

Views on proposed Ottawa Central Library

Ottawa Public Library Survey Summary

submitted by Nanos to the Ottawa Public Library, January 2017

(Submission 2017-932)





Given the choice between three recommended sites, residents prefer 557 Wellington as the site for the new Ottawa Central Library

Offered a choice between the three potential Ottawa Central Library sites, the majority of Ottawa residents prefer the recommended site at 557 Wellington (Site R in the questionnaire). The proportion of those who prefer 557 Wellington is lower in the downtown area of the city than the City as a whole.

In addition, most Ottawa residents are in favour of a joint facility with the Ottawa Central Library and Library and Archives Canada as opposed to a stand-alone Ottawa Central Library, and support or somewhat support the Central Library and Library and Archives Canada offering shared services to visitors.

- **Nearly nine in ten Ottawa residents would prefer a joint facility with the Ottawa Central Library and Library and Archives Canada** – The vast majority of Ottawa residents (88%) say they would prefer to build a joint facility WITH the Ottawa Central Library and Library and Archives Canada and save \$12.8 million to City of Ottawa taxpayers, while six per cent would prefer to Build a stand alone Ottawa Central Library WITHOUT Library and Archives Canada at an extra cost of \$12.8 million to City of Ottawa taxpayers. Seven per cent are unsure.

- **The overwhelming majority of Ottawa residents support or somewhat support the Ottawa Public Library working with Library and Archives Canada to offer shared services in a joint facility** – Over nine in ten Ottawa residents support (80%) or somewhat support (13%) the Ottawa Public Library working with Library and Archives Canada to offer these shared services in a new joint facility in central Ottawa. Two per cent somewhat oppose this and three per cent oppose this, while three per cent are unsure.
- **Ottawa residents prefer 557 Wellington for the new Central Library when given the choice between three potential sites** – Given the choice between three potential sites for the new Ottawa Central Library, the majority of Ottawa residents prefer recommended Site R, located at 557 Wellington (72%), compared to alternative Site P, located immediately WEST of 557 Wellington (eight per cent prefer this), and alternative Site S, located about 450 meters EAST of 557 Wellington (nine per cent prefer this). Eleven per cent say they are unsure.
- The proportion of those who prefer 557 Wellington (Site R) as the recommended site is noticeably lower among residents from the Central region of Ottawa (Region 2) than the City average, with 61 per cent of Central region residents preferring 557 Wellington.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 residents of the City of Ottawa, 18 years of age or older, between January 10th and 17th, 2017. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of the City of Ottawa. The margin of error for a random survey of 1,000 residents of the City of Ottawa is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by the Ottawa Public Library.

Joint facility with Library and Archives Canada

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey January 10th to 17th, 2017, n=1000, accurate to 3.1 percentage points plus or minus, 19 times out of 20.

88%

Build a joint facility **WITH** the Ottawa Central Library and Library and Archives Canada and save \$12.8 million to City of Ottawa taxpayers

6%

Build a stand alone Ottawa Central Library **WITHOUT** Library and Archives Canada at an extra cost of \$12.8 million to City of Ottawa taxpayers

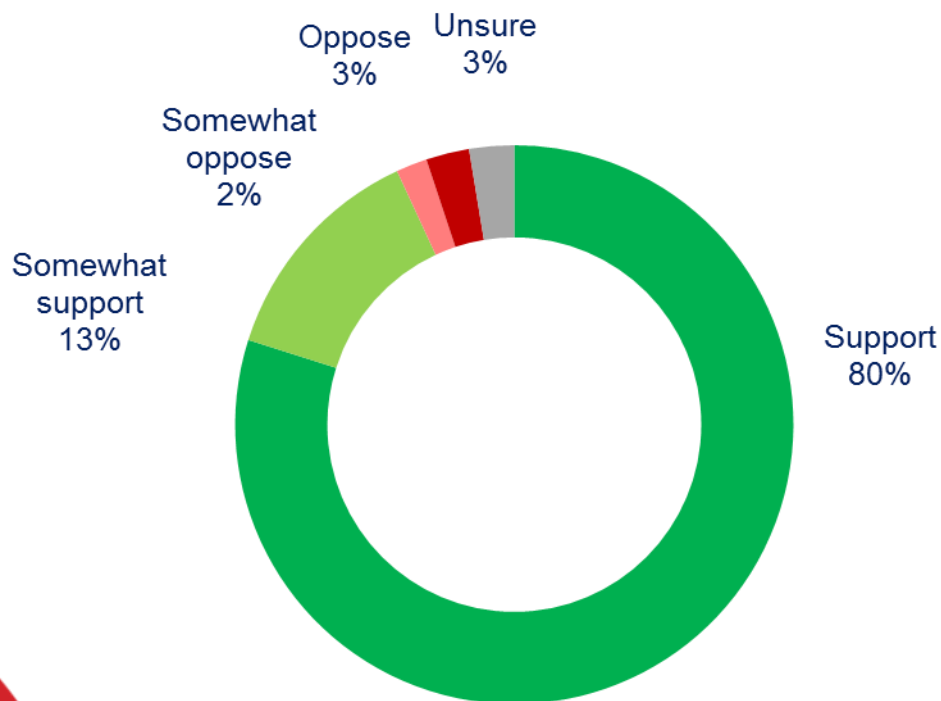
7%

Unsure

QUESTION – Library and Archives Canada is a federal institution responsible for acquiring, preserving and making Canada's documentary heritage accessible. As you may have heard, Library and Archives Canada is interested in co-locating with the new Ottawa Central Library. This would result in shared costs for a joint building that would host both the Ottawa Central Library and Library and Archives Canada together. Given the choice would you prefer that the City of Ottawa [ROTATE]

Shared services with Library and Archives Canada

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey January 10th to 17th, 2017, n=1000, accurate to 3.1 percentage points plus or minus, 19 times out of 20.



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

QUESTION – The recommended Ottawa Central Library – Library and Archives Canada Joint Facility would have shared spaces for library programs and activities, including, meeting and event spaces, as well as offering unique spaces such as an exhibition gallery and a genealogy center. Sixty one per cent of the overall joint facility would be for the Ottawa Central Library and 39 per cent of the space would be for Library and Archives Canada. Would you support, somewhat support, somewhat oppose or oppose the Ottawa Public Library working with Library and Archives Canada to offer these shared services in a new joint facility in central Ottawa?

Proposed library location

QUESTION – The Ottawa Public Library Board will receive a recommendation to locate the new Ottawa Central Library at 557 Wellington Street, at the corner of Albert and Commissioner, 50 meters west of Bronson Avenue on a site owned by the City of Ottawa (Site R on the map below). This recommended location is 290 metres from the new Pimisi Light Rail Transit Station. A number of locations were considered. The map below shows the recommended Site R along with two possible alternatives – P which is west of the recommended site and S which is east of the recommended Site R Which of the following do you prefer most [RANDOMIZE]

- Consider alternative **Site P** (see map) immediately WEST of the recommended Central Library Site R with an estimated additional \$8.8 million cost to City of Ottawa taxpayers.
- Consider alternative **Site S** (see map) about 450 meters EAST of the recommended Central Library Site R with an estimated additional \$33.3 million cost to City of Ottawa taxpayers
- Consider the recommended **Site R** (see map) which is the lowest cost to City of Ottawa Taxpayers and 50 meters west of Bronson Avenue



Proposed library location - results

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey January 10th to 17th, 2017, n=1000, accurate to 3.1 percentage points plus or minus, 19 times out of 20.

72%

Consider the recommended **Site R** (see map) which is the lowest cost to City of Ottawa Taxpayers and 50 meters west of Bronson Avenue

9%

Consider alternative **Site S** (see map) about 450 meters EAST of the recommended Central Library Site R with an estimated additional \$33.3 million cost to City of Ottawa taxpayers

8%

Consider alternative **Site P** (see map) immediately WEST of the recommended Central Library Site R with an estimated additional \$8.8 million cost to City of Ottawa taxpayers.

11%

Unsure



Regional variations – Joint facility with LAC

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey January 10th to 17th, 2017, n=1000, accurate to 3.1 percentage points plus or minus, 19 times out of 20.


Region	Build a joint facility	Build a stand-alone facility	Unsure
City of Ottawa (n=1000)	87.8%	5.6%	6.7%
Region 1 – West (n=228)	88.8%	6.2%	5.0%
Region 2 – Central (n=201)	84.5%	7.9%	7.6%
Region 3 – South (n=302)	86.8%	5.7%	7.5%
Region 4 – East (n=186)	91.2%	3.2%	5.5%
Region 5 – Rural (n=83)	88.2%	3.7%	8.1%

QUESTION – Library and Archives Canada is a federal institution responsible for acquiring, preserving and making Canada's documentary heritage accessible. As you may have heard, Library and Archives Canada is interested in co-locating with the new Ottawa Central Library. This would result in shared costs for a joint building that would host both the Ottawa Central Library and Library and Archives Canada together. Given the choice would you prefer that the City of Ottawa [ROTATE]

Regional variations – Shared services

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey January 10th to 17th, 2017, n=1000, accurate to 3.1 percentage points plus or minus, 19 times out of 20.

Region	Support/ Somewhat support	Oppose/ Somewhat oppose	Unsure
City of Ottawa (n=1000)	93.1%	4.3%	2.6%
Region 1 – West (n=228)	93.0%	5.7%	1.3%
Region 2 – Central (n=201)	90.9%	4.6%	4.6%
Region 3 – South (n=302)	93.1%	4.0%	2.9%
Region 4 – East (n=186)	94.3%	3.3%	2.4%
Region 5 – Rural (n=83)	95.4%	3.4%	1.2%




QUESTION – The recommended Ottawa Central Library – Library and Archives Canada Joint Facility would have shared spaces for library programs and activities, including, meeting and event spaces, as well as offering unique spaces such as an exhibition gallery and a genealogy center. Sixty one per cent of the overall joint facility would be for the Ottawa Central Library and 39 per cent of the space would be for Library and Archives Canada. Would you support, somewhat support, somewhat oppose or oppose the Ottawa Public Library working with Library and Archives Canada to offer these shared services in a new joint facility in central Ottawa?

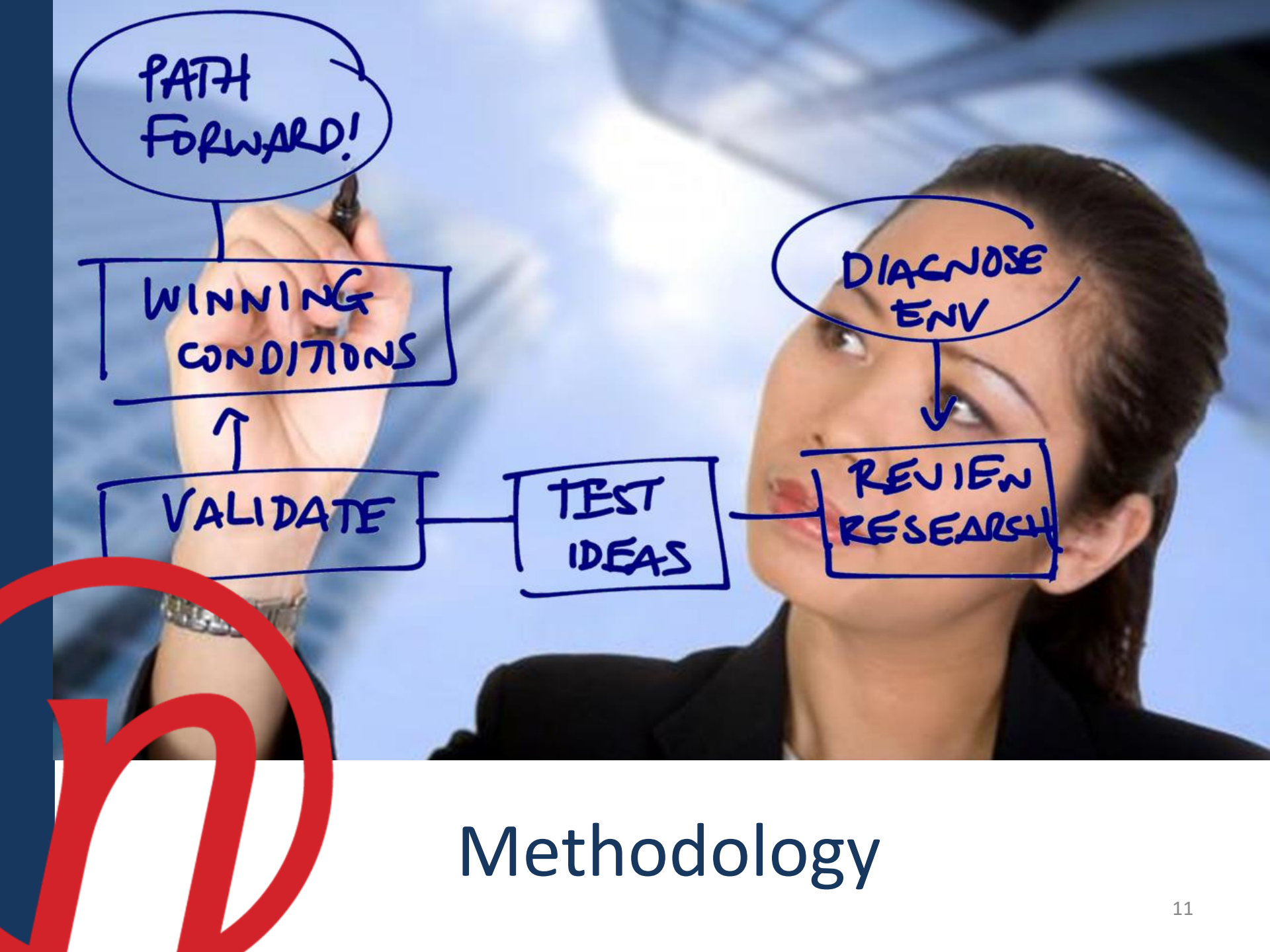
Regional variations – Proposed library location

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey January 10th to 17th, 2017, n=1000, accurate to 3.1 percentage points plus or minus, 19 times out of 20.

Region	Consider alternate Site P	Consider alternate Site S	Consider recommended Site R	Unsure
City of Ottawa (n=1000)	7.9%	8.6%	72.4%	11.0%
Region 1 – West (n=228)	9.2%	6.5%	74.8%	9.4%
Region 2 – Central (n=201)	7.7%	20.3%	61.2%	10.8%
Region 3 – South (n=302)	7.1%	6.1%	74.2%	12.6%
Region 4 – East (n=186)	7.7%	4.4%	78.3%	9.6%
Region 5 – Rural (n=83)	8.8%	4.7%	73.3%	13.1%



QUESTION – The Ottawa Public Library Board will receive a recommendation to locate the new Ottawa Central Library at 557 Wellington Street, at the corner of Albert and Commissioner, 50 meters west of Bronson Avenue on a site owned by the City of Ottawa (Site R on the map below). This recommended location is 290 metres from the new Pimisi Light Rail Transit Station. A number of locations were considered. The map below shows the recommended Site R along with two possible alternatives – P which is west of the recommended site and S which is east of the recommended Site R Which of the following do you prefer most [RANDOMIZE]



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 residents of the City of Ottawa, 18 years of age or older, between January 10th and 17th, 2017. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of the City of Ottawa.

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

The margin of error for a random survey of 1,000 residents of the City of Ottawa is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by the Ottawa Public Library.

Please see the following table for definitions of the regions of Ottawa used for this research, as set forth by the Ottawa Public Library.

Grouping	Wards
Region 1 - West	4 (Kanata North), 7 (Bay), 6 (Stittsville-Kanata West), 23 (Kanata South), and 8 (College)
Region 2 - Central	15 (Kitchissippi), 14 (Somerset), 12 (Rideau-Vanier), 13 (Rideau-Rockcliffe), and 17 (Capital)
Region 3 - South	16 (River), 18 (Alta Vista), 9 (Knoxdale-Merivale), 10 (Gloucester-Southgate), 3 (Barrhaven), and 22 (Gloucester-South Nepean)
Region 4 - East	11 (Beacon Hill-Cyrville), 1 (Orleans), 2 (Innes), and 19 (Cumberland)
Region 5 - Rural	5 (West Carleton-March), 21 (Rideau-Goulbourn), and 20 (Osgoode)

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	The Ottawa Public Library
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across the City of Ottawa.
Demographics (Captured)	Men and Women; 18 years and older. Six digit postal code was used to validate geography.
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	January 10 th to 17 th , 2017.
Language of Survey	The survey was conducted in both English and French.

Technical Note Cont'd

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across the City of Ottawa. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the media or a political party, for the Ottawa Public Library, or for Library and Archives Canada 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 (2014) and the sample is geographically stratified to be representative of the City of Ottawa.
Estimated Response Rate	11 percent, consistent with industry norms.
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. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com .



Tabulations



2017-932 – Ottawa Public Library – By Region – STAT SHEET

			Region					
			Ottawa 2017-01	West	Central	South	East	Rural
Question 1 - Library and Archives Canada is a federal institution responsible for acquiring, preserving and making Canada's documentary heritage accessible. As you may have heard, Library and Archives Canada is interested in co-locating with the new Ottawa Central Library. This would result in shared costs for a joint building that would host both the Ottawa Central Library and Library and Archives Canada together. Given the choice would you prefer that the City of Ottawa [ROTATE]	Total	Unwgt N	1000	228	201	302	186	83
		Wgt N	1000	225	199	301	188	86
	Build a standalone Ottawa Central Library WITHOUT Library and Archives Canada at an extra cost of \$12.8 million to City of Ottawa taxpayers	%	5.6	6.2	7.9	5.7	3.2	3.7
	Build a joint facility WITH the Ottawa Central Library and Library and Archives Canada and save \$12.8 million to City of Ottawa taxpayers	%	87.8	88.8	84.5	86.8	91.2	88.2
	Unsure	%	6.7	5.0	7.6	7.5	5.5	8.1

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 residents of the City of Ottawa, 18 years of age or older, between January 10th and 17th, 2017. The margin of error for a random survey of 1,000 residents of the City of Ottawa is ± 3.1 percentage points, 19 times out of 20.



2017-932 – Ottawa Public Library – By Region – STAT SHEET

			Region					
			Ottawa 2017-01	West	Central	South	East	Rural
Question 2 - The recommended Ottawa Central Library – Library and Archives Canada Joint Facility would have shared spaces for library programs and activities, including, meeting and event spaces, as well as offering unique spaces such as an exhibition gallery and a genealogy center. Sixty one per cent of the overall joint facility would be for the Ottawa Central Library and 39 per cent of the space would be for Library and Archives Canada. Would you support, somewhat support, somewhat oppose or oppose the Ottawa Public Library working with Library and Archives Canada to offer these shared services in a new joint facility in central Ottawa?	Total	Unwgt N	1000	228	201	302	186	83
		Wgt N	1000	225	199	301	188	86
	Support	%	79.9	81.0	74.1	80.7	82.3	81.9
	Somewhat support	%	13.2	12.0	16.8	12.4	12.0	13.5
	Somewhat oppose	%	1.8	1.6	2.1	2.2	1.9	.0
	Oppose	%	2.5	4.1	2.5	1.8	1.4	3.4
	Unsure	%	2.6	1.3	4.6	2.9	2.4	1.2

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2017-932 – Ottawa Public Library – By Region – STAT SHEET

			Region					
			Ottawa 2017-01	West	Central	South	East	Rural
Question 3 - The Ottawa Public Library Board will receive a recommendation to locate the new Ottawa Central Library at 557 Wellington Street, at the corner of Albert and Commissioner, 50 meters west of Bronson Avenue on a site owned by the City of Ottawa (Site R on the map below). This recommended location is 290 metres from the new Pimisi Light Rail Transit Station. A number of locations were considered. The map below shows the recommended Site R along with two possible alternatives – P which is west of the recommended site and S which is east of the recommended Site R. Which of the following do you prefer most? [RANDOMIZE]	Total	Unwgt N	1000	228	201	302	186	83
		Wgt N	1000	225	199	301	188	86
	Consider alternative Site P % (see map) immediately WEST of the recommended Central Library Site R with an estimated additional \$8.8 million cost to City of Ottawa taxpayers		7.9	9.2	7.7	7.1	7.7	8.8
	Consider alternative Site S % (see map) about 450 meters EAST of the recommended Central Library Site R with an estimated additional \$33.3 million cost to taxpayers		8.6	6.5	20.3	6.1	4.4	4.7
	Consider the recommended % Site R (see map) which is the lowest cost to City of Ottawa Taxpayers and 50 meters west of Bronson Avenue		72.4	74.8	61.2	74.2	78.3	73.3
	Unsure	%	11.0	9.4	10.8	12.6	9.6	13.1

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2017-932 – Ottawa Public Library – By Region – STAT SHEET

			Region					
			Ottawa 2017-01	West	Central	South	East	Rural
Question 4 - Which of the following statements best describes you?	Total	Unwgt N	1000	228	201	302	186	83
		Wgt N	1000	225	199	301	188	86
	I am an Ottawa Public Library card holder	%	71.1	69.5	78.8	71.3	68.7	61.6
	Someone in my household is an Ottawa Public Library card holder and I use their card to access Ottawa Public Library services	%	8.9	11.2	5.2	7.6	11.8	9.6
	I am not an Ottawa Public Library card holder but I use Ottawa Public Library services that do not require a card	%	4.7	5.8	1.8	4.7	4.7	8.1
	I am not a card holder and I do not use Ottawa Public Library services	%	15.4	13.5	14.1	16.4	14.8	20.7

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2017-932 – Ottawa Public Library – Survey Demographic STAT SHEET

			Gender				Age		
			Ottawa 2017-01	Male	Female	Other response/refuse	18 to 34	35 to 54	55 plus
Question 1 - Library and Archives Canada is a federal institution responsible for acquiring, preserving and making Canada's documentary heritage accessible. As you may have heard, Library and Archives Canada is interested in co-locating with the new Ottawa Central Library. This would result in shared costs for a joint building that would host both the Ottawa Central Library and Library and Archives Canada together. Given the choice would you prefer that the City of Ottawa [ROTATE]	Total	Unwgt N	1000	486	504	10	248	358	394
		Wgt N	1000	478	521	1	299	380	320
	Build a stand alone Ottawa Central Library WITHOUT Library and Archives Canada at an extra cost of \$12.8 million to City of Ottawa taxpayers	%	5.6	6.4	4.8	.0	4.9	6.0	5.8
	Build a joint facility WITH the Ottawa Central Library and Library and Archives Canada and save \$12.8 million to City of Ottawa taxpayers	%	87.8	88.2	87.3	100.0	89.8	86.3	87.5
	Unsure	%	6.7	5.4	7.8	.0	5.3	7.7	6.6

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2017-932 – Ottawa Public Library – Survey Demographic STAT SHEET

			Gender				Age		
			Ottawa 2017-01	Male	Female	Other response/ref use	18 to 34	35 to 54	55 plus
Question 2 - The recommended Ottawa Central Library – Library and Archives Canada Joint Facility would have shared spaces for library programs and activities, including, meeting and event spaces, as well as offering unique spaces such as an exhibition gallery and a genealogy center. Sixty one per cent of the overall joint facility would be for the Ottawa Central Library and 39 per cent of the space would be for Library and Archives Canada. Would you support, somewhat support, somewhat oppose or oppose the Ottawa Public Library working with Library and Archives Canada to offer these shared services in a new joint facility in central Ottawa?	Total	Unwgt N	1000	486	504	10	248	358	394
		Wgt N	1000	478	521	1	299	380	320
	Support	%	79.9	80.4	79.3	90.0	81.6	78.8	79.4
	Somewhat support	%	13.2	13.3	13.1	.0	15.1	13.5	11.1
	Somewhat oppose	%	1.8	2.0	1.6	.0	1.3	1.7	2.4
	Oppose	%	2.5	2.2	2.8	10.0	.8	2.5	4.1
	Unsure	%	2.6	2.0	3.2	.0	1.3	3.4	3.0

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		Wgt N	1000	478	521	1	299	380	320
	Consider alternative Site P (see map) immediately WEST of the recommended Central Library Site R with an estimated additional \$8.8 million cost to City of Ottawa taxpayers	%	7.9	8.7	7.2	10.0	9.0	8.0	6.9
	Consider alternative Site S (see map) about 450 meters EAST of the recommended Central Library Site R with an estimated additional \$33.3 million cost to taxpayers	%	8.6	8.4	8.8	10.0	8.6	7.6	9.8
	Consider the recommended Site R (see map) which is the lowest cost to City of Ottawa Taxpayers and 50 meters west of Bronson Avenue	%	72.4	73.9	71.1	80.0	72.5	71.4	73.7
	Unsure	%	11.0	9.0	12.9	.0	9.9	13.0	9.7

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			Gender			Age			
			Ottawa 2017-01	Male	Female	Other response/refu se	18 to 34	35 to 54	55 plus
Question 4 - Which of the following statements best describes you?	Total	Unwgt N	1000	486	504	10	248	358	394
		Wgt N	1000	478	521	1	299	380	320
	I am an Ottawa Public Library card holder	%	71.1	63.7	77.9	50.0	71.5	69.8	72.2
	Someone in my household is an Ottawa Public Library card holder and I use their card to access Ottawa Public Library services	%	8.9	12.2	5.7	40.0	7.8	10.5	8.0
	I am not an Ottawa Public Library card holder but I use Ottawa Public Library services that do not require a card	%	4.7	4.7	4.7	.0	4.6	5.4	3.8
	I am not a card holder and I do not use Ottawa Public Library services	%	15.4	19.4	11.7	10.0	16.1	14.3	16.0

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