

# *Summary Document*

## *Opinions on a new downtown Central Library*

*submitted by Nanos Research to Ottawa Public Library, December 2015*



# 1.0 Who shared their views

Nanos Research, on behalf of the Ottawa Public Library, conducted a multi-phase research initiative as part of a planning process for a future downtown Central Library.

131

Main Branch customers shared their views on site with Nanos

94

Library users and Ottawa residents took time from their busy schedules to share their views in a 90 minute focus group discussion on a future downtown Central Library

557

Library card holders shared their thoughts on a new downtown Central Library

700

Residents of Ottawa including 200 in the catchment area of the Main Branch told Nanos what was important in shaping the future of the Central Library.

## 2.0 At a glance

If one were to attempt to sum up the views from library card holders and residents it would look like this:

*Ottawa's new Central Library needs to have great access to public transit, be bright with natural and good lighting inside and have great lines of sight to make one feel comfortable and safe. A showcase and symbol for our City and the Nation's Capital, it should be a place that not only encourages reading and thought, but which attracts young and old, and a diversity of residents that make up our City.*

# 3.0 Methodology

- **Intercept** – Nanos conducted an intercept survey at the Ottawa Public Library's Main Branch on September 27 and 28, 2015 to engage with library customers on library services in Ottawa's downtown as part of the planning process for a Central Library. Visitors to the Main Branch of the Library were randomly recruited by Nanos interceptors and administered a survey, either online or on paper.
- **Focus Groups** – Twelve focus groups were conducted in Ottawa to gather participants' impressions on factors they thought would be important to help with decision-making related to a new downtown Central Library on October 4, 7 and 8, 2015. The groups were divided into five streams of participants, as follows: residents of Catchment who have used the Main Branch in the last year (two groups); Residents of Catchment who have library cards but have not used the Main Branch in the last year (two groups); Residents not in Catchment who have used the Main Branch in the last year (two groups); Residents not in Catchment who have library cards but have not used the Main Branch in the last year (two groups); and Residents from the general population who would consider using the Central Library (two English and two French groups).
- **Users** – Nanos conducted an online survey of 557 cardholders of the Ottawa Public Library, 18 years of age or older who have selected the Main branch as their home branch and who live in the catchment area between October 30 and November 7, 2015. Participants were contacted by the Ottawa Public Library and chose to opt-in to the survey. Nanos then contacted individuals who had opted-in and administered an online survey. All those who opted-in were invited to complete the survey.
- **General Population** – Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 700 residents of the City of Ottawa, 18 years of age or older between November 6 and 13, 2015. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across the City of Ottawa. An oversample of 200 was conducted in the catchment area of the Main branch (see Section 8.0 for map). The margin of error for a survey of 700 residents of Ottawa is  $\pm 4.4$ , nineteen times out of twenty.

# 4.0 Views on location

Willingness to Travel to a Central Library (minutes)	Mean Response* (minutes)				
	Intercept (n=131)	Focus Groups (n=94)	User (n=557)	Gen Pop – CA** (n=200)	Gen Pop - Non-CA** (n=500)
By public transit	22.8	15-24	14.6	17.6	23.8
On foot	20.0	15-24	21.6	22.2	16.7
By car	14.6	15-24	10.4	10.4	19.8

Where do they come from?	Intercept (n=131)	User (n=557)	Gen Pop - Catchment (n=143)	Gen Pop – Non Catchment (n=132)
Home	63.4%	68.4%	66.9%	57.6%
Work	23.7%	28.9%	28.8%	34.5%
School	5.3%	1.6%	3.8%	1.5%
Other	2.3%	1.2%	0.6%	6.3%

\*Focus groups did not have means calculated, the above range received the most mentions by participants

\*\* Please note that “CA” refers to the catchment area

Method of getting to the Library	Intercept (n=131)	User (n=557)	Gen Pop - CA (n=143)	Gen Pop – Non CA (n=141)
On foot	55.0%	81.3%	68.4%	24.3%
Public transit	34.4%	7.0%	16.6%	34.4%
By bicycle	5.3%	8.4%	5.5%	1.1%
By car	4.6%	3.1%	4.9%	31.9%

Method of getting to work or school	Intercept (n=38)	User (n=162)	Gen Pop - CA (n=29)	Gen Pop – Non CA (n=51)
On foot	55.3%	74.7%	53.1%	48.1%
Public transit	31.6%	14.8%	25.3%	31.4%
By bicycle	5.3%	1.2%	1.5%	2.0%
By car	7.9%	8.6%	7.1%	15.7%



## 4.0 Views on location

**Convenience of location** - A location for the Central Library that is convenient, meaning one that has easy access to residents, was given high importance by those who were intercepted at the Main branch and by the focus group participants (mean scores of 9.1 and 9.0 out of 10 respectively). Based on the focus group research, convenience of location for residents in the catchment area generally meant easily accessible by transit or easy to walk to. For those who live outside of the catchment area, it generally meant having parking available.

**Proximity to Transit** - The ease with which residents both inside and outside the catchment area can access public transit from the Library and vice versa is also very important. Residents and cardholders both inside and outside the catchment area gave this a mean importance score of 8.0 to 8.9, with those outside of the catchment area giving it the lowest score of 8.0 and focus group participants giving the highest score of 8.9. Focus group participants discussed the reliance that many students have on public transit, as well as limited parking downtown generally making transit an easier option for most – especially those from outside of the catchment area and further away. Residents who live in the catchment area are also more likely to view the proximity of the Central Library to a future LRT station as important (7.7 out of 10), while those who were intercepted at the Main branch gave this a 6.5 on a scale of importance. In general however, participants in the focus groups discussed a lack of current knowledge about the LRT and the impact it will have on transit in the city.

**Travelling to a Central Library** - People are generally willing to travel for about 15 to 25 minutes to a Central Library, whether by public transit, on foot or by car. However, overall there is more willingness to travel further by public transit or on foot to a Central Library than there is to travel by car. The average time range for those inside and outside the catchment area is 15 to 24 minutes by public transit or on foot, and about 10 to 20 minutes by car. Residents who live outside of the catchment area are generally less willing to travel very far to a Central Library on foot, and more willing to travel further by car than those who reside in the catchment area.

## 4.0 Views on location

- **Public Transit** – Those inside and outside the catchment area are generally willing to travel for approximately 15 to 25 minutes by public transit to a Central Library. Those who visited the Main branch and those residing outside of the catchment area are generally willing to travel slightly farther by public transit, with mean responses of 22.8 minutes and 23.8 minutes respectively. Residents in the catchment area are generally willing to travel an average of 17.6 minutes, but cardholders in the catchment area are willing to travel marginally less with a mean response of 14.6 minutes.
- **On foot** – All residents are willing to travel about 17 to 22 minutes on foot, but those who live in the catchment area or who were intercepted at the Main branch are willing to walk slightly further (20 to 22 minutes) than residents outside of the catchment area (17 minutes on average).
- **By car** – Residents are willing to travel anywhere from 10 to 20 minutes by car to a Central Library, however cardholders and residents inside the catchment area are willing to drive much less farther (10 minutes respectively) than those outside of the catchment area (20 minutes on average)

## 5.0 Important characteristics

Item	Mean Score (out of 10)				
	Intercept	Focus Groups	Cardholders	Gen Pop - Catchment	Gen Pop – Non-Catchment
Convenience of location	9.1	9.0	—	—	—
Having good lighting inside	—	—	9.0	8.9	8.5
Being a place you feel safe*	8.7	8.4	8.9	8.4	8.4
Being a place you feel welcome*			8.8	8.4	8.1
Access to public transit	8.6	8.9	8.4	8.5	8.0
Distance from a new LRT station	6.5	7.6	7.0	7.7	6.8
Having open spaces for gathering	6.2	7.5	6.7	7.1	6.2
Having unique architecture	—	—	6.1	6.9	5.4

\*Please note that for the Intercept and focus groups being a place you feel welcome and/or safe was one combined characteristic with one mean score.



# 5.0 Important characteristics

**What's important** – The ease with which transit can be accessed and the Library can be reached is generally very important to residents and cardholders both inside and outside of the catchment area when thinking of a future downtown Central Library. However, there are also a variety of other potential characteristics of the Central Library that are just as important to residents, if not more important to some.

In order to get a better sense of the priorities for residents, they were asked to give each possible characteristic a score from 1 to 10 where 1 is not at all important to them and 10 is very important. Each category was then given a mean score (the typical response given by those participants) which gave a better idea of importance. Both the intercept and focus group research cited convenience in terms of location as the most important characteristic of a Central Library (mean score of 9.1 and 9.0 respectively). This characteristic was not included in the user or general population surveys, and having good lighting was given the highest scores of importance overall by those participants instead (mean score of 9.0 and 8.9 respectively).

**Having natural and good lighting inside the building** – The future downtown Central Library having natural and good lighting inside the building was ranked slightly higher on average than being a welcoming and safe place (mean scores from 8.5 to 9.0 out of 10). When intercepted, visitors at the Main branch cited having good lighting inside the building as one of the most important physical features they would like to see in a new Central Library (receiving 12% of the total mentions). Focus group participants mentioned having good lighting as an additional characteristic that they feel should be considered in the planning process as well (eight percent of mentions), and noted that a well-lit library would also feel more welcoming and safe, especially if it meant an absence of dark corners; and, that lighting helps contribute to the overall atmosphere of the space.

**Being a welcoming and safe place** – Having a safe and welcoming space is important to residents and cardholders both inside and outside of the catchment area, ranging from 8.1 out of 10 (residents outside of the catchment area) to 8.9 out of 10 (cardholders in the catchment area) in importance. In the focus groups where participants were able to discuss the reason for their opinions, many said that a library should strive to be a safe and welcoming place at all times. When describing what welcoming would mean to them in terms of the physical space for the library, participants noted things such as keeping the interior well-maintained, having friendly staff, and being more accessible for all groups and individuals. In terms of what would help make the library a safe space, focus group participants mentioned better lighting and lines of sight, as well as security in the form of cameras and patrols, but noted that measures should be subtle so as not to feel they were being constantly supervised.

## 5.0 Important characteristics

**Architecture of the building** – While not seen to be as important as access to transit, lighting or safety, having a Central Library that is architecturally unique is still important to residents. It was the most mentioned characteristic by focus groups that was not included on the list provided to them (20% of total mentions) and given a mean score of 6.1 out of 10 by cardholders in the catchment area, and a 6.9 for residents in the catchment area. Focus group participants mentioned that the Central Library building should fit in with the aesthetic of the City of Ottawa, something that could become a symbol for Ottawa, and have an interior that would be appealing to current customers as well as attractive to potential customers.

**Creating accessibility** – Residents and cardholders both inside and outside the catchment area mentioned the need for the Central Library to be accessible and friendly to persons with disabilities, with many noting the lack of accessibility at the current Main branch. Cardholders in the catchment area mentioned accessibility as a characteristic they feel is important for a Central Library (18% of total mentions), while five percent of residents both inside and outside the catchment area mentioned it as well. Focus group participants discussed the Central Library being accessible in terms of elevators, signage, door size and operation, as well as general spacing throughout the library, and reiterated the need for adequate parking as it relates to the ease of accessibility for persons with disabilities.

**Creating open spaces**– Having open spaces in the Central Library where people could gather and events could be held is fairly important to cardholders and residents inside and outside the catchment area. Library card holders in the catchment area and residents outside of catchment area gave similar scores of importance (6.7 and 6.2 respectively), while residents from inside the catchment area gave it a higher score of 7.1 out of 10. Focus group participants gave this a mean score of 7.5 out of 10, and discussed the potential for such a space to make a Central Library more inviting and make the library more of a community space or destination for reading and book-related activities.

**What's less of a priority** – Generally people found characteristics such as having nice views of the outside, distance from shops, restaurants, museums and other cultural institutions to be less important overall than things such as access to transit and interior lighting – but not unimportant. Residents and cardholders both inside and outside the catchment area generally gave these mean scores ranging from four to five out of 10. Residents in the catchment area found the distance of a Central Library from shops and restaurants to be slightly more important than residents outside of the catchment area. Focus group participants generally felt that while these things would be nice to have, they should not be considered very important factors when considering a physical location for a future Central Library because a downtown location would likely be near shops and restaurants.

## 6.0 *What people want to know*

One of the objectives of the research was to identify other issues relevant to the proposed project raised by cardholders and residents. The following issues and opinions are ones that the Ottawa Public Library should be prepared to address.

1. **Function of the Central Library** – During the course of the focus group discussions a number of participants wanted to know what the function of the Central Library would be vis-à-vis branches throughout the City. Many of the comments were couched in terms of wondering whether the location would just be a branch or have a special function within the library system in Ottawa as a whole. Linked to these comments were observations that the function of the Central Library would have a significant influence over the form of the building.
2. **Location of the Central Library** – The discussion on the location of the Central Library was also framed within the location of the LRT and specifically LRT stations, with a number of participants noting that in the ideal world the Central Library would be attached or within one block of a new LRT station. Concerns were expressed about locating the Central Library at ‘one-end’ of the downtown area and the impact on walk-in traffic. Participants from outside the catchment area noted that it was unlikely to find a new location in the downtown core that could accommodate parking.
3. **Cost of a Central Library** – Participants were torn on the cost of the project. On the one hand, they were interested in details related to the cost and feasibility of renovating the existing location. On the other hand, comments were made that the City needed to invest in a Central Library that would meet the long term needs of the City. Concerns were also expressed about the vulnerability of long term funding for a Central Library because of pressure on City finances.
4. **Vision for the Central Library** – Through the discussion, participants shared the view that often the vision for a project in terms of look, feel and function as initially presented to the public did not translate into reality when a project was completed. The sub-text was one of cynicism – that proponents for projects sometimes over-promised and under-delivered.

As the public dialogue continues on a new Central Library, it will be very important for the Ottawa Public Library and the City of Ottawa to be able to respond to these issues.

# 7.0 Contact

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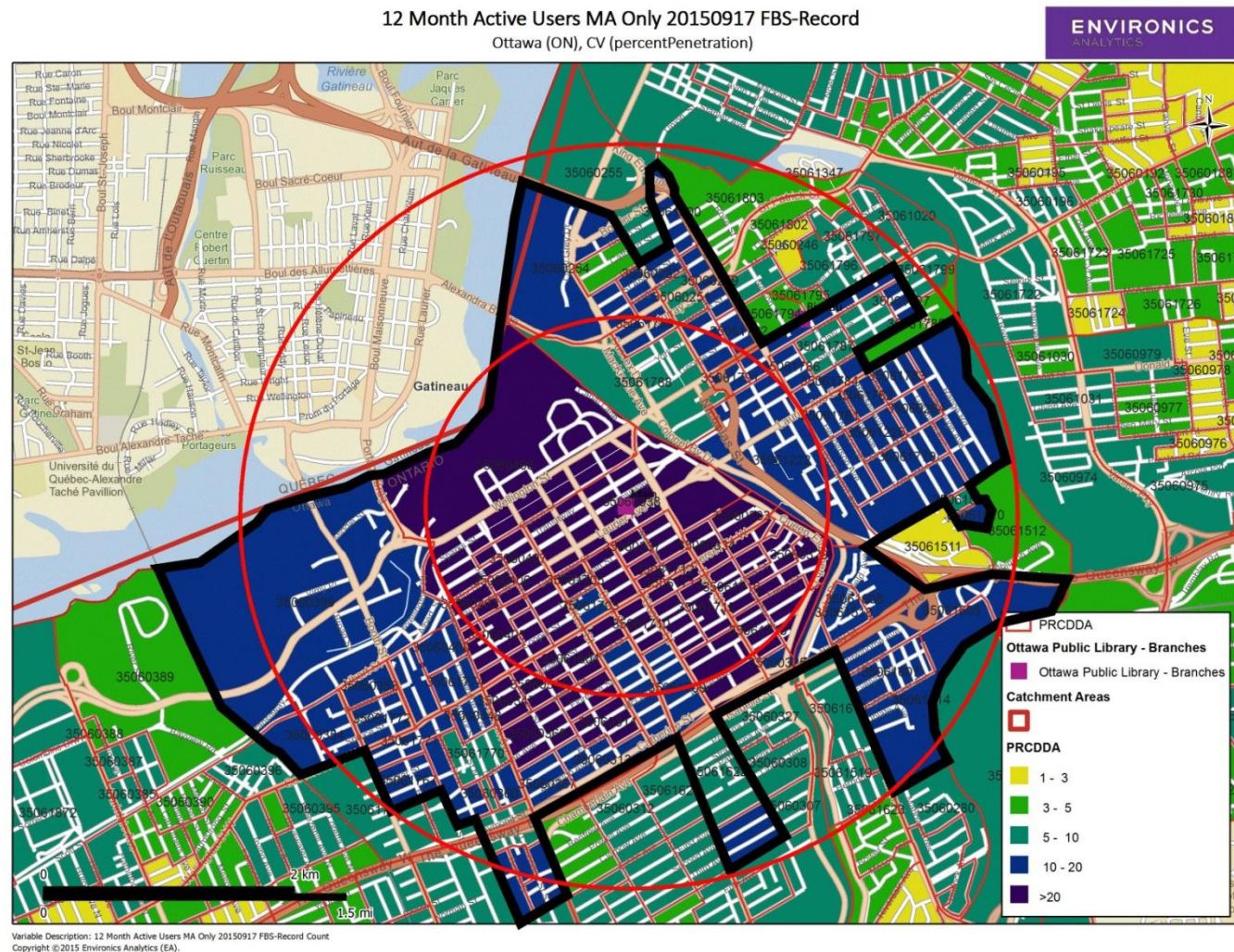
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# 8.0 Map of the Main branch catchment area



\*The catchment area is contained within the black border



# City of Ottawa Residents' impressions of a new Central Library

## Library General Population Survey Summary

submitted by Nanos to the Ottawa Public Library, November, 2015  
(Submission 2015-730)





# > Residents say a new Central Library should have good lighting and feel safe and welcoming

Nanos Research surveyed citizens of the City of Ottawa regarding plans for a new Central Library; the research was done online and by telephone. Most residents use or have access to the Ottawa Public Library and most of those residents at least occasionally use the Main branch. While good lighting, safety, and a welcoming character are all important for residents, access to public transit and parking are the top two personally important characteristics of a Central Library that emerge when people are asked to rank the characteristics.

- **Use of the Main branch** – Two thirds of residents (61%) have a library card and 10% have access to the Ottawa Public Library either without a card or using the card of someone in their household. Of those who use the Library, 14% use the Main branch primarily and 25% use it occasionally.
- **Why Main is not their primary branch** – The location is inconvenient, or they don't live downtown (52%) is the main reason why Ottawa Public Library users living outside the catchment area do not consider the Main branch to be their primary branch. In addition, 40% use closer branches or have more convenient branches near their home. Very few residents of the catchment area do not consider the Main branch to be their primary branch.
- **Encouraging Main branch use** – When it comes to encouraging occasional or non-users of the Main branch to use the Main branch, 42% of those living outside the catchment area say the location of the Main branch is too far from their home or workplace to consider using. In addition, 19% of those living outside the catchment area feel that nothing could encourage them to use it more and 11% feel that if there was better parking they might be encouraged to use the Main Branch more. Within the catchment area, the Main branch is likely to be the primary branch.
- **Why do they use Main** – The most frequently mentioned reason for users, both inside and outside the catchment area, to visit the Main branch is to look for materials to check out (19% each). For residents in the catchment area, doing research (16%), picking up holds (13%), and reading (9%) are also reasons for visiting this branch. For those outside the catchment area, reading (11%), picking up holds (10%) and doing research (13%) are the main reasons.

- **How do they get to Main** – For those who visit the Main branch, public transit (32%) and getting there on foot (33%) are the most likely ways of getting to the Main branch followed closely by car (28%). Those who reside in the catchment area are much more likely to go to Main on foot (68%) compared to those outside of the catchment area (24%). As well, those outside the catchment are more likely to take public transit (34%) or their car (32%) compared those in catchment area (17% and 5% respectively). Overall, two percent of residents get to the Main branch by bicycle, while one percent respectively get there by taxi, or, by bike when its warm and on foot when its cold. Less than one percent each cited getting to the Main branch by car or by foot and by electric scooter. One percent of residents have books delivered so they have no need to go. For only those citizens outside the catchment area, five percent said they doesn't use the Main branch.
- **Where do they come from** – Residents who use the Main branch most frequently come from home (59%) or from work (34%) when they visit the Main branch, and two percent usually come from school. Residents in the catchment area are slightly more likely to come from home (67%) than those outside of the catchment area (58%). Three percent of residents overall most often go to the Main branch when they are already downtown or running errands, while one percent respectively don't use the Main branch, come from Library and Archives Canada or say its a split between home, work and school.
- **Getting to work or school** – Walking (49%) is the primary mode of getting to the Main branch for those who go there from work or school (35% go to Main from work or school). Public transit (31%) is the next most frequent mode followed by car (15%). Two percent of residents who come from work or school get there by bicycle, as well as by taxi. One percent get there by foot on weekdays and by car on weekends. Those outside of the catchment area are more likely to take a car (16%) than those in catchment area (seven percent).

Residents were asked to rate the importance of a number of physical characteristics of a downtown Central Library from 1 to 10, where 1 was not at all important and 10 was very important. The mean score refers to the typical number said by participants. The three key findings are:

- **Most important** – The most important characteristic for a future downtown Central Library is having good lighting with a mean score of 8.5 out of 10 (80% consider it important, 8-10 on a 10 point scale). This is followed by being a place where they feel safe (8.4) and a place they feel welcome (8.1).
- **Least important** – The external environment receives the least important ratings. Distance from shops (mean of 4.6 out of 10) and from restaurants (4.5) are the least important. In addition, only 23% rate having a nice view of the outside as an important characteristic of a future downtown Central Library (mean of 5.2).
- **Catchment versus Non-Catchment** – It is worth noting that distance from a new LRT station is more important to residents inside the catchment area, giving it a mean score of 7.7 out of 10 compared to 6.8 out of 10 from residents outside. In contrast, having parking is much more important to residents from outside the catchment area (6.9) compared with those from inside (4.8). The other notable differences are that those living inside the catchment area place more importance on having open spaces for gathering (7.1), unique architecture (6.9) and having nice views inside the building (6.7).

In addition to the ratings, the top two personally important characteristics were ranked.

- **First ranked** - Access to public transit is most frequently ranked as the most important overall (32% ranked it first), followed by having parking (15%), being a place where they feel safe (13%), and having good lighting (10%). Those in the catchment area are slightly less likely to rank access to public transit as the most important to them (25%) compared to those outside the catchment area (33%) and are much less likely to rank having parking as the most important to them personally (one percent) than those outside the catchment area (16%).
- **Second ranked** – The most frequently second ranked item overall is having good lighting inside (16%), followed by access to public transit (14%), having parking (14%), being a place they feel safe (13%) and being a place they feel welcome (10%). Once more, those inside the catchment area are less likely to select having parking as the second most important item to them (nine percent) than those outside of the catchment area (15%).

- **Minutes willing to travel by public transit** – Residents are willing to travel 23.4 minutes on average to a new downtown Central Library. Those who reside in the catchment area are more likely to say they would be willing to travel a shorter distance (mean = 17.6 minutes) than those outside of the catchment area (mean = 23.8 minutes).
- **Minutes willing to travel by foot** – Residents are willing to travel up to 17 minutes on foot, on average, to a downtown Central Library. Those who reside in the catchment area, where walking is more easily an option are willing on average to walk 22.2 minutes.
- **Minutes willing to travel by car** – On average residents are willing to travel an average of 19.2 minutes by car to a new downtown Central Library, with those residing in catchment area less willing to travel far by car (mean = 10.4 minutes) than those outside of catchment area (mean = 19.8 minutes).

These observations are based on a hybrid (online and telephone) survey of 700 residents of the City of Ottawa with an oversample of 200 of those residing in the catchment area of the Main branch of the Ottawa Public Library. The survey was conducted between November 6<sup>th</sup> and November 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

# Participant Profile

Willingness to Travel to a downtown Central Library (minutes)	Mean Response	
	Catchment (n=200)	Non-catchment (n=500)
By public transit (n=628)	17.6	23.8
On foot (n=603)	22.2	16.7
By car (n=636)	10.4	19.8

Subgroup	Mean Visits to Website (times per year)
Catchment area (n=442)	22.3
Non-catchment area (n=540)	24.4

Method of getting to the Library	Catchment (n=143)	Non-Catchment (n=141)
On foot	68.4%	24.3%
Public transit	16.6%	34.4%
By bicycle	5.5%	1.1%
By car	4.9%	31.9%

Where do you come from?	Catchment (n=143)	Non-Catchment (n=132)
Home	66.9%	57.6%
Work	28.8%	34.5%
School	3.8%	1.5%
When I'm already downtown	3.3%	-

Method of getting to work or school	Catchment (n=29)	Non-Catchment (n=51)
On foot	53.1%	48.1%
Public transit	25.3%	31.4%
By car	7.1%	15.7%
By bicycle	1.5%	2.0%



# Importance Dashboard

Item	Important (8-10)		Average Importance (4-7)		Not important (1-3)	
	Catchment	Non-Catchment	Catchment	Non-Catchment	Catchment	Non-Catchment
Having good lighting inside	84.6%	80.0%	14.0%	13.1%	1.3%	5.5%
Being a place you feel safe	78.4%	75.7%	14.7%	15.9%	6.4%	6.5%
Being a place you feel welcome	79.0%	72.9%	15.0%	18.6%	5.7%	7.4%
Access to public transit	77.0%	72.0%	17.8%	16.0%	5.3%	10.5%
Distance from a new LRT station	59.0%	51.3%	26.6%	28.0%	8.4%	15.3%
Having parking	22.5%	53.5%	37.9%	27.1%	38.3%	16.8%
Having open spaces for gathering	45.4%	38.7%	45.0%	39.7%	6.3%	19.5%

# Importance Dashboard

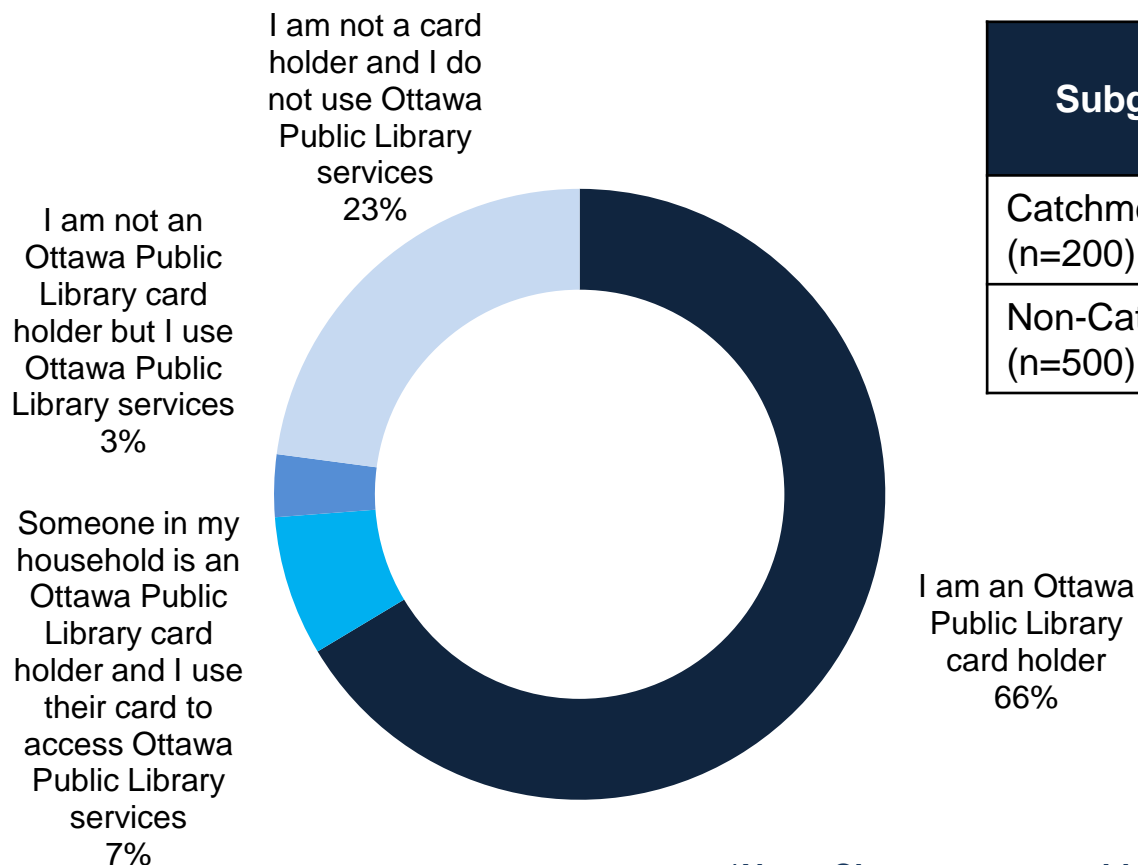
Item	Important (8-10)		Average Importance (4-7)		Not important (1-3)	
	Catchment	Non-Catchment	Catchment	Non-Catchment	Catchment	Non-Catchment
Having nice views inside the building	48.8%	30.4%	35.9%	45.7%	12.5%	21.4%
Having unique architecture	50.7%	27.2%	36.1%	42.0%	12.7%	28.0%
Distance from museums and other cultural institutions	26.5%	23.9%	48.1%	44.8%	22.7%	28.6%
Having a nice view of the outside	27.7%	23.0%	44.9%	43.9%	24.7%	31.4%
Distance from shops	27.2%	14.9%	42.4%	46.9%	30.1%	37.0%
Distance from restaurants	19.1%	14.4%	52.1%	44.8%	26.0%	38.0%

# Importance Dashboard

Item	Mean Score	
	Catchment	Non-Catchment
Having good lighting inside	8.9	8.5
Being a place you feel safe	8.4	8.4
Being a place you feel welcome	8.4	8.1
Access to public transit	8.5	8.0
Distance from a new LRT station	7.7	6.8
Having parking	4.8	6.9
Having open spaces for gathering	7.1	6.2
Having nice views inside the building	6.7	5.9
Having unique architecture	6.9	5.4
Distance from museums and other cultural institutions	5.6	5.2
Having a nice view of the outside	5.8	5.2
Distance from shops	5.5	4.5
Distance from restaurants	5.2	4.5

# Profile: Use of a Library Card

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



Subgroups	Ottawa Public Library Card holder
Catchment (n=200)	74.2%
Non-Catchment (n=500)	65.9%

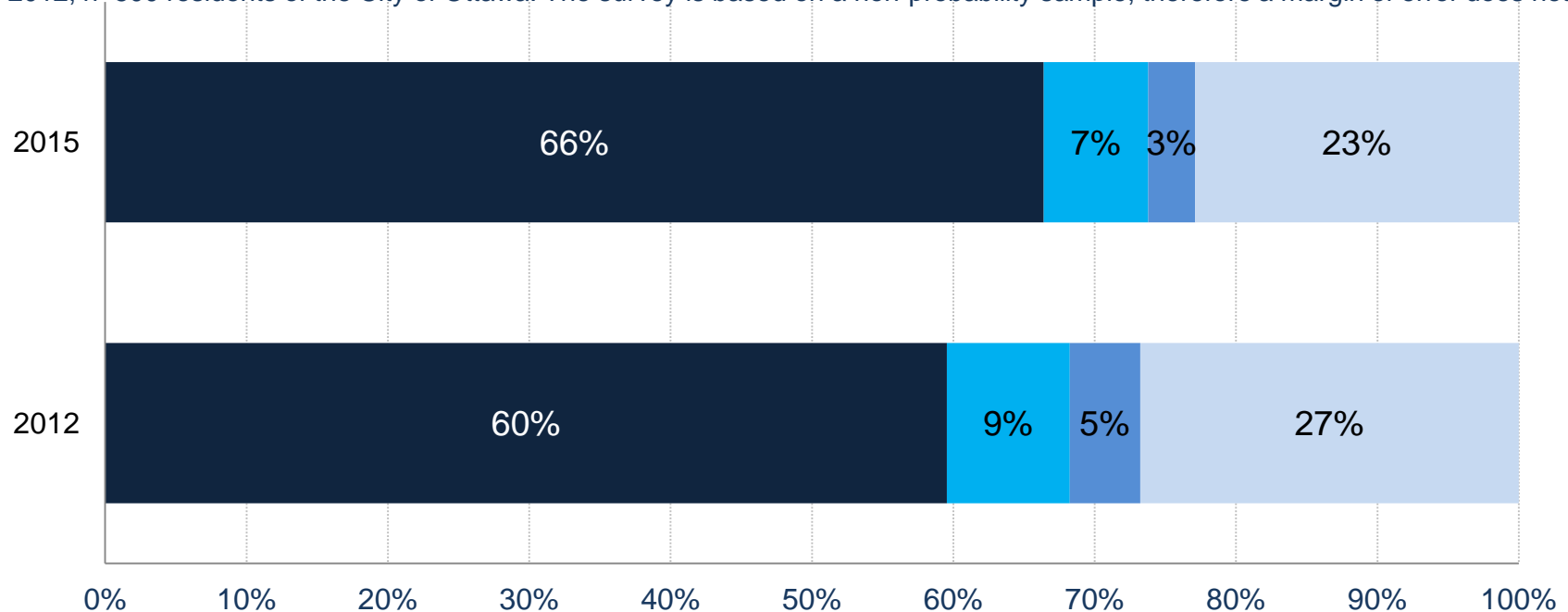
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION –** Which of the following statements best describes you?

# Profile: Use of a Library Card

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

Source: Nanos Research, random representative online survey of 500 residents of the City of Ottawa selected from a panel, May 10<sup>th</sup> to 14<sup>th</sup> 2012, n=500 residents of the City of Ottawa. The survey is based on a non-probability sample, therefore a margin of error does not apply.



■ I am an Ottawa Public Library card holder

■ Someone in my household is an Ottawa Public Library card holder and I use their card to access Ottawa Public Library services

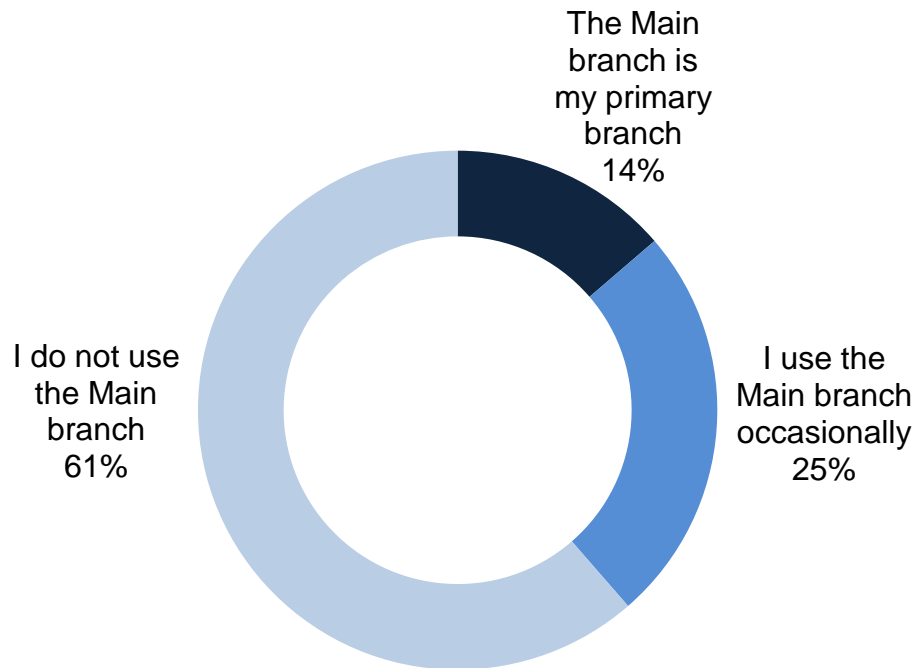
■ I am not an Ottawa Public Library card holder but I use Ottawa Public Library services

■ I am not a card holder and do not use Ottawa Public Library services

**QUESTION** – Which of the following statements best describes you?

# Use of the Main Branch

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



Subgroups	The Main branch is my primary branch (n=549)
Catchment (n=200)	69.5%
Non-Catchment (n=500)	9.3%

**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – [Asked of Ottawa Public Library users] Which of the following best describes your use of the Main branch of the Ottawa Public Library?



# Why the Main Branch Isn't Used

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

	Catchment (n=6)	Non- Catchment (n=129)
The location/it's inconvenient/I don't live downtown	1	67
There are closer/more convenient branches to me	1	51
I don't have a Main branch/ I don't need a Main branch	4	1
I use the Main branch as needed	-	4
There is a lack of parking	-	4
I already have my own computer	-	1
I have health issues	-	1

**QUESTION** – [If answered “I use the Main branch occasionally” in Q2] Why is the Main branch not your primary branch? [Open-ended]

# Encouraging Main Branch Use

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

	Catchment (n=10)	Non-Catchment (n=427)
Location/proximity/It is too far from me/to my home/my work to consider visiting	-	41.7%
Nothing could make me increase my visits	10.0%	19.9%
Parking	10.0%	11.5%
New/different programs and more interesting programs/classes	10.0%	5.9%
Newer/cleaner/more attractive/inviting building	10.0%	4.0%
Better/more variety in the selection of materials	-	4.0%
If it had superior selection/services compared to my local/preferred branch	10.0%	3.7%
If I had more time	10.0%	1.9%
I use eBooks/digital materials so going is not necessary	-	1.2%
Different/longer hours of operation	-	0.7%
I visit frequently enough already	-	0.7%
Areas for meeting/socializing	-	0.2%
Unsure	40.0%	2.1%

**QUESTION** – [If answered “I use the Main branch occasionally” OR “I do not use the Main branch” in Q2] What, if anything, would encourage you to use the Main branch more often?  
[Open-ended]

# Use of Other Branches: Top 10

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

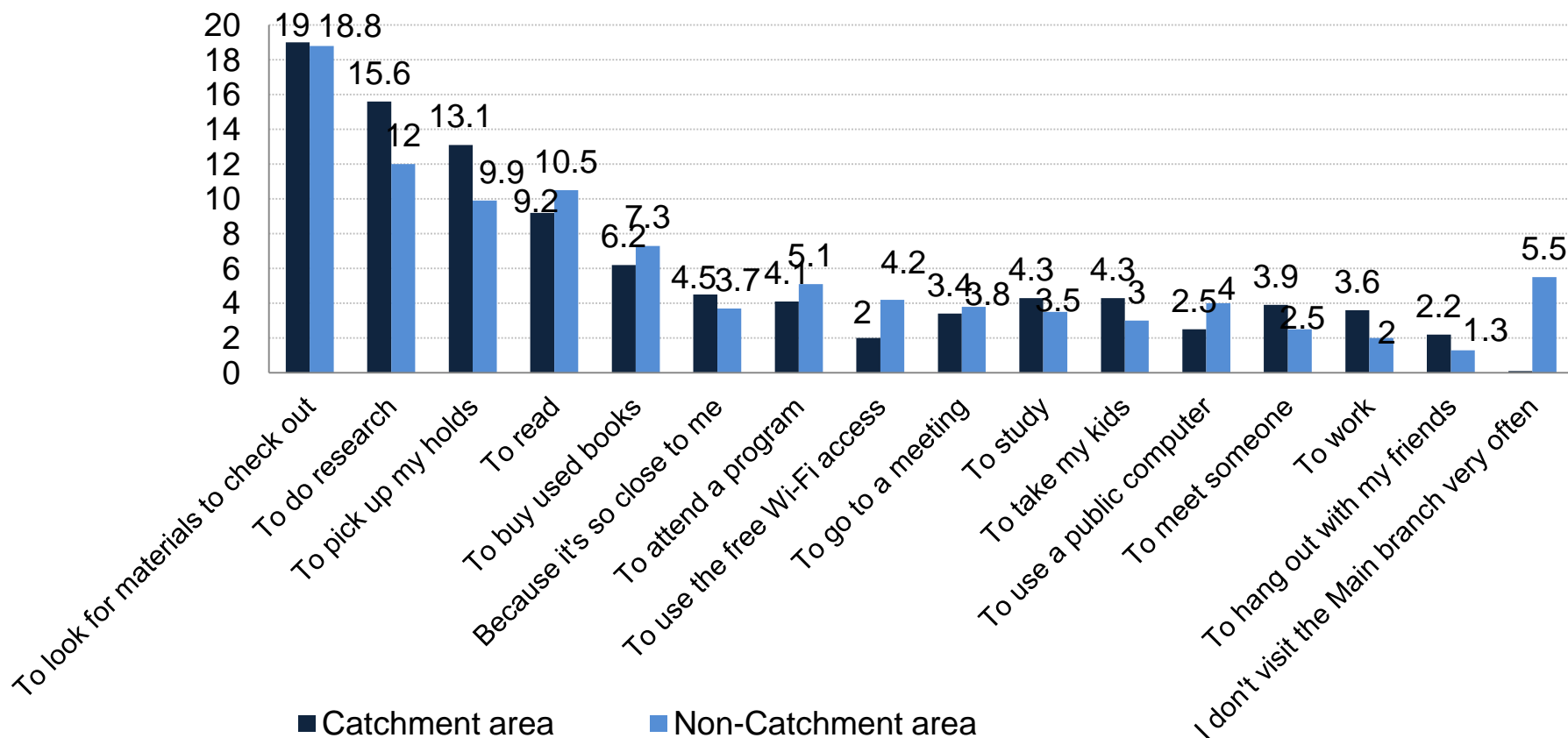
	Catchment area (n=40)*	Non-catchment (n=681)*	Total Frequency* (n=721)
Nepean Centreponte	6.0%	10.6%	74
Orléans	3.3%	7.4%	52
Carlingwood	2.2%	6.7%	47
Sunnyside	18.7%	5.1%	42
Alta Vista	2.9%	5.6%	40
Beaverbrook	-	5.4%	37
Ruth E Dickinson	-	4.9%	33
Greenboro	0.4%	4.3%	30
Emerald Plaza	3.3%	4.1%	29
Rosemount	15.9%	3.2%	28

**\*Note: Based on multiple mentions**

**QUESTION** – [Asked of Ottawa Public Library users] What other branches of the Ottawa Public Library, if any, do you use? Please select all that apply.

# Reasons for Visiting

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



**\*Note: Based on multiple mentions**

**QUESTION –** [Asked of Ottawa Public Library users] Why do you visit the Main branch? Please select as many reasons as apply.

# Profile: Average Visits to the Main Branch

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

Subgroups	Mean number of visits (per year)
Catchment area (n=33)	16.8
Non-catchment area (n=166)	11.9
Males (n=102)	16.5
Females (n=97)	8.7
18 to 29 (n=44)	19.9
30 to 39 (n=45)	9.3
40 to 49 (n=37)	9.6
50 to 59 (n=37)	10.6
60 plus (n=36)	13.2
Total (n=199)	12.7

**QUESTION** – [Asked of Ottawa Public Library users] On average, how often do you come to the Main branch each year? [Open-ended]

# Profile: Average Length of Visits to the Main Branch

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

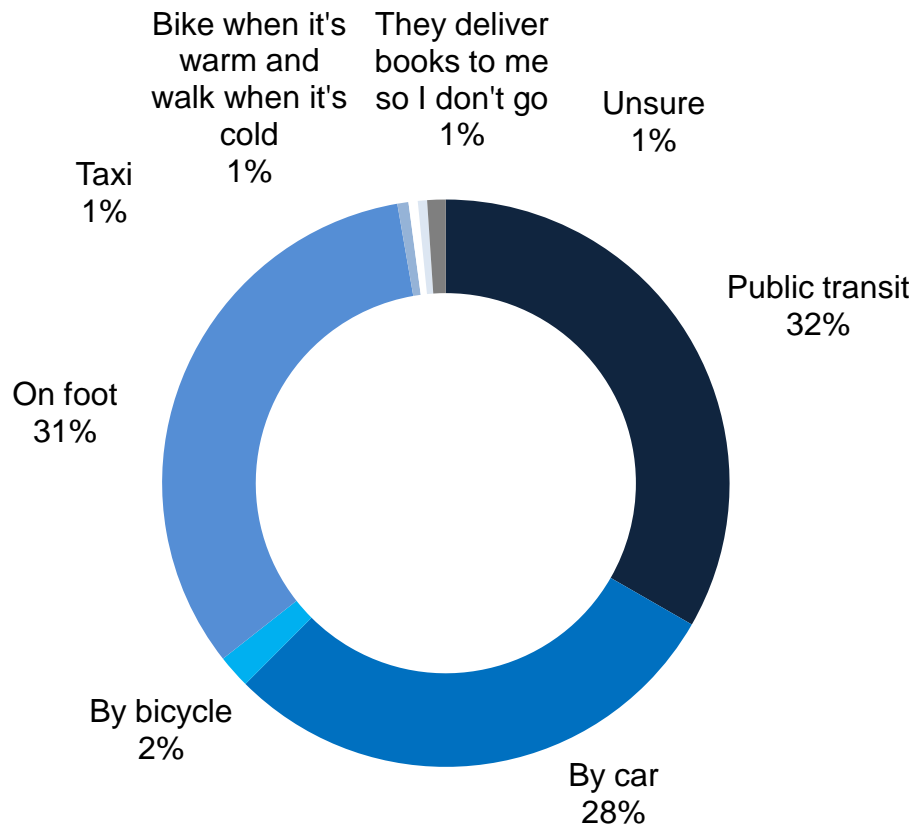
Subgroups	Mean length of visits (hours)
Catchment area (n=34)	1.2
Non-catchment area (n=170)	1.3
Males (n=104)	1.3
Females (n=100)	1.3
18 to 29 (n=46)	1.4
30 to 39 (n=43)	1.2
40 to 49 (n=42)	1.6
50 to 59 (n=37)	1.2
60 plus (n=36)	1.1
Total (n=204)	1.3

**QUESTION** – [Asked of Ottawa Public Library users] How long is your average visit at the Main branch? [Open-ended]



# Getting to the Main Branch

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



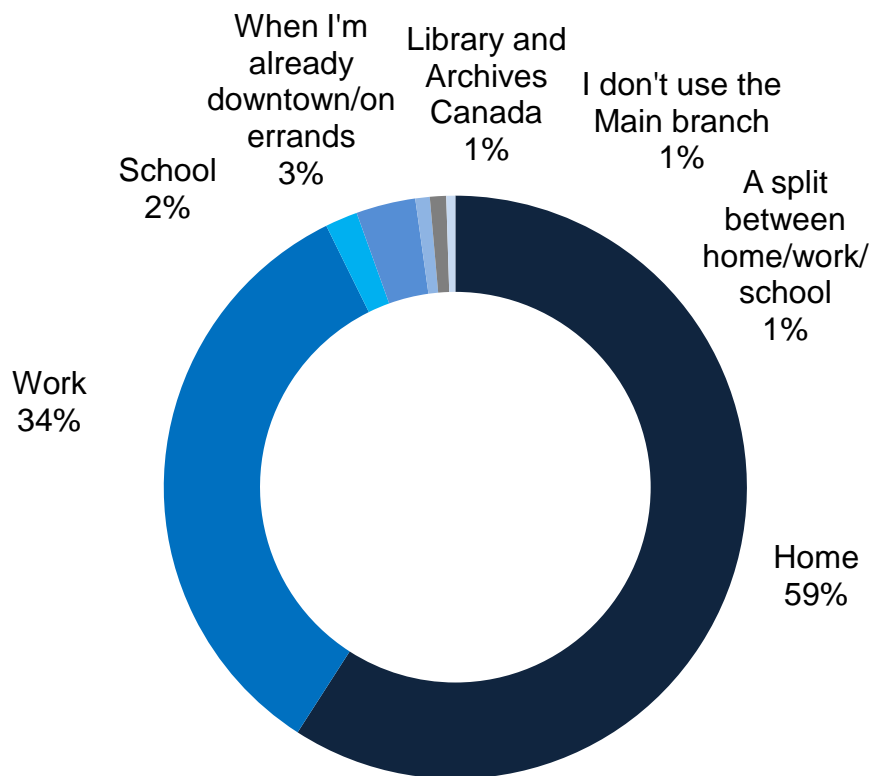
Subgroups	Public Transit (n=284)
Catchment (n=143)	16.6%
Non-Catchment (n=141)	34.4%
Male (n=156)	24.3%
Female (n=128)	39.8%
18 to 29 (n=30)	60.0%
30 to 39 (n=61)	7.2%
40 to 49 (n=49)	41.2%
50 to 59 (n=79)	20.8%
60 plus (n=65)	29.2%

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – [Asked of Ottawa Public Library users] When you visit the Main branch, how do you primarily get there?

# Where Library Users Arrive From

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



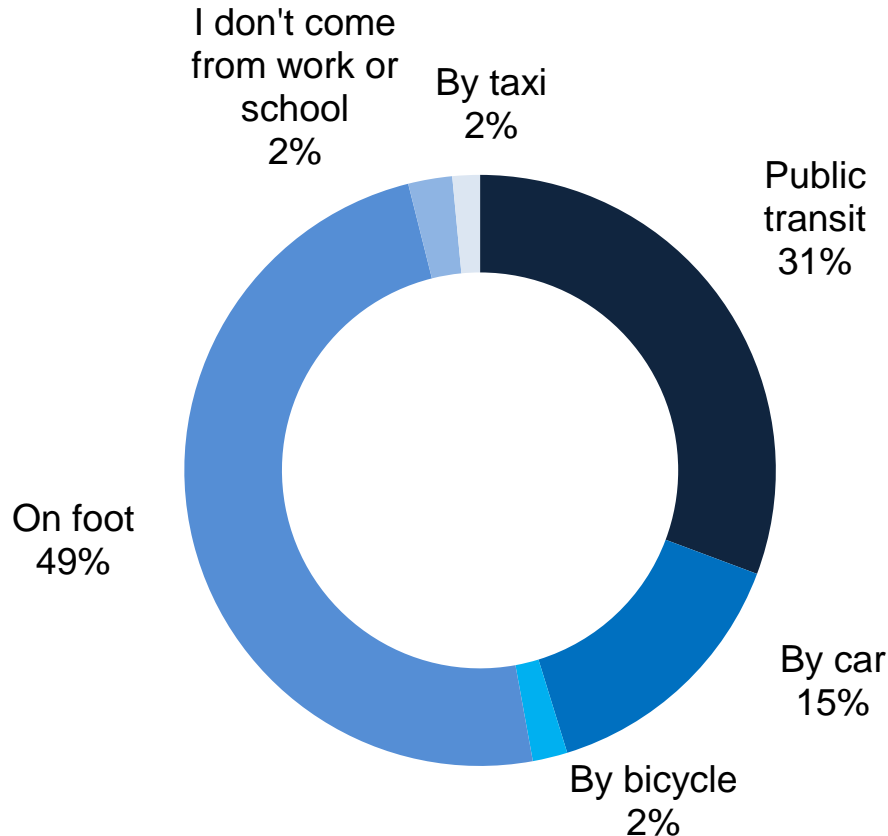
Subgroups	Home (n=275)
Catchment (n=143)	66.9%
Non-Catchment (n=132)	57.6%
Male (n=147)	59.4%
Female (n=128)	58.8%
18 to 29 (n=30)	40.1%
30 to 39 (n=59)	53.2%
40 to 49 (n=49)	46.7%
50 to 59 (n=75)	80.1%
60 plus (n=62)	81.9%

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – [Asked of Ottawa Public Library users] Do you most often come from....

# Arriving from Work or School

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



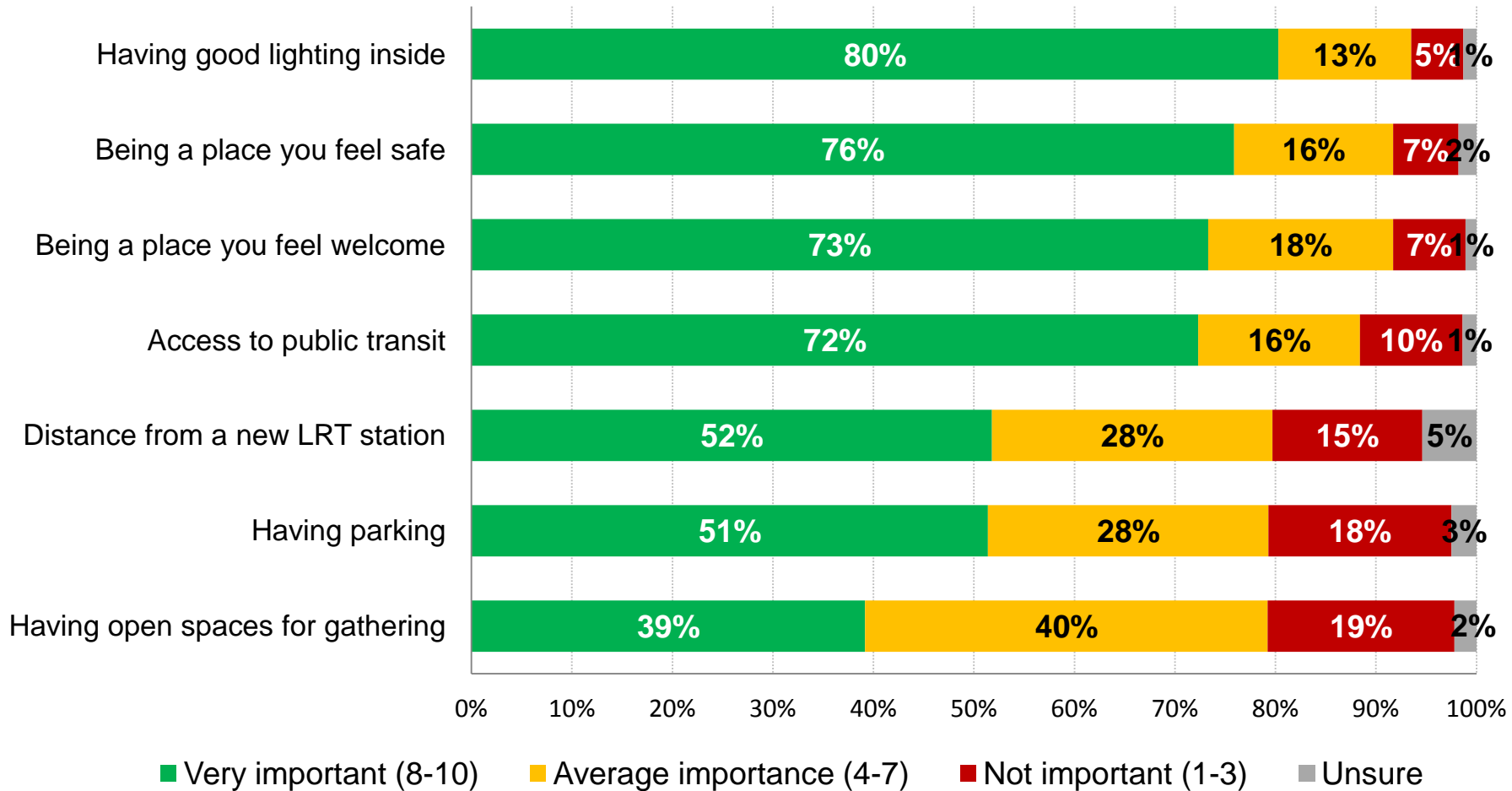
Subgroups	On foot (n=80)
Catchment (n=29)	53.1%
Non-Catchment (n=51)	48.1%
Male (n=43)	49.6%
Female (n=37)	48.0%
18 to 29 (n=18)	44.0%
30 to 39 (n=22)	42.3%
40 to 49 (n=23)	56.0%
50 to 59 (n=10)	60.8%
60 plus (n=7)	51.2%

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION –** [If answered “Work” or “School” in Q10] If you come from work or school, how do you primarily get there?

# Important Factors of a Downtown Library

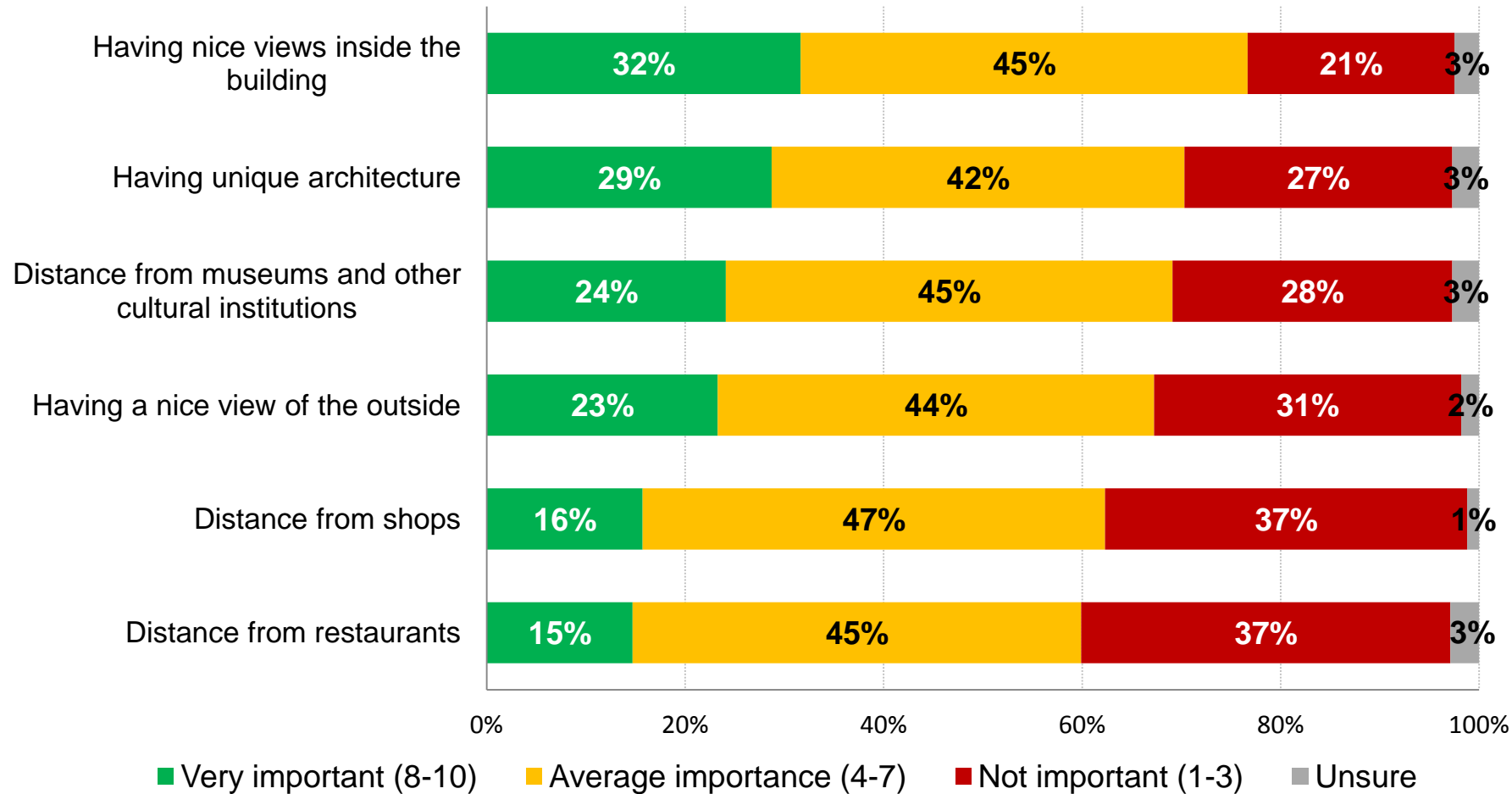
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

# Important Factors of a Downtown Library

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

# Factors of a Library: Mean Summary

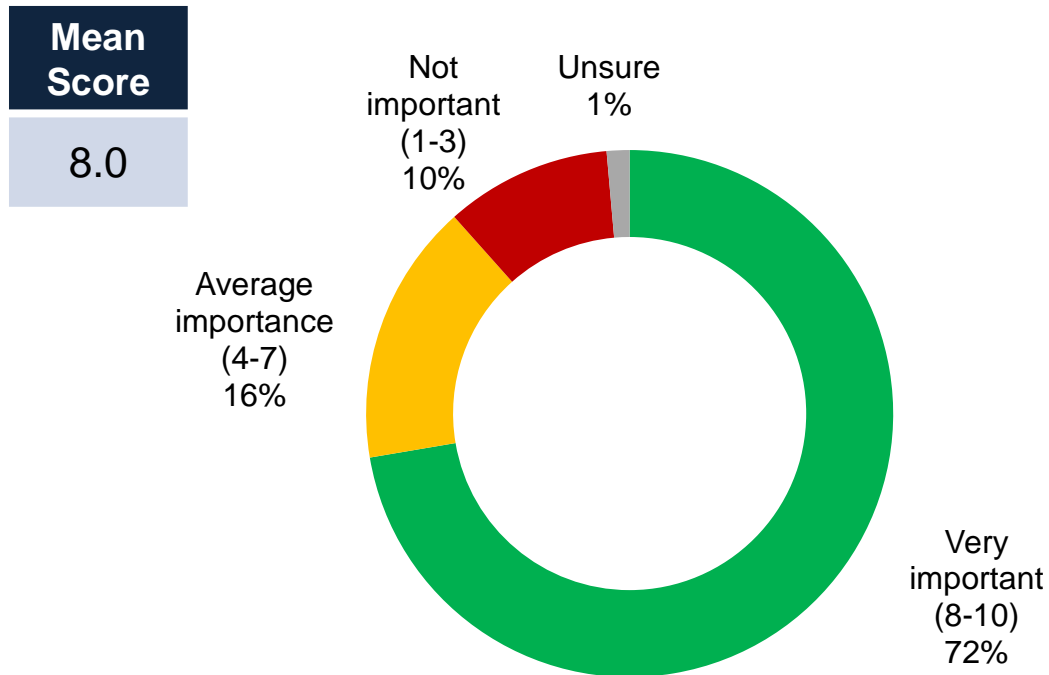
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

	Catchment (n=200)	Non-Catchment (n=500)
Having good lighting inside	8.9	8.5
Being a place you feel safe	8.4	8.4
Being a place you feel welcome	8.4	8.1
Access to public transit	8.5	8.0
Distance from a new LRT station	7.7	6.8
Having parking	4.8	6.9
Having open spaces for gathering	7.1	6.2
Having nice views inside the building	6.7	5.9
Having unique architecture	6.9	5.4
Distance from museums and other cultural institutions	5.6	5.2
Having a nice view of the outside	5.8	5.2
Distance from shops	5.5	4.5
Distance from restaurants	5.2	4.5

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

# Access to Public Transit

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



**\*Note:** Charts may not add up to 100 due to rounding

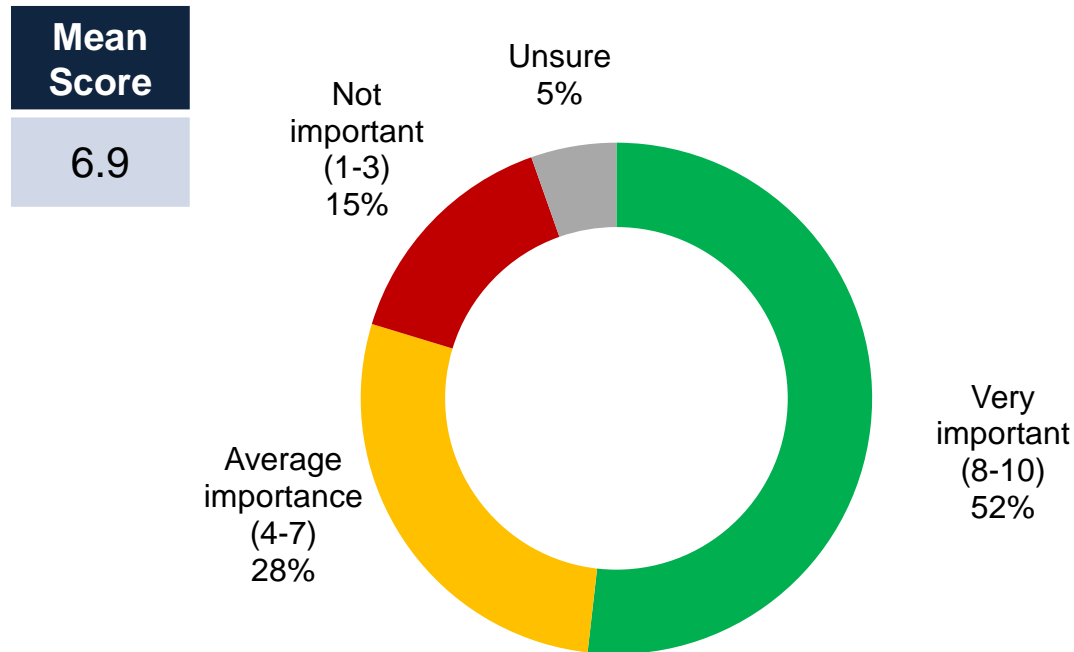
Subgroups	Very Important
Catchment (n=200)	77.0%
Non-Catchment (n=500)	72.0%
Male (n=356)	64.9%
Female (n=344)	79.3%
18 to 29 (n=90)	75.4%
30 to 39 (n=117)	66.8%
40 to 49 (n=118)	78.3%
50 to 59 (n=188)	72.2%
60 plus (n=187)	68.6%

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Access to public transit**

# Distance from a New LRT Station

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



Subgroups	Very Important
Catchment (n=200)	59.0%
Non-Catchment (n=500)	51.3%
Male (n=356)	45.6%
Female (n=344)	57.6%
18 to 29 (n=90)	55.8%
30 to 39 (n=117)	45.8%
40 to 49 (n=118)	54.7%
50 to 59 (n=188)	55.6%
60 plus (n=187)	47.2%

**\*Note: Charts may not add up to 100 due to rounding**

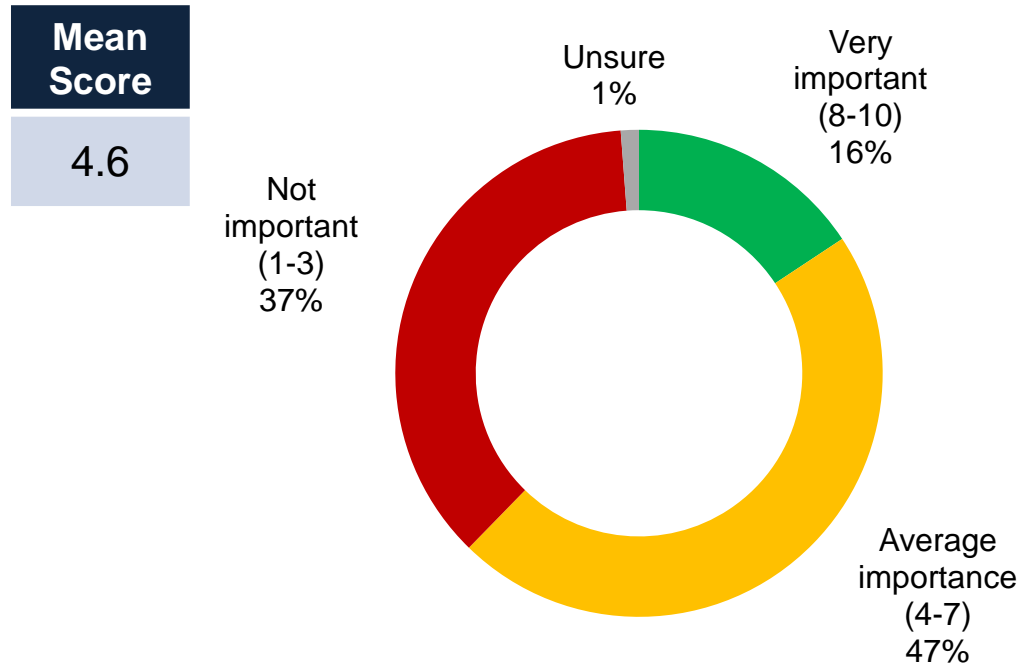
**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Distance from a new LRT station**



# Distance from Shops

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



\*Note: Charts may not add up to 100 due to rounding

Subgroups	Very Important
Catchment (n=200)	27.2%
Non-Catchment (n=500)	14.9%
Male (n=356)	11.8%
Female (n=344)	19.2%
18 to 29 (n=90)	14.9%
30 to 39 (n=117)	12.2%
40 to 49 (n=118)	16.2%
50 to 59 (n=188)	13.5%
60 plus (n=187)	20.0%

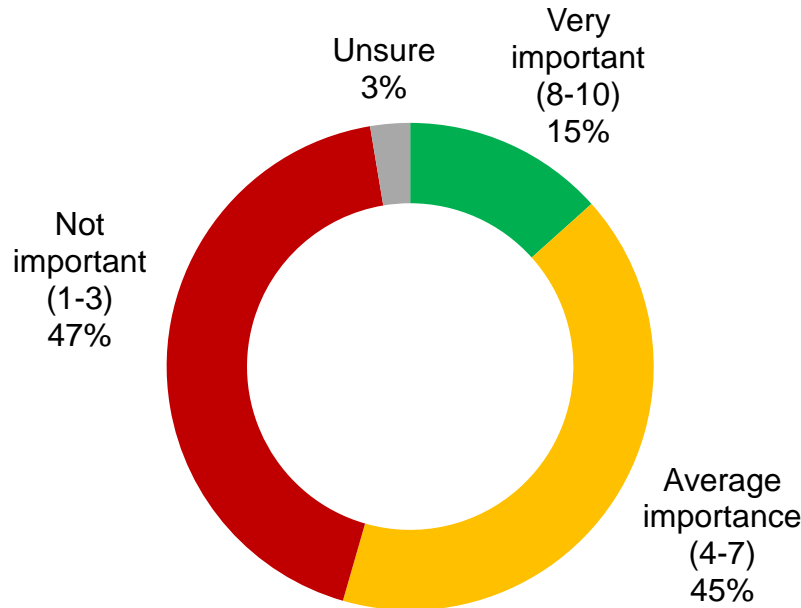
**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Distance from shops**

# Distance from Restaurants

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

**Mean Score**  
4.5



**\*Note: Charts may not add up to 100 due to rounding**

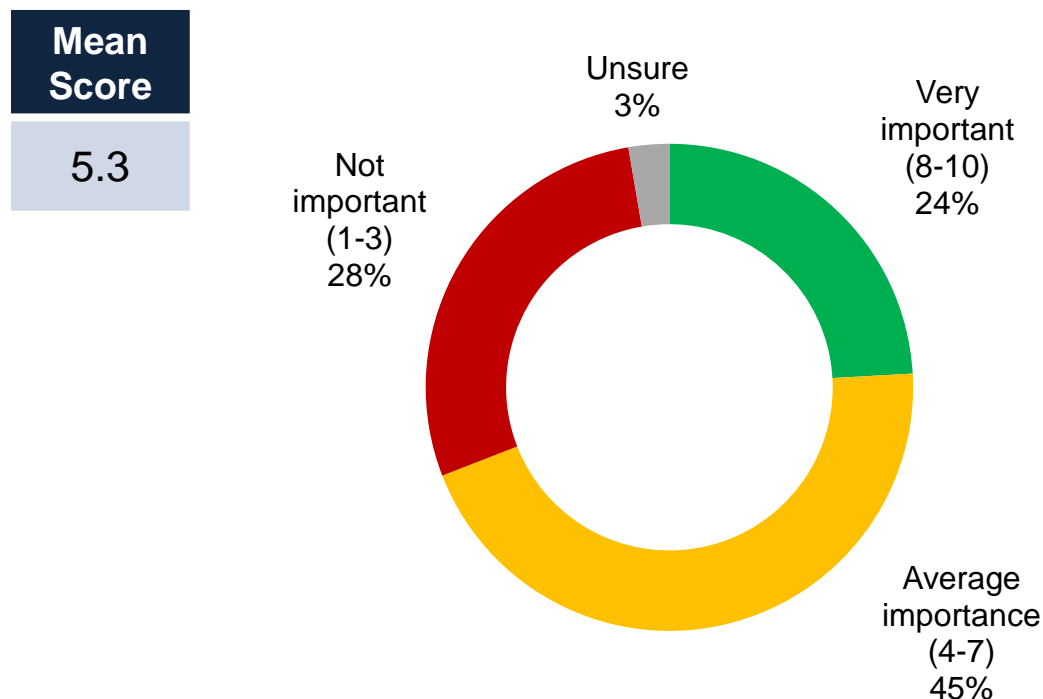
Subgroups	Very Important
Catchment (n=200)	19.1%
Non-Catchment (n=500)	14.4%
Male (n=356)	11.0%
Female (n=344)	18.1%
18 to 29 (n=90)	13.1%
30 to 39 (n=117)	11.3%
40 to 49 (n=118)	18.5%
50 to 59 (n=188)	14.1%
60 plus (n=187)	15.8%

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Distance from restaurants**

# Distance from Cultural Institutions

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



Subgroups	Very Important
Catchment (n=200)	26.5%
Non-Catchment (n=500)	23.9%
Male (n=356)	19.3%
Female (n=344)	28.6%
18 to 29 (n=90)	28.0%
30 to 39 (n=117)	22.1%
40 to 49 (n=118)	25.1%
50 to 59 (n=188)	20.9%
60 plus (n=187)	23.5%

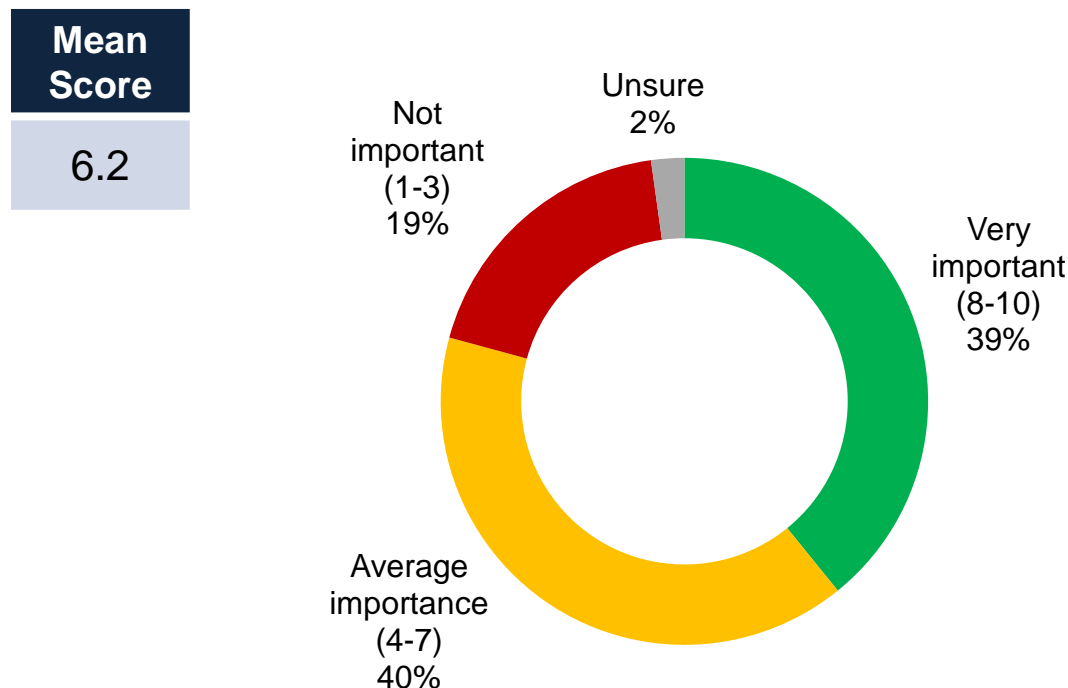
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Distance from museums and other cultural institutions**

# Having Open Spaces for Gathering

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



Subgroups	Very Important
Catchment (n=200)	45.5%
Non-Catchment (n=500)	38.7%
Male (n=356)	34.5%
Female (n=344)	43.6%
18 to 29 (n=90)	45.4%
30 to 39 (n=117)	35.4%
40 to 49 (n=118)	33.8%
50 to 59 (n=188)	40.0%
60 plus (n=187)	40.0%

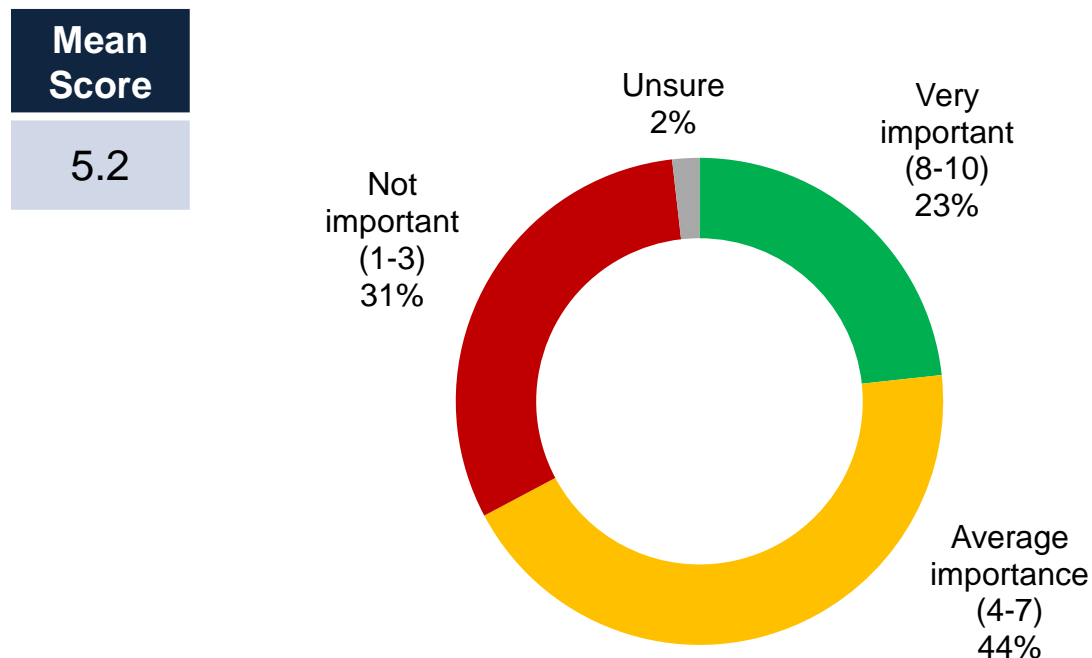
**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Having open spaces for gathering**

# Having a Nice View of the Outside

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



Subgroups	Very Important
Catchment (n=200)	27.7%
Non-Catchment (n=500)	23.0%
Male (n=356)	19.5%
Female (n=344)	26.8%
18 to 29 (n=90)	20.1%
30 to 39 (n=117)	25.4%
40 to 49 (n=118)	31.3%
50 to 59 (n=188)	21.0%
60 plus (n=187)	19.7%

**\*Note: Charts may not add up to 100 due to rounding**

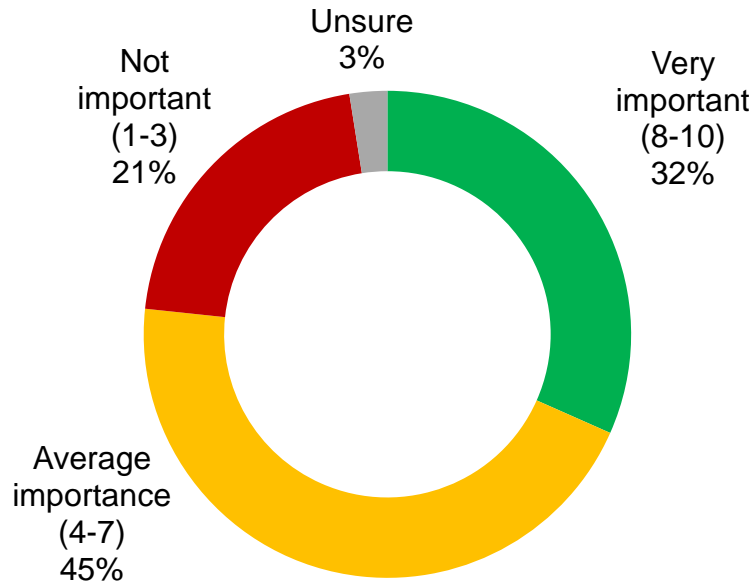
**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Having a nice view of the outside**

# Having Nice Views Inside

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

**Mean Score**  
5.9



**\*Note:** Charts may not add up to 100 due to rounding

Subgroups	Very Important
Catchment (n=200)	48.8%
Non-Catchment (n=500)	30.4%
Male (n=356)	29.8%
Female (n=344)	33.3%
18 to 29 (n=90)	33.6%
30 to 39 (n=117)	33.8%
40 to 49 (n=118)	28.2%
50 to 59 (n=188)	29.8%
60 plus (n=187)	32.6%

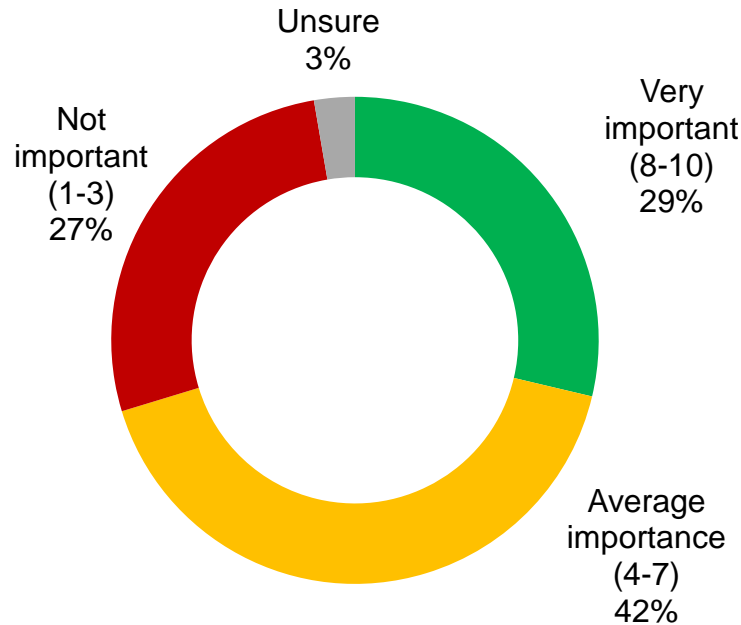
**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Having nice views inside the building**

# Having Unique Architecture

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

**Mean Score**  
**5.5**



**\*Note: Charts may not add up to 100 due to rounding**

Subgroups	Very Important
Catchment (n=200)	50.7%
Non-Catchment (n=500)	27.2%
Male (n=356)	28.6%
Female (n=344)	28.9%
18 to 29 (n=90)	29.7%
30 to 39 (n=117)	29.0%
40 to 49 (n=118)	19.2%
50 to 59 (n=188)	35.3%
60 plus (n=187)	30.6%

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

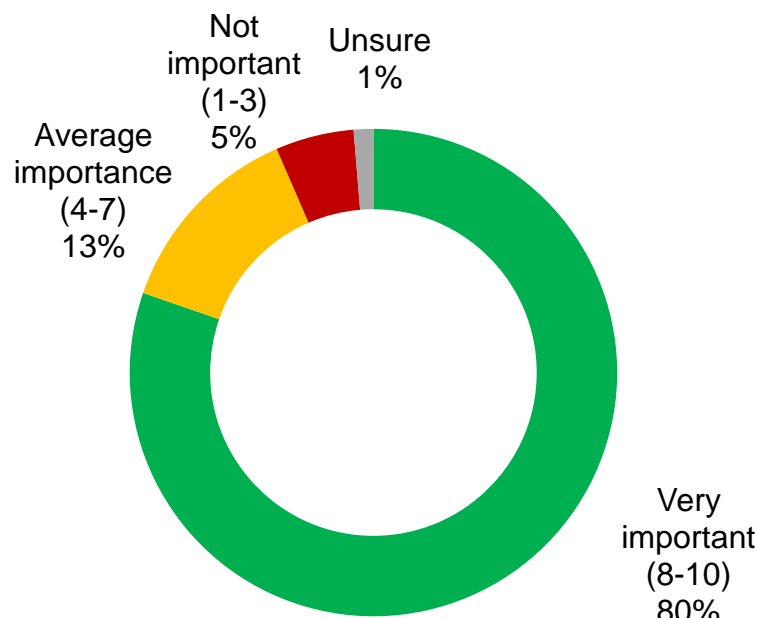
**Having unique architecture**



# Having Good Lighting

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

**Mean Score**  
8.5



Subgroups	Very Important
Catchment (n=200)	84.6%
Non-Catchment (n=500)	80.0%
Male (n=356)	73.1%
Female (n=344)	87.0%
18 to 29 (n=90)	82.9%
30 to 39 (n=117)	78.3%
40 to 49 (n=118)	79.1%
50 to 59 (n=188)	82.9%
60 plus (n=187)	78.5%

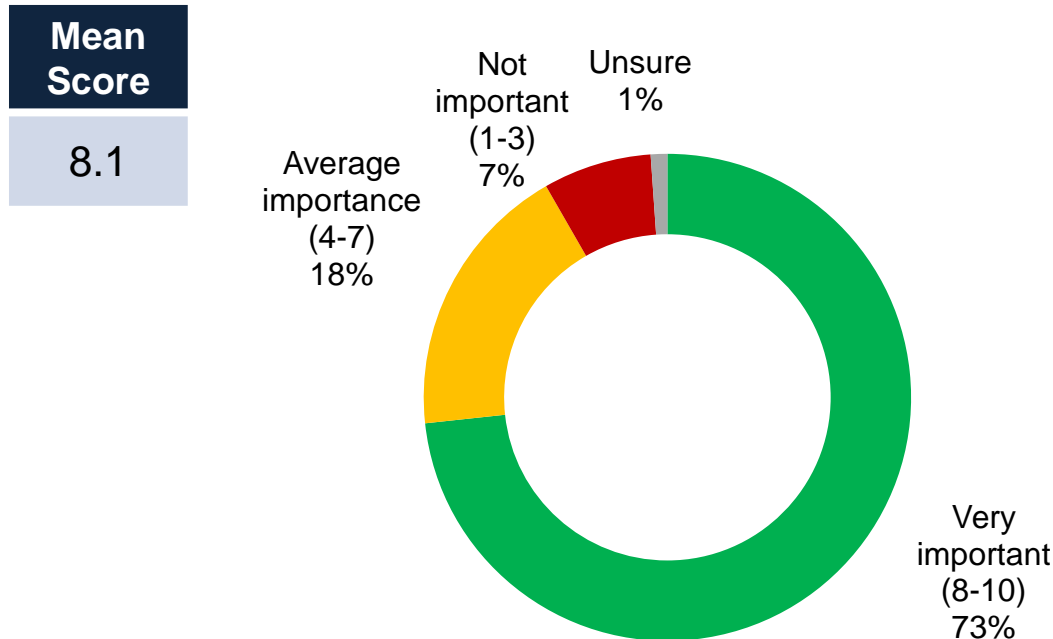
**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Having good lighting inside**

# Being a Welcoming Place

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



Subgroups	Very Important
Catchment (n=200)	79.0%
Non-Catchment (n=500)	72.9%
Male (n=356)	66.2%
Female (n=344)	79.8%
18 to 29 (n=90)	78.0%
30 to 39 (n=117)	78.8%
40 to 49 (n=118)	72.1%
50 to 59 (n=188)	71.8%
60 plus (n=187)	67.2%

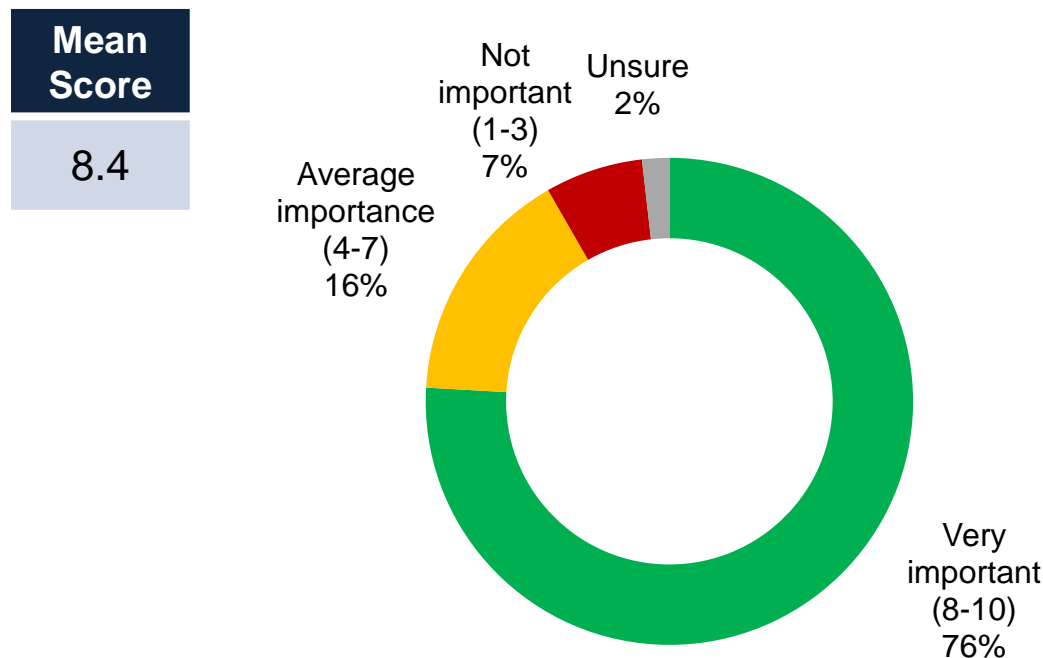
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Being a place you feel welcome**

# Being a Safe Place

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



Subgroups	Very Important
Catchment (n=200)	78.4%
Non-Catchment (n=500)	75.7%
Male (n=356)	68.3%
Female (n=344)	83.0%
18 to 29 (n=90)	77.5%
30 to 39 (n=117)	79.7%
40 to 49 (n=118)	78.8%
50 to 59 (n=188)	73.8%
60 plus (n=187)	71.0%

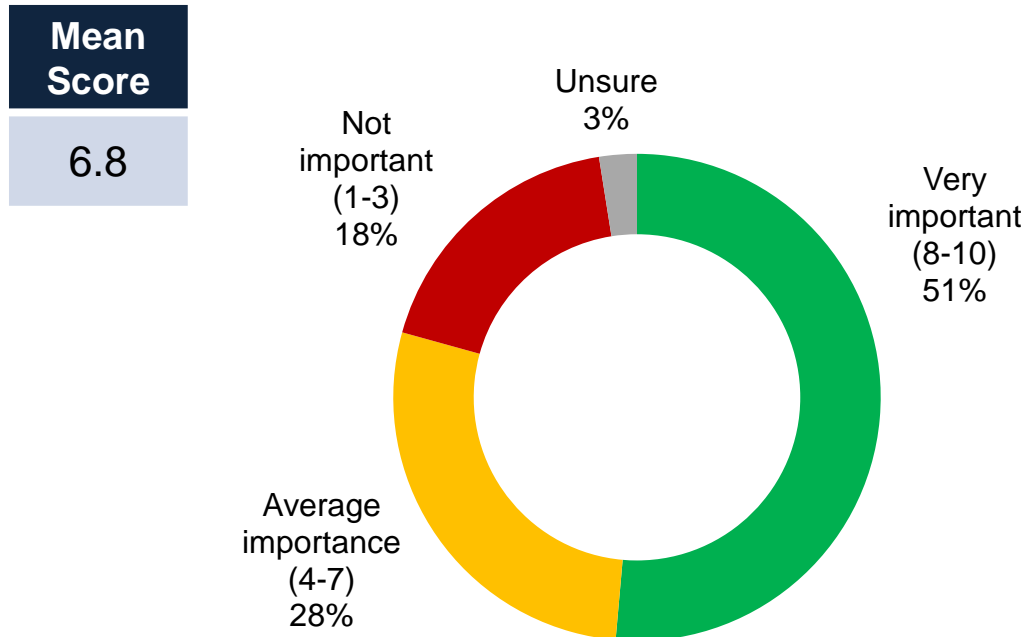
**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Being a place you feel safe**

# Having Parking

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.



Subgroups	Very Important
Catchment (n=200)	22.5%
Non-Catchment (n=500)	53.5%
Male (n=356)	42.2%
Female (n=344)	59.9%
18 to 29 (n=90)	45.9%
30 to 39 (n=117)	50.3%
40 to 49 (n=118)	50.6%
50 to 59 (n=188)	52.5%
60 plus (n=187)	57.0%

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Having parking**

# Factors of a Library: Other

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

Other Item – Top 10 most frequently mentioned	Frequency (n=580)	Mean Score
Nothing else	297	0.2
A good selection of materials	68	9.1
Helpful staff/more washrooms /longer hours	32	9.1
Accessibility/easy to walk to	26	8.5
Comfortable/quiet work/reading spaces	22	9.4
Does it need to be rebuilt?/Shouldn't spend a lot building it	20	7.3
It should have the latest modern technology	16	9.6
Downtown location	16	8.4
It needs child-friendly spaces	16	9.4
Exhibition/program/event spaces	14	8.4

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]:

**Other (please specify)**

# Factors of a Library: Ranked Choices

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

	First Ranked (n=700)	Second Ranked (n=657)
Access to public transit	32.2%	13.7%
Having parking	14.9%	14.3%
Being a place you feel safe	12.8%	12.7%
Having good lighting inside	9.5%	15.8%
Distance from a new LRT station	7.4%	8.0%
Being a place you feel welcome	6.9%	9.5%
Having unique architecture	4.3%	5.8%
Having open spaces for gathering	2.2%	5.1%
Distance from museums and other cultural institutions	1.7%	2.3%
Having nice views inside the building	1.5%	2.4%
Distance from shops	0.9%	0.9%
Distance from restaurants	0.2%	1.8%
Having a nice view of the outside	0.1%	0.6%
Unsure	5.4%	7.1%

**QUESTION** – From the following list please rank the MOST IMPORTANT and the SECOND MOST IMPORTANT item to you personally.

# Willingness to Travel by Public Transit

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

Subgroups	Mean Response (minutes)
Catchment area (n=43)	17.6
Non-catchment area (n=585)	23.8
Males (n=304)	23.2
Females (n=325)	23.5
18 to 29 (n=147)	23.5
30 to 39 (n=107)	22.6
40 to 49 (n=124)	26.6
50 to 59 (n=112)	21.1
60 plus (n=139)	22.6
Total (n=628)	23.4

**QUESTION** – How many minutes by public transit would you be willing to travel to a downtown Central Library? [Open-ended]



# Willingness to Travel on Foot

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

Subgroups	Mean Response (minutes)
Catchment area (n=47)	22.2
Non-catchment area (n=557)	16.7
Males (n=297)	17.6
Females (n=307)	16.5
18 to 29 (n=144)	20.5
30 to 39 (n=106)	17.7
40 to 49 (n=117)	15.3
50 to 59 (n=110)	15.5
60 plus (n=127)	15.6
Total (n=603)	17.0

**QUESTION** – How many minutes by foot would you be willing to travel to a downtown Central Library? [Open-ended]

# Willingness to Travel by Car

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

Subgroups	Mean Response (minutes)
Catchment area (n=42)	10.4
Non-catchment area (n=594)	19.8
Males (n=309)	20.2
Females (n=328)	18.3
18 to 29 (n=143)	19.2
30 to 39 (n=110)	19.9
40 to 49 (n=129)	19.3
50 to 59 (n=116)	18.1
60 plus (n=138)	19.4
Total (n=636)	19.2

**QUESTION** – How many minutes by car would you be willing to travel to a downtown Central Library? [Open-ended]

# Additional Comments

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

	Frequency (n=618)
I don't have any comments	38.5%
I don't think this is worth the price/It should be left as it is	11.0%
I support this initiative/the Library	9.4%
The building should be a showpiece, and modern/clean/impressive architecturally	7.3%
It's important that the Central Library be downtown/not move from its current location	6.5%
Consider other services/technologies as well that complement the library	4.9%
The library needs to be accessible for people/especially those with disabilities	4.0%

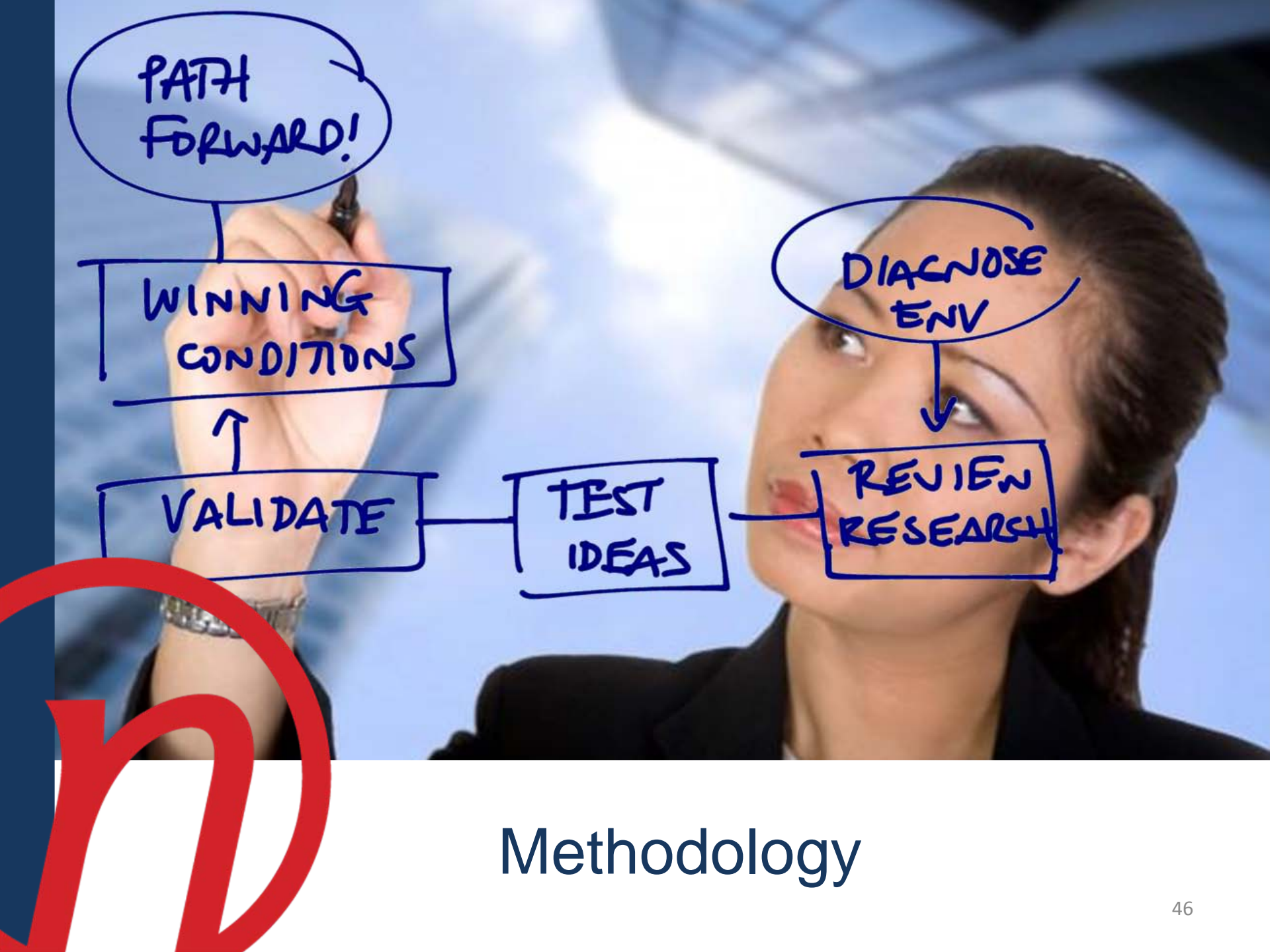
**QUESTION** – Are there any other comments you would like to share with the Ottawa Public Library about a downtown Central Library? [Open-ended]

# Additional Comments

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, November 6<sup>th</sup> to 13<sup>th</sup>, 2015, n=700 residents of the City of Ottawa with an oversample of 200 in the catchment area of the Main branch. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , 19 times out of 20.

	Frequency (n=618)
New materials should be added	3.6%
We should focus on the branches instead/I'll never use the downtown location	1.9%
The library should be the focusing point for the community	1.9%
Car or bike parking should be emphasized	0.8%
I think moving to LeBreton Flats is a good idea	0.5%
The library staff is great and well-trained	0.3%
Other	8.1%
Unsure	1.3%

**QUESTION** – Are there any other comments you would like to share with the Ottawa Public Library about a downtown Central Library? [Open-ended]



## Methodology

# Methodology

Nanos conducted an RDD (random digit dialling) dual frame (land- and cell-lines) hybrid telephone and online random survey of 700 residents of the City of Ottawa, 18 years of age or older, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015 as part of an initiative to engage with residents on library services in Ottawa's downtown as part of the planning process for a Central Library. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across the City of Ottawa. An oversample of 200 was conducted in the catchment area of the Main branch (please see the attached map for a definition of the catchment area).

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$ , nineteen times out of twenty.

The research was commissioned by the Ottawa Public Library.

Note: Charts may not add up to 100 due to rounding.

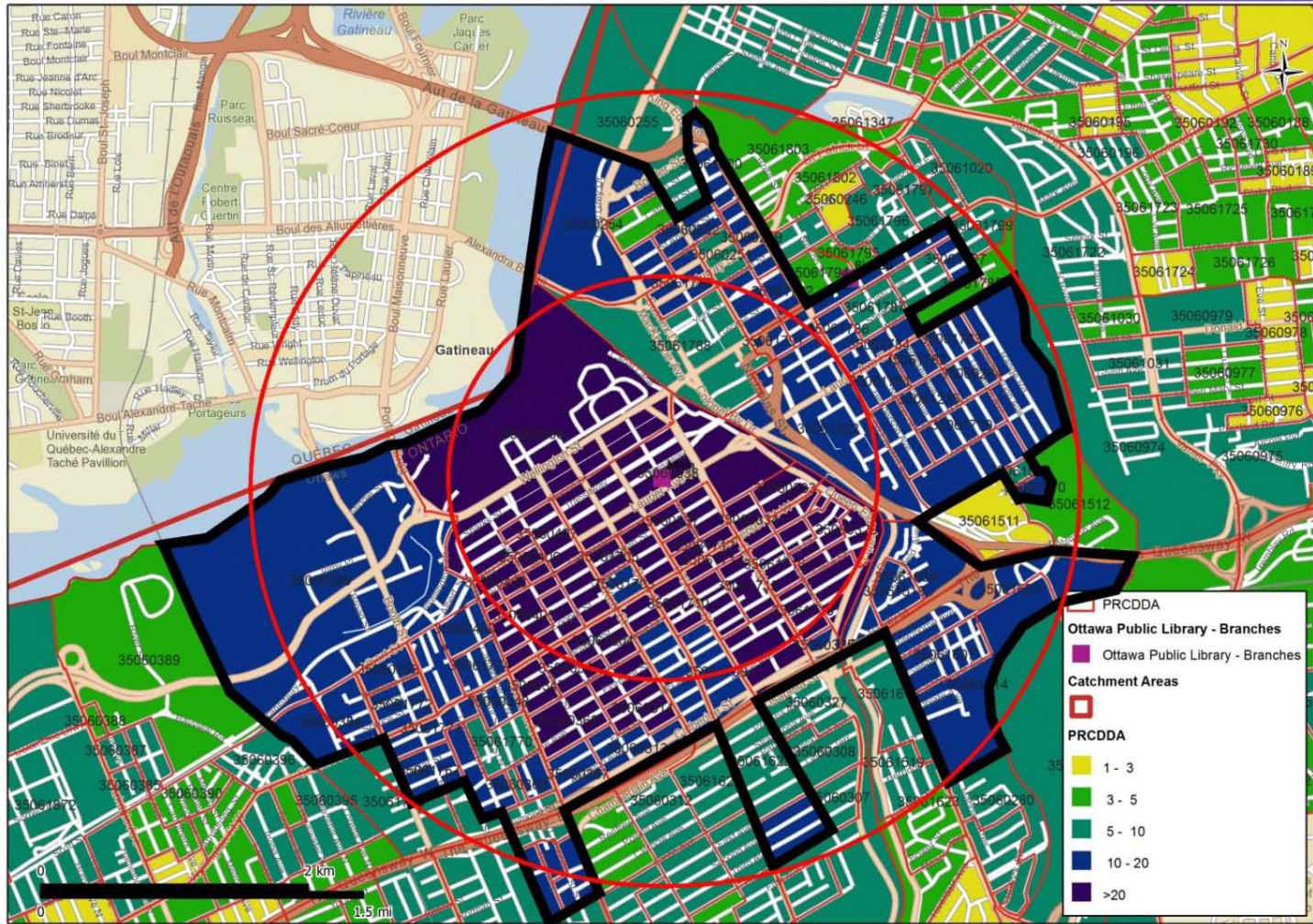
The previous survey data is based on a random representative online general population survey of 500 Ottawa residents, selected from a panel, conducted between May 10<sup>th</sup> and 14<sup>th</sup>, 2012. The survey is based on a representative non-probability sample, therefore a margin of error does not apply.



# Map of the Catchment Area

12 Month Active Users MA Only 20150917 FBS-Record  
Ottawa (ON), CV (percentPenetration)

ENVIRONICS  
ANALYTICS



**\*The catchment area is contained within the black border**



# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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# Technical Note

Element	Description
Organization who commissioned the research	Ottawa Public Library
Final Sample Size	700 Randomly selected individuals in the City of Ottawa, with an oversample of 200 in the catchment area.
Margin of Error	±4.4 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online random survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across the City of Ottawa.
Demographics (Captured)	Residents of the City of Ottawa; Men and Women; 18 years and older. Six digit postal code was used to validate geography and to determine the oversample in the catchment area.
Demographics (Other)	Age, gender, education, income, language
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	November 6 <sup>th</sup> to 13 <sup>th</sup> , 2015.
Language of Survey	The survey was conducted in both English and French.

# Technical Note

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2011) and the sample is geographically stratified to ensure a distribution across the City of Ottawa.
Screening	Screening ensured potential respondents did not work in the market research industry or for the Ottawa Public Library prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Stratification	By age and gender using the latest Census information (2011) and the sample is geographically stratified to be representative of the City of Ottawa.
Estimated Response Rate	14% of those individuals randomly selected chose to participate in the research.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was the only module in the survey.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



# Tabulations



## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

			Catchment Area			Gender		Age				
			City of City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 - Which of the following statements best describes you?	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	I am an Ottawa Public Library card holder	%	66.4	74.2	65.9	59.6	72.8	59.7	69.7	60.0	77.6	67.1
	Someone in my household is an Ottawa Public Library card holder and I use their card to access...	%	7.4	5.3	7.6	8.4	6.6	14.5	8.6	3.6	5.3	4.9

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

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I am not an Ottawa Public Library card holder but I use Ottawa Public Library services	%	3.3	4.4	3.2	4.7	1.9	6.3	2.7	2.4	2.4	2.2
I am not a card holder and I do not use Ottawa Public Library services	%	22.9	16.0	23.4	27.3	18.8	19.4	19.1	34.0	14.8	25.7

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Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

			Catchment Area			Gender		Age				
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 2 - Which of the following best describes your use of the Main branch of the Ottawa Public Library?	Total	Unwgt N	549	163	386	265	284	72	97	81	157	142
		Wgt N	540	39	500	245	295	122	95	91	108	123
	The Main branch is my primary branch	%	13.7	69.5	9.3	17.4	10.7	15.1	12.3	17.2	11.2	13.2
	I use the Main branch occasionally	%	24.9	17.3	25.5	25.5	24.5	22.2	34.9	29.4	23.5	17.8
	I do not use the Main branch	%	61.4	13.2	65.1	57.2	64.8	62.6	52.9	53.4	65.3	69.0

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

### Question 3 - Why is the Main branch not your primary branch? [Open-ended]\* Catchment Area Crosstabulation

		Catchment Area		
		Catchment area only	Rest of City of Ottawa	Total
There are closer/more convenient branches to me	Count	1	51	52
		16.7%	39.5%	38.5%
There is a lack of parking	Count	0	4	4
		0.0%	3.1%	3.0%
I don't feel comfortable going to the main branch	Count	0	0	0
		0.0%	0.0%	0.0%
I just prefer another branch	Count	0	0	0
		0.0%	0.0%	0.0%
I use multiple branches	Count	0	0	0
		0.0%	0.0%	0.0%
I use the main branch as needed	Count	0	4	4
		0.0%	3.1%	3.0%
The location / It's inconvenient / I don't live downtown	Count	1	67	68
		16.7%	51.9%	50.4%
I don't have a main branch / I don't need a main branch	Count	4	1	5
		66.7%	0.8%	3.7%
I only go for the reference set	Count	0	0	0
		0.0%	0.0%	0.0%

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

I already have my own computer	Count	0	1	1
		0.0%	0.8%	0.7%
I have health issues	Count	0	1	1
		0.0%	0.8%	0.7%
I have access to university library systems	Count	0	0	0
		0.0%	0.0%	0.0%
The bookmobile comes to my local school	Count	0	0	0
		0.0%	0.0%	0.0%
Total	Count	6	129	135
		100.0%	100.0%	100.0%

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

**Question 4 - What, if anything, would encourage you to use the Main branch more often?**  
**[Open-ended]\* Catchment Area Crosstabulation**

		Catchment Area		
		Catchment area only	Rest of City of Ottawa	Total
Newer/cleaner more attractive/inviting building / Better layout/floorplan	Count	1	17	18
		10.0%	4.0%	4.1%
Better/more variety in the selection of materials	Count	0	17	17
		0.0%	4.0%	3.9%
New/different and more interesting classes/programs	Count	1	25	26
		10.0%	5.9%	5.9%
A quiet place to read/work	Count	0	0	0
		0.0%	0.0%	0.0%
Areas for meetings/socializing	Count	0	1	1
		0.0%	0.2%	0.2%
Different/longer hours of operation	Count	0	3	3
		0.0%	0.7%	0.7%
Parking	Count	1	49	50
		10.0%	11.5%	11.4%
I visit frequently enough already	Count	0	3	3
		0.0%	0.7%	0.7%
Nothing could make me increase my visits	Count	1	85	86
		10.0%	19.9%	19.7%

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Some sort of café/coffee shop	Count	0	0	0
		0.0%	0.0%	0.0%
I use ebooks/digital materials so going is not necessary	Count	0	5	5
		0.0%	1.2%	1.1%
If I had more time	Count	1	8	9
		10.0%	1.9%	2.1%
Location/proximity / It is too far from me/my home/my work to consider visiting	Count	0	178	178
		0.0%	41.7%	40.7%
If there was better/more accessible transit options to get there	Count	0	11	11
		0.0%	2.6%	2.5%
If it had superior selection/services compared to my local/preferred branch	Count	1	16	17
		10.0%	3.7%	3.9%
Unsure	Count	4	9	13
		40.0%	2.1%	3.0%
Total	Count	10	427	437
		100.0%	100.0%	100.0%

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

**Question 5 - What other branches of the Ottawa Public Library, if any, do you use?  
Please select all that apply. \*Catchment Crosstabulation**

			Catchment Area		Total
			Catchment area only	Rest of City of Ottawa	
Question 5 - What other branches of the Ottawa Public Library, if any, do you use? Please select all that apply.	Alta Vista	Count	1	38	40
		% within Catchment	2.9%	5.6%	
	Beaverbrook	Count	0	37	37
		% within Catchment	0.0%	5.4%	
	Blackburn Hamlet	Count	0	16	16
		% within Catchment	0.5%	2.4%	
	Bookmobile	Count	0	6	6
		% within Catchment	0.4%	0.8%	
	Carlingwood	Count	1	46	47
		% within Catchment	2.2%	6.7%	
	Carp	Count	0	12	12
		% within Catchment	0.0%	1.8%	
	Centennia	Count	0	13	13
		% within Catchment	0.4%	1.9%	

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

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Constance Bay	Count	0	7	7
	% within Catchment	0.0%	1.0%	
Cumberland	Count	0	26	26
	% within Catchment	0.5%	3.8%	
Elmvale Acres	Count	0	24	24
	% within Catchment	0.5%	3.5%	
Emerald Plaza	Count	1	28	29
	% within Catchment	3.3%	4.1%	
Fitzroy Harbour	Count	0	2	2
	% within Catchment	0.0%	0.3%	
Greely	Count	0	5	5
	% within Catchment	0.0%	0.7%	
Greenboro	Count	0	29	30
	% within Catchment	0.4%	4.3%	
Hazeldean	Count	0	26	26
	% within Catchment	0.0%	3.9%	

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Hunt Club-Riverside Park Kiosk	Count	0	3	3
	% within Catchment	0.0%	0.5%	
Manotick	Count	0	10	11
	% within Catchment	0.5%	1.5%	
Metcalf	Count	0	3	3
	% within Catchment	0.8%	0.4%	
Munster	Count	0	1	1
	% within Catchment	0.0%	0.2%	
Nepean Centrepont	Count	2	72	74
	% within Catchment	6.0%	10.6%	
North Gloucester	Count	0	25	25
	% within Catchment	0.0%	3.7%	
North Gower	Count	0	3	3
	% within Catchment	0.0%	0.4%	
Orléans	Count	1	50	52
	% within Catchment	3.3%	7.4%	

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Osgoode	Count	0	1	1
	% within Catchment	0.0%	0.2%	
Richmond	Count	0	3	3
	% within Catchment	0.8%	0.4%	
Rideau	Count	8	10	18
	% within Catchment	19.0%	1.5%	
Rockcliffe Park	Count	0	8	8
	% within Catchment	1.2%	1.1%	
Rosemount	Count	6	22	28
	% within Catchment	15.9%	3.2%	
Ruth E Dickson	Count	0	33	33
	% within Catchment	0.0%	4.9%	
St-Laurent	Count	2	19	20
	% within Catchment	3.9%	2.8%	
Stittsville	Count	0	21	21
	% within Catchment	0.0%	3.0%	

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Sunnyside	Count	7	35	42
	% within Catchment	18.7%	5.1%	
Vanier	Count	0	6	6
	% within Catchment	0.4%	0.9%	
None	Count	6	15	21
	% within Catchment	14.6%	2.2%	
Unsure/don't recall name	Count	1	15	16
	% within Catchment	1.3%	2.2%	
Other	Count	1	10	11
	% within Catchment	2.6%	1.4%	
Total	Count	40	681	721

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

### Question 6 - Why do you visit the Main branch? Please select as many reasons as apply \* Catchment Crosstabulation

			Catchment Area		Total
			Catchment area only	Rest of City of Ottawa	
Question 6 - Why do you visit the Main branch? Please select as many reasons as apply	To use a public computer	Count	3	21	24
			2.5%	4.0%	
	To use a Chromebook	Count	0	2	2
			0.3%	0.3%	
	To use the free Wi-Fi access	Count	2	22	24
			2.0%	4.2%	
	To pick up my holds	Count	16	51	67
			13.1%	9.9%	
	To look for materials to check out	Count	23	97	120
			19.0%	18.8%	
	To take my kids	Count	5	16	21
			4.3%	3.0%	
	To do research	Count	19	62	80
			15.6%	12.0%	
	To hang out with my friends	Count	3	7	9
			2.2%	1.3%	
	To work	Count	4	10	15
			3.6%	2.0%	

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

To study	Count	5	18	23
		4.3%	3.5%	
To read	Count	11	54	65
		9.2%	10.5%	
To meet someone	Count	5	13	18
		3.9%	2.5%	
To attend a program	Count	5	26	31
		4.1%	5.1%	
To go to a meeting	Count	4	19	23
		3.4%	3.8%	
To buy used books	Count	8	38	45
		6.2%	7.3%	
To donate books	Count	0	1	1
		0.0%	0.2%	
Because it's so close to me	Count	5	19	24
		4.5%	3.7%	
I don't visit the main branch very often	Count	0	28	29
		0.1%	5.5%	
To attend events	Count	1	3	4
		0.9%	0.5%	
To get out of my office/relax	Count	1	2	3
		0.7%	0.3%	

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

To return materials	Count	0	1	2
		0.1%	0.3%	
To use the public washrooms	Count	0	3	3
		0.0%	0.5%	
Library delivers books to me	Count	0	3	3
		0.1%	0.6%	
To talk to the staff	Count	0	1	1
		0.0%	0.2%	
Total	Count	121	516	637

### Question 7 - On average, how often do you come to the Main branch each year?; Question 8 - How long is your average visit at the Main branch? [Open-ended] \* Catchment Area

Catchment Area		Question 7 - On average, how often do you come to the Main branch each year?	Question 8 - How long is your average visit at the Main branch?
Catchment area only	Mean	16.8	1.2
	N	33	34
Rest of City of Ottawa	Mean	11.9	1.3
	N	166	170
Total	Mean	12.7	1.3
	N	199	204

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.



## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

**Question 7 - On average, how often do you come to the Main branch each year? [Open-ended]; Question 8 - How long is your average visit at the Main branch? [Open-ended] \* Gender**

		Question 7 - On average, how often do you come to the Main branch each year?	Question 8 - How long is your average visit at the Main branch?
Gender			
Male	Mean	16.5	1.3
	N	102	104
Female	Mean	8.7	1.3
	N	97	100
Total	Mean	12.7	1.3
	N	199	204

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

**Question 7 - On average, how often do you come to the Main branch each year? [Open-ended]; Question 8 - How long is your average visit at the Main branch? [Open-ended] \* age**

age		Question 7 - On average, how often do you come to the Main branch each year?	Question 8 - How long is your average visit at the Main branch?
18 to 29	Mean	19.9	1.4
	N	44	46
30 to 39	Mean	9.3	1.2
	N	45	43
40 to 49	Mean	9.6	1.6
	N	37	42
50 to 59	Mean	10.6	1.2
	N	37	37
60 plus	Mean	13.2	1.1
	N	36	36
Total	Mean	12.7	1.3
	N	199	204

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 9 - When you visit the Main branch, how do you primarily get there?	Total	Unwgt N	284	143	141	156	128	30	61	49	79	65
		Wgt N	218	34	184	115	104	46	47	42	41	42
	Public transit	%	31.6	16.6	34.4	24.3	39.8	60.0	7.2	41.2	20.8	29.2
	By car	%	27.7	4.9	31.9	28.1	27.1	4.4	47.1	23.9	34.3	28.4
	By bicycle	%	1.8	5.5	1.1	1.1	2.6	.0	1.7	.9	2.6	4.0
	On foot	%	31.2	68.4	24.3	34.3	27.9	32.8	38.4	34.1	32.6	17.1
	I don't use the main branch	%	4.9	.0	5.8	9.4	.0	.0	5.3	.0	9.3	10.5
	Taxi	%	.6	3.8	.0	.0	1.2	2.8	.0	.0	.0	.0

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

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They deliver books to me so I don't go	%	.5	.0	.6	.0	1.1	.0	.0	.0	.0	2.9
By car or by foot	%	.1	.4	.0	.0	.1	.0	.0	.0	.3	.0
Bike when it's warm, and walk when it's cold	%	.5	.0	.6	1.0	.0	.0	.0	.0	.0	2.6
By electric scooter	%	.1	.5	.0	.0	.2	.0	.4	.0	.0	.0
Unsure	%	1.0	.0	1.2	1.9	.0	.0	.0	.0	.0	5.3

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

			Catchment Area			Gender		age				
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 10 - Do you most often come from...	Total	Unwgt N	275	143	132	147	128	30	59	49	75	62
		Wgt N	209	34	174	105	104	46	45	42	38	38
	Home	%	59.1	66.9	57.6	59.4	58.8	40.1	53.2	46.7	80.1	81.9
	Work	%	33.6	28.8	34.5	33.2	34.0	48.9	36.7	49.3	15.0	12.4
	School	%	1.8	3.8	1.5	1.6	2.1	6.5	.0	.0	2.3	.0
	I don't use the main branch	%	.8	.0	.9	.0	1.6	.0	3.6	.0	.0	.0
	A split between home/work/school	%	.9	.6	.9	.2	1.6	.0	3.6	.4	.0	.0
	When I'm already downtown/on errands	%	3.3	.0	3.9	4.6	2.0	4.4	2.8	3.5	2.6	2.9
	Library and Archives Canada	%	.5	.0	.6	1.0	.0	.0	.0	.0	.0	2.9

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

			Catchment Area			Gender		age				
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 11 - Total If you come from work or school, how do you primarily get there?	Unwgt N		80	29	51	43	37	18	22	23	10	7
	Wgt N		85	11	74	43	43	27	21	23	7	7
	Public transit	%	30.6	25.3	31.4	32.7	28.5	41.0	13.8	30.0	39.2	33.0
	By car	%	14.5	7.1	15.7	13.8	15.3	2.9	43.1	6.6	.0	15.8
	By bicycle	%	1.9	1.5	2.0	3.5	.4	.0	.8	6.6	.0	.0
	On foot	%	48.8	53.1	48.1	49.6	48.0	44.0	42.3	56.0	60.8	51.2
	By foot on weekdays, by car on weekends	%	.2	1.7	.0	.4	.0	.0	.0	.8	.0	.0
	I don't come from school or work	%	2.4	.0	2.7	.0	4.8	7.4	.0	.0	.0	.0
	By taxi	%	1.5	11.3	.0	.0	3.0	4.7	.0	.0	.0	.0

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 12 - Access to public transit	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
		Mean	8.0	8.5	8.0	7.5	8.5	8.5	7.9	8.2	7.8	7.7
	Not at all important (1)	%	7.4	3.0	7.8	9.4	5.6	1.1	5.0	5.9	12.2	12.6
	2	%	1.4	2.3	1.4	1.8	1.1	1.3	.1	1.4	1.0	2.8
	3	%	1.3	.0	1.4	1.7	.9	.0	3.8	1.1	.8	1.3
	4	%	1.6	.4	1.7	1.5	1.6	1.1	3.5	1.3	.8	1.5
	5	%	4.6	2.8	4.7	6.1	3.2	5.8	7.7	4.5	1.6	3.7
	6	%	2.2	4.0	2.0	2.8	1.6	.8	2.6	3.4	4.6	.2

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7	%	7.7	10.7	7.5	10.2	5.4	14.3	10.4	4.2	4.6	5.2
8	%	14.0	11.5	14.2	17.6	10.7	14.2	11.6	18.7	16.6	9.5
9	%	14.6	15.9	14.5	16.5	12.8	16.1	10.9	10.9	16.8	17.1
Very important (10)	%	43.8	49.5	43.4	30.8	55.8	45.1	44.3	48.6	38.8	42.0
Unsure	%	1.4	.0	1.5	1.5	1.2	.0	.0	.0	2.2	4.1

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 12 - Access to public transit	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	10.2	5.3	10.5	13.0	7.6	2.5	9.0	8.3	14.0	16.7
	Average importance (4-7)	%	16.1	17.8	16.0	20.6	11.9	22.1	24.2	13.4	11.6	10.6
	Very important (8-10)	%	72.4	77.0	72.0	64.9	79.3	75.4	66.8	78.3	72.2	68.6
	Unsure	%	1.4	.0	1.5	1.5	1.2	.0	.0	.0	2.2	4.1

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 13 - Distance from a new LRT station	Total	Unwt t N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
		Mean	6.9	7.7	6.8	6.5	7.3	7.4	6.5	6.9	6.8	6.6
	Not at all important (1)	%	10.5	5.1	10.9	13.4	7.8	4.5	10.4	9.8	13.0	14.9
	2	%	2.2	2.8	2.2	2.8	1.7	1.3	3.1	1.2	1.9	3.5
	3	%	2.1	.5	2.3	2.2	2.1	1.3	4.9	2.2	2.3	.8
	4	%	2.0	1.0	2.1	2.1	2.0	1.3	4.6	.0	1.6	2.9
	5	%	12.2	6.2	12.7	13.1	11.4	12.6	11.3	16.4	9.7	11.1

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

6	%	3.5	8.8	3.1	4.0	3.0	3.2	5.2	5.2	4.8	.3
7	%	10.1	10.6	10.0	12.8	7.6	15.8	11.1	6.7	8.2	8.4
8	%	20.2	16.4	20.5	19.3	21.1	20.9	18.3	26.9	23.1	13.1
9	%	10.8	9.6	10.9	10.6	11.0	11.4	10.4	8.1	13.4	10.7
Very important (10)	%	20.8	33.0	19.9	15.8	25.5	23.5	17.1	19.7	19.1	23.3
Unsure	%	5.4	5.9	5.4	3.9	6.8	4.2	3.8	3.9	3.0	10.9

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 13 - Distance from a new LRT station	Total	Unwt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	14.9	8.4	15.3	18.4	11.6	7.1	18.3	13.1	17.2	19. 2
	Average importance (4-7)	%	27.9	26.6	28.0	32.0	24.0	32.9	32.1	28.2	24.2	22. 8
	Very important (8-10)	%	51.8	59.0	51.3	45.6	57.6	55.8	45.8	54.7	55.6	47. 2
	Unsure	%	5.4	5.9	5.4	3.9	6.8	4.2	3.8	3.9	3.0	10. 9

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 14 - Distance from shops	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
		Mean	4.6	5.5	4.5	4.3	4.9	5.0	4.5	4.6	4.3	4.4
	Not at all important (1)	%	21.3	9.8	22.1	22.4	20.3	13.4	20.7	21.5	22.5	27.9
	2	%	8.9	12.9	8.6	10.7	7.2	8.2	6.5	8.4	11.0	10.0
	3	%	6.3	7.4	6.2	6.9	5.8	5.2	6.3	6.1	8.0	6.3
	4	%	7.6	5.4	7.8	10.1	5.4	11.2	8.9	7.3	6.8	4.4
	5	%	20.0	11.7	20.5	18.0	21.8	21.3	23.9	18.5	21.4	16.1
	6	%	8.5	6.8	8.6	10.2	6.9	9.6	11.0	11.3	5.5	5.7

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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### 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

7	%	10.5	18.6	9.9	8.9	11.9	16.1	10.5	9.4	10.5	6.2
8	%	7.5	12.3	7.2	5.7	9.2	5.7	7.1	7.5	7.8	9.3
9	%	2.3	8.3	1.9	1.8	2.8	4.9	.7	1.4	1.4	2.6
Very important (10)	%	5.8	6.6	5.8	4.3	7.2	4.3	4.4	7.3	4.3	8.1
Unsure	%	1.2	.3	1.3	1.0	1.4	.0	.0	1.3	.8	3.4

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 14 - Distance from shops	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	36.5	30.1	37.0	40.0	33.3	26.8	33.4	36.0	41.5	44.2
	Average importance (4-7)	%	46.6	42.4	46.9	47.2	46.0	58.3	54.3	46.5	44.2	32.3
	Very important (8-10)	%	15.7	27.2	14.9	11.8	19.2	14.9	12.2	16.2	13.5	20.0
	Unsure	%	1.2	.3	1.3	1.0	1.4	.0	.0	1.3	.8	3.4

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 15 - Distance from restaurants	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
		Mean	4.5	5.2	4.5	4.1	4.9	4.8	4.6	4.7	4.3	4.2
	Not at all important (1)	%	21.6	13.7	22.2	25.8	17.7	16.8	17.4	19.7	25.4	27.6
	2	%	7.5	8.1	7.5	9.2	5.9	3.0	8.5	9.6	6.4	10.0
	3	%	8.1	4.2	8.4	9.0	7.2	7.1	10.1	8.4	9.8	5.9
	4	%	6.8	6.4	6.8	8.5	5.2	10.4	8.1	5.1	5.5	4.9
	5	%	18.8	20.0	18.7	16.8	20.7	21.9	21.2	16.5	17.5	17.1

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

6	%	9.9	11.1	9.8	10.1	9.6	13.2	9.8	10.7	10.1	6.0
7	%	9.8	14.6	9.5	7.7	11.8	11.2	12.5	10.2	9.7	6.4
8	%	7.9	6.8	8.0	5.7	10.0	6.8	3.6	11.2	10.3	7.6
9	%	1.2	5.6	.9	1.0	1.3	2.0	3.2	.0	.2	.8
Very important (10)	%	5.5	6.7	5.5	4.3	6.7	4.3	4.5	7.3	3.7	7.4
Unsure	%	2.9	2.7	2.9	1.8	3.9	3.3	1.1	1.3	1.4	6.3

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 15 - Distance from restaurants	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	37.2	26.0	38.0	44.1	30.8	26.9	36.1	37.7	41.7	43.6
	Average importance (4-7)	%	45.2	52.1	44.8	43.1	47.2	56.7	51.5	42.6	42.8	34.3
	Very important (8-10)	%	14.7	19.1	14.4	11.0	18.1	13.1	11.3	18.5	14.1	15.8
	Unsure	%	2.9	2.7	2.9	1.8	3.9	3.3	1.1	1.3	1.4	6.3

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 16 - Distance from museums and other cultural institutions	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
		Mean	5.3	5.6	5.2	4.9	5.6	5.6	5.3	5.3	5.0	5.1
	Not at all important (1)	%	15.4	9.5	15.8	16.7	14.1	9.3	13.5	14.5	21.2	18.5
	2	%	6.0	8.2	5.9	8.0	4.2	7.2	6.6	6.0	4.6	5.8
	3	%	6.8	5.0	6.9	6.8	6.8	6.2	7.3	8.4	4.8	7.2
	4	%	4.8	6.2	4.7	6.2	3.5	7.3	3.8	6.0	3.9	2.8
	5	%	17.7	14.8	17.9	19.1	16.4	12.4	21.1	13.7	19.8	22.1

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

6	%	12.4	14.8	12.2	12.5	12.3	18.8	11.4	13.4	10.2	8.2
7	%	10.1	12.2	9.9	9.6	10.5	8.8	13.3	10.4	13.9	5.7
8	%	12.7	13.0	12.7	11.4	13.9	16.1	12.7	11.9	13.9	9.4
9	%	3.5	6.4	3.3	2.3	4.6	3.3	3.0	5.0	2.3	3.8
Very important (10)	%	7.9	7.1	7.9	5.6	10.0	8.6	6.4	8.3	4.7	10.3
Unsure	%	2.7	2.7	2.7	1.8	3.5	2.0	1.1	2.6	.7	6.3

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 16 - Distance from museums and other cultural institutions	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	28.2	22.7	28.6	31.4	25.2	22.8	27.3	28.8	30.6	31.4
	Average importance (4-7)	%	45.0	48.1	44.8	47.4	42.7	47.2	49.6	43.5	47.8	38.8
	Very important (8-10)	%	24.1	26.5	23.9	19.3	28.6	28.0	22.1	25.1	20.9	23.5
	Unsure	%	2.7	2.7	2.7	1.8	3.5	2.0	1.1	2.6	.7	6.3

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 17 - Having open spaces for gathering	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
		Mean	6.2	7.1	6.2	5.9	6.6	6.8	6.3	5.9	6.0	6.2
	Not at all important (1)	%	10.3	3.0	10.8	11.9	8.9	8.3	6.6	8.1	14.6	13.4
	2	%	3.4	1.9	3.5	4.1	2.8	1.3	3.8	4.8	3.8	3.5
	3	%	4.9	1.4	5.1	6.4	3.5	3.6	5.6	8.1	3.9	3.6
	4	%	4.6	2.3	4.8	7.0	2.5	1.1	4.0	8.1	6.0	4.3
	5	%	14.4	12.7	14.5	12.0	16.7	10.7	16.7	20.9	6.5	16.9

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

6	%	7.5	11.4	7.2	7.3	7.7	10.6	6.8	2.8	11.8	5.9
7	%	13.5	18.7	13.1	14.0	13.0	17.1	17.8	13.4	11.3	9.0
8	%	18.2	21.1	18.0	18.4	18.1	23.4	15.2	16.7	20.2	15.4
9	%	7.2	9.7	7.0	5.7	8.6	7.8	10.2	6.5	7.9	4.7
Very important (10)	%	13.7	14.5	13.7	10.4	16.8	14.1	10.0	10.6	11.9	20.0
Unsure	%	2.2	3.3	2.1	2.9	1.5	2.0	3.2	.0	2.1	3.5

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 17 - Having open spaces for gathering	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	18.6	6.3	19.5	22.3	15.1	13.2	16.1	21.0	22.3	20.5
	Average importance (4-7)	%	40.1	45.0	39.7	40.3	39.8	39.5	45.3	45.1	35.6	36.0
	Very important (8-10)	%	39.2	45.4	38.7	34.5	43.6	45.4	35.4	33.8	40.0	40.0
	Unsure	%	2.2	3.3	2.1	2.9	1.5	2.0	3.2	.0	2.1	3.5

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area			Gender		age				
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 18 - Total Having a nice view of the outside	Unwgt N		700	200	500	356	344	90	117	118	188	187
	Wgt N		700	47	653	337	363	152	117	138	127	166
	Mean		5.2	5.8	5.2	4.9	5.6	5.5	5.6	5.6	5.0	4.6
	Not at all important (1)	%	17.4	9.7	17.9	18.8	16.1	16.5	8.3	16.2	21.4	22.4
	2	%	6.2	7.2	6.1	6.9	5.5	4.6	8.4	4.7	5.7	7.7
	3	%	7.4	7.8	7.4	10.8	4.3	6.1	7.2	9.2	6.9	7.8
	4	%	5.5	3.7	5.6	5.9	5.0	6.0	6.1	3.0	5.6	6.5
	5	%	14.9	13.3	15.0	14.1	15.7	6.9	18.4	14.4	13.6	21.3

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

6	%	9.1	9.5	9.0	10.4	7.8	13.6	11.0	7.2	11.1	3.5
7	%	14.5	18.4	14.2	11.9	17.0	25.3	13.0	14.1	13.4	6.9
8	%	10.1	11.2	10.0	9.4	10.7	7.1	13.0	12.5	9.7	9.2
9	%	2.8	7.6	2.5	1.9	3.6	3.8	1.3	2.7	1.7	3.8
Very important (10)	%	10.4	8.9	10.5	8.1	12.5	9.2	11.0	16.2	9.6	6.8
Unsure	%	1.8	2.7	1.7	1.7	1.8	.8	2.1	.0	1.4	4.1

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 18 - Having a nice view of the outside	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	31.0	24.7	31.4	36.5	25.8	27.2	24.0	30.0	34.0	37.9
	Average importance (4-7)	%	44.0	44.9	43.9	42.3	45.6	51.9	48.5	38.6	43.7	38.3
	Very important (8-10)	%	23.3	27.7	23.0	19.5	26.8	20.1	25.4	31.3	21.0	19.7
	Unsure	%	1.8	2.7	1.7	1.7	1.8	.8	2.1	.0	1.4	4.1

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 19 - Having nice views inside the building	Total	Unwt t N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
		Mean	5.9	6.7	5.9	5.8	6.0	6.2	6.2	6.0	5.8	5.4
	Not at all important (1)	%	13.0	7.5	13.4	12.7	13.2	12.9	8.1	10.9	13.7	17.7
	2	%	3.1	2.1	3.1	2.9	3.2	.0	5.5	3.4	2.5	4.3
	3	%	4.7	2.9	4.8	5.4	4.0	1.9	3.7	3.4	3.0	10.4
	4	%	5.2	4.0	5.3	5.5	4.9	4.2	7.0	5.2	6.6	3.6
	5	%	11.9	11.0	12.0	12.0	11.8	7.9	11.1	14.6	12.1	13.8

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

6	%	11.6	6.8	12.0	12.4	10.9	19.9	10.1	9.6	13.5	5.4
7	%	16.3	14.0	16.5	16.6	16.0	18.8	20.7	21.2	15.9	7.3
8	%	15.6	24.7	14.9	15.4	15.7	16.4	16.6	12.0	18.8	14.6
9	%	6.5	13.4	6.0	5.1	7.8	10.9	6.7	5.5	2.6	6.1
Very important (10)	%	9.6	10.7	9.5	9.3	9.8	6.3	10.5	10.6	8.4	11.9
Unsure	%	2.5	2.7	2.5	2.4	2.6	.8	.0	3.4	2.9	4.8

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 19 - Having nice views inside the building	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	20.8	12.5	21.4	21.1	20.5	14.8	17.3	17.8	19.1	32.5
	Average importance (4-7)	%	45.0	35.9	45.7	46.6	43.6	50.8	48.9	50.6	48.1	30.1
	Very important (8-10)	%	31.6	48.8	30.4	29.8	33.3	33.6	33.8	28.2	29.8	32.6
	Unsure	%	2.5	2.7	2.5	2.4	2.6	.8	.0	3.4	2.9	4.8

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area			Gender		age				
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 20 - Having unique architecture	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
		Mean	5.5	6.9	5.4	5.4	5.6	5.7	5.4	5.2	5.6	5.5
	Not at all important (1)	%	15.4	7.1	16.0	18.4	12.6	10.4	18.6	15.2	15.8	17.5
	2	%	6.8	4.0	6.9	6.2	7.2	7.1	6.6	7.2	6.7	6.2
	3	%	4.9	1.6	5.1	5.2	4.6	8.7	2.3	4.6	3.8	4.2
	4	%	5.7	4.6	5.7	6.1	5.2	6.7	8.1	7.2	3.9	3.1
	5	%	15.6	9.3	16.1	13.0	18.1	6.6	14.8	19.7	18.9	18.6

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

6	%	8.6	8.8	8.6	9.7	7.7	13.0	6.9	10.2	6.8	6.0
7	%	11.6	13.4	11.5	10.5	12.7	15.4	13.8	14.4	8.6	6.8
8	%	12.9	16.8	12.6	11.7	13.9	12.7	13.0	7.8	21.4	10.6
9	%	6.1	15.2	5.5	5.7	6.5	8.6	6.1	3.0	5.7	6.7
Very important (10)	%	9.8	18.7	9.1	11.2	8.5	8.5	9.9	8.4	8.2	13.2
Unsure	%	2.7	.5	2.8	2.3	3.1	2.5	.0	2.4	.1	7.0

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 20 - Having unique architecture	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	27.0	12.7	28.0	29.8	24.4	26.2	27.4	27.0	26.3	27.9
	Average importance (4-7)	%	41.6	36.1	42.0	39.3	43.7	41.6	43.6	51.5	38.3	34.5
	Very important (8-10)	%	28.7	50.7	27.2	28.6	28.9	29.7	29.0	19.2	35.3	30.6
	Unsure	%	2.7	.5	2.8	2.3	3.1	2.5	.0	2.4	.1	7.0

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area			Gender		age				
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 21 - Having good lighting inside	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
		Mean	8.5	8.9	8.5	8.0	8.9	8.6	8.5	8.3	8.3	8.6
	Not at all important (1)	%	4.5	.6	4.7	6.0	3.1	1.1	2.7	5.6	8.2	4.9
	2	%	.4	.4	.4	.4	.5	.0	2.5	.0	.0	.1
	3	%	.3	.3	.3	.7	.0	.0	1.1	.0	.9	.0
	4	%	.7	.4	.8	.9	.6	1.1	1.1	.1	.7	.7
	5	%	3.2	2.1	3.3	3.6	2.8	2.8	4.7	3.8	1.4	3.4

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

6	%	2.8	1.2	3.0	4.7	1.1	3.6	2.5	4.5	2.6	1.3
7	%	6.4	10.4	6.1	9.2	3.7	8.5	6.1	5.6	3.3	7.6
8	%	19.0	17.6	19.1	22.0	16.2	24.3	15.4	21.3	20.3	13.7
9	%	15.1	17.5	14.9	19.2	11.3	21.1	12.1	15.8	13.1	12.8
Very important (10)	%	46.2	49.5	46.0	31.9	59.5	37.5	50.8	42.0	49.5	52.0
Unsure	%	1.3	.2	1.3	1.4	1.1	.0	1.1	1.3	.1	3.4

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 21 - Having good lighting inside	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	5.2	1.3	5.5	7.0	3.6	1.1	6.2	5.6	9.1	5.0
	Average importance (4-7)	%	13.2	14.0	13.1	18.5	8.2	16.0	14.4	14.0	8.0	13.1
	Very important (8-10)	%	80.3	84.6	80.0	73.1	87.0	82.9	78.3	79.1	82.9	78.5
	Unsure	%	1.3	.2	1.3	1.4	1.1	.0	1.1	1.3	.1	3.4

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 22 - Being a place you feel welcome	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
		Mean	8.1	8.4	8.1	7.6	8.6	8.3	8.4	8.0	8.0	7.8
	Not at all important (1)	%	4.7	5.1	4.6	6.4	3.0	3.6	2.7	4.3	6.8	5.6
	2	%	1.1	.4	1.1	1.3	.9	.0	.0	1.3	.8	2.8
	3	%	1.5	.3	1.6	1.8	1.3	1.1	1.4	1.3	.1	3.4
	4	%	.5	.5	.5	.7	.4	.0	1.1	.0	.2	1.4
	5	%	7.3	1.3	7.8	10.0	4.9	4.9	7.1	10.3	5.2	8.9

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

6	%	3.4	4.8	3.3	4.3	2.5	4.4	2.3	3.8	5.2	1.5
7	%	7.1	8.3	7.0	8.0	6.3	8.0	6.5	6.9	8.5	5.9
8	%	20.3	16.7	20.6	23.5	17.3	24.7	21.9	21.6	21.1	13.4
9	%	11.4	18.3	10.9	13.4	9.5	15.8	11.2	7.6	11.4	10.5
Very important (10)	%	41.6	44.0	41.4	29.3	53.1	37.5	45.8	42.8	39.4	43.2
Unsure	%	1.1	.4	1.1	1.3	.9	.0	.1	.0	1.4	3.4

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 22 - Being a place you feel welcome	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	7.2	5.7	7.4	9.5	5.2	4.7	4.1	6.9	7.6	11.8
	Average importance (4-7)	%	18.4	15.0	18.6	23.0	14.1	17.3	16.9	21.0	19.1	17.6
	Very important (8-10)	%	73.3	79.0	72.9	66.2	79.8	78.0	78.8	72.1	71.8	67.2
	Unsure	%	1.1	.4	1.1	1.3	.9	.0	.1	.0	1.4	3.4

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 23 - Being a place you feel safe	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
		Mean	8.4	8.4	8.4	7.8	8.9	8.6	8.7	8.3	8.2	8.3
	Not at all important (1)	%	4.9	3.3	5.0	8.0	2.0	1.6	2.7	7.7	6.9	5.6
	2	%	.8	1.4	.7	1.5	.1	.0	1.2	1.1	.8	1.0
	3	%	.8	1.7	.8	1.2	.4	.5	2.5	.0	.8	.7
	4	%	1.6	1.0	1.7	1.7	1.6	.0	1.1	2.7	3.1	1.5
	5	%	4.5	2.0	4.7	4.6	4.5	3.6	2.7	4.7	5.4	5.8

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

6	%	2.6	4.4	2.5	3.2	2.2	3.3	3.5	.3	2.4	3.6
7	%	7.0	7.3	7.0	9.7	4.5	13.4	6.5	4.8	5.3	4.7
8	%	13.3	16.4	13.1	16.7	10.2	17.4	9.1	14.8	13.8	11.0
9	%	9.5	15.8	9.1	11.7	7.5	11.8	10.5	9.0	8.7	7.8
Very important (10)	%	53.0	46.2	53.5	39.9	65.3	48.3	60.1	54.9	51.3	52.1
Unsure	%	1.8	.5	1.9	1.9	1.7	.0	.1	.0	1.6	6.2

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6<sup>th</sup> and 13<sup>th</sup>, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is  $\pm 4.4$  percentage points, 19 times out of 20.

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 23 - Being a place you feel safe	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	6.5	6.4	6.5	10.7	2.6	2.2	6.4	8.8	8.4	7.2
	Average importance (4-7)	%	15.8	14.7	15.9	19.1	12.8	20.3	13.8	12.5	16.2	15.6
	Very important (8-10)	%	75.9	78.4	75.7	68.3	83.0	77.5	79.7	78.8	73.8	71.0
	Unsure	%	1.8	.5	1.9	1.9	1.7	.0	.1	.0	1.6	6.2

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 24 - Having parking	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
		Mean	6.8	4.8	6.9	6.1	7.4	6.6	6.8	6.6	6.7	7.3
	Not at all important (1)	%	12.9	21.0	12.3	17.5	8.5	12.7	9.8	16.0	15.6	10.4
	2	%	3.1	7.3	2.7	4.1	2.1	3.0	3.8	5.1	1.1	2.4
	3	%	2.3	10.0	1.8	2.7	2.0	4.9	2.9	.3	4.0	.0
	4	%	2.9	5.1	2.8	2.9	2.9	3.1	3.3	2.6	1.7	3.8
	5	%	11.2	14.4	10.9	13.2	9.2	12.8	9.3	11.2	12.2	10.1

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6	%	6.1	10.0	5.8	5.9	6.2	3.2	13.6	5.3	4.9	4.9
7	%	7.7	8.4	7.6	9.1	6.4	11.9	6.7	7.7	7.2	4.9
8	%	13.0	10.6	13.2	12.1	13.8	10.2	15.7	15.1	13.5	11.5
9	%	8.8	2.0	9.3	9.8	7.9	9.8	5.2	7.2	8.8	11.8
Very important (10)	%	29.6	9.9	31.0	20.3	38.2	25.8	29.3	28.3	30.3	33.7
Unsure	%	2.5	1.3	2.6	2.3	2.7	2.5	.3	1.3	.8	6.4

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 24 - Having parking	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	18.2	38.3	16.8	24.3	12.6	20.6	16.5	21.3	20.7	12.9
	Average importance (4-7)	%	27.9	37.9	27.1	31.2	24.8	31.0	33.0	26.8	26.0	23.7
	Very important (8-10)	%	51.4	22.5	53.5	42.2	59.9	45.9	50.3	50.6	52.5	57.0
	Unsure	%	2.5	1.3	2.6	2.3	2.7	2.5	.3	1.3	.8	6.4

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Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

Question 25 - Other	Mean	N
Nothing else	0.2	297
A good selection of materials	9.1	68
Helpful staff / More washrooms / Longer hours	9.1	32
Accessibility / Easy to walk too	8.5	26
Comfortable/quiet work/reading spaces	9.4	22
Does it need to be rebuilt? / Shouldn't spend a lot building it	7.3	20
It should have the latest modern technology	9.6	16
It needs child-friendly spaces	9.4	16
Downtown location	8.4	16
Exhibition/program/event spaces	8.4	14
Having a café/access to food	8.3	13
We don't need a main branch / Everything should be electronic	4.1	10
Clean/bright building / Better architecture so as to be a landmark	8.6	9
Unsure	16.5	4
Not having homeless people/panhandlers	8.0	4
I don't use the library	1.5	4
It should encourage reading	10	2
Bicycle storage / Parking	7.5	2
Connections to other public civil institutions	9.6	1
I will visit it more often	6.0	1
Total	4.3	580

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

			Catchment Area			Gender		age				
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 26 (first ranked response) - From the following list please rank the MOST IMPORTANT and the SECOND MOST IMPORTANT item to you personally.	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Access to public transit	%	32.2	24.6	32.8	28.5	35.7	29.5	17.8	39.6	37.1	35.0
	Distance from a new LRT station	%	7.4	13.5	6.9	8.1	6.7	9.1	3.4	4.8	9.5	9.1
	Distance from shops	%	.9	2.0	.9	.9	.9	1.9	1.1	.0	.1	1.4
	Distance from restaurants	%	.2	.5	.2	.0	.4	.0	.0	.0	.1	.8

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Distance from museums and other cultural institutions	%	1.7	2.1	1.7	1.7	1.7	3.2	2.3	1.1	.7	1.4
Having open spaces for gathering	%	2.2	1.6	2.3	2.3	2.1	1.3	3.8	2.3	.9	2.9
Having a nice view of the outside	%	.1	.4	.1	.0	.3	.0	.1	.0	.7	.0
Having nice views of the building	%	1.5	1.1	1.5	1.2	1.7	2.5	1.1	1.6	1.6	.7
Having unique architecture	%	4.3	10.9	3.8	6.5	2.2	6.9	3.6	3.6	3.0	3.9

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Having good lighting inside	%	9.5	9.8	9.5	10.1	8.9	10.9	11.7	6.5	9.2	9.4
Being a place you feel welcome	%	6.9	14.7	6.3	9.0	4.9	7.6	8.6	9.8	2.2	6.0
Being a place you feel safe	%	12.8	12.3	12.8	10.9	14.5	12.1	25.0	10.9	13.5	5.9
Having parking	%	14.9	1.2	15.9	14.6	15.1	14.5	16.3	15.6	13.7	14.5
Unsure	%	5.4	5.4	5.4	6.0	4.8	.5	5.3	4.3	7.8	8.9

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

			Catchment Area		Gender		age					
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 26 (second ranked response) - From the following list please rank the MOST IMPORTANT and the SECOND MOST IMPORTANT item to you personally.	Total	Unwgt N	657	187	470	331	326	89	111	114	173	170
		Wgt N	662	44	618	317	346	151	111	132	117	151
	Access to public transit	%	13.7	18.4	13.3	13.4	14.0	21.6	14.2	12.3	7.2	11. 6
	Distance from a new LRT station	%	8.0	6.3	8.2	9.2	7.0	8.8	8.6	7.7	9.9	5.7
	Distance from shops	%	.9	.4	.9	.9	.9	.0	.0	1.3	.7	2.3
	Distance from restaurants	%	1.8	1.4	1.8	1.4	2.1	1.1	1.4	1.5	1.5	3.2

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

Distance from museums and other cultural institutions	%	2.3	5.6	2.1	3.4	1.3	1.9	1.4	2.8	.9	4.0
Having open spaces for gathering	%	5.1	9.7	4.8	3.5	6.5	8.9	.8	4.2	5.9	4.5
Having a nice view of the outside	%	.6	1.0	.6	.0	1.2	.0	.3	1.3	.8	.8
Having nice views of the building	%	2.4	1.9	2.5	2.9	2.0	2.2	3.2	3.9	1.6	1.4
Having unique architecture	%	5.8	9.3	5.6	7.7	4.1	3.6	7.2	5.1	7.5	6.3
Having good lighting inside	%	15.8	7.4	16.4	15.9	15.6	17.8	11.7	9.9	16.9	20.8
Being a place you feel welcome	%	9.5	7.8	9.6	9.0	9.9	8.3	10.6	10.4	9.4	9.0
Being a place you feel safe	%	12.7	16.8	12.4	10.0	15.1	8.6	15.1	20.6	10.1	10.1

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Having parking	%	14.3	8.9	14.7	13.1	15.5	12.4	17.2	10.6	17.3	15.3
Unsure	%	7.1	5.2	7.2	9.6	4.7	4.7	8.3	8.4	10.1	5.0

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

**Question 27 - How many minutes by public transit would you be willing to travel to a downtown Central Library? (in minutes) [Open-ended]; Question 28 - How many minutes by foot would you be willing to travel to a downtown Central Library? (in minutes) [Open-ended]; Question 29 - How many minutes by car would you be willing to travel to a downtown Central Library? (in minutes) [Open-ended]; Question 30 - Our last questions are to help group your responses. How many times per year would you say you visit the Ottawa Public Library website? (times per year) [Open-ended] \* Catchment Area**

Catchment Area		Question 27 - How many minutes by public transit would you be willing to travel to a downtown Central Library? (in minutes)	Question 28 - How many minutes by foot would you be willing to travel to a downtown Central Library? (in minutes)	Question 29 - How many minutes by car would you be willing to travel to a downtown Central Library? (in minutes)	Question 30 - Our last questions are to help group your responses. How many times per year would you say you visit the Ottawa Public Library website? (times per year)
Catchment area only	Mean	17.6	22.2	10.4	22.9
	N	43	47	42	44
Rest of City of Ottawa	Mean	23.8	16.7	19.8	24.4
	N	585	557	594	624
Total	Mean	23.4	17.1	19.2	24.3
	N	628	603	636	667

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Gender		Question 27 - How many minutes by public transit would you be willing to travel to a downtown Central Library? (in minutes)	Question 28 - How many minutes by foot would you be willing to travel to a downtown Central Library? (in minutes)	Question 29 - How many minutes by car would you be willing to travel to a downtown Central Library? (in minutes)	Question 30 - Our last questions are to help group your responses. How many times per year would you say you visit the Ottawa Public Library website? (times per year)
Male	Mean	23.2	17.6	20.2	18.9
	N	304	297	309	327
Female	Mean	23.5	16.5	18.3	29.5
	N	325	307	328	340
Total	Mean	23.4	17.1	19.2	24.3
	N	628	603	636	667

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age		Question 27 - How many minutes by public transit would you be willing to travel to a downtown Central Library? (in minutes)	Question 28 - How many minutes by foot would you be willing to travel to a downtown Central Library? (in minutes)	Question 29 - How many minutes by car would you be willing to travel to a downtown Central Library? (in minutes)	Question 30 - Our last questions are to help group your responses. How many times per year would you say you visit the Ottawa Public Library website? (times per year)
18 to 29	Mean	23.5	20.5	19.2	27.0
	N	147	144	143	149
30 to 39	Mean	22.6	17.7	19.9	23.2
	N	107	106	110	114
40 to 49	Mean	26.6	15.3	19.3	21.3
	N	124	117	129	127

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50 to 59	Mean	21.1	15.5	18.1	40.7
	N	112	110	116	124
60 plus	Mean	22.6	15.6	19.4	11.8
	N	139	127	138	154
Total	Mean	23.4	17.1	19.2	24.3
	N	628	603	636	667

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## 2015-730 Ottawa Public Library – City of Ottawa Resident Survey – STAT SHEET

**Question 36 - Are there any other comments you would like to share with the Ottawa Public Library about a downtown Central Library? [Open-ended] \* Catchment Area Crosstabulation**

		Catchment Area		
		Catchment area only	Rest of City of Ottawa	Total
It's important the central library be downtown/not move from its current location	Count	9	31	40
		22.5%	5.4%	6.5%
The building should be a showpiece, and modern/clean/impressive architecturally	Count	2	43	45
		5.0%	7.4%	7.3%
I don't have any comments	Count	12	226	238
		30.0%	39.1%	38.5%
The library should be a focusing point for the community	Count	1	11	12
		2.5%	1.9%	1.9%
I think moving to the LeBreton flats is a good idea	Count	0	3	3
		0.0%	0.5%	0.5%
Consider other services/technologies as well that complement the library	Count	3	27	30
		7.5%	4.7%	4.9%
The library staff is great/well trained	Count	0	2	2
		0.0%	0.3%	0.3%

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New materials should be added	Count	1	21	22
		2.5%	3.6%	3.6%
I support this initiative/the library	Count	6	52	58
		15.0%	9.0%	9.4%
The library needs to be accessible for people/especially those with disabilities	Count	1	24	25
		2.5%	4.2%	4.0%
I don't think this is worth the price / It should be left as it is	Count	3	65	68
		7.5%	11.2%	11.0%
Car or bike parking should be emphasized	Count	0	5	5
		0.0%	0.9%	0.8%
We should focus on the branches instead / I'll never use the downtown location	Count	0	12	12
		0.0%	2.1%	1.9%
Other	Count	2	48	50
		5.0%	8.3%	8.1%
Unsure	Count	0	8	8
		0.0%	1.4%	1.3%
Total	Count	40	578	618
		100.0%	100.0%	100.0%

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# Gauging Ottawa Public Library cardholders' impressions of a new Central Library

## Cardholder Survey Summary

submitted by Nanos to Ottawa Public Library, November, 2015  
(Submission 2015-729)





## Cardholders feel that access to public transit and a feeling of safety are important for a future downtown Central Library

Most cardholders (users who identified the Main branch as their primary branch and resided within the study catchment area) who selected Main as their primary branch and reside in the catchment area visit the Main branch of the Library to pick up their holds and to look for materials to check out. The way users get to the library, and where they come from, was very similar to the Intercept study; the majority of people arrive on foot after travelling from home, and a majority of people who come to the library from either work or school also get there on foot. When asked about the two most important physical characteristics that a Central Library should have, the most popular first choice response was access to public transit, and, the most popular second choice response was that the Central Library should be a place they feel safe.

- **Usual reason for visit** – Picking up their holds (23%) or looking for materials to check out (23%) are the most frequently cited reasons for users visiting the Main branch. Eight percent of users visit the Main branch to read, while eight percent visit to do research. Seven percent of users cite buying used books as the reason for their visits, while four percent visit to use the free Wi-Fi, to attend a program and to use a public computer respectively. Library users also cited donating books, to study, to take their kids, and to work (three percent respectively).
- **Why the Main branch is not their primary branch** – Of those who said that Main branch is not their primary branch (32 users), the most frequently mentioned reason is that there is another branch that is closer to their home (18 of 32 users). Also mentioned was a lack of parking (five of 32 users), or that they don't feel comfortable going to the Main branch (three of 32). Two users each prefer another branch, or use multiple branches.
- **Ways to encourage using the Main branch** – Nineteen percent of Library users said a newer/cleaner/more attractive building with a better layout would encourage them to visit the Main branch more often. Sixteen percent of users mentioned if new/different and more interesting classes and programs were offered then they would visit more often, while 14% suggested offering a better selection/more variety in the selection of materials. Eight percent said that nothing could make them increase their visits to the Main branch, while six percent respectively feel offering a quiet place to work/read, longer hours of operation, and better lighting would encourage them. Responses with three percent were improving parking, and that they visit frequently already. Two percent respectively mentioned they would use the Main branch more if they had more time, if it had more areas for meeting/socializing, and if there weren't so many homeless people in the library.



- **What is missing from the Main branch** – Library users most frequently mention a clean/bright/architecturally interesting and accessible building as something that is missing from the Main branch (21%). A perceived lack of community/program/event spaces was also mentioned (14%), while eleven percent mentioned a lack of large/quiet places to work, study or lounge, and ten percent mentioned offering a larger/more varied collection.
- **Getting to the library** – The large majority of Library users usually get to the Main branch on foot (81%), while eight percent usually get there by bicycle. Seven percent most often utilize public transit, while three percent use a car.
- **Where do they come from** – Most Library users usually come from home when they visit the Main branch (68%), while less than a third of users (29%) usually go there from work. Two percent usually come from school, while less than one percent each said they come from their child's daycare, or from the University of Ottawa specifically.
- **Getting to work or school** – For those who usually come from work or school (162 of 557 users), 75% get there on foot, while 15% use public transit, and nine percent get there by bicycle.
- **Other important features** – Users had the option of listing other characteristics that they felt would be important for a future downtown Central Library. The most frequently mentioned was a downtown location (27%), followed by accessibility and the building being easy to walk to (18%). Also mentioned was a clean/bright building with better architecture so as to make it more of a landmark (13%), having a good selection of materials (nine percent), having comfortable/quiet work/reading spaces (eight percent), as well as exhibition/program/event spaces and helpful staff/longer hours, each with five percent. Four percent of those who offered a suggestion mentioned having a cafe or access to food, and two percent mentioned bicycle storage/parking.
- **Ranking the top two most important** – Library users were asked to consider these characteristics and rank the top two most important to them personally.
- **First ranked** – Being a place they feel safe and access to public transit were the two characteristics that users most frequently ranked first (16% respectively). Also frequently ranked first was being a place they feel welcome (14%) and having good lighting inside (11%).

- **Second ranked** – Being a place they feel welcome and access to public transit were the most frequently second ranked characteristics for users (15% respectively). Having good lighting was also frequently ranked as the second most important item by Library users (13%), as was being a place they feel safe (11%).
- **Willingness to travel to a downtown Library by public transit** – When asked how many minutes they would be willing to travel to a downtown Central Library by public transit, 22% of users said they would be willing to travel for 10 minutes, while 20% said they would be willing to travel for 15 minutes, and 18% said they would travel for 20 minutes. Thirteen percent said they would not be willing to travel to a downtown Central Library by public transit, while 11% would be willing to travel up to 30 minutes. The mean answer given by users was 14.6 minutes.
- **Willingness to travel to a downtown Library on foot** – Twenty-eight percent of users said they are willing to travel up to 20 minutes on foot to a downtown Central Library, while 25% said they would travel up to 15 minutes on foot. Twenty-three percent said they would travel by foot for up to 30 minutes. The mean answer given by users was 21.6 minutes.
- **Willingness to travel to a downtown Library by car** – One-fourth of users (25%) said they would not be willing to travel at all by car to a downtown Central Library, while 20% would travel up to 10 minutes by car. Eighteen percent would travel by car for up to 15 minutes, while 16% would travel for up to five minutes. The mean answer given by users was 10.4 minutes.

These observations are based on an online survey of 557 cardholders of the Ottawa Public Library, 18 years of age or older with the Main branch selected as their primary branch and living in the catchment area, between October 30<sup>th</sup> and November 7<sup>th</sup>, 2015. Participants were contacted by the Ottawa Public Library and chose to opt-in to the survey. Nanos then contacted those individuals who had opted-in and administered an online survey. All those who opted in were invited to complete the survey. The response rate was 64.9%.

# Participant Profile

Willingness to Travel to a downtown Central Library (minutes)	Mean Response
By public transit (n=442)	14.6
On foot (n=540)	21.6
By car (n=359)	10.4

Average # of visits to the Library website (per year) (Five most mentioned)	Frequency (n=553)
50 times per year	11.0%
100 times per year	9.2%
20 times per year	6.7%
12 times per year	6.5%
30 times per year	6.0%

Method of getting to the Library	Frequency (n=557)
On foot	81.3%
Public transit	7.0%
By bicycle	8.4%
By car	3.1%

Where do you come from?	Frequency (n=557)
Home	68.4%
Work	28.9%
School	1.6%
Other	1.2%

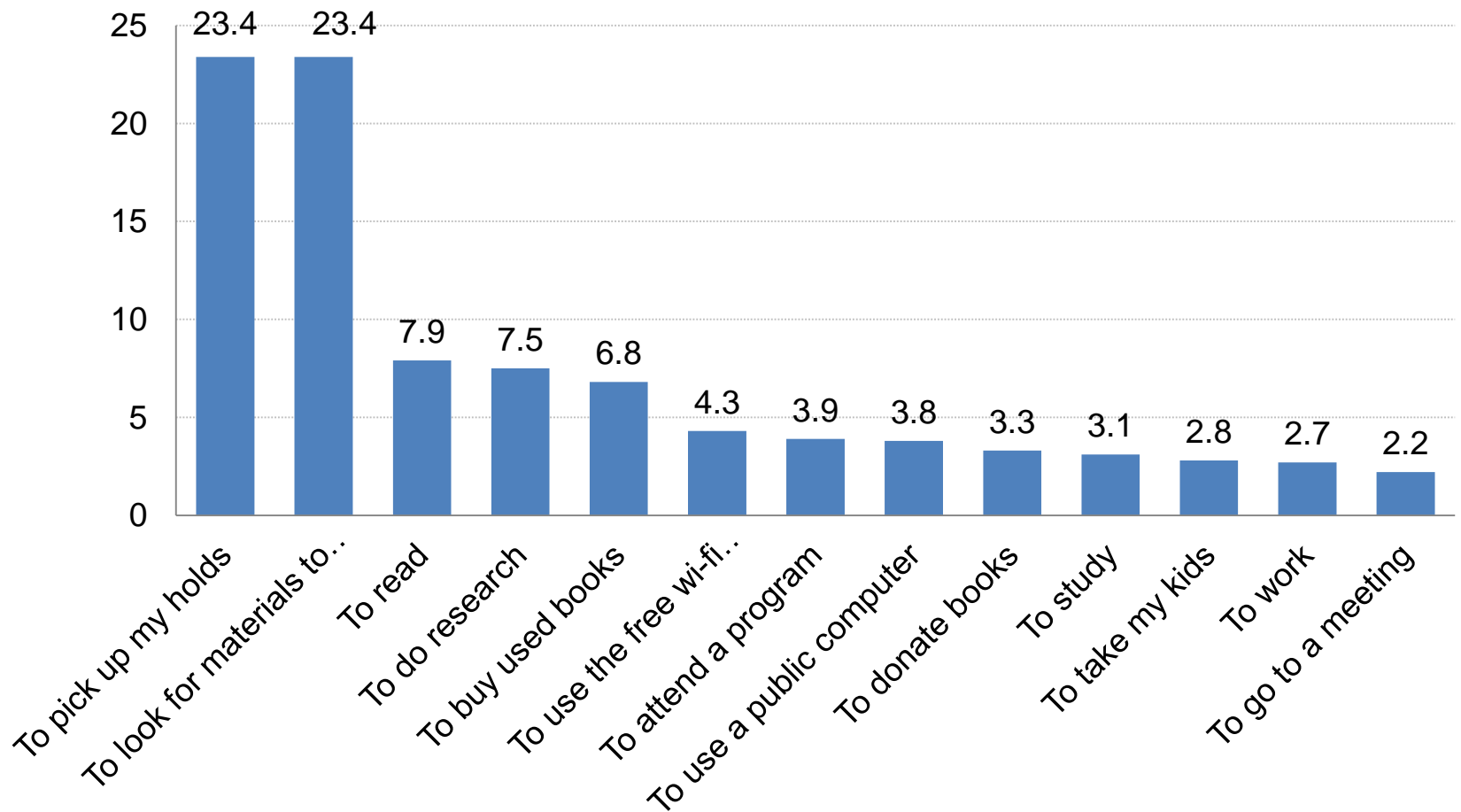
Method of getting to work or school	Frequency (n=162)
On foot	74.7%
Public transit	14.8%
By car	1.2%
By bicycle	8.6%

# Importance Dashboard

Item	Mean Response	Important (8-10)	Average Importance (4-7)	Not important (1-3)
Having good lighting inside	9.0	86%	13%	1%
Being a place you feel safe	8.9	82%	15%	3%
Being a place you feel welcome	8.8	82%	17%	2%
Access to public transit	8.4	75%	18%	6%
Distance from a new LRT station	7.0	52%	30%	15%
Having open spaces for gathering	6.7	45%	40%	15%
Having nice views inside the building	6.6	43%	42%	15%
Having unique architecture	6.1	36%	40%	22%
Having a nice view of the outside	5.8	31%	45%	24%
Distance from shops	4.7	18%	46%	35%
Having parking	4.2	14%	38%	45%
Distance from museums and other cultural institutions	4.6	14%	49%	36%
Distance from restaurants	4.3	12%	45%	42%

# Reasons for Visiting the Main Branch

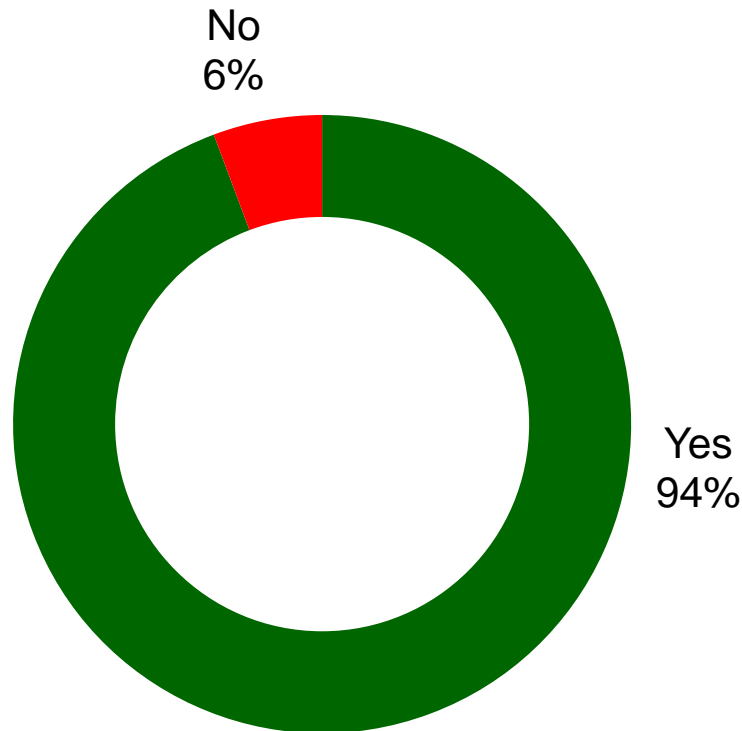
Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



**QUESTION** – Why do you visit the Main branch? Please select as many reasons as apply.

# Use of Main Branch

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



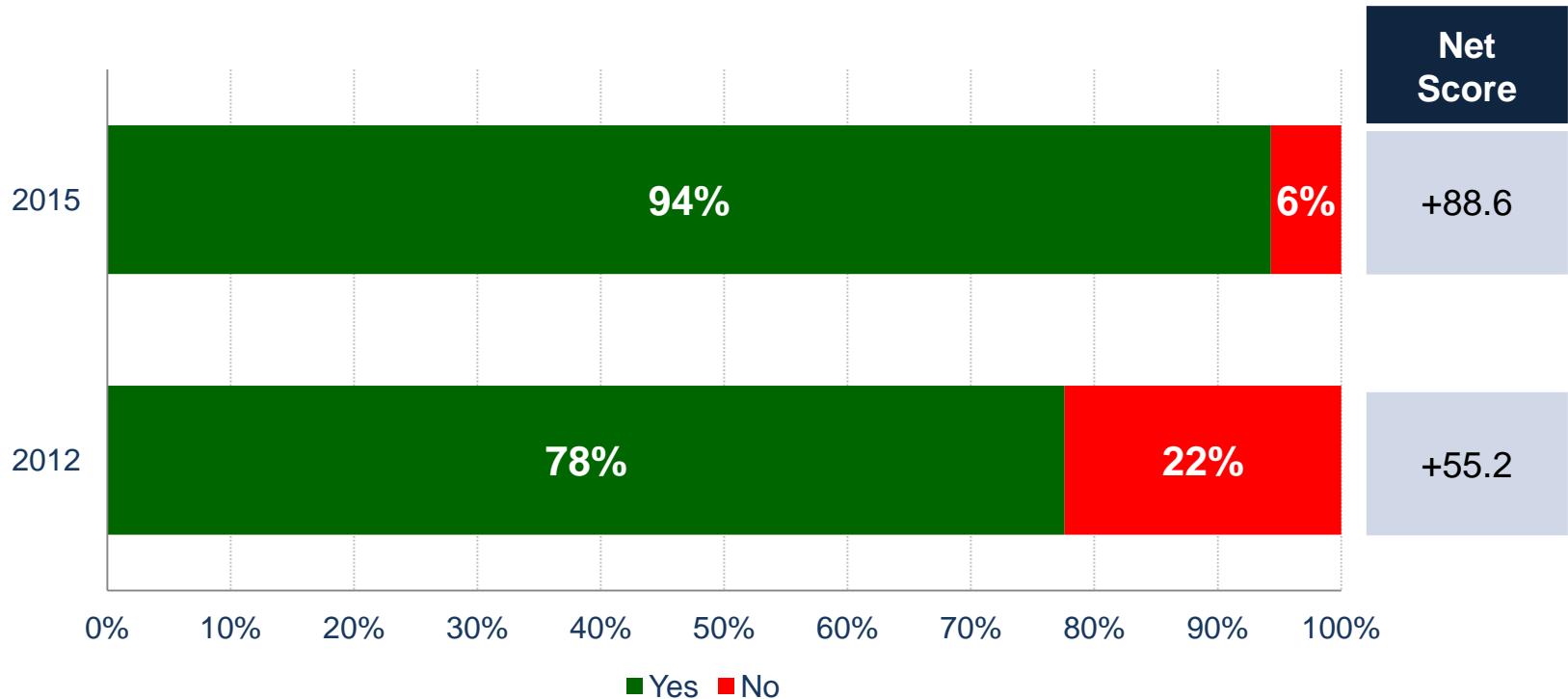
**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Is the Main branch the primary Ottawa Public Library branch that you use most?

# Use of Main Branch

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

Source: Nanos Research, random online survey of 527 Ottawa Public Library card holders who identified the Main branch as their primary branch, May 10<sup>th</sup> to 30<sup>th</sup>, 2012, n=527, accurate 4.3 percentage points plus or minus, 19 times out of 20.



**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION –** Is the Main branch the primary Ottawa Public Library branch that you use most?

# Use of Main Branch - Reasons

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

Reason	Frequency (n=32)
There is a closer branch near my home	18
There is a lack of parking	5
I don't feel comfortable going to the Main branch	3
I just prefer another branch	2
I use multiple branches	2
The Main branch is my primary branch	1
Unsure	1

**QUESTION – [IF NO TO Q2] Why is the Main branch not your primary branch? [Open-ended]**



# Profile – Other Branches

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

Other Branches used (Five most selected)	Frequency * (n=752)
None	41.8%
Sunnyside	16.5%
Rideau	9.7%
Rosemount	6.3%
Nepean Centreponte	4.3%

**\*Based on multiple mentions**

**QUESTION** – What other branches of the Ottawa Public Library, if any, do you use? Please select all that apply.

# Profile – Average Visits Per Year

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

Source: Nanos Research, random online survey of 527 Ottawa Public Library card holders who identified the Main branch as their primary branch, May 10<sup>th</sup> to 30<sup>th</sup>, 2012, n=527, accurate 4.3 percentage points plus or minus, 19 times out of 20.

Mean Response (2012)	Mean Response (2015)	# of visits per year (Top 10 most frequently mentioned)	2012 (n=527)	2015 (n=547)
29.7	32.9	20	5.7%	8.3%
		10	6.6%	7.2%
		15	5.3%	7.0%
		12	6.3%	6.6%
		6	3.8%	5.7%
		5	5.3%	4.7%
		24	2.7%	4.7%
		30	3.8%	4.7%
		40	3.8%	4.5%
		50	5.5%	4.1%

**QUESTION** – On average, how often do you come to the Main branch each year? [Open-ended]

# Reasons to Visit More Often

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

Response	Frequency (n=444)
Newer/cleaner/more attractive/inviting building/Better layout/floor plan	18.9%
New/different and more interesting classes/programs	16.2%
Better/more variety in the selection of materials	13.5%
Nothing could make me increase my visits	8.3%
A quiet place to read/work	6.3%
Different/longer hours of operation	6.1%
Better lighting	5.9%
Parking	3.4%

**QUESTION** – What, if anything, would encourage you to visit the Main branch more often? [Open-ended]

# Reasons to Visit More Often

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

Response (cont'd)	Frequency (n=444)
Parking	3.4%
I visit frequently already	2.5%
If I had more time	2.3%
Areas for meeting/socializing	1.8%
There are too many homeless/street people in the library	1.6%
I use eBooks/digital materials so going is not necessary	1.4%
Some sort of cafe/coffee shop	1.1%
Better Wi-Fi	0.7%
Other	9.2%
Unsure	0.9%

**QUESTION** – What, if anything, would encourage you to visit the Main branch more often? [Open-ended]

# Features Missing from Main Branch

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

	Frequency (n=427)
A clean/bright/architecturally interesting and accessible building	21.3%
Community/program/event spaces	13.8%
Large/quiet study/work/lounge spaces	10.8%
A larger/more varied collection	10.3%
Nothing	8.7%
More space/be less cramped	8.7%
I like it as it is	5.6%
A coffee shop/cafe	4.9%
Parking	2.1%
Someone/something to welcome people/give information	2.1%
Make spaces for 3D printers/laser cutters/tools/computers	1.9%
Easier access to perks like museum passes	0.2%
Other	8.7%
Unsure	0.9%

**QUESTION** – In your view, what is missing from the current Main branch that should be in a downtown Central Library? [Open-ended]

# Profile – Length of Visits

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

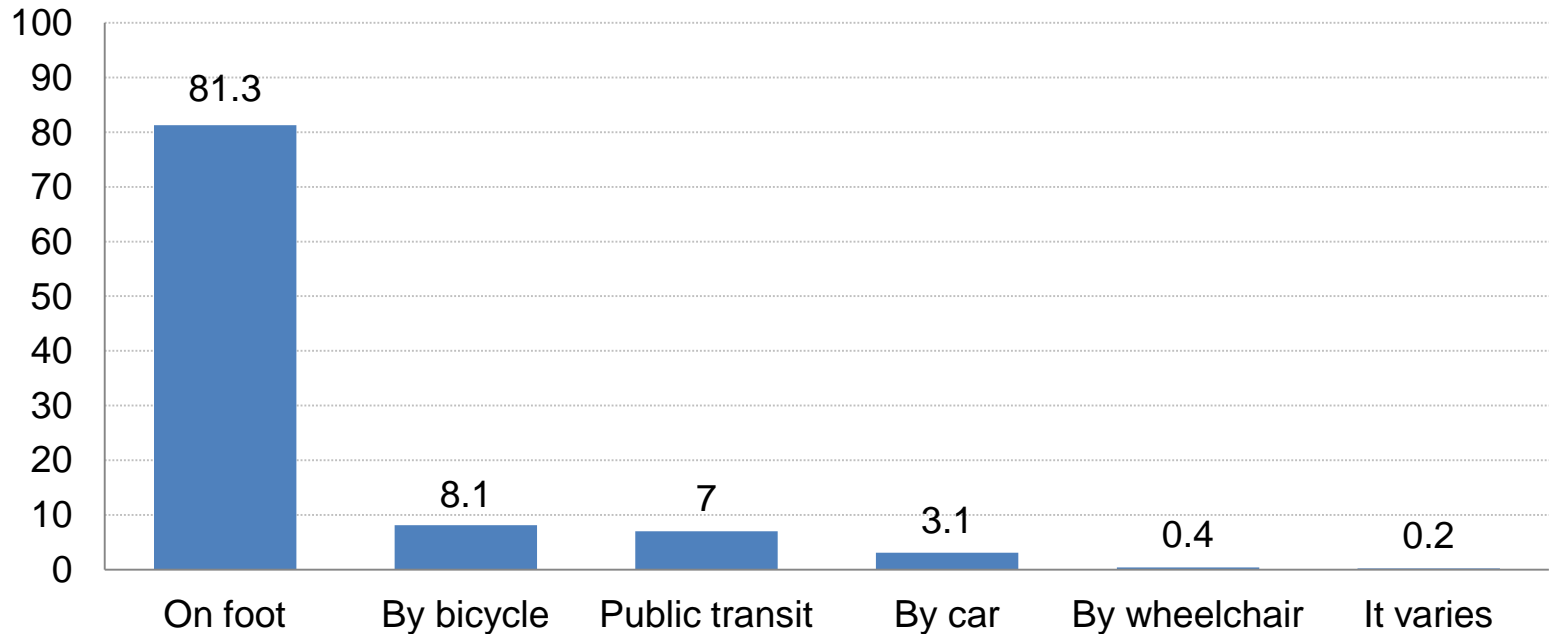
Source: Nanos Research, random online survey of 527 Ottawa Public Library card holders who identified the Main branch as their primary branch, May 10<sup>th</sup> to 30<sup>th</sup>, 2012, n=527, accurate 4.3 percentage points plus or minus, 19 times out of 20.

<b>Average length of visits to the Main Branch (hours) (Top five mentions)</b>	<b>2012 (n=527)</b>	<b>2015 (n=535)</b>
<b>1 hour(s)</b>	28.5%	30.9%
<b>0.5 hour(s)</b>	29.0%	27.3%
<b>0.25 hour(s)</b>	8.5%	12.7%
<b>2 hour(s)</b>	8.5%	5.6%
<b>0.75 hour(s)</b>	2.5%	2.9%
<b><i>Mean length of visits (hrs)</i></b>	0.96	0.78

**QUESTION** – How long is your average visit at the Main branch? [Open-ended]

# Primary Method of Getting to the Library

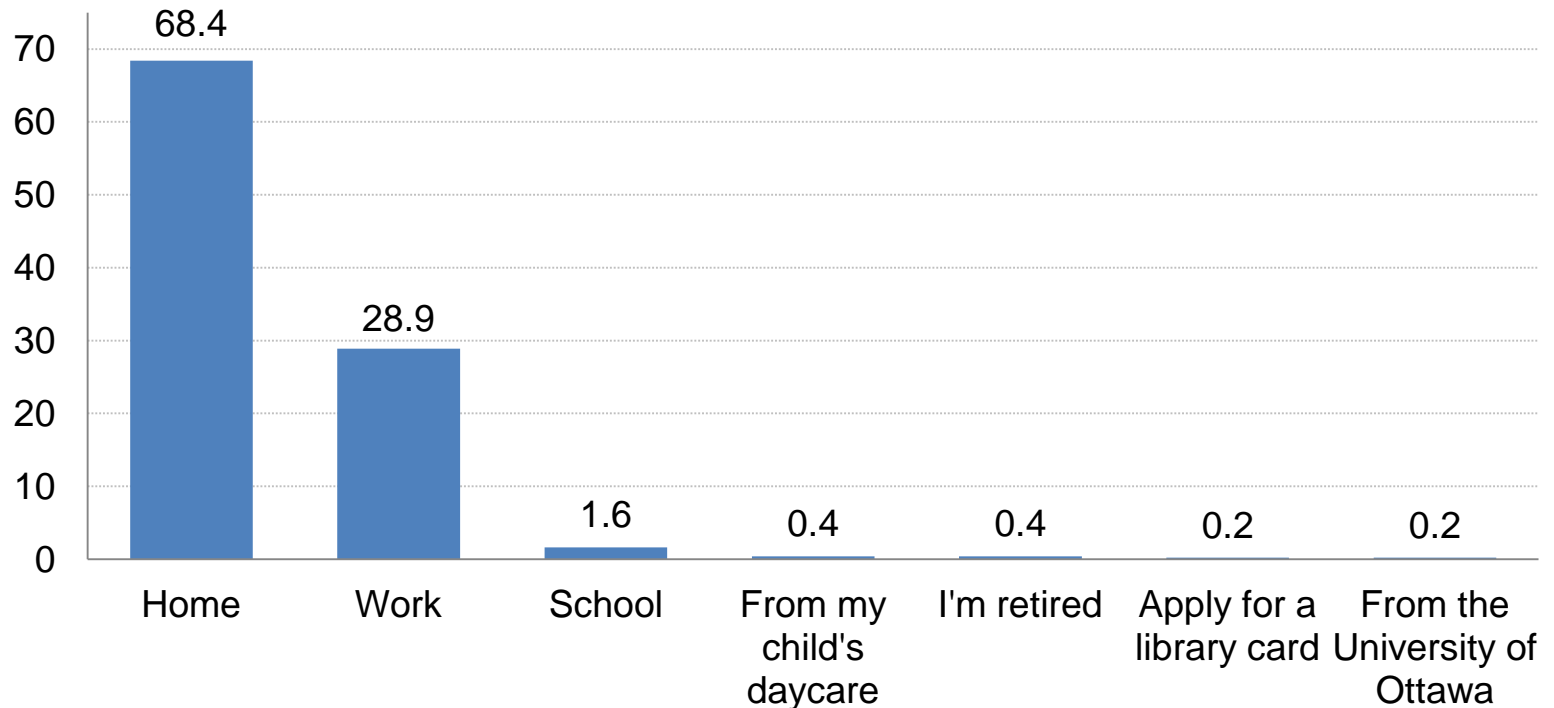
Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



**QUESTION** – When you visit the Main branch, how do you primarily get there?

# Where People Come From

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



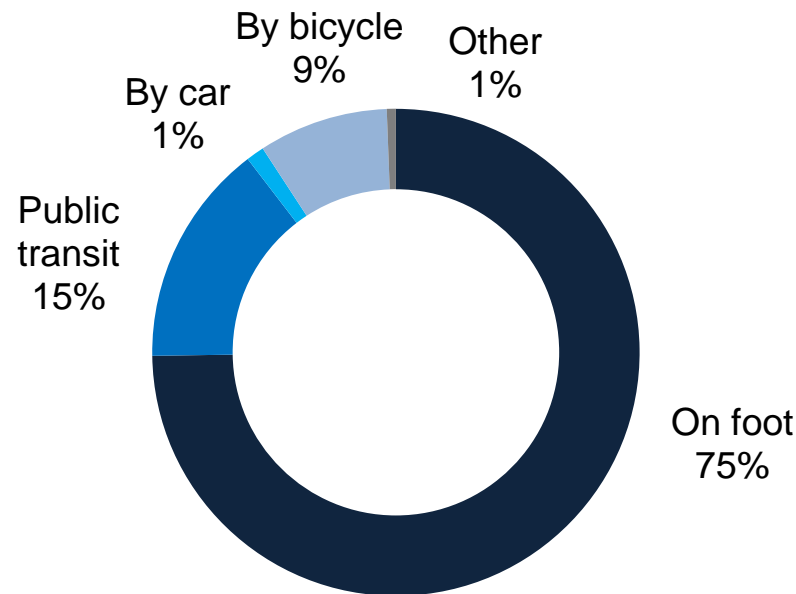
**QUESTION** – Do you most often come from....



# Means By Which People Got to Work or School

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

ONLY THOSE WHO CAME FROM WORK OR SCHOOL, N=162.

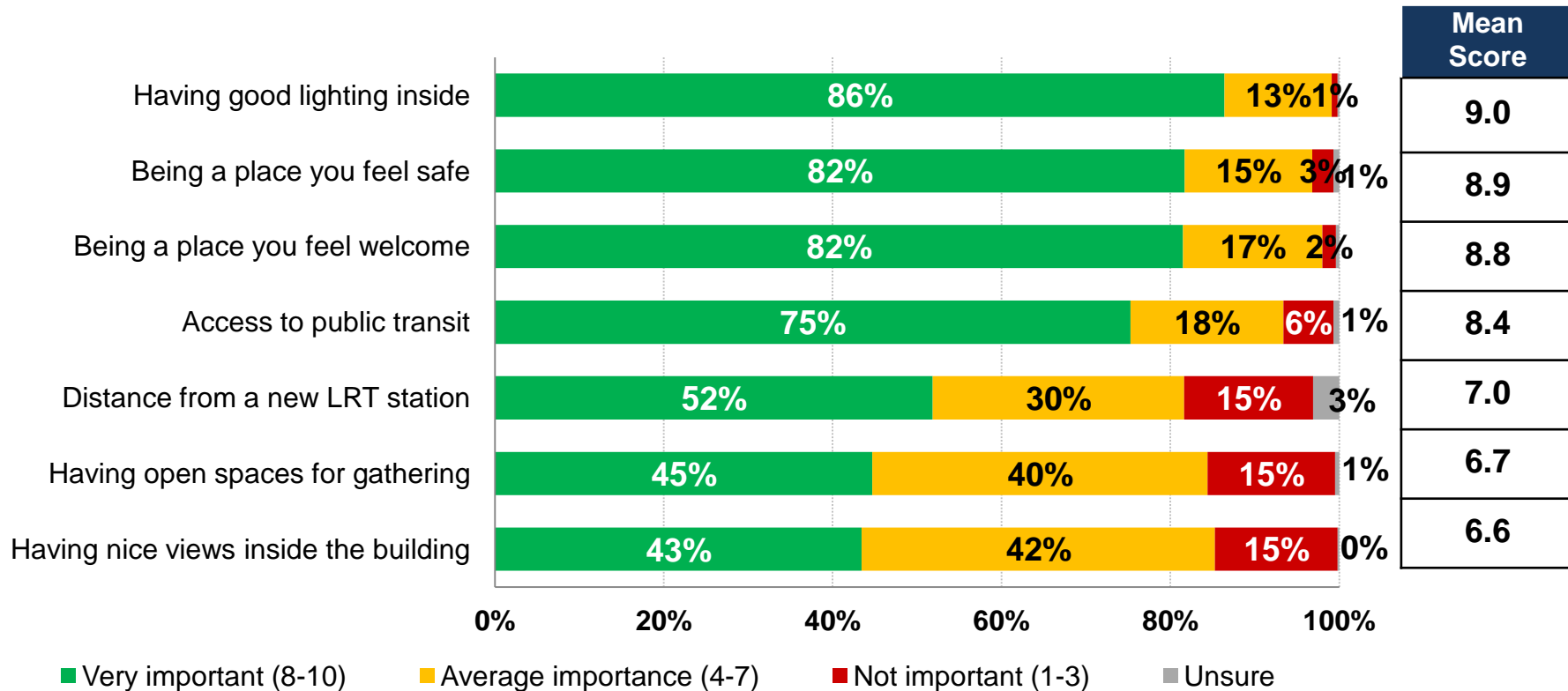


**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – [If “Work” or “School” in Q10] If you came from work or school, how did you get there?

# Important Characteristics of the Library

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

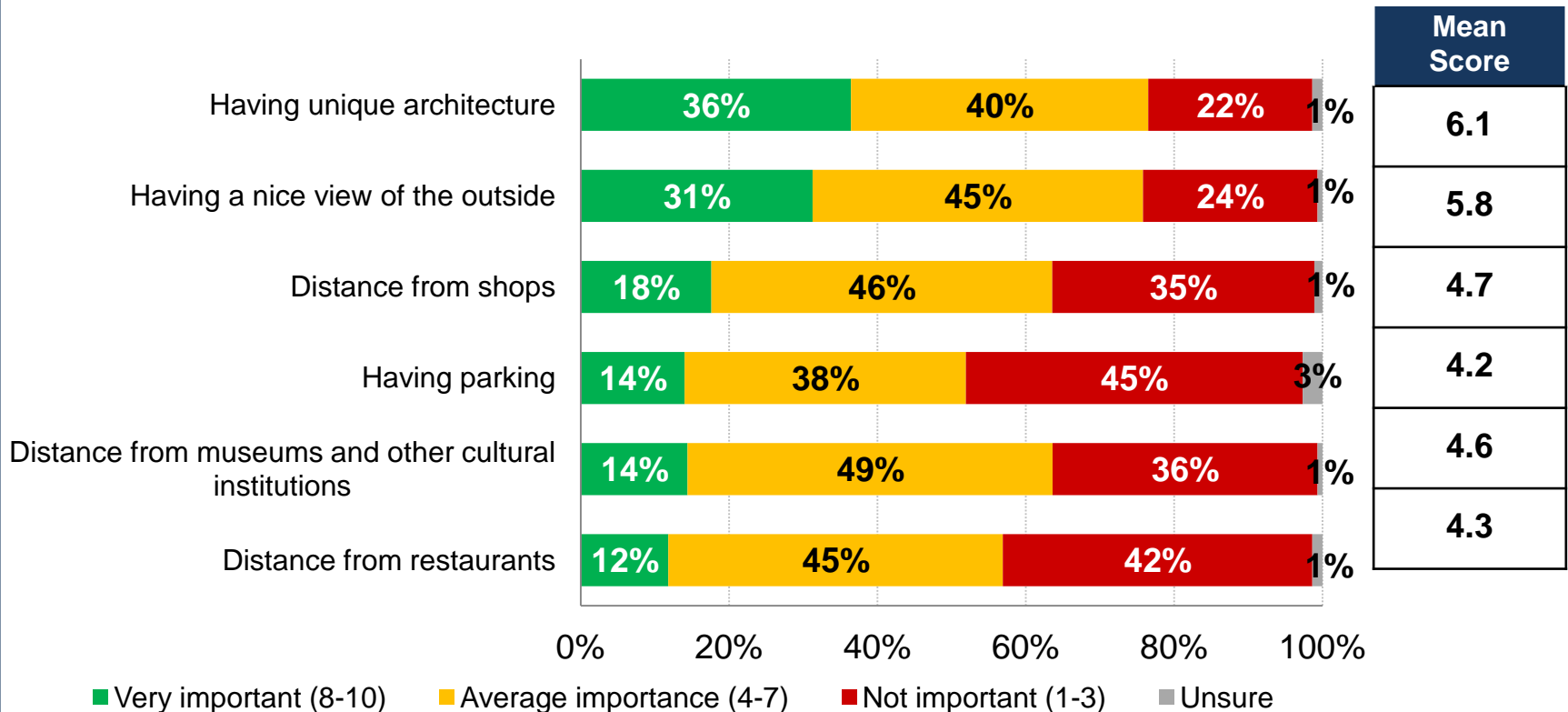


**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

# Important Characteristics of the Library

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



**\*Note: Charts may not add up to 100 due to rounding**

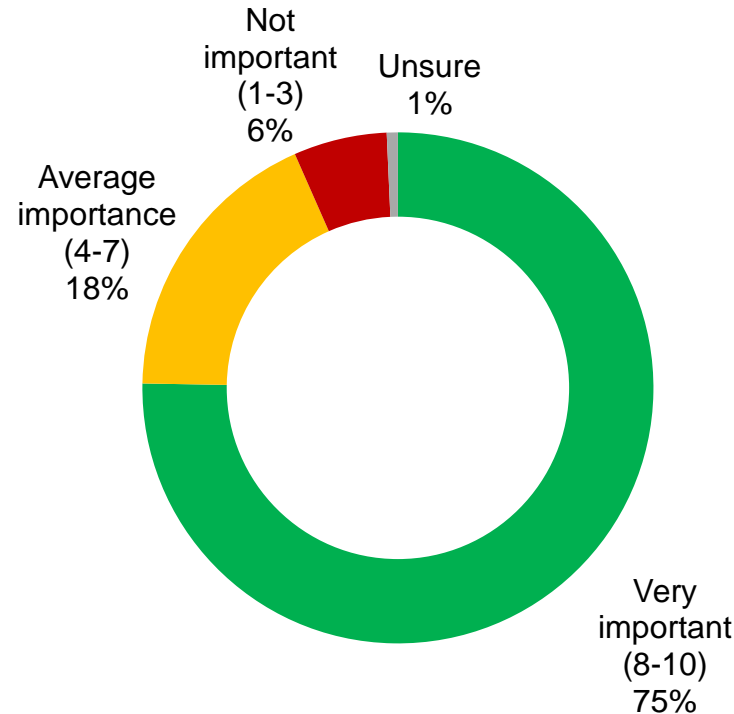
**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

# Access to Public Transit

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

**Mean  
Score**

8.4



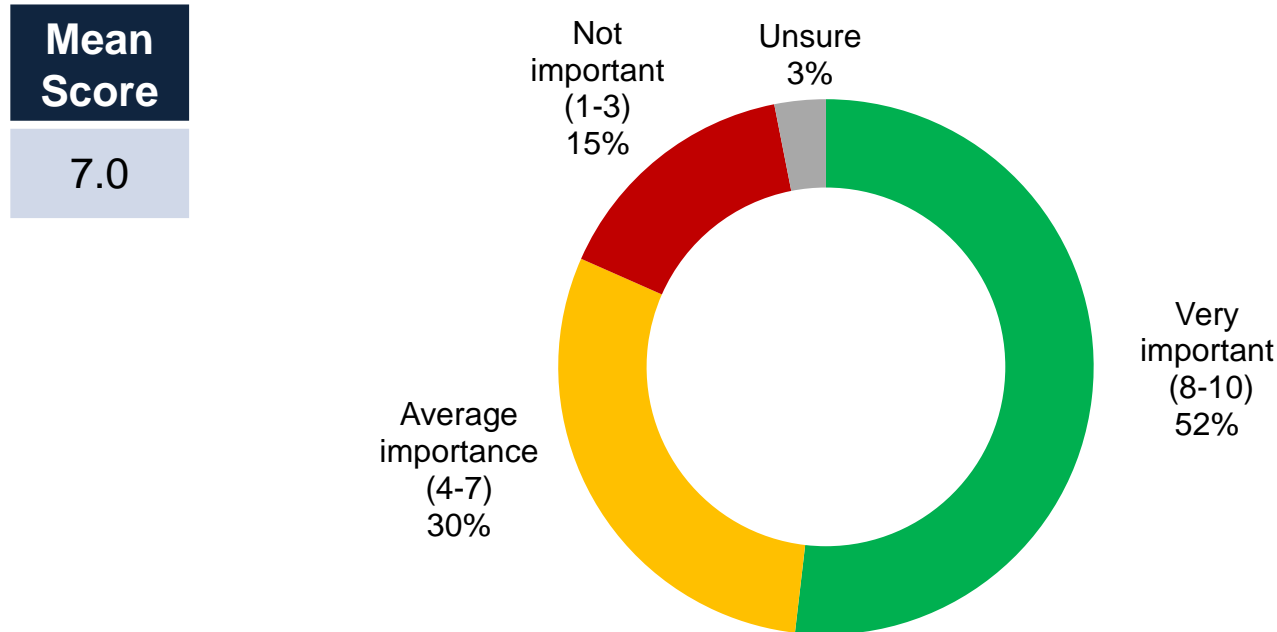
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Access to public transit**

# Distance from a New LRT Station

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



**\*Note: Charts may not add up to 100 due to rounding**

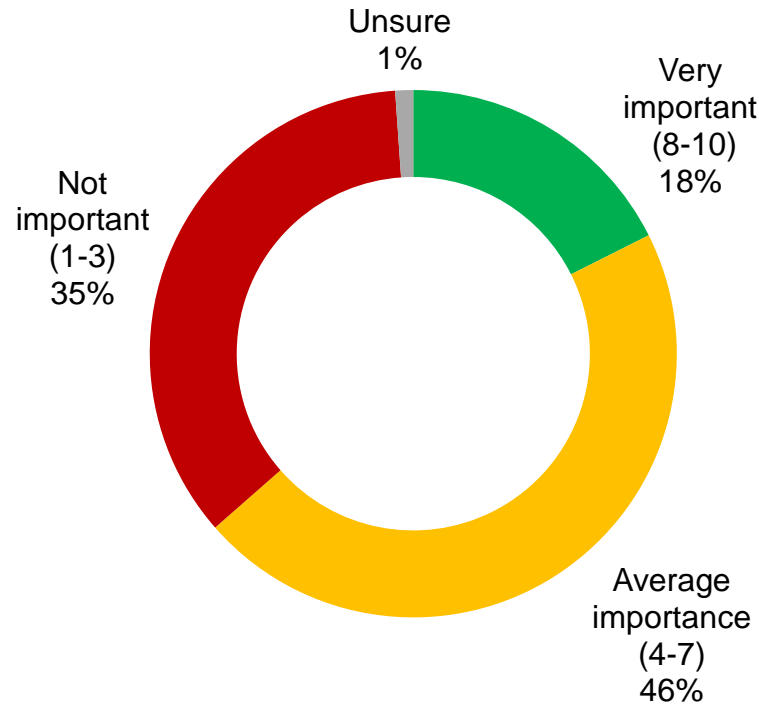
**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Distance from a new LRT station**

# Distance from Shops

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

**Mean  
Score**  
4.7



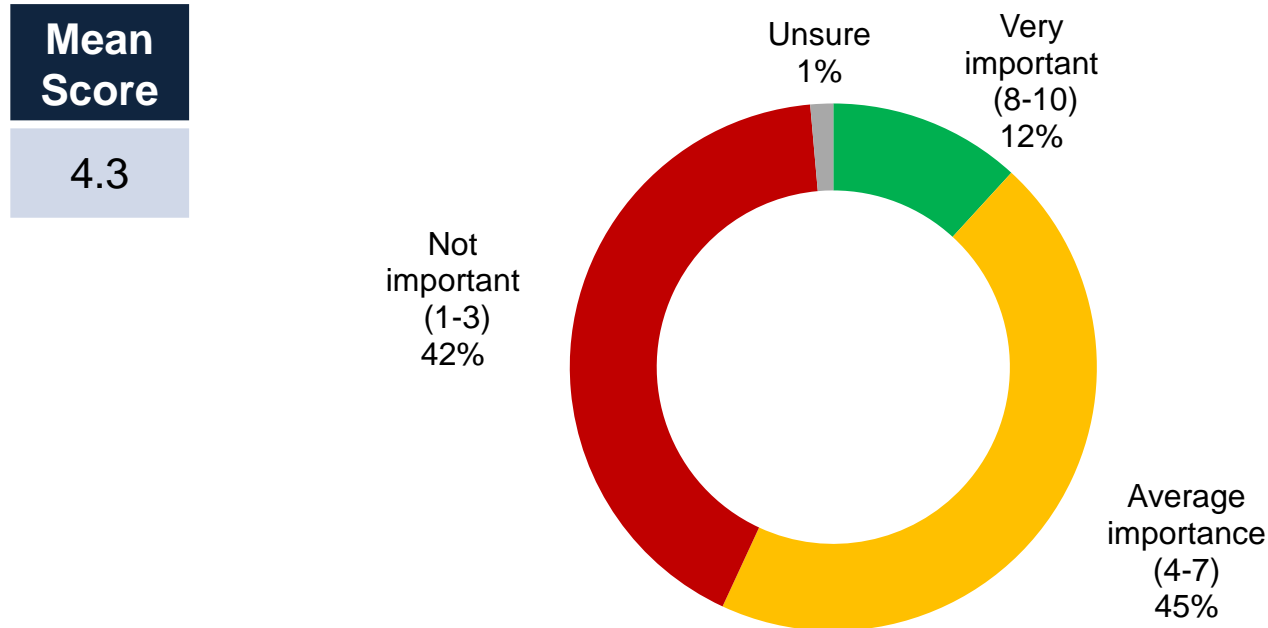
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Distance from shops**

# Distance from Restaurants

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



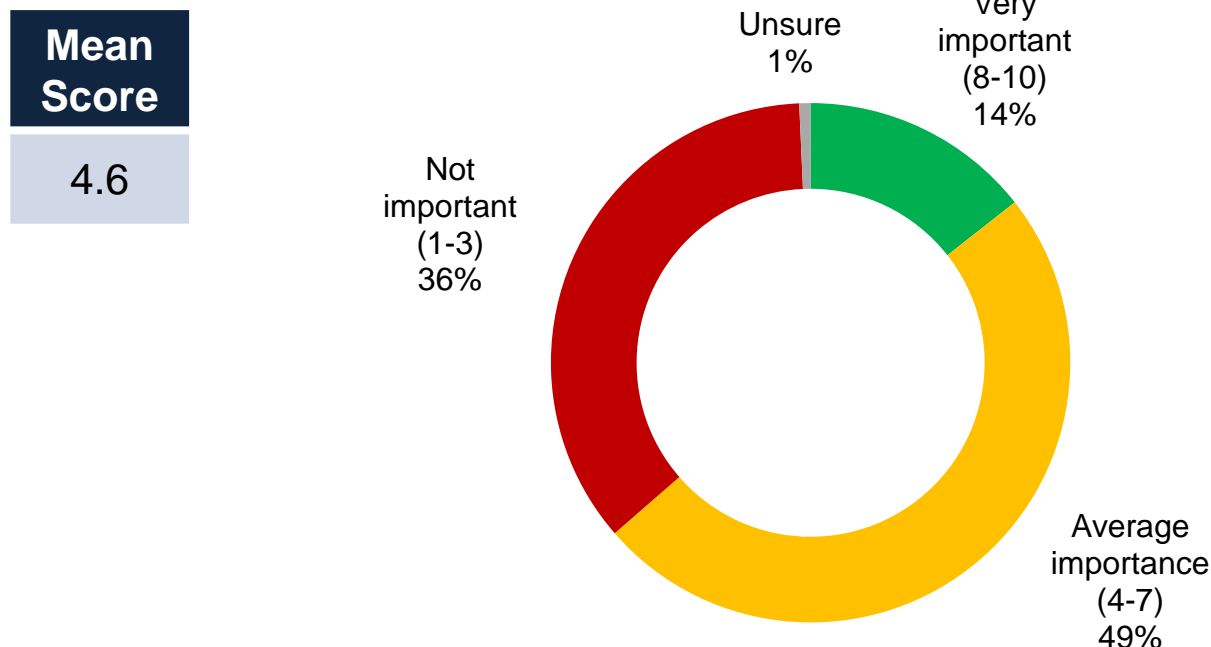
**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Distance from restaurants**

# Distance from Museums and Cultural Institutions

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



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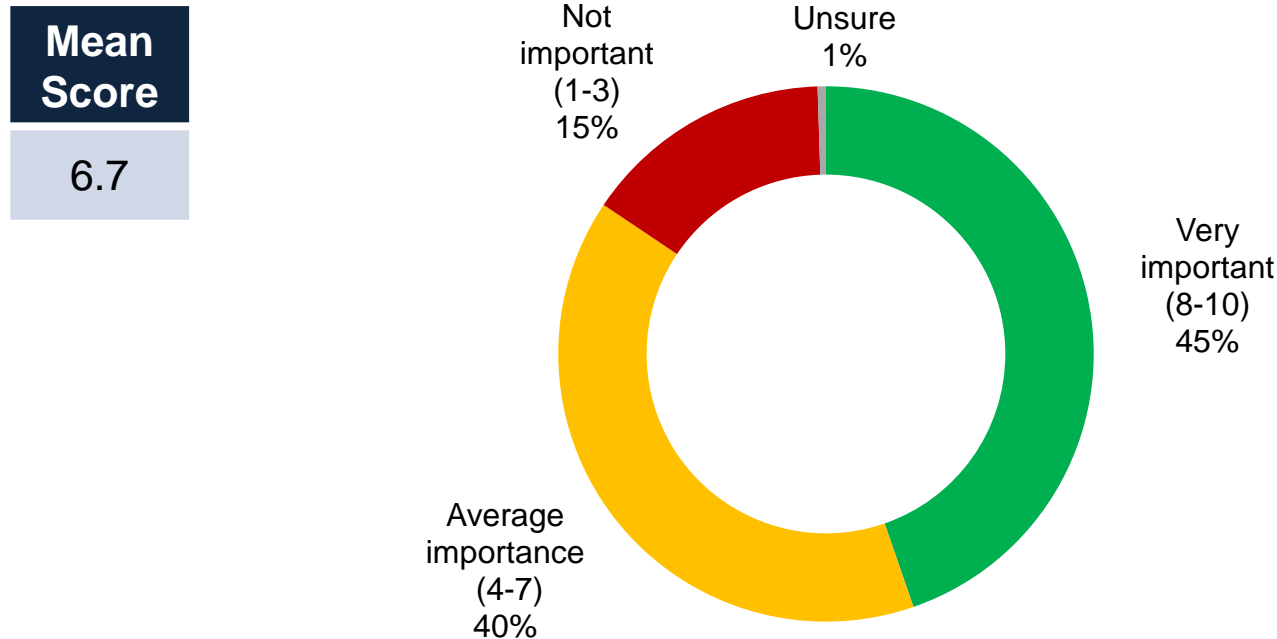
**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Distance from museums and other cultural institutions**



# Having Open Spaces for Gathering

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



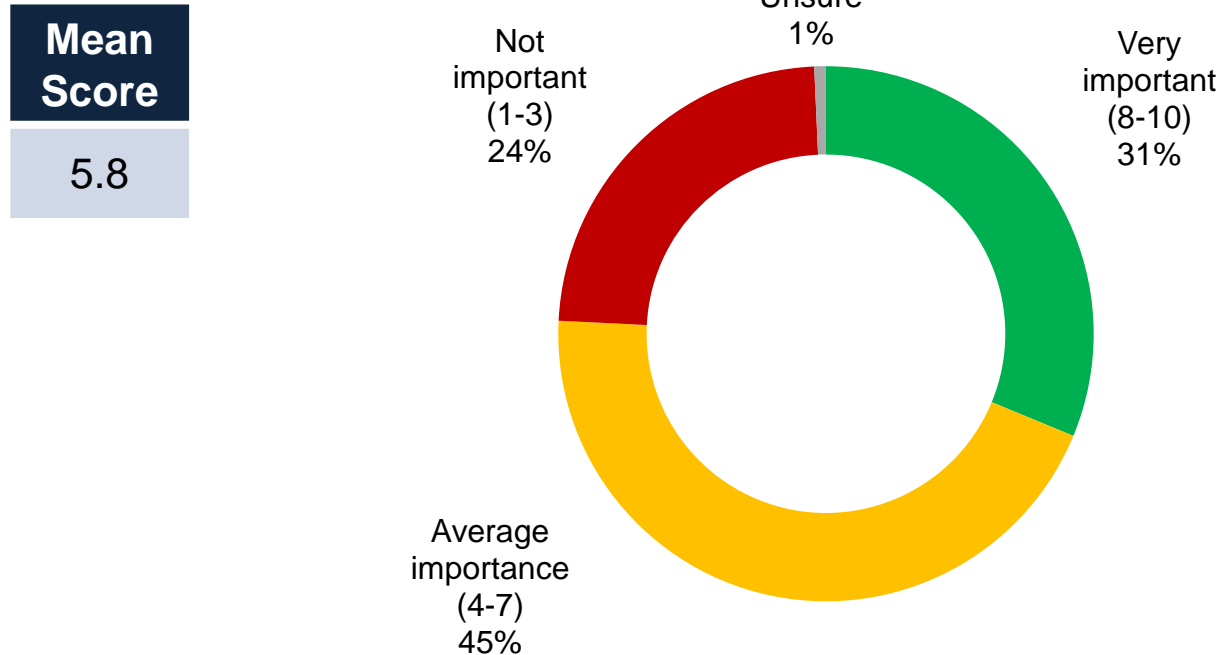
**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Having open spaces for gathering**

# Having a Nice View of the Outside

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



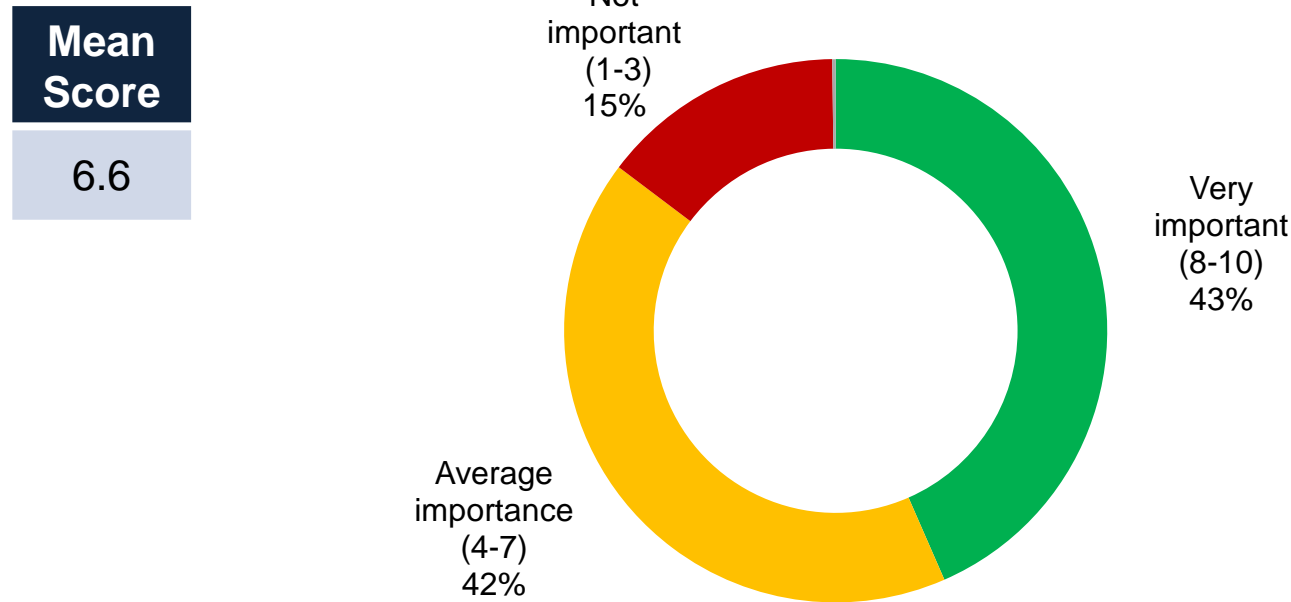
**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Having a nice view of the outside**

# Having Nice Views Inside the Building

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



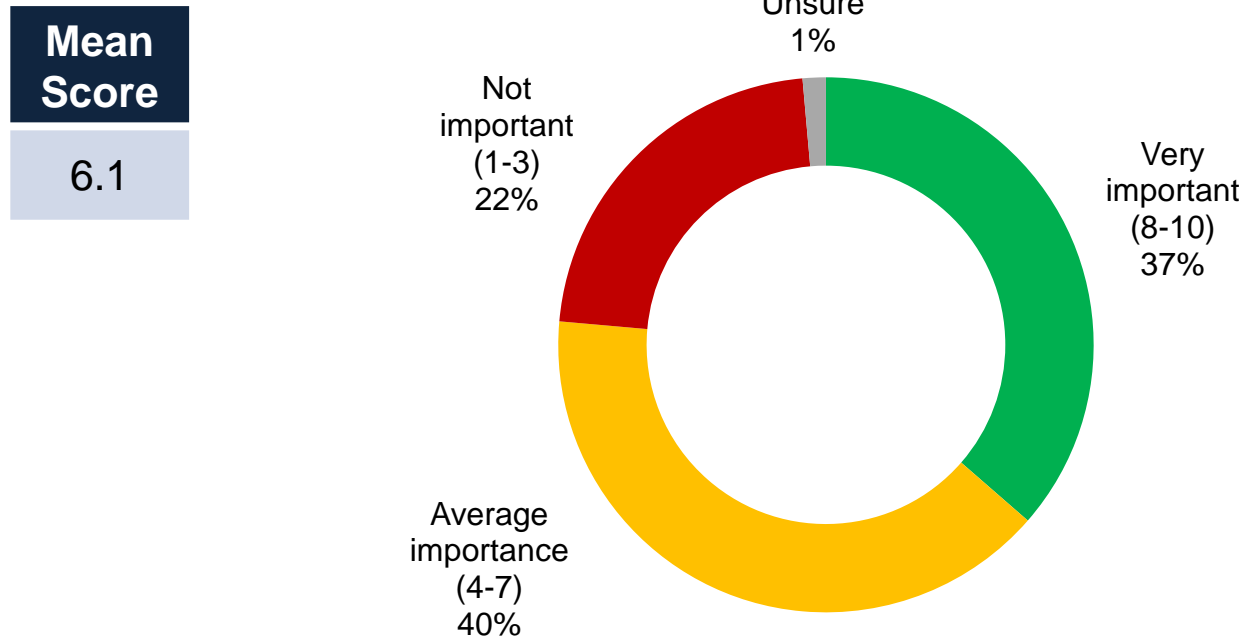
**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Having nice views inside the building**

# Having Unique Architecture

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



**\*Note:** Charts may not add up to 100 due to rounding

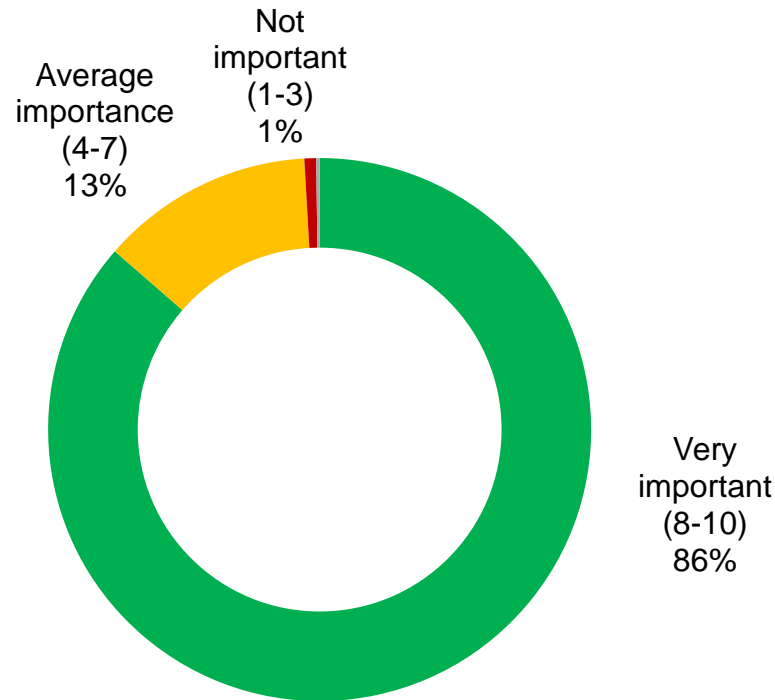
**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Having unique architecture**

# Having Good Lighting Inside

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

**Mean  
Score**  
9.0



**\*Note:** Charts may not add up to 100 due to rounding

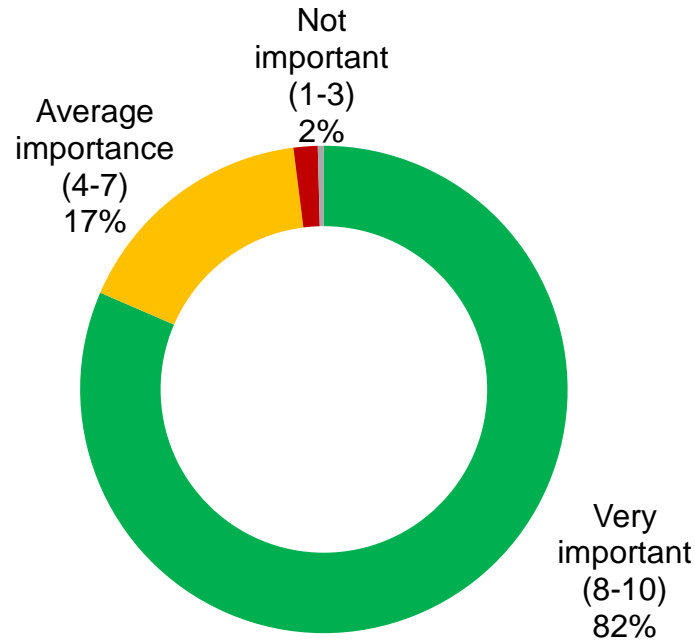
**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Having good lighting inside**

# Being a Place You Feel Welcome

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

**Mean  
Score**  
8.8



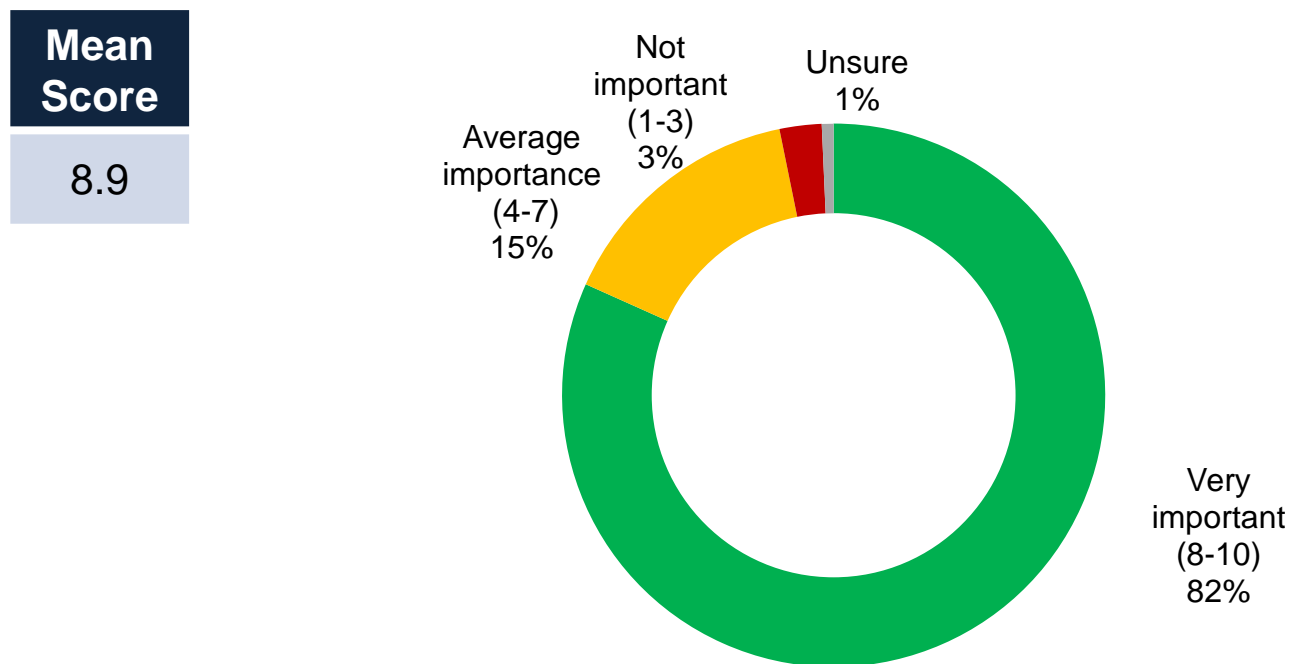
**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Being a place you feel welcome**

# Being a Place You Feel Safe

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.



**\*Note:** Charts may not add up to 100 due to rounding

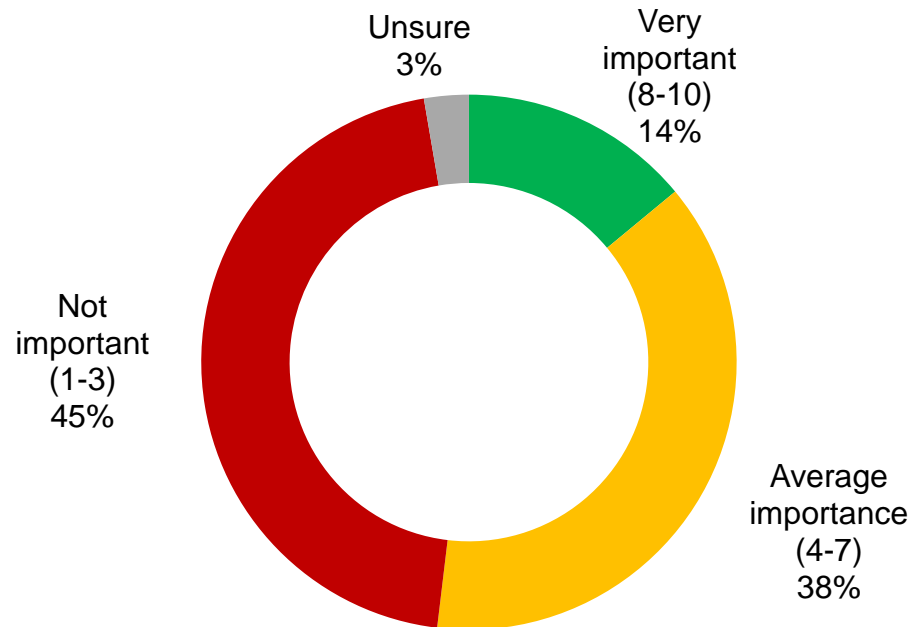
**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Being a place you feel safe**

# Having Parking

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

**Mean  
Score**  
4.2



**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Having parking**



# Other

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

Other - Item	Frequency (n=187)
Downtown location	27.3%
Accessibility/easy to walk to	18.2%
Clean/bright building/ better architecture so as to be a landmark	12.8%
A good selection of materials	9.1%
Comfortable/quiet work/reading spaces	7.5%
Exhibition/program/event spaces	4.8%
Helpful staff/more washrooms/longer hours	4.8%
Having a cafe/access to food	4.3%
Connections to other public civil institutions	2.7%
Bicycle storage/parking	1.6%
Other	6.4%
Unsure	0.5%

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Other (please specify)**

# Most Important Items to Customers

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

Item	First Ranked (n=557)	Second Ranked (n=526)
Being a place you feel safe	16.3%	10.8%
Access to public transit	15.8%	15.0%
Being a place you feel welcome	14.4%	15.2%
Having good lighting inside	11.3%	12.9%
Current location/in the downtown core	7.4%	-
Having unique architecture	6.3%	8.6%
Accessibility/easy to walk to	3.9%	0.2%
Having open spaces for gathering	3.2%	5.1%
Having nice views of the outside	3.2%	4.8%
Having nice views inside the building	2.7%	5.1%
Distance from a new LRT station	2.0%	6.5%

**QUESTION** – From the following list please rank the most important and the second most important item to you personally.

# Most Important Items to Customers

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

Item	First Ranked (n=557)	Second Ranked (n=526)
Spaces for events/meetings/programs	1.8%	0.2%
Access to virtual reality equipment	1.4%	0.2%
Having parking	1.3%	2.3%
A good selection of materials	0.9%	-
Distance from shops	0.7%	1.7%
Distance from restaurants	0.5%	1.7%
Distance from museums and other cultural institutions	0.5%	4.8%
Comfortable/quiet reading/working spaces	0.4%	-
An architecturally pleasing/bright building	0.4%	-
Unsure	5.6%	4.7%

**QUESTION** – From the following list please rank the most important and the second most important item to you personally.

# Willingness to Travel by Public Transit

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

## Mean Score

14.6 minutes

Minutes Willing to Travel (Most mentioned)	Frequency (n=442)
10 minutes	22.2%
15 minutes	20.4%
20 minutes	18.1%
Zero minutes	13.3%
30 minutes	11.3%
Five minutes	7.7%
25 minutes	1.8%

**QUESTION** – How many minutes by public transit would you be willing to travel to a downtown Central Library?

# Willingness to Travel by Foot

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

Mean Score	Minutes Willing to Travel (Most mentioned)	Frequency (n=540)
21.6 minutes	20 minutes	28.3%
	15 minutes	25.4%
	30 minutes	23.1%
	10 minutes	9.1%
	25 minutes	7.0%
	40 minutes	2.0%
	45 minutes	2.0%

**QUESTION** – How many minutes by foot would you be willing to travel to a downtown Central Library?

# Willingness to Travel by Car

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

Mean Score	Minutes Willing to Travel (Most mentioned)	Frequency (n=359)
10.4 minutes	Zero minutes	24.5%
	10 minutes	20.1%
	15 minutes	17.5%
	Five minutes	15.9%
	20 minutes	12.0%
	30 minutes	6.1%

**QUESTION** – How many minutes by car would you be willing to travel to a downtown Central Library?

# Other Comments

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30<sup>th</sup> to November 7<sup>th</sup>, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.

Response	Frequency (n=358)
It's important the central library be downtown/not move from its current location	48.3%
The building should be a showpiece, and modern/clean/impressive architecturally	19.0%
I support this initiative/the library	7.0%
The library should be a focusing point for the community	4.2%
New materials should be added	3.6%
I don't have any comments	2.8%
The library staff is great/well trained	2.2%
Consider other services/technologies as well that complement the library	1.4%
I like/use the website/online materials/OPL app a lot	1.4%
I think moving to the LeBreton Flats is a good idea	1.1%
Other	8.9%

**QUESTION** – Are there any other comments you would like to share with the Ottawa Public Library about a downtown Central Library? [Open-ended]



## Methodology



# Methodology

Nanos conducted an online survey of 557 cardholders of the Ottawa Public Library, with the Main branch selected as their primary branch and residing in the catchment area, 18 years of age or older, between October 30<sup>th</sup> and November 7<sup>th</sup>, 2015. Participants were contacted by the Ottawa Public Library and chose to opt-in to the survey. Nanos then contacted individuals who had opted-in and administered an online survey. All those who opted in were invited to complete the survey.

As this was a census survey of users, no margin of error applies. The response rate was 64.9%.

The research was commissioned by the Ottawa Public Library.

Note: Charts may not add up to 100 due to rounding.

Previous data is from a random online survey of 527 Ottawa Public Library card holders who identified the Main branch as their primary branch, conducted between May 10<sup>th</sup> and 30<sup>th</sup>, 2012. The margin of error for a random survey of 527 cardholders is  $\pm 4.3$  percentage points, 19 times out of 20.

# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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# Technical Note

Element	Description
Organization who commissioned the research	Ottawa Public Library
Final Sample Size	557 Ottawa Public Library card holders with Main selected as their primary branch and residing in the catchment area
Margin of Error	Individuals were not randomly selected, therefore no margin of error applies.
Mode of Survey	Online opt-in survey
Sampling Method Base	The sample included Cardholders of the Ottawa Public Library with Main selected as their primary branch and residing in the catchment area
Demographics (Captured)	Residents of the City of Ottawa; Ottawa Public Library cardholders; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income, language
Number of Calls	Individuals were not called.
Time of Calls	Individuals were not called.
Field Dates	October 30 <sup>th</sup> to November 7 <sup>th</sup> , 2015.
Language of Survey	The survey was conducted in both English and French.

# Technical Note

Element	Description
Weighting of Data	Not applicable.
Screening	Not applicable.
Excluded Demographics	Individuals who are not card holders with the Ottawa Public Library; Individuals who opted-out of the research; Individuals younger than 18 years old; individuals without Internet access were excluded by default. Cardholders residing outside of the catchment area and cardholders residing in the catchment area with a different primary branch.
Stratification	Not applicable.
Estimated Response Rate	64.9 percent of those contacted participated in the study.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	All questions asked are contained in the report.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



# Tabulations



## 2015-729 Ottawa Public Library User Survey – STAT SHEET

		Responses		Percent of Cases
		N	Percent	
Question 1 – Why do you visit the Main branch? Please select as many reasons as apply.	To use a public computer	73	3.8%	13.1%
	To use a Chromebook	7	0.4%	1.3%
	To use the free Wi-Fi access	83	4.3%	14.9%
	To pick up my holds	448	23.4%	80.4%
	To look for materials to check out	448	23.4%	80.4%
	To take my kids	54	2.8%	9.7%
	To do research	143	7.5%	25.7%
	To hang out with my friends	13	0.7%	2.3%
	To work	51	2.7%	9.2%
	To study	59	3.1%	10.6%
	To read	151	7.9%	27.1%
	To meet someone	37	1.9%	6.6%
	To attend a program	75	3.9%	13.5%
	To go to a meeting	42	2.2%	7.5%
	To buy used books	130	6.8%	23.3%
	To donate books	64	3.3%	11.5%
	Because it's so close to me	3	0.2%	0.5%
	I don't visit the main branch very often	5	0.3%	0.9%
	So I can access eBooks	2	0.1%	0.4%
	To attend events	5	0.3%	0.9%

Nanos conducted an online survey of 557 cardholders of the Ottawa Public Library, 18 years of age or older, between October 30<sup>th</sup> and November 7<sup>th</sup>, 2015. Since respondents opted to participate at the request of the Ottawa Public Library, no margin of error applies to the research.

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

To volunteer	4	0.2%	0.7%
To access other institutions through passes	1	0.1%	0.2%
To sit quietly and either warm up or cool down depending on the temperature	1	0.1%	0.2%
To get/update my library card	2	0.1%	0.4%
To get out of my office/relax	3	0.2%	0.5%
To return materials	2	0.1%	0.4%
Use equipment like photocopiers/scanners	4	0.2%	0.7%
To support the library	1	0.1%	0.2%
Total	1911	100.0%	343.1%

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

### Question 2 - Is the Main branch the primary Ottawa Public Library branch that you use most?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	525	94.3	94.3	94.3
	No	32	5.7	5.7	100.0
	Total	557	100.0	100.0	

### Question 3 - Why is the Main branch not your primary branch? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	There is a closer branch near my home	18	3.2	56.3	56.3
	There is a lack of parking	5	.9	15.6	71.9
	I don't feel comfortable going to the main branch	3	.5	9.4	81.3
	I just prefer another branch	2	.4	6.3	87.5
	I use multiple branches	2	.4	6.3	93.8
	The main branch is my primary branch	1	.2	3.1	96.9
	Unsure	1	.2	3.1	100.0
	Total	32	5.7	100.0	
	No answer	525	94.3		
Total		557	100.0		

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

		Responses		Percent of Cases
		N	Percent	
Question 4 – What other branches of the Ottawa Public Library, if any, do you use? Please select all that apply.	Alta Vista	19	2.5%	3.4%
	Beaverbrook	4	0.5%	0.7%
	Blackburn Hamlet	8	1.1%	1.4%
	Bookmobile	3	0.4%	0.5%
	Carlingwood	27	3.6%	4.8%
	Carp	2	0.3%	0.4%
	Centennia	3	0.4%	0.5%
	Cumberland	2	0.3%	0.4%
	Elmvale Acres	7	0.9%	1.3%
	Emerald Plaza	8	1.1%	1.4%
	Greenboro	9	1.2%	1.6%
	Hazeldean	4	0.5%	0.7%
	Manotick	1	0.1%	0.2%
	Metcalfe	4	0.5%	0.7%
	Nepean Centrepont	32	4.3%	5.7%
	North Gloucester	3	0.4%	0.5%
	North Gower	1	0.1%	0.2%
	Orléans	5	0.7%	0.9%
	Osgoode	1	0.1%	0.2%
	Richmond	3	0.4%	0.5%

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

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Rideau	73	9.7%	13.1%
Rockcliffe Park	16	2.1%	2.9%
Rosemount	47	6.3%	8.4%
Ruth E Dickson	5	0.7%	0.9%
St-Laurent	10	1.3%	1.8%
Stittsville	1	0.1%	0.2%
Sunnyside	124	16.5%	22.3%
Vanier	16	2.1%	2.9%
None	314	41.8%	56.4%
Total	752	100.0%	135.0%

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

### Statistics

Question 5 - On average, how often do you come to the Main branch each year? (times per year)

N	Valid	547
	No answer	10
Mean		32.9433

### Question 5 - On average, how often do you come to the Main branch each year? (times per year) [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	12	2.2	2.2	2.2
	2.00	12	2.2	2.2	4.4
	3.00	22	3.9	4.0	8.4
	4.00	22	3.9	4.0	12.4
	5.00	26	4.7	4.8	17.2
	6.00	32	5.7	5.9	23.0
	7.00	2	.4	.4	23.4
	8.00	11	2.0	2.0	25.4
	9.00	1	.2	.2	25.6
	10.00	40	7.2	7.3	32.9

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

12.00	37	6.6	6.8	39.7
13.00	2	.4	.4	40.0
14.00	3	.5	.5	40.6
15.00	39	7.0	7.1	47.7
16.00	1	.2	.2	47.9
18.00	4	.7	.7	48.6
20.00	46	8.3	8.4	57.0
24.00	26	4.7	4.8	61.8
25.00	14	2.5	2.6	64.4
26.00	7	1.3	1.3	65.6
30.00	26	4.7	4.8	70.4
35.00	5	.9	.9	71.3
36.00	2	.4	.4	71.7
40.00	25	4.5	4.6	76.2
45.00	9	1.6	1.6	77.9
48.00	2	.4	.4	78.2
50.00	23	4.1	4.2	82.4
52.00	23	4.1	4.2	86.7
55.00	2	.4	.4	87.0
60.00	14	2.5	2.6	89.6
70.00	2	.4	.4	89.9

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

75.00	6	1.1	1.1	91.0
80.00	2	.4	.4	91.4
90.00	2	.4	.4	91.8
100.00	14	2.5	2.6	94.3
104.00	3	.5	.5	94.9
110.00	1	.2	.2	95.1
120.00	2	.4	.4	95.4
125.00	1	.2	.2	95.6
150.00	8	1.4	1.5	97.1
175.00	1	.2	.2	97.3
180.00	2	.4	.4	97.6
200.00	7	1.3	1.3	98.9
250.00	2	.4	.4	99.3
260.00	1	.2	.2	99.5
300.00	3	.5	.5	100.0
Total	547	98.2	100.0	
Unsure	10	1.8		
Total	557	100.0		

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

### Question 6 - What, if anything, would encourage you to visit the Main branch more often? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Newer/cleaner more attractive/inviting building / Better layout/floorplan	84	15.1	18.9	18.9
	New/different and more interesting classes/programs	72	12.9	16.2	35.1
	Better/more variety in the selection of materials	60	10.8	13.5	48.6
	Other	41	7.4	9.2	57.9
	Nothing could make me increase my visits	37	6.6	8.3	66.2
	A quiet place to read/work	28	5.0	6.3	72.5
	Different/longer hours of operation	27	4.8	6.1	78.6
	Better lighting	26	4.7	5.9	84.5
	Parking	15	2.7	3.4	87.8
	I visit frequently already	11	2.0	2.5	90.3

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

If I had more time	10	1.8	2.3	92.6
Areas for meetings/socializing	8	1.4	1.8	94.4
There are too many homeless/street people in the library	7	1.3	1.6	95.9
I use eBooks/digital materials so going is not necessary	6	1.1	1.4	97.3
Some sort of café/coffee shop	5	.9	1.1	98.4
Unsure	4	.7	.9	99.3
Better Wi-Fi	3	.5	.7	100.0
Total	444	79.7	100.0	
No answer	113	20.3		
Total	557	100.0		

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

### Question 7 - In your view, what is missing from the current Main branch that should be in a downtown Central Library? [Open-ended]

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid A clean / bright /architecturally interesting and accessible building	91	16.3	21.3	21.3
Community spaces / Program or event spaces	59	10.6	13.8	35.1
Large/quiet study/work/lounge spaces	46	8.3	10.8	45.9
A larger/more varied collection	44	7.9	10.3	56.2
Nothing	37	6.6	8.7	64.9
More space/be less cramped	37	6.6	8.7	73.5
Other	37	6.6	8.7	82.2
I like it as it is	24	4.3	5.6	87.8
A coffee shop/café	21	3.8	4.9	92.7
Parking	9	1.6	2.1	94.8
Someone/something to welcome people/give information	9	1.6	2.1	97.0
Maker spaces for 3D printers/laser cutters/tools/computers	8	1.4	1.9	98.8
Unsure	4	.7	.9	99.8

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

Easier access to perks like museum passes	1	.2	.2	100.0
Total	427	76.7	100.0	
No answer	130	23.3		
Total	557	100.0		

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

### Statistics

Question 8 - How long is your  
average visit at the Main branch?  
(hours)

N	Valid	535
	No answer	22
Mean		.7820

### Question 8 - How long is your average visit at the Main branch? (hours) [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.05	2	.4	.4	.4
	.08	2	.4	.4	.7
	.10	14	2.5	2.6	3.4
	.15	4	.7	.7	4.1
	.17	8	1.4	1.5	5.6
	.20	9	1.6	1.7	7.3
	.25	71	12.7	13.3	20.6
	.30	12	2.2	2.2	22.8
	.33	13	2.3	2.4	25.2
	.35	1	.2	.2	25.4
	.45	1	.2	.2	25.6

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

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.50	152	27.3	28.4	54.0
.60	2	.4	.4	54.4
.75	16	2.9	3.0	57.4
1.00	172	30.9	32.1	89.5
1.30	1	.2	.2	89.7
1.50	9	1.6	1.7	91.4
2.00	31	5.6	5.8	97.2
2.50	3	.5	.6	97.8
3.00	11	2.0	2.1	99.8
8.00	1	.2	.2	100.0
Total	535	96.1	100.0	
Unsure	22	3.9		
Total	557	100.0		

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

### Question 9 - When you visit the Main branch, how do you primarily get there?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public transit	39	7.0	7.0	7.0
	By car	17	3.1	3.1	10.1
	By bicycle	45	8.1	8.1	18.1
	On foot	453	81.3	81.3	99.5
	By wheelchair	2	.4	.4	99.8
	It varies	1	.2	.2	100.0
	Total	557	100.0	100.0	

### Question 10 - Do you most often come from....

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Home	381	68.4	68.4	68.4
	Work	161	28.9	28.9	97.3
	School	9	1.6	1.6	98.9
	From my child's daycare	2	.4	.4	99.3
	I'm retired	2	.4	.4	99.6
	Apply for a library card	1	.2	.2	99.8
	From the University of Ottawa	1	.2	.2	100.0
	Total	557	100.0	100.0	

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

### Question 11 - If you come from work or school, how do you primarily get there?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public transit	24	4.3	14.8	14.8
	By car	2	.4	1.2	16.0
	By bicycle	14	2.5	8.6	24.7
	On foot	121	21.7	74.7	99.4
	Public Transit and bike	1	.2	.6	100.0
	Total	162	29.1	100.0	
	No answer	395	70.9		
Total		557	100.0		

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25] - Statistics

	Question 12 - Access to public transit	Question 13 - Distance from a new LRT station	Question 14 - Distance from shops	Question 15 - Distance from restaurants	Question 16 - Distance from museums and other cultural institutions	Question 17 - Having open spaces for gathering	Question 18 - Having a nice view of the outside
N Valid	553	540	551	549	553	554	553
No answer	4	17	6	8	4	3	4
Mean	8.3960	6.9907	4.7405	4.2532	4.6329	6.6751	5.7595

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25] - Statistics

	Question 19 - Having nice views inside the building	Question 20 - Having unique architecture	Question 21 - Having good lighting inside	Question 22 - Being a place you feel welcome	Question 23 - Being a place you feel safe	Question 24 - Having parking	Question 25 - Other (specify)
N Valid	556	549	556	555	553	542	145
No answer	1	8	1	2	4	15	412
Mean	6.6277	6.1129	8.9928	8.8216	8.9005	4.2362	9.3655

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 12 - Access to public transit	Not important (1-3)	33	5.9	5.9	5.9
	Average importance (4-7)	101	18.1	18.1	24.1
	Very important (8-10)	419	75.2	75.2	99.3
	Unsure	4	.7	.7	100.0
	Total	557	100.0	100.0	

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 13 - Valid Distance from a new LRT station	Not important (1-3)	85	15.3	15.3	15.3
	Average importance (4-7)	166	29.8	29.8	45.1
	Very important (8-10)	289	51.9	51.9	96.9
	Unsure	17	3.1	3.1	100.0
	Total	557	100.0	100.0	

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 14 - Valid Distance from shops	Not important (1-3)	197	35.4	35.4	35.4
	Average importance (4-7)	256	46.0	46.0	81.3
	Very important (8-10)	98	17.6	17.6	98.9
	Unsure	6	1.1	1.1	100.0
	Total	557	100.0	100.0	

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 15 - Distance from restaurants	Not important (1-3)	232	41.7	41.7	41.7
	Average importance (4-7)	251	45.1	45.1	86.7
	Very important (8-10)	66	11.8	11.8	98.6
	Unsure	8	1.4	1.4	100.0
	Total	557	100.0	100.0	

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 16 - Distance from museums and other cultural institutions	Not important (1-3)	199	35.7	35.7	35.7
	Average importance (4-7)	274	49.2	49.2	84.9
	Very important (8-10)	80	14.4	14.4	99.3
	Unsure	4	.7	.7	100.0
	Total	557	100.0	100.0	

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 17 - Having open spaces for gathering	Not important (1-3)	84	15.1	15.1	15.1
	Average importance (4-7)	221	39.7	39.7	54.8
	Very important (8-10)	249	44.7	44.7	99.5
	Unsure	3	.5	.5	100.0
	Total	557	100.0	100.0	

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 18 - Having a nice view of the outside	Not important (1-3)	131	23.5	23.5	23.5
	Average importance (4-7)	248	44.5	44.5	68.0
	Very important (8-10)	174	31.2	31.2	99.3
	Unsure	4	.7	.7	100.0
	Total	557	100.0	100.0	

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

	Frequency	Percent	Valid Percent	Cumulative Percent
Question 19 - Not important (1-3)	81	14.5	14.5	14.5
Having nice views inside the building				
Average importance (4-7)	233	41.8	41.8	56.4
Very important (8-10)	242	43.4	43.4	99.8
Unsure	1	.2	.2	100.0
Total	557	100.0	100.0	

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

	Frequency	Percent	Valid Percent	Cumulative Percent
Question 20 - Not important (1-3)	123	22.1	22.1	22.1
Having unique architecture				
Average importance (4-7)	223	40.0	40.0	62.1
Very important (8-10)	203	36.4	36.4	98.6
Unsure	8	1.4	1.4	100.0
Total	557	100.0	100.0	

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

	Frequency	Percent	Valid Percent	Cumulative Percent
Question 21 - Not important (1-3)	4	.7	.7	.7
Having good lighting inside				
Average importance (4-7)	71	12.7	12.7	13.5
Very important (8-10)	481	86.4	86.4	99.8
Unsure	1	.2	.2	100.0
Total	557	100.0	100.0	

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

	Frequency	Percent	Valid Percent	Cumulative Percent
Question 22 - Being a place you feel welcome				
Not important (1-3)	9	1.6	1.6	1.6
Average importance (4-7)	92	16.5	16.5	18.1
Very important (8-10)	454	81.5	81.5	99.6
Unsure	2	.4	.4	100.0
Total	557	100.0	100.0	

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 23	Not important (1-3)	14	2.5	2.5	2.5
- Being a place you feel safe	Average importance (4-7)	84	15.1	15.1	17.6
	Very important (8-10)	455	81.7	81.7	99.3
	Unsure	4	.7	.7	100.0
	Total	557	100.0	100.0	

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 24	Not important (1-3)	253	45.4	45.4	45.4
- Having parking	Average importance (4-7)	211	37.9	37.9	83.3
	Very important (8-10)	78	14.0	14.0	97.3
	Unsure	15	2.7	2.7	100.0
	Total	557	100.0	100.0	

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 25 – Other (Please Specify)	Downtown location	51	9.2	27.3	27.3
	Accessibility / Easy to walk to	34	6.1	18.2	45.5
	Clean/bright building / Better architecture so as to be a landmark	24	4.3	12.8	58.3
	A good selection of materials	17	3.1	9.1	67.4
	Comfortable/quiet work/reading spaces	14	2.5	7.5	74.9
	Other	12	2.2	6.4	81.3
	Exhibition/program/event spaces	9	1.6	4.8	86.1
	Helpful staff / More washrooms / Longer hours	9	1.6	4.8	90.9
	Having a café/access to food	8	1.4	4.3	95.2
	Connections to other public civil institutions	5	.9	2.7	97.9
	Bicycle storage / Parking	3	.5	1.6	99.5
	Unsure	1	.2	.5	100.0
	Total	187	33.6	100.0	
	No answer	370	66.4		
Total		557	100.0		

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

**Question 26 (first ranked response) - From the following list please rank the MOST IMPORTANT and the SECOND MOST IMPORTANT item to you personally.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Access to public transit	88	15.8	15.8	15.8
	Distance from a new LRT station	11	2.0	2.0	17.8
	Distance from shops	4	.7	.7	18.5
	Distance from restaurants	3	.5	.5	19.0
	Distance from museums and other cultural institutions	3	.5	.5	19.6
	Having open spaces for gathering	18	3.2	3.2	22.8
	Having a nice view of the outside	18	3.2	3.2	26.0
	Having nice views of the building	15	2.7	2.7	28.7
	Having unique architecture	35	6.3	6.3	35.0
	Having good lighting inside	63	11.3	11.3	46.3
	Being a place you feel welcome	80	14.4	14.4	60.7
	Being a place you feel safe	91	16.3	16.3	77.0

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

Having parking	7	1.3	1.3	78.3
Accessibility / Easy to walk to	22	3.9	3.9	82.2
Current location / In the downtown core	41	7.4	7.4	89.6
Comfortable/quiet reading/working spaces	2	.4	.4	89.9
A good selection of materials	5	.9	.9	90.8
Spaces for events/meetings/programs	10	1.8	1.8	92.6
An architecturally pleasing/bright building / Nice views	2	.4	.4	93.0
Access to virtual reality equipment	8	1.4	1.4	94.4
Unsure	31	5.6	5.6	100.0
Total	557	100.0	100.0	

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

**Question 26 (second ranked response) - From the following list please rank the MOST IMPORTANT and the SECOND MOST IMPORTANT item to you personally.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Access to public transit	79	14.2	15.0	15.0
	Distance from a new LRT station	34	6.1	6.5	21.5
	Distance from shops	9	1.6	1.7	23.2
	Distance from restaurants	9	1.6	1.7	24.9
	Distance from museums and other cultural institutions	25	4.5	4.8	29.7
	Having open spaces for gathering	27	4.8	5.1	34.8
	Having a nice view of the outside	25	4.5	4.8	39.5
	Having nice views of the building	27	4.8	5.1	44.7
	Having unique architecture	45	8.1	8.6	53.2
	Having good lighting inside	68	12.2	12.9	66.2
	Being a place you feel welcome	80	14.4	15.2	81.4
	Being a place you feel safe	57	10.2	10.8	92.2
	Having parking	12	2.2	2.3	94.5

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Accessibility / Easy to walk to	1	.2	.2	94.7
Spaces for events/meetings/programs	1	.2	.2	94.9
Access to virtual reality equipment	1	.2	.2	95.1
Unsure	26	4.7	4.9	100.0
Total	526	94.4	100.0	
No answer	31	5.6		
Total	557	100.0		

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

### Statistics

		Question 27 - How many minutes by public transit would you be willing to travel to a downtown Central Library? (in minutes)	Question 28 - How many minutes by foot would you be willing to travel to a downtown Central Library? (in minutes)	Question 29 - How many minutes by car would you be willing to travel to a downtown Central Library? (in minutes)	Question 30 - Our last questions are to help group your responses. How many times per year would you say you visit the Ottawa Public Library website? (times per year)
N	Valid	442	540	359	553
	No answer	115	17	198	4
Mean		14.5792	21.6241	10.3593	67.3436

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

**Question 27 - How many minutes by public transit would you be willing to travel to a downtown Central Library? (in minutes) [Open-ended]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	59	10.6	13.3	13.3
	.00	1	.2	.2	13.6
	1.00	1	.2	.2	13.8
	3.00	2	.4	.5	14.3
	4.00	1	.2	.2	14.5
	5.00	34	6.1	7.7	22.2
	8.00	1	.2	.2	22.4
	10.00	98	17.6	22.2	44.6
	11.00	1	.2	.2	44.8
	12.00	1	.2	.2	45.0
	14.00	1	.2	.2	45.2
	15.00	90	16.2	20.4	65.6
	18.00	1	.2	.2	65.8
	20.00	80	14.4	18.1	83.9
	25.00	8	1.4	1.8	85.7
	30.00	50	9.0	11.3	97.1
	35.00	2	.4	.5	97.5
	40.00	5	.9	1.1	98.6
	45.00	4	.7	.9	99.5

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### 2015-729 Ottawa Public Library User Survey – STAT SHEET

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60.00	2	.4	.5	100.0
Total	442	79.4	100.0	
Unsure/no answer	115	20.6		
Total	557	100.0		

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

**Question 28 - How many minutes by foot would you be willing to travel to a downtown Central Library? (in minutes) [Open-ended]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	1	.2	.2	.2
	5.00	6	1.1	1.1	1.3
	10.00	49	8.8	9.1	10.4
	12.00	1	.2	.2	10.6
	15.00	137	24.6	25.4	35.9
	20.00	153	27.5	28.3	64.3
	25.00	38	6.8	7.0	71.3
	30.00	125	22.4	23.1	94.4
	35.00	3	.5	.6	95.0
	40.00	11	2.0	2.0	97.0
	45.00	11	2.0	2.0	99.1
	50.00	1	.2	.2	99.3
	60.00	4	.7	.7	100.0
	Total	540	96.9	100.0	
	Unsure/no answer	17	3.1		
Total		557	100.0		

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

### Question 29 - How many minutes by car would you be willing to travel to a downtown Central Library? (in minutes) [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	88	15.8	24.5	24.5
	1.00	3	.5	.8	25.3
	2.00	1	.2	.3	25.6
	5.00	57	10.2	15.9	41.5
	6.00	1	.2	.3	41.8
	7.00	1	.2	.3	42.1
	8.00	2	.4	.6	42.6
	10.00	72	12.9	20.1	62.7
	15.00	63	11.3	17.5	80.2
	20.00	43	7.7	12.0	92.2
	25.00	3	.5	.8	93.0
	30.00	22	3.9	6.1	99.2
	35.00	1	.2	.3	99.4
	45.00	1	.2	.3	99.7
	60.00	1	.2	.3	100.0
	Total	359	64.5	100.0	
	Unsure/no answer	198	35.5		
Total		557	100.0		

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

**Question 30 - Our last questions are to help group your responses. How many times per year would you say you visit the Ottawa Public Library website? (times per year) [Open-ended]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	4	.7	.7	.7
	1.00	6	1.1	1.1	1.8
	2.00	14	2.5	2.5	4.3
	3.00	7	1.3	1.3	5.6
	4.00	8	1.4	1.4	7.1
	5.00	22	3.9	4.0	11.0
	6.00	11	2.0	2.0	13.0
	7.00	2	.4	.4	13.4
	8.00	3	.5	.5	13.9
	9.00	1	.2	.2	14.1
	10.00	32	5.7	5.8	19.9
	12.00	36	6.5	6.5	26.4
	15.00	23	4.1	4.2	30.6
	18.00	1	.2	.2	30.7
	20.00	37	6.6	6.7	37.4
	24.00	14	2.5	2.5	40.0
	25.00	25	4.5	4.5	44.5
	26.00	1	.2	.2	44.7

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

30.00	33	5.9	6.0	50.6
36.00	1	.2	.2	50.8
40.00	26	4.7	4.7	55.5
45.00	3	.5	.5	56.1
48.00	4	.7	.7	56.8
50.00	61	11.0	11.0	67.8
52.00	21	3.8	3.8	71.6
55.00	2	.4	.4	72.0
60.00	15	2.7	2.7	74.7
75.00	6	1.1	1.1	75.8
80.00	5	.9	.9	76.7
90.00	4	.7	.7	77.4
100.00	51	9.2	9.2	86.6
104.00	1	.2	.2	86.8
120.00	3	.5	.5	87.3
125.00	2	.4	.4	87.7
150.00	12	2.2	2.2	89.9
160.00	1	.2	.2	90.1
170.00	1	.2	.2	90.2
175.00	1	.2	.2	90.4
200.00	15	2.7	2.7	93.1
250.00	7	1.3	1.3	94.4

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### 2015-729 Ottawa Public Library User Survey – STAT SHEET

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270.00	1	.2	.2	94.6
300.00	9	1.6	1.6	96.2
330.00	1	.2	.2	96.4
350.00	3	.5	.5	96.9
365.00	11	2.0	2.0	98.9
400.00	2	.4	.4	99.3
500.00	1	.2	.2	99.5
800.00	1	.2	.2	99.6
1000.00	2	.4	.4	100.0
Total	553	99.3	100.0	
Unsure/no answer	4	.7		
Total	557	100.0		

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

### Question 36 - Are there any other comments you would like to share with the Ottawa Public Library about a downtown Central Library? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It's important the central library be downtown/not move from its current location	173	31.1	48.3	48.3
	The building should be a showpiece, and modern/clean/impressive architecturally	68	12.2	19.0	67.3
	Other	32	5.7	8.9	76.3
	I support this initiative/the library	25	4.5	7.0	83.2
	The library should be a focusing point for the community	15	2.7	4.2	87.4
	New materials should be added	13	2.3	3.6	91.1
	I don't have any comments	10	1.8	2.8	93.9
	The library staff is great/well trained	8	1.4	2.2	96.1
	Consider other services/technologies as well that complement the library	5	.9	1.4	97.5
	I like/use the website/online materials/OPL app a lot	5	.9	1.4	98.9

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## 2015-729 Ottawa Public Library User Survey – STAT SHEET

I think moving to the LeBreton flats is a good idea	4	.7	1.1	100.0
Total	358	64.3	100.0	
No answer	199	35.7		
Total	557	100.0		

Nanos conducted an online survey of 557 cardholders of the Ottawa Public Library, 18 years of age or older, between October 30<sup>th</sup> and November 7<sup>th</sup>, 2015. Since respondents opted to participate at the request of the Ottawa Public Library, no margin of error applies to the research.

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# Impressions of features important for a new Central Library

Ottawa Public Library Focus Groups Summary

submitted by Nanos to Ottawa Public Library, October 2015  
(Submission 2015-731)



# > Objectives

Nanos Research was retained by Ottawa Public Library to gather impressions on factors they thought would be important to help with decision-making related to a new downtown Central Library. To this end, focus groups were conducted in order to identify similarities and differences in terms of the views of current customers, potential customers and the general population who would consider using the Main Library with regards to:

1. Advantages and concerns of having a new downtown Central Library in Ottawa;
2. Factors that the Ottawa Public Library should consider on the issue of a new downtown Central Library; and,
3. Public spaces in Ottawa.



# > Objectives

Twelve focus groups were conducted on October 1<sup>st</sup> , 3<sup>rd</sup> and 4<sup>th</sup>, 2015 in Ottawa on behalf of the Ottawa Public Library.

Each focus group was 75-90 minutes in length and various different profiles were represented in each group: residents of Catchment area who have used Main Branch in the last year, residents of Catchment who have library cards but have not used Main Branch in the last year, residents not in catchment who have used the Main Branch in the last year, residents not in catchment who have library cards but have not used the Main Branch in the last year and residents from the general population who would consider using the Central Library.

They were comprised of up to 8 participants with 10 individuals recruited. A total of 94 Ottawa residents participated in the focus groups. Readers should note that focus group research is qualitative in nature and should not be generalized to the target populations for the study.

# > At a Glance

Overall, participants thought that a new downtown Central Library would be an opportunity to improve upon the current facility, which many thought could use the improvement. However, some raised concerns with regards to insufficient funding to build all the necessary features, as they considered that the library should be a landmark cultural institution in the city and that it should be built with the future in mind. Others raised concerns about unnecessary spending. In terms of importance, the top three ranked factors to be considered when making decisions about the new downtown library were convenience of location, a safe and welcoming building, as well as access to public transit.

- **Advantages** – Many participants considered that it would provide an opportunity to improve upon many of the perceived shortcomings of the current Main branch, such as inadequate lighting, lack of access, especially for people with disabilities and unwelcoming layout and décor, thus making the new downtown library an Ottawa landmark. In addition, participants thought that a downtown location would be advantageous since it would allow good access for people who live, work or study downtown, while keeping the library close to other resources.
- **Concerns** – One of the main concerns participants had was that the library would not be built in accordance with a vision that would align with future library use, in view of technological and demographic evolution. In addition, participants were concerned that not enough funding would be available to build the library in keeping with such a vision or to implement all the required features. Some participants were also concerned that taxpayer money would be spent on something that is not essential and questioned the need for a new library. A few others raised concerns with regards to the impact a new library would have on the resources allocated to local libraries and underlined the importance of ensuring the new library would offer distinguishing services that would attract users.

Participants were asked to discuss and score potential characteristics for a downtown Central Library from 1 to 10, where 1 is not at all important and 10 is very important. Please note that 'mean' or 'average' refers to the number expressing the typical value in a set of data.

- **Convenient location** – This characteristic refers to easy access to participants. Having received a mean score of 9.03 out of 10 and having been ranked first by 39 of 94 participants, convenience of location was the most important factor when it came to making decisions about a new downtown library. Across all streams, participants agreed that the library would not be used unless it was located conveniently. Participants in the catchment area and those who worked downtown were more likely to emphasize the importance of being able to walk to the library or access it by public transit. General populous participants, as well as those outside the catchment area said they would like easy access by car and sufficient parking.
- **Welcoming and safe** – Participants gave this factor a mean score of 8.45 out 10 and 14 of the 94 participants ranked it first. Overall, the participants thought it was unquestionable that the library should be welcoming and safe. They defined welcoming as well maintained, with an attractive interior, friendly staff and welcoming to different groups such as homeless people, newcomers and people with disabilities. Participants agreed that some safety measures should be implemented, but some said they would like these to be subtle so that they do not feel supervised. There were no significant differences across the different streams.



- **Public transit** – Access to public transit was ranked first by 13 out of 94 participants, and received a mean score of 8.86. Participants across all streams said that good access to public transit would be important to students and youth, but also to those who want to avoid the inconveniences of downtown traffic, parking and the added cost of driving. Many participants said that they should be able to arrive at the library in 20 to 30 minutes and that a bus stop should be as close as on the same block, or no more than 10 minutes away at the farthest. Some participants noted that good access would also mean being able to connect to a variety of service and a good frequency of busses even during late hours.
- **LRT station** – This factor received a mean score of 7.62 out of 10 and was ranked first by 7 of 94 participants. Although participants were unsure of how the new LRT system would work, this was still considered an important factor since some participants said that the LRT could be the future of transportation in Ottawa, allowing people to travel faster and further. Participants said that it would be more difficult to ensure that an LRT station would be in close proximity to the library than a bus stop; therefore, they were willing to walk further between the two (five to 15 minutes).
- **Museums and other cultural institutions**– Four of the 94 participants ranked this factor first, and it received a mean score of 5.37 out of 10. Some participants thought that being close to museums would allow families with children to make a day of going to a library and the museum, while others said that they thought it unlikely that someone would do both activities in one day. A few noted that the library could become a cultural landmark in itself and that proximity to museums and other cultural institutions would be important because of the services the library offers, such as Internet access. Several participants pointed out that this is not feasible in Ottawa, since the museums are spread out throughout the city.

- **Open spaces for gathering** – Although two of the 94 participants ranked this factor first, it received a mean score of 7.54. Participants said that because of technological changes the function of the library would change in the future and many said that having a large atrium for events or smaller spaces for group work would be important. The number of people who would gather in such a space varied greatly depending on the envisioned activities (10 to 600 people). Participants agreed that this could be an in-between or noisy space, as long as other library users were not disturbed.
- **Shops and restaurants** – This factor received a score of 5.22 with one participant ranked it first. Participants said that this was not necessary, but several noted that a café would be important to have either in the library or nearby. Shops were considered less important, although participants from outside the catchment area were more likely to consider this to be important as they envisioned running multiple errands while downtown.
- **A nice view of the outside** – No participants ranked this factor first. It received a mean score of 5.73. Participants' view were divided, as several thought that, although not necessary, it would be pleasant to have a nice view of the outside, while others thought it would be distracting. However, many participants agreed that it would be important to have natural lighting in the library. A few said that, at a downtown location, the view outside would most likely be limited to traffic or other buildings and they would rather not see that.
- **Other factors** – Several other factors emerged that participants considered important. Three participants ranked architecture first, noting that the building should be a landmark in Ottawa and that the interior décor and atmosphere are very important to how the users feel inside the library. Three participants ranked technology first, saying that the library should be kept up to date. In addition, two participants ranked friendly for persons with disabilities first, noting that the current library is not, and a new building would be an opportunity to improve on this score.

- **Public spaces in Ottawa** – Many participants mentioned that they prefer aesthetically pleasant buildings such as the National Gallery, Parliament Hill or the Museum of History, while many others preferred outdoor spaces. In general, participants thought that public spaces should be beautiful, unique, artful, close to nature, multifunctional, accessible and safe. They thought such characteristics would also be applicable to a public library.
- **Travel time** – Most frequently, participants selected 15-24 minutes as the amount of minutes they would be willing to travel by public transit (39 of 94), by foot (35 of 94) or by car (46 of 94) to the library. 25-34 minutes was the second most frequent response for public transit (34 of 94) or by foot (26 of 94), while 0-14 minutes was the second most frequent response for car travel (28 of 94).

These observations are based on 12 focus groups conducted by Nanos Research on behalf of the Ottawa Public Library on October 1<sup>st</sup>, 3<sup>rd</sup> and 4<sup>th</sup>, 2015. To follow is a synopsis of the feedback provided on each of the factors to be considered in the decision making process, including tabulations of the written comments of the participants.

# Dashboard

Importance of Items (Scale of 1 to 10)	Mean Score (n=94)
Convenience in terms of location	9.03
Access to public transit	8.86
As a place where you feel welcome and safe	8.44
Distance from a new LRT station	7.62
Having open spaces for gathering	7.54
Having a nice view of the outside	5.73
Distance from museums and other cultural institutions	5.21

Willingness to Travel by Public Transit (Minutes)	Frequency (n=94)
15-24	41.5%
25-34	36.2%
0-14	11.7%
35-44	5.3%
45+	5.3%

# Dashboard

Willingness to Travel by Car (Minutes)	Mean Response (n=94)
15-24	48.9%
0-14	29.8%
25-34	18.1%
45+	2.1%
35-44	1.1%
Willingness to Travel on Foot (Minutes)	Mean Response (n=94)
15-24	37.2%
25-34	27.7%
0-14	24.5%
45+	8.5%
35-44	2.1%

Other – Importance of Items (Scale of 1 to 10)	Frequency (n=80)
Architecturally unique/modern	20.0%
Parking	16.3%
Student/Study space	8.8%
Technology	8.8%
Staff resources/services	8.8%
Lighting	7.5%
Distance from housing/workplace	7.5%
Space for group activities	6.3%
Wide variety of books/other materials	6.3%
Friendly for persons with disabilities	5.0%
Mean Score	8.14

# Highlights from Focus Groups





# Module A: Advantages and Concerns



# Advantages & Concerns

## **What would you say are the main advantages of having a new downtown Central Library in Ottawa?**

Participants from all streams agree that there are many issues with the current downtown library. Some of the descriptors for the current Main Branch included outdated, ugly, cramped, not handicapped friendly, dark and uninviting. According to the participants, advantages would include the opportunity to improve on all these issues and update the library in terms of design and layout, access to technology, and accessibility for people with disabilities. In addition, participants said that a downtown location is an advantage, since a downtown library can be used not only by residents of the catchment area, but also by people who regularly commute downtown for work.

Participants also said such a location would likely provide good access to public transit and would be in proximity to the region's universities, facilitating student access. Participants from all streams mentioned that there should be a well defined vision for the new library, both in term of the library's purpose and architecture. Participants suggested that building a new library would be an opportunity to expand its purpose to make it a focal point for cultural events in order to keep up with the changing trends in the way people use books and technology, as well as to update the aesthetic of the building itself so it may become an Ottawa landmark. General populous and non catchment area participants said that building a new library could be an opportunity to add parking.



# Advantages & Concerns

## **What concerns, if any, do you have about the City of Ottawa having a new downtown Central Library?**

Participants from all streams were concerned that goals in terms of vision, accessibility in general and for people with disabilities, and parking would not be met. Particularly with regards to vision, participants suggested that it should be long term, looking at least 20 years down the road, to address changing needs in terms of the city's population and technology. In addition, focus group participants raised concerns about the cost of a new library. Many were concerned that there would not be sufficient funds to make the new downtown library all that it can be, while some users both inside and outside the catchment area questioned the necessity for a new library.

General populous and non catchment participants were concerned that investing in a new downtown library might divert resources from the smaller local branches. They also raised concerns about the viability of the new branch, stating that it should offer additional services not offered by other branches in order to attract clients from outside the downtown area to use the central branch. Traffic and parking were especially a concern for users outside the catchment area. Participants from the catchment area who have not used the library in the past year raised concerns about the impact construction might have on traffic and businesses in the area. Library users outside the catchment area also raised concerns that the new location would be too far from downtown, since they use the library on their work break and it would be too far to walk.



# Advantages & Concerns

## Sample of Participant Comments

“I think that the current library is uninviting and the layout is bad, especially with regards to the entrance. There is poorly used or unused space. It should incorporate more new digital technologies.” - **Catchment Not Used**

“I am concerned about the accessibility of location. I know that this is an issue and I think that depending on the demographic, it needs to be accessible by foot traffic and public transportation to make it accessible to other communities.” - **Catchment Not Used**

“I agree it’s time for a new library – everything needs an update.” - **Catchment Used**

“I think that a nice, well designed landmark building could improve Ottawa’s overall image.” - **Catchment Used**

“I think it’s important to consider necessity. Generally it’s not good for politicians or government to invest a lot of money in a project that is frivolous.” - **Catchment Used**

“There is also a large accessible public, because office buildings downtown are full of people who work there, the University of Ottawa is nearby and so on.” – **Genpop**

“It would also have good access to other library resources, such as the Library of Parliament.” - **Genpop**

“C’est une opportunité de bâtir un bel édifice pour les touristes.” - **Genpop**



# Advantages & Concerns

## Sample of Participant Comments

“It would be difficult to access for people who live in the suburbs, especially given traffic considerations.” – **Genpop**

“Will it take resources away from smaller libraries, for example, the best books?” – **Genpop**

“They have to be thinking long term. Where will we be 20 years down the line? How will the space be flexible enough?” – **Genpop**

“It would be easy to get to. The new building would have to be accessible to people with disabilities. The old one is not very accessible.” - **Non Catchment Not Used**

“Hopefully a larger facility with many more meeting spaces, spaces for public meetings and public presentations beyond what exists at the current library.” - **Non Catchment Not Used**

“I’m concerned that the city might not invest enough to make it the showcase piece that it needs to be.”- **Non Catchment Not Used**

“It makes the access to research materials more centralized because you have both of the universities but there is a lot research that can be done on the Hill.” - **Non Catchment Used**

“I think I’d be concerned about it moving too far from the current location. I walk there on my lunch break, but if it’s too far I’ll no longer be able to use it.” - **Non Catchment Used**

# Module B:

## Factors that are Important in Making Decisions



# > What's Important: Ranked Overview

More than two fifths of participants (39 of 94 or 42%) said that convenience in terms of location would be the most important factor to consider with regards to a new downtown Central Library. Being a place where one would feel welcome and safe ranked second, as 14 of 92 (15%) participants thought this would be the most important feature. Access to public transit and the new LRT station were ranked first by 13 (14%) and seven of the 94 (seven percent) participants, respectively.

What's Most Important	Frequency (n=94)
Convenience in terms of location	39
As a place where you feel welcome and safe	14
Access to public transit	13
Distance from a new LRT station	7
Distance from museums and other cultural institutions	4
Architecturally unique/modern	3
Technology	3
Having open spaces for gathering	2
Friendly for persons with disabilities	2

# Module C:

## Drill Down on Factors





# Convenience in Terms of Location

<b>Mean Score</b>	<b>9.03</b>
<b>Ranked First</b>	<b>39 of 94</b>

## Important? Why?

More participants ranked this factor first in terms of importance.

Participants from all streams said that a convenient location is important because it would ensure increased usage of the library. Library users inside the catchment area found convenience of location to be important because they thought of the library as their local branch and they wanted it to be easily accessible either by foot or public transit.

Participants within the catchment area also mentioned the importance of access via the bike paths. Several non catchment area users seemed to be going to the library on their work breaks and emphasized the importance of being able to do everything quickly, otherwise they would use their local branches. Participants from the general populous and non-catchment, non-user streams raised concerns about parking and traffic downtown if the location were to be downtown. Other participants had a more holistic view of convenience, mentioning the importance of the hours of operation and of feeling safe at the new location.

## What do you consider to be “convenient”?

Participants across all streams were willing to travel a maximum 30 minutes by any means of transportation in order to get to the library, but most said 15 to 20 minutes. In general people from all streams were willing to allot less time to walking and more to public transit. However, a few participants, especially those living within the catchment area who have used the library in the past year, also mentioned concerns about accessibility for people with disabilities, as they might have limited mobility. In addition, several participants said that they would be less willing to travel long distances in winter, due to harsh weather conditions.



# Convenience in Terms of Location

## Sample of Participant Comments

“Convenience is important to me but it’s tied in with all the other items. I think it’s extremely important to how much people will engage with the library. People think about how far they would have to walk, if it’s cold, etc.” - **Catchment Not Used**

“I drive, so I worry about parking. I go to branches that are easy access by car.” - **Catchment Not Used**

“I think it should also be near a bike trail. When I ride my bike or skateboard, I prefer not having to cross too many roads. And I think Ottawa should steer away from cars to avoid congestion.” - **Catchment Not Used**

“It should be no more than 15 minutes away, whether walking, taking transit or driving.” - **Catchment Not Used**

“I think that there are many reasons for it to be downtown. I mean, it will mainly be used by people who live downtown, but also it would be accessible for tourists as well.” - **Catchment Used**

“I think that it is absolutely essential to have vibrant and accessible libraries. You have to have it conveniently located to allow as many people as possible to have access to it.” - **Catchment Used**

“I will walk for 15 to 20 minutes. But because of my wife’s disability, I think it’s very important that I can park close enough to get her out of the car and to the library.” - **Catchment Used**

“I think of convenience in a more holistic sense, because time is so important today. I would like a library that will allow me to do everything I need to do quickly and comfortably.” – **Genpop**

“Moi j’ai deux autres bibliothèques plus proches de chez moi, donc dans ce sens, le centre-ville n’est pas nécessairement le plus pratique.” - **Genpop**





# Convenience in Terms of Location

## Sample of Participant Comments

"If it's a Central Library, having a location that's convenient for everybody in the city to access is clearly important."  
**Genpop**

"I think about convenience in a very broad sense. I also think about people with disabilities. We should ensure proper access to elevators, if there are multiple stories and proper space between the book stacks, etc." - **Genpop**

"I think it should be a maximum 10 minute drive or 5 minute walk." – **Genpop**

"It is very important, because I think of how hard it is to get to the current library. I think that on transit it's not so bad, but it's hard to get there by car and it's hard to find parking." - **Non Catchment Not Used**

"In the wintertime I just won't come. I think it shouldn't take more than ten minutes on transit and five minutes walking." - **Non Catchment Not Used**

"I also think of my children when I think of walking. It can be harder if you have children." - **Non Catchment Not Used**

"I gave it a score of 9 and a rank of 2. I work across from the library and if it wasn't on the way I would probably not go and go to a local branch instead." - **Non Catchment Used**

"Convenience is very important because often you're just in and out; you drop off your books and pick up your new ones." - **Non Catchment Used**

"Convenience is a twenty minute walk, or public transit time. There is also a concern about how much it will cost to get there." - **Non Catchment Used**

# Access to Public Transit

<b>Mean Score</b>	<b>8.86</b>
<b>Ranked First</b>	<b>13 of 94</b>

## Important? Why?

Many participants, including participants who normally drive to go to the library, said that access to public transit was important especially for students and younger people. Participants, especially those from the general populous and non catchment streams, recognized that space is limited downtown, therefore driving is an inconvenience in terms of parking and traffic. Some participants suggested that increased use of public transit would ease congestion in Ottawa's downtown core. In addition they noted that using public transit is a cheaper option, thus improving access to the library. However, they also asked why they would use the downtown branch rather than their local branch. These participants said that access to public transit would not be as important if people would travel to the downtown location only for special events and not for regular use. In this regard, participants across different streams agreed that the Central Library should offer some distinguishing features. In addition, some participants living in the catchment area did not consider this to be the most important feature because a downtown library would implicitly have good access to public transit.

# Access to Public Transit

<b>Mean Score</b>	<b>8.86</b>
<b>Ranked First</b>	<b>13 of 94</b>

**What do you consider to be good access? Would that be in terms of time, distance, transit stops?**

Participants defined good access in a variety of ways. A few said that the longest they would travel to get to the library would be 40 minutes, but most said 20 to 30 minutes. Across different streams, participants agreed that a bus stop should exist within five to ten minutes or two to three blocks of the library. A few suggested that the stops should be on the same block or in front of the library. In addition, users inside and outside the catchment area said that the buses should pass at a high frequency, connect to a wide range of locations in the city and offer good service even when the library is open late. One general populous participant was concerned that transit stops that are too close to the library would hamper parking.



# Access to Public Transit

## Sample of Participant Comments

“It guarantees that people will go there. There’s no need to park. It is also cheaper overall.” - **Genpop**

“It is a facility that’s used today by probably 1 million people, in 20 years probably 2 million, it’s most important to people who don’t have a lot of money to spend. Access to public transport seems important to me.” - **Genpop**

“I think it’s important for students and younger people.” - **Genpop**

“I think that this will not be a destination for the people in the suburbs, who will be using their local branches more. I think it will be a destination for events, and therefore access with public transit is probably not that important.” - **Genpop**

“Maybe transit stops shouldn’t be too close because it would make parking more difficult.” – **Genpop**

“A station or stop should not be more than two or three blocks away.” – **Genpop**

“As a student, I don’t have a car so this is my main concern. If I can’t use transit, then I won’t go. If people have accessibility by transit, they’ll be willing to go to central locations. I think it should be no further than 15 minutes by foot or 15 minutes by public transit.” - **Catchment Not Used**

“I don’t think that’s very important, because if it’s in the downtown core it will have access to public transit regardless and there are other things that are more important.” - **Catchment Not Used**

“Ça garantit la fréquentation de la bibliothèque. On n’a pas besoin de payer le stationnement et économiquement ça convient aussi.” - **Genpop**



# Access to Public Transit

## Sample of Participant Comments

“It isn’t all that important to me because I drive.” - **Non Catchment Not Used**

“It’s a public library and it should be open to everybody even if you don’t have a car it should still be open to you.”  
- **Non Catchment Not Used**

“I think that this is important, but I prefer walking. I would rather walk for 30 minutes than take public transport – but that is just a personal preference. Of course it should be close to public transit otherwise people will not go.”-  
**Catchment Used**

“I think that a quiet location is good, but it should still be close to a bus stop where there is a high frequency of buses running along different routes. There should also be good bus service during late hours.”- **Catchment Used**

“It’s critical that people can get there easily and inexpensively.” - **Catchment Used**

“I think about two blocks from the transit station.” - **Catchment Used**

“This is very important. Right now it’s not in the most convenient location. It’s great that the bike paths are there. I would say fifteen minutes for any mode of transportation should be the maximum time it should take to get there.”  
- **Non Catchment Used**

“Very important, since I don’t think it’s realistic to have enough parking spaces for everyone who uses the library to go by car – and we should really discourage driving anyways.” - **Non Catchment Used**

“Moi je dirais un arrêt de bus à moins de 5 minutes. Et l’arrêt de train léger doit être proche.” - **Genpop**

# Distance from a New LRT Station

<b>Mean Score</b>	<b>7.62</b>
<b>Ranked First</b>	<b>7 of 94</b>

## **Important? Why?**

Participants associated the LRT with public transit and distance from a new LRT station was amongst the top four first ranked responses; however it scored lower than access to public transit. Participants' views were mixed on the topic as most were unsure where the new LRT stations would be in Ottawa, how the LRT would serve the city's different regions and how it would affect their commute. Some participants from outside the catchment area and the general populous streams noted that access to the LRT is important because the LRT might be the future of transportation in the city, as it would allow people to travel further, faster and it would reduce car use.

## **What do you consider to be good access? Would that be in terms of time, distance, transit stops?**

A few mentioned that it would be harder to bring the LRT stations closer to the library than it would be to bring a bus stop, but others said that since the city is currently thinking about building both, they should be built close together. Most suggestions for the distance between a new LRT station and the Central Library ranged from up to four blocks to between 5 and 15 minutes, and a couple of participants said they would be willing to walk up to 20 or 30 minutes from an LRT station to the library. Finally, participants suggested that the library could be connected to the LRT station through an underground walkway, so that that people could avoid bad weather in the winter.



## Distance from a New LRT Station

### Sample of Participant Comments

“Not really; I don’t see myself using the LRT, because buses run very efficiently along that route.” - **Non Catchment Used**

“If it’s connected directly to the LRT, then in winter we won’t have to go outside. In Edmonton there are a bunch of buildings that are connected underground in that way.” - **Non Catchment Used**

“I gave it a score of 7 because LRT will become the new Transitway in the future.” - **Non Catchment Used**

“You would want it to be very close to the LRT; less than a 10 minute walk.” - **Non Catchment Used**

“I think that maybe 15 minutes is good. It also depends on the season, in winter it might be too long.” - **Catchment Used**

“For myself, I don’t find that really important because of where I live in the Glebe, I don’t think I’m close to any LRT stop so I wouldn’t be using it.” - **Catchment Used**

“I think ideally it should be one to four blocks away or a five minute walk.” - **Catchment Used**

“I think this is very important because it would probably be faster than the bus. It should take me there in 15 minutes and the station should not be more than five minutes away.” - **Non Catchment Not Used**

“I wouldn’t anticipate taking the LRT myself but it’s important for everyone else.” - **Non Catchment Not Used**

“C’est sûr que le train serait plus commode.” - **Genpop**



# Distance from a New LRT Station

## Sample of Participant Comments

“I gave it a score of 7. Access to public transit is more important and this all comes down to urban planning. Did they start this project with the LRT in mind? People will come as long as there’s a way to get there, either by bus or even walking underground.” - **Catchment Not Used**

“I don’t find this particularly important because I’m not sure it’s happening. The current LRT would not serve a comprehensive population because it is East-West focused.” - **Catchment Not Used**

“I think that if I’m on the train for thirty minutes, then I wouldn’t want to walk for more than fifteen minutes.” - **Catchment Not Used**

“I think less is more. If we are building the LRT and the Library, we should try to build them close together.” - **Catchment Not Used**

“Given the noise that a train station implies, I would say it is not extremely important. It could make travelling faster, but once again it depends on what type of access we have to the LRT.” – **Genpop**

“I think it’s important, because if we have a public vision for the city in the long term, we should take into account that the city will grow and we have to do away with cars as much as possible. I think the LRT will help in this respect.” – **Genpop**

“I would consider a five minute walk as good access. It would be a good distance for children and for the elderly as well, because for them 10 minutes might be too much.” – **Genpop**

“Il serait important que ça soit proche, car sinon on perd du temps encore pour faire le transfert au bus pour continuer le voyage.” - **Genpop**



# Distance from Shops & Restaurants

<b>Mean Score</b>	<b>5.22</b>
<b>Ranked First</b>	<b>1 of 94</b>

## **Important? Why?**

Participants across all streams said that distance from shops and restaurants was somewhat important but not necessary. Most participants said that having restaurants nearby is more important than having shops. However, participants who do not live in the downtown core said that if they were to make the trip downtown they would prefer to run multiple errands, so having shops and restaurants nearby would be useful. Some mentioned that if the location were downtown, then shops and restaurants would be available regardless. Most participants mentioned that having a café, in the style of a Starbucks at Chapters, in the library is important as it would allow people to meet and chat or take a break from their studies. In addition, a few noted that a café in the library or nearby shops could prove to be a revenue stream. A few others raised concerns about straying from the library's actual purpose.

## **What kinds of shops, e.g. boutique, chains, mall?**

Participants did not consider proximity to shops to be overly important. However, they did mention that if there would be such shops, then they should be related to the library and showcase local art, music and crafts or allow people to purchase new or used books that they read at the library.

## **What kinds of restaurants, e.g. fast food, family restaurants, fine dining?**

Participants unanimously agreed that fine dining or upscale restaurants would not be a good fit for the library. They suggested that the library could have a café, where one could pick up a quick snack. Although not all participants were completely adverse to fast food, most suggested that the café should provide healthy options with local ingredients that would be affordable to everyone. Examples such as Tim Hortons, Starbucks, Subway or the cafés inside museums were mentioned.



# Distance from Shops & Restaurants

## Sample of Participant Comments

“I may want to eat while at the library, but when I go to the library, I don’t think about shopping.” – **Genpop**

“In relation to this, I think we should be mindful not to stray from the library’s actual purpose.” – **Genpop**

“When I’m going to a Central Library, it means I’m downtown where I don’t live. When I come downtown it’s because I have more than one purpose so I make a day of it.” – **Genpop**

“The convenience of the shops just makes the library a little more convenient. I think the restaurants would be more important.” – **Genpop**

“I think it’s not important from the perspective of a suburbanite coming to an event. I’d only come for a specific reason and I wouldn’t need other shops or restaurants there.” – **Genpop**

“When I think of the library, I think of a building that houses archives and books. I’d go there to do my research, so I think the priority for shops and restaurants would be low.” – **Genpop**

“I think that there shouldn’t be any stores in a public library. Maybe a private library, like the university one, could sell related merchandise, like backpacks, notebooks, etc.” – **Genpop**

“I rated this item in the mid-range, but in hindsight I would say that we should consider the types of restaurants that are there. Don’t give large corporations the opportunity to step in and take over. We should have local restaurants. But don’t make the library into a restaurant – a café with healthy fare would be nice.” - **Catchment Not Used**

“Une place comme Subway serait génial.” - **Genpop**



# Distance from Shops & Restaurants

## Sample of Participant Comments

“From the perspective of a low income person, we have to make sure it’s affordable.” - **Catchment Not Used**

“Shops are less important, but restaurants are important because people have to eat.” - **Catchment Not Used**

“I think that restaurants would be more important to have than shops. It would be nice if we could grab something quickly and not have to walk too far.” - **Non Catchment Not Used**

“I think fast food would be best, or a sandwich place. I think it would be good if we could have local “mom-and-pop” shops, but fast food is fine too.” - **Non Catchment Not Used**

“If the library is downtown, there’s a plethora of shops and restaurants so it wouldn’t be that important to me.” - **Catchment Used**

“I would suggest something like a Tim Hortons. Nothing too upscale, because the people I usually see at the library are not very wealthy. Maybe we could have a restaurant nearby?” - **Catchment Used**

“I would like to say that maybe shops that allow purchasing books, used books or related merchandise might be a good idea.” - **Catchment Used**

“If you’re going to spend a lot of time at the library, a restaurant would be more important than shops.” - **Non Catchment Not Used**

“I think it’s important. You can multitask and run other errands when you go to the library.” - **Non Catchment Not Used**

“Une place pour prendre une petite collation dans le lobby serait bonne.” - **Genpop**

# Distance from Museums and Other Cultural Institutions

<b>Mean Score</b>	<b>5.37</b>
<b>Ranked First</b>	<b>4 of 94</b>

## Important? Why?

Overall, participants across all streams seemed to agree that proximity to museums and cultural institution is only somewhat important, saying that it would be nice in some cases but not necessary. They said that proximity would ensure access for tourists or would allow families with children to make a day of it, especially since the Ottawa Public Library provides museum passes. Although some noted that a library is not necessarily a tourist attraction, others pointed out that the library provides services, such as Internet access, that may be of interest to tourists. In addition, several participants said that the new Central Library could become a cultural attraction in itself. However, participants also noted that because museums in Ottawa are not located close to each other, ensuring proximity would be difficult from a logistics perspective. A few said that it is more important to keep the library central than to have it close to a museum and suggested that there could be a bus that would link it to the tourist route. Also, participants noted that a central location would already be close to Parliament, the National Gallery and other downtown libraries. Some said that it is not feasible to go to the library and the museum on the same day, since going to the museum is more of a full day activity and the two activities are not necessarily related. Library users inside and outside the catchment area suggested that the library should liaise or cross promote with museums and other cultural institutions.

# Distance from Museums and Other Cultural Institutions

<b>Mean Score</b>	<b>5.37</b>
<b>Ranked First</b>	<b>4 of 94</b>

## **What kind of museums?**

For the most part, participants across all streams did not have a preference in this regard. One participant mentioned the Science and Technology museum, while another suggested it should be a museum that offers interactive activities directed at youth.

## **What kind of cultural institutions?**

One participant from the general populous stream suggested it could be near City Hall. Others in the same stream suggested it should be near a community centre where cultural activities could take place.



# Distance from Museums and Other Cultural Institutions

## Sample of Participant Comments

“We have already said that the library is part of our cultural heritage. Therefore, if there are tourists visiting nearby sites, they might be tempted to also visit the library.” – **Genpop**

“From a geographical perspective, I would say that it is impossible because museums in this city are very spread out.” – **Genpop**

“We should not forget that the library offers more than just books. Some people use the library to access the internet.” – **Genpop**

“Maybe it could be nearby something that attracts youth and has interactive activities.” – **Genpop**

“It should be near a community centre where cultural groups can gather.” – **Genpop**

“If I go to the museum, I tend to make a day of it so it really wouldn't be that useful.” - **Non Catchment Not Used**

“I know that the library provides museum passes, so it might be useful in that way, but I don't think it's that important.” - **Non Catchment Not Used**

“Always thinking about children, again making a day of it, going to the library then going to the museum..” - **Non Catchment Not Used**

“Je pense que forcément ça va être proche des institutions culturelles car c'est au centre-ville.” - **Genpop**



# Distance from Museums and Other Cultural Institutions

## Sample of Participant Comments

“I think that in the digital age, we have to think about what will bring people into the library. I think that the library itself could be a cultural institution. I would say that’s where the Ottawa writers’ festival should take place – there should be more public lectures and activities of this sort. I don’t think that it’s very important to have museums and institutions nearby though.” - **Catchment Used**

“There should be a cultural bus that does a loop between the museums and library.” - **Catchment Used**

“I think that it’s not feasible for people to see multiple museums in one day, plus the museums in Ottawa are not very close to each other.” - **Non Catchment Used**

“It is relatively important because it goes with the image of the library as being a place of learning but I wouldn’t prioritize it.” - **Non Catchment Used**

“There should be cross promotional opportunities between the museums and the library.” - **Non Catchment Used**

“Keeping the Library of Parliament in mind, having proximity between both would be convenient. It would help with conducting research.” - **Catchment Not Used**

“I scored it low because I see the activities associated with libraries as very discreet. We shouldn’t be spending extra millions to be closer to cultural institutions. It’s nice but not needed.” - **Catchment Not Used**

“S’il y a des gens qui font du tourisme, et on a parlé du fait que la bibliothèque fait partie du patrimoine culturel, ça pourrait amener les gens à visiter la bibliothèque.” - **Genpop**

# Open Spaces for Gathering

<b>Mean Score</b>	<b>7.54</b>
<b>Ranked First</b>	<b>2 of 94</b>

## Important? Why?

Participants interpreted open spaces as either a large atrium where events could take place or smaller rooms to hold meetings and have conversations. Many thought such spaces would be important to have in the library. Participants across all streams said that such spaces would ensure the library is a community and cultural hub or destination. However, among participants who had used the Main Branch in the past year, a few raised concerns about the impact this might have on others in the library, saying that this is unrelated to the purpose of a library. Some participants thought that such spaces would improve the aesthetics of the building and make it more inviting. They suggested that the spaces could be outdoor, such as a courtyard, or indoor with plants or even both.

## How many people do you see gathering in an open space?

The number ranged depending on the purpose or function that people envisioned for the space. For meetings and smaller events, participants estimated that the space should hold about 10 to 50 people, while for larger events, suggestions ranged from 100 to 600 people. A few participants suggested that it should be possible to reconfigure the space into smaller or larger areas based on needs or that both types of spaces should be available.



# Open Spaces for Gathering

<b>Mean Score</b>	<b>7.54</b>
<b>Ranked First</b>	<b>2 of 94</b>

**What kinds of things would you see happening here?**

**What activities would you see yourself doing here?**

Participants had a variety of suggestions for activities that could take place in the space, which ranged from group work, to a café style space for people to meet up, to book readings, lectures, spoken word events, open microphone nights, storytelling, workshops, exhibitions on a variety of topics, children's activities, after hours movie screenings and concerts and other cultural events. One participant suggested that the open space could hold exhibits dedicated to different topics of interest such as books, music, arts and crafts, with particular focus on local artists and writers. Another suggested that the space could be rented out for weddings and receptions.

**Is this noisy, quiet or in-between space?**

In general, participants agreed that this would be mostly an in-between space, and that the noise level would depend on the activities that would take place there. In addition, several participants suggested that different areas within the library could have designated noise levels in order to ensure everyone's needs are served.



# Open Spaces for Gathering

## Sample of Participant Comments

“I rated this quite high with a score of 8 and a rank of 5. I like the outdoors and it’s a beautiful part of Ottawa. Sometimes you don’t want to be cooped up in small corners. Does being multi-use take over some of the reasons why we have community centers?” - **Catchment Not Used**

“It should be public and like a living room. Coffee shops take up a big part of urban life and people seem to be looking for places to go read and be on their computer with other people. The library provides this in a very profound way without the necessity for commercial providers.” - **Catchment Not Used**

“About 150; I think that there is an opportunity to create a synergy. Not everyone reads and if we can provide activities that will get people motivated to read, like a competition for the best book, where the authors are invited or a presentation of a new acquisition of the library. It’s an opportunity, but it should be done in a separate space.” - **Catchment Used**

“I picture it as several different sized areas in an open space. The smallest could hold 50 people and the biggest could hold 250 people.” - **Catchment Used**

“I think that it would be a good idea if you could separate the spaces where people gather and are making noise, and those where people are reading and need quiet, so that the latter are not disturbed.” - **Catchment Used**

“There could be a space for people to hold meetings. Preferably using this space would be free, but it could have a small cost.” – **Genpop**

“Il faudrait le séparer des espaces silencieux car ça peut devenir le bordel.” - **Genpop**



# Open Spaces for Gathering

## Sample of Participant Comments

“I would like to be able to see an open space outside to look at the building. We don’t have enough small areas. It should be a community center as well as a Central Library.” – **Genpop**

“There should be flexibility to adapt to the different events that are organized. A poetry reading should be a small café atmosphere, but a lecture by Margaret Atwood or Remembrance Day activities should welcome 400 to 500 people.” – **Genpop**

“I think that it’s a double-edged sword. It could distract from traditional library activities, but it could also be a space to have arts shows or talks; things like that.” - **Non Catchment Not Used**

“There could also be a designated supervised space for children, while parents look for books or attend activities.” - **Non Catchment Not Used**

“The library has to be central community hub as a welcoming place where people can go and have space and to do activities and connect and it’s one of the big roles of the Central Library.” - **Non Catchment Not Used**

“In my perspective, a library is for quiet time – reading and studying. I think it would be good to have a room that people can rent for a gathering but it should not be all open spaces.” - **Non Catchment Used**

“I think that this is very important, because as people move away from reading traditional books, we should reevaluate what the purpose of the library should be. It’s important for people to see each other. There could be lectures there, TED talks, birthday parties, or other events; people get married at the Vancouver Library.” - **Non Catchment Used**

“J’ai plutôt pensé à une agora, mais des espaces pour le travail en groupe je trouve que c’est mieux.” - **Genpop**

# A Nice View of the Outside

<b>Mean Score</b>	<b>5.73</b>
<b>Ranked First</b>	<b>0 of 94</b>

## Important? Why?

The participants' views were divided on this score. While many said that they would appreciate a nice view of the outside even if it is not a priority, others said that a view of the outside would be distracting and lead to procrastination. In addition, participants from the catchment area noted that if the library were to be located downtown, it would not be feasible to have a nice view, as windows would look out onto other buildings. However, most participants, and especially those from the catchment area who have used the Main Branch in the past year, agreed that having good natural lighting in the building is important, as it would make the space more welcoming and less claustrophobic, as well as allow users to see the weather outside. A few participants said that the aesthetics of the indoor space would be more important than the view of the outside.

## Knowing Ottawa, what do you want to see when you look outside?

Most participants would welcome having a view of nature and trees or a green space such as a garden or courtyard. Specific suggestions included Parliament Hill, the canal or the river. In addition, a few participants said that they would rather not look out onto traffic or buildings.



# A Nice View of the Outside

## Sample of Participant Comments

“I think it would be nice, but that would not be a priority.” - **Catchment Used**

“I think it’s important, but what is really important is getting natural light, especially in a city like Ottawa where we have extreme winter.” - **Catchment Used**

“There should be more natural materials inside so it doesn’t feel like a steel or concrete bunker.” - **Catchment Used**

“I think nature, like the river or the canal and trees. And I wanted to say something about the light; we should be aware of people who have light sensitivity or who have a hard time concentrating if there are things going on outside.” - **Catchment Used**

“I think that it would be great to have a great view of the outside, but also to let natural light in.” - **Catchment Not Used**

“I do not like old libraries that look like prisons. I feel a bit claustrophobic there. I would like to know where the exits are and see the world outside, but it is not a necessity.” – **Genpop**

“I can’t imagine any place that I would be less likely to go to look outside. Looking outside is absolutely irrelevant.” – **Genpop**

“Une vue du canal serait mieux que la rue.” - **Genpop**



# A Nice View of the Outside

## Sample of Participant Comments

“If we are trying to determine the location, we should focus more on distance rather than view.” – **Genpop**

“The Parliament building would be nice to see.” – **Genpop**

“I think it’s not very important because I’m there to use the interior of the building.” - **Non Catchment Not Used**

“I wouldn’t say the view is all that important, but I’d love to have some natural light. The building itself should be beautiful and attractive.” - **Non Catchment Not Used**

“Nature, whatever there may be downtown.” - **Non Catchment Not Used**

“I think that there are more important things, but if you’re going to use the space to rent out then it would be great to see a nice view of the outdoors.” - **Non Catchment Used**

“I gave it a score of 8 because to me, a nice view of the outside could be a big window to see the sun and sky. It doesn’t have to be a dramatic building or sculpture.” - **Non Catchment Used**

“I gave it a score of 4. In terms of all things and priorities, it would be nice to have but it may be hard to achieve.” - **Non Catchment Used**

“The river would be nice, right where the Portage Bridge is.” - **Non Catchment Used**

“Si je m’assois près d’une fenêtre c’est pour avoir la clareté du jour, pas pour la vue.” - **Genpop**

# A Welcoming and Safe Place

<b>Mean Score</b>	<b>8.45</b>
<b>Ranked First</b>	<b>14 of 94</b>

## Important? Why?

Participants across all streams thought this would be important and many said it is simply understood that the library should be safe and welcoming. Some participants stated that due to its central location, the presence of “shady characters” might make safety more of a concern. In this regard, they suggested that the area around the library should also feel safe. A few participants noted that the library should be welcoming and safe for children and seniors. Participants who have used the Main Branch in the past year said that they currently feel safe and welcome going to the library by themselves or with their families, and the same level of service should be maintained.

## What does “welcome” mean to you?

Participants across all streams agreed that the library would be welcoming if it were clean and well maintained with friendly staff. Some suggested that it should have an attractive interior with art. In addition, several participants noted that the library should be welcoming and accessible to all groups, including homeless people, newcomers and people with disabilities.

## What does “safe” mean to you?

General populous participants said that the library should be calm, quiet and relaxing. Across all streams, some participants said that they welcomed some security through cameras, mirrors or security patrols, while others said that just having staff around would be enough. Several participants said they would feel uncomfortable if they were constantly supervised, therefore safety measures should be subtle. A few participants noted that there should be clear views of all areas, lots of open spaces, and good lighting, especially so they could see their children at all times. Nonetheless, one participant mentioned that nooks and crannies would be good spaces for studying.



# A Welcoming and Safe Place

## Sample of Participant Comments

“I think that there are people who are new to Canada and we want to make sure that they are welcome and feel safe, so this is very important.” - **Catchment Used**

“I felt that this is in a different category. It just goes without saying that it should be safe and welcoming.” - **Catchment Used**

“At the end of the day, this is Ottawa and it’s relatively safe. Security should still be a main concern.” - **Catchment Used**

“I think there should be a lot of light, brightness, air, with no dark corners. We need to think of the surroundings; it’s shouldn’t be down some dark street, it should be a focal point.” - **Catchment Used**

“Being in a central location makes safety more of a concern.” - **Catchment Not Used**

“I think that what’s outside the library is also important. If the entrance to the library would make me unsafe I would never go there.” - **Catchment Not Used**

“I know there are a lot of homeless people who access library services to generate resumes for example; they should also feel welcome and safe.” - **Catchment Not Used**

“I wouldn’t want to go to the library and spend ten minutes to go through security.” – **Genpop**

“Je veux être tranquille à la bibliothèque.” - **Genpop**





# A Welcoming and Safe Place

## Sample of Participant Comments

“I think this is important. There are some shady characters who like to hang around open spaces.” – **Genpop**

“Accessibility throughout for someone in a wheelchair or with a walker. Even just making sure that they can get at the books.” – **Genpop**

“It should also be kid friendly. Maybe even have a daycare type space, so that parents can use the library while their children are entertained.” – **Genpop**

“I think that the library is safe right now. I go all the time with my kids – I think that the homeless issue is a different issue that needs to be addressed in its own right and not by relocating the library.” - **Non Catchment Used**

“I think that it is very important. I think that it should also be safe to travel and get in and out, no matter what mode of transportation one uses.” - **Non Catchment Used**

“I think that this is common sense. I wouldn’t know how to rate a library in particular on this measure. It’s important everywhere. I think it should not be isolated, there should be people around and it should be well lit.” - **Non Catchment Not Used**

“Staff should have good conversational skills so we don’t feel cut off from other people.” - **Non Catchment Not Used**

“Also there should be art to make the space more inviting.” - **Non Catchment Not Used**

“Je veux que la sécurité soit là, mais pas trop, pas visible, que ça soit subtile.” - **Genpop**

# Other Factors

Other Factors	Frequency (n=80)
Architecturally unique/modern	16
Parking	13
Student/study space	7
Technology	7
Staff resources/services	7
Lighting	6
Distance from housing/workplaces	6
Space for group activities	5
Wide variety of books/other materials	5
Friendly for persons with disabilities	4
Other	4

## Important? Why?

One of the most frequently mentioned factors that participants said should be added to the original list was related to the exterior architecture and interior design of the building. Participants said that the building itself should fit with the aesthetic feeling of the city, while the interior should be welcoming and appealing to users and potential users. In addition, several participants noted that the library should be accessible to people with disabilities with regards to access to elevators, signage, door size and operation, spacing between stacks and furniture and so on.

Several participants in the general populous and non catchment area groups said that proximity to parking is very important for commuters, but also for people with disabilities who have limited mobility getting from the car to the building. One participant said that proper and safe bicycle parking should also be available. Many participants across all streams said that the library should try to stay relevant by incorporating new technologies, electronic resources, and ensuring adequate access to computers and the Internet. Some participants also noted that it is important to have spaces that provide activities for children and youth, because it would allow them to become engaged with the library and it would give parents some time to conduct their own business at the library.

A few participants from the general populous stream said that the library could incorporate a retail aspect that would allow it to generate some revenue and support the local community. Another general populous participant suggested that the new Central Library could be built through a public private partnership.



# Other Factors

## Sample of Participant Comments

“The design of the building definitely affects your mood when you’re in the building.” - **Non Catchment Used**

“We want to draw people to the building with a nice view, outside light and good architecture to create a good atmosphere. This is the capital city; we should have something that’s not just a general office building but something impressive that we can be proud of.” - **Non Catchment Used**

“I think that parking for handicapped people is incredibly important, but parking for regular people is not that important. The rest of us can walk.” - **Catchment Used**

“I think architecture is important for the aesthetic feeling of the city.” - **Catchment Used**

“I think the elevators could be larger and better integrated into the building and more visible. There should be good and visible signage. The doors should have sensors so that people don’t have to reach for the buttons to open doors or deal with buttons that don’t work.” - **Non Catchment Not Used**

“There is nothing worse than driving all the way downtown and then your parking lot is full. You have to drive around for 20 minutes to find parking.” - **Non Catchment Not Used**

“I think that because it’s the Central Library, it should cater to commuters. Parking should be free on the weekends and maybe underground. ” - **Non Catchment Not Used**

“I envision a student space as a great space that is nearby where university students can study, but also a space for high school students. There could even be dedicated spaces for tutoring or other such activities.” - **Catchment Not Used**



# Other Factors

## Sample of Participant Comments

“Parking includes bicycles so there should be proper and safe bike parking.” - **Catchment Not Used**

“In that sense we should also think about connectivity, Wi-Fi and access to computers. In terms of layout, we should make things easy to find so that we do not have to travel between floors to find related material. We should consider the flow of the space and I think also of accessibility in terms of stairs, etc.” - **Catchment Not Used**

“I think that with regards to computers, internet access is important and there should be sufficient outlets.” – **Genpop**

“It could incorporate 3D printing and scanning and it could allow people access to expensive software that people need and find it difficult to buy as individuals. This would bring people in.” – **Genpop**

“There should be a day care for the children of parents who have gone back to school. It would be a good opportunity to engage the children as well.” – **Genpop**

“Architecture is important. Ottawa is blessed with a lot of architectural structures and the library could add to the character of the city. People would come to see it.” – **Genpop**

“Parking is very important because access by public transit is not a reality at this point.” – **Genpop**

“There could be some retail items that would be revenue generating, even if they are not very expensive and it would help the library be sustainable.” – **Genpop**

“Il devrait y avoir un stationnement d'accès facile, peut-être pas souterrain, mais proche.” - **Genpop**

# Module D:

## Public Spaces in Ottawa



# Public Spaces in Ottawa

## **What's your favourite public space in Ottawa? Why is it your favourite?**

One of the most frequently mentioned responses to this question was the National Gallery because of the great architecture, especially the large, airy and well lit entrance. Participants also mentioned that it has beautiful views, a nice coffee shop and courtyard, all of which make it a great place for people to get together. Many also said that their favourite public space in Ottawa is Parliament Hill and surrounding areas, such as Confederation Park and Major's Hill Park.

They noted that these are great open spaces that bring some nature into the downtown core and have great views of the river. In addition, participants mentioned that they appreciate the historical significance of these places, as well as all the activities that can be done there.

Access to nature and outdoor activities was a recurrent reason for liking public spaces such as many of Ottawa's parks, bike paths, the Rideau Canal, the Arboretum and the Experimental Farm. Several participants also mentioned the Museum of History, saying that it had beautiful architecture and that it blended well into the natural landscape of the riverbank and the urban setting. Other mentions included the Byward Market, City Hall, the World Exchange Plaza, the Governor General's Residence, the Supreme Court and LeBreton Flats.

# Public Spaces in Ottawa

**What characteristics make for a great public space? Any other characteristics come to mind?**

Participants from all streams agreed that a great public space should be beautiful, unique and artful in terms of architecture and design, but also close to nature or green spaces and water. According to participants, it should be able to serve multiple purposes, while being open with lots of space, accessible, in terms of transportation and for people with disabilities, child friendly, safe, even after hours, clean and well maintained, as well as quiet but not isolated. In addition, participants said that such a space should be welcoming, relaxing and attractive with a lot of natural light. Several participants noted the importance of having an indoor public space where people can gather, given the harsh winters in Ottawa. Some said that seating is essential. A few noted that a great public space should be free and not very commercial.

**Could those characteristics apply to a library? Which ones?**

The general consensus was that the aforementioned characteristics could apply to a library, although some recognized that features such as green space might be difficult because space is at a premium downtown. Several participants said that the library should become a showcase piece in Ottawa and some said it should incorporate a distinguishing feature, such as a piece of art. One participant suggested that the library could incorporate a playground for children, if feasible.





# Public Spaces in Ottawa

## Sample of Participant Comments

“Museum of History. It has a great view of the river, access to nature, but it’s tied into the concrete jungle.” - **Non Catchment Used**

“The Byward Market, because it’s so representative of Ottawa. There are shops, restaurants, art galleries. There are things to do year round.” - **Non Catchment Used**

“The Champlain Lookout has incredible view in the distance and I love that I can go there anytime.” - **Non Catchment Used**

“If you think of the National Gallery and the Museum of History, they have such a great personality to them.”  
**Catchment Used**

“I like the National Gallery in terms of an enclosed space. As an open space, it would be the Rideau Canal because it’s a really stimulating conjunction between urban space and history with some of the nicest views of Ottawa.” - **Catchment Used**

“Something that is not too crowded, and has a lot of space and nature around it. These features would make it comfortable, but we have to keep in mind the tradeoffs with being downtown.” - **Catchment Used**

“It should be multifunctional. City Hall has Mac and Cheese Fest on now, but during the winter it’s a skating rink.” - **Catchment Used**

“The Museum of History. I love the inside, but the exterior on the river is superb and very unique.” - **Genpop**

“Un espace ouvert, proche d’un espace vert.” - **Genpop**





# Public Spaces in Ottawa

## Sample of Participant Comments

“I like the National Art Gallery. It is grand, well lit. We don’t feel rushed there. I think people look happy there.” – **Genpop**

“The Experimental Farm because it’s welcoming to everybody. Open spaces, fresh air.” – **Genpop**

“I think just having people around makes for a great public space.” – **Genpop**

“I think my favourite space is Major’s Hill Park. I think it’s a very nice downtown space with a great view. It’s close to restaurants and other amenities. It’s very well maintained.” - **Non Catchment Not Used**

“The World Exchange Plaza. I loved the belugas that were hanging from the ceiling; it was a relaxing space away from the shops.” - **Non Catchment Not Used**

“Rideau Canal because I find having that waterway going through the city changes the dynamic and of course you can use it in the winter.” - **Non Catchment Not Used**

“Parks because of the nice views and being able to sit and enjoy being quiet in the open space.” - **Catchment Not Used**

“I think that it should be accessible, open, welcoming, active. If there are people around, it’s safe even after hours, well lit. A nice view.” - **Catchment Not Used**

“Pour moi c’est le Marché By car je travaille là-bas. C’est proche des restaurants et aménités, c’est facile d’y marcher. Mais ce n’est pas un endroit pour une bibliothèque.” - **Genpop**

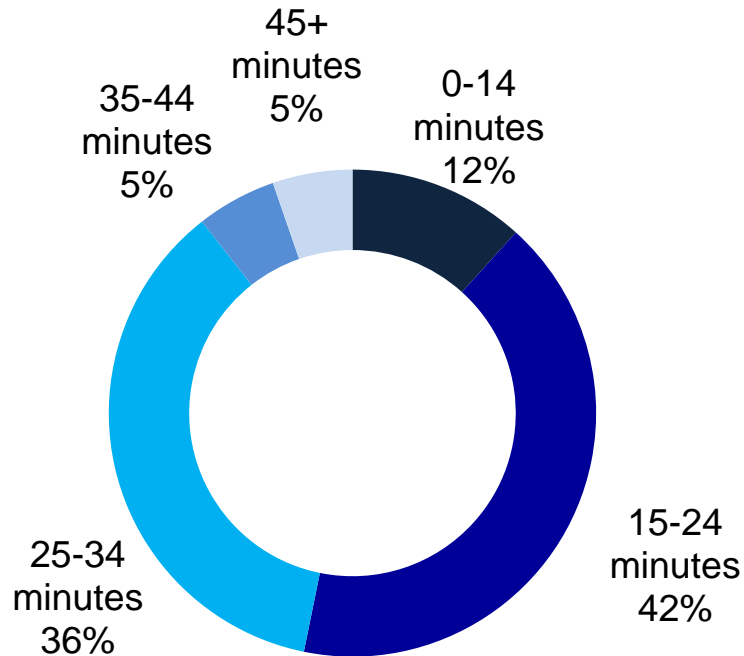
# Handout Results

## Travel Time to the Library



# Getting to the Library by Public Transit

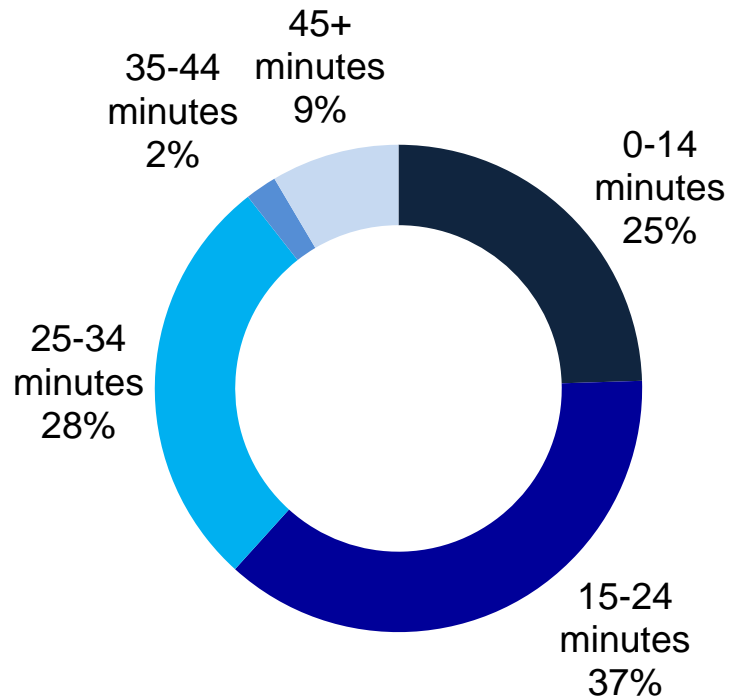
**QUESTION** – How many minutes by public transit would you be willing to travel to a downtown Central Library?



	Frequency (n=94)
0-14 minutes	11
15-24 minutes	39
25-34 minutes	34
35-44 minutes	5
45+ minutes	5

# Getting to the Library by Foot

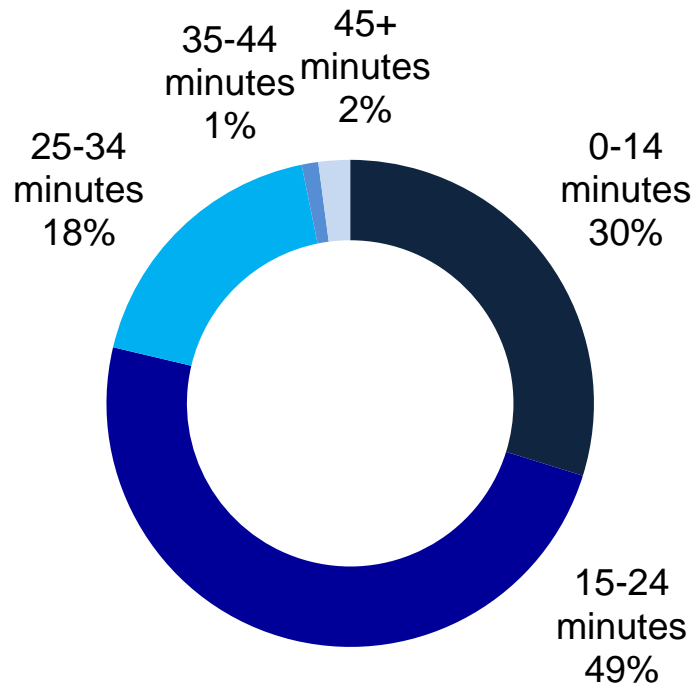
**QUESTION** – How many minutes by foot would you be willing to travel to a downtown Central Library?



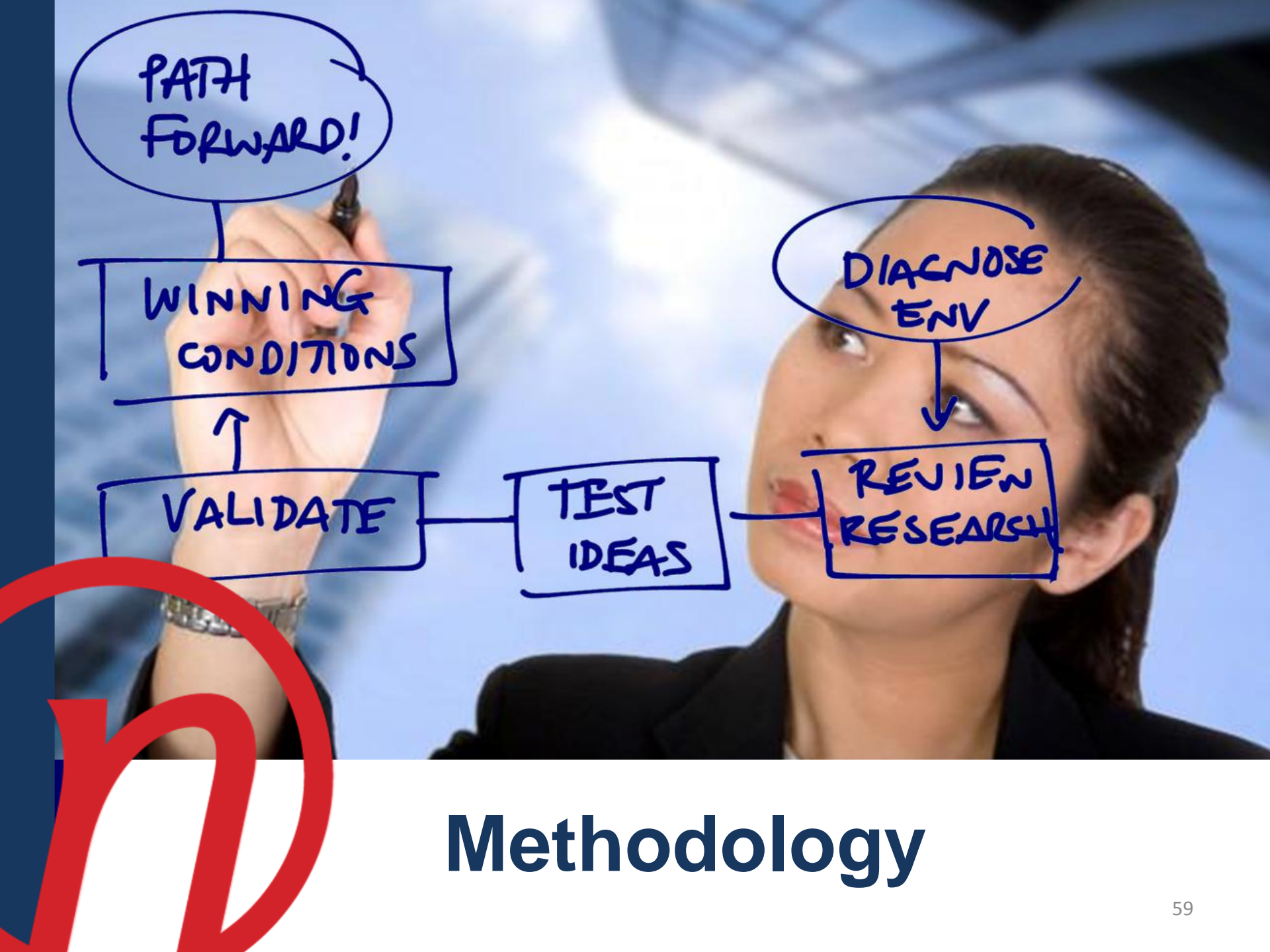
	Frequency (n=94)
0-14 minutes	23
15-24 minutes	35
25-34 minutes	26
35-44 minutes	2
45+ minutes	8

# Getting to the Library by Car

**QUESTION** – How many minutes by car would you be willing to travel to a downtown Central Library?



	Frequency (n=94)
0-14 minutes	28
15-24 minutes	46
25-34 minutes	17
35-44 minutes	1
45+ minutes	2



# Methodology

# > Methodology

Twelve focus groups were conducted between October 1<sup>st</sup> and 4<sup>th</sup>, 2015 in Ottawa on behalf of the Ottawa Public Library. The groups were divided into five streams of participants, as follows:

- Residents of catchment who have used Main Branch in the last year (two groups)
- Residents of catchment who have library cards but have not used Main Branch in the last year (two groups)
- Residents not in catchment who have used the Main Branch in the last year (two groups)
- Residents not in catchment who have library cards but have not used the Main Branch in the last year (two groups)
- Residents from the general population who would consider using the Central Library (two English and two French groups)

Readers should note that focus group research is qualitative in nature and should not be generalized to the target populations for the study.

# > Methodology

The purpose of the qualitative research was to gather participant's impressions on factors they thought would be important to help with decision-making related to a new downtown Central Library.

Each focus group was 75-90 minutes in length and was comprised of up to 8 participants with 10 individuals being recruited for each group. A total of 95 Ottawa residents participated in the focus group project. The participants were offered a \$75 incentive.



# > Contact

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# Tabulations



## 2015-731 Ottawa Public Library – STAT SHEET

### Statistics

		Q1 - Convenience in terms of location	Q2 - Access to public transit	Q3 - Distance from a new LRT station	Q4 - Distance from shops and restaurants	Q5 - Distance from museums and other cultural institutions	Q6 - Having open spaces for gathering	Q7 - Having a nice view of the outside	Q8 - As a place where you feel welcome and safe	Q9 - Other
N	Valid	94	94	93	93	93	94	94	94	77
	No answer	0	0	1	1	1	0	0	0	17
Mean		9.0319	8.8617	7.6237	5.2151	5.3656	7.5426	5.7340	8.4468	8.1429

Nanos Research conducted 12 focus groups on behalf of the Ottawa Public Library on October 1<sup>st</sup>, 3<sup>rd</sup> and 4<sup>th</sup>, 2015. The groups were made up of five streams: residents of the catchment area who have used the Main branch in the last year, residents of the catchment area who have library cards but have not used the Main branch in the last year, residents not in the catchment area who have used the Main branch in the last year, residents not in the catchment area who have library cards but have not used the Main branch in the last year, and residents of the City of Ottawa who would consider using a Central Library. A total of 94 people participated in the focus groups overall. The groups were conducted in Ottawa, Ontario.

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### 2015-731 Ottawa Public Library – STAT SHEET

Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

	Frequency	Percent	Valid Percent	Cumulative Percent
Question 1 - Convenience in terms of location				
Not at all important (1)	1	1.1	1.1	1.1
5	1	1.1	1.1	2.1
6	2	2.1	2.1	4.3
7	3	3.2	3.2	7.4
8	23	24.5	24.5	31.9
9	14	14.9	14.9	46.8
Very important (10)	50	53.2	53.2	100.0
Total	94	100.0	100.0	

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Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

	Frequency	Percent	Valid Percent	Cumulative Percent
Question 2 - Access to public transit	3	3.2	3.2	3.2
	4	1.1	1.1	4.3
	7	3.2	3.2	7.4
	8	23	24.5	31.9
	9	25	26.6	58.5
	Very important (10)	39	41.5	100.0
Total	94	100.0	100.0	

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Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 3 - Distance from a new LRT station	Not at all important (1)	1	1.1	1.1	1.1
	2	2	2.1	2.2	3.2
	3	2	2.1	2.2	5.4
	4	4	4.3	4.3	9.7
	5	5	5.3	5.4	15.1
	6	7	7.4	7.5	22.6
	7	13	13.8	14.0	36.6
	8	26	27.7	28.0	64.5
	9	14	14.9	15.1	79.6
	Very important (10)	19	20.2	20.4	100.0
	Total	93	98.9	100.0	
	No answer	1	1.1		
Total		94	100.0		

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		Frequency	Percent	Valid Percent	Cumulative Percent
Question 4 - Distance from shops and restaurants	Not at all important (1)	4	4.3	4.3	4.3
	2	7	7.4	7.5	11.8
	3	13	13.8	14.0	25.8
	4	8	8.5	8.6	34.4
	5	17	18.1	18.3	52.7
	6	14	14.9	15.1	67.7
	7	18	19.1	19.4	87.1
	8	8	8.5	8.6	95.7
	9	3	3.2	3.2	98.9
	Very important (10)	1	1.1	1.1	100.0
	Total	93	98.9	100.0	
	No answer	1	1.1		
Total		94	100.0		

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Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 5 - Distance from museums and other cultural institutions	Not at all important (1)	8	8.5	8.6	8.6
	2	4	4.3	4.3	12.9
	3	7	7.4	7.5	20.4
	4	8	8.5	8.6	29.0
	5	23	24.5	24.7	53.8
	6	13	13.8	14.0	67.7
	7	10	10.6	10.8	78.5
	8	15	16.0	16.1	94.6
	9	3	3.2	3.2	97.8
	Very important (10)	2	2.1	2.2	100.0
	Total	93	98.9	100.0	
	No answer	1	1.1		
Total		94	100.0		

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Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 6 - Having open spaces for gathering	2	3	3.2	3.2	3.2
	3	2	2.1	2.1	5.3
	4	2	2.1	2.1	7.4
	5	4	4.3	4.3	11.7
	6	11	11.7	11.7	23.4
	7	16	17.0	17.0	40.4
	8	27	28.7	28.7	69.1
	9	15	16.0	16.0	85.1
	Very important (10)	14	14.9	14.9	100.0
Total		94	100.0	100.0	

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Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 7 - Having a nice view of the outside	Not at all important (1)	8	8.5	8.5	8.5
	2	9	9.6	9.6	18.1
	3	3	3.2	3.2	21.3
	4	7	7.4	7.4	28.7
	5	16	17.0	17.0	45.7
	6	11	11.7	11.7	57.4
	7	10	10.6	10.6	68.1
	8	15	16.0	16.0	84.0
	9	10	10.6	10.6	94.7
	Very important (10)	5	5.3	5.3	100.0
Total		94	100.0	100.0	

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## 2015-731 Ottawa Public Library – STAT SHEET

Thinking of the physical space for the Ottawa Central Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following:

	Frequency	Percent	Valid Percent	Cumulative Percent
Question 2	2	2.1	2.1	2.1
8 - As a place	3	2.1	2.1	4.3
where you feel	4	2.1	2.1	6.4
welcome and safe	5	5.3	5.3	11.7
	6	4.3	4.3	16.0
	7	7.4	7.4	23.4
	8	12	12.8	36.2
	9	18	19.1	55.3
Very important (10)	42	44.7	44.7	100.0
Total	94	100.0	100.0	

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## 2015-731 Ottawa Public Library – STAT SHEET

### Question 9 - Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Architecturally unique/modern	16	17.0	20.0	20.0
	Parking	13	13.8	16.3	36.3
	Student/study space	7	7.4	8.8	45.0
	Technology	7	7.4	8.8	53.8
	Staff resources/services	7	7.4	8.8	62.5
	Lighting	6	6.4	7.5	70.0
	Distance from housing/workplaces	6	6.4	7.5	77.5
	Space for group activities	5	5.3	6.3	83.8
	Wide variety of books/other materials	5	5.3	6.3	90.0
	Friendly for persons with disabilities	4	4.3	5.0	95.0
	Other	4	4.3	5.0	100.0
	Total	80	85.1	100.0	
Missing	No answer	14	14.9		
Total		94	100.0		

Nanos Research conducted 12 focus groups on behalf of the Ottawa Public Library on October 1<sup>st</sup>, 3<sup>rd</sup> and 4<sup>th</sup>, 2015. The groups were made up of five streams: residents of the catchment area who have used the Main branch in the last year, residents of the catchment area who have library cards but have not used the Main branch in the last year, residents not in the catchment area who have used the Main branch in the last year, residents not in the catchment area who have library cards but have not used the Main branch in the last year, and residents of the City of Ottawa who would consider using a Central Library. A total of 94 people participated in the focus groups overall. The groups were conducted in Ottawa, Ontario.

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## 2015-731 Ottawa Public Library – STAT SHEET

### Question 10 - How many minutes by public transit would you be willing to travel to a downtown Central Library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-14 minutes	11	11.7	11.7	11.7
	15-24 minutes	39	41.5	41.5	53.2
	25-34 minutes	34	36.2	36.2	89.4
	35-44 minutes	5	5.3	5.3	94.7
	45+ minutes	5	5.3	5.3	100.0
	Total	94	100.0	100.0	

### Question 11 - How many minutes by foot would you be willing to travel to a downtown Central Library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-14 minutes	23	24.5	24.5	24.5
	15-24 minutes	35	37.2	37.2	61.7
	25-34 minutes	26	27.7	27.7	89.4
	35-44 minutes	2	2.1	2.1	91.5
	45+ minutes	8	8.5	8.5	100.0
	Total	94	100.0	100.0	

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### Question 12 - How many minutes by car would you be willing to travel to a downtown Central Library?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-14 minutes	28	29.8	29.8	29.8
	15-24 minutes	46	48.9	48.9	78.7
	25-34 minutes	17	18.1	18.1	96.8
	35-44 minutes	1	1.1	1.1	97.9
	45+ minutes	2	2.1	2.1	100.0
Total		94	100.0	100.0	

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## 2015-731 Ottawa Public Library – STAT SHEET

### Ranking of Library Aspects - First ranked response

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Convenience in terms of location	39	41.5	41.5	41.5
	As a place where you feel welcome and safe	14	14.9	14.9	56.4
	Access to public transit	13	13.8	13.8	70.2
	Distance from a new LRT station	7	7.4	7.4	77.7
	Distance from museums and other cultural institutions	4	4.3	4.3	81.9
	Architecturally unique/modern	3	3.2	3.2	85.1
	Technology	3	3.2	3.2	88.3
	Having open spaces for gathering	2	2.1	2.1	90.4
	Friendly for persons with disabilities	2	2.1	2.1	92.6
	Distance from shops and restaurants	1	1.1	1.1	93.6

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## 2015-731 Ottawa Public Library – STAT SHEET

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Parking	1	1.1	1.1	94.7
Lighting	1	1.1	1.1	95.7
Student/study space	1	1.1	1.1	96.8
Staff resources/services	1	1.1	1.1	97.9
Distance from housing/workplaces	1	1.1	1.1	98.9
Unsure	1	1.1	1.1	100.0
Total	94	100.0	100.0	

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Nanos Research conducted 12 focus groups on behalf of the Ottawa Public Library on October 1<sup>st</sup>, 3<sup>rd</sup> and 4<sup>th</sup>, 2015. The groups were made up of five streams: residents of the catchment area who have used the Main branch in the last year, residents of the catchment area who have library cards but have not used the Main branch in the last year, residents not in the catchment area who have used the Main branch in the last year, residents not in the catchment area who have library cards but have not used the Main branch in the last year, and residents of the City of Ottawa who would consider using a Central Library. A total of 94 people participated in the focus groups overall. The groups were conducted in Ottawa, Ontario.

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## 2015-731 Ottawa Public Library – STAT SHEET

### Ranking of Library Aspects - Second ranked response

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Access to public transit	19	20.2	20.4	20.4
	As a place where you feel welcome and safe	19	20.2	20.4	40.9
	Convenience in terms of location	18	19.1	19.4	60.2
	Having open spaces for gathering	9	9.6	9.7	69.9
	Having a nice view of the outside	9	9.6	9.7	79.6
	Distance from a new LRT station	5	5.3	5.4	84.9
	Distance from museums and other cultural institutions	3	3.2	3.2	88.2
	Distance from shops and restaurants	2	2.1	2.2	90.3
	Parking	1	1.1	1.1	91.4
	Lighting	1	1.1	1.1	92.5
	Space for group activities	1	1.1	1.1	93.5
	Architecturally unique/modern	1	1.1	1.1	94.6

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### 2015-731 Ottawa Public Library – STAT SHEET

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Distance from housing/workplaces	1	1.1	1.1	95.7
Technology	1	1.1	1.1	96.8
Wide variety of books/other materials	1	1.1	1.1	97.8
Staff resources/services	1	1.1	1.1	98.9
Unsure	1	1.1	1.1	100.0
Total	93	98.9	100.0	
No answer	1	1.1		
Total	94	100.0		

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Nanos Research conducted 12 focus groups on behalf of the Ottawa Public Library on October 1<sup>st</sup>, 3<sup>rd</sup> and 4<sup>th</sup>, 2015. The groups were made up of five streams: residents of the catchment area who have used the Main branch in the last year, residents of the catchment area who have library cards but have not used the Main branch in the last year, residents not in the catchment area who have used the Main branch in the last year, residents not in the catchment area who have library cards but have not used the Main branch in the last year, and residents of the City of Ottawa who would consider using a Central Library. A total of 94 people participated in the focus groups overall. The groups were conducted in Ottawa, Ontario.

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## 2015-731 Ottawa Public Library – STAT SHEET

### Ranking of Library Aspects - Third ranked response

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Access to public transit	17	18.1	18.5	18.5
	Unsure	15	16.0	16.3	34.8
	Having open spaces for gathering	12	12.8	13.0	47.8
	As a place where you feel welcome and safe	11	11.7	12.0	59.8
	Distance from a new LRT station	9	9.6	9.8	69.6
	Convenience in terms of location	8	8.5	8.7	78.3
	Distance from museums and other cultural institutions	4	4.3	4.3	82.6
	Having a nice view of the outside	4	4.3	4.3	87.0
	Distance from shops and restaurants	3	3.2	3.3	90.2
	Parking	2	2.1	2.2	92.4
	Wide variety of books/other materials	2	2.1	2.2	94.6

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## 2015-731 Ottawa Public Library – STAT SHEET

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Space for group activities	1	1.1	1.1	95.7
Architecturally unique/modern	1	1.1	1.1	96.7
Student/study space	1	1.1	1.1	97.8
Friendly for persons with disabilities	1	1.1	1.1	98.9
Distance from housing/workplaces	1	1.1	1.1	100.0
Total	92	97.9	100.0	
No answer	2	2.1		
Total	94	100.0		

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Nanos Research conducted 12 focus groups on behalf of the Ottawa Public Library on October 1<sup>st</sup>, 3<sup>rd</sup> and 4<sup>th</sup>, 2015. The groups were made up of five streams: residents of the catchment area who have used the Main branch in the last year, residents of the catchment area who have library cards but have not used the Main branch in the last year, residents not in the catchment area who have used the Main branch in the last year, residents not in the catchment area who have library cards but have not used the Main branch in the last year, and residents of the City of Ottawa who would consider using a Central Library. A total of 94 people participated in the focus groups overall. The groups were conducted in Ottawa, Ontario.

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# Gauging Residents' Impressions of the Ottawa Public Library's Main Branch

## Intercept Survey Summary

submitted by Nanos to Ottawa Public Library, October, 2015  
(Submission 2015-714)







## **Main branch customers feel that location and access to transit are important for a future downtown Central Library**

Most people who were intercepted by Nanos as they visited the Main branch of the Library said they were there to return, borrow, or search for books, and the most popular reason for usually visiting the library was to look for materials to check out. The way participants got to the library, and where they came from, did not change very much at all since 2012; the majority of people arrived on foot after travelling from home, and a majority of people who came to the library from either work or school also got there on foot. When asked about the two most important physical characteristics that a Central Library should have, the most popular first choice response was a convenient location, and the most popular second choice response was it being a place that participants would feel welcome and safe. When asked about how the library could improve its services, the most popular mention was having either more (or better) computers, and better Internet access. When asked about the single most important feature in a future downtown library, having good lighting and windows for more natural light, as well as accessibility (via escalators or elevators) to the building and collections were tied for the most popular suggestion.

- **Main purpose of visit** – The most frequently cited reason for being at the Main branch was to return, borrow or search for books (48%). Twenty percent of participants said their main reason for visiting the Main branch was to use the computers and/or the Internet. Eleven percent said that they were there for research or studying, and seven percent said they were there to return, borrow or search for audiovisual materials.
- **Usual purpose of visit** – When asked to indicate all the reasons they usually visit the Main branch, the most popular response was to look for materials to check out (16%), followed by picking up their holds (14%). Eleven percent of participants said they usually visit the Main branch to use a public computer, and the same number also say that they visit the branch to read. Ten percent of participants usually visit to do research, seven percent said they visit the Main branch to study, and the same number also usually visit for the free Wi-Fi access. Six percent said they usually visit the Main branch to buy used books.

- **Getting to the Library** – The method by which most participants got to the Main branch remains largely unchanged from the 2012 survey; just over half (55%) of participants arrived on foot while 34% arrived by public transit, and five percent each arrived by bicycle, and by car.
- **Where did they come from** – Sixty-three percent of participants said that they came from home, while 24% came from work. Five percent came from school, while two percent came from a shelter. Other answers with one mention each included the gym, a private course, their lunch break, and a coffee shop/restaurant. These results mirror the 2012 survey where 66% of participant said they came from home, 24% from work and five percent from school.
- **Getting to work, or school** – Just over half of those who came to the Library from work or school got there on foot (55%). Thirty-two percent got to work or school by public transit, while eight percent did so by car and five percent rode bicycles.

Participants were asked to rate the importance of a number of physical characteristics of a downtown Central Library from 1 to 10, where 1 was not at all important and 10 was very important. The scores were grouped into three categories: not at all important (a score of 1-3), average importance (a score of 4-7), and very important (a score of 8-10).

- **Convenience in terms of location** – This refers to having easy access for participants. Participants felt that convenience in terms of the location of a downtown Central Library was generally very important, with 91% of participants giving it a score of 8-10. Six percent said it was of average importance, while three percent felt it was not at all important as a physical feature of a downtown Central Library. Participants gave it a mean score of 9.06 out of 10.
- **Access to public transit** – Four of five participants (80%) felt that access to public transit is a very important physical characteristic of a downtown Central Library. Fifteen percent said it was of average importance, while six percent said it was not at all important. Participants gave access to public transit a mean score of 8.62 out of 10.
- **Distance from a new LRT station** – The distance between a downtown Central Library and a new LRT station was considered to be very important by just under half of all participants (48%). Twenty-nine percent felt it was of average importance, and 23% felt it was not at all important. Participants gave it a mean score of 6.51 out of 10.



- **Distance from shops and restaurants** – Participants were fairly split on the importance of the location's distance from shops and restaurants. One-third of participants (33%) felt it was very important; 39% felt this was of average importance, while 28% felt it was not at all important. Distance from shops and restaurants was given a mean score of 5.64 out of 10.
- **Distance from museums and other cultural institutions** – One fourth of participants (25%) felt that this was an important physical feature of a downtown Central Library. Thirty-eight percent felt it was of average importance, while 37% felt this was not at all important. Participants gave this feature a mean score of 5.07 out of 10.
- **Having open spaces for gathering** – Thirty-nine percent of participants felt that having open spaces for gathering was a very important feature for a downtown Central Library. Thirty-eight percent of participants felt this was of average importance, while 23% felt this was not at all important. Having open spaces for gathering was given a mean score of 6.15 out of 10.
- **Having a nice view of the outside** – About one fourth (24%) of participants felt that having a nice view of the outside was very important, while 42% felt it was of average importance, and 35% said it was not at all important. Participants gave this feature a mean score of 4.99 out of 10.
- **As a place you feel welcome and safe** – A large majority of participants (80%) said that this was a very important feature for a downtown Central Library. Sixteen percent of participants said this was of average importance, while five percent said it was not at all important. Participants gave this a mean score of 8.66 out of 10.

- **Other** – Participants were asked to specify any other features that they felt were important for a downtown Central Library. Twenty-two participants named other features they felt were important, the most frequently mentioned being that the location of the current Main branch is good as is (mentioned eight times out of 22 total mentions). Also mentioned was cleanliness (three of 22 mentions), and at two mentions each; longer hours, better enforcement of rules for noise, good facilities and good books, having a welcome atmosphere with amenities, and accessibility to public transit. Having a large auditorium for community events received one mention.
- **Ranking the top two most important** – Participants were asked to consider these characteristics and rank the top two most important to them personally.
  - **First ranked** - The most frequently mentioned first ranked response was convenience in terms of location, with half of participants (50%) ranking it first. Eighteen percent of participants were unsure what their first ranked characteristic would be, 14% named access to public transit, and 12% said the library as a place they feel welcome and safe was the most important to them.
  - **Second ranked** - The Library being a place they feel welcome and safe was the most mentioned second ranked response (28%), followed by access to public transit (26%). Thirteen percent of participants cited convenience in terms of location as the second most important item to them personally, while seven percent cited distance from shops and restaurants and having open spaces for gathering respectively.
- **Willingness to travel to a downtown Library by public transit** – When asked how many minutes they would be willing to travel to a downtown Central Library by public transit, just under three in ten participants (28%) said they would be willing to travel 30 minutes. Fourteen percent said they would be willing to travel for 10 minutes, while 13% said they would be willing to travel for 15 and 20 minutes respectively. The mean answer given by participants was 22.8 minutes.

- **Willingness to travel to a downtown Library on foot** – Twenty-one percent of participants would be willing to travel for 15 minutes on foot, and the same percentage said they would be willing to travel for 10 minutes on foot. Eighteen percent said they would travel 30 minutes and seventeen percent said they would be willing to walk 20 minutes to get to a downtown Central Library. The mean response given by participants was 20 minutes.
- **Willingness to travel to a downtown Library by car** – Thirty percent of participants are willing to travel up to 10 minutes by car to get to a new downtown Central Library. Twenty-three percent would be willing to travel up to 15 minutes by car, 15% would be willing to travel 30 minutes, while 14% would not be willing to travel at all by car to get to a new downtown Central Library. The mean response given by participants was 14.6 minutes.
- **Recommendations to improve products and services** – When asked to provide the Library with any recommendations on how to improve its products and services at the downtown branch, 18% of participants said they had nothing to recommend and that the branch is great as it is, while 13% said they are unsure. In 2012, the most frequently mentioned response (25%) was also that the Library was great as it was, and they had no recommendations for improvement. The top five most mentioned responses otherwise were: having more computers and better computers or Internet access (11%); longer hours of operation (nine percent); having a wider selection of resources (six percent); more seating (five percent); and, a welcoming, brighter space (five percent).

- **Most important feature for a future Central library** – Participants were asked to name the most important physical feature they would want to see in a future downtown Central Library. The two most mentioned were good lighting and windows for natural light (12%) and accessibility (via escalators or elevators) to the building and collections (12%). Other frequently mentioned responses were the location and access to transit (11%), plenty of seating areas for work, research, and studies (10%), as well as a large and spacious library building (eight percent). Eight percent of participants had no suggestion and feel the library is fine as it is, and eight percent were unsure.

These observations are based on an intercept survey of customers at the Central Library. The intercept was used as a control mechanism for the other elements of the project for triangulation and design purposes. The random intercept survey of 131 visitors to the Main branch was conducted on September 27<sup>th</sup> and 28<sup>th</sup>, 2015 by Nanos Research.

# Dashboard

Main Purpose of Visit upon Intercept (Five most Frequently mentioned)	Frequency (n=104)
To return/borrow/search for books	48.1%
To use the computers/Internet	20.2%
For research/studying	10.6%
To return/borrow/search for audiovisual materials	7.7%
To read	3.8%

Usual Purpose of Visit (Five most mentioned)	Frequency (n=471)*
To look for materials to check out	15.5%
To pick up my holds	13.8%
To use a public computer	11.3%
To read	10.8%
To do research	9.6%

\*Based on multiple mentions

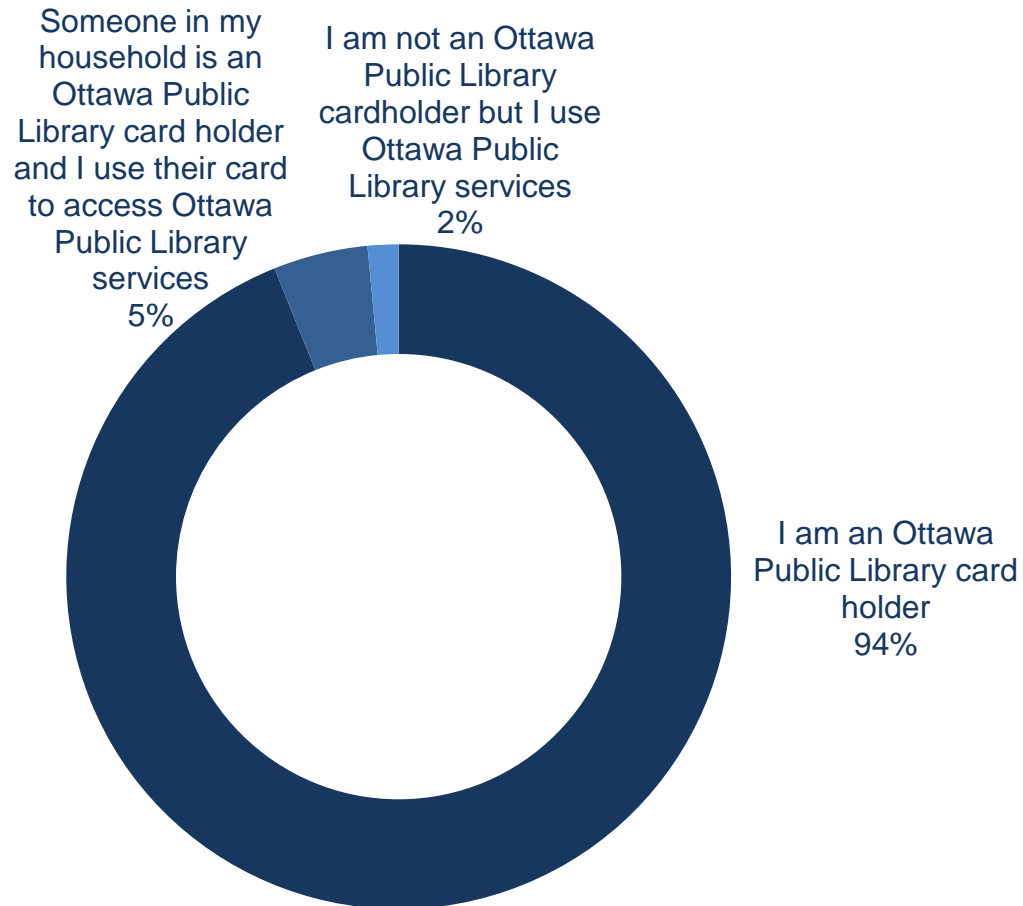
Method of getting to the Library	Frequency (n=131)
On foot	55.0%
Public transit	34.4%
By bicycle	5.3%
By car	4.6%

Where did you come from? (Four most mentioned)	Frequency (n=131)
Home	63.4%
Work	23.7%
School	5.3%
Salvation Army/Shelter	2.3%

Method of getting to work or school	Frequency (n=38)
On foot	55.3%
Public transit	31.6%
By car	7.9%
By bicycle	5.3%

# Participant Profile

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

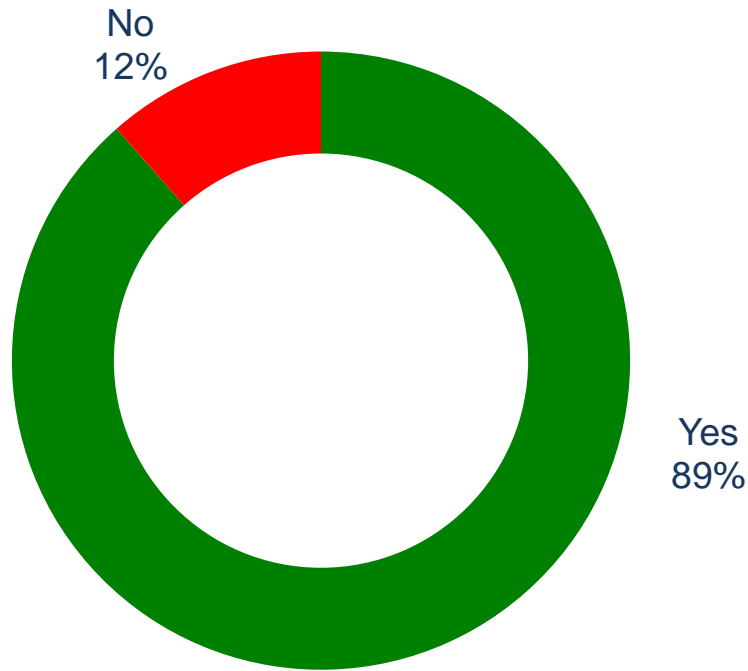


**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION – Which of the following describes you?**

# Use of Main Branch

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015



**\*Note:** Charts may not add up to 100 due to rounding

**QUESTION** – Is the Main branch the primary Ottawa Public Library branch that you use most?

# Profile - Library Visits

Willingness to Travel to a downtown Central Library (minutes)	Mean Response
By public transit (n=104)	22.8
On foot (n=117)	20.0
By car (n=79)	14.6

Other Branches Used (5 most selected)	Frequency (n=197)*
Sunnyside	14.2%
Rideau	10.7%
Carlingwood	8.1%
Rosemount	6.6%
Alta Vista	5.6%
None	19.3%

Average # of Visits to the Main Branch (per year) (5 most mentioned)	Frequency (n=124)
50 visits per year	12.1%
100 visits per year	11.3%
20 visits per year	8.1%
200 visits per year	6.5%
52 visits per year	5.6%

Length of Average Visit (hours) (5 most mentioned)	Frequency (n=125)
1 hour	24%
2 hours	20.8%
0.5 hours	12.8%
0.25 hours	8.8%
1.5 hours	8%



# Main Purpose for Visit

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

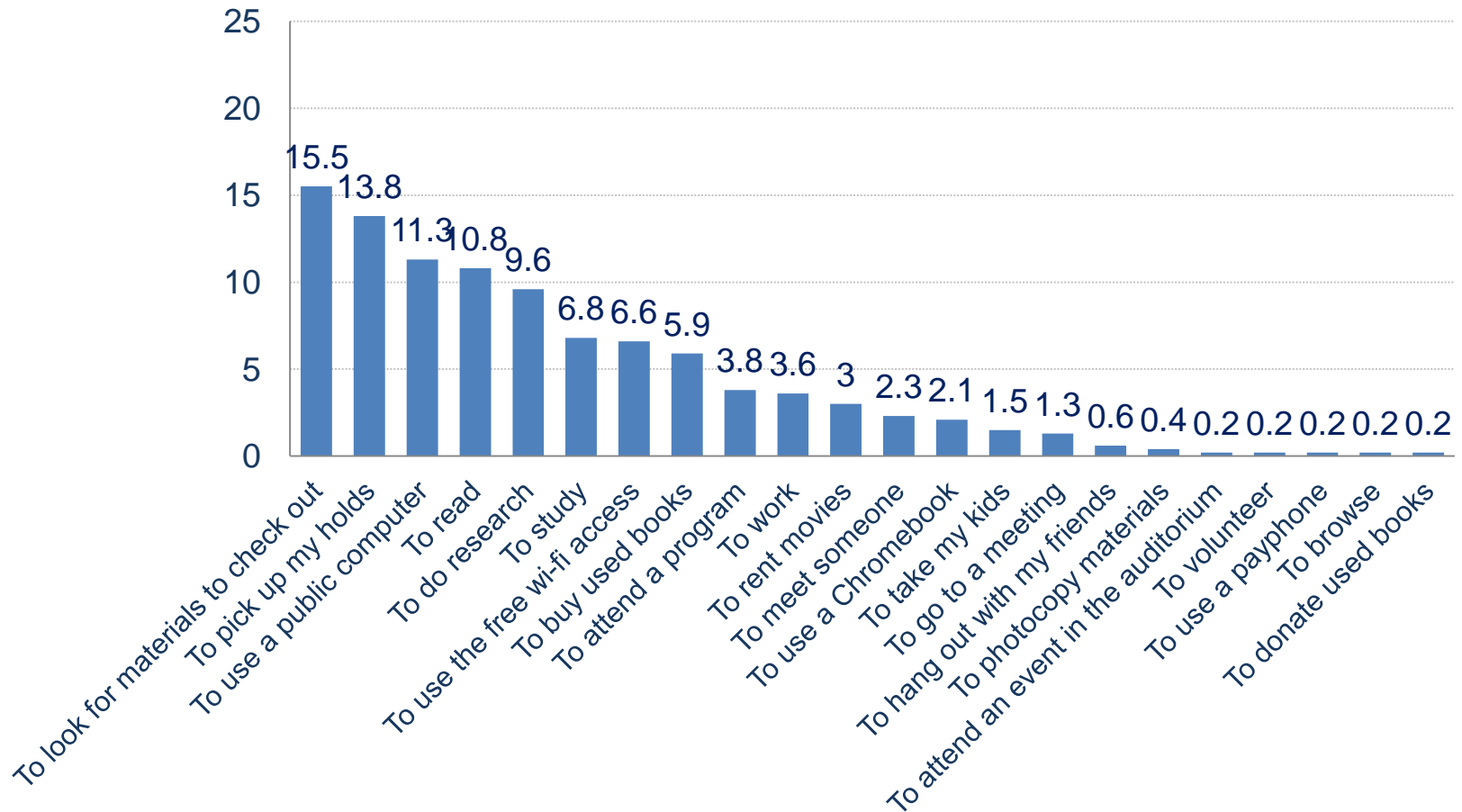
Source: Nanos Research, random intercept survey of 300 visitors to the Main branch, conducted between May 8<sup>th</sup> and 18<sup>th</sup>, 2012

Purpose of Visit	2012 (n=300)	2015 (n=104)
To return/borrow/search for books	43.3%	48.1%
To use the computers/Internet	21.3%	20.2%
For research/studying	11.3%	10.6%
To return/borrow/search for audiovisual materials (CDs, DVDs)	6.0%	7.7%
To read	6.7%	3.8%
Close to where I live/work	-	1.9%
Renew my library card/get a library card	-	1.9%
Bringing my kids to a program/to read	-	1.9%
Job search	-	1.0%
To work on my art	-	1.0%
To volunteer	-	1.0%
Other	4.0%	-
Unsure	5.0%	1.0%

**QUESTION** – What is the main purpose of your visit to the Ottawa Public Library’s Main branch today? [Open-ended]

# Reasons for Visiting the Main Branch

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

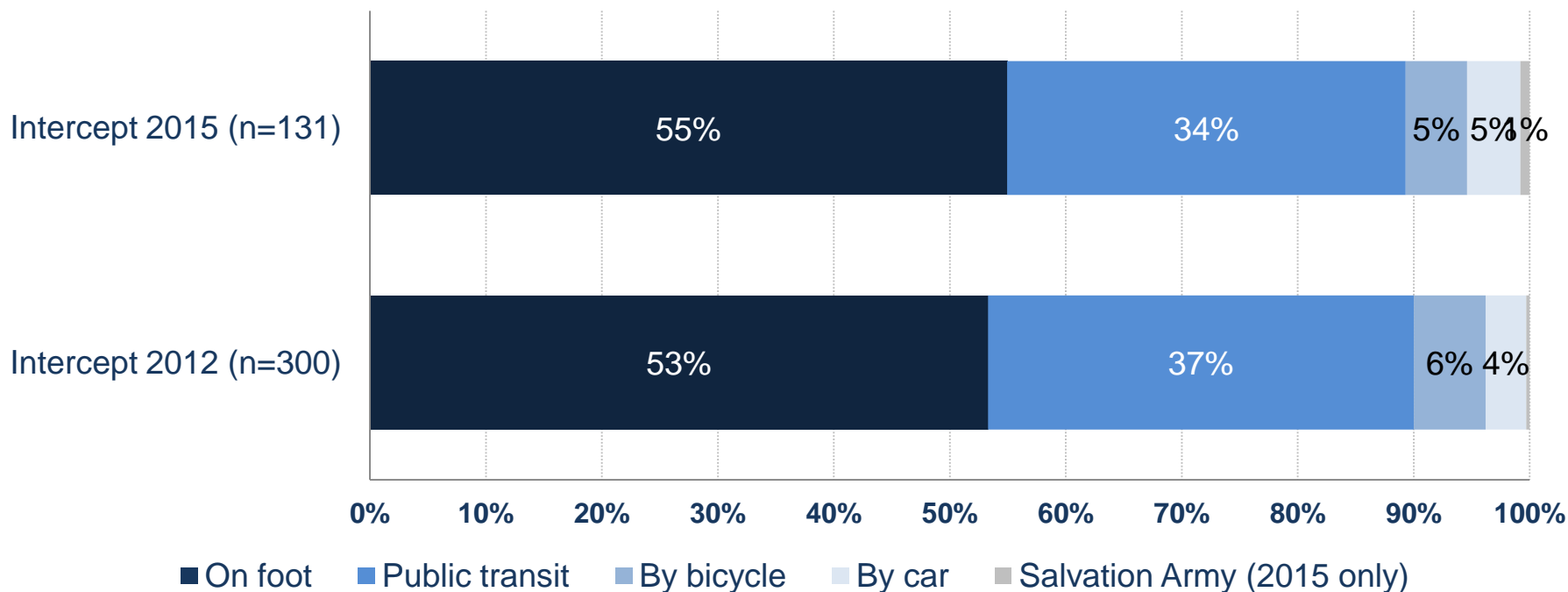


**QUESTION** – Why do you visit the Main branch? Please select as many reasons as apply.

# Primary Method of Getting to the Library

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

Source: Nanos Research, random intercept survey of 300 visitors to the Main branch, conducted between May 8<sup>th</sup> and 18<sup>th</sup>, 2012



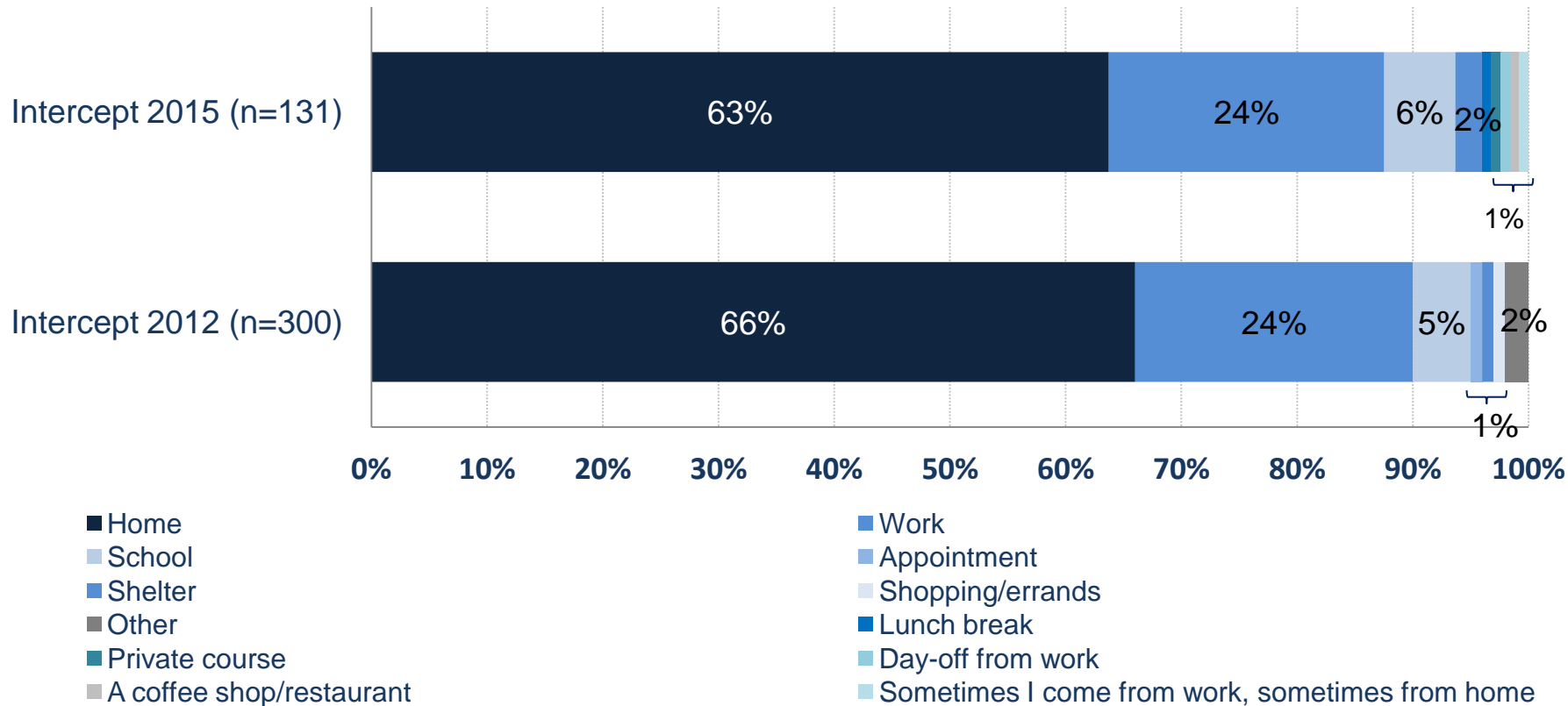
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION – How did you primarily get there today?**

# Where People Came From

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

Source: Nanos Research, random intercept survey of 300 visitors to the Main branch, conducted between May 8<sup>th</sup> and 18<sup>th</sup>, 2012

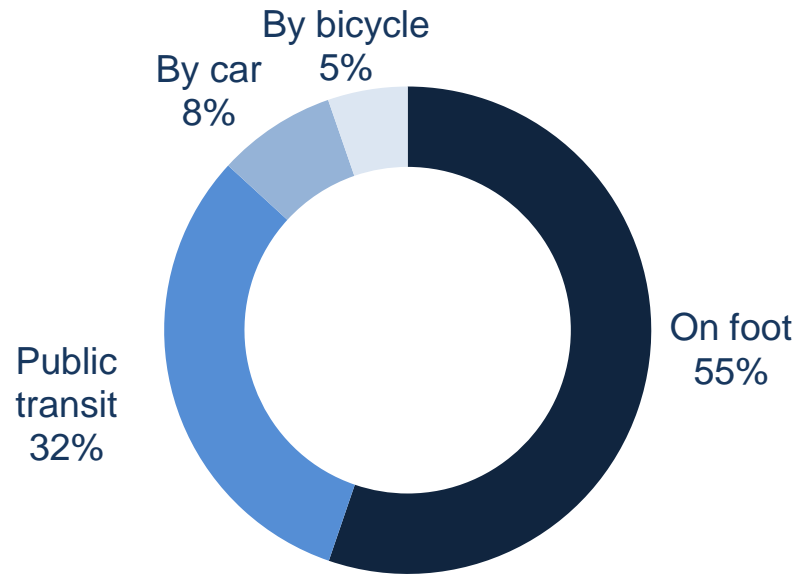


**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION – Did you come from...**

# Means By Which People Got to Work or School

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

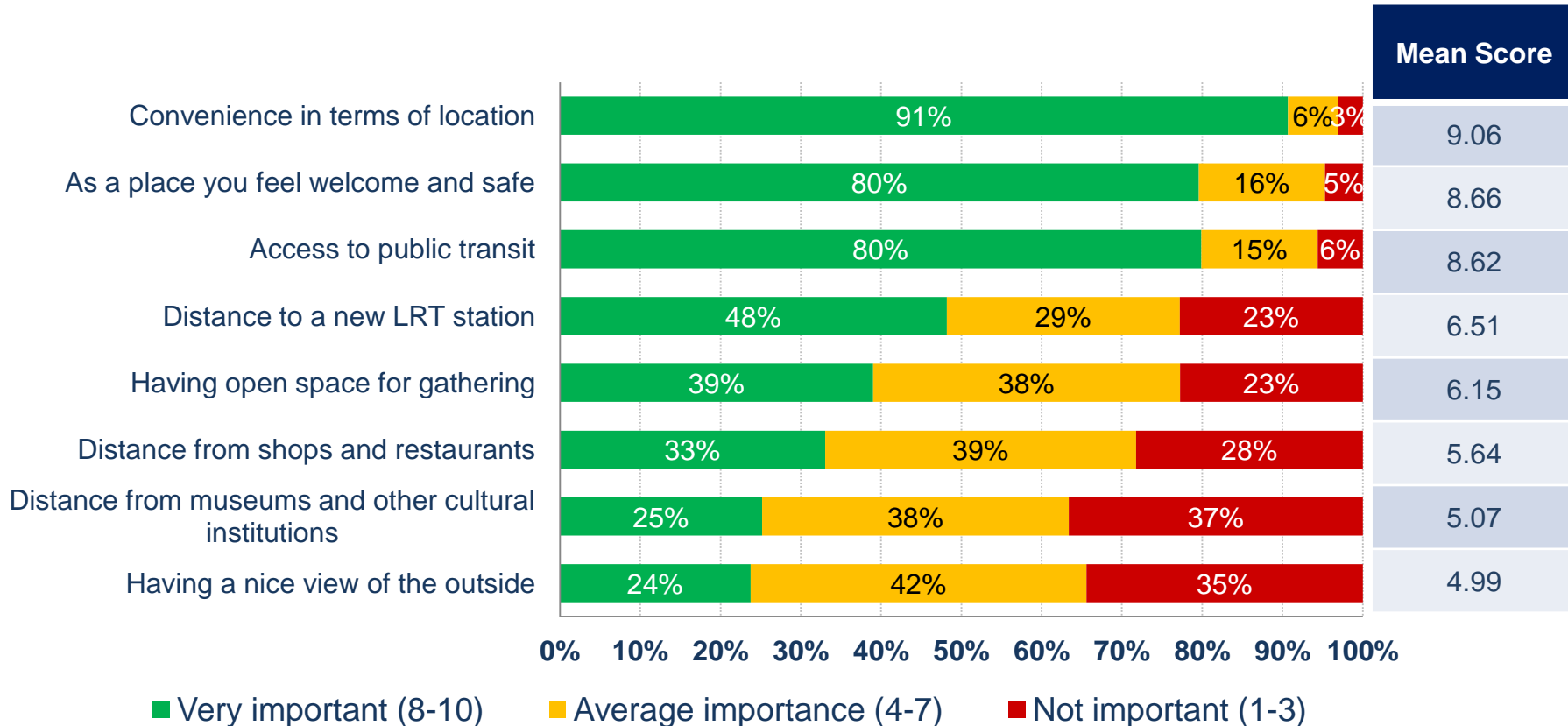


**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – If you came from work or school, how did you get there?

# Important Characteristics of the Library

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015



**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

# Other

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

Other - Item	Frequency (n=22)	Mean Score
Location is already good	8	10.0
Cleanliness	3	10.0
Good facilities and good books	2	10.0
Accessible to public transit	2	9.50
Better enforcement of rules for noise	2	9.50
Longer hours	2	8.50
Have a welcoming atmosphere with amenities	2	7.00
Large auditorium for community events	1	10.0

**QUESTION** – Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE]:

**Other (please specify)**

# Most Important Items to Customers

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

Item	First Ranked (n=131)	Second Ranked (n=107)
Convenience in terms of location	50.4%	13.1%
Access to public transit	13.7%	26.2%
As a place you feel welcome and safe	12.2%	28.0%
Distance from a new LRT station	1.5%	3.7%
Distance from shops and restaurants	0.8%	6.5%
Distance from museums and other cultural institutions	0.8%	3.7%
Having open spaces for gathering	0.8%	6.5%
Having a nice view of the outside	0.8%	3.7%
Internet access	0.8%	-
Clean/cleanliness	-	1.9%
Hours of operation	-	0.9%
Large auditorium for public use	-	0.9%
Unsure	18.3%	4.7%

**QUESTION** – From the following list please rank the most important and the second most important item to you personally.



# Willingness to Travel by Public Transit

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

Mean Score	Minutes Willing to Travel (Ten Most Mentioned)	Frequency (n=104)
22.8	30 minutes	27.9%
	10 minutes	13.5%
	15 minutes	12.5%
	20 minutes	12.5%
	5 minutes	7.7%
	Zero minutes	5.8%
	40 minutes	5.8%
	45 minutes	4.8%
	60 minutes	3.8%
	25 minutes	2.9%

**QUESTION** – How many minutes by public transit would you be willing to travel to a downtown Central Library?

# Willingness to Travel by Foot

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

Mean Score	Minutes Willing to Travel	Frequency (n=117)
20.0	15 minutes	21.4%
	10 minutes	20.5%
	30 minutes	17.9%
	20 minutes	17.1%
	5 minutes	9.4%
	25 minutes	5.1%
	40 minutes	3.4%
	45 minutes	1.7%
	60 minutes	1.7%
	35 minutes	0.9%
	90 minutes	0.9%

**QUESTION** – How many minutes by foot would you be willing to travel to a downtown Central Library?

# Willingness to Travel by Car

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

Mean Score	Minutes Willing to Travel	Frequency (n=79)
14.6	10 minutes	29.1%
	15 minutes	22.8%
	30 minutes	15.2%
	Zero minutes	13.9%
	20 minutes	7.6%
	5 minutes	3.8%
	25 minutes	2.5%
	3 minutes	1.3%
	9 minutes	1.3%
	40 minutes	1.3%
	60 minutes	1.3%

**QUESTION** – How many minutes by car would you be willing to travel to a downtown Central Library?

# Improving Products and Services

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

Source: Nanos Research, random intercept survey of 300 visitors to the Main branch, conducted between May 8<sup>th</sup> and 18<sup>th</sup>, 2012

Response	Frequency 2012 (n=300)	Frequency 2015 (n=110)
Nothing/It's great as is	24.7%	18.2%
More/better computers and Internet access	7.7%	10.9%
Longer hours of operation	3.3%	9.1%
Wider selection of resources	13.0%	5.5%
More seating	1.0%	4.5%
More welcoming/brighter space	-	4.5%
Better/clearer selection of resources	5.3%	3.6%
More e-books/electronic media	3.7%	3.6%
More copies of newer items/publications	1.0%	2.7%
Hold more public meetings/events/programs	2.3%	2.7%
More quiet space/study space	-	2.7%
More French language/second language materials	-	2.7%
Modernize/renovate the Library	8.7%	1.8%

**QUESTION** – Thinking about the future, if the Ottawa Public Library could make one change to improve its products and services at the downtown branch, what should it be? [Open-ended]

# Improving Products and Services

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

Source: Nanos Research, random intercept survey of 300 visitors to the Main branch, conducted between May 8<sup>th</sup> and 18<sup>th</sup>, 2012

Response cont'd	Frequency 2012 (n=300)	Frequency 2015 (n=110)
Improve website/online search functions	2.7%	1.8%
Improve accessibility	-	1.8%
More staff/face-to-face interaction with staff	3.0%	1.8%
Partner with rural or other libraries	-	1.8%
Improve cleanliness	-	1.8%
A cafe/cafeteria	-	1.8%
New/better building	3.3%	0.9%
More security/less loitering	4.0%	0.9%
Access to library cards for non-residents	-	0.9%
Be more child friendly	-	0.9%
Parking	1.7%	-
Other	10.3%	-
Unsure	4.3%	12.7%

**QUESTION** – Thinking about the future, if the Ottawa Public Library could make one change to improve its products and services at the downtown branch, what should it be? [Open-ended]

# Most Important Physical Feature

Source: Nanos Research, random intercept survey of 131 visitors to the Main branch, conducted between September 27<sup>th</sup> and 28<sup>th</sup>, 2015

	Frequency (n=106)
Good lighting/windows for natural light	12.3%
Accessibility to building and collections (escalators, elevators)	12.3%
Location/access to transit	11.3%
Plenty of seating areas for work/research/studies	10.4%
No suggestion/building is fine as it is	7.5%
Large/spacious library building	7.5%
Wide/well-organized selection of resources	4.7%
Computers and computer space/Internet access	4.7%
Modern space/nice architecture/colour scheme	3.8%
A clean/well-maintained building	3.8%
Air-conditioning/good air flow	3.8%
A bigger/more welcoming entrance	2.8%
Cafe/outdoor space	2.8%
More plants/decor	1.9%
Cleaner/more washrooms	0.9%
Large auditorium for community events	0.9%
Longer hours of operation	0.9%
Unsure	7.5%

**QUESTION** – Thinking about the future Central Library building, what physical feature is the most important to you? [Open-ended]

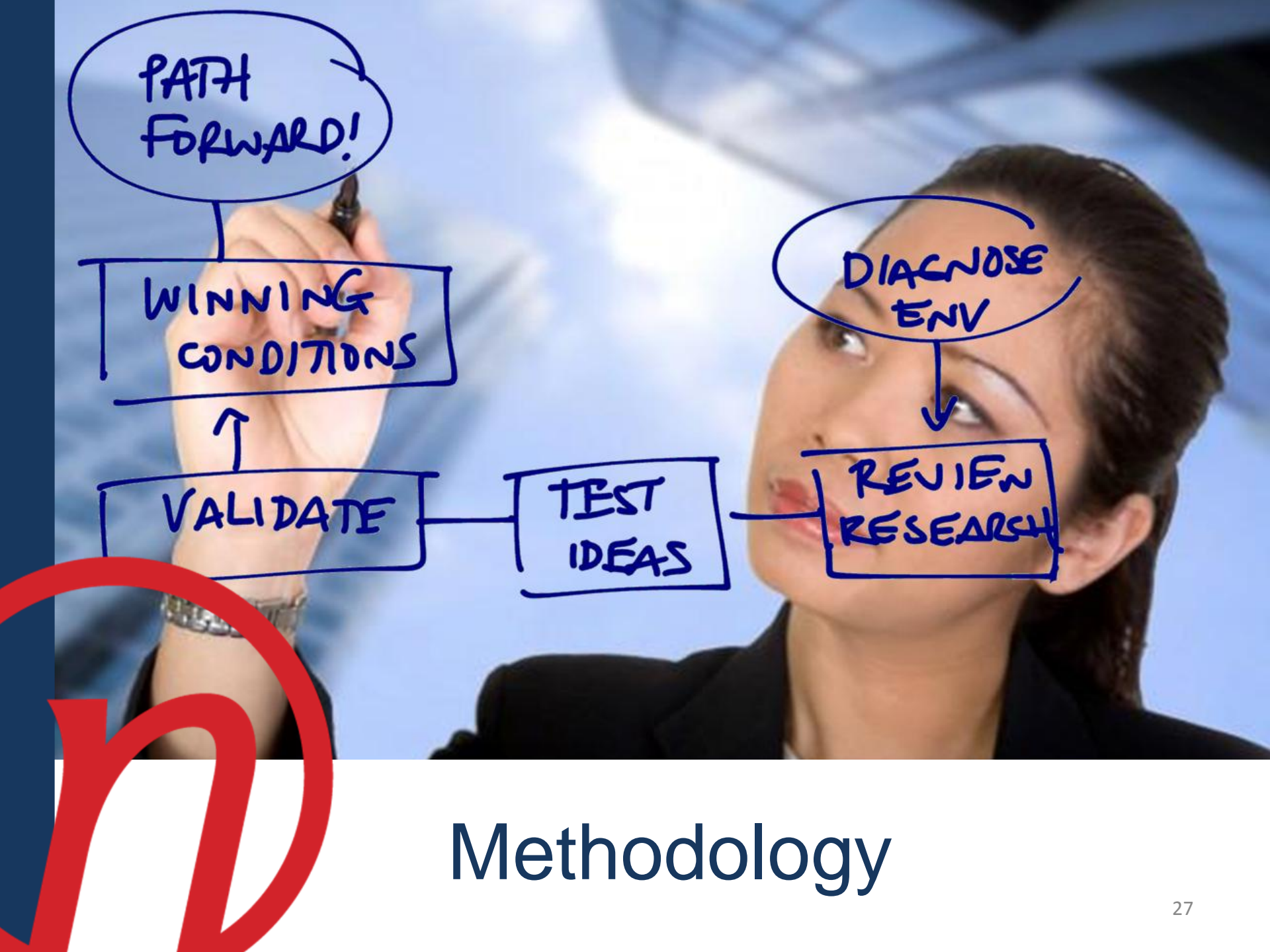
# Participant Profile

Languages spoken other than English (Five most mentioned)	Frequency (n=113)*
French	38.1%
Other	16.8%
Arabic	8.0%
Spanish	5.3%
Mandarin	4.4%

Gender	Frequency (n=131)
Male	54.2%
Female	45.8%

Average # of visits to the Library website (per year) (Five most mentioned)	Frequency (n=129)
50 visits per year	14.0%
100 visits per year	11.6%
Zero visits per year	10.1%
20 visits per year	7.8%
10 visits per year	5.4%
Mean # of visits	84.92

\*Based on multiple mentions



# Methodology



# Methodology

Nanos Research conducted an intercept survey of 131 individuals at the Ottawa Public Library's Main Branch as part of an initiative to engage with residents on library services in Ottawa's downtown as part of the planning process for a Central Library. Visitors to the Main Branch of the Library were randomly recruited by Nanos interceptors and administered a survey, either online or on paper. The intercept survey was conducted on September 27<sup>th</sup> and 28<sup>th</sup>. 2015, at the Main Branch.

Besides those individuals randomly selected, 38 individuals volunteered to complete the surveys. They were given paper surveys to complete but they were not included in the above report as they were self-selected. Only those randomly selected were included in the study.

The margin of error for a random intercept survey of 131 individuals is  $\pm 8.5$  percentage points, nineteen times out of twenty.

# Methodology

The research was commissioned by Ottawa Public Library.

Note: Charts may not add up to 100 due to rounding.

Previous wave: Nanos conducted a random intercept survey of 300 visitors to the Main branch of the Ottawa Public Library, between May 8<sup>th</sup> and 18<sup>th</sup>, 2012. The margin of error for an intercept survey of 300 visitors to the Main branch is  $\pm 5.7$  percentage points, nineteen times out of twenty.

2015-714 - Ottawa Public Library Intercept	
<u>Response Rate</u>	
Gate count	1987
Randomly Selected (Asked)	322
Completed surveys	131
Refusal	194
<b>Response Rate (E=C/B)</b>	<b>41%</b>

# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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# Technical Note

Element	Description
Organization who commissioned the research	Ottawa Public Library
Final Sample Size	131 randomly selected individuals.
Margin of Error	±8.5 percentage points, nineteen times out of twenty
Mode of Survey	Intercept survey
Sampling Method Base	The sample included people visiting the Main Branch of the Ottawa Public Library; every 5 <sup>th</sup> individual was selected and asked to complete a survey
Demographics (Captured)	Age, gender, education, income
Demographics (Other)	Visitors to the Main Branch of the Ottawa Public Library
Fieldwork/Validation	Interceptors administered a survey, either online or on paper.
Number of Calls	Not applicable.
Time of Intercept	Intercept was done from 1pm to 5pm on Sunday, September 27 <sup>th</sup> , and 10am to 9pm on Monday, September 28 <sup>th</sup> .
Field Dates	September 27 <sup>th</sup> to 28 <sup>th</sup> , 2015.
Language of Survey	The survey was conducted in both English and French.

# Technical Note

Element	Description
Weighting of Data	Not applicable.
Screening	Not applicable.
Excluded Demographics	Individuals who appeared to be younger than 18 years old; Individuals who were not visiting the Ottawa Public Library main branch were excluded, as were those who self-selected.
Stratification	Not applicable.
Response Rate	41% percent of those individuals randomly selected participated
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	All questions asked are contained in the report.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.



# Tabulations



## 2015-715 Ottawa Public Library – STAT SHEET

### Question 1 - Which of the following statements best describes you?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I am an Ottawa Public Library card holder	123	93.9	93.9	93.9
	I am not an Ottawa Public Library cardholder but I use Ottawa Public Library services	6	4.6	4.6	98.5
	Someone in my household is an Ottawa Public Library card holder and I use their card to access Ottawa Public Library services	2	1.5	1.5	100.0
	Total	131	100.0	100.0	

### Question 2 - Is the Main branch the primary Ottawa Public Library branch that you use most?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	116	88.5	88.5	88.5
	No	15	11.5	11.5	100.0
	Total	131	100.0	100.0	

Nanos Research conducted an intercept survey of 131 customers at the Main branch of the Ottawa Public Library between September 27<sup>th</sup> and 28<sup>th</sup>, 2015. The response rate was 41%.

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		Responses		Percent of Cases
		N	Percent	
Question 3 – What other branches of the Ottawa Public Library, if any, do you use? Please select all that apply.	Alta Vista	11	5.6%	8.4%
	Beaverbrook	2	1.0%	1.5%
	Blackburn Hamlet	2	1.0%	1.5%
	Bookmobile	1	0.5%	0.8%
	Carlingwood	16	8.1%	12.2%
	Centennia	1	0.5%	0.8%
	Cumberland	2	1.0%	1.5%
	Elmvale Acres	7	3.6%	5.3%
	Emerald Plaza	7	3.6%	5.3%
	Greely	1	0.5%	0.8%
	Greenboro	5	2.5%	3.8%
	Hazeldean	1	0.5%	0.8%
	Hunt Club-Riverside Park Kiosk	1	0.5%	0.8%
	Manotick	1	0.5%	0.8%
	Metcalfe	6	3.0%	4.6%
	Nepean Centrepont	7	3.6%	5.3%
	North Gloucester	3	1.5%	2.3%
	Orléans	2	1.0%	1.5%
	Osgoode	1	0.5%	0.8%
	Richmond	3	1.5%	2.3%

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Rideau	21	10.7%	16.0%
Rockcliffe Park	2	1.0%	1.5%
Rosemount	13	6.6%	9.9%
Ruth E Dickson	3	1.5%	2.3%
St-Laurent	6	3.0%	4.6%
Stittsville	2	1.0%	1.5%
Sunnyside	28	14.2%	21.4%
Vanier	4	2.0%	3.1%
None	38	19.3%	29.0%
Total	197	100.0%	150.4%

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## 2015-715 Ottawa Public Library – STAT SHEET

### Question 4 - What is the main purpose of your visit to the Ottawa Public Library's Main branch today? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To return/borrow/search for books	50	38.2	48.1	48.1
	To use the computers/Internet	21	16.0	20.2	68.3
	For research/studying	11	8.4	10.6	78.8
	To return/borrow/search for audiovisual materials (CDs, DVDs)	8	6.1	7.7	86.5
	To read	4	3.1	3.8	90.4
	Close to where I live/work	2	1.5	1.9	92.3
	Renew my library card/get a library card	2	1.5	1.9	94.2
	Bringing my kids to a program/to read	2	1.5	1.9	96.2
	Job search	1	.8	1.0	97.1
	To work on my art	1	.8	1.0	98.1
	To volunteer	1	.8	1.0	99.0
	Unsure	1	.8	1.0	100.0
	Total	104	79.4	100.0	
	No answer	27	20.6		
Total		131	100.0		

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		Responses		Percent of Cases
		N	Percent	
Question 5 – Why do you visit the Main branch? Please select all that apply.	To use a public computer	53	11.3%	40.5%
	To use a Chromebook	10	2.1%	7.6%
	To use the free Wi-Fi access	31	6.6%	23.7%
	To pick up my holds	65	13.8%	49.6%
	To look for materials to check out	73	15.5%	55.7%
	To take my kids	7	1.5%	5.3%
	To do research	45	9.6%	34.4%
	To hang out with my friends	3	0.6%	2.3%
	To work	17	3.6%	13.0%
	To study	32	6.8%	24.4%
	To read	51	10.8%	38.9%
	To meet someone	11	2.3%	8.4%
	To attend a program	18	3.8%	13.7%
	To go to a meeting	6	1.3%	4.6%
	To buy used books	28	5.9%	21.4%
	To rent movies	14	3.0%	10.7%
	To attend an event in the auditorium	1	0.2%	0.8%
	Photocopy materials	2	0.4%	1.5%

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Volunteer	1	0.2%	0.8%
Use a pay phone	1	0.2%	0.8%
To browse	1	0.2%	0.8%
To donate used books	1	0.2%	0.8%
Total	471	100.0%	359.5%

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### Statistics

Question 6 - On average, how often do you come to the Main branch each year? (times per year) [Open-ended]

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N	Valid	124
	No answer	7
Mean		99.4597

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**Question 6 - On average, how often do you come to the Main branch each year? (times per year)[Open-ended]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50.00	15	11.5	12.1	12.1
	100.00	14	10.7	11.3	23.4
	20.00	10	7.6	8.1	31.5
	200.00	8	6.1	6.5	37.9
	52.00	7	5.3	5.6	43.5
	300.00	6	4.6	4.8	48.4
	365.00	6	4.6	4.8	53.2
	10.00	5	3.8	4.0	57.3
	12.00	5	3.8	4.0	61.3
	40.00	5	3.8	4.0	65.3
	48.00	4	3.1	3.2	68.5
	25.00	3	2.3	2.4	71.0
	30.00	3	2.3	2.4	73.4
	60.00	3	2.3	2.4	75.8
	80.00	3	2.3	2.4	78.2
	150.00	3	2.3	2.4	80.6
	1.00	2	1.5	1.6	82.3
	15.00	2	1.5	1.6	83.9
	104.00	2	1.5	1.6	85.5
	350.00	2	1.5	1.6	87.1

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.00	1	.8	.8	87.9
8.00	1	.8	.8	88.7
17.00	1	.8	.8	89.5
24.00	1	.8	.8	90.3
26.00	1	.8	.8	91.1
36.00	1	.8	.8	91.9
45.00	1	.8	.8	92.7
56.00	1	.8	.8	93.5
70.00	1	.8	.8	94.4
75.00	1	.8	.8	95.2
78.00	1	.8	.8	96.0
105.00	1	.8	.8	96.8
145.00	1	.8	.8	97.6
162.00	1	.8	.8	98.4
345.00	1	.8	.8	99.2
360.00	1	.8	.8	100.0
Total	124	94.7	100.0	
Unsure/no answer	7	5.3		
Total	131	100.0		

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### Statistics

Question 7 - How long is your average visit at the Main branch?  
(hours) [Open-ended]

N	Valid	125
	No answer	6
Mean		1.5971

### Question 7 - How long is your average visit at the Main branch? (hours) [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	30	22.9	24.0	24.0
	2.00	26	19.8	20.8	44.8
	.50	16	12.2	12.8	57.6
	.25	11	8.4	8.8	66.4
	1.50	10	7.6	8.0	74.4
	3.00	10	7.6	8.0	82.4
	4.00	5	3.8	4.0	86.4
	.08	2	1.5	1.6	88.0
	.10	2	1.5	1.6	89.6
	.20	2	1.5	1.6	91.2
	.33	2	1.5	1.6	92.8
	6.00	2	1.5	1.6	94.4
	.00	1	.8	.8	95.2

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.15	1	.8	.8	96.0
.16	1	.8	.8	96.8
.66	1	.8	.8	97.6
2.50	1	.8	.8	98.4
5.00	1	.8	.8	99.2
20.00	1	.8	.8	100.0
Total	125	95.4	100.0	
Unsure/no answer	6	4.6		
Total	131	100.0		

### Question 8 - How did you primarily get here today?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	On foot	72	55.0	55.0	55.0
	Public transit	45	34.4	34.4	89.3
	By bicycle	7	5.3	5.3	94.7
	By car	6	4.6	4.6	99.2
	Salvation Army	1	.8	.8	100.0
	Total	131	100.0	100.0	

Nanos Research conducted an intercept survey of 131 customers at the Main branch of the Ottawa Public Library between September 27<sup>th</sup> and 28<sup>th</sup>, 2015. The response rate was 41%.

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### Question 9 - Did you come from....

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Home	83	63.4	63.4	63.4
	Work	31	23.7	23.7	87.0
	School	7	5.3	5.3	92.4
	Salvation Army/shelter	3	2.3	2.3	94.7
	The gym	1	.8	.8	95.4
	A private course	1	.8	.8	96.2
	University	1	.8	.8	96.9
	Day-off from work	1	.8	.8	97.7
	Lunch break	1	.8	.8	98.5
	A coffee shop/restaurant	1	.8	.8	99.2
	Sometimes I come from work, sometimes from home	1	.8	.8	100.0
	Total	131	100.0	100.0	

Nanos Research conducted an intercept survey of 131 customers at the Main branch of the Ottawa Public Library between September 27<sup>th</sup> and 28<sup>th</sup>, 2015. The response rate was 41%.

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## 2015-715 Ottawa Public Library – STAT SHEET

### Question 10 - If you came from work or school, how did you get there?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	On foot	21	16.0	55.3	55.3
	Public transit	12	9.2	31.6	86.8
	By car	3	2.3	7.9	94.7
	By bicycle	2	1.5	5.3	100.0
	Total	38	29.0	100.0	
	System	93	71.0		
Total		131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

### Statistics

		Q11 - Convenience in terms of location	Q12 - Access to public transit	Q13 - Distance from a new LRT station	Q14 - Distance from shops and restaurants	Q15 - Distance from museums and other cultural institutions	Q 16 - Having open spaces for gathering	Q17 - Having a nice view of the outside	Q18 - As a place you feel welcome and safe	Q19 - Other
N	Valid	129	124	114	124	123	123	122	127	59
	No answer	2	7	17	7	8	8	9	4	72
Mean		9.0620	8.6210	6.5088	5.6371	5.0650	6.1545	4.9918	8.6614	6.254 2

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## 2015-715 Ottawa Public Library – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q11-19]:

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 11 - Convenience in terms of location	Very important(10)	83	63.4	64.3	64.3
	8	19	14.5	14.7	79.1
	9	15	11.5	11.6	90.7
	Not at all important(1)	3	2.3	2.3	93.0
	5	3	2.3	2.3	95.3
	7	3	2.3	2.3	97.7
	3	1	.8	.8	98.4
	4	1	.8	.8	99.2
	6	1	.8	.8	100.0
	Total	129	98.5	100.0	
	Unsure	2	1.5		
Total		131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q11-19]:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 12 - Access to public transit	Very important(10)	74	56.5	59.7	59.7
	9	16	12.2	12.9	72.6
	8	9	6.9	7.3	79.8
	5	8	6.1	6.5	86.3
	7	5	3.8	4.0	90.3
	Not at all important(1)	3	2.3	2.4	92.7
	2	3	2.3	2.4	95.2
	6	3	2.3	2.4	97.6
	4	2	1.5	1.6	99.2
	3	1	.8	.8	100.0
	Total	124	94.7	100.0	
	Unsure	7	5.3		
Total		131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q11-19]:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 13 - Distance from a new LRT station	Very important(10)	33	25.2	28.9	28.9
	8	14	10.7	12.3	41.2
	Not at all important(1)	13	9.9	11.4	52.6
	5	13	9.9	11.4	64.0
	7	9	6.9	7.9	71.9
	2	8	6.1	7.0	78.9
	9	8	6.1	7.0	86.0
	6	6	4.6	5.3	91.2
	3	5	3.8	4.4	95.6
	4	5	3.8	4.4	100.0
	Total	114	87.0	100.0	
	Unsure	17	13.0		
	Total	131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q11-19]:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 14	Not at all important(1)	23	17.6	18.5	18.5
- Distance from shops and restaurants	Very important(10)	22	16.8	17.7	36.3
	5	19	14.5	15.3	51.6
	8	14	10.7	11.3	62.9
	7	12	9.2	9.7	72.6
	6	10	7.6	8.1	80.6
	3	8	6.1	6.5	87.1
	4	7	5.3	5.6	92.7
	9	5	3.8	4.0	96.8
	2	4	3.1	3.2	100.0
	Total	124	94.7	100.0	
	Unsure	7	5.3		
Total		131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q11-19]:

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 15 - Distance from museums and other cultural institutions	Not at all important(1)	30	22.9	24.4	24.4
	7	17	13.0	13.8	38.2
	Very important(10)	15	11.5	12.2	50.4
	5	14	10.7	11.4	61.8
	8	11	8.4	8.9	70.7
	6	10	7.6	8.1	78.9
	2	8	6.1	6.5	85.4
	3	7	5.3	5.7	91.1
	4	6	4.6	4.9	95.9
	9	5	3.8	4.1	100.0
	Total	123	93.9	100.0	
	Unsure	8	6.1		
Total		131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q11-19]:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 16 - Having open spaces for gathering	Very important(10)	27	20.6	22.0	22.0
	5	21	16.0	17.1	39.0
	Not at all important(1)	16	12.2	13.0	52.0
	7	15	11.5	12.2	64.2
	8	14	10.7	11.4	75.6
	9	7	5.3	5.7	81.3
	2	6	4.6	4.9	86.2
	3	6	4.6	4.9	91.1
	6	6	4.6	4.9	95.9
	4	5	3.8	4.1	100.0
	Total	123	93.9	100.0	
	Unsure	8	6.1		
Total		131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

**Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q11-19]:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 17 - Having a nice view of the outside	Not at all important(1)	30	22.9	24.6	24.6
	5	20	15.3	16.4	41.0
	Very important(10)	17	13.0	13.9	54.9
	7	13	9.9	10.7	65.6
	4	9	6.9	7.4	73.0
	6	9	6.9	7.4	80.3
	2	8	6.1	6.6	86.9
	8	8	6.1	6.6	93.4
	3	4	3.1	3.3	96.7
	9	4	3.1	3.3	100.0
	Total	122	93.1	100.0	
	Unsure	9	6.9		
	Total	131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q11-19]:

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 18 - As a place you feel welcome and safe	Very important(10)	79	60.3	62.2	62.2
	8	13	9.9	10.2	72.4
	9	9	6.9	7.1	79.5
	7	7	5.3	5.5	85.0
	5	6	4.6	4.7	89.8
	6	5	3.8	3.9	93.7
	Not at all important(1)	4	3.1	3.1	96.9
	2	2	1.5	1.6	98.4
	4	2	1.5	1.6	100.0
	Total	127	96.9	100.0	
	Unsure	4	3.1		
Total		131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q11-19]:

		Frequency	Percent	Valid Percent	Cumulative Percent
Question 19 – Other (please specify)	Very important(10)	23	17.6	39.0	39.0
	Not at all important(1)	16	12.2	27.1	66.1
	7	5	3.8	8.5	74.6
	9	4	3.1	6.8	81.4
	5	3	2.3	5.1	86.4
	2	2	1.5	3.4	89.8
	4	2	1.5	3.4	93.2
	8	2	1.5	3.4	96.6
	3	1	.8	1.7	98.3
	6	1	.8	1.7	100.0
	Total	59	45.0	100.0	
	Unsure	72	55.0		
	Total	131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q11-19]:  
(Mean Scores)

Question 19 - Other	Mean	N
Better enforcement of rules for noise	9.5000	2
Cleanliness	10.0000	3
Large auditorium for community events	10.0000	1
Longer hours	8.5000	2
Good facilities and good books	10.0000	2
Accessible to public transit	9.5000	2
Location is already good	10.0000	8
Have a welcoming atmosphere with amenities	7.0000	2
Total	9.5000	22

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## 2015-715 Ottawa Public Library – STAT SHEET

**Question 20 (first ranked response) - From the following list please rank the most important and the second most important item to you personally.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Convenience in terms of location	66	50.4	50.4	50.4
	Unsure	24	18.3	18.3	68.7
	Access to public transit	18	13.7	13.7	82.4
	As a place you feel welcome	16	12.2	12.2	94.7
	Distance from a new LRT station	2	1.5	1.5	96.2
	Distance from shops and restaurants	1	.8	.8	96.9
	Distance from museums and other cultural institutions	1	.8	.8	97.7
	Having open spaces for gathering	1	.8	.8	98.5
	Having a nice view of the outside	1	.8	.8	99.2
	Internet access	1	.8	.8	100.0
	Total	131	100.0	100.0	

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## 2015-715 Ottawa Public Library – STAT SHEET

**Question 20 (second ranked response) - From the following list please rank the most important and the second most important item to you personally.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	As a place you feel welcome	30	22.9	28.0	28.0
	Access to public transit	28	21.4	26.2	54.2
	Convenience in terms of location	14	10.7	13.1	67.3
	Distance from shops and restaurants	7	5.3	6.5	73.8
	Having open spaces for gathering	7	5.3	6.5	80.4
	Unsure	5	3.8	4.7	85.0
	Distance from a new LRT station	4	3.1	3.7	88.8
	Distance from museums and other cultural institutions	4	3.1	3.7	92.5
	Having a nice view of the outside	4	3.1	3.7	96.3
	Clean/cleanliness	2	1.5	1.9	98.1
	Hours of operation	1	.8	.9	99.1
	Large auditorium for public use	1	.8	.9	100.0
	Total	107	81.7	100.0	
	No answer	24	18.3		
Total		131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

### Statistics

Question 21 - How many minutes  
by public transit would you be  
willing to travel to a downtown  
Central Library? (in minutes)  
[Open-ended]

N	Valid	104
	No answer	27
Mean		22.8077

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## 2015-715 Ottawa Public Library – STAT SHEET

**Question 21 - How many minutes by public transit would you be willing to travel to a downtown Central Library? (in minutes) [Open-ended]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30.00	29	22.1	27.9	27.9
	10.00	14	10.7	13.5	41.3
	15.00	13	9.9	12.5	53.8
	20.00	13	9.9	12.5	66.3
	5.00	8	6.1	7.7	74.0
	.00	6	4.6	5.8	79.8
	40.00	6	4.6	5.8	85.6
	45.00	5	3.8	4.8	90.4
	60.00	4	3.1	3.8	94.2
	25.00	3	2.3	2.9	97.1
	6.00	1	.8	1.0	98.1
	35.00	1	.8	1.0	99.0
	46.00	1	.8	1.0	100.0
	Total	104	79.4	100.0	
	Unsure/no answer	27	20.6		
Total		131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

### Statistics

Question 22 - How many minutes  
by foot would you be willing to  
travel to a downtown Central  
Library? (in minutes)  
[Open-ended]

N	Valid	117
	No answer	14
Mean		20.0427

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### 2015-715 Ottawa Public Library – STAT SHEET

**Question 22 - How many minutes by foot would you be willing to travel to a downtown Central Library? (in minutes) [Open-ended]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15.00	25	19.1	21.4	21.4
	10.00	24	18.3	20.5	41.9
	30.00	21	16.0	17.9	59.8
	20.00	20	15.3	17.1	76.9
	5.00	11	8.4	9.4	86.3
	25.00	6	4.6	5.1	91.5
	40.00	4	3.1	3.4	94.9
	45.00	2	1.5	1.7	96.6
	60.00	2	1.5	1.7	98.3
	35.00	1	.8	.9	99.1
	90.00	1	.8	.9	100.0
	Total	117	89.3	100.0	
	Unsure/no answer	14	10.7		
Total		131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

### Statistics

Question 23 - How many minutes  
by car would you be willing to  
travel to a downtown Central  
Library? in minutes)  
[Open-ended]

N	Valid	79
	No answer	52
Mean		14.6456

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## 2015-715 Ottawa Public Library – STAT SHEET

### Question 23 - How many minutes by car would you be willing to travel to a downtown Central Library? (in minutes) [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10.00	23	17.6	29.1	29.1
	15.00	18	13.7	22.8	51.9
	30.00	12	9.2	15.2	67.1
	.00	11	8.4	13.9	81.0
	20.00	6	4.6	7.6	88.6
	5.00	3	2.3	3.8	92.4
	25.00	2	1.5	2.5	94.9
	3.00	1	.8	1.3	96.2
	9.00	1	.8	1.3	97.5
	40.00	1	.8	1.3	98.7
	60.00	1	.8	1.3	100.0
	Total	79	60.3	100.0	
	Unsure/no answer	52	39.7		
Total		131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

**Question 24 - Thinking about the future, if the Ottawa Public Library could make one change to improve its products and services at the downtown branch, what should it be? [Open-ended]**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nothing/it's great as is	20	15.3	18.2	18.2
	Unsure	14	10.7	12.7	30.9
	More/better computers and internet access	12	9.2	10.9	41.8
	Longer hours of operation	10	7.6	9.1	50.9
	Wider selection of resources	6	4.6	5.5	56.4
	More seating	5	3.8	4.5	60.9
	More welcoming/brighter space	5	3.8	4.5	65.5
	Better/clearer organization of resources	4	3.1	3.6	69.1
	More e-books/electronic media	4	3.1	3.6	72.7
	More copies of newer items/publications	3	2.3	2.7	75.5
	Hold more public meetings and events	3	2.3	2.7	78.2
	More quiet space/study space	3	2.3	2.7	80.9
	More French/second language materials	3	2.3	2.7	83.6

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## 2015-715 Ottawa Public Library – STAT SHEET

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Modernize/Renovate Library	2	1.5	1.8	85.5
Improve website/online search function	2	1.5	1.8	87.3
Improve accessibility	2	1.5	1.8	89.1
More face-to-face interaction with staff	2	1.5	1.8	90.9
Partner with rural or other libraries	2	1.5	1.8	92.7
Improve cleanliness	2	1.5	1.8	94.5
A cafe/cafeteria	2	1.5	1.8	96.4
New/better building	1	.8	.9	97.3
More security/Less loitering	1	.8	.9	98.2
Access to library cards for non-residents	1	.8	.9	99.1
Be more child friendly	1	.8	.9	100.0
Total	110	84.0	100.0	
No answer	21	16.0		
Total	131	100.0		

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## 2015-715 Ottawa Public Library – STAT SHEET

### Question 25 - Thinking about the future Central Library building, what physical feature is the most important to you? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good lighting/windows for natural light	13	9.9	12.3	12.3
	Accessibility to building and collections (escalators, elevators)	13	9.9	12.3	24.5
	Location/access to transit	12	9.2	11.3	35.8
	Plenty of seating areas for work/research/studies	11	8.4	10.4	46.2
	No suggestion/building is fine as is	8	6.1	7.5	53.8
	Large/spacious library building	8	6.1	7.5	61.3
	Unsure	8	6.1	7.5	68.9
	Wide/well-organized selection of resources	5	3.8	4.7	73.6
	Computers and computer space/internet access	5	3.8	4.7	78.3
	Modern space/nice architecture/colour scheme	4	3.1	3.8	82.1
	A clean/well-maintained building	4	3.1	3.8	85.8

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Air conditioning/good air flow	4	3.1	3.8	89.6
Bigger/more welcoming entrance	3	2.3	2.8	92.5
Cafe/outdoor space	3	2.3	2.8	95.3
More plants/decor	2	1.5	1.9	97.2
Clean/more washrooms	1	.8	.9	98.1
Large auditorium for community events	1	.8	.9	99.1
Longer hours of operation	1	.8	.9	100.0
Total	106	80.9	100.0	
No answer	25	19.1		
Total	131	100.0		

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### Statistics

Question 26 - How many times per year would you say you visit the Ottawa Public Library website? [Open-ended]

N	Valid	129
	No answer	2
Mean		84.9225

### Question 26 - How many times per year would you say you visit the Ottawa Public Library website? [Open-ended]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	50.00	18	13.7	14.0	14.0
	100.00	15	11.5	11.6	25.6
	.00	13	9.9	10.1	35.7
	20.00	10	7.6	7.8	43.4
	10.00	7	5.3	5.4	48.8
	40.00	6	4.6	4.7	53.5
	5.00	5	3.8	3.9	57.4
	2.00	4	3.1	3.1	60.5
	30.00	4	3.1	3.1	63.6
	200.00	4	3.1	3.1	66.7
	300.00	4	3.1	3.1	69.8
	6.00	3	2.3	2.3	72.1
	52.00	3	2.3	2.3	74.4

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150.00	3	2.3	2.3	76.7
250.00	3	2.3	2.3	79.1
3.00	2	1.5	1.6	80.6
15.00	2	1.5	1.6	82.2
24.00	2	1.5	1.6	83.7
60.00	2	1.5	1.6	85.3
120.00	2	1.5	1.6	86.8
208.00	2	1.5	1.6	88.4
350.00	2	1.5	1.6	89.9
1.00	1	.8	.8	90.7
12.00	1	.8	.8	91.5
22.00	1	.8	.8	92.2
44.00	1	.8	.8	93.0
70.00	1	.8	.8	93.8
75.00	1	.8	.8	94.6
104.00	1	.8	.8	95.3
180.00	1	.8	.8	96.1
325.00	1	.8	.8	96.9
360.00	1	.8	.8	97.7
365.00	1	.8	.8	98.4

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400.00	1	.8	.8	99.2
1000.00	1	.8	.8	100.0
Total	129	98.5	100.0	
Unsure/no answer	2	1.5		
Total	131	100.0		

### Statistics

Question 27 - What year were you born?

N	Valid	131
	No answer	0
Percentiles	25	1963.00
	50	1972.00
	75	1983.00

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### Question 27 - What year were you born?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1932	1	.8	.8	.8
	1936	2	1.5	1.5	2.3
	1937	1	.8	.8	3.1
	1938	1	.8	.8	3.8
	1940	2	1.5	1.5	5.3
	1942	1	.8	.8	6.1
	1944	3	2.3	2.3	8.4
	1946	1	.8	.8	9.2
	1948	1	.8	.8	9.9
	1950	2	1.5	1.5	11.5
	1952	2	1.5	1.5	13.0
	1953	2	1.5	1.5	14.5
	1955	2	1.5	1.5	16.0
	1956	2	1.5	1.5	17.6
	1958	3	2.3	2.3	19.8
	1960	3	2.3	2.3	22.1
	1961	2	1.5	1.5	23.7
	1962	1	.8	.8	24.4
	1963	7	5.3	5.3	29.8
	1964	2	1.5	1.5	31.3

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1965	6	4.6	4.6	35.9
1966	1	.8	.8	36.6
1967	5	3.8	3.8	40.5
1968	4	3.1	3.1	43.5
1969	2	1.5	1.5	45.0
1970	3	2.3	2.3	47.3
1971	3	2.3	2.3	49.6
1972	4	3.1	3.1	52.7
1973	5	3.8	3.8	56.5
1974	1	.8	.8	57.3
1975	4	3.1	3.1	60.3
1976	1	.8	.8	61.1
1977	3	2.3	2.3	63.4
1978	2	1.5	1.5	64.9
1979	4	3.1	3.1	67.9
1980	3	2.3	2.3	70.2
1982	4	3.1	3.1	73.3
1983	3	2.3	2.3	75.6
1984	1	.8	.8	76.3
1985	2	1.5	1.5	77.9
1986	3	2.3	2.3	80.2
1987	4	3.1	3.1	83.2

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1988	3	2.3	2.3	85.5
1989	5	3.8	3.8	89.3
1990	1	.8	.8	90.1
1991	4	3.1	3.1	93.1
1992	2	1.5	1.5	94.7
1993	1	.8	.8	95.4
1995	1	.8	.8	96.2
1996	1	.8	.8	96.9
1997	1	.8	.8	97.7
1999	1	.8	.8	98.5
Refuse	2	1.5	1.5	100.0
Total	131	100.0	100.0	

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### **Question 28 - Which of the following is the highest level of education you have achieved?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some high school	7	5.3	5.3	5.3
	Completed high school	9	6.9	6.9	12.2
	Some college or university	15	11.5	11.5	23.7
	Completed college	13	9.9	9.9	33.6
	Completed university	42	32.1	32.1	65.6
	Completed graduate studies	42	32.1	32.1	97.7
	Refuse	3	2.3	2.3	100.0
Total		131	100.0	100.0	

### **Question 30 - Please select your gender.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	71	54.2	54.2	54.2
	Female	60	45.8	45.8	100.0
	Total	131	100.0	100.0	

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		Responses		Percent of Cases
		N	Percent	
Question 31 - What language, other than English, do you speak in your household? (select as many as apply)	Arabic	9	8.0%	11.4%
	Aboriginal languages	1	0.9%	1.3%
	Cantonese	1	0.9%	1.3%
	French	43	38.1%	54.4%
	German	4	3.5%	5.1%
	Hindi	3	2.7%	3.8%
	Italian	1	0.9%	1.3%
	Japanese	4	3.5%	5.1%
	Korean	2	1.8%	2.5%
	Mandarin	5	4.4%	6.3%
	Punjabi	2	1.8%	2.5%
	Persian	3	2.7%	3.8%
	Portuguese	1	0.9%	1.3%
	Somali	2	1.8%	2.5%
	Spanish	6	5.3%	7.6%
	Tamil	2	1.8%	2.5%
	Turkish	2	1.8%	2.5%
	Urdu	2	1.8%	2.5%
	Vietnamese	1	0.9%	1.3%
	Other	19	16.8%	24.1%
Total		113	100.0%	143.0%

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