga Pakikipagtagpo o pulong
- Mga programa / klase / eksibit
- Ibag (tukuyin): _____

12. Nakabisita ka na ba sa ibang mga sangay ng pampublikong aklatan ng San Francisco sa nakalipas na buwan?

- Oo
- Hindi

13. Aling ibang (mga) sangay ang pinakamadalas na binibisita mo?

14. Mayroon ka bang kard ng aklatan ng San Francisco?

- Oo
- Hindi

DEMOGRAFIKO

15. Edad: Wala pang 12 taong gulang 35 – 44
 13 – 17 45 – 54
 18 – 24 55 – 64
 25 – 34 65 at mas matanda

16. Etnisidad: American Indian o Alaska Native
 Asian o Pacific Islander
 Black / African American
 Hispanic o Latino
 White
 Iba (tukuyin): _____

17. Trabaho: Estudyante
 Guro / Edukador
 Sa lakas paggawa (hindi edukador)
 Retirado
 Iba (tukuyin): _____

18. Zip code sa Bahay: _____

Ibang mga Komento: _____

Paki-balik ang kinumpletong survey sa taga-survey. Kung wala na ang taga-survey, iwan lamang ito sa katiwala ng aklatan sa sangay na ito. Kung mas gusto mo, maaari mong kumpletuhin ang survey online sa www.orconsulting1.com/SFPL/login.html. Isang kinumpletong survey bawat tagatangkilik, pakiusap. Gamitin ang survey code na nakasulat sa ibaba.

Социологический опрос частоты посещаемости библиотеки г. Сан-Франциско

Публичная библиотека г. Сан-Франциско проводит опрос о пользовании библиотекой и часах посещения. Благодарим за участие!

ЧАСТОТА ПОЛЬЗОВАНИЯ

1. Как часто, в среднем за месяц, вы посещаете данное отделение библиотеки?

- Раз в месяц или реже
- 2-3 раза в месяц
- 4-10 раз в месяц
- 11-20 раз в месяц
- 20+ раз в месяц
- Пользуюсь впервые / Не знаю

2. Вы пользуетесь этим отделением библиотеки...

- В будние дни
- По выходным дням
- И в будние и в выходные дни

3. В какие преимущественно часы вы пользуетесь этим отделением библиотеки?

- 9 утра – 12 часов дня
- 12 часов дня – 3 часа пополудни
- 3 часа дня – 6 часов вечера
- После 6 часов вечера

ЧАСЫ РАБОТЫ БИБЛИОТЕКИ

4. Подумайте о часах работы данного отделения библиотеки. Насколько это отвечает вашим требованиям?

- 5 Вполне устраивает
- 4
- 3
- 2
- 1 Совсем не подходит

5. Если бы это отделение библиотеки было открыто в дополнительные часы, пользовались ли бы вы ею больше?

- Да
- Нет
- Не знаю

(если да) 6. В какие часы вы пользовались бы ею больше?

- По утрам (или раньше, чем она открывается теперь)
- По вечерам (или позже, чем она открыта теперь)
- По выходным дням

7. Если бы это отделение библиотеки было открыто меньшее количество часов, оказало бы это на вас влияние?

- Да
- Нет
- Не знаю

(если да) 8. Какое влияние это оказало бы на вас?

ПОЛЬЗОВАНИЕ БИБЛИОТЕКОЙ / ЧЛЕНСТВО

9. В среднем, во время посещения библиотеки, сколько времени вы проводите в данном отделении?

- 10 минут или меньше
- 11 – 30 минут
- 31 – 60 минут
- 61 – 120 минут
- 121 – 180 минут
- Дольше чем 180 минут

10. Как давно вы пользуетесь этим отделением библиотеки?

- 3 месяца или меньше
- 3 – 6 месяцев
- 7 – 12 месяцев
- 1 – 2 года
- 3 – 5 лет
- Более 5 лет

11. С какой преимущественно целью вы пользуетесь этим отделением?

- Доступ к Интернету
- Пользование компьютером или другим оборудованием
- Домашняя работа / уроки / использование справочных материалов
- Использование различных материалов (книги, видео диски, научно-исследовательский материал и т.д.)
- Встречи
- Программы / классы / выставки
- Другое (конкретно что именно): _____

12. Посещали ли вы другие отделения публичной библиотеки г. Сан-Франциско в прошлом месяце?

- Да
- Нет

13. В каких других отделениях библиотеки вы бываете чаще всего?

14. У вас есть читательский билет Сан-Францисской библиотеки?

- Да
- Нет

ДЕМОГРАФИЧЕСКИЕ ДАННЫЕ

15. Возраст: Моложе 12-ти лет 13 – 17 18 – 24 25 – 34 35 – 44 45 – 54 55 – 64 65 и старше

16. Этническая или расовая принадлежность:

- Американский индеец или уроженец Аляски
- Уроженец островов Тихого Океана или Азии
- Чернокожий американец / афро-американец
- Латиноамериканец или испано-американец
- Белокожий
- Другое (конкретно): _____

17. Род занятий: Студент

- Преподаватель / работник образования
- Работающий (не работник образования)
- На пенсии
- Другое (конкретно): _____

18. Почтовый код местожительства: _____

Другие замечания: _____

Верните, пожалуйста, заполненную анкету опросника исследователю. Если его нет на месте, оставьте, пожалуйста, анкету в этом отделении у библиотекаря. Если хотите, можете заполнить анкету он-лайн по адресу: www.orconsulting1.com/SFPL/login.html. Используйте код опросника, указанный ниже.

Код опросника: _____

Адрес отделения: _____

Interviewer Self

Version 3.4 - intercept

Thăm Dò Việc Sử Dụng Thư Viện San Francisco

Thư Viện Công Cộng San Francisco Public hiện đang tiến hành cuộc thăm dò này về việc sử dụng và giờ giấc làm việc. Cảm ơn quý vị đã tham gia!

SỬ DỤNG

1. Trung bình trong một tháng, quý vị sử dụng chi nhánh thư viện này bao lâu một lần?

- Mỗi tháng một lần hoặc ít hơn
- 2 - 3 lần một tháng
- 4 - 10 lần một tháng
- 11 - 20 lần một tháng
- 20 lần trở lên trong một tháng
- Lần đầu tiên sử dụng / Không biết

2. Quý vị dùng chi nhánh này...

- Vào ngày thường
- Vào ngày cuối tuần
- Cả ngày thường và ngày cuối tuần

3. Giờ giấc chính mà quý vị dùng chi nhánh này là gì?

- 9 sáng - 12 trưa
- 12 trưa - 3 chiều
- 3 chiều - 6 tối
- Sau 6 giờ tối

GIỜ GIÁC THƯ VIỆN

4. Hãy nghĩ về giờ giấc mà chi nhánh này mở cửa hiện nay. Những giờ giấc này đáp ứng nhu cầu của quý vị tốt đến mức nào?

- 5 Rất Tốt
- 4
- 3
- 2
- 1 Không tốt Chút Nào

5. Nếu chi nhánh này mở thêm giờ, liệu quý vị có dùng thêm hay không?

- Có
- Không
- Không biết

(Nếu có) 6. Khi nào quý vị sẽ dùng thêm?

- Buổi sáng (hoặc sớm hơn giờ mở cửa hiện nay)
- Buổi tối (hoặc trễ hơn giờ mở cửa hiện nay)
- Vào ngày cuối tuần

7. Nếu chi nhánh này đã mở ít giờ hơn, liệu điều này có ảnh hưởng đến quý vị hay không?

- Có
- Không
- Không biết

(Nếu có) 8. Quý vị bị ảnh hưởng như thế nào?

SỬ DỤNG / LIÊN KẾT THƯ VIỆN

9. Trung bình mỗi lần đến, quý vị dành bao nhiêu thời gian tại chi nhánh này?

- 10 phút hoặc ít hơn
- 11 - 30 phút
- 31 - 60 phút
- 61 - 120 phút
- 121 - 180 phút
- Hơn 180 phút

10. Quý vị đã dùng chi nhánh này được bao lâu?

- 3 tháng hoặc ít hơn
- 3 - 6 tháng
- 7 - 12 tháng
- 1 - 2 năm
- 3 - 5 năm
- Hơn 5 năm

11. (Những) lý do chính nào quý vị sử dụng chi nhánh này?

- Tiếp cận Internet
- Dùng máy điện toán hoặc dụng cụ khác
- Làm bài tập / giờ học / phụ giúp tham khảo
- Các tài liệu (sách vở, DVD, tài liệu nghiên cứu, v.v...)
- Các buổi họp
- Các chương trình / lớp học / triển lãm
- Điều khác (định rõ): _____

12. Quý vị có đến bất cứ chi nhánh thư viện công cộng nào ở San Francisco trong tháng qua hay không?

- Có
- Không

13. (Các) chi nhánh nào khác mà quý vị đến thường nhất?

14. Quý vị có thẻ thư viện San Francisco hay không?

- Có
- Không

NHÂN KHẨU

15. Tuổi:

- Dưới 12 tuổi
- 13 - 17
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 tuổi trở lên

16. Sắc tộc:

- Thổ Dân Mỹ hoặc Người Bản Xứ Alaska
- Người Á Châu hoặc Người Đảo Thái Bình Dương
- Người Da Đen / Người Mỹ Gốc Phi Châu
- Người Tây Ban Nha hoặc La Tinh
- Người Da Trắng
- Người khác (định rõ): _____

17. Nghề nghiệp:

- Học sinh
- Giáo viên / Nhà giáo dục
- Trong lực lượng lao động (không phải là nhà giáo dục)
- Về hưu
- Điều khác (định rõ): _____

18. Số zip ở nhà: _____

Các Góp Ý Khác: _____

Xin gửi lại bản thăm dò đã điền cho người thăm dò. Nếu người thăm dò không còn nữa, xin để lại bản này cho nhân viên thư viện tại chi nhánh này. Nếu muốn, quý vị có thể điền vào bản thăm dò trên mạng tại www.orconsulting1.com/SFPL/login.html. Xin vui lòng chỉ điền một bản thăm dò cho mỗi người. Dùng mã số thăm dò được viết dưới đây.

San Francisco Public Library
Library Stakeholder Questionnaire - To Posted on Library Website
Web Survey. Version 3

SURVEY INVITE

1. Were you invited to participate in this survey by any specific group or organization?

- 1 Yes
- 2 No (skip to Question 3)

(Note: Thank you for participating. Please complete this survey only once.)

2. Which groups/organizations invited you to participate?

PRIMARY LIBRARY USED

3. Which San Francisco Public library do you use most often?

(All SF libraries to be listed on website)

SCHEDULE

4. In an average month, how often do you use this branch library?

- 1 Once a month or less often
- 2 2 - 3 times a month
- 3 4 - 10 times a month
- 4 11 -20 times a month
- 5 20+ times a month
- 6 Don't know

5. When do you primarily use this branch?

- 1 Weekdays
- 2 Weekends
- 3 Both weekdays and weekends

6. What are the primary times you use this branch?

- 1 9am – 12 noon
- 2 12 noon – 3pm
- 3 3pm – 6pm
- 4 After 6pm

LIBRARY HOURS

7. Think about the hours that this branch is open now. How well do these hours meet your needs?

- 5 Very Well
- 4
- 3
- 2
- 1 Not at All
- 0 Don't know

8. If this branch were open more hours, would you use it more?

- 1 Yes
- 2 No
- 3 Don't know

(If yes) 9. When would you be most likely to use it more? (select one or two)

- 1 Mornings (or earlier than it is open now)
- 2 Evenings (or later than it is open now)
- 3 Weekends

10. If this branch were open fewer hours, would this have an impact on you?

- 1 Yes
- 2 No
- 3 Don't know

(If yes) 11. What impact would it have on you?

LIBRARY USE / AFFILIATION

12. On an average visit, about how much time do you spend in this branch?

- 1 10 minutes or less
- 2 11 – 30 minutes
- 3 31– 60 minutes
- 4 61– 120 minutes
- 5 121– 180 minutes
- 6 More than 180 minutes

13. How long have you been using this branch?

- 1 3 months or less
- 2 3 – 6 months
- 3 7 – 12 months
- 4 1 – 2 years
- 5 3 – 5 years
- 6 More than 5 years

14. For what reason(s) do you primarily use this branch? (check all that apply)

- Internet access
- Use of computers and other equipment
- Homework / study time / reference assistance
- Materials (books, DVDs, research material, etc.)
- Meetings
- Programs / classes / exhibits
- Other (specify): _____

15. Have you visited any other San Francisco Public Libraries in the past month?

- 1 Yes
- 2 No
- 3 Don't know

16. Which other SF libraries do you visit most often?

(All SF libraries to be listed on website)

17. Do you have a San Francisco Library Card?

- 1 Yes
- 2 No
- 3 Don't know

DEMOGRAPHICS

18. Age:

- 1 Under 13
- 2 13 – 17
- 3 18 – 24
- 4 25 – 34
- 5 35 – 44
- 6 45 – 54
- 7 55 – 64
- 8 65 and older
- 9 Rather not say

19. Ethnicity:

- 1 American Indian or Alaska Native
- 2 Asian or Pacific Islander
- 3 Black / African American
- 4 Hispanic or Latino
- 5 White
- 6 Other (specify): _____
- 7 Rather not say

20. Occupation:

- 1 Student
- 2 Teacher / Educator
- 3 In workforce (not an educator)
- 4 Retired
- 5 Other (specify): _____

21. Home ZIP Code: _____

Other Comments:

**San Francisco Public Library
Librarian/Library Staff Questionnaire
Web Survey. Version 3.1**

The San Francisco Public Library is conducting this survey about usage and hours. Thank you for participating!

PRIMARY LIBRARY

1. Which San Francisco Public library do you work from most often?

(All SF libraries to be listed on website)

2. In which area of the San Francisco Public library do you work?

- 1 Collections and Technical Services- Librarian I, II, or III
- 2 Collections and Technical Services - Library Technical Assistant, Associate, or Page
- 3 Facilities
- 4 Custodian
- 5 Delivery and Mail Room
- 6 Engineer
- 7 Security
- 8 Information Technology
- 9 Public Services and Programs - Librarian I, II, or III
- 10 Public Services and Programs - Library Technical Assistant, Associate, or Page
- 11 Administration, Finance, Human Resources
- 12 Other (specify) : _____

LIBRARY HOURS

3. Think about the hours that this branch is open now. In your opinion, how well do these hours meet your patrons' needs?

- 5 Very Well
- 4
- 3
- 2
- 1 Not at All
- 0 Don't know

4. If this branch were open more hours, do you feel a significant number of patrons would use it more?

- 1 Yes
- 2 No
- 3 Don't know

(If yes) 5. During which times would patrons be most likely to use it more? (select one or two)

- 1 Weekday Mornings (or earlier than it is open now)
- 2 Weekday Evenings (or later than it is open now)
- 3 Weekends

6. If this branch were open fewer hours, what would be the primary impact it might have on your current patrons?

SCHEDULE

7. In an average week, what are the three time periods that have the **highest** patronage at this branch?

Monday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm
Tuesday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm
Wednesday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm
Thursday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm
Friday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm
Saturday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm
Sunday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm

8. In an average week, what are the three time periods that have the **lightest** patronage at this branch? (Note: Please choose time periods when the library is currently open.)

Monday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm
Tuesday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm
Wednesday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm
Thursday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm
Friday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm
Saturday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm
Sunday	<input type="checkbox"/>	9am – 12 noon	<input type="checkbox"/>	12 noon – 3pm	<input type="checkbox"/>	3pm – 6pm	<input type="checkbox"/>	After 6pm

TENURE

9. Approximately how long have you been working at this branch?

- 1 6 months or less
- 3 7 – 12 months
- 4 1 – 2 years
- 5 3 – 5 years
- 6 5 – 10 years
- 7 More than 10 years

COMMENTS

10. Do you have any other comments regarding hours and usage of this library?

Thank you very much for participating!

San Francisco Public Library
Non/Infrequent Library User Questionnaire
Telephone Survey. Version 3.1

INTRODUCTION

This is _____ with Corey Research calling on behalf of the City of San Francisco. We are conducting an important survey with San Francisco residents about libraries in the City.

1. Have you used the San Francisco Public Library within the past two years?

- 1 Yes (Thank and discontinue)^
- 2 No

Interviewer note: This includes visiting a physical library or using the San Francisco Public Library website. San Francisco residents only.

^ If necessary, explain library user survey is also being conducted)

2. What is the primary reason you have not used San Francisco libraries? (Probe for specifics)

AWARENESS

3. Do you know the location of your neighborhood branch library?

- 1 Yes
- 2 No
- 3 May or May Not

4. Do you know the location of the Main Library in San Francisco?

- 2 No
- 3 May or May Not

5. Were you aware that libraries in San Francisco offer... (ask for each)

	Yes	No	May or May Not
a. Internet access at the library	1	2	3
b. Use of computers at the library	1	2	3
c. Website access that allows for books, DVD's and other material to be reserved online and then picked up at branch libraries	1	2	3
d. Availability of a variety of magazines, newspapers, audiobooks, eBooks, CDs and DVDs	1	2	3

	Yes	No	Maybe
e. Adult programs such as author readings, lectures, panel discussions, and film screenings	1	2	3
f. Children’s programs such as Storytime	1	2	3
g. Book groups	1	2	3
h. Business counseling^ and computer classes	1	2	3
<i>^ Available at selected branches only.</i>			
i. Quiet space for studying, work, etc.	1	2	3

LEVEL OF INTEREST

6. How would you rate your level of interest for each of the offerings I just read. Please use a 5-point scale where 5 means Extremely Interested and 1 means Not at all Interested...

	Extremely Interested			Not at All Interested DK		
a. Internet access	5	4	3	2	1	0
b. Use of computers at the library	5	4	3	2	1	0
c. Website access that allows for books, DVD’s and other material to be reserved online and then picked up at branch libraries	5	4	3	2	1	0
d. Availability of a variety of magazines, newspapers, audiobooks, eBooks, CDs and DVDs	5	4	3	2	1	0
e. Adult programs such as author readings, lectures, panel discussions, and film screenings	5	4	3	2	1	0
f. Children’s programs such as storytime	5	4	3	2	1	0
g. Book groups	5	4	3	2	1	0
h. Business counseling and computer classes	5	4	3	2	1	0
i. Quiet space for studying, work, etc.	5	4	3	2	1	0

KEY RESOURCES

7. What is the one key reason or resource that would encourage you to visit a San Francisco public library?

(Probe: What would get you to visit for the first time? What would make you want to go into a SFPL.)

USAGE - HYPOTHETICAL

8. If you were to begin using San Francisco libraries, would you most likely use them on a weekday or on the weekend...

- 1 Weekday
- 2 Weekend (Saturday or Sunday)
- 3 Don't know (Do not read)

9. What are the primary times you would most likely use San Francisco libraries?

- 1 9am – 12 noon
- 2 12 noon – 3pm
- 3 3pm – 6pm
- 4 After 6pm
- 4 Don't know (Do Not Read)

10. Do you have a San Francisco Library Card?

- 1 Yes
- 2 No
- 3 Don't know

DEMOGRAPHICS

11. What is your home ZIP Code? _____

12. What is your age group? (Read list if necessary)

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55 - 64
- 5 65 and older
- 6 Refused (Do not read)

13. What is your race or ethnic identification? Are you . . . (Read List. Select all that apply)

- 1 American Indian or Alaska Native
- 2 Asian or Pacific Islander
- 3 Black / African American
- 4 Hispanic or Latino
- 5 White
- 6 Other (specify) _____
- 7 Refused (Do not read)

14. What is your primary occupation? Are you a . . . (Read list)

- 1 Student
- 2 Teacher / Educator
- 3 In workforce (not an educator)
- 4 Retired
- 5 Stay at home parent
- 6 Other (specify): _____
- 7 Refused (Do not read)

15. May I ask your gender?

- 1 Male
- 2 Female
- 3 Transsexual
- 4 Other (specify) _____
- 5 Refused

Thank you very much for completing the survey! And for validation purposes, may I please have your first name?

Name _____

Comments: _____

Non User Telephone Survey Zone Distribution Map

For the Non-User Telephone Survey, to allow for statistically valid comparisons, respondents were divided into Zones based on their zip codes.

Zone 1 (Northeast – Chinatown, Civic Center/Downtown, North Embarcadero, Potrero Hill, South of Market)

Zone 2 (Northwest – Laurel Heights/Anza Vista, Marina/Pacific Heights, Richmond, Sea Cliff/Presidio Heights, Western Addition)

Zone 3 (Southwest – Inner Sunset, Sunset, Lake Merced)

Zone 4 (Central/South – Diamond Heights, Excelsior (Outer Mission), Haight-Ashbury, Ingleside, Noe Valley, Upper Market/Eureka Valley, West of Twin Peaks)

Zone 5 (Southeast – Bayview/Hunters Point, Mission, North Bernal Hehts, Portola, South Bernal Heights, Visitacion Valley)

