

Preferred Ottawa Public Library hours of operation

GenPop Survey Summary – Document 3

submitted by Nanos to Ottawa Public Library, July 2017
(Submission 2017-1008)



> Ottawa residents say Saturdays are the most important day for the OPL to be open

Nanos Research was retained by the Ottawa Public Library to conduct public consultations among residents of the City of Ottawa to help identify the optimal hours of operation for each of its branches. As part of this analysis, Nanos conducted an online survey of 400 Ottawa residents. Of the 400 residents who participated, 71 per cent were Ottawa Public Library cardholders, while the remaining 29 per cent were not.

The majority of Ottawa residents say they are satisfied or somewhat satisfied with the hours of operation at their primary or potential primary branch. Saturdays were most frequently selected as the most important day for the OPL to be open, and more than half of residents are interested or somewhat interested in the OPL being open on Sundays during the summer.

Preferences for hours of operation varied among residents. Generally mornings or evening hours were preferred for Monday to Thursday, as well as for Fridays. Mornings and early afternoon hours are preferred by Ottawa residents for Saturday and Sunday.

Non-cardholders often say they are not cardholders because they don't need library services, and frequently say nothing would encourage them to become a cardholder, with four in ten saying they are unlikely to become a cardholder if the OPL's hours of operation better fit their schedule.

Becoming a cardholder

- **Residents say they aren't an OPL cardholder because they don't need library services or do their research online** – Asked why they are not an OPL cardholder, 18 per cent of residents each said they do not need the services of the library or they do most of their research online. This was followed by I am not interested in being one/not an avid reader (14%), I buy and read my own books/e-books (11%), a family member has a card (10%), and I do not have enough time (eight per cent). Also mentioned was having access to another library, e.g. through university (seven per cent), a branch not being close to work or home, and never renewed card/let it expire/lost it (five per cent each).


- **Two in ten residents say they can't think of anything that would encourage them to become an OPL cardholder**– Non-cardholders were asked what, if anything, would encourage them to become an OPL cardholder, with 22 per cent saying nothing/I can't think of anything. This was followed by I intend to be a cardholder soon (nine per cent), better/more variety in the selection of materials and programs (eight per cent), if description of current services and benefits was available and by making it easier to get books online (seven per cent respectively). Twenty-seven per cent are unsure what would encourage them to become a cardholder.
- **More than four in ten participating non-OPL cardholders say they are not likely to become a cardholder if the hours of operation better fit their schedule** – A little more than one in two participating non-cardholders say they are somewhat not likely (eight per cent) or not likely (43%) to become a cardholder if the OPL's hours of operation better fit their schedule. Twenty-four per cent say they're somewhat likely, while 12 per cent say they're likely.

Satisfaction with branch hours

- **More than three in four residents of Ottawa say they are satisfied or somewhat satisfied with the hours of operation at their primary OPL branch** – Asked to think of the hours of operation at the OPL branch they use/would use most often, 51 per cent say they are satisfied with the hours of operation, while 27 per cent are somewhat satisfied, five per cent are somewhat dissatisfied and four per cent are dissatisfied. Thirteen per cent are unsure.
- **More than three in ten Ottawa residents say the hours at their primary branch are reasonable and they can adapt to their hours** – Asked the reason for their satisfaction level, 32 per cent say the hours are reasonable/I can adapt to their hours, followed by I would like longer hours on evenings, Friday mornings and weekends (25%), and good service/the library meets my needs (15%). Also mentioned was I don't go to the library/don't use it much (10%), and the availability of materials and services is limited (six per cent).

Preferred days and hours

- **More than four in ten Ottawa residents say Saturday is the most important day for their OPL branch to be open** – Asked to rank the days of the week where Rank 1 is the most important day for their OPL branch to be open, Rank 2 is the second most important and so on, 42 per cent of residents ranked Saturday first. Sixteen per cent selected Monday as their first ranked, while 14 per cent selected Sunday and 10 per cent selected Friday. Monday (27%) and Sunday (26%) were also most frequently ranked seventh, or least important to Ottawa residents, followed by Friday (16%).
- **Nearly four in ten Ottawa residents say evenings are the most important potential timeslot for their OPL branch to open between Monday and Thursday** – Asked to rank four potential time slots for their OPL branch to be open between Monday and Thursday where Rank 1 is the most important, Rank 2 is the second most important and so on, 39 per cent of Ottawa residents selected 6-9pm as the most important potential timeslot, followed by 9am-12pm (25%). Twenty per cent selected 12-3pm, while 17 per cent selected 3-6pm. Residents most often ranked 9am-12pm (39%) as the least important, followed by 6-9pm (24%), 12-3pm (23%) and 3-6pm (15%).
- **More than one in three Ottawa residents ranked evenings as the most important time for the OPL to be open on Fridays** - Asked to rank four potential time slots for their OPL branch to be open on Fridays where Rank 1 is the most important, Rank 2 is the second most important and so on, 34 per cent of Ottawa residents selected 6-9pm, followed by 9am-12pm (28%), 3-6pm (21%) and 12-3pm (17%). In terms of the least important time slots, 41 per cent of residents selected 9am-12pm as Rank 4, followed by 6-9pm (32%), 12-3pm (18%), and 3-6pm (nine per cent).
- **More than half of Ottawa residents said mornings are the most important time slot for the OPL to be open on Saturdays** – Asked to rank four potential time slots for their OPL branch to be open on Saturdays where Rank 1 is the most important, Rank 2 is the second most important and so on, more than half of Ottawa residents (52%) selected 9am-12pm as the most important, followed by 12-3pm (28%). Fourteen per cent of Ottawa residents selected 3-6pm as the most important slot, while six per cent selected 6-9pm. Nearly three in four Ottawa residents (72%) say 6-9pm is the least important time slot for the OPL to be open on Saturdays, followed by 9am-12pm (19%), 3-6pm (six per cent), and 12-3pm (four per cent).

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- **The majority of Ottawa residents say mornings and early afternoon are the most important times to the OPL to be open on Sundays** - Asked to rank four potential time slots for their OPL branch to be open on Sundays where Rank 1 is the most important, Rank 2 is the second most important and so on, 41 per cent of Ottawa residents say 12-3pm is the most important, followed by 9am-12pm (34%), 3-6pm (17%), and 6-9pm (nine per cent). The majority of Ottawa residents ranked 6-9pm (66%) as the least important potential time slot for Sundays, followed by 9am-12pm (25%), 3-6pm (five per cent), and 12-3pm (four per cent).
 - **More than half of Ottawa residents would be interested or somewhat interested in the OPL being open on Sundays during the summer** – More than half of Ottawa residents say they would be interested (31%) or somewhat interested (22%) in the OPL being open on Sundays between June and September. Eleven per cent would be somewhat not interested, and 29 per cent would be not interested. Seven per cent are unsure.
 - **More than two in ten Ottawa residents say there is nothing the OPL could do to better meet their needs and they are satisfied** – Asked if there is anything the OPL could do to better meet their needs, 23 per cent say nothing/I am satisfied, while 21 per cent say have better, longer and more consistent hours, and 15 per cent say have a greater variety and availability of books and eBooks. Also mentioned was making in-library and online resources more accessible and easier to use (seven per cent), remind people of services/advertise (five per cent) and improve in-library technology/improve Wi-Fi (five per cent).

Nanos conducted an RDD dual frame hybrid telephone and online random survey of 400 residents of the City of Ottawa, between June 16th and July 3rd, 2017. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 400 residents of the City of Ottawa is ± 5.0 percentage points, 19 times out of 20.

The research was commissioned by the Ottawa Public Library.

Reason for not being a cardholder

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to July 3rd, 2017, n=116 residents of the City of Ottawa, accurate 9.2 percentage points plus or minus, 19 times out of 20. [NON CARDHOLDERS ONLY]

	Frequency (n=116)
I don't need the services of the library	17.7%
I do most of my research online	17.5%
I am not interested in becoming a member/not an avid reader	13.6%
I buy and read my own books/e-books	11.1%
A family member already has a card	9.5%
I do not have enough time	7.5%
I have access to another library (e.g., work, university)	6.5%
Branch not close to work or home	5.2%
I never renewed my card/let it expire/lost it	4.5%
Hours of operation not convenient	0.5%
Other	2.6%
Unsure	3.7

QUESTION – [IF NOT CARDHOLDER] Why are you not an Ottawa Public Library cardholder? [Open-ended]

Ways to encourage people to become cardholders

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to July 3rd, 2017, n=116 residents of the City of Ottawa, accurate 9.2 percentage points plus or minus, 19 times out of 20. [NON CARDHOLDERS ONLY]

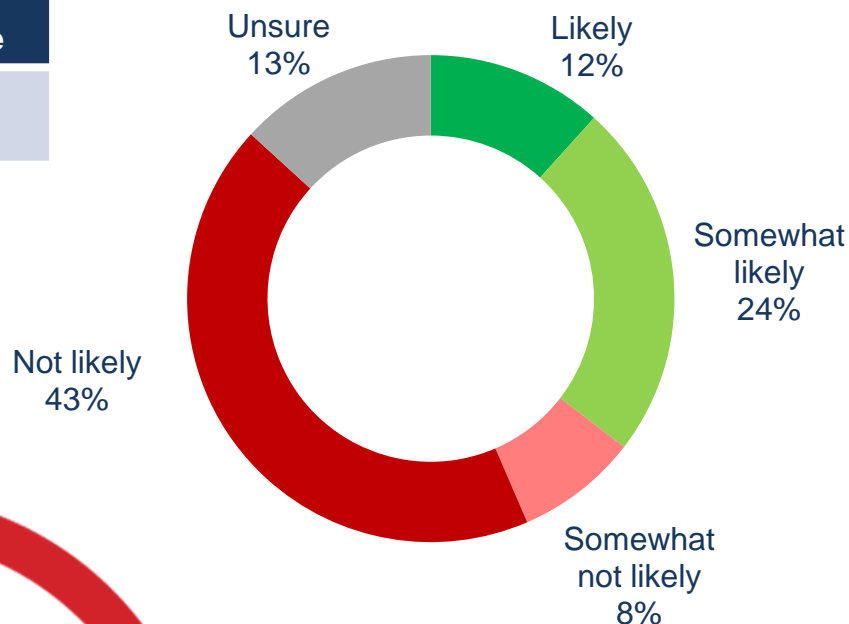
	Frequency (n=116)
Nothing/I can't think of anything	22.3%
I intend to be a cardholder soon	8.6%
Better more variety in the selection of materials and programs	7.6%
If description of current services and benefits was available	6.7%
By making it easier to get books online	6.7%
I use other sources so there is no use	4.4%
Convenient location	3.7%
If I couldn't use my family member's card anymore	3.6%
If I lose my job/access to resources	3.5%
If the late fees and replacement card fees were reduced	2.2%
Convenient hours	2.1%
If I had more time	1.5%
Other	0.7%
Unsure	26.6%

QUESTION – [IF NOT CARDHOLDER] What if anything, would encourage you to become an Ottawa Public Library cardholder? [Open-ended]

Likelihood of becoming a cardholder if hours changed

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to July 3rd, 2017, n=115 residents of the City of Ottawa, accurate 9.3 percentage points plus or minus, 19 times out of 20. [NON CARDHOLDERS ONLY]

Net Score
-16.0



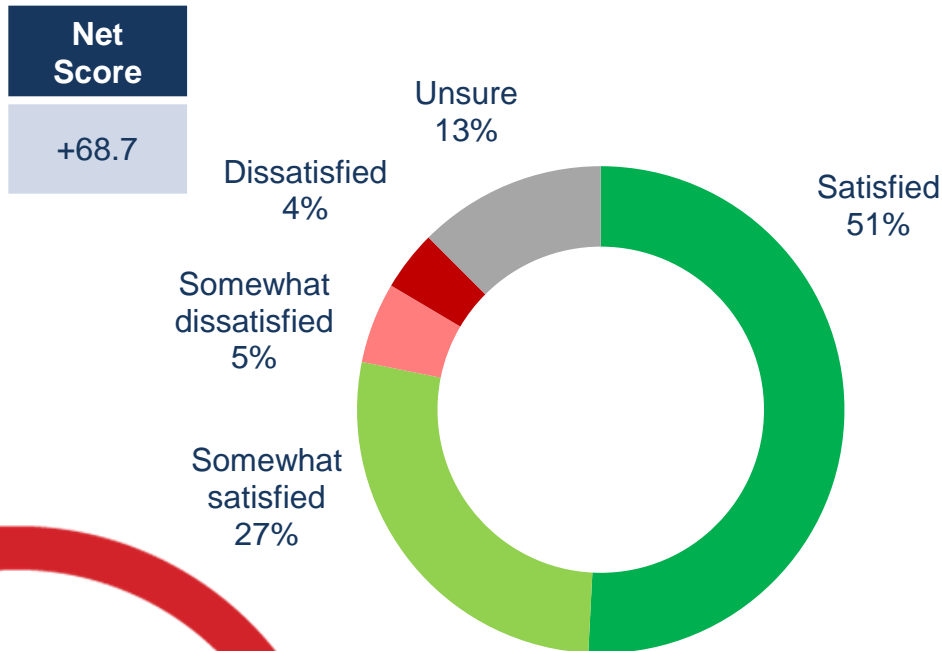
Subgroups	Likely/ Somewhat likely
Not cardholder, but use services (n=39)	48.7%
Not cardholder, don't use services (n=76)	28.9%

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

QUESTION – [IF NOT CARDHOLDER] If Ottawa Public Library hours of operation fit your schedule, would you be likely, somewhat likely, somewhat not likely, or not likely to become an OPL cardholder?

Satisfaction with hours of primary branch

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to July 3rd, 2017, n=351 residents of the City of Ottawa, accurate 5.3 percentage points plus or minus, 19 times out of 20.



Subgroups	Satisfied/ Somewhat satisfied
Cardholder (n=285)	85.2%
Not cardholder, but use services (n=28)*	78.1%
Not cardholder, don't use services (n=38)	24.7%

***Shaded due to small sample size**

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

QUESTION – [CARDHOLDER OR AT LEAST SOMEWHAT NOT LIKELY TO USE OPL IF HOURS CHANGED ONLY] Thinking of the Ottawa Public Library branch you use most often, would you say you are satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the hours of operation of that branch?

Reasons for satisfaction with hours of primary branch

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to July 3rd, 2017, n=280 residents of the City of Ottawa, accurate 5.9 percentage points plus or minus, 19 times out of 20.

	Satisfied (n=131)	Somewhat satisfied (n=79)	Somewhat dissatisfied (n=19)*	Dissatisfied (n=13)*	Unsure (n=38)	Total (n=280)
The hours are reasonable/I can adapt to their hours	59.5%	13.9%	-	-	-	31.8%
I would like longer hours evenings, Friday mornings and weekends	1.5%	58.2%	68.4%	69.2%	2.6%	25.4%
Good service/the library meets my needs	30.5%	2.5%	-	-	-	15.0%
I don't go to the library/don't use it much	4.6%	1.3%	-	7.7%	55.3%	10.4%
The availability of materials and services is limited	-	8.9%	15.8%	23.1%	10.5%	6.1%
There are times when I wish the library was open longer, but I understand it is not always feasible	3.1%	8.9%	5.3%	-	2.6%	4.6%
I am unaware of the hours of operation	-	1.3%	5.3%	-	26.3%	4.3%
Other	0.8%	1.3%	5.3%	-	2.6%	1.4%
Unsure	-	3.8%	-	-	-	1.1%

***Shaded due to small sample size**

QUESTION – [CARDHOLDER OR AT LEAST SOMEWHAT NOT LIKELY TO USE OPL IF HOURS CHANGED ONLY] Why do you have that opinion? [Open-ended]

Preferred days for OPL to be open

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to July 3rd, 2017, n=319 residents of the City of Ottawa, accurate 5.5 percentage points plus or minus, 19 times out of 20.


Day	First ranked (n=319)	Second ranked (n=312)	Third ranked (n=286)	Fourth ranked (n=281)	Fifth ranked (n=273)	Sixth ranked (n=271)	Seventh ranked (n=266)
Monday	15.5%	8.3%	18.9%	11.4%	13.0%	7.5%	26.7%
Tuesday	7.7%	10.3%	16.2%	18.4%	14.8%	26.0%	7.1%
Wednesday	5.7%	8.5%	13.4%	20.9%	27.2%	17.1%	6.6%
Thursday	4.9%	7.7%	10.9%	30.8%	19.6%	17.6%	9.4%
Friday	10.2%	10.5%	24.2%	11.1%	16.5%	11.7%	15.7%
Saturday	42.0%	21.1%	6.9%	2.9%	5.1%	14.2%	8.2%
Sunday	13.9%	33.7%	9.6%	4.5%	3.8%	5.9%	26.4%

QUESTION – [CARDHOLDER OR AT LEAST SOMEWHAT NOT LIKELY TO USE OPL IF HOURS CHANGED ONLY] Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so on.

Preferred hours between Monday and Thursday

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to July 3rd, 2017, n=324 residents of the City of Ottawa, accurate 5.5 percentage points plus or minus, 19 times out of 20.

Time	First ranked (n=324)	Second ranked (n=311)	Third ranked (n=276)	Fourth ranked (n=272)
9am-12pm	24.6%	17.5%	20.1%	38.7%
12-3pm	19.8%	23.0%	36.3%	22.7%
3-6pm	16.9%	41.2%	25.9%	14.5%
6-9pm	38.7%	18.3%	17.7%	24.0%




QUESTION – [CARDHOLDER OR AT LEAST SOMEWHAT NOT LIKELY TO USE OPL IF HOURS CHANGED ONLY] Please rank the importance of each potential time slot for your Ottawa Public Library Branch between **MONDAY and THURSDAY** where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.

Preferred hours on Fridays

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to July 3rd, 2017, n=315 residents of the City of Ottawa, accurate 5.6 percentage points plus or minus, 19 times out of 20.

Time	First ranked (n=315)	Second ranked (n=295)	Third ranked (n=262)	Fourth ranked (n=259)
9am-12pm	27.7%	15.5%	16.8%	41.0%
12-3pm	16.7%	27.1%	39.3%	17.5%
3-6pm	21.2%	38.4%	30.6%	9.1%
6-9pm	34.4%	19.0%	13.2%	32.4%




QUESTION – [CARDHOLDER OR AT LEAST SOMEWHAT NOT LIKELY TO USE OPL IF HOURS CHANGED ONLY] Please rank the importance of each potential time slot for your Ottawa Public Library Branch on **FRIDAY** where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.

Preferred hours on Saturdays

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to July 3rd, 2017, n=321 residents of the City of Ottawa, accurate 5.5 percentage points plus or minus, 19 times out of 20.

Time	First ranked (n=321)	Second ranked (n=296)	Third ranked (n=265)	Fourth ranked (n=258)
9am-12pm	51.7%	14.5%	15.8%	18.7%
12-3pm	28.3%	53.0%	14.2%	3.9%
3-6pm	13.8%	26.5%	53.6%	5.8%
6-9pm	6.2%	5.9%	16.4%	71.6%




QUESTION – [CARDHOLDER OR AT LEAST SOMEWHAT NOT LIKELY TO USE OPL IF HOURS CHANGED ONLY] Please rank the importance of each potential time slot for your Ottawa Public Library Branch on **SATURDAY** where Rank 1 is the most important time slot for the Branch to be open and Rank 2 the second most important time slot and so on.

Preferred hours on Sundays

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to July 3rd, 2017, n=311 residents of the City of Ottawa, accurate 5.6 percentage points plus or minus, 19 times out of 20.

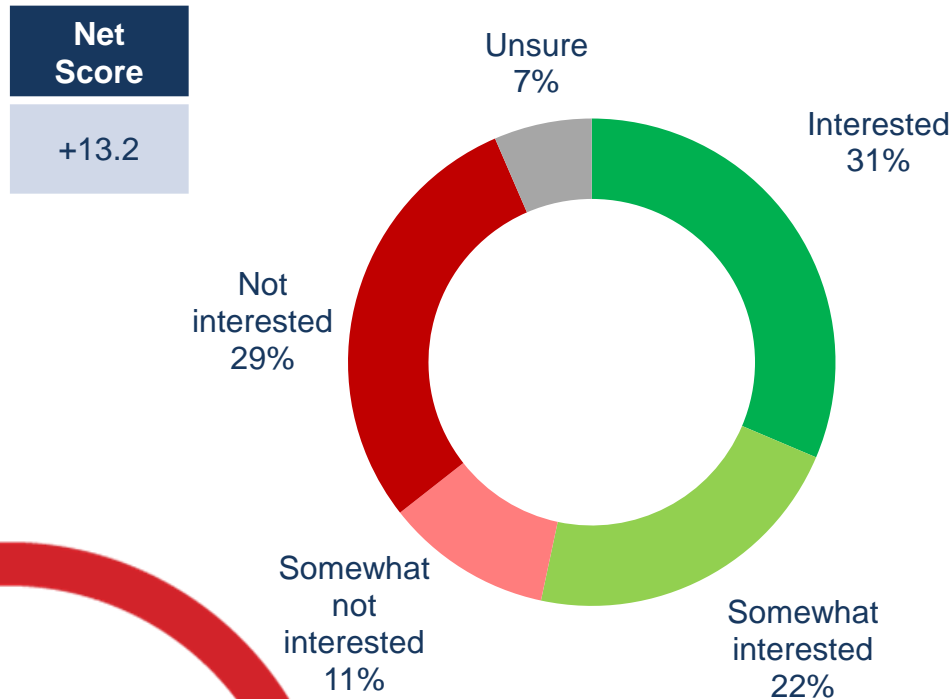
Time	First ranked (n=311)	Second ranked (n=287)	Third ranked (n=256)	Fourth ranked (n=251)
9am-12pm	33.6%	18.0%	22.8%	25.4%
12-3pm	40.7%	41.3%	14.1%	3.6%
3-6pm	17.2%	35.3%	44.2%	4.8%
6-9pm	8.5%	5.4%	18.9%	66.1%



QUESTION – [CARDHOLDER OR AT LEAST SOMEWHAT NOT LIKELY TO USE OPL IF HOURS CHANGED ONLY] Please rank the importance of each potential time slot for your Ottawa Public Library Branch to be open on **SUNDAY** where Rank 1 is the most important time slot for the Branch to be open and Rank 2 the second most important time slot and so on.

Interest in Sunday hours during the summer

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to July 3rd, 2017, n=347 residents of the City of Ottawa, accurate 5.3 percentage points plus or minus, 19 times out of 20.



Subgroups	Interested/ Somewhat interested
Cardholder (n=282)	53.7%
Not cardholder, but use services (n=28)*	53.1%
Not cardholder, don't use services (n=37)	51.1%

***Shaded due to small sample size**

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

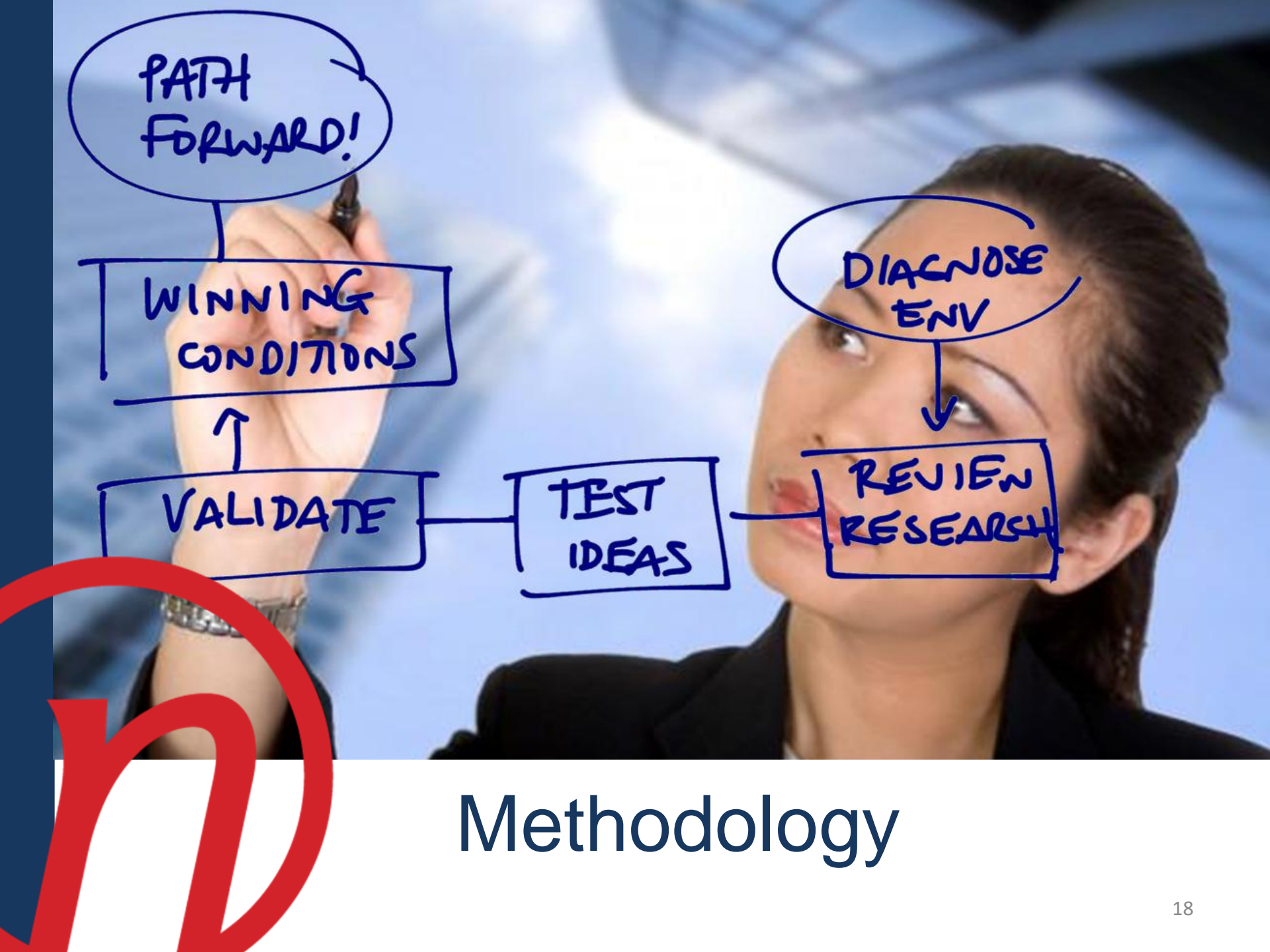
QUESTION – [CARDHOLDER OR AT LEAST SOMEWHAT NOT LIKELY TO USE OPL IF HOURS CHANGED ONLY] As you may know, the Ottawa Public Library is closed on Sundays from the first week in June until after Labour Day weekend. Would you be interested, somewhat interested, somewhat not interested or not interested in the OPL being open on Sundays between June and September?

Meeting library customer needs

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, June 16th to July 3rd, 2017, n=222 residents of the City of Ottawa, accurate 6.7 percentage points plus or minus, 19 times out of 20.

	Frequency (n=222)
Nothing/I am satisfied	23.3%
Have better, longer and more consistent hours	20.7%
Have a greater variety and availability of books and eBooks	14.8%
Make in-library and online resources more accessible and easier to use	6.7%
Remind people of services/advertise	5.4%
Improve in-library technology/improve Wi-Fi	4.9%
Host more programs and events	4.3%
Give reminders when books are overdue/have a better renewal system and longer loan period	3.4%
Have study areas for people to work in groups	2.6%
Have branches more accessible to everyone in Ottawa	2.2%
Other	6.8%
Unsure	4.6%

QUESTION – [CARDHOLDER OR AT LEAST SOMEWHAT NOT LIKELY TO USE OPL IF HOURS CHANGED ONLY] If there was one thing the OPL could do to better meet your needs, what would it be? [Open-ended]



Methodology

Methodology

Nanos conducted an RDD dual frame hybrid telephone and online random survey of 400 residents of the City of Ottawa, between June 16th and July 3rd, 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 400 residents of the City of Ottawa is ± 5.0 percentage points, 19 times out of 20.

The research was commissioned by the Ottawa Public Library.

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



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	400 residents of the City of Ottawa.
Margin of Error	±5.0 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 residents of the City of Ottawa.
Demographics (Captured)	Men and Women; 18 years and older; residents of the City of Ottawa. 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 12:00-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	June 16 th to July 3 rd , 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 or for the Ottawa Public Library.
Excluded Demographics	Individuals younger than 18 years old; Individuals not residing in the City of Ottawa; cardholders who had already completed the cardholder survey; 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	27 per cent, 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



2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender		Age				
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 1 - Which of the following statements best describes you?	Total	Unwgt N	400	285	39	76	178	212	0	10	95	163	142
		Wgt N	400	284	38	78	186	204	0	10	121	151	128
	I am an Ottawa Public Library card holder and have not completed the online cardholder survey	%	71.0	100.0	0.0	0.0	60.9	80.8			74.7	64.8	74.8
	Someone in my household is an Ottawa Public Library card holder and I use their card to access Ottawa Public Library ser	%	6.0	0.0	62.0	0.0	9.5	3.1			6.4	6.7	4.7
	I am not an Ottawa Public Library card holder but I use Ottawa Public Library services that do not require a card	%	3.7	0.0	38.0	0.0	2.7	4.2			3.5	4.9	2.3
	I am not a card holder and I do not use Ottawa Public Library services	%	19.4	0.0	0.0	100.0	27.0	12.0			15.4	23.6	18.2

***Masked due to small sample size**

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 400 residents of Ottawa, 18 years of age or older, between June 16th and July 3rd, 2017. The margin of error for a random survey of 400 residents of Ottawa is ± 5.0 percentage points, 19 times out of 20.

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2017-1008 – OPL Hours – General Population – STAT SHEET

Question 2 - Why are you not an Ottawa Public Library cardholder? [Open]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I don't need the services of the library	20	5.1	17.7	17.7
	I do most of my research online	20	5.1	17.5	35.2
	I am not interested in becoming a member/not an avid reader	16	4.0	13.6	48.8
	I buy and read my own books/e-books	13	3.2	11.1	60.0
	A family member already has a card	11	2.8	9.5	69.5
	I do not have enough time	9	2.2	7.5	77.0
	I have access to another library (e.g., work, university)	7	1.9	6.5	83.5
	Branch not close to work or home	6	1.5	5.2	88.7
	I never renewed my card/let it expire/lost it	5	1.3	4.5	93.2
	Unsure	4	1.1	3.7	96.9
	Other	3	.8	2.6	99.5
	Hours of operation not convenient	1	.1	.5	100.0
	Total	116	29.0	100.0	
	No answer	284	71.0		
Total		400	100.0		

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2017-1008 – OPL Hours – General Population – STAT SHEET

Question 3 - What if anything, would encourage you to become an Ottawa Public Library cardholder? [Open]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unsure	31	7.7	26.6	26.6
	Nothing/I can't think of anything	26	6.5	22.3	48.9
	I intend to be a cardholder soon	10	2.5	8.6	57.6
	Better more variety in the selection of materials and programs	9	2.2	7.6	65.1
	If description of current services and benefits was available	8	1.9	6.7	71.8
	By making it easier to get books online	8	1.9	6.7	78.5
	I use other sources so there is no use	5	1.3	4.4	82.9
	Convenient location	4	1.1	3.7	86.5
	If I couldn't use my family member's card anymore	4	1.1	3.6	90.2
	If I lose my job/access to resources	4	1.0	3.5	93.6
	If the late fees and replacement card fees were reduced	3	.6	2.2	95.8
	Convenient hours	2	.6	2.1	97.8
	If I had more time	2	.4	1.5	99.3
	Other	1	.2	.7	100.0
	Total	116	29.0	100.0	
No answer		284	71.0		
Total		400	100.0		

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017- 06	Cardholder, uses library	Non- cardholder, uses library	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 4 – [IF NOT CARDHOLDER] If Ottawa Public Library hours of operation fit your schedule, would you be likely, somewhat likely, somewhat not likely, or not likely to become an OPL cardholder?	Total	Unwgt N	115	0	39	76	68	43	0	4	24	52	39
		Wgt N	116	0	38	78	73	39	0	4	30	53	32
	Likely	%	11.7	0.0	18.0	8.6	5.5	24.3			6.2	13.8	13.4
	Somewhat likely	%	23.7	0.0	30.7	20.3	22.7	23.0			35.1	23.5	13.2
	Somewhat not likely	%	8.1	0.0	12.6	5.9	6.9	11.1			15.1	4.9	6.8
	Not likely	%	43.3	0.0	27.1	51.3	52.3	25.9			23.4	45.6	58.1
	Unsure	%	13.2	0.0	11.6	14.0	12.6	15.7			20.1	12.2	8.4

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017- 06	Cardholder , uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 5 - Which Ottawa Public Library branch do/would you use most frequently? [SELECT ONE]	Total	Unwgt N	351	285	28	38	143	200	0	8	90	141	120
		Wgt N	350	284	28	38	148	194	0	8	113	127	109
	Alta Vista	%	4.2	4.1		8.4	7.0	1.7			5.8	4.3	2.5
	Beaverbrook	%	4.5	4.0		3.6	5.1	4.3			2.6	6.6	4.2
	Blackburn Hamlet	%	1.5	1.5		2.0	1.6	1.4			0.5	0.9	3.2
	Carlingwood	%	4.2	4.0		5.1	5.5	3.3			1.8	7.3	2.9
	Carp	%	1.4	1.1		4.6	0.0	2.5			3.1	1.1	0.0
	Centennial	%	2.2	2.4		2.7	3.9	1.0			1.2	2.1	3.5
	Constance Bay	%	0.3	0.0		3.1	0.8	0.0			0.0	0.9	0.0
	Cumberland	%	7.7	9.1		0.0	5.4	9.9			11.2	6.2	6.0
	Elmvale Acres	%	2.5	3.0		0.0	0.6	4.0			2.6	1.1	3.8
	Emerald Plaza	%	1.7	2.1		0.0	2.0	1.5			1.7	1.7	1.6
	Fitzroy Harbour	%	0.4	0.5		0.0	0.0	0.8			0.0	0.0	1.4
	Greely	%	1.6	2.0		0.0	1.6	1.7			2.0	2.7	0.0
	Greenboro	%	3.6	3.7		0.0	3.3	3.5			7.2	3.0	0.6
	Main branch	%	4.3	3.4		4.0	6.9	2.5			4.2	4.1	4.6
	Manotick	%	2.6	2.8		3.4	2.2	3.0			0.5	2.4	5.1

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017- 06	Cardholder , uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
	Metcalfe	%	1.4	0.9		0.0	1.9	1.0			2.4	1.2	0.6
	Nepean	%	5.2	4.6		6.8	5.5	5.2			3.9	5.4	6.3
	Centrepoin												
	North Gloucester	%	1.7	1.8		2.6	0.9	2.0			1.8	0.0	3.7
	North Gower	%	0.4	0.5		0.0	0.0	0.8			0.0	0.0	1.4
	Orléans	%	13.9	13.2		17.7	15.3	13.5			11.5	16.0	13.9
	Osgoode	%	0.3	0.0		3.0	0.8	0.0			0.0	0.9	0.0
	Richmond	%	0.4	0.5		0.0	0.0	0.7			0.0	1.0	0.0
	Rideau	%	1.3	1.7		0.0	0.4	1.6			0.0	0.5	3.8
	Rockcliffe Park	%	0.3	0.2		1.6	0.0	0.6			0.5	0.5	0.0
	Rosemount	%	4.2	4.6		0.0	5.3	2.5			6.4	3.6	2.8
	Ruth E. Dickinson	%	6.5	8.0		0.0	3.7	8.3			6.1	7.0	6.2
	St-Laurent	%	1.3	1.2		0.0	0.9	1.6			0.5	1.7	1.6
	Stittsville	%	6.4	6.9		1.6	7.1	6.2			7.8	3.2	8.8
	Sunnyside	%	3.1	2.6		2.2	2.0	3.9			3.9	3.2	2.0
	Vanier	%	0.3	0.4		0.0	0.0	0.6			0.5	0.5	0.0
	None	%	2.4	2.1		6.3	3.7	0.9			1.2	3.0	2.9
	Hazeldean	%	5.5	6.6		1.7	3.7	7.1			5.4	5.1	6.2
	Unsure	%	2.6	0.5		19.8	3.0	2.4			4.1	2.9	0.6

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			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 6 - Thinking of the Ottawa Public Library branch you use/would use most often, would you say you are satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the hours of operation of that branch?	Total	Unwgt N	351	285	28	38	143	200	0	8	90	141	120
		Wgt N	350	284	28	38	148	194	0	8	113	127	109
	Satisfied	%	50.8	57.7		11.6	49.6	51.8			43.6	47.3	62.3
	Somewhat satisfied	%	27.3	27.5		13.1	27.3	28.0			29.4	32.0	19.8
	Somewhat dissatisfied	%	5.4	5.5		4.1	3.4	7.1			6.4	4.6	5.2
	Dissatisfied	%	4.0	4.3		2.2	4.4	3.8			8.1	2.0	2.0
	Unsure	%	12.5	5.0		69.0	15.3	9.3			12.5	14.0	10.7

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2017-1008 – OPL Hours – General Population – STAT SHEET

Question 7 - Why do you have that opinion? [Open] * Question 6 - Thinking of the OPL branch you use/would use most often, would you say you are satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the hours of operation of that branch? Crosstabulation

Question 6 - Thinking of the OPL branch you use/would use most often, would you say you are satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the hours of operation of that branch?

		Satisfied	Somewhat satisfied	Somewhat dissatisfied*	Dissatisfied*	Unsure	Total
The hours are reasonable/I can adapt to their hours	Count	78	11	0	0	0	89
		59.5%	13.9%			0.0%	31.8%
I would like longer hours evenings, Friday mornings and weekends	Count	2	46	13	9	1	71
		1.5%	58.2%			2.6%	25.4%
I don't go to the library/don't use it much	Count	6	1	0	1	21	29
		4.6%	1.3%			55.3%	10.4%
Good service/the library meets my needs	Count	40	2	0	0	0	42
		30.5%	2.5%			0.0%	15.0%
I am unaware of the hours of operation	Count	0	1	1	0	10	12
		0.0%	1.3%			26.3%	4.3%
The availability of materials and services is limited	Count	0	7	3	3	4	17
		0.0%	8.9%			10.5%	6.1%
There are times when I wish the library was open longer, but I understand it is not always feasible	Count	4	7	1	0	1	13
		3.1%	8.9%			2.6%	4.6%

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Question 7 - Why do you have that opinion? [Open] * Question 6 - Thinking of the OPL branch you use/would use most often, would you say you are satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the hours of operation of that branch? Crosstabulation

		Question 6 - Thinking of the OPL branch you use/would use most often, would you say you are satisfied, somewhat satisfied, somewhat dissatisfied or dissatisfied with the hours of operation of that branch?					
		Satisfied	Somewhat satisfied	Somewhat dissatisfied*	Dissatisfied*	Unsure	Total
Other	Count	1	1	1	0	1	4
		0.8%	1.3%			2.6%	1.4%
Unsure	Count	0	3	0	0	0	3
		0.0%	3.8%			0.0%	1.1%
Total	Count	131	79	19	13	38	280
		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder , uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 8 (first ranked response) - Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so forth.	Total	Unwgt N	319	260	25	34	127	184	0	8	86	134	99
		Wgt N	318	260	24	34	133	178	0	8	106	122	91
	Monday	%	15.5	15.5		15.0	17.7	14.0			7.5	15.5	24.8
	Tuesday	%	7.7	8.8		0.0	4.8	9.7			9.7	4.1	10.3
	Wednesday	%	5.7	5.7		3.3	8.4	3.9			3.2	6.4	7.6
	Thursday	%	4.9	5.8		1.7	5.9	4.4			4.1	4.6	6.3
	Friday	%	10.2	10.4		9.6	6.8	12.1			8.3	8.6	14.7
	Saturday	%	42.0	42.5		37.6	39.6	44.0			51.1	44.2	28.6
	Sunday	%	13.9	11.3		32.8	16.7	11.9			16.2	16.6	7.7

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 8 (second ranked response) - Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so forth.	Total	Unwgt N	312	255	24	33	122	182	0	8	83	132	97
		Wgt N	308	253	24	32	125	175	0	8	99	119	90
	Monday	%	8.3	9.6		1.8	5.4	10.2			7.1	5.7	13.1
	Tuesday	%	10.3	10.3		9.5	14.6	7.0			6.2	11.3	13.4
	Wednesday	%	8.5	8.7		10.6	10.6	7.4			6.9	7.8	11.1
	Thursday	%	7.7	6.2		6.4	7.5	8.2			7.9	5.6	10.2
	Friday	%	10.5	11.8		0.0	7.9	12.9			5.8	10.1	16.4
	Saturday	%	21.1	20.5		25.5	21.8	19.7			20.2	22.1	20.6
	Sunday	%	33.7	32.9		46.2	32.2	34.6			45.9	37.4	15.2

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			Profile				Gender				Age		
			Ottawa 2017- 06	Cardholder , uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 8 (third ranked response) - Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so forth.	Total	Unwgt N	286	233	23	30	113	165	0	8	75	123	88
		Wgt N	283	232	23	29	118	158	0	8	89	111	83
	Monday	%	18.9	17.6		28.9	18.6	19.4			26.1	13.9	17.7
	Tuesday	%	16.2	17.2		13.6	14.6	16.4			9.9	16.8	22.2
	Wednesday	%	13.4	12.4		11.0	16.3	11.3			6.9	16.6	16.1
	Thursday	%	10.9	12.1		9.1	7.3	14.0			7.4	9.7	16.1
	Friday	%	24.2	25.1		24.4	27.6	22.2			28.7	30.3	11.0
	Saturday	%	6.9	5.6		10.5	7.6	6.7			11.7	4.2	5.4
	Sunday	%	9.6	9.9		2.4	8.0	9.9			9.3	8.3	11.5

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			Profile				Gender				Age		
			Ottawa 2017- 06	Cardholder , uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 8 (fourth ranked response) - Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so forth.	Total	Unwgt N	281	230	22	29	111	163	0	7	74	123	84
		Wgt N	279	229	22	28	116	155	0	7	88	111	79
	Monday	%	11.4	10.7			15.0	8.7			6.0	14.8	12.7
	Tuesday	%	18.4	17.4			19.3	18.5			23.0	16.4	16.1
	Wednesday	%	20.9	22.6			17.1	24.0			26.2	11.0	29.0
	Thursday	%	30.8	31.4			30.9	30.2			25.4	36.7	28.4
	Friday	%	11.1	10.4			8.5	12.3			13.0	11.9	8.0
	Saturday	%	2.9	3.5			1.4	4.1			0.0	4.1	4.2
	Sunday	%	4.5	4.0			7.7	2.3			6.3	5.1	1.6

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			Profile				Gender				Age		
			Ottawa 2017- 06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 8 (fifth ranked response) - Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so forth.	Total	Unwgt N	273	222	22	29	107	160	0	6	74	121	78
		Wgt N	270	221	22	28	113	151	0	6	88	109	73
	Monday	%	13.0	10.9			14.8	11.6			10.8	15.7	11.7
	Tuesday	%	14.8	13.8			15.6	14.9			15.3	17.0	11.0
	Wednesday	%	27.2	27.7			21.2	31.4			37.1	28.1	13.8
	Thursday	%	19.6	19.6			24.9	15.7			24.9	13.7	21.8
	Friday	%	16.5	18.3			19.0	14.0			4.4	18.5	28.1
	Saturday	%	5.1	5.3			2.8	7.0			6.1	4.2	5.3
	Sunday	%	3.8	4.4			1.8	5.5			1.4	2.8	8.3

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			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 8 (sixth ranked response) - Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so forth.	Total	Unwgt N	271	220	22	29	107	159	0	5	73	121	77
		Wgt N	268	218	22	28	113	150	0	5	87	109	71
	Monday	%	7.5	6.8			3.3	10.9			3.1	10.3	8.4
	Tuesday	%	26.0	25.4			24.0	27.7			35.2	24.5	16.9
	Wednesday	%	17.1	17.0			16.4	17.0			12.6	20.2	17.9
	Thursday	%	17.6	17.0			17.9	17.2			23.0	17.8	10.6
	Friday	%	11.7	11.8			14.7	9.8			18.4	6.1	12.2
	Saturday	%	14.2	15.2			18.1	11.1			6.9	14.7	22.3
	Sunday	%	5.9	6.7			5.6	6.4			0.6	6.4	11.7

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			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 8 (seventh ranked response) - Please rank the importance to you personally of each day of the week in terms of your Ottawa Public Library Branch being open where Rank 1 is the most important day to be open, Rank 2, the second most important day to be open and so forth.	Total	Unwgt N	266	216	21	29	104	157	0	5	72	121	73
		Wgt N	264	215	21	28	111	148	0	5	86	109	68
	Monday	%	26.7	29.7			24.1	27.5			42.3	22.9	13.0
	Tuesday	%	7.1	7.6			6.9	7.6			0.6	8.4	13.4
	Wednesday	%	6.6	5.2			8.6	5.3			6.3	8.8	3.3
	Thursday	%	9.4	8.9			8.1	10.0			6.2	11.3	10.3
	Friday	%	15.7	12.8			15.4	16.5			19.4	17.9	7.6
	Saturday	%	8.2	7.9			12.3	5.3			5.4	8.1	11.7
	Sunday	%	26.4	27.9			24.7	27.9			19.9	22.7	40.6

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			Profile				Gender				Age		
			Ottawa 2017- 06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 9 (first ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch between MONDAY and THURSDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.	Total	Unwgt N	324	263	26	35	131	185	0	8	86	136	102
		Wgt N	323	263	25	35	137	178	0	8	106	123	94
	9am-12pm	%	24.6	25.5		21.2	18.0	30.2			14.1	20.7	41.6
	12-3pm	%	19.8	19.9		23.0	22.8	17.2			16.8	20.0	22.8
	3-6pm	%	16.9	17.1		15.2	17.8	15.8			24.5	14.6	11.3
	6-9pm	%	38.7	37.5		40.6	41.4	36.7			44.5	44.7	24.2

***Masked due to small sample size**

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017- 06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 9 (second ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch between MONDAY and THURSDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.	Total	Unwgt N	311	252	25	34	126	177	0	8	83	131	97
		Wgt N	309	251	24	33	131	170	0	8	101	118	90
	9am-12pm	%	17.5	17.3		20.4	19.2	15.2			18.7	20.0	12.7
	12-3pm	%	23.0	24.7		19.8	18.8	26.7			15.4	19.1	36.6
	3-6pm	%	41.2	40.6		37.9	46.4	38.6			40.4	45.3	36.7
	6-9pm	%	18.3	17.4		21.9	15.5	19.5			25.5	15.5	14.0

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 9 (third ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch between MONDAY and THURSDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.	Total	Unwgt N	276	224	24	28	111	159	0	6	74	119	83
		Wgt N	273	223	23	27	117	150	0	6	89	106	77
	9am-12pm	%	20.1	20.6			23.9	17.4			26.7	18.8	14.3
	12-3pm	%	36.3	33.7			37.5	34.9			39.5	39.7	28.0
	3-6pm	%	25.9	26.5			20.2	30.6			19.9	24.5	34.6
	6-9pm	%	17.7	19.3			18.4	17.1			13.9	17.0	23.1

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 9 (fourth ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch between MONDAY and THURSDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on	Total	Unwgt N	272	220	24	28	111	156	0	5	74	117	81
		Wgt N	269	219	23	27	117	148	0	5	89	105	75
	9am-12pm	%	38.7	36.8			41.1	36.1			40.2	40.5	34.5
	12-3pm	%	22.7	22.2			23.4	22.9			28.5	23.3	15.0
	3-6pm	%	14.5	15.8			13.6	15.1			15.7	13.8	14.2
	6-9pm	%	24.0	25.2			21.8	25.9			15.6	22.4	36.3

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 10 (first ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch on FRIDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.	Total	Unwgt N	315	256	26	33	129	178	0	8	83	133	99
		Wgt N	312	254	25	33	134	170	0	8	102	120	90
	9am-12pm	%	27.7	28.1		33.4	20.3	33.6			19.9	26.4	38.2
	12-3pm	%	16.7	16.6		16.2	20.7	12.5			12.5	17.1	20.9
	3-6pm	%	21.2	22.7		18.1	22.8	20.4			32.6	17.8	12.8
	6-9pm	%	34.4	32.6		32.4	36.3	33.4			35.0	38.7	28.1

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 10 (second ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch on FRIDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.	Total	Unwgt N	295	240	24	31	120	169	0	6	79	124	92
		Wgt N	291	237	24	30	124	160	0	6	96	111	84
	9am-12pm	%	15.5	15.1		8.0	17.1	12.9			13.6	15.8	17.1
	12-3pm	%	27.1	29.3		17.3	19.9	33.1			15.3	25.4	42.8
	3-6pm	%	38.4	36.0		53.6	43.7	35.2			39.2	44.0	30.1
	6-9pm	%	19.0	19.6		21.0	19.3	18.9			31.8	14.7	10.0

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 10 (third ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch on FRIDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.	Total	Unwgt N	262	212	23	27	108	150	0	4	71	115	76
		Wgt N	258	209	23	26	113	141	0	4	85	102	70
	9am-12pm	%	16.8	17.6			16.9	17.2			16.9	17.1	16.3
	12-3pm	%	39.3	38.2			40.9	37.0			51.5	37.9	26.5
	3-6pm	%	30.6	32.1			26.7	34.0			20.1	29.5	45.1
	6-9pm	%	13.2	12.1			15.4	11.9			11.5	15.6	12.1

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 10 (fourth ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch on FRIDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 is the second most important time for the Branch to be open and so on.	Total	Unwgt N	259	209	23	27	108	147	0	4	71	113	75
		Wgt N	255	207	23	26	113	138	0	4	85	100	69
	9am-12pm	%	41.0	38.8			46.9	35.8			50.4	39.6	31.4
	12-3pm	%	17.5	16.3			19.6	16.3			18.2	20.0	13.0
	3-6pm	%	9.1	9.2			6.2	11.0			10.2	8.5	8.6
	6-9pm	%	32.4	35.7			27.3	36.9			21.2	32.0	47.0

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 11 (first ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch on SATURDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 the second most important time slot and so on.	Total	Unwgt N	321	262	26	33	129	184	0	8	84	134	103
		Wgt N	319	261	25	32	135	176	0	8	105	120	94
	9am-12pm	%	51.7	52.1		38.9	43.7	57.4			48.4	51.0	56.3
	12-3pm	%	28.3	28.8		24.3	27.4	29.1			30.5	25.2	30.0
	3-6pm	%	13.8	13.3		25.8	21.2	8.7			11.0	19.3	9.8
	6-9pm	%	6.2	5.7		11.0	7.7	4.8			10.1	4.5	3.9

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 11 (second ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch on SATURDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 the second most important time slot and so on.	Total	Unwgt N	296	243	24	29	120	171	0	5	78	123	95
		Wgt N	291	240	24	27	124	162	0	5	96	110	86
	9am-12pm	%	14.5	13.9			17.6	12.7			17.4	9.7	17.6
	12-3pm	%	53.0	55.2			49.2	56.4			52.1	57.8	48.0
	3-6pm	%	26.5	25.9			25.7	26.7			26.2	27.1	26.1
	6-9pm	%	5.9	5.0			7.4	4.3			4.2	5.4	8.3

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			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 11 (third ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch on SATURDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 the second most important time slot and so on.	Total	Unwgt N	265	217	22	26	109	152	0	4	71	114	80
		Wgt N	262	216	22	24	114	144	0	4	86	102	74
	9am-12pm	%	15.8	16.4			13.6	17.2			16.1	20.9	8.3
	12-3pm	%	14.2	11.7			19.2	10.6			10.9	13.9	18.3
	3-6pm	%	53.6	54.5			45.5	60.9			53.8	50.8	57.4
	6-9pm	%	16.4	17.3			21.7	11.3			19.2	14.4	16.0

*Masked due to small sample size

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2017-1008 – OPL Hours – General Population – STAT SHEET

			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 11 (fourth ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch on SATURDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 the second most important time slot and so on.	Total	Unwgt N	258	211	21	26	107	148	0	3	69	110	79
		Wgt N	255	211	21	24	113	140	0	3	84	98	73
	9am-12pm	%	18.7	17.2			27.5	11.3			20.6	17.3	18.4
	12-3pm	%	3.9	3.2			3.1	4.7			4.4	3.6	3.8
	3-6pm	%	5.8	6.7			6.1	4.9			8.3	3.5	6.0
	6-9pm	%	71.6	73.0			63.4	79.1			66.8	75.6	71.8

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			Profile				Gender				Age		
			Ottawa 2017- 06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 12 (first ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch to be open on SUNDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 the second most important time slot and so on.	Total	Unwgt N	311	253	25	33	126	177	0	8	83	132	96
		Wgt N	309	253	24	32	132	169	0	8	102	119	88
	9am- 12pm	%	33.6	33.5		32.2	32.3	35.0			39.1	26.9	36.2
	12-3pm	%	40.7	42.6		24.7	37.7	42.7			34.1	44.8	43.0
	3-6pm	%	17.2	16.7		26.8	16.2	17.6			17.2	21.4	11.5
	6-9pm	%	8.5	7.2		16.3	13.8	4.7			9.6	6.8	9.3

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			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 12 (second ranked) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch to be open on SUNDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 the second most important time slot and so on.	Total	Unwgt N	287	236	22	29	119	162	0	6	78	121	88
		Wgt N	282	233	22	27	124	152	0	6	94	108	80
	9am-12pm	%	18.0	18.0	11.3	23.0	19.8	17.1	0.0	0.0	16.9	19.6	16.9
	12-3pm	%	41.3	40.3	45.2	47.0	36.5	45.6	0.0	33.3	45.8	40.8	36.7
	3-6pm	%	35.3	35.7	43.5	25.2	36.1	34.1	0.0	50.0	31.3	37.3	37.3
	6-9pm	%	5.4	6.0	0.0	4.7	7.6	3.2	0.0	16.7	5.9	2.2	9.1

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			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 12 (third ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch to be open on SUNDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 the second most important time slot and so on.	Total	Unwgt N	256	209	22	25	105	146	0	5	71	111	74
		Wgt N	252	208	22	23	111	136	0	5	86	99	67
	9am-12pm	%	22.8	22.6			19.4	23.6			19.3	31.8	14.2
	12-3pm	%	14.1	13.2			17.7	11.7			15.8	11.7	15.4
	3-6pm	%	44.2	44.6			43.5	46.3			46.9	39.3	47.9
	6-9pm	%	18.9	19.6			19.4	18.4			18.1	17.2	22.5

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			Profile				Gender				Age		
			Ottawa 2017-06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user*	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 12 (fourth ranked response) - Please rank the importance of each potential time slot for your Ottawa Public Library Branch to be open on SUNDAY where Rank 1 is the most important time slot for the Branch to be open and Rank 2 the second most important time slot and so on.	Total	Unwgt N	251	204	22	25	105	142	0	4	69	109	73
		Wgt N	247	203	22	23	111	132	0	4	83	98	66
	9am-12pm	%	25.4	25.3			28.3	23.0			25.0	20.3	33.5
	12-3pm	%	3.6	3.5			6.7	1.2			2.2	3.3	5.8
	3-6pm	%	4.8	5.1			5.5	4.4			7.2	2.7	5.0
	6-9pm	%	66.1	66.1			59.5	71.4			65.5	73.8	55.6

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			Profile				Gender				Age		
			Ottawa 2017- 06	Cardholder, uses library	Non- cardholder, uses library*	Non cardholder, non user	Male	Female	Other response*	No answer*	18 to 34	35 to 54	55 plus
Question 13 - As you may know, the Ottawa Public Library is closed on Sundays from the first week in June until after Labour Day weekend. Would you be interested, somewhat interested, somewhat not interested or not interested in the OPL being open on Sundays between June and September?	Total	Unwgt N	347	282	28	37	141	198	0	8	90	141	116
		Wgt N	347	282	28	37	147	192	0	8	113	127	106
	Interested	%	31.4	32.2		28.8	28.0	33.3			43.7	32.7	16.7
	Somewhat interested	%	22.0	21.5		22.3	26.2	19.2			21.5	21.9	22.6
	Somewhat not interested	%	11.1	10.4		12.8	15.7	8.0			10.2	11.0	12.1
	Not interested	%	29.1	29.9		24.7	22.4	33.8			15.7	27.3	45.6
	Unsure	%	6.5	6.0		11.4	7.7	5.7			8.9	7.1	3.0

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Question 14 - If there was one thing the OPL could do to better meet your needs, what would it be? [Open]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nothing/I am satisfied	52	12.9	23.3	23.3
	Have better, longer and more consistent hours	46	11.5	20.7	44.0
	Have a greater variety and availability of books and ebooks	33	8.2	14.8	58.8
	Other	15	3.8	6.8	65.7
	Make in-library and online resources more accessible and easier to use	15	3.7	6.7	72.4
	Remind people of services/advertise	12	3.0	5.4	77.8
	Improve in-library technology/improve Wi-Fi	11	2.7	4.9	82.8
	Unsure	10	2.6	4.6	87.4
	Host more programs and events	10	2.4	4.3	91.7
	Give reminders when books are overdue/have a better renewal system and longer loan period	8	1.9	3.4	95.1
	Have study areas for people to work in groups	6	1.5	2.6	97.8
	Have branches more accessible to everyone in Ottawa.	5	1.2	2.2	100.0
	Total	222	55.6	100.0	
	No answer	178	44.4		
Total		400	100.0		

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 400 residents of Ottawa, 18 years of age or older, between June 16th and July 3rd, 2017. The margin of error for a random survey of 400 residents of Ottawa is ± 5.0 percentage points, 19 times out of 20.

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