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

Cardholder Survey Summary

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

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

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

- **Usual reason for visit** – Picking up their holds (23%) or looking for materials to check out (23%) are the most frequently cited reasons for users visiting the Main branch. Eight percent of users visit the Main branch to read, while eight percent visit to do research. Seven percent of users cite buying used books as the reason for their visits, while four percent visit to use the free Wi-Fi, to attend a program and to use a public computer respectively. Library users also cited donating books, to study, to take their kids, and to work (three percent respectively).

- **Why the Main branch is not their primary branch** – Of those who said that Main branch is not their primary branch (32 users), the most frequently mentioned reason is that there is another branch that is closer to their home (18 of 32 users). Also mentioned was a lack of parking (five of 32 users), or that they don't feel comfortable going to the Main branch (three of 32). Two users each prefer another branch, or use multiple branches.

- **Ways to encourage using the Main branch** – Nineteen percent of Library users said a newer/cleaner/more attractive building with a better layout would encourage them to visit the Main branch more often. Sixteen percent of users mentioned if new/different and more interesting classes and programs were offered then they would visit more often, while 14% suggested offering a better selection/more variety in the selection of materials. Eight percent said that nothing could make them increase their visits to the Main branch, while six percent respectively feel offering a quiet place to work/read, longer hours of operation, and better lighting would encourage them. Responses with three percent were improving parking, and that they visit frequently already. Two percent respectively mentioned they would use the Main branch more if they had more time, if it had more areas for meeting/socializing, and if there weren't so many homeless people in the library.

- **What is missing from the Main branch** – Library users most frequently mention a clean/bright/architecturally interesting and accessible building as something that is missing from the Main branch (21%). A perceived lack of community/program/event spaces was also mentioned (14%), while eleven percent mentioned a lack of large/quiet places to work, study or lounge, and ten percent mentioned offering a larger/more varied collection.

- **Getting to the library** – The large majority of Library users usually get to the Main branch on foot (81%), while eight percent usually get there by bicycle. Seven percent most often utilize public transit, while three percent use a car.

- **Where do they come from** – Most Library users usually come from home when they visit the Main branch (68%), while less than a third of users (29%) usually go there from work. Two percent usually come from school, while less than one percent each said they come from their child's daycare, or from the University of Ottawa specifically.

- **Getting to work or school** – For those who usually come from work or school (162 of 557 users), 75% get there on foot, while 15% use public transit, and nine percent get there by bicycle.

- **Other important features –** Users had the option of listing other characteristics that they felt would be important for a future downtown Central Library. The most frequently mentioned was a downtown location (27%), followed by accessibility and the building being easy to walk to (18%). Also mentioned was a clean/bright building with better architecture so as to make it more of a landmark (13%), having a good selection of materials (nine percent), having comfortable/quiet work/reading spaces (eight percent), as well as exhibition/program/event spaces and helpful staff/longer hours, each with five percent. Four percent of those who offered a suggestion mentioned having a cafe or access to food, and two percent mentioned bicycle storage/parking.

- **Ranking the top two most important** – Library users were asked to consider these characteristics and rank the top two most important to them personally.

- **First ranked** – Being a place they feel safe and access to public transit were the two characteristics that users most frequently ranked first (16% respectively). Also frequently ranked first was being a place they feel welcome (14%) and having good lighting inside (11%).

- **Second ranked** – Being a place they feel welcome and access to public transit were the most frequently second ranked characteristics for users (15% respectively). Having good lighting was also frequently ranked as the second most important item by Library users (13%), as was being a place they feel safe (11%).

- **Willingness to travel to a downtown Library by public transit –** When asked how many minutes they would be willing to travel to a downtown Central Library by public transit, 22% of users said they would be willing to travel for 10 minutes, while 20% said they would be willing to travel for 15 minutes, and 18% said they would travel for 20 minutes. Thirteen percent said they would not be willing to travel to a downtown Central Library by public transit, while 11% would be willing to travel up to 30 minutes. The mean answer given by users was 14.6 minutes.

- **Willingness to travel to a downtown Library on foot –** Twenty-eight percent of users said they are willing to travel up to 20 minutes on foot to a downtown Central Library, while 25% said they would travel up to 15 minutes on foot. Twenty-three percent said they would travel by foot for up to 30 minutes. The mean answer given by users was 21.6 minutes.

- **Willingness to travel to a downtown Library by car –** One-fourth of users (25%) said they would not be willing to travel at all by car to a downtown Central Library, while 20% would travel up to 10 minutes by car. Eighteen percent would travel by car for up to 15 minutes, while 16% would travel for up to five minutes. The mean answer given by users was 10.4 minutes.

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

Participant Profile

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

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

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

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

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

5

Importance Dashboard

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

Reasons for Visiting the Main Branch

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

Use of Main Branch
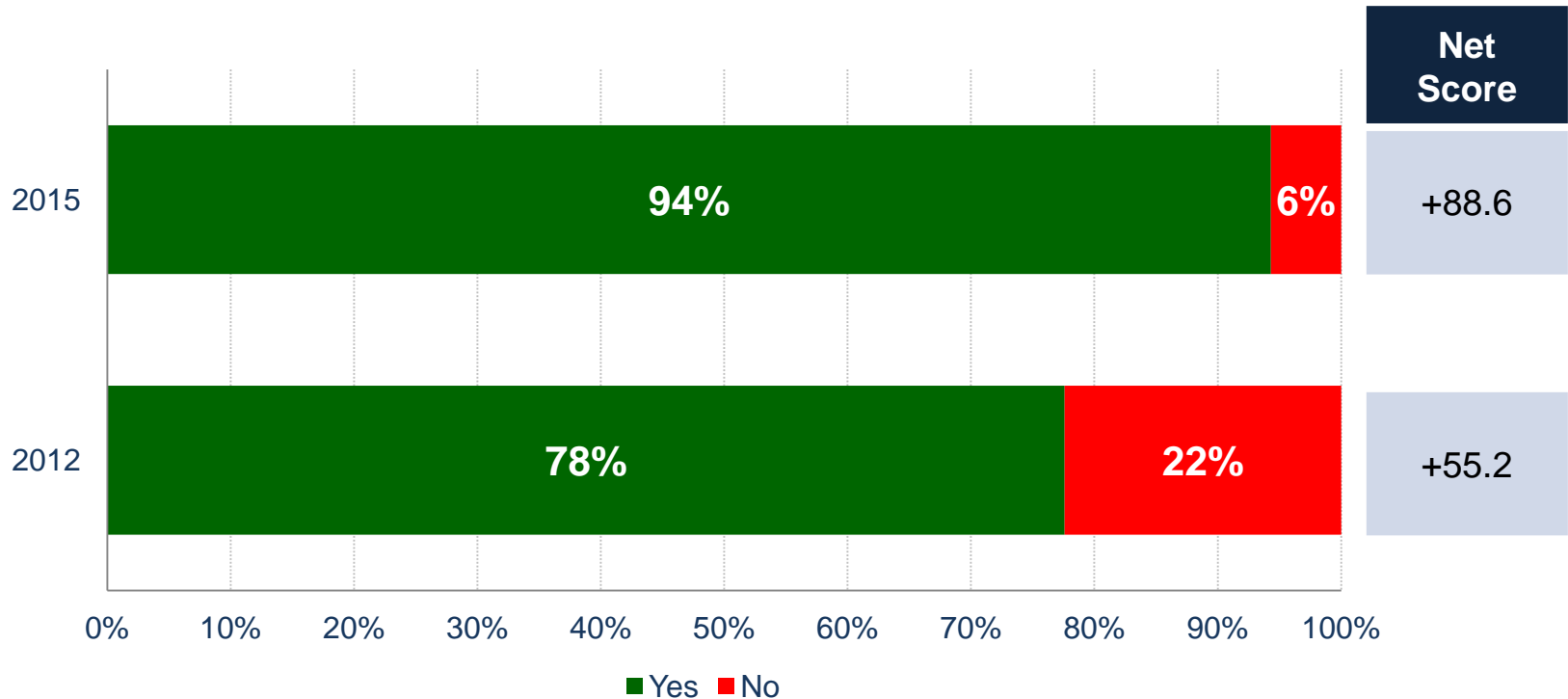
Net Score
+88.6

No
6%

Yes
94%

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

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

Use of Main Branch

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

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

		Net Score
2015	94% / 6%	+88.6
2012	78% / 22%	+55.2

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Yes ■ No

*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?

9

Use of Main Branch - Reasons

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

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

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

Profile – Other Branches

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

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

*Based on multiple mentions

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

Profile – Average Visits Per Year

Mean Response (2012)	Mean Response (2015)
29.7	32.9

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

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

Reasons to Visit More Often

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

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

Reasons to Visit More Often

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

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

Features Missing from Main Branch

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

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

Profile – Length of Visits

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30th to November 7th, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.
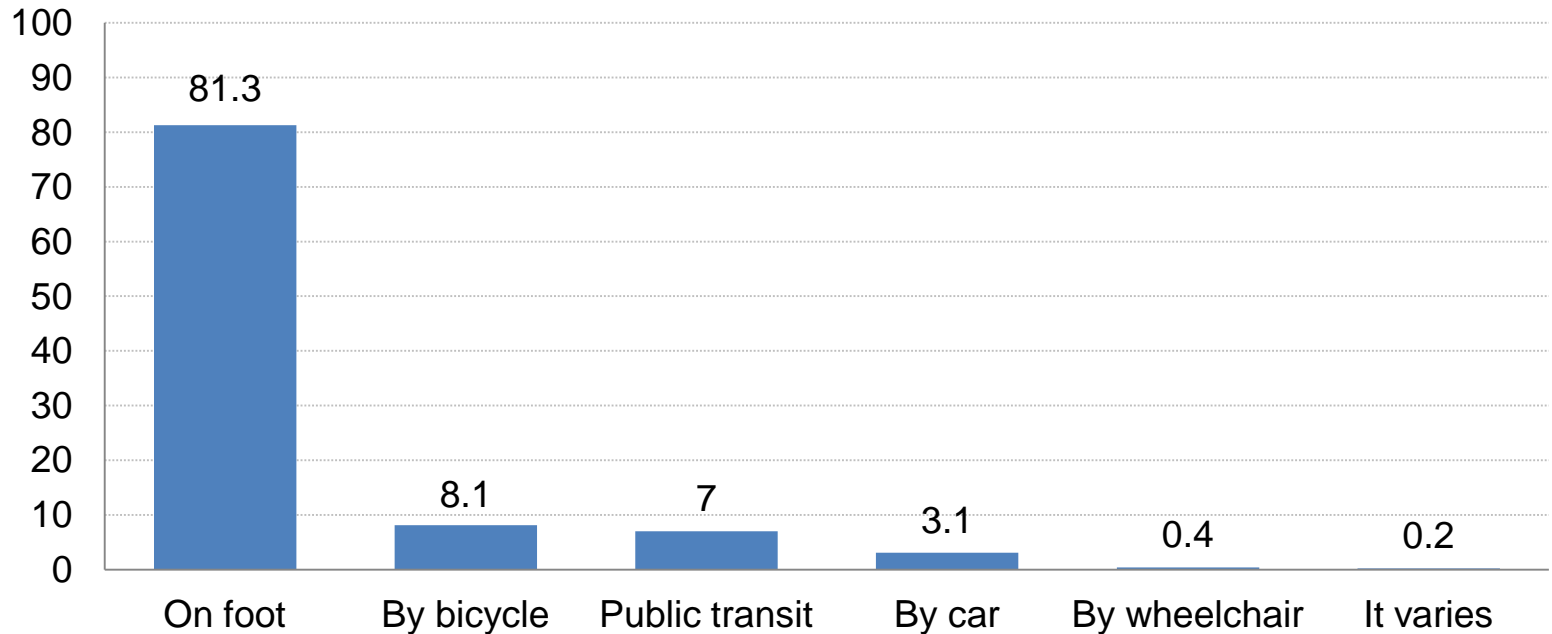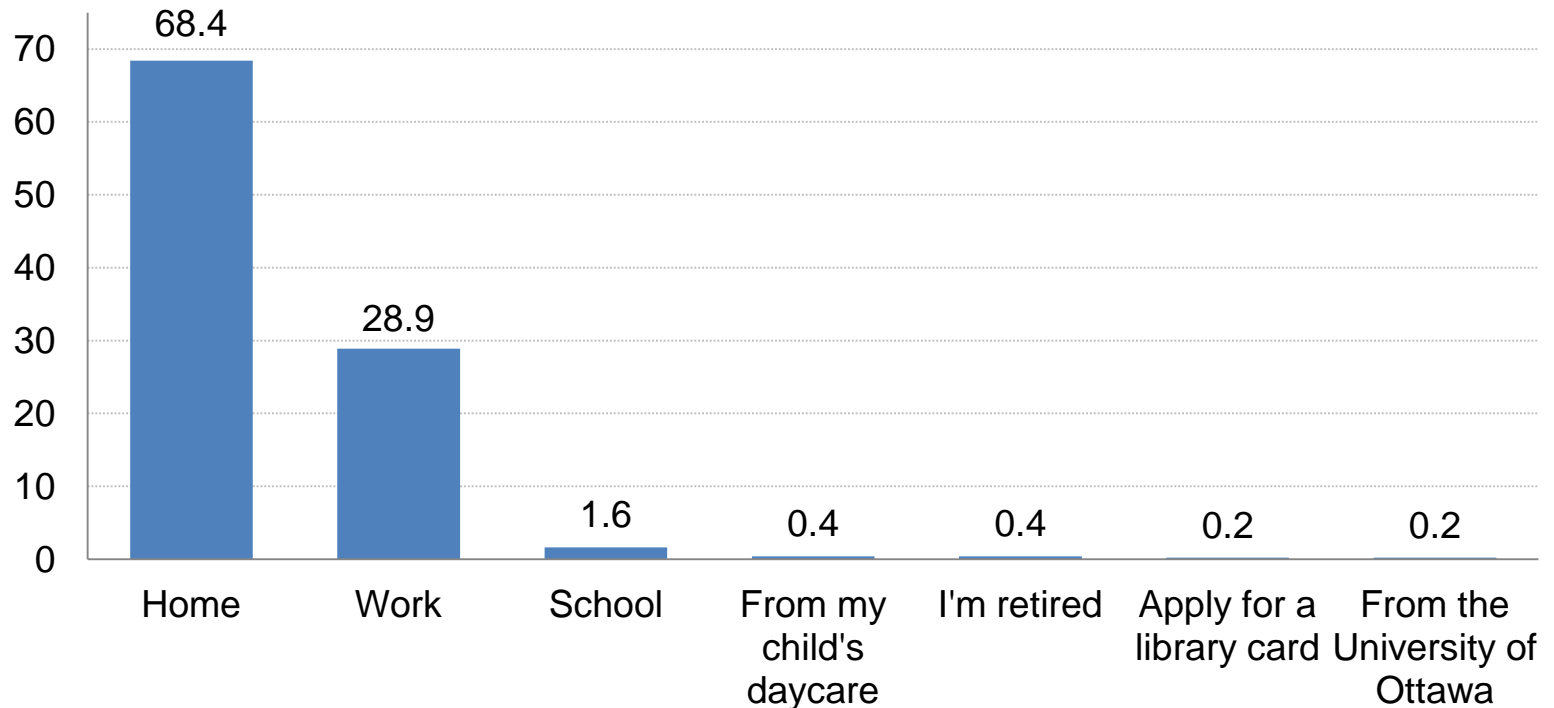
Source: Nanos Research, random online survey of 527 Ottawa Public Library card holders who identified the Main branch as their primary branch, May 10th to 30th, 2012, n=527, accurate 4.3 percentage points plus or minus, 19 times out of 20.

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

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

Primary Method of Getting to the Library

On foot	By bicycle	Public transit	By car	By wheelchair	It varies
81.3	8.1	7	3.1	0.4	0.2

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

Where People Come From

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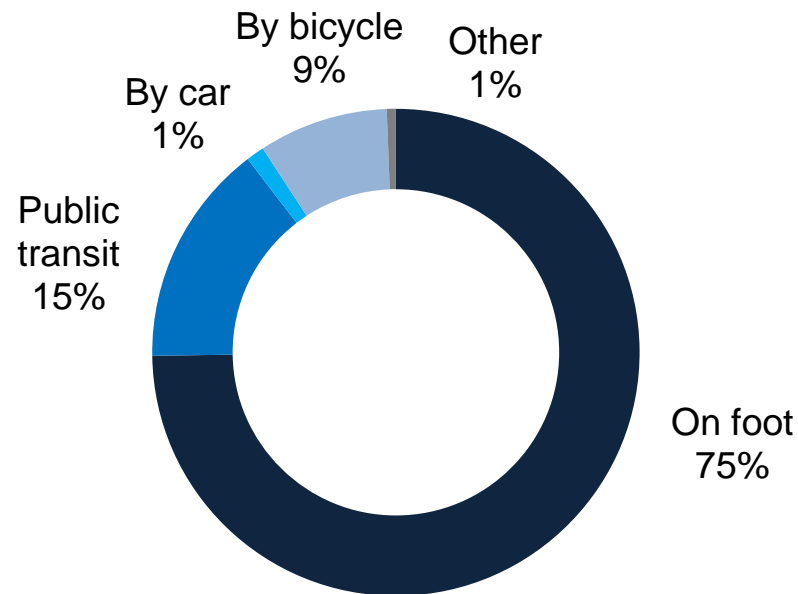

QUESTION – Do you most often come from....

Means By Which People Got to Work or School

By bicycle
9%

Other
1%

By car
1%

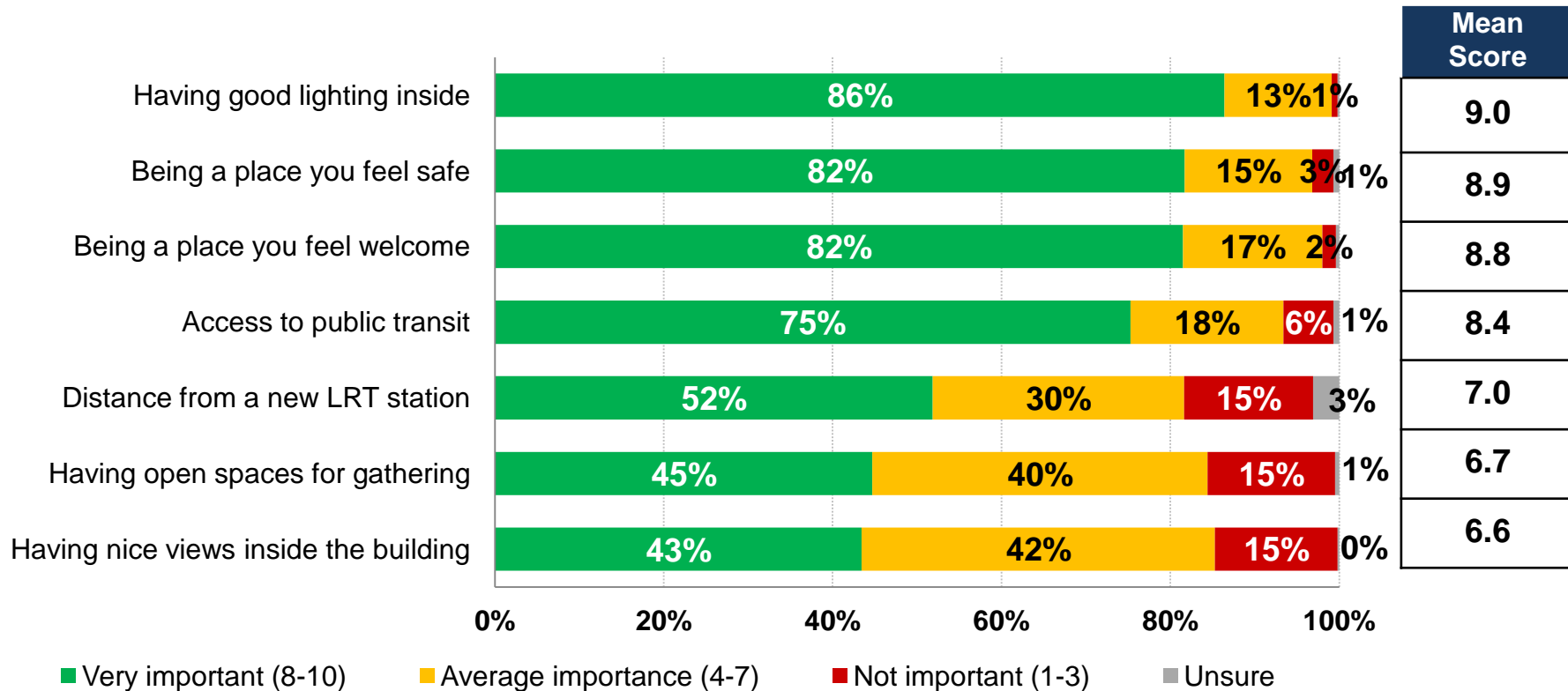Public transit
15%

On foot
75%

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

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

Important Characteristics of the Library

Characteristic	Very important (8-10)	Average importance (4-7)	Not important (1-3)	Unsure	Mean Score
Having good lighting inside	86%	13%	1%		9.0
Being a place you feel safe	82%	15%	3%	1%	8.9
Being a place you feel welcome	82%	17%	2%		8.8
Access to public transit	75%	18%	6%	1%	8.4
Distance from a new LRT station	52%	30%	15%	3%	7.0
Having open spaces for gathering	45%	40%	15%	1%	6.7
Having nice views inside the building	43%	42%	15%	0%	6.6

Legend: ■ Very important (8-10) ■ Average importance (4-7) ■ Not important (1-3) ■ Unsure
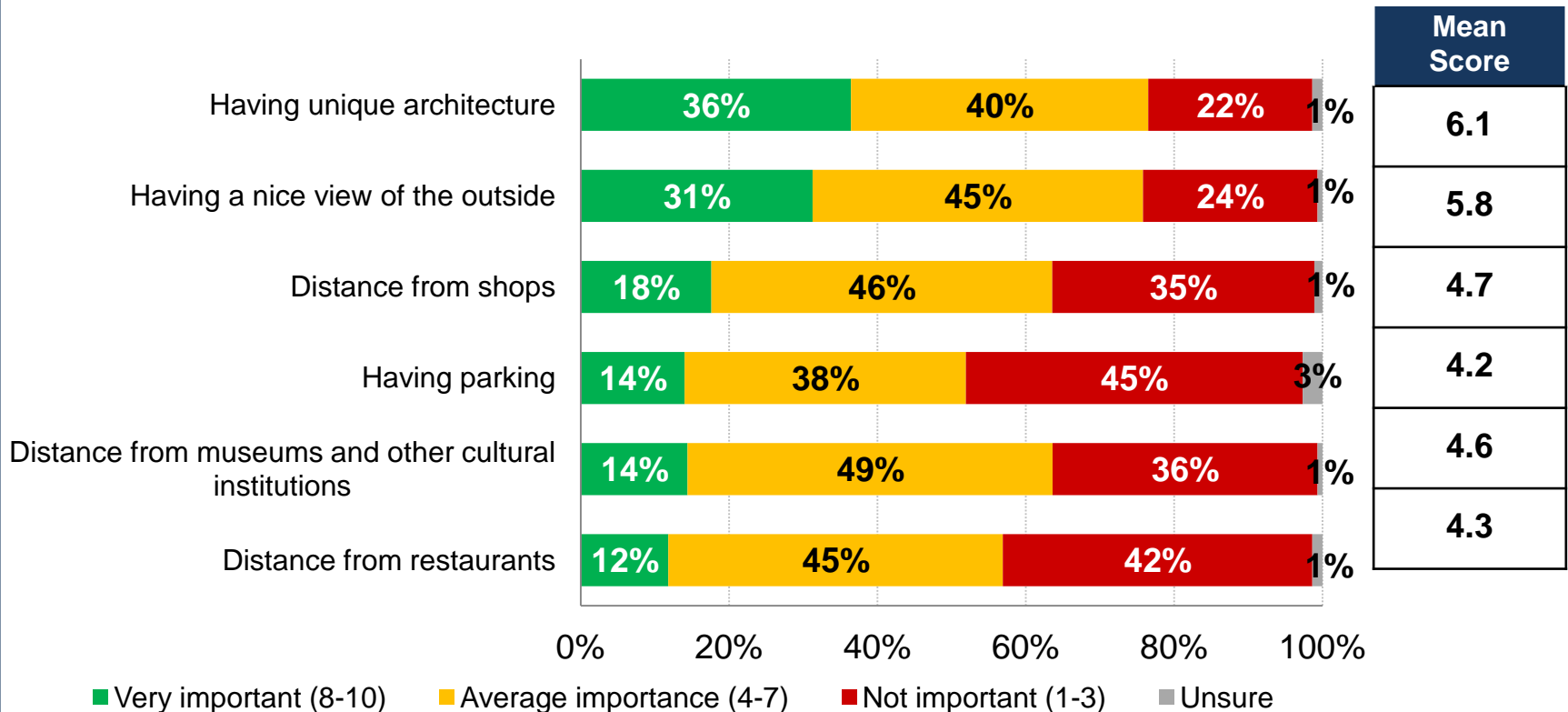
*Note: Charts may not add up to 100 due to rounding

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

Important Characteristics of the Library

Characteristic	Very important (8-10)	Average importance (4-7)	Not important (1-3)	Unsure	Mean Score
Having unique architecture	36%	40%	22%	1%	6.1
Having a nice view of the outside	31%	45%	24%	1%	5.8
Distance from shops	18%	46%	35%	1%	4.7
Having parking	14%	38%	45%	3%	4.2
Distance from museums and other cultural institutions	14%	49%	36%	1%	4.6
Distance from restaurants	12%	45%	42%	1%	4.3

Legend: ■ Very important (8-10) ■ Average importance (4-7) ■ Not important (1-3) ■ Unsure

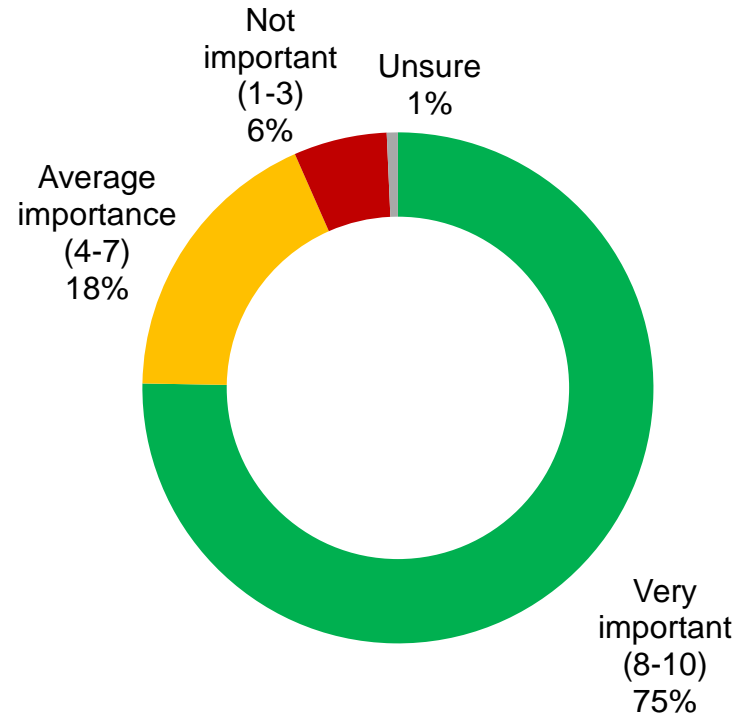***Note: Charts may not add up to 100 due to rounding**

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

Access to Public Transit

Mean Score

8.4

Not important (1-3) 6%

Unsure 1%

Average importance (4-7) 18%
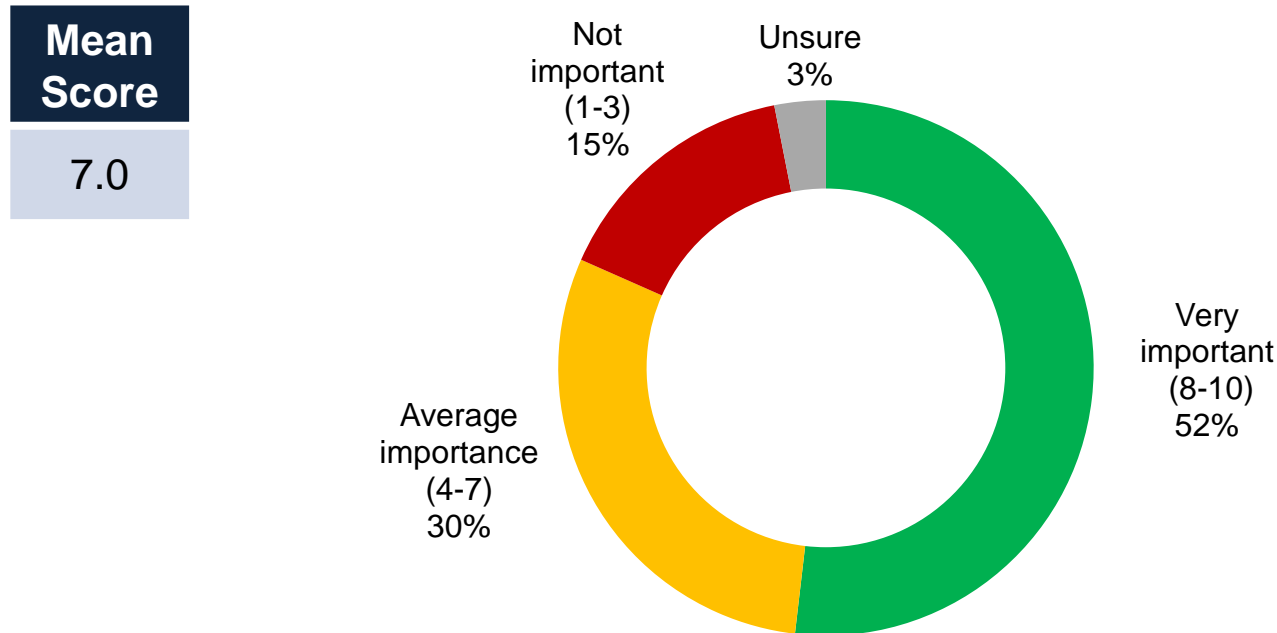
Very important (8-10) 75%

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

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

Access to public transit

Distance from a New LRT Station

Mean Score

7.0

Not important (1-3) 15%

Unsure 3%

Very important (8-10) 52%

Average importance (4-7) 30%

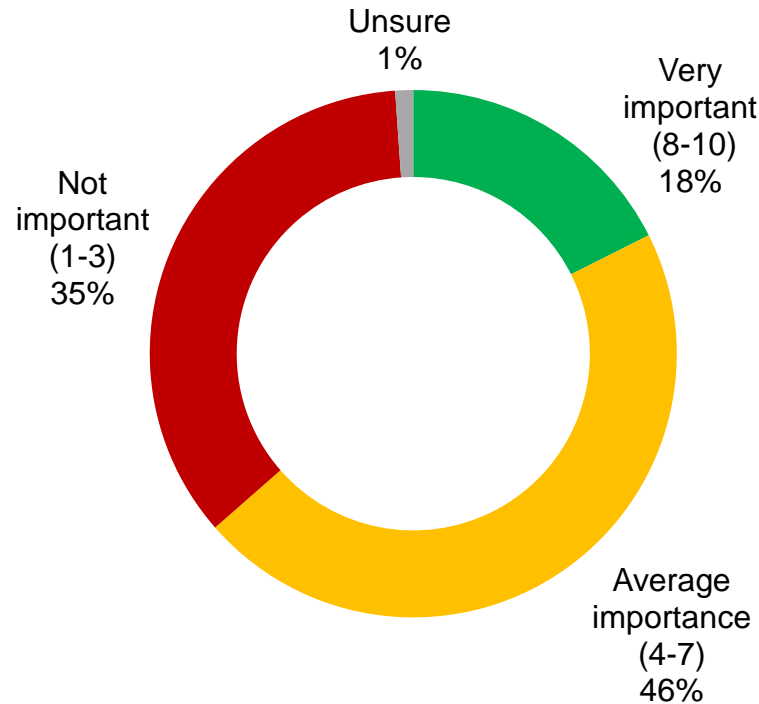***Note: Charts may not add up to 100 due to rounding**

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

Distance from a new LRT station

Distance from Shops

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

Mean Score
4.7

Unsure
1%

Very important
(8-10)
18%

Not important
(1-3)
35%

Average importance
(4-7)
46%

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

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

Distance from shops

24

Distance from Restaurants

Mean Score

4.3

Unsure
1%

Very important
(8-10)
12%

Not important
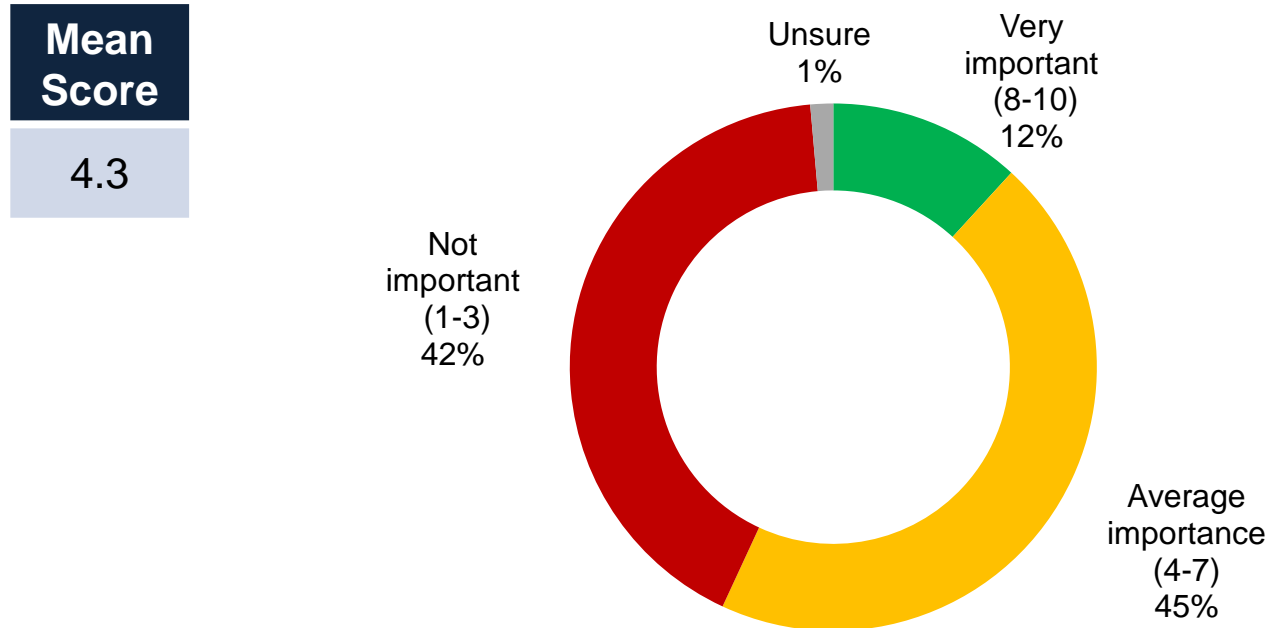(1-3)
42%

Average importance
(4-7)
45%

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

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

Distance from restaurants

Distance from Museums and Cultural Institutions

Mean Score
4.6

Unsure
1%

Very important (8-10)
14%

Not important (1-3)
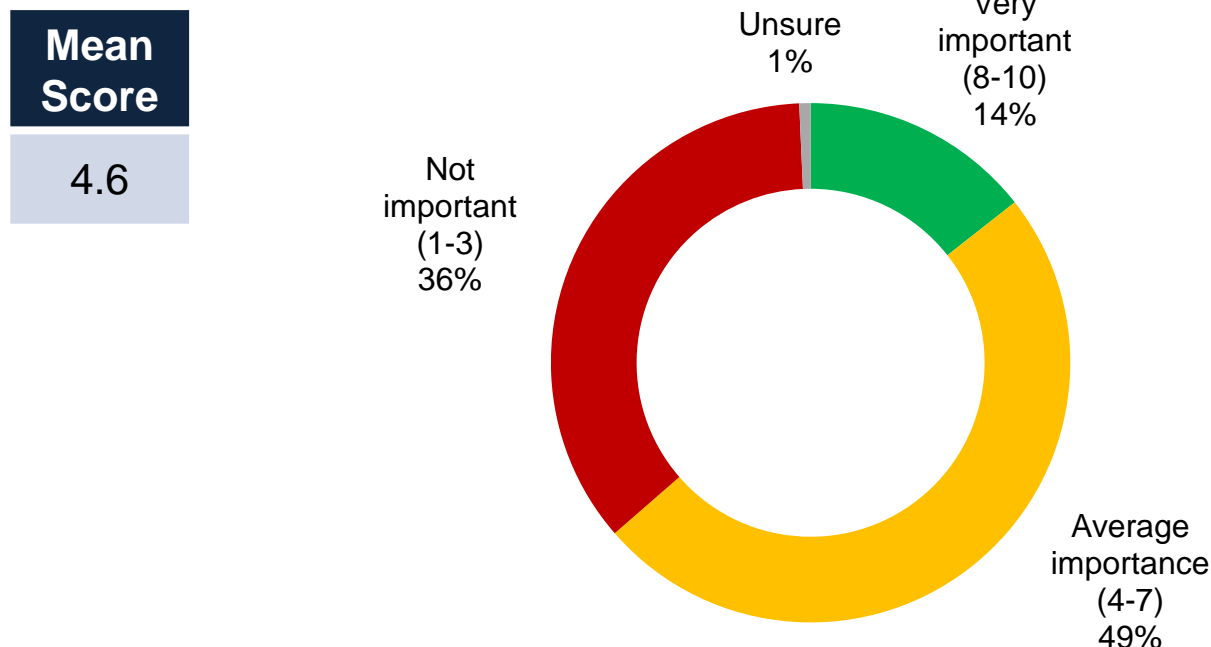36%

Average importance (4-7)
49%

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

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

Distance from museums and other cultural institutions

Having Open Spaces for Gathering

Mean Score
6.7

Not important (1-3) 15%

Unsure 1%

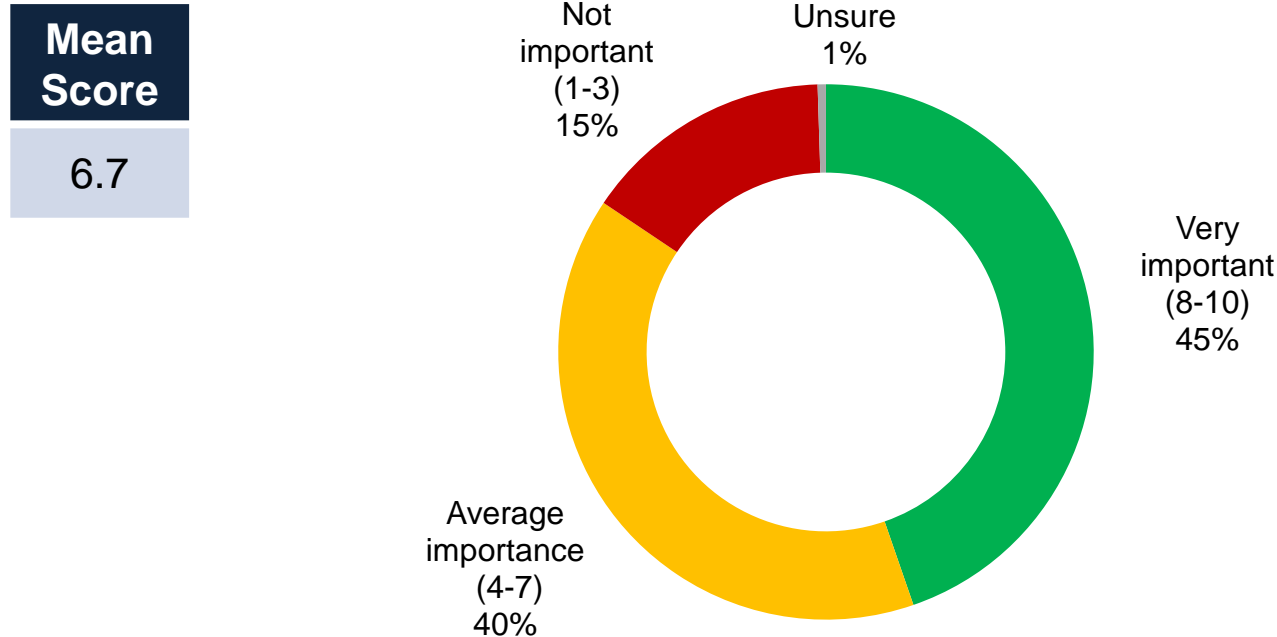Very important (8-10) 45%

Average importance (4-7) 40%

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

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

Having open spaces for gathering

Having a Nice View of the Outside

Mean Score

5.8

Unsure
1%

Not important
(1-3)
24%

Very important
(8-10)
31%

Average importance
(4-7)
45%

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

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

Having a nice view of the outside

Having Nice Views Inside the Building

Mean Score

6.6

Not important (1-3) 15%

Very important (8-10) 43%

Average importance (4-7) 42%

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

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

Having nice views inside the building

Having Unique Architecture

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30th to November 7th, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.
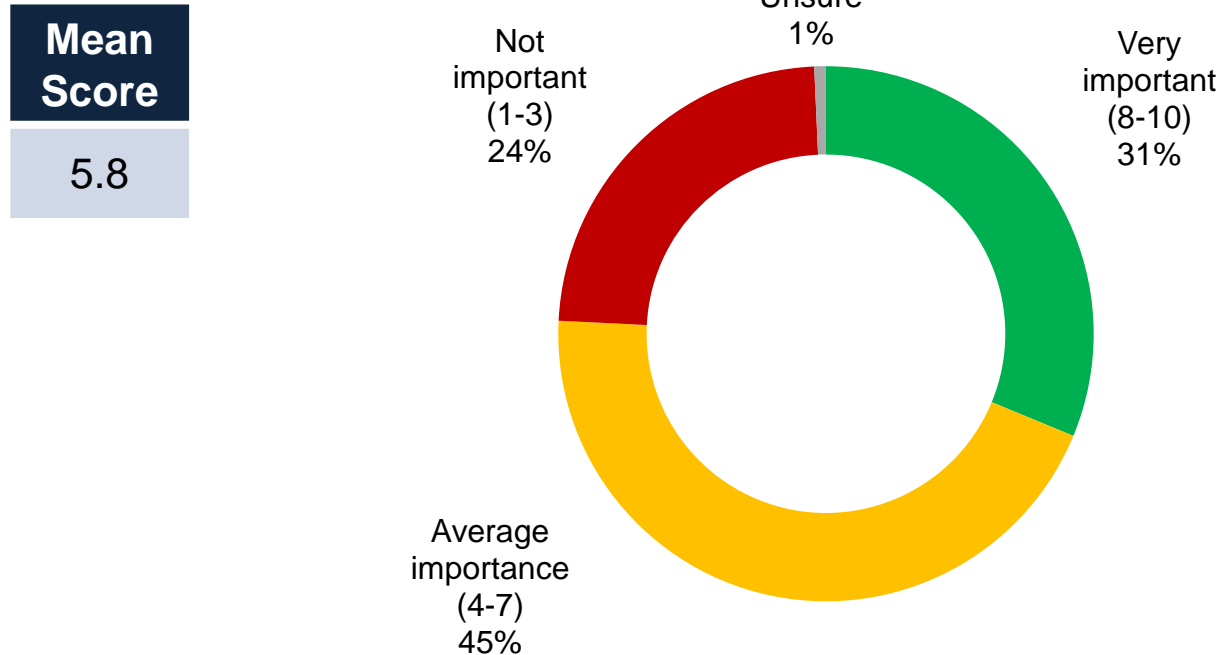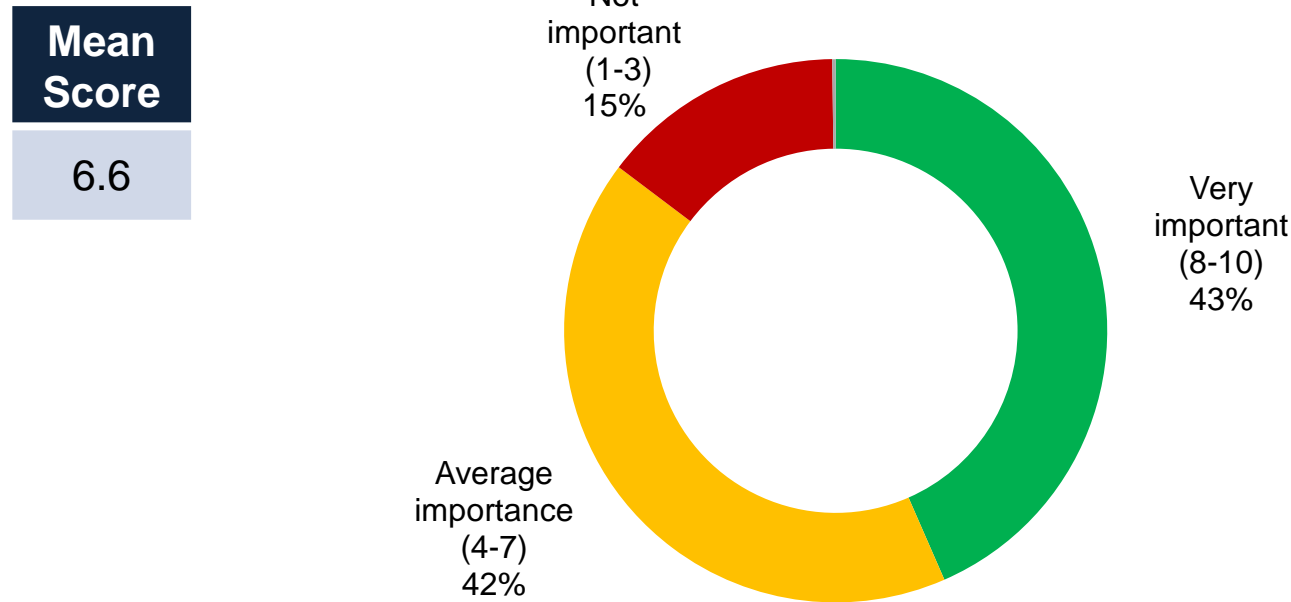
Mean Score
6.1

Unsure
1%

Not important (1-3)
22%

Very important (8-10)
37%

Average importance (4-7)
40%

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

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

Having unique architecture

Having Good Lighting Inside

Mean Score
9.0

Average importance (4-7) 13%

Not important (1-3) 1%

Very important (8-10) 86%

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

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

Having good lighting inside

31

Being a Place You Feel Welcome

Source: Nanos Research, online survey of 557 Ottawa Public Library card holders who selected Main as their primary branch and reside in the catchment area, October 30th to November 7th, 2015, n=557. As this was an opt-in survey of users, no margin of error applies.
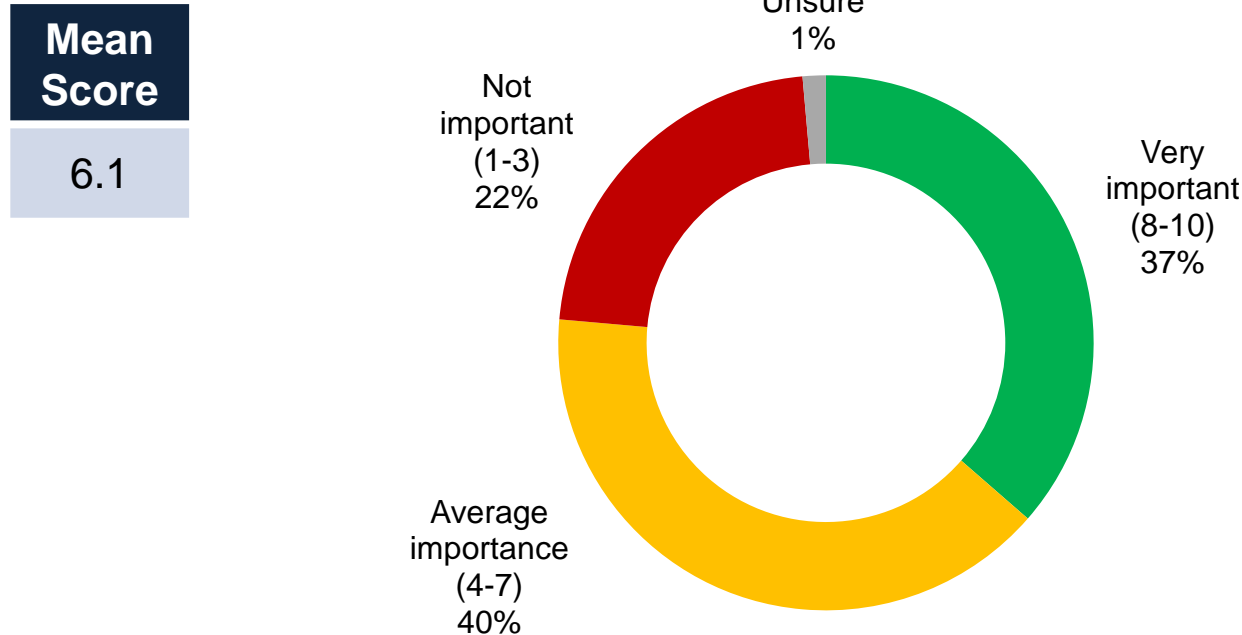
Mean Score
8.8

Not important (1-3) 2%

Average importance (4-7) 17%

Very important (8-10) 82%

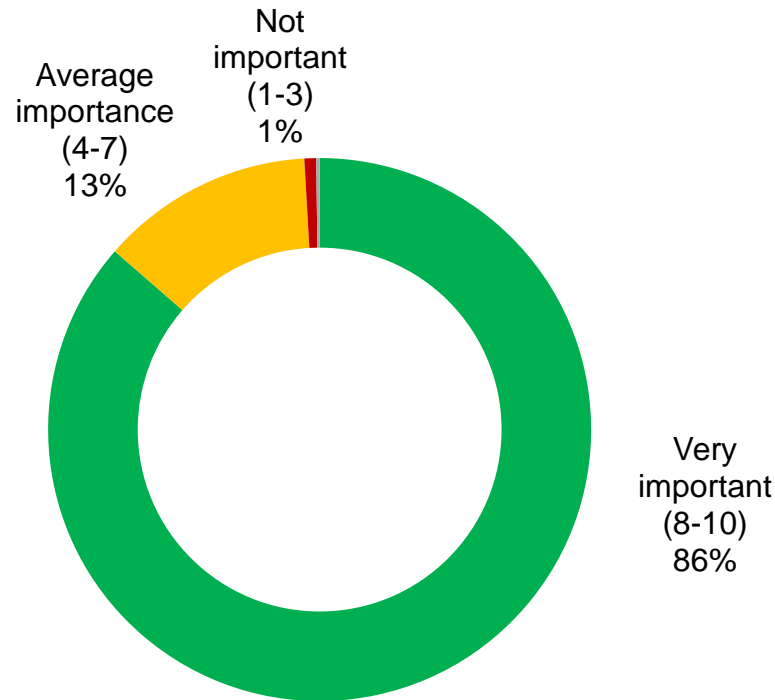***Note: Charts may not add up to 100 due to rounding**

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

Being a place you feel welcome

Being a Place You Feel Safe

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

Mean Score
8.9

Not important (1-3) 3%

Unsure 1%

Average importance (4-7) 15%

Very important (8-10) 82%

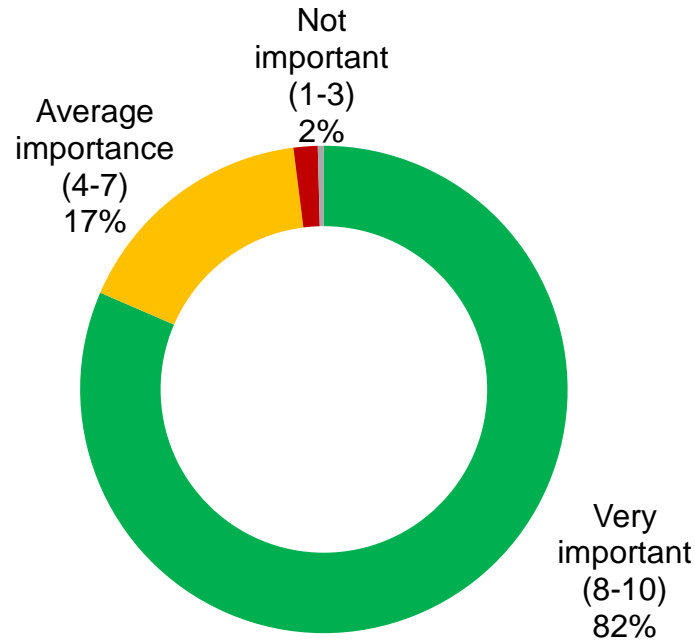***Note: Charts may not add up to 100 due to rounding**

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

Being a place you feel safe

Having Parking

Mean Score
4.2

Unsure
3%

Very important
(8-10)
14%

Not important
(1-3)
45%
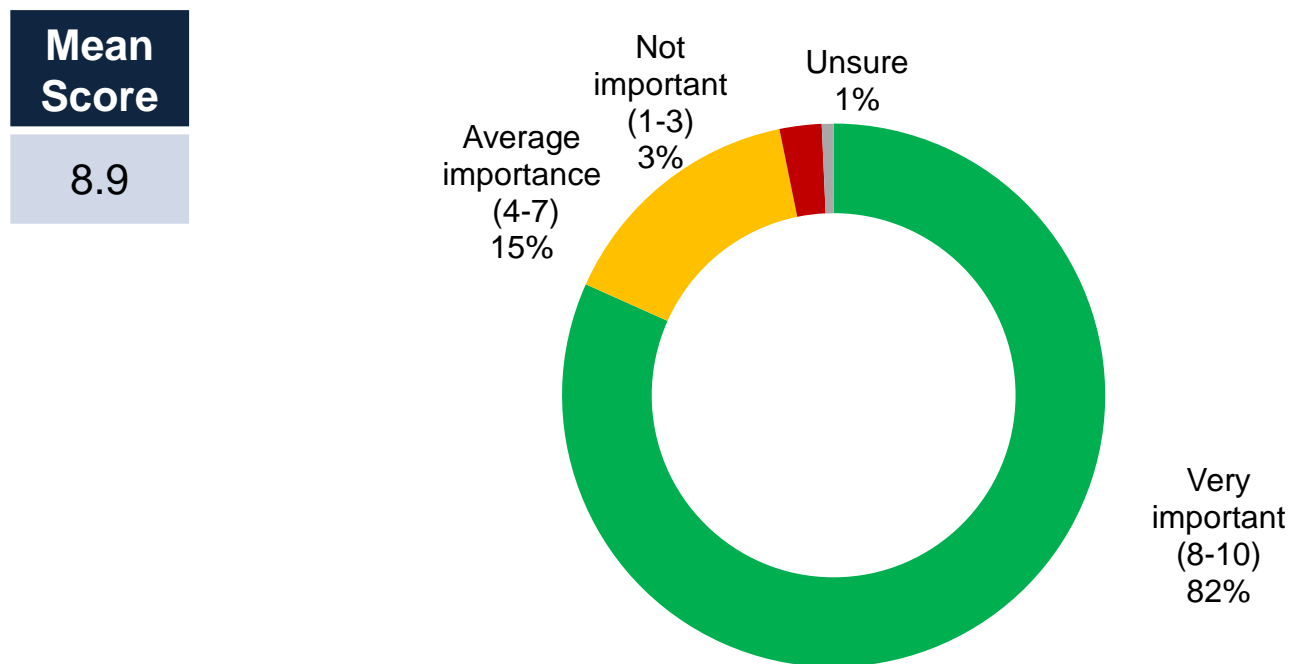
Average importance
(4-7)
38%

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

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

Having parking

34

Other

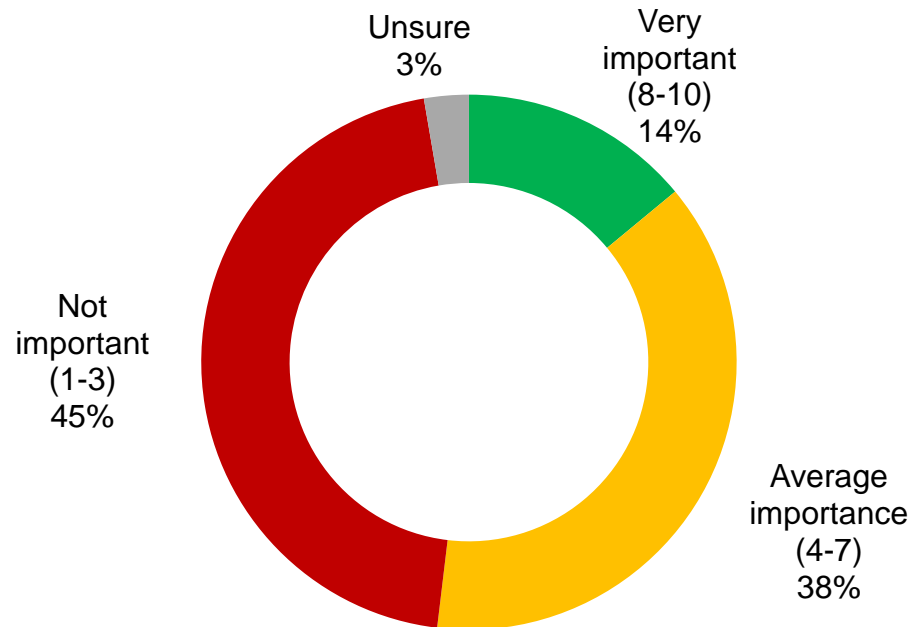| Other - Item	Frequency (n=187)
Downtown location	27.3%
Accessibility/easy to walk to	18.2%
Clean/bright building/ better architecture so as to be a landmark	12.8%
A good selection of materials	9.1%
Comfortable/quiet work/reading spaces	7.5%
Exhibition/program/event spaces	4.8%
Helpful staff/more washrooms/longer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

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

Other (please specify)

Most Important Items to Customers

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

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

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

Most Important Items to Customers

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

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

Willingness to Travel by Public Transit

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

Mean Score
14.6 minutes

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

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

Willingness to Travel by Foot

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

Mean Score
21.6 minutes

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

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

Willingness to Travel by Car

Mean Score
10.4 minutes

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

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

Other Comments

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

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

Methodology

42
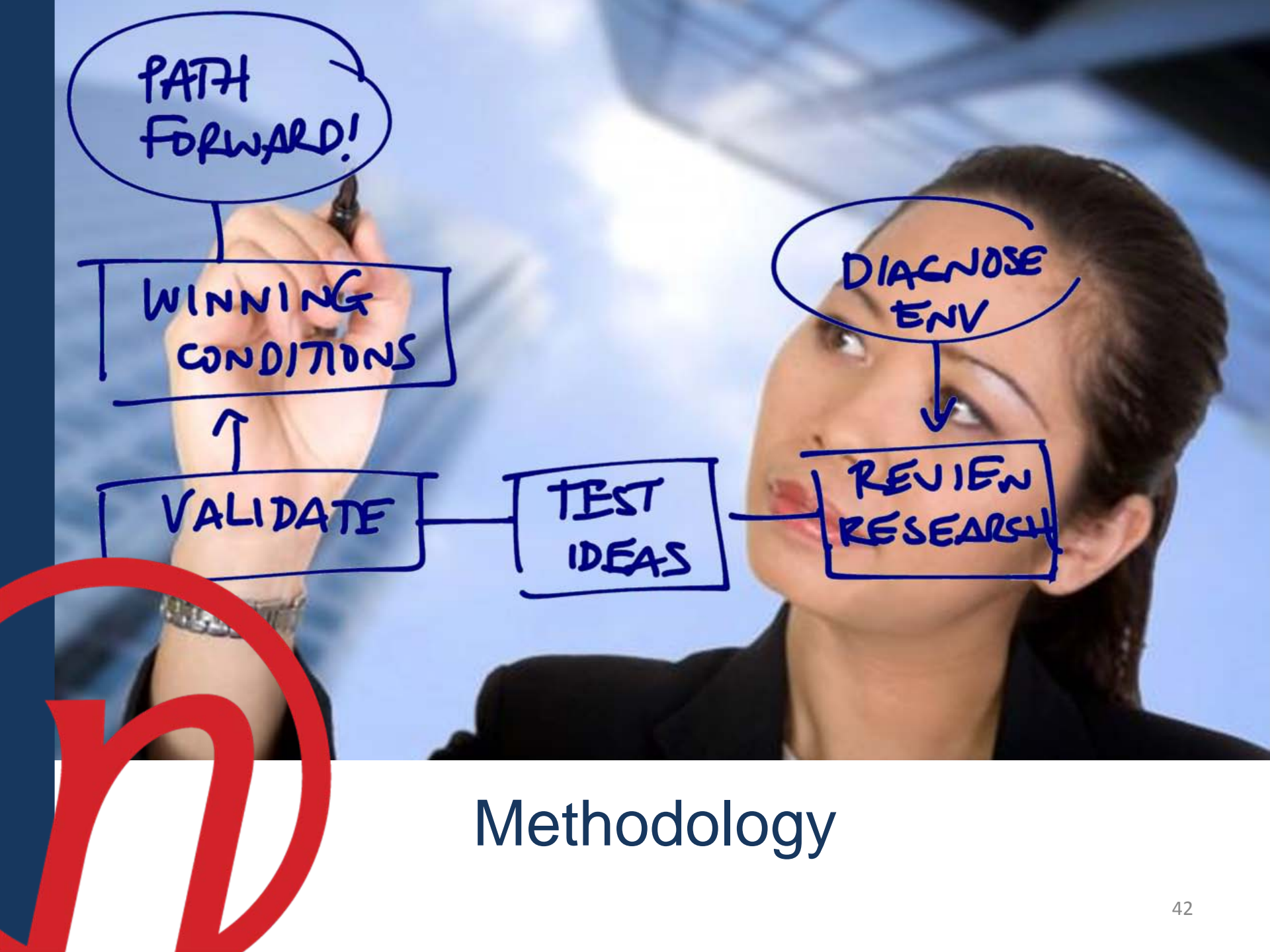
Methodology

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

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

The research was commissioned by the Ottawa Public Library.

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

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

About Nanos

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

View our brochure

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

Richard Jenkins
Vice President, Nanos Research
Ottawa (613) 234-4666 ext. 230
rjenkins@nanosresearch.com

Technical Note

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

Technical Note

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

Tabulations

NANOS

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

NANOS

2015-729 Ottawa Public Library User Survey − STAT SHEET

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

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

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

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

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

2015-729 Ottawa Public Library User Survey − STAT SHEET

Statistics

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

N	Valid	547
	No answer	10
Mean		32.9433

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

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

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

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

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

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

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

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

Nanos conducted an online survey of 557 cardholders of the Ottawa Public Library, 18 years of age or older, between October 30th and November 7th, 2015. Since respondents opted to participate at the request of the Ottawa Public Library, no margin of error applies to the research.
www.nanosresearch.com
Page 12

2015-729 Ottawa Public Library User Survey – STAT SHEET

Statistics

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

N	Valid	535
	No answer	22
Mean		.7820

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

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

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

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

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

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

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

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

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

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

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

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

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

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

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

NANOS

2015-729 Ottawa Public Library User Survey − STAT SHEET

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

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

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

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

NANOS

2015-729 Ottawa Public Library User Survey − STAT SHEET

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

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

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

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

NANOS

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

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

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

NANOS

2015-729 Ottawa Public Library User Survey − STAT SHEET

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

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

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

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

NANOS

2015-729 Ottawa Public Library User Survey − STAT SHEET

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

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

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

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

NANOS

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

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

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

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

NANOS

2015-729 Ottawa Public Library User Survey – STAT SHEET

Statistics

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

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

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

Nanos conducted an online survey of 557 cardholders of the Ottawa Public Library, 18 years of age or older, between October 30th and November 7th, 2015. Since respondents opted to participate at the request of the Ottawa Public Library, no margin of error applies to the research.
www.nanosresearch.com
Page 31

2015-729 Ottawa Public Library User Survey − STAT SHEET

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

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

2015-729 Ottawa Public Library User Survey − STAT SHEET

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

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

NANOS

2015-729 Ottawa Public Library User Survey – STAT SHEET

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

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

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

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

2015-729 Ottawa Public Library User Survey − STAT SHEET

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

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

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

Nanos conducted an online survey of 557 cardholders of the Ottawa Public Library, 18 years of age or older, between October 30th and November 7th, 2015. Since respondents opted to participate at the request of the Ottawa Public Library, no margin of error applies to the research.
www.nanosresearch.com
Page 38