

SEP 20 1994

RESULTS OF ANZA BRANCH LIBRARY SURVEY

(107 respondents surveyed on July 28, 1994)

San Francisco Public Library — Sept 17, 1994
Prop E (Library Preservation Fund) Hearing

A G E N D A

- Description of Prop E and its mandates
 - ☐ Library Preservation Fund
 - ☐ Guaranteed open hours
 - ☐ Increase in books and materials
 - ☐ No library closings
 - ☐ Survey of user's open hour preferences
 - ☐ Neighborhood hearings in Main and all branches
- Presentation of results of city-wide telephone survey.*
- Presentation of results of clipboard survey* carried out at this branch.
- Public comment period: What open hours would best serve this neighborhood? What else would improve the quality of this library?
- Meeting secretary reviews points made during public comment.
- Corrections and/or additions to secretary's report.
- Adjournment.

*Surveys will be available at the check-out desk of every library.

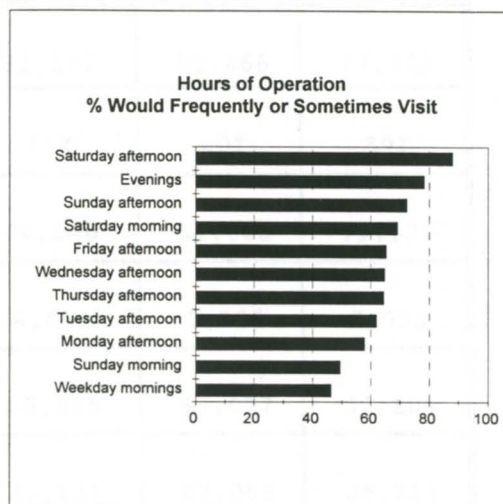
RESULTS OF ANZA BRANCH LIBRARY SURVEY

(107 respondents surveyed on July 26, 27, 28, and 30)

Preferences for Hours

% Would Frequently
or Sometimes Use

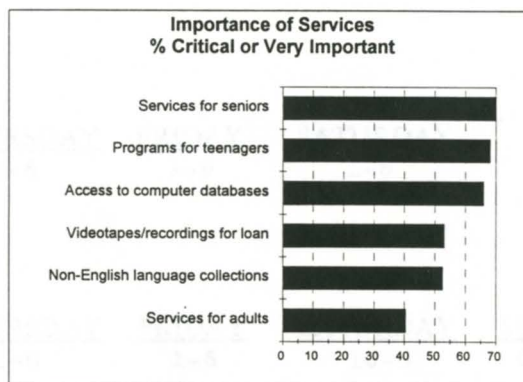
Saturday afternoon	87.9
Evenings	78.2
Sunday afternoon	72.3
Saturday morning	69.0
Friday afternoon	65.2
Wednesday afternoon	64.7
Thursday afternoon	64.4
Tuesday afternoon	61.8
Monday afternoon	57.8
Sunday morning	49.4
Weekday mornings	46.3



Preferences for Services

% Critical or
Very Important

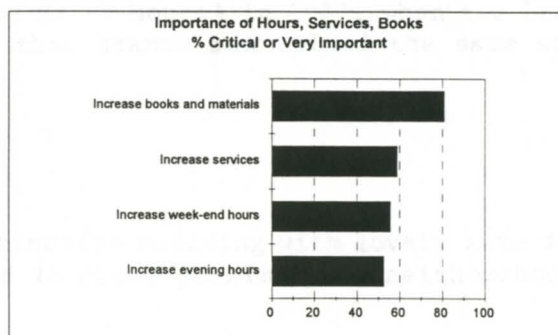
Services for seniors	70.0
Programs for teenagers	68.0
Access to computer databases	66.0
Videotapes/recordings for loan	53.0
Non-English language collections	52.5
Services for adults	40.4



Hours, Services and Books

% Critical or
Very Important

Increase books and materials	80.8
Increase services	58.8
Increase week-end hours	55.6
Increase evening hours	52.5



Notes: Anza branch respondents would most often use this branch Saturday afternoons and evenings.

They feel increasing books and materials is more important than increasing hours and services.

Also, Anza respondents would most often use the branch on Wednesday evening over any other evening, and feel the branch should close at 9pm.

ANZA BRANCH

♦ 550 — 37th Avenue ♦ San Francisco, CA 94121 ♦ Tel: 666-7160 ♦

Data Sheet

Usage Data	93/94	92/93	91/92	90/91	89/90	86/87
Circulation	89,602	89,656	85,167	82,468	77,304	72,997
% Children's Circulation	40%	38%	41%	40%	39%	39%
Patron Visits	82,363	58,251	64,940	51,065	79,525	74,521
Children's Prog. Attendance	6,553	5,755	4,445	2,066	3,055	1,906
Questions Answered	35,364	32,614	35,445	39,057	39,104	59,137
Book Collection	35,899	34,756	26,131	27,069	26,715	26,457

Open Hours in 1993/94:

31 hours/5 days a week

<u>MONDAY</u>	<u>TUESDAY</u>	<u>WEDNESDAY</u>	<u>THURSDAY</u>	<u>FRIDAY</u>	<u>SATURDAY</u>
Closed	10-6	1-9	1-6	1-6	1-6

Open Hours in 1986/87:

34 hours/5 days a week

<u>MONDAY</u>	<u>TUESDAY</u>	<u>WEDNESDAY</u>	<u>THURSDAY</u>	<u>FRIDAY</u>	<u>SATURDAY</u>	<u>SUNDAY</u>
Closed	10-6	1-9	1-6	1-6	10-6	Closed

Open hours at this branch were reduced by 9% (3 hours) in 1987, when the branch closed Saturday mornings. From 1976 to 1987, this branch maintained the same schedule and open hours.

Special Features:

- Built in 1932, an architecturally distinctive building with lovely interior features
- Located in a residential neighborhood in close proximity to neighborhood schools
- Chinese language collection
- Russian language collection
- Small collection of books-on-tape.

Population Served:

27,790

Residents of the Outer Richmond and Seacliff neighborhoods.

1990 CENSUS
PERCENTAGE OF BRANCH POPULATION SERVED
Anza Branch

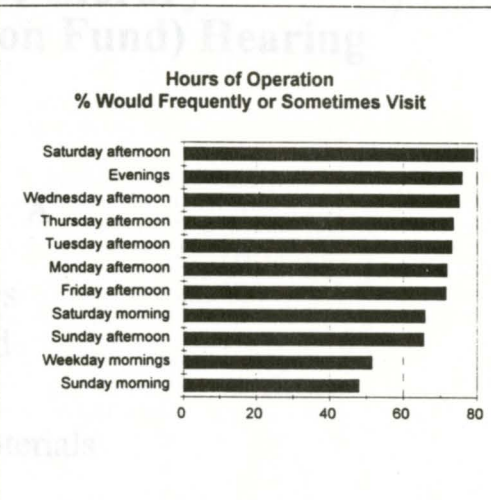
Ethnicity		
White, Caucasian	13,266	47.74%
Asian/Pacific Islander	12,432	44.74%
Hispanic	1,334	4.80%
African American	632	2.27%
Native American	86	0.31%
Language Spoken at Home		
Speak only English	12,596	45.33%
Chinese	8,037	28.92%
Spanish or Spanish Creole	835	3.00%
Tagalog	603	2.17%
Vietnamese	733	2.64%
Japanese	645	2.32%
Russian	1,890	6.80%
Korean	422	1.52%
Ages		
Preschool children (0 to 5)	1,384	4.98%
School age children (6 to 13)	1,893	6.81%
Teenagers (14 to 18)	1,361	4.90%
Adults (19 to 64)	18,400	66.21%
Seniors (65 and over)	4,762	17.14%
Citizenship		
Born in United States	15,593	56.11%
Naturalized citizen	6,459	23.24%
Not a citizen	5,736	20.64%
Education Level		
Less than High School Education	4,325	15.56%
High school graduate or equivalency	4,154	14.95%
Some college	6,449	23.21%
Bachelor's degree	5,305	19.09%
Graduate or professional degree	3,196	11.50%
Median Income		
Median household income in 1989	37,618	
Tenure		
Owner occupied	4,764	42.53%
Renter occupied	6,438	57.47%

RESULTS OF BRANCH LIBRARY SURVEY-All branches and Main

(2,546 respondents surveyed between July 26 and August 24)

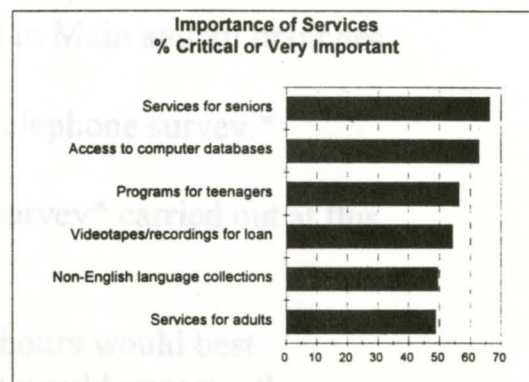
Preferences for Hours

	% Would Frequently or Sometimes Use
Saturday afternoon	79.2
Evenings	75.9
Wednesday afternoon	75.1
Thursday afternoon	73.5
Tuesday afternoon	73.1
Monday afternoon	71.8
Friday afternoon	71.5
Saturday morning	65.9
Sunday afternoon	65.6
Weekday mornings	51.5
Sunday morning	48.0



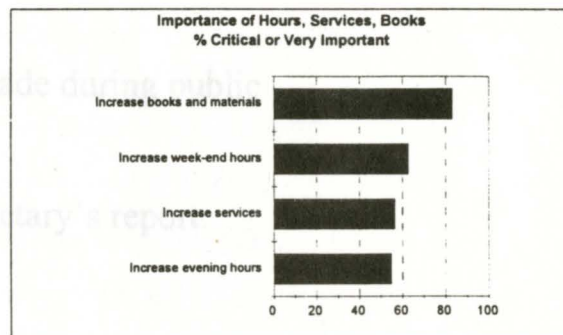
Preferences for Services

	% Critical or Very Important
Services for seniors	66.2
Access to computer databases	62.8
Programs for teenagers	56.3
Videotapes/recordings for loan	54.3
Non-English language collections	49.5
Services for adults	48.8



Hours, Services and Books

	% Critical or Very Important
Increase books and materials	83.1
Increase week-end hours	62.8
Increase services	56.4
Increase evening hours	54.7



Notes: Branch respondents would most often use the branches Saturday afternoons, evenings, and weekday afternoons.

They feel increasing books and materials is more important than increasing hours and services.

Also, respondents would most often use the branch on Wednesday evening over any other evening, and feel the branch should close at 9pm.