

# 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%

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%

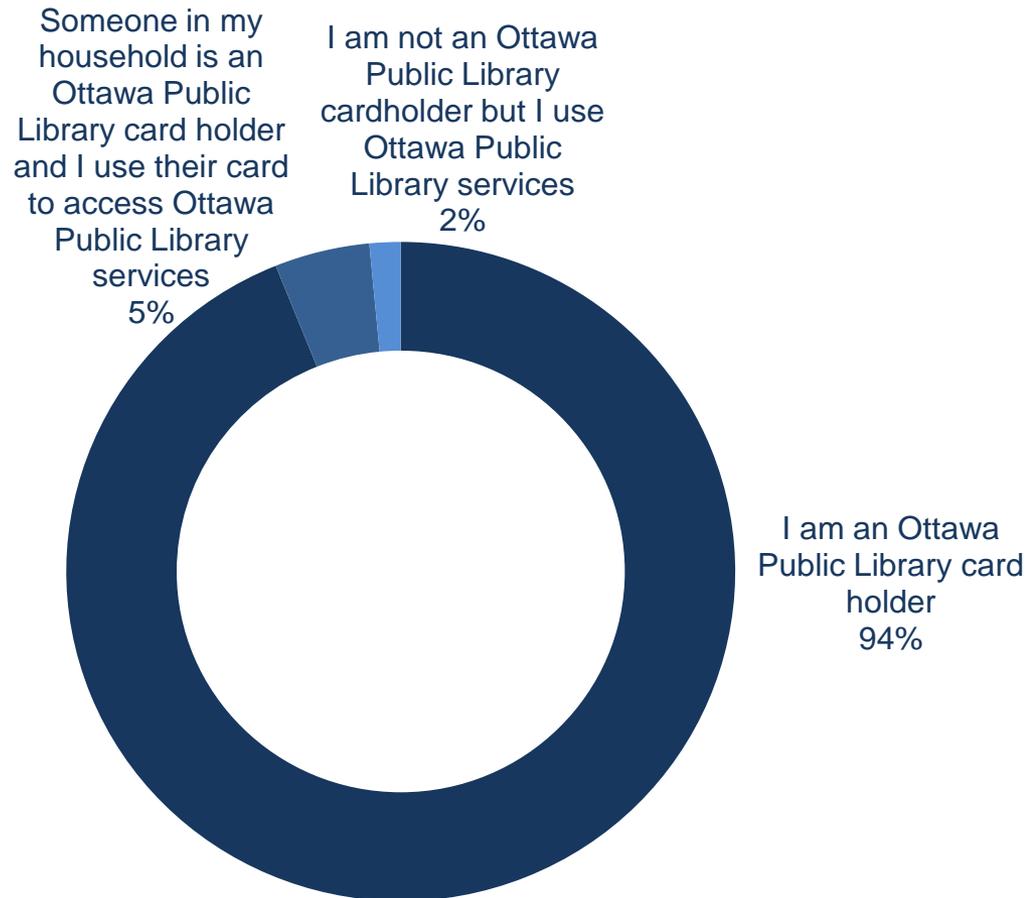
Where did you come from? (Four most mentioned)	Frequency (n=131)
Home	63.4%
Work	23.7%
School	5.3%
Salvation Army/Shelter	2.3%

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%

\*Based on multiple mentions

# 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

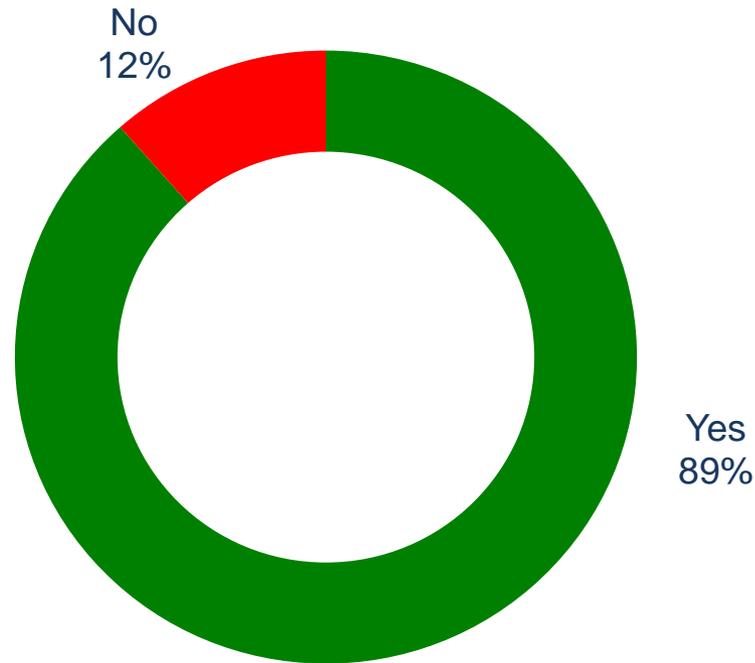


**\*Note: Charts may not add up to 100 due to rounding**

**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

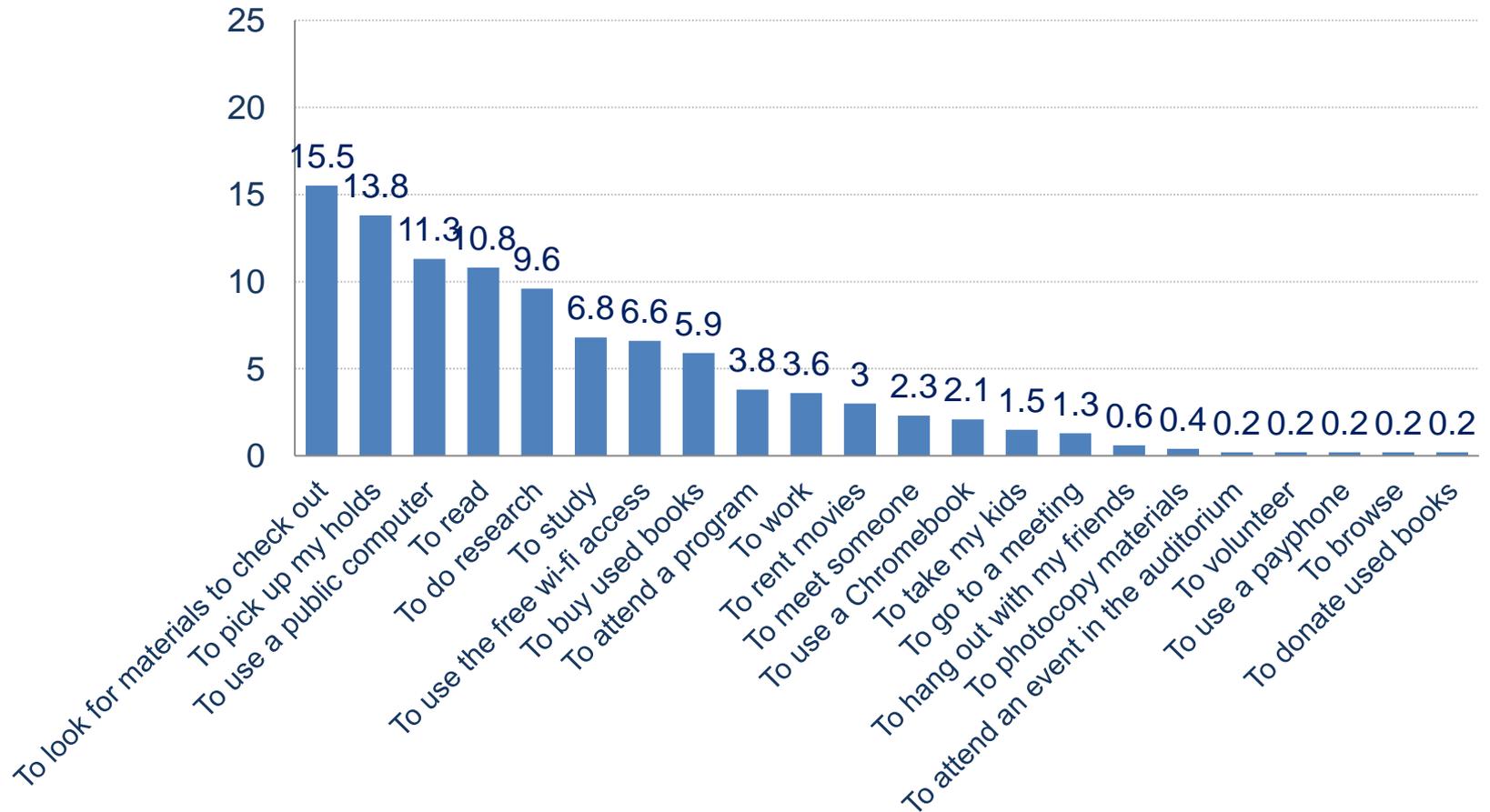
Source: Nanos Research, random intercept survey of 300 visitors to the Main branch, conducted between May 8<sup>th</sup> and 18<sup>th</sup>, 2012

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

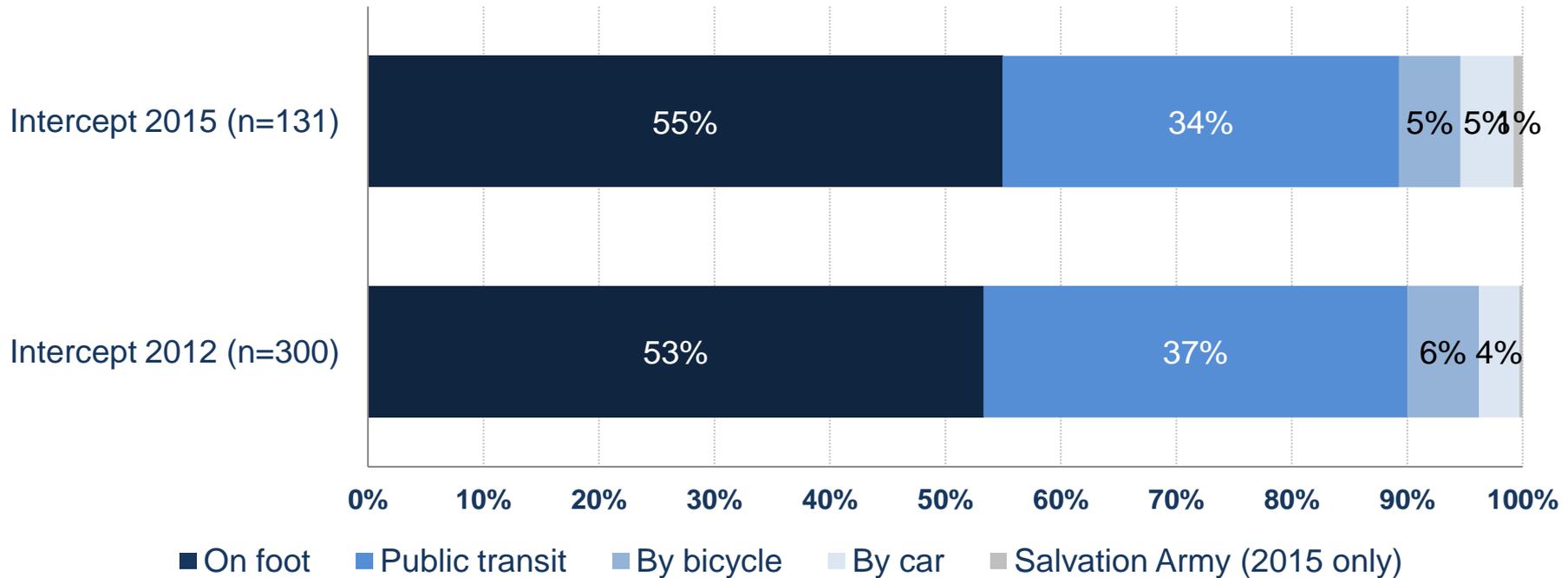


**QUESTION** – Why do you visit the Main branch? Please select as many reasons as apply.

# 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



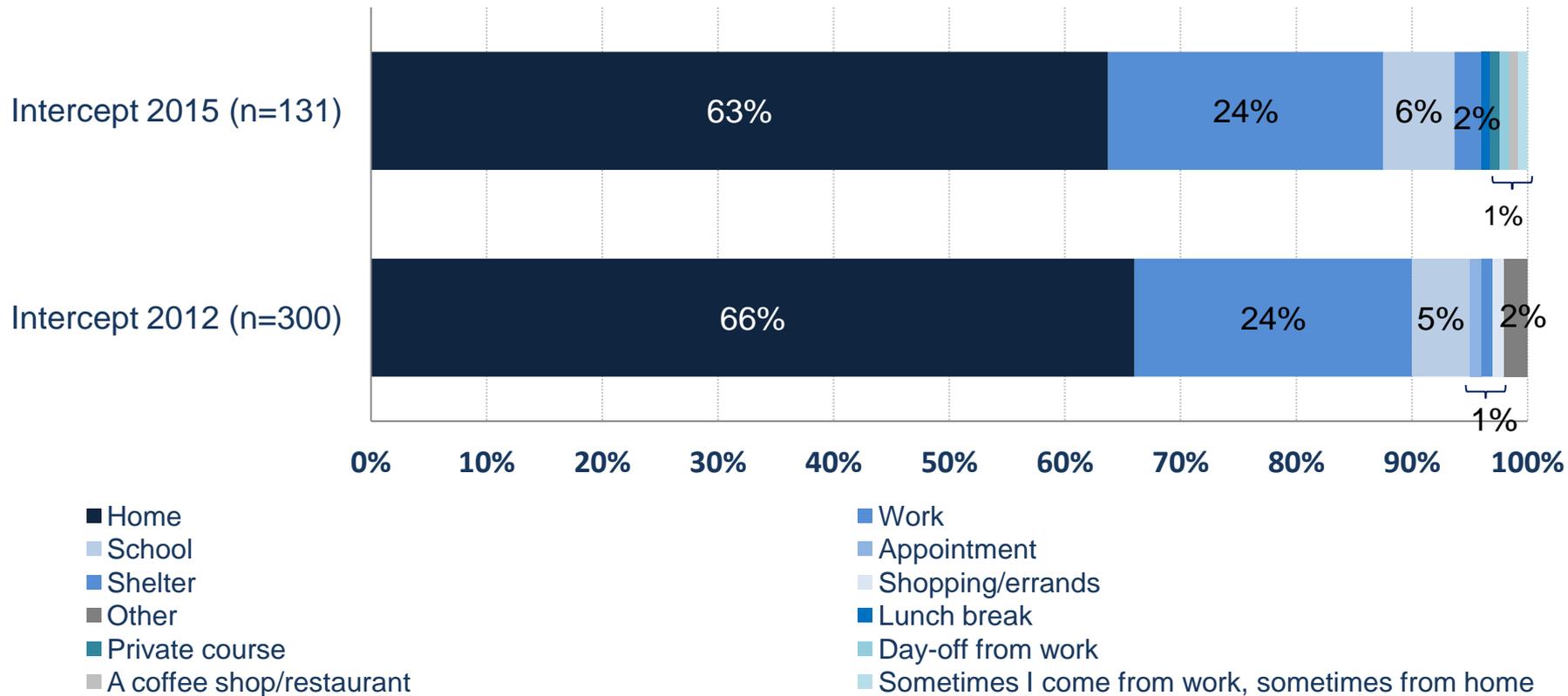
**\*Note: Charts may not add up to 100 due to rounding**

**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

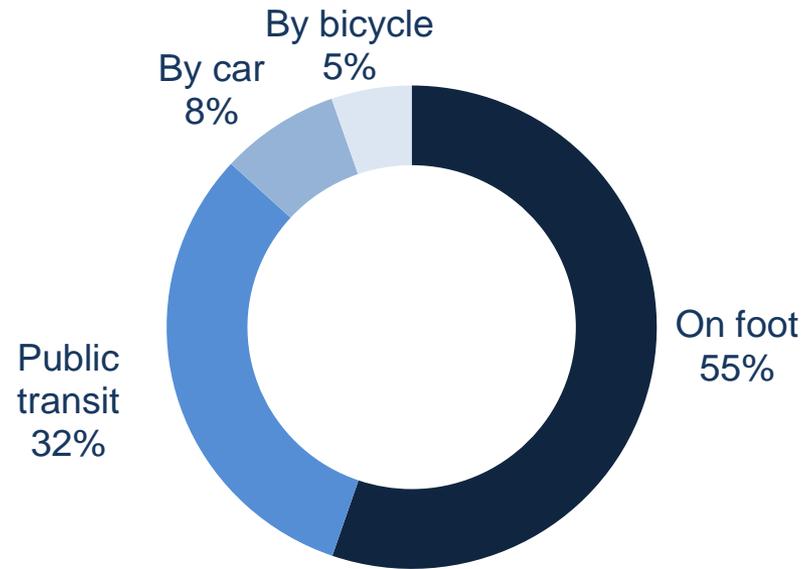


**\*Note: Charts may not add up to 100 due to rounding**

**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

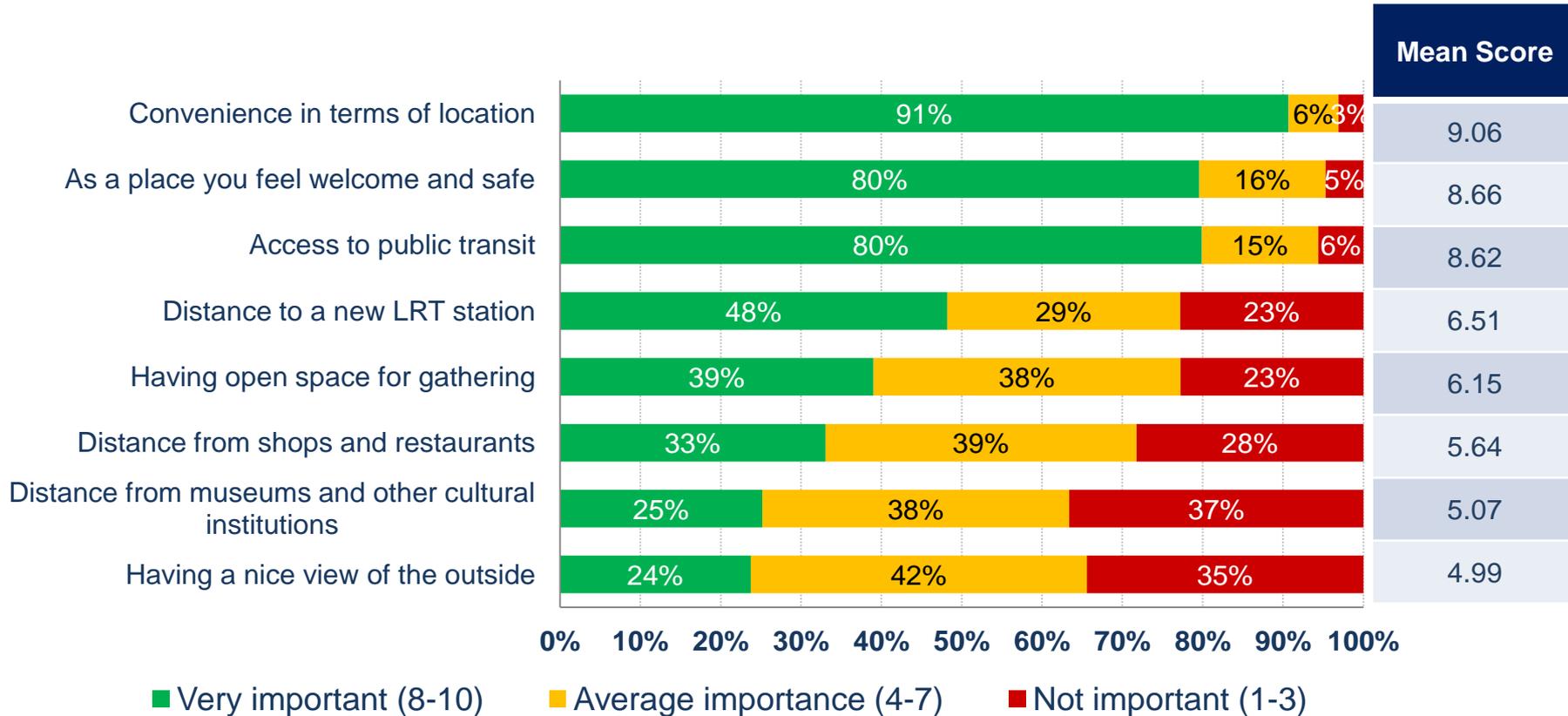


**\*Note: Charts may not add up to 100 due to rounding**

**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]

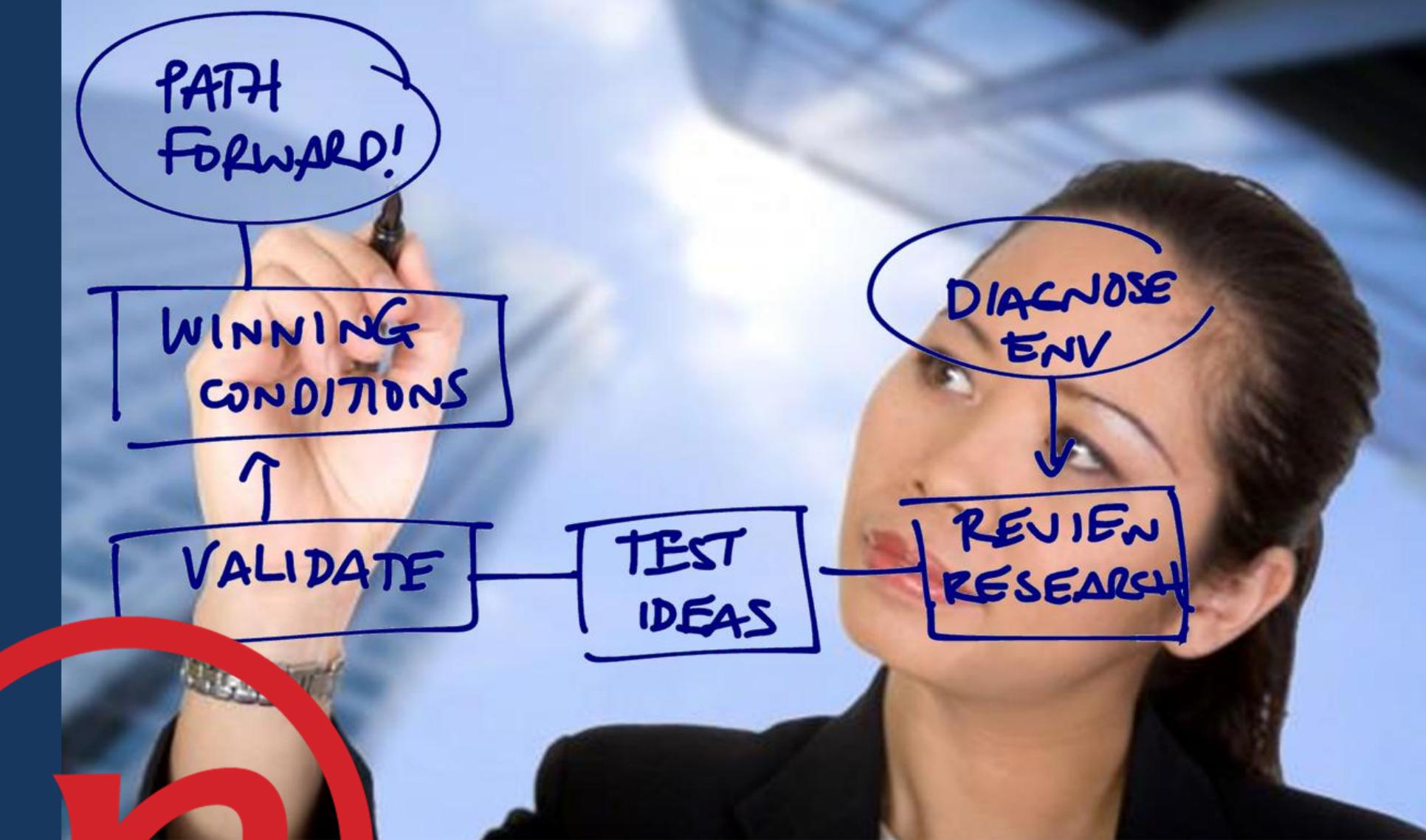
# Participant Profile

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.

<b>2015-714 - Ottawa Public Library Intercept</b>	
<b><u>Response Rate</u></b>	
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.



View our brochure

## **Nik Nanos** FMRIA

Chairman, Nanos Research Group  
Ottawa (613) 234-4666 ext. 237  
Washington DC (202) 697-9924  
[nnanos@nanosresearch.com](mailto:nnanos@nanosresearch.com)

## **Richard Jenkins**

Vice President, Nanos Research  
Ottawa (613) 234-4666 ext. 230  
[rjenkins@nanosresearch.com](mailto:rjenkins@nanosresearch.com)

# 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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



## 2015-715 Ottawa Public Library – STAT SHEET

		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 Centrepoint	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%

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



## 2015-715 Ottawa Public Library – STAT SHEET

---

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%
<b>Total</b>	<b>197</b>	<b>100.0%</b>	<b>150.4%</b>

---

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

	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%

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

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%
<b>Total</b>	<b>471</b>	<b>100.0%</b>	<b>359.5%</b>

**Statistics**

Question 6 - On average, how often do you come to the Main branch each year? (times per year) [Open-ended]

N	Valid	124
	No answer	7
Mean		99.4597

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

**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

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

.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		
<b>Total</b>	<b>131</b>	<b>100.0</b>		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

**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

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

.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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

**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
	<b>Total</b>	<b>131</b>	<b>100.0</b>	<b>100.0</b>	

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



## 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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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	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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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	Very important(10)	74	56.5	59.7	59.7
12 -	9	16	12.2	12.9	72.6
Access to	8	9	6.9	7.3	79.8
public	5	8	6.1	6.5	86.3
transit	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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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			

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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	Very important(10)	27	20.6	22.0	22.0
16 -	5	21	16.0	17.1	39.0
Having	Not at all important(1)	16	12.2	13.0	52.0
open	7	15	11.5	12.2	64.2
spaces for	8	14	10.7	11.4	75.6
gathering	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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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 -	Not at all important(1)	30	22.9	24.6	24.6
Having a nice view of the outside	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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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	Very important(10)	79	60.3	62.2	62.2
18 - As a	8	13	9.9	10.2	72.4
place you	9	9	6.9	7.1	79.5
feel	7	7	5.3	5.5	85.0
welcome	5	6	4.6	4.7	89.8
and safe	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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



## 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

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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
	<b>Total</b>	<b>131</b>	<b>100.0</b>	<b>100.0</b>	

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



## 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

---

---

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



## 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

---

---

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



## 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

---

---

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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		

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**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

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



## 2015-715 Ottawa Public Library – STAT SHEET

---

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		

---

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



## 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

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



## 2015-715 Ottawa Public Library – STAT SHEET

---

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		
<b>Total</b>	<b>131</b>	<b>100.0</b>		

---

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

**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

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

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

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

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		
<b>Total</b>	<b>131</b>	<b>100.0</b>		

**Statistics**

Question 27 - What year were you born?

N	Valid	131
	No answer	0
Percentiles	25	1963.00
	50	1972.00
	75	1983.00

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

**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

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



## 2015-715 Ottawa Public Library – STAT SHEET

---

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

---

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



## 2015-715 Ottawa Public Library – STAT SHEET

---

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	

---

---

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

**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	

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)



**2015-715 Ottawa Public Library – STAT SHEET**

	Responses		Percent of Cases	
	N	Percent		
Question 31 - Arabic	9	8.0%	11.4%	
What language, other than English, do you speak in your household? (select as many as apply)	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%
<b>Total</b>		<b>113</b>	<b>100.0%</b>	<b>143.0%</b>

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%.

[www.nanosresearch.com](http://www.nanosresearch.com)