City of Ottawa Residents' impressions of a new Central Library

Library General Population Survey Summary

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

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

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

- **Use of the Main branch –** Two thirds of residents (61%) have a library card and 10% have access to the Ottawa Public Library either without a card or using the card of someone in their household. Of those who use the Library, 14% use the Main branch primarily and 25% use it occasionally.

- **Why Main is not their primary branch** – The location is inconvenient, or they don't live downtown (52%) is the main reason why Ottawa Public Library users living outside the catchment area do not consider the Main branch to be their primary branch. In addition, 40% use closer branches or have more convenient branches near their home. Very few residents of the catchment area do not consider the Main branch to be their primary branch.

- **Encouraging Main branch use** – When it comes to encouraging occasional or non-users of the Main branch to use the Main branch, 42% of those living outside the catchment area say the location of the Main branch is too far from their home or workplace to consider using. In addition, 19% of those living outside the catchment area feel that nothing could encourage them to use it more and 11% feel that if there was better parking they might be encouraged to use the Main Branch more. Within the catchment area, the Main branch is likely to be the primary branch.

- **Why do they use Main** –The most frequently mentioned reason for users, both inside and outside the catchment area, to visit the Main branch is to look for materials to check out (19% each). For residents in the catchment area, doing research (16%), picking up holds (13%), and reading (9%) are also reasons for visiting this branch. For those outside the catchment area, reading (11%), picking up holds (10%) and doing research (13%) are the main reasons.

- **How do they get to Main –** For those who visit the Main branch, public transit (32%) and getting there on foot (33%) are the most likely ways of getting to the Main branch followed closely by car (28%). Those who reside in the catchment area are much more likely to go to Main on foot (68%) compared to those outside of the catchment area (24%). As well, those outside the catchment are more likely to take public transit (34%) or their car (32%) compared those in catchment area (17% and 5% respectively). Overall, two percent of residents get to the Main branch by bicycle, while one percent respectively get there by taxi, or, by bike when its warm and on foot when its cold. Less than one percent each cited getting to the Main branch by car or by foot and by electric scooter. One percent of residents have books delivered so they have no need to go. For only those citizens outside the catchment area, five percent said they doesn't use the Main branch.

- **Where do they come from** – Residents who use the Main branch most frequently come from home (59%) or from work (34%) when they visit the Main branch, and two percent usually come from school. Residents in the catchment area are slightly more likely to come from home (67%) than those outside of the catchment area (58%). Three percent of residents overall most often go to the Main branch when they are already downtown or running errands, while one percent respectively don't use the Main branch, come from Library and Archives Canada or say its a split between home, work and school.

- **Getting to work or school** – Walking (49%) is the primary mode of getting to the Main branch for those who go there from work or school (35% go to Main from work or school). Public transit (31%) is the next most frequent mode followed by car (15%). Two percent of residents who come from work or school get there by bicycle, as well as by taxi. One percent get there by foot on weekdays and by car on weekends. Those outside of the catchment area are more likely to take a car (16%) than those in catchment area (seven percent).

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

- **Most important** – The most important characteristic for a future downtown Central Library is having good lighting with a mean score of 8.5 out of 10 (80% consider it important, 8-10 on a 10 point scale). This is followed by being a place where they feel safe (8.4) and a place they feel welcome (8.1).

- **Least important** – The external environment receives the least important ratings. Distance from shops (mean of 4.6 out of 10) and from restaurants (4.5) are the least important. In addition, only 23% rate having a nice view of the outside as an important characteristic of a future downtown Central Library (mean of 5.2).

- **Catchment versus Non-Catchment –** It is worth noting that distance from a new LRT station is more important to residents inside the catchment area, giving it a mean score of 7.7 out of 10 compared to 6.8 out of 10 from residents outside. In contrast, having parking is much more important to residents from outside the catchment area (6.9) compared with those from inside (4.8). The other notable differences are that those living inside the catchment area place more importance on having open spaces for gathering (7.1), unique architecture (6.9) and having nice views inside the building (6.7).

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

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

- **Second ranked –** The most frequently second ranked item overall is having good lighting inside (16%), followed by access to public transit (14%), having parking (14%), being a place they feel safe (13%) and being a place they feel welcome (10%). Once more, those inside the catchment area are less likely to select having parking as the second most important item to them (nine percent) than those outside of the catchment area (15%).

- **Minutes willing to travel by public transit** – Residents are willing to travel 23.4 minutes on average to a new downtown Central Library. Those who reside in the catchment area are more likely to say they would be willing to travel a shorter distance (mean = 17.6 minutes) than those outside of the catchment area (mean = 23.8 minutes).

- **Minutes willing to travel by foot** – Residents are willing to travel up to 17 minutes on foot, on average, to a downtown Central Library. Those who reside in the catchment area, where walking is more easily an option are willing on average to walk 22.2 minutes.

- **Minutes willing to travel by car** – On average residents are willing to travel an average of 19.2 minutes by car to a new downtown Central Library, with those residing in catchment area less willing to travel far by car (mean = 10.4 minutes) than those outside of catchment area(mean = 19.8 minutes).

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

Participant Profile

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

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

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

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

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

Importance Dashboard

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

Importance Dashboard

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

Importance Dashboard

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

Profile: Use of a Library Card

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

I am not a card holder and I do not use Ottawa Public Library services
23%

I am not an Ottawa Public Library card holder but I use Ottawa Public Library services
3%

Someone in my household is an Ottawa Public Library card holder and I use their card to access Ottawa Public Library services
7%

I am an Ottawa Public Library card holder
66%
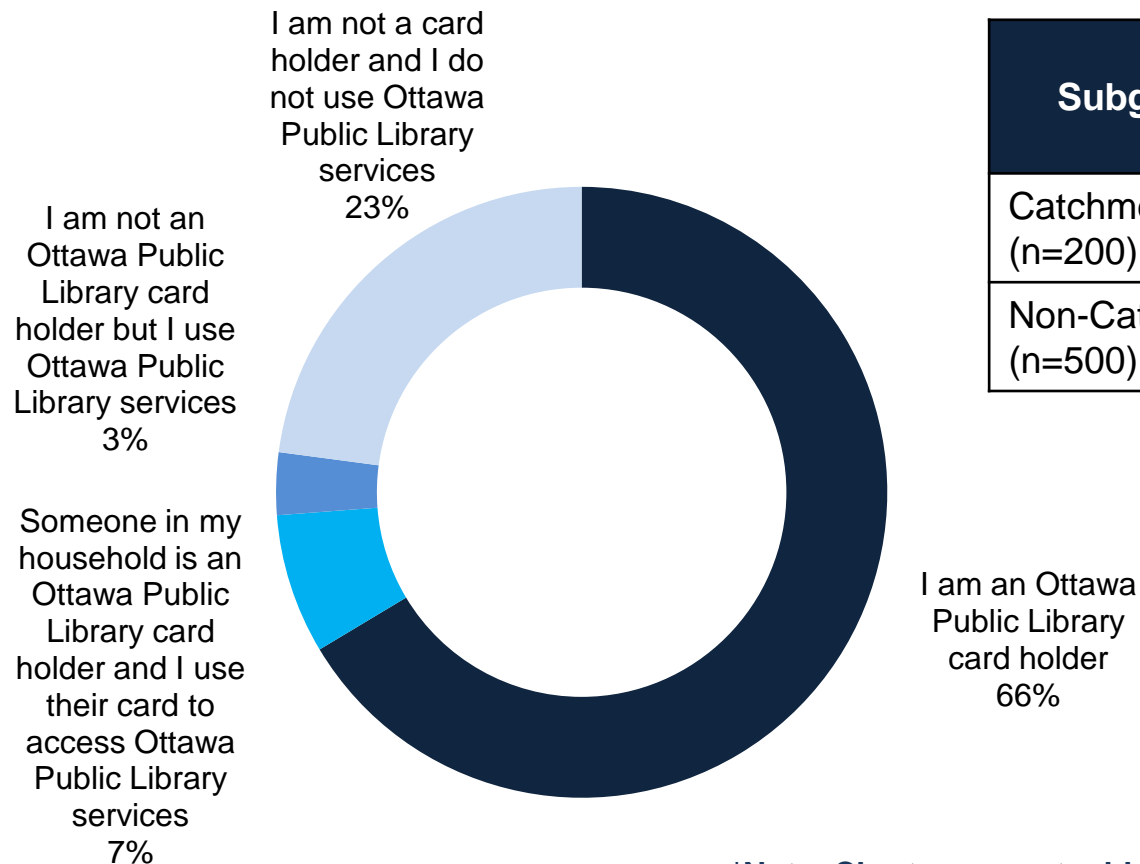
Subgroups	Ottawa Public Library Card holder
Catchment (n=200)	74.2%
Non-Catchment (n=500)	65.9%

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

QUESTION – Which of the following statements best describes you?

Profile: Use of a Library Card

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

Source: Nanos Research, random representative online survey of 500 residents of the City of Ottawa selected from a panel, May 10th to 14th 2012, n=500 residents of the City of Ottawa. The survey is based on a non-probability sample, therefore a margin of error does not apply.
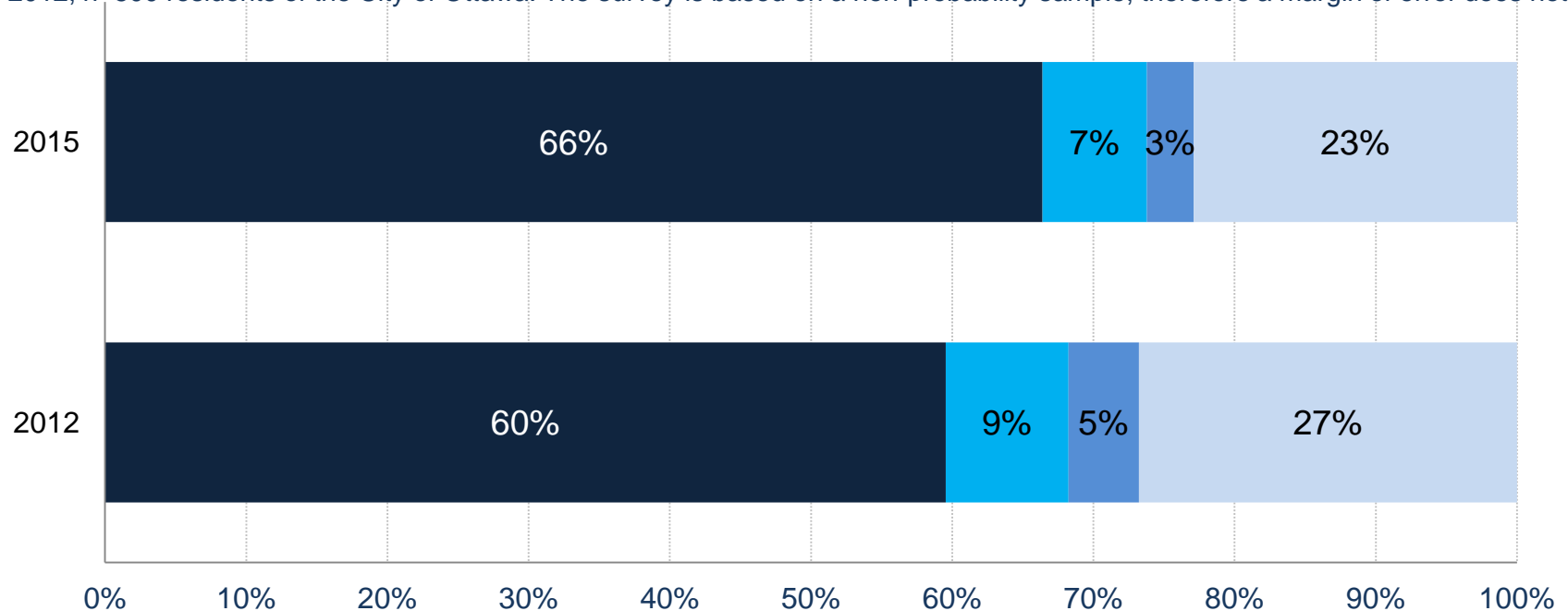
Year	I am an Ottawa Public Library card holder	Someone in my household is an Ottawa Public Library card holder and I use their card	I am not an Ottawa Public Library card holder but I use services	I am not a card holder and do not use services
2015	66%	7%	3%	23%
2012	60%	9%	5%	27%

- ■ I am an Ottawa Public Library card holder
- ■ Someone in my household is an Ottawa Public Library card holder and I use their card to access Ottawa Public Library services
- ■ I am not an Ottawa Public Library card holder but I use Ottawa Public Library services
- ■ I am not a card holder and do not use Ottawa Public Library services

QUESTION – Which of the following statements best describes you?

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Use of the Main Branch

The Main branch is my primary branch
14%

I use the Main branch occasionally
25%

I do not use the Main branch
61%
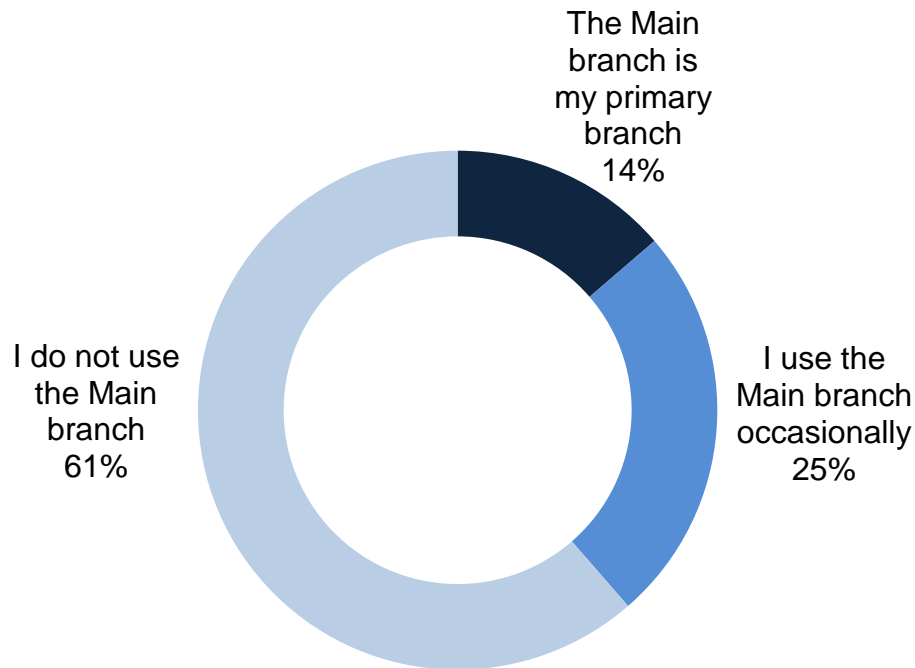
Subgroups	The Main branch is my primary branch (n=549)
Catchment (n=200)	69.5%
Non-Catchment (n=500)	9.3%

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

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

Why the Main Branch Isn't Used

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

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

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

Encouraging Main Branch Use

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

QUESTION – [If answered "I use the Main branch occasionally" OR "I do not use the Main branch" in Q2] What, if anything, would encourage you to use the Main branch more often? [Open-ended]
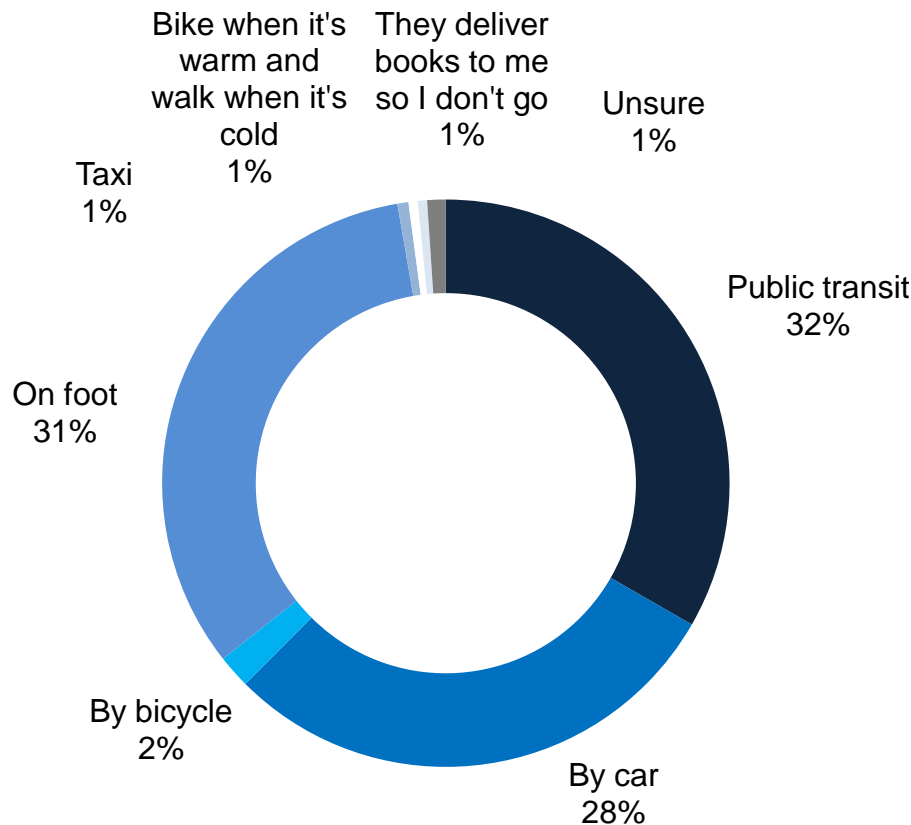
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Use of Other Branches: Top 10

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

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

*Note: Based on multiple mentions

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

Reasons for Visiting

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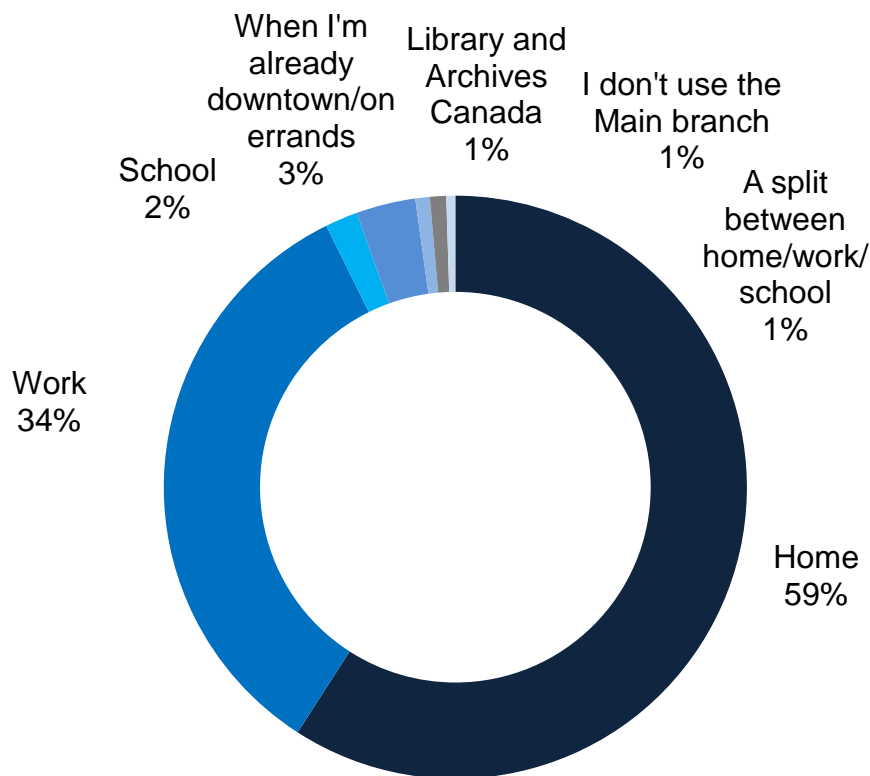

■ Catchment area   ■ Non-Catchment area
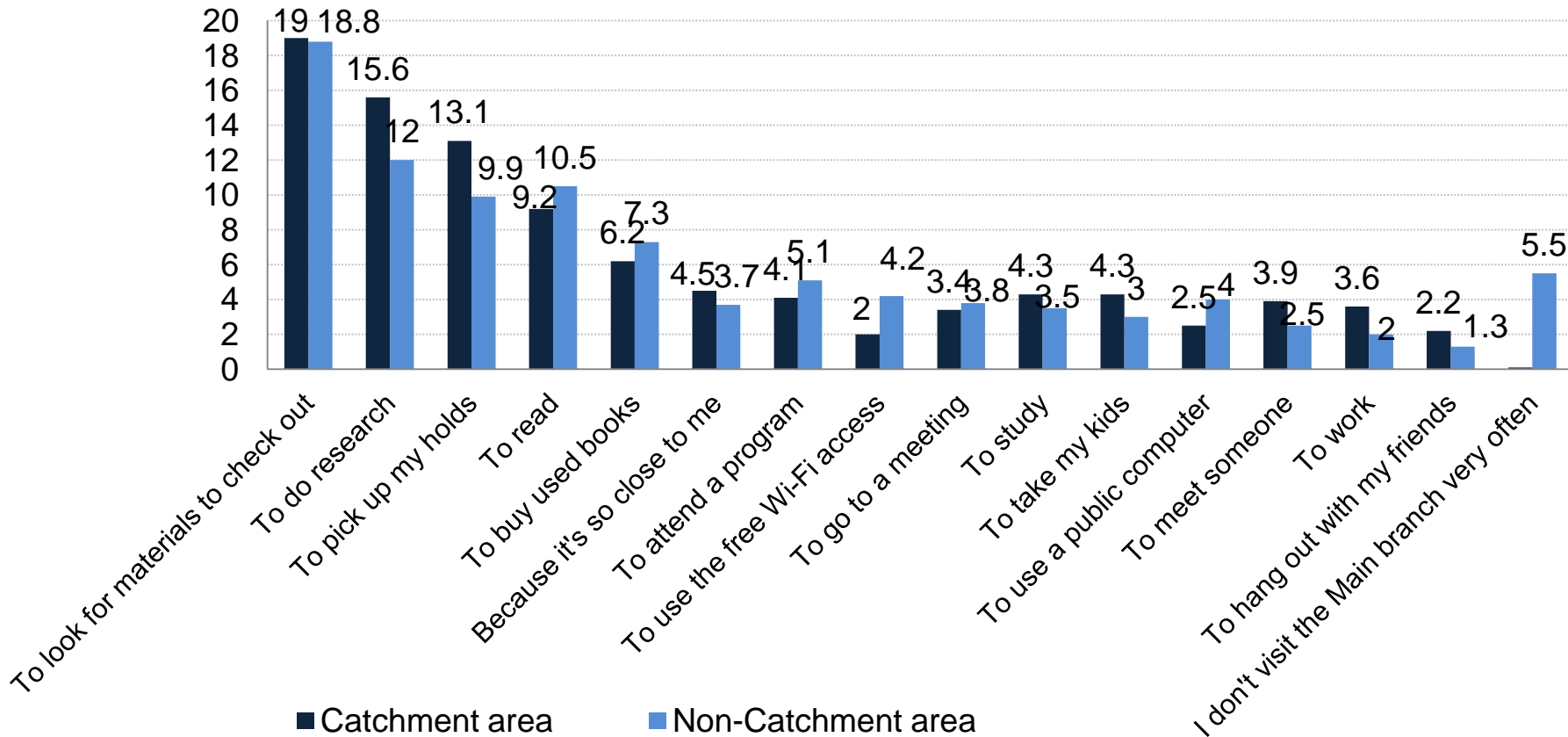
*Note: Based on multiple mentions

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

Profile: Average Visits to the Main Branch

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

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

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

Profile: Average Length of Visits to the Main Branch

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

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

Getting to the Main Branch

Bike when it's warm and walk when it's cold
1%

They deliver books to me so I don't go
1%

Unsure
1%

Taxi
1%

Public transit
32%

On foot
31%

By bicycle
2%

By car
28%

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

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

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

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Where Library Users Arrive From

Donut chart segments:
- Home 59%
- Work 34%
- When I'm already downtown/on errands 3%
- School 2%
- Library and Archives Canada 1%
- I don't use the Main branch 1%
- A split between home/work/school 1%

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

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

QUESTION – [Asked of Ottawa Public Library users] Do you most often come from....
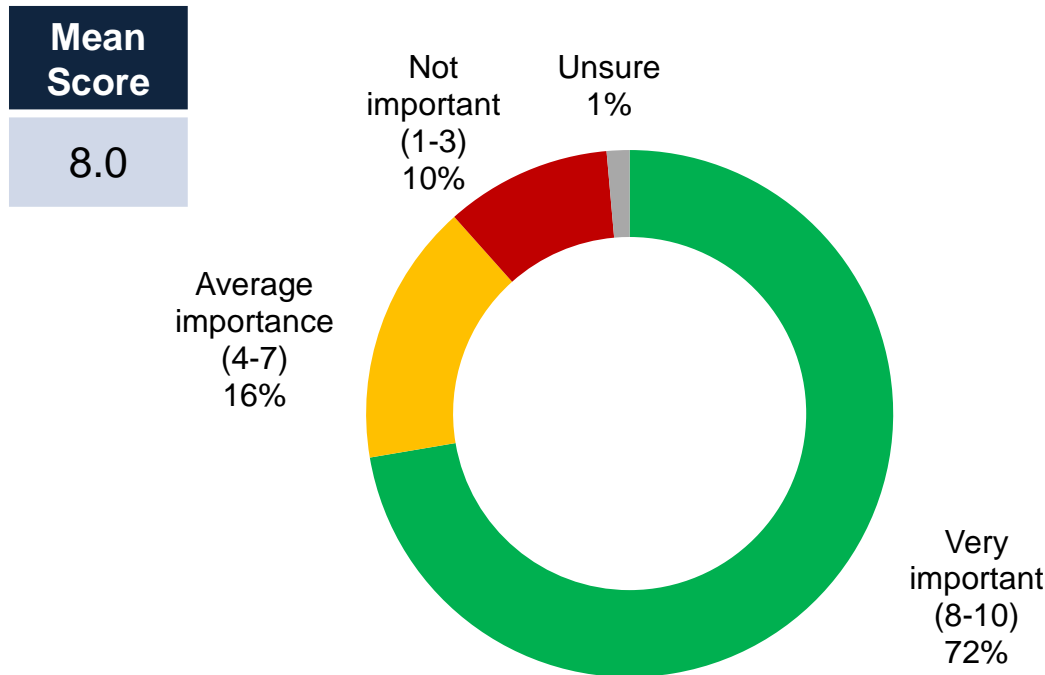
Arriving from Work or School

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

Public transit 31%
On foot 49%
By car 15%
By bicycle 2%
I don't come from work or school 2%
By taxi 2%
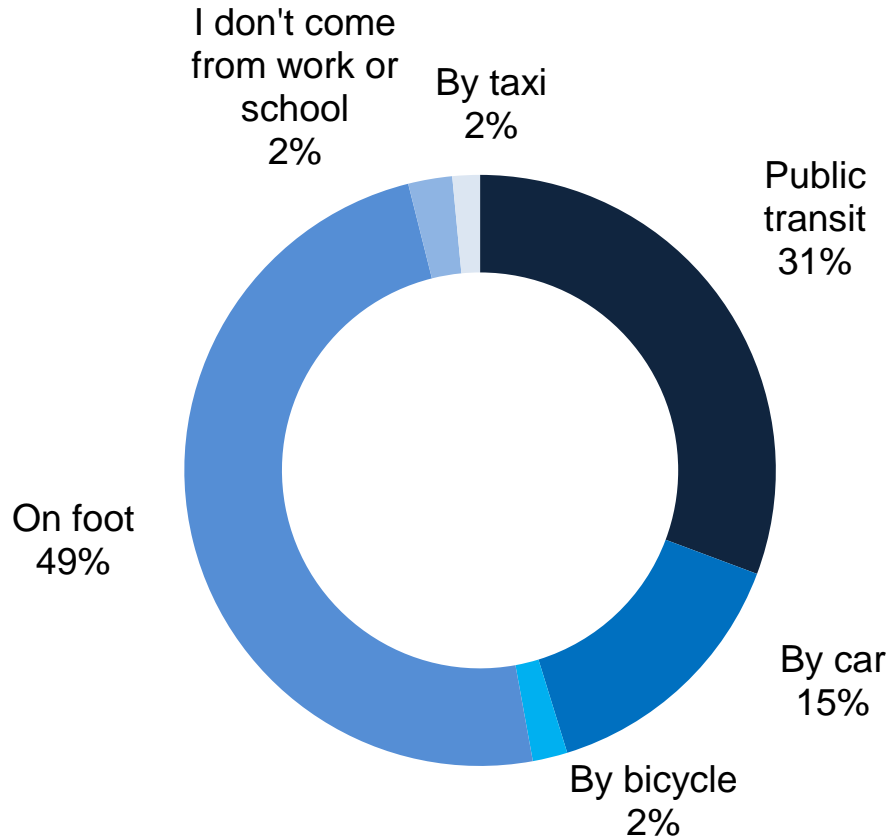
Subgroups	On foot (n=80)
Catchment (n=29)	53.1%
Non-Catchment (n=51)	48.1%
Male (n=43)	49.6%
Female (n=37)	48.0%
18 to 29 (n=18)	44.0%
30 to 39 (n=22)	42.3%
40 to 49 (n=23)	56.0%
50 to 59 (n=10)	60.8%
60 plus (n=7)	51.2%

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

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

Important Factors of a Downtown Library

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

Factor	Very important (8-10)	Average importance (4-7)	Not important (1-3)	Unsure
Having good lighting inside	80%	13%	5%	1%
Being a place you feel safe	76%	16%	7%	2%
Being a place you feel welcome	73%	18%	7%	1%
Access to public transit	72%	16%	10%	1%
Distance from a new LRT station	52%	28%	15%	5%
Having parking	51%	28%	18%	3%
Having open spaces for gathering	39%	40%	19%	2%

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

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

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Important Factors of a Downtown Library

Factor	Very important (8-10)	Average importance (4-7)	Not important (1-3)	Unsure
Having nice views inside the building	32%	45%	21%	3%
Having unique architecture	29%	42%	27%	3%
Distance from museums and other cultural institutions	24%	45%	28%	3%
Having a nice view of the outside	23%	44%	31%	2%
Distance from shops	16%	47%	37%	1%
Distance from restaurants	15%	45%	37%	3%

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

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

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Factors of a Library: Mean Summary

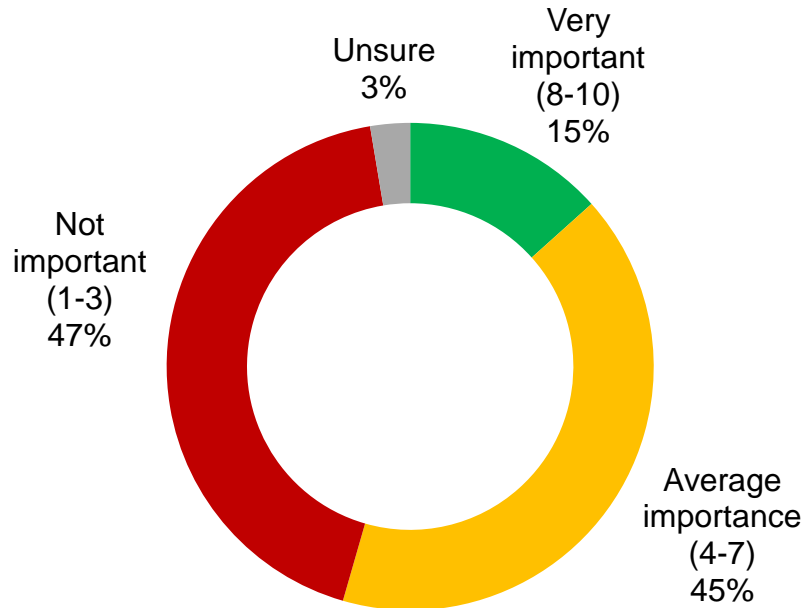|	Catchment (n=200)	Non-Catchment (n=500)
Having good lighting inside	8.9	8.5
Being a place you feel safe	8.4	8.4
Being a place you feel welcome	8.4	8.1
Access to public transit	8.5	8.0
Distance from a new LRT station	7.7	6.8
Having parking	4.8	6.9
Having open spaces for gathering	7.1	6.2
Having nice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

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

Access to Public Transit

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

Mean Score
8.0

Not important (1-3) 10%

Unsure 1%

Average importance (4-7) 16%

Very important (8-10) 72%

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

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

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

Access to public transit

Distance from a New LRT Station

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

Mean Score
6.9

Unsure 5%

Not important (1-3) 15%

Very important (8-10) 52%

Average importance (4-7) 28%
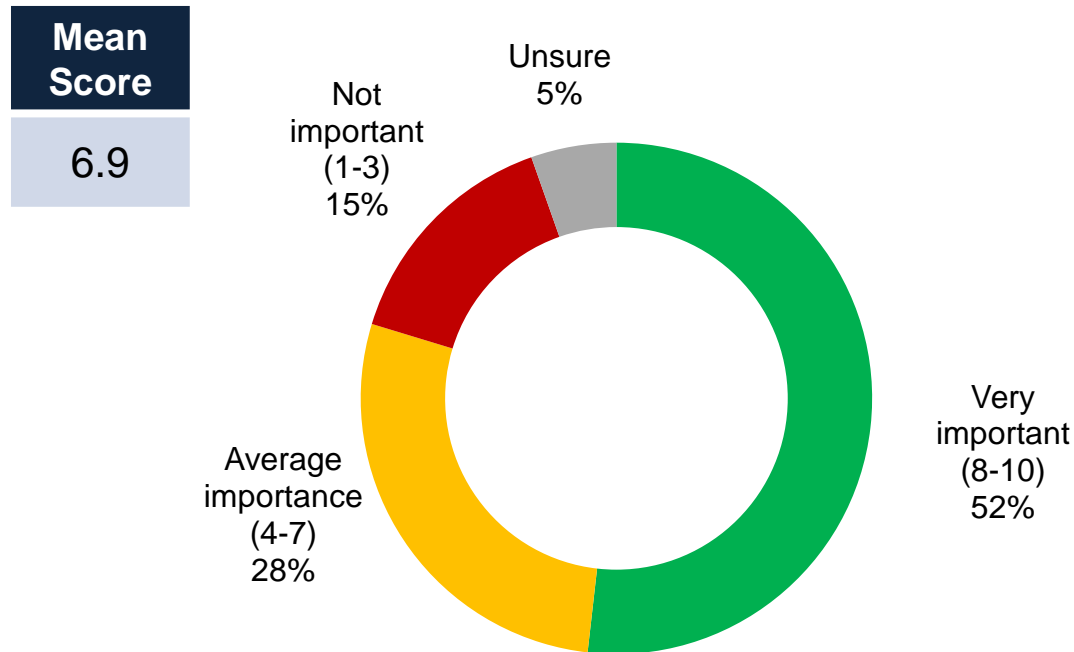
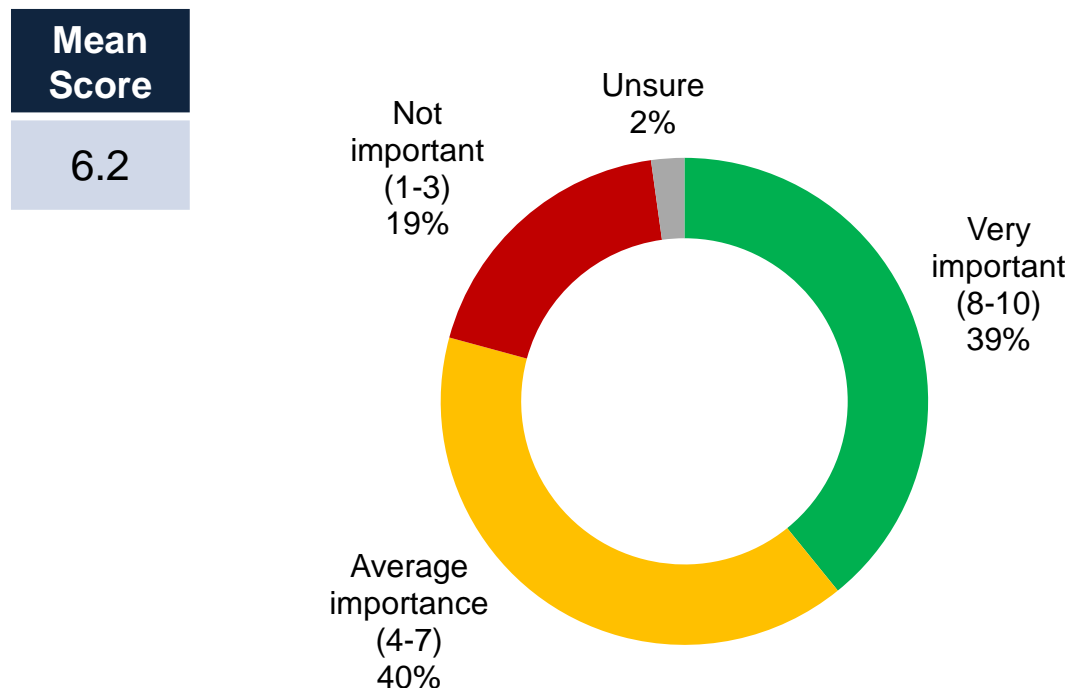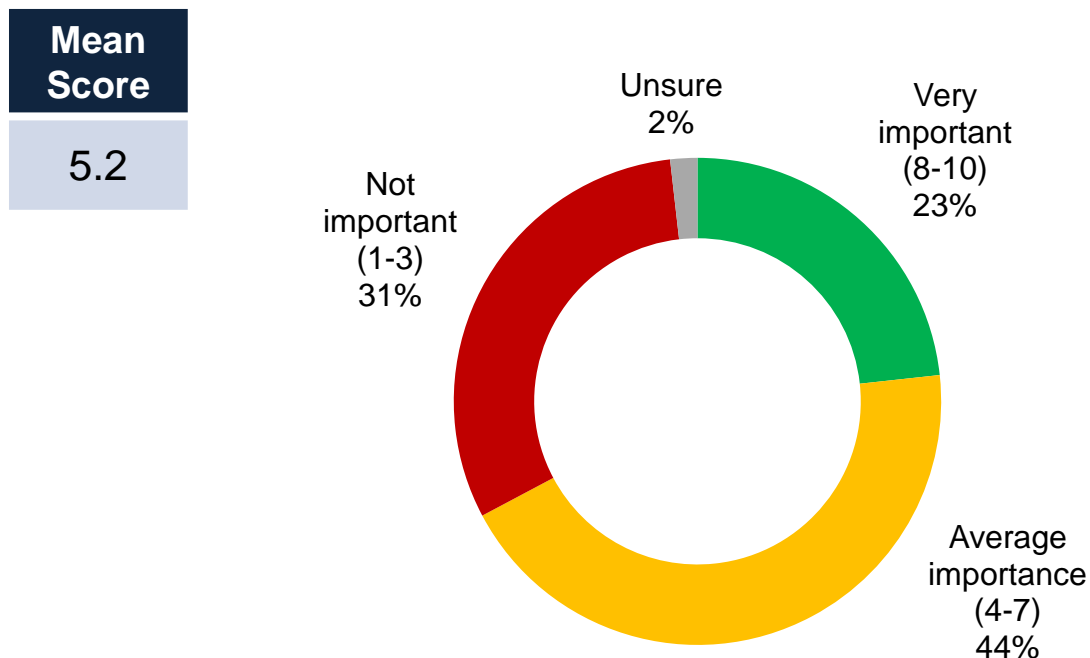| Subgroups	Very Important
Catchment (n=200)	59.0%
Non-Catchment (n=500)	51.3%
Male (n=356)	45.6%
Female (n=344)	57.6%
18 to 29 (n=90)	55.8%
30 to 39 (n=117)	45.8%
40 to 49 (n=118)	54.7%
50 to 59 (n=188)	55.6%
60 plus (n=187)	47.2%

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

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

Distance from a new LRT station

27

Distance from Shops

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

Mean Score
4.6

Unsure 1%

Very important (8-10) 16%

Not important (1-3) 37%

Average importance (4-7) 47%
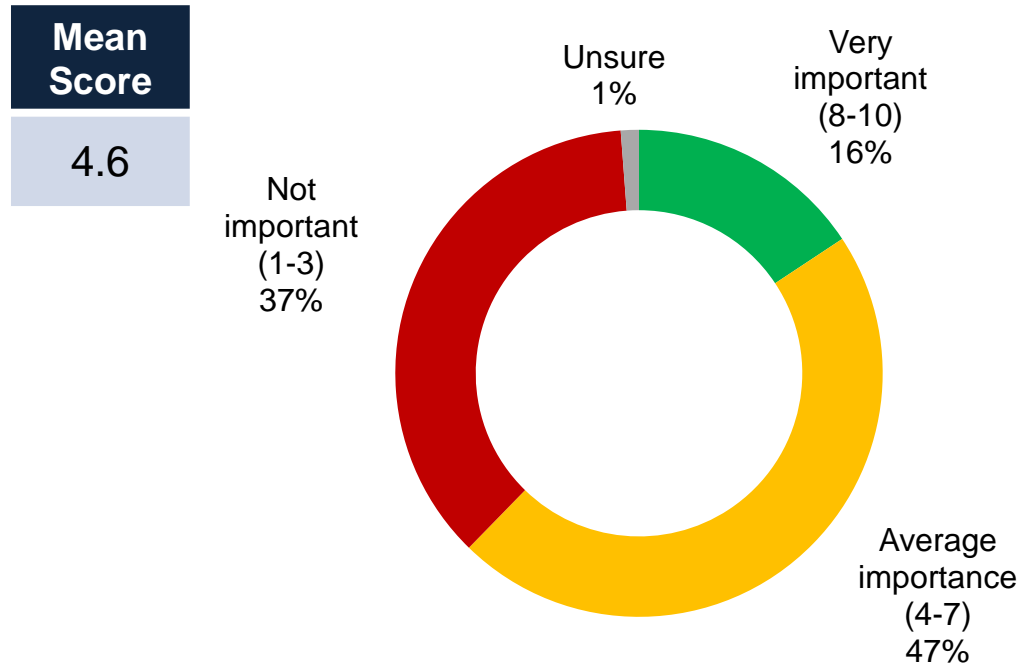
*Note: Charts may not add up to 100 due to rounding

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

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

Distance from shops

Distance from Restaurants

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

Mean Score
4.5

Unsure 3%

Very important (8-10) 15%

Not important (1-3) 47%

Average importance (4-7) 45%

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

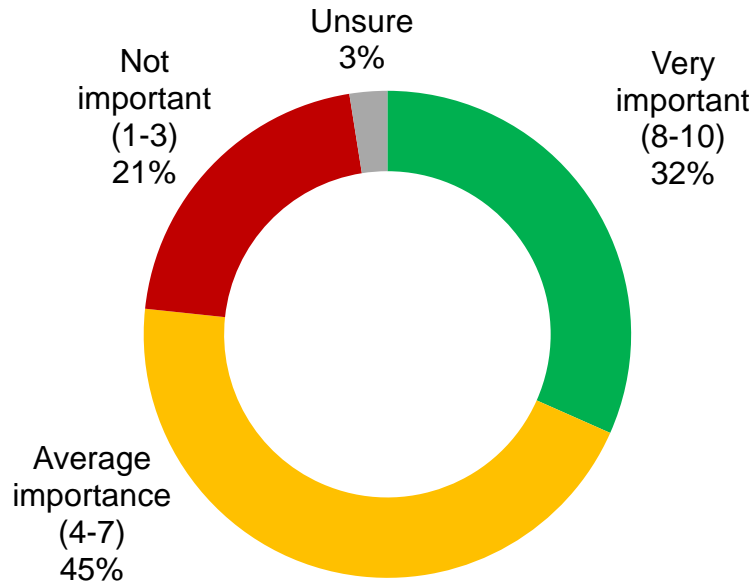***Note: Charts may not add up to 100 due to rounding**

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

Distance from restaurants

29

Distance from Cultural Institutions

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

Mean Score
5.3

Unsure 3%

Very important (8-10) 24%

Not important (1-3) 28%

Average importance (4-7) 45%
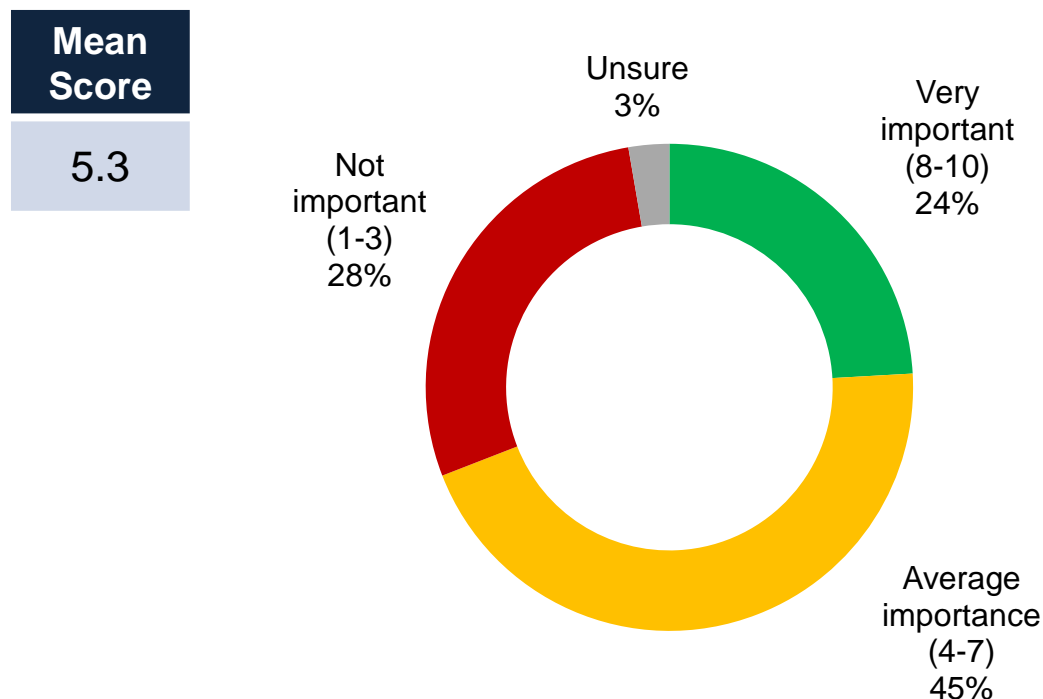
Subgroups	Very Important
Catchment (n=200)	26.5%
Non-Catchment (n=500)	23.9%
Male (n=356)	19.3%
Female (n=344)	28.6%
18 to 29 (n=90)	28.0%
30 to 39 (n=117)	22.1%
40 to 49 (n=118)	25.1%
50 to 59 (n=188)	20.9%
60 plus (n=187)	23.5%

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

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

Distance from museums and other cultural institutions

Having Open Spaces for Gathering

Mean Score
6.2

Unsure 2%

Not important (1-3) 19%

Very important (8-10) 39%

Average importance (4-7) 40%

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

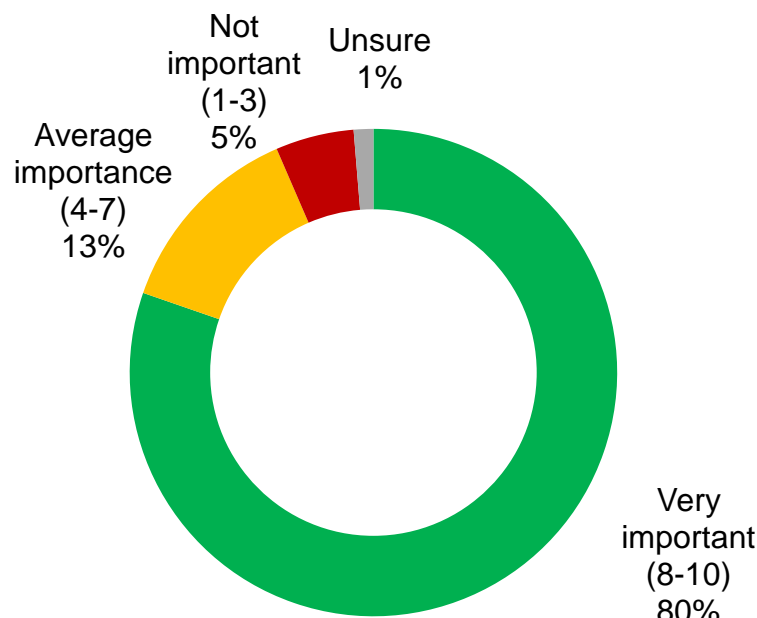| Subgroups	Very Important
Catchment (n=200)	45.5%
Non-Catchment (n=500)	38.7%
Male (n=356)	34.5%
Female (n=344)	43.6%
18 to 29 (n=90)	45.4%
30 to 39 (n=117)	35.4%
40 to 49 (n=118)	33.8%
50 to 59 (n=188)	40.0%
60 plus (n=187)	40.0%

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

Having open spaces for gathering

31

Having a Nice View of the Outside

Mean Score
5.2

Unsure 2%

Very important (8-10) 23%

Not important (1-3) 31%

Average importance (4-7) 44%

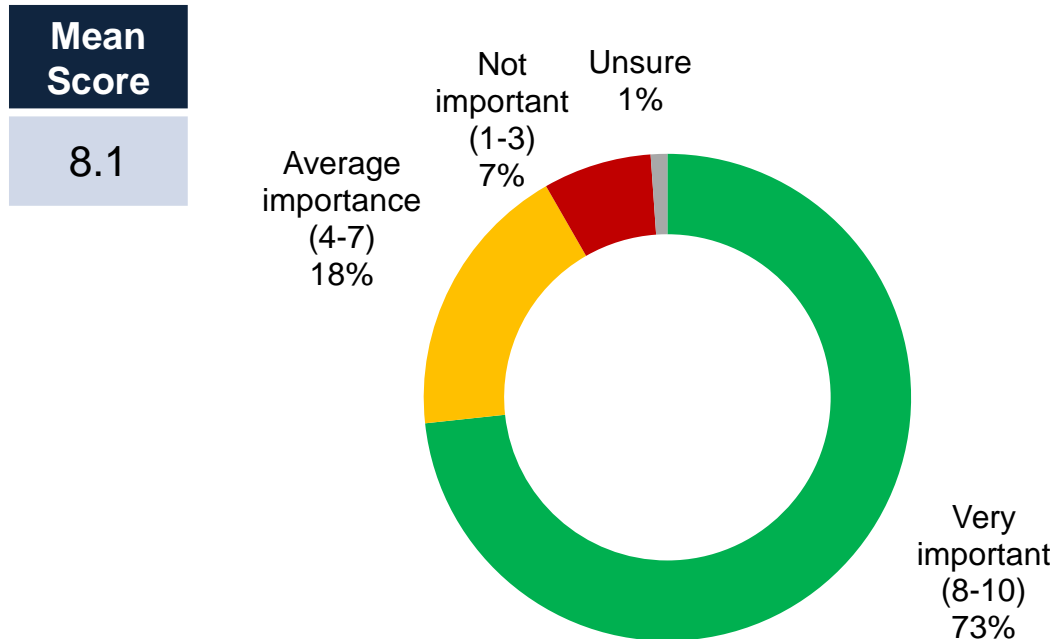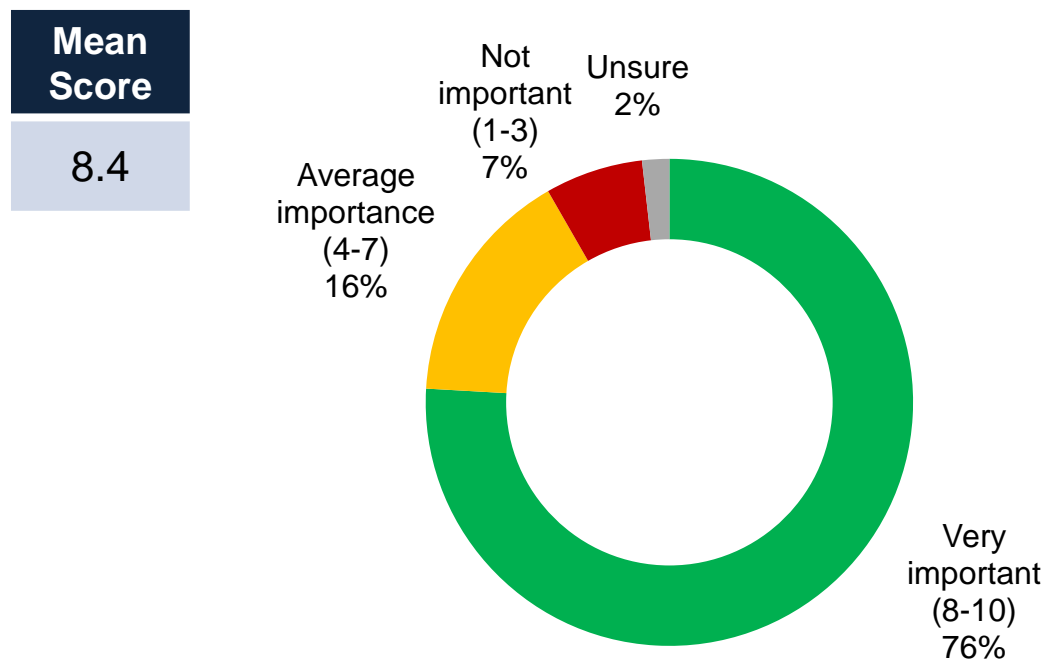| Subgroups	Very Important
Catchment (n=200)	27.7%
Non-Catchment (n=500)	23.0%
Male (n=356)	19.5%
Female (n=344)	26.8%
18 to 29 (n=90)	20.1%
30 to 39 (n=117)	25.4%
40 to 49 (n=118)	31.3%
50 to 59 (n=188)	21.0%
60 plus (n=187)	19.7%

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

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

Having a nice view of the outside

Having Nice Views Inside

Mean Score
5.9

Unsure 3%

Not important (1-3) 21%

Very important (8-10) 32%

Average importance (4-7) 45%

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

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

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

Having nice views inside the building

Having Unique Architecture

Mean Score
5.5

Unsure
3%

Very important (8-10)
29%

Not important (1-3)
27%

Average importance (4-7)
42%
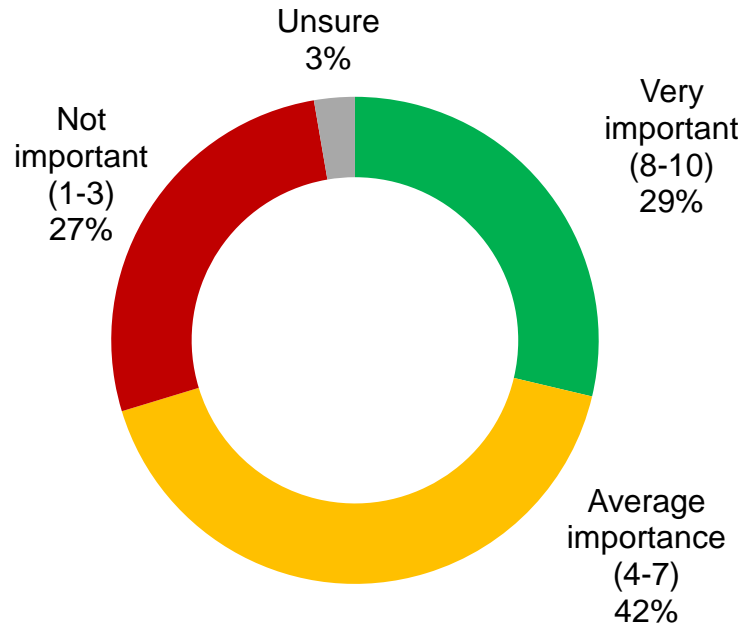
*Note: Charts may not add up to 100 due to rounding

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

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

Having unique architecture

Having Good Lighting

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

Mean Score
8.5

Not important (1-3) 5%
Unsure 1%
Average importance (4-7) 13%
Very important (8-10) 80%

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

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

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

Having good lighting inside

Being a Welcoming Place

Mean Score
8.1

Not important (1-3) 7%

Unsure 1%

Average importance (4-7) 18%

Very important (8-10) 73%

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

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

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

Being a place you feel welcome

Being a Safe Place

Mean Score
8.4

Not important (1-3) 7%

Unsure 2%

Average importance (4-7) 16%

Very important (8-10) 76%

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

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

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

Being a place you feel safe

Having Parking

Mean Score
6.8

Unsure
3%

Not important
(1-3)
18%

Very important
(8-10)
51%

Average importance
(4-7)
28%
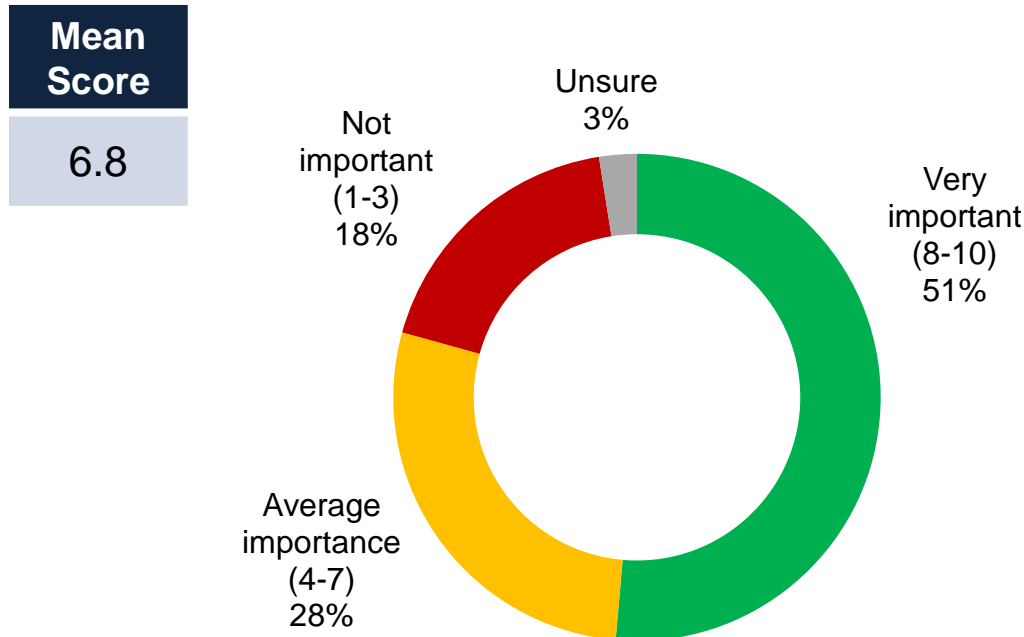
Subgroups	Very Important
Catchment (n=200)	22.5%
Non-Catchment (n=500)	53.5%
Male (n=356)	42.2%
Female (n=344)	59.9%
18 to 29 (n=90)	45.9%
30 to 39 (n=117)	50.3%
40 to 49 (n=118)	50.6%
50 to 59 (n=188)	52.5%
60 plus (n=187)	57.0%

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

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

Having parking

Factors of a Library: Other

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

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

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

Other (please specify)

Factors of a Library: Ranked Choices

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

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

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

Willingness to Travel by Public Transit

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

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

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

Willingness to Travel on Foot

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

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

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

Willingness to Travel by Car

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

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

Additional Comments

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

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

Additional Comments

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

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

Methodology

Methodology

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

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

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

The research was commissioned by the Ottawa Public Library.

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

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

Map of the Catchment Area

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

ENVIRONICS
ANALYTICS

Legend:

PRCDDA

Ottawa Public Library - Branches
Ottawa Public Library - Branches

Catchment Areas

PRCDDA
- 1 - 3
- 3 - 5
- 5 - 10
- 10 - 20
- >20
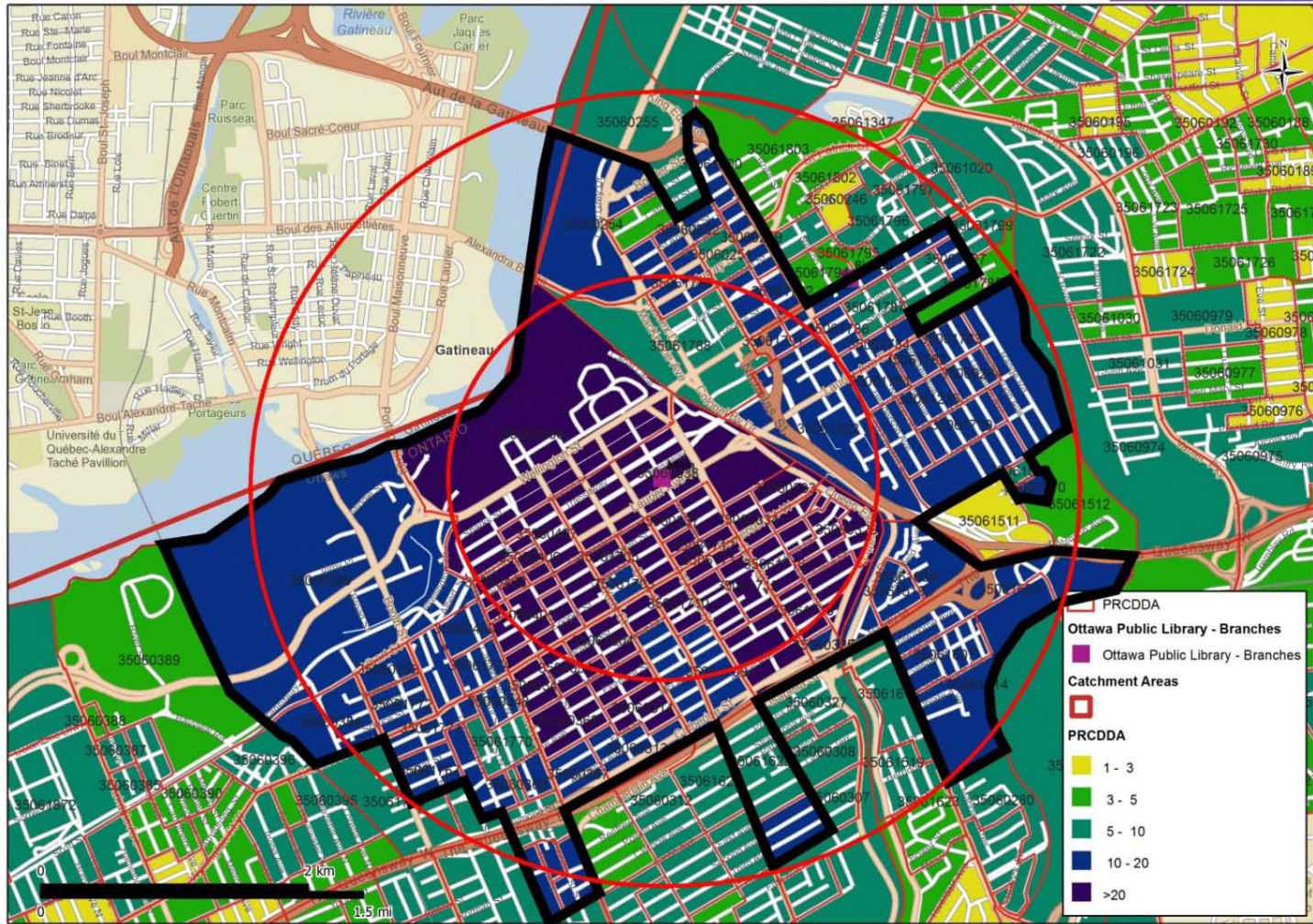
Variable Description: 12 Month Active Users MA Only 20150917 FBS-Record Count
Copyright ©2015 Environics Analytics (EA).

*The catchment area is contained within the black border

About Nanos

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

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

Technical Note

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

Tabulations

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6th and 13th, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is ±4.4 percentage points, 19 times out of 20.
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7	%	7.7	10.7	7.5	10.2	5.4	14.3	10.4	4.2	4.6	5.2
8	%	14.0	11.5	14.2	17.6	10.7	14.2	11.6	18.7	16.6	9.5
9	%	14.6	15.9	14.5	16.5	12.8	16.1	10.9	10.9	16.8	17.1
Very important (10)	%	43.8	49.5	43.4	30.8	55.8	45.1	44.3	48.6	38.8	42.0
Unsure	%	1.4	.0	1.5	1.5	1.2	.0	.0	.0	2.2	4.1

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

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

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

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

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

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

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

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

			Catchment Area			Gender		age				
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 13 - Distance from a new LRT station	Total	Unwgt N	700	200	500	356	344	90	117	118	188	187
		Wgt N	700	47	653	337	363	152	117	138	127	166
	Not important (1-3)	%	14.9	8.4	15.3	18.4	11.6	7.1	18.3	13.1	17.2	19.2
	Average importance (4-7)	%	27.9	26.6	28.0	32.0	24.0	32.9	32.1	28.2	24.2	22.8
	Very important (8-10)	%	51.8	59.0	51.3	45.6	57.6	55.8	45.8	54.7	55.6	47.2
	Unsure	%	5.4	5.9	5.4	3.9	6.8	4.2	3.8	3.9	3.0	10.9

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6th and 13th, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is ±4.4 percentage points, 19 times out of 20.
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Thinking of the physical space for the Library, on a scale of 1 to 10, where 1 is not at all important and 10 is very important, how would you rate the importance of a downtown Central Library in terms of the following [RANDOMIZE Q12-25]

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

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

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

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

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

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

Nanos conducted an RDD Dual frame (land- and cell-line) telephone and online random survey of 700 City of Ottawa residents, 18 years of age or older, with an oversample of 200 residents in the catchment area of the Main Library, between November 6th and 13th, 2015. The margin of error for a random survey of 700 residents of the City of Ottawa is ±4.4 percentage points, 19 times out of 20.
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6	%	11.6	6.8	12.0	12.4	10.9	19.9	10.1	9.6	13.5	5.4
7	%	16.3	14.0	16.5	16.6	16.0	18.8	20.7	21.2	15.9	7.3
8	%	15.6	24.7	14.9	15.4	15.7	16.4	16.6	12.0	18.8	14.6
9	%	6.5	13.4	6.0	5.1	7.8	10.9	6.7	5.5	2.6	6.1
Very important (10)	%	9.6	10.7	9.5	9.3	9.8	6.3	10.5	10.6	8.4	11.9
Unsure	%	2.5	2.7	2.5	2.4	2.6	.8	.0	3.4	2.9	4.8

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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			Catchment Area			Gender		age				
			City of Ottawa 2015-11	Catchment area only	Rest of City of Ottawa	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 26 (second ranked response) - From the following list please rank the MOST IMPORTANT and the SECOND MOST IMPORTANT item to you personally.	Total	Unwgt N	657	187	470	331	326	89	111	114	173	170
		Wgt N	662	44	618	317	346	151	111	132	117	151
	Access to public transit	%	13.7	18.4	13.3	13.4	14.0	21.6	14.2	12.3	7.2	11.6
	Distance from a new LRT station	%	8.0	6.3	8.2	9.2	7.0	8.8	8.6	7.7	9.9	5.7
	Distance from shops	%	.9	.4	.9	.9	.9	.0	.0	1.3	.7	2.3
	Distance from restaurants	%	1.8	1.4	1.8	1.4	2.1	1.1	1.4	1.5	1.5	3.2

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

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

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

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

NANOS

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

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

NANOS

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

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

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

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

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

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

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