

# Key findings from the research

## Research Summary

submitted by Nanos to Ottawa Public Library, August 2017  
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# Key findings

Nanos Research was retained by the Ottawa Public Library to conduct public consultations among residents of the City of Ottawa to help identify the optimal hours of operation for each of its branches. As part of this analysis, Nanos facilitated focus groups among OPL cardholders as well as surveys among OPL cardholders and residents of the City of Ottawa (gen pop). To follow are the key findings from the research.

- 1. Satisfaction with the hours of their primary branch** – A majority of participants in all phases of the research say they are satisfied or somewhat satisfied with the hours of operation at their current or future primary branch, with over three in four participating cardholders and Ottawa residents saying they are satisfied or somewhat satisfied.
- 2. Saturdays are more frequently first ranked by participants as the most important day for their OPL branch to be open** – Participants across all research phases most frequently selected Saturdays as the most important day for their OPL branch to be open (13 of 60 focus group participants, 38% of cardholder survey participants, and 42% of participating Ottawa residents).
- 3. Mornings are the most important time slot for most participants on Saturdays** – Asked which timeslot was most important for the OPL to be open on Saturdays, gen pop and cardholder survey participants most frequently selected mornings (9am-12pm) first (52% gen pop; 54% cardholders). Focus group participants most frequently selected early afternoon (12-3pm) as the most important time slot (22 of 60 participants), followed closely by the morning time slot (18 of 60 participants).
- 4. Participants across all research phases more likely to say early afternoons are most important time slots for the OPL to be open on Sundays** – Across all research phases participants more frequently selected the 12-3pm time slot as the most important time for the OPL to be open (41% gen pop; 41% cardholders; 26 out of 60 focus group participants), followed by the 9am-12pm time slot.



# Key findings

5. **Evenings are the most frequently ranked Monday to Thursday time slot for the OPL to be open for participants** – The 6-9pm time slot was the most frequently selected time slot by participants across all research phases for the most important time for OPL to be open, followed by mornings (9am-12pm).
6. **Evenings and mornings are the most important Friday time slot for the OPL to be open for participants** – Participants in the gen pop and cardholder surveys most frequently selected evenings (6-9pm) as the most important time slot on Fridays (34% gen pop; 35% cardholder), while focus group participants most often selected mornings (9am-12pm) as the most important (14 of 60 participants).
7. **Majority of focus group participants and cardholders are interested or somewhat interested in the OPL being open on Sundays during the summer** – The majority of focus group participants (41 out of 60 participants) are interested or somewhat interested in the OPL being open on Sundays during the summer, as are most cardholder survey participants (48% interested, 23% somewhat interested), while just over half of participating Ottawa residents say the same (31% interested, 22% somewhat interested).
8. **Encouraging non-cardholders** – Focus group participants were asked what services would encourage people to become cardholders, and most frequently stressed a need for the OPL to promote and advertise its services. However, over two in ten (22%) non-cardholder participants in the gen pop survey said that nothing would encourage them to become OPL cardholders.

# Methodology

## **Focus Groups:**

Six focus groups were conducted between May 25<sup>th</sup> and May 31<sup>st</sup>, 2017 at two locations on behalf of the Ottawa Public Library. Each focus group was 75-90 minutes in length and a total of 60 OPL cardholders participated in the focus group project. The participants were offered a \$75 incentive. Participants were recruited from a list of library cardholders provided by the OPL. All cardholders were invited to participate in the research by the OPL, those who opted in were sent a link to an online survey. Cardholders who completed the survey were invited to participate in the focus groups. Participants were selected on a first come, first served basis.

Various user profiles were represented in each group: large branch, high intensity users (2); large branch, low intensity users; large branch, mixed intensity users (FR); small branch, high intensity users; and mixed branch, mixed intensity users.

## **Cardholder Survey:**

Nanos conducted an online survey of 5,259 self-selected Ottawa Public Library cardholders between May 17<sup>th</sup> and June 2<sup>nd</sup>, 2017.

As participants were able to opt-in to the research, no margin of error applies.

## **Gen Pop Survey:**

Nanos conducted an RDD dual frame hybrid telephone and online random survey of 400 residents of the City of Ottawa, between June 16<sup>th</sup> and July 3<sup>rd</sup>, 2017. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of the City of Ottawa.

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

The margin of error for a random survey of 400 residents of the City of Ottawa is  $\pm 5.0$  percentage points, 19 times out of 20.

The research was commissioned by the Ottawa Public Library.