

# 2012 OPEN HOURS ANALYSIS

## PRIMARY STATISTICAL TABLES – PATRON INTERCEPT SURVEY

prepared for

SAN FRANCISCO PUBLIC LIBRARY

prepared by

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SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

TABLE OF CONTENTS

Table 1 Page 1.....COLLECTION METHOD  
Table 1 Page 2.....COLLECTION METHOD  
Table 1 Page 3.....COLLECTION METHOD  
Table 1 Page 4.....COLLECTION METHOD  
Table 1 Page 5.....COLLECTION METHOD  
Table 1 Page 6.....COLLECTION METHOD  
Table 2 Page 7.....Q1. IN AN AVERAGE MONTH, HOW OFTEN DO YOU USE THIS BRANCH LIBRARY?  
Table 2 Page 8.....Q1. IN AN AVERAGE MONTH, HOW OFTEN DO YOU USE THIS BRANCH LIBRARY?  
Table 2 Page 9.....Q1. IN AN AVERAGE MONTH, HOW OFTEN DO YOU USE THIS BRANCH LIBRARY?  
Table 2 Page 10.....Q1. IN AN AVERAGE MONTH, HOW OFTEN DO YOU USE THIS BRANCH LIBRARY?  
Table 2 Page 11.....Q1. IN AN AVERAGE MONTH, HOW OFTEN DO YOU USE THIS BRANCH LIBRARY?  
Table 2 Page 12.....Q1. IN AN AVERAGE MONTH, HOW OFTEN DO YOU USE THIS BRANCH LIBRARY?  
Table 3 Page 13.....Q2. DO YOU USE THIS BRANCH . . .  
Table 3 Page 14.....Q2. DO YOU USE THIS BRANCH . . .  
Table 3 Page 15.....Q2. DO YOU USE THIS BRANCH . . .  
Table 3 Page 16.....Q2. DO YOU USE THIS BRANCH . . .  
Table 3 Page 17.....Q2. DO YOU USE THIS BRANCH . . .  
Table 3 Page 18.....Q2. DO YOU USE THIS BRANCH . . .  
Table 4 Page 19.....Q3. WHAT ARE THE PRIMARY TIMES YOU USE THIS BRANCH?  
Table 4 Page 20.....Q3. WHAT ARE THE PRIMARY TIMES YOU USE THIS BRANCH?  
Table 4 Page 21.....Q3. WHAT ARE THE PRIMARY TIMES YOU USE THIS BRANCH?  
Table 4 Page 22.....Q3. WHAT ARE THE PRIMARY TIMES YOU USE THIS BRANCH?  
Table 4 Page 23.....Q3. WHAT ARE THE PRIMARY TIMES YOU USE THIS BRANCH?  
Table 4 Page 24.....Q3. WHAT ARE THE PRIMARY TIMES YOU USE THIS BRANCH?  
Table 5 Page 25.....Q4. HOW WELL DO THESE HOURS MEET YOUR NEEDS?  
Table 5 Page 26.....Q4. HOW WELL DO THESE HOURS MEET YOUR NEEDS?  
Table 5 Page 27.....Q4. HOW WELL DO THESE HOURS MEET YOUR NEEDS?  
Table 5 Page 28.....Q4. HOW WELL DO THESE HOURS MEET YOUR NEEDS?  
Table 5 Page 29.....Q4. HOW WELL DO THESE HOURS MEET YOUR NEEDS?

TABLE OF CONTENTS

Table 5 Page 30.....Q4. HOW WELL DO THESE HOURS MEET YOUR NEEDS?

Table 6 Page 31.....Q5. IF THIS BRANCH WERE OPEN MORE HOURS, WOULD YOU USE IT MORE?

Table 6 Page 32.....Q5. IF THIS BRANCH WERE OPEN MORE HOURS, WOULD YOU USE IT MORE?

Table 6 Page 33.....Q5. IF THIS BRANCH WERE OPEN MORE HOURS, WOULD YOU USE IT MORE?

Table 6 Page 34.....Q5. IF THIS BRANCH WERE OPEN MORE HOURS, WOULD YOU USE IT MORE?

Table 6 Page 35.....Q5. IF THIS BRANCH WERE OPEN MORE HOURS, WOULD YOU USE IT MORE?

Table 6 Page 36.....Q5. IF THIS BRANCH WERE OPEN MORE HOURS, WOULD YOU USE IT MORE?

Table 7 Page 37.....Q6. (IF 'YES' IN Q5) WHEN WOULD YOU USE IT MORE?

Table 7 Page 38.....Q6. (IF 'YES' IN Q5) WHEN WOULD YOU USE IT MORE?

Table 7 Page 39.....Q6. (IF 'YES' IN Q5) WHEN WOULD YOU USE IT MORE?

Table 7 Page 40.....Q6. (IF 'YES' IN Q5) WHEN WOULD YOU USE IT MORE?

Table 7 Page 41.....Q6. (IF 'YES' IN Q5) WHEN WOULD YOU USE IT MORE?

Table 7 Page 42.....Q6. (IF 'YES' IN Q5) WHEN WOULD YOU USE IT MORE?

Table 8 Page 43.....Q7. IF THIS BRANCH WAS OPEN FEWER HOURS, WOULD THIS HAVE AN IMPACT ON YOU?

Table 8 Page 44.....Q7. IF THIS BRANCH WAS OPEN FEWER HOURS, WOULD THIS HAVE AN IMPACT ON YOU?

Table 8 Page 45.....Q7. IF THIS BRANCH WAS OPEN FEWER HOURS, WOULD THIS HAVE AN IMPACT ON YOU?

Table 8 Page 46.....Q7. IF THIS BRANCH WAS OPEN FEWER HOURS, WOULD THIS HAVE AN IMPACT ON YOU?

Table 8 Page 47.....Q7. IF THIS BRANCH WAS OPEN FEWER HOURS, WOULD THIS HAVE AN IMPACT ON YOU?

Table 8 Page 48.....Q7. IF THIS BRANCH WAS OPEN FEWER HOURS, WOULD THIS HAVE AN IMPACT ON YOU?

Table 9 Page 49.....Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

Table 9 Page 51.....Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

Table 9 Page 53.....Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

Table 9 Page 55.....Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

Table 9 Page 57.....Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

Table 9 Page 59.....Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

Table 9 Page 61.....Q9. ON AN AVERAGE VISIT, ABOUT HOW MUCH TIME DO YOU SPEND IN THIS BRANCH?

Table 9 Page 62.....Q9. ON AN AVERAGE VISIT, ABOUT HOW MUCH TIME DO YOU SPEND IN THIS BRANCH?

Table 9 Page 63.....Q9. ON AN AVERAGE VISIT, ABOUT HOW MUCH TIME DO YOU SPEND IN THIS BRANCH?

Table 9 Page 64.....Q9. ON AN AVERAGE VISIT, ABOUT HOW MUCH TIME DO YOU SPEND IN THIS BRANCH?

TABLE OF CONTENTS

Table 9 Page 65.....Q9. ON AN AVERAGE VISIT, ABOUT HOW MUCH TIME DO YOU SPEND IN THIS BRANCH?

Table 9 Page 66.....Q9. ON AN AVERAGE VISIT, ABOUT HOW MUCH TIME DO YOU SPEND IN THIS BRANCH?

Table 10 Page 67.....Q10. FOR HOW LONG HAVE YOU BEEN USING THIS BRANCH?

Table 10 Page 68.....Q10. FOR HOW LONG HAVE YOU BEEN USING THIS BRANCH?

Table 10 Page 69.....Q10. FOR HOW LONG HAVE YOU BEEN USING THIS BRANCH?

Table 10 Page 70.....Q10. FOR HOW LONG HAVE YOU BEEN USING THIS BRANCH?

Table 10 Page 71.....Q10. FOR HOW LONG HAVE YOU BEEN USING THIS BRANCH?

Table 10 Page 72.....Q10. FOR HOW LONG HAVE YOU BEEN USING THIS BRANCH?

Table 11 Page 73.....Q11. FOR WHAT REASON(S) DO YOU PRIMARILY USE THIS BRANCH?

Table 11 Page 74.....Q11. FOR WHAT REASON(S) DO YOU PRIMARILY USE THIS BRANCH?

Table 11 Page 75.....Q11. FOR WHAT REASON(S) DO YOU PRIMARILY USE THIS BRANCH?

Table 11 Page 76.....Q11. FOR WHAT REASON(S) DO YOU PRIMARILY USE THIS BRANCH?

Table 11 Page 77.....Q11. FOR WHAT REASON(S) DO YOU PRIMARILY USE THIS BRANCH?

Table 11 Page 78.....Q11. FOR WHAT REASON(S) DO YOU PRIMARILY USE THIS BRANCH?

Table 12 Page 79.....Q12. HAVE YOU VISITED ANY OTHER SAN FRANCISCO PUBLIC LIBRARY BRANCHES IN THE PAST MONTH?

Table 12 Page 80.....Q12. HAVE YOU VISITED ANY OTHER SAN FRANCISCO PUBLIC LIBRARY BRANCHES IN THE PAST MONTH?

Table 12 Page 81.....Q12. HAVE YOU VISITED ANY OTHER SAN FRANCISCO PUBLIC LIBRARY BRANCHES IN THE PAST MONTH?

Table 12 Page 82.....Q12. HAVE YOU VISITED ANY OTHER SAN FRANCISCO PUBLIC LIBRARY BRANCHES IN THE PAST MONTH?

Table 12 Page 83.....Q12. HAVE YOU VISITED ANY OTHER SAN FRANCISCO PUBLIC LIBRARY BRANCHES IN THE PAST MONTH?

Table 12 Page 84.....Q12. HAVE YOU VISITED ANY OTHER SAN FRANCISCO PUBLIC LIBRARY BRANCHES IN THE PAST MONTH?

Table 13 Page 85.....Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

Table 13 Page 87.....Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

Table 13 Page 90.....Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

Table 13 Page 93.....Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

Table 13 Page 96.....Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

Table 13 Page 99.....Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

Table 14 Page 102.....Q14. DO YOU HAVE A SAN FRANCISCO LIBRARY CARD?

Table 14 Page 103.....Q14. DO YOU HAVE A SAN FRANCISCO LIBRARY CARD?

Table 14 Page 104.....Q14. DO YOU HAVE A SAN FRANCISCO LIBRARY CARD?

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

TABLE OF CONTENTS

Table 14 Page 105.....Q14. DO YOU HAVE A SAN FRANCISCO LIBRARY CARD?  
Table 14 Page 106.....Q14. DO YOU HAVE A SAN FRANCISCO LIBRARY CARD?  
Table 14 Page 107.....Q14. DO YOU HAVE A SAN FRANCISCO LIBRARY CARD?  
Table 15 Page 108.....Q15. AGE  
Table 15 Page 109.....Q15. AGE  
Table 15 Page 110.....Q15. AGE  
Table 15 Page 111.....Q15. AGE  
Table 15 Page 112.....Q15. AGE  
Table 15 Page 113.....Q15. AGE  
Table 16 Page 114.....Q16. ETHNIC IDENTIFICATION (MULTIPLE RESPONSES ACCEPTED)  
Table 16 Page 115.....Q16. ETHNIC IDENTIFICATION (MULTIPLE RESPONSES ACCEPTED)  
Table 16 Page 116.....Q16. ETHNIC IDENTIFICATION (MULTIPLE RESPONSES ACCEPTED)  
Table 16 Page 117.....Q16. ETHNIC IDENTIFICATION (MULTIPLE RESPONSES ACCEPTED)  
Table 16 Page 118.....Q16. ETHNIC IDENTIFICATION (MULTIPLE RESPONSES ACCEPTED)  
Table 16 Page 119.....Q16. ETHNIC IDENTIFICATION (MULTIPLE RESPONSES ACCEPTED)  
Table 17 Page 120.....Q17. OCCUPATION (MULTIPLES ACCEPTED)  
Table 17 Page 121.....Q17. OCCUPATION (MULTIPLES ACCEPTED)  
Table 17 Page 122.....Q17. OCCUPATION (MULTIPLES ACCEPTED)  
Table 17 Page 123.....Q17. OCCUPATION (MULTIPLES ACCEPTED)  
Table 17 Page 124.....Q17. OCCUPATION (MULTIPLES ACCEPTED)  
Table 17 Page 125.....Q17. OCCUPATION (MULTIPLES ACCEPTED)  
Table 18 Page 126.....BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY  
Table 18 Page 129.....BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY  
Table 18 Page 132.....BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY  
Table 18 Page 135.....BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY  
Table 18 Page 138.....BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY  
Table 18 Page 141.....BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY  
Table 19 Page 144.....HOME ZIP CODE  
Table 19 Page 147.....HOME ZIP CODE

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

TABLE OF CONTENTS

Table 19 Page 150.....HOME ZIP CODE

Table 19 Page 153.....HOME ZIP CODE

Table 19 Page 156.....HOME ZIP CODE

Table 19 Page 159.....HOME ZIP CODE

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## COLLECTION METHOD

COLLECTION METHOD	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
INTERVIEWER ADMINISTERED	1841 74.1	138 66.3	195 85.9	137 50.7	237 80.6	77 68.1	240 79.7	244 79.0	204 93.2	143 64.1	135 82.8	91 60.3
SELF ADMINISTERED	603 24.3	68 32.7	28 12.3	130 48.1	55 18.7	36 31.9	58 19.3	59 19.1	10 4.6	76 34.1	25 15.3	58 38.4
MAIL-IN	36 1.4	2 1.0	3 1.3	3 1.1	1 0.3	-	3 1.0	5 1.6	4 1.8	2 0.9	3 1.8	2 1.3
ONLINE	4 0.2	-	1 0.4	-	1 0.3	-	-	-	1 0.5	1 0.4	-	-
INTERCEPT (BUT UNKNOWN WHETHER INTERVIEWER/SELF ADMINISTERED)	2 0.1	-	-	-	-	-	-	1 0.3	-	1 0.4	-	-

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## COLLECTION METHOD

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INTERVIEWER ADMINISTERED	1841	106	32	45	74	76	110	27	79	107	51	34	43	218	22
	74.1	94.6	33.3	80.4	84.1	91.6	67.1	25.5	90.8	69.5	96.2	57.6	79.6	96.0	29.7
SELF ADMINISTERED	603	5	63	9	14	5	51	79	8	45	2	25	11	7	51
	24.3	4.5	65.6	16.1	15.9	6.0	31.1	74.5	9.2	29.2	3.8	42.4	20.4	3.1	68.9
MAIL-IN	36	1	1	2	-	1	3	-	-	1	-	-	-	2	1
	1.4	0.9	1.0	3.6	-	1.2	1.8	-	-	0.6	-	-	-	0.9	1.4
ONLINE	4	-	-	-	-	1	-	-	-	1	-	-	-	-	-
	0.2	-	-	-	-	1.2	-	-	-	0.6	-	-	-	-	-
INTERCEPT (BUT UNKNOWN WHETHER INTERVIEWER/SELF ADMINISTERED)	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-



## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## COLLECTION METHOD

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486 100.0	134 100.0	58 100.0	117 100.0	138 100.0	48 100.0	33 100.0	63 100.0	71 100.0	89 100.0	40 100.0	68 100.0	55 100.0	97 100.0	54 100.0
INTERVIEWER ADMINISTERED	1841 74.1	119 88.8	27 46.6	98 83.8	135 97.8	42 87.5	27 81.8	44 69.8	70 98.6	29 32.6	32 80.0	68 100.0	35 63.6	69 71.1	22 40.7
SELF ADMINISTERED	603 24.3	12 9.0	31 53.4	16 13.7	3 2.2	2 4.2	5 15.2	18 28.6	1 1.4	57 64.0	8 20.0	-	17 30.9	26 26.8	32 59.3
MAIL-IN	36 1.4	2 1.5	-	3 2.6	-	3 6.3	1 3.0	-	-	2 2.2	-	-	3 5.5	2 2.1	-
ONLINE	4 0.2	-	-	-	-	1 2.1	-	-	-	1 1.1	-	-	-	-	-
INTERCEPT (BUT UNKNOWN WHETHER INTERVIEWER/SELF ADMINISTERED)	2 0.1	1 0.7	-	-	-	-	-	1 1.6	-	-	-	-	-	-	-

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## COLLECTION METHOD

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
INTERVIEWER ADMINISTERED	1841 74.1	-	-	-	-	-	640 71.5	194 75.2	1001 75.7	403 69.7	828 74.9	762 74.0	250 77.9	1728 75.4	105 62.9
SELF ADMINISTERED	603 24.3	-	-	-	-	-	243 27.2	60 23.3	296 22.4	167 28.9	265 24.0	253 24.6	65 20.2	525 22.9	60 35.9
MAIL-IN	36 1.4	-	-	-	-	-	9 1.0	4 1.6	23 1.7	7 1.2	10 0.9	14 1.4	4 1.2	33 1.4	2 1.2
ONLINE	4 0.2	-	-	-	-	-	1 0.1	-	3 0.2	-	2 0.2	-	2 0.6	4 0.2	-
INTERCEPT (BUT UNKNOWN WHETHER INTERVIEWER/SELF ADMINISTERED)	2 0.1	-	-	-	-	-	2 0.2	-	-	1 0.2	1 0.1	1 0.1	-	2 0.1	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

COLLECTION METHOD

COLLECTION METHOD	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
BASE - ALL RESPONDENTS	2486	1596	1584	1128	211	208	1452	819	586	876	1011	843	542	1979	408
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INTERVIEWER ADMINISTERED	1841	1179	1228	851	172	173	1082	584	403	609	823	613	376	1532	269
	74.1	73.9	77.5	75.4	81.5	83.2	74.5	71.3	68.8	69.5	81.4	72.7	69.4	77.4	65.9
SELF ADMINISTERED	603	391	332	261	39	32	347	219	174	251	171	216	155	412	130
	24.3	24.5	21.0	23.1	18.5	15.4	23.9	26.7	29.7	28.7	16.9	25.6	28.6	20.8	31.9
MAIL-IN	36	22	22	15	-	3	18	15	9	12	15	13	11	30	9
	1.4	1.4	1.4	1.3	-	1.4	1.2	1.8	1.5	1.4	1.5	1.5	2.0	1.5	2.2
ONLINE	4	3	-	-	-	-	4	-	-	3	1	-	-	4	-
	0.2	0.2	-	-	-	-	0.3	-	-	0.3	0.1	-	-	0.2	-
INTERCEPT (BUT UNKNOWN WHETHER INTERVIEWER/SELF ADMINISTERED)	2	1	2	1	-	-	1	1	-	1	1	1	-	1	-
	0.1	0.1	0.1	0.1	-	-	0.1	0.1	-	0.1	0.1	0.1	-	0.1	-

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## COLLECTION METHOD

COLLECTION METHOD	TOTAL	VISITED OTHER BRANCHES?		AGE							RACE/ETHNICITY				
		YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486	1523	949	149	188	357	465	437	417	413	1076	156	270	962	86
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INTERVIEWER ADMINISTERED	1841	1144	690	86	148	258	356	343	320	312	896	129	198	616	61
	74.1	75.1	72.7	57.7	78.7	72.3	76.6	78.5	76.7	75.5	83.3	82.7	73.3	64.0	70.9
SELF ADMINISTERED	603	357	239	61	39	91	104	89	87	90	160	24	71	329	24
	24.3	23.4	25.2	40.9	20.7	25.5	22.4	20.4	20.9	21.8	14.9	15.4	26.3	34.2	27.9
MAIL-IN	36	18	18	2	1	6	5	4	7	11	17	3	-	15	1
	1.4	1.2	1.9	1.3	0.5	1.7	1.1	0.9	1.7	2.7	1.6	1.9	-	1.6	1.2
ONLINE	4	2	2	-	-	2	-	-	2	-	2	-	-	2	-
	0.2	0.1	0.2	-	-	0.6	-	-	0.5	-	0.2	-	-	0.2	-
INTERCEPT (BUT UNKNOWN WHETHER INTERVIEWER/SELF ADMINISTERED)	2	2	-	-	-	-	-	1	1	-	1	-	1	-	-
	0.1	0.1	-	-	-	-	-	0.2	0.2	-	0.1	-	0.4	-	-

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q1. IN AN AVERAGE MONTH, HOW OFTEN DO YOU USE THIS BRANCH LIBRARY?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
ONCE A MONTH OR LESS [0.5]	356 14.3	38 18.3	39 17.2	32 11.9	32 10.9	12 10.6	51 16.9	51 16.5	39 17.8	30 13.5	17 10.4	14 9.3
2 TO 3 TIMES A MONTH [2.5]	540 21.7	55 26.4	47 20.7	53 19.6	61 20.7	29 25.7	41 13.6	79 25.6	49 22.4	53 23.8	40 24.5	31 20.5
4 TO 10 TIMES A MONTH [7.0]	875 35.2	69 33.2	85 37.4	85 31.5	106 36.1	48 42.5	98 32.6	109 35.3	82 37.4	82 36.8	57 35.0	51 33.8
11 TO 20 TIMES A MONTH [15.5]	306 12.3	22 10.6	18 7.9	39 14.4	45 15.3	12 10.6	44 14.6	29 9.4	26 11.9	26 11.7	20 12.3	23 15.2
20+ TIMES A MONTH [30.0]	320 12.9	18 8.7	22 9.7	51 18.9	34 11.6	10 8.8	55 18.3	30 9.7	20 9.1	27 12.1	26 16.0	27 17.9
FIRST TIME USING/DON'T KNOW/BLANK	89	6	16	10	16	2	12	11	3	5	3	5
AVERAGE (MEAN) TIMES VISITED PER MONTH	9.2	7.5	7.9	11.1	9.5	8.1	10.9	7.8	8.0	8.9	10.0	11.0
MEDIAN # TIMES PER MONTH	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q1. IN AN AVERAGE MONTH, HOW OFTEN DO YOU USE THIS BRANCH LIBRARY?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ONCE A MONTH OR LESS [0.5]	356	18	20	4	12	23	21	11	3	21	8	7	5	42	9
	14.3	16.1	20.8	7.1	13.6	27.7	12.8	10.4	3.4	13.6	15.1	11.9	9.3	18.5	12.2
2 TO 3 TIMES A MONTH [2.5]	540	33	22	9	21	17	39	14	18	29	14	12	17	26	15
	21.7	29.5	22.9	16.1	23.9	20.5	23.8	13.2	20.7	18.8	26.4	20.3	31.5	11.5	20.3
4 TO 10 TIMES A MONTH [7.0]	875	37	32	31	34	20	51	34	29	61	16	28	20	67	31
	35.2	33.0	33.3	55.4	38.6	24.1	31.1	32.1	33.3	39.6	30.2	47.5	37.0	29.5	41.9
11 TO 20 TIMES A MONTH [15.5]	306	11	11	3	7	8	20	19	19	20	6	7	5	39	5
	12.3	9.8	11.5	5.4	8.0	9.6	12.2	17.9	21.8	13.0	11.3	11.9	9.3	17.2	6.8
20+ TIMES A MONTH [30.0]	320	10	8	6	8	8	31	20	13	14	7	4	6	48	7
	12.9	8.9	8.3	10.7	9.1	9.6	18.9	18.9	14.9	9.1	13.2	6.8	11.1	21.1	9.5
FIRST TIME USING/DON'T KNOW/BLANK	89	3	3	3	6	7	2	8	5	9	2	1	1	5	7
AVERAGE (MEAN) TIMES VISITED PER MONTH	9.2	7.5	7.5	8.8	7.9	7.3	10.5	12.0	11.4	8.6	8.9	7.9	8.3	11.7	8.2
MEDIAN # TIMES PER MONTH	7.0	7.0	7.0	7.0	7.0	2.5	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q1. IN AN AVERAGE MONTH, HOW OFTEN DO YOU USE THIS BRANCH LIBRARY?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7				DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11	
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486	134	58	117	138	48	33	63	71	89	40	68	55	97	54
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ONCE A MONTH OR LESS [0.5]	356	30	5	16	25	6	8	12	9	9	5	8	4	9	5
	14.3	22.4	8.6	13.7	18.1	12.5	24.2	19.0	12.7	10.1	12.5	11.8	7.3	9.3	9.3
2 TO 3 TIMES A MONTH [2.5]	540	35	10	34	33	12	4	11	20	22	6	25	9	19	12
	21.7	26.1	17.2	29.1	23.9	25.0	12.1	17.5	28.2	24.7	15.0	36.8	16.4	19.6	22.2
4 TO 10 TIMES A MONTH [7.0]	875	47	20	42	48	17	17	27	24	31	12	23	22	31	20
	35.2	35.1	34.5	35.9	34.8	35.4	51.5	42.9	33.8	34.8	30.0	33.8	40.0	32.0	37.0
11 TO 20 TIMES A MONTH [15.5]	306	7	11	11	20	2	4	3	12	11	4	7	9	18	5
	12.3	5.2	19.0	9.4	14.5	4.2	12.1	4.8	16.9	12.4	10.0	10.3	16.4	18.6	9.3
20+ TIMES A MONTH [30.0]	320	7	11	12	12	8	-	9	6	12	13	2	11	18	9
	12.9	5.2	19.0	10.3	8.7	16.7	-	14.3	8.5	13.5	32.5	2.9	20.0	18.6	16.7
FIRST TIME USING/DON'T KNOW/BLANK	89	8	1	2	-	3	-	1	-	4	-	3	-	2	3
AVERAGE (MEAN) TIMES VISITED PER MONTH	9.2	6.0	11.7	8.0	8.0	9.4	5.9	8.7	8.3	9.5	13.8	6.1	11.8	11.5	10.2
MEDIAN # TIMES PER MONTH	7.0	2.5	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	2.5	7.0	7.0	7.0

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q1. IN AN AVERAGE MONTH, HOW OFTEN DO YOU USE THIS BRANCH LIBRARY?

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
ONCE A MONTH OR LESS [0.5]	356 14.3	-	-	-	-	-	164 18.3	76 29.5	115 8.7	72 12.5	164 14.8	124 12.0	37 11.5	328 14.3	24 14.4
2 TO 3 TIMES A MONTH [2.5]	540 21.7	-	-	-	-	-	228 25.5	68 26.4	244 18.4	97 16.8	236 21.3	210 20.4	57 17.8	500 21.8	32 19.2
4 TO 10 TIMES A MONTH [7.0]	875 35.2	-	-	-	-	-	302 33.7	90 34.9	482 36.4	222 38.4	380 34.4	358 34.8	124 38.6	820 35.8	47 28.1
11 TO 20 TIMES A MONTH [15.5]	306 12.3	-	-	-	-	-	89 9.9	4 1.6	213 16.1	69 11.9	122 11.0	150 14.6	43 13.4	283 12.3	22 13.2
20+ TIMES A MONTH [30.0]	320 12.9	-	-	-	-	-	64 7.2	2 0.8	252 19.0	103 17.8	166 15.0	154 15.0	53 16.5	300 13.1	16 9.6
FIRST TIME USING/DON'T KNOW/BLANK	89	-	-	-	-	-	48	18	17	15	38	34	7	61	26
AVERAGE (MEAN) TIMES VISITED PER MONTH	9.2	-	-	-	-	-	7.2	4.0	11.4	10.6	9.6	10.1	10.5	9.2	8.8
MEDIAN # TIMES PER MONTH	7.0	-	-	-	-	-	7.0	2.5	7.0	7.0	7.0	7.0	7.0	7.0	7.0



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q1. IN AN AVERAGE MONTH, HOW OFTEN DO YOU USE THIS BRANCH LIBRARY?

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS=	FEWER HOURS	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
		USE MORE	IMPACT												
BASE - ALL RESPONDENTS	2486	1596	1584	1128	211	208	1452	819	586	876	1011	843	542	1979	408
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ONCE A MONTH OR LESS [0.5]	356	188	175	110	54	49	242	64	94	113	149	82	47	296	39
	14.3	11.8	11.0	9.8	25.6	23.6	16.7	7.8	16.0	12.9	14.7	9.7	8.7	15.0	9.6
2 TO 3 TIMES A MONTH [2.5]	540	325	329	213	51	65	363	111	113	218	205	110	101	441	74
	21.7	20.4	20.8	18.9	24.2	31.3	25.0	13.6	19.3	24.9	20.3	13.0	18.6	22.3	18.1
4 TO 10 TIMES A MONTH [7.0]	875	587	603	439	66	55	543	275	174	334	364	292	202	723	156
	35.2	36.8	38.1	38.9	31.3	26.4	37.4	33.6	29.7	38.1	36.0	34.6	37.3	36.5	38.2
11 TO 20 TIMES A MONTH [15.5]	306	224	203	157	14	15	150	141	82	100	123	145	93	242	55
	12.3	14.0	12.8	13.9	6.6	7.2	10.3	17.2	14.0	11.4	12.2	17.2	17.2	12.2	13.5
20+ TIMES A MONTH [30.0]	320	231	239	184	15	4	112	204	48	104	166	190	88	223	62
	12.9	14.5	15.1	16.3	7.1	1.9	7.7	24.9	8.2	11.9	16.4	22.5	16.2	11.3	15.2
FIRST TIME USING/DON'T KNOW/BLANK	89	41	35	25	11	20	42	24	75	7	4	24	11	54	22
AVERAGE (MEAN) TIMES VISITED PER MONTH	9.2	9.9	10.0	10.5	6.4	4.9	7.5	13.3	8.3	8.8	10.0	12.6	10.9	8.7	10.4
MEDIAN # TIMES PER MONTH	7.0	7.0	7.0	7.0	2.5	2.5	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q1. IN AN AVERAGE MONTH, HOW OFTEN DO YOU USE THIS BRANCH LIBRARY?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486	1523	949	149	188	357	465	437	417	413	1076	156	270	962	86
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ONCE A MONTH OR LESS [0.5]	356	212	142	17	41	64	73	67	53	40	182	20	38	118	14
	14.3	13.9	15.0	11.4	21.8	17.9	15.7	15.3	12.7	9.7	16.9	12.8	14.1	12.3	16.3
2 TO 3 TIMES A MONTH [2.5]	540	314	225	22	39	93	113	86	77	96	238	27	52	224	10
	21.7	20.6	23.7	14.8	20.7	26.1	24.3	19.7	18.5	23.2	22.1	17.3	19.3	23.3	11.6
4 TO 10 TIMES A MONTH [7.0]	875	529	340	53	51	115	177	155	154	143	381	55	99	330	28
	35.2	34.7	35.8	35.6	27.1	32.2	38.1	35.5	36.9	34.6	35.4	35.3	36.7	34.3	32.6
11 TO 20 TIMES A MONTH [15.5]	306	202	102	23	20	38	46	74	52	45	121	26	41	122	16
	12.3	13.3	10.7	15.4	10.6	10.6	9.9	16.9	12.5	10.9	11.2	16.7	15.2	12.7	18.6
20+ TIMES A MONTH [30.0]	320	222	95	27	14	28	44	47	74	80	118	24	29	130	14
	12.9	14.6	10.0	18.1	7.4	7.8	9.5	10.8	17.7	19.4	11.0	15.4	10.7	13.5	16.3
FIRST TIME USING/DON'T KNOW/BLANK	89	44	45	7	23	19	12	8	7	9	36	4	11	38	4
AVERAGE (MEAN) TIMES VISITED PER MONTH	9.2	9.7	8.2	11.3	7.3	7.4	7.9	9.1	10.5	10.8	8.4	10.4	9.1	9.4	10.9
MEDIAN # TIMES PER MONTH	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0	7.0

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q2. DO YOU USE THIS BRANCH . . .

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
WEEKDAYS	895 36.0	90 43.3	69 30.4	95 35.2	102 34.7	55 48.7	93 30.9	120 38.8	80 36.5	60 26.9	57 35.0	71 47.0
WEEKENDS	258 10.4	24 11.5	41 18.1	25 9.3	16 5.4	8 7.1	26 8.6	27 8.7	24 11.0	44 19.7	15 9.2	8 5.3
BOTH WEEKDAYS AND WEEKENDS	1323 53.2	93 44.7	117 51.5	148 54.8	174 59.2	50 44.2	178 59.1	162 52.4	114 52.1	119 53.4	91 55.8	72 47.7
DON'T KNOW/BLANK	10 0.4	1 0.5	-	2 0.7	2 0.7	-	4 1.3	-	1 0.5	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q2. DO YOU USE THIS BRANCH . . .

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WEEKDAYS	895	36	54	24	24	21	43	52	32	52	18	35	20	45	48
	36.0	32.1	56.3	42.9	27.3	25.3	26.2	49.1	36.8	33.8	34.0	59.3	37.0	19.8	64.9
WEEKENDS	258	23	1	2	23	16	21	4	5	7	4	1	7	26	-
	10.4	20.5	1.0	3.6	26.1	19.3	12.8	3.8	5.7	4.5	7.5	1.7	13.0	11.5	-
BOTH WEEKDAYS AND WEEKENDS	1323	53	40	30	41	46	100	48	49	94	31	23	27	152	26
	53.2	47.3	41.7	53.6	46.6	55.4	61.0	45.3	56.3	61.0	58.5	39.0	50.0	67.0	35.1
DON'T KNOW/BLANK	10	-	1	-	-	-	-	2	1	1	-	-	-	4	-
	0.4	-	1.0	-	-	-	-	1.9	1.1	0.6	-	-	-	1.8	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q2. DO YOU USE THIS BRANCH . . .

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486	134	58	117	138	48	33	63	71	89	40	68	55	97	54
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WEEKDAYS	895	61	9	50	39	24	17	24	30	6	18	13	26	50	21
	36.0	45.5	15.5	42.7	28.3	50.0	51.5	38.1	42.3	6.7	45.0	19.1	47.3	51.5	38.9
WEEKENDS	258	9	14	4	21	3	-	2	6	36	1	10	4	2	6
	10.4	6.7	24.1	3.4	15.2	6.3	-	3.2	8.5	40.4	2.5	14.7	7.3	2.1	11.1
BOTH WEEKDAYS AND WEEKENDS	1323	64	35	63	77	21	16	37	35	47	21	45	25	45	27
	53.2	47.8	60.3	53.8	55.8	43.8	48.5	58.7	49.3	52.8	52.5	66.2	45.5	46.4	50.0
DON'T KNOW/BLANK	10	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.4				0.7										

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q2. DO YOU USE THIS BRANCH . . .

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
WEEKDAYS	895 36.0	-	-	-	-	-	895 100.0	-	-	255 44.1	363 32.8	317 30.8	72 22.4	803 35.0	80 47.9
WEEKENDS	258 10.4	-	-	-	-	-	-	258 100.0	-	28 4.8	147 13.3	86 8.3	13 4.0	228 9.9	25 15.0
BOTH WEEKDAYS AND WEEKENDS	1323 53.2	-	-	-	-	-	-	-	1323 100.0	292 50.5	593 53.6	623 60.5	235 73.2	1256 54.8	59 35.3
DON'T KNOW/BLANK	10 0.4	-	-	-	-	-	-	-	-	3 0.5	3 0.3	4 0.4	1 0.3	5 0.2	3 1.8

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q2. DO YOU USE THIS BRANCH . . .

	REACTION TO MORE/FEWER HOURS				AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING				
	MORE HOURS=	FEWER HOURS	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER	
	TOTAL	USE MORE	IMPACT												
BASE - ALL RESPONDENTS	2486	1596	1584	1128	211	208	1452	819	586	876	1011	843	542	1979	408
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WEEKDAYS	895	494	515	321	104	82	549	262	278	328	283	257	165	665	173
	36.0	31.0	32.5	28.5	49.3	39.4	37.8	32.0	47.4	37.4	28.0	30.5	30.4	33.6	42.4
WEEKENDS	258	169	144	109	23	21	151	86	63	104	91	82	77	204	33
	10.4	10.6	9.1	9.7	10.9	10.1	10.4	10.5	10.8	11.9	9.0	9.7	14.2	10.3	8.1
BOTH WEEKDAYS AND WEEKENDS	1323	927	917	692	84	105	748	468	239	442	635	501	300	1102	201
	53.2	58.1	57.9	61.3	39.8	50.5	51.5	57.1	40.8	50.5	62.8	59.4	55.4	55.7	49.3
DON'T KNOW/BLANK	10	6	8	6	-	-	4	3	6	2	2	3	-	8	1
	0.4	0.4	0.5	0.5			0.3	0.4	1.0	0.2	0.2	0.4		0.4	0.2

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q2. DO YOU USE THIS BRANCH . . .

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486 100.0	1523 100.0	949 100.0	149 100.0	188 100.0	357 100.0	465 100.0	437 100.0	417 100.0	413 100.0	1076 100.0	156 100.0	270 100.0	962 100.0	86 100.0
WEEKDAYS	895 36.0	544 35.7	345 36.4	47 31.5	81 43.1	149 41.7	174 37.4	147 33.6	131 31.4	127 30.8	356 33.1	42 26.9	130 48.1	363 37.7	32 37.2
WEEKENDS	258 10.4	143 9.4	113 11.9	28 18.8	29 15.4	36 10.1	54 11.6	52 11.9	30 7.2	18 4.4	92 8.6	12 7.7	23 8.5	130 13.5	7 8.1
BOTH WEEKDAYS AND WEEKENDS	1323 53.2	830 54.5	487 51.3	73 49.0	77 41.0	172 48.2	235 50.5	236 54.0	253 60.7	268 64.9	620 57.6	102 65.4	117 43.3	467 48.5	47 54.7
DON'T KNOW/BLANK	10 0.4	6 0.4	4 0.4	1 0.7	1 0.5	-	2 0.4	2 0.5	3 0.7	-	8 0.7	-	-	2 0.2	-



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q3. WHAT ARE THE PRIMARY TIMES YOU USE THIS BRANCH?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
9 AM TO 12 NOON	578 23.3	42 20.2	40 17.6	104 38.5	56 19.0	43 38.1	111 36.9	46 14.9	25 11.4	30 13.5	31 19.0	48 31.8
12 NOON TO 3 PM	1106 44.5	80 38.5	115 50.7	143 53.0	96 32.7	45 39.8	129 42.9	156 50.5	93 42.5	94 42.2	71 43.6	82 54.3
3 PM TO 6 PM	1030 41.4	104 50.0	85 37.4	98 36.3	152 51.7	43 38.1	83 27.6	126 40.8	121 55.3	93 41.7	75 46.0	45 29.8
AFTER 6 PM	321 12.9	32 15.4	19 8.4	33 12.2	38 12.9	12 10.6	47 15.6	25 8.1	41 18.7	41 18.4	21 12.9	10 6.6
DON'T KNOW/BLANK	59 2.4	5 2.4	7 3.1	5 1.9	3 1.0	4 3.5	6 2.0	6 1.9	5 2.3	9 4.0	6 3.7	3 2.0

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q3. WHAT ARE THE PRIMARY TIMES YOU USE THIS BRANCH?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
9 AM TO 12 NOON	578	28	14	5	22	13	71	33	12	38	6	33	10	65	46
	23.3	25.0	14.6	8.9	25.0	15.7	43.3	31.1	13.8	24.7	11.3	55.9	18.5	28.6	62.2
12 NOON TO 3 PM	1106	41	39	32	43	40	83	60	32	52	12	16	29	93	36
	44.5	36.6	40.6	57.1	48.9	48.2	50.6	56.6	36.8	33.8	22.6	27.1	53.7	41.0	48.6
3 PM TO 6 PM	1030	49	55	24	32	29	53	45	41	89	22	11	32	70	13
	41.4	43.8	57.3	42.9	36.4	34.9	32.3	42.5	47.1	57.8	41.5	18.6	59.3	30.8	17.6
AFTER 6 PM	321	25	7	7	5	7	21	12	9	16	13	5	7	45	2
	12.9	22.3	7.3	12.5	5.7	8.4	12.8	11.3	10.3	10.4	24.5	8.5	13.0	19.8	2.7
DON'T KNOW/BLANK	59	3	2	3	1	3	5	-	2	1	-	4	-	6	-
	2.4	2.7	2.1	5.4	1.1	3.6	3.0	-	2.3	0.6	-	6.8	-	2.6	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q3. WHAT ARE THE PRIMARY TIMES YOU USE THIS BRANCH?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486 100.0	134 100.0	58 100.0	117 100.0	138 100.0	48 100.0	33 100.0	63 100.0	71 100.0	89 100.0	40 100.0	68 100.0	55 100.0	97 100.0	54 100.0
9 AM TO 12 NOON	578 23.3	10 7.5	9 15.5	27 23.1	12 8.7	2 4.2	11 33.3	9 14.3	11 15.5	10 11.2	21 52.5	4 5.9	6 10.9	35 36.1	13 24.1
12 NOON TO 3 PM	1106 44.5	60 44.8	37 63.8	59 50.4	67 48.6	6 12.5	20 60.6	31 49.2	16 22.5	47 52.8	17 42.5	34 50.0	20 36.4	51 52.6	31 57.4
3 PM TO 6 PM	1030 41.4	67 50.0	24 41.4	35 29.9	78 56.5	34 70.8	9 27.3	26 41.3	33 46.5	34 38.2	17 42.5	28 41.2	30 54.5	24 24.7	21 38.9
AFTER 6 PM	321 12.9	9 6.7	3 5.2	13 11.1	28 20.3	11 22.9	2 6.1	14 22.2	17 23.9	10 11.2	9 22.5	10 14.7	2 3.6	5 5.2	5 9.3
DON'T KNOW/BLANK	59 2.4	4 3.0	2 3.4	-	2 1.4	2 4.2	1 3.0	5 7.9	1 1.4	3 3.4	-	1 1.5	5 9.1	3 3.1	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q3. WHAT ARE THE PRIMARY TIMES YOU USE THIS BRANCH?

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
9 AM TO 12 NOON	578 23.3	-	-	-	-	-	255 28.5	28 10.9	292 22.1	578 100.0	159 14.4	120 11.7	75 23.4	518 22.6	48 28.7
12 NOON TO 3 PM	1106 44.5	-	-	-	-	-	363 40.6	147 57.0	593 44.8	159 27.5	1106 100.0	238 23.1	90 28.0	1025 44.7	72 43.1
3 PM TO 6 PM	1030 41.4	-	-	-	-	-	317 35.4	86 33.3	623 47.1	120 20.8	238 21.5	1030 100.0	131 40.8	974 42.5	48 28.7
AFTER 6 PM	321 12.9	-	-	-	-	-	72 8.0	13 5.0	235 17.8	75 13.0	90 8.1	131 12.7	321 100.0	301 13.1	17 10.2
DON'T KNOW/BLANK	59 2.4	-	-	-	-	-	15 1.7	11 4.3	31 2.3	-	-	-	-	52 2.3	5 3.0

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q3. WHAT ARE THE PRIMARY TIMES YOU USE THIS BRANCH?

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
BASE - ALL RESPONDENTS	2486	1596	1584	1128	211	208	1452	819	586	876	1011	843	542	1979	408
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
9 AM TO 12 NOON	578	390	380	279	48	41	321	215	122	205	245	214	90	449	142
	23.3	24.4	24.0	24.7	22.7	19.7	22.1	26.3	20.8	23.4	24.2	25.4	16.6	22.7	34.8
12 NOON TO 3 PM	1106	698	697	485	98	83	624	397	252	379	470	416	248	879	163
	44.5	43.7	44.0	43.0	46.4	39.9	43.0	48.5	43.0	43.3	46.5	49.3	45.8	44.4	40.0
3 PM TO 6 PM	1030	669	691	499	75	81	603	344	232	354	438	351	276	855	156
	41.4	41.9	43.6	44.2	35.5	38.9	41.5	42.0	39.6	40.4	43.3	41.6	50.9	43.2	38.2
AFTER 6 PM	321	251	242	195	16	14	182	125	51	115	154	120	86	272	56
	12.9	15.7	15.3	17.3	7.6	6.7	12.5	15.3	8.7	13.1	15.2	14.2	15.9	13.7	13.7
DON'T KNOW/BLANK	59	37	36	26	5	10	29	18	14	24	20	22	15	42	14
	2.4	2.3	2.3	2.3	2.4	4.8	2.0	2.2	2.4	2.7	2.0	2.6	2.8	2.1	3.4

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q3. WHAT ARE THE PRIMARY TIMES YOU USE THIS BRANCH?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486	1523	949	149	188	357	465	437	417	413	1076	156	270	962	86
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
9 AM TO 12 NOON	578	339	234	8	31	86	98	96	115	122	254	43	58	214	20
	23.3	22.3	24.7	5.4	16.5	24.1	21.1	22.0	27.6	29.5	23.6	27.6	21.5	22.2	23.3
12 NOON TO 3 PM	1106	688	412	37	100	136	194	186	215	216	466	78	107	447	32
	44.5	45.2	43.4	24.8	53.2	38.1	41.7	42.6	51.6	52.3	43.3	50.0	39.6	46.5	37.2
3 PM TO 6 PM	1030	667	358	106	64	133	197	205	149	155	448	56	111	409	41
	41.4	43.8	37.7	71.1	34.0	37.3	42.4	46.9	35.7	37.5	41.6	35.9	41.1	42.5	47.7
AFTER 6 PM	321	204	113	8	15	58	61	74	68	29	154	24	34	99	19
	12.9	13.4	11.9	5.4	8.0	16.2	13.1	16.9	16.3	7.0	14.3	15.4	12.6	10.3	22.1
DON'T KNOW/BLANK	59	32	26	4	1	12	14	11	5	11	25	5	10	18	2
	2.4	2.1	2.7	2.7	0.5	3.4	3.0	2.5	1.2	2.7	2.3	3.2	3.7	1.9	2.3

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## Q4. HOW WELL DO THESE HOURS MEET YOUR NEEDS?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
VERY WELL (5)	1116 44.9	99 47.6	93 41.0	113 41.9	139 47.3	59 52.2	136 45.2	154 49.8	76 34.7	87 39.0	71 43.6	86 57.0
(4)	697 28.0	55 26.4	77 33.9	77 28.5	83 28.2	30 26.5	84 27.9	91 29.4	57 26.0	62 27.8	50 30.7	28 18.5
(3)	484 19.5	44 21.2	44 19.4	43 15.9	60 20.4	15 13.3	56 18.6	44 14.2	63 28.8	58 26.0	26 16.0	30 19.9
(2)	128 5.1	5 2.4	9 4.0	24 8.9	10 3.4	6 5.3	15 5.0	13 4.2	18 8.2	11 4.9	11 6.7	5 3.3
NOT AT ALL (1)	39 1.6	4 1.9	4 1.8	9 3.3	1 0.3	3 2.7	4 1.3	1 0.3	5 2.3	4 1.8	3 1.8	1 0.7
DON'T KNOW/NOT SURE/ BLANK	22 0.9	1 0.5	-	4 1.5	1 0.3	-	6 2.0	6 1.9	-	1 0.4	2 1.2	1 0.7
MEAN	4.11	4.16	4.08	3.98	4.19	4.20	4.13	4.27	3.83	3.98	4.09	4.29
STANDARD DEVIATION	0.99	0.97	0.96	1.12	0.90	1.04	0.98	0.89	1.07	1.01	1.02	0.94
STANDARD ERROR	0.02	0.07	0.06	0.07	0.05	0.10	0.06	0.05	0.07	0.07	0.08	0.08

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q4. HOW WELL DO THESE HOURS MEET YOUR NEEDS?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY WELL (5)	1116	61	38	19	40	34	79	34	44	76	19	33	26	103	33
	44.9	54.5	39.6	33.9	45.5	41.0	48.2	32.1	50.6	49.4	35.8	55.9	48.1	45.4	44.6
(4)	697	28	27	18	29	30	38	39	25	39	19	12	18	66	18
	28.0	25.0	28.1	32.1	33.0	36.1	23.2	36.8	28.7	25.3	35.8	20.3	33.3	29.1	24.3
(3)	484	20	24	14	15	15	23	20	13	33	14	9	6	36	20
	19.5	17.9	25.0	25.0	17.0	18.1	14.0	18.9	14.9	21.4	26.4	15.3	11.1	15.9	27.0
(2)	128	1	4	3	2	4	16	8	4	5	1	2	4	13	2
	5.1	0.9	4.2	5.4	2.3	4.8	9.8	7.5	4.6	3.2	1.9	3.4	7.4	5.7	2.7
NOT AT ALL (1)	39	1	3	2	2	-	7	2	-	1	-	3	-	4	-
	1.6	0.9	3.1	3.6	2.3	-	4.3	1.9	-	0.6	-	5.1	-	1.8	-
DON'T KNOW/NOT SURE/ BLANK	22	1	-	-	-	-	1	3	1	-	-	-	-	5	1
	0.9	0.9	-	-	-	-	0.6	2.8	1.1	-	-	-	-	2.2	1.4
MEAN	4.11	4.32	3.97	3.88	4.17	4.13	4.02	3.92	4.27	4.19	4.06	4.19	4.22	4.13	4.12
STANDARD DEVIATION	0.99	0.87	1.05	1.06	0.95	0.88	1.19	1.01	0.89	0.93	0.84	1.14	0.92	1.00	0.91
STANDARD ERROR	0.02	0.08	0.11	0.14	0.10	0.10	0.09	0.10	0.10	0.07	0.12	0.15	0.13	0.07	0.11



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q4. HOW WELL DO THESE HOURS MEET YOUR NEEDS?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486	134	58	117	138	48	33	63	71	89	40	68	55	97	54
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY WELL (5)	1116	68	28	58	43	18	15	20	39	28	24	18	29	62	24
	44.9	50.7	48.3	49.6	31.2	37.5	45.5	31.7	54.9	31.5	60.0	26.5	52.7	63.9	44.4
(4)	697	39	13	39	33	13	11	20	18	24	10	27	13	16	12
	28.0	29.1	22.4	33.3	23.9	27.1	33.3	31.7	25.4	27.0	25.0	39.7	23.6	16.5	22.2
(3)	484	18	10	16	46	13	4	17	12	29	2	16	8	15	15
	19.5	13.4	17.2	13.7	33.3	27.1	12.1	27.0	16.9	32.6	5.0	23.5	14.5	15.5	27.8
(2)	128	6	4	3	12	3	3	5	-	6	3	5	3	3	2
	5.1	4.5	6.9	2.6	8.7	6.3	9.1	7.9	-	6.7	7.5	7.4	5.5	3.1	3.7
NOT AT ALL (1)	39	-	1	-	4	1	-	-	2	2	1	1	1	1	-
	1.6	-	1.7	-	2.9	2.1	-	-	2.8	2.2	2.5	1.5	1.8	1.0	-
DON'T KNOW/NOT SURE/ BLANK	22	3	2	1	-	-	-	1	-	-	-	1	1	-	1
	0.9	2.2	3.4	0.9	-	-	-	1.6	-	-	-	1.5	1.8	-	1.9
MEAN	4.11	4.29	4.13	4.31	3.72	3.92	4.15	3.89	4.30	3.79	4.33	3.84	4.22	4.39	4.09
STANDARD DEVIATION	0.99	0.87	1.06	0.81	1.09	1.05	0.97	0.96	0.95	1.04	1.05	0.96	1.02	0.93	0.95
STANDARD ERROR	0.02	0.08	0.14	0.07	0.09	0.15	0.17	0.12	0.11	0.11	0.17	0.12	0.14	0.09	0.13

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q4. HOW WELL DO THESE HOURS MEET YOUR NEEDS?

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
VERY WELL (5)	1116 44.9	-	-	-	-	-	455 50.8	113 43.8	544 41.1	268 46.4	500 45.2	454 44.1	109 34.0	1025 44.7	79 47.3
(4)	697 28.0	-	-	-	-	-	244 27.3	69 26.7	381 28.8	147 25.4	296 26.8	307 29.8	94 29.3	650 28.4	39 23.4
(3)	484 19.5	-	-	-	-	-	134 15.0	54 20.9	295 22.3	114 19.7	223 20.2	203 19.7	90 28.0	453 19.8	26 15.6
(2)	128 5.1	-	-	-	-	-	42 4.7	12 4.7	74 5.6	34 5.9	54 4.9	47 4.6	22 6.9	117 5.1	10 6.0
NOT AT ALL (1)	39 1.6	-	-	-	-	-	14 1.6	7 2.7	18 1.4	11 1.9	23 2.1	12 1.2	4 1.2	31 1.4	8 4.8
DON'T KNOW/NOT SURE/ BLANK	22 0.9	-	-	-	-	-	6 0.7	3 1.2	11 0.8	4 0.7	10 0.9	7 0.7	2 0.6	16 0.7	5 3.0
MEAN	4.11	-	-	-	-	-	4.22	4.05	4.04	4.09	4.09	4.12	3.88	4.11	4.06
STANDARD DEVIATION	0.99						0.97	1.04	0.99	1.03	1.02	0.96	1.00	0.98	1.16
STANDARD ERROR	0.02						0.03	0.07	0.03	0.04	0.03	0.03	0.06	0.02	0.09

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q4. HOW WELL DO THESE HOURS MEET YOUR NEEDS?

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
BASE - ALL RESPONDENTS	2486	1596	1584	1128	211	208	1452	819	586	876	1011	843	542	1979	408
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY WELL (5)	1116	534	671	361	141	92	663	359	244	382	485	363	229	881	172
	44.9	33.5	42.4	32.0	66.8	44.2	45.7	43.8	41.6	43.6	48.0	43.1	42.3	44.5	42.2
(4)	697	493	456	350	47	63	414	217	152	258	284	219	147	569	105
	28.0	30.9	28.8	31.0	22.3	30.3	28.5	26.5	25.9	29.5	28.1	26.0	27.1	28.8	25.7
(3)	484	416	328	300	15	40	284	159	130	175	176	189	122	386	86
	19.5	26.1	20.7	26.6	7.1	19.2	19.6	19.4	22.2	20.0	17.4	22.4	22.5	19.5	21.1
(2)	128	110	91	84	4	7	66	55	35	46	46	46	30	105	27
	5.1	6.9	5.7	7.4	1.9	3.4	4.5	6.7	6.0	5.3	4.5	5.5	5.5	5.3	6.6
NOT AT ALL (1)	39	31	30	26	3	3	16	20	14	10	14	20	10	24	10
	1.6	1.9	1.9	2.3	1.4	1.4	1.1	2.4	2.4	1.1	1.4	2.4	1.8	1.2	2.5
DON'T KNOW/NOT SURE/ BLANK	22	12	8	7	1	3	9	9	11	5	6	6	4	14	8
	0.9	0.8	0.5	0.6	0.5	1.4	0.6	1.1	1.9	0.6	0.6	0.7	0.7	0.7	2.0
MEAN	4.11	3.88	4.05	3.83	4.52	4.14	4.14	4.04	4.00	4.10	4.17	4.03	4.03	4.11	4.01
STANDARD DEVIATION	0.99	1.02	1.02	1.04	0.83	0.95	0.96	1.06	1.06	0.97	0.97	1.05	1.02	0.98	1.07
STANDARD ERROR	0.02	0.03	0.03	0.03	0.06	0.07	0.03	0.04	0.04	0.03	0.03	0.04	0.04	0.02	0.05

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q4. HOW WELL DO THESE HOURS MEET YOUR NEEDS?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486	1523	949	149	188	357	465	437	417	413	1076	156	270	962	86
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VERY WELL (5)	1116	658	451	58	88	139	199	178	208	218	453	73	137	443	35
	44.9	43.2	47.5	38.9	46.8	38.9	42.8	40.7	49.9	52.8	42.1	46.8	50.7	46.0	40.7
(4)	697	439	257	52	44	101	136	127	106	116	326	41	54	268	20
	28.0	28.8	27.1	34.9	23.4	28.3	29.2	29.1	25.4	28.1	30.3	26.3	20.0	27.9	23.3
(3)	484	303	179	31	41	90	106	89	76	41	206	23	61	195	21
	19.5	19.9	18.9	20.8	21.8	25.2	22.8	20.4	18.2	9.9	19.1	14.7	22.6	20.3	24.4
(2)	128	83	45	3	10	22	17	29	21	22	68	15	11	36	6
	5.1	5.4	4.7	2.0	5.3	6.2	3.7	6.6	5.0	5.3	6.3	9.6	4.1	3.7	7.0
NOT AT ALL (1)	39	26	10	3	4	3	5	8	5	8	9	4	5	15	4
	1.6	1.7	1.1	2.0	2.1	0.8	1.1	1.8	1.2	1.9	0.8	2.6	1.9	1.6	4.7
DON'T KNOW/NOT SURE/ BLANK	22	14	7	2	1	2	2	6	1	8	14	-	2	5	-
	0.9	0.9	0.7	1.3	0.5	0.6	0.4	1.4	0.2	1.9	1.3		0.7	0.5	
MEAN	4.11	4.07	4.16	4.08	4.08	3.99	4.10	4.02	4.18	4.27	4.08	4.05	4.15	4.14	3.88
STANDARD DEVIATION	0.99	1.00	0.96	0.93	1.05	0.99	0.95	1.03	0.98	0.98	0.97	1.11	1.03	0.97	1.16
STANDARD ERROR	0.02	0.03	0.03	0.08	0.08	0.05	0.04	0.05	0.05	0.05	0.03	0.09	0.06	0.03	0.13

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q5. IF THIS BRANCH WERE OPEN MORE HOURS, WOULD YOU USE IT MORE?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
YES	1596 64.2	128 61.5	132 58.1	168 62.2	194 66.0	66 58.4	200 66.4	181 58.6	150 68.5	152 68.2	118 72.4	102 67.5
NO	607 24.4	52 25.0	74 32.6	68 25.2	66 22.4	26 23.0	69 22.9	91 29.4	57 26.0	47 21.1	27 16.6	29 19.2
DON'T KNOW	277 11.1	27 13.0	20 8.8	32 11.9	33 11.2	21 18.6	32 10.6	36 11.7	12 5.5	24 10.8	18 11.0	20 13.2
BLANK	6 0.2	1 0.5	1 0.4	2 0.7	1 0.3	-	-	1 0.3	-	-	-	-

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q5. IF THIS BRANCH WERE OPEN MORE HOURS, WOULD YOU USE IT MORE?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	1596	73	55	37	50	45	101	67	52	101	41	35	31	150	50
	64.2	65.2	57.3	66.1	56.8	54.2	61.6	63.2	59.8	65.6	77.4	59.3	57.4	66.1	67.6
NO	607	31	21	14	31	29	46	22	25	31	10	10	16	57	12
	24.4	27.7	21.9	25.0	35.2	34.9	28.0	20.8	28.7	20.1	18.9	16.9	29.6	25.1	16.2
DON'T KNOW	277	8	19	4	7	9	17	15	9	22	2	14	7	20	12
	11.1	7.1	19.8	7.1	8.0	10.8	10.4	14.2	10.3	14.3	3.8	23.7	13.0	8.8	16.2
BLANK	6	-	1	1	-	-	-	2	1	-	-	-	-	-	-
	0.2		1.0	1.8				1.9	1.1						

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q5. IF THIS BRANCH WERE OPEN MORE HOURS, WOULD YOU USE IT MORE?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486 100.0	134 100.0	58 100.0	117 100.0	138 100.0	48 100.0	33 100.0	63 100.0	71 100.0	89 100.0	40 100.0	68 100.0	55 100.0	97 100.0	54 100.0
YES	1596 64.2	75 56.0	42 72.4	64 54.7	97 70.3	36 75.0	17 51.5	47 74.6	38 53.5	67 75.3	32 80.0	50 73.5	36 65.5	67 69.1	35 64.8
NO	607 24.4	44 32.8	8 13.8	39 33.3	38 27.5	9 18.8	10 30.3	13 20.6	25 35.2	9 10.1	7 17.5	11 16.2	9 16.4	17 17.5	12 22.2
DON'T KNOW	277 11.1	15 11.2	7 12.1	14 12.0	3 2.2	3 6.3	6 18.2	3 4.8	8 11.3	13 14.6	1 2.5	7 10.3	10 18.2	13 13.4	7 13.0
BLANK	6 0.2	-	1 1.7	-	-	-	-	-	-	-	-	-	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q5. IF THIS BRANCH WERE OPEN MORE HOURS, WOULD YOU USE IT MORE?

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
YES	1596 64.2	-	-	-	-	-	494 55.2	169 65.5	927 70.1	390 67.5	698 63.1	669 65.0	251 78.2	1464 63.9	114 68.3
NO	607 24.4	-	-	-	-	-	288 32.2	54 20.9	264 20.0	127 22.0	288 26.0	235 22.8	50 15.6	576 25.1	29 17.4
DON'T KNOW	277 11.1	-	-	-	-	-	109 12.2	35 13.6	131 9.9	60 10.4	117 10.6	124 12.0	20 6.2	248 10.8	22 13.2
BLANK	6 0.2	-	-	-	-	-	4 0.4	-	1 0.1	1 0.2	3 0.3	2 0.2	-	4 0.2	2 1.2



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q5. IF THIS BRANCH WERE OPEN MORE HOURS, WOULD YOU USE IT MORE?

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
BASE - ALL RESPONDENTS	2486 100.0	1596 100.0	1584 100.0	1128 100.0	211 100.0	208 100.0	1452 100.0	819 100.0	586 100.0	876 100.0	1011 100.0	843 100.0	542 100.0	1979 100.0	408 100.0
YES	1596 64.2	1596 100.0	1128 71.2	1128 100.0	-	96 46.2	873 60.1	622 75.9	363 61.9	580 66.2	646 63.9	617 73.2	392 72.3	1265 63.9	281 68.9
NO	607 24.4	-	323 20.4	-	211 100.0	82 39.4	386 26.6	139 17.0	139 23.7	198 22.6	266 26.3	159 18.9	91 16.8	496 25.1	86 21.1
DON'T KNOW	277 11.1	-	131 8.3	-	-	29 13.9	190 13.1	56 6.8	84 14.3	95 10.8	96 9.5	66 7.8	58 10.7	216 10.9	38 9.3
BLANK	6 0.2	-	2 0.1	-	-	1 0.5	3 0.2	2 0.2	-	3 0.3	3 0.3	1 0.1	1 0.2	2 0.1	3 0.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q5. IF THIS BRANCH WERE OPEN MORE HOURS, WOULD YOU USE IT MORE?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486	1523	949	149	188	357	465	437	417	413	1076	156	270	962	86
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	1596	1026	560	81	121	249	326	296	267	213	642	114	188	639	61
	64.2	67.4	59.0	54.4	64.4	69.7	70.1	67.7	64.0	51.6	59.7	73.1	69.6	66.4	70.9
NO	607	339	267	32	37	74	93	95	115	153	317	28	50	200	18
	24.4	22.3	28.1	21.5	19.7	20.7	20.0	21.7	27.6	37.0	29.5	17.9	18.5	20.8	20.9
DON'T KNOW	277	156	118	35	30	34	45	44	34	46	114	14	32	120	7
	11.1	10.2	12.4	23.5	16.0	9.5	9.7	10.1	8.2	11.1	10.6	9.0	11.9	12.5	8.1
BLANK	6	2	4	1	-	-	1	2	1	1	3	-	-	3	-
	0.2	0.1	0.4	0.7			0.2	0.5	0.2	0.2	0.3			0.3	

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q6. (IF 'YES' IN Q5) WHEN WOULD YOU USE IT MORE?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - SAID THEY WOULD USE BRANCH IF OPEN MORE HOURS	1596 100.0	128 100.0	132 100.0	168 100.0	194 100.0	66 100.0	200 100.0	181 100.0	150 100.0	152 100.0	118 100.0	102 100.0
MORNINGS (OR EARLIER THAN IT IS OPEN NOW)	629 39.4	42 32.8	65 49.2	82 48.8	58 29.9	27 40.9	77 38.5	77 42.5	47 31.3	58 38.2	43 36.4	50 49.0
EVENINGS (OR LATER THAN IT IS OPEN NOW)	685 42.9	61 47.7	55 41.7	59 35.1	77 39.7	33 50.0	90 45.0	86 47.5	70 46.7	66 43.4	49 41.5	37 36.3
WEEKENDS	538 33.7	51 39.8	39 29.5	65 38.7	76 39.2	18 27.3	49 24.5	36 19.9	70 46.7	57 37.5	45 38.1	32 31.4
DON'T KNOW	1 0.1	-	-	-	-	-	1 0.5	-	-	-	-	-
BLANK	78 4.9	4 3.1	5 3.8	18 10.7	7 3.6	2 3.0	14 7.0	7 3.9	3 2.0	7 4.6	6 5.1	5 4.9

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q6. (IF 'YES' IN Q5) WHEN WOULD YOU USE IT MORE?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - SAID THEY WOULD USE BRANCH IF OPEN MORE HOURS	1596 100.0	73 100.0	55 100.0	37 100.0	50 100.0	45 100.0	101 100.0	67 100.0	52 100.0	101 100.0	41 100.0	35 100.0	31 100.0	150 100.0	50 100.0
MORNINGS (OR EARLIER THAN IT IS OPEN NOW)	629 39.4	21 28.8	21 38.2	17 45.9	25 50.0	23 51.1	50 49.5	32 47.8	16 30.8	26 25.7	16 39.0	18 51.4	9 29.0	47 31.3	30 60.0
EVENINGS (OR LATER THAN IT IS OPEN NOW)	685 42.9	33 45.2	28 50.9	14 37.8	25 50.0	16 35.6	30 29.7	29 43.3	18 34.6	45 44.6	14 34.1	16 45.7	17 54.8	83 55.3	7 14.0
WEEKENDS	538 33.7	24 32.9	27 49.1	17 45.9	12 24.0	10 22.2	38 37.6	27 40.3	18 34.6	47 46.5	11 26.8	11 31.4	7 22.6	41 27.3	8 16.0
DON'T KNOW	1 0.1	-	-	-	-	-	-	-	-	-	-	-	-	1 0.7	-
BLANK	78 4.9	1 1.4	3 5.5	1 2.7	1 2.0	3 6.7	14 13.9	4 6.0	3 5.8	4 4.0	-	1 2.9	1 3.2	5 3.3	9 18.0

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q6. (IF 'YES' IN Q5) WHEN WOULD YOU USE IT MORE?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	TOTAL	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11	
		MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - SAID THEY WOULD USE BRANCH IF OPEN MORE HOURS	1596 100.0	75 100.0	42 100.0	64 100.0	97 100.0	36 100.0	17 100.0	47 100.0	38 100.0	67 100.0	32 100.0	50 100.0	36 100.0	67 100.0	35 100.0
MORNINGS (OR EARLIER THAN IT IS OPEN NOW)	629 39.4	27 36.0	15 35.7	35 54.7	26 26.8	9 25.0	12 70.6	17 36.2	10 26.3	31 46.3	10 31.3	22 44.0	11 30.6	38 56.7	12 34.3
EVENINGS (OR LATER THAN IT IS OPEN NOW)	685 42.9	45 60.0	18 42.9	23 35.9	42 43.3	22 61.1	6 35.3	18 38.3	22 57.9	26 38.8	9 28.1	26 52.0	14 38.9	20 29.9	17 48.6
WEEKENDS	538 33.7	14 18.7	10 23.8	12 18.8	56 57.7	12 33.3	2 11.8	19 40.4	9 23.7	29 43.3	14 43.8	19 38.0	12 33.3	15 22.4	17 48.6
DON'T KNOW	1 0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BLANK	78 4.9	2 2.7	3 7.1	2 3.1	3 3.1	-	-	4 8.5	-	3 4.5	4 12.5	-	2 5.6	2 3.0	3 8.6

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q6. (IF 'YES' IN Q5) WHEN WOULD YOU USE IT MORE?

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAY	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - SAID THEY WOULD USE BRANCH IF OPEN MORE HOURS	1596 100.0	-	-	-	-	-	494 100.0	169 100.0	927 100.0	390 100.0	698 100.0	669 100.0	251 100.0	1464 100.0	114 100.0
MORNINGS (OR EARLIER THAN IT IS OPEN NOW)	629 39.4	-	-	-	-	-	238 48.2	38 22.5	351 37.9	251 64.4	317 45.4	195 29.1	63 25.1	569 38.9	53 46.5
EVENINGS (OR LATER THAN IT IS OPEN NOW)	685 42.9	-	-	-	-	-	179 36.2	75 44.4	426 46.0	105 26.9	254 36.4	356 53.2	165 65.7	636 43.4	44 38.6
WEEKENDS	538 33.7	-	-	-	-	-	116 23.5	78 46.2	340 36.7	97 24.9	247 35.4	283 42.3	106 42.2	502 34.3	27 23.7
DON'T KNOW	1 0.1	-	-	-	-	-	-	-	1 0.1	-	1 0.1	-	-	1 0.1	-
BLANK	78 4.9	-	-	-	-	-	31 6.3	7 4.1	40 4.3	26 6.7	42 6.0	24 3.6	8 3.2	71 4.8	5 4.4

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q6. (IF 'YES' IN Q5) WHEN WOULD YOU USE IT MORE?

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING				
	TOTAL	MORE HOURS=	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)		NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
		USE MORE														
BASE - SAID THEY WOULD USE BRANCH IF OPEN MORE HOURS	1596	1596	1128	1128	-	96	873	622	363	580	646	617	392	1265	281	
	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
MORNINGS (OR EARLIER THAN IT IS OPEN NOW)	629	629	448	448	-	35	340	251	138	231	260	237	135	505	134	
	39.4	39.4	39.7	39.7		36.5	38.9	40.4	38.0	39.8	40.2	38.4	34.4	39.9	47.7	
EVENINGS (OR LATER THAN IT IS OPEN NOW)	685	685	506	506	-	45	354	285	165	231	286	286	195	539	114	
	42.9	42.9	44.9	44.9		46.9	40.5	45.8	45.5	39.8	44.3	46.4	49.7	42.6	40.6	
WEEKENDS	538	538	383	383	-	27	305	203	110	186	240	220	142	449	96	
	33.7	33.7	34.0	34.0		28.1	34.9	32.6	30.3	32.1	37.2	35.7	36.2	35.5	34.2	
DON'T KNOW	1	1	1	1	-	-	1	-	-	-	1	-	-	1	-	
	0.1	0.1	0.1	0.1			0.1				0.2			0.1		
BLANK	78	78	57	57	-	4	49	25	19	30	26	28	16	55	15	
	4.9	4.9	5.1	5.1		4.2	5.6	4.0	5.2	5.2	4.0	4.5	4.1	4.3	5.3	

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q6. (IF 'YES' IN Q5) WHEN WOULD YOU USE IT MORE?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - SAID THEY WOULD USE BRANCH IF OPEN MORE HOURS	1596	1026	560	81	121	249	326	296	267	213	642	114	188	639	61
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MORNINGS (OR EARLIER THAN IT IS OPEN NOW)	629	407	221	16	38	89	121	118	113	114	262	42	69	251	22
	39.4	39.7	39.5	19.8	31.4	35.7	37.1	39.9	42.3	53.5	40.8	36.8	36.7	39.3	36.1
EVENINGS (OR LATER THAN IT IS OPEN NOW)	685	441	238	40	59	130	135	136	109	62	281	53	97	246	30
	42.9	43.0	42.5	49.4	48.8	52.2	41.4	45.9	40.8	29.1	43.8	46.5	51.6	38.5	49.2
WEEKENDS	538	345	192	35	36	73	110	108	100	65	220	39	49	222	25
	33.7	33.6	34.3	43.2	29.8	29.3	33.7	36.5	37.5	30.5	34.3	34.2	26.1	34.7	41.0
DON'T KNOW	1	1	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.1	0.1	-	-	-	-	-	0.3	-	-	0.2	-	-	-	-
BLANK	78	46	29	-	5	6	21	8	17	15	22	2	5	46	1
	4.9	4.5	5.2	-	4.1	2.4	6.4	2.7	6.4	7.0	3.4	1.8	2.7	7.2	1.6



## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q7. IF THIS BRANCH WAS OPEN FEWER HOURS, WOULD THIS HAVE AN IMPACT ON YOU?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
YES	1584 63.7	135 64.9	152 67.0	163 60.4	171 58.2	66 58.4	202 67.1	203 65.7	158 72.1	136 61.0	103 63.2	90 59.6
NO	516 20.8	48 23.1	42 18.5	66 24.4	76 25.9	20 17.7	62 20.6	50 16.2	39 17.8	41 18.4	27 16.6	43 28.5
DON'T KNOW	364 14.6	24 11.5	32 14.1	37 13.7	46 15.6	26 23.0	34 11.3	52 16.8	18 8.2	46 20.6	32 19.6	16 10.6
BLANK	22 0.9	1 0.5	1 0.4	4 1.5	1 0.3	1 0.9	3 1.0	4 1.3	4 1.8	-	1 0.6	2 1.3

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q7. IF THIS BRANCH WAS OPEN FEWER HOURS, WOULD THIS HAVE AN IMPACT ON YOU?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	1584	79	56	34	65	53	102	61	38	91	42	41	25	158	44
	63.7	70.5	58.3	60.7	73.9	63.9	62.2	57.5	43.7	59.1	79.2	69.5	46.3	69.6	59.5
NO	516	24	24	7	13	22	46	20	26	41	9	7	13	49	13
	20.8	21.4	25.0	12.5	14.8	26.5	28.0	18.9	29.9	26.6	17.0	11.9	24.1	21.6	17.6
DON'T KNOW	364	9	15	15	10	7	14	23	23	21	2	10	16	19	15
	14.6	8.0	15.6	26.8	11.4	8.4	8.5	21.7	26.4	13.6	3.8	16.9	29.6	8.4	20.3
BLANK	22	-	1	-	-	1	2	2	-	1	-	1	-	1	2
	0.9		1.0			1.2	1.2	1.9		0.6		1.7		0.4	2.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q7. IF THIS BRANCH WAS OPEN FEWER HOURS, WOULD THIS HAVE AN IMPACT ON YOU?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486 100.0	134 100.0	58 100.0	117 100.0	138 100.0	48 100.0	33 100.0	63 100.0	71 100.0	89 100.0	40 100.0	68 100.0	55 100.0	97 100.0	54 100.0
YES	1584 63.7	90 67.2	33 56.9	80 68.4	99 71.7	36 75.0	23 69.7	49 77.8	50 70.4	37 41.6	22 55.0	51 75.0	30 54.5	66 68.0	24 44.4
NO	516 20.8	27 20.1	5 8.6	18 15.4	28 20.3	7 14.6	4 12.1	9 14.3	13 18.3	19 21.3	13 32.5	4 5.9	10 18.2	21 21.6	22 40.7
DON'T KNOW	364 14.6	15 11.2	18 31.0	19 16.2	9 6.5	3 6.3	6 18.2	5 7.9	8 11.3	33 37.1	5 12.5	13 19.1	14 25.5	10 10.3	6 11.1
BLANK	22 0.9	2 1.5	2 3.4	-	2 1.4	2 4.2	-	-	-	-	-	-	1 1.8	-	2 3.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q7. IF THIS BRANCH WAS OPEN FEWER HOURS, WOULD THIS HAVE AN IMPACT ON YOU?

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
YES	1584 63.7	-	-	-	-	-	515 57.5	144 55.8	917 69.3	380 65.7	697 63.0	691 67.1	242 75.4	1480 64.6	93 55.7
NO	516 20.8	-	-	-	-	-	239 26.7	62 24.0	215 16.3	126 21.8	243 22.0	180 17.5	45 14.0	471 20.5	39 23.4
DON'T KNOW	364 14.6	-	-	-	-	-	133 14.9	51 19.8	178 13.5	67 11.6	160 14.5	147 14.3	33 10.3	324 14.1	30 18.0
BLANK	22 0.9	-	-	-	-	-	8 0.9	1 0.4	13 1.0	5 0.9	6 0.5	12 1.2	1 0.3	17 0.7	5 3.0

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q7. IF THIS BRANCH WAS OPEN FEWER HOURS, WOULD THIS HAVE AN IMPACT ON YOU?

	REACTION TO MORE/FEWER HOURS				AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING				
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
BASE - ALL RESPONDENTS	2486 100.0	1596 100.0	1584 100.0	1128 100.0	211 100.0	208 100.0	1452 100.0	819 100.0	586 100.0	876 100.0	1011 100.0	843 100.0	542 100.0	1979 100.0	408 100.0
YES	1584 63.7	1128 70.7	1584 100.0	1128 100.0	-	116 55.8	893 61.5	571 69.7	338 57.7	538 61.4	698 69.0	579 68.7	352 64.9	1287 65.0	293 71.8
NO	516 20.8	258 16.2	-	-	211 100.0	63 30.3	322 22.2	131 16.0	136 23.2	188 21.5	191 18.9	151 17.9	104 19.2	390 19.7	56 13.7
DON'T KNOW	364 14.6	196 12.3	-	-	-	25 12.0	227 15.6	109 13.3	103 17.6	146 16.7	113 11.2	106 12.6	85 15.7	284 14.4	52 12.7
BLANK	22 0.9	14 0.9	-	-	-	4 1.9	10 0.7	8 1.0	9 1.5	4 0.5	9 0.9	7 0.8	1 0.2	18 0.9	7 1.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q7. IF THIS BRANCH WAS OPEN FEWER HOURS, WOULD THIS HAVE AN IMPACT ON YOU?

	TOTAL	VISITED OTHER BRANCHES?		AGE							RACE/ETHNICITY				
		YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486 100.0	1523 100.0	949 100.0	149 100.0	188 100.0	357 100.0	465 100.0	437 100.0	417 100.0	413 100.0	1076 100.0	156 100.0	270 100.0	962 100.0	86 100.0
YES	1584 63.7	992 65.1	585 61.6	68 45.6	110 58.5	233 65.3	308 66.2	301 68.9	282 67.6	247 59.8	746 69.3	107 68.6	184 68.1	527 54.8	59 68.6
NO	516 20.8	308 20.2	206 21.7	40 26.8	46 24.5	65 18.2	96 20.6	76 17.4	82 19.7	103 24.9	187 17.4	35 22.4	45 16.7	245 25.5	15 17.4
DON'T KNOW	364 14.6	210 13.8	149 15.7	41 27.5	32 17.0	54 15.1	61 13.1	55 12.6	47 11.3	57 13.8	133 12.4	12 7.7	41 15.2	181 18.8	11 12.8
BLANK	22 0.9	13 0.9	9 0.9	-	-	5 1.4	-	5 1.1	6 1.4	6 1.5	10 0.9	2 1.3	-	9 0.9	1 1.2

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - FEWER BRANCH HOURS WOULD HAVE IMPACT	1584 100.0	135 100.0	152 100.0	163 100.0	171 100.0	66 100.0	202 100.0	203 100.0	158 100.0	136 100.0	103 100.0	90 100.0
LESS ABLE/LIKELY TO COME; WOULD USE LESS	232 14.6	25 18.5	23 15.1	35 21.5	31 18.1	5 7.6	23 11.4	35 17.2	20 12.7	12 8.8	16 15.5	6 6.7
NEED/WANT SPECIFIC HOURS/SPECIFIC DAYS	185 11.7	23 17.0	32 21.1	9 5.5	9 5.3	2 3.0	25 12.4	21 10.3	38 24.1	16 11.8	3 2.9	7 7.8
NEED TO STUDY/RESEARCH/WORK	165 10.4	11 8.1	15 9.9	9 5.5	29 17.0	4 6.1	21 10.4	16 7.9	15 9.5	14 10.3	14 13.6	17 18.9
LESS TIME TO READ/USE - LESS KNOWLEDGE/ENRICHMENT/PRODUCTIVITY	163 10.3	3 2.2	13 8.6	21 12.9	24 14.0	10 15.2	29 14.4	23 11.3	11 7.0	11 8.1	4 3.9	13 14.4
LESS ACCESS TO MATERIALS/SERVICES/PROGRAMS	158 10.0	11 8.1	12 7.9	16 9.8	15 8.8	3 4.5	20 9.9	17 8.4	16 10.1	23 16.9	15 14.6	10 11.1
CONFLICTS WITH WORK/SCHOOL	142 9.0	15 11.1	12 7.9	6 3.7	7 4.1	1 1.5	26 12.9	21 10.3	21 13.3	13 9.6	14 13.6	5 5.6
NEED INTERNET/WIFI/COMPUTERS/EQUIPMENT	136 8.6	9 6.7	11 7.2	6 3.7	14 8.2	8 12.1	15 7.4	10 4.9	13 8.2	15 11.0	16 15.5	19 21.1
LESS FLEXIBILITY; HARD TO PLAN/COORDINATE SCHEDULE	130 8.2	12 8.9	16 10.5	6 3.7	12 7.0	7 10.6	19 9.4	29 14.3	12 7.6	9 6.6	5 4.9	3 3.3
HAVE TO GO TO OTHER BRANCH	114 7.2	10 7.4	14 9.2	8 4.9	11 6.4	4 6.1	6 3.0	15 7.4	16 10.1	13 9.6	10 9.7	6 6.7
LESS ACCESS/ACTIVITIES FOR CHILDREN	102 6.4	12 8.9	7 4.6	5 3.1	13 7.6	5 7.6	14 6.9	11 5.4	9 5.7	12 8.8	10 9.7	4 4.4
NEED/LIKE TO USE THIS BRANCH - CLOSE, HAS MATERIALS NEEDED, EASY ACCESS TO BLDG., NICE, CLEAN, ETC.	69 4.4	4 3.0	12 7.9	3 1.8	4 2.3	2 3.0	7 3.5	9 4.4	11 7.0	7 5.1	7 6.8	2 2.2
INCONVENIENCE - UNSPECIFIED	54 3.4	3 2.2	6 3.9	16 9.8	3 1.8	2 3.0	3 1.5	4 2.0	4 2.5	7 5.1	1 1.0	4 4.4
DIFFICULT TO PICK UP/RETURN MATERIALS	43 2.7	2 1.5	6 3.9	1 0.6	1 0.6	-	2 1.0	7 3.4	10 6.3	8 5.9	3 2.9	3 3.3

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
NEED REGULAR HOURS; DON'T KNOW WHEN/IF OPEN	42 2.7	5 3.7	8 5.3	1 0.6	-	2 3.0	5 2.5	8 3.9	5 3.2	7 5.1	-	1 1.1
PLACE FOR LEISURE, RELAXATION, PEACE AND QUIET, ETC.	39 2.5	3 2.2	3 2.0	5 3.1	8 4.7	5 7.6	5 2.5	4 2.0	1 0.6	1 0.7	2 1.9	2 2.2
WOULD BE MORE CROWDED/ BUSY	13 0.8	1 0.7	2 1.3	2 1.2	1 0.6	-	2 1.0	1 0.5	-	4 2.9	-	-
OTHER	5 0.3	-	1 0.7	-	-	-	3 1.5	-	-	1 0.7	-	-
DON'T KNOW/BLANK	150 9.5	12 8.9	5 3.3	32 19.6	20 11.7	9 13.6	19 9.4	16 7.9	7 4.4	11 8.1	5 4.9	13 14.4



## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - FEWER BRANCH HOURS WOULD HAVE IMPACT	1584	79	56	34	65	53	102	61	38	91	42	41	25	158	44
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS ABLE/LIKELY TO COME; WOULD USE LESS	232	10	15	4	12	7	19	16	8	22	1	1	4	19	4
	14.6	12.7	26.8	11.8	18.5	13.2	18.6	26.2	21.1	24.2	2.4	2.4	16.0	12.0	9.1
NEED/WANT SPECIFIC HOURS/SPECIFIC DAYS	185	20	3	11	15	6	5	4	3	5	1	1	1	24	1
	11.7	25.3	5.4	32.4	23.1	11.3	4.9	6.6	7.9	5.5	2.4	2.4	4.0	15.2	2.3
NEED TO STUDY/RESEARCH/WORK	165	8	3	3	7	5	5	4	7	9	13	2	2	18	3
	10.4	10.1	5.4	8.8	10.8	9.4	4.9	6.6	18.4	9.9	31.0	4.9	8.0	11.4	6.8
LESS TIME TO READ/USE - LESS KNOWLEDGE/ENRICHMENT/PRODUCTIVITY	163	2	1	4	6	3	14	7	4	16	4	8	2	26	3
	10.3	2.5	1.8	11.8	9.2	5.7	13.7	11.5	10.5	17.6	9.5	19.5	8.0	16.5	6.8
LESS ACCESS TO MATERIALS/SERVICES/PROGRAMS	158	3	8	4	2	6	11	5	6	4	5	3	-	16	4
	10.0	3.8	14.3	11.8	3.1	11.3	10.8	8.2	15.8	4.4	11.9	7.3		10.1	9.1
CONFLICTS WITH WORK/SCHOOL	142	14	1	2	6	4	3	3	1	5	1	-	1	26	-
	9.0	17.7	1.8	5.9	9.2	7.5	2.9	4.9	2.6	5.5	2.4		4.0	16.5	
NEED INTERNET/WIFI/COMPUTERS/EQUIPMENT	136	4	5	-	8	3	5	1	3	3	8	6	2	14	1
	8.6	5.1	8.9		12.3	5.7	4.9	1.6	7.9	3.3	19.0	14.6	8.0	8.9	2.3
LESS FLEXIBILITY; HARD TO PLAN/COORDINATE SCHEDULE	130	8	4	7	3	6	4	2	5	7	-	5	2	16	3
	8.2	10.1	7.1	20.6	4.6	11.3	3.9	3.3	13.2	7.7		12.2	8.0	10.1	6.8
HAVE TO GO TO OTHER BRANCH	114	2	8	3	5	6	4	4	2	7	2	1	3	3	3
	7.2	2.5	14.3	8.8	7.7	11.3	3.9	6.6	5.3	7.7	4.8	2.4	12.0	1.9	6.8
LESS ACCESS/ACTIVITIES FOR CHILDREN	102	8	4	-	3	4	2	3	2	7	4	4	1	6	8
	6.4	10.1	7.1		4.6	7.5	2.0	4.9	5.3	7.7	9.5	9.8	4.0	3.8	18.2
NEED/LIKE TO USE THIS BRANCH - CLOSE, HAS MATERIALS NEEDED, EASY ACCESS TO BLDG., NICE, CLEAN, ETC.	69	1	3	3	6	3	2	1	2	1	1	-	2	6	1
	4.4	1.3	5.4	8.8	9.2	5.7	2.0	1.6	5.3	1.1	2.4		8.0	3.8	2.3
INCONVENIENCE - UNSPECIFIED	54	2	1	1	1	4	11	5	1	1	1	-	2	1	2
	3.4	2.5	1.8	2.9	1.5	7.5	10.8	8.2	2.6	1.1	2.4		8.0	0.6	4.5

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
DIFFICULT TO PICK UP/ RETURN MATERIALS	43 2.7	2 2.5	-	2 5.9	3 4.6	1 1.9	1 1.0	-	1 2.6	-	-	-	-	2 1.3	-
NEED REGULAR HOURS; DON'T KNOW WHEN/IF OPEN	42 2.7	5 6.3	-	2 5.9	5 7.7	1 1.9	1 1.0	-	-	-	-	-	2 8.0	4 2.5	1 2.3
PLACE FOR LEISURE, RELAXATION, PEACE AND QUIET, ETC.	39 2.5	1 1.3	2 3.6	-	3 4.6	-	4 3.9	1 1.6	2 5.3	1 1.1	5 11.9	3 7.3	2 8.0	4 2.5	1 2.3
WOULD BE MORE CROWDED/ BUSY	13 0.8	1 1.3	-	-	2 3.1	-	2 2.0	-	-	1 1.1	-	-	-	1 0.6	1 2.3
OTHER	5 0.3	-	-	-	-	1 1.9	-	-	-	-	-	-	-	2 1.3	1 2.3
DON'T KNOW/BLANK	150 9.5	3 3.8	9 16.1	2 5.9	2 3.1	1 1.9	21 20.6	11 18.0	1 2.6	15 16.5	4 9.5	8 19.5	1 4.0	10 6.3	9 20.5

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - FEWER BRANCH HOURS WOULD HAVE IMPACT	1584	90	33	80	99	36	23	49	50	37	22	51	30	66	24
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS ABLE/LIKELY TO COME; WOULD USE LESS	232	17	3	15	10	4	6	6	4	2	-	14	2	6	-
	14.6	18.9	9.1	18.8	10.1	11.1	26.1	12.2	8.0	5.4		27.5	6.7	9.1	
NEED/WANT SPECIFIC HOURS/SPECIFIC DAYS	185	9	1	11	25	9	4	5	9	2	-	3	-	7	-
	11.7	10.0	3.0	13.8	25.3	25.0	17.4	10.2	18.0	5.4		5.9		10.6	
NEED TO STUDY/RESEARCH/WORK	165	10	4	2	10	4	1	6	3	5	5	3	6	15	2
	10.4	11.1	12.1	2.5	10.1	11.1	4.3	12.2	6.0	13.5	22.7	5.9	20.0	22.7	8.3
LESS TIME TO READ/USE - LESS KNOWLEDGE/ENRICHMENT/PRODUCTIVITY	163	9	5	9	4	5	2	1	5	5	1	1	2	11	2
	10.3	10.0	15.2	11.3	4.0	13.9	8.7	2.0	10.0	13.5	4.5	2.0	6.7	16.7	8.3
LESS ACCESS TO MATERIALS/SERVICES/PROGRAMS	158	8	3	6	15	1	-	5	15	3	3	7	5	8	2
	10.0	8.9	9.1	7.5	15.2	2.8		10.2	30.0	8.1	13.6	13.7	16.7	12.1	8.3
CONFLICTS WITH WORK/SCHOOL	142	12	-	9	12	9	-	3	5	5	1	10	3	5	-
	9.0	13.3		11.3	12.1	25.0		6.1	10.0	13.5	4.5	19.6	10.0	7.6	
NEED INTERNET/WIFI/COMPUTERS/EQUIPMENT	136	1	4	5	11	1	1	9	2	4	6	6	4	16	3
	8.6	1.1	12.1	6.3	11.1	2.8	4.3	18.4	4.0	10.8	27.3	11.8	13.3	24.2	12.5
LESS FLEXIBILITY; HARD TO PLAN/COORDINATE SCHEDULE	130	18	1	10	7	3	2	2	4	3	1	2	2	2	1
	8.2	20.0	3.0	12.5	7.1	8.3	8.7	4.1	8.0	8.1	4.5	3.9	6.7	3.0	4.2
HAVE TO GO TO OTHER BRANCH	114	6	1	8	10	2	4	7	3	3	3	5	2	3	3
	7.2	6.7	3.0	10.0	10.1	5.6	17.4	14.3	6.0	8.1	13.6	9.8	6.7	4.5	12.5
LESS ACCESS/ACTIVITIES FOR CHILDREN	102	6	2	3	3	5	1	4	1	7	3	6	1	3	1
	6.4	6.7	6.1	3.8	3.0	13.9	4.3	8.2	2.0	18.9	13.6	11.8	3.3	4.5	4.2
NEED/LIKE TO USE THIS BRANCH - CLOSE, HAS MATERIALS NEEDED, EASY ACCESS TO BLDG., NICE, CLEAN, ETC.	69	5	-	4	6	2	3	3	3	1	2	1	4	-	2
	4.4	5.6		5.0	6.1	5.6	13.0	6.1	6.0	2.7	9.1	2.0	13.3		8.3
INCONVENIENCE - UNSPECIFIED	54	-	2	2	3	-	1	1	5	1	1	-	-	2	2
	3.4		6.1	2.5	3.0		4.3	2.0	10.0	2.7	4.5			3.0	8.3

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7				DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11	
	TOTAL	MERCED	INGLES.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
DIFFICULT TO PICK UP/ RETURN MATERIALS	43 2.7	3 3.3	1 3.0	3 3.8	-	7 19.4	3 13.0	6 12.2	2 4.0	-	-	3 5.9	-	1 1.5	2 8.3
NEED REGULAR HOURS; DON'T KNOW WHEN/IF OPEN	42 2.7	3 3.3	-	5 6.3	4 4.0	1 2.8	-	5 10.2	2 4.0	-	-	-	-	1 1.5	-
PLACE FOR LEISURE, RELAXATION, PEACE AND QUIET, ETC.	39 2.5	1 1.1	2 6.1	1 1.3	1 1.0	-	-	-	-	1 2.7	1 4.5	-	1 3.3	2 3.0	-
WOULD BE MORE CROWDED/ BUSY	13 0.8	1 1.1	-	-	-	-	-	4 8.2	-	-	-	-	-	-	-
OTHER	5 0.3	-	-	-	-	-	-	-	-	1 2.7	-	-	-	-	-
DON'T KNOW/BLANK	150 9.5	3 3.3	9 27.3	4 5.0	6 6.1	1 2.8	-	4 8.2	-	7 18.9	2 9.1	-	3 10.0	5 7.6	8 33.3

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - FEWER BRANCH HOURS WOULD HAVE IMPACT	1584 100.0	-	-	-	-	-	515 100.0	144 100.0	917 100.0	380 100.0	697 100.0	691 100.0	242 100.0	1480 100.0	93 100.0
LESS ABLE/LIKELY TO COME; WOULD USE LESS	232 14.6	-	-	-	-	-	71 13.8	19 13.2	140 15.3	44 11.6	114 16.4	98 14.2	35 14.5	220 14.9	10 10.8
NEED/WANT SPECIFIC HOURS/ SPECIFIC DAYS	185 11.7	-	-	-	-	-	70 13.6	25 17.4	88 9.6	28 7.4	72 10.3	71 10.3	39 16.1	176 11.9	9 9.7
NEED TO STUDY/RESEARCH/ WORK	165 10.4	-	-	-	-	-	56 10.9	18 12.5	91 9.9	27 7.1	64 9.2	89 12.9	24 9.9	152 10.3	12 12.9
LESS TIME TO READ/USE - LESS KNOWLEDGE/ ENRICHMENT/PRODUCTIVITY	163 10.3	-	-	-	-	-	53 10.3	15 10.4	95 10.4	44 11.6	80 11.5	62 9.0	30 12.4	153 10.3	9 9.7
LESS ACCESS TO MATERIALS/ SERVICES/PROGRAMS	158 10.0	-	-	-	-	-	45 8.7	14 9.7	98 10.7	31 8.2	73 10.5	77 11.1	24 9.9	150 10.1	8 8.6
CONFLICTS WITH WORK/ SCHOOL	142 9.0	-	-	-	-	-	43 8.3	17 11.8	82 8.9	14 3.7	38 5.5	66 9.6	40 16.5	136 9.2	5 5.4
NEED INTERNET/WIFI/ COMPUTERS/EQUIPMENT	136 8.6	-	-	-	-	-	34 6.6	3 2.1	99 10.8	40 10.5	64 9.2	60 8.7	24 9.9	129 8.7	7 7.5
LESS FLEXIBILITY; HARD TO PLAN/COORDINATE SCHEDULE	130 8.2	-	-	-	-	-	39 7.6	11 7.6	80 8.7	31 8.2	63 9.0	54 7.8	12 5.0	122 8.2	8 8.6
HAVE TO GO TO OTHER BRANCH	114 7.2	-	-	-	-	-	33 6.4	7 4.9	74 8.1	25 6.6	54 7.7	61 8.8	20 8.3	108 7.3	6 6.5
LESS ACCESS/ACTIVITIES FOR CHILDREN	102 6.4	-	-	-	-	-	43 8.3	9 6.3	49 5.3	34 8.9	33 4.7	48 6.9	7 2.9	95 6.4	5 5.4
NEED/LIKE TO USE THIS BRANCH - CLOSE, HAS MATERIALS NEEDED, EASY ACCESS TO BLDG., NICE, CLEAN, ETC.	69 4.4	-	-	-	-	-	23 4.5	5 3.5	41 4.5	14 3.7	33 4.7	32 4.6	11 4.5	65 4.4	4 4.3
INCONVENIENCE - UNSPECIFIED	54 3.4	-	-	-	-	-	14 2.7	2 1.4	38 4.1	21 5.5	27 3.9	24 3.5	8 3.3	48 3.2	6 6.5

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?		
	TOTAL	<1X	2-3X	4-10X		11+X	WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
DIFFICULT TO PICK UP/ RETURN MATERIALS	43 2.7	-	-	-	-	-	10 1.9	4 2.8	29 3.2	7 1.8	15 2.2	17 2.5	6 2.5	43 2.9	-
NEED REGULAR HOURS; DON'T KNOW WHEN/IF OPEN	42 2.7	-	-	-	-	-	14 2.7	4 2.8	24 2.6	7 1.8	20 2.9	15 2.2	3 1.2	39 2.6	3 3.2
PLACE FOR LEISURE, RELAXATION, PEACE AND QUIET, ETC.	39 2.5	-	-	-	-	-	15 2.9	6 4.2	17 1.9	7 1.8	17 2.4	15 2.2	5 2.1	36 2.4	3 3.2
WOULD BE MORE CROWDED/ BUSY	13 0.8	-	-	-	-	-	3 0.6	-	10 1.1	6 1.6	6 0.9	5 0.7	4 1.7	12 0.8	1 1.1
OTHER	5 0.3	-	-	-	-	-	1 0.2	-	4 0.4	3 0.8	-	-	-	4 0.3	1 1.1
DON'T KNOW/BLANK	150 9.5	-	-	-	-	-	58 11.3	13 9.0	78 8.5	51 13.4	70 10.0	63 9.1	19 7.9	133 9.0	13 14.0

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	MORE HOURS=	FEWER HOURS	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)		1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
	TOTAL	USE MORE	IMPACT												
BASE - FEWER BRANCH HOURS WOULD HAVE IMPACT	1584	1128	1584	1128	-	116	893	571	338	538	698	579	352	1287	293
	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS ABLE/LIKELY TO COME; WOULD USE LESS	232	168	232	168	-	19	153	59	29	78	124	67	31	209	29
	14.6	14.9	14.6	14.9		16.4	17.1	10.3	8.6	14.5	17.8	11.6	8.8	16.2	9.9
NEED/WANT SPECIFIC HOURS/SPECIFIC DAYS	185	113	185	113	-	24	99	62	52	67	65	51	37	164	37
	11.7	10.0	11.7	10.0		20.7	11.1	10.9	15.4	12.5	9.3	8.8	10.5	12.7	12.6
NEED TO STUDY/RESEARCH/WORK	165	137	165	137	-	3	56	106	58	61	45	95	111	106	24
	10.4	12.1	10.4	12.1		2.6	6.3	18.6	17.2	11.3	6.4	16.4	31.5	8.2	8.2
LESS TIME TO READ/USE - LESS KNOWLEDGE/ENRICHMENT/PRODUCTIVITY	163	120	163	120	-	11	84	68	30	44	87	61	45	131	33
	10.3	10.6	10.3	10.6		9.5	9.4	11.9	8.9	8.2	12.5	10.5	12.8	10.2	11.3
LESS ACCESS TO MATERIALS/SERVICES/PROGRAMS	158	112	158	112	-	12	79	67	34	58	65	54	36	139	26
	10.0	9.9	10.0	9.9		10.3	8.8	11.7	10.1	10.8	9.3	9.3	10.2	10.8	8.9
CONFLICTS WITH WORK/SCHOOL	142	98	142	98	-	15	84	43	30	46	66	36	26	125	16
	9.0	8.7	9.0	8.7		12.9	9.4	7.5	8.9	8.6	9.5	6.2	7.4	9.7	5.5
NEED INTERNET/WIFI/COMPUTERS/EQUIPMENT	136	114	136	114	-	2	46	88	34	39	62	128	34	90	16
	8.6	10.1	8.6	10.1		1.7	5.2	15.4	10.1	7.2	8.9	22.1	9.7	7.0	5.5
LESS FLEXIBILITY; HARD TO PLAN/COORDINATE SCHEDULE	130	81	130	81	-	14	83	33	21	42	67	32	15	115	25
	8.2	7.2	8.2	7.2		12.1	9.3	5.8	6.2	7.8	9.6	5.5	4.3	8.9	8.5
HAVE TO GO TO OTHER BRANCH	114	89	114	89	-	4	63	47	18	36	58	47	29	90	13
	7.2	7.9	7.2	7.9		3.4	7.1	8.2	5.3	6.7	8.3	8.1	8.2	7.0	4.4
LESS ACCESS/ACTIVITIES FOR CHILDREN	102	76	102	76	-	3	70	28	23	48	30	23	22	82	47
	6.4	6.7	6.4	6.7		2.6	7.8	4.9	6.8	8.9	4.3	4.0	6.3	6.4	16.0
NEED/LIKE TO USE THIS BRANCH - CLOSE, HAS MATERIALS NEEDED, EASY ACCESS TO BLDG., NICE, CLEAN, ETC.	69	56	69	56	-	8	34	27	16	17	36	28	20	58	16
	4.4	5.0	4.4	5.0		6.9	3.8	4.7	4.7	3.2	5.2	4.8	5.7	4.5	5.5
INCONVENIENCE - UNSPECIFIED	54	32	54	32	-	2	35	16	5	12	37	17	7	46	10
	3.4	2.8	3.4	2.8		1.7	3.9	2.8	1.5	2.2	5.3	2.9	2.0	3.6	3.4

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	MORE HOURS=	FEWER HOURS	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)		1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
	TOTAL	USE MORE	IMPACT												
DIFFICULT TO PICK UP/ RETURN MATERIALS	43 2.7	32 2.8	43 2.7	32 2.8	-	12 10.3	28 3.1	3 0.5	5 1.5	14 2.6	24 3.4	7 1.2	5 1.4	41 3.2	9 3.1
NEED REGULAR HOURS; DON'T KNOW WHEN/IF OPEN	42 2.7	30 2.7	42 2.7	30 2.7	-	4 3.4	29 3.2	9 1.6	8 2.4	15 2.8	19 2.7	11 1.9	6 1.7	37 2.9	5 1.7
PLACE FOR LEISURE, RELAXATION, PEACE AND QUIET, ETC.	39 2.5	23 2.0	39 2.5	23 2.0	-	1 0.9	19 2.1	19 3.3	8 2.4	18 3.3	12 1.7	19 3.3	12 3.4	28 2.2	15 5.1
WOULD BE MORE CROWDED/ BUSY	13 0.8	8 0.7	13 0.8	8 0.7	-	-	4 0.4	9 1.6	2 0.6	3 0.6	8 1.1	9 1.6	-	11 0.9	3 1.0
OTHER	5 0.3	5 0.4	5 0.3	5 0.4	-	1 0.9	-	4 0.7	1 0.3	1 0.2	3 0.4	1 0.2	2 0.6	4 0.3	2 0.7
DON'T KNOW/BLANK	150 9.5	105 9.3	150 9.5	105 9.3	-	7 6.0	104 11.6	38 6.7	43 12.7	48 8.9	57 8.2	45 7.8	27 7.7	109 8.5	34 11.6



## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - FEWER BRANCH HOURS WOULD HAVE IMPACT	1584	992	585	68	110	233	308	301	282	247	746	107	184	527	59
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LESS ABLE/LIKELY TO COME; WOULD USE LESS	232	144	88	7	13	30	43	41	47	47	124	10	15	77	4
	14.6	14.5	15.0	10.3	11.8	12.9	14.0	13.6	16.7	19.0	16.6	9.3	8.2	14.6	6.8
NEED/WANT SPECIFIC HOURS/SPECIFIC DAYS	185	110	74	7	13	39	41	25	29	30	110	6	18	55	6
	11.7	11.1	12.6	10.3	11.8	16.7	13.3	8.3	10.3	12.1	14.7	5.6	9.8	10.4	10.2
NEED TO STUDY/RESEARCH/WORK	165	107	58	21	23	37	32	29	13	8	56	17	29	61	7
	10.4	10.8	9.9	30.9	20.9	15.9	10.4	9.6	4.6	3.2	7.5	15.9	15.8	11.6	11.9
LESS TIME TO READ/USE - LESS KNOWLEDGE/ENRICHMENT/PRODUCTIVITY	163	96	65	6	7	22	25	35	32	31	66	13	25	64	7
	10.3	9.7	11.1	8.8	6.4	9.4	8.1	11.6	11.3	12.6	8.8	12.1	13.6	12.1	11.9
LESS ACCESS TO MATERIALS/SERVICES/PROGRAMS	158	96	62	7	9	13	36	32	29	28	78	15	24	44	3
	10.0	9.7	10.6	10.3	8.2	5.6	11.7	10.6	10.3	11.3	10.5	14.0	13.0	8.3	5.1
CONFLICTS WITH WORK/SCHOOL	142	79	61	3	22	28	31	36	16	6	76	13	16	41	5
	9.0	8.0	10.4	4.4	20.0	12.0	10.1	12.0	5.7	2.4	10.2	12.1	8.7	7.8	8.5
NEED INTERNET/WIFI/COMPUTERS/EQUIPMENT	136	84	52	7	10	17	23	31	30	16	66	14	21	34	9
	8.6	8.5	8.9	10.3	9.1	7.3	7.5	10.3	10.6	6.5	8.8	13.1	11.4	6.5	15.3
LESS FLEXIBILITY; HARD TO PLAN/COORDINATE SCHEDULE	130	75	55	4	8	16	25	26	23	28	73	7	10	37	2
	8.2	7.6	9.4	5.9	7.3	6.9	8.1	8.6	8.2	11.3	9.8	6.5	5.4	7.0	3.4
HAVE TO GO TO OTHER BRANCH	114	95	18	1	4	18	21	26	27	15	57	11	15	30	5
	7.2	9.6	3.1	1.5	3.6	7.7	6.8	8.6	9.6	6.1	7.6	10.3	8.2	5.7	8.5
LESS ACCESS/ACTIVITIES FOR CHILDREN	102	56	46	1	2	27	37	17	6	6	33	7	24	36	6
	6.4	5.6	7.9	1.5	1.8	11.6	12.0	5.6	2.1	2.4	4.4	6.5	13.0	6.8	10.2
NEED/LIKE TO USE THIS BRANCH - CLOSE, HAS MATERIALS NEEDED, EASY ACCESS TO BLDG., NICE, CLEAN, ETC.	69	46	22	-	4	10	11	17	19	7	34	7	11	16	3
	4.4	4.6	3.8		3.6	4.3	3.6	5.6	6.7	2.8	4.6	6.5	6.0	3.0	5.1
INCONVENIENCE - UNSPECIFIED	54	33	21	1	1	3	11	7	10	20	23	2	3	25	1
	3.4	3.3	3.6	1.5	0.9	1.3	3.6	2.3	3.5	8.1	3.1	1.9	1.6	4.7	1.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q8. (IF 'YES' IN Q7) WHAT IMPACT WOULD IT HAVE ON YOU?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
DIFFICULT TO PICK UP/ RETURN MATERIALS	43 2.7	26 2.6	17 2.9	-	1 0.9	7 3.0	7 2.3	8 2.7	12 4.3	8 3.2	28 3.8	2 1.9	2 1.1	10 1.9	2 3.4
NEED REGULAR HOURS; DON'T KNOW WHEN/IF OPEN	42 2.7	24 2.4	18 3.1	1 1.5	2 1.8	4 1.7	11 3.6	9 3.0	10 3.5	5 2.0	30 4.0	-	4 2.2	6 1.1	1 1.7
PLACE FOR LEISURE, RELAXATION, PEACE AND QUIET, ETC.	39 2.5	29 2.9	10 1.7	5 7.4	6 5.5	3 1.3	6 1.9	8 2.7	7 2.5	3 1.2	11 1.5	7 6.5	3 1.6	16 3.0	4 6.8
WOULD BE MORE CROWDED/ BUSY	13 0.8	7 0.7	6 1.0	-	1 0.9	-	2 0.6	1 0.3	3 1.1	5 2.0	9 1.2	1 0.9	1 0.5	2 0.4	-
OTHER	5 0.3	3 0.3	2 0.3	-	-	1 0.4	-	1 0.3	-	3 1.2	3 0.4	-	-	1 0.2	-
DON'T KNOW/BLANK	150 9.5	99 10.0	50 8.5	8 11.8	8 7.3	16 6.9	28 9.1	31 10.3	28 9.9	22 8.9	46 6.2	7 6.5	12 6.5	76 14.4	8 13.6

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q9. ON AN AVERAGE VISIT, ABOUT HOW MUCH TIME DO YOU SPEND IN THIS BRANCH?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
10 MINUTES OR LESS	208 8.4	24 11.5	28 12.3	25 9.3	30 10.2	2 1.8	7 2.3	38 12.3	18 8.2	20 9.0	12 7.4	4 2.6
11 TO 30 MINUTES	688 27.7	60 28.8	70 30.8	85 31.5	86 29.3	28 24.8	43 14.3	104 33.7	78 35.6	59 26.5	42 25.8	31 20.5
31 TO 60 MINUTES	764 30.7	65 31.3	69 30.4	84 31.1	91 31.0	47 41.6	99 32.9	88 28.5	64 29.2	64 28.7	48 29.4	42 27.8
61 TO 120 MINUTES	520 20.9	40 19.2	35 15.4	39 14.4	50 17.0	25 22.1	97 32.2	53 17.2	36 16.4	58 26.0	37 22.7	47 31.1
121 TO 180 MINUTES	187 7.5	11 5.3	16 7.0	19 7.0	25 8.5	3 2.7	37 12.3	14 4.5	11 5.0	16 7.2	16 9.8	19 12.6
MORE THAN 180 MINUTES	112 4.5	7 3.4	9 4.0	17 6.3	10 3.4	7 6.2	16 5.3	12 3.9	12 5.5	6 2.7	8 4.9	8 5.3
BLANK	7 0.3	1 0.5	-	1 0.4	2 0.7	1 0.9	2 0.7	-	-	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q9. ON AN AVERAGE VISIT, ABOUT HOW MUCH TIME DO YOU SPEND IN THIS BRANCH?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
10 MINUTES OR LESS	208	15	9	7	10	11	16	9	4	21	5	1	1	4	3
	8.4	13.4	9.4	12.5	11.4	13.3	9.8	8.5	4.6	13.6	9.4	1.7	1.9	1.8	4.1
11 TO 30 MINUTES	688	37	23	21	29	20	49	36	21	47	18	19	9	31	12
	27.7	33.0	24.0	37.5	33.0	24.1	29.9	34.0	24.1	30.5	34.0	32.2	16.7	13.7	16.2
31 TO 60 MINUTES	764	33	32	15	28	26	50	34	30	52	9	31	16	70	29
	30.7	29.5	33.3	26.8	31.8	31.3	30.5	32.1	34.5	33.8	17.0	52.5	29.6	30.8	39.2
61 TO 120 MINUTES	520	18	22	8	12	15	21	18	19	19	12	7	18	74	23
	20.9	16.1	22.9	14.3	13.6	18.1	12.8	17.0	21.8	12.3	22.6	11.9	33.3	32.6	31.1
121 TO 180 MINUTES	187	8	3	5	6	5	13	6	9	10	6	-	3	31	6
	7.5	7.1	3.1	8.9	6.8	6.0	7.9	5.7	10.3	6.5	11.3	-	5.6	13.7	8.1
MORE THAN 180 MINUTES	112	1	6	-	3	6	15	2	4	3	3	-	7	16	-
	4.5	0.9	6.3	-	3.4	7.2	9.1	1.9	4.6	1.9	5.7	-	13.0	7.0	-
BLANK	7	-	1	-	-	-	-	1	-	2	-	1	-	1	1
	0.3	-	1.0	-	-	-	-	0.9	-	1.3	-	1.7	-	0.4	1.4

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q9. ON AN AVERAGE VISIT, ABOUT HOW MUCH TIME DO YOU SPEND IN THIS BRANCH?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486 100.0	134 100.0	58 100.0	117 100.0	138 100.0	48 100.0	33 100.0	63 100.0	71 100.0	89 100.0	40 100.0	68 100.0	55 100.0	97 100.0	54 100.0
10 MINUTES OR LESS	208 8.4	21 15.7	-	17 14.5	9 6.5	7 14.6	2 6.1	6 9.5	7 9.9	7 7.9	1 2.5	10 14.7	1 1.8	2 2.1	2 3.7
11 TO 30 MINUTES	688 27.7	53 39.6	8 13.8	43 36.8	55 39.9	17 35.4	6 18.2	21 33.3	18 25.4	20 22.5	8 20.0	27 39.7	7 12.7	13 13.4	18 33.3
31 TO 60 MINUTES	764 30.7	33 24.6	18 31.0	37 31.6	38 27.5	14 29.2	12 36.4	19 30.2	25 35.2	20 22.5	12 30.0	20 29.4	16 29.1	28 28.9	14 25.9
61 TO 120 MINUTES	520 20.9	20 14.9	19 32.8	14 12.0	26 18.8	4 8.3	6 18.2	13 20.6	16 22.5	29 32.6	10 25.0	8 11.8	19 34.5	32 33.0	15 27.8
121 TO 180 MINUTES	187 7.5	2 1.5	9 15.5	3 2.6	3 2.2	4 8.3	4 12.1	2 3.2	4 5.6	10 11.2	4 10.0	1 1.5	11 20.0	16 16.5	3 5.6
MORE THAN 180 MINUTES	112 4.5	5 3.7	4 6.9	3 2.6	7 5.1	2 4.2	3 9.1	2 3.2	1 1.4	3 3.4	5 12.5	2 2.9	1 1.8	6 6.2	2 3.7
BLANK	7 0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q9. ON AN AVERAGE VISIT, ABOUT HOW MUCH TIME DO YOU SPEND IN THIS BRANCH?

	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
	TOTAL	<1X	2-3X	4-10X		11+X	WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
10 MINUTES OR LESS	208 8.4	-	-	-	-	82 9.2	21 8.1	105 7.9	41 7.1	83 7.5	81 7.9	14 4.4	195 8.5	12 7.2
11 TO 30 MINUTES	688 27.7	-	-	-	-	251 28.0	74 28.7	361 27.3	120 20.8	307 27.8	281 27.3	97 30.2	654 28.5	31 18.6
31 TO 60 MINUTES	764 30.7	-	-	-	-	298 33.3	77 29.8	387 29.3	201 34.8	317 28.7	322 31.3	85 26.5	702 30.6	50 29.9
61 TO 120 MINUTES	520 20.9	-	-	-	-	184 20.6	48 18.6	287 21.7	125 21.6	241 21.8	210 20.4	68 21.2	465 20.3	50 29.9
121 TO 180 MINUTES	187 7.5	-	-	-	-	50 5.6	27 10.5	109 8.2	55 9.5	95 8.6	77 7.5	35 10.9	173 7.5	12 7.2
MORE THAN 180 MINUTES	112 4.5	-	-	-	-	28 3.1	11 4.3	72 5.4	35 6.1	61 5.5	57 5.5	22 6.9	99 4.3	11 6.6
BLANK	7 0.3	-	-	-	-	2 0.2	-	2 0.2	1 0.2	2 0.2	2 0.2	-	4 0.2	1 0.6

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q9. ON AN AVERAGE VISIT, ABOUT HOW MUCH TIME DO YOU SPEND IN THIS BRANCH?

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
BASE - ALL RESPONDENTS	2486 100.0	1596 100.0	1584 100.0	1128 100.0	211 100.0	208 100.0	1452 100.0	819 100.0	586 100.0	876 100.0	1011 100.0	843 100.0	542 100.0	1979 100.0	408 100.0
10 MINUTES OR LESS	208 8.4	96 6.0	116 7.3	66 5.9	34 16.1	208 100.0	-	-	49 8.4	68 7.8	90 8.9	23 2.7	11 2.0	181 9.1	18 4.4
11 TO 30 MINUTES	688 27.7	387 24.2	417 26.3	257 22.8	76 36.0	-	688 47.4	-	134 22.9	231 26.4	322 31.8	114 13.5	61 11.3	608 30.7	86 21.1
31 TO 60 MINUTES	764 30.7	486 30.5	476 30.1	340 30.1	56 26.5	-	764 52.6	-	169 28.8	293 33.4	295 29.2	254 30.1	159 29.3	603 30.5	142 34.8
61 TO 120 MINUTES	520 20.9	382 23.9	348 22.0	276 24.5	35 16.6	-	-	520 63.5	137 23.4	185 21.1	195 19.3	265 31.4	159 29.3	382 19.3	109 26.7
121 TO 180 MINUTES	187 7.5	145 9.1	134 8.5	107 9.5	7 3.3	-	-	187 22.8	50 8.5	67 7.6	69 6.8	112 13.3	92 17.0	134 6.8	32 7.8
MORE THAN 180 MINUTES	112 4.5	95 6.0	89 5.6	78 6.9	3 1.4	-	-	112 13.7	44 7.5	31 3.5	37 3.7	74 8.8	60 11.1	66 3.3	18 4.4
BLANK	7 0.3	5 0.3	4 0.3	4 0.4	-	-	-	-	3 0.5	1 0.1	3 0.3	1 0.1	-	5 0.3	3 0.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q9. ON AN AVERAGE VISIT, ABOUT HOW MUCH TIME DO YOU SPEND IN THIS BRANCH?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486	1523	949	149	188	357	465	437	417	413	1076	156	270	962	86
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
10 MINUTES OR LESS	208	102	106	20	16	37	33	34	24	41	115	5	11	77	8
	8.4	6.7	11.2	13.4	8.5	10.4	7.1	7.8	5.8	9.9	10.7	3.2	4.1	8.0	9.3
11 TO 30 MINUTES	688	405	280	25	48	74	127	127	125	146	353	28	54	248	19
	27.7	26.6	29.5	16.8	25.5	20.7	27.3	29.1	30.0	35.4	32.8	17.9	20.0	25.8	22.1
31 TO 60 MINUTES	764	479	281	34	52	112	169	143	129	100	325	46	95	298	22
	30.7	31.5	29.6	22.8	27.7	31.4	36.3	32.7	30.9	24.2	30.2	29.5	35.2	31.0	25.6
61 TO 120 MINUTES	520	331	186	43	38	79	85	93	85	87	191	35	74	204	23
	20.9	21.7	19.6	28.9	20.2	22.1	18.3	21.3	20.4	21.1	17.8	22.4	27.4	21.2	26.7
121 TO 180 MINUTES	187	123	62	20	18	31	30	24	35	26	63	26	22	79	8
	7.5	8.1	6.5	13.4	9.6	8.7	6.5	5.5	8.4	6.3	5.9	16.7	8.1	8.2	9.3
MORE THAN 180 MINUTES	112	78	32	7	16	23	19	16	18	12	25	16	14	53	5
	4.5	5.1	3.4	4.7	8.5	6.4	4.1	3.7	4.3	2.9	2.3	10.3	5.2	5.5	5.8
BLANK	7	5	2	-	-	1	2	-	1	1	4	-	-	3	1
	0.3	0.3	0.2			0.3	0.4		0.2	0.2	0.4			0.3	1.2



## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q10. FOR HOW LONG HAVE YOU BEEN USING THIS BRANCH?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
3 MONTHS OR LESS	329 13.2	26 12.5	42 18.5	25 9.3	38 12.9	23 20.4	36 12.0	52 16.8	19 8.7	15 6.7	23 14.1	30 19.9
3 TO 6 MONTHS	143 5.8	11 5.3	8 3.5	13 4.8	16 5.4	10 8.8	21 7.0	14 4.5	13 5.9	11 4.9	12 7.4	12 7.9
7 TO 12 MONTHS	114 4.6	13 6.3	7 3.1	3 1.1	11 3.7	6 5.3	11 3.7	9 2.9	12 5.5	10 4.5	16 9.8	16 10.6
1 TO 2 YEARS	461 18.5	40 19.2	30 13.2	40 14.8	64 21.8	23 20.4	60 19.9	56 18.1	37 16.9	48 21.5	33 20.2	29 19.2
3 TO 5 YEARS	415 16.7	32 15.4	40 17.6	43 15.9	50 17.0	25 22.1	44 14.6	41 13.3	42 19.2	49 22.0	25 15.3	23 15.2
MORE THAN 5 YEARS	1011 40.7	86 41.3	99 43.6	144 53.3	113 38.4	25 22.1	126 41.9	135 43.7	94 42.9	90 40.4	54 33.1	41 27.2
DON'T KNOW	2 0.1	-	-	1 0.4	1 0.3	-	-	-	-	-	-	-
BLANK	11 0.4	-	1 0.4	1 0.4	1 0.3	1 0.9	3 1.0	2 0.6	2 0.9	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q10. FOR HOW LONG HAVE YOU BEEN USING THIS BRANCH?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
3 MONTHS OR LESS	329	7	19	9	22	11	7	18	6	24	8	15	8	24	12
	13.2	6.3	19.8	16.1	25.0	13.3	4.3	17.0	6.9	15.6	15.1	25.4	14.8	10.6	16.2
3 TO 6 MONTHS	143	5	6	1	1	6	9	4	5	10	1	7	3	13	8
	5.8	4.5	6.3	1.8	1.1	7.2	5.5	3.8	5.7	6.5	1.9	11.9	5.6	5.7	10.8
7 TO 12 MONTHS	114	5	8	2	1	4	-	3	6	3	2	5	1	6	5
	4.6	4.5	8.3	3.6	1.1	4.8	-	2.8	6.9	1.9	3.8	8.5	1.9	2.6	6.8
1 TO 2 YEARS	461	19	21	10	7	13	28	12	19	36	9	14	9	34	26
	18.5	17.0	21.9	17.9	8.0	15.7	17.1	11.3	21.8	23.4	17.0	23.7	16.7	15.0	35.1
3 TO 5 YEARS	415	25	7	8	18	14	27	16	19	19	12	7	18	31	13
	16.7	22.3	7.3	14.3	20.5	16.9	16.5	15.1	21.8	12.3	22.6	11.9	33.3	13.7	17.6
MORE THAN 5 YEARS	1011	51	35	25	39	35	92	52	32	61	20	10	15	119	7
	40.7	45.5	36.5	44.6	44.3	42.2	56.1	49.1	36.8	39.6	37.7	16.9	27.8	52.4	9.5
DON'T KNOW	2	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.1	-	-	-	-	-	-	0.9	-	-	1.9	-	-	-	-
BLANK	11	-	-	1	-	-	1	-	-	1	-	1	-	-	3
	0.4	-	-	1.8	-	-	0.6	-	-	0.6	-	1.7	-	-	4.1

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q10. FOR HOW LONG HAVE YOU BEEN USING THIS BRANCH?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486	134	58	117	138	48	33	63	71	89	40	68	55	97	54
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
3 MONTHS OR LESS	329	28	11	13	12	4	3	6	4	5	7	7	9	19	11
	13.2	20.9	19.0	11.1	8.7	8.3	9.1	9.5	5.6	5.6	17.5	10.3	16.4	19.6	20.4
3 TO 6 MONTHS	143	5	4	5	9	4	-	1	3	7	3	3	6	8	4
	5.8	3.7	6.9	4.3	6.5	8.3	-	1.6	4.2	7.9	7.5	4.4	10.9	8.2	7.4
7 TO 12 MONTHS	114	3	3	3	7	3	2	1	3	6	7	2	7	7	9
	4.6	2.2	5.2	2.6	5.1	6.3	6.1	1.6	4.2	6.7	17.5	2.9	12.7	7.2	16.7
1 TO 2 YEARS	461	23	17	16	25	4	8	15	14	19	6	16	11	19	10
	18.5	17.2	29.3	13.7	18.1	8.3	24.2	23.8	19.7	21.3	15.0	23.5	20.0	19.6	18.5
3 TO 5 YEARS	415	18	9	14	25	10	7	12	8	29	5	12	8	17	6
	16.7	13.4	15.5	12.0	18.1	20.8	21.2	19.0	11.3	32.6	12.5	17.6	14.5	17.5	11.1
MORE THAN 5 YEARS	1011	56	13	66	59	22	13	28	39	23	12	28	14	27	14
	40.7	41.8	22.4	56.4	42.8	45.8	39.4	44.4	54.9	25.8	30.0	41.2	25.5	27.8	25.9
DON'T KNOW	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BLANK	11	1	1	-	1	1	-	-	-	-	-	-	-	-	-
	0.4	0.7	1.7	-	0.7	2.1	-	-	-	-	-	-	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q10. FOR HOW LONG HAVE YOU BEEN USING THIS BRANCH?

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
3 MONTHS OR LESS	329 13.2	-	-	-	-	-	173 19.3	42 16.3	108 8.2	60 10.4	137 12.4	134 13.0	24 7.5	249 10.9	74 44.3
3 TO 6 MONTHS	143 5.8	-	-	-	-	-	59 6.6	10 3.9	74 5.6	28 4.8	61 5.5	53 5.1	13 4.0	134 5.8	9 5.4
7 TO 12 MONTHS	114 4.6	-	-	-	-	-	46 5.1	11 4.3	57 4.3	34 5.9	54 4.9	45 4.4	14 4.4	109 4.8	5 3.0
1 TO 2 YEARS	461 18.5	-	-	-	-	-	192 21.5	55 21.3	213 16.1	106 18.3	198 17.9	173 16.8	66 20.6	428 18.7	25 15.0
3 TO 5 YEARS	415 16.7	-	-	-	-	-	136 15.2	49 19.0	229 17.3	99 17.1	181 16.4	181 17.6	49 15.3	397 17.3	14 8.4
MORE THAN 5 YEARS	1011 40.7	-	-	-	-	-	283 31.6	91 35.3	635 48.0	245 42.4	470 42.5	438 42.5	154 48.0	966 42.1	36 21.6
DON'T KNOW	2 0.1	-	-	-	-	-	1 0.1	-	1 0.1	-	1 0.1	2 0.2	-	1 *	1 0.6
BLANK	11 0.4	-	-	-	-	-	5 0.6	-	6 0.5	6 1.0	4 0.4	4 0.4	1 0.3	8 0.3	3 1.8

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q10. FOR HOW LONG HAVE YOU BEEN USING THIS BRANCH?

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
BASE - ALL RESPONDENTS	2486 100.0	1596 100.0	1584 100.0	1128 100.0	211 100.0	208 100.0	1452 100.0	819 100.0	586 100.0	876 100.0	1011 100.0	843 100.0	542 100.0	1979 100.0	408 100.0
3 MONTHS OR LESS	329 13.2	199 12.5	178 11.2	129 11.4	32 15.2	38 18.3	164 11.3	124 15.1	329 56.1	-	-	119 14.1	79 14.6	196 9.9	57 14.0
3 TO 6 MONTHS	143 5.8	93 5.8	85 5.4	64 5.7	12 5.7	6 2.9	81 5.6	56 6.8	143 24.4	-	-	66 7.8	41 7.6	103 5.2	20 4.9
7 TO 12 MONTHS	114 4.6	71 4.4	75 4.7	53 4.7	10 4.7	5 2.4	58 4.0	51 6.2	114 19.5	-	-	53 6.3	33 6.1	76 3.8	13 3.2
1 TO 2 YEARS	461 18.5	306 19.2	282 17.8	201 17.8	39 18.5	38 18.3	275 18.9	147 17.9	-	461 52.6	-	166 19.7	113 20.8	341 17.2	92 22.5
3 TO 5 YEARS	415 16.7	274 17.2	256 16.2	179 15.9	31 14.7	30 14.4	249 17.1	136 16.6	-	415 47.4	-	137 16.3	92 17.0	354 17.9	68 16.7
MORE THAN 5 YEARS	1011 40.7	646 40.5	698 44.1	496 44.0	87 41.2	90 43.3	617 42.5	301 36.8	-	-	1011 100.0	298 35.3	180 33.2	900 45.5	154 37.7
DON'T KNOW	2 0.1	1 0.1	2 0.1	1 0.1	-	-	2 0.1	-	-	-	-	2 0.2	1 0.2	1 0.1	-
BLANK	11 0.4	6 0.4	8 0.5	5 0.4	-	1 0.5	6 0.4	4 0.5	-	-	-	2 0.2	3 0.6	8 0.4	4 1.0

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q10. FOR HOW LONG HAVE YOU BEEN USING THIS BRANCH?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486	1523	949	149	188	357	465	437	417	413	1076	156	270	962	86
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
3 MONTHS OR LESS	329	180	146	18	73	81	62	44	21	21	136	26	47	116	18
	13.2	11.8	15.4	12.1	38.8	22.7	13.3	10.1	5.0	5.1	12.6	16.7	17.4	12.1	20.9
3 TO 6 MONTHS	143	87	55	9	19	36	23	24	16	12	52	8	22	58	7
	5.8	5.7	5.8	6.0	10.1	10.1	4.9	5.5	3.8	2.9	4.8	5.1	8.1	6.0	8.1
7 TO 12 MONTHS	114	71	41	9	15	24	26	17	15	5	37	15	11	48	5
	4.6	4.7	4.3	6.0	8.0	6.7	5.6	3.9	3.6	1.2	3.4	9.6	4.1	5.0	5.8
1 TO 2 YEARS	461	274	186	43	40	95	103	64	57	36	171	35	67	193	18
	18.5	18.0	19.6	28.9	21.3	26.6	22.2	14.6	13.7	8.7	15.9	22.4	24.8	20.1	20.9
3 TO 5 YEARS	415	260	151	37	16	50	112	86	50	57	180	28	38	168	12
	16.7	17.1	15.9	24.8	8.5	14.0	24.1	19.7	12.0	13.8	16.7	17.9	14.1	17.5	14.0
MORE THAN 5 YEARS	1011	642	367	32	24	69	139	199	256	279	496	43	83	373	26
	40.7	42.2	38.7	21.5	12.8	19.3	29.9	45.5	61.4	67.6	46.1	27.6	30.7	38.8	30.2
DON'T KNOW	2	2	-	-	-	1	-	1	-	-	-	1	-	1	-
	0.1	0.1				0.3		0.2				0.6		0.1	
BLANK	11	7	3	1	1	1	-	2	2	3	4	-	2	5	-
	0.4	0.5	0.3	0.7	0.5	0.3		0.5	0.5	0.7	0.4		0.7	0.5	

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q11. FOR WHAT REASON(S) DO YOU PRIMARILY USE THIS BRANCH?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
INTERNET ACCESS	743 29.9	53 25.5	61 26.9	99 36.7	75 25.5	37 32.7	82 27.2	61 19.7	61 27.9	73 32.7	67 41.1	73 48.3
USE OF COMPUTERS AND OTHER EQUIPMENT	347 14.0	24 11.5	20 8.8	67 24.8	42 14.3	15 13.3	30 10.0	30 9.7	33 15.1	36 16.1	31 19.0	19 12.6
HOMEWORK/STUDY TIME/ REFERENCE ASSISTANCE	542 21.8	47 22.6	42 18.5	57 21.1	78 26.5	14 12.4	72 23.9	56 18.1	53 24.2	50 22.4	31 19.0	41 27.2
MATERIALS (BOOKS, DVDS, RESEARCH MATERIAL, ETC.)	1979 79.6	174 83.7	180 79.3	225 83.3	228 77.6	71 62.8	217 72.1	260 84.1	196 89.5	188 84.3	127 77.9	106 70.2
MEETINGS	69 2.8	4 1.9	3 1.3	10 3.7	5 1.7	3 2.7	13 4.3	15 4.9	3 1.4	6 2.7	3 1.8	4 2.6
PROGRAMS/CLASSES/ EXHIBITS	257 10.3	19 9.1	16 7.0	18 6.7	24 8.2	28 24.8	37 12.3	31 10.0	30 13.7	18 8.1	20 12.3	15 9.9
OTHER	55 2.2	7 3.4	6 2.6	5 1.9	4 1.4	1 0.9	9 3.0	5 1.6	3 1.4	3 1.3	5 3.1	6 4.0
BLANK	18 0.7	-	-	4 1.5	3 1.0	2 1.8	1 0.3	3 1.0	-	1 0.4	1 0.6	3 2.0

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q11. FOR WHAT REASON(S) DO YOU PRIMARILY USE THIS BRANCH?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INTERNET ACCESS	743	28	25	7	34	20	60	39	20	43	12	16	21	64	18
	29.9	25.0	26.0	12.5	38.6	24.1	36.6	36.8	23.0	27.9	22.6	27.1	38.9	28.2	24.3
USE OF COMPUTERS AND OTHER EQUIPMENT	347	9	15	1	8	11	42	25	9	29	4	7	8	23	7
	14.0	8.0	15.6	1.8	9.1	13.3	25.6	23.6	10.3	18.8	7.5	11.9	14.8	10.1	9.5
HOMEWORK/STUDY TIME/REFERENCE ASSISTANCE	542	22	25	12	19	11	33	24	27	44	7	3	11	67	5
	21.8	19.6	26.0	21.4	21.6	13.3	20.1	22.6	31.0	28.6	13.2	5.1	20.4	29.5	6.8
MATERIALS (BOOKS, DVDS, RESEARCH MATERIAL, ETC.)	1979	97	77	51	62	67	138	87	66	125	37	32	39	172	45
	79.6	86.6	80.2	91.1	70.5	80.7	84.1	82.1	75.9	81.2	69.8	54.2	72.2	75.8	60.8
MEETINGS	69	3	1	2	1	-	6	4	1	4	-	2	1	10	3
	2.8	2.7	1.0	3.6	1.1	-	3.7	3.8	1.1	2.6	-	3.4	1.9	4.4	4.1
PROGRAMS/CLASSES/EXHIBITS	257	12	7	6	4	6	11	7	5	19	-	25	3	17	20
	10.3	10.7	7.3	10.7	4.5	7.2	6.7	6.6	5.7	12.3	-	42.4	5.6	7.5	27.0
OTHER	55	3	4	2	3	1	3	2	2	1	1	1	-	3	6
	2.2	2.7	4.2	3.6	3.4	1.2	1.8	1.9	2.3	0.6	1.9	1.7	-	1.3	8.1
BLANK	18	-	-	-	-	-	2	2	1	2	-	2	-	-	1
	0.7	-	-	-	-	-	1.2	1.9	1.1	1.3	-	3.4	-	-	1.4



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q11. FOR WHAT REASON(S) DO YOU PRIMARILY USE THIS BRANCH?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7				DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11	
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486 100.0	134 100.0	58 100.0	117 100.0	138 100.0	48 100.0	33 100.0	63 100.0	71 100.0	89 100.0	40 100.0	68 100.0	55 100.0	97 100.0	54 100.0
INTERNET ACCESS	743 29.9	17 12.7	21 36.2	23 19.7	43 31.2	10 20.8	8 24.2	18 28.6	20 28.2	35 39.3	24 60.0	13 19.1	30 54.5	53 54.6	20 37.0
USE OF COMPUTERS AND OTHER EQUIPMENT	347 14.0	2 1.5	18 31.0	10 8.5	28 20.3	2 4.2	3 9.1	7 11.1	9 12.7	20 22.5	14 35.0	8 11.8	9 16.4	13 13.4	6 11.1
HOMEWORK/STUDY TIME/ REFERENCE ASSISTANCE	542 21.8	22 16.4	18 31.0	16 13.7	36 26.1	10 20.8	7 21.2	8 12.7	14 19.7	28 31.5	12 30.0	2 2.9	17 30.9	25 25.8	16 29.6
MATERIALS (BOOKS, DVDS, RESEARCH MATERIAL, ETC.)	1979 79.6	118 88.1	41 70.7	101 86.3	128 92.8	41 85.4	27 81.8	58 92.1	58 81.7	72 80.9	24 60.0	64 94.1	39 70.9	65 67.0	41 75.9
MEETINGS	69 2.8	2 1.5	8 13.8	5 4.3	1 0.7	-	2 6.1	2 3.2	1 1.4	3 3.4	1 2.5	1 1.5	1 1.8	3 3.1	1 1.9
PROGRAMS/CLASSES/ EXHIBITS	257 10.3	13 9.7	9 15.5	9 7.7	21 15.2	4 8.3	5 15.2	4 6.3	9 12.7	5 5.6	7 17.5	11 16.2	2 3.6	12 12.4	3 5.6
OTHER	55 2.2	2 1.5	-	3 2.6	2 1.4	-	1 3.0	-	-	3 3.4	-	1 1.5	4 7.3	4 4.1	2 3.7
BLANK	18 0.7	-	3 5.2	-	-	-	-	-	-	1 1.1	-	-	1 1.8	2 2.1	1 1.9

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q11. FOR WHAT REASON(S) DO YOU PRIMARILY USE THIS BRANCH?

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
INTERNET ACCESS	743 29.9	-	-	-	-	-	222 24.8	66 25.6	452 34.2	189 32.7	375 33.9	314 30.5	112 34.9	697 30.4	40 24.0
USE OF COMPUTERS AND OTHER EQUIPMENT	347 14.0	-	-	-	-	-	84 9.4	47 18.2	216 16.3	87 15.1	190 17.2	155 15.0	59 18.4	323 14.1	20 12.0
HOMEWORK/STUDY TIME/ REFERENCE ASSISTANCE	542 21.8	-	-	-	-	-	165 18.4	77 29.8	300 22.7	90 15.6	248 22.4	276 26.8	86 26.8	496 21.6	43 25.7
MATERIALS (BOOKS, DVDS, RESEARCH MATERIAL, ETC.)	1979 79.6	-	-	-	-	-	665 74.3	204 79.1	1102 83.3	449 77.7	879 79.5	855 83.0	272 84.7	1885 82.2	80 47.9
MEETINGS	69 2.8	-	-	-	-	-	19 2.1	7 2.7	43 3.3	20 3.5	39 3.5	25 2.4	15 4.7	64 2.8	4 2.4
PROGRAMS/CLASSES/ EXHIBITS	257 10.3	-	-	-	-	-	105 11.7	19 7.4	132 10.0	117 20.2	84 7.6	104 10.1	35 10.9	234 10.2	18 10.8
OTHER	55 2.2	-	-	-	-	-	27 3.0	5 1.9	23 1.7	12 2.1	26 2.4	15 1.5	5 1.6	37 1.6	15 9.0
BLANK	18 0.7	-	-	-	-	-	12 1.3	2 0.8	3 0.2	7 1.2	10 0.9	3 0.3	-	12 0.5	3 1.8

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q11. FOR WHAT REASON(S) DO YOU PRIMARILY USE THIS BRANCH?

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
BASE - ALL RESPONDENTS	2486	1596	1584	1128	211	208	1452	819	586	876	1011	843	542	1979	408
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INTERNET ACCESS	743	552	513	415	48	15	313	414	210	270	260	743	221	517	105
	29.9	34.6	32.4	36.8	22.7	7.2	21.6	50.5	35.8	30.8	25.7	88.1	40.8	26.1	25.7
USE OF COMPUTERS AND OTHER EQUIPMENT	347	258	246	198	18	13	154	180	73	125	147	347	128	268	68
	14.0	16.2	15.5	17.6	8.5	6.3	10.6	22.0	12.5	14.3	14.5	41.2	23.6	13.5	16.7
HOMEWORK/STUDY TIME/REFERENCE ASSISTANCE	542	392	352	279	34	11	220	311	153	205	180	244	542	358	86
	21.8	24.6	22.2	24.7	16.1	5.3	15.2	38.0	26.1	23.4	17.8	28.9	100.0	18.1	21.1
MATERIALS (BOOKS, DVDS, RESEARCH MATERIAL, ETC.)	1979	1265	1287	893	161	181	1211	582	375	695	900	572	358	1979	287
	79.6	79.3	81.3	79.2	76.3	87.0	83.4	71.1	64.0	79.3	89.0	67.9	66.1	100.0	70.3
MEETINGS	69	49	50	37	4	-	31	38	8	23	38	44	30	60	69
	2.8	3.1	3.2	3.3	1.9		2.1	4.6	1.4	2.6	3.8	5.2	5.5	3.0	16.9
PROGRAMS/CLASSES/EXHIBITS	257	182	194	146	13	7	167	82	43	116	95	73	60	201	257
	10.3	11.4	12.2	12.9	6.2	3.4	11.5	10.0	7.3	13.2	9.4	8.7	11.1	10.2	63.0
OTHER	55	30	28	21	6	8	22	24	24	14	16	-	-	8	55
	2.2	1.9	1.8	1.9	2.8	3.8	1.5	2.9	4.1	1.6	1.6			0.4	13.5
BLANK	18	10	7	5	1	1	13	3	4	7	6	-	-	-	-
	0.7	0.6	0.4	0.4	0.5	0.5	0.9	0.4	0.7	0.8	0.6				

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q11. FOR WHAT REASON(S) DO YOU PRIMARILY USE THIS BRANCH?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486 100.0	1523 100.0	949 100.0	149 100.0	188 100.0	357 100.0	465 100.0	437 100.0	417 100.0	413 100.0	1076 100.0	156 100.0	270 100.0	962 100.0	86 100.0
INTERNET ACCESS	743 29.9	503 33.0	236 24.9	62 41.6	70 37.2	106 29.7	129 27.7	141 32.3	142 34.1	84 20.3	278 25.8	80 51.3	100 37.0	261 27.1	38 44.2
USE OF COMPUTERS AND OTHER EQUIPMENT	347 14.0	233 15.3	113 11.9	38 25.5	29 15.4	37 10.4	54 11.6	70 16.0	67 16.1	44 10.7	107 9.9	43 27.6	37 13.7	149 15.5	16 18.6
HOMEWORK/STUDY TIME/REFERENCE ASSISTANCE	542 21.8	350 23.0	188 19.8	81 54.4	69 36.7	102 28.6	94 20.2	83 19.0	56 13.4	42 10.2	167 15.5	55 35.3	73 27.0	251 26.1	20 23.3
MATERIALS (BOOKS, DVDS, RESEARCH MATERIAL, ETC.)	1979 79.6	1227 80.6	747 78.7	99 66.4	134 71.3	264 73.9	383 82.4	358 81.9	343 82.3	363 87.9	926 86.1	110 70.5	194 71.9	748 77.8	59 68.6
MEETINGS	69 2.8	48 3.2	21 2.2	7 4.7	5 2.7	12 3.4	9 1.9	16 3.7	12 2.9	8 1.9	28 2.6	9 5.8	10 3.7	24 2.5	1 1.2
PROGRAMS/CLASSES/EXHIBITS	257 10.3	164 10.8	91 9.6	10 6.7	9 4.8	50 14.0	70 15.1	47 10.8	31 7.4	28 6.8	112 10.4	13 8.3	50 18.5	80 8.3	12 14.0
OTHER	55 2.2	36 2.4	18 1.9	3 2.0	1 0.5	4 1.1	9 1.9	5 1.1	11 2.6	18 4.4	14 1.3	2 1.3	4 1.5	32 3.3	2 2.3
BLANK	18 0.7	5 0.3	11 1.2	1 0.7	-	-	-	2 0.5	5 1.2	6 1.5	3 0.3	-	1 0.4	14 1.5	-

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q12. HAVE YOU VISITED ANY OTHER SAN FRANCISCO PUBLIC LIBRARY BRANCHES IN THE PAST MONTH?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
YES	1523 61.3	120 57.7	142 62.6	172 63.7	211 71.8	72 63.7	158 52.5	211 68.3	144 65.8	127 57.0	74 45.4	85 56.3
NO	949 38.2	88 42.3	85 37.4	96 35.6	83 28.2	37 32.7	140 46.5	95 30.7	75 34.2	96 43.0	87 53.4	66 43.7
DON'T KNOW/BLANK	14 0.6	-	-	2 0.7	-	4 3.5	3 1.0	3 1.0	-	-	2 1.2	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q12. HAVE YOU VISITED ANY OTHER SAN FRANCISCO PUBLIC LIBRARY BRANCHES IN THE PAST MONTH?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	1523	61	59	32	55	55	110	62	65	111	35	29	43	118	40
	61.3	54.5	61.5	57.1	62.5	66.3	67.1	58.5	74.7	72.1	66.0	49.2	79.6	52.0	54.1
NO	949	51	37	24	33	28	53	43	22	43	18	27	10	106	34
	38.2	45.5	38.5	42.9	37.5	33.7	32.3	40.6	25.3	27.9	34.0	45.8	18.5	46.7	45.9
DON'T KNOW/BLANK	14	-	-	-	-	-	1	1	-	-	-	3	1	3	-
	0.6						0.6	0.9				5.1	1.9	1.3	

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q12. HAVE YOU VISITED ANY OTHER SAN FRANCISCO PUBLIC LIBRARY BRANCHES IN THE PAST MONTH?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486	134	58	117	138	48	33	63	71	89	40	68	55	97	54
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	1523	94	35	82	90	31	23	39	41	47	21	30	23	48	37
	61.3	70.1	60.3	70.1	65.2	64.6	69.7	61.9	57.7	52.8	52.5	44.1	41.8	49.5	68.5
NO	949	40	21	34	48	17	10	24	30	42	18	38	31	49	17
	38.2	29.9	36.2	29.1	34.8	35.4	30.3	38.1	42.3	47.2	45.0	55.9	56.4	50.5	31.5
DON'T KNOW/BLANK	14	-	2	1	-	-	-	-	-	-	1	-	1	-	-
	0.6		3.4	0.9							2.5		1.8		

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q12. HAVE YOU VISITED ANY OTHER SAN FRANCISCO PUBLIC LIBRARY BRANCHES IN THE PAST MONTH?

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
YES	1523 61.3	-	-	-	-	-	544 60.8	143 55.4	830 62.7	339 58.7	688 62.2	667 64.8	204 63.6	1454 63.4	55 32.9
NO	949 38.2	-	-	-	-	-	345 38.5	113 43.8	487 36.8	234 40.5	412 37.3	358 34.8	113 35.2	828 36.1	109 65.3
DON'T KNOW/BLANK	14 0.6	-	-	-	-	-	6 0.7	2 0.8	6 0.5	5 0.9	6 0.5	5 0.5	4 1.2	10 0.4	3 1.8



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q12. HAVE YOU VISITED ANY OTHER SAN FRANCISCO PUBLIC LIBRARY BRANCHES IN THE PAST MONTH?

	REACTION TO MORE/FEWER HOURS				AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING				
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
BASE - ALL RESPONDENTS	2486	1596	1584	1128	211	208	1452	819	586	876	1011	843	542	1979	408
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	1523	1026	992	728	114	102	884	532	338	534	642	562	350	1227	263
	61.3	64.3	62.6	64.5	54.0	49.0	60.9	65.0	57.7	61.0	63.5	66.7	64.6	62.0	64.5
NO	949	560	585	393	97	106	561	280	242	337	367	277	188	747	142
	38.2	35.1	36.9	34.8	46.0	51.0	38.6	34.2	41.3	38.5	36.3	32.9	34.7	37.7	34.8
DON'T KNOW/BLANK	14	10	7	7	-	-	7	7	6	5	2	4	4	5	3
	0.6	0.6	0.4	0.6	-	-	0.5	0.9	1.0	0.6	0.2	0.5	0.7	0.3	0.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q12. HAVE YOU VISITED ANY OTHER SAN FRANCISCO PUBLIC LIBRARY BRANCHES IN THE PAST MONTH?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486	1523	949	149	188	357	465	437	417	413	1076	156	270	962	86
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	1523	1523	-	105	106	201	271	291	273	244	639	86	160	613	52
	61.3	100.0		70.5	56.4	56.3	58.3	66.6	65.5	59.1	59.4	55.1	59.3	63.7	60.5
NO	949	-	949	44	79	154	193	143	144	167	433	70	108	342	32
	38.2		100.0	29.5	42.0	43.1	41.5	32.7	34.5	40.4	40.2	44.9	40.0	35.6	37.2
DON'T KNOW/BLANK	14	-	-	-	3	2	1	3	-	2	4	-	2	7	2
	0.6				1.6	0.6	0.2	0.7		0.5	0.4		0.7	0.7	2.3

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - VISITED OTHER BRANCH IN PAST MONTH	1523 100.0	120 100.0	142 100.0	172 100.0	211 100.0	72 100.0	158 100.0	211 100.0	144 100.0	127 100.0	74 100.0	85 100.0
MAIN	521 34.2	41 34.2	51 35.9	71 41.3	59 28.0	36 50.0	26 16.5	52 24.6	79 54.9	52 40.9	28 37.8	24 28.2
WEST PORTAL	142 9.3	4 3.3	6 4.2	6 3.5	47 22.3	-	10 6.3	39 18.5	16 11.1	4 3.1	2 2.7	8 9.4
RICHMOND	118 7.7	31 25.8	21 14.8	4 2.3	18 8.5	8 11.1	11 7.0	10 4.7	9 6.3	4 3.1	1 1.4	1 1.2
BLANK	110 7.2	5 4.2	8 5.6	10 5.8	16 7.6	8 11.1	13 8.2	6 2.8	2 1.4	16 12.6	16 21.6	10 11.8
SUNSET	101 6.6	19 15.8	5 3.5	4 2.3	37 17.5	4 5.6	10 6.3	15 7.1	5 3.5	-	1 1.4	1 1.2
MISSION	99 6.5	1 0.8	3 2.1	2 1.2	4 1.9	5 6.9	18 11.4	7 3.3	24 16.7	14 11.0	8 10.8	11 12.9
CHINATOWN	77 5.1	6 5.0	10 7.0	24 14.0	4 1.9	4 5.6	8 5.1	7 3.3	4 2.8	6 4.7	1 1.4	2 2.4
PARKSIDE	77 5.1	4 3.3	-	9 5.2	27 12.8	-	-	28 13.3	3 2.1	3 2.4	-	3 3.5
EXCELSIOR	74 4.9	3 2.5	2 1.4	3 1.7	4 1.9	2 2.8	12 7.6	9 4.3	11 7.6	21 16.5	4 5.4	3 3.5
MERCED	71 4.7	4 3.3	-	3 1.7	17 8.1	-	3 1.9	23 10.9	5 3.5	1 0.8	2 2.7	13 15.3
ORTEGA	70 4.6	10 8.3	4 2.8	2 1.2	30 14.2	2 2.8	-	17 8.1	1 0.7	1 0.8	3 4.1	-
GLEN PARK	69 4.5	-	7 4.9	2 1.2	3 1.4	-	5 3.2	17 8.1	5 3.5	16 12.6	1 1.4	12 14.1
MARINA	66 4.3	6 5.0	26 18.3	15 8.7	1 0.5	4 5.6	8 5.1	3 1.4	1 0.7	1 0.8	1 1.4	-
INGLESIDE	60 3.9	1 0.8	1 0.7	7 4.1	4 1.9	-	1 0.6	32 15.2	2 1.4	2 1.6	1 1.4	9 10.6
WESTERN ADDITION	57 3.7	9 7.5	20 14.1	1 0.6	5 2.4	1 1.4	10 6.3	6 2.8	1 0.7	1 0.8	-	3 3.5

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
EUREKA VALLEY	53 3.5	2 1.7	3 2.1	1 0.6	6 2.8	7 9.7	16 10.1	4 1.9	7 4.9	7 5.5	-	-
NORTH BEACH	52 3.4	3 2.5	9 6.3	27 15.7	1 0.5	1 1.4	9 5.7	-	2 1.4	-	-	-
OTHER	52 3.4	3 2.5	1 0.7	7 4.1	6 2.8	1 1.4	8 5.1	7 3.3	11 7.6	4 3.1	1 1.4	3 3.5
BERNAL HEIGHTS	46 3.0	1 0.8	3 2.1	-	3 1.4	1 1.4	5 3.2	5 2.4	11 7.6	8 6.3	4 5.4	3 3.5
MISSION BAY	40 2.6	2 1.7	1 0.7	3 1.7	1 0.5	4 5.6	12 7.6	-	6 4.2	4 3.1	4 5.4	3 3.5
NOE VALLEY	37 2.4	3 2.5	2 1.4	3 1.7	3 1.4	-	4 2.5	1 0.5	7 4.9	10 7.9	3 4.1	-
PARK	36 2.4	6 5.0	6 4.2	-	6 2.8	3 4.2	7 4.4	1 0.5	6 4.2	-	-	-
ANZA	35 2.3	11 9.2	4 2.8	5 2.9	10 4.7	3 4.2	-	1 0.5	1 0.7	-	-	-
PORTOLA	33 2.2	-	-	5 2.9	1 0.5	4 5.6	-	3 1.4	3 2.1	2 1.6	11 14.9	4 4.7
GOLDEN GATE VALLEY	31 2.0	-	18 12.7	8 4.7	1 0.5	-	2 1.3	2 0.9	-	-	-	-
PRESIDIO	31 2.0	9 7.5	10 7.0	2 1.2	1 0.5	3 4.2	2 1.3	-	2 1.4	-	1 1.4	1 1.2
OCEAN VIEW	30 2.0	1 0.8	-	4 2.3	3 1.4	-	1 0.6	14 6.6	1 0.7	-	2 2.7	4 4.7
VISITACION VALLEY	23 1.5	-	2 1.4	1 0.6	1 0.5	1 1.4	-	2 0.9	1 0.7	7 5.5	3 4.1	5 5.9
POTRERO	13 0.9	1 0.8	-	1 0.6	2 0.9	1 1.4	3 1.9	2 0.9	1 0.7	2 1.6	-	-
BAYVIEW	7 0.5	-	-	1 0.6	1 0.5	-	2 1.3	1 0.5	-	2 1.6	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - VISITED OTHER BRANCH IN PAST MONTH	1523 100.0	61 100.0	59 100.0	32 100.0	55 100.0	55 100.0	110 100.0	62 100.0	65 100.0	111 100.0	35 100.0	29 100.0	43 100.0	118 100.0	40 100.0
MAIN	521 34.2	28 45.9	13 22.0	10 31.3	23 41.8	18 32.7	48 43.6	23 37.1	19 29.2	30 27.0	10 28.6	13 44.8	23 53.5	1 0.8	25 62.5
WEST PORTAL	142 9.3	3 4.9	1 1.7	-	3 5.5	3 5.5	5 4.5	1 1.6	8 12.3	38 34.2	1 2.9	-	-	10 8.5	-
RICHMOND	118 7.7	-	31 52.5	1 3.1	6 10.9	14 25.5	3 2.7	1 1.6	5 7.7	9 8.1	4 11.4	3 10.3	5 11.6	9 7.6	2 5.0
BLANK	110 7.2	1 1.6	4 6.8	6 18.8	1 1.8	1 1.8	8 7.3	2 3.2	5 7.7	8 7.2	3 8.6	7 24.1	1 2.3	12 10.2	1 2.5
SUNSET	101 6.6	12 19.7	7 11.9	-	-	5 9.1	3 2.7	1 1.6	18 27.7	18 16.2	1 2.9	2 6.9	2 4.7	8 6.8	2 5.0
MISSION	99 6.5	-	1 1.7	-	1 1.8	2 3.6	2 1.8	-	1 1.5	2 1.8	1 2.9	2 6.9	3 7.0	14 11.9	4 10.0
CHINATOWN	77 5.1	5 8.2	1 1.7	3 9.4	6 10.9	1 1.8	1 0.9	23 37.1	-	4 3.6	-	1 3.4	3 7.0	6 5.1	2 5.0
PARKSIDE	77 5.1	2 3.3	2 3.4	-	-	-	8 7.3	1 1.6	22 33.8	2 1.8	3 8.6	-	-	-	-
EXCELSIOR	74 4.9	-	3 5.1	-	2 3.6	-	2 1.8	1 1.6	-	4 3.6	-	1 3.4	1 2.3	12 10.2	-
MERCED	71 4.7	2 3.3	2 3.4	-	-	-	1 0.9	2 3.2	7 10.8	8 7.2	2 5.7	-	-	3 2.5	-
ORTEGA	70 4.6	6 9.8	4 6.8	-	3 5.5	1 1.8	1 0.9	1 1.6	-	28 25.2	2 5.7	-	2 4.7	-	-
GLEN PARK	69 4.5	-	-	-	3 5.5	4 7.3	2 1.8	-	2 3.1	1 0.9	-	-	-	5 4.2	-
MARINA	66 4.3	6 9.8	-	18 56.3	1 1.8	7 12.7	6 5.5	9 14.5	-	1 0.9	-	2 6.9	2 4.7	7 5.9	1 2.5

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
INGLESIDE	60 3.9	1 1.6	-	-	-	1 1.8	7 6.4	-	3 4.6	-	1 2.9	-	-	1 0.8	-
WESTERN ADDITION	57 3.7	4 6.6	5 8.5	2 6.3	1 1.8	17 30.9	-	1 1.6	1 1.5	2 1.8	2 5.7	-	1 2.3	10 8.5	-
EUREKA VALLEY	53 3.5	1 1.6	1 1.7	-	-	3 5.5	1 0.9	-	2 3.1	3 2.7	1 2.9	2 6.9	5 11.6	16 13.6	-
NORTH BEACH	52 3.4	-	3 5.1	3 9.4	5 9.1	1 1.8	25 22.7	2 3.2	-	-	1 2.9	1 3.4	-	8 6.8	1 2.5
OTHER	52 3.4	2 3.3	1 1.7	-	1 1.8	-	5 4.5	2 3.2	1 1.5	3 2.7	2 5.7	-	1 2.3	5 4.2	3 7.5
BERNAL HEIGHTS	46 3.0	1 1.6	-	-	1 1.8	2 3.6	-	-	-	1 0.9	2 5.7	1 3.4	-	4 3.4	1 2.5
MISSION BAY	40 2.6	2 3.3	-	-	-	1 1.8	2 1.8	1 1.6	-	1 0.9	-	-	4 9.3	12 10.2	-
NOE VALLEY	37 2.4	2 3.3	1 1.7	-	-	2 3.6	1 0.9	2 3.2	-	2 1.8	1 2.9	-	-	3 2.5	1 2.5
PARK	36 2.4	6 9.8	-	-	2 3.6	4 7.3	-	-	-	4 3.6	2 5.7	-	3 7.0	7 5.9	-
ANZA	35 2.3	11 18.0	-	-	1 1.8	3 5.5	5 4.5	-	6 9.2	4 3.6	-	-	3 7.0	-	-
PORTOLA	33 2.2	-	-	-	-	-	5 4.5	-	1 1.5	-	-	-	4 9.3	-	-
GOLDEN GATE VALLEY	31 2.0	-	-	-	16 29.1	2 3.6	3 2.7	5 8.1	-	1 0.9	-	-	-	2 1.7	-
PRESIDIO	31 2.0	7 11.5	2 3.4	4 12.5	6 10.9	-	1 0.9	1 1.6	-	1 0.9	-	-	3 7.0	-	2 5.0
OCEAN VIEW	30 2.0	-	1 1.7	-	-	-	3 2.7	1 1.6	1 1.5	2 1.8	-	-	-	1 0.8	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
VISITACION VALLEY	23 1.5	-	-	-	1	1	1	-	-	1	-	-	1	-	-
POTRERO	13 0.9	1 1.6	-	-	-	-	1 0.9	-	-	-	2 5.7	1 3.4	-	-	3 7.5
BAYVIEW	7 0.5	-	-	-	-	-	-	1 1.6	-	1 0.9	-	-	-	2 1.7	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7				DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11	
	TOTAL	MERCED	INGLES D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - VISITED OTHER BRANCH IN PAST MONTH	1523 100.0	94 100.0	35 100.0	82 100.0	90 100.0	31 100.0	23 100.0	39 100.0	41 100.0	47 100.0	21 100.0	30 100.0	23 100.0	48 100.0	37 100.0
MAIN	521 34.2	21 22.3	12 34.3	19 23.2	59 65.6	10 32.3	10 43.5	16 41.0	25 61.0	11 23.4	12 57.1	8 26.7	8 34.8	18 37.5	6 16.2
WEST PORTAL	142 9.3	29 30.9	9 25.7	1 1.2	9 10.0	4 12.9	3 13.0	3 7.7	-	1 2.1	1 4.8	1 3.3	-	-	8 21.6
RICHMOND	118 7.7	6 6.4	1 2.9	3 3.7	8 8.9	1 3.2	-	1 2.6	2 4.9	1 2.1	1 4.8	-	-	-	1 2.7
BLANK	110 7.2	-	3 8.6	3 3.7	2 2.2	-	-	5 12.8	1 2.4	10 21.3	3 14.3	11 36.7	2 8.7	3 6.3	7 18.9
SUNSET	101 6.6	7 7.4	2 5.7	6 7.3	4 4.4	-	1 4.3	-	-	-	-	-	1 4.3	-	1 2.7
MISSION	99 6.5	2 2.1	2 5.7	3 3.7	14 15.6	2 6.5	8 34.8	13 33.3	-	1 2.1	2 9.5	5 16.7	1 4.3	9 18.8	2 5.4
CHINATOWN	77 5.1	1 1.1	4 11.4	2 2.4	4 4.4	-	-	-	-	6 12.8	-	-	1 4.3	1 2.1	1 2.7
PARKSIDE	77 5.1	6 6.4	1 2.9	21 25.6	1 1.1	1 3.2	1 4.3	1 2.6	2 4.9	-	-	-	-	1 2.1	2 5.4
EXCELSIOR	74 4.9	1 1.1	6 17.1	2 2.4	2 2.2	9 29.0	-	4 10.3	9 22.0	8 17.0	1 4.8	1 3.3	2 8.7	1 2.1	2 5.4
MERCED	71 4.7	-	8 22.9	15 18.3	4 4.4	1 3.2	-	-	-	1 2.1	-	1 3.3	1 4.3	2 4.2	11 29.7
ORTEGA	70 4.6	10 10.6	1 2.9	6 7.3	1 1.1	-	-	1 2.6	-	-	-	-	3 13.0	-	-
GLEN PARK	69 4.5	6 6.4	2 5.7	9 11.0	1 1.1	-	4 17.4	9 23.1	4 9.8	3 6.4	-	1 3.3	-	11 22.9	1 2.7
MARINA	66 4.3	1 1.1	-	2 2.4	1 1.1	-	-	-	-	1 2.1	-	1 3.3	-	-	-



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7				DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11	
	TOTAL	MERCED	INGLES.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
INGLESIDE	60 3.9	23 24.5	1 2.9	8 9.8	-	2 6.5	-	-	-	2 4.3	-	-	1 4.3	4 8.3	5 13.5
WESTERN ADDITION	57 3.7	4 4.3	1 2.9	1 1.2	1 1.1	-	-	-	-	1 2.1	-	-	-	2 4.2	1 2.7
EUREKA VALLEY	53 3.5	3 3.2	-	1 1.2	1 1.1	2 6.5	4 17.4	1 2.6	6 14.6	-	-	-	-	-	-
NORTH BEACH	52 3.4	-	-	-	1 1.1	1 3.2	-	-	-	-	-	-	-	-	-
OTHER	52 3.4	3 3.2	3 8.6	1 1.2	10 11.1	1 3.2	-	1 2.6	1 2.4	2 4.3	-	-	1 4.3	-	3 8.1
BERNAL HEIGHTS	46 3.0	4 4.3	1 2.9	-	5 5.6	5 16.1	1 4.3	-	7 17.1	1 2.1	2 9.5	1 3.3	1 4.3	3 6.3	-
MISSION BAY	40 2.6	-	-	-	4 4.4	-	2 8.7	-	3 7.3	1 2.1	2 9.5	1 3.3	1 4.3	2 4.2	1 2.7
NOE VALLEY	37 2.4	-	-	1 1.2	4 4.4	3 9.7	-	7 17.9	3 7.3	-	-	3 10.0	-	-	-
PARK	36 2.4	-	-	1 1.2	4 4.4	-	2 8.7	-	-	-	-	-	-	-	-
ANZA	35 2.3	1 1.1	-	-	-	1 3.2	-	-	-	-	-	-	-	-	-
PORTOLA	33 2.2	2 2.1	-	1 1.2	2 2.2	1 3.2	-	1 2.6	-	1 2.1	4 19.0	1 3.3	6 26.1	1 2.1	3 8.1
GOLDEN GATE VALLEY	31 2.0	2 2.1	-	-	-	-	-	-	-	-	-	-	-	-	-
PRESIDIO	31 2.0	-	-	-	2 2.2	-	-	-	-	-	-	1 3.3	-	1 2.1	-
OCEAN VIEW	30 2.0	7 7.4	2 5.7	5 6.1	-	-	1 4.3	-	-	-	1 4.8	1 3.3	-	3 6.3	1 2.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
VISITACION VALLEY	23 1.5	1 1.1	1 2.9	-	-	1 3.2	-	-	1 2.4	6 12.8	3 14.3	-	-	5 10.4	-
POTRERO	13 0.9	1 1.1	-	1 1.2	1 1.1	-	-	2 5.1	-	-	-	-	-	-	-
BAYVIEW	7 0.5	1 1.1	-	-	-	-	-	-	1 2.4	1 2.1	-	-	-	-	-

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Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAY	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - VISITED OTHER BRANCH IN PAST MONTH	1523 100.0	-	-	-	-	-	544 100.0	143 100.0	830 100.0	339 100.0	688 100.0	667 100.0	204 100.0	1454 100.0	55 100.0
MAIN	521 34.2	-	-	-	-	-	168 30.9	44 30.8	308 37.1	132 38.9	255 37.1	233 34.9	84 41.2	499 34.3	22 40.0
WEST PORTAL	142 9.3	-	-	-	-	-	37 6.8	13 9.1	92 11.1	26 7.7	61 8.9	75 11.2	17 8.3	140 9.6	2 3.6
RICHMOND	118 7.7	-	-	-	-	-	46 8.5	10 7.0	62 7.5	21 6.2	52 7.6	50 7.5	18 8.8	115 7.9	1 1.8
BLANK	110 7.2	-	-	-	-	-	45 8.3	12 8.4	51 6.1	23 6.8	40 5.8	37 5.5	19 9.3	97 6.7	8 14.5
SUNSET	101 6.6	-	-	-	-	-	36 6.6	8 5.6	57 6.9	23 6.8	45 6.5	49 7.3	8 3.9	99 6.8	1 1.8
MISSION	99 6.5	-	-	-	-	-	42 7.7	8 5.6	49 5.9	27 8.0	50 7.3	42 6.3	13 6.4	95 6.5	4 7.3
CHINATOWN	77 5.1	-	-	-	-	-	23 4.2	12 8.4	42 5.1	16 4.7	43 6.3	33 4.9	8 3.9	74 5.1	1 1.8
PARKSIDE	77 5.1	-	-	-	-	-	25 4.6	6 4.2	46 5.5	23 6.8	37 5.4	26 3.9	12 5.9	74 5.1	3 5.5
EXCELSIOR	74 4.9	-	-	-	-	-	28 5.1	13 9.1	33 4.0	16 4.7	30 4.4	33 4.9	9 4.4	74 5.1	-
MERCED	71 4.7	-	-	-	-	-	24 4.4	3 2.1	42 5.1	18 5.3	36 5.2	32 4.8	7 3.4	68 4.7	3 5.5
ORTEGA	70 4.6	-	-	-	-	-	31 5.7	4 2.8	35 4.2	14 4.1	29 4.2	35 5.2	6 2.9	69 4.7	1 1.8
GLEN PARK	69 4.5	-	-	-	-	-	24 4.4	9 6.3	36 4.3	18 5.3	24 3.5	33 4.9	12 5.9	69 4.7	-
MARINA	66 4.3	-	-	-	-	-	21 3.9	3 2.1	42 5.1	21 6.2	36 5.2	26 3.9	5 2.5	63 4.3	2 3.6
INGLESIDE	60 3.9	-	-	-	-	-	18 3.3	11 7.7	31 3.7	15 4.4	23 3.3	28 4.2	3 1.5	56 3.9	3 5.5

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
	TOTAL	<1X	2-3X	4-10X		11+X	WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES
WESTERN ADDITION	57 3.7	-	-	-	-	15 2.8	2 1.4	40 4.8	8 2.4	25 3.6	25 3.7	11 5.4	54 3.7	3 5.5
EUREKA VALLEY	53 3.5	-	-	-	-	22 4.0	4 2.8	27 3.3	11 3.2	17 2.5	26 3.9	8 3.9	52 3.6	1 1.8
NORTH BEACH	52 3.4	-	-	-	-	11 2.0	7 4.9	34 4.1	12 3.5	32 4.7	19 2.8	13 6.4	49 3.4	2 3.6
OTHER	52 3.4	-	-	-	-	15 2.8	3 2.1	34 4.1	10 2.9	19 2.8	33 4.9	13 6.4	47 3.2	4 7.3
BERNAL HEIGHTS	46 3.0	-	-	-	-	16 2.9	4 2.8	26 3.1	6 1.8	16 2.3	25 3.7	7 3.4	46 3.2	-
MISSION BAY	40 2.6	-	-	-	-	13 2.4	2 1.4	24 2.9	17 5.0	19 2.8	18 2.7	8 3.9	39 2.7	1 1.8
NOE VALLEY	37 2.4	-	-	-	-	15 2.8	4 2.8	18 2.2	6 1.8	12 1.7	18 2.7	9 4.4	37 2.5	-
PARK	36 2.4	-	-	-	-	12 2.2	1 0.7	23 2.8	10 2.9	13 1.9	21 3.1	7 3.4	35 2.4	1 1.8
ANZA	35 2.3	-	-	-	-	15 2.8	4 2.8	16 1.9	11 3.2	17 2.5	11 1.6	1 0.5	34 2.3	1 1.8
PORTOLA	33 2.2	-	-	-	-	14 2.6	5 3.5	14 1.7	4 1.2	18 2.6	20 3.0	4 2.0	32 2.2	-
GOLDEN GATE VALLEY	31 2.0	-	-	-	-	10 1.8	1 0.7	20 2.4	10 2.9	17 2.5	12 1.8	5 2.5	30 2.1	1 1.8
PRESIDIO	31 2.0	-	-	-	-	11 2.0	2 1.4	18 2.2	7 2.1	15 2.2	15 2.2	7 3.4	30 2.1	1 1.8
OCEAN VIEW	30 2.0	-	-	-	-	15 2.8	3 2.1	12 1.4	9 2.7	18 2.6	11 1.6	3 1.5	29 2.0	1 1.8
VISITACION VALLEY	23 1.5	-	-	-	-	6 1.1	6 4.2	11 1.3	4 1.2	12 1.7	10 1.5	4 2.0	22 1.5	1 1.8
POTREERO	13 0.9	-	-	-	-	6 1.1	1 0.7	6 0.7	6 1.8	2 0.3	6 0.9	-	12 0.8	1 1.8

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
	<1X	2-3X	4-10X	11+X		WKDAY	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BAYVIEW	7	-	-	-	-	2	-	5	2	3	4	1	7	-
	0.5					0.4		0.6	0.6	0.4	0.6	0.5	0.5	

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Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS=	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
		USE MORE													
BASE - VISITED OTHER BRANCH IN PAST MONTH	1523	1026	992	728	114	102	884	532	338	534	642	562	350	1227	263
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MAIN	521	362	347	259	36	31	294	196	111	188	216	236	131	426	88
	34.2	35.3	35.0	35.6	31.6	30.4	33.3	36.8	32.8	35.2	33.6	42.0	37.4	34.7	33.5
WEST PORTAL	142	88	85	56	14	16	90	36	18	51	73	48	31	117	18
	9.3	8.6	8.6	7.7	12.3	15.7	10.2	6.8	5.3	9.6	11.4	8.5	8.9	9.5	6.8
RICHMOND	118	80	73	58	9	12	71	35	27	38	53	43	21	102	15
	7.7	7.8	7.4	8.0	7.9	11.8	8.0	6.6	8.0	7.1	8.3	7.7	6.0	8.3	5.7
BLANK	110	86	70	60	7	7	64	38	31	45	34	31	21	76	23
	7.2	8.4	7.1	8.2	6.1	6.9	7.2	7.1	9.2	8.4	5.3	5.5	6.0	6.2	8.7
SUNSET	101	64	59	43	8	9	55	37	18	40	43	27	24	86	16
	6.6	6.2	5.9	5.9	7.0	8.8	6.2	7.0	5.3	7.5	6.7	4.8	6.9	7.0	6.1
MISSION	99	74	79	60	4	2	56	41	26	41	31	43	21	86	26
	6.5	7.2	8.0	8.2	3.5	2.0	6.3	7.7	7.7	7.7	4.8	7.7	6.0	7.0	9.9
CHINATOWN	77	56	47	34	-	2	42	32	20	29	27	40	22	63	9
	5.1	5.5	4.7	4.7		2.0	4.8	6.0	5.9	5.4	4.2	7.1	6.3	5.1	3.4
PARKSIDE	77	46	42	26	10	5	46	26	11	33	33	19	16	66	15
	5.1	4.5	4.2	3.6	8.8	4.9	5.2	4.9	3.3	6.2	5.1	3.4	4.6	5.4	5.7
EXCELSIOR	74	53	53	42	4	3	43	28	17	19	37	26	20	60	11
	4.9	5.2	5.3	5.8	3.5	2.9	4.9	5.3	5.0	3.6	5.8	4.6	5.7	4.9	4.2
MERCED	71	50	45	36	7	2	44	25	19	14	38	31	23	55	15
	4.7	4.9	4.5	4.9	6.1	2.0	5.0	4.7	5.6	2.6	5.9	5.5	6.6	4.5	5.7
ORTEGA	70	43	43	31	6	6	43	20	16	22	32	22	13	58	11
	4.6	4.2	4.3	4.3	5.3	5.9	4.9	3.8	4.7	4.1	5.0	3.9	3.7	4.7	4.2
GLEN PARK	69	47	40	34	8	7	45	17	9	20	40	19	11	58	15
	4.5	4.6	4.0	4.7	7.0	6.9	5.1	3.2	2.7	3.7	6.2	3.4	3.1	4.7	5.7
MARINA	66	47	43	28	-	4	49	12	8	24	33	17	10	54	13
	4.3	4.6	4.3	3.8		3.9	5.5	2.3	2.4	4.5	5.1	3.0	2.9	4.4	4.9
INGLESIDE	60	40	36	28	7	5	38	17	12	21	26	18	19	50	10
	3.9	3.9	3.6	3.8	6.1	4.9	4.3	3.2	3.6	3.9	4.0	3.2	5.4	4.1	3.8

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Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

	REACTION TO MORE/FEWER HOURS				AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING				
	TOTAL	MORE HOURS=	FEWER HOURS	BOTH (YES	NEITHER (NO	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
		USE MORE	IMPACT	Q5/Q7)	Q5/Q7)										
WESTERN ADDITION	57 3.7	41 4.0	38 3.8	30 4.1	4 3.5	5 4.9	35 4.0	17 3.2	6 1.8	20 3.7	31 4.8	16 2.8	7 2.0	52 4.2	10 3.8
EUREKA VALLEY	53 3.5	32 3.1	38 3.8	26 3.6	6 5.3	3 2.9	29 3.3	21 3.9	8 2.4	12 2.2	33 5.1	15 2.7	12 3.4	42 3.4	10 3.8
NORTH BEACH	52 3.4	34 3.3	39 3.9	30 4.1	6 5.3	3 2.9	33 3.7	16 3.0	12 3.6	13 2.4	27 4.2	23 4.1	10 2.9	47 3.8	15 5.7
OTHER	52 3.4	44 4.3	38 3.8	32 4.4	1 0.9	3 2.9	22 2.5	26 4.9	14 4.1	17 3.2	21 3.3	21 3.7	20 5.7	39 3.2	14 5.3
BERNAL HEIGHTS	46 3.0	36 3.5	34 3.4	28 3.8	1 0.9	2 2.0	25 2.8	19 3.6	12 3.6	15 2.8	19 3.0	16 2.8	13 3.7	38 3.1	13 4.9
MISSION BAY	40 2.6	28 2.7	32 3.2	23 3.2	-	2 2.0	17 1.9	20 3.8	9 2.7	19 3.6	12 1.9	23 4.1	9 2.6	29 2.4	3 1.1
NOE VALLEY	37 2.4	22 2.1	28 2.8	17 2.3	3 2.6	3 2.9	20 2.3	14 2.6	5 1.5	15 2.8	17 2.6	15 2.7	2 0.6	32 2.6	10 3.8
PARK	36 2.4	29 2.8	29 2.9	23 3.2	-	3 2.9	15 1.7	18 3.4	8 2.4	7 1.3	21 3.3	17 3.0	11 3.1	27 2.2	9 3.4
ANZA	35 2.3	21 2.0	22 2.2	14 1.9	6 5.3	3 2.9	20 2.3	12 2.3	10 3.0	10 1.9	15 2.3	14 2.5	7 2.0	27 2.2	2 0.8
PORTOLA	33 2.2	22 2.1	20 2.0	15 2.1	3 2.6	-	15 1.7	18 3.4	4 1.2	18 3.4	11 1.7	18 3.2	9 2.6	25 2.0	5 1.9
GOLDEN GATE VALLEY	31 2.0	17 1.7	22 2.2	11 1.5	2 1.8	2 2.0	20 2.3	9 1.7	3 0.9	7 1.3	21 3.3	13 2.3	2 0.6	26 2.1	5 1.9
PRESIDIO	31 2.0	20 1.9	23 2.3	15 2.1	1 0.9	2 2.0	22 2.5	7 1.3	2 0.6	15 2.8	14 2.2	13 2.3	4 1.1	27 2.2	6 2.3
OCEAN VIEW	30 2.0	23 2.2	21 2.1	16 2.2	2 1.8	1 1.0	22 2.5	7 1.3	5 1.5	11 2.1	14 2.2	9 1.6	8 2.3	23 1.9	6 2.3
VISITACION VALLEY	23 1.5	19 1.9	15 1.5	14 1.9	-	1 1.0	6 0.7	16 3.0	11 3.3	5 0.9	7 1.1	17 3.0	11 3.1	17 1.4	4 1.5
POTRERO	13 0.9	6 0.6	10 1.0	6 0.8	3 2.6	4 3.9	9 1.0	-	3 0.9	8 1.5	2 0.3	1 0.2	-	10 0.8	3 1.1

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Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

	REACTION TO MORE/FEWER HOURS				AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING				
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
BAYVIEW	7 0.5	6 0.6	6 0.6	5 0.7	-	-	3 0.3	4 0.8	-	1 0.2	5 0.8	6 1.1	3 0.9	6 0.5	1 0.4



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Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - VISITED OTHER BRANCH IN PAST MONTH	1523 100.0	1523 100.0	-	105 100.0	106 100.0	201 100.0	271 100.0	291 100.0	273 100.0	244 100.0	639 100.0	86 100.0	160 100.0	613 100.0	52 100.0
MAIN	521 34.2	521 34.2	-	19 18.1	42 39.6	67 33.3	96 35.4	105 36.1	102 37.4	86 35.2	240 37.6	35 40.7	50 31.3	190 31.0	24 46.2
WEST PORTAL	142 9.3	142 9.3	-	15 14.3	8 7.5	13 6.5	24 8.9	23 7.9	35 12.8	20 8.2	62 9.7	8 9.3	7 4.4	63 10.3	4 7.7
RICHMOND	118 7.7	118 7.7	-	7 6.7	5 4.7	17 8.5	22 8.1	25 8.6	24 8.8	17 7.0	59 9.2	6 7.0	8 5.0	44 7.2	4 7.7
BLANK	110 7.2	110 7.2	-	15 14.3	5 4.7	9 4.5	25 9.2	15 5.2	18 6.6	15 6.1	36 5.6	6 7.0	12 7.5	50 8.2	4 7.7
SUNSET	101 6.6	101 6.6	-	12 11.4	5 4.7	13 6.5	21 7.7	14 4.8	18 6.6	17 7.0	35 5.5	2 2.3	5 3.1	58 9.5	4 7.7
MISSION	99 6.5	99 6.5	-	5 4.8	5 4.7	14 7.0	20 7.4	28 9.6	16 5.9	10 4.1	46 7.2	4 4.7	40 25.0	14 2.3	3 5.8
CHINATOWN	77 5.1	77 5.1	-	11 10.5	5 4.7	8 4.0	8 3.0	9 3.1	20 7.3	12 4.9	18 2.8	2 2.3	-	54 8.8	5 9.6
PARKSIDE	77 5.1	77 5.1	-	6 5.7	6 5.7	9 4.5	11 4.1	18 6.2	9 3.3	17 7.0	30 4.7	4 4.7	4 2.5	39 6.4	1 1.9
EXCELSIOR	74 4.9	74 4.9	-	4 3.8	9 8.5	13 6.5	14 5.2	14 4.8	10 3.7	9 3.7	25 3.9	8 9.3	15 9.4	26 4.2	2 3.8
MERCED	71 4.7	71 4.7	-	4 3.8	7 6.6	9 4.5	10 3.7	15 5.2	12 4.4	14 5.7	27 4.2	6 7.0	5 3.1	31 5.1	-
ORTEGA	70 4.6	70 4.6	-	9 8.6	1 0.9	13 6.5	10 3.7	10 3.4	17 6.2	9 3.7	20 3.1	-	2 1.3	47 7.7	1 1.9
GLEN PARK	69 4.5	69 4.5	-	4 3.8	-	10 5.0	17 6.3	21 7.2	10 3.7	7 2.9	32 5.0	4 4.7	11 6.9	24 3.9	3 5.8
MARINA	66 4.3	66 4.3	-	2 1.9	3 2.8	5 2.5	7 2.6	14 4.8	17 6.2	17 7.0	45 7.0	1 1.2	5 3.1	15 2.4	2 3.8
INGLESIDE	60 3.9	60 3.9	-	6 5.7	8 7.5	10 5.0	9 3.3	14 4.8	4 1.5	8 3.3	16 2.5	2 2.3	5 3.1	38 6.2	1 1.9

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

	VISITED OTHER BRANCHES?		AGE								RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
WESTERN ADDITION	57 3.7	57 3.7	-	-	1 0.9	4 2.0	8 3.0	14 4.8	15 5.5	14 5.7	36 5.6	2 2.3	2 1.3	17 2.8	2 3.8
EUREKA VALLEY	53 3.5	53 3.5	-	2 1.9	1 0.9	8 4.0	10 3.7	14 4.8	12 4.4	6 2.5	29 4.5	2 2.3	6 3.8	12 2.0	4 7.7
NORTH BEACH	52 3.4	52 3.4	-	4 3.8	4 3.8	4 2.0	6 2.2	14 4.8	10 3.7	8 3.3	21 3.3	1 1.2	3 1.9	23 3.8	2 3.8
OTHER	52 3.4	52 3.4	-	2 1.9	7 6.6	6 3.0	9 3.3	9 3.1	8 2.9	9 3.7	18 2.8	5 5.8	2 1.3	26 4.2	2 3.8
BERNAL HEIGHTS	46 3.0	46 3.0	-	-	3 2.8	11 5.5	7 2.6	11 3.8	9 3.3	5 2.0	26 4.1	3 3.5	8 5.0	8 1.3	3 5.8
MISSION BAY	40 2.6	40 2.6	-	-	1 0.9	5 2.5	8 3.0	11 3.8	10 3.7	5 2.0	16 2.5	6 7.0	7 4.4	12 2.0	2 3.8
NOE VALLEY	37 2.4	37 2.4	-	1 1.0	-	5 2.5	9 3.3	9 3.1	8 2.9	5 2.0	30 4.7	-	2 1.3	5 0.8	-
PARK	36 2.4	36 2.4	-	1 1.0	-	6 3.0	9 3.3	9 3.1	7 2.6	4 1.6	24 3.8	2 2.3	2 1.3	7 1.1	2 3.8
ANZA	35 2.3	35 2.3	-	2 1.9	6 5.7	3 1.5	6 2.2	4 1.4	9 3.3	5 2.0	15 2.3	-	1 0.6	19 3.1	1 1.9
PORTOLA	33 2.2	33 2.2	-	4 3.8	3 2.8	7 3.5	2 0.7	10 3.4	5 1.8	1 0.4	6 0.9	5 5.8	5 3.1	18 2.9	-
GOLDEN GATE VALLEY	31 2.0	31 2.0	-	-	-	2 1.0	1 0.4	4 1.4	14 5.1	10 4.1	22 3.4	-	3 1.9	6 1.0	-
PRESIDIO	31 2.0	31 2.0	-	-	1 0.9	3 1.5	5 1.8	6 2.1	10 3.7	5 2.0	21 3.3	1 1.2	3 1.9	4 0.7	1 1.9
OCEAN VIEW	30 2.0	30 2.0	-	2 1.9	-	6 3.0	6 2.2	4 1.4	6 2.2	5 2.0	5 0.8	4 4.7	5 3.1	14 2.3	-
VISITACION VALLEY	23 1.5	23 1.5	-	3 2.9	-	9 4.5	6 2.2	3 1.0	2 0.7	-	1 0.2	7 8.1	5 3.1	10 1.6	-
POTRERO	13 0.9	13 0.9	-	-	-	3 1.5	5 1.8	4 1.4	1 0.4	-	8 1.3	-	1 0.6	3 0.5	2 3.8

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q13. (IF Q12 'YES') WHICH BRANCHES DO YOU VISIT MOST OFTEN?

	VISITED OTHER BRANCHES?		AGE							RACE/ETHNICITY					
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BAYVIEW	7 0.5	7 0.5	-	-	1 0.9	2 1.0	-	-	3 1.1	1 0.4	2 0.3	1 1.2	2 1.3	2 0.3	-

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q14. DO YOU HAVE A SAN FRANCISCO LIBRARY CARD?

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
YES	2292 92.2	190 91.3	206 90.7	243 90.0	284 96.6	93 82.3	260 86.4	296 95.8	212 96.8	207 92.8	154 94.5	140 92.7
NO	167 6.7	16 7.7	20 8.8	21 7.8	8 2.7	17 15.0	39 13.0	10 3.2	7 3.2	11 4.9	7 4.3	10 6.6
DON'T KNOW/BLANK	27 1.1	2 1.0	1 0.4	6 2.2	2 0.7	3 2.7	2 0.7	3 1.0	-	5 2.2	2 1.2	1 0.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q14. DO YOU HAVE A SAN FRANCISCO LIBRARY CARD?

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	2292	101	89	51	80	75	153	90	87	148	49	41	52	202	58
	92.2	90.2	92.7	91.1	90.9	90.4	93.3	84.9	100.0	96.1	92.5	69.5	96.3	89.0	78.4
NO	167	10	6	5	8	7	7	14	-	4	4	15	2	25	14
	6.7	8.9	6.3	8.9	9.1	8.4	4.3	13.2		2.6	7.5	25.4	3.7	11.0	18.9
DON'T KNOW/BLANK	27	1	1	-	-	1	4	2	-	2	-	3	-	-	2
	1.1	0.9	1.0			1.2	2.4	1.9		1.3		5.1			2.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q14. DO YOU HAVE A SAN FRANCISCO LIBRARY CARD?

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486	134	58	117	138	48	33	63	71	89	40	68	55	97	54
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	2292	130	52	114	132	47	33	60	71	76	37	67	50	89	51
	92.2	97.0	89.7	97.4	95.7	97.9	100.0	95.2	100.0	85.4	92.5	98.5	90.9	91.8	94.4
NO	167	3	5	2	6	1	-	3	-	8	2	1	4	8	2
	6.7	2.2	8.6	1.7	4.3	2.1	-	4.8	-	9.0	5.0	1.5	7.3	8.2	3.7
DON'T KNOW/BLANK	27	1	1	1	-	-	-	-	-	5	1	-	1	-	1
	1.1	0.7	1.7	0.9	-	-	-	-	-	5.6	2.5	-	1.8	-	1.9

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q14. DO YOU HAVE A SAN FRANCISCO LIBRARY CARD?

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
YES	2292 92.2	-	-	-	-	-	803 89.7	228 88.4	1256 94.9	518 89.6	1025 92.7	974 94.6	301 93.8	2292 100.0	-
NO	167 6.7	-	-	-	-	-	80 8.9	25 9.7	59 4.5	48 8.3	72 6.5	48 4.7	17 5.3	-	167 100.0
DON'T KNOW/BLANK	27 1.1	-	-	-	-	-	12 1.3	5 1.9	8 0.6	12 2.1	9 0.8	8 0.8	3 0.9	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q14. DO YOU HAVE A SAN FRANCISCO LIBRARY CARD?

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
BASE - ALL RESPONDENTS	2486 100.0	1596 100.0	1584 100.0	1128 100.0	211 100.0	208 100.0	1452 100.0	819 100.0	586 100.0	876 100.0	1011 100.0	843 100.0	542 100.0	1979 100.0	408 100.0
YES	2292 92.2	1464 91.7	1480 93.4	1042 92.4	197 93.4	195 93.8	1356 93.4	737 90.0	492 84.0	825 94.2	966 95.5	781 92.6	496 91.5	1885 95.3	355 87.0
NO	167 6.7	114 7.1	93 5.9	76 6.7	13 6.2	12 5.8	81 5.6	73 8.9	88 15.0	39 4.5	36 3.6	54 6.4	43 7.9	80 4.0	43 10.5
DON'T KNOW/BLANK	27 1.1	18 1.1	11 0.7	10 0.9	1 0.5	1 0.5	15 1.0	9 1.1	6 1.0	12 1.4	9 0.9	8 0.9	3 0.6	14 0.7	10 2.5



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q14. DO YOU HAVE A SAN FRANCISCO LIBRARY CARD?

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486	1523	949	149	188	357	465	437	417	413	1076	156	270	962	86
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES	2292	1454	828	143	161	323	444	405	394	377	1007	148	246	879	77
	92.2	95.5	87.2	96.0	85.6	90.5	95.5	92.7	94.5	91.3	93.6	94.9	91.1	91.4	89.5
NO	167	55	109	5	25	30	17	29	22	30	62	8	22	68	9
	6.7	3.6	11.5	3.4	13.3	8.4	3.7	6.6	5.3	7.3	5.8	5.1	8.1	7.1	10.5
DON'T KNOW/BLANK	27	14	12	1	2	4	4	3	1	6	7	-	2	15	-
	1.1	0.9	1.3	0.7	1.1	1.1	0.9	0.7	0.2	1.5	0.7		0.7	1.6	

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## Q15. AGE

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
UNDER 12 (7)	33 1.3	3 1.4	3 1.3	-	5 1.7	4 3.5	7 2.3	4 1.3	-	6 2.7	1 0.6	-
13 TO 17 (15)	149 6.0	19 9.1	1 0.4	24 8.9	42 14.3	3 2.7	9 3.0	11 3.6	4 1.8	17 7.6	14 8.6	5 3.3
18 TO 24 (21)	188 7.6	12 5.8	10 4.4	17 6.3	29 9.9	15 13.3	20 6.6	28 9.1	9 4.1	12 5.4	14 8.6	22 14.6
25 TO 34 (29.5)	357 14.4	18 8.7	27 11.9	28 10.4	40 13.6	20 17.7	55 18.3	48 15.5	32 14.6	41 18.4	24 14.7	23 15.2
35 TO 44 (39.5)	465 18.7	46 22.1	43 18.9	24 8.9	46 15.6	19 16.8	59 19.6	51 16.5	50 22.8	55 24.7	42 25.8	30 19.9
45 TO 54 (49.5)	437 17.6	37 17.8	39 17.2	49 18.1	42 14.3	17 15.0	59 19.6	59 19.1	50 22.8	39 17.5	25 15.3	21 13.9
55 TO 64 (59.5)	417 16.8	45 21.6	47 20.7	49 18.1	42 14.3	19 16.8	59 19.6	45 14.6	36 16.4	20 9.0	22 13.5	29 19.2
65 AND OVER (74)	413 16.6	28 13.5	56 24.7	77 28.5	46 15.6	10 8.8	26 8.6	61 19.7	36 16.4	31 13.9	19 11.7	20 13.2
REFUSED/BLANK	27 1.1	-	1 0.4	2 0.7	2 0.7	6 5.3	7 2.3	2 0.6	2 0.9	2 0.9	2 1.2	1 0.7
AVERAGE AGE (# YEARS)	45.68	45.61	51.38	50.49	41.96	41.50	43.92	46.66	48.15	42.29	42.43	44.30

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q15. AGE

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNDER 12 (7)	33	1	2	-	2	1	-	-	1	3	1	4	-	-	7
	1.3	0.9	2.1		2.3	1.2			1.1	1.9	1.9	6.8			9.5
13 TO 17 (15)	149	9	10	-	1	-	15	9	15	26	1	2	1	9	-
	6.0	8.0	10.4		1.1		9.1	8.5	17.2	16.9	1.9	3.4	1.9	4.0	
18 TO 24 (21)	188	6	6	2	6	2	12	5	4	18	7	9	6	17	3
	7.6	5.4	6.3	3.6	6.8	2.4	7.3	4.7	4.6	11.7	13.2	15.3	11.1	7.5	4.1
25 TO 34 (29.5)	357	12	6	6	13	8	21	7	8	25	7	13	7	33	22
	14.4	10.7	6.3	10.7	14.8	9.6	12.8	6.6	9.2	16.2	13.2	22.0	13.0	14.5	29.7
35 TO 44 (39.5)	465	20	26	7	18	18	13	11	20	14	12	10	9	48	11
	18.7	17.9	27.1	12.5	20.5	21.7	7.9	10.4	23.0	9.1	22.6	16.9	16.7	21.1	14.9
45 TO 54 (49.5)	437	20	17	11	8	20	25	24	13	15	14	8	9	47	12
	17.6	17.9	17.7	19.6	9.1	24.1	15.2	22.6	14.9	9.7	26.4	13.6	16.7	20.7	16.2
55 TO 64 (59.5)	417	30	15	11	19	17	35	14	12	24	6	6	13	49	10
	16.8	26.8	15.6	19.6	21.6	20.5	21.3	13.2	13.8	15.6	11.3	10.2	24.1	21.6	13.5
65 AND OVER (74)	413	14	14	19	20	17	43	34	14	27	5	1	9	21	5
	16.6	12.5	14.6	33.9	22.7	20.5	26.2	32.1	16.1	17.5	9.4	1.7	16.7	9.3	6.8
REFUSED/BLANK	27	-	-	-	1	-	-	2	-	2	-	6	-	3	4
	1.1				1.1			1.9		1.3		10.2		1.3	5.4
AVERAGE AGE (# YEARS)	45.68	46.63	44.42	55.37	48.92	51.27	49.46	52.10	42.94	41.11	42.82	34.95	47.93	45.35	39.35

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q15. AGE

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486 100.0	134 100.0	58 100.0	117 100.0	138 100.0	48 100.0	33 100.0	63 100.0	71 100.0	89 100.0	40 100.0	68 100.0	55 100.0	97 100.0	54 100.0
UNDER 12 (7)	33 1.3	1 0.7	2 3.4	1 0.9	-	-	-	1 1.6	-	5 5.6	1 2.5	-	-	-	-
13 TO 17 (15)	149 6.0	6 4.5	1 1.7	4 3.4	3 2.2	1 2.1	-	-	-	17 19.1	2 5.0	-	12 21.8	1 1.0	4 7.4
18 TO 24 (21)	188 7.6	18 13.4	4 6.9	6 5.1	4 2.9	4 8.3	1 3.0	2 3.2	3 4.2	7 7.9	4 10.0	3 4.4	7 12.7	11 11.3	11 20.4
25 TO 34 (29.5)	357 14.4	22 16.4	7 12.1	19 16.2	14 10.1	8 16.7	10 30.3	4 6.3	24 33.8	13 14.6	8 20.0	9 13.2	7 12.7	17 17.5	6 11.1
35 TO 44 (39.5)	465 18.7	20 14.9	10 17.2	21 17.9	35 25.4	10 20.8	5 15.2	22 34.9	17 23.9	16 18.0	10 25.0	23 33.8	9 16.4	19 19.6	11 20.4
45 TO 54 (49.5)	437 17.6	22 16.4	15 25.9	22 18.8	33 23.9	10 20.8	7 21.2	14 22.2	15 21.1	10 11.2	8 20.0	11 16.2	6 10.9	12 12.4	9 16.7
55 TO 64 (59.5)	417 16.8	17 12.7	8 13.8	20 17.1	25 18.1	9 18.8	2 6.1	8 12.7	5 7.0	7 7.9	6 15.0	10 14.7	6 10.9	19 19.6	10 18.5
65 AND OVER (74)	413 16.6	28 20.9	10 17.2	23 19.7	22 15.9	6 12.5	8 24.2	11 17.5	7 9.9	13 14.6	1 2.5	11 16.2	7 12.7	17 17.5	3 5.6
REFUSED/BLANK	27 1.1	-	1 1.7	1 0.9	2 1.4	-	-	1 1.6	-	1 1.1	-	1 1.5	1 1.8	1 1.0	-
AVERAGE AGE (# YEARS)	45.68	45.42	46.89	47.97	49.07	45.93	47.61	48.69	42.26	37.80	39.48	47.62	38.17	46.67	40.09

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q15. AGE

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
UNDER 12 (7)	33 1.3	-	-	-	-	-	20 2.2	9 3.5	4 0.3	12 2.1	11 1.0	12 1.2	3 0.9	28 1.2	5 3.0
13 TO 17 (15)	149 6.0	-	-	-	-	-	47 5.3	28 10.9	73 5.5	8 1.4	37 3.3	106 10.3	8 2.5	143 6.2	5 3.0
18 TO 24 (21)	188 7.6	-	-	-	-	-	81 9.1	29 11.2	77 5.8	31 5.4	100 9.0	64 6.2	15 4.7	161 7.0	25 15.0
25 TO 34 (29.5)	357 14.4	-	-	-	-	-	149 16.6	36 14.0	172 13.0	86 14.9	136 12.3	133 12.9	58 18.1	323 14.1	30 18.0
35 TO 44 (39.5)	465 18.7	-	-	-	-	-	174 19.4	54 20.9	235 17.8	98 17.0	194 17.5	197 19.1	61 19.0	444 19.4	17 10.2
45 TO 54 (49.5)	437 17.6	-	-	-	-	-	147 16.4	52 20.2	236 17.8	96 16.6	186 16.8	205 19.9	74 23.1	405 17.7	29 17.4
55 TO 64 (59.5)	417 16.8	-	-	-	-	-	131 14.6	30 11.6	253 19.1	115 19.9	215 19.4	149 14.5	68 21.2	394 17.2	22 13.2
65 AND OVER (74)	413 16.6	-	-	-	-	-	127 14.2	18 7.0	268 20.3	122 21.1	216 19.5	155 15.0	29 9.0	377 16.4	30 18.0
REFUSED/BLANK	27 1.1	-	-	-	-	-	19 2.1	2 0.8	5 0.4	10 1.7	11 1.0	9 0.9	5 1.6	17 0.7	4 2.4
AVERAGE AGE (# YEARS)	45.68	-	-	-	-	-	43.70	38.98	48.30	49.09	47.85	44.28	45.67	45.79	43.90

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q15. AGE

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
BASE - ALL RESPONDENTS	2486	1596	1584	1128	211	208	1452	819	586	876	1011	843	542	1979	408
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
UNDER 12 (7)	33	25	21	19	1	3	20	9	8	19	6	8	12	17	10
	1.3	1.6	1.3	1.7	0.5	1.4	1.4	1.1	1.4	2.2	0.6	0.9	2.2	0.9	2.5
13 TO 17 (15)	149	81	68	44	16	20	59	70	36	80	32	73	81	99	20
	6.0	5.1	4.3	3.9	7.6	9.6	4.1	8.5	6.1	9.1	3.2	8.7	14.9	5.0	4.9
18 TO 24 (21)	188	121	110	78	13	16	100	72	107	56	24	80	69	134	18
	7.6	7.6	6.9	6.9	6.2	7.7	6.9	8.8	18.3	6.4	2.4	9.5	12.7	6.8	4.4
25 TO 34 (29.5)	357	249	233	169	20	37	186	133	141	145	69	113	102	264	68
	14.4	15.6	14.7	15.0	9.5	17.8	12.8	16.2	24.1	16.6	6.8	13.4	18.8	13.3	16.7
35 TO 44 (39.5)	465	326	308	238	34	33	296	134	111	215	139	149	94	383	92
	18.7	20.4	19.4	21.1	16.1	15.9	20.4	16.4	18.9	24.5	13.7	17.7	17.3	19.4	22.5
45 TO 54 (49.5)	437	296	301	227	28	34	270	133	85	150	199	164	83	358	66
	17.6	18.5	19.0	20.1	13.3	16.3	18.6	16.2	14.5	17.1	19.7	19.5	15.3	18.1	16.2
55 TO 64 (59.5)	417	267	282	198	41	24	254	138	52	107	256	158	56	343	61
	16.8	16.7	17.8	17.6	19.4	11.5	17.5	16.8	8.9	12.2	25.3	18.7	10.3	17.3	15.0
65 AND OVER (74)	413	213	247	145	56	41	246	125	38	93	279	94	42	363	66
	16.6	13.3	15.6	12.9	26.5	19.7	16.9	15.3	6.5	10.6	27.6	11.2	7.7	18.3	16.2
REFUSED/BLANK	27	18	14	10	2	-	21	5	8	11	7	4	3	18	7
	1.1	1.1	0.9	0.9	0.9		1.4	0.6	1.4	1.3	0.7	0.5	0.6	0.9	1.7
AVERAGE AGE (# YEARS)	45.68	44.65	46.16	45.23	49.87	44.22	46.81	44.09	37.20	41.56	54.06	43.53	37.14	47.08	45.31

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q15. AGE

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486 100.0	1523 100.0	949 100.0	149 100.0	188 100.0	357 100.0	465 100.0	437 100.0	417 100.0	413 100.0	1076 100.0	156 100.0	270 100.0	962 100.0	86 100.0
UNDER 12 (7)	33 1.3	18 1.2	14 1.5	-	-	-	-	-	-	-	7 0.7	1 0.6	5 1.9	18 1.9	5 5.8
13 TO 17 (15)	149 6.0	105 6.9	44 4.6	149 100.0	-	-	-	-	-	-	16 1.5	9 5.8	16 5.9	111 11.5	6 7.0
18 TO 24 (21)	188 7.6	106 7.0	79 8.3	-	188 100.0	-	-	-	-	-	57 5.3	20 12.8	31 11.5	80 8.3	9 10.5
25 TO 34 (29.5)	357 14.4	201 13.2	154 16.2	-	-	357 100.0	-	-	-	-	139 12.9	29 18.6	66 24.4	130 13.5	10 11.6
35 TO 44 (39.5)	465 18.7	271 17.8	193 20.3	-	-	-	465 100.0	-	-	-	188 17.5	37 23.7	73 27.0	175 18.2	19 22.1
45 TO 54 (49.5)	437 17.6	291 19.1	143 15.1	-	-	-	-	437 100.0	-	-	206 19.1	30 19.2	44 16.3	148 15.4	18 20.9
55 TO 64 (59.5)	417 16.8	273 17.9	144 15.2	-	-	-	-	-	417 100.0	-	218 20.3	26 16.7	22 8.1	141 14.7	14 16.3
65 AND OVER (74)	413 16.6	244 16.0	167 17.6	-	-	-	-	-	-	413 100.0	238 22.1	3 1.9	11 4.1	151 15.7	5 5.8
REFUSED/BLANK	27 1.1	14 0.9	11 1.2	-	-	-	-	-	-	-	7 0.7	1 0.6	2 0.7	8 0.8	-
AVERAGE AGE (# YEARS)	45.68	45.90	45.40	15.00	21.00	29.50	39.50	49.50	59.50	74.00	50.32	39.57	37.53	43.09	40.16

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## Q16. ETHNIC IDENTIFICATION (MULTIPLE RESPONSES ACCEPTED)

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
WHITE	1076 43.3	86 41.3	162 71.4	75 27.8	108 36.7	50 44.2	150 49.8	128 41.4	139 63.5	92 41.3	59 36.2	22 14.6
ASIAN OR PACIFIC ISLANDER	962 38.7	102 49.0	42 18.5	180 66.7	166 56.5	30 26.5	59 19.6	146 47.2	38 17.4	74 33.2	51 31.3	72 47.7
HISPANIC OR LATINO	270 10.9	14 6.7	15 6.6	9 3.3	14 4.8	17 15.0	43 14.3	21 6.8	27 12.3	53 23.8	19 11.7	38 25.2
BLACK/AFRICAN AMERICAN	156 6.3	3 1.4	4 1.8	4 1.5	4 1.4	10 8.8	44 14.6	17 5.5	7 3.2	11 4.9	35 21.5	17 11.3
BLANK/REFUSED	50 2.0	2 1.0	5 2.2	3 1.1	6 2.0	2 1.8	9 3.0	1 0.3	11 5.0	5 2.2	4 2.5	2 1.3
OTHER	46 1.9	7 3.4	5 2.2	2 0.7	6 2.0	2 1.8	5 1.7	3 1.0	9 4.1	2 0.9	3 1.8	1 0.7
AMERICAN INDIAN OR ALASKA NATIVE	41 1.6	1 0.5	3 1.3	1 0.4	1 0.3	6 5.3	12 4.0	4 1.3	6 2.7	2 0.9	3 1.8	2 1.3
NO ANSWER	6 0.2	-	-	1 0.4	-	-	-	1 0.3	-	-	2 1.2	2 1.3



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q16. ETHNIC IDENTIFICATION (MULTIPLE RESPONSES ACCEPTED)

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHITE	1076	50	36	44	64	54	21	54	37	45	26	31	19	117	33
	43.3	44.6	37.5	78.6	72.7	65.1	12.8	50.9	42.5	29.2	49.1	52.5	35.2	51.5	44.6
ASIAN OR PACIFIC ISLANDER	962	51	51	8	13	21	137	43	44	100	22	7	23	37	22
	38.7	45.5	53.1	14.3	14.8	25.3	83.5	40.6	50.6	64.9	41.5	11.9	42.6	16.3	29.7
HISPANIC OR LATINO	270	6	8	3	5	7	4	5	6	6	2	10	7	29	14
	10.9	5.4	8.3	5.4	5.7	8.4	2.4	4.7	6.9	3.9	3.8	16.9	13.0	12.8	18.9
BLACK/AFRICAN AMERICAN	156	1	2	1	2	1	1	3	2	1	1	5	5	40	4
	6.3	0.9	2.1	1.8	2.3	1.2	0.6	2.8	2.3	0.6	1.9	8.5	9.3	17.6	5.4
BLANK/REFUSED	50	1	1	2	1	2	1	2	1	5	-	2	-	8	1
	2.0	0.9	1.0	3.6	1.1	2.4	0.6	1.9	1.1	3.2	-	3.4	-	3.5	1.4
OTHER	46	5	2	1	2	2	1	1	1	2	3	1	1	4	1
	1.9	4.5	2.1	1.8	2.3	2.4	0.6	0.9	1.1	1.3	5.7	1.7	1.9	1.8	1.4
AMERICAN INDIAN OR ALASKA NATIVE	41	1	-	-	2	1	1	-	-	1	-	6	-	8	4
	1.6	0.9	-	-	2.3	1.2	0.6	-	-	0.6	-	10.2	-	3.5	5.4
NO ANSWER	6	-	-	-	-	-	1	-	-	-	-	-	-	-	-
	0.2	-	-	-	-	-	0.6	-	-	-	-	-	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q16. ETHNIC IDENTIFICATION (MULTIPLE RESPONSES ACCEPTED)

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486	134	58	117	138	48	33	63	71	89	40	68	55	97	54
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHITE	1076	53	14	61	95	24	20	38	36	18	6	46	7	16	6
	43.3	39.6	24.1	52.1	68.8	50.0	60.6	60.3	50.7	20.2	15.0	67.6	12.7	16.5	11.1
ASIAN OR PACIFIC ISLANDER	962	63	38	45	22	11	5	8	10	56	7	12	32	43	29
	38.7	47.0	65.5	38.5	15.9	22.9	15.2	12.7	14.1	62.9	17.5	17.6	58.2	44.3	53.7
HISPANIC OR LATINO	270	10	4	7	16	6	5	12	27	14	4	9	6	33	5
	10.9	7.5	6.9	6.0	11.6	12.5	15.2	19.0	38.0	15.7	10.0	13.2	10.9	34.0	9.3
BLACK/AFRICAN AMERICAN	156	8	6	3	2	3	2	4	1	6	21	4	10	6	11
	6.3	6.0	10.3	2.6	1.4	6.3	6.1	6.3	1.4	6.7	52.5	5.9	18.2	6.2	20.4
BLANK/REFUSED	50	-	-	1	5	6	-	3	-	2	1	3	-	-	2
	2.0			0.9	3.6	12.5		4.8		2.2	2.5	4.4			3.7
OTHER	46	1	-	2	6	2	1	2	-	-	3	-	-	-	1
	1.9	0.7		1.7	4.3	4.2	3.0	3.2			7.5				1.9
AMERICAN INDIAN OR ALASKA NATIVE	41	3	1	-	1	3	2	-	1	1	-	3	-	-	2
	1.6	2.2	1.7		0.7	6.3	6.1		1.4	1.1		4.4			3.7
NO ANSWER	6	-	1	-	-	-	-	-	-	-	-	-	2	1	1
	0.2		1.7										3.6	1.0	1.9

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q16. ETHNIC IDENTIFICATION (MULTIPLE RESPONSES ACCEPTED)

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
WHITE	1076 43.3	-	-	-	-	-	356 39.8	92 35.7	620 46.9	254 43.9	466 42.1	448 43.5	154 48.0	1007 43.9	62 37.1
ASIAN OR PACIFIC ISLANDER	962 38.7	-	-	-	-	-	363 40.6	130 50.4	467 35.3	214 37.0	447 40.4	409 39.7	99 30.8	879 38.4	68 40.7
HISPANIC OR LATINO	270 10.9	-	-	-	-	-	130 14.5	23 8.9	117 8.8	58 10.0	107 9.7	111 10.8	34 10.6	246 10.7	22 13.2
BLACK/AFRICAN AMERICAN	156 6.3	-	-	-	-	-	42 4.7	12 4.7	102 7.7	43 7.4	78 7.1	56 5.4	24 7.5	148 6.5	8 4.8
BLANK/REFUSED	50 2.0	-	-	-	-	-	16 1.8	5 1.9	29 2.2	14 2.4	24 2.2	16 1.6	10 3.1	42 1.8	3 1.8
OTHER	46 1.9	-	-	-	-	-	14 1.6	4 1.6	28 2.1	10 1.7	17 1.5	23 2.2	14 4.4	44 1.9	2 1.2
AMERICAN INDIAN OR ALASKA NATIVE	41 1.6	-	-	-	-	-	18 2.0	3 1.2	20 1.5	10 1.7	15 1.4	19 1.8	5 1.6	34 1.5	7 4.2
NO ANSWER	6 0.2	-	-	-	-	-	1 0.1	1 0.4	4 0.3	1 0.2	1 0.1	4 0.4	1 0.3	5 0.2	1 0.6

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q16. ETHNIC IDENTIFICATION (MULTIPLE RESPONSES ACCEPTED)

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	MORE HOURS=	FEWER HOURS	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	TOTAL	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
	USE MORE	IMPACT													
BASE - ALL RESPONDENTS	2486	1596	1584	1128	211	208	1452	819	586	876	1011	843	542	1979	408
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHITE	1076	642	746	488	102	115	678	279	225	351	496	298	167	926	173
	43.3	40.2	47.1	43.3	48.3	55.3	46.7	34.1	38.4	40.1	49.1	35.3	30.8	46.8	42.4
ASIAN OR PACIFIC ISLANDER	962	639	527	399	81	77	546	336	222	361	373	310	251	748	146
	38.7	40.0	33.3	35.4	38.4	37.0	37.6	41.0	37.9	41.2	36.9	36.8	46.3	37.8	35.8
HISPANIC OR LATINO	270	188	184	140	15	11	149	110	80	105	83	114	73	194	64
	10.9	11.8	11.6	12.4	7.1	5.3	10.3	13.4	13.7	12.0	8.2	13.5	13.5	9.8	15.7
BLACK/AFRICAN AMERICAN	156	114	107	83	10	5	74	77	49	63	43	94	55	110	21
	6.3	7.1	6.8	7.4	4.7	2.4	5.1	9.4	8.4	7.2	4.3	11.2	10.1	5.6	5.1
BLANK/REFUSED	50	35	35	29	2	3	29	18	10	16	23	20	12	40	7
	2.0	2.2	2.2	2.6	0.9	1.4	2.0	2.2	1.7	1.8	2.3	2.4	2.2	2.0	1.7
OTHER	46	31	27	22	4	5	23	18	14	19	13	24	9	36	5
	1.9	1.9	1.7	2.0	1.9	2.4	1.6	2.2	2.4	2.2	1.3	2.8	1.7	1.8	1.2
AMERICAN INDIAN OR ALASKA NATIVE	41	30	33	25	1	3	19	18	16	12	13	21	11	24	14
	1.6	1.9	2.1	2.2	0.5	1.4	1.3	2.2	2.7	1.4	1.3	2.5	2.0	1.2	3.4
NO ANSWER	6	4	1	1	1	-	3	3	2	4	-	3	1	4	1
	0.2	0.3	0.1	0.1	0.5		0.2	0.4	0.3	0.5		0.4	0.2	0.2	0.2

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q16. ETHNIC IDENTIFICATION (MULTIPLE RESPONSES ACCEPTED)

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486	1523	949	149	188	357	465	437	417	413	1076	156	270	962	86
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WHITE	1076	639	433	16	57	139	188	206	218	238	1076	9	33	23	20
	43.3	42.0	45.6	10.7	30.3	38.9	40.4	47.1	52.3	57.6	100.0	5.8	12.2	2.4	23.3
ASIAN OR PACIFIC ISLANDER	962	613	342	111	80	130	175	148	141	151	23	7	15	962	5
	38.7	40.2	36.0	74.5	42.6	36.4	37.6	33.9	33.8	36.6	2.1	4.5	5.6	100.0	5.8
HISPANIC OR LATINO	270	160	108	16	31	66	73	44	22	11	33	6	270	15	5
	10.9	10.5	11.4	10.7	16.5	18.5	15.7	10.1	5.3	2.7	3.1	3.8	100.0	1.6	5.8
BLACK/AFRICAN AMERICAN	156	86	70	9	20	29	37	30	26	3	9	156	6	7	4
	6.3	5.6	7.4	6.0	10.6	8.1	8.0	6.9	6.2	0.7	0.8	100.0	2.2	0.7	4.7
BLANK/REFUSED	50	37	12	3	5	5	4	8	8	8	-	-	-	-	-
	2.0	2.4	1.3	2.0	2.7	1.4	0.9	1.8	1.9	1.9	-	-	-	-	-
OTHER	46	28	18	3	6	5	11	11	9	1	7	1	-	3	46
	1.9	1.8	1.9	2.0	3.2	1.4	2.4	2.5	2.2	0.2	0.7	0.6	-	0.3	53.5
AMERICAN INDIAN OR ALASKA NATIVE	41	25	14	3	3	5	8	8	5	4	14	3	5	2	41
	1.6	1.6	1.5	2.0	1.6	1.4	1.7	1.8	1.2	1.0	1.3	1.9	1.9	0.2	47.7
NO ANSWER	6	2	4	1	-	-	-	2	-	3	-	-	-	-	-
	0.2	0.1	0.4	0.7	-	-	-	0.5	-	0.7	-	-	-	-	-

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## Q17. OCCUPATION (MULTIPLES ACCEPTED)

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
IN WORKFORCE (NOT AN EDUCATOR)	1092 43.9	109 52.4	120 52.9	104 38.5	101 34.4	47 41.6	132 43.9	127 41.1	117 53.4	104 46.6	68 41.7	59 39.1
RETIRED	535 21.5	35 16.8	58 25.6	90 33.3	69 23.5	20 17.7	54 17.9	77 24.9	39 17.8	36 16.1	23 14.1	31 20.5
STUDENT	503 20.2	35 16.8	17 7.5	49 18.1	92 31.3	19 16.8	68 22.6	63 20.4	23 10.5	60 26.9	43 26.4	33 21.9
UNEMPLOYED	175 7.0	13 6.3	15 6.6	21 7.8	18 6.1	8 7.1	26 8.6	20 6.5	16 7.3	12 5.4	10 6.1	16 10.6
TEACHER/EDUCATOR	169 6.8	19 9.1	22 9.7	6 2.2	19 6.5	8 7.1	19 6.3	25 8.1	22 10.0	12 5.4	10 6.1	6 4.0
OTHER	58 2.3	3 1.4	3 1.3	7 2.6	4 1.4	8 7.1	13 4.3	2 0.6	3 1.4	4 1.8	7 4.3	4 2.6
REFUSED/BLANK	49 2.0	-	1 0.4	11 4.1	3 1.0	6 5.3	7 2.3	1 0.3	3 1.4	5 2.2	8 4.9	4 2.6
DISABLED	28 1.1	-	2 0.9	-	4 1.4	2 1.8	7 2.3	7 2.3	1 0.5	1 0.4	2 1.2	2 1.3
VOLUNTEER	8 0.3	3 1.4	1 0.4	-	-	-	2 0.7	-	1 0.5	-	-	1 0.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q17. OCCUPATION (MULTIPLES ACCEPTED)

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IN WORKFORCE (NOT AN EDUCATOR)	1092	69	40	25	45	50	61	43	35	38	28	27	20	99	33
	43.9	61.6	41.7	44.6	51.1	60.2	37.2	40.6	40.2	24.7	52.8	45.8	37.0	43.6	44.6
RETIRED	535	16	19	21	23	14	50	40	22	40	7	3	17	41	13
	21.5	14.3	19.8	37.5	26.1	16.9	30.5	37.7	25.3	26.0	13.2	5.1	31.5	18.1	17.6
STUDENT	503	15	20	4	7	6	34	15	28	56	8	12	7	58	10
	20.2	13.4	20.8	7.1	8.0	7.2	20.7	14.2	32.2	36.4	15.1	20.3	13.0	25.6	13.5
UNEMPLOYED	175	6	7	1	7	7	15	6	5	9	4	7	1	17	9
	7.0	5.4	7.3	1.8	8.0	8.4	9.1	5.7	5.7	5.8	7.5	11.9	1.9	7.5	12.2
TEACHER/EDUCATOR	169	9	10	3	9	10	4	2	1	11	7	2	6	15	4
	6.8	8.0	10.4	5.4	10.2	12.0	2.4	1.9	1.1	7.1	13.2	3.4	11.1	6.6	5.4
OTHER	58	-	3	3	-	-	5	2	-	3	1	4	4	8	5
	2.3		3.1	5.4			3.0	1.9		1.9	1.9	6.8	7.4	3.5	6.8
REFUSED/BLANK	49	-	-	-	1	-	8	3	1	2	-	5	1	3	4
	2.0				1.1		4.9	2.8	1.1	1.3		8.5	1.9	1.3	5.4
DISABLED	28	-	-	1	-	1	-	-	1	3	-	1	1	6	1
	1.1			1.8		1.2			1.1	1.9		1.7	1.9	2.6	1.4
VOLUNTEER	8	3	-	-	1	-	-	-	-	-	-	-	-	1	1
	0.3	2.7			1.1									0.4	1.4

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q17. OCCUPATION (MULTIPLES ACCEPTED)

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7				DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11	
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486 100.0	134 100.0	58 100.0	117 100.0	138 100.0	48 100.0	33 100.0	63 100.0	71 100.0	89 100.0	40 100.0	68 100.0	55 100.0	97 100.0	54 100.0
IN WORKFORCE (NOT AN EDUCATOR)	1092 43.9	48 35.8	31 53.4	48 41.0	71 51.4	27 56.3	19 57.6	29 46.0	44 62.0	31 34.8	13 32.5	37 54.4	18 32.7	38 39.2	21 38.9
RETIRED	535 21.5	32 23.9	14 24.1	31 26.5	25 18.1	7 14.6	7 21.2	13 20.6	8 11.3	15 16.9	3 7.5	14 20.6	6 10.9	21 21.6	10 18.5
STUDENT	503 20.2	32 23.9	11 19.0	20 17.1	13 9.4	5 10.4	5 15.2	12 19.0	11 15.5	37 41.6	13 32.5	7 10.3	23 41.8	17 17.5	16 29.6
UNEMPLOYED	175 7.0	6 4.5	2 3.4	12 10.3	12 8.7	3 6.3	1 3.0	2 3.2	6 8.5	4 4.5	2 5.0	2 2.9	6 10.9	11 11.3	5 9.3
TEACHER/EDUCATOR	169 6.8	15 11.2	2 3.4	8 6.8	14 10.1	6 12.5	2 6.1	5 7.9	3 4.2	4 4.5	2 5.0	7 10.3	1 1.8	3 3.1	3 5.6
OTHER	58 2.3	2 1.5	-	-	2 1.4	1 2.1	-	-	-	4 4.5	4 10.0	1 1.5	2 3.6	3 3.1	1 1.9
REFUSED/BLANK	49 2.0	-	-	1 0.9	3 2.2	-	-	3 4.8	-	2 2.2	4 10.0	1 1.5	3 5.5	3 3.1	1 1.9
DISABLED	28 1.1	4 3.0	1 1.7	2 1.7	1 0.7	-	-	-	1 1.4	-	-	2 2.9	-	2 2.1	-
VOLUNTEER	8 0.3	-	-	-	1 0.7	-	-	-	-	-	-	-	-	1 1.0	-



## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## Q17. OCCUPATION (MULTIPLES ACCEPTED)

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
IN WORKFORCE (NOT AN EDUCATOR)	1092 43.9	-	-	-	-	-	386 43.1	141 54.7	560 42.3	237 41.0	457 41.3	442 42.9	195 60.7	1014 44.2	71 42.5
RETIRED	535 21.5	-	-	-	-	-	171 19.1	19 7.4	344 26.0	170 29.4	280 25.3	187 18.2	44 13.7	490 21.4	37 22.2
STUDENT	503 20.2	-	-	-	-	-	181 20.2	67 26.0	254 19.2	65 11.2	222 20.1	247 24.0	52 16.2	466 20.3	35 21.0
UNEMPLOYED	175 7.0	-	-	-	-	-	80 8.9	11 4.3	84 6.3	56 9.7	82 7.4	69 6.7	16 5.0	169 7.4	5 3.0
TEACHER/EDUCATOR	169 6.8	-	-	-	-	-	64 7.2	17 6.6	86 6.5	33 5.7	68 6.1	77 7.5	21 6.5	161 7.0	7 4.2
OTHER	58 2.3	-	-	-	-	-	27 3.0	7 2.7	24 1.8	15 2.6	28 2.5	23 2.2	9 2.8	42 1.8	12 7.2
REFUSED/BLANK	49 2.0	-	-	-	-	-	22 2.5	6 2.3	20 1.5	18 3.1	22 2.0	17 1.7	5 1.6	39 1.7	6 3.6
DISABLED	28 1.1	-	-	-	-	-	7 0.8	1 0.4	20 1.5	6 1.0	14 1.3	12 1.2	1 0.3	27 1.2	1 0.6
VOLUNTEER	8 0.3	-	-	-	-	-	1 0.1	-	7 0.5	1 0.2	5 0.5	2 0.2	1 0.3	7 0.3	1 0.6

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q17. OCCUPATION (MULTIPLES ACCEPTED)

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
BASE - ALL RESPONDENTS	2486	1596	1584	1128	211	208	1452	819	586	876	1011	843	542	1979	408
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
IN WORKFORCE (NOT AN EDUCATOR)	1092	721	726	516	76	90	706	294	245	419	423	337	184	899	191
	43.9	45.2	45.8	45.7	36.0	43.3	48.6	35.9	41.8	47.8	41.8	40.0	33.9	45.4	46.8
RETIRED	535	294	325	208	76	38	319	177	54	130	347	158	60	458	73
	21.5	18.4	20.5	18.4	36.0	18.3	22.0	21.6	9.2	14.8	34.3	18.7	11.1	23.1	17.9
STUDENT	503	346	300	236	35	46	222	235	199	200	102	224	258	343	58
	20.2	21.7	18.9	20.9	16.6	22.1	15.3	28.7	34.0	22.8	10.1	26.6	47.6	17.3	14.2
UNEMPLOYED	175	111	117	85	18	8	102	64	48	68	58	73	30	140	36
	7.0	7.0	7.4	7.5	8.5	3.8	7.0	7.8	8.2	7.8	5.7	8.7	5.5	7.1	8.8
TEACHER/EDUCATOR	169	120	127	93	5	24	94	49	33	63	72	47	37	149	39
	6.8	7.5	8.0	8.2	2.4	11.5	6.5	6.0	5.6	7.2	7.1	5.6	6.8	7.5	9.6
OTHER	58	46	34	29	3	-	31	27	19	24	15	27	17	37	10
	2.3	2.9	2.1	2.6	1.4		2.1	3.3	3.2	2.7	1.5	3.2	3.1	1.9	2.5
REFUSED/BLANK	49	34	31	26	1	4	23	21	14	17	18	20	8	24	15
	2.0	2.1	2.0	2.3	0.5	1.9	1.6	2.6	2.4	1.9	1.8	2.4	1.5	1.2	3.7
DISABLED	28	17	21	13	2	1	15	12	7	8	13	14	4	21	5
	1.1	1.1	1.3	1.2	0.9	0.5	1.0	1.5	1.2	0.9	1.3	1.7	0.7	1.1	1.2
VOLUNTEER	8	4	6	3	1	-	5	3	1	2	5	3	2	6	2
	0.3	0.3	0.4	0.3	0.5		0.3	0.4	0.2	0.2	0.5	0.4	0.4	0.3	0.5

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

Q17. OCCUPATION (MULTIPLES ACCEPTED)

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486 100.0	1523 100.0	949 100.0	149 100.0	188 100.0	357 100.0	465 100.0	437 100.0	417 100.0	413 100.0	1076 100.0	156 100.0	270 100.0	962 100.0	86 100.0
IN WORKFORCE (NOT AN EDUCATOR)	1092 43.9	641 42.1	442 46.6	3 2.0	50 26.6	214 59.9	303 65.2	288 65.9	170 40.8	42 10.2	498 46.3	69 44.2	137 50.7	385 40.0	35 40.7
RETIRED	535 21.5	332 21.8	202 21.3	-	-	2 0.6	3 0.6	24 5.5	161 38.6	341 82.6	285 26.5	17 10.9	18 6.7	203 21.1	11 12.8
STUDENT	503 20.2	320 21.0	181 19.1	144 96.6	134 71.3	112 31.4	51 11.0	26 5.9	15 3.6	4 1.0	121 11.2	51 32.7	73 27.0	266 27.7	24 27.9
UNEMPLOYED	175 7.0	108 7.1	66 7.0	-	7 3.7	32 9.0	52 11.2	51 11.7	24 5.8	7 1.7	79 7.3	8 5.1	27 10.0	65 6.8	7 8.1
TEACHER/EDUCATOR	169 6.8	123 8.1	46 4.8	1 0.7	5 2.7	25 7.0	44 9.5	36 8.2	40 9.6	16 3.9	103 9.6	9 5.8	24 8.9	34 3.5	8 9.3
OTHER	58 2.3	34 2.2	23 2.4	1 0.7	4 2.1	8 2.2	24 5.2	12 2.7	5 1.2	1 0.2	13 1.2	6 3.8	7 2.6	28 2.9	5 5.8
REFUSED/BLANK	49 2.0	26 1.7	20 2.1	2 1.3	1 0.5	1 0.3	7 1.5	8 1.8	9 2.2	7 1.7	8 0.7	7 4.5	3 1.1	18 1.9	3 3.5
DISABLED	28 1.1	18 1.2	10 1.1	-	-	4 1.1	4 0.9	9 2.1	10 2.4	1 0.2	17 1.6	3 1.9	1 0.4	6 0.6	3 3.5
VOLUNTEER	8 0.3	7 0.5	1 0.1	-	-	-	-	3 0.7	2 0.5	3 0.7	3 0.3	1 0.6	-	3 0.3	-

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
BASE - ALL RESPONDENTS	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
DISTRICT 1	208 8.4	208 100.0	-	-	-	-	-	-	-	-	-	-
ANZA	96 3.9	96 46.2	-	-	-	-	-	-	-	-	-	-
RICHMOND	112 4.5	112 53.8	-	-	-	-	-	-	-	-	-	-
DISTRICT 2	227 9.1	-	227 100.0	-	-	-	-	-	-	-	-	-
GOLDEN GATE VALLEY	56 2.3	-	56 24.7	-	-	-	-	-	-	-	-	-
MARINA	88 3.5	-	88 38.8	-	-	-	-	-	-	-	-	-
PRESIDIO	83 3.3	-	83 36.6	-	-	-	-	-	-	-	-	-
DISTRICT 3	270 10.9	-	-	270 100.0	-	-	-	-	-	-	-	-
CHINATOWN	164 6.6	-	-	164 60.7	-	-	-	-	-	-	-	-
NORTH BEACH	106 4.3	-	-	106 39.3	-	-	-	-	-	-	-	-
DISTRICT 4	241 9.7	-	-	-	241 82.0	-	-	-	-	-	-	-
ORTEGA	87 3.5	-	-	-	87 29.6	-	-	-	-	-	-	-
PARKSIDE	154 6.2	-	-	-	154 52.4	-	-	-	-	-	-	-
DISTRICT 5	166 6.7	-	-	-	53 18.0	113 100.0	-	-	-	-	-	-
PARK	59 2.4	-	-	-	-	59 52.2	-	-	-	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
SUNSET	53 2.1	-	-	-	53 18.0	-	-	-	-	-	-	-
WESTERN ADDITION	54 2.2	-	-	-	-	54 47.8	-	-	-	-	-	-
DISTRICT 6	301 12.1	-	-	-	-	-	301 100.0	-	-	-	-	-
MAIN	227 9.1	-	-	-	-	-	227 75.4	-	-	-	-	-
MISSION BAY	74 3.0	-	-	-	-	-	74 24.6	-	-	-	-	-
DISTRICT 7	309 12.4	-	-	-	-	-	-	309 100.0	-	-	-	-
MERCED	134 5.4	-	-	-	-	-	-	134 43.4	-	-	-	-
WEST PORTAL	117 4.7	-	-	-	-	-	-	117 37.9	-	-	-	-
INGLESIDE	58 2.3	-	-	-	-	-	-	58 18.8	-	-	-	-
DISTRICT 8	219 8.8	-	-	-	-	-	-	-	219 100.0	-	-	-
EUREKA VALLEY	138 5.6	-	-	-	-	-	-	-	138 63.0	-	-	-
GLEN PARK	48 1.9	-	-	-	-	-	-	-	48 21.9	-	-	-
NOE VALLEY	33 1.3	-	-	-	-	-	-	-	33 15.1	-	-	-
DISTRICT 9	223 9.0	-	-	-	-	-	-	-	-	223 100.0	-	-
BERNAL HEIGHTS	63 2.5	-	-	-	-	-	-	-	-	63 28.3	-	-
MISSION	71 2.9	-	-	-	-	-	-	-	-	71 31.8	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
PORTOLA	89 3.6	-	-	-	-	-	-	-	-	89 39.9	-	-
DISTRICT 10	163 6.6	-	-	-	-	-	-	-	-	-	163 100.0	-
BAYVIEW	40 1.6	-	-	-	-	-	-	-	-	-	40 24.5	-
POTRERO	68 2.7	-	-	-	-	-	-	-	-	-	68 41.7	-
VISITACION VALLEY	55 2.2	-	-	-	-	-	-	-	-	-	55 33.7	-
DISTRICT 11	151 6.1	-	-	-	-	-	-	-	-	-	-	151 100.0
EXCELSIOR	97 3.9	-	-	-	-	-	-	-	-	-	-	97 64.2
OCEAN VIEW	54 2.2	-	-	-	-	-	-	-	-	-	-	54 35.8
UNKNOWN (MAIL-INS)	8 0.3	-	-	-	-	-	-	-	-	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
BASE - ALL RESPONDENTS	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
DISTRICT 1	208	112	96	-	-	-	-	-	-	-	-	-	-	-	-
	8.4	100.0	100.0												
ANZA	96	-	96	-	-	-	-	-	-	-	-	-	-	-	-
	3.9		100.0												
RICHMOND	112	112	-	-	-	-	-	-	-	-	-	-	-	-	-
	4.5	100.0													
DISTRICT 2	227	-	-	56	88	83	-	-	-	-	-	-	-	-	-
	9.1			100.0	100.0	100.0									
GOLDEN GATE VALLEY	56	-	-	56	-	-	-	-	-	-	-	-	-	-	-
	2.3			100.0											
MARINA	88	-	-	-	88	-	-	-	-	-	-	-	-	-	-
	3.5				100.0										
PRESIDIO	83	-	-	-	-	83	-	-	-	-	-	-	-	-	-
	3.3					100.0									
DISTRICT 3	270	-	-	-	-	-	164	106	-	-	-	-	-	-	-
	10.9						100.0	100.0							
CHINATOWN	164	-	-	-	-	-	164	-	-	-	-	-	-	-	-
	6.6						100.0								
NORTH BEACH	106	-	-	-	-	-	-	106	-	-	-	-	-	-	-
	4.3							100.0							
DISTRICT 4	241	-	-	-	-	-	-	-	87	154	-	-	-	-	-
	9.7								100.0	100.0					
ORTEGA	87	-	-	-	-	-	-	-	87	-	-	-	-	-	-
	3.5								100.0						
PARKSIDE	154	-	-	-	-	-	-	-	-	154	-	-	-	-	-
	6.2									100.0					

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	TOTAL	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6	
		RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
DISTRICT 5	166 6.7	-	-	-	-	-	-	-	-	-	53 100.0	59 100.0	54 100.0	-	-
PARK	59 2.4	-	-	-	-	-	-	-	-	-	-	59 100.0	-	-	-
SUNSET	53 2.1	-	-	-	-	-	-	-	-	-	53 100.0	-	-	-	-
WESTERN ADDITION	54 2.2	-	-	-	-	-	-	-	-	-	-	-	54 100.0	-	-
DISTRICT 6	301 12.1	-	-	-	-	-	-	-	-	-	-	-	-	227 100.0	74 100.0
MAIN	227 9.1	-	-	-	-	-	-	-	-	-	-	-	-	227 100.0	-
MISSION BAY	74 3.0	-	-	-	-	-	-	-	-	-	-	-	-	-	74 100.0
DISTRICT 7	309 12.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MERCED	134 5.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WEST PORTAL	117 4.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INGLESIDE	58 2.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DISTRICT 8	219 8.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EUREKA VALLEY	138 5.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GLEN PARK	48 1.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	TOTAL	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6	
		RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
NOE VALLEY	33 1.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DISTRICT 9	223 9.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BERNAL HEIGHTS	63 2.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISSION	71 2.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PORTOLA	89 3.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DISTRICT 10	163 6.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BAYVIEW	40 1.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
POTRERO	68 2.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
VISITACION VALLEY	55 2.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DISTRICT 11	151 6.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EXCELSIOR	97 3.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
OCEAN VIEW	54 2.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
UNKNOWN (MAIL-INS)	8 0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	TOTAL	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11	
		MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
BASE - ALL RESPONDENTS	2486 100.0	134 100.0	58 100.0	117 100.0	138 100.0	48 100.0	33 100.0	63 100.0	71 100.0	89 100.0	40 100.0	68 100.0	55 100.0	97 100.0	54 100.0
DISTRICT 1	208 8.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ANZA	96 3.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
RICHMOND	112 4.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DISTRICT 2	227 9.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
GOLDEN GATE VALLEY	56 2.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MARINA	88 3.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PRESIDIO	83 3.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DISTRICT 3	270 10.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHINATOWN	164 6.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NORTH BEACH	106 4.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DISTRICT 4	241 9.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ORTEGA	87 3.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PARKSIDE	154 6.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	TOTAL	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11	
		MERCED	INGLESID.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
DISTRICT 5	166 6.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
PARK	59 2.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUNSET	53 2.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WESTERN ADDITION	54 2.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DISTRICT 6	301 12.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MAIN	227 9.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MISSION BAY	74 3.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
DISTRICT 7	309 12.4	134 100.0	58 100.0	117 100.0	-	-	-	-	-	-	-	-	-	-	-
MERCED	134 5.4	134 100.0	-	-	-	-	-	-	-	-	-	-	-	-	-
WEST PORTAL	117 4.7	-	-	117 100.0	-	-	-	-	-	-	-	-	-	-	-
INGLESIDE	58 2.3	-	58 100.0	-	-	-	-	-	-	-	-	-	-	-	-
DISTRICT 8	219 8.8	-	-	-	138 100.0	48 100.0	33 100.0	-	-	-	-	-	-	-	-
EUREKA VALLEY	138 5.6	-	-	-	138 100.0	-	-	-	-	-	-	-	-	-	-
GLEN PARK	48 1.9	-	-	-	-	48 100.0	-	-	-	-	-	-	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	TOTAL	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11	
		MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
NOE VALLEY	33 1.3	-	-	-	-	-	33 100.0	-	-	-	-	-	-	-	-
DISTRICT 9	223 9.0	-	-	-	-	-	63 100.0	71 100.0	89 100.0	-	-	-	-	-	-
BERNAL HEIGHTS	63 2.5	-	-	-	-	-	63 100.0	-	-	-	-	-	-	-	-
MISSION	71 2.9	-	-	-	-	-	-	71 100.0	-	-	-	-	-	-	-
PORTOLA	89 3.6	-	-	-	-	-	-	-	89 100.0	-	-	-	-	-	-
DISTRICT 10	163 6.6	-	-	-	-	-	-	-	-	40 100.0	68 100.0	55 100.0	-	-	
BAYVIEW	40 1.6	-	-	-	-	-	-	-	-	40 100.0	-	-	-	-	
POTRERO	68 2.7	-	-	-	-	-	-	-	-	-	68 100.0	-	-	-	
VISITACION VALLEY	55 2.2	-	-	-	-	-	-	-	-	-	-	55 100.0	-	-	
DISTRICT 11	151 6.1	-	-	-	-	-	-	-	-	-	-	-	97 100.0	54 100.0	
EXCELSIOR	97 3.9	-	-	-	-	-	-	-	-	-	-	-	97 100.0	-	
OCEAN VIEW	54 2.2	-	-	-	-	-	-	-	-	-	-	-	-	54 100.0	
UNKNOWN (MAIL-INS)	8 0.3	-	-	-	-	-	-	-	-	-	-	-	-	-	

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
	TOTAL	<1X	2-3X	4-10X		11+X	WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES
BASE - ALL RESPONDENTS	2486 100.0	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
DISTRICT 1	208 8.4	-	-	-	-	90 10.1	24 9.3	93 7.0	42 7.3	80 7.2	104 10.1	32 10.0	190 8.3	16 9.6
ANZA	96 3.9	-	-	-	-	54 6.0	1 0.4	40 3.0	14 2.4	39 3.5	55 5.3	7 2.2	89 3.9	6 3.6
RICHMOND	112 4.5	-	-	-	-	36 4.0	23 8.9	53 4.0	28 4.8	41 3.7	49 4.8	25 7.8	101 4.4	10 6.0
DISTRICT 2	227 9.1	-	-	-	-	69 7.7	41 15.9	117 8.8	40 6.9	115 10.4	85 8.3	19 5.9	206 9.0	20 12.0
GOLDEN GATE VALLEY	56 2.3	-	-	-	-	24 2.7	2 0.8	30 2.3	5 0.9	32 2.9	24 2.3	7 2.2	51 2.2	5 3.0
MARINA	88 3.5	-	-	-	-	24 2.7	23 8.9	41 3.1	22 3.8	43 3.9	32 3.1	5 1.6	80 3.5	8 4.8
PRESIDIO	83 3.3	-	-	-	-	21 2.3	16 6.2	46 3.5	13 2.2	40 3.6	29 2.8	7 2.2	75 3.3	7 4.2
DISTRICT 3	270 10.9	-	-	-	-	95 10.6	25 9.7	148 11.2	104 18.0	143 12.9	98 9.5	33 10.3	243 10.6	21 12.6
CHINATOWN	164 6.6	-	-	-	-	43 4.8	21 8.1	100 7.6	71 12.3	83 7.5	53 5.1	21 6.5	153 6.7	7 4.2
NORTH BEACH	106 4.3	-	-	-	-	52 5.8	4 1.6	48 3.6	33 5.7	60 5.4	45 4.4	12 3.7	90 3.9	14 8.4
DISTRICT 4	241 9.7	-	-	-	-	84 9.4	12 4.7	143 10.8	50 8.7	84 7.6	130 12.6	25 7.8	235 10.3	4 2.4
ORTEGA	87 3.5	-	-	-	-	32 3.6	5 1.9	49 3.7	12 2.1	32 2.9	41 4.0	9 2.8	87 3.8	-
PARKSIDE	154 6.2	-	-	-	-	52 5.8	7 2.7	94 7.1	38 6.6	52 4.7	89 8.6	16 5.0	148 6.5	4 2.4
DISTRICT 5	166 6.7	-	-	-	-	73 8.2	12 4.7	81 6.1	49 8.5	57 5.2	65 6.3	25 7.8	142 6.2	21 12.6

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
	TOTAL	<1X	2-3X	4-10X		11+X	WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES
PARK	59 2.4	-	-	-	-	35 3.9	1 0.4	23 1.7	33 5.7	16 1.4	11 1.1	5 1.6	41 1.8	15 9.0
SUNSET	53 2.1	-	-	-	-	18 2.0	4 1.6	31 2.3	6 1.0	12 1.1	22 2.1	13 4.0	49 2.1	4 2.4
WESTERN ADDITION	54 2.2	-	-	-	-	20 2.2	7 2.7	27 2.0	10 1.7	29 2.6	32 3.1	7 2.2	52 2.3	2 1.2
DISTRICT 6	301 12.1	-	-	-	-	93 10.4	26 10.1	178 13.5	111 19.2	129 11.7	83 8.1	47 14.6	260 11.3	39 23.4
MAIN	227 9.1	-	-	-	-	45 5.0	26 10.1	152 11.5	65 11.2	93 8.4	70 6.8	45 14.0	202 8.8	25 15.0
MISSION BAY	74 3.0	-	-	-	-	48 5.4	-	26 2.0	46 8.0	36 3.3	13 1.3	2 0.6	58 2.5	14 8.4
DISTRICT 7	309 12.4	-	-	-	-	120 13.4	27 10.5	162 12.2	46 8.0	156 14.1	126 12.2	25 7.8	296 12.9	10 6.0
MERCED	134 5.4	-	-	-	-	61 6.8	9 3.5	64 4.8	10 1.7	60 5.4	67 6.5	9 2.8	130 5.7	3 1.8
WEST PORTAL	117 4.7	-	-	-	-	50 5.6	4 1.6	63 4.8	27 4.7	59 5.3	35 3.4	13 4.0	114 5.0	2 1.2
INGLESIDE	58 2.3	-	-	-	-	9 1.0	14 5.4	35 2.6	9 1.6	37 3.3	24 2.3	3 0.9	52 2.3	5 3.0
DISTRICT 8	219 8.8	-	-	-	-	80 8.9	24 9.3	114 8.6	25 4.3	93 8.4	121 11.7	41 12.8	212 9.2	7 4.2
EUREKA VALLEY	138 5.6	-	-	-	-	39 4.4	21 8.1	77 5.8	12 2.1	67 6.1	78 7.6	28 8.7	132 5.8	6 3.6
GLEN PARK	48 1.9	-	-	-	-	24 2.7	3 1.2	21 1.6	2 0.3	6 0.5	34 3.3	11 3.4	47 2.1	1 0.6
NOE VALLEY	33 1.3	-	-	-	-	17 1.9	-	16 1.2	11 1.9	20 1.8	9 0.9	2 0.6	33 1.4	-
DISTRICT 9	223 9.0	-	-	-	-	60 6.7	44 17.1	119 9.0	30 5.2	94 8.5	93 9.0	41 12.8	207 9.0	11 6.6

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
	TOTAL	<1X	2-3X	4-10X		11+X	WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES
BERNAL HEIGHTS	63 2.5	-	-	-	-	24 2.7	2 0.8	37 2.8	9 1.6	31 2.8	26 2.5	14 4.4	60 2.6	3 1.8
MISSION	71 2.9	-	-	-	-	30 3.4	6 2.3	35 2.6	11 1.9	16 1.4	33 3.2	17 5.3	71 3.1	-
PORTOLA	89 3.6	-	-	-	-	6 0.7	36 14.0	47 3.6	10 1.7	47 4.2	34 3.3	10 3.1	76 3.3	8 4.8
DISTRICT 10	163 6.6	-	-	-	-	57 6.4	15 5.8	91 6.9	31 5.4	71 6.4	75 7.3	21 6.5	154 6.7	7 4.2
BAYVIEW	40 1.6	-	-	-	-	18 2.0	1 0.4	21 1.6	21 3.6	17 1.5	17 1.7	9 2.8	37 1.6	2 1.2
POTRERO	68 2.7	-	-	-	-	13 1.5	10 3.9	45 3.4	4 0.7	34 3.1	28 2.7	10 3.1	67 2.9	1 0.6
VISITACION VALLEY	55 2.2	-	-	-	-	26 2.9	4 1.6	25 1.9	6 1.0	20 1.8	30 2.9	2 0.6	50 2.2	4 2.4
DISTRICT 11	151 6.1	-	-	-	-	71 7.9	8 3.1	72 5.4	48 8.3	82 7.4	45 4.4	10 3.1	140 6.1	10 6.0
EXCELSIOR	97 3.9	-	-	-	-	50 5.6	2 0.8	45 3.4	35 6.1	51 4.6	24 2.3	5 1.6	89 3.9	8 4.8
OCEAN VIEW	54 2.2	-	-	-	-	21 2.3	6 2.3	27 2.0	13 2.2	31 2.8	21 2.0	5 1.6	51 2.2	2 1.2
UNKNOWN (MAIL-INS)	8 0.3	-	-	-	-	3 0.3	-	5 0.4	2 0.3	2 0.2	5 0.5	2 0.6	7 0.3	1 0.6

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS=	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
		USE MORE													
BASE - ALL RESPONDENTS	2486 100.0	1596 100.0	1584 100.0	1128 100.0	211 100.0	208 100.0	1452 100.0	819 100.0	586 100.0	876 100.0	1011 100.0	843 100.0	542 100.0	1979 100.0	408 100.0
DISTRICT 1	208 8.4	128 8.0	135 8.5	97 8.6	18 8.5	24 11.5	125 8.6	58 7.1	50 8.5	72 8.2	86 8.5	64 7.6	47 8.7	174 8.8	31 7.6
ANZA	96 3.9	55 3.4	56 3.5	43 3.8	10 4.7	9 4.3	55 3.8	31 3.8	33 5.6	28 3.2	35 3.5	32 3.8	25 4.6	77 3.9	12 2.9
RICHMOND	112 4.5	73 4.6	79 5.0	54 4.8	8 3.8	15 7.2	70 4.8	27 3.3	17 2.9	44 5.0	51 5.0	32 3.8	22 4.1	97 4.9	19 4.7
DISTRICT 2	227 9.1	132 8.3	152 9.6	97 8.6	20 9.5	28 13.5	139 9.6	60 7.3	57 9.7	70 8.0	99 9.8	67 7.9	42 7.7	180 9.1	31 7.6
GOLDEN GATE VALLEY	56 2.3	37 2.3	34 2.1	24 2.1	3 1.4	7 3.4	36 2.5	13 1.6	12 2.0	18 2.1	25 2.5	7 0.8	12 2.2	51 2.6	13 3.2
MARINA	88 3.5	50 3.1	65 4.1	38 3.4	7 3.3	10 4.8	57 3.9	21 2.6	24 4.1	25 2.9	39 3.9	37 4.4	19 3.5	62 3.1	9 2.2
PRESIDIO	83 3.3	45 2.8	53 3.3	35 3.1	10 4.7	11 5.3	46 3.2	26 3.2	21 3.6	27 3.1	35 3.5	23 2.7	11 2.0	67 3.4	9 2.2
DISTRICT 3	270 10.9	168 10.5	163 10.3	114 10.1	28 13.3	25 12.0	169 11.6	75 9.2	41 7.0	83 9.5	144 14.2	110 13.0	57 10.5	225 11.4	36 8.8
CHINATOWN	164 6.6	101 6.3	102 6.4	69 6.1	21 10.0	16 7.7	99 6.8	49 6.0	16 2.7	55 6.3	92 9.1	68 8.1	33 6.1	138 7.0	22 5.4
NORTH BEACH	106 4.3	67 4.2	61 3.9	45 4.0	7 3.3	9 4.3	70 4.8	26 3.2	25 4.3	28 3.2	52 5.1	42 5.0	24 4.4	87 4.4	14 3.4
DISTRICT 4	241 9.7	153 9.6	129 8.1	92 8.2	26 12.3	25 12.0	150 10.3	64 7.8	54 9.2	93 10.6	93 9.2	72 8.5	71 13.1	191 9.7	34 8.3
ORTEGA	87 3.5	52 3.3	38 2.4	27 2.4	15 7.1	4 1.9	51 3.5	32 3.9	17 2.9	38 4.3	32 3.2	24 2.8	27 5.0	66 3.3	10 2.5
PARKSIDE	154 6.2	101 6.3	91 5.7	65 5.8	11 5.2	21 10.1	99 6.8	32 3.9	37 6.3	55 6.3	61 6.0	48 5.7	44 8.1	125 6.3	24 5.9
DISTRICT 5	166 6.7	107 6.7	108 6.8	74 6.6	11 5.2	7 3.4	102 7.0	56 6.8	50 8.5	69 7.9	45 4.5	59 7.0	21 3.9	108 5.5	31 7.6



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

	REACTION TO MORE/FEWER HOURS				AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING				
	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER	
	TOTAL														
PARK	59 2.4	35 2.2	41 2.6	24 2.1	2 0.9	1 0.5	50 3.4	7 0.9	27 4.6	21 2.4	10 1.0	20 2.4	3 0.6	32 1.6	26 6.4
SUNSET	53 2.1	41 2.6	42 2.7	32 2.8	1 0.5	5 2.4	27 1.9	21 2.6	11 1.9	21 2.4	20 2.0	15 1.8	7 1.3	37 1.9	2 0.5
WESTERN ADDITION	54 2.2	31 1.9	25 1.6	18 1.6	8 3.8	1 0.5	25 1.7	28 3.4	12 2.0	27 3.1	15 1.5	24 2.8	11 2.0	39 2.0	3 0.7
DISTRICT 6	301 12.1	200 12.5	202 12.8	152 13.5	27 12.8	7 3.4	142 9.8	150 18.3	68 11.6	104 11.9	126 12.5	98 11.6	72 13.3	217 11.0	63 15.4
MAIN	227 9.1	150 9.4	158 10.0	118 10.5	22 10.4	4 1.9	101 7.0	121 14.8	43 7.3	65 7.4	119 11.8	78 9.3	67 12.4	172 8.7	32 7.8
MISSION BAY	74 3.0	50 3.1	44 2.8	34 3.0	5 2.4	3 1.4	41 2.8	29 3.5	25 4.3	39 4.5	7 0.7	20 2.4	5 0.9	45 2.3	31 7.6
DISTRICT 7	309 12.4	181 11.3	203 12.8	137 12.1	33 15.6	38 18.3	192 13.2	79 9.6	75 12.8	97 11.1	135 13.4	76 9.0	56 10.3	260 13.1	49 12.0
MERCED	134 5.4	75 4.7	90 5.7	59 5.2	18 8.5	21 10.1	86 5.9	27 3.3	36 6.1	41 4.7	56 5.5	19 2.3	22 4.1	118 6.0	21 5.1
WEST PORTAL	117 4.7	64 4.0	80 5.1	50 4.4	12 5.7	17 8.2	80 5.5	20 2.4	21 3.6	30 3.4	66 6.5	28 3.3	16 3.0	101 5.1	17 4.2
INGLESIDE	58 2.3	42 2.6	33 2.1	28 2.5	3 1.4	-	26 1.8	32 3.9	18 3.1	26 3.0	13 1.3	29 3.4	18 3.3	41 2.1	11 2.7
DISTRICT 8	219 8.8	150 9.4	158 10.0	110 9.8	13 6.2	18 8.7	142 9.8	59 7.2	44 7.5	79 9.0	94 9.3	64 7.6	53 9.8	196 9.9	45 11.0
EUREKA VALLEY	138 5.6	97 6.1	99 6.3	70 6.2	9 4.3	9 4.3	93 6.4	36 4.4	28 4.8	50 5.7	59 5.8	45 5.3	36 6.6	128 6.5	33 8.1
GLEN PARK	48 1.9	36 2.3	36 2.3	27 2.4	2 0.9	7 3.4	31 2.1	10 1.2	11 1.9	14 1.6	22 2.2	10 1.2	10 1.8	41 2.1	5 1.2
NOE VALLEY	33 1.3	17 1.1	23 1.5	13 1.2	2 0.9	2 1.0	18 1.2	13 1.6	5 0.9	15 1.7	13 1.3	9 1.1	7 1.3	27 1.4	7 1.7
DISTRICT 9	223 9.0	152 9.5	136 8.6	103 9.1	15 7.1	20 9.6	123 8.5	80 9.8	36 6.1	97 11.1	90 8.9	82 9.7	50 9.2	188 9.5	26 6.4

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

	REACTION TO MORE/FEWER HOURS				AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING				
	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER	
	TOTAL														
BERNAL HEIGHTS	63 2.5	47 2.9	49 3.1	39 3.5	4 1.9	6 2.9	40 2.8	17 2.1	8 1.4	27 3.1	28 2.8	20 2.4	8 1.5	58 2.9	6 1.5
MISSION	71 2.9	38 2.4	50 3.2	29 2.6	5 2.4	7 3.4	43 3.0	21 2.6	10 1.7	22 2.5	39 3.9	22 2.6	14 2.6	58 2.9	10 2.5
PORTOLA	89 3.6	67 4.2	37 2.3	35 3.1	6 2.8	7 3.4	40 2.8	42 5.1	18 3.1	48 5.5	23 2.3	40 4.7	28 5.2	72 3.6	10 2.5
DISTRICT 10	163 6.6	118 7.4	103 6.5	80 7.1	7 3.3	12 5.8	90 6.2	61 7.4	51 8.7	58 6.6	54 5.3	71 8.4	31 5.7	127 6.4	33 8.1
BAYVIEW	40 1.6	32 2.0	22 1.4	18 1.6	3 1.4	1 0.5	20 1.4	19 2.3	17 2.9	11 1.3	12 1.2	26 3.1	12 2.2	24 1.2	9 2.2
POTRERO	68 2.7	50 3.1	51 3.2	42 3.7	3 1.4	10 4.8	47 3.2	11 1.3	12 2.0	28 3.2	28 2.8	14 1.7	2 0.4	64 3.2	15 3.7
VISITACION VALLEY	55 2.2	36 2.3	30 1.9	20 1.8	1 0.5	1 0.5	23 1.6	31 3.8	22 3.8	19 2.2	14 1.4	31 3.7	17 3.1	39 2.0	9 2.2
DISTRICT 11	151 6.1	102 6.4	90 5.7	69 6.1	13 6.2	4 1.9	73 5.0	74 9.0	58 9.9	52 5.9	41 4.1	79 9.4	41 7.6	106 5.4	27 6.6
EXCELSIOR	97 3.9	67 4.2	66 4.2	50 4.4	6 2.8	2 1.0	41 2.8	54 6.6	34 5.8	36 4.1	27 2.7	55 6.5	25 4.6	65 3.3	20 4.9
OCEAN VIEW	54 2.2	35 2.2	24 1.5	19 1.7	7 3.3	2 1.0	32 2.2	20 2.4	24 4.1	16 1.8	14 1.4	24 2.8	16 3.0	41 2.1	7 1.7
UNKNOWN (MAIL-INS)	8 0.3	5 0.3	5 0.3	3 0.3	-	-	5 0.3	3 0.4	2 0.3	2 0.2	4 0.4	1 0.1	1 0.2	7 0.4	2 0.5

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BASE - ALL RESPONDENTS	2486 100.0	1523 100.0	949 100.0	149 100.0	188 100.0	357 100.0	465 100.0	437 100.0	417 100.0	413 100.0	1076 100.0	156 100.0	270 100.0	962 100.0	86 100.0
DISTRICT 1	208 8.4	120 7.9	88 9.3	19 12.8	12 6.4	18 5.0	46 9.9	37 8.5	45 10.8	28 6.8	86 8.0	3 1.9	14 5.2	102 10.6	8 9.3
ANZA	96 3.9	59 3.9	37 3.9	10 6.7	6 3.2	6 1.7	26 5.6	17 3.9	15 3.6	14 3.4	36 3.3	2 1.3	8 3.0	51 5.3	2 2.3
RICHMOND	112 4.5	61 4.0	51 5.4	9 6.0	6 3.2	12 3.4	20 4.3	20 4.6	30 7.2	14 3.4	50 4.6	1 0.6	6 2.2	51 5.3	6 7.0
DISTRICT 2	227 9.1	142 9.3	85 9.0	1 0.7	10 5.3	27 7.6	43 9.2	39 8.9	47 11.3	56 13.6	162 15.1	4 2.6	15 5.6	42 4.4	8 9.3
GOLDEN GATE VALLEY	56 2.3	32 2.1	24 2.5	-	2 1.1	6 1.7	7 1.5	11 2.5	11 2.6	19 4.6	44 4.1	1 0.6	3 1.1	8 0.8	1 1.2
MARINA	88 3.5	55 3.6	33 3.5	1 0.7	6 3.2	13 3.6	18 3.9	8 1.8	19 4.6	20 4.8	64 5.9	2 1.3	5 1.9	13 1.4	4 4.7
PRESIDIO	83 3.3	55 3.6	28 3.0	-	2 1.1	8 2.2	18 3.9	20 4.6	17 4.1	17 4.1	54 5.0	1 0.6	7 2.6	21 2.2	3 3.5
DISTRICT 3	270 10.9	172 11.3	96 10.1	24 16.1	17 9.0	28 7.8	24 5.2	49 11.2	49 11.8	77 18.6	75 7.0	4 2.6	9 3.3	180 18.7	3 3.5
CHINATOWN	164 6.6	110 7.2	53 5.6	15 10.1	12 6.4	21 5.9	13 2.8	25 5.7	35 8.4	43 10.4	21 2.0	1 0.6	4 1.5	137 14.2	2 2.3
NORTH BEACH	106 4.3	62 4.1	43 4.5	9 6.0	5 2.7	7 2.0	11 2.4	24 5.5	14 3.4	34 8.2	54 5.0	3 1.9	5 1.9	43 4.5	1 1.2
DISTRICT 4	241 9.7	176 11.6	65 6.8	41 27.5	22 11.7	33 9.2	34 7.3	28 6.4	36 8.6	41 9.9	82 7.6	3 1.9	12 4.4	144 15.0	4 4.7
ORTEGA	87 3.5	65 4.3	22 2.3	15 10.1	4 2.1	8 2.2	20 4.3	13 3.0	12 2.9	14 3.4	37 3.4	2 1.3	6 2.2	44 4.6	1 1.2
PARKSIDE	154 6.2	111 7.3	43 4.5	26 17.4	18 9.6	25 7.0	14 3.0	15 3.4	24 5.8	27 6.5	45 4.2	1 0.6	6 2.2	100 10.4	3 3.5
DISTRICT 5	166 6.7	107 7.0	55 5.8	4 2.7	22 11.7	27 7.6	31 6.7	31 7.1	25 6.0	15 3.6	76 7.1	11 7.1	19 7.0	52 5.4	11 12.8

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
PARK	59 2.4	29 1.9	27 2.8	2 1.3	9 4.8	13 3.6	10 2.2	8 1.8	6 1.4	1 0.2	31 2.9	5 3.2	10 3.7	7 0.7	7 8.1
SUNSET	53 2.1	35 2.3	18 1.9	1 0.7	7 3.7	7 2.0	12 2.6	14 3.2	6 1.4	5 1.2	26 2.4	1 0.6	2 0.7	22 2.3	3 3.5
WESTERN ADDITION	54 2.2	43 2.8	10 1.1	1 0.7	6 3.2	7 2.0	9 1.9	9 2.1	13 3.1	9 2.2	19 1.8	5 3.2	7 2.6	23 2.4	1 1.2
DISTRICT 6	301 12.1	158 10.4	140 14.8	9 6.0	20 10.6	55 15.4	59 12.7	59 13.5	59 14.1	26 6.3	150 13.9	44 28.2	43 15.9	59 6.1	17 19.8
MAIN	227 9.1	118 7.7	106 11.2	9 6.0	17 9.0	33 9.2	48 10.3	47 10.8	49 11.8	21 5.1	117 10.9	40 25.6	29 10.7	37 3.8	12 14.0
MISSION BAY	74 3.0	40 2.6	34 3.6	- -	3 1.6	22 6.2	11 2.4	12 2.7	10 2.4	5 1.2	33 3.1	4 2.6	14 5.2	22 2.3	5 5.8
DISTRICT 7	309 12.4	211 13.9	95 10.0	11 7.4	28 14.9	48 13.4	51 11.0	59 13.5	45 10.8	61 14.8	128 11.9	17 10.9	21 7.8	146 15.2	7 8.1
MERCED	134 5.4	94 6.2	40 4.2	6 4.0	18 9.6	22 6.2	20 4.3	22 5.0	17 4.1	28 6.8	53 4.9	8 5.1	10 3.7	63 6.5	4 4.7
WEST PORTAL	117 4.7	82 5.4	34 3.6	4 2.7	6 3.2	19 5.3	21 4.5	22 5.0	20 4.8	23 5.6	61 5.7	3 1.9	7 2.6	45 4.7	2 2.3
INGLESIDE	58 2.3	35 2.3	21 2.2	1 0.7	4 2.1	7 2.0	10 2.2	15 3.4	8 1.9	10 2.4	14 1.3	6 3.8	4 1.5	38 4.0	1 1.2
DISTRICT 8	219 8.8	144 9.5	75 7.9	4 2.7	9 4.8	32 9.0	50 10.8	50 11.4	36 8.6	36 8.7	139 12.9	7 4.5	27 10.0	38 4.0	14 16.3
EUREKA VALLEY	138 5.6	90 5.9	48 5.1	3 2.0	4 2.1	14 3.9	35 7.5	33 7.6	25 6.0	22 5.3	95 8.8	2 1.3	16 5.9	22 2.3	7 8.1
GLEN PARK	48 1.9	31 2.0	17 1.8	1 0.7	4 2.1	8 2.2	10 2.2	10 2.3	9 2.2	6 1.5	24 2.2	3 1.9	6 2.2	11 1.1	5 5.8
NOE VALLEY	33 1.3	23 1.5	10 1.1	- -	1 0.5	10 2.8	5 1.1	7 1.6	2 0.5	8 1.9	20 1.9	2 1.3	5 1.9	5 0.5	2 2.3
DISTRICT 9	223 9.0	127 8.3	96 10.1	17 11.4	12 6.4	41 11.5	55 11.8	39 8.9	20 4.8	31 7.5	92 8.6	11 7.1	53 19.6	74 7.7	4 4.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

BRANCH/DISTRICT WHERE PATRON RECEIVED SURVEY

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
BERNAL HEIGHTS	63 2.5	39 2.6	24 2.5	-	2 1.1	4 1.1	22 4.7	14 3.2	8 1.9	11 2.7	38 3.5	4 2.6	12 4.4	8 0.8	2 2.3
MISSION	71 2.9	41 2.7	30 3.2	-	3 1.6	24 6.7	17 3.7	15 3.4	5 1.2	7 1.7	36 3.3	1 0.6	27 10.0	10 1.0	1 1.2
PORTOLA	89 3.6	47 3.1	42 4.4	17 11.4	7 3.7	13 3.6	16 3.4	10 2.3	7 1.7	13 3.1	18 1.7	6 3.8	14 5.2	56 5.8	1 1.2
DISTRICT 10	163 6.6	74 4.9	87 9.2	14 9.4	14 7.4	24 6.7	42 9.0	25 5.7	22 5.3	19 4.6	59 5.5	35 22.4	19 7.0	51 5.3	6 7.0
BAYVIEW	40 1.6	21 1.4	18 1.9	2 1.3	4 2.1	8 2.2	10 2.2	8 1.8	6 1.4	1 0.2	6 0.6	21 13.5	4 1.5	7 0.7	3 3.5
POTRERO	68 2.7	30 2.0	38 4.0	-	3 1.6	9 2.5	23 4.9	11 2.5	10 2.4	11 2.7	46 4.3	4 2.6	9 3.3	12 1.2	3 3.5
VISITACION VALLEY	55 2.2	23 1.5	31 3.3	12 8.1	7 3.7	7 2.0	9 1.9	6 1.4	6 1.4	7 1.7	7 0.7	10 6.4	6 2.2	32 3.3	-
DISTRICT 11	151 6.1	85 5.6	66 7.0	5 3.4	22 11.7	23 6.4	30 6.5	21 4.8	29 7.0	20 4.8	22 2.0	17 10.9	38 14.1	72 7.5	3 3.5
EXCELSIOR	97 3.9	48 3.2	49 5.2	1 0.7	11 5.9	17 4.8	19 4.1	12 2.7	19 4.6	17 4.1	16 1.5	6 3.8	33 12.2	43 4.5	-
OCEAN VIEW	54 2.2	37 2.4	17 1.8	4 2.7	11 5.9	6 1.7	11 2.4	9 2.1	10 2.4	3 0.7	6 0.6	11 7.1	5 1.9	29 3.0	3 3.5
UNKNOWN (MAIL-INS)	8 0.3	7 0.5	1 0.1	-	-	1 0.3	-	-	4 1.0	3 0.7	5 0.5	-	-	2 0.2	1 1.2

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## HOME ZIP CODE

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
	2486 100.0	208 100.0	227 100.0	270 100.0	294 100.0	113 100.0	301 100.0	309 100.0	219 100.0	223 100.0	163 100.0	151 100.0
SAN FRANCISCO	2265 91.1	200 96.2	220 96.9	251 93.0	275 93.5	88 77.9	244 81.1	276 89.3	209 95.4	211 94.6	147 90.2	137 90.7
94102	69 2.8	3 1.4	1 0.4	7 2.6	1 0.3	4 3.5	42 14.0	1 0.3	8 3.7	-	1 0.6	1 0.7
94103	53 2.1	-	2 0.9	2 0.7	1 0.3	1 0.9	29 9.6	1 0.3	11 5.0	4 1.8	2 1.2	-
94104	5 0.2	-	-	-	-	-	4 1.3	-	1 0.5	-	-	-
94105	5 0.2	-	1 0.4	-	1 0.3	-	3 1.0	-	-	-	-	-
94106	2 0.1	-	-	-	1 0.3	-	1 0.3	-	-	-	-	-
94107	76 3.1	-	-	4 1.5	-	2 1.8	19 6.3	2 0.6	-	2 0.9	47 28.8	-
94108	20 0.8	-	1 0.4	14 5.2	-	2 1.8	2 0.7	-	-	-	1 0.6	-
94109	97 3.9	1 0.5	44 19.4	21 7.8	2 0.7	4 3.5	23 7.6	-	-	-	-	1 0.7
94110	163 6.6	-	3 1.3	4 1.5	4 1.4	5 4.4	19 6.3	2 0.6	18 8.2	96 43.0	6 3.7	6 4.0
94111	7 0.3	2 1.0	-	4 1.5	-	-	1 0.3	-	-	-	-	-
94112	222 8.9	6 2.9	6 2.6	16 5.9	6 2.0	4 3.5	11 3.7	60 19.4	18 8.2	12 5.4	5 3.1	78 51.7
94113	5 0.2	1 0.5	-	3 1.1	-	1 0.9	-	-	-	-	-	-
94114	106 4.3	-	1 0.4	2 0.7	1 0.3	2 1.8	9 3.0	1 0.3	81 37.0	3 1.3	-	1 0.7
94115	75 3.0	2 1.0	43 18.9	5 1.9	-	13 11.5	5 1.7	2 0.6	5 2.3	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
94116	188 7.6	5 2.4	6 2.6	6 2.2	118 40.1	-	3 1.0	45 14.6	2 0.9	1 0.4	1 0.6	1 0.7
94117	69 2.8	2 1.0	4 1.8	1 0.4	2 0.7	28 24.8	13 4.3	1 0.3	17 7.8	1 0.4	-	-
94118	104 4.2	68 32.7	20 8.8	2 0.7	2 0.7	2 1.8	5 1.7	3 1.0	1 0.5	-	-	1 0.7
94119	2 0.1	-	1 0.4	-	-	-	-	-	-	-	1 0.6	-
94121	122 4.9	99 47.6	5 2.2	5 1.9	1 0.3	5 4.4	2 0.7	3 1.0	1 0.5	-	-	1 0.7
94122	175 7.0	8 3.8	3 1.3	8 3.0	113 38.4	4 3.5	16 5.3	11 3.6	4 1.8	5 2.2	-	3 2.0
94123	67 2.7	-	62 27.3	-	-	1 0.9	3 1.0	-	-	-	-	1 0.7
94124	104 4.2	-	-	6 2.2	7 2.4	3 2.7	15 5.0	4 1.3	1 0.5	28 12.6	36 22.1	4 2.6
94125	1 *	-	-	1 0.4	-	-	-	-	-	-	-	-
94127	75 3.0	-	1 0.4	-	1 0.3	-	2 0.7	67 21.7	3 1.4	1 0.4	-	-
94129	5 0.2	2 1.0	3 1.3	-	-	-	-	-	-	-	-	-
94130	3 0.1	-	1 0.4	-	-	1 0.9	1 0.3	-	-	-	-	-
94131	69 2.8	-	5 2.2	1 0.4	1 0.3	1 0.9	6 2.0	12 3.9	35 16.0	4 1.8	-	3 2.0
94132	102 4.1	-	-	1 0.4	10 3.4	-	1 0.3	57 18.4	2 0.9	1 0.4	-	30 19.9
94133	150 6.0	1 0.5	6 2.6	133 49.3	-	2 1.8	7 2.3	-	1 0.5	-	-	-
94134	123 4.9	-	1 0.4	5 1.9	3 1.0	3 2.7	2 0.7	4 1.3	-	53 23.8	46 28.2	6 4.0

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

	TOTAL	1	2	3	4	5	6	7	8	9	10	11
94136	1 *	-	-	-	-	-	-	-	-	-	1 0.6	-
94137	1 *	-	-	1 0.4	-	-	-	-	-	-	-	-
94142	8 0.3	-	1 0.4	-	-	1 0.9	5 1.7	-	1 0.5	-	-	-
94147	1 *	-	-	-	-	-	-	-	-	-	1 0.6	-
94158	9 0.4	-	-	-	-	-	7 2.3	1 0.3	-	-	1 0.6	-
OUTSIDE SAN FRANCISCO	116 4.7	3 1.4	4 1.8	9 3.3	6 2.0	13 11.5	29 9.6	25 8.1	8 3.7	4 1.8	8 4.9	7 4.6
BLANK/REFUSED	86 3.5	5 2.4	2 0.9	9 3.3	13 4.4	11 9.7	16 5.3	7 2.3	1 0.5	8 3.6	6 3.7	7 4.6



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
	2486	112	96	56	88	83	164	106	87	154	53	59	54	227	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SAN FRANCISCO	2265	109	91	56	84	80	155	96	80	145	50	42	46	198	46
	91.1	97.3	94.8	100.0	95.5	96.4	94.5	90.6	92.0	94.2	94.3	71.2	85.2	87.2	62.2
94102	69	2	1	-	-	1	6	1	-	1	-	2	2	40	2
	2.8	1.8	1.0			1.2	3.7	0.9		0.6		3.4	3.7	17.6	2.7
94103	53	-	-	-	2	-	2	-	-	1	-	-	1	22	7
	2.1				2.3		1.2			0.6			1.9	9.7	9.5
94104	5	-	-	-	-	-	-	-	-	-	-	-	-	3	1
	0.2													1.3	1.4
94105	5	-	-	1	-	-	-	-	-	1	-	-	-	2	1
	0.2			1.8						0.6				0.9	1.4
94106	2	-	-	-	-	-	-	-	-	1	-	-	-	1	-
	0.1									0.6				0.4	
94107	76	-	-	-	-	-	4	-	-	-	-	1	1	7	12
	3.1						2.4					1.7	1.9	3.1	16.2
94108	20	-	-	-	-	1	11	3	-	-	-	-	2	2	-
	0.8					1.2	6.7	2.8					3.7	0.9	
94109	97	-	1	24	15	5	15	6	1	1	-	-	4	23	-
	3.9		1.0	42.9	17.0	6.0	9.1	5.7	1.1	0.6			7.4	10.1	
94110	163	-	-	-	1	2	3	1	-	3	1	4	1	16	3
	6.6				1.1	2.4	1.8	0.9		1.9	1.9	6.8	1.9	7.0	4.1
94111	7	-	2	-	-	-	2	2	-	-	-	-	-	1	-
	0.3		2.1				1.2	1.9						0.4	
94112	222	2	4	1	3	2	11	5	2	3	1	2	2	9	2
	8.9	1.8	4.2	1.8	3.4	2.4	6.7	4.7	2.3	1.9	1.9	3.4	3.7	4.0	2.7
94113	5	1	-	-	-	-	1	2	-	-	-	1	-	-	-
	0.2	0.9					0.6	1.9				1.7			

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
94114	106 4.3	-	-	-	1 1.1	-	1 0.6	1 0.9	-	1 0.6	-	-	2 3.7	9 4.0	-
94115	75 3.0	1 0.9	1 1.0	4 7.1	5 5.7	34 41.0	2 1.2	3 2.8	-	-	-	-	13 24.1	5 2.2	-
94116	188 7.6	3 2.7	2 2.1	1 1.8	3 3.4	2 2.4	6 3.7	-	18 20.7	99 64.3	1 1.9	-	-	3 1.3	-
94117	69 2.8	2 1.8	-	-	-	4 4.8	-	1 0.9	-	-	2 3.8	26 44.1	2 3.7	10 4.4	3 4.1
94118	104 4.2	64 57.1	4 4.2	1 1.8	3 3.4	16 19.3	1 0.6	1 0.9	-	2 1.3	-	-	2 3.7	4 1.8	1 1.4
94119	2 0.1	-	-	-	1 1.1	-	-	-	-	-	-	-	-	-	-
94121	122 4.9	30 26.8	69 71.9	-	-	5 6.0	5 3.0	-	-	1 0.6	-	-	5 9.3	1 0.4	1 1.4
94122	175 7.0	3 2.7	5 5.2	-	2 2.3	1 1.2	7 4.3	1 0.9	48 55.2	21 13.6	44 83.0	2 3.4	2 3.7	13 5.7	3 4.1
94123	67 2.7	-	-	24 42.9	38 43.2	-	-	-	-	-	-	-	1 1.9	2 0.9	1 1.4
94124	104 4.2	-	-	-	-	-	5 3.0	1 0.9	7 8.0	-	-	1 1.7	2 3.7	8 3.5	7 9.5
94125	1 *	-	-	-	-	-	1 0.6	-	-	-	-	-	-	-	-
94127	75 3.0	-	-	-	-	1 1.2	-	-	1 1.1	-	-	-	-	2 0.9	-
94129	5 0.2	1 0.9	1 1.0	-	1 1.1	2 2.4	-	-	-	-	-	-	-	-	-
94130	3 0.1	-	-	-	1 1.1	-	-	-	-	-	-	-	1 1.9	1 0.4	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

TABLE 3A - BY BRANCH

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 1		DISTRICT 2			DISTRICT 3		DISTRICT 4			DISTRICT 5		DISTRICT 6		
	TOTAL	RCHMD	ANZA	GGVAL	MARINA	PRESID	CTOWN	NBEACH	ORTEGA	PSIDE	SUNSET	PARK	WESTAD	MAIN	MS BAY
94131	69 2.8	-	-	-	3 3.4	2 2.4	-	1 0.9	-	-	1 1.9	1 1.7	-	5 2.2	1 1.4
94132	102 4.1	-	-	-	-	-	-	1 0.9	2 2.3	8 5.2	-	-	-	1 0.4	-
94133	150 6.0	-	1 1.0	-	5 5.7	1 1.2	67 40.9	66 62.3	-	-	-	2 3.4	-	6 2.6	1 1.4
94134	123 4.9	-	-	-	-	1 1.2	5 3.0	-	1 1.1	2 1.3	-	-	3 5.6	2 0.9	-
94136	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
94137	1 *	-	-	-	-	-	-	1 0.9	-	-	-	-	-	-	-
94142	8 0.3	-	-	-	1 1.1	-	-	-	-	-	-	-	1 1.9	5 2.2	-
94147	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
94158	9 0.4	-	-	-	-	-	-	-	-	-	-	-	-	-	7 9.5
OUTSIDE SAN FRANCISCO	116 4.7	1 0.9	2 2.1	-	1 1.1	3 3.6	6 3.7	3 2.8	-	4 2.6	2 3.8	6 10.2	7 13.0	19 8.4	10 13.5
BLANK/REFUSED	86 3.5	2 1.8	3 3.1	-	2 2.3	-	3 1.8	6 5.7	7 8.0	5 3.2	1 1.9	11 18.6	-	5 2.2	11 14.9

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7				DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11	
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
	2486	134	58	117	138	48	33	63	71	89	40	68	55	97	54
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SAN FRANCISCO	2265	115	51	110	132	45	32	60	69	82	36	60	51	91	46
	91.1	85.8	87.9	94.0	95.7	93.8	97.0	95.2	97.2	92.1	90.0	88.2	92.7	93.8	85.2
94102	69	-	-	1	8	-	-	-	-	-	1	-	-	1	-
	2.8			0.9	5.8						2.5			1.0	
94103	53	-	1	-	11	-	-	-	4	-	-	2	-	-	-
	2.1		1.7		8.0				5.6			2.9			
94104	5	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	0.2				0.7										
94105	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.2														
94106	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.1														
94107	76	-	1	1	-	-	-	2	-	-	-	47	-	-	-
	3.1		1.7	0.9				3.2				69.1			
94108	20	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	0.8											1.5			
94109	97	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	3.9													1.0	
94110	163	2	-	-	11	4	3	45	51	-	1	3	2	6	-
	6.6	1.5			8.0	8.3	9.1	71.4	71.8		2.5	4.4	3.6	6.2	
94111	7	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.3														
94112	222	15	36	9	1	13	4	3	5	4	1	3	1	66	12
	8.9	11.2	62.1	7.7	0.7	27.1	12.1	4.8	7.0	4.5	2.5	4.4	1.8	68.0	22.2
94113	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	0.2														

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

TOTAL	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11	
	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
94114	106 4.3	- 1.7	1 -	- 47.8	66 -	15 45.5	2 3.2	1 1.4	-	-	-	-	1 1.0	-
94115	75 3.0	1 0.7	- -	1 0.9	5 3.6	-	-	-	-	-	-	-	-	-
94116	188 7.6	13 9.7	1 1.7	31 26.5	-	1 2.1	1 3.0	-	-	1 1.1	1 2.5	-	1 1.0	-
94117	69 2.8	1 0.7	- -	- -	16 11.6	-	1 3.0	-	1 1.4	-	-	-	-	-
94118	104 4.2	2 1.5	- -	1 0.9	1 0.7	-	-	-	-	-	-	-	-	1 1.9
94119	2 0.1	-	-	-	-	-	-	-	-	-	-	1 1.8	-	-
94121	122 4.9	3 2.2	-	-	1 0.7	-	-	-	-	-	-	-	1 1.0	-
94122	175 7.0	3 2.2	2 3.4	6 5.1	4 2.9	-	-	-	-	5 5.6	-	-	3 3.1	-
94123	67 2.7	-	-	-	-	-	-	-	-	-	-	-	1 1.0	-
94124	104 4.2	2 1.5	- -	2 1.7	-	1 2.1	- 6.3	4 2.8	2 24.7	22 77.5	31 5.9	4 1.8	1 2.1	2 3.7
94125	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
94127	75 3.0	22 16.4	2 3.4	43 36.8	-	3 6.3	- 1.6	1	-	-	-	-	-	-
94129	5 0.2	-	-	-	-	-	-	-	-	-	-	-	-	-
94130	3 0.1	-	-	-	-	-	-	-	-	-	-	-	-	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

TABLE 3B - BY BRANCH (CONTINUED)

NOTE: THIS STUDY WAS DESIGNED TO MEASURE RESULTS BY DISTRICT, NOT BY BRANCH. STATISTICAL SIGNIFICANCE AND RELIABILITY VARIES.

	DISTRICT 7			DISTRICT 8			DISTRICT 9			DISTRICT 10			DISTRICT 11		
	TOTAL	MERCED	INGLES.D.	W.PORT.	EUREKA	GLENPK	NOE VLY	BERNAL	MISSION	PORTOLA	BAYVIEW	POTRERO	VIS VLY	EXCLSR.	OCEANVW
94131	69 2.8	4 3.0	-	8 6.8	6 4.3	23 47.9	6 18.2	2 3.2	2 2.8	-	-	-	-	3 3.1	-
94132	102 4.1	45 33.6	6 10.3	6 5.1	1 0.7	-	1 3.0	-	1 1.4	-	-	-	-	3 3.1	27 50.0
94133	150 6.0	-	-	-	-	-	1 3.0	-	-	-	-	-	-	-	-
94134	123 4.9	2 1.5	1 1.7	1 0.9	-	-	-	1 1.6	2 2.8	50 56.2	1 2.5	-	45 81.8	2 2.1	4 7.4
94136	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1.8	-	-
94137	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-
94142	8 0.3	-	-	-	1 0.7	-	-	-	-	-	-	-	-	-	-
94147	1 *	-	-	-	-	-	-	-	-	-	1 2.5	-	-	-	-
94158	9 0.4	-	1 1.7	-	-	-	-	-	-	-	-	1 1.5	-	-	-
OUTSIDE SAN FRANCISCO	116 4.7	18 13.4	2 3.4	5 4.3	4 2.9	3 6.3	1 3.0	2 3.2	2 2.8	-	2 5.0	2 2.9	4 7.3	3 3.1	4 7.4
BLANK/REFUSED	86 3.5	1 0.7	4 6.9	2 1.7	1 0.7	-	-	1 1.6	-	7 7.9	1 2.5	5 7.4	-	3 3.1	4 7.4

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?		
	TOTAL	<1X	2-3X	4-10X		11+X	WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
	2486 100.0	-	-	-	-	-	895 100.0	258 100.0	1323 100.0	578 100.0	1106 100.0	1030 100.0	321 100.0	2292 100.0	167 100.0
SAN FRANCISCO	2265 91.1	-	-	-	-	-	775 86.6	238 92.2	1246 94.2	514 88.9	1020 92.2	955 92.7	303 94.4	2131 93.0	115 68.9
94102	69 2.8	-	-	-	-	-	13 1.5	4 1.6	52 3.9	21 3.6	27 2.4	29 2.8	8 2.5	59 2.6	10 6.0
94103	53 2.1	-	-	-	-	-	8 0.9	11 4.3	34 2.6	16 2.8	22 2.0	25 2.4	4 1.2	48 2.1	5 3.0
94104	5 0.2	-	-	-	-	-	3 0.3	-	2 0.2	3 0.5	1 0.1	2 0.2	3 0.9	4 0.2	1 0.6
94105	5 0.2	-	-	-	-	-	3 0.3	-	2 0.2	-	1 0.1	4 0.4	-	4 0.2	1 0.6
94106	2 0.1	-	-	-	-	-	1 0.1	-	1 0.1	-	-	1 0.1	1 0.3	2 0.1	-
94107	76 3.1	-	-	-	-	-	18 2.0	8 3.1	49 3.7	23 4.0	35 3.2	27 2.6	11 3.4	76 3.3	-
94108	20 0.8	-	-	-	-	-	8 0.9	4 1.6	8 0.6	3 0.5	12 1.1	7 0.7	1 0.3	19 0.8	-
94109	97 3.9	-	-	-	-	-	28 3.1	9 3.5	60 4.5	24 4.2	55 5.0	26 2.5	10 3.1	88 3.8	9 5.4
94110	163 6.6	-	-	-	-	-	70 7.8	9 3.5	83 6.3	29 5.0	69 6.2	71 6.9	31 9.7	159 6.9	4 2.4
94111	7 0.3	-	-	-	-	-	1 0.1	1 0.4	5 0.4	3 0.5	5 0.5	5 0.5	2 0.6	6 0.3	1 0.6
94112	222 8.9	-	-	-	-	-	93 10.4	31 12.0	98 7.4	56 9.7	107 9.7	84 8.2	19 5.9	208 9.1	12 7.2
94113	5 0.2	-	-	-	-	-	1 0.1	-	4 0.3	1 0.2	3 0.3	2 0.2	1 0.3	5 0.2	-
94114	106 4.3	-	-	-	-	-	35 3.9	15 5.8	55 4.2	11 1.9	46 4.2	46 4.5	29 9.0	106 4.6	-

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
	TOTAL	<1X	2-3X	4-10X		11+X	WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES
94115	75 3.0	-	-	-	-	18 2.0	14 5.4	43 3.3	12 2.1	41 3.7	29 2.8	12 3.7	70 3.1	5 3.0
94116	188 7.6	-	-	-	-	60 6.7	7 2.7	121 9.1	44 7.6	84 7.6	86 8.3	23 7.2	182 7.9	4 2.4
94117	69 2.8	-	-	-	-	27 3.0	6 2.3	35 2.6	21 3.6	26 2.4	30 2.9	8 2.5	64 2.8	4 2.4
94118	104 4.2	-	-	-	-	33 3.7	17 6.6	54 4.1	24 4.2	44 4.0	46 4.5	18 5.6	97 4.2	5 3.0
94119	2 0.1	-	-	-	-	1 0.1	-	1 0.1	2 0.3	1 0.1	1 0.1	-	2 0.1	-
94121	122 4.9	-	-	-	-	55 6.1	7 2.7	59 4.5	30 5.2	48 4.3	53 5.1	15 4.7	110 4.8	10 6.0
94122	175 7.0	-	-	-	-	69 7.7	16 6.2	89 6.7	33 5.7	64 5.8	74 7.2	25 7.8	169 7.4	6 3.6
94123	67 2.7	-	-	-	-	18 2.0	9 3.5	40 3.0	18 3.1	33 3.0	28 2.7	7 2.2	60 2.6	7 4.2
94124	104 4.2	-	-	-	-	32 3.6	15 5.8	57 4.3	32 5.5	51 4.6	40 3.9	14 4.4	97 4.2	4 2.4
94125	1 *	-	-	-	-	-	-	1 0.1	1 0.2	-	-	-	1 *	-
94127	75 3.0	-	-	-	-	27 3.0	5 1.9	43 3.3	13 2.2	34 3.1	34 3.3	9 2.8	71 3.1	4 2.4
94129	5 0.2	-	-	-	-	3 0.3	-	2 0.2	1 0.2	1 0.1	3 0.3	-	5 0.2	-
94130	3 0.1	-	-	-	-	1 0.1	1 0.4	1 0.1	-	2 0.2	1 0.1	1 0.3	2 0.1	1 0.6
94131	69 2.8	-	-	-	-	28 3.1	3 1.2	38 2.9	10 1.7	22 2.0	36 3.5	11 3.4	69 3.0	-
94132	102 4.1	-	-	-	-	32 3.6	8 3.1	62 4.7	16 2.8	50 4.5	45 4.4	9 2.8	100 4.4	1 0.6



SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

	TOTAL	# TIMES USE LIBRARY/MONTH				1ST-TIME USERS	DAY(S) USE LIBRARY			TIME(S) USE LIBRARY				HAVE LIB.CARD?	
		<1X	2-3X	4-10X	11+X		WKDAYS	WKENDS	BOTH	9-12	12-3	3-6	AFTER6	YES	NO
94133	150 6.0	-	-	-	-	-	48 5.4	9 3.5	93 7.0	53 9.2	80 7.2	62 6.0	20 6.2	134 5.8	15 9.0
94134	123 4.9	-	-	-	-	-	40 4.5	29 11.2	54 4.1	13 2.2	56 5.1	58 5.6	11 3.4	113 4.9	6 3.6
94136	1 *	-	-	-	-	-	1 0.1	-	-	1 0.2	-	-	-	1 *	-
94137	1 *	-	-	-	-	-	1 0.1	-	-	1 0.2	1 0.1	-	-	1 *	-
94142	8 0.3	-	-	-	-	-	-	4 1.6	4 0.3	1 0.2	5 0.5	3 0.3	1 0.3	7 0.3	1 0.6
94147	1 *	-	-	-	-	-	-	-	1 0.1	-	-	1 0.1	-	1 *	-
94158	9 0.4	-	-	-	-	-	5 0.6	-	4 0.3	5 0.9	5 0.5	1 0.1	-	7 0.3	1 0.6
OUTSIDE SAN FRANCISCO	116 4.7	-	-	-	-	-	70 7.8	10 3.9	34 2.6	25 4.3	51 4.6	42 4.1	9 2.8	92 4.0	24 14.4
BLANK/REFUSED	86 3.5	-	-	-	-	-	44 4.9	6 2.3	34 2.6	32 5.5	24 2.2	28 2.7	8 2.5	53 2.3	26 15.6

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	TOTAL	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====	=====
	2486	1596	1584	1128	211	208	1452	819	586	876	1011	843	542	1979	408
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SAN FRANCISCO	2265	1442	1455	1032	194	192	1331	736	495	800	961	762	494	1843	363
	91.1	90.4	91.9	91.5	91.9	92.3	91.7	89.9	84.5	91.3	95.1	90.4	91.1	93.1	89.0
94102	69	45	44	32	6	2	35	32	13	27	29	31	20	47	10
	2.8	2.8	2.8	2.8	2.8	1.0	2.4	3.9	2.2	3.1	2.9	3.7	3.7	2.4	2.5
94103	53	38	34	29	7	1	25	26	15	22	16	24	19	39	10
	2.1	2.4	2.1	2.6	3.3	0.5	1.7	3.2	2.6	2.5	1.6	2.8	3.5	2.0	2.5
94104	5	4	4	4	1	-	4	1	-	4	1	2	1	1	2
	0.2	0.3	0.3	0.4	0.5	-	0.3	0.1	-	0.5	0.1	0.2	0.2	0.1	0.5
94105	5	4	4	3	-	1	-	4	-	3	2	-	1	3	2
	0.2	0.3	0.3	0.3	-	0.5	-	0.5	-	0.3	0.2	-	0.2	0.2	0.5
94106	2	2	1	1	-	-	1	1	1	-	1	-	1	1	2
	0.1	0.1	0.1	0.1	-	-	0.1	0.1	0.2	-	0.1	-	0.2	0.1	0.5
94107	76	50	56	44	7	10	50	15	14	31	30	20	5	68	13
	3.1	3.1	3.5	3.9	3.3	4.8	3.4	1.8	2.4	3.5	3.0	2.4	0.9	3.4	3.2
94108	20	13	10	6	-	4	9	7	10	3	7	7	4	17	1
	0.8	0.8	0.6	0.5	-	1.9	0.6	0.9	1.7	0.3	0.7	0.8	0.7	0.9	0.2
94109	97	62	61	42	10	16	52	28	20	27	49	29	16	82	14
	3.9	3.9	3.9	3.7	4.7	7.7	3.6	3.4	3.4	3.1	4.8	3.4	3.0	4.1	3.4
94110	163	103	111	74	11	13	100	50	30	62	70	48	29	135	33
	6.6	6.5	7.0	6.6	5.2	6.3	6.9	6.1	5.1	7.1	6.9	5.7	5.4	6.8	8.1
94111	7	7	6	6	-	-	3	4	1	2	4	4	2	6	3
	0.3	0.4	0.4	0.5	-	-	0.2	0.5	0.2	0.2	0.4	0.5	0.4	0.3	0.7
94112	222	153	140	110	14	7	118	97	52	93	74	94	67	165	41
	8.9	9.6	8.8	9.8	6.6	3.4	8.1	11.8	8.9	10.6	7.3	11.2	12.4	8.3	10.0
94113	5	4	3	3	-	-	4	1	-	3	2	2	1	3	2
	0.2	0.3	0.2	0.3	-	-	0.3	0.1	-	0.3	0.2	0.2	0.2	0.2	0.5
94114	106	64	75	46	6	7	68	31	18	34	53	23	29	96	26
	4.3	4.0	4.7	4.1	2.8	3.4	4.7	3.8	3.1	3.9	5.2	2.7	5.4	4.9	6.4

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

	REACTION TO MORE/FEWER HOURS					AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING			
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
94115	75 3.0	46 2.9	52 3.3	36 3.2	7 3.3	5 2.4	46 3.2	24 2.9	11 1.9	26 3.0	38 3.8	26 3.1	10 1.8	59 3.0	9 2.2
94116	188 7.6	120 7.5	115 7.3	78 6.9	16 7.6	26 12.5	122 8.4	40 4.9	36 6.1	64 7.3	88 8.7	48 5.7	42 7.7	158 8.0	25 6.1
94117	69 2.8	38 2.4	53 3.3	32 2.8	5 2.4	6 2.9	40 2.8	22 2.7	25 4.3	23 2.6	21 2.1	24 2.8	12 2.2	54 2.7	15 3.7
94118	104 4.2	59 3.7	68 4.3	44 3.9	13 6.2	15 7.2	64 4.4	24 2.9	20 3.4	36 4.1	48 4.7	30 3.6	11 2.0	91 4.6	14 3.4
94119	2 0.1	2 0.1	1 0.1	1 0.1	-	-	1 0.1	1 0.1	-	1 0.1	1 0.1	2 0.2	-	1 0.1	-
94121	122 4.9	77 4.8	77 4.9	56 5.0	8 3.8	7 3.4	69 4.8	45 5.5	30 5.1	36 4.1	56 5.5	42 5.0	30 5.5	105 5.3	17 4.2
94122	175 7.0	112 7.0	104 6.6	80 7.1	21 10.0	14 6.7	98 6.7	63 7.7	37 6.3	72 8.2	66 6.5	53 6.3	31 5.7	137 6.9	18 4.4
94123	67 2.7	40 2.5	42 2.7	25 2.2	4 1.9	6 2.9	40 2.8	21 2.6	14 2.4	15 1.7	38 3.8	16 1.9	16 3.0	54 2.7	9 2.2
94124	104 4.2	80 5.0	62 3.9	51 4.5	6 2.8	4 1.9	52 3.6	48 5.9	24 4.1	51 5.8	29 2.9	49 5.8	28 5.2	82 4.1	19 4.7
94125	1 *	1 0.1	-	-	-	-	1 0.1	-	-	1 0.1	-	-	-	1 0.1	-
94127	75 3.0	37 2.3	56 3.5	33 2.9	10 4.7	8 3.8	57 3.9	10 1.2	15 2.6	17 1.9	43 4.3	13 1.5	10 1.8	65 3.3	11 2.7
94129	5 0.2	3 0.2	4 0.3	3 0.3	-	-	3 0.2	2 0.2	3 0.5	2 0.2	-	1 0.1	1 0.2	5 0.3	-
94130	3 0.1	2 0.1	3 0.2	2 0.2	-	-	-	3 0.4	1 0.2	2 0.2	-	1 0.1	1 0.2	2 0.1	-
94131	69 2.8	44 2.8	50 3.2	34 3.0	6 2.8	9 4.3	43 3.0	17 2.1	18 3.1	20 2.3	31 3.1	16 1.9	12 2.2	61 3.1	12 2.9
94132	102 4.1	62 3.9	62 3.9	43 3.8	11 5.2	10 4.8	66 4.5	26 3.2	30 5.1	32 3.7	39 3.9	26 3.1	24 4.4	84 4.2	19 4.7

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

	REACTION TO MORE/FEWER HOURS				AMOUNT OF TIME SPENT PER VISIT			HOW LONG USING BRANCH			REASONS FOR VISITING				
	TOTAL	MORE HOURS= USE MORE	FEWER HOURS IMPACT	BOTH (YES Q5/Q7)	NEITHER (NO Q5/Q7)	1-10	11-60	61+	<1 YR	1-5	5+	TECH	REFER.	MATS.	OTHER
94133	150 6.0	91 5.7	94 5.9	68 6.0	19 9.0	11 5.3	99 6.8	40 4.9	25 4.3	35 4.0	89 8.8	71 8.4	31 5.7	125 6.3	22 5.4
94134	123 4.9	78 4.9	62 3.9	45 4.0	6 2.8	10 4.8	60 4.1	53 6.5	31 5.3	56 6.4	36 3.6	59 7.0	40 7.4	95 4.8	14 3.4
94136	1 *	1 0.1	1 0.1	1 0.1	-	-	1 0.1	-	1 0.2	-	-	1 0.1	-	1 0.1	-
94137	1 *	1 0.1	-	-	-	-	-	1 0.1	-	1 0.1	-	-	1 0.2	1 0.1	-
94142	8 0.3	7 0.4	6 0.4	5 0.4	-	-	1 0.1	7 0.9	2 0.3	3 0.3	3 0.3	6 0.7	2 0.4	1 0.1	1 0.2
94147	1 *	1 0.1	-	-	-	-	-	1 0.1	1 0.2	-	-	1 0.1	-	1 0.1	-
94158	9 0.4	7 0.4	6 0.4	6 0.5	1 0.5	-	6 0.4	3 0.4	2 0.3	4 0.5	3 0.3	-	1 0.2	4 0.2	5 1.2
OUTSIDE SAN FRANCISCO	116 4.7	75 4.7	73 4.6	48 4.3	9 4.3	15 7.2	63 4.3	38 4.6	51 8.7	33 3.8	32 3.2	39 4.6	27 5.0	80 4.0	17 4.2
BLANK/REFUSED	86 3.5	63 3.9	44 2.8	37 3.3	7 3.3	1 0.5	51 3.5	33 4.0	35 6.0	35 4.0	12 1.2	35 4.2	17 3.1	49 2.5	22 5.4

## SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

## HOME ZIP CODE

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
	2486	1523	949	149	188	357	465	437	417	413	1076	156	270	962	86
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SAN FRANCISCO	2265	1413	841	135	162	323	431	397	387	390	1002	140	242	873	74
	91.1	92.8	88.6	90.6	86.2	90.5	92.7	90.8	92.8	94.4	93.1	89.7	89.6	90.7	86.0
94102	69	35	33	2	4	7	14	15	21	6	32	11	12	17	6
	2.8	2.3	3.5	1.3	2.1	2.0	3.0	3.4	5.0	1.5	3.0	7.1	4.4	1.8	7.0
94103	53	37	16	2	5	11	9	10	9	6	29	6	5	11	3
	2.1	2.4	1.7	1.3	2.7	3.1	1.9	2.3	2.2	1.5	2.7	3.8	1.9	1.1	3.5
94104	5	3	2	-	-	2	1	1	1	-	3	-	2	-	-
	0.2	0.2	0.2			0.6	0.2	0.2	0.2		0.3		0.7		
94105	5	3	2	1	-	1	-	1	2	-	3	1	-	1	1
	0.2	0.2	0.2	0.7		0.3		0.2	0.5		0.3	0.6		0.1	1.2
94106	2	-	2	-	-	-	1	-	1	-	1	-	-	1	-
	0.1		0.2				0.2		0.2		0.1			0.1	
94107	76	40	36	-	3	13	24	11	16	9	49	5	6	19	5
	3.1	2.6	3.8		1.6	3.6	5.2	2.5	3.8	2.2	4.6	3.2	2.2	2.0	5.8
94108	20	13	7	-	3	8	1	4	1	2	10	-	-	9	-
	0.8	0.9	0.7		1.6	2.2	0.2	0.9	0.2	0.5	0.9			0.9	
94109	97	59	38	1	2	12	8	18	21	33	55	7	2	28	5
	3.9	3.9	4.0	0.7	1.1	3.4	1.7	4.1	5.0	8.0	5.1	4.5	0.7	2.9	5.8
94110	163	99	64	2	10	34	41	27	20	25	89	6	44	29	5
	6.6	6.5	6.7	1.3	5.3	9.5	8.8	6.2	4.8	6.1	8.3	3.8	16.3	3.0	5.8
94111	7	7	-	-	-	-	1	1	3	2	5	-	-	2	-
	0.3	0.5					0.2	0.2	0.7	0.5	0.5			0.2	
94112	222	149	70	17	19	34	48	40	31	27	46	17	42	114	6
	8.9	9.8	7.4	11.4	10.1	9.5	10.3	9.2	7.4	6.5	4.3	10.9	15.6	11.9	7.0
94113	5	3	2	-	-	1	1	1	1	1	2	-	-	3	-
	0.2	0.2	0.2			0.3	0.2	0.2	0.2	0.2	0.2			0.3	
94114	106	65	40	3	1	17	26	24	18	17	72	3	10	18	7
	4.3	4.3	4.2	2.0	0.5	4.8	5.6	5.5	4.3	4.1	6.7	1.9	3.7	1.9	8.1

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
94115	75 3.0	47 3.1	28 3.0	-	3 1.6	7 2.0	13 2.8	20 4.6	18 4.3	12 2.9	46 4.3	5 3.2	8 3.0	13 1.4	3 3.5
94116	188 7.6	134 8.8	53 5.6	14 9.4	16 8.5	26 7.3	27 5.8	33 7.6	29 7.0	39 9.4	66 6.1	4 2.6	9 3.3	107 11.1	4 4.7
94117	69 2.8	43 2.8	26 2.7	1 0.7	5 2.7	14 3.9	20 4.3	14 3.2	8 1.9	7 1.7	54 5.0	2 1.3	5 1.9	7 0.7	5 5.8
94118	104 4.2	57 3.7	47 5.0	5 3.4	5 2.7	12 3.4	16 3.4	20 4.6	26 6.2	18 4.4	53 4.9	-	3 1.1	43 4.5	5 5.8
94119	2 0.1	2 0.1	-	-	-	-	-	1 0.2	1 0.2	-	1 0.1	-	-	-	1 1.2
94121	122 4.9	75 4.9	47 5.0	11 7.4	5 2.7	11 3.1	29 6.2	20 4.6	26 6.2	19 4.6	52 4.8	2 1.3	10 3.7	61 6.3	2 2.3
94122	175 7.0	127 8.3	47 5.0	20 13.4	17 9.0	25 7.0	33 7.1	24 5.5	25 6.0	28 6.8	72 6.7	2 1.3	18 6.7	84 8.7	4 4.7
94123	67 2.7	37 2.4	30 3.2	-	4 2.1	7 2.0	11 2.4	6 1.4	14 3.4	24 5.8	56 5.2	-	6 2.2	7 0.7	1 1.2
94124	104 4.2	62 4.1	41 4.3	9 6.0	11 5.9	19 5.3	25 5.4	14 3.2	13 3.1	9 2.2	17 1.6	33 21.2	14 5.2	40 4.2	5 5.8
94125	1 *	1 0.1	-	-	-	-	-	-	-	1 0.2	-	-	-	1 0.1	-
94127	75 3.0	48 3.2	27 2.8	1 0.7	5 2.7	14 3.9	12 2.6	9 2.1	15 3.6	18 4.4	47 4.4	1 0.6	4 1.5	22 2.3	1 1.2
94129	5 0.2	2 0.1	3 0.3	-	-	1 0.3	1 0.2	2 0.5	-	1 0.2	3 0.3	1 0.6	2 0.7	1 0.1	-
94130	3 0.1	2 0.1	1 0.1	-	1 0.5	-	1 0.2	-	-	1 0.2	-	2 1.3	-	1 0.1	-
94131	69 2.8	50 3.3	19 2.0	1 0.7	3 1.6	7 2.0	17 3.7	17 3.9	14 3.4	10 2.4	42 3.9	3 1.9	8 3.0	14 1.5	1 1.2
94132	102 4.1	66 4.3	36 3.8	7 4.7	16 8.5	14 3.9	18 3.9	17 3.9	10 2.4	19 4.6	24 2.2	12 7.7	7 2.6	58 6.0	2 2.3

SAN FRANCISCO PUBLIC LIBRARY \* OPEN HOURS ANALYSIS \* PATRON SURVEY

HOME ZIP CODE

	VISITED OTHER BRANCHES?			AGE							RACE/ETHNICITY				
	TOTAL	YES	NO	13-17	18-24	25-34	35-44	45-54	55-64	65+	WHITE	BLACK	HISP.	ASIAN	OTHER
94133	150 6.0	92 6.0	58 6.1	13 8.7	11 5.9	10 2.8	12 2.6	29 6.6	30 7.2	43 10.4	53 4.9	4 2.6	5 1.9	86 8.9	2 2.3
94134	123 4.9	54 3.5	66 7.0	25 16.8	13 6.9	16 4.5	21 4.5	18 4.1	12 2.9	13 3.1	20 1.9	13 8.3	20 7.4	75 7.8	-
94136	1 *	1 0.1	-	-	-	-	-	-	1 0.2	-	-	-	-	1 0.1	-
94137	1 *	1 0.1	-	-	1 0.5	-	-	-	-	-	-	-	-	1 0.1	-
94142	8 0.3	6 0.4	2 0.2	1 0.7	-	-	2 0.4	3 0.7	2 0.5	-	4 0.4	2 1.3	-	-	2 2.3
94147	1 *	-	1 0.1	-	-	-	1 0.2	-	-	-	1 0.1	-	-	-	1 1.2
94158	9 0.4	3 0.2	6 0.6	-	1 0.5	3 0.8	-	-	1 0.2	3 0.7	3 0.3	-	1 0.4	5 0.5	1 1.2
OUTSIDE SAN FRANCISCO	116 4.7	58 3.8	58 6.1	4 2.7	17 9.0	19 5.3	21 4.5	21 4.8	18 4.3	13 3.1	45 4.2	10 6.4	16 5.9	45 4.7	2 2.3
BLANK/REFUSED	86 3.5	42 2.8	41 4.3	9 6.0	7 3.7	12 3.4	10 2.2	16 3.7	9 2.2	7 1.7	21 2.0	4 2.6	11 4.1	38 4.0	6 7.0